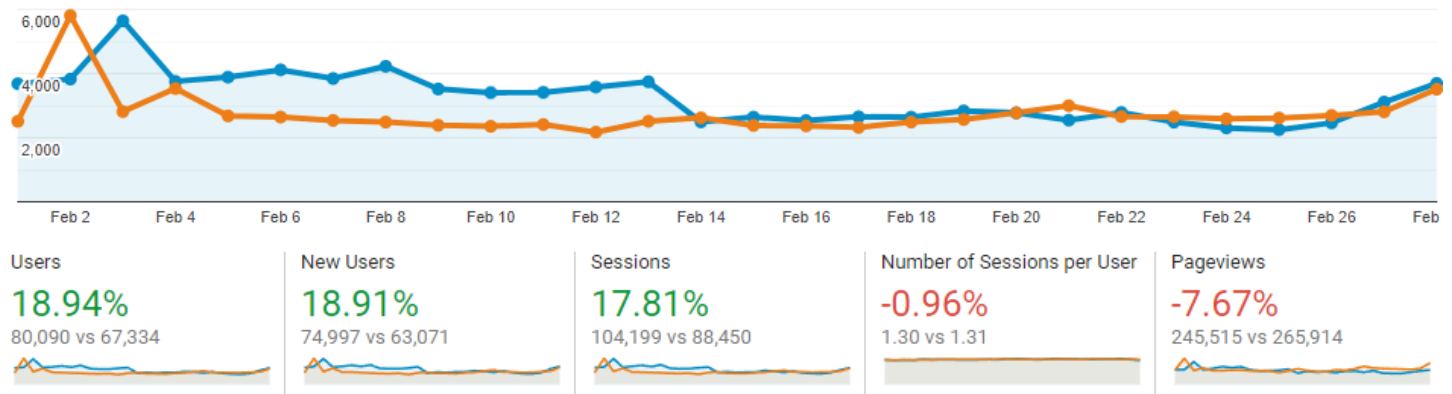


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Feb 1, 2022 - Feb 28, 2022: ● Users
Feb 1, 2021 - Feb 28, 2021: ● Users

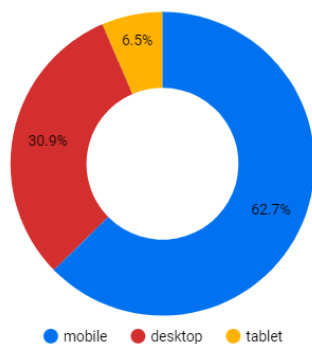


Much like January, February was up YoY for total traffic to the site. Both sessions and unique site visitors were up compared to 2021. Organic traffic was the largest driver of sessions for the month with (Other) and Paid Search channels behind that.

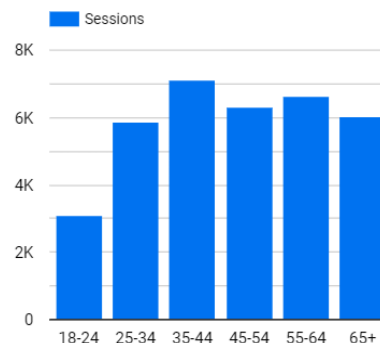
Nothing out of the ordinary for the top cities driving traffic to the site. The largest major city driving traffic was Chicago followed by Milwaukee, then Madison. The growth of the 35-44 age group demographic has continued into 2022, something that was first seen in November of 2021. Traditionally throughout the year we have been used to the 25-34 age group being the largest mix of website demographics. The 25-34 age group is now usually the 2nd largest demographic.

“Door County Gift Certificates” continued having a great month with a 73% CTR from organic search along with “Door County Winter” at 46% and “Door County In Winter” at close to 50%. In general search queries seemed to get away from the “Winter” focus we saw in January and back to the general Door County related searches for information, Washington Island and Baileys Harbor.

Device Breakdown



Age Demographics



Newsletter Analytics

Total Recipients	Successful Deliveries	Bounces	Total Opens
227,645	226,234	1411	77,232
Open Rate	Total Clicks	Click-Through Rate	
43.46%	6,399	2.83%	

February was a great month for email open rates. year over year with the resend the open rate in February grew from just over 30% in 2021 to over 43% in 2022. With the increase in open rate we also saw a decrease in overall CTR at the same time going from around 4.4% to 2.83%.

