



December 2009 Marketing & Communications Update

DoorCounty.com - Web Site Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	178,573	160,761	188,788	223,337	270,300	275,813	332,707	298,739	247,470	209,754	123,734	107,298	2,617,274
2009	120,297	139,111	157,797	185,571	232,895	289,308	364,983	333,409	291,776	235,103	150,829	148,811	2,649,890
2009 GOAL	178,999	162,266	203,042	223,024	302,897	324,462	413,353	391,588	334,371	285,934	167,647	163,417	3,151,000
% TO GOAL	67%	86%	78%	83%	77%	89%	88%	85%	87%	82%	90%	91%	84%

DoorCounty.com - Web Site Unique Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	39,055	38,687	47,738	51,967	66,476	88,257	115,017	95,120	75,535	60,329	30,327	31,185	739,693
2009	36,689	40,799	49,268	61,168	76,083	91,953	115,449	102,391	85,079	63,217	34,473	35,613	792,182

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	8.90	8.94	10.28	10.87	10.73	11.68	11.86	12.22	11.59	10.34	7.42	6.86	10.14
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

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2008	3.67	3.35	3.48	4.10	4.27	5.58	5.97	6.55	6.00	6.83	7.00	5.60	5.20
2009	6.15	5.93	6.75	5.18	6.17	6.53	6.25	6.08	5.93	4.90	6.40	5.30	5.96

DoorCounty.com - Top Ten Most Requested Pages for the Month	
1) doorcounty.com/web/propertylist.asp	6) doorcounty.com/
2) doorcounty.com/web/propoertylistnew.asp	7) doorcounty.com/web/category.asp
3) doorcounty.com/web.property.asp	8) doorcounty.com/web/event.asp
4) doorcounty.com/web/tesatupcomingevents.asp	9) doorcounty.com/userfiles/slideshow/slideshow/xml
5) doorcounty.com/web/gotopage.asp	10) doorcounty.com/web/dceventcalendar.asp

DoorCounty.com - Top Ten Referring Sites for the Month	
1) direct entry or bookmark	6) search.aol.com
2) google.com	7) googleleads.q.doubleclick.net
3) doorcounty.com	8) images.google.com
4) search.yahoo.com	9) ask.com
5) bing.com	10) us.yhs.search.yahoo.com

Explore The Door Video Travel Show Activity (views/downloads)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	5,902	4,852	7,472	8,254	8,950	9,670	12,483	10,486	10,148	12,077	6,508	7,574	104,376
2009	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
2009 GOAL	5,585	4,972	7,049	7,390	8,894	9,983	11,424	11,006	10,309	15,953	7,318	7,478	107,361
% TO GOAL	140%	136%	106%	99%	96%	107%	125%	128%	121%	70%	97%	112%	108%

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
2009 GOAL			5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	50,000
% TO GOAL			73%	151%	124%	111%	127%	113%	124%	68%	44%	79%	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
2009 GOAL	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	349,250	4,191,000
% TO GOAL	40%	113%	75%	0%	201%	114%	117%	116%	110%	115%	109%	106%	101%

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%

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%

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****	
<i>*FOB = Festival of Blossoms **KSD = Kingdom So Delicious ***HHN = Holidays and Holly Nights ****NOR = Nature of Romance</i>													

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2009	135,000	0	3,924,141	9,819,242	14,645,179	4,310,507	34,625	1,740,021	5,887,809	839,913	3,829,748	450,000	45,616,185

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	75,051	510,116	584,893	1,482,588	1,738,188	574,344	1,067,123	621,778	1,016,900	1,811,974	320,000	1,594,816	11,397,771
2009	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
2009 GOAL	243,702	225,294	518,080	1,522,346	2,181,018	308,461	859,372	642,910	676,092	682,008	120,445	600,272	8,580,000
% TO GOAL	184%	31%	120%	132%	146%	62%	111%	132%	90%	420%	989%	443%	182%

Media Marketing Program - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$23,585	\$128,346	\$39,078	\$47,968	\$224,631	\$41,180	\$64,108	\$58,124	\$85,003	\$63,908	\$8,567	\$120,101	\$904,599
2009	\$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
2009 GOAL	\$46,697	\$63,199	\$84,765	\$137,716	\$180,077	\$28,849	\$80,552	\$76,367	\$61,302	\$30,025	\$4,025	\$56,426	\$850,000
% TO GOAL	152%	9%	156%	166%	82%	65%	124%	128%	69%	157%	2765%	266%	136%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	0	24	0	0	25	4	37	8	1	12	0	10	121
2009	0	13	0	0	0	17	0	0	0	16	0	6	52
2009 GOAL	0	12	0	0	0	13	0	0	0	13	0	12	50
% TO GOAL		108%				131%				123%		50%	104%

