



# December 2014

## Marketing & Communications Report

DoorCounty.com - Web Site Visits (Sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	56,759	55,059	65,624	79,352	121,806	147,737	179,423	170,508	124,107	92,311	40,577	41,304	1,174,567
<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>2014 GOAL</b>	65,045	57,060	70,707	84,080	109,200	150,403	208,134	179,924	141,568	112,262	43,327	39,751	1,261,461
<b>% TO GOAL</b>	104%	107%	104%	115%	111%	120%	116%	121%	136%	114%	115%	130%	117%

DoorCounty.com - Web Site Unique Visits (Users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	40,972	40,381	46,082	55,162	84,072	99,244	119,251	115,157	83,247	65,224	29,834	29,901	808,527
<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>2014 GOAL</b>	45,868	40,334	48,758	57,673	75,766	101,839	138,822	120,632	96,445	77,764	32,491	30,198	866,590
<b>% TO GOAL</b>	108%	110%	110%	122%	114%	125%	121%	114%	128%	110%	119%	124%	118%

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2012</b>	5.65	5.78	6.20	6.23	5.85	6.05	6.31	6.08	6.03	4.85	4.31	4.53	5.66
<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

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
<b>2012</b>	6.11	6.31	7.01	7.10	6.45	7.15	7.27	7.18	7.02	5.06	4.14	4.32	6.26
<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>DoorCounty.com - Mobile Web Site Usage</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	7,014	6,861	9,092	11,831	20,398	27,585	37,251	33,290	25,185	18,002	8,146	9,681	214,336
<b>2013</b>	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
<b>2014</b>	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

<b>DoorCounty.com - Top Ten Most Requested Pages for the Month</b>		
1) /Home	5) /what-to-do/seasonal-activities	9) plan-your-trip
2) /where-to-stay	6) /seasonal-promotions-directory/nature-of-romance	10) /plan-your-trip/interactive-map
3) /events	7) /where-to-stay/log-cabin-log-house	
4) /what-to-do	8) /newsletter	

<b>DoorCounty.com - Top Ten Sources</b>		
1) google/organic	5) cloud.inline.com/referral	9) midwestliving.com/referral
2) (direct)/(none)	6) bing/organic	10) m.facebook.com/referral
3) DoorCounty/Email	7) Google/PPC	
4) yahoo/organic	8) travelwisconsin.com/referral	

<b>Social Media: Facebook</b>													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	191,394	198,686	198,684	163,672	215,057	218,996	219,603	233,092	211,142	174,245	825,198	1,156,708	4,006,477
<b>2013</b>	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
<b>2014</b>	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
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	42,566	44,999	52,921	46,245	41,652	47,465	61,081	75,506	63,265	45,846	213,729	324,232	1,059,507
<b>2013</b>	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
<b>2014</b>	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
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	2,485	3,072	2,377	1,735	2,383	2,542	1,382	1,227	1,222	2,312	3,948	2,432	27,117
<b>2013</b>	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
<b>2014</b>	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
"Talking about this"	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	1,228	848	617	400	736	694	656	1,612	2,187	2,575	8,622	6,402	26,577
<b>2013</b>	10,392	7,919	8,284	9,445	10,709	11,474	14,225	41,084	19,793	26,352	16,522	19,697	195,896
<b>2014</b>	18,365	2,593	26,711	20,398	15,819	14,701	18,774	22,905	25,945	15,160	9,300	15,785	206,456

Social Media: Twitter Followers													
	January	February	March	April	May	June	July	August	September	October	November	December	Annual % Growth
2012	1,352	1,392	1,430	1,427	1,514	1,559	1,625	1,668	1,702	1,764	1,795	1,833	36%
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	3,969	50%

Social Media: Insider Expert Blog Page Views													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	831	816	584	495	673	788	1,143	1,003	619	632	358	336	8,278
2013	337*	1,107	2,238	3,359	3,788	3,458	4,580	4,730	2,990	3,111	1,868	976	32,542
2014	2,160	2,141	3,525	2,602	3,311	2,913	3,887	4,888	5,929	5,796	3,633	2,342	43,127

\*In February 2013 the *Insider Expert* blog views replaced the former staff blog numbers

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	2012 program started in April			4,419	5,573	6,411	6,453	4,845	5,718	4,906	3,321	3,882	45,528
2013	2013 Program started in March		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

Door County E-Newsletter - Number of E-Mails Sent (with remails)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2012	437,876	429,892	422,016	416,363	423,591	431,349	429,697	424,671	216,240*	411,531	195,130	330,394	4,568,750
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

\*Remail happened in October

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2012	16.67%	12.70%	14.10%	17.20%	19.90%	13.30%	15.40%	17.20%	17.90%	16.90%	15.80%	15.50%	16.05%
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%

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2012	3.86%	2.80%	2.00%	2.10%	2.80%	1.60%	2.10%	1.70%	2.30%	1.70%	2.00%	1.30%	2.19%
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%

