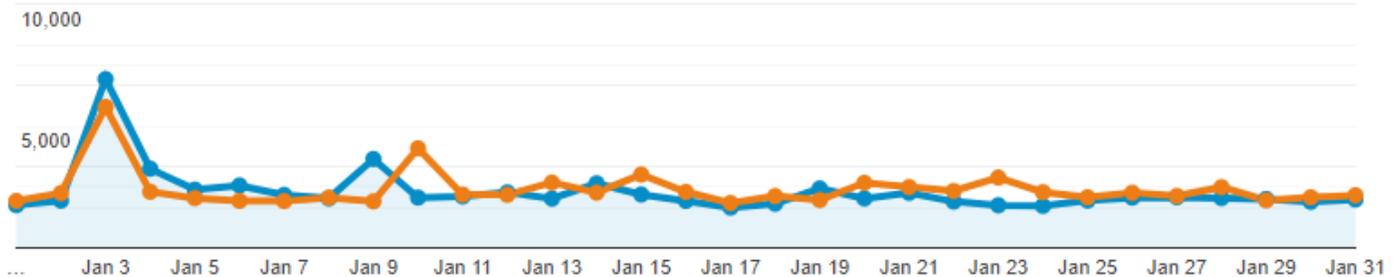


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Jan 1, 2020 - Jan 31, 2020: ● Users
Jan 1, 2019 - Jan 31, 2019: ● Users



Comparing total sessions year over year, there was a decrease in sessions compared to January of 2019. After the homepage, the Visitor Guides & Reports page was the most viewed during the month. Organic search traffic was up 4.59% compared to January '19 seeing 42,827 sessions vs 40,807. Email traffic was also up compared to January '19 seeing a 27.73% increase in sessions.

Year over year, Chicago remained the top city driving traffic to the site with 10,503 sessions (down from 11,634 in Jan '19). Madison traffic fell to the 4th spot while Milwaukee remained in the 3rd spot. Looking at demographics, the 25-34 age group and 55-64 age group were neck and neck for the most sessions to the site.

Device Breakdown

Device	Percentage
mobile	52.2%
desktop	41.1%
tablet	6.7%

Age Demographics

Age Group	Sessions
18-24	1,000
25-34	3,800
35-44	2,300
45-54	2,800
55-64	3,800
65+	3,400

Organic Traffic

Sessions

42,827

↑ 5.0%

Unique Visitors

33,617

↑ 5.1%

We continued to perform well with search queries around Door County in general as well as more winter & winter event focuses searches. We ranked in great positions for “Things to do in Door County winter”, “Door County winter activities” and “Door County” search queries.



January kicked off a new look and feel for our e-newsletter. Total email opens increased by 39,309 from December where we saw 28,406 opens and also increased from January 2019 where we saw 32,172. The overall open rate also increased in January compared to December. We saw an open rate of 22.89% in January and 17.78% in December. This was also an increase from our 19.06% open rate in Jan '19. The most popular sections of the January newsletter were the "Itinerary for Winter Festival-Based Getaway", "4 Ways to Savor Winter in Door County", "Open Hearth Lodge" business spotlight and "Vacation Packages".

MEDIA

Our January media buy garnered 3.4 million impressions. Those impressions were generated through a Facebook & Instagram Lead Generation Campaign (IL, MN, WI), geo-targeted Google Adword Campaign, Digital Outdoor (GB/APP), WI Tourism Travel Guide, Beloit Welcome Center, Winter Digital (Mke/GB/APP) and a targeted social wedding buy in Chicago/MKE/GB/APP/MAD).

- Google Adwords saw 5,686 clicks in January. Events ad group saw most of the decline in impressions and clicks compared to the same time last year. Cabins ad group increased in impressions served, click to site and CTR.
- Winter Digital – Video had the highest CTR with 338,673 completed views and a 77% completion rate. Behavioral/Interest targeting that performed well were: Couples Travel, Romantic Travel, Foodies and Wineries.



GROUP & MEETING

The year started out with a great schedule of appointments at the annual American Bus Association Conference in Omaha. Door County met with 38 qualified tour planners, many of which just wrapped a tour to Door County in 2019 or have plans to visit in 2020 and/or 2021. We are once again featured in the Circle Wisconsin Tour Planner with a full page ad – the planner has a subscriber list of 20K tour planners and operators and will be mailed out in February. We received 5 senior group inquiries so far this year. The Meetings and Groups page received 824 pageviews for the month of January.

We received 4 inquiries so far this year for family reunions and 2 inquiries for weddings. Door County will also be sponsoring a giveaway at two upcoming bridal expos in Milwaukee and Madison in March. On January 6th, we began a 2-week social ad campaign for weddings in Door County resulting in a YOY increase in January pageviews - 3,550 (2020) vs 3,385 (2019).

COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- **16** articles were reported from our media marketing program efforts in January and reached a total of **30,513,557** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Midwest Living (*see sample, right*) magazine, PlanetWare online, Boomer Times & Senior Life, Reader's Digest online, 405 Magazine, Minneapolis Star Tribune and MSN online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$26,467,252** worth of earned media coverage for Door County, including **\$344,671** in January.
- The return on investment for our media marketing program to date is **1,113%**. For every dollar we've spent, we've gotten back **\$11.13** worth of Door County media coverage measured in terms of ad value equivalency.
- 7 editorial press trips have been scheduled with Geiger & Associates in 2020, with a goal of welcoming 70 travel journalists on these trips to experience Door County first-hand. Our scheduled press trips in 2020 include:
 - February 6-9, *winter theme*
 - May 18-21, *spring blossoms theme*
 - June 22-26, *summer theme*
 - July 27-30, *cherries/lavender theme*
 - August 23-26, *outdoor recreation theme*
 - September 10-13, *arts/culinary theme*
 - December 3-6, *holidays/winter theme*
- Media assistance was provided to 44 journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included *Spectrum News One, FOX 11 WLUK, CBS 5 WFRV, USA TODAY 10 Best, Milwaukee Journal Sentinel, Canadian World Traveler, The Epoch Times, Travel Squire, The Travel 100 and National Geographic. Locally we assisted the Peninsula Pulse, Key to the Door, DoorCountyDailyNews.com and WDOR radio.*
- DDC staff produced/distributed a media release on 1/9/2020 announcing an organizational name change from Door County Visitor Bureau to Destination Door County.
- DDC staff attended the International Media Marketplace (IMM) event and had 25 desktide appointments with travel journalists and editors from a wide range of travel media outlets during a full day of destination story pitching.
- Views of DDC produced videos across all online platforms totaled **42,795** in January. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included a Welcome Home Washington Island video and a winter fleet ships video (1/20). On YouTube, the aerial highlight video and Chill Out in a Door County Winter video were two of our most watched videos.



Recent Media Highlights

- *MSN Travel* recently ran an article by travel journalist Robin Raven highlighting Door County's very own Washington Island, which published to the site on 1/31/2020. Check out the story on MSN.com [here](#).
- Door County was included in a recent story on *Parade.com* headlined "115 Best Places to Travel for a Quick Weekend Getaway" that published on 1/23/2020. Check out the story on Parade.com [here](#).
- Door County was featured in a winter themed destination story in the *Wisconsin Fun Times*, a supplemental tourism newspaper insert that ran in the Milwaukee Journal Sentinel in mid-January. Check out the online version of the story on jsonline.com [here](#).
- *Ottawa Life Magazine online* highlighted Door County in a travel story headlined "Darling Door County: A Peninsula of Food & Tradition" in a story published on 1/10/2020. Read the story on OttawaLife.com [here](#).