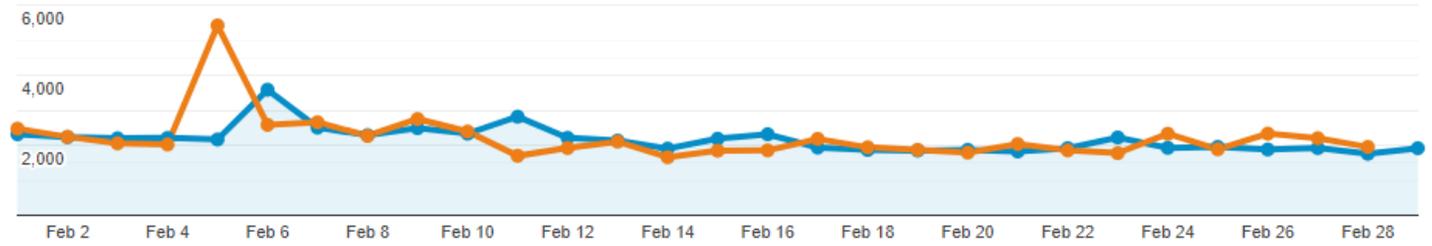


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

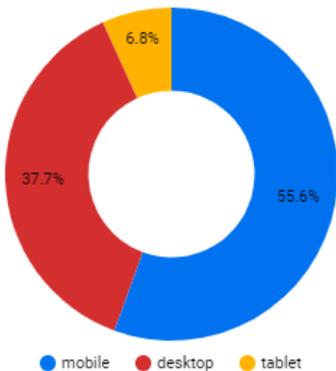
Feb 1, 2020 - Feb 29, 2020: ● Users  
Feb 1, 2019 - Feb 28, 2019: ● Users



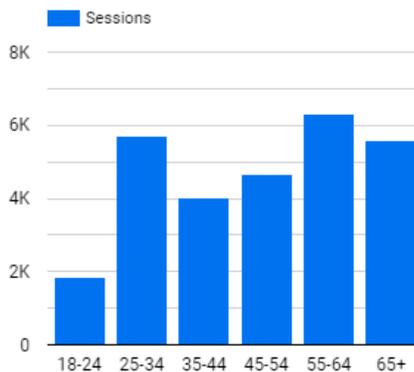
Comparing total sessions year over year, February saw a nice increase over February of last year. After the homepage, the Events page was the second most popular for the month followed by the Social Contest 2020. In the 4<sup>th</sup> spot was the Lodging in Door County page. Seeing the Events and Stay pages in the top 5 is a good sign people are beginning to look forward to spring and summer travel plans. Organic search traffic was up 21.25% compared to Feb '19 seeing 42,631 sessions vs 35,161. A strong number we really like to see.

Chicago remained the top city driving traffic to the site followed by Milwaukee and Madison. Looking at age demographics, the 25-34 age group and 55-64 drove the most sessions to the site with the 55-64 age group taking the top spot. February 2020 organic traffic increased year over year. We continue to perform well with search queries around Door County in general with more winter & winter event focused searches disappearing. Of our top 100 organic search queries, our highest average position ranking was 5.85, a great sign that we are showing up on page 1 for the search queries that drive the most traffic to our site.

Device Breakdown



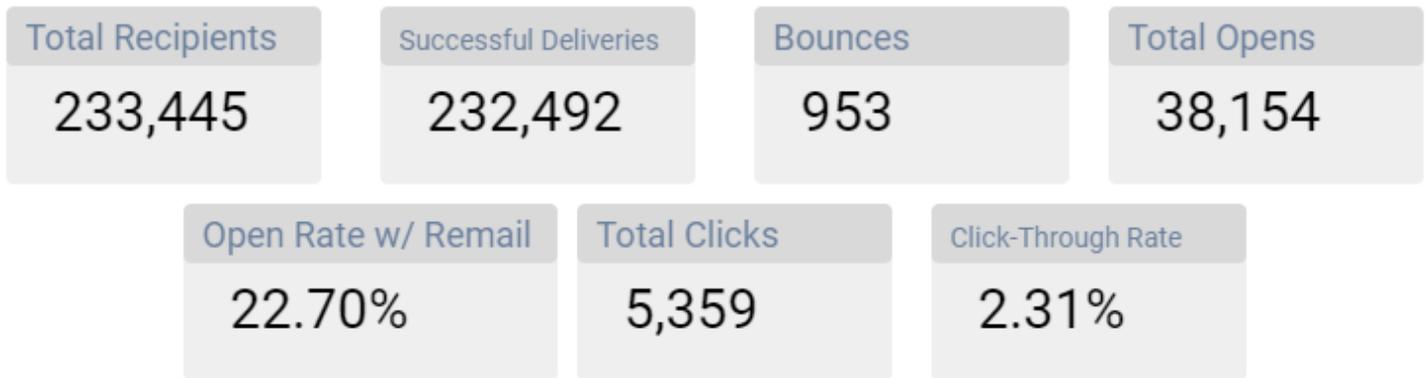
Age Demographics



Organic Traffic



## Newsletter Analytics



Total February email opens increased over Feb '19 seeing 34,875 opens. The overall open rate also decreased slightly from January but an overall increase from our 22.14% open rate over last February. The most popular sections of the February newsletter were the video "Places You've Never Seen" followed by the "Best Hiking Trails in Door County State Parks" and then "Ways to Embrace Slow Travel in Door County".

