



# December 2011 Marketing & Communications Report

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	50,632	55,363	69,015	91,163	122,287	154,828	201,312	171,699	138,955	90,860	38,162	39,834	1,224,110
2010	59,413	51,871	68,592	83,384	107,324	142,571	152,330	141,902	123,349	96,507	39,830	35,980	1,103,053
2011	53,977	54,348	67,237	68,460	97,760	142,312	174,049	186,541	122,162	89,074	36,243	38,395	1,130,558
2011 GOAL	55,145	53,423	68,660	86,904	114,197	148,096	175,210	155,726	130,495	93,650	38,964	37,734	1,158,206
% TO GOAL	98%	102%	98%	79%	86%	96%	99%	120%	94%	95%	93%	102%	98%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	35,124	38,539	48,879	63,873	82,719	102,014	130,244	111,836	91,121	62,391	28,326	29,478	824,544
2010	43,825	38,114	49,780	59,862	74,624	97,768	104,395	96,307	84,470	66,437	28,794	26,652	771,028
2011	38,287	39,239	47,596	48,440	69,071	97,568	115,820	113,787	81,355	61,817	20,716	28,516	762,212
2011 GOAL	40,251	38,930	50,130	62,784	79,786	101,409	118,747	105,464	89,080	65,509	29,023	28,464	809,579
% TO GOAL	95%	101%	95%	77%	87%	96%	98%	108%	91%	94%	71%	100%	94%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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	5.59	5.47	7.87
2011	7.20	6.16	7.70	7.05	6.38	6.59	6.44	5.24	6.50	5.81	4.75	4.81	6.22
2011 GOAL	7.37	7.81	8.25	8.58	9.68	10.23	10.78	10.34	10.22	8.46	6.15	6.02	8.66
% TO GOAL	98%	79%	93%	82%	66%	64%	60%	51%	64%	69%	77%	80%	72%

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	7.00	6.48	7.32	7.17	8.13	8.42	9.07	9.00	8.46	6.59	5.17	5.56	7.40
2010	6.52	7.15	7.42	7.53	8.05	8.36	8.34	8.29	7.50	6.37	4.35	4.40	7.02
2011	6.48	6.30	7.15	7.16	7.15	7.28	7.19	6.13	5.52	6.27	4.53	4.55	6.31
2011 GOAL	6.85	7.51	7.79	7.91	8.45	8.78	8.76	8.70	7.88	6.69	4.57	4.62	7.37
% TO GOAL	95%	84%	92%	91%	85%	83%	82%	70%	70%	94%	99%	98%	86%

**DoorCounty.com - Top Ten Most Requested Pages for the Month**

1) home page	6) /events/
2) /where-to-stay	7) /forms/insider-contest/
3) /what-to-do	8) /where to dine
4) /events	9) /forms/insider-contest/thanks
5) /plan your trip	10) /what -to-stay/pets-allowed

**DoorCounty.com - Top Ten Sources**

1) google/organic	6) wisn.com/referral
2) (direct)(none)	7) facebook.com/referral
3) google/cpc	8) 36ohk6dgmcd1n-c.cyom.mail.yahoo.net/referral
4) yahoo/organic	9) doorcounty.com/referral
5) bing/organic	10) serch/organic

**Social Media: Facebook Post Views**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	n/a	n/a	3,351	4,078	3,096	6,427	4,391	5,972	3,780	4,895	4,857	3,009	43,856
<b>2011</b>	199,521	193,298	178,586	114,181	163,650	216,700	154,143	172,649	229,619	202,034	93,999	188,593	2,106,973

**Social Media: Twitter Followers**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	n/a	136	176	210	254	291	336	412	472	520	652	733	4,192
<b>2011</b>	785	825	813	901	955	1,002	1,034	1,094	1,123	1,207	1,238	1,271	12,248

**Social Media: Blog Page Views**

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2010</b>	n/a	n/a	n/a	n/a	n/a	n/a	n/a	361	28	214	165	189	957
<b>2011</b>	290	139	184	98	373	777	1,053	388	357	775	433	630	5,497

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

	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	5,789	6,635	133,241
<b>2011</b>	7,042	5,958	7,755	8,587	10,468	18,005	21,511	18,525	12,014	9,532	4,558	5,460	129,415
<b>2011 GOAL</b>	8,371	7,269	9,206	9,600	11,028	12,836	15,797	15,216	13,967	16,706	8,269	8,973	137,238
<b>% TO GOAL</b>	84%	82%	84%	89%	95%	140%	136%	122%	86%	57%	55%	61%	94%

