



# October 2010 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	178,573	160,761	188,788	223,337	270,300	275,813	332,707	298,739	247,470	209,754	123,734	107,298	2,617,274
2009	120,297	139,111	157,797	185,571	232,895	289,308	364,983	333,409	291,776	235,103	150,829	148,811	2,649,890
2010	191,446	174,430	216,349	247,892	265,725	314,570	284,857	248,192	215,752	196,299			2,355,512
2010 GOAL	157,271	150,836	184,265	205,766	274,195	304,671	387,154	363,371	312,225	263,034	157,791	154,301	2,914,880
% TO GOAL	122%	116%	117%	120%	97%	103%	74%	68%	69%	75%	0%	0%	81%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	39,055	38,687	47,738	51,967	66,476	88,257	115,017	95,120	75,535	60,329	30,327	31,185	739,693
2009	36,689	40,799	49,268	61,168	76,083	91,953	115,449	102,391	85,079	63,217	34,473	35,613	792,182
2010	49,186	44,959	54,960	62,236	66,939	87,454	96,285	89,845	77,019	64,432			693,315
2010 GOAL	45,055	47,280	57,699	67,292	84,790	107,181	137,069	117,470	95,408	73,483	38,547	39,735	911,000
% TO GOAL	109%	95%	95%	92%	79%	82%	70%	76%	81%	88%	0%	0%	76%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	8.90	8.94	10.28	10.87	10.73	11.68	11.86	12.22	11.59	10.34	7.42	6.86	10.14
2009	9.02	8.81	9.67	9.26	10.25	10.45	11.18	10.92	10.82	10.74	5.74	5.40	9.36
2010	6.70	7.10	7.50	7.80	8.80	9.30	9.80	9.40	9.29	7.69			8.34

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	3.67	3.35	3.48	4.10	4.27	5.58	5.97	6.55	6.00	6.83	7.00	5.60	5.20
2009	6.15	5.93	6.75	5.18	6.17	6.53	6.25	6.08	5.93	4.90	6.40	5.30	5.96
2010	4.70	4.90	4.90	5.00	6.80	5.90	6.40	6.10	5.87	5.20			5.58

DoorCounty.com - Top Ten Most Requested Pages for the Month													
1) Homepage													
2) Lodging directory													
3) What to do													
4) event calendar													
5) Hotel/Motel/Inn													
6) Trip planner													
7) /?mpch+ads-goes to home page													
8) Where to Dine													
9) Waterfront													
10) Seasonal activities													

**DoorCounty.com - Top Ten Referring Sites for the Month**

- |                   |                                 |
|-------------------|---------------------------------|
| 1) google/organic | 6) doorcounty.com/referral      |
| 2) (direct)(none) | 7) travelwisconsin.com/referral |
| 3) google/cpc     | 8) onlinecampaigns.com/referral |
| 4) yahoo/organic  | 9) aol/organic                  |
| 5) bing/organic   | 10) search/organic              |

**Explore The Door Video Travel Show Activity (views/downloads)**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	5,902	4,852	7,472	8,254	8,950	9,670	12,483	10,486	10,148	12,077	6,508	7,574	104,376
<b>2009</b>	7,834	6,752	7,466	7,324	8,515	10,647	14,250	14,051	12,452	11,104	7,096	8,392	115,883
<b>2010</b>	9,638	8,126	9,670	10,518	10,963	12,829	16,608	15,617	14,336	12,512			120,817
<b>2010 GOAL</b>	6,762	5,945	7,712	7,914	9,423	10,947	13,230	12,856	11,800	15,485	7,784	8,342	118,200
<b>% TO GOAL</b>	143%	137%	125%	133%	116%	117%	126%	121%	121%	81%	0%	0%	102%

**Pay-Per-Click Results**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	Started March '09		3,629	7,557	6,177	5,567	6,361	5,654	6,203	3,381	2,186	3,943	50,658
<b>2010</b>	4,614	4,385	9,300	6,582	5,264	6,424	6,439	6,721	6,983	6,507			63,219

**Door County Insider Tip E-Newsletter - Number of E-Mails Sent**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	141,195	393,054	263,000	0 - FOB Post	703,048	397,470	408,306	403,777	385,086	402,850	382,390	370,018	4,250,194
<b>2010</b>	371,019	360,592	354,519	354,430	789,935	338,109	384,033	561,135	1,067,900	530,701			5,112,373
<b>2010 GOAL</b>	154,282	430,118	280,512	383,367	397,392	434,794	444,144	444,144	420,768	439,469	439,468	406,742	4,675,200
<b>% TO GOAL</b>	240%	84%	126%	92%	199%	78%	86%	126%	254%	121%	0%	0%	109%

