

| Room Tax Collections <small>(30% Municipalities/4% DCTZC/66% DCVB)</small> | | | | | | | | | | | | | |
|--|----------|----------|----------|----------|-----------|-----------|-------------|-------------|-----------|-----------|-----------|----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | \$73,243 | \$81,263 | \$74,750 | \$69,981 | \$257,476 | \$633,309 | \$1,153,101 | \$1,051,822 | \$692,366 | \$619,860 | \$104,092 | \$75,093 | \$4,892,212 |
| 2019 | \$75,724 | \$86,436 | \$84,821 | \$77,217 | \$269,653 | \$671,523 | \$1,178,016 | \$1,138,500 | \$710,878 | \$659,879 | \$100,589 | \$79,332 | \$5,139,717 |
| 2020 | \$81,480 | \$94,154 | \$48,566 | \$8,699 | \$78,798 | \$483,885 | | | | | | | \$794,827 |

| Sales Tax Collections <small>(1/2% collected in Door County)</small> | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | \$197,823 | \$294,339 | \$198,944 | \$178,122 | \$254,044 | \$284,725 | \$392,287 | \$612,799 | \$437,497 | \$489,571 | \$484,654 | \$290,493 | \$4,115,300 |
| 2019 | \$273,070 | \$290,852 | \$211,337 | \$193,950 | \$253,811 | \$266,349 | \$444,423 | \$570,278 | \$438,280 | \$561,281 | \$477,028 | \$302,207 | \$4,282,865 |
| 2020 | \$298,987 | \$330,913 | \$229,777 | \$209,211 | \$222,043 | \$239,267 | \$413,655 | | | | | | \$1,943,853 |

| DoorCounty.com - Web Site Visits (sessions) | | | | | | | | | | | | | |
|---|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 92,834 | 61,979 | 75,410 | 105,208 | 129,389 | 173,899 | 212,581 | 172,261 | 158,092 | 125,102 | 57,828 | 53,967 | 1,418,550 |
| 2019 | 80,726 | 69,535 | 104,788 | 122,269 | 144,274 | 170,546 | 214,396 | 200,384 | 171,760 | 144,538 | 51,740 | 51,848 | 1,526,804 |
| 2020 | 79,482 | 70,023 | 62,257 | 58,429 | 121,107 | 281,310 | 306,316 | 248,035 | | | | | 1,226,959 |
| 2020 Goal | 82,340 | 70,926 | 106,884 | 124,716 | 147,159 | 173,957 | 218,684 | 204,392 | 175,195 | 147,429 | 52,774 | 52,884 | 1,557,340 |
| % to Goal | 97% | 99% | 58% | 47% | 82% | 162% | 140% | 121% | 0% | 0% | 0% | 0% | 79% |

| DoorCounty.com - Web Site Unique Visits (users) | | | | | | | | | | | | | |
|---|---------|----------|--------|--------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 71,055 | 46,581 | 57,452 | 79,572 | 94,964 | 127,276 | 154,131 | 125,469 | 115,225 | 91,649 | 46,303 | 41,999 | 1,051,676 |
| 2019 | 62,209 | 53,981 | 73,674 | 94,031 | 106,955 | 114,090 | 153,880 | 140,549 | 124,421 | 101,187 | 40,441 | 40,693 | 1,106,111 |
| 2020 | 62,494 | 54,841 | 48,540 | 46,573 | 83,703 | 204,288 | 217,526 | 173,370 | | | | | 891,335 |

| DoorCounty.com - Average Page Views Per Session | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2018 | 3.66 | 4.13 | 4.32 | 3.67 | 4.04 | 4.22 | 4.27 | 4.19 | 4.04 | 3.70 | 3.15 | 3.51 | 3.69 |
| 2019 | 3.60 | 3.52 | 3.42 | 3.32 | 3.68 | 4.00 | 3.90 | 3.90 | 3.59 | 3.24 | 3.00 | 3.01 | 3.91 |
| 2020 | 3.43 | 3.60 | 3.10 | 2.75 | 3.20 | 3.39 | 3.46 | 3.55 | | | | | 3.52 |

| DoorCounty.com - Average Length of Session (minutes) | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|------|------|------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2018 | 3.30 | 4.08 | 4.21 | 3.37 | 3.58 | 4.09 | 4.11 | 4.19 | 3.54 | 3.23 | 2.41 | 3.02 | 3.31 |
| 2019 | 3.26 | 3.20 | 3.05 | 2.58 | 3.22 | 3.44 | 3.45 | 3.49 | 3.23 | 2.52 | 2.31 | 2.36 | 3.59 |
| 2020 | 3.06 | 3.14 | 2.44 | 2.22 | 3.03 | 3.26 | 3.37 | 3.46 | | | | | 2.90 |

