

Door County Visitor Bureau 2009 Conversion Study



Background – What was contracted

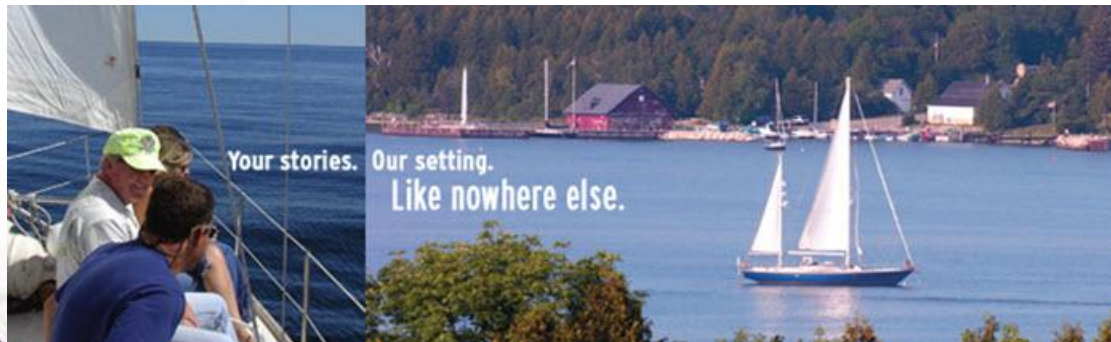
In 2009 Door County contracted with eBrains for services including:

- 80,000 inquiries targeting U.S. using PI Internet
 - Search engine marketing/PPC
 - Monthly email newsletters to the DC subscriber list
 - One conversion study
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- The total cost for the program was \$210,000
 - eBrains guaranteed an ROI of 80:1 based on performance from the leads/email program, or \$16.8 million in economic impact



Background – What was delivered

- 82,148 inquiries, including 2,148 bonus, were delivered in April-May 2009
- Search engine marketing/PPC completed
- The follow up emails communications occurred immediately after and ongoing through the newsletter
- One conversion study completed
- The total economic impact from eBrains leads in the database exceeded \$32 million, with an ROMI of over 150 to 1



Study Overview

The survey was conducted in February and March and measured travel between July 2009 and the time of the survey

- eBrains used the services of Texas A&M University's Department of Recreation, Park and Tourism Sciences to conduct the independent study.
- The primary purpose of the survey was to determine the total visitor conversions and resulting spending that have occurred within Door County
- As added value eBrains surveyed inquirers who requested information directly from the Door County website (organics) or came from other sources
- Statistical reliability is +/- 3.2% at 95% confidence level, based on 900+ completed responses



Terminology

- **Gross Conversion** – The percent of respondents who visited Door County during the measured period.
- **Net Conversion** – The percent of respondents who visited Door County in the measured period who profess they would have visited regardless of the information provided by Door County
- **Travel Party** – The average number of people within the gross converted visitor parties.
- **Average Nights** – The average number of total nights spent in Door County during the measured period, regardless of number of trips.
- **Intent to Visit** – The percent of respondents who plan to visit Door County in the 24 months following the survey (prior to Feb. 2012)



Results

Sources	Avg # Trips	Avg # Nights	Ext Stay %	Avg Nights ext.	1 st Time Visitors %	Party Size
All, 2009	1.8	6.0	72.7	1.6	22.3	3.6

<i>From last year</i>	Avg # Trips	Avg # Nights	Ext Stay %	Avg Nights ext.	1 st Time Visitors %	Party Size
All, 2008	1.6	5.7	73.6	1.7	16.0	2.9



Results

	Gross Conv. %	Visitor Parties	Net Conv. %	Avg Spend	Total Spend	ROI
eBrains 2009	20.9	17,141	7.1	\$854	\$14,641,086	
eBrains, pre '09	25.2	19,874	7.7	\$880	\$17,491,348	
<i>Combined</i>						\$153
Organic/other	55.8	22,725	7.5	\$1,030	\$25,427,812	
<i>From last year</i>						
eBrains 2008	21.6		8.2	\$889	\$10,630,287	
eBrains pre '08	44.9		6.5	\$747	\$23,919,018	
<i>Combined</i>						\$457



