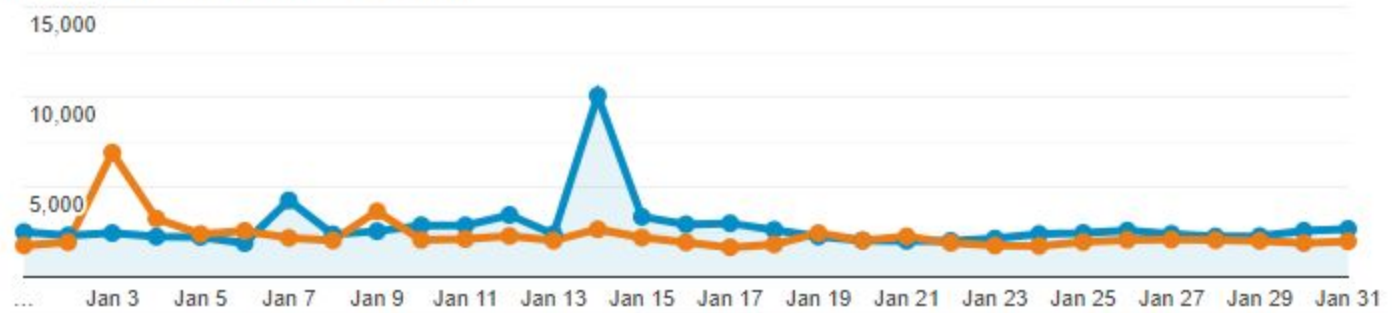


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Jan 1, 2021 - Jan 31, 2021: ● Users

Jan 1, 2020 - Jan 31, 2020: ● Users



Users

19.91%

74,935 vs 62,494



New Users

23.30%

71,792 vs 58,227



Sessions

24.57%

99,012 vs 79,482



Number of Sessions per User

3.89%

1.32 vs 1.27



2021 started off strong continuing the trend of increased website traffic as a whole. Paid, Direct, Organic and Social traffic all saw good gains for the month of January YOY. Some of the most popular pages visited in January included the usual “Winter”, “Experience”, “Events” and “Stay” pages along with a lot of traffic going to the 2021 Door County guide page as well.

Chicago area again drove the most traffic for the month, followed by Milwaukee, Madison and Sturgeon Bay. 25-34 was the top age demographic hitting the site much like the last few months of 2020. The 55-64 age group drove the 2nd most sessions on the month, also similar to what we have seen the last few months. We noticed good gains from the 65+ demographic as well. Unique Pageviews continue on the trend of improvement in January with an 8.8% increase from the year prior.

January was the 9th straight month we have seen increases in organic traffic to the site. Organic Sessions were up 17% going from 42,827 sessions in 2020 to 50,426 in 2021. Search queries looked very typical in January focused on winter activities, Washington Island, Cave Point Park and things to do in Door County.

As far as site upgrades we are working on the final pieces to get Simpleview up and running along with the additional features for Book Direct.

Newsletter Analytics



We have continued to see good email metrics in January. Open rate including the resend improved month to month at 26.39% up from 22% in January of 2020. The Early Days of Tourism, Open Hearth Lodge, Eagle Harbor Inn, Guides & Reports, and Stargazing links were the most popular during the month.

PAID MEDIA

Google Adwords

All ad group CTR's increased compared to January 2020. CPC decreased 50% year over year. Cabins, Romantic Getaways and Dynamic ad groups generated the most impressions.

Winter Digital Results

Programmatic banner ads and mobile/desktop video garnered 2,013,857 impressions and 3,013 clicks. Impressions nearly split between mobile and desktop. Mobile/Desktop video averaged a 65% completion rate.

SOCIAL

Facebook: Month-over-month metrics continue to increase with the noticeable exception of impressions. December impressions were up nearly 109,000% MoM (yes, you read that correctly), so it's likely we are getting a truer sense of an impression baseline. A balanced UGC, DAM, and Lesser Known video buffet was executed in January.

Twitter: Continued consistency with posts has led to an interesting conundrum. Impressions, engagements, engagement rate per impression, and - most importantly - post link clicks are all up considerably. However, the overall audience declined slightly MoM.

Instagram: This was a nice rebound month following a transitional December month of fewer posts. KPIs were up at least 40% in nearly every category MoM, including 166% in profile actions. Engagement rate per impression held strong, despite a massive increase in impressions, indicating the content is being well received.

Pinterest: A quarterly report will be provided with the March monthly report. Audience on this platform grew a modest 0.5% MoM



125,863 likes



66,384 followers



7,164 followers



1,976 followers

Received Messages: 1,990

- Twitter (number of mentions, retweets, quote tweets, direct messages, and new follower alerts): 154
- Facebook (number of wall posts, comments, and private messages): 994
- Instagram (number of comments, mentions, and media tags): 842

CARE FOR DOOR COUNTY

We are currently rounding out some of our eco-initiatives we started in 2020 under the umbrella name of Care For Door County. This includes an eco-pledge that encourages responsible behaviors such as respecting the natural environment and acting kindly. This initiative includes the creation and promotion of the Door County Pledge followed by a drip campaign that will continue to speak to geo-savvy visitors after they take the Pledge.

Our partnership with Leave No Trace also falls under this umbrella and ensures a sustainable future for Door County's outdoor spaces. Now that our 7 LNT principles have been established we will work on training and education along with working with our land managers to get our parks and trails Gold Standard Certified.

We are at the beginning of our 3 year certification process with Green Destinations to audit and make improvements to the county's sustainability performance efforts to become a Green Tier certified destination.

