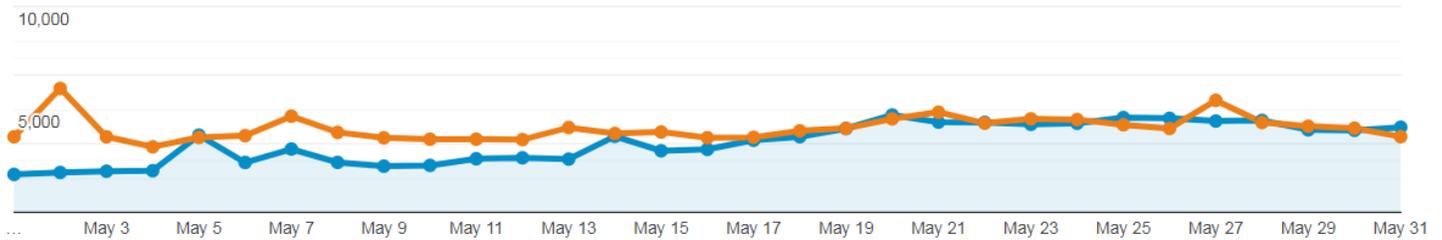


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

May 1, 2020 - May 31, 2020: ● Users

May 1, 2019 - May 31, 2019: ● Users



Users

-17.56%

88,207 vs 106,995



New Users

-14.31%

83,703 vs 97,679



Sessions

-16.06%

121,107 vs 144,274



Number of Sessions per User

1.82%

1.37 vs 1.35

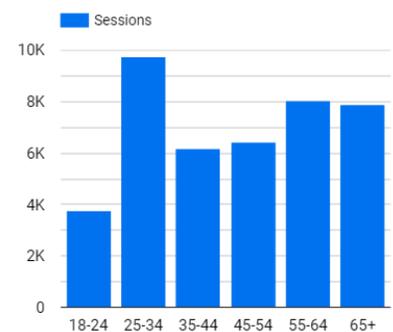


We started to see some positive movement on the website in May. The beginning of the month started off weak but the end of the month actually outperformed last year. The most visited page during the month was the Travel Updates page. A good sign that people coming to the site are engaged and looking to digest the latest information on travel restrictions related to Door County. Another interesting observation was the type of lodging people were searching for. While Hotel/Motel was down (down 18% YOY), Campgrounds (up 32% YOY), Cottage/House (up 65% YOY) and Log Cabin/House (up 30% YOY) all saw huge increases. This aligns with what many of the travel sentiment surveys were predicting.

It was a pretty typical month as far as top cities with almost an identical looking spread compared to April. What did shift was the demographic of who was visiting the site. We saw a huge spike in activity in the 25-34 year old demographic during the month which could be tied to the comfort level of the different age groups as Covid-19 runs its course.

It's great to see Organic search traffic up and performing well compared to May of last year. After a wild few months, this is a great sign people are getting back to normal and starting to plan their summer travel plans.

Age Demographics



Newsletter Analytics

Total Recipients

234,583

Successful Deliveries

231,297

Bounces

3,286

Total Opens

51,256

Open Rate

33.08%

Total Clicks

8,939

Click-Through Rate

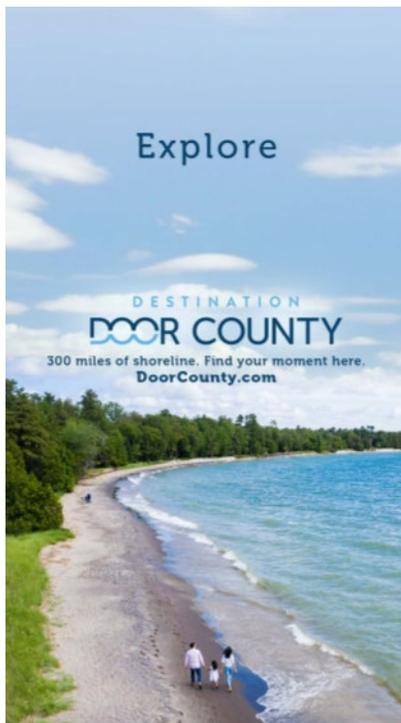
3.86%

We took the opportunity to use May's newsletter as an informational piece to tell people to Pause Now and Play Later, Ways to Appreciate Door County Remotely, Shop Online and to educate them on our rich Art Scene. In June we will start to welcome people back with ways to visit responsibly and feature lodging packages to help to recoup some of the loss in overnight stays over the past few months.

