

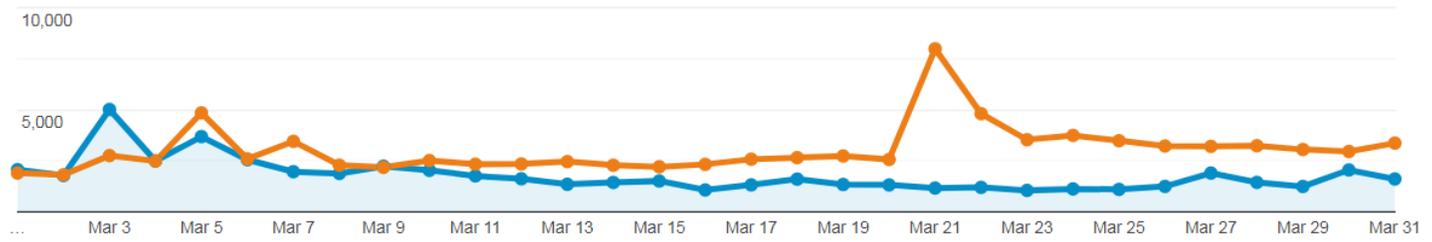
MARKETING & SALES DEPARTMENT

In March the Governor ordered the “Safer at Home” order that halted all non-essential travel throughout the state. In response we activated our Destination Door County Crisis Plan. Our media buy was paused indefinitely, a travel updates page was created and a banner was added to our homepage to direct all incoming web traffic. We postponed our spring Visitor Guide order campaign and then repurposed our April newsletter to allow us to encourage people to Stay Home, Stay Safe and Plan for the Future.

The following statistics shows the impact the crisis has created and the steps we are taking while navigating through it.

DOORCOUNTY.COM

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



Users

-40.70%

48,540 vs 81,860



New Users

-39.02%

44,927 vs 73,674



Sessions

-40.59%

62,257 vs 104,788



Number of Sessions per User

0.20%

1.28 vs 1.28

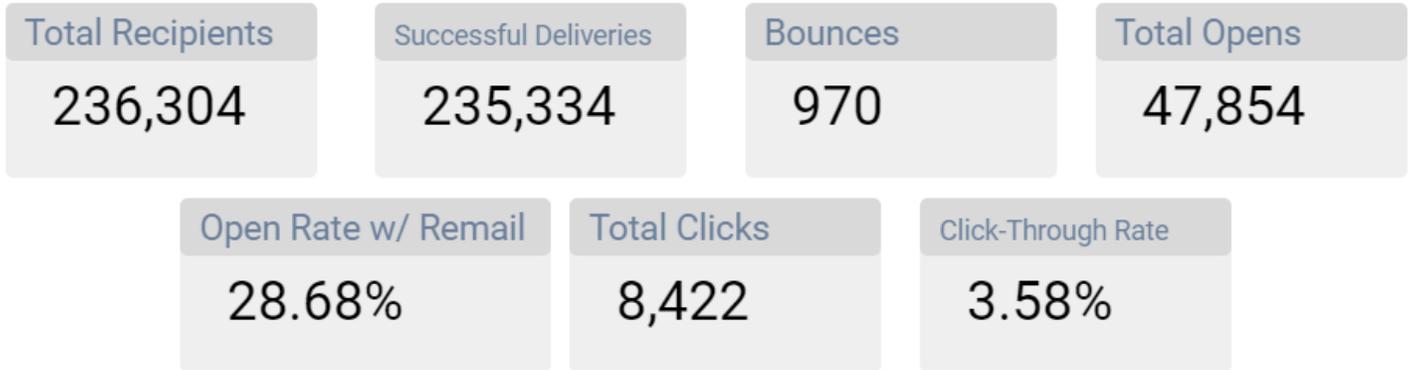


Comparing total sessions year over year, March '20 saw a total of 62,257 sessions, roughly 41% less than March '19. After the homepage, the Events page was the second most visited for the month in March followed by the log cabin/log house rentals page. The COVID19 travel updates page was the 4th most visited on the site seeing close to 4,000 pageviews in just 13 days. Organic traffic was down 35.68% compared to March '19 where we saw 48,996 sessions vs 31,514 sessions this past March. We are attributing the lack of traffic to the pandemic.

Chicago remained the top city driving traffic to the site with 7,263 sessions. Madison and Milwaukee traffic both declined YOY while Sturgeon Bay sessions increased by 20%. The increase is most likely due to locals accessing the Travel Updates page that includes local business updates and changes.

We continued to perform well with search queries around Door County in general with winter & winter event focused searches being phased out. Of our top 100 organic search queries, our highest average position ranking was 2.8, a great sign that we are showing up on page 1 for the search queries that drive the most traffic to our site. We ranked for search queries regarding Covid19 within the top 100 positions.

Newsletter Analytics



NOTE: The March newsletter was sent out prior to the suspension of our media campaign.

Comparing March YOY, total open increased from 32,380 to 47,854. The overall rate also increased YOY from 21.2% to 28.68%. The most popular sections of the March newsletter were the “Visual Dining Guide” followed by the “10 Top Door County Food Finds” and then “The Foods that Define Us”.

The March lead generation campaign that was scheduled was halted until we get closer to executing our rebound campaign.

MEDIA

Prior to halting our paid media buy we saw some great impressions through our Spring digital and social campaigns in Green Bay/Appleton and Milwaukee.