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	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
2010	4,614	4,385	9,300	6,582	5,264	6,424	6,439	6,721	6,983	6,507	3,656	3,836	70,711
2011	4,504	4,443	4,606	7,998	8,431	8,513	8,139	8,194	8,254	7,125	4,954	5,423	80,584
2011 GOAL	6,666	6,666	6,668	6,667	6,667	6,667	6,666	6,667	6,667	6,667	6,666	6,666	80,000
% TO GOAL	68%	67%	69%	120%	126%	128%	122%	123%	124%	107%	74%	81%	101%

Door County Insider Tip E-Newsletter - Number of E-Mails Sent													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	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
2010	371,019	360,592	354,519	354,430	789,935	338,109	384,033	561,135	1,067,900	530,701	538,905	535,579	6,186,857
2011	515,962	595,083	510,210	504,288	583,245	493,554	485,410	477,504	463,342	461,517	0	450,877	5,540,992
2011 GOAL	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,571	515,573	6,186,857
% TO YTD GOAL	100%	115%	99%	98%	113%	96%	94%	93%	90%	90%	0%	87%	90%

Door County Insider Tip E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	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%
2010	15.00%	13.46%	12.70%	14.40%	15.05%	14.31%	12.70%	14.30%	13.19%	11.55%	9.13%	9.94%	12.98%
2011	14.52%	9.00%	13.16%	12.08%	11.00%	14.35%	15.72%	17.13%	15.00%	12.68%	0.00%	12.90%	12.30%
2011 GOAL	16.39%	15.50%	13.74%	14.83%	14.23%	15.41%	14.03%	15.31%	15.28%	11.46%	9.09%	9.90%	13.37%
% TO GOAL	88.59%	58.05%	95.78%	81.46%	77.30%	93.12%	112.05%	111.89%	98.17%	110.65%	0.00%	130.30%	91.96%

Door County Insider Tip E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2009	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%
2010	3.57%	3.80%	3.11%	2.96%	3.01%	3.51%	2.96%	2.25%	3.02%	2.69%	1.69%	2.05%	2.89%
2011	3.55%	15.20%	3.19%	4.31%	18.00%	2.94%	3.82%	3.73%	3.15%	2.48%	0.00%	2.16%	5.21%
2011 GOAL	3.67%	3.90%	3.20%	3.04%	3.10%	3.61%	3.04%	2.31%	3.11%	2.77%	1.74%	2.16%	2.97%
% TO GOAL	96.73%	389.74%	99.69%	141.78%	580.65%	81.44%	125.66%	161.47%	101.29%	89.53%	0.00%	100.00%	175.40%

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	HHN***	HHN/NOR****	
2011	Image/NOR	NOR	NOR/Image	Image/FOB*	Image/FOB*	Image/LGBT	Image	Image/SDSDC	Image/SDSDC	Image/SDSDC	HHN*	HHN****	
*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights **** 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>2009</b>	135,000	0	2,493,141	12,177,932	15,421,237	4,938,791	905,436	1,091,428	5,082,822	1,687,580	4,552,012	230,715	48,716,094
<b>2010</b>	0	1,009,657	996,461	5,191,602	7,704,781	2,417,705	2,350,861	1,497,739	9,848,936	801,682	774,004	20,000	32,613,428
<b>2011</b>	1,266,927	1,646,702	457,746	2,599,887	2,968,615	5,147,328	3,936,575	15,763,868	4,112,438	5,509,009	4,133,881	4,422,281	51,965,257
<b>2011 GOAL</b>	1,007,755	1,679,591	1,343,673	2,015,511	10,077,549	2,687,346	2,351,428	1,679,592	8,397,957	1,007,755	1,007,755	335,918	33,591,830
<b>% TO GOAL</b>	126%	98%	34%	129%	29%	192%	167%	939%	49%	547%	410%	1316%	155%

<b>Advertising - Media Placed 2011</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$10,659	\$14,874	\$13,282	\$25,668	\$82,626	\$74,223	\$45,266	\$26,468	\$28,213	\$12,043	\$5,497	\$8,439	\$347,258
<b>Co-Op Dollars</b>	\$0	\$0	\$0	\$750	\$0	\$24,376	\$0	\$0	\$800	\$0	\$0	\$0	\$25,926
<b>Barter Dollars</b>	\$5,540	\$294	\$294	\$50	\$0	\$30,278	\$6,343	\$65,163	\$52,884	\$0	\$0	\$0	\$107,962
<b>Unpaid Dollars</b>	\$2,353	\$0	\$0	\$0	\$11,612	\$	\$0	\$0	\$0	\$0	\$0	\$0	\$13,965

