

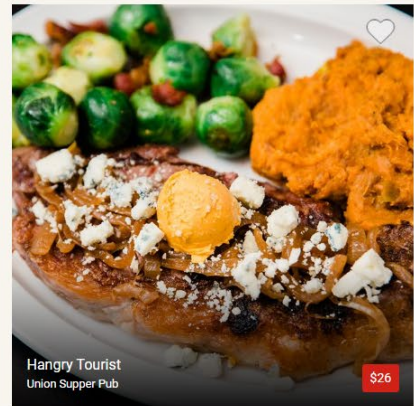
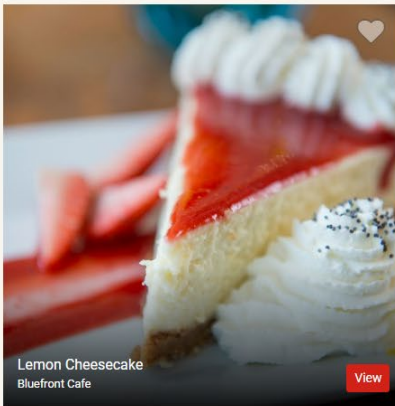
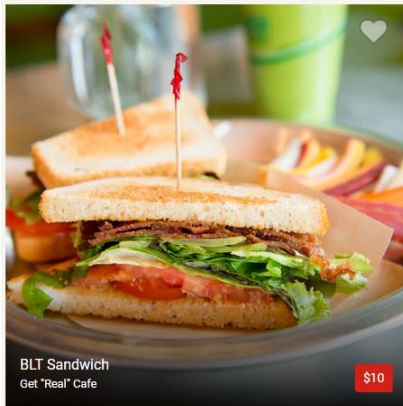


## MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY AUGUST 2019

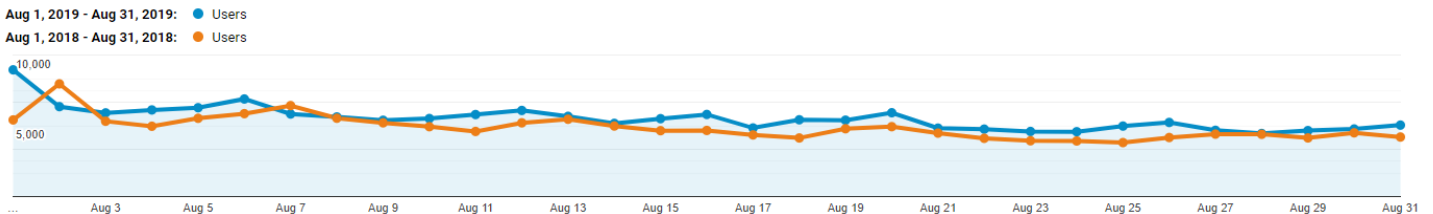
### DOORCOUNTY.COM

Various upgrades have been done to the site during this last sprint of development.

- **/Experience:** Refreshed to a cleaner more photo centric design that includes our most iconic attractions, experience based businesses, itinerary planning and video highlights.
- **/Dished-Up: Coming Soon!** A new section to the site that will feature video's of local chefs and owners preparing and presenting some of their signature dishes along with our Hankr partnership that allows a user to chose dishes based on visuals and key ingredients.



### Overall Monthly Website Data Results:



- There was a strong 16% increase in year-over-year site traffic in August with more than 200,000 visitors to the site generating over 782k pageviews. The increase was largely due to sending 4x the amount of paid search traffic to the site this year compared to last August. That said, we also had a 7% increase in organic traffic, by far the biggest traffic channel, as well as upticks in Email and Social traffic. As usual, various /experience and /stay pages were among the most visited, with users always in search of things to do and places to stay. The Washington Island and Guides and Reports pages in the /discover section were also viewed often.
- The top 5 cities driving traffic remained unchanged with Chicago again responsible for nearly 20% of all site traffic, followed by Madison, Milwaukee, Sturgeon Bay and Minneapolis. The top two age groups driving the most site traffic switched places last month, with 25-34 leading the way followed by 55-64.

