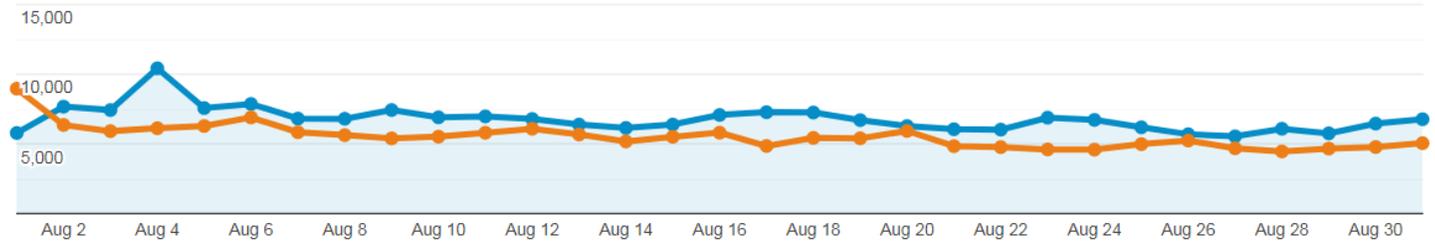


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

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



Users

**23.35%**  
173,370 vs 140,549



Sessions

**23.78%**  
248,035 vs 200,384



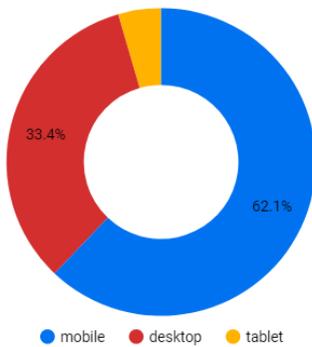
Pageviews

**12.45%**  
879,725 vs 782,327

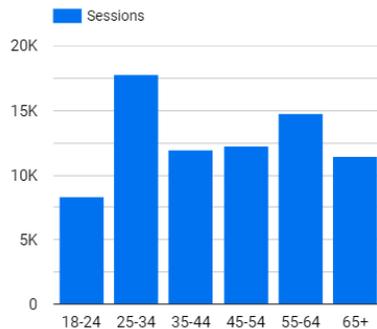


Much like the last few summer months, August was a great month in terms of overall site traffic. Compared to 2019, total sessions and users were up over 23%. The increase in traffic was largely due to the increase in organic search traffic and direct traffic. Organic search increased 33.85% to 172,407 sessions and direct was up 78% to 23,549 sessions. The Travel Updates page remains on of the most popular pages on the site since the pandemic has been around along with the Experience & Stay pages. 62% of all site traffic came from mobile devices.