<b>Advertising - Programs &amp; Campaigns</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	
<b>2012</b>	Image/NOR	NOR	Image	Image/FOB*	Image/FOB*	Image/LGBT	Image/LGBT	Image/LGBT	Im/LGBT/SDSD	Image/SDSD	Im/HHN/LGBT	Image	
<b>2013</b>	Image/NOR	NOR	Image/LGBT	Image/LGBT	Image	Image	Image/LGBT	Image	Image/SDSDC	Image/SDSD	Image	Image/NOR	
<b>2014</b>	Image/NOR	NOR/Image	Image	Image/SOB	Image/FOB*	Image	Image	Image	Image/SDSDC	Image /SDSD	Image/NOR	Image/NOR	
<i>*SOB = Season of Blossoms    **KSD = Kingdom So Delicious    ***HHN = Holidays and Holly Nights    **** NOR = Nature of Romance    *****SDSDC = So Delicious. So Door County.</i>													

<b>Advertising - Gross Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>2012</b>	603,196	322,727	7,058	922,717	6,653,500	7,246,016	12,858,131	2,690,628	1,982,372	501,418	1,648,347	85	35,436,195
<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>Advertising - Media Placed 2014</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
<b>Total Paid</b>	\$2,367	\$27,519	\$172,414	\$132,000	\$128,163	\$50,744	\$6,564	\$5,639	\$23,240	\$16,869	\$1,320	\$1,320	\$568,159
<b>Co-Op Dollars</b>	\$2,837	\$12,415	\$18,127	\$18,802	\$7,520	\$800	\$800	\$800	\$6,200	\$800	\$0	\$0	\$69,101
<b>Barter Dollars</b>	\$725	\$337	\$27,343	\$27,130	\$3,665	\$40,942	\$100	\$100	\$4,450	\$3,685	\$0	\$0	\$108,477
<b>Unpaid Dollars</b>	\$0	\$0	\$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>2012</b>	6,558	5,606	7,296	7,315	10,554	13,237	17,945	13,338	9,224	7,172	4,293	4,180	106,718
<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>Media Marketing Program - Impressions</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	23,227,492	850,742	17,200,525	10,142,348	13,876,785	3,979,061	1,379,279	1,762,561	8,028,122	3,258,160	968,968	9,884,333	94,558,376
<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>2014 GOAL</b>	8,332,195	1,457,200	7,827,279	7,829,330	9,442,041	2,939,581	26,753,593	8,803,012	11,286,421	24,607,543	4,761,510	7,881,835	121,921,540
<b>% TO GOAL</b>	454%	2813%	355%	68%	214%	1512%	268%	139%	453%	276%	394%	44%	330%

<b>Media Marketing Program - Ad Value Equivalency</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	\$794,635	\$38,569	\$1,066,547	\$824,094	\$182,636	\$35,195	\$16,126	\$79,036	\$20,382	\$77,307	\$57,513	\$24,852	\$3,216,892
<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>Media Marketing Program - Visiting Journalists</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	0	16	0	0	13	17	0	0	11	15	0	0	72
<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>2014 GOAL</b>		12			8	20	6	6	4	14			70
<b>% TO GOAL</b>		75%			125%	110%	250%	150%	150%	71%			116%

<b>Group Tour Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	122	106	78	4	9	100	21	21	69	30	51	47	658
<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>2014 GOAL</b>	153	350	125	110	125	75	75	250	85	160	170	60	1,738
<b>% TO GOAL</b>	100%	177%	104%	64%	125%	223%	144%	83%	46%	9%	20%	80%	101%

<b>Group Tour Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	26	19	10	5	9	27	25	16	7	8	15	21	188
<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>2014 GOAL</b>	18	45	8	8	25	8	15	23	20	9	5	5	189
<b>% TO GOAL</b>	161%	76%	100%	150%	56%	350%	160%	109%	30%	144%	100%	120%	108%

<b>Meeting/Event Planner Contacts</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	115	45	52	30	214	30	55	95	74	114	73	117	1,014
<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>2014 GOAL</b>	75	65	110	60	250	95	125	156	100	200	90	95	1,421
<b>% TO GOAL</b>	108%	125%	135%	102%	82%	209%	145%	92%	154%	43%	307%	72%	119%

<b>Meeting/Event Planner Inquiries</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	73	46	55	32	14	27	55	52	34	38	37	51	514
<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>2014 GOAL</b>	59	48	63	44	45	50	70	75	44	44	50	33	625
<b>% TO GOAL</b>	51%	81%	52%	130%	140%	138%	96%	83%	143%	132%	78%	173%	102%

<b>Trade Show Participation</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	1	2	0	0	0	1	0	0	1	0	0	0	5
<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>Door County Welcome Center - Visitors</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
<b>2012</b>	778	1,140	1,694	1,992	5,154	9,134	12,928	10,888	8,780	6,294	1,257	973	61,012
<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>Visitor Guide Requests</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>2012 Hard Copy</b>	3,185	1,540	2,402	5,261	3,461	3,126	3,378	2,464	1,252	605	280	205	27,159
<b>2012 Online</b>	852	787	1,095	1,396	2,176	2,220	2,624	1,996	1,210	902	1,054	402	16,714
<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>2014 Combined Goal</b>	3,958	3,050	4,131	6,854	7,062	7,742	9,185	6,651	4,226	2,535	626	694	56,714
<b>% TO GOAL</b>	106%	161%	154%	107%	96%	136%	116%	116%	119%	81%	87%	110%	118%

<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>2012</b>	1,002	1,095	954	1,218	1,920	2,271	2,890	2,289	1,995	1,655	636	746	18,671
<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