PAID MEDIA

In February we continued 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. Winter & Spring digital ads, paid social and YouTube in Chicago, St. Louis, Rockford, Milwaukee, Madison, LaCrosse/Eau Claire, Wausau, Green Bay and Appleton. Total media buy impressions were 5,119,803.

SOCIAL

FACEBOOK

We are almost a quarter of the way to reaching our engagement goal for the entire year over last month. Highlighting that organic impressions increased 32% and total comments were up 110% over January.



130,087 Followers

INSTAGRAM

There was a small increase in impressions of 1%, while our engagement was a bit more quiet this month showing a 16% decrease. Highlighting that our story replies were up 42% over the last month, which means our viewers were comfortable directly responding to our posts expecting a more personal interaction.



72,992 Followers



8,011 Followers

TWITTER

This month showed an increase of engagement from our followers: a 300% increase in @replies to our tweets and 23% increase in post clicks. To note: the tweet mentions from AJ Dillon, helped gain 40 more followers (an 8% increase over last month).



2,098 Followers



2,310 Followers

GROUP & MEETING

Overall, recent discussions with tour planners trend quite positively. We certainly seem to have turned the corner regarding COVID as the hesitation to travel has subsided. However, there are new obstacles to overcome as staffing shortages continue to have a major impact across the travel industry. With local lodging properties updating their group policies and some putting limits on accommodations for larger groups, this is making the planning process a bit more challenging. Same goes for booking tours and restaurants as many may have had to limit their capacity/hours/etc. But this challenge is not unique to Door County and I believe operators are adjusting as needed.

As a result of the conversations from the ABA Conference in Grapevine, TX (early January) and phone inquiries, I reached out to our partners that target the group and motor coach market to ask for helpful updates and changes to their group policies in order to better serve and assist operators and planners. I heard from approximately 20 businesses.

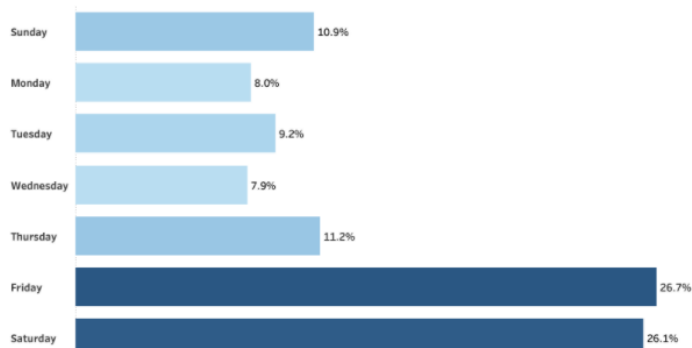
I've received a couple inquiries from meeting planners regarding business retreats for later this summer and family reunion inquiries have started to pick up.

ARRIVALIST DATA

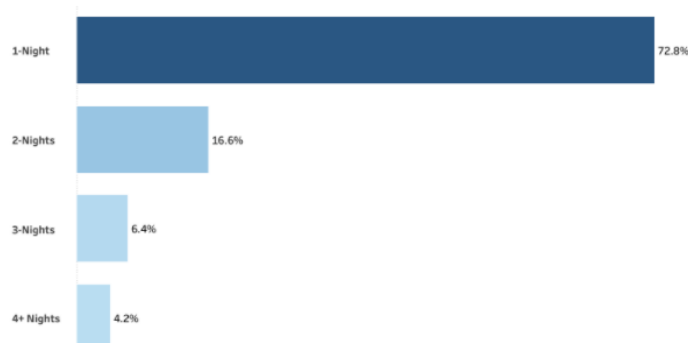
Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Chicago	5,630	35.0%	1.3
Milwaukee	3,491	21.7%	1.6
Green Bay/Appleton	2,678	16.7%	1.2
Madison	856	5.3%	1.8
Minneapolis/Saint Paul	754	4.7%	2.0
Wausau/Rhineland	722	4.5%	1.4
Duluth/Superior	554	3.4%	1.0
Grand Rapids/Kalamazoo/Battle Cre..	261	1.6%	2.0
Providence/New Bedford	231	1.4%	3.0
South Bend/Elkhart	209	1.3%	1.7
Biloxi/Gulfport	168	1.0%	1.0
La Crosse/Eau Claire	136	0.8%	1.5
Cedar Rapids/Waterloo/Dubuque	108	0.7%	4.0
Kansas City	90	0.6%	1.0
Des Moines/Ames	78	0.5%	1.0
Detroit	64	0.4%	1.0
Davenport/Rock Island/Moline	54	0.3%	2.0

