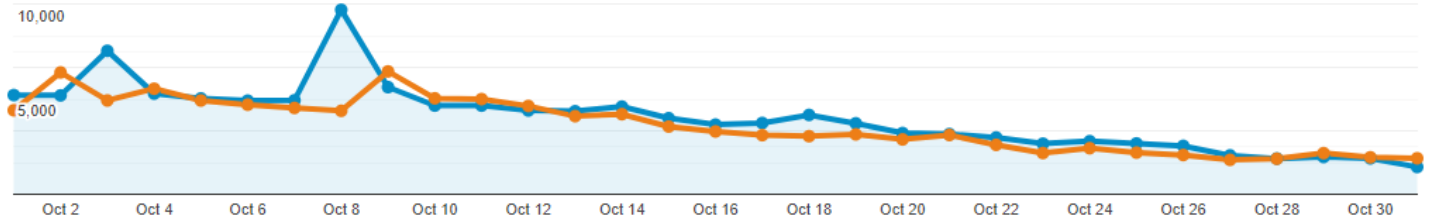




MARKETING & COMMUNICATIONS EFFORTS EXECUTIVE SUMMARY October 2019

DOORCOUNTY.COM

Oct 1, 2019 - Oct 31, 2019: ● Users
Oct 1, 2018 - Oct 31, 2018: ● Users



- There was a strong 13.5% increase in year-over-year site traffic in October with more than 144k visitors to the site generating over 468k pageviews. In addition to the homepage, fall, events, stay and experience were the most visited pages. The Silver Snow Globe contest to promote the Winter Guide also topped the top 10 generating over 6,000 requests.

E-NEWSLETTER

The October newsletter, total opens compared to September increased slightly from 41,570 to 42,155. The overall open rate of just under 18% appears low compared to prior months, but that's because this was the rare instance when we didn't resend the newsletter a second time (instead replacing the remail with the Snow Globe contest that went out 5 days after the newsletter and generated another 18% open rate and roughly 7,000 entries). The "enter to win a two-night stay link was a popular section along with 10 hikes and events & promotions close behind.

MEDIA

Our 2019 media campaign generated roughly 2.8 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 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.

- Google Adwords: Impressions, clicks and all improved over October 2018 and cost per click decreased.
 - o Add groups that served the most impressions: Events, Romantic Getaway, Cabins
 - o Add groups with the best CTR: Attractions, Things to Do, Events

GROUPS

October was a busy month as Door County welcomed several tours looking to experience the beautiful fall colors. We conducted 3 Meet and Greets to welcome travelers throughout the month. While this is typically a slower time of year when it comes to planning for the operators, we assisted with 5 senior tours looking to book in summer/fall 2020.

MEETINGS

In October, we responded to the following inquiries – 1 reunion, 1 car club, 1 annual meeting and 10 weddings. We launched our third, and final, paid social media campaign focused on promoting weddings in Door County on October 31st. The campaign ran for two weeks. We also worked with Small Market Meeting magazine to provide information on Door County for their upcoming story on Great Family Destinations. Additionally, we provided information to Illinois Meetings + Events Magazine for their article on Wisconsin meeting destinations for Illinois-based planners.

COMMUNICATIONS & PUBLIC RELATIONS OVERVIEW

OCTOBER 2019

- **19** articles were reported from our media marketing program efforts in October and reached a total of **33,722,879** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Travel Channel online, Frommer's online, Experience Wisconsin, Epoch Times (*see sample, right*) and the Epoch Times online, Trip Savvy online, Leisure Group Travel online and the World Property Journal. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$25,853,803** worth of earned media coverage for Door County, including **\$234,993** in October.
- The return on investment for our media marketing program to date is **1,108%**. For every dollar we've spent, we've gotten back **\$11.08** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted travel journalists Don & Claire Volkman on an individual editorial research trip October 17-20.
- We hosted travel journalist Marni McEntee on an individual editorial research trip October 27-29.
- We have 1 group editorial press trip with Geiger & Associates remaining in 2019, a holiday themed trip Dec. 5-8.
- We attended the annual convention of the Society of American Travel Writers in October and had a chance to meet with travel journalists from around North America to talk about Door County, including individual deskside meetings with 14 travel journalists to pitch Door County stories.
- Media assistance was provided to 34 journalists/media outlets in October by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Small Market Meetings, Curb Magazine, NBC 26, Huff Post, Meetins Today, WLUK FOX 11 and Livability. Locally we assisted the Door County Advocate, Peninsula Pulse, Key to the Door, Door County Living and DoorCountyDailyNews.com.
- Views of DCVB produced videos across all online platforms totaled **21,755** in October. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Some of our most watched videos on Facebook included a previously live video aboard the Donny S tug boat, a fall video header and an AskDoCo episode titled "Is Door County haunted?" On YouTube, our Explore The Door video on Peninsula State Park and the aerial highlight video were two of our most watched videos again in October.



Recent Media Highlights

- *WLUK FOX 11's Good Day Wisconsin* program welcomed the DCVB's Jon Jarosh into their studio on Tuesday 10/15/2019 to talk about the fall colors and activities in Door County. Watch the segment on FOX11Online.com.
- *WGBA NBC 26* in Green Bay did a story about Door County's fall season that first aired on Friday 10/11/2019. Watch the story on NBC26.com.
- Door County's historic lighthouses were featured in a segment that originally aired live on *Wisconsin Public Radio's Ideas Network* on Friday 10/11/2019. Re-listen to the segment on WPR.org.
- The *Travel Channel* included Door County in an online story published on 9/24/2019 about the "Top 10 Trending Fall Beach Destinations." See who else is on the list with Door County at TravelChannel.com.
- The *Huff Post* ran a story about apple cider slushies and included Door County's own Wood Orchard Market in the story. Check it out at HuffPost.com.
- *USA Today's 10Best* did a story (*right*) about Door County's iconic fish boil that first published on 9/28/2019. Read the story at 10Best.com.