| DoorCounty.com - Mobile Web Site Usage | | | | | | | | | | | | | |
|--|---------|----------|--------|--------|--------|---------|---------|---------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 42,449 | 26,734 | 29,564 | 50,331 | 57,122 | 75,947 | 135,381 | 75,179 | 72,968 | 77,992 | 26,668 | 32,257 | 702,592 |
| 2019 | 47,730 | 31,171 | 47,176 | 53,591 | 58,380 | 73,540 | 94,491 | 91,675 | 82,254 | 65,438 | 30,812 | 23,456 | 699,714 |
| 2020 | 36,049 | 33,826 | 28,198 | 33,689 | 53,741 | 138,902 | 145,267 | 111,515 | | | | | 581,187 |

| DoorCounty.com - Top Ten Most Requested Pages for the Month August 2020 | | | | | | | | | | | | | | |
|--|--|--|--|--|--|-----------------------------------|--|--|--|--|--|--|--|--|
| 1) /homepage | | | | | | 5) /experience/events | | | | | | 9) /stay/log-cabin-log-house | | |
| 2) /experience | | | | | | 6) /stay/find-lodging | | | | | | 10) /experience/cave-point-county-park | | |
| 3) /travel-updates | | | | | | 7) /experience/scenic-attractions | | | | | | | | |
| 4) /stay | | | | | | 8) /discover/washington-island | | | | | | | | |

| DoorCounty.com - Top Ten Sources for the Month August 2020 | | | | | | | | | | | | | | |
|---|--|--|--|--|--|--------------------|--|--|--|--|--|--------------------|--|--|
| 1) Google/organic | | | | | | 5) yahoo | | | | | | 9) Facebook | | |
| 2) Direct Traffic | | | | | | 6) m.facebook.com | | | | | | 10) l.facebook.com | | |
| 3) Destination Door County | | | | | | 7) duckduckgo | | | | | | | | |
| 4) Bing | | | | | | 8) travelwisconsin | | | | | | | | |

| Social Media: Facebook | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| Impressions | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 3,072,518 | 1,743,557 | 1,360,982 | 3,018,045 | 2,080,138 | 1,732,189 | 2,529,601 | 1,998,469 | 2,725,934 | 1,645,529 | 1,500,366 | 1,375,044 | 24,782,372 |
| 2019 | 1,718,452 | 1,728,409 | 2,258,613 | 2,966,996 | 1,745,963 | 1,772,403 | 1,482,104 | 1,589,049 | 2,319,589 | 1,645,947 | 471,513 | 729,547 | 20,428,585 |
| 2020 | 1,133,521 | 1,184,316 | 887,660 | 680,311 | 959,275 | 1,886,257 | 2,785,831 | 1,970,320 | | | | | 11,487,491 |
| Post Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 1,837,851 | 957,819 | 716,837 | 2,280,877 | 1,633,103 | 1,104,744 | 1,832,373 | 1,385,978 | 2,114,037 | 1,304,627 | 1,088,613 | 767,300 | 17,024,159 |
| 2019 | 1,094,742 | 1,079,000 | 1,453,043 | 2,139,689 | 1,201,734 | 1,251,592 | 905,612 | 1,081,231 | 1,651,326 | 898,337 | 383,064 | 628,266 | 13,767,636 |
| 2020 | 839,967 | 967,663 | 673,116 | 542,934 | 706,071 | 1,414,059 | 3,124,318 | 1,461,915 | | | | | 9,730,043 |
| Page Views | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 546,738 | 532,621 | 619,271 | 449,081 | 326,313 | 491,332 | 503,626 | 659,181 | 479,544 | 323,546 | 465,560 | 494,103 | 5,890,916 |
| 2019 | 731,095 | 647,166 | 859,283 | 550,666 | 586,646 | 586,088 | 478,696 | 563,738 | 703,855 | 463,094 | 375,486 | 625,800 | 7,171,613 |
| 2020 | 656,428 | 510,707 | 561,444 | 530,069 | 718,416 | 618,593 | 484,377 | 633,034 | | | | | 4,713,068 |
| Engagement | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 65,342 | 38,704 | 52,436 | 56,031 | 42,198 | 51,562 | 41,116 | 63,362 | 54,532 | 49,327 | 44,890 | 50,580 | 610,080 |
| 2019 | 49,759 | 51,818 | 65,323 | 55,448 | 48,318 | 56,304 | 43,791 | 51,651 | 73,617 | 57,359 | 27,911 | 42,223 | 623,522 |
| 2020 | 46,097 | 52,095 | 41,870 | 39,105 | 53,358 | 95,807 | 77,728 | 58,771 | | | | | 464,831 |
| 2020 Goal | 50,754 | 52,854 | 66,629 | 56,557 | 49,284 | 57,430 | 44,669 | 52,684 | 75,089 | 58,506 | 28,469 | 43,067 | 635,992 |
| % to Goal | 91% | 99% | 63% | 69% | 108% | 167% | 174% | 112% | 0% | 0% | 0% | 0% | 73% |
| Likes | January | February | March | April | May | June | July | August | September | October | November | December | Year Growth |
| 2018 | 103,071 | 103,645 | 104,109 | 105,529 | 106,857 | 107,747 | 110,052 | 110,851 | 111,928 | 112,335 | 112,541 | 113,153 | 10% |
| 2019 | 113,643 | 114,006 | 114,607 | 115,014 | 115,698 | 116,426 | 117,064 | 117,577 | 118,058 | 118,266 | 118,236 | 118,905 | 5% |
| 2020 | 118,974 | 119,136 | 119,320 | 119,548 | 120,266 | 121,393 | 122,709 | 123,767 | | | | | -100% |

