



# October 2015 Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May *	June	July	August	September	October	November	December	Totals
<b>2013</b>	63,770	55,941	69,321	82,431	107,059	147,454	204,053	176,396	138,792	110,061	42,477	38,972	1,236,727
<b>2014</b>	67,752	60,914	73,788	97,025	121,180	180,415	241,758	217,228	192,895	127,641	49,659	51,645	1,481,900
<b>2015</b>	84,622	75,713	94,730	120,683	75,341	185,326	212,189	184,422	149,937	108,034			1,290,997
<b>2015 GOAL</b>	69,107	62,132	75,264	98,966	123,604	184,023	246,593	221,573	196,753	130,194	50,652	52,677	1,511,538
<b>% TO GOAL</b>	122%	122%	126%	122%	61%	101%	86%	83%	76%	83%	0%	0%	85%

*\* Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May *	June	July	August	September	October	November	December	Totals
<b>2013</b>	44,969	39,543	47,802	56,542	74,280	99,842	136,100	118,267	94,554	76,239	31,854	29,606	849,598
<b>2014</b>	49,585	44,432	53,863	70,461	86,751	126,954	168,346	137,769	123,638	85,725	38,826	37,492	1,023,842
<b>2015</b>	59,255	52,503	65,603	83,227	55,132	125,205	146,355	128,295	108,051	78,766			902,392
<b>2015 GOAL</b>	50,577	45,321	54,940	71,870	88,486	129,493	171,713	140,524	126,111	87,440	39,603	38,241	1,044,319
<b>% TO GOAL</b>	117%	116%	119%	116%	62%	97%	85%	91%	86%	90%	0%	0%	86%

*\* Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May *	June	July	August	September	October	November	December	Average
<b>2013</b>	5.00	5.09	5.33	5.62	5.52	4.58	4.63	4.52	4.52	4.08	3.42	2.18	4.54
<b>2014</b>	3.35	3.58	3.64	3.53	3.45	3.96	3.48	3.19	3.08	2.91	2.64	2.74	3.30
<b>2015</b>	2.91	3.02	3.06	3.03	2.58	4.87	4.75	3.30	3.29	3.14			3.40

*\* Google Analytics tracking missing from key pages on site May 2015*

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2013</b>	5.38	5.47	6.10	6.17	6.16	6.53	6.57	6.53	6.59	5.58	4.31	4.22	5.80
<b>2014</b>	4.42	5.03	5.06	4.48	5.18	6.20	5.54	4.28	4.02	3.37	3.05	3.22	4.49
<b>2015</b>	3.44	3.56	4.02	3.49	4.08	4.31	4.35	4.32	4.24	3.56			3.94

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May*	June	July	August	September	October	November	December	Totals
2013	15,219	13,336	16,952	19,449	30,015	49,594	69,397	61,021	47,761	38,867	7,934	7,333	376,878
2014	23,872	10,927	28,446	38,478	48,903	72,055	106,244	99,139	88,020	50,954	23,263	22,857	613,158
2015	39,024	21,610	43,392	54,501	30,019	87,000	103,550	94,460	75,538	56,316			605,410

\* Google Analytics tracking missing from key pages on site May 2015

DoorCounty.com - Top Ten Most Requested Pages for the Month		
1) /Home	5) /fall	9) /discover/visitor-guide
2) /experience/events	6) /dine/dining-finder	10) /romance
3) /stay/find-lodging	7) /experience	
4) /stay/	8) /stay/hotelmotelinn	

DoorCounty.com - Top Ten Sources		
1) Google/organic	5) yahoo/organic	9) facebook.com/referral
2) (direct)/(none)	6) Facebook Newsfeed Ads/Newsfeed Ads	10)Google/PPC
3) bing/organic	7)travelwisconsin.com/referral	
4) DoorCounty/Email	8) m.facebook.com/referral	

