



August 2009

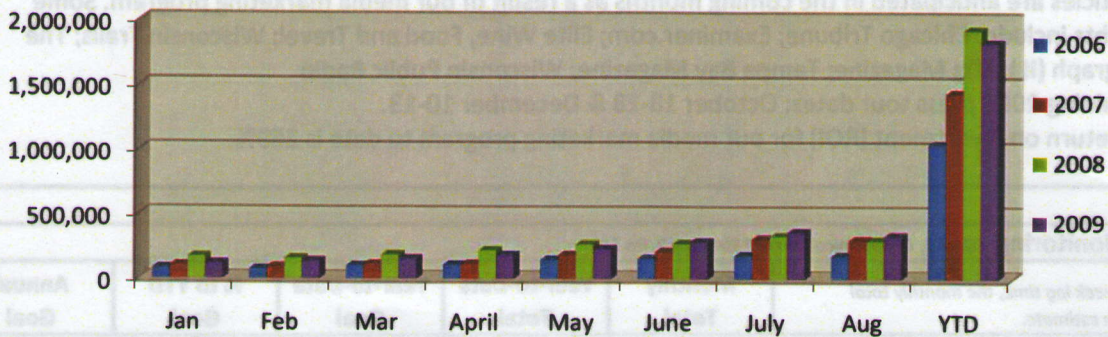
Door County Visitor Bureau Update

MARKETING & SALES

Monthly Web Activity (Goal 1, Marketing/Sales Strategy 1, Pg 13; Goal 1, Communications/PR Strategy 4, Pg 21)

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
DoorCounty.com Site Visits	333,409	1,823,371	2,199,631	83%	3,151,000
Insider Tip emails	403,777	3,143,550	2,794,000	113%	4,191,000
Pay-Per-Clicks	5,654	34,945	33,333	105%	50,000
Per Inquiry "PI" Leads	0	82,148	53,333	154%	80,000
Explore The Door views/downloads	14,051	76,532	66,302	115%	107,360

DoorCounty.com site visits: 2006-2009



- Website statistics are still down YOY by 5%, however the gap continues to close. August 2009 was up 11.6% over August 2008.
- We sent 498,968 emails for the "Kingdom So Delicious" Campaign. The 34,000 hotel partner emails that were sent opened at a 52.62% rate.

Group Sales (Goal 1, Marketing/Sales Strategy 6, Pg 16; Goal 1, Marketing/Sales Strategy 7, Pg 17)

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Group Tour Contacts	310	827	140	591%	210
Group Tour Inquiries	2	42	32	131%	48
Meeting Planner Contacts	266	558	400	140%	600
Meeting Planner Inquiries	5	24	29	82%	44

- Worked with tour planners for group bookings totaling over 88 rooms.
- Mailed 268 tour operators our collateral and letter.
- Worked with meeting planners for group bookings totaling over 4390 rooms.
- Mailed 182 Wisconsin Society of Association Executives our collateral with a letter.

Advertising Snapshot

• As reported last month we issued an RFP for an advertising agency for media placement, creative direction, research and social networking. We received 19 proposals. Six advanced to the RFP Task Force and three were invited to make presentations to the Task Force. Subsequently, Moneypenny and Denis conducted follow-up meetings with each agency to clarify specific points in their presentations especially to clarify the creative team and billing parameters. Noise, Inc. from Milwaukee was selected. They bring to the table major US market destination experience; award-winning creative; unique understanding, experience and success in marketing resort and water destinations; leadership in social media: a boutique style with personal service; and cost-effective pricing and discounts with negotiation for leveraging media buys.

COMMUNICATIONS / PUBLIC RELATIONS

Media Marketing Program *(Goal 1, Communications/PR Strategy 1, Pg 19)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$97,522	\$802,364	\$550,000	146%	\$825,000
Impressions	850,693	8,315,209	5,720,000	145%	8,580,000
Visiting Journalists	0	30	33	90%	50

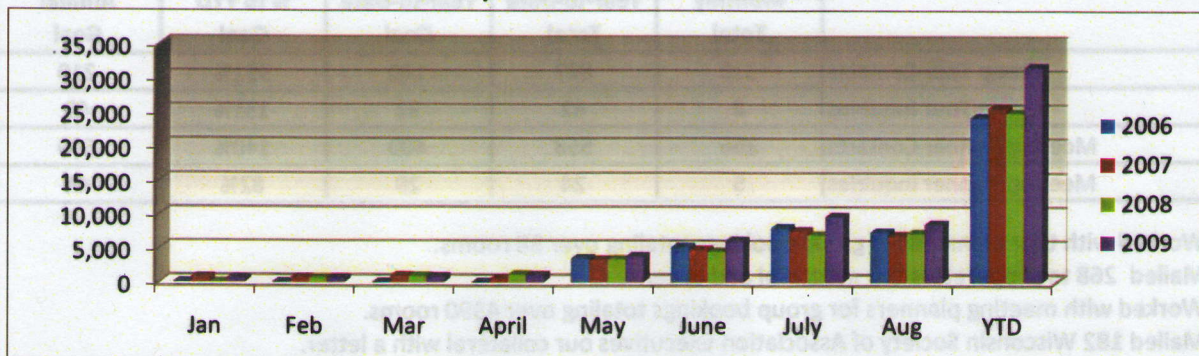
- 6 articles were placed in August and reached a total of 850,693 readers/listeners/viewers.
- 24 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: Chicago Tribune; Examiner.com; Elite Wine, Food and Travel; Wisconsin Trails; The Pantagraph (IL); Elks Magazine; Tampa Bay Magazine; Wisconsin Public Radio
- Remaining 2009 press tour dates: October 18-23 & December 10-13.
- The return on investment (ROI) for our media marketing program to date is 269%.

Media Monitoring *(Goal 1, Communications/PR Strategy 2, Pg 19)*

<i>Due to 3-4 week lag time, the monthly total number is an estimate.</i>	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$203,594	\$1,544,623	\$2,672,455	58%	\$4,000,000

- Worked with 21 journalists/media outlets to provide images, information and support for Door County based articles and stories. Highlights included M Magazine, Modern Bliss Magazine, Tampa Bay Metro Magazine, Madison Magazine, Living with Amy TV Show (FOX 11), Small Newspaper Group, www.examiner.com, Classic Yacht Magazine and AAA Home & Away/AAA Living magazine & web site.

Door County Welcome Center - Visitor Traffic



- The Welcome Center had 8,604 visitors in August, a 19% increase over August of '08. YTD we are up 27%.

Visitor counter was installed in late April, 2006. There is no data for January 2008 due to an equipment malfunction.