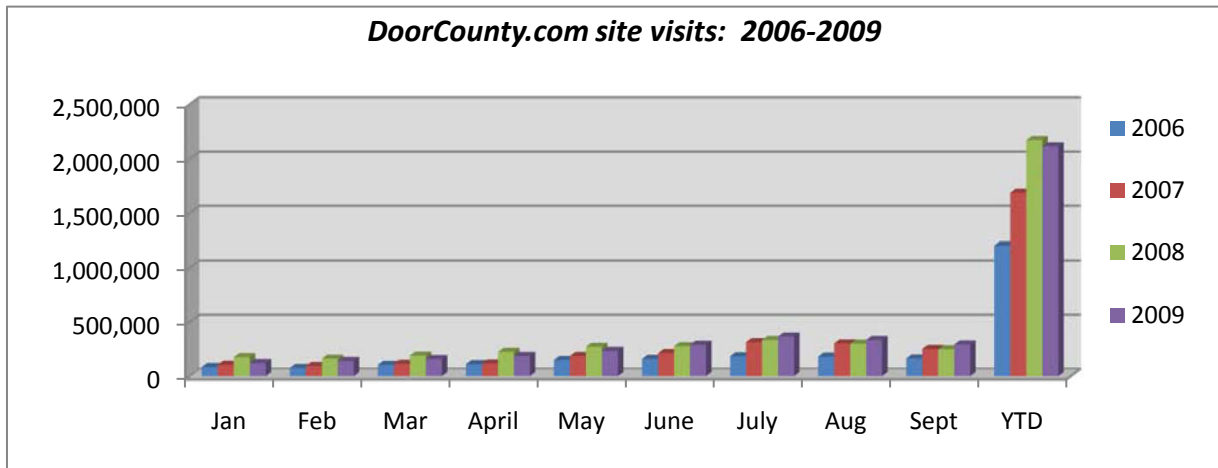




September 2009 Door County Visitor Bureau Update

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	% to YTD Goal	Annual Goal
DoorCounty.com Site Visits	291,776	2,115,147	2,534,002	83%	3,151,000
Insider Tip emails	385,086	3,528,636	3,143,250	112%	4,191,000
Pay-Per-Clicks	6,203	41,148	37,500	110%	50,000
Per Inquiry "PI" Leads	0	82,148	60,000	137%	80,000
Explore The Door views/downloads	12,452	88,984	76,611	116%	107,360



- Web visits are down 3% over 2008 but we continue to close the gap. September 2009 visits were 18% over September of 2008.
- Unique visits are up 13% over September of 2008 and up 7% YTD.

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	% to YTD Goal	Annual Goal
Group Tour Contacts	9	836	158	531%	210
Group Tour Inquiries	3	45	36	125%	48
Meeting Planner Contacts	3	561	450	125%	600
Meeting Planner Inquiries	1	25	33	76%	44

- Worked with tour planners for group bookings totaling approximately 600 room nights.
- Conducted 2 FAM tours for future tours.
- Worked with meeting planners for group bookings totaling over 90 room nights.

Advertising Snapshot

- Worked with agency to desing new seasonal logo "Holidays and Holly Nights."
- Ads placed for "Holidays and Holly Nights" in Chicago Tribune and on Time Warner - Milwaukee and Fox Valley.
- Workied with Noise on cover of 2010 Visitor Guide.
- Finalized marketing portion of 2010 Strategic Conversation.
- Wrote 2010 Co-op marketing oppportunities for 2010 Strategic Conversation.
- Placed ad in Wisconsin State Journal.

COMMUNICATIONS / PUBLIC RELATIONS

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

	Monthly Total	Year-to-Date Total	Year-to-Date Goal	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$42,473	\$844,837	\$618,750	137%	\$825,000
Impressions	610,309	8,925,518	6,435,000	139%	8,580,000
Visiting Journalists	0	30	38	80%	50

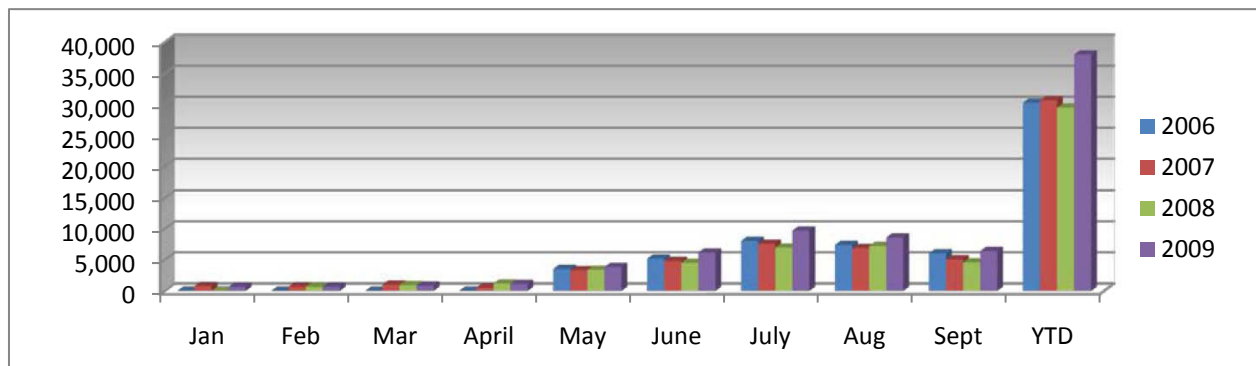
- 11 articles were placed in September and reached a total of 610,309 readers/listeners/viewers.
- 24 articles are anticipated in the coming months as a result of our media marketing program. Some highlights include: Cincinnati Family magazine, Old House Interiors, Resort + Recreation magazine, Elite Wine, Food and Travel (Canada), Wisconsin Trails, Elks Magazine, Viking magazine & WI Public Radio
- Remaining 2009 press tour dates: October 18-23 & December 10-13.
- The return on investment (ROI) for our media marketing program to date is 267%.

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	% to YTD Goal	Annual Goal
Ad Value Equivalency (AVE)	\$58,504	\$1,598,375	\$3,169,802	50%	\$4,000,000

- Worked with 16 journalists/media outlets to provide images, information and support for Door County based articles and stories. Highlights included NBC Today Show, Travel + Leisure, Wisconsin Public Television, M Magazine, InflightUSA magazine, Travel Channel, Midwest Living, Meetings MidAmerica Magazine and WPR - Wisconsin Public Radio.

Door County Welcome Center - Visitor Traffic



- The Welcome Center had 6,428 visitors in Sept., a 40% increase over Sept. of '08. YTD we are up 29%.

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