Social Media: Instagram

| Followers | January | February | March | April | May | June | July | August | September | October | November | December | Year Growth |
|---------------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|-------------|
| 2018 | 28,530 | 29,300 | 29,800 | 30,900 | 31,738 | 32,601 | 34,018 | 35,115 | 36,713 | 38,434 | 39,234 | 39,874 | 46% |
| 2019 | 41,489 | 42,444 | 43,816 | 46,615 | 46,602 | 47,731 | 49,306 | 50,480 | 51,441 | 52,403 | 53,209 | 53,624 | 29% |
| 2020 | 54,479 | 55,186 | 55,898 | 56,489 | 57,204 | 58,825 | 60,466 | 62,118 | | | | | |
| Comment Likes | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| 2018 | 45,098 | 42,117 | 29,993 | 27,800 | 35,035 | 26,126 | 26,908 | 39,006 | 45,371 | 65,311 | 60,469 | 42,461 | 485,695 |
| 2019 | 68,928 | 55,396 | 54,769 | 47,200 | 51,007 | 43,701 | 39,622 | 35,582 | 35,973 | 44,906 | 31,525 | 37,223 | 545,832 |
| 2020 | 45,751 | 27,673 | 24,380 | 17,951 | 20,015 | 47,727 | 45,942 | 37,795 | | | | | 267,234 |
| 2020 Goal | 70,306 | 56,504 | 55,864 | 48,144 | 52,027 | 44,575 | 40,414 | 36,294 | 36,692 | 45,804 | 32,156 | 37,968 | 556,748 |
| % to Goal | 65% | 49% | 44% | 37% | 38% | 107% | 114% | 104% | 0% | 0% | 0% | 0% | 48% |

Social Media: Twitter

| Followers | January | February | March | April | May | June | July | August | September | October | November | December | Year Growth |
|-------------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|-------------|
| 2018 | 6,114 | 6,178 | 6,225 | 6,271 | 6,315 | 6,378 | 6,418 | 6,394 | 6,423 | 6,459 | 6,470 | 6,497 | 6.26% |
| 2019 | 6,505 | 6,529 | 6,587 | 6,615 | 6,649 | 6,708 | 6,777 | 6,823 | 6,852 | 6,892 | 6,911 | 6,917 | 6.33% |
| 2020 | 6,948 | 6,968 | 6,982 | 7,042 | 7,098 | 7,147 | 7,190 | 7,212 | | | | | |
| Impressions | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 40,100 | 36,800 | 20,300 | 22,100 | 13,900 | 33,000 | 28,300 | 20,300 | 32,200 | 30,100 | 15,900 | 17,900 | 310,900 |
| 2019 | 41,303 | 64,700 | 51,200 | 47,200 | 39,900 | 48,700 | 50,200 | 42,500 | 58,100 | 35,400 | 49,000 | 30,400 | 558,603 |
| 2020 | 37,600 | 45,500 | 23,900 | 33,300 | 42,300 | 24,600 | 19,800 | 27,800 | | | | | 254,800 |
| 2020 Goal | 42,129 | 65,994 | 52,224 | 48,144 | 40,698 | 49,674 | 51,204 | 43,350 | 59,262 | 36,108 | 49,980 | 31,008 | 569,775 |
| % to Goal | 89% | 69% | 46% | 69% | 104% | 50% | 39% | 64% | 0% | 0% | 0% | 0% | 45% |

