

Door County Tourism Zone Annual Meeting Report 2017



Why are we here?



Tourism Zone Presentation



Explain Mission



Review 2017 Performance



Discuss What's Next for 2018



Door County Visitor Bureau Presentation



Review 2017 Trends



Review Current Marketing Initiatives



Answer Questions



Jack Moneyppenny, President/CEO



Room Tax Accomplishments

- ◆ The room tax continues to give Door County a deeper reach into our regional markets and the on-going ability to work with travel writers and other influencers to receive national coverage.
- ◆ Media placement and PR took a multi-dimensional approach through a combination of advertising mediums and outreach that solidified our brand promise that “Those who visit Door County will find a breathtakingly scenic, water-centric landscape that is perfectly conducive to their pursuit of relaxation and rejuvenation.”
- ◆ DoorCounty.com had nearly 1.4 million (according to Google Analytics).
- ◆ We’ve hosted 808 travel journalists from 2007 through 2017.
- ◆ We spoke directly to our visitors by inviting them to discover new experiences with our tagline “Live Life Well”.
- ◆ Our social media has grown tenfold garnering over 27million impressions on Facebook from a fan base of 101,720.



Primary Results

	2017	2016
Wisconsin Traveler Expenditures	\$12.7 billion	\$12.3 billion
Door County Traveler Expenditures	\$358,700,000	\$347,800,000
Wisconsin Tourism Market Share	2.82%	2.83%

- 7th place in Wisconsin destinations for visitor spending
- Behind Milwaukee, Dane, Sauk, Waukesha, Brown, and Walworth Counties
- The total impact of tourism on Door County's economy was \$456.9 million last year.



The Economic Impact of Tourism in Wisconsin - 2017

In Door County:

- \$358.7 million in direct spending
- \$38.5 million in local and state taxes
- 3,225 full-time equivalent jobs
- \$78.5 million in resident income
- Support to local lodging, restaurants, retail and attractions....enhancing the quality of life

