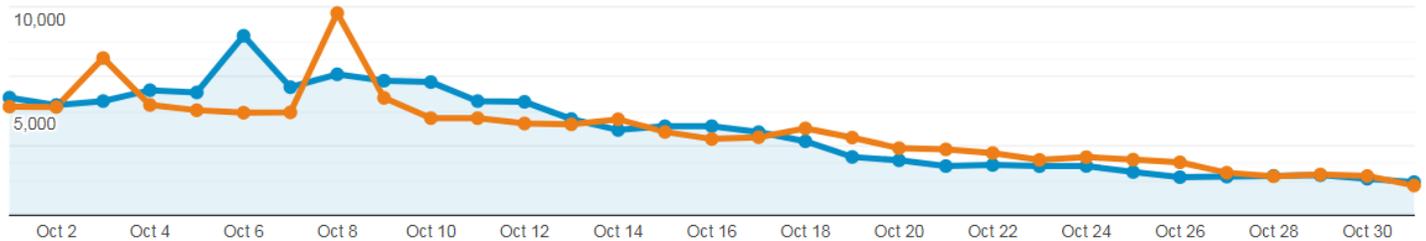


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

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



Sessions

1.58%
146,824 vs 144,538



Number of Sessions per User

-1.00%
1.41 vs 1.43



Users

2.61%
103,823 vs 101,187



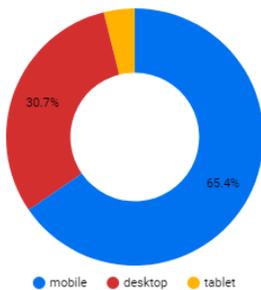
New Users

1.95%
93,356 vs 91,567

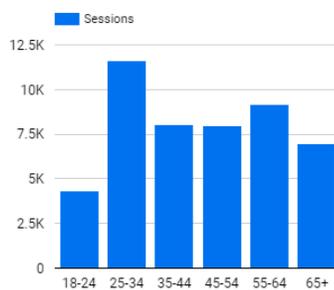


Monthly sessions were up in October compared to October '19. The increase in traffic was largely due to the increase in organic search traffic and direct traffic. Aside from the homepage the travel updates page was popular again in October. As we enter the winter season we anticipate this page will continue to be important for people looking to visit Door County. Sixty-five percent of all site traffic came from mobile devices and just 30% coming from desktop.

Device Breakdown



Age Demographics

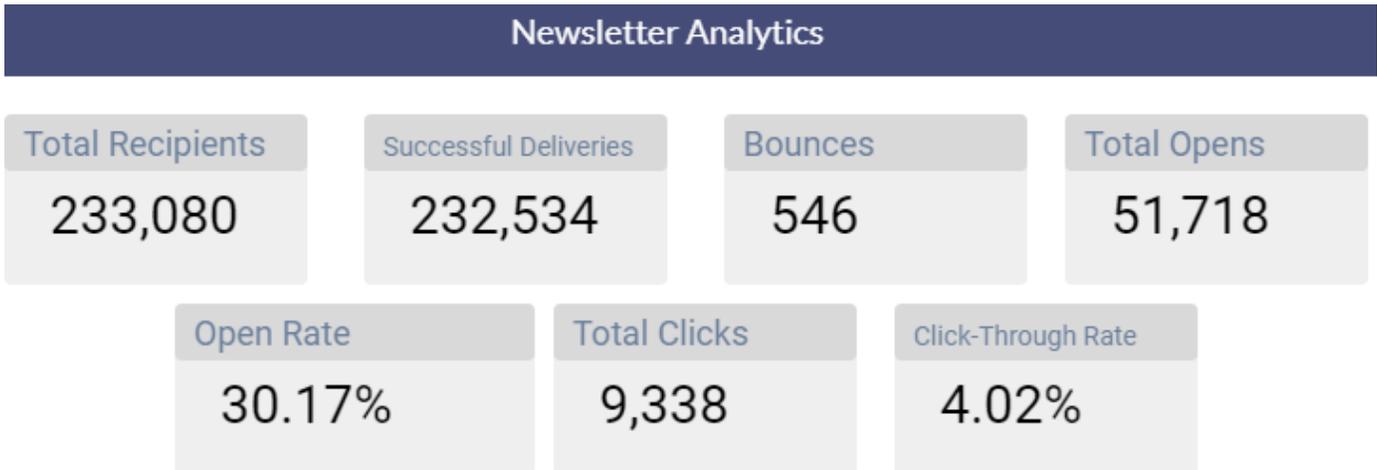


Top Traffic Type

Default Channel Grouping	Sessions
1. Organic Search	94,858
2. Direct	17,731
3. Paid Search	11,387
4. (Other)	8,681
5. Email	6,980
6. Social	4,111
7. Referral	2,677

Chicago area again drove the most traffic for the month, about twice the amount of Milwaukee or Madison traffic. 25-34 was the top age demographic hitting the site, much like September 2020. 55-64 age group drove the 2nd most sessions on the month.

