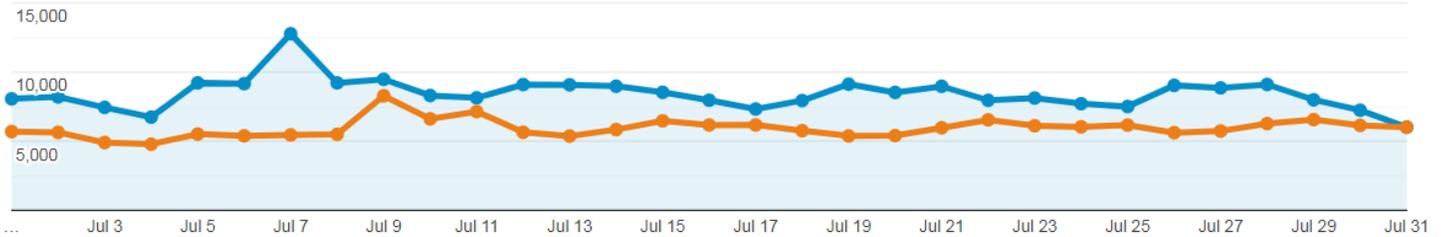


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

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



Users  
**41.36%**  
217,526 vs 153,880



New Users  
**42.00%**  
200,628 vs 141,283



Sessions  
**42.87%**  
306,316 vs 214,396

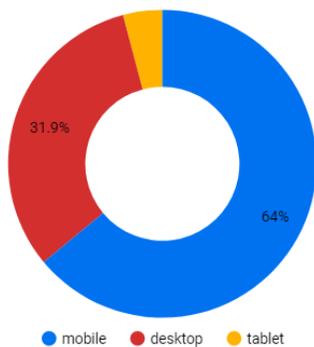


Pageviews  
**26.72%**  
1,058,881 vs 835,591

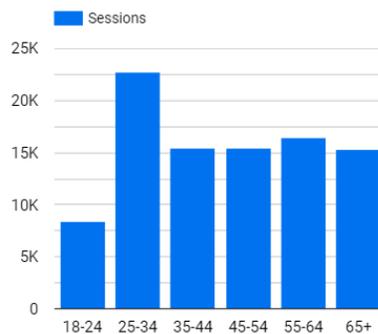


July 2020 was another month of drastic YOY web comparisons and another great month in terms of site traffic. The increase in traffic was largely due to the increase in organic search traffic, which saw 206k total sessions compared to 135k in 2019. Direct, Paid Search, Email, Referral, Social and Other traffic channels were all up compared to 2019. The Travel Updates page remains one of the most popular pages on the site since the pandemic has been around followed closely by the Experience and Stay pages. 64% of all site visits came from mobile devices with just 32% coming from desktop.

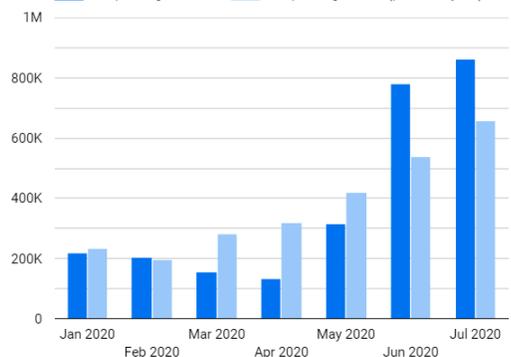
Device Breakdown



Age Demographics



■ Unique Pageviews ■ Unique Pageviews (previous year)



Chicago area again drove the most traffic for the month, seeing almost 2x as many sessions than Milwaukee traffic coming in 2<sup>nd</sup> place. After Milwaukee, we saw Madison coming in at #4 spot and then Sturgeon Bay in the #5 spot. 25-34 was the top age demographic hitting the site much like June 2020 as well. We saw a large jump in Page views naturally with the large increase in overall sessions.

Organic traffic saw a very strong month of July, seeing 206,622 total sessions, up over 50% from July 2019. Unique visitors increased over 50% as well as bounce rate increased slightly to 48.31% on average. Organic search queries look mostly normal throughout the top 10 with most of the Covid queries falling off.



July was another great month for email activity seeing a 37.10% open rate, up from 26.49% in July of 2019. CTR also improved to 4.31%, again, one of our all time highs. The “50 must-dos for summer 2020 in Door County” was the most clicked link for the month of July by far followed by the “Cherry Stage Page” then the “Vacation Packages” page.

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## SOCIAL

Facebook had some great results this past month. Impressions grew from 1,482,104 in 2019 to 2,785,831 in 2020. Post views from 905,612 to 3,124,318 and engagement from 43,791 to 77,728.

