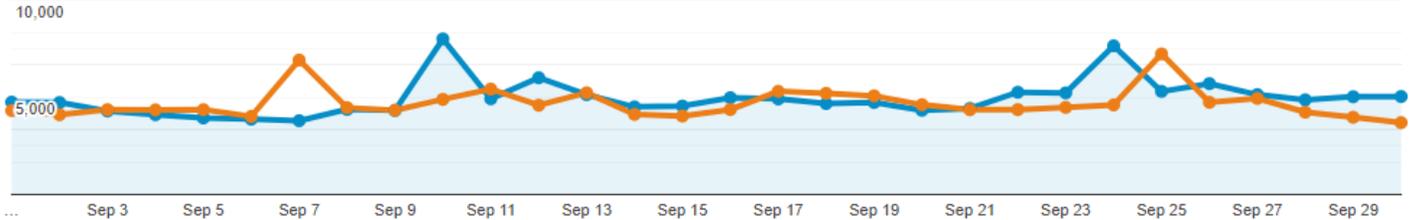




**MARKETING & COMMUNICATIONS EFFORTS  
EXECUTIVE SUMMARY  
SEPTEMBER 2019**

**DOORCOUNTY.COM**

Sep 1, 2019 - Sep 30, 2019: ● Users  
Sep 1, 2018 - Sep 30, 2018: ● Users



- There was a strong 8% increase in year-over-year site traffic in September with more than 170k visitors to the site generating over 616k pageviews. In addition to the homepage, fall, events, stay and experience were the most visited pages. The top age group utilizing DoorCounty.com was 55-64 year old's, although 64% of all visitors came from female users.

Newsletter Analytics			
Total Recipients	Successful Deliveries	Bounces	Total Opens
235,297	234,081	1,216	41,570
Open Rate w/ Remail	Total Clicks	Click-Through Rate	
23.44%	13,045	5.57%	

**E-NEWSLETTER**

The September newsletter had some interesting numbers – the overall open rate of 23.4% was merely average, below the levels we see in the summer months, but ahead of early year rates. However, the click through rate of 5.6% was easily the highest we've tracked in 3 years. In that time span we've only been above 5% once, and that was a 5.03% CTR last September. People obviously love seeing that fall foliage. The main banner was the most clicked, and the dining-by-the-numbers and Autumn recipe features were also popular.

**MEDIA**

Our 2019 media campaign generated roughly 31 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). LGBT Fall Social (Ch/Mke/GB/Mdn/Msp). Facebook and Instagram Fall Video and Fall Interactive.

## Instagram Stories Results

Fall Video: September 4th - September 30th, 2019



- Google Adwords: Impressions, clicks and CTR (up 200%+) all improved over September 2018.
  - o Add groups that served the most impressions: Events, Things To Do, Romantic Getaway, Cabins
  - o Add groups with the best CTR: Attractions, Things to Do, Events and Parks

### GROUPS

September was a busy month for motor coach tours. We welcomed 4 buses through our meet and greet program and responded to 8 group tour inquiries. We also received great feedback from Brand USA regarding the German/Switzerland Product Manager FAM tour that took place on August 30<sup>th</sup>.

### MEETINGS

In September we responded to the following inquiries – 3 family reunion, 1 RV Rally, 1 Annual Meeting. We prepared welcome bags for 1 RV rally and 1 Annual Meeting. We also attended the Small Market Meeting Conference held in Green Bay, Sept 25-26. We had 22 appointments scheduled with meeting planners.

## COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

### SEPTEMBER 2019

- **11** articles were reported from our media marketing program efforts in September and reached a total of **17,799,696** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included the Miami Herald online, the Milwaukee Journal Sentinel (*pictured right*) and JOnline.com, Red Tricycle Online, USA Today 10Best Online and the Valdosta Daily Times. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$25,618,810** worth of earned media coverage for Door County, including **\$133,197** in September.
- The return on investment for our media marketing program to date is **1,105%**. For every dollar we've spent, we've gotten back **\$11.05** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 8 journalists on an arts and cultural themed press trip September 12-15.
- We have 1 group editorial press trip with Geiger & Associates remaining in 2019, a holiday themed trip Dec. 5-8.
- We hosted travel journalist Mary Bergin on an individual editorial trip Sept. 15-17, 2019.
- We hosted travel journalists Don & Marilyn Heimburger on an individual editorial research trip Sept. 19-22, 2019.
- We hosted travel journalist Kevin Revolinski on an individual editorial research trip Sept. 27-29, 2019.
- We distributed a number of media releases on Friday Sept. 6 with the announcement that Door County was selected as the [Best Destination for Fall Foliage](#) in the 2019 USA TODAY 10Best Readers' Choice travel award contest. Some of the coverage we were able to get included the [Milwaukee Journal Sentinel](#), [Green Bay Press Gazette](#), and a number of regional TV stations including [WISN ABC 12](#) in Milwaukee and [Spectrum News 1](#). It also got picked up in the [Chicago Daily Herald](#) and other places from [Allentown PA](#) to [Fort Meyers FL](#) to [Oklahoma City](#) and [Honolulu HI](#).
- Media assistance was provided to 39 journalists/media outlets in September by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included AAA Missouri, AAA Midwest Traveler, TravelChannel.com, Local 5 Live, Boomer Times and Roads Traveled. 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 the [2husketeers](#) for a weekend in Door County Sept. 20-22. These two Huskies have quite a following on Instagram and enjoyed their first-time exploring Door County! For more of the 2Husketeers, check out their [Instagram page](#).

*At right: an example of one of the Instagram posts from the [2husketeers](#).*



- Views of DCVB produced videos across our Facebook, YouTube and Vimeo platforms totaled **15,894** in September. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included our summer video header and the live sunrise over the lake video from 8/22. On YouTube, our Explore The Door video on Peninsula State Park and the aerial highlight video were two of our most watched videos in September.

#### **Recent Media Highlights**

- We had a chance to talk about the fall season in Door County on [ABC 12 WISN](#) (*pictured, right*) in Milwaukee on September 16, 2019 as part of an in-studio appearance highlighting the [Best Destination for Fall Foliage](#) award Door County received earlier in the month. The interview also got picked up by [Yahoo News](#).
- We had a chance to talk about the fall season in Door County during an in-studio appearance on [FOX 6 WITI](#) in Milwaukee on September 16, 2019, also as part of a segment that highlighted Door County's Best Destination for Fall Foliage award.



## Recent Media Highlights continued...

- The *St. Paul Pioneer Press* (pictured, right) included a nearly 2-page feature story on Door County headlined “Keys to Door County” in their Sunday Sept. 15, 2019 travel section. Check out the online version of the story at [TwinCities.com](http://TwinCities.com).
- The *Milwaukee Journal Sentinel* ran a story about Cana Island Lighthouse in their Sunday September 8<sup>th</sup> travel section. Check out the online version of the story at [JSOnline.com](http://JSOnline.com).
- The *Milwaukee Journal Sentinel* ran a story about Door County’s selection as a top spot to see fall colors by boat in their Sunday Sept. 8, 2019 travel section, read it at [JSOnline.com](http://JSOnline.com). In that same issue of the *Journal Sentinel*, Door County’s Wild Tomato Restaurant was featured in a story that also ran in the Green Bay Press Gazette. Read that story online [here](#).
- Door County’s golf scene was featured in a story titled “Wisconsin Road Trip” in the September 2019 issue of the *Michigan Golf Journal*. Check out the story by publisher Tom Lang in the digital version of the magazine [here](#) or the online version at [MichiganGolfJournal.com](http://MichiganGolfJournal.com).
- We had a chance to talk about the fall season in Door County on the WFRV CBS 5 show [Local 5 Live](#) on Tuesday September 10 (pictured, right). Watch the Door County clip on [WeAreGreenBay.com](http://WeAreGreenBay.com).
- [MSN.com](http://MSN.com) ran a story that posted on 9/29/2019 about Door County fish boils. Check out the story on [MSN.com](http://MSN.com).
- A story that ran in *The New York Times* travel section included Door County as part of a travel piece headlined “The Fiberglass Totems of Wisconsin.” The story ran in the Sunday August 18, 2019 issue. Read the online version at [NYTimes.com](http://NYTimes.com).