Pay-Per-Click Results

| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
|------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| 2018 | 2,988 | 2,652 | 3,614 | 4,174 | 5,418 | 5,418 | 5,696 | 5,311 | 4,553 | 3,723 | 4,524 | 9,442 | 57,513 |
| 2019 | 7,554 | 7,080 | 11,305 | 10,866 | 12,797 | 16,264 | 19,465 | 20,134 | 16,874 | 14,272 | 7,140 | 5,503 | 149,254 |
| 2020 | 5,686 | 5,592 | 7,346 | 5,887 | 11,291 | 21,498 | 24,425 | 20,390 | | | | | 102,115 |

Door County E-Newsletter - Number of E-Mail Subscribers

| | January | February | March | April | May | June | July | August | September | October | November | December | Year Growth |
|------|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-------------|
| 2018 | 217,799 | 217,426 | 219,282 | 219,506 | 223,269 | 225,545 | 226,277 | 229,000 | 226,614 | 229,332 | 234,265 | 236,007 | 8% |
| 2019 | 234,402 | 235,885 | 237,388 | 234,602 | 230,667 | 231,672 | 233,441 | 234,294 | 235,297 | 235,313 | 236,229 | 237,757 | 1% |
| 2020 | 233,019 | 233,445 | 236,304 | 235,498 | 234,583 | 233,455 | 233,614 | 233,558 | | | | | |

Door County E-Newsletter - Open Rates

| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
|------|---------|----------|--------|--------|--------|--------|--------|--------|-----------|---------|----------|----------|---------|
| 2018 | 20.73% | 18.86% | 20.03% | 24.67% | 21.24% | 23.08% | 25.26% | 24.00% | 26.91% | 20.71% | 18.83% | 17.22% | 21.80% |
| 2019 | 19.06% | 22.14% | 21.20% | 22.52% | 23.26% | 23.87% | 26.49% | 26.51% | 23.44% | 17.94% | 22.76% | 17.78% | 22.25% |
| 2020 | 22.89% | 22.70% | 28.68% | 24.37% | 33.08% | 38.48% | 37.10% | 31.96% | | | | | |

| Door County E-Newsletter - Click Thru's | | | | | | | | | | | | | |
|---|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|---------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Average |
| 2018 | 2.42% | 1.45% | 2.07% | 4.67% | 3.11% | 3.69% | 4.54% | 4.25% | 5.03% | 2.91% | 2.38% | 1.40% | 2.96% |
| 2019 | 2.66% | 3.60% | 3.29% | 2.76% | 3.66% | 2.74% | 4.31% | 4.49% | 5.57% | 3.09% | 2.78% | 1.56% | 3.37% |
| 2020 | 2.19% | 2.31% | 3.58% | 1.15% | 3.86% | 6.53% | 5.31% | 4.76% | | | | | |

| Advertising - Gross Impressions | | | | | | | | | | | | | |
|---------------------------------|-----------|----------|-----------|------------|------------|------------|-----------|------------|------------|-----------|-----------|----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| 2018 | 1,544,151 | 845,954 | 309,135 | 11,518,385 | 10,069,500 | 10,964,047 | 6,575,311 | 3,395,955 | 51,220,912 | 9,360,457 | 1,014,882 | 289,550 | 107,108,239 |
| 2019 | 746,596 | 804,685 | 3,797,293 | 19,926,019 | 24,361,571 | 4,439,997 | 3,254,874 | 14,679,101 | 31,134,255 | 3,284,761 | 253,909 | 241,105 | 106,924,166 |
| 2020 | 3,441,763 | 772,865 | 4,487,926 | 188,207 | 209,265 | 37,400,583 | 3,788,621 | 1,883,580 | | | | | 52,172,810 |

| Advertising - Media Placed 2020 | | | | | | | | | | | | | |
|---------------------------------|----------|----------|----------|---------|---------|-----------|----------|----------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Total |
| Total Paid | \$41,035 | \$10,716 | \$33,827 | \$6,304 | \$553 | \$247,815 | \$29,140 | \$13,200 | | | | | \$382,590 |
| Co-Op Dollars | \$2,852 | \$2,652 | \$4,152 | \$4,004 | \$2,825 | \$9,282 | \$10,334 | \$6,502 | \$4,575 | \$3,900 | | | \$51,078 |