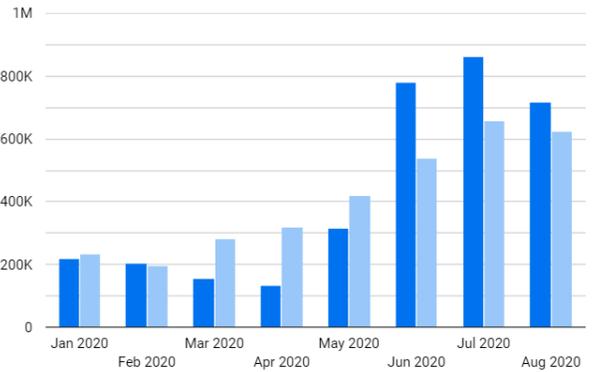
Device Breakdown



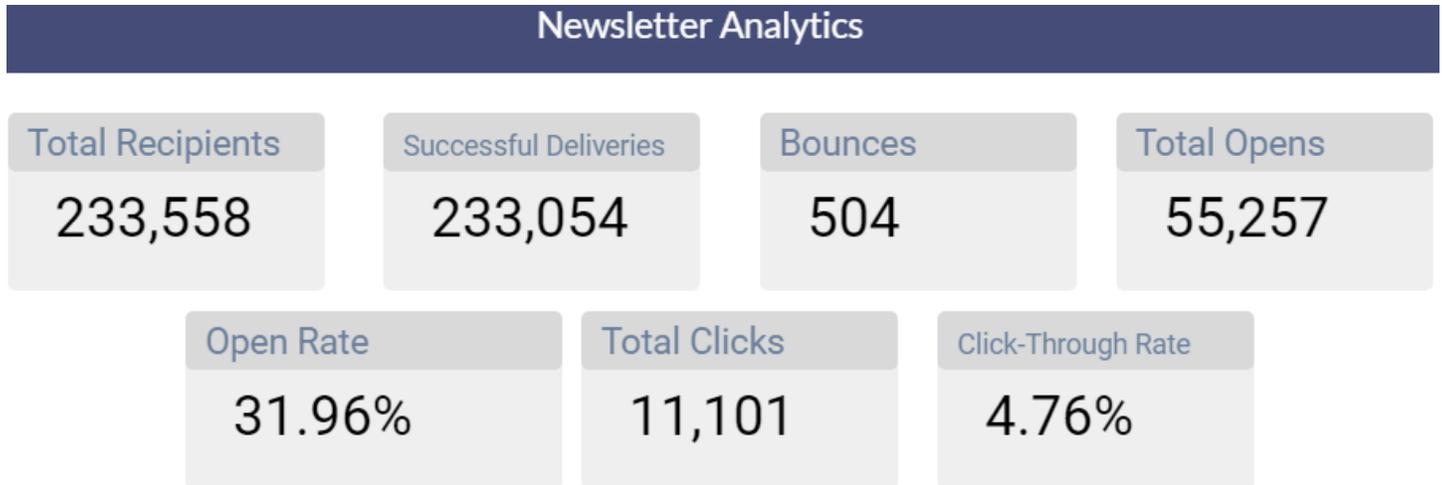
Age Demographics



Unique Pageviews (2020) vs 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 and July 2020. Interesting enough, we are starting to see solid growth in our 18-24 demographic visiting the site.



July was another great month for email activity seeing nearly a 32% open rate. Click thru rate also improved from 4.31% to 4.76%. The Where to Dine Outdoors in Door County was the most clicked link for the month of August followed by the Door County Inspired Cocktails to Sip this Summer and Leave no Trace 7 Principle pages.

## PAID MEDIA

### Google Adwords

Cost Per Click (CPC) decreased 26% compared to August 2019. Cabins and Attractions ad groups continued to generate the bulk of the impressions – but Romantic Getaway and Winery impressions increased since July. Camping and Hiking ad groups were leading categories for the Summer campaign.

#### Click Through Rate & Impressions

by Clicks, CTR, and Impressions



#### Performance

Cost Per Click & Bounce Rate



### Recruitment Campaign

Programmatic Banner ads continued through August 23<sup>rd</sup> with a .1% CTR. 809,580 impressions, 574 clicks and cost per landing page view \$.05. Madison had the highest click thru rate (CTR) and contextual and behavioral ad groups performed the best in August.

Facebook recruitment ads ran through August 23<sup>rd</sup> behavioral targeting to people interested in employment, careers, job applications, etc. They generated 913,095 Impressions, 8,998 Clicks. The kayaking standard Instagram ad generated the highest reach compared to other versions.

# 33 DIY Backpacking Recipes – Lightweight & Calorie Dense

Ditch the expensive boil-in-bag meals and take your backcountry meal plan to the next level with these delicious, nutritious DIY backpacking recipes.

BACKPACKING FOOD | BACKPACKING GEAR & GUIDES | DEHYDRATING RECIPES | JUNE 18, 2020

SHARE | PIN | 483 SHARES

This post contains affiliate links.

One of the most satisfying moments of any backpacking trip is sitting

around a fire at night, eating delicious meals, and watching the stars come out in the night sky.