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	705,864	438,515	508,267	913,060	718,887	731,781	862,530	3,417,990	906,036	973,792	789,279	757,391	11,723,392
2014	1,072,474	786,549	1,256,786	1,140,795	904,334	866,752	937,971	1,053,928	1,378,288	597,568	587,576	559,572	11,142,593
2015	826,778	594,789	839,094	1,204,160	1,097,071	1,201,542	1,286,647	925,223	1,065,510	1,045,703			10,086,517
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	201,757	153,573	235,988	421,933	397,823	339,344	694,065	837,676	661,885	555,945	75,063	403,674	4,978,726
2014	207,464	240,304	426,235	424,333	463,321	444,147	339,068	461,958	612,005	238,985	346,151	257,000	4,460,971
2015	555,825	388,349	555,850	772,633	739,233	768,594	847,893	686,341	679,592	739,724			6,734,034
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	3,372	2,134	3,474	8,976	5,164	5,398	6,440	7,471	7,069	4,702	1,637	1,870	57,707
2014	11,533	13,566	3,181	3,624	3,358	3,963	8,419	3,050	3,047	1,616	1,199	170,953	227,509
2015	1,447	1,197	1,483	2,014	1,979	1,821	2,158	119,717	875	2,176			134,867
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2015	24,832	14,834	26,432	32,633	32,944	32,210	30,093	24,461	32,364	35,477			286,280

<b>Social Media: Twitter Followers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2013	1,833	1,975	2,032	2,109	2,187	2,235	2,340	2,402	2,426	2,479	2,537	2,589	41%
2014	2,654	2,701	2,747	2,797	2,910	3,050	3,180	3,264	3,348	3,417	3,451	3,569	34%
2015	3,585	3,652	3,709	3,781	3,872	3,992	4,096	4,153	4,219	4,261			

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	<i>2013 Program started in March</i>		3,222	3,797	5,110	4,532	4,997	4,945	4,108	4,033	3,156	n/a	37,900
2014	2,432	2,748	3,473	9,955	4,940	5,260	4,203	2,124	2,462	2,019	1,294	1,314	42,224
2015	1,815	2,153	2,240	2,253	5,507	5,556	5,507	4,096	5,507	2,251			36,885

<b>Door County E-Newsletter - Number of E-Mails Sent (with remails)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2013	326,396	321,595	319,699	308,619	332,534	336,442	311,189	342,967	319,249	322,423	308,090	306,833	3,856,036
2014	310,665	304,504	260,265	290,157	303,787	311,153	314,220	314,552	346,443	343,595	344,384	337,073	3,780,798
2015	328,573	319,563	310,628	316,865	341,409	349,020	486,954	359,538	350,421	348,142			3,511,113

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2013	19.90%	20.60%	20.00%	21.10%	25.20%	21.10%	21.40%	24.00%	23.80%	24.80%	24.10%	22.00%	22.33%
2014	25.30%	24.20%	31.70%	30.10%	25.80%	26.90%	26.90%	26.00%	29.20%	26.50%	22.30%	21.20%	26.34%
2015	24.80%	23.60%	27.70%	28.70%	26.80%	27.10%	32.90%	24.74%	25.71%	24.20%			26.63%

<b>Door County E-Newsletter - Click Thru's</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2013	2.80%	2.70%	2.70%	3.00%	4.20%	3.30%	3.40%	3.50%	3.80%	3.20%	2.80%	1.90%	3.11%
2014	2.90%	2.30%	4.40%	4.20%	3.90%	4.60%	4.70%	4.30%	4.50%	3.90%	2.30%	2.10%	3.68%
2015	2.60%	2.90%	3.60%	4.30%	3.41%	4.00%	5.09%	3.13%	3.85%	2.83%			3.57%

<b>Advertising - Programs &amp; Campaigns</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	
2013	Image/NOR	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
2014	Image/NOR	NOR/Image	Image	Image/SOB	Image/SOB	Image	Image	Image	Image/SDSDC	Image /SDSD	Image/NOR	Image/NOR	
2015	Image/NOR	NOR/Image	NOR/Image	Image/SOB	Image/SOB	Image	Image	Image/SDSD	Image/SDSDC	Image/SDSD			