| Online Video Views <small>(includes DDC video content on YouTube, Facebook, Vimeo, etc)</small> | | | | | | | | | | | | | |
|---|---------|----------|---------|---------|---------|---------|---------|---------|-----------|---------|----------|----------|-----------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 209,008 | 64,757 | 115,746 | 149,384 | 163,922 | 179,972 | 213,921 | 232,556 | 154,293 | 74,836 | 42,085 | 109,328 | 1,709,808 |
| 2019 | 187,976 | 154,620 | 405,237 | 156,856 | 145,688 | 175,083 | 90,004 | 55,746 | 15,894 | 21,755 | 21,220 | 34,622 | 1,464,701 |
| 2020 | 42,795 | 22,173 | 66,611 | 97,340 | 178,820 | 122,356 | 127,653 | 186,474 | | | | | 844,222 |

| Media Marketing Program - Impressions | | | | | | | | | | | | | |
|---------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|------------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 28,732,589 | 1,167,205 | 11,962,094 | 2,748,491 | 24,027,022 | 5,410,708 | 58,217,837 | 6,349,408 | 44,136,913 | 103,292,833 | 83,323,220 | 136,947 | 369,505,267 |
| 2019 | 99,963,410 | 62,423,890 | 30,432,627 | 13,209,923 | 6,647,728 | 7,063,714 | 97,886,602 | 10,801,279 | 17,799,696 | 33,722,879 | 974,989 | 775,434 | 381,702,171 |
| 2020 | 30,513,557 | 13,674,701 | 39,059,827 | 12,633,384 | 8,819,887 | 22,310,420 | 55,637,847 | 27,823,582 | | | | | 210,473,205 |
| 2020 Goal | 34,154,920 | 18,294,226 | 32,195,569 | 28,337,600 | 24,106,037 | 14,722,305 | 44,935,449 | 25,410,165 | 19,296,005 | 47,671,721 | 26,747,339 | 33,809,016 | 349,680,354 |
| % to Goal | 89% | 75% | 121% | 45% | 37% | 152% | 124% | 109% | 0% | 0% | 0% | 0% | 60% |

| Media Marketing Program - Visiting Journalists | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 9 | 0 | 0 | 0 | 13 | 15 | 9 | 14 | 0 | 10 | 0 | 0 | 70 |
| 2019 | 0 | 8 | 0 | 0 | 0 | 22 | 0 | 18 | 11 | 2 | 0 | 11 | 72 |
| 2020 | 0 | 9 | 0 | 0 | 0 | 0 | 8 | 12 | | | | | 29 |
| 2020 Goal | 0 | 8 | 0 | 0 | 0 | 0 | 6 | 14 | 12 | | | 8 | 60 |
| % to Goal | | 113% | | | | | 133% | 86% | 0% | | | 0% | 48% |

| Media Marketing Program - Ad Value Equivalency (AVE) | | | | | | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | \$551,054 | \$22,137 | \$92,975 | \$230,303 | \$9,231 | \$134,446 | \$278,766 | \$452,932 | \$400,343 | \$652,367 | \$658,310 | \$21,450 | \$3,504,314 |
| 2019 | \$373,010 | \$172,097 | \$61,967 | \$711,055 | \$128,671 | \$295,606 | \$232,542 | \$70,927 | \$133,197 | \$234,993 | \$182,681 | \$86,097 | \$2,682,843 |
| 2020 | \$344,671 | \$32,504 | \$194,664 | \$15,793 | \$108,659 | \$128,813 | \$366,942 | \$729,757 | | | | | \$1,921,803 |

| Group and Meeting Web Visits | | | | | | | | | | | | | |
|------------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 494 | 335 | 587 | 471 | 311 | 366 | 604 | 510 | 510 | 389 | 304 | 273 | 5,154 |
| 2019 | 665 | 554 | 581 | 461 | 619 | 767 | 773 | 790 | 682 | 601 | 402 | 281 | 7,176 |
| 2020 | 824 | 811 | 366 | 249 | 380 | 750 | 706 | 692 | | | | | 4,778 |
| 2020 Goal | 681 | 565 | 592 | 470 | 631 | 782 | 788 | 805 | 696 | 613 | 410 | 286 | 7,319 |
| % To Goal | 121% | 144% | 62% | 53% | 60% | 96% | 90% | 86% | 0% | 0% | 0% | 0% | 65% |