Source: Tourism Economics

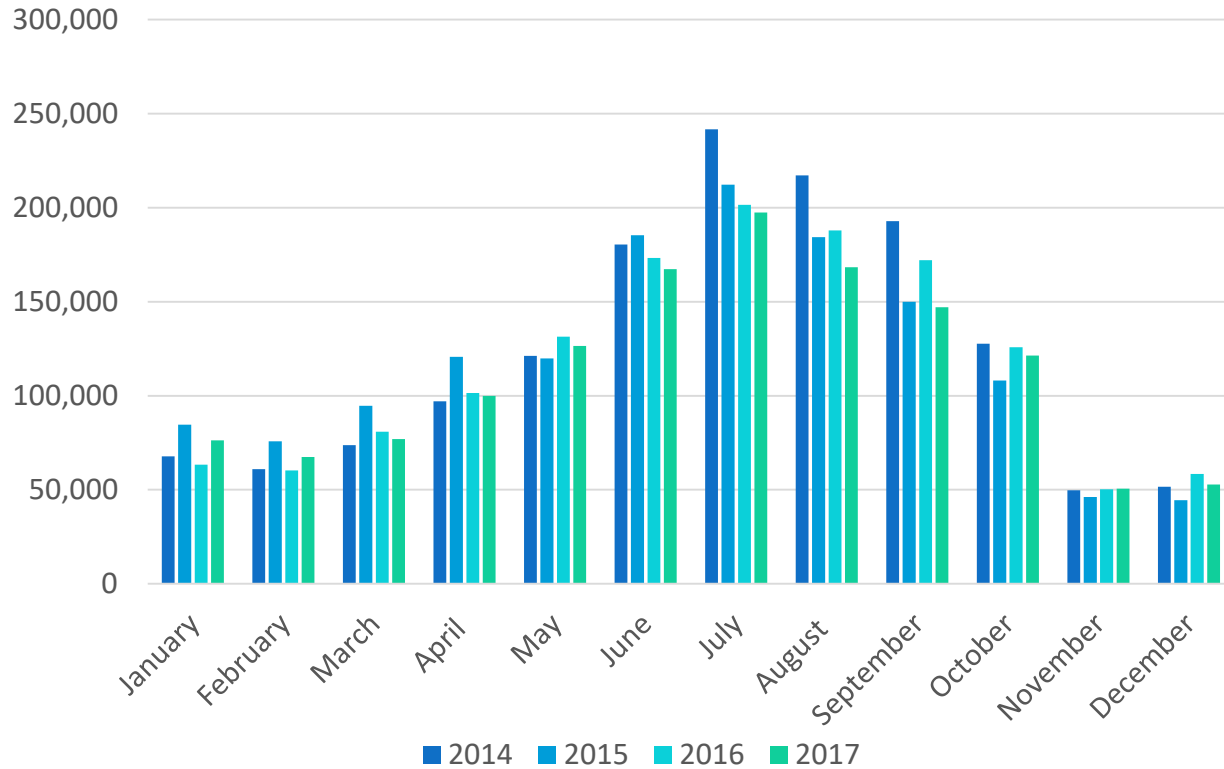


Marketing and Sales

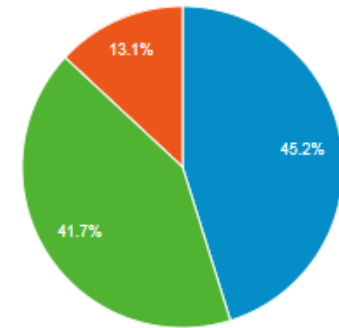
Web Site Activity / Digital Marketing		
	2017	2016
DoorCounty.com site visits	1,352,123	1,406,710
E-newsletter Subscribers	189,246	215,634
Facebook Engagement	532,213	471,253
Mobile Web Usage	745,195	766,096



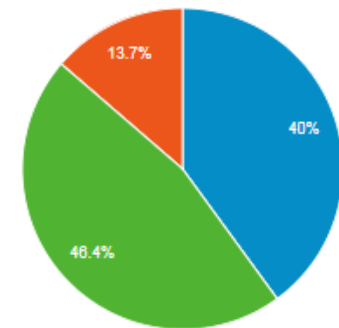
DoorCounty.com Site Visits



Jan 1, 2017 - Dec 31, 2017



Jan 1, 2016 - Dec 31, 2016



■ desktop ■ mobile ■ tablet



Group Sales

	2017	2016
Group Tour & Meeting Site Visit	3,717	830
Wedding Web Visits	31,577	19,193

- Attended 5 group shows (ABA, NTA, Midwest Marketplace, TAP, IPW) and Travel & Adventure Show
- Worked with 36 general tour groups, 5 car clubs, 34 brides/weddings, 20 family reunions, 10 association meetings, 4 church groups, 12 senior center groups, 4 business retreats, 1 RV group, 1 garden group, 1 military group, 1 cruise ship group, 1 art group, 2 bank groups 1 student group and 2 quilting groups.
- Conducted 7 Meet and Greets through our Meet & Greet Program



Advertising Highlights

A small sampling of what was placed

- Media planning was strategic and research based. A multi-dimensional approach delivered a combination of mediums, ad sizes and formats, which allowed us to showcase the visual aspects of Door County through print, television, digital, mobile and outdoor in our key target markets. We also continued to reach an online audience through video on Hulu, YouTube and apps on connected devices.
- Key partnerships were formed. To ensure the best possible plan for 2017, we formed key partnerships with some of the best in the industry. Targeted public relations campaigns brought Door County cherry blossoms and fall colors into the households in some of our largest television markets of Madison, Milwaukee, Minneapolis and northern Illinois. Social media was for partner employers to schedule timesaving appointments to get their J-1 students registered for Social Security numbers here in Door County.
- A creative campaign that was all about showing a level of relaxation that was more than just restful; it's rejuvenating. We defined that idea with our tagline live life well.



