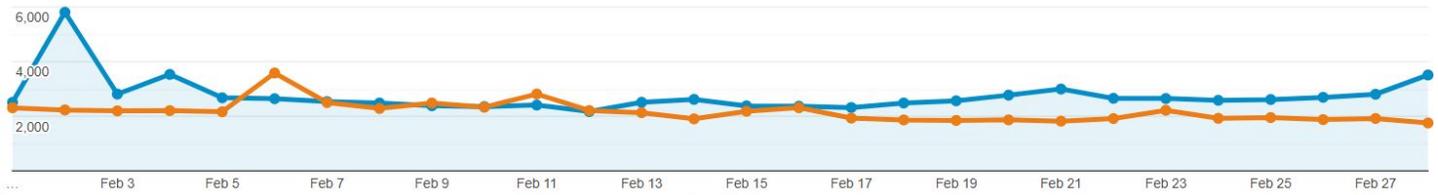


**MARKETING & SALES DEPARTMENT**

**DOORCOUNTY.COM**

Feb 1, 2021 - Feb 28, 2021: ● Users  
Feb 1, 2020 - Feb 28, 2020: ● Users



Users

**26.54%**

67,334 vs 53,211



New Users

**27.75%**

63,071 vs 49,369



Sessions

**30.31%**

88,450 vs 67,876



Number of Sessions per User

**2.98%**

1.31 vs 1.28



February was a strong month for overall site traffic seeing sessions increasing over 30%. Goal completions were also up a healthy amount during the month meaning the increase in traffic is also qualified traffic as well. Organic, Direct, Paid Search and Referral traffic all showed strong increases in sessions compared to 2019. The bulk of the session originated from organic searches in February. Some of the most popular pages visited in January included the usual “Winter”, “Experience”, “Events” and “Stay” pages.

Chicago area again drove the most traffic for the month, followed very closely by Milwaukee. 25-34 was the top age demographic hitting the site, much like the last few months of 2020 and 2021. The 55-64 age groups drove the 2nd most sessions on the month, also similar to what we have seen the last few months. Unique pageviews continued on the trend of improvement in January with a healthy increase.

February was the 10th straight month we’ve seen increases in organic traffic to the site. Organic Sessions were up 21% going from 41,122 sessions in 2020 to 50,059 sessions in 2021. Search queries looked very typical in February with many searches around winter activities, places to stay and general Door County information.



We have continued to see great email numbers in February. Open rate including the resend improved month over month at 30.83% up from 22% in February of 2020. The Full County Driving Tour, Lesser Known Door County, Door County Wineries, Guides & Reports, and Packages links were the most clicked in February's newsletter.

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## PAID MEDIA

### Google Adwords

Green Bay - Appleton and Milwaukee generated the highest click-thru-rate all markets and similar cost-per-click. Vacation Rental and Lake Rental keywords are currently trending. Mobile devices continue to command the majority of impressions and clicks.

### Winter Digital Results

Programmatic banner ads and mobile/desktop video garnered 795,899 and 591 clicks. Video had the highest CTR at .29%. Spring campaign began March 1st in Green Bay - Appleton and Milwaukee. The Feb/Mar Wedding Pinterest flight is scheduled to run 3/1 through 3/7.

### Recruitment Campaign:

The 2021 spring recruitment campaign will begin 3/29 and run through 4/25 in Milwaukee, Green Bay-Appleton, Madison and Chicago on programmatic mobile display and Facebook/Instagram. We are targeting students, temporary or seasonal workers, hospitality/tourism/outdoor industries and job seekers.



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## SOCIAL

**Facebook:** Month-over-month metrics showed a slight dip in impressions and engagement; however, link clicks and page likes both showed growth. The impressions and engagement numbers from February correlate closer to stats from October and November. December might be the outlier with the large number of impressions. The audience remained 80% women, while the median age range is 35-54. Received messages (number of wall posts, comments, and private messages): 749.

**Twitter:** Like Facebook, MOM saw a slight decline in impressions and engagement, but closer to the numbers in previous months. While Twitter is the smallest social audience, the page is growing and has a lot of potential moving forward. The audience is split almost 50/50 male to female with the median age range of 25-44. Received messages (direct messages and mentions): 5

**Instagram:** February had a more frequent posting cadence featuring a good mix of UGC and engaging videos. The page continues to grow with an additional 1,101 new followers. The audience is 75% female, and the median age range is between 24-44. Received messages (number of comments, mentions, and media tags): 329. Instagram likes: 23,987



125,912 likes



67,013 followers



7,182 followers



1,992 followers

## COMMUNITY UPDATES

### Community 2021 Projects:

**Sturgeon Bay:** Room tax- City Council approved room tax increase. Sevastopol wrote LOI for room tax increase. Looking into short term rental minimum night stay requirements.