## Newsletter Analytics

Total Recipients

234,294

Successful Deliveries

233,513

Bounces

781

Total Opens

44,283

Open Rate w/ Remail

26.51%

Total Clicks

10,483

Click-Through Rate

4.49%

### E-NEWSLETTER

- The August newsletter posted better numbers than even the July one, which had been our best open and click-through rates of the year. We managed 26.51% overall open rate, edging out July's 26.49% rate for best 2019 and highest since Sept '18. (*According to Constant Contact the industry average open rate for travel/destination marketing is 14.7%*)
- Supper Clubs and shipwrecks were the most popular content last month, with the features on Farmers Marketing and Inland Lakes also driving a lot of clicks.

### Specialty Blast- VOTE: USA Today's Best Fall Foliage

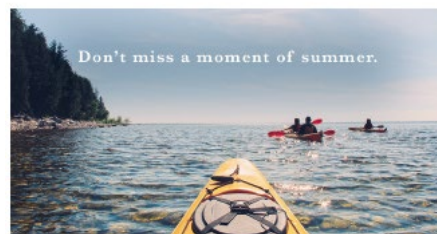
- In addition to our social media and PR efforts to encourage voting, we strategically blasted an email to our database a couple days before the polls closed. All of our efforts had great engagement across all mediums.

### MEDIA

Our 2019 media campaign generated roughly 15 million impressions through Brand USA's International and Mobile Unit guide. Google Adwords (Chicago/Mke/GB/Appleton/Madison/MSP. Beloit Visitor Center. WI Tourism & Travel Guide. Summer Interactive (Chicago/Mke/Gb/App/Madison/MSP). Summer 2019 Snapchat, interactive, Facebook & Instagram (Chicago/Mke/GB/Appleton/Madison/Msp/Door County). Newsletter email lead generation on Facebook & Instagram (IL, MN, WI). Digital Outdoor (Chicago, GB/Appleton, Mke, MSP)

#### Facebook Lead Gen Ad

Subscribe to our newsletter for your chance to win a Door County bags set, can cozies and more.



**Feel the Fun.**  
Plus, get Door County gift certificates to spend on your trip.

#### DOOR COUNTY SCENIC MOMENTS

From the unforgettable sunsets over the water and the deep forests of five state parks, to the miles and miles of picturesque shorelines and thousands of acres of orchards, Door County is a natural playground for those looking to explore. Bike, hike or take a long drive down winding roads and through 19 welcoming communities. Life is for moments like this, and you can enjoy it all during a trip to Door County.

DOORCOUNTY.COM  
800/527-3529



#### Midwest Living State Co-op



#### Digital Banner Ad

#### Social Lead Generation Ad

## **SOCIAL**

- In addition to our regular Facebook organic engagement and impressions, we boosted a post for the USA Today's Best Fall Foliage contest. That post reached nearly 48k people that contributed to us staying in 1<sup>st</sup> place most of the contest.
- We currently have 50,480 followers that generated 35,582 comments and likes on our Instagram account. Something to note is although Instagram has not completely removed seeing other account likes on posts, they have started testing with certain regions and certain accounts. This will ultimately affect all likes but it could be swaying the way users use likes.

## **GROUPS**

We assisted with 7 senior tours and 1 bank group in August. We also hosted a German-based FAM tour on August 30<sup>th</sup> – sponsored by Brand USA and Great Lakes USA. A total of 9 qualified German tour operators visited Michigan and Wisconsin over the span of a week including a day trip to Door County. They visited Cana Island Lighthouse, Al Johnson's, Fish Creek Scenic Boat Tour and Lautenbach's Winery and Market with local guide Paul Reigner. We also helped secure lodging for another German tour operator that will be visiting Door County mid-September in order to learn more about the area and is eager to add to his portfolio of tour packages. Heading into the fall season, we can expect an increase in motor coach groups visiting to take advantage of the fall colors. We have several Meet and Greets scheduled to welcome these groups over then next two months.

