

Room Tax Collections (30% Municipalities/4% DCTZC/66% DCVB)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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	\$113,909		\$4,660,101
2021													\$0

Sales Tax Collections (1/2% collected in Door County)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	\$335,455												\$335,455

DoorCounty.com - Web Site Visits (sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	99,012												99,012
2021 Goal	81,071	71,550	63,502	59,597	123,529	286,916	312,442	252,900	231,122	149,750	61,950	70,188	1,764,517
% to Goal	122%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%

DoorCounty.com - Web Site Unique Visits (users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	74,935												74,935

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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
2021	2.92												

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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
2021	2.39												

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	45,986												45,986

DoorCounty.com - Top Ten Most Requested Pages for the Month <i>January 2021</i>													
1) /homepage	5) /experience						9) /travel-updates						
2) /discover/guides-and-reports	6) /experience/events						10) /discover/guides-and-reports (View online)						
3) /discover/guides-and-reports/thank-you	7) /stay												
4) /winter	8) /stay/log-cabin-log-house												

DoorCounty.com - Top Ten Sources for the Month <i>January 2021</i>													
1) Google/organic	5) m.facebook.com/referral						9) Destination Door County Email						
2) Direct Traffic	6) Facebook/Instagram Ad						10) The Trade Desk/Html						
3) Google cpc	7) Facebook Ad												
4) bing/organic	8) yahoo/organic												

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	1,173,143												1,173,143
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	712,512												712,512
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	511,020												511,020
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	32,104												32,104
2021 Goal	47,018	53,136	42,707	39,887	54,425	97,723	79,282	59,946	67,957	49,491	15,445	28,511	635,528
% to Goal	68%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%
Likes	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
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%
2021	126,007												-100%
Received Messages	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2021	994												994

Social Media: Instagram													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
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%
2021	66,503												
Comments & Likes	January	February	March	April	May	June	July	August	September	October	November	December	Total
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	18,617	412,420
2021	36,432												36,432
2021 Goal	46,666	28,226	24,867	18,310	20,415	48,681	46,860	38,550	40,967	53,409	34,723	37,967	439,641
% to Goal	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%
Received Messages	January	February	March	April	May	June	July	August	September	October	November	December	Total
2021	842												842

Social Media: Twitter													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
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	4.38%
2021	7,158												-100.00%
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	36,908												36,908
2021 Goal	38,352	46,410	24,378	33,967	43,146	25,092	20,196	28,356	27,336	45,594	31,416	28,175	392,418
% to Goal	96%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%
Received Messages	January	February	March	April	May	June	July	August	September	October	November	December	Total
2021	154												154

Pay-Per-Click Results													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2019	7,554	7,080	11,305	10,866	12,797	16,264	19,465	20,134	16,874	14,272	7140	5503	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
2021	11,794												11,794

Door County E-Newsletter - Number of E-Mail Subscribers													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
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	-1%
2021	229,813												-100%

Door County E-Newsletter - Open Rates													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2021	26.39%												

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
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%
2021	2.95%												

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
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
2021	3,691,284												3,691,284

Advertising - Media Placed 2021													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$44,302												\$44,302
Co-Op Dollars	\$1,575												\$1,575

Online Video Views <i>(includes DDC video content on YouTube, Facebook, Vimeo, etc)</i>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	29,892												29,892

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	66,046,649												66,046,649
2021 Goal	32,495,838	21,930,129	35,133,559	24,677,505	26,492,650	13,118,736	48,136,139	19,006,142	21,237,009	79,915,740	27,109,723	30,566,551	379,819,722
% to Goal	203%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	2												2
2021 Goal		8			8	10	10	12	8	8		6	70
% to Goal		0%			0%	0%	0%	0%	0%	0%		0%	3%

Media Marketing Program - Ad Value Equivalency (AVE)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	\$412,672												\$412,672

Group and Meeting Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	509												509
2021 Goal	840	827	373	254	388	765	720	706	612	471	179	187	6,322
% To Goal	61%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%

Wedding Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	4,930												4,930
2021 Goal	3,621	3,252	1,823	1,485	2,344	5,280	3,596	3,598	2,912	2,123	2,935	1,728	34,697
% To Goal	136%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	14%

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	783												783

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

Destination Guide Requests & Online Views													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2019 Hard Copy	6,432	2,472	1,980	9,480	2,483	2,472	2,932	2,100	1,608	6751	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
2021 Hard Copy	9,761												9,761
2021 Online	7,374												7,374

Incoming Telephone Calls to the Door County Welcome Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
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
2021	647												647

DDC Memberships - 2021													
	January	February	March	April	May	June	July	August	September	October	November	December	EOY Totals
Gold	5												
Platinum	501												
Silver	83												