



# December 2008 Marketing Report

*Compiled by Jon Jarosh, Director of Communications & Public Relations  
December 11, 2008*

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## November, 2008 DCVB Marketing/Communications Staff Key Activities

Continued working with eBrains representatives on a variety of program initiatives including the November (Vol. 10, 2008) Insider Tip e-newsletter, web site updates, web marketing and web tracking.

Attended a disaster planning conference (not on how to plan one, but how to plan to deal with one when it happens).

Worked with Mary Denis and began job position transition; continued/finished research on media monitoring companies for 2009.

Worked with the following media outlets to provide Door County images, info and support for Door County based articles, stories and interviews: WDOR Radio, AAA World Magazine, Wildlife Conservation magazine, Trazzler.com, Luxury Living magazine, travel writer Eric Eckard who was working on a freelance article about do-it-yourself type activities in Door County, WI Department of Tourism, 2009 Wisconsin Meetings Resource Guide, WomenInWine.com travel web site, Biker InCite magazine & web site.

## GEIGER & ASSOCIATES MEDIA MARKETING UPDATE – NOVEMBER 2008

- ✓ Including the July 8-13, 2007, October 14-19, 2007, February 21-24, 2008, May 11-15, 2008, May 15-19, 2008, June 26-29, 2008, July 13-18, 2008, July 31-August 3, 2008, August 20-24, 2008 and October 19-23, 2008 press tours, a total of **154** journalists have visited Door County (as part of a group or individual trips) 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, **155** articles have been placed in print, radio or online media.
- ✓ These articles have reached an audience of **12,861,383** readers/listeners/viewers.
- ✓ If these articles had been purchased in the form of paid advertising, it would have cost the Door County Visitor Bureau \$933,770.00. Program to date, the Ad Value Equivalency (AVE) represents a **156% ROI**, so for every \$1 we've spent on the program, we've gotten back that original dollar plus \$1.56 in AVE.
- ✓ In-kind contributions from local DCVB industry partners for the first 10 group editorial press tours total \$154,894.30. Complimentary airfare Geiger & Associates has arranged to have donated (for all press tours) on behalf of this program totals \$62,600.00. The total amount of in-kind contributions for this program thus far is \$217,494.30, which represents costs the DCVB did not incur. Had the DCVB incurred these costs, the ROI would have gone from 156% to 60%.
- ✓ Obtained anticipated editorial dates from journalists for articles resulting from press tours. Some approximate dates obtained include:
  - Daily Herald (IL), December 2008
  - Macomb Observer and Oakland Observer (MI), Winter 2009
  - Valley Scene Magazine (CA), Winter 2009
  - Pathfinders Travel Magazine, Winter 2009
  - Greer Herald (SC), Winter 2009
  - Wisconsin Trails, Winter 2009
  - American Fitness Magazine, 2008/2009
  - Memphis Commercial Appeal, (TN), Dec 2008/Jan 2009
  - JaxFax Travel Marketing Magazine, January 2009
  - American Traveler Magazine (national in-airport magazine), January 2009
  - AAA Home & Away (WI) – Door County Kayak Tours, January 2009
  - AAA Journeys Northeast, January/February 2009
  - AAA Ohio, January/February 2009
  - Senior Connections/Mature Lifestyles (FL), February 2009
  - Boom! Magazine (NC), February 2009
  - McClatchy-Tribune Newspaper Syndicate, Winter/Spring 2009
  - AAA Going Places (TN), Spring 2009
  - Connect Marketing Publications (GA), Spring 2009
  - Prime Time for Seniors (CO), Spring 2009
  - Village News/Southwest News (TX), Spring 2009
  - News-Herald (OH), Spring 2009
  - Mature Life Features Syndicate, Spring 2009
  - Southwestern Publications (OK), Spring 2009
  - Odyssey Couleur magazine, Spring 2009
  - Champion Newspaper (GA), Spring, 2009
  - Northwest Traveler (NWA in-flight), March 2009
  - Wisconsin Trails, March/April 2009
  - Great Escapes – Chicago by Countryman Press, April 2009
  - Toronto Sun, April 2009
  - AAA Home & Away – Scandinavia in Door County, May 2009
  - AAA Home & Away (IN), May/June 2009
  - Relish (national newspaper insert), July 2009 (two articles)
  - Wisconsin Trails –Segway Tours, July/August 2009
  - AAA Home & Away – Scandinavia in Door County, 2009
  - Wildlife Conservation magazine, 2009
  - Old House Interiors, 2009
- ✓ Completed planning complimentary accommodations, meals and activities for the December 11-14, 2008 Holiday/Shopping themed press tour with 11 participating journalists.
- ✓ Completed distribution to industry partners of current articles resulting from the media marketing program, as well as a master CD of all articles to date.
- ✓ Prepared Geiger & Associates proposal, contract and invoices for media marketing program continuation in 2009; received signed contract from DCVB.
- ✓ 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, 2008