Creative	Impressions	Clicks	CTR	VCR
Banners	3,933,158	2,416	.06%	N/A
Video	204,546	395	.19%	64%
Total	4,137,704	2,811	.07%	64%

As of early April, we have paused all paid media until at least June 1. We have also cut 25% of our buy, roughly \$173k. This includes: Removing all paid media in the Minneapolis market, the remaining markets are historically Door County’s top 3. Reducing Google AdWords daily budget for the remainder of the year. Reduced Advanced Video budget. Removed Digital Outdoor in Green Bay/Appleton in Fall, Milwaukee and Chicago are historically the two largest driving markets in September and October. Reduced Fall Digital budget. Removed Recruitment campaign. Removed second Lead Gen campaign. Digital Outdoor in Chicago and Milwaukee remain intact as well as Streaming Audio in the remaining three markets. These mediums will have an important role once consumers are allowed to freely move around and return to work.

SOCIAL

We are still encouraging the *Stay Safe. Be Kind. Plan for the future.* messaging but are also engaging our audiences with #VirtualDoCo, survey polls and live sunrises. Our current hot button is trying to counter-balance and mitigate some of

the negative comments floating around against visitors. We need to still share that they are our valued life blood that will help us recover from this in the future, that we still need them

REBOUND CAMPAIGN/RESTART PHASE STRATEGY

In addition to mitigation response we are working on what our Restart/Rebound strategy will be. The first is to determine what our first message is going to be when we start to see the other side of this thing. Since the rebound will start with local markets and friends and family travel, we are working with Peninsula Filmworks to develop a touching feel good video about our community coming through on the other side, showing how things have changed and how we support each other to come out stronger. Something like a "we got this" message with a welcome back, roll out the red carpet for visitors, when it's safe for everyone to do so, and show the value visitors bring to Door County. More to come.

REBRANDING & WEB UPDATES

In conjunction with the PR and Membership team we now maintain and update two locations for those looking to visit (outward messaging) and those already in Door County (inward). Outward messaging includes a banner on the homepage of DoorCounty.com that leads potential visitors to our Travel Updates page. This includes travel updates recommended by the Governor and CDC. Inward messaging includes a resource page with business hour updates and links to business resources.

We have also been busy working behind the scenes rebranding the website which should launch within the next week. Stay tuned!

COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- March saw an increase in internal and in-county communications efforts due to the coronavirus health crisis, along with a temporary shift in focus for external communications efforts. While some of our more traditional travel PR activities continued during the month, a majority of our efforts involved communications activities that dealt with the health crisis, both in Door County as well as with media outlets from around the state and country that were covering how the situation was impacting travel in Door County, in Wisconsin and around the world.
- Revisions to our 2020 public relations activities were put in place, with a 30% reduction in planned expenditures. Due to the health crisis, our May 18-21 spring blossoms press trip was cancelled. We will continue to follow travel guidelines and adjust press trips we have scheduled for June, July, August, September and December as appropriate.
- **12** articles were reported from our media marketing program efforts in March and reached a total of **39,059,827** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Chilled Magazine online, Today's Parent online, Midwest Living online, Forbes online, Canadian World Traveler, American World Traveler, BOOMER Magazine and Fodor's Online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, this program has generated **\$26,694,420** worth of earned media coverage for Door County, including **\$194,664** in March.
- The return on investment for our media marketing program to date is **1,107%**. For every dollar we've spent, we've gotten back **\$11.09** worth of Door County media coverage measured in terms of ad value equivalency.
- Welcomed travel journalist Scott Kendall to Door County on an individual press trip March 9-10. He was on assignment from *Food, Wine & Travel* magazine doing research for an article about Door County. *This was before any travel bans had been ordered.*
- Media assistance was provided to 21 journalists/media outlets in March by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Chicago Magazine, Detroit News, Great Lakes Scuttlebutt, Canadian World Traveler and Food Travelist for more traditional travel stories. Additional assistance about the COVID-19 health situation was provided to the New York Times, Milwaukee Journal Sentinel, Spectrum News One, WFRV CBS 5, WLUK FOX 11, and locally WDOR, Door County Daily News, Peninsula Pulse and Door County Advocate.
- Views of DDC produced videos across all online platforms totaled **66,611** in March. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included a video showing the Door County shoreline (3/14) and a repost of a live sunrise video (3/29). On YouTube, our Door County aerial highlight video and the Door to Door – Places You've Never Seen in Door County video were two of our most watched videos in March.

Recent Media Highlights

Inspiring travel stories for people to dream about visiting Door County again when travel is safe and allowed to commence.

- *Boomer* magazine ran a travel feature about Door County headlined "Naturally Cool" in their March/April 2020 issue. Check out the online version of the story at BoomerMagazine.com.
- *Canadian World Traveler* magazine's Spring 2020 issue included a feature story about Door County. Check out the online version of travel journalist Cherie DeLory's story on WorldTraveler.travel or read the virtual version of the magazine [here](#).
- *Fodor's Travel* online included Door County's Rock Island State Park in an article published March 24, 2020 that featured 10 places in the US where you can't drive. Check out the story on Fodors.com.
- Door County was part of an article published March 16, 2020 on Forbes.com that featured 5 novels with settings readers may find inspiring to travel to when travel in the U.S. gets moving again.
- *The London Free Press* ran an online story about Door County that published April 3, 2020. Read travel journalist Wayne Newton's story on LFPress.com.