

| Room Tax Collections <small>(30% Municipalities/4% DCTZC/66% DCVB)</small> |           |           |           |           |           |             |             |             |             |           |           |           |             |
|--|-----------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-----------|-----------|-----------|-------------|
|  | 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  | \$5,132,565 |
| 2020   | \$81,590  | \$94,369  | \$48,679  | \$8,701   | \$79,078  | \$517,487   | \$1,149,860 | \$1,156,481 | \$779,667   | \$645,105 | \$122,001 | \$91,308  | \$4,774,325 |
| 2021   | \$107,280 | \$124,046 | \$144,580 | \$168,645 | \$451,699 | \$1,008,913 | \$1,514,720 | \$1,441,890 | \$1,016,478 | \$962,015 | \$194,613 | \$131,893 | \$7,266,773 |
| 2022   |           |           |           |           |           |             |             |             |             |           |           |           | \$0         |

| Sales Tax Collections <small>(1/2% collected in Door County)</small> |           |           |           |           |           |           |           |           |           |           |           |           |             |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
|  | 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 | \$341,315 | \$255,225 | \$331,566 | \$351,618 | \$449,426 | \$597,300 | \$602,055 | \$743,151 | \$600,343 | \$551,975 | \$474,545 | \$5,633,974 |
| 2022   | \$345,361 | \$379,656 |           |           |           |           |           |           |           |           |           |           | \$725,017   |

| 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  | 67,334   | 62,257  | 58,429  | 121,107 | 281,310 | 306,316 | 248,035 | 226,590   | 146,824 | 60,735   | 68,811   | 1,727,230 |
| 2021  | 99,012  | 88,450   | 138,319 | 151,011 | 206,878 | 251,525 | 275,979 | 240,525 | 218,222   | 182,148 | 78,706   | 66,024   | 1,996,799 |
| 2022  | 132,263 | 104,199  |         |         |         |         |         |         |           |         |          |          | 236,462   |
| 2022 Goal                                   | 100,992 | 90,219   | 141,085 | 154,031 | 211,016 | 256,556 | 281,499 | 245,336 | 222,586   | 185,791 | 80,280   | 67,344   | 2,036,735 |
| % to Goal                                   | 131%    | 115%     | 0%      | 0%      | 0%      | 0%      | 0%      | 0%      | 0%        | 0%      | 0%       | 0%       | 98%       |

| 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  | 67,334   | 100,773 | 111,508 | 145,585 | 177,695 | 191,997 | 170,208 | 155,096   | 127,822 | 60,967   | 50,925   | 1,434,845 |
| 2022  | 103,607 | 80,090   |         |         |         |         |         |         |           |         |          |          | 183,697   |

| 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    | 3.01     | 3.06  | 3.21  | 3.24 | 3.30 | 3.22 | 2.85   | 2.77      | 2.53    | 2.28     | 2.35     | 2.89    |
| 2022  | 2.29    | 2.36     |       |       |      |      |      |        |           |         |          |          |         |

| 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    | 2.55     | 3.03  | 3.21  | 3.26 | 3.34 | 3.42 | 3.25   | 3.17      | 2.45    | 2.07     | 2.17     | 2.86    |
| 2022   | 2.10    | 2.22     |       |       |      |      |      |        |           |         |          |          |         |

| 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  | 39,639   | 67,593 | 72,572 | 96,686 | 117,322 | 124,968 | 151,075 | 118,457   | 85,722  | 38,057   | 32,312   | 990,389 |
| 2022                                   | 66,178  | 48,277   |        |        |        |         |         |         |           |         |          |          | 114,455 |

| DoorCounty.com - Top Ten Most Requested Pages for the Month |  |                        | February 2022 |
|---|--|------------------------|---------------|
| 1) /homepage  | 5) /bewsletter/december-2020/20-things-to-do-during-winter | 9) /dine               |               |
| 2) /experience/events                                       | 6) /discover/guides-and-reports                            | 10)/stay/cottage-house |               |
| 3) /stay  | 7) /winter   |                        |               |
| 4) /lodgings  | 8) /experience   |                        |               |