**Door County Insider Tip E-Newsletter - Open Rates**

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	19.67%	17.34%	13.98%	0 - FOB Post	12.60%	15.63%	14.56%	15.45%	16.49%	10.71%	9.00%	9.31%	14.07%
<b>2010</b>	15.00%	13.46%	12.70%	14.40%	15.05%	14.31%	12.70%	14.30%	13.19%	11.55%			13.67%
<b>2010 GOAL</b>	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%	15.50%
<b>% TO GOAL</b>	97%	87%	82%	93%	97%	92%	82%	92%	85%	75%	0%	0%	88%

**Door County Insider Tip E-Newsletter - Click Thru's**

	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2009</b>	3.00%	2.28%	7.02%	0 - FOB Post	9.21%	4.74%	4.05%	4.25%	4.70%	2.16%	2.08%	2.02%	4.14%
<b>2010</b>	3.57%	3.80%	3.11%	2.96%	3.01%	3.51%	2.96%	2.25%	3.02%	2.69%			3.09%
<b>2010 GOAL</b>	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%	4.50%
<b>% TO GOAL</b>	79%	84%	69%	66%	67%	78%	66%	50%	67%	60%	0%	0%	69%

Advertising - Programs & Campaigns													
	January	February	March	April	May	June	July	August	September	October	November	December	
2009	Image	No ads	Image	Image/FOB*	Image/FOB*	Image	Image	KSD**	Image/KSD**	HHN***	HHN***	HHN/NOR****	
2010	No ads	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/FOB*	Image	Image/KSD	Image.KSD**	Image			
*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** NOR = Nature of Romance													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009	135,000	0	3,924,141	9,819,242	14,645,179	4,310,507	34,625	1,740,021	5,887,809	839,913	3,829,748	450,000	45,616,185
2010	0	1,009,657	996,461	5,191,602	7,704,781	2,417,705	2,224,517	1,371,390	5,676,006	801,682			27,393,801

Advertising - Media Placed 2010													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$0	\$7,226	\$8,882	\$62,064	\$152,162	\$60,310	\$29,000	\$14,982	\$77,738	\$9,273			\$421,637
Co-Op Dollars	\$0	\$0	\$0	\$0	\$0	\$1,200	\$22,588	\$0	\$9,463	\$7,003			\$40,254
Barter Dollars	\$0	\$539	\$33,953	\$0	\$1,701	\$19,258	\$506	\$6,571	\$22,469	\$0			\$84,997
Unpaid Dollars	\$0	\$1,000	\$1,000	\$3,745	\$124,500	\$15,471	\$0	\$0	\$0	\$0			\$145,716

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	75,051	510,116	584,893	1,482,588	1,738,188	574,344	1,067,123	621,778	1,016,900	1,811,974	320,000	1,594,816	11,397,771
2009	448,260	69,265	619,860	2,006,298	3,176,532	192,000	952,301	850,693	610,309	2,865,331	1,191,298	2,661,086	15,643,233
2010	1,017,295	304,649	1,562,351	1,315,770	738,046	213,955	16,055,478	805,595	853,768	903,207			23,770,114
2010 GOAL	281,919	393,468	727,530	2,066,643	2,844,508	501,317	1,236,015	871,468	1,025,868	2,737,149	833,839	2,480,276	16,000,000
% TO GOAL	361%	77%	215%	64%	26%	43%	1299%	92%	83%	33%	0%	0%	149%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$23,585	\$128,346	\$39,078	\$47,968	\$224,631	\$41,180	\$64,108	\$58,124	\$85,003	\$63,908	\$8,567	\$120,101	\$904,599
2009	\$70,800	\$5,763	\$132,004	\$228,959	\$148,175	\$18,888	\$100,253	\$97,522	\$42,473	\$47,271	\$111,276	\$150,130	\$1,153,514
2010	\$37,936	\$16,443	\$361,125	\$67,217	\$46,351	\$102,304	\$421,940	\$23,316	\$173,883	\$24,835			\$1,275,350
2010 GOAL	\$52,471	\$88,127	\$94,581	\$150,909	\$226,066	\$37,138	\$94,668	\$89,278	\$78,473	\$66,977	\$63,562	\$157,750	\$1,200,000
% TO GOAL	72%	19%	382%	45%	21%	275%	446%	26%	222%	37%	0%	0%	106%

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	0	24	0	0	25	4	37	8	1	12	0	10	121
<b>2009</b>	0	13	0	0	0	17	0	0	0	16	0	6	52
<b>2010</b>	0	12	0	0	14	18	0	0	11	11			66
<b>2010 GOAL</b>	0	12	0	0	12	12	0	0	12	12	0	0	60
<b>% TO GOAL</b>		100%			117%	150%			92%	92%			110%