### WEBSITE STATISTICS

	Nov-08	Nov-08	Oct-08	% Change	Nov 08/Nov 06	Nov 08/Nov 07	2008 YTD	2007 YTD	% Change
Site visits		123,734	209,754	-41%	76%	-13%	2,509,976	2,063,965	22%
Unique visits		30,327	60,329	-50%	38%	-1%	706,415	575,003	23%

### DASHBOARD

NOVEMBER '08 TO DATE			Contract Impressions To Date*	Contract Clicks To Date
	Impressions	Clicks		
Insider Tip	269,545	5,550	2,539,026	93,054
PPC	861,803	1,537	35,652,438	73,696
HVN			380,170	5,431
PI*			15,647,032	103,970
<b>Total</b>	<b>1,131,348</b>	<b>7,087</b>	<b>54,218,666</b>	<b>276,151</b>

*\*does not include SEO numbers, nor welcome/auto-responder emails*

*\*some impressions and clicks are estimated against a standard search metric*

**Database** – approximately 142,000 records at the end of October.

**eMail Marketing - Volume 10/November Insider Tip** – ‘See how to do the holidays in Door County!’, focusing on holiday events, Door County gift certificates, and lodging had a 26% increase in the open rate over the prior month and delivered 5,550 clicks.

**Pay Per Click (PPC)** – For the month, 1,537 clicks were delivered to DoorCounty.com or to the site’s landing pages and over 35.5 million impressions to date.

**Website Visitor Tracking Survey** – Cumulatively, to date, people who take the survey say that 42% of them find the site using a search engine, 55% are on the site to plan a trip, 65% had already made the decision to travel to Door County before visiting the site, and 23% had already decided where to stay before visiting the site,

**Website Visitor Tracking Survey Conversion Study** – Cumulatively to date shows unique web site visitors reported spending, extrapolated to an estimated \$281 million visitor spend and the PPC consumers an impact of \$37 million.

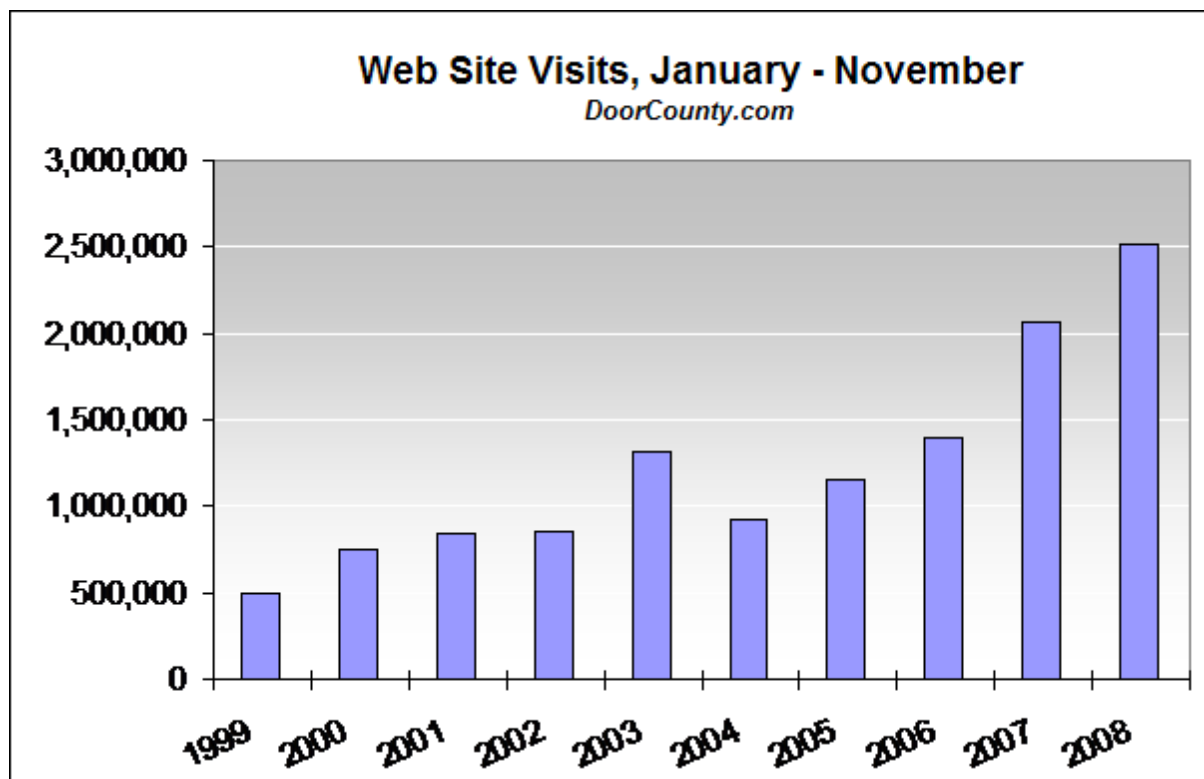
**Guarantee** - Between the reported \$9 million dollar economic impact from the Fall '07 PI leads conversion study and the estimated \$37 million from the cumulative PPC visitor economic impact, eBrains has exceeded our \$22 million visitor spending guarantee. Add to that, the \$22 million economic impact from the spring '07 PI leads (different contract) and the still to be completed conversion study of the Spring '08 leads. Though we are not measuring all of the solution components being delivered, the economic impact of the few services we are measuring are going to be tremendous.