**Sister Bay:** Room tax discussion approved with 3 year sunset clause.

**Egg Harbor:** Village wrote a letter of intent and the Town of Egg Harbor will revisit.

**Ephraim:** Revisiting room tax LOI 3/9

**Door County North:** Working on virtual Conoecopia

**Baileys Harbor:** Looking into STR minimum night stay requirements

**Other:** Easter egg hunts questionable. July 4th questionable but for sure fireworks in Sturgeon Bay and Baileys Harbor. Most concerts in the park are happening.

### County wide opportunities that DDC is exploring with communities:

- Destination Next Survey Results were reviewed and the group identified three key initiatives to pursue.
  - Development of a county-wide event
  - Increase regional collaboration on visitor centers/welcome centers.
  - Improve general public and corporate community support
- Partner on a CTA "What's New" virtual mixer to allow each community to talk about what's new

## OTHER INITIATIVES:

- Community Welcome Center audits
- At the beginning stages of developing Destination Stewardship Council through Green Destinations
- Leave No Trace Coordinator/Training
- CTA Lunch & Listen Mixer April 8 at 1-2:30
- Environmental survey compilation for visitor and residents (March release)
- On boarding packets for municipalities along with 3 presentations
- Research opportunities for county wide water filling and selfie stations
- Applying for Top 100 to start process to become a Green Destinations
- Launch CARE for Door County April 22, Earth Day.
- Final sync with Simpleview/Book Direct in progress with testing
- Creation of presentation to municipal boards on DDC operations and room tax spend
- Video production and release of Lesser Known Door County and Door County Unearthed
- Development of Sustainable Tourism Innovation Grants (STIG)
- ADA audit and updates to DoorCounty.com

## COMMUNICATIONS & PR DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities. 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.
- Media assistance was provided to **20** journalists/media outlets in February by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included *WLUK FOX 11, Outdoor Bound TV, Fido Friendly magazine, Chicago Tribune, OnMilwaukee.com, Cincy Magazine's special Midwestern Travel section and locally WDOR, Door County Advocate and the Washington Island Observer.*
- **12** articles were reported from our media marketing program efforts in February and reached a total of **140,872,845** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Forbes online, Chicago Tribune, Red Tricycle online, MKE Lifestyle Magazine, The Herald-Times and City-Lifestyle Online-Atlanta. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, the media marketing program has generated **\$29,871,825** worth of earned media coverage for Door County, including **\$227,001** in February.
- The return on investment for our media marketing program to date is **1,169%**. For every dollar spent, we have gotten back **\$11.69** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 8 travel journalists on our first small group press trip of the year in partnership with Geiger & Associates Public Relations. The winter themed trip took place Feb. 18-21, 2021.
- We have 7 more small group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for May, June, July, August, September, October & December. [View our complete '21 schedule.](#)
- We hosted travel journalist Maya McDonald from February 5-8, 2021 on an individual editorial research trip.
- We hosted travel journalist Lori Fredrich from February 25-28, 2021 on an individual editorial research trip.
- Distributed a [local press release](#) about the hiring of Whitey Meza as our new social media/digital content specialist.
- Distributed a [local press release](#) about the Door County Coastal Byway being named a National Scenic Byway.
- Distributed a [national press release](#) about the Door County Coastal Byway being named a National Scenic Byway.
- Views of DDC produced videos across all online platforms totaled **25,721** in February. 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 titled [County Parks - Lesser Known Door County](#), a video titled [Lesser Known Door County - Ice Age Trail](#) and a video titled [Lesser Known Door County - Door County Land Trust](#). On YouTube, our new [Door County Unearthed - Cherryland USA](#) video got the most views, followed by [Lesser Known Door County - Backpack Camping](#) and then [Door County Unearthed - Ridges Sanctuary](#).
- We continued setting up our new digital asset management system through Simpleview in preparation for a broad deployment of assets to the platform. This will be followed by a large metadata tagging project to get all assets catalogued and tagged properly, allowing for easy access via search by staff, our vendors, media members and more.
- We began a new aerial video project that will take the next year to complete. Project deliverables include four seasonal aerial highlight videos (spring, summer, fall & winter) and a fifth video highlighting all seasons in Door County. Additionally, all scenes in these videos will be added to our digital video library as individual b-roll clips.
- We began preliminary work on upcoming [National Travel & Tourism Week](#) (NTTW) initiatives that will be rolled out in early May. NTTW scheduled for May 2-8, 2021.



