

## MARKETING & SALES DEPARTMENT

We have officially gone one full year since the pandemic caused us to uproot programming and restructure how we market the county. It did however allow us to move forward and develop toward more county focused initiatives. We established our partnership with Leave No Trace to develop Door County's 7 LNT Principles, conduct local training to DDC staff, land managers and our community coordinators, conducted a resident and visitor survey ([click here for full report](#)) and started the process with our local land managers to get our parks and trails Gold Standard Certified.

On April 22nd we will be launching one the Door County Pledge that will fall under our Care for Door County campaign. The Pledge launch will include a pre-campaign call out to our stakeholders to educate them on the campaign and to get them to be the first to participate, eblast to our 230k newsletter subscribers, press release to key media outlets, social media creative to include video and "I took the Pledge" profile image frame. In addition to that we will be rolling it out at our local Everyday is Earth Day virtual event and UWGB & Wisconsin Dept. of Tourism virtual summit that same day. A toolkit with collateral, recommended social posts, video, logos will be available online and distributed through the welcome centers. This campaign came to fruition after analyzing our resident and visitor satisfaction surveys conducted in 2019 and 2020, our shift from Destination Marketing to Destination Management and understanding the need to protect a place we all love.



I will respect the water's vast  
and unpredictable beauty  
And practice water safety at all times

I will honor the local culture  
and traditions  
By exploring with an open heart  
and mind

I will follow the trails and paths  
Letting only my mind wander

I will discover my sense of wonder  
While finding new and undiscovered places

I will embrace nature's wild spirit  
Leaving it perfectly unchanged

I will do my part to preserve, protect  
and care for Door County, always.



Take the Pledge  
[doorcounty.com/pledge](https://doorcounty.com/pledge)

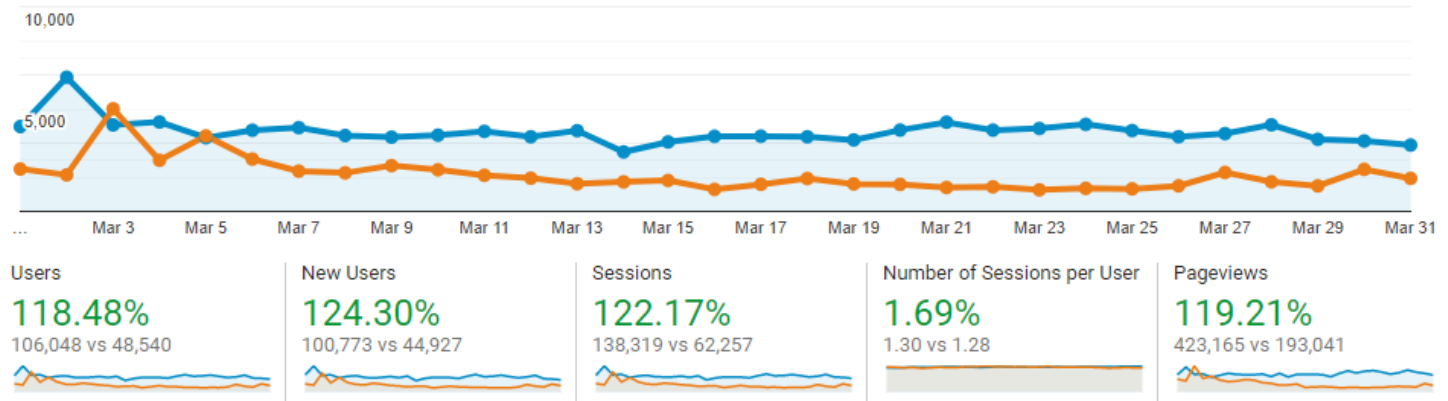


In addition to this campaign and LNT you will see a shift in content in an effort to educate on our culture and history, spread people out by highlighting lesser known areas of the county and encouraging them to come at different times of the year. Check out two new video series we have been rolling out this year. [Lesser Known](#) and [Door County Unearthed](#).

## DOORCOUNTY.COM

Mar 1, 2021 - Mar 31, 2021: ● Users

Mar 1, 2020 - Mar 31, 2020: ● Users



March saw an amazing YOY bounce back from the 2020 numbers with more than double the total session and visitors. After a turbulent start to spring last year it is good to see site activity back and better than ever. Organic, Direct, (Other), Paid Search and Referral traffic all showed strong increases in sessions compared to 2020. The bulk of these sessions originated from organic searches in March. Some of the most popular pages visited included the usual “Experience”, “Events”, “Stay” pages. There was a drop off in “winter” page visits with a gain in the scenic attractions page.

Milwaukee traffic overtook Chicago traffic in total sessions in March with Madison and Sturgeon Bay also sending a good amount of traffic to the site. 25-34 was the top age demographic hitting the site, much like the last few months of 2020 and start of 2021. Unique Pageviews continued on the trend of improvement in March and more than doubled from the year prior.