## **MEETINGS**

We assisted 5 family reunions, 3 RV rally groups, 2 association, 1 business retreat, 2 car clubs and 5 weddings in August. We received 3 requests for welcome bags for meeting attendees.

## **PUBLICATIONS**

The Winter Guide is now available and is currently being distributed to the community welcome centers first and then throughout the county so it is available everywhere by Pumpkin Patch weekend.

## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

AUGUST 2019

- **11** articles were reported from our media marketing program efforts in August and reached a total of **10,801,279** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included American Art Collector, Canada online, World Property Journal online, the Milwaukee Journal Sentinel and the Milwaukee Journal Sentinel online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$25,485,613** worth of earned media coverage for Door County, including **\$70,927** in August.
- The return on investment for our media marketing program to date is **1,107%**. For every dollar we've spent, we've gotten back **\$11.07** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 16 journalists on an outdoor recreation themed press trip August 25-28.
- We have 2 press trips remaining that are part of our 2019 media marketing program with Geiger & Associates, including:
  - September 12-15, 2019 - *Arts/Culinary theme*
  - December 12-15, 2019 - *Holiday Magic theme*
- We hosted travel journalist David Hammond on an individual editorial research trip August 6-9, 2019.
- We hosted travel journalist Stephen Regenold on an individual editorial research trip August 16-19, 2019.
- We hosted travel journalist Sue Pollack on an individual research trip August 22-25, 2019.
- We hosted travel journalist Susanne Corbett on an individual research trip August 22-25, 2019.
- We hosted travel journalist Carlos Dragonne on an individual research trip August 28, 2019.
- Media assistance was provided to 25 journalists/media outlets in August by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included USA Today Go Escape Magazine, Houston CityBook, Gannett Wisconsin, AAA Living, WFRV CBS 5, Midwest Living, Canada.com and WLUK FOX 11. Locally we assisted WDOR, Peninsula Pulse, Key To The Door Weekly and Door County Daily News.
- As part of our social media influencer program, we welcomed two social media influencers to Door County in August (social media influencers are a contemporary form of testimonial marketing that focuses on using key individuals to drive a destination's brand message to the larger market). They were influencers [Monet Hambrick](#) and [Karen Akpan](#) and they focused on African American family travel. Both influencers will also write a blog about their trips to Door County and provide images for future use in our marketing.  
**At right:** an example of one of the Instagram posts from [Monet Hambrick](#).
- Views of DCVB produced videos across all online platforms totaled **55,746** in August. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included video about the Stories of Door County (8/7), live sunrise over the lake video (8/22) and a Jumping into Summer video (7/30). On YouTube, our Explore The Door video on Peninsula State Park and the Our Door County Shipwrecks video were two of our most watched videos in August.



### Recent Media Highlights

- **Coastal Living** magazine published their online version of a feature story about Door County that originally ran in the printed version of the magazine's Summer 2019 issue. Read the online version of the story on [CoastalLiving.com](http://CoastalLiving.com).
- **The Growler** magazine published an online story 8/19/2019 headlined "Whirlwind Tour: A 15-Stop dining excursion through Door County, Wis." Read the story online at [GrowlerMag.com](http://GrowlerMag.com).
- **Canada.com** ran a travel story that highlighted the many accolades of Door County that published on 8/20/2019. Read the story for yourself on [Canada.com](http://Canada.com).
- **World Property Journal** highlighted Door County's Landmark Resort in a story headlined "Top 5 Labor Day Getaways Revealed" in a story that published on 8/30/2019. Check out the story on [WorldPropertyJournal.com](http://WorldPropertyJournal.com).
- The **Los Angeles Times** newspaper featured a travel story that highlighted Door County's theater scene in their Sunday August 4, 2019 issue. Check out the online version of the story at [LATimes.com](http://LATimes.com) [here](#).