

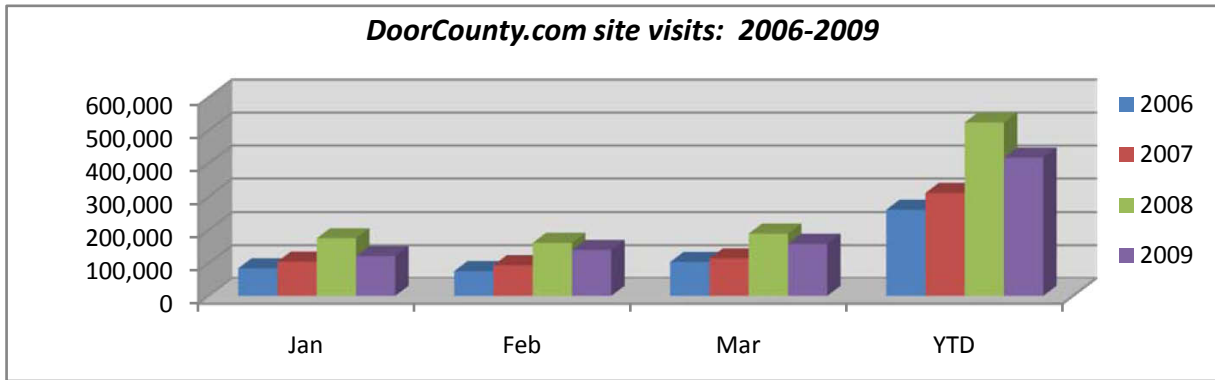


## March 2009 Door County Visitor Bureau Update

### MARKETING & SALES

#### Monthly Web Activity (Goal 1, Marketing/Sales Strategy 1, Pg 13; Goal 1, Communications/PR Strategy 4, Pg 21)

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
DoorCounty.com Site Visits	157,797	417,205	787,750	3,151,000	13%
Insider Tip emails	263,000	797,249	1,047,750	4,191,000	19%
Pay-Per-Clicks	3,609	3,609	12,500	50,000	7%
Per Inquiry "PI" Leads	0	0	20,000	80,000	0%
Explore The Door views/downloads	7,466	22,052	26,840	107,360	21%



- Volume 2, 2009 Insider Tip newsletter deployed on 3/17/09 to 136,000 subscribers, with a re-mail on 3/24/09 to 127,000.
- Spring '09 PI leads - initial creative work took place in March, deployment begins in April.
- A recently completed conversion study showed that economic impact from our 2008 eBrains contract resulted in \$79 million in measured and reported spending. This exceeded the contract guarantee of \$22 million in visitor spending by \$57 million, or 259%.

#### Group Sales (Goal 1, Marketing/Sales Strategy 6, Pg 16; Goal 1, Marketing/Sales Strategy 7, Pg 17)

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Group Tour Contacts	0	38	53	210	18%
Group Tour Inquiries	1	12	12	48	25%
Meeting Planner Contacts	0	1	150	600	0%
Meeting Planner Inquiries	0	2	11	44	5%

- Worked on Niagara Escarpment map for potential group itineraries
- Compiled Bank Travel leads
- Rejoined MPI and WASAE

## Advertising Snapshot

- Ads ran in March in Madison's Capital Newspaper, Pioneer Press Go Guide and Chicago Sun Times Great Lakes Section
- Creative approved and ads placed for "Festival of Blossoms" spring campaign in newspapers, radio, cable TV and online to include the following markets; Chicago and northern Illinois, Milwaukee, Minneapolis/St. Paul; Fox Valley
- Creative approved and ads placed for Door County summer image campaign in magazines, online, billboard and newspapers to include the following markets; Chicago and northern Illinois, Milwaukee, Minneapolis/St. Paul, Wisconsin, Iowa and Midwestern region.

## COMMUNICATIONS / PUBLIC RELATIONS

### Media Marketing Program *(Goal 1, Communications/PR Strategy 1, Pg 19)*

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$132,004	\$208,567	\$206,250	\$825,000	25%
Impressions	619,860	1,137,385	2,145,000	8,580,000	13%
Visiting Journalists	0	13	13	50	26%

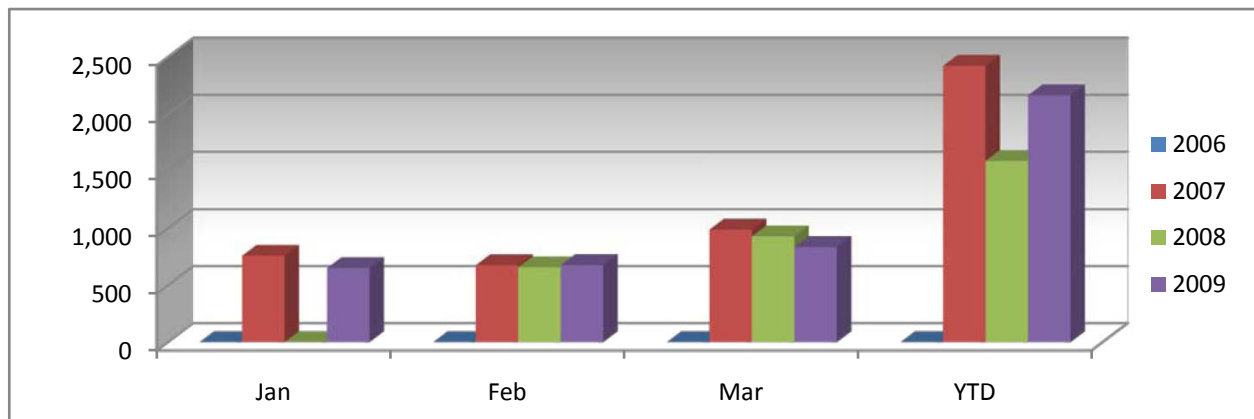
- 26 articles were placed in March and reached a total of 619,860 readers/listeners/viewers.
- 32 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include the Toronto Sun, Better Bass Fishing, Military Officer magazine, Prime Time for Seniors, AAA Home & Away, Wildlife Conservation magazine and Elite Wine, Food and Travel (Canada).
- Remaining 2009 press tour dates: June 21-26; October 18-22; December 10-13.
- The return on investment (ROI) for our media marketing program to date is 195%.

### Media Monitoring *(Goal 1, Communications/PR Strategy 2, Pg 19)*

<i>Due to 3-4 week lag time, the monthly total number is an estimate.</i>	Monthly Total	Year-to-Date Total	Year-to-Date Goal	Annual Goal	% to Annual Goal
Ad Value Equivalency (AVE)	\$183,216	\$438,297	\$1,000,000	\$4,000,000	11%

- Worked with 25 media outlets to provide images, information and support for Door County based articles and stories. Highlights include National Geographic Adventure Magazine, GEICO Direct magazine, Midwest Destination Guide, St. Louis Magazine, NBC's Today Show and Readers Digest.

### Door County Welcome Center - Visitor Traffic



Visitor counter was installed in late April, 2006. There is no data for January 2008 due to an equipment malfunction.