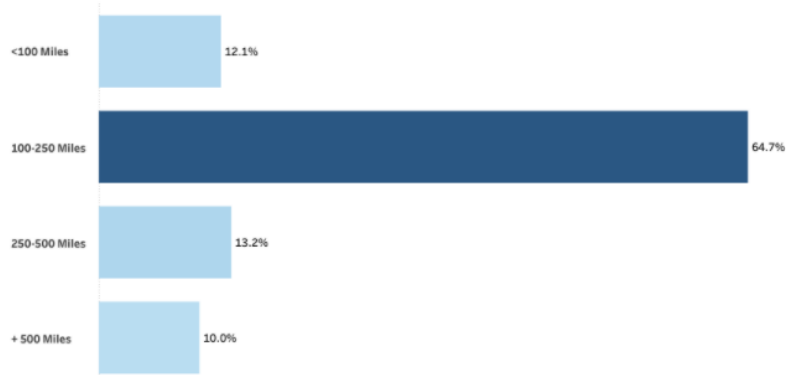
Trips by Day of Week



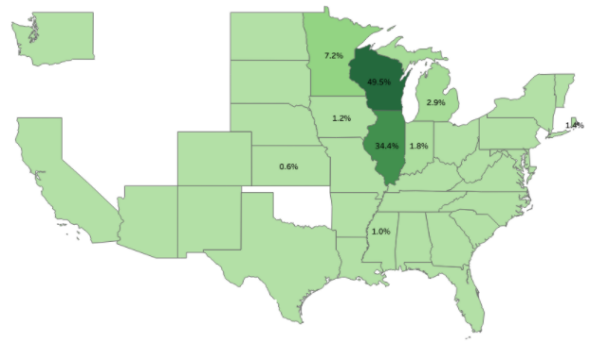
Trips by Length of Stay



Trips by Avg. Distance Traveled (Miles)