Instagram also saw some great results Followers increased from 49,306 to 60,466 in 2020. It also saw a lot of attention this month with popular hashtags like #sunset, #colorofnature, #paddleboarding, #visitdoorcounty and #paddlingdoorcounty. We are moving right along with the platform by providing content with beautiful photos (sunsets), engaging (tag a friend) and relatable (UGC in the form of Door County moment brought to you by...).

## COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in July. Key points we worked in while sharing ideas about the wonderful experiences Door County has to offer included mask wearing, having good hand hygiene and practicing social distancing while here this summer.
  - 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 share business operating guidelines and protocols at [DoorCounty.com/open](#). In July, in the absence of statewide protocols, the group focused on the creation of a public information campaign to stress the importance of key public health recommendations which included wearing a face covering, washing your hands frequently and social distancing. We took the lead on coming up with marketing messages and artwork to be used in the campaign. Outlets included area digital and static billboards (*see example*), digital media ads in the daily newsletter Pulse Picks, a newspaper ad in the Peninsula Pulse, radio advertising with three different local broadcasting companies, a poster campaign and got started on a public health business toolkit which we hope to have available in August. The state's mask order was announced on 7/30/2020 went into effect on 8/1/2020. While the public information campaign was put together before the state order was announced, it reinforces the mandate and will help to remind residents as well as visitors of the importance to act responsibly and take precautions in Door County.
- 
- The graphic is a public health advisory poster. It has a dark blue header with the text 'PUBLIC HEALTH ADVISORY' in white. Below the header are three icons: a white face mask on a dark blue circle labeled 'Mask up', a hand being washed under water on a dark blue circle labeled 'Wash hands', and three people standing apart on a dark blue circle labeled 'Social distance'. Below these icons is a white banner with the text 'Help Keep Door County Open'. At the bottom of the graphic are logos for 'Public Health Door County', 'Door County Medical Center', 'DESTINATION DOOR COUNTY', and 'Door County Wisconsin'.
- Media assistance was provided to **34** journalists/media outlets in July by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. Some highlights included Milwaukee Magazine, Chicago Tribune, USA Today 10 Best, FOX 11 WLUK, WBAY ABC 2, WGBA NBC 26, Local 5 Live and locally WDOR, Door County Daily News, Door County Advocate and the Pen Pulse.
  - **8** articles were reported from our media marketing program efforts in July and reached a total of **55,637,847** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Modern Lifestyles Magazine, Red Tricycle Online, MSN Online, Reader's Digest Online, Forbes online and National Public Radio 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 **\$27,314,627** worth of earned media coverage for Door County, including **\$366,942** in July.
  - The return on investment for our media marketing program to date is **1,111%**. For every dollar spent, we have gotten back **\$11.11** worth of Door County media coverage measured in terms of ad value equivalency.
  - We hosted 5 journalists on a cherries & Lavender themed press trip with Geiger & Associates from July 27-30.
  - We have the following press trips on our schedule for the remainder of the year. *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.*
    - August 23-26, *outdoor recreation theme*
    - September 10-13, *arts/culinary theme*
    - December 3-6, *holidays/winter theme*
  - We welcomed travel journalist Jay Gentile on an individual research trip July 12-17, in partnership with the Wisconsin Department of Tourism.
  - We helped craft/distribute a 1-page tip sheet titled [Managing your Social Media Communities during a Crisis](#), a best practices sheet for businesses to utilize while managing their social media channels during a crisis like COVID-19.

- continued next page -

### *Communications & PR continued...*

- Views of DDC produced videos across all online platforms totaled **127,653** in July. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included a [Door County Travel Safely](#) video (7/10) and a [24 Hours in Door County – Late Summer](#) video (7/2). On YouTube, our [Door County Travel Safely](#) video and our [Explore The Door Peninsula State Park](#) video were the two most watched videos.
- We worked with USA Today 10 Best to prepare Door County's [entry page](#) in the Best Destination For Fall Foliage contest. Online voting runs through August 24, with the winner announced Sept. 4.

### **Recent Media Highlights**

- *KCBX FM* included Door County in a broadcast of the radio show “Journeys of Discovery with Tom Wilmer” in two separate broadcasts, one that premiered on [8/2/2020](#) and another that premiered [8/4/2020](#) on California’s central coast NPR affiliate.
- Forbes included Door County in a story by Johanna Read that published on 7/24/2020 on [Forbes.com](#).
- *Thrillist* included Door County in a story by Jay Gentile that published on 7/22/2020 on [Thrillist.com](#).
- *The Times* of Northwest Indiana featured Door County in a story by Jane Ammeson that published on 7/12/2020 on [nwitimes.com](#).
- *Reader’s Digest* online included Door County in a story by Jill Schildhouse that published on 7/16/2020 on [rd.com](#).
- *MSN Travel* included Door County in a story by Jill Schildhouse that published on 7/15/2020 on [MSN.com](#).
- *Red Tricycle* online included Door County in a story by Kate Loweth that published on 6/29/2020 on [RedTri.com](#).