January/February Lead Generation Campaign ran from 1/27 to 2/16 on Facebook and Instagram. Targets included Look a Likes, Site Visitors, Interested in Travel, Sustainability, Ecotourism which resulted in 4,446 new emails added to our email database. Lookalike targeting produced the most leads during the campaign.

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### MEDIA

Our February media buy garnered roughly 773k 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 and a targeted social wedding buy in Chicago/MKE/GB/APP/MAD).

- Google Adwords saw 5,592 clicks in February. Events ad group continues to see the biggest decline in impressions and clicks compared to the same time last year. Overall cost per click went up 30% compared to Feb of 19 so we will be digging a big deeper to see what specific key words might be driving the increase.

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### GROUP & MEETING

In February, Select Traveler Magazine reached out for information to include in an upcoming article featuring Door County. The magazine mails to 5,800 bank, alumni and chamber of commerce travel program directors. We received the following inquiries: 6 Senior Groups, 1 Bank Group and 2 Park District Groups, 3 Family Reunions, 1 Car Club, 1 Girls Getaway, 2 Annual Meetings (WI State Bar Association and WI Nursing Home Association). The Meetings and Group page received a total of 811 pageviews.

## WEDDING

We ran a paid social campaign promoting weddings in Door County. The two-week campaign began on February 17<sup>th</sup> and ran on Facebook, Instagram and Pinterest producing a total of 86K impressions throughout the CHI, MKE, GB and Madison area. We also partnered with MadCity Bridal once again to offer a Door County getaway at two of their bridal expos held in March (MKE and Madison). We received 4 wedding inquiries via phone and email. The wedding page received a total of 3,188 pageviews.

Award-winning venues, lodging, caterers, photographers, florists and so much more.



**Plan the Perfect Day**  
Door County weddings.

## COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- **12** articles were reported from our media marketing program efforts in February and reached a total of **13,674,701** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included PlanetWare online, the Tribune Newspapers online, Travel Awaits online and the London Free Press online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$26,499,756** worth of earned media coverage for Door County, including **\$32,504** in February.
- The return on investment for our media marketing program to date is **1,107%**. For every dollar we've spent, we've gotten back **\$11.07** worth of Door County media coverage measured in terms of ad value equivalency.
- We welcomed nine journalists to Door County on our first press trip of the year, a winter themed trip, which took place February 6-9.
- 6 more editorial press trips are scheduled with Geiger & Associates this year, with a goal of welcoming 70 travel journalists on these trips to experience Door County first-hand. Remaining 2020 trips include:
  - 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 15 journalists/media outlets in February by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included *Select Traveler, Madison Magazine, Local 5 Live, PBS Wisconsin, and WBAY ABC 2. Locally we assisted the Peninsula Pulse, Key to the Door, DoorCountyDailyNews.com and WDOR radio.*
- Views of DDC produced videos across all online platforms totaled **22,173** in February. 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 adventure video. On YouTube, a Door to Door – Places You've Never Seen in Door County video and restaurant video featuring Jackson Harbor Soup were two of our most watched videos in February.

### Recent Media Highlights

- The *Milwaukee Journal Sentinel* highlighted the winter season in Door County in a feature story that published in the travel section on Sunday February 23, 2020. Check out the online version of journalist Dan Higgins' story at JSONline.com [here](#).
- Door County was featured in a winter story that published online on the *St. Louis Sports Page* on Feb. 20, 2020. Check out the story by travel journalist Suzanne Corbett on StlSportsPage.com [here](#).
- Door County's wine industry was highlighted in a story published Feb. 19, 2020 on *TravelAwaits.com* that featured six of the best locations in the world for ice wine! Check out travel journalist Katy Spratte-Joyce's online article [here](#).
- *Lakeland Boating* magazine highlighted Sturgeon Bay's Fire & Ice winter celebration in an article headlined "Celebrating the Soul of Winter" in the February 2020 issue. Check out the story by journalist Heather Steinberger via online publisher issuu.com [here](#).
- Door County was highlighted in an online story on TheChalkReport.com by Andy Chalk that posted on February 27, 2020. Check out the feature story headlined "Door County, Wisconsin's Secret" online [here](#).
- *PleinAir Magazine* included Door County in a special feature story in their February/March 2020 issue titled "25 Most Inspiring Landscapes" which highlights the most favorite locations around the USA to paint outdoors. More info about the magazine can be found at OutdoorPainter.com. *The article is not currently available online.* *Midwest Living's* e-newsletter from 2/12/2020 included a link to a story headlined "[25 Perfect Weekend Getaways](#)" which featured Door County as one of the destinations. Check out the story on [MidwestLiving.com](#).