Trips by Origin States



Total est. US adult Trips to POI

47,324

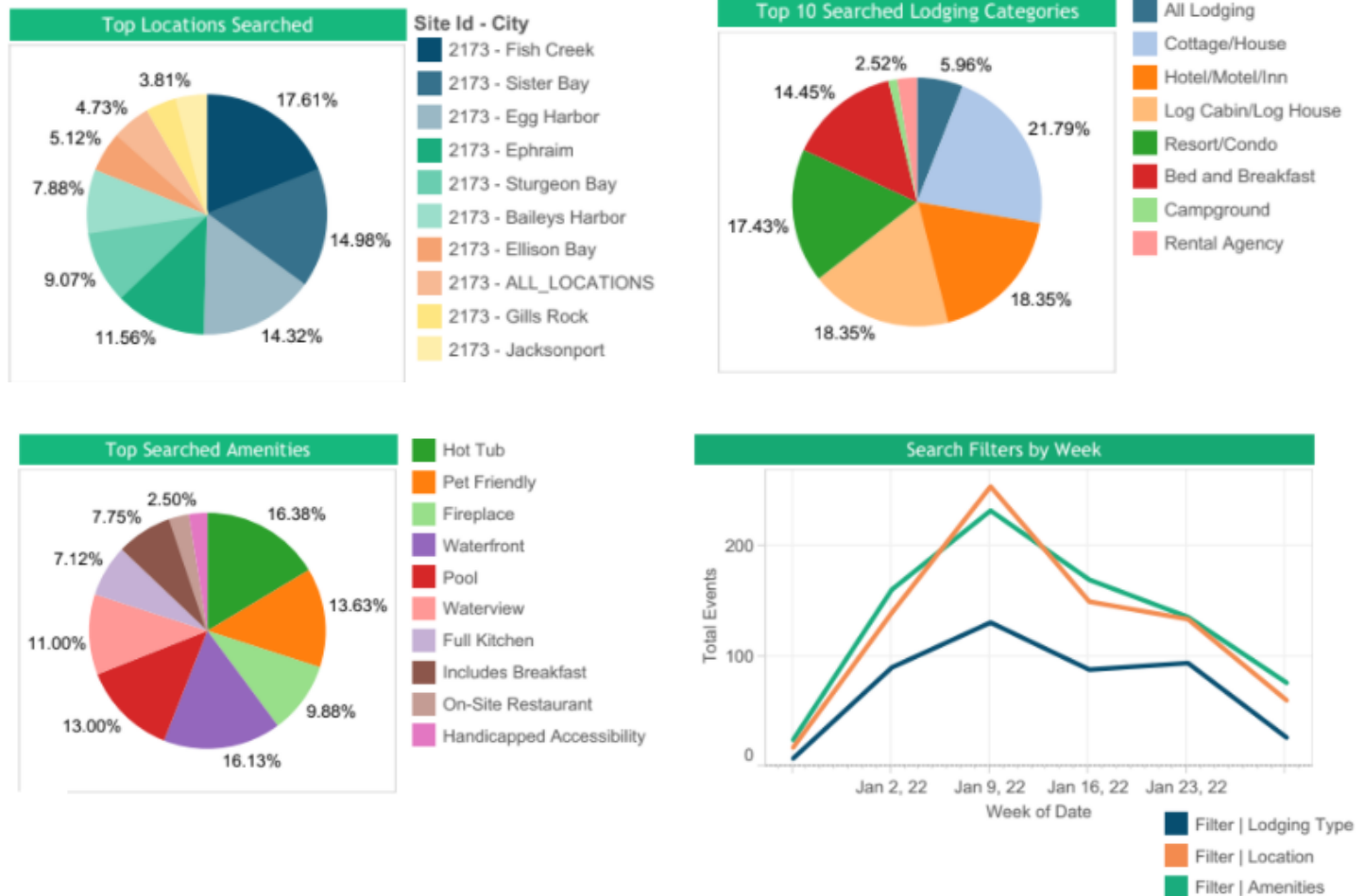
Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Sturgeon Bay East	9,590	20.3%	8.6
Sturgeon Bay West	5,854	12.4%	11.1
Fish Creek	5,082	10.7%	8.7
Baileys Harbor	3,958	8.4%	15.7
Egg Harbor	3,447	7.3%	9.4
Jacksonport	2,842	6.0%	5.5
Sister Bay	2,611	5.5%	14.0
Ephraim	2,144	4.5%	9.0
Liberty Grove	2,099	4.4%	11.9
Peninsula State Park	1,385	2.9%	2.9
Newport Resort	810	1.7%	9.6
Washington Island	726	1.5%	18.0
Stone Harbor Resort	664	1.4%	12.3
Cave Point County Park	640	1.4%	0.5
Al Johnsons	617	1.3%	1.0
Husby's	491	1.0%	1.1
Wild Tomato Pizza	479	1.0%	2.4
White Gull Inn	476	1.0%	0.8
Whitefish Dunes State Park	395	0.8%	0.9
Stones Throw Winery	381	0.8%	1.8
Nightengale Supper Club	361	0.8%	1.8
Lautenbach's Orchard	342	0.7%	0.8
Door Peninsula Winery	338	0.7%	0.7

BOOK DIRECT DATA: January (February 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 January was \$377,875, ADR \$185.17, average length of stay 3.6 and reservations were booked roughly 120 days out.