*\*Glossary of terms/acronyms can be found on page 9 of this report.*



## Web Site Visits – [www.DoorCounty.com](http://www.DoorCounty.com)

Month	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Jan	42,272	39,771	51,592	53,592	71,118	74,461	97,924	83,410	103,816	178,573
Feb	48,205	45,410	49,120	51,463	70,790	65,981	67,857	74,979	92,824	160,761
March	33,695	59,056	61,063	56,241	80,416	65,816	67,740	102,660	113,408	188,788
April	34,226	57,407	68,598	68,566	90,747	70,930	82,341	109,761	115,601	223,337
May	42,543	77,526	88,004	86,393	109,573	88,332	116,243	148,685	185,350	270,300
June	49,959	95,185	102,765	93,826	153,921	104,912	133,497	158,433	211,342	275,813
July	68,402	118,051	126,759	115,524	218,637	128,884	153,689	183,213	312,647	332,707
Aug	67,756	97,548	109,763	99,099	190,008	111,089	153,706	179,422	301,311	298,739
Sept	53,352	78,942	84,596	98,028	159,963	95,431	124,481	162,182	250,343	247,470
Oct	33,845	55,935	66,811	87,003	117,792	72,977	105,599	125,675	235,005	209,754
Nov	17,530	27,511	33,193	44,555	57,630	40,207	55,882	70,212	142,318	123,734
Dec	20,314	28,872	31,562	46,887	53,486	53,100	70,049	79,142	134,009	
YTD Total	512,099	781,214	873,826	901,177	1,374,081	972,120	1,229,008	1,477,774	2,197,974	2,509,976



### YTD, web site visitor sessions up 22%

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
491,785	752,342	842,264	854,290	1,320,595	919,020	1,158,959	1,398,632	2,063,965	2,509,976



## Info/Statistics for Door County's on-line video travel show

*Through November 30, 2008*

### Some recent statistics about the show

The first episode of *Explore The Door* was posted on DoorCounty.com on September 20, 2006.

To date, *Explore The Door* web activity has represented **3.9%** of the site's traffic since September 2006, based on site visits.

*Explore The Door* show episodes were viewed **3,754** times in November, and have been viewed a total of **118,788** times on DoorCounty.com, an average of **4,400** views per month since the show began.

In addition to on-line views, **1,501** episodes of the show were downloaded in November. Lifetime downloads of all show episodes total **37,584**.

In November, the show received **1,389** views on YouTube. Show segments have been posted on YouTube since October of 2006 and have been viewed a total of **40,659** times.

**50** different segments have been filmed and included as part of the **17** episodes of the show that have been produced to date.

The latest episode of the show, Episode 17, premiered world-wide in September on DoorCounty.com.

In addition to the show being available on DoorCounty.com, it is also available through the iTunes music store, through YouTube as mentioned above, through other on-line video sharing sites and via local access TV stations in Door County. Local feedback continues to be very positive.

### Show Overview

*Explore The Door*, a video travel podcast about Door County, was created to highlight for potential visitors the eclectic mix of attractions and activities that can be experienced in Door County. While a majority of DCVB programs act as direct marketing pieces, *Explore The Door* is designed to be an image marketing tool. The program, through audio/visual interaction rather than the static images and text of traditional web sites, is meant to encourage travelers who are researching their vacation options to choose Door County as their travel destination. With increasing traveler consumption of on-line media content, specifically video, it gives Door County an opportunity to influence and persuade potential visitors to choose Door County in a way that had not been available to the DCVB prior to the start of this video travel podcast image marketing initiative. We believe we've been and continue to be ahead of the curve with this initiative, as other destinations around the country are still trying to catch up and implement similar programs for their destinations.