MORE VISITORS
LESS COST
eBrains
UNIVERSITY

Results

	2009	2008
Considered other destinations	33%	27%
Will visit w/in 2 years (visitors)	79%	82%
Will visit w/in 2 years (non visitors)	46%	55%
Extr. Positively impacted by info	56%	70%
Used info to book trip	32%	35%
Shared info w/friends	39%	40%



Purpose of Trip

	2009	2008
General vacation	49%	53%
Getaway weekend	35%	33%
Special event	6%	5%
Other	6%	4%
Visit friends/family	5%	5%
Business	.3%	1%



Accommodations

	2009	2008
Hotel/motel	45%	40%
Condo/timeshare	14%	17%
B&B	12%	10%
Camped/RV	11%	10%
Rental home	5%	8%
Private home	6%	8%



Reasons for not visiting

	2009	2008
Planning to visit in the future	53%	56%
Did not have enough time	29%	24%
Other	15%	14%
Been there before	7%	11%
Too expensive	7%	7%
Too far away	7%	8%



Visitor Profiles

	2009	2008
Female	68%	69%
45-64	62%	63%
HHI \$75K+	40%	44%
WI resident	39%	49%
IL resident	26%	25%
MN resident	6%	6%
Iowa	6%	3%



Observations

- For the third consecutive year, the leads and dialogue program has performed extremely well and also very consistently from year to year
- In 2009 eBrains increased its commitment by including a high guaranteed return on the entirety of Door County's investment, not just based on inquiry costs
- Organic leads are excellent and should continue to be maximized
- ROMI for PI Internet leads is very high and can be scaled to higher quantities of leads and resulting visitors



Observations

- PI Internet leads have a much higher NET conversion ratio, meaning Door County is bringing in new visitors who would not have otherwise visited.
- Conversions indicate that geo-targeting will be a worthwhile premium for future leads
- For two years we have seen that older leads perform at higher rates than new, indicating that Door County may be destination with a longer planning cycle due to location, and certainly reinforcing the value of a continued relationship



Sampling of Comments

- *We try to celebrate our anniversary in Door County as that is where we honeymooned. We appreciate the ability to be alone in a crowd. Always a great time. I love the Door County Visitors Guide. It is especially good to know about all the local events. I use that information in my trip planning. Keep up the good work!*
- *We made our second trip to Door County last summer. This was the first time with our kids. In spite of the fact that it was chilly in late July, we had a great time. It is a fabulous place to visit and very affordable for a family of 4.*
- *We have a family reunion going to be held July 10, 2010 in Door County. Looking forward to seeing the area.*



Sampling of Comments

- *We love the natural beauty, public beach access, nightly community entertainment, and the local flavor. Not having chain restaurants and department stores is so refreshing and charming.*
- *Want to do more fishing. My wife enjoyed eating out and boating. I would appreciate more information on Fishing opportunities.*
- *The wine is wonderful - I need to come back for more!!*
- *My husband and I love to cross-country ski and we always come to the parks in door county. We love it here.*
- *I took our 2 teenage girls for the fall colors and the haunted lighthouse tour. It was great! In the past, we have been there in June and loved it as well as October several years ago.*



Sampling of Comments

- *First time there. Absolutely loved it. Visited in July and would like to see Door County in the fall as well. We are planning a trip within the next 12 months.*
- *As a visitor from out of state, I particularly enjoyed local experiences that were unique to the area (for example, fish boil). I also appreciated the beautiful scenery, shopping, and the quaint, small-town charm.*
- *Door Conty is fine for adults. But we have 4 kids. Youngest is 13. Not alot of things for teenagers to do there. Very few sandy beaches. Those beaches that we do find are very small and crowded.*
- *Door County is beautiful, and I intend to visit the area as soon as possible. Your emails are most enticing. Actually, my husband and I visited there in the 1980's on a hurried business trip. We both wanted to return. Thanks for a great site.*





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