*SOB = Season of Blossoms    NOR = Nature of Romance    SDSDC = So Delicious. So Door County*

<b>Advertising - Gross Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>2013</b>	106,273	480,182	123,101	124,644	4,759,128	7,494,467	6,332,927	6,046,422	2,911,882	1,136,216	130,040	104,743	29,750,025
<b>2014</b>	70,620	2,777,134	9,058,615	8,790,285	6,753,942	2,772,677	904,724	148,225	1,735,115	3,503,157	2,604	2,530	36,519,628
<b>2015</b>	5,346	2,679,900	5,336,400	9,945,248	5,628,037	1,183,348	673,070	441,307	2,900,619	1,587,416			30,380,691

<b>Advertising - Media Placed 2015</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$3,440	\$30,793	\$146,249	\$130,523	\$97,946	\$11,343	\$15,063	\$8,124	\$27,719	\$14,709			\$485,909
<b>Co-Op Dollars</b>	\$0	\$1,525	\$9,325	\$7,025	\$6,955	\$3,070	\$5,525	\$2,400	\$2,285	\$600			\$38,710
<b>Barter Dollars</b>	\$0	\$30,228	\$1,538	\$16,810	\$12,228	\$47,500	\$1,838	\$114	\$0	\$0			\$110,255
<b>Unpaid Dollars</b>	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0			\$0

<b>Explore The Door Video Travel Show Activity (views/downloads)</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	6,334	5,378	6,134	5,397	6,601	7,420	9,686	8,201	6,158	5,112	1,871	2,168	70,460
<b>2014</b>	2,631	2,354	3,253	3,705	5,065	6,695	8,201	6,379	5,193	4,578	2,988	3,110	54,152
<b>2015</b>	5,745	4,727	6,434	6,593	9,566	13,497	19,242	23,320	20,386	22,426			131,936

<b>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	1,670,178	8,638,771	10,208,354	1,933,183	1,028,329	20,328,268	8,173,056	31,790,411	9,995,295	285,691,328	4,298,436	7,342,018	391,097,627
<b>2014</b>	37,852,999	40,986,204	27,772,140	5,314,961	20,193,969	44,435,235	71,687,651	12,256,415	51,116,546	67,868,123	18,770,067	3,507,165	401,761,475
<b>2015</b>	28,017,364	1,823,856	20,098,799	22,527,085	3,830,004	19,201,677	30,984,433	36,995,848	9,122,770	2,746,629			175,348,465
<b>2015 GOAL</b>	16,535,501	6,388,538	14,230,653	8,366,153	9,517,767	8,886,788	49,319,240	13,688,198	22,374,255	40,394,770	6,733,098	6,571,412	203,006,373
<b>% TO GOAL</b>	169%	29%	141%	269%	40%	216%	63%	270%	41%	7%	0%	0%	86%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	\$13,829	\$50,527	\$25,621	\$51,532	\$28,678	\$44,542	\$59,408	\$1,400,537	\$30,423	\$149,500	\$50,362	\$72,869	\$1,977,828
<b>2014</b>	\$104,143	\$93,897	\$503,719	\$75,517	\$153,280	\$107,290	\$227,097	\$196,220	\$258,235	\$141,898	\$91,174	\$81,448	\$2,033,918
<b>2015</b>	\$70,320	\$72,596	\$80,581	\$330,607	\$1,209,143	\$282,586	\$168,520	\$154,576	\$174,956	\$40,256			\$2,584,141

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	0	11	0	1	13	22	9	6	5	11	0	0	78
<b>2014</b>	0	9	0	0	10	22	15	9	6	10	0	0	81
<b>2015</b>	0	9	0	0	7	14	19	12	5	8			74
<b>2015 GOAL</b>		10			8	20	8	6	4	14			70
<b>% TO GOAL</b>		90%			88%	70%	238%	200%	125%	57%			106%