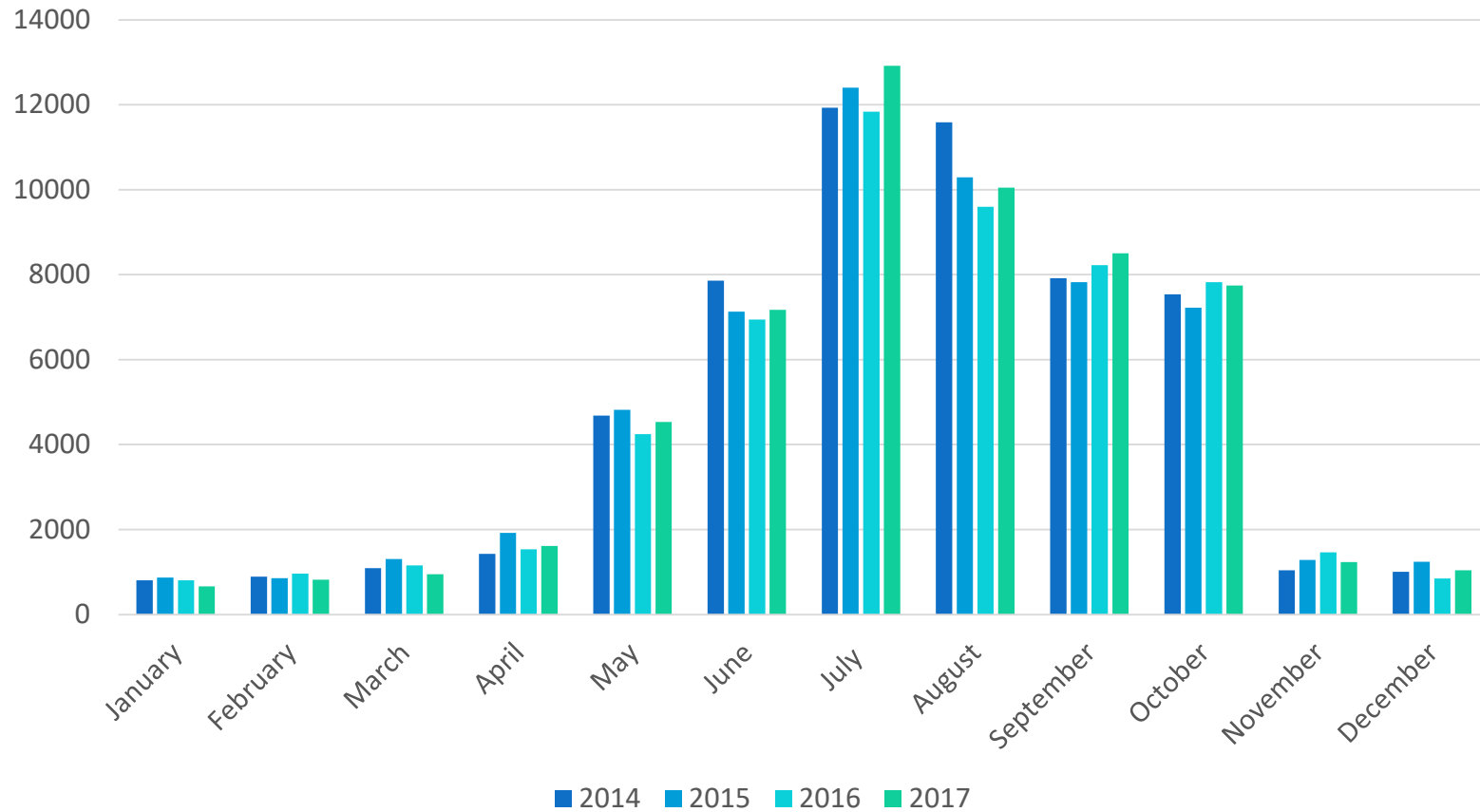
Communications & Public Relations

Media Marketing Program		
	2017	2016
Ad Value Equivalency (AVE)	\$3,241,951	\$2,238,422
Impressions	314,257,432	401,893,430
Visiting Journalists	72	72

- Hosted 7 seasonally themed press tours in 2017 between January and October.
- 109 articles placed in print, radio, or online media from media marketing efforts.
- Through the end of 2017, the return on investment for the media marketing program was 995%. For every dollar spent, the DCVB received \$9.95 in AVE.