| Wedding Web Visits | | | | | | | | | | | | | |
|--------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 3,976 | 3,960 | 2,964 | 2,638 | 2,922 | 2,320 | 3,300 | 3,109 | 4,130 | 2,395 | 1,738 | 1,878 | 35,330 |
| 2019 | 3,385 | 3,600 | 2,625 | 2,201 | 2,505 | 3,828 | 2,743 | 3,277 | 2,725 | 2,826 | 1,450 | 1,744 | 32,909 |
| 2020 | 3,550 | 3,188 | 1,787 | 1,456 | 2,298 | 5,177 | 3,525 | 3,527 | | | | | 24,508 |
| 2020 Goal | 3,453 | 3,672 | 2,677 | 2,245 | 2,555 | 3,905 | 2,798 | 3,342 | 2,780 | 2,882 | 1,479 | 1,779 | 33,567 |
| % To Goal | 103% | 87% | 67% | 65% | 90% | 133% | 126% | 106% | 0% | 0% | 0% | 0% | 73% |

| Door County Welcome Center - Visitors | | | | | | | | | | | | | |
|---------------------------------------|---------|----------|-------|-------|-------|-------|--------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 726 | 882 | 1,136 | 1,741 | 4,209 | 6,443 | 11,154 | 11,848 | 8,693 | 7,878 | 1,257 | 1,080 | 57,510 |
| 2019 | 754 | 548 | 1,238 | 1,828 | 3,546 | 6,593 | 10,377 | 12,132 | 8,327 | 8,409 | 927 | 1,105 | 55,784 |
| 2020 | 714 | 764 | 902 | 0 | 0 | 1,850 | 7,837 | 9,104 | | | | | 21,171 |

* The welcome center people counter was offline from Feb 19-April 6, 2018. Estimated numbers from that time frame are based on historical averages.

** The Welcome Center was closed from March 24-June 1, 2020 due to the COVID 19 health crisis.

| Visitor Guide Requests & Online Views | | | | | | | | | | | | | |
|---------------------------------------|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 Hard Copy | 10,073 | 1,142 | 2,434 | 1,996 | 2,380 | 3,600 | 2,651 | 1,299 | 1,300 | 1,031 | 400 | 384 | 28,690 |
| 2018 Online | 4,431 | 1,932 | 4,838 | 4,729 | 5,132 | 7,904 | 6,887 | 7,251 | 5,286 | 5,320 | 1,819 | 1,600 | 57,129 |
| 2019 Hard Copy | 6,432 | 2,472 | 1,980 | 9,480 | 2,483 | 2,472 | 2,932 | 2,100 | 1,608 | 6,751 | 606 | 600 | 39,916 |
| 2019 Online | 5,108 | 2,015 | 4,039 | 2,572 | 4,743 | 4,426 | 6,348 | 7,060 | 4,165 | 2,830 | 682 | 1,037 | 45,025 |
| 2020 Hard Copy | 7,700 | 1,646 | 954 | 9,385 | 1,102 | 1,874 | 1,665 | 1,423 | | | | | 25,749 |
| 2020 Online | 3,997 | 1,715 | 1,040 | 567 | 1,431 | 4,814 | 6,301 | 5,211 | | | | | 25,076 |

| Incoming Telephone Calls to Door County Welcome Center | | | | | | | | | | | | | |
|--|---------|----------|-------|-------|-------|-------|-------|--------|-----------|---------|----------|----------|--------|
| | January | February | March | April | May | June | July | August | September | October | November | December | Totals |
| 2018 | 915 | 792 | 1,148 | 1,115 | 1,693 | 1,683 | 2,536 | 2,509 | 1,643 | 1,958 | 479 | 674 | 17,145 |
| 2019 | 1,012 | 784 | 963 | 1,002 | 1,504 | 1,539 | 2,540 | 2,392 | 1,780 | 1,799 | 515 | 771 | 16,601 |
| 2020 | 884 | 857 | 681 | 626 | 1,539 | 1,592 | 1,857 | 1,585 | | | | | 9,621 |

| DDC Memberships - 2020 | | | | | | | | | | | | | |
|------------------------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|------------|
| | January | February | March | April | May | June | July | August | September | October | November | December | EOY Totals |
| Gold | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | | | | | |
| Platinum | 586 | 583 | 581 | 581 | 582 | 580 | 573 | 561 | | | | | |
| Silver | 110 | 112 | 111 | 109 | 93 | 92 | 95 | 109 | | | | | |