



December 2007 Marketing Report

*Compiled by Jon Jarosh, Marketing Director
December 11, 2007*

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Geiger & Associates

public relations

MEDIA MARKETING UPDATE DECEMBER 2007

- ✓ Including the first press tour (July 8-13, 2007) and the October 14-19, 2007 press tour, 43 journalists have visited Door County (as part of a group or individual trip) for the purposes of editorial research.
- ✓ As a result of Geiger & Associates group editorial press tours and media liaison activities on behalf of the Door County Visitor Bureau, articles have been published in the following publications thus far:

Country Living
Herald Times (IN)
Herald Times (online)
Hoosier Times (IN)
Hoosier Times (second article – IN)
Hot Springs Village Voice (AR)
Hot Springs Village Voice (second article – AR)
MKE online (WI)
Noblesville Daily Times/Fishers Weekly (IN)
Noblesville Daily Times/Fishers Weekly (second article - IN)
Reunions Magazine (podcast)
Strange but True Radio (podcast)
Suburban Journals (30 newspapers in MO)
Suburban Journals (online)
Tampa Bay Magazine (FL)
The Pulse (MO)
The Pulse (second article - MO)
Toledo Blade (OH)
TravelLady Magazine (online)
Travel Planners Radio Show (2 shows – MO, IL, FL)
View (AZ)
Vitality (MA)

- ✓ These articles have reached an audience of 2,856,995 readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$143,686.00.
- ✓ In-kind contributions from local DCVB industry partners for both July and October 2007 group editorial press tours total \$51,500.00.

- ✓ Complimentary airfare Geiger & Associates has arranged to have donated (for both press tours) on behalf of this program totals \$18,000.00.
- ✓ The total amount of in-kind contributions for this program thus far is \$69,500.00, representing costs the DCVB did not incur.
- ✓ Developed a cumulative quarterly report for presentation at the November 29th strategic planning meeting with the DCVB.
- ✓ Obtained completed evaluation forms from the journalists who attended the October 14-19, 2007 press tour for presentation at the November 29th strategic planning meeting with the DCVB.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours; some approximate dates obtained so far are:
 - AAA Home & Away, December 2007
 - View magazine, December 2007/January 2008
 - Journal & Topics (IL), January 2008
 - Art Showcase Magazine (MI), January 2008
 - Entertainment News Syndicate, early 2008
 - The Fish Whisperer television show on the Outdoor Network, first quarter 2008
 - AAA Living, January/February 2008
 - Art Showcase magazine, January/February or March/April 2008
 - Group Tour magazine, February 2008
 - Stone magazine, February 2008 (article in production)
 - San Diego magazine, February/March 2008
 - Hometown News Group (WI), February/March 2008
 - News Publishing Group (WI), February/March 2008
 - Evansville Living Magazine (IN), March 2008
 - AAA Living, March/April 2008
 - Tallahassee, Emerald Coast and Bay Life magazines (FL), second quarter 2008 (article written, edited and in design right now)
 - Toronto Sun (Canada), Spring 2008 (article submitted)
 - London Free Press (Canada), Spring 2008 (article submitted)
 - View magazine, April/May 2008
 - Log Home Living, July 2008
 - AAA Living, September/October 2008
 - Country Living, 2008
 - Reunions magazine, 2008
 - Bassmaster, TBA (article submitted)
- ✓ Attended strategic planning meeting on November 29th with Jon Jarosh and Jack Money Penny and presented cumulative quarterly report.

- ✓ Determined future dates for themed media weekends to take place in 2008:
 - May 2008 - TBA
 - June 26-29, 2008 – arts media weekend
 - July 31-August 3, 2008 – food/culinary media weekend
- ✓ Met with Jon Jarosh to discuss Door County press kit features and press releases to be written, researched and developed by Geiger & Associates.
- ✓ Met with participating area industry partners to continue the set up of accommodations, meals and activities for the upcoming February 21-24, 2008 press tour.
- ✓ Met with Jon Jarosh to obtain specific arts related images for article placement in Art Showcase Magazine.
- ✓ Completed the invitation, preliminary itinerary and response form for the February 21-24, 2008 press tour for dissemination to journalists.
- ✓ Preliminary planning and itinerary development continues for the next Door County group editorial press tours February 21-24, 2008; May 7-11, 2008 and July 13-18, 2008.
- ✓ Preliminary planning and information gathering continues for Door County press kit development.
- ✓ Geiger & Associates continues to work with individual journalists who were unable to attend the group editorial press tours, in order to arrange individual editorial research trips at a time that is convenient for them.
- ✓ Geiger & Associates continues to respond on a daily basis to media inquiries for Door County press kits, information, images and copy verification to accompany anticipated editorial coverage.
- ✓ Geiger & Associates continues to obtain copies of publicity resulting from group editorial press tours and media liaison efforts on behalf of the Door County Visitor Bureau, and provide copies of that publicity to the DCVB.