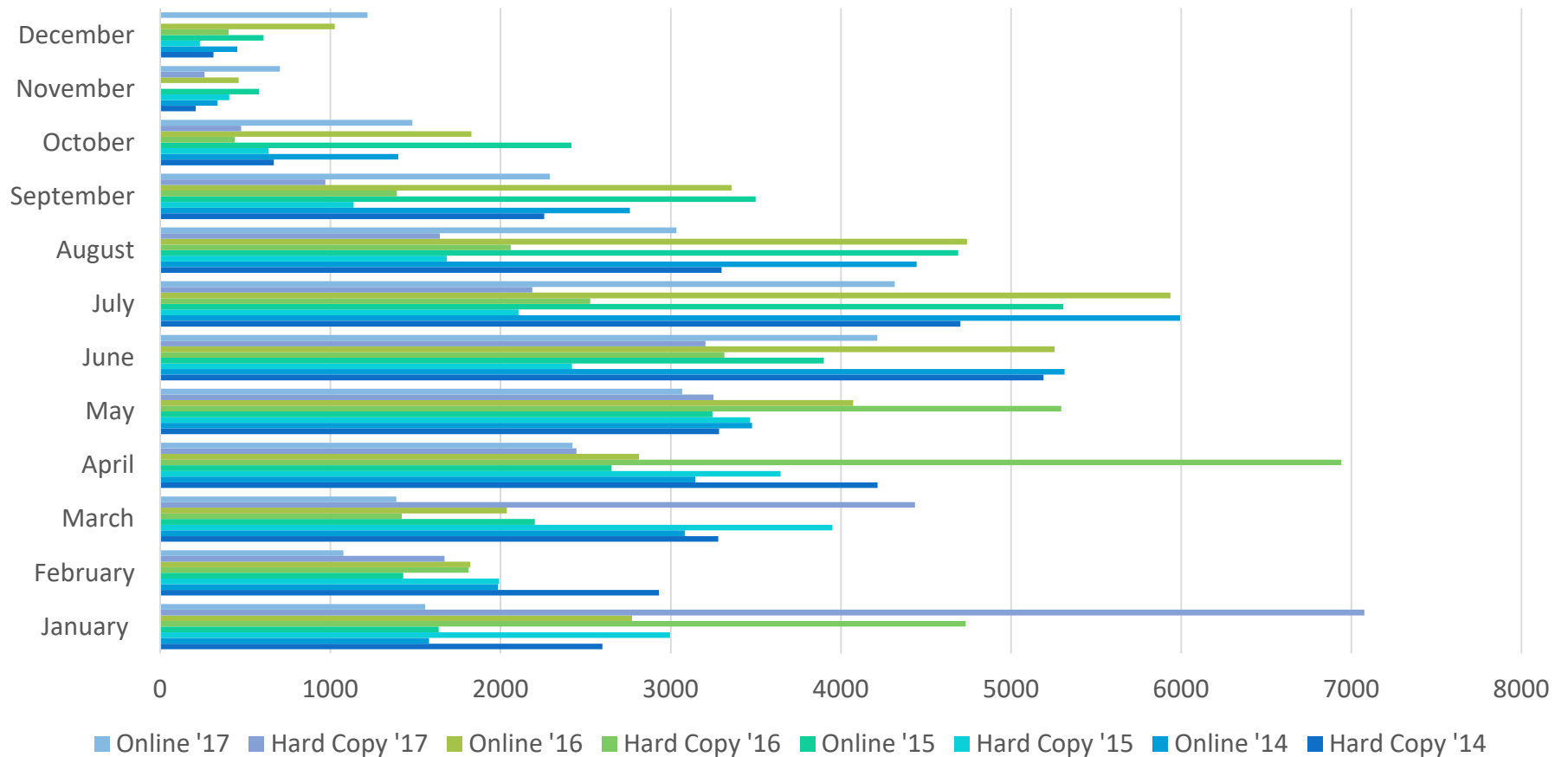


Welcome Center Visitor Traffic





Visitor Guide Requests





Looking Ahead

A small sampling of what will take place

- Working with our key partners to produce a well-rounded media buy that includes print, television, digital, mobile, and outdoor. Television will evolve to include multiple screens and devices.
- Developing our current tagline that supports the brand promise while promoting a level of revitalization, *Live Life Well*.
- Continue shooting photographs and capturing video footage to use for PR, videos, commercials and as B-roll.
- Continue PR initiatives to highlight Door County through media coverage.
- Continue to develop our online and social media presence with new and enhanced video initiatives and through social influencer partnerships.