# Recent Media Highlights

- In a story published 2/26/2021, *Forbes.com* named the Door County Coastal Byway one of the most beautiful road trips in America. Read the story (example below left) by travel journalist Laura Begley Bloom on [Forbes.com](https://www.forbes.com).
- The *Milwaukee Journal Sentinel* included the Door County Coastal Byway in a story published on 2/25/2021 about recent roads in Wisconsin that achieved national recognition as National Scenic Byways. Story at [JSONline.com](https://www.jsonline.com).
- *WTHR NBC 13* (Indianapolis) meteorologist Chuck visited Door County last month as part of his [Chuck's Big Adventure](https://www.wthr.com) video series that highlighted winter activities around the Badger state. The segments aired last week. In Door County, video segments highlighted [ice fishing](https://www.wthr.com), [Cave Point County Park](https://www.wthr.com), [Al Johnson's](https://www.wthr.com), the [Door County Maritime Museum](https://www.wthr.com), & a [Door County Fish Boil](https://www.wthr.com). Scroll through all of Chuck's Wisconsin adventures on [WTHR.com](https://www.wthr.com).
- The *Chicago Tribune* (example, below right) published a full page Door County story by travel journalist Melanie Radzicki McManus that highlighted winter at Cave Point County Park. The story was published online on 2/10/2021 and ran in the Sunday 2/14/2021 print edition of the newspaper. The online version is for subscribers only, but can be found on [ChicagoTribune.com](https://www.chicagotribune.com).
- The *Chicago Tribune* included Door County's Chanticleer Guest House in a travel story by journalist Mary Bergin headlined "Wisconsin is for lovers" in the Sunday 2/7/2021 newspaper. Check out the story online at [ChicagoTribune.com](https://www.chicagotribune.com).
- *The Herald-Times* (Bloomington, IN) featured Door County's historic Hillside Waterfront Hotel in their Saturday 2/6/2021 newspaper with a story by travel journalist Jackie Scheckler Finch. Read the online version of the story (example below center, top) at [HoosierTimes.com](https://www.hoosiertimes.com).
- The travel site *GoNomad* highlighted Door County in a travel story by travel journalist Donnie Sexton that was published in early February 2021 on [GoNomad.com](https://www.gonomad.com).

**Forbes**

## It's Official: These Are The Most Beautiful Road Trips In America

Laura Begley Bloom Senior Contributor @LBloom  
ForbesWomen  
Transformative Travel: I look at how travel can change lives.

There's nothing more American than the great American road trip. As the writer Paul Theroux once explained, "It is in our nature as Americans to want to drive everywhere, even into the wilderness." And in the past year, road trips have become more appealing than ever, given that there's no better way to experience what's in our own backyard while safely socially distancing.

So the announcement of the Federal Highway Administration's newest National Scenic Byways and All-American Roads couldn't be better timed. For the first time since 2009, the agency has added 49 spots to its list of the most beautiful roads in America—the America's Byways collection—and we couldn't be more excited to get in the car and explore.

"Through their many unique qualities, each of these new additions to the National Scenic Byways program helps America's roads tell our national story," says Federal Highway Administration's executive director Tom Everett. "These special routes offer travelers exciting new opportunities to explore the nation, from coast to coast or close to home."

Wisconsin's scenic, long, winding Door County Coastal Byway (a.k.a. Highway 42) at its northernmost end. [-] [Learn More](#)

**Door County Coastal Byway - Wisconsin**

Wisconsin's Door County— which juts out into Lake Michigan—has been called the Cape Cod of the Midwest. When you see the quaint villages, lush forests and scenic vistas along the 55-mile-long Door County Coastal Byway, there's no wonder it made the list.

**homes**

## Historic Hillside Waterfront Hotel given new life as popular Door County resort

By Jackie Scheckler Finch

It's a beautiful sight to see the historic Hillside Waterfront Hotel in Door County, Wis., looking so new and so vibrant. The 1920s-era building, which once served as a grand hotel for the elite, has been completely renovated and is now a popular resort for tourists.

**Clockwise, from left:**  
 Forbes.com story;  
 Herald-Times story;  
 Chicago Tribune story,  
 WTHR NBC 13 Chuck's Big Adventure fish boil story.

**WTHR 13**

## Chuck's Wisconsin Woodland Adventure: Fish boil at White Cat Inn

By Chuck

It's a beautiful sight to see a large crowd of people gathered around a long table for a fish boil. The event is a popular tradition in Door County, Wisconsin, and is held at the White Cat Inn.

**Travel**

## Cave Point dazzles in winter

Visit Door County for ever-changing ice formations along Lake Michigan.

By Melanie Radzicki McManus

It's a beautiful sight to see the snow-covered trees and ice formations along the shore of Lake Michigan. Cave Point County Park is a beautiful winter destination.