| DoorCounty.com - Top Ten Sources for the Month |                                 |   | February 2022 |
|--|---------------------------------|---|---------------|
| 1) Google/Organic                              | 5) The Trade Desk / Link        | 9) yahoo/organic  |               |
| 2) Direct/None                                 | 6) DDC Email                    | 10) <a href="https://m.facebook.com/referral">m.facebook.com/referral</a> |               |
| 3) Google/CPC                                  | 7) <a href="#">bing/organic</a> |   |               |
| 4) Facebook/Facebook Ad                        | 8) The Trade Desk/ HTML         |   |               |

| 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 | 884,322   | 1,979,303 | 2,067,793 | 1,446,633 | 1,433,734 | 1,138,484 | 1,661,577 | 1,595,445 | 952,916   | 984,771  | 428,173   | 15,746,294  |
| 2022                   | 2,627,735 | 1,860,006 |           |           |           |           |           |           |           |           |          |           | 4,487,741   |
| 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    | 25,170    | 89,433    | 60,272    | 55,245    | 62,047    | 49,623    | 66,384    | 48,138    | 30,807    | 40,522   | 17,864    | 577,609     |
| 2022                   | 75,304    | 62,122    |           |           |           |           |           |           |           |           |          |           | 137,426     |
| 2022 Goal              | 32,746    | 25,673    | 91,221    | 61,477    | 56,349    | 63,287    | 50,615    | 67,711    | 49,100    | 31,423    | 41,332   | 18,221    | 589,155     |
| % to Goal              | 230%      | 242%      | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%        | 0%       | 0%        | 23%         |
| 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                   | 125,885   | 125,912   | 126,335   | 127,006   | 127,670   | 128,264   | 128,798   | 129,229   | 129,556   | 129,677   | 129,681  | 129,605   | 3%          |
| 2022                   | 129,940   | 130,087   |           |           |           |           |           |           |           |           |          |           |             |
| Received Messages      | January   | February  | March     | April     | May       | June      | July      | August    | September | October   | November | December  | Totals      |
| 2021                   | 994       | 728       | 5,395     | 1,700     | 987       | 1,663     | 2,072     | 3,064     | 1,543     | 1,515     | 1,840    | 856       | 22,357      |
| 2022                   | 249       | 282       |           |           |           |           |           |           |           |           |          |           | 531         |

| 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  | 67,013   | 67,549 | 68,024 | 68,708 | 69,548 | 70,328 | 70,972 | 71,538    | 71,907  | 72,103   | 72,411   | 9%          |
| 2022                    | 72,663  | 72,992   |        |        |        |        |        |        |           |         |          |          |             |
| 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  | 24,170   | 22,245 | 16,005 | 29,641 | 29,518 | 35,191 | 32,798 | 27,719    | 22,601  | 21,622   | 27,605   | 325,547     |
| 2022                    | 20,568  | 17,148   |        |        |        |        |        |        |           |         |          |          | 37,716      |
| 2022 Goal               | 37,160  | 24,653   | 22,689 | 16,325 | 30,233 | 30,108 | 35,894 | 33,453 | 28,273    | 23,053  | 22,054   | 28,157   | 332,052     |
| % to Goal               | 55%     | 70%      | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%        | 0%      | 0%       | 0%       | 11%         |
| Received Messages       | January | February | March  | April  | May    | June   | July   | August | September | October | November | December | Total       |
| 2021                    | 842     | 329      | 370    | 254    | 390    | 501    | 754    | 475    | 766       | 431     | 588      | 549      | 6,249       |
| 2022                    | 82      | 158      |        |        |        |        |        |        |           |         |          |          | 240         |