<b>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	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
<b>2010</b>	1,017,295	304,649	1,562,351	1,315,770	738,046	213,955	16,055,478	805,595	853,768	903,207	313,088	460,000	24,543,202
<b>2011</b>	1,187,039	647,731	531,435	1,478,634	257,400	301,217	18,973,348	9,517,655	15,249,379	1,327,037	4,659,189	606,261	54,736,325
<b>2011 GOAL</b>	465,922	374,227	939,259	1,895,188	2,342,914	433,680	4,913,077	861,241	990,422	2,302,266	710,748	1,997,476	18,226,420
<b>% TO GOAL</b>	255%	173%	57%	78%	11%	69%	386%	1105%	1540%	58%	656%	30%	300%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2009</b>	\$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
<b>2010</b>	\$37,936	\$16,443	\$361,125	\$67,217	\$46,351	\$102,304	\$421,940	\$23,316	\$173,883	\$24,835	\$70,052	\$57,350	\$1,402,752
<b>2011</b>	\$74,363	\$58,692	\$77,286	\$50,035	\$8,777	\$38,525	\$31,993	\$103,217	\$231,817	\$57,846	\$94,313	\$55,145	\$882,009
<b>2011 GOAL</b>	\$55,677	\$77,125	\$201,846	\$145,610	\$199,290	\$65,565	\$222,999	\$80,441	\$123,880	\$62,893	\$75,801	\$147,735	\$1,458,862
<b>% TO GOAL</b>	134%	76%	38%	34%	4%	59%	14%	128%	187%	92%	124%	37%	60%

<b>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	0	1	67
<b>2011</b>	0	13	0	0	13	14	1	0	16	18	1	0	76
<b>2011 GOAL</b>	0	12	0	0	12	12	0	0	12	12	0	0	60
<b>% TO GOAL</b>		108%			108%	117%	200%		133%	150%	200%		127%

<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	\$176,386	\$166,130	\$34,037	\$2,707,803
<b>2011</b>	\$359,058	\$94,993	\$71,452	\$188,681	\$1,034,872	\$428,164	\$539,777	\$322,635	\$421,804	\$663,977	\$137,523	\$218,131	\$4,481,066
<b>2011 GOAL</b>	\$143,150	\$110,084	\$204,027	\$89,549	\$518,410	\$316,995	\$363,879	\$356,171	\$276,914	\$201,173	\$189,565	\$208,666	\$2,978,583
<b>% TO GOAL</b>	251%	86%	35%	211%	200%	135%	148%	91%	152%	330%	73%	105%	150%

<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	102	82	1,344
<b>2011</b>	47	181	130	198	20	39	32	27	343	202	69	132	1,420
<b>2011 GOAL</b>	43	128	128	30	190	92	72	400	110	110	73	82	1,478
<b>% TO GOAL</b>	109%	141%	102%	660%	11%	42%	44%	7%	312%	184%	95%	161%	96%

<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	8	7	109
<b>2011</b>	16	13	14	18	20	15	8	30	23	21	14	14	206
<b>2011 GOAL</b>	16	16	4	9	11	5	11	8	18	7	8	7	120
<b>% TO GOAL</b>	100%	81%	350%	200%	182%	300%	73%	375%	128%	300%	175%	200%	172%

<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	30	23	1,588
<b>2011</b>	59	71	71	56	280	429	29	235	126	106	130	231	1,823
<b>2011 GOAL</b>	87	257	117	135	152	35	52	332	170	223	130	35	1,747
<b>% TO GOAL</b>	68%	28%	61%	41%	184%	1226%	56%	71%	74%	48%	100%	660%	104%

<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	17	15	235
<b>2011</b>	43	39	47	33	69	51	43	82	48	48	43	38	584
<b>2011 GOAL</b>	20	15	9	15	30	21	34	34	28	18	18	17	259
<b>% TO GOAL</b>	215%	260%	522%	220%	230%	243%	126%	241%	171%	267%	239%	224%	225%

<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	0	1	7
<b>2011</b>	0	1	2	0	0	1	0	0	0	2	1	0	7

<b>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<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	1,174	1,020	63,118
<b>2011</b>	772	850	1,053	1,220	5,415	7,704	13,323	12,849	8,813	8,091	1,219	1,160	62,469

<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	1,094	104	43,304
<b>2011</b>	6,137	2,086	2,509	2,953	3,133	4,591	3,974	3,145	2,243	1,005	797	538	33,111
<b>2011 GOAL</b>	4,252	4,220	3,279	4,320	3,628	6,536	6,581	5,023	3,214	2,195	1,049	306	44,603
<b>% TO GOAL</b>	144%	49%	77%	68%	86%	70%	60%	63%	70%	46%	76%	176%	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	405	632	14,912
<b>2011</b>	N/A	626	729	765	1,182	1,710	2,597	2,361	1,907	1,787	645	675	14,984
<i>New telephone system began tracking incoming calls in May, 2009.</i>													