Organic traffic saw another strong month in October, seeing 94,858 total sessions, up 20% from October '19. Unique visitors increased close to 20% as well. On average organic traffic spent 3 minutes and 8 seconds on the site and visited 3.03 pages per session. Organic search queries look mostly normal throughout the top 10 with an increase in searches around Fall seasonal activities and the emergence of COVID related searches again.



We have continued to see great email engagement in October. Open rate including the resend increased to 30.17%. We had a strong 4.02% CTR with 9,338 total clicks through from the campaign. The “Where to experience fall color this season”, “Day hikes in Door County”, and “3 ways to do a couples’ weekend in Door County” were the top links in the October newsletter with the Travel Updates link also driving a considerable amount of traffic.

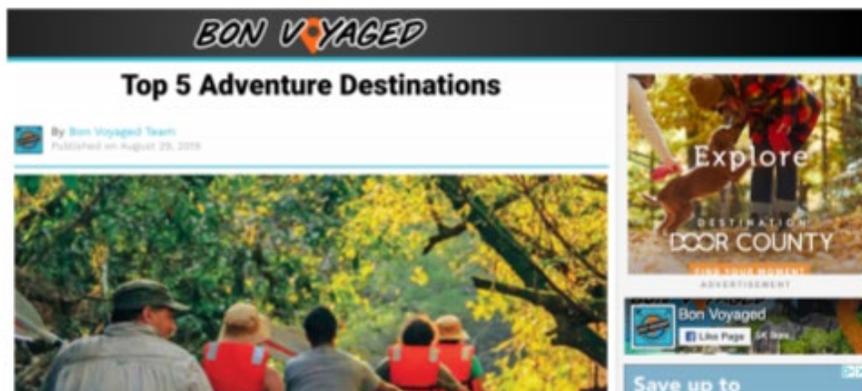
PAID MEDIA

Google Adwords

Cost Per Click (CPC) decreased 35% compared to October '19. Attractions and Cabins ad groups continue to generate the bulk of impressions – but Romantic Getaway impressions increased since September. Green Bay – Appleton DMA had the highest CTR at 17%, followed closely by Milwaukee and Madison DMAs.

Fall Digital Campaign

Programmatic Banner ads and Mobile/Desktop Video garnered over a million impressions. Mobile and tablet devices had a higher click through rate and PC had a higher video completion rate. Geotourism interests had the highest video completion rate compared to other ad groups. Chicago and Green Bay DMA’s had the highest CTR.



COMMUNICATIONS & PR DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in October. 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.
- 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.
- Media assistance was provided to **23** journalists/media outlets in October by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included AARP Magazine, AAA Living, Food Network Magazine, Midwest Features Syndicate, Journeys of Discovery, Phoenix Magazine, Men's Journal and Epicurious. Locally we assisted WDOR, Door County Daily News and Gannett Wisconsin media.
- We distributed 5 regional [media releases](#) in October.
- **18** articles were reported from our media marketing program efforts in October and reached a total of **144,646,399** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Creators Syndicate Online, St. Paul Pioneer Press, Reader's Digest online, Houston Chronicle online, Milwaukee Journal Sentinel online and the Washington Post. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- Since it began in 2007, the media marketing program has generated **\$28,524,932** worth of earned media coverage for Door County, including **\$403,557** in October.
- The return on investment for our media marketing program to date is **1,144%**. For every dollar spent, we have gotten back **\$11.44** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 8 journalists on a fall/autumn themed press tour with Geiger & Associates from October 12-15.
- We hosted 3 journalists on individual research trips in October.
- We have one more press trip scheduled for this year, a holidays/winter themed trip December 3-6, 2020.
Note - we continue evaluating the travel environment and will follow guidelines and travel advisories from health authorities at the time of the trip to ensure press trips are conducted responsibly and are safe for all involved.
- Views of DDC produced videos across all online platforms totaled **119,505** in October. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a video of [Cave Point on a blustery day](#), a video about [Jackson Harbor Soup](#), and a [Door to Door - Delivering Door County](#) video. On YouTube, our Door-to-Door [Places You've Never Seen in Door County](#) video, our [Door County Leave No Trace 7 Principles](#) video and our [Explore The Door Peninsula State Park](#) video were the top three most watched videos.



Recent Media Highlights

- The sustainable travel & adventure site [TerraDrift.com](#) highlighted Door County in an online story that published on 10/22/2020 by travel journalist Alisha McDarris. Read the story at [TerraDrift.com](#).
- Journalist Barry Adams of the *Wisconsin State Journal* was busy reporting during a recent visit and produced stories about [Door County tourism in 2020](#) (published 10/11/2020) as well as the [lighthouses of Door County](#) (published 10/11/2020). His Door County tourism story also ran in the [Kenosha News](#) on 10/12/2020.
- Travel journalist and photographer Art Weber wrote about fall in Door County in a story that ran in *The Press* on 10/4/2020. Check out the online version of the story on [PressPublications.com](#).
- Congratulations to show host Tom Wilmer and his [Journeys of Discovery](#) audio podcast. Tom won a silver award in the [Lowell Thomas Travel Journalism Competition](#) for his podcast about Door County's haunted lighthouses, cheese, cherries & family resorts. Listen to the award-winning episode about Door County [here](#).