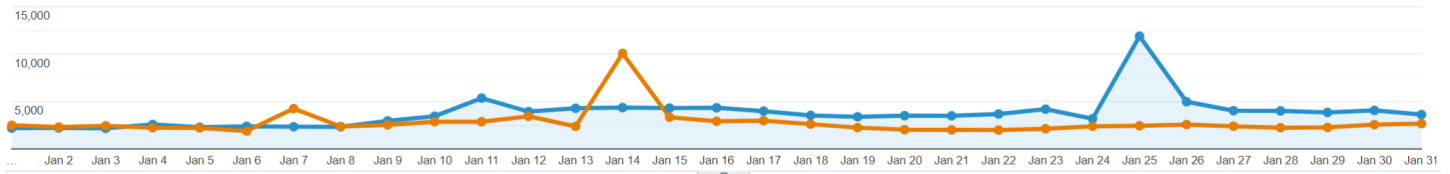


MARKETING & SALES DEPARTMENT

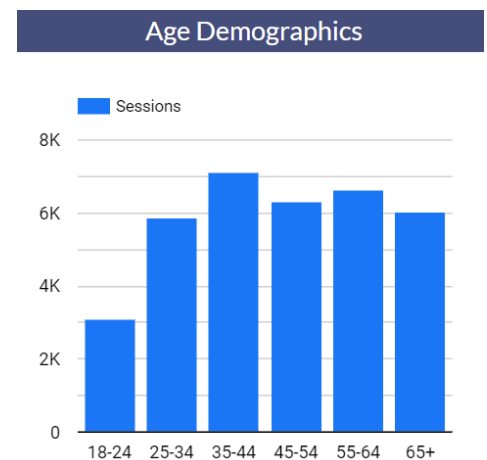
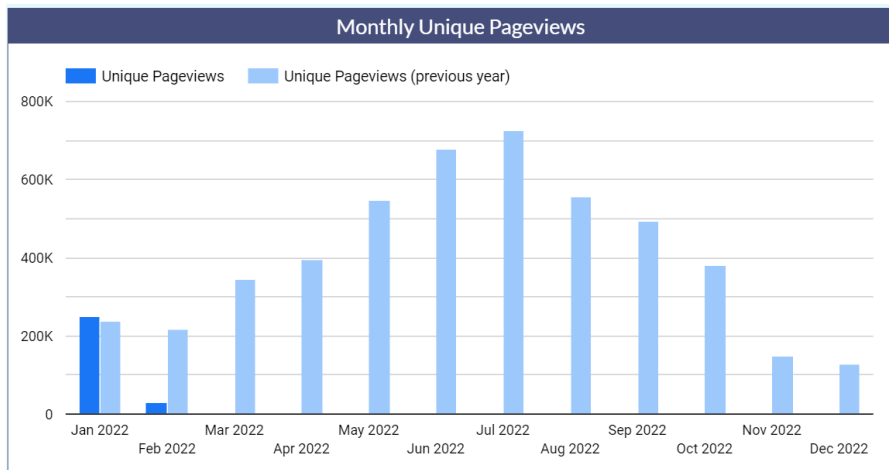
DOORCOUNTY.COM

Jan 1, 2022 - Jan 31, 2022: Users
Jan 1, 2021 - Jan 31, 2021: Users



First month of the new year started off strong. Almost all traffic sources were up compared to 2021, some showing overall gains and others shifting around in the mix. Organic, paid search, email, referral and social traffic all saw increases. The most popular pages last month included the homepage and the Door County Guide page followed by the Thank You page after a successful submission.

It was business as usual when it came to top cities driving traffic to the site. The largest major city driving traffic was Chicago followed by Milwaukee, then Madison. The growth of the 25-44 age group demographic has continued into 2022, something that was first seen in November 2021. Traditionally throughout the year we have been used to the 25-34 age group being the largest mix of website demographics.



Newsletter Analytics

Total Recipients

228,474

Successful Deliveries

226,689

Bounces

1785

Total Opens

71,098

Open Rate

39.69%

Total Clicks

7,355

Click-Through Rate

3.24%

January saw multiple email campaigns sent out with the most popular one being the Destination Guide. The most popular link in the email was the link to the guides and reports page followed by the winter festival and then Northwoods Farmstead link.