Media Monitoring - Ad Value Equivalency													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	\$72,177	\$69,300	\$215,954	\$23,409	\$277,164	\$618,483	\$252,988	\$636,069	\$991,938	\$105,246	\$658,823	\$823,099	\$4,744,650
2009	\$111,981	\$143,100	\$198,471	\$125,452	\$303,264	\$257,403	\$201,359	\$198,842	\$81,112	\$344,458	\$54,538	\$137,570	\$2,157,549
2009 GOAL	\$83,058	\$43,298	\$273,208	\$29,483	\$582,447	\$499,925	\$541,145	\$619,891	\$497,347	\$91,630	\$336,022	\$402,546	\$4,000,000
% TO GOAL	135%	331%	73%	426%	52%	51%	37%	32%	16%	376%	16%	34%	54%

Group Tour Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	38	0	25	296	60	100	310	9	74	24	58	994
2009 GOAL	18	18	18	16	18	18	18	18	18	18	16	16	210
% TO GOAL	0%	211%	0%	156%	1644%	333%	556%	1722%	50%	411%	150%	363%	473%

Group Tour Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	7	4	1	14	1	6	7	2	3	8	6	3	62
2009 GOAL	4	4	4	4	4	4	4	4	4	4	4	4	48
% TO GOAL	175%	100%	25%	350%	25%	150%	175%	50%	75%	200%	150%	75%	129%

Meeting Planner Contacts													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	89	8	167	27	266	3	9	17	64	651
2009 GOAL	50	50	50	50	50	50	50	50	50	50	50	50	600
% TO GOAL	0%	2%	0%	178%	16%	334%	54%	532%	6%	18%	34%	128%	109%

Meeting Planner Inquiries													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	1	1	0	2	2	2	11	5	1	6	8	6	45
2009 GOAL	2	4	4	4	4	4	4	4	4	4	4	2	44
% TO GOAL	50%	25%	0%	50%	50%	50%	275%	125%	25%	150%	200%	300%	102%

Trade Show Participation													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	0	1	0	0	0	2	0	0	1	1	0	1	6

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2008	n/a	658	929	1,180	3,387	4,525	6,978	7,244	4,581	5,519	892	663	36,556
2009	651	677	836	1,105	3,847	6,181	9,717	8,604	6,428	5,116	1,053	678	44,893

Visitor Guide Requests													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009	3,575	7,084	3,898	4,262	5,781	5,616	7,804	5,903	3,942	2,946	1,125	584	52,520
2009 GOAL	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	3,194	38,328
% TO GOAL	112%	222%	122%	133%	181%	176%	244%	185%	123%	92%	35%	18%	137%

Incoming Telephone Calls to Visitor Information Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2009					1,379	2,452	1,916	1,977	1,655	1,655	406	499	11,939
<i>New telephone system began tracking incoming calls in May, 2009.</i>													

ADDITIONAL NOTES

MARKETING & SALES

- Completed Holidays and Holly Nights promotion resulting in a 38% increase in web inquiries over December '08.
- Met with 50 meeting planners at Holiday Showcase.
- Web stats ended year with 1.4% increase over '08 and 7% growth in unique visits.
- We made excellent progress in our proactive approach to group tour operators with a 473% over goal in contacts.
- Approved agency initial 2010 Campaign Concepts, co-op marketing plan and First Quarter Media Plan.

COMMUNICATIONS & PR

Media Marketing Program

- 15 articles were generated as a result of our media marketing program and reached a total of 2,661,086 readers/listeners/viewers in December.
- The return on investment (ROI) for our media marketing program to date is 292%.
- To recap the 2009 year, group press tours were held February 26-March 1, June 21-26, October 18-23 and December 10-13.
- Scheduled 2010 media marketing program press tour dates are: February 18-21, May 11-14, June 20-24, September 12-16 and October 17-21.

Media Monitoring

- Worked with 14 journalists/media outlets to provide images, information, support and other related assistance for Door County based articles and stories. Highlights included USA Today, Journal & Topics Newspapers, Post-Tribune newspapers, Midwest Living - Best of the Midwest (2010), Wisconsin Public Radio & Wisconsin Public Television

Society of American Travel Writers (SATW)

- Jon Jarosh's membership in this national travel journalist organization was approved in December.