DOOR COUNTY ONLINE MARKETING EXECUTIVE SUMMARY NOVEMBER, 2007

WEBSITE STATISTICS

	Oct. 2007	Nov. 2007	Change	Nov. 2006	Change	2007 YTD	2006 YTD	Change
Site visits	235,005	142,318	-39%	70,212	103%	2,063,965	1,428,637	31%
Unique visits	54,686	30,486	-44%	21,962	39%			
Time on site/min.	3.9	3.1	-21%					

**Smarter Stats*

INSIDER TIP

Volume 11/November, 2007 Insider Tip deployed on 11/15 to 91,139 opted-in Door County consumers and a re-mail to non-openers one week later. We had a 98% overall delivery rate, an overall 26% open rate; your Insider Tip organics, those signing up for the Newsletter directly, opening at the highest rate of 54% on the initial mailing. There was an overall click-through-rate of 5.19%, with 4,626 clicks to Door County eNewsletter links. The #1 clicked link, the monthly prize giveaway; #2, the Nature of Romance promotion, the Inn at Cedar Crossing link from the Prize Giveaway feature, #3, November event listings, #4 and #5, Jacksonport's lodging listings from the Featured Itinerary Idea.

OTHER:

- In October, we delivered 4,821 clicks and 1.6 million impressions of Door County via the PPC campaign at Yahoo and Google; your 'branded' (door county, door county WI, door county Wisconsin) category of keywords has the highest click-through-rate (2.39%) and the 'accommodations' category of keywords, the second highest ctr (.79%). The 'accommodations' category has the highest 'conversion to action' on the site; 90.6% of consumers searching on one of the accommodations PPC keywords visited specific pages on the site or took specific actions on the site that we have identified and coded as 'actions'.
- The Hastings Video Network videos are live and there were another 630+ views of the Hastings videos in the month of November.
- The SEO work continues with excellent progress being made to date. The last three months, for example show that search engine organic visits to the site have doubled compared to the same months last year.
- The Fall PI program is complete; 40,000 leads were added to the Door County database from this effort.
- The @Plan and online audit are complete and have been delivered. Online awareness was higher than expected and extremely positive; most speaking of their love for Door County and its' beauty. The only negatives (very few of them), limited cell tower access, limited online access and not enough for teens to do while vacationing.
- A website analysis will be completed by the end of the year.