PAID MEDIA

We kicked off the year with our winter lead generation campaign through Facebook and Instagram. Google Adwords. Charging and sanitation station at the Beloit welcome center. WI Tourism Travel Guide. Digital Outdoor in Green Bay and Appleton. Digital ads in Milwaukee, Green Bay and Appleton. Paid social promoting winter visitation and weddings. Total media buy impressions were 6,232,878.

SOCIAL

FACEBOOK

Overall, impressions, engagements, and link clicks all shown great increases in January as compared to down trend percentage changes in the News Feed in December. Highlighting that post link clicks were up 1,932% from December and organic page likes increased 983% as well.



129,940 Followers



72,663 Followers



7,989 Followers



2,093 Followers



2,283 Followers

INSTAGRAM

Impressions stayed consistent, engagement showed slight decreases, but profile actions were increased by 30.6% over last month. This positive increase is due to promoting the new Visitor Guide. Continue to see a positive trend in saves on our posts, with an increase of 6.2% from December.

TWITTER

A more quiet month as far as impressions, engagement and post link clicks (all trending down) for the month of January as compared to the viral increase from AJ Dillon in December. To note: a large 316.7% increase in net followers (the total number of followers gained over followers lost) over the entire month of January.

ARRIVALIST DATA (November)

Door County Visitation Dashboard

Total est. US Adult Trips

56,734

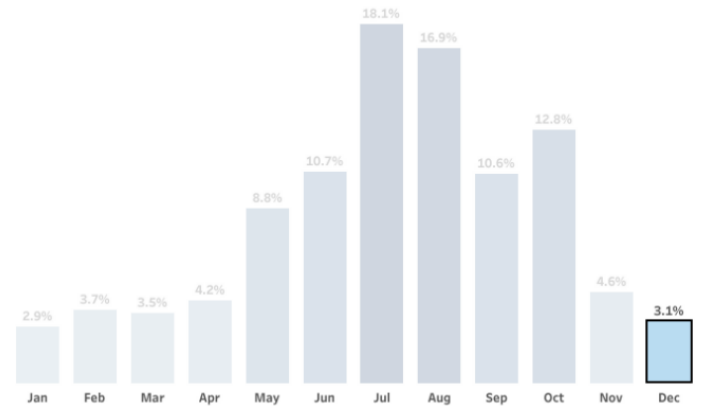
Average Nights

0.7

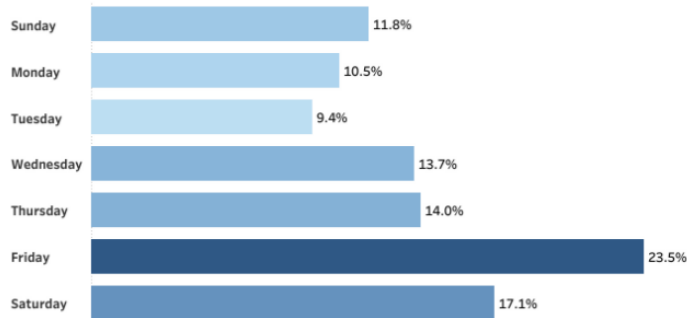
Top Origin Markets (DMAs)

DMA	Trips	Share of T...	Average Unique Nights
Green Bay/Appleton	21,537	38.0%	0.3
Chicago	11,505	20.3%	0.8
Milwaukee	11,118	19.6%	0.8
Madison	3,836	6.8%	0.9
Wausau/Rhineland	2,177	3.8%	0.6
La Crosse/Eau Claire	1,342	2.4%	0.7
Minneapolis/Saint Paul	1,213	2.1%	0.5
Denver	1,125	2.0%	0.7
Washington Dc	507	0.9%	3.9
Traverse City/Cadillac	345	0.6%	0.0
Providence/New Bedford	325	0.6%	2.2
Wilkes Barre/Scranton	320	0.6%	1.0
Rockford	265	0.5%	2.8
South Bend/Elkhart	228	0.4%	1.3
Marquette	217	0.4%	1.0
Detroit	174	0.3%	2.3
Cleveland	155	0.3%	4.2
Quincy/Hannibal/Keokuk	114	0.2%	0.5