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	87	314	127	83	538	49	9	213	31	83	145	42	1,721
<b>2014</b>	153	621	130	70	156	167	108	207	39	14	34	48	1,747
<b>2015</b>	134	451	110	206	188	179	176	89	125	67			1,725
<b>2015 GOAL</b>	175	350	175	125	162	175	125	210	77	60	55	75	1,764
<b>% TO GOAL</b>	77%	129%	63%	165%	116%	102%	141%	42%	162%	112%	0%	0%	98%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	22	9	6	8	72	4	9	20	14	8	8	7	187
<b>2014</b>	29	34	8	12	14	28	24	25	6	13	5	6	204
<b>2015</b>	33	19	13	15	12	9	15	13	15	23			167
<b>2015 GOAL</b>	30	30	10	12	15	29	25	25	5	15	5	5	206
<b>% TO GOAL</b>	110%	63%	130%	125%	80%	31%	60%	52%	300%	153%	0%	0%	81%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	75	43	131	40	307	79	147	144	124	197	59	61	1,407
<b>2014</b>	81	81	149	61	206	199	181	143	154	86	276	68	1,685
<b>2015</b>	97	85	171	188	209	181	373	120	101	149			1,674
<b>2015 GOAL</b>	85	75	150	85	210	200	185	145	155	120	225	67	1,702
<b>% TO GOAL</b>	114%	113%	114%	221%	100%	91%	202%	83%	65%	124%	0%	0%	98%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	67	43	37	40	52	79	63	64	72	49	29	24	619
<b>2014</b>	30	39	33	57	63	69	67	62	63	58	39	57	637
<b>2015</b>	82	35	42	56	66	76	54	37	31	28			507
<b>2015 GOAL</b>	28	40	35	55	65	70	65	60	65	60	40	60	643
<b>% TO GOAL</b>	293%	88%	120%	102%	102%	109%	83%	62%	48%	47%	0%	0%	79%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	1	1	0	1	0	0	0	0	0	2	1	1	7
<b>2014</b>	1	0	0	0	0	0	0	0	1	0	2	0	4
<b>2015</b>	1	0	1	0	0	0	0	0	0	1			3

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013</b>	613	1,057	1,258	1,565	4,514	8,201	13,047	12,260	8,305	7,451	1,415	1,075	60,761
<b>2014</b>	807	893	1,093	1,424	4,682	7,859	11,926	11,585	7,916	7,540	1,042	1,006	57,773
<b>2015</b>	870	858	1,306	1,922	4,821	7,129	12,401	10,292	7,822	7,223			54,644

<b>Visitor Guide Requests</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2013 Hard Copy</b>	2,875	1,944	2,505	4,154	3,711	3,780	4,575	2,887	1,685	782	235	246	29,379
<b>2013 Online</b>	1,044	1,076	1,585	2,632	3,281	3,885	4,519	3,698	2,499	1,728	385	441	26,773
<b>2014 Hard Copy</b>	2,599	2,930	3,280	4,216	3,284	5,191	4,702	3,298	2,256	667	209	312	32,944
<b>2014 Online</b>	1,580	1,985	3,082	3,144	3,478	5,315	5,994	4,445	2,759	1,398	337	452	33,969
<b>2015 Hard Copy</b>	2,996	1,992	3,950	3,645	3,467	2,419	2,105	1,683	1,137	637			24,031
<b>2015 Online</b>	1,636	1,428	2,202	2,653	3,245	3,899	5,306	4,689	3,499	2,417			30,974
<b>2015 Combined Goal</b>	4,221	4,964	6,426	7,433	6,830	10,611	10,803	7,820	5,065	2,086	551	772	67,582
<b>% TO GOAL</b>	110%	69%	96%	85%	98%	60%	69%	81%	92%	146%	0%	0%	81%

<b>Incoming Telephone Calls to Visitor Information Center</b>													
	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>Totals</b>
<b>2013</b>	951	1,480	951	1,152	1,774	1,790	3,149	2,345	1,809	2,093	648	824	18,966
<b>2014</b>	986	1,010	898	1,379	1,788	2,168	2,707	3,093	2,291	2,326	741	796	20,183
<b>2015</b>	901	914	1,025	1,371	1,835	2,110	3,256	3,122	1,888	2,490			18,912