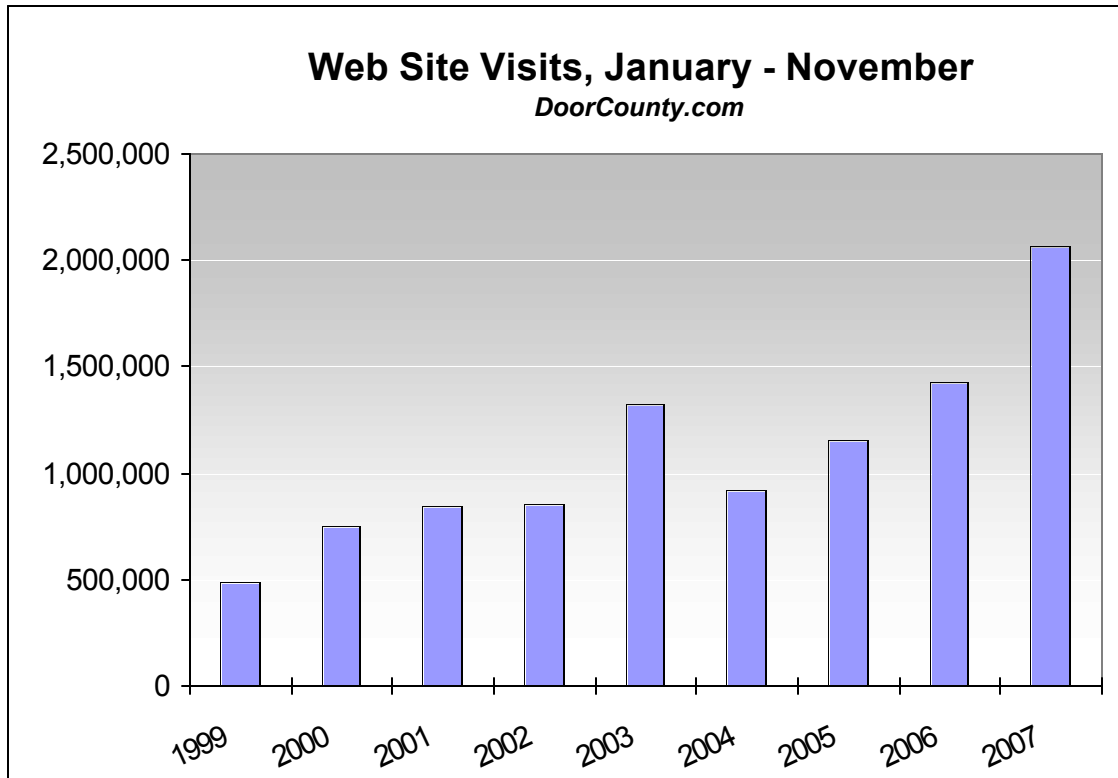


Monthly Web Site Visits

Beginning in September 2002, sessions reflect doorcounty.com and doorcountyvacations.com.

DoorCounty.com redesign went live around 4 PM on May 17, 2006.