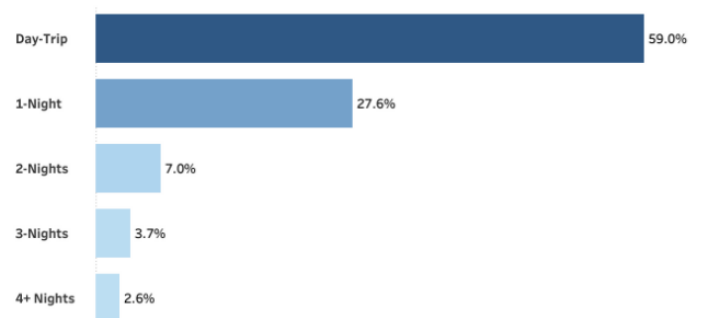
Trips by Month



Trips by Day of Week



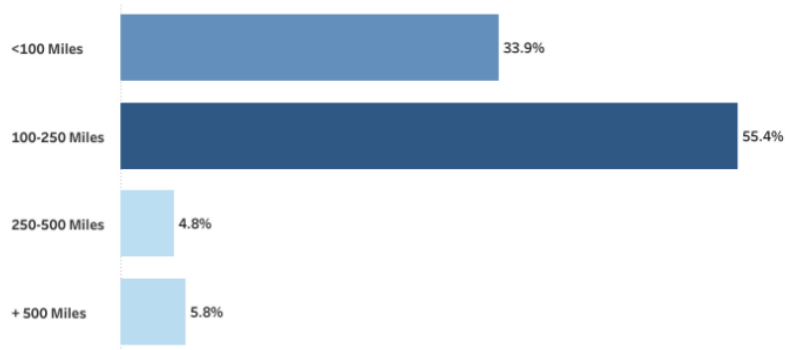
Trips by Length of Stay



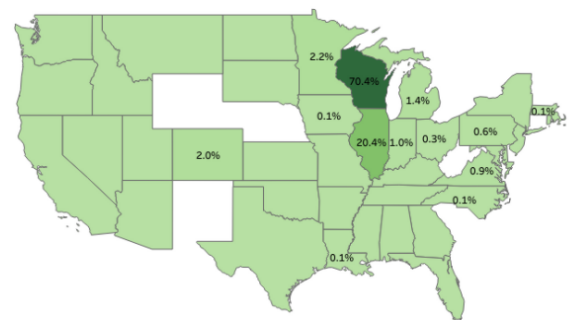
Average Distance Traveled

188.4 Miles

Trips by Avg. Distance Traveled (Miles)



Trips by Origin States



Total est. US adult Trips to POI

61,851

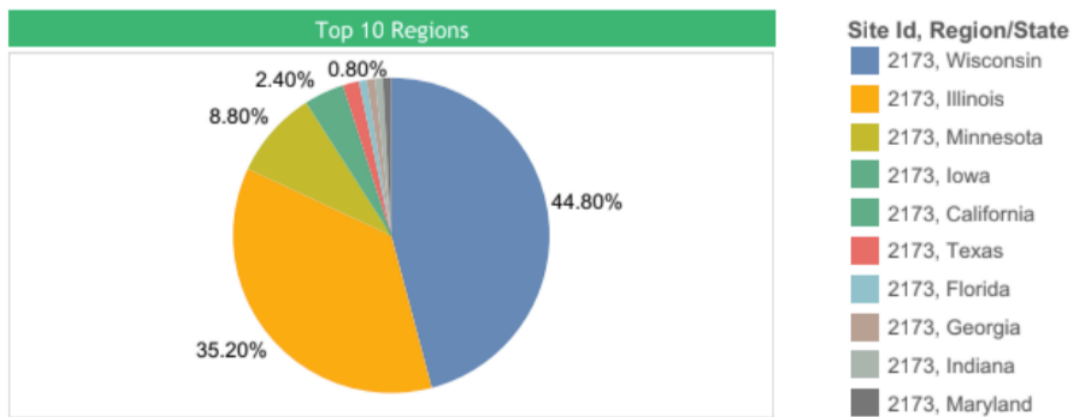
Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Sturgeon Bay East	10,547	17.1%	11.0
Egg Harbor	8,789	14.2%	11.0
Sturgeon Bay West	7,218	11.7%	18.8
Fish Creek	5,931	9.6%	14.5
Sister Bay	4,587	7.4%	11.2
Baileys Harbor	3,357	5.4%	12.5
Jacksonport	3,079	5.0%	17.8
Ephraim	2,996	4.8%	14.6
Washington Island	2,283	3.7%	12.4
Peninsula State Park	1,838	3.0%	1.5
Liberty Grove	1,243	2.0%	24.5
Al Johnsons	1,092	1.8%	0.9
Newport Resort	1,040	1.7%	11.6
Husby's	1,007	1.6%	0.9
Northport (Ferry Dock)	969	1.6%	0.6
Door Peninsula Winery	829	1.3%	1.0

BOOK DIRECT DATA: December (January numbers not available at time of reporting)

Book Direct data is the information gathered through the availability search on DoorCounty.com.

