

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	\$1,119,903	\$1,106,835	\$720,982	\$614,581			\$4,509,983

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	\$513,189	\$571,420	\$560,971	\$445,384	\$399,233	\$4,434,051

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	226,590	146,824	60,735	68,811	1,729,919
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%	129%	100%	115%	130%	111%

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	160,142	103,823	46,796	52,924	1,255,020

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	3.42	2.89	2.61	2.71	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	3.33	2.49	2.17	2.22	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	103,576	70,470	29,860	33,330	818,423

DoorCounty.com - Top Ten Most Requested Pages for the Month

December 2020

1) /homepage	5) /newsletter/december-2020/11-beautiful	9) /gift-certificates
2) /stay/log-cabin-log-house	6) /travel-updates	10) /newsletter/december-2020/20-things
3) /winter	7) /experience/events	
4) /experience	8) /stay	

DoorCounty.com - Top Ten Sources for the Month

December 2020

1) Google/organic	5) m.facebook.com	9) pinterest.com
2) Direct Traffic	6) yahoo	10) travelwisconsin.com
3) Destination Door County	7) duckduckgo	
4) bing	8) l.facebook.com	

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	1,984,249	1,642,433	416,433	2,764,057	18,294,663
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	1,535,593	1,238,250	333,295	251,274	13,088,455
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	680,060	589,043	260,923	233,858	6,476,952
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	66,624	48,520	15,143	27,952	623,070
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%	89%	83%	53%	65%	98%
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	125,063	125,594	125,549	125,653	6%

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	63,359	64,828	65,135	65,619	22%
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	40,164	52,362	34,043	271	394,074
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%	109%	114%	106%	1%	71%

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	7,202	7,247	7,248	7,252	4.84%
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	26,800	44,700	30,800	27,623	384,723
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%	45%	124%	62%	89%	68%

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	18,142	10,344	9,756	11,340	151,697

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	233,094	233,080	232,425	231,570	-3%

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%	35.80%	30.17%	24.56%	24.14%	29.49%

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%	5.31%	4.02%	2.59%	2.65%	3.69%

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	37,354,210	2,084,726	327,237	3,403,013	95,341,996

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	\$91,654	\$14,085	\$8,280	\$41,035	\$537,644
Co-Op Dollars	\$2,852	\$2,652	\$4,152	\$4,004	\$2,825	\$9,282	\$10,334	\$6,502	\$4,402	\$3,900	\$4,402	\$875	\$56,182

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	128,343	119,505	21,922	14,141	1,128,133

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	18,739,336	144,646,399	2,350,034	217,784	376,426,758
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%	97%	303%	9%	1%	108%

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	8	11	0	12	60
2020 Goal	0	8	0	0	0	0	6	14	12	12		8	60
% to Goal		113%					133%	86%	67%	92%		150%	100%

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	\$76,991	\$403,557	\$582,619	\$34,601	\$3,019,571

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	600	462	175	183	6,198
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%	86%	75%	43%	64%	85%

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	2,855	2,081	2,877	1,694	34,015
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%	103%	72%	195%	95%	101%

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	6,133	5,539	1,417	1,042	35,302

* 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	1031	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	1819	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	937	454	166	133	27,439
2020 Online	3,997	1,715	1,040	567	1,431	4,814	6,301	5,211	4,366	3,010	907	1,845	35,204

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	1,468	1,010	468	644	13,211

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	7	6	5	5	5
Platinum	586	583	581	581	582	580	573	561	566	553	520	500	500
Silver	110	112	111	109	93	92	95	109	109	97	95	83	83