<b>Media Monitoring - Publicity Value (Cision)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	\$92,657	\$101,075	\$113,937	\$145,862	\$302,359	\$246,944	\$212,829	\$150,699	\$67,750	\$325,228	\$32,522	\$59,646	\$1,851,510
<b>2010</b>	\$267,948	\$162,592	\$123,631	\$128,682	\$717,013	\$153,716	\$338,534	\$207,042	\$232,090	\$178,573			\$2,509,822
<b>2010 GOAL</b>	\$59,298	\$55,804	\$145,145	\$46,235	\$274,219	\$234,517	\$231,153	\$255,442	\$181,904	\$130,324	\$122,822	\$170,137	\$1,907,000
<b>% TO GOAL</b>	452%	291%	85%	278%	261%	66%	146%	81%	128%	137%	0%	0%	132%

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	38	0	25	296	60	100	310	9	74	24	58	994
<b>2010</b>	67	151	191	21	19	36	26	376	169	104			1,160
<b>2010 GOAL</b>	91	91	91	91	91	91	91	92	91	91	91	91	1,093
<b>% TO GOAL</b>	74%	166%	210%	23%	21%	40%	29%	409%	186%	114%	0%	0%	106%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	7	4	1	14	1	6	7	2	3	8	6	3	62
<b>2010</b>	14	13	3	8	10	4	10	9	17	6			94
<b>2010 GOAL</b>	7	6	5	7	5	6	6	5	5	6	6	5	68
<b>% TO GOAL</b>	200%	217%	60%	114%	200%	67%	167%	180%	340%	100%	0%	0%	138%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	1	0	89	8	167	27	266	3	9	17	64	651
<b>2010</b>	438	507	10	19	36	20	36	305	42	122			1,535
<b>2010 GOAL</b>	300	22	22	42	32	32	32	117	32	32	32	55	750
<b>% TO GOAL</b>	146%	2305%	45%	45%	113%	63%	113%	261%	131%	381%	0%	0%	205%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	1	1	0	2	2	2	11	5	1	6	8	6	45
<b>2010</b>	16	12	7	13	27	19	32	33	27	17			203
<b>2010 GOAL</b>	5	4	4	4	4	4	5	4	4	5	5	4	52
<b>% TO GOAL</b>	320%	300%	175%	325%	675%	475%	640%	825%	675%	340%	0%	0%	390%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	0	1	0	0	0	2	0	0	1	1	0	1	6
<b>2010</b>	1	1	1	0	0	1	0	0	0	2			6

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2008</b>	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
<b>2009</b>	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893
<b>2010</b>	604	687	1,087	1,312	5,058	8,221	14,693	12,954	8,447	7,861			60,924

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	2,739	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946	1,125	584	51,684
<b>2010</b>	5,961	2,258	3,102	4,817	2,202	7,985	6,240	4,808	2,939	1,794			42,106
<b>2010 GOAL</b>	3,011	7,787	4,262	4,660	6,365	6,195	8,664	6,479	4,318	3,238	1,248	625	56,852
<b>% TO GOAL</b>	198%	29%	73%	103%	35%	129%	72%	74%	68%	55%	0%	0%	74%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>					1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
<b>2010</b>	586	616	877	1,009	1,415	1,752	2,357	2,041	1,732	1,490			13,875

*New telephone system began tracking incoming calls in May, 2009.*

## **ADDITIONAL NOTES**

### **MARKETING & SALES**

- Web site visits reflect a 9% decrease over Sept. 2010 and a 17% YTD decrease compared to 2009 YTD. We are still up .22% YOY
- Unique visits were down 16% over Sept. 2010 and up 2% compared to 2009 YTD. They are down 4% YOY
- Tracked 270 motorcoach room nights in October and 275 group room nights in September
- Participated in the Circle Wisconsin Road Show in MO & IA meeting with 34 tour operators
- Represented at the Tri-State Show with a three city coalition

### **COMMUNICATIONS & PR**

#### **Media Marketing Program**

- 14 articles were generated as a result of our media marketing program and reached a total of 903,207 readers/listeners/viewers in October
- Hosted 11 journalists on a fall themed press trip October 17-21
- The return on investment (ROI) for our media marketing program to date is 388%

#### **Media Monitoring**

- Worked with 14 journalists/media outlets in October to provide images, information and/or support for Door County based articles and stories. A few highlights included the Wisconsin State Journal, Journal & Topics newspapers, Meetings MidAmerica magazine, Newsday.com, TravelWisconsin.com, American Road Magazine & Wisconsin Journeys
- Attended a meeting of the Midwest Travel Writers Association and had contact with 18 travel journalists to pitch Door County story ideas