TOTAL REFERRALS TO PROPERTIES: 9,842

Overall Search to Referral Ratio 127.75%

Desktop 246.87%

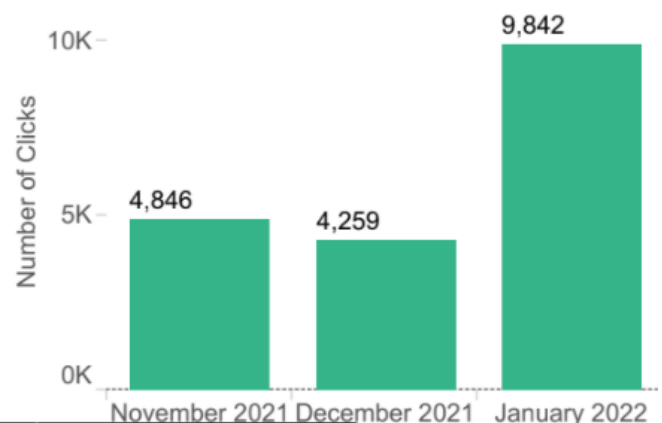
Mobile 55.86%

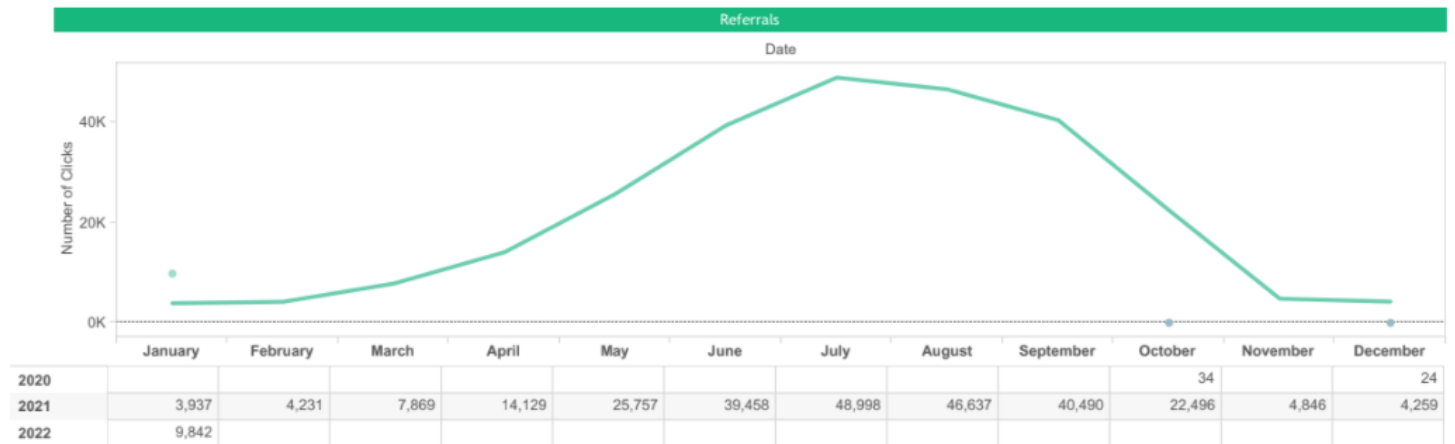
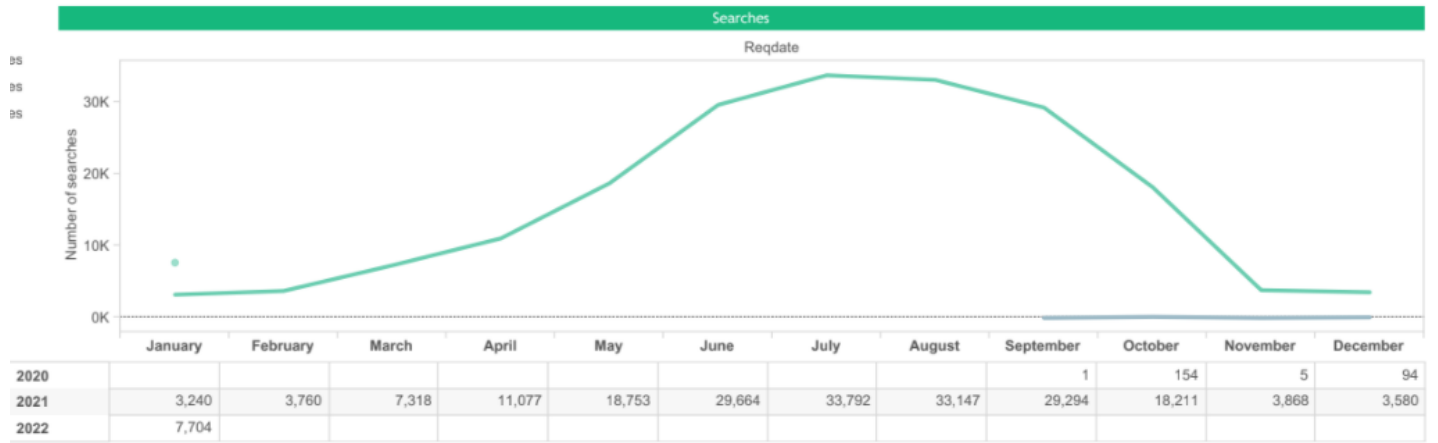
BOOK DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 71.86%

