

MARKETING & SALES DEPARTMENT

As we continue to get feedback from visitors, business owners and local residents we continue to strategize and adjust our marketing message. Currently we have the following items in play:

- Video Messaging:
 - Pause Now. Play Later.
 - Local Messaging to Visitors- We can't wait to welcome you back.
 - Visitor Messaging to Locals- We can't wait to come back.
- Visitor Database eNewsletters & Survey
 - Golden Cherry Visitor Guide Contest (9k sent)
 - May newsletter pushing online sales and future bookings (sent 5/5)
 - Visitor Sentiment Survey (Sending this week)
- Pulling together a Covid Response Strategic Plan piece to better inform our stakeholders on the steps we are taking
- Promoting Virtual Door County as much as we can

Some additional items we continue to work on and adapt is our restart/new normal welcome back messaging. This includes:

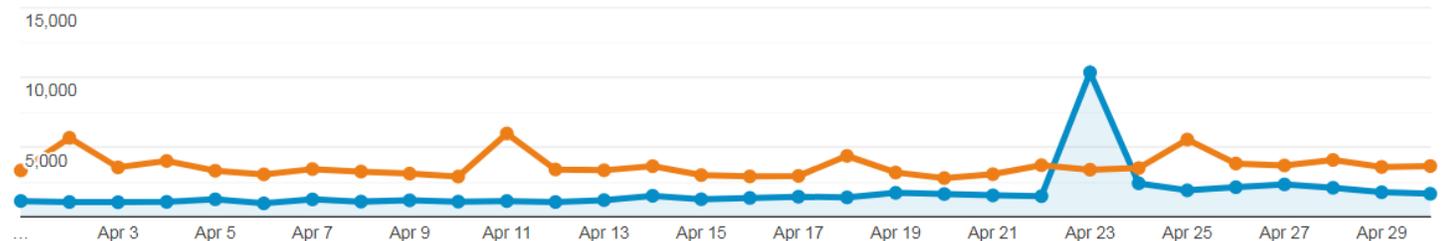
- Our 7 Leave No Trace Principles that provides an easily understood framework of minimum impact practices for anyone visiting the County.
- Our eco-pledge initiative to inform people how they can give back, minimize environment impacts and preserve our culture for future generations.
- Website updates to better support our new normal. Ie. Online retail opportunities, lodging availability, virtual experiences and itinerary building for future trips.
- Grant opportunities to find additional funding and partnerships.

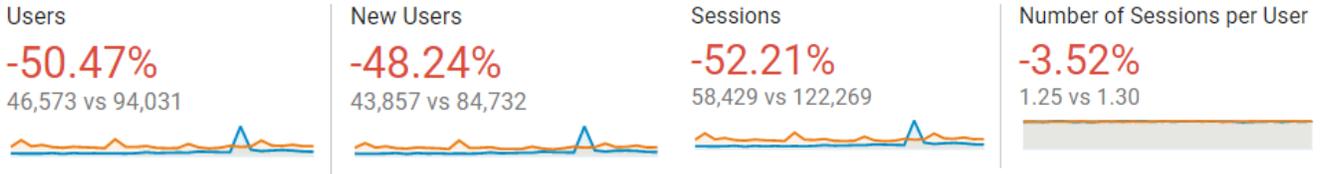
The following statistics reflect both the impact of Covid-19 and the drop in outward marketing with a media buy.

DOORCOUNTY.COM

Apr 1, 2020 - Apr 30, 2020: ● Users

Apr 1, 2019 - Apr 30, 2019: ● Users





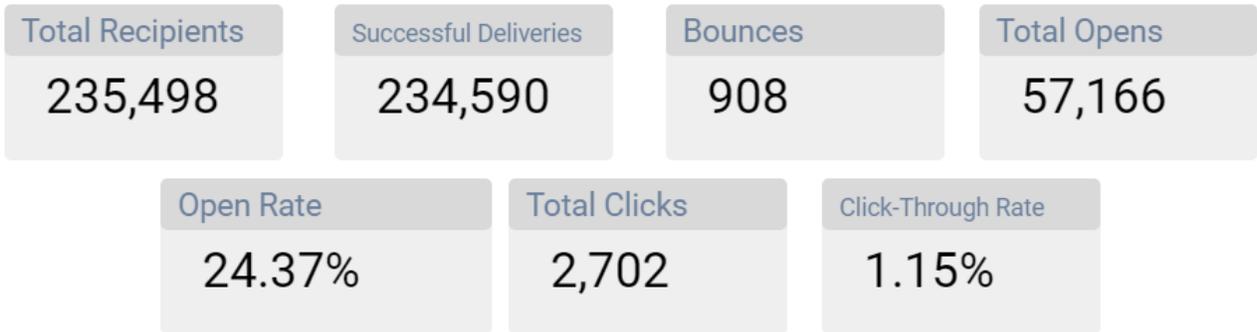
Comparing total sessions year over year we continue to see large drops in traffic. This was to be expected when we paused our paid media buy that is usually in full swing this time of year. We have continued with our owned media opportunities like our social channels and email marketing. The traffic we did see in April can be directly contributed to these efforts.

The most popular pages during the month where the Golden Cherry Contest page followed by the Travel Updates page. It's great to see the Travel Updates page is the 2nd most popular, showing that people are eager to get back to Door County but are just waiting for the right time with everything going on. The 4th most popular page was the thank you page that users would reach after filling out the form for the Golden Cherry Contest. This is great to see and signals that the majority of people landing on the contest page filled out the form.