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	



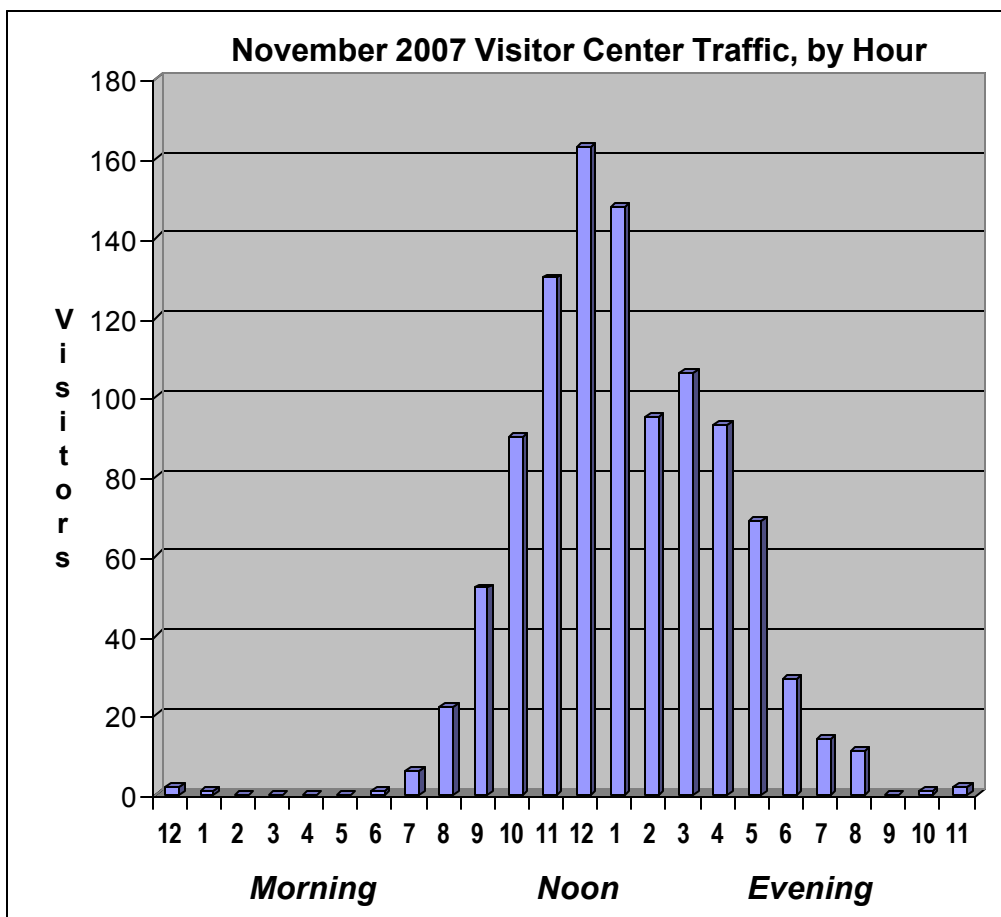
YTD, web site visitor sessions up 31%

1999	2000	2001	2002	2003	2004	2005	2006	2007
491,785	752,342	842,264	854,290	1,320,595	919,020	1,158,959	1,428,637	2,063,965

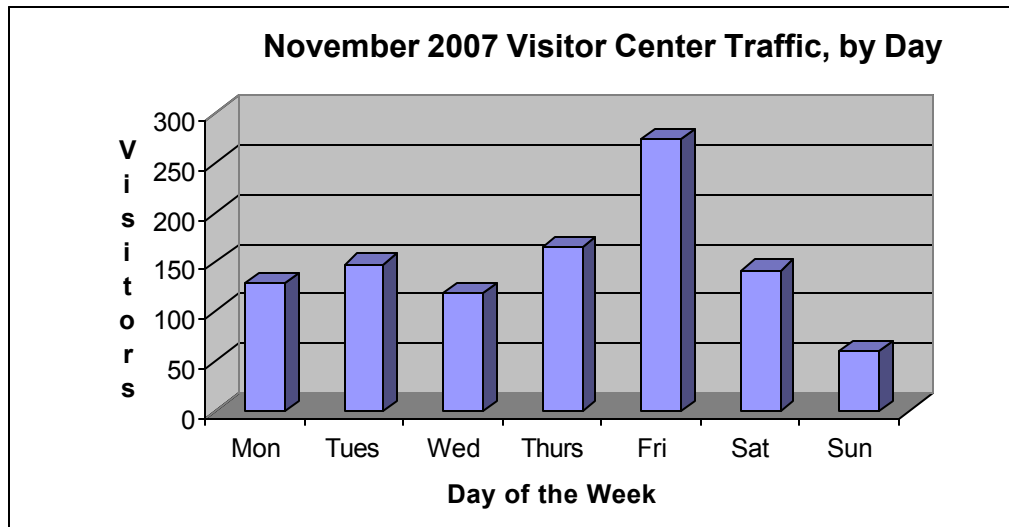


Door County Visitor Center - People Traffic Data for November 2007

<u>Hour</u>	<u># of Visitors</u>
12 - 1 AM	2
1 AM - 2 AM	1
2 AM - 3 AM	0
3 AM - 4 AM	0
4 AM - 5 AM	0
5 AM - 6 AM	0
6 AM - 7 AM	1
7 AM - 8 AM	6
8 AM - 9 AM	22
9 AM - 10 AM	52
10 AM - 11 AM	90
11 AM - 12 PM	130
12 PM - 1 PM	163
1 PM - 2 PM	148
2 PM - 3 PM	95
3 PM - 4 PM	106
4 PM - 5 PM	93
5 PM - 6 PM	69
6 PM - 7 PM	29
7 PM - 8 PM	14
8 PM - 9 PM	11
9 PM - 10 PM	0
10 PM - 11 PM	1
11 PM - 12 AM	2
TOTAL	1,035



<u>Day</u>	<u># of Visitors</u>
Monday	129
Tuesday	148
Wednesday	118
Thursday	165
Friday	273
Saturday	142
Sunday	60
TOTAL	1,035