MEDIA

Our paid media buy has been on hold and a modified buy will resume June 1st. Below are a few examples of our paid media buy creative. The paid portion of our media buy includes our banner ads, out of home, Radio/Pandora and paid social. These are more awareness pieces and will complement our owned media such as the e-newsletter, social and website, and then of course our PR teams earned media efforts.

DIGITAL



FACEBOOK



INSTAGRAM

Expand your mind and body in the natural wonderland that is Door County.



COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- May saw continued internal and in-county communications efforts due to the coronavirus health crisis. Some of our more traditional travel PR activities picked up during the month (sharing photos, sharing b-roll, fact-checking, etc.), however a vast 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 region that were covering how the situation was impacting travel in Door County, in Wisconsin and around the world.
- We continued working on updated plans in conjunction with marketing for a rebound campaign and began implementation.
- We continued 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 web page we continued to update at DoorCounty.com/open. We also helped promote a series of public town hall style video ZOOM meetings facilitated by Door County Medical Center in partnership with Door County Public Health. These live virtual meetings provided local businesses the opportunity to hear from local healthcare leaders and Door County Public Health on recommended guidelines for reopening and to ask questions. Information on past and upcoming meetings is available at DoorCounty.com/open.
- We accelerated our efforts 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. This initiative began providing assistance to local community business associations, government agencies and other DDC identified organizations with their outward communications efforts.
- To obtain insight on the travel outlook in Door County for the remainder of 2020, Destination Door County conducted an online travel sentiment visitor survey from May 14-18. Over 10,000 surveys were completed, and the results are available online through our research and planning page within the members site on DoorCounty.com.
- Views of DDC produced videos across all online platforms totaled **178,820** in May. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included our Locals Can't Wait video (5/9) and a live sunrise video (5/3). On YouTube, *our Pause Now Play Later* video and our *Door County Locals Can't Wait* video were the two most watched videos.
- Media assistance was provided to **41** journalists/media outlets in May by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included Thrillist, BMW Owners News, Milwaukee Magazine and Local 5 Live for more traditional travel stories. Additional assistance about the COVID-19 health situation was provided to 12 TV stations, the Wisconsin State Journal and others.
- **21** articles were reported from our media marketing program efforts in May and reached a total of **8,819,887** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included the Edmonton Journal online, Canada.com, Toronto Sun online, Calgary Herald, Ottawa Citizen and Ottawa Life. 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 **\$26,818,872** worth of earned media coverage for Door County, including **\$108,659** in May.
- The return on investment for our media marketing program to date is **1,101%**. For every dollar we've spent, we've gotten back **\$11.01** worth of Door County media coverage measured in terms of ad value equivalency.

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Communications & PR continued...

- We made the decision to postpone our summer press trip originally planned for June 22-26 and are considering a few rescheduled date options in October. As of June 5, the following press trips are scheduled with Geiger & Associates for the remainder of 2020:

- July 27-30, cherries/lavender theme
- August 23-26, outdoor recreation theme
- September 10-13, arts/culinary theme
- December 3-6, holidays/winter theme

Note: We continue evaluating the travel environment and will follow guidelines and travel advisories from health authorities to ensure press trips are safe for all involved and conducted responsibly at the time of the trip.

- 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. Check out our Door County tourism economic impact [fact sheet](#) for more information.

Recent Media Highlights

- *Thrillist*, a popular travel web site, published a Door County feature on May 28, 2020 with a tag line of “seventy miles of pure lakefront bliss.” Check out the story by travel journalist Jay Gentile on [Thrillist.com](#).
- Canada.com ran a travel feature highlighting Door County. Check out the story on [Canada.com](#).
- *Great Lakes Scuttlebutt* ran a feature article on Door County in their May/June 2020 issue. View [the digital version](#).
- *Local 5 Live* on WFRV CBS 5 was in Door County on May 22 at the Door County Maritime Museum. Watch the clip online [here](#).
- Motorcycle enthusiast publication *Rider* magazine included a great Door County feature story titled “Thumb Drive” in the favorite ride section of their June 2020 issue. Local writer Barry Mellen wrote the story. It should be posted on [RiderMagazine.com](#) sometime in the summer of 2020.