Total estimated booking revenue in December was \$660,547, ADR \$176.28, average length of stay 3.6 and Decembers reservations were booking out roughly 99 days. In Q4 estimated booking revenue was \$1.533 million, average advance stay 82.6 and ADR \$202.99. This completes one full year of Book Direct data. Going forward we will be able to compare YoY.



COMMUNICATIONS & PR DEPARTMENT

- Media assistance was provided to **16** journalists/media outlets in January by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included WLUK FOX 11's Good Day Wisconsin program, American Road Magazine, Milwaukee Journal Sentinel, New York Times, OnMilwaukee.com and locally WDOR radio and Door County Daily News.
- **17** articles were reported from our media marketing program efforts in January and reached a total of **590,684,300** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Houston (TX) Style Magazine, Conde Nast Traveler online, Bleu Magazine, Family Vacation Critic online, Yahoo online, Fodor's Travel online, Artisan Spirit Magazine, Forbes online and The Times of Northwest Indiana. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, our media marketing program has generated **\$32,935,819** worth of earned media coverage for Door County, including **\$376,301** in January.
- The return on investment for our media marketing program to date is **1,114%**. For every dollar spent, we have gotten back **\$12.14** worth of Door County media coverage measured in terms of ad value equivalency.
- We finalized our 2022 media marketing program [press trip schedule](#) with Geiger & Associates. We have seven trips scheduled, one trip each in the months of February, May, June, August, September, October and December.
- Distributed 2 regional press releases in January, one announced the winners of the [Hospitality Worker Thank You Campaign](#) (1/20/22) and one announced the debut of our [2022 Door County Official Destination Guide](#) (1/24/22).
- Views of DDC produced videos across all online platforms totaled **31,020** in January. Our most watched videos on Facebook included a video post about [Harbor Ice](#), a short video about a [modern farmhouse rental near Sister Bay](#), and a video highlighting the winners of our 2021 [hospitality worker thank you contest](#). On YouTube, a *Historic Door County* series video about [shipbuilding](#) was the most watched, followed by an *Our Door County* series video titled [Winter In Door](#), and third was a *Historic Door County* series video titled [The Ship Canal](#).

Recent Media Highlights

- *OnMilwaukee.com*'s Andy Tarnoff wrote a story about Door County in the winter that was published on 1/27/22. Read the story on [OnMilwaukee.com](#).
- *Forbes* online ran a travel feature about discovering Door County in the winter by travel journalist Adam Morganstern, published on 1/25/2021. Read the winter story about Friluftsliv in Door County on [Forbes.com](#).
- Travel journalist Brian Clark wrote about exploring Door County during the winter time in a story published on *Everett Potter's Travel Report* on 1/23/2022. Read the story on [EverettPotter.com](#).
- *WLUK FOX 11* featured the winter beauty of Cave Point County Park in a few segments during their Good Day Wisconsin program on Wednesday 1/19/2022 and again on Saturday 1/22/2022. Reporter/meteorologist Justin Steinbrinck was on location with DDC spokesperson Jon Jarosh to check out the ice formations and learn more. Watch the clips at [Fox11Online.com](#).
- The NPR radio program [Journeys of Discovery with Tom Wilmer](#) highlighted Door County in several recent episodes including [Door County Coffee & Tea](#) (1/25/2022), [Eagle Harbor Inn](#) (1/23/2022), [Turtle Bay Gallery & Boutique](#) (1/20/2022), [Clover & Zot restaurant](#) (1/18/2022) and [One Barrel Brewing](#) (1/16/2022). Host Tom Wilmer visited Door County in December 2021 as part of DDC's holiday press trip.
- The January/February 2022 issue of *AAA Living* included a 1-page story about the night sky viewing opportunities in Door County, including at our very own International Dark Sky Park, Newport State Park! The magazine was mailed to all AAA members in January, 2022. See a copy of what the story looked like here —>