# 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	n/a						
February	-	676	658						
March	-	989	929						
April	-	529	1,180						
May	3,535	3,313	3,387						
June	5,196	4,826	4,525						
July	8,058	7,596	6,978						
August	7,423	6,902	7,244						
September	6,040	5,076	4,581						
October	5,208	5,075	5,519						
November	1,019	1,035	892						
December	867	693							
<b>Total</b>	<b>37,346</b>	<b>37,469</b>	<b>35,893</b>						

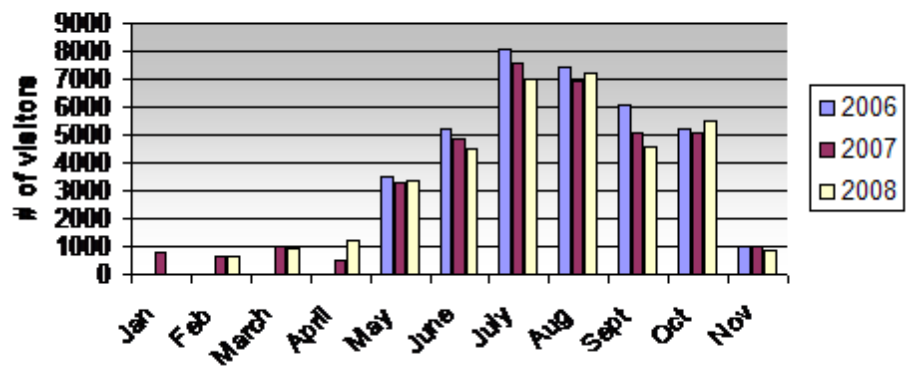
*Due to an equipment malfunction, data is not available for January 2008*

## YTD Info

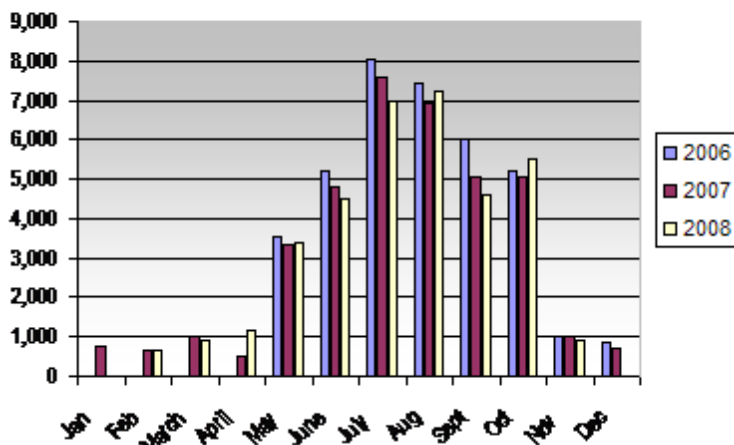
*January - November*

Year	# Visitors
2006	36,479
2007	36,776
2008	35,893

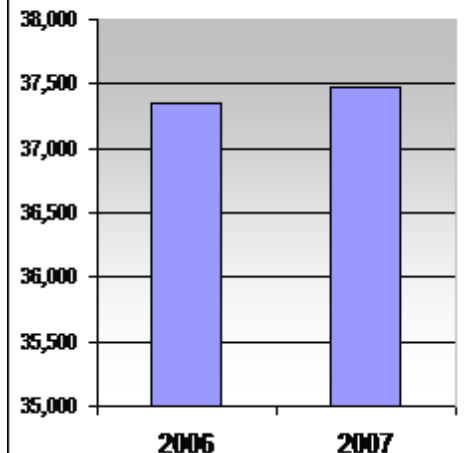
## Welcome Center People Traffic by Month



## DC Visitor Center People Traffic History, By Month



## Annual DC Visitor Center Traffic



# Door County Fall 2008 Media Coverage Summary

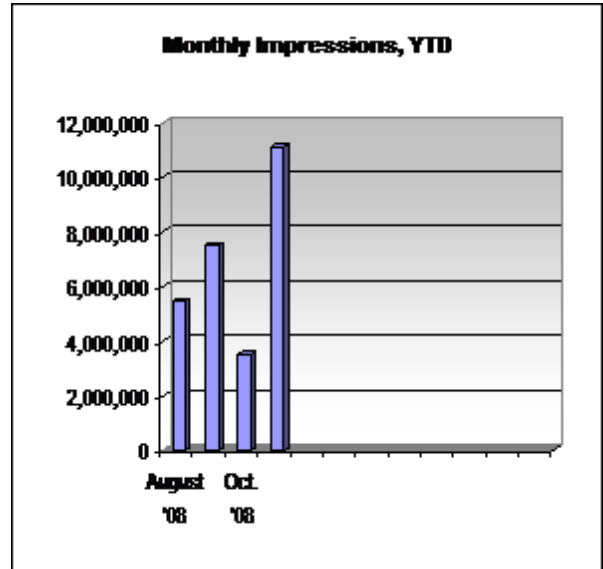
From our BurrellesLuce Media Monitoring Contract