Chicago remained top city driving the site driving the majority of sessions during the month of April 2020. After Chicago, Sturgeon Bay, Madison, Green Bay and Milwaukee were the next top drivers of sessions all seeing more than 1000 sessions on the month. The 65+ age demographic accounted for the most sessions during the month followed by 55-64 and then 25-34. This is a switch over last year where 25-34 and 55-64 dominated the most sessions.

We continued to perform well with search queries around Door County in general with a few Covid19 queries driving a good portion of clicks. These queries also had over 2k impressions which means it's something that people were very interested in learning more about and are actively thinking about when planning a trip to Door County. Besides the general search for Door County, Cave Point, Washington Island, Baileys Harbor and Things to Do all topped the query list?

Newsletter Analytics



April's newsletter was not a typical newsletter. Instead we used the opportunity to provide our subscribers with a Spring Travel Update, updating them on the most Covid19 news and how to best stay prepared and safe while helping Door County business at the same time. The email performed well for it's intended goal seeing a 24.37% open rate, the highest we've seen in 12+ months. However, overall clicks from the email were less than what we are normally used to seeing because of the limited number of links in the actual email compared to other months.

In addition to the Spring Travel Update email the Golden Cherry Contest email went out at the end of the month and was very popular. The email had 10,984 total clicks through to the website from the 51,517 total opens. The campaign saw 234,221 successful deliveries for a 22% open rate.

MEDIA

In reaction to the drop in room tax revenue we have put our paid media buy on hold until June 1st. We are however always monitoring the situation and if there may be specific 'crisis' messaging sent out prior to June 1 we will present any opportunities to the board if any crisis funds will need to be used.

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. We continue to see great engagement with the Pause Now. Play Later video that launched last week and will have new messaging going out this week highlighting the locals telling visitors they can't wait to welcome them back and then from visitors telling locals how excited they are to come back...when the time is right. We are also encouraging people to shop online for your favorite Door County treats, buy gift certificates to support local businesses and book for the future.

As always we encourage you to help us spread the word any way you can. Here is a link to upload and share:

<https://youtu.be/OdcjFyEKqco>



COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- April saw continued 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 did continue during the month (sharing photos, sharing b-roll, fact-checking, etc.), 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.
- We updated our Door County tourism economic impact fact sheet with 2019 data, as reported by the Wisconsin Department of Tourism.
- Visitor spending in Door County totaled \$374.4 million in 2019, according to a report released in early May by the Wisconsin Department of Tourism. Door County visitor spending generated \$39.2 million in state and local taxes last year and supported 3,255 jobs that provided \$85.2 million in wages for the county's tourism industry workforce. Total business sales from tourism, which includes direct and indirect spending, totaled \$480.6 million in 2019, an increase of 2.47% over 2018. For more details, check out this Door County tourism economic impact fact sheet.
- We worked on tourism economic impact related items with Tourism Economics as part of a Door County specific 2019 economic impact research project. The Door County report will be available once it has been finalized.
- We worked on some updated plans in conjunction with marketing for a rebound campaign. We feel earned media and PR activities will play a big role in helping get things moving again, and so we're considering remote, virtual or other appropriate in-market PR options to get Door County out in front of journalists, TV stations, radio programs, news shows and people again...when the time is right and in drive markets we've already identified.
- We began working with local public health officials, local healthcare leaders and local government leaders as part of the county's recovery task force to share business reopening guidelines and protocols on a new web page we created at DoorCounty.com/open. Updated information will be posted as it becomes available, including business sector specific guidelines. Additionally, we will be working to help promote a series of public town hall style video ZOOM meetings facilitated by Door County Medical Center. These live virtual meetings will give local businesses the opportunity to hear from local healthcare leaders and Door County Public Health on recommended guidelines for reopening and to ask questions. For meeting dates and times visit DoorCounty.com/open.
- We began work on a county-wide crisis communications management project to help ensure Door County is collectively speaking in a positive tone, as a choir of singers that are in tune and all singing the same song. Our goal with this initiative is to provide assistance to local community business associations, government agencies and other DDC identified organizations with their outward communications efforts.
- Views of DDC produced videos across all online platforms totaled **97,340** in April. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included a live sunrise video (4/5) and our Pause Now Play Later video (4/24). On YouTube, our Door County aerial highlight video and the Door to Door – Places You've Never Seen in Door County video were again the two most watched videos.

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- Media assistance was provided to 22 journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included The Norwegian American newspaper, 360 Magazine and Milwaukee Journal Sentinel for more traditional travel stories. Additional assistance about the COVID-19 health situation was provided to the Wisconsin Public Radio, Spectrum News, WDOR, Door County Advocate, Peninsula Pulse, Door County Daily News, WFRV CBS 5, The Business News, Milwaukee Business Journal and others.
- **19** articles were reported from our media marketing program efforts in April and reached a total of **12,633,384** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Trip Savvy online, London Free Press online, North Bay Nugget online and the St. Thomas Times-Journal online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, the media marketing program has generated **\$26,710,213** worth of earned media coverage for Door County, including **\$15,793** in April.
- The return on investment for our media marketing program to date is **1,102%**. For every dollar we've spent, we've gotten back **\$11.02** worth of Door County media coverage measured in terms of ad value equivalency.
- As of May 11, we have the following press trips schedule with Geiger & Associates for the remainder of 2020.

Note: We are evaluating the travel environment regularly and will follow guidelines and travel advisories from health authorities to ensure press trips are permissible, safe for all involved and conducted responsibly.

- 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*

Recent Media Highlights

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

Best of the Midwest Travel 2020, a Midwest Living publication, included Door County in their Spring 2020 issue with a 2-page spread. The annual travel issue is available throughout the Midwest at retail outlets