| 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   | 7,182    | 7,236  | 7,244  | 7,209  | 7,226  | 7,248  | 7,424  | 7,485     | 7,581   | 7,958    | 7,964    | 11.26%      |
| 2022                  | 7,989   | 8,011    |        |        |        |        |        |        |           |         |          |          | -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  | 33,810   | 42,256 | 26,888 | 27,014 | 24,659 | 23,468 | 75,913 | 22,421    | 25,457  | 259,467  | 32,408   | 630,669     |
| 2022                  | 26,537  | 20,695   |        |        |        |        |        |        |           |         |          |          | 47,232      |
| 2022 Goal             | 37,646  | 34,486   | 43,101 | 27,425 | 27,554 | 25,152 | 23,937 | 77,431 | 22,869    | 25,966  | 264,656  | 33,056   | 643,279     |
| % to Goal             | 70%     | 60%      | 0%     | 0%     | 0%     | 0%     | 0%     | 0%     | 0%        | 0%      | 0%       | 0%       | 7%          |
| Received Messages     | January | February | March  | April  | May    | June   | July   | August | September | October | November | December | Total       |
| 2021                  | 154     | 70       | 19     | 6      | 2      | 6      | 11     | 20     | 14        | 15      | 39       | 25       | 381         |
| 2022                  | 0       | 0        |        |        |        |        |        |        |           |         |          |          | 0           |

| 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  | 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 |
| 2021                  | 11,794  | 10,882   | 17,215 | 17,385 | 23,658 | 24,302 | 26,416 | 24,437 | 23,251    | 19,724  | 9,761    | 10,429   | 219,254 |
| 2022                  | 15,213  | 15,213   |        |        |        |        |        |        |           |         |          |          | 30,426  |

| 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 | 228,401  | 231,392 | 231,306 | 232,077 | 231,610 | 231,526 | 231,421 | 237,757   | 230,037 | 228,994  | 229,176  | 0%          |
| 2022  | 228,474 | 227,645  |         |         |         |         |         |         |           |         |          |          |             |

| 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%  | 30.83%   | 27.32% | 30.11% | 29.60% | 24.13% | 31.92% | 30.49% | 31.15%    | 28.84%  | 30.27%   | 40.02%   | 30.01%  |
| 2022                                  | 39.69%  | 43.46%   |        |        |        |        |        |        |           |         |          |          |         |

| 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%   | 4.41%    | 3.52% | 4.37% | 4.52% | 4.91% | 4.49% | 3.42%  | 5.40%     | 3.75%   | 3.19%    | 2.33%    | 3.94%   |
| 2022                                    | 3.24%   | 2.83%    |       |       |       |       |       |        |           |         |          |          |         |

| 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 | 1,647,058 | 7,516,993 | 16,241,205 | 31,619,680 | 3,177,316  | 1,047,443 | 11,010,706 | 15,294,236 | 948,243   | 529,641  | 213,239   | 92,937,044  |
| 2022                            | 6,232,878 | 5,119,803 |           |            |            |            |           |            |            |           |          |           | 11,352,681  |

| Advertising - Media Placed 2022 |          |          |       |       |     |      |      |        |           |         |          |          |          |
|---------------------------------|----------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|----------|
|                                 | January  | February | March | April | May | June | July | August | September | October | November | December | Total    |
| Total Paid                      | \$41,712 | \$35,404 |       |       |     |      |      |        |           |         |          |          | \$77,116 |
| Co-Op Dollars                   | \$5,965  | \$2,150  |       |       |     |      |      |        |           |         |          |          | \$8,115  |

| 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    |
| 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  | 25,721   | 54,102  | 48,921  | 40,058  | 36,214  | 32,037  | 37,357  | 39,050    | 25,981  | 12,089   | 16,651   | 398,073   |
| 2022  | 31,020  | 23,356   |         |         |         |         |         |         |           |         |          |          | 54,376    |

| 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  | 140,872,845 | 810,018,849 | 19,617,331 | 17,986,296 | 9,498,479  | 70,734,302 | 96,771,515 | 5,387,308  | 131,319,447 | 4,446,538  | 6,951,224 | 1,379,650,783 |
| 2022                                  | 590,684,300 | 27,765,369  |             |            |            |            |            |            |            |             |            |           | 618,449,669   |
| 2022 Goal                             | 53,467,459  | 42,786,399  | 107,238,229 | 31,452,072 | 36,086,538 | 11,376,783 | 72,593,239 | 25,788,833 | 28,251,044 | 111,123,308 | 35,985,059 | 8,159,520 | 564,308,482   |
| % to Goal                             | 1105%       | 65%         | 0%          | 0%         | 0%         | 0%         | 0%         | 0%         | 0%         | 0%          | 0%         | 0%        | 110%          |