## Year To Date

Impressions				Ad Value Equivalency			
Fall '08 Goal	YTD Goal	YTD Actual	% of goal	Fall '08 Goal	YTD Goal	YTD Actual	% of goal
20,833,333	16,666,666	27,552,392	165%	\$1,208,333	\$966,666	\$1,931,451	200%

## Monthly

	Hits	Impressions	AVE
August '08	84	5,453,958	\$636,069
Sept. '08	62	7,487,062	\$991,938
Oct. '08	58	3,526,437	\$105,246
Nov. '08*	25	11,084,935	\$198,198



**TOTALS**      **229**      **27,552,392**      **\$1,931,451**

## Quarterly

	Hits	Impressions	AVE	
1st Quarter	204	16,467,457	\$1,733,253	(Aug, Sept, Oct)
2nd Quarter	25	11,084,935	\$198,198	(Nov, Dec, Jan)
3rd Quarter	0	0	\$0	(Feb, March, April)
4th Quarter	0	0	\$0	(May, June, July)
<b>TOTALS</b>	<b>229</b>	<b>27,552,392</b>	<b>\$1,931,451</b>	

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

This data taken from the DCVB's ongoing media monitoring program as contracted through BurrellesLuce Media Monitoring Services. These figures are separate from Geiger & Associates, as not all of the articles generated by the Geiger press trips get picked up by BurrellesLuce. Additionally, photographs were not included in the print AVE calculations provided by BurrellesLuce until November 1, 2008.



## **Group/Meeting Sales Activities Report**

**November, 2008**

### **Tour Operator:**

- **Lead sent to hotels for Legends Bank**
- **Compilation report to Legends Bank**
- **Inquiry received for Gannon Tours**
- **Inserts delivered for collateral**

### **Meeting Planners:**

- **Lead sent to hotels for MS Society**
- **Compilation report sent to MS**
- **Inquiry handled for wedding**
- **Inserts delivered for collateral**
- **Assisted in article for meetings publication**

### **Marketing:**

- **Coordinated winter ad in Door County Magazine – photo, creative**
- **Coordinated creative for booth screens**
- **Follow-up conversations with Madden Publishing**
- **Presented Strategic Conversation to TZC**
- **Toured with Mickey Schaeffer and met re: CTA Program for 2009**
- **Approved press release re: new position**

## **GLOSSARY**

### **INTERNET/WEB**

SEM=Search Engine Marketing (which includes both SEO & PPC)

SEO=Search Engine Optimization/organic search results

PPC=Pay Per Click

PI\* (Per Inquiry) Internet Leads – Validated and opted-in consumers who have signed up to get future communications from Door County from the eBrains proprietary network of internet websites

WVTT=Website Visitor Tracking Technology/website survey

HVN=the Hastings Video Network

Appends (database append or permission append)=attaching email addresses or opted-in permissions to Door County's existing database.

@Plan=online Nielsen research tool

Organic database=email sign-ups that come directly from being on doorcounty.com

### **PUBLIC RELATIONS**

Hits=number of articles found by BurrellesLuce

Impressions=number of estimated people that have seen the content

AVE=Ad Value Equivalency – the amount of money a paid ad would have cost to get the same amount of coverage in the media outlet

**\*PI – Unabridged explanation:** We place an offer for our tourism client partners on our proprietary PI Internet network, i.e. Click here for information about Vacation Ideas in Door County. The network is host of websites that typically are co-registration in nature in that the consumers are able to request more information about a variety of offers available to consumers. When a prospect clicks on the Door County offer, they are taken to a landing page which provides more information about what will be provided, i.e. Vacation Guide and on-going emails from Door County. eBrains uses a double confirmation process for the PI Internet lead generation, with both a text confirmation email, i.e. Thank you for Your Interest in Door County..." and a follow-up html email with photos / link to the Door County website. Prior to delivering the "opt-in" leads to Door County, all leads are "cleansed" to re-validate the postal address (if applicable) and to re-verify the email address. Door County only pays for the actual leads delivered after this lead cleansing process, which assures that the highest quality leads are delivered.