March was the 11th straight month that we have seen increases in organic traffic to the site. Organic Sessions were up 129% going from 31,514 sessions in 2020 to 72,353 sessions in 2021. Search queries looked very typical in March with many searches around things to do, rentals and places to stay.



### 4 Amazing Women from Door County History

March is International Women's Month, so here in Door County we are celebrating the contributions of women from our local history—from a filmmaker and arts pioneer to a suffragette, a conservationist, and more.

[View Article](#)

### Newsletter Analytics

Total Recipients

231,392

Successful Deliveries

229,411

Bounces

1981

Total Opens

45,619

Open Rate

27.32%

Total Clicks

8,086

Click-Through Rate

3.52%

We have continued to see great email numbers in March. Open rate including the resend decreased month to month but remained strong at 27.32%. The top links for the month include the “4 Amazing Women From Door County History”, “How Door County Got Its Name”, Open Hearth Lodge co-op ad and the “Historic Door County video series” pages. To view this newsletter and others visit [www.DoorCounty.com/newsletter](http://www.DoorCounty.com/newsletter).

## PAID MEDIA

### Google Adwords

Green Bay - Appleton and Milwaukee generated the highest click-thru-rate all markets and similar cost-per-click. Attractions ad group had the highest CTR at 21.12%.

Cabins, Things To Do and Rentals were also among the top searched terms. Overall March generated 17,215 clicks.

### Digital Results

Programmatic banner ads, native ads and mobile/desktop video impressions for March were 5.9 million impressions and generated 8,783 clicks. Native had the highest CTR and 65% of impressions ran on smartphones. Video had an average 72% completion rate.

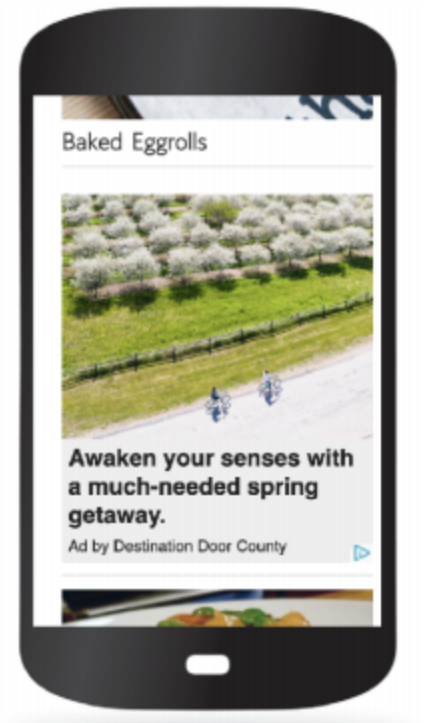
### Recruitment Campaign:

The 2021 spring recruitment campaign began 3/29 and runs 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.

### Future Campaigns:

Lead generation campaign began 4/5.

Summer ad campaign begins 4/12 and will showcase our wide open spaces while traveling responsibly through digital billboards, electric vehicle charging stations, print, podcasts, online interactive and social in our key geographic locations targeting eco-minded individuals.



## SOCIAL

**Facebook:** After a slightly down month in February, we saw a sharp increase in impressions, engagements, link clicks and comments. It was great to see that the top posts included the Door County fill in the blank question poll, which received almost 4,200 comments, and two video clips. Continuing to use video, UGC and audience participation as ways to engage the fans is key to keep building on the momentum.

**Twitter:** Like Facebook, Twitter saw increases in impressions, engagements, link clicks and retweets. UGC were the most seen and engaged with content on Twitter. Recommendations would be to include Twitter polls (once a month) as another way to increase audience participation and engagement.

**Instagram:** There was a great mix of content in March which led to an increase in impressions (almost 30%). With Instagram being the most visual platform, the audience enjoyed seeing more spring imagery after a long winter. Also, including video to the feed is a great way to stay in front of the ever-changing algorithm which still prioritizes video.



126,335 likes



67,549 followers



7,236 followers



1,984 followers

## GROUPS & MEETINGS

After a year of group tours and travel being put on hold, we are excited to start to get back into the swing of things. We've been in touch with several group-friendly businesses in order to obtain covid-specific policies and safety measures they plan to implement this coming season and share this information with tour planners so they are aware that it is safe to travel to and around Door County.

Coming up on April 11th, we will attend our first group travel show since January of 2020. Circle Wisconsin's Midwest Marketplace is being held (with several safety protocols in place) in Oshkosh where we will meet with approximately 35 tour operators eager to get back on the road and travelling again. The following week, Travel Alliance Partners will be holding their annual conference (virtually) where Door County will join other Wisconsin-based destinations and attractions to promote group travel to approximately 40 tour operators/planners. Looking ahead, we also plan to attend the American Bus Association annual conference held in June (virtually).

## COMMUNITY RELATIONS

We continue to meet with the community coordinators on a regular basis to build off of each other's efforts to support local businesses, residents and to better serve those that choose to visit Door County. In March the coordinators did a fresh eyes audit on each of their welcome centers to see where there are opportunities for improvement to better service our visitors. We will be reviewing their findings mid-April to see what future opportunities there may be.