Door County Visitor Center People Traffic

A people counter was installed in DCVB lobby in late April 2006

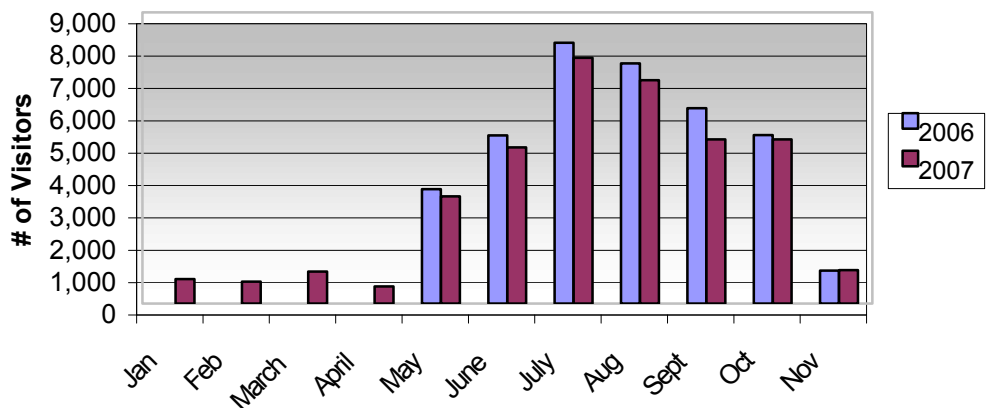
	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	-	759							
February	-	676							
March	-	989							
April	-	529							
May	3,535	3,313							
June	5,196	4,826							
July	8,058	7,596							
August	7,423	6,902							
September	6,040	5,076							
October	5,208	5,075							
November	1,019	1,035							
December	867								
Total	37,346	36,776							

YTD Info

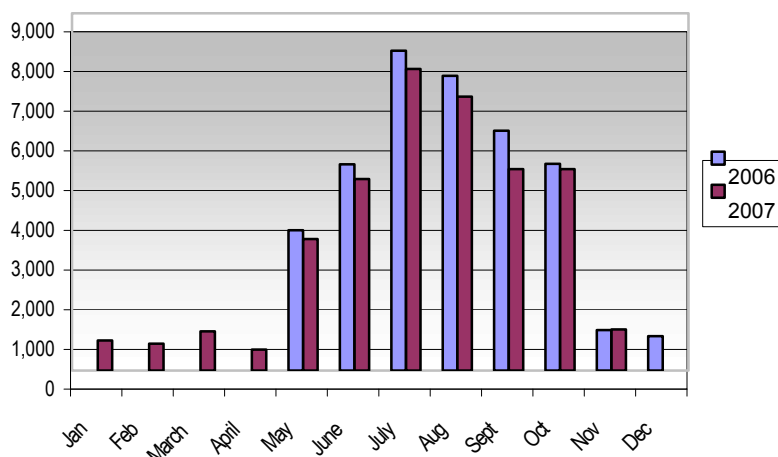
January - October

Year	# Visitors
2006	36,479
2007	36,776

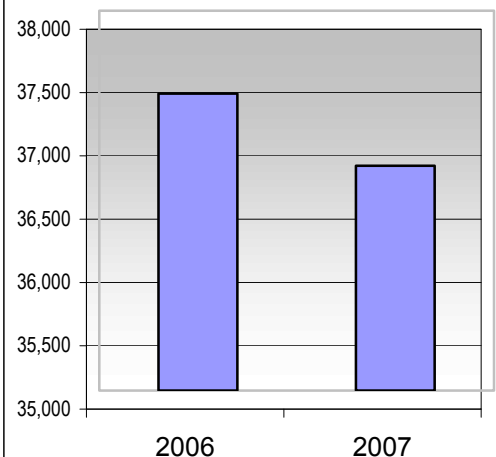
DC Visitor Center People Traffic, YTD



DC Visitor Center People Traffic History, By Month



Annual DC Visitor Center Traffic



Marketing Director's Report November 2007



A summary of the Marketing Director's activities in November included:

Appeared on the WDOR morning talk show with Eddy Allen to talk about DCVB activities with Jack on Tues. November 4.

Finished filming segments for Explore The Door episode 12, edited the episode, and got Episode 12 distributed across all platforms that currently air the show, including DoorCounty.com, iTunes, YouTube, Travelistic, & Local TV

Began filming segments and began editing process for Episode 13 of the *Explore The Door* video travel podcast series.

In addition to on-going daily communications with eBrains about our on-line marketing programs, I had progress report teleconference meetings with our primary contact, Renea Dettman from eBrains, on November 6, 20 & 27.