Desktop 148.27%

Mobile 39.06%





COMMUNICATIONS & PR DEPARTMENT

- Media assistance was provided to **15** 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 Shondaland, Outdoor Bound TV, USA Travel Guide, MetroSource Magazine, Go Escape Magazine, the Local 5 Live TV show on WFRV CBS 5, Experience Wisconsin magazine and locally WDOR radio and Door County Daily News.
- **51** articles were reported from our media marketing program efforts in February and reached a total of **27,765,369** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Houston Style Magazine online, Marketwatch online, the Norman Transcript online, The Cottage Journal magazine, Modern Luxury magazine (39 different regional outlets) and Lavender Magazine and Lavender Magazine online. 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 **\$33,199,533** worth of earned media coverage for Door County, including **\$263,714** in February.
- The return on investment for our media marketing program to date is **1,117%**. For every dollar spent, we have gotten back **\$12.17** worth of Door County media coverage measured in terms of ad value equivalency.
- We welcomed five travel journalists to Door County during our first press trip of the year, a winter themed trip that took place Feb. 17-20. Our next scheduled trip is set for May 5-8. View our complete 2022 [press trip schedule](#) online. Trips have been scheduled for February, May, June, August, September, October and December this year.
- Views of DDC produced videos across all online platforms totaled **23,356** in February. Our most watched videos on Facebook included a video post about [Winter Serenity in Door County](#), a *Door County Unearthed* series video about [Maritime History](#), and a short video about a [modern farmhouse rental near Sister Bay](#). On YouTube, a *Historic Door County* series video about [shipbuilding](#) was the most watched, followed by a *Historic Door County* series video about the [Ship Canal](#), and a *Door County Unearthed* series video about [Maritime History](#).

Recent Media Highlights

- *Shondaland*, Shonda Rhimes company, included Door County in an article by Nylah Burton titled "Scenic U.S. Destinations to Explore in 2022" on 2/9/22. Read the story on [shondaland.com](#).
- Travel+Leisure online included Door County in a story by travel journalist Tamara Gane on 2/24/2022 headlined "Why You Should Spend Your Next Vacation in a Small Town". Read the story on [TravelandLeisure.com](#).
- WFRV CBS 5's morning show Local 5 Live featured a lengthy segment on their 2/24/2022 live episode highlighting Door County's cherry industry along with local business WisCo Coffee on Washington Island. DDC's Jon Jarosh joined WisCo owners Miranda & Jakob Dahlke to chat on air with show hosts Lisa & Millaine. Watch the full segment on [WeAreGreenBay.com](#).
- The *Modern Luxury* line of publications included Door County in a travel story headlined "The 12 Hottest Bucket-List Destinations to Visit This Year" that was published in 39 different regional *Modern Luxury* publications around the country between mid-January and early February 2022. View different examples of the story in the digital [Chicago issue](#) or the [online version](#) from Los Angeles.
- Lavender Magazine featured a story by Carla Waldemar titled "Door's Open" on 1/27/22. Carla was here in December 2021 on a group press trip. Read the story on [lavendermagazine.com](#).
- Gotham Magazine featured Door County on 1/20/22 as one of "The 12 Hottest Bucket-List Destinations to Visit This Year." Read the story on [gothammag.com](#).
- *The Cottage Journal's* spring 2022 issue (at right) included a 3-page travel feature headlined "Discovering Door County." Check out a preview of the story at [TheCottageJournal.com](#) or find the Spring 2022 issue on newsstands nationwide through May 9, 2022.