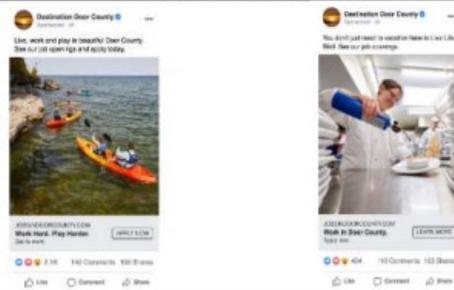
## POPULAR POSTS

35+ Easy Backpacking Food Ideas

DESTINATION  
DOOR COUNTY

## Facebook Results

Recruitment: August 1st - August 23rd, 2020



913,095  
Impressions



8,998  
Clicks



0.99%  
CTR



1,691  
Post Reactions

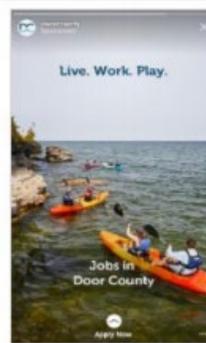


166  
Post Shares

DESTINATION  
DOOR COUNTY

## Instagram Results

Recruitment: August 1st - August 23rd, 2020



Impressions  
107,463



Clicks  
643



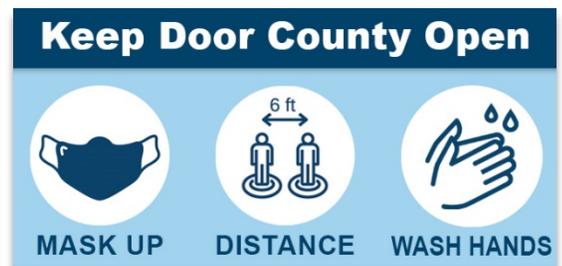
CTR  
0.60%



Post Likes  
934

## COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in August. While sharing ideas about the wonderful experiences Door County has to offer, we also included reminders about mask wearing, having good hand hygiene and practicing social distancing when in Door County.
- To obtain insight on the travel outlook in Door County for the remainder of 2020, we conducted another [travel sentiment visitor survey](#) from August 18-23. The online survey returned 8,002 completed responses, and we highlighted the results in our August 26 [partner newsletter](#) and also posted the results [online](#) on our research and planning page within the members section of DoorCounty.com.
- 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 provide updated business operating guidelines and protocols at [DoorCounty.com/open](#). In August the group focused on updating materials and Door County Public Health took the lead on developing a [business toolkit](#) to help businesses prepare and plan for the scenario of an employee testing positive for COVID-19. The group also hosted a town hall style [ZOOM meeting](#) on Aug. 25 for the business community to learn about the toolkit and ask questions of public health officials and Door County Medical Center. A recording of that meeting is available on [YouTube](#).
- Media assistance was provided to **24** journalists/media outlets in August by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. Some highlights included Local 5 Live, WFRV CBS 5, Thrillist, OnMilwaukee.com, Peshtigo Times, WTAQ AM, Travel + Leisure and locally WDOR, Door County Daily News, Door County Advocate and the Washington Island Observer.
- We distributed 3 media releases in August; one about our colleague Laura Bradley's CDME designation (8/4/20), one about our USA Today 10Best contest nomination (8/7/20), and another about our partnership with [Leave No Trace Center for Outdoor Ethics](#) (8/25/20).
- **17** articles were reported from our media marketing program efforts in August and reached a total of **27,823,582** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Milwaukee Magazine, Take Me Fishing online, KCBX-FM, Matador Network online, Reader's Digest online, Conde Nast Traveler online and NPR 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 **\$28,044,384** worth of earned media coverage for Door County, including **\$729,757** in August.
- The return on investment for our media marketing program to date is **1,135%**. For every dollar spent, we have gotten back **\$11.35** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 12 journalists on an outdoor recreation themed trip with Geiger & Associates from August 23-26.
- We have the following press trips scheduled 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.*
  - September 10-13, *arts/culinary theme*
  - October 12-15, *fall/autumn theme*
  - December 3-6, *holidays/winter theme*
- We welcomed travel journalist Nicole Schnitzler from [Conde Nast Traveler](#) on an individual research trip August 2-5.