COMMUNITY COORDINATORS

We've had some great meetings with the coordinators both one on one, with the marketing team and DDC's adhoc committee. Current discussions include prioritizing Destination Next's Ideal Future's study to find opportunities to work better together toward our stakeholders goals.

COMMUNICATIONS & PR DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in December. While sharing ideas about the wonderful experiences Door County has to offer, we also included reminders about mask wearing, having good hand hygiene and practicing social distancing.
- We continued efforts with local public health officials, local healthcare leaders and local government leaders as part of the county's [long term recovery task force](#) to provide updated business operating guidelines and protocols at [DoorCounty.com/open](#). We also hosted 2 business education virtual roundtables, one for restaurants on January 26 with Jason Schleip from the Small Business Development Center and another for all businesses on January 28 with three representatives from the U.S. Small Business Administration. More education sessions are in the works.
- Media assistance was provided to **11** journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included the Chicago Tribune, MKE Lifestyle Magazine, WTHR NBC 13 (Indianapolis, IN), WLUK FOX 11, WGBA NBC 26 and locally WDOR and DoorCountyDailyNews.com.
- **7** articles were reported from our media marketing program efforts in January and reached a total of **66,046,649** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included USA Today 10 Best online, The Press, Travel Awaits online, Loop North News online, Snowshoe Magazine online and the Chicago Tribune online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- Since it began in 2007, the media marketing program has generated **\$29,554,824** worth of earned media coverage for Door County, including **\$412,672** in January.
- The return on investment for our media marketing program to date is **1,167%**. For every dollar spent, we have gotten back **\$11.67** worth of Door County media coverage measured in terms of ad value equivalency.
- We continued planning with Geiger & Associates Public Relations on our 2021 press trip dates and safety protocols to ensure when we welcome travel writers to Door County we are doing so as safely and responsibly as possible.
- We hosted travel journalist Amy Bizzarri from January 1-4, 2021 on an individual editorial research trip.
- We hosted travel journalist Shelby Moyer from January 8-9, 2021 on an individual editorial research trip.
- We hosted travel journalist Melanie McManus from January 18-20, 2021 on an individual editorial research trip.
- We helped coordinate a visit by a TV crew from the NBC TV affiliate out of Indianapolis January 22-24 for a weekend of winter adventures as part of a larger mini-series they're doing on Wisconsin winter activities. The Door County segment is scheduled to air along with the rest of the Wisconsin segments on [WTHR](#) the week of February 15.
- We distributed a [press release](#) to regional media outlets announcing the release of our 2021 destination guide.
- Views of DDC produced videos across all online platforms totaled **29,892** in January. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a video about [Washington Island](#), a video about the [Dark Sky opportunities in Door County](#), and a separate video about [Washington Island](#). On YouTube, our new *Lesser Known Door County* video series got the most views. Videos about [Washington Island](#), [Door County's Dark Sky](#) and the [Door County Land Trust](#) were the top three most watched.

Recent Media Highlights


- WLUK FOX 11's morning show *Good Day Wisconsin* highlighted winter at Cave Point County Park during their broadcasts on Friday 1/29/2021 and Saturday 1/30/2021. Watch the main story on [Fox11Online.com](#).
- *Midwest Living* included the Door County Maritime Museum's new Maritime Tower in their roundup of what's new around the Midwest in 2021. Check out the online version of the story on [MidwestLiving.com](#).

- Door County is featured in the U.S. Travel Association’s 2021 USA Holiday Look Book. View the [Wisconsin page](#).
- The travel site *Travel Awaits* included Door County in a story that published on 1/9/2021 about the best snowmobile trails to experience in Wisconsin. Read the story online at [TravelAwaits.com](#).
- The *Chicago Tribune* published a story about ice fishing written by travel journalist Mary Bergin headlined “For outdoor fun this winter, try ice fishing in Wisconsin” that included Door County. The story was published online 1/6/2021 and was included in the Sunday 1/10/2021 print edition (*at right*). Check out the online version of the story on [ChicagoTribune.com](#).
- *WGBA NBC 26* highlighted Door County and National Plan For Vacation Day in a news story that aired on 1/26/2021. Watch the segment on [NBC26.com](#).
- *Loop North News* featured Door County in an online story by travel writer Pamela Dittmer McKuen that was published on 1/25/2021. The winter themed story can be viewed on [LoopNorth.com](#), and a sample of the opening page of the story is below.




loopnorth.com

LOOP NORTH NEWS



Pamela Dittmer McKuen
CHICAGO TRAVELER



Cozy up to Door County this winter the Scandinavian way

(Above) An icy shoreline at Cave Point Park. Photo by David Prael. (Click on images to view larger versions.)

As the calendar turns to nearly a year of lockdown, yet another malady has swept into our lives: Cabin Fever. Scandinavians have a remedy they call *friluftsliv* (pronounced free-loofts-liv), which translates to ‘open air living.’ It’s all about immersing yourself in nature – even in winter – to energize, inspire, and de-stress.

By Pamela Dittmer McKuen

25-Jan-21 – Wisconsin’s Door Peninsula is a grand getaway to experience the lifestyle traditions of *friluftsliv* and *hygge*.

Wisconsin’s Door County exudes its own sense of living for the outdoors, especially in the quieter winter months. Then, when you’re ready to come in from the refreshing cold and pillowy snow, *hygge* (pronounced hoo-gah) is another Scandinavian tradition. It’s the concept of coziness that evokes feelings of comfort and serenity. Fuzzy socks are optional.