| 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       | 10       | 0     | 1     | 6   | 11   | 7    | 6      | 8         | 11      | 0        | 10       | 72     |
| 2022   | 0       | 5        |       |       |     |      |      |        |           |         |          |          | 5      |
| 2022 Goal                                      | 8       | 8        |       |       | 8   | 12   |      | 12     | 10        | 10      |          | 10       | 70     |
| % to Goal                                      |         | 63%      |       |       | 0%  | 0%   |      | 0%     | 0%        | 0%      |          | 0%       | 7%     |

| 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 | \$227,001 | \$341,434 | \$53,255  | \$129,179 | \$104,567 | \$327,177 | \$565,405 | \$268,078 | \$688,673 | \$234,323 | \$65,602 | \$3,417,366 |
| 2022   | \$376,301 | \$263,714 |           |           |           |           |           |           |           |           |           |          | \$640,015   |

| 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     | 607      | 611   | 797   | 775 | 938  | 1006 | 745    | 562       | 550     | 368      | 275      | 7,743  |
| 2022                         | 585     | 499      |       |       |     |      |      |        |           |         |          |          | 1,084  |
| 2022 Goal                    | 519     | 619      | 623   | 813   | 791 | 957  | 1026 | 760    | 573       | 561     | 375      | 281      | 7,898  |
| % To Goal                    | 113%    | 81%      | 0%    | 0%    | 0%  | 0%   | 0%   | 0%     | 0%        | 0%      | 0%       | 0%       | 14%    |

| 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   | 2,979    | 2,986 | 2,571 | 2,614 | 3,812 | 2,740 | 2,401  | 2,115     | 2,058   | 1,767    | 1,271    | 32,244 |
| 2022               | 3,523   | 1,755    |       |       |       |       |       |        |           |         |          |          | 5,278  |
| 2022 Goal          | 5,029   | 3,039    | 3,046 | 2,622 | 2,666 | 3,888 | 2,795 | 2,449  | 2,157     | 2,099   | 1,802    | 1,296    | 32,888 |
| % To Goal          | 70%     | 58%      | 0%    | 0%    | 0%    | 0%    | 0%    | 0%     | 0%        | 0%      | 0%       | 0%       | 16%    |

| 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     | 1,037    | 2,175 | 640   | 4,487 | 4,462 | 5,760  | 4,951  | 4,681     | 4,386   | 936      | 924      | 35,222 |
| 2022                                  | 681     | 713      |       |       |       |       |        |        |           |         |          |          | 1,394  |

\* 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   | 1,733    | 2,233 | 2,443 | 1,959 | 2,092 | 1,744 | 1,451  | 848       | 531     | 247      | 75       | 25,117 |
| 2021 Online                               | 7,374   | 3,164    | 4,837 | 4,449 | 7,941 | 8,744 | 8,229 | 5,094  | 4,510     | 6,618   | 1,564    | 1,691    | 64,215 |
| 2021-22 WG                                | -       | -        |       |       |       |       |       |        |           | 3,173   | 350      | 107      | 3,630  |
| 2022 Hard Copy                            | 10,099  | 1,726    |       |       |       |       |       |        |           |         |          |          | 11,825 |
| 2022 Online                               | 5,287   | 2,923    |       |       |       |       |       |        |           |         |          |          | 8,210  |
| 2021-22 WG                                | 89      | 96       |       |       |       |       |       |        |           |         |          |          | 185    |

| 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     | 605      | 739   | 924   | 1,216 | 1,754 | 2,434 | 1,796  | 1,516     | 1,429   | 503      | 676      | 14,239 |
| 2022   | 684     | 597      |       |       |       |       |       |        |           |         |          |          | 1,281  |