- continued next page -

- We welcomed travel journalist Andy Tarnoff from [OnMilwaukee.com](http://OnMilwaukee.com) on an individual research trip August 10-13.
- We welcomed travel journalist Jerry Harpt from the Peshtigo Times on an individual research trip August 10-12.
- Views of DDC produced videos across all online platforms totaled **186,474** in August. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a [Historic Door County Cherry Orchards](#) video, a [Washington Island](#) video and a [live sunset video](#) (8/23). On YouTube, our [Door County Travel Safely](#) video, our Door-to-Door [Places You've Never Seen in Door County](#) video and our [Explore The Door Peninsula State Park](#) video were the top three most watched videos.
- We continued working with USA Today 10 Best to update Door County's [page](#) in their *2020 Best Destination For Fall Foliage* contest. Online voting ran through 8/24/20, with the winner announced 9/4/20. (*spoiler alert: we took 5<sup>th</sup>*)

## **Recent Media Highlights**

- Travel journalist Brian Clark wrote about Door County cherries and lavender in a story published on *Everett Potter's Travel Report* on 9/1/2020. Read the story on [EverettPotter.com](http://EverettPotter.com).
- Door County was highlighted in the online travel show *Grand Adventure* in an episode that premiered on 8/26/2020. Watch the show on YouTube [here](#).
- The *Milwaukee Journal Sentinel* included a story about Carol Ash and Kick Ash Products in Ellison Bay in their **Fork, Spoon, Life** series on [JSOnline.com](http://JSOnline.com) that published on 8/20/2020.
- *OnMilwaukee.com* featured a Door County travel story by publisher Andy Tarnoff that went live on 8/19/2020. Read the story at [OnMilwaukee.com](http://OnMilwaukee.com) and view the corresponding video from his research trip on [YouTube](#).
- *KCBX FM*, California's central coast NPR affiliate, featured an audio story about Door County's Cherryland USA legacy on the radio show "Journeys of Discovery with Tom Wilmer" that premiered on 8/18/2020. Listen online: [KCBX.org](http://KCBX.org).
- The *St. Paul Pioneer Press* along with *TwinCities.com* both ran a Door County travel feature story by travel journalist Amy Nelson that published on 8/16/2020. Check out the online version of the story at [TwinCities.com](http://TwinCities.com).
- *Creators Syndicate* published a story by travel journalist Brian Clark that published on 8/16/2020 about the White Gull Inn. Read the story at [creators.com](http://creators.com).
- *Reader's Digest* online included Door County in a story by travel journalist Katy Spratte Joyce headlined "The Most Gorgeous Peninsulas in the United States" that published on 8/13/2020. Read the story on [rd.com](http://rd.com).
- *Lavender Magazine* featured Door County in a travel story by travel journalist Mike Marcotte headlined "Three must-visit LGBTQ-friendly Vacation Destinations" that published on 8/13/2020. Read the online version of the story at [LavenderMagazine.com](http://LavenderMagazine.com) or read it in the magazine's [digital version](#).
- *Local 5 Live*, a weekday morning TV show on WFRV CBS 5, highlighted Door County in several segments the week of August 3-7, including hosting their Friday August 7 show live from Door County. Watch many of them online at [WeAreGreenBay.com](http://WeAreGreenBay.com).
- The *Matador Network* featured Door County in a story by travel journalist Jacqueline Kehoe that published on 8/5/2020 with a headline "Stunning scenery and fresh eats make Door County Wisconsin's best weekend getaway." View the story on [MatadorNetwork.com](http://MatadorNetwork.com).
- The online site *Thrillist* featured Washington Island in a story by travel journalist Jacqueline Kehoe that published on 8/4/2020. Read the story on [Thrillist.com](http://Thrillist.com).
- *Condé Nast Traveler* included the Hillside Waterfront Hotel in a story by travel journalist Nicole Schnitzler that published on 7/31/2020. Read the story on [cntraveler.com](http://cntraveler.com).