Review/update and planning meetings with representatives Renea Dettman and Larry Dickerson from eBrains, Nov. 14

Continued ongoing efforts with Believable Brands for the brand assessment process. Helped organize and attended two community presentations with Believable Brands on November 16 in Egg Harbor and Baileys Harbor.

Worked with eBrains on deployment of Volume 11, 2007 *Insider Tip* e-newsletter that was sent on November 13, 2007

Added seasonal images to the Bureau's Digital Image Library as time permitted.

Gathered monthly statistics for reporting purposes and conducted on-going monthly occupancy surveys.

Attended and was a speaker at the 2007 WACVB Fall Tourism Conference in La Crosse Nov 1 & 2. I spoke on Web 2.0 initiatives, specifically the use of video podcasting technology that we've incorporated into our marketing strategy.

Worked with a rep from Wisconsin Journeys Magazine on a special Door County section in their upcoming winter issue, and got her a quote about what's special in Door County in the winter time.

Teleconference with representatives from the Lake Michigan Carferry to discuss partnership opportunities in 2008.

Had 2 meetings with WFRV Channel 5 representatives on possible 2008 Nature of Romance promotional opportunities.

Worked with Wisconsin Trails Magazine rep and sent them our calendar of events for 2008 for inclusion in their calendar of events in upcoming issues of the magazine.

Represented Door County at the Wisconsin Harbor Towns Association annual meeting in Wausau November 13.

Worked with and put together individual press trip for Barbara Morrow, Senior Travel Editor for Midwest Living magazine. Barbara was in Door County from Nov. 28 – Dec. 3 on a research trip for a Door County Holiday article that's scheduled to run in the magazine's Nov/Dec 2008 issue. Also played tour guide for Barbara during part of her time here.

Had a meeting with travel writer Sheri Wallace, whom I helped put a press trip together for her and her family in December 2006. She was in Door County with her family November 18-25, 2007 for Thanksgiving and is working on a Door County article for 2008 in Hooters Magazine (yes, Hooters Magazine, but the article will still have a family focus!)

Worked with Jack on preparing the revised marketing budget proposal for the DCVB Exec Committee, our Board of Directors, and the Door County Tourism Zone Commission.

Strategic Planning meetings with Debbie Geiger & Traci Klepper from Geiger & Associates in Door County. Continued planning work on upcoming press tours, established dates for new themed media weekends, began work on new media kits being created by Geiger & Associates, worked with Traci to get images to a travel writer who was here in October.

Participated in a staff strategic meeting to discuss current and future DCVB promotions, i.e. Kingdom So Delicious, Christmas Treasure Hunt.

Got Door County images to AAA Home & Away magazine and Tallahassee Magazine for use in upcoming articles.

Created and updated our Door County Nature of Romance promotion page on DoorCounty.com throughout the month of November. Added 19 packages to the site in November.



Door County 2007 Media Coverage Summary

Monthly

	Hits	Impressions	AVE
January	73	5,929,837	\$87,297
February	34	1,332,344	\$23,364
March	38	4,944,009	\$302,160
April	40	3,951,450	\$32,535
May	148	7,980,209	\$772,265
June	108	6,700,208	\$396,766
July	153	9,925,046	\$720,668
August	68	4,639,502	\$583,447
September	37	10,528,917	\$131,391
October	31	3,734,289	\$78,395
November*	12	1,111,637	\$96,136
December			
TOTALS	742	60,777,448	\$3,224,424

Quarterly

	Hits	Impressions	AVE	
1st Quarter	145	12,206,190	\$412,821	(Jan, Feb, March)
2nd Quarter	296	18,631,867	\$1,201,566	(April, May, June)
3rd Quarter	258	25,093,465	\$1,435,506	(July, Aug, Sept.)
4th Quarter*	43	4,845,926	\$174,531	(Oct, Nov, Dec)
TOTALS	742	60,777,448	\$3,224,424	

* = monthly reporting not yet complete due to 4-5 week lag time in reporting by BurrellesLuce

**Data taken from the DCVB's ongoing media monitoring program
as contracted through BurrellesLuce Media Monitoring Services**