April 8th we held our first CTA educational event where we had a group of 50 people sit in and listen to all the great things each community has in the works. The presentation included an introduction from each coordinator followed by event happenings, new or closed businesses and community projects. The presentation is available [HERE](#).

Lastly, we have been in planning and strategy mode when it comes to identifying new ideas to increase residential satisfaction when it comes to tourism and our organization. We have some great ideas stuck to the wall and can't wait to flush them out and present them to you. Some of those ideas include in county educational messaging like LNT so we can teach visitors what we expect from them. Others include water bottle filling stations, better or universal signage, assisting in a countywide recycling program at events and a more robust grant program.



## 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 **18** journalists/media outlets in March 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*, *Midwest Living*, *USA Today*, *2TravelDads*, *WTMJ NBC 4* and locally *WDOR*, *Peninsula Pulse Podcast* and *Door County Daily News*.
- **12** articles were reported from our media marketing program efforts in March and reached a total of **810,018,849** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included *GoNomad online*, *Traveling Mom online*, *Fido Friendly Magazine*, *Reader's Digest online* and *MSN online*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- We recently surpassed the **\$30 million** mark in media coverage! Since it began in 2007, our media marketing program has generated **\$30,123,259** worth of earned media coverage for Door County, including **\$341,434** in March.
- The return on investment for our media marketing program to date is **1,176%**. For every dollar spent, we have gotten back **\$11.76** worth of Door County media coverage measured in terms of ad value equivalency.
- 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 began or continued setting up individual research trips for 3 different travel journalists with plans to visit at the end of April (1) and in June (2).
- We kicked off a new social media influencer campaign with the Dept. of Tourism and held planning meetings and compared research notes. We are narrowing down our targeted list of influencers and look forward to welcoming some influencers as part of the program this spring and summer.
- Views of DDC produced videos across all online platforms totaled **54,102** in March. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a [live sunrise video on March 20](#), a [winter ferry ride aboard the Washington Island Ferry](#), [County Parks - Lesser Known Door County](#), a video titled [Historic Door County: Fisherman's Tale](#). On YouTube, our [Historic Door County - Shipbuilding](#) video got the most views, followed by a [Door to Door - Places You've Never Seen in Door County](#) video and then [Lesser Known Door County - Philanthropy](#).
- We continued setting up our new digital asset management (DAM) system through Simpleview in preparation for a broad deployment of assets to the platform. We started a large metadata tagging project on 7,000 assets already in the system to get them catalogued and tagged properly. This metadata tagging project will be ongoing and will allow for easy access to assets via search by staff, our vendors, media members and more. We anticipate total DAM system assets to be over 50,000 by June.
- We worked with Door County administrator Ken Pabich to get a special tourism proclamation on the county board's March 23 meeting agenda. We would like to thank the Door County Board of Supervisors for passing [proclamation number 2021-25](#) at their 3/23/2021 meeting, officially denoting May 2-8, 2021 as Travel & Tourism Week in Door County. We appreciate the county board recognizing the importance of tourism and the opportunity this special week provides us for enhancing industry awareness with residents.
- We continued coordinating efforts on upcoming [National Travel & Tourism Week](#) (NTTW) initiatives that will be rolled out in early May. NTTW is scheduled for May 2-8, 2021.



## Tourism Industry News

- A story in the *Wisconsin State Journal*, headlined "Adjusting, adapting and entrepreneurial drive helped buoy Wisconsin tourism in 2020" by journalist Barry Adams, published on 4/4/2021 and included Door County, Wisconsin Dells and others. Read the story on [Madison.com](http://Madison.com).

## Recent Media Highlights

- Reader's Digest* online included Door County in a story headlined "17 Spring Break Getaways That Don't Require Air Travel" that was published on 3/24/2021. Read the story on [RD.com](http://RD.com). This same story also got picked up on another national website, [MSN.com](http://MSN.com), which ran the story on 3/26/2021.
- Forbes online* included Door County's Peninsula State Park in a story by travel journalist Jared Ranahan headlined "Immerse Yourself In The Beauty Of Wisconsin With These Pristine Nature Preserves." Read the story, which was published on 3/28/2021, on [Forbes.com](http://Forbes.com).
- OnMilwaukee.com* highlighted Door County in a one tank getaway travel feature which was published on 3/17/2021. Check out what senior writer and dining editor Lori Fredrich wrote about her visit in late February at [OnMilwaukee.com](http://OnMilwaukee.com).
- MKE Lifestyle* magazine highlighted Door County in a travel story by journalist Katie Lott that ran in the February 2021 issue. Read the story in the digital version of the magazine [here](http://here).
- Milwaukee Magazine* highlighted the Door County Coastal Byway in a story published on 3/7/2021 about Wisconsin's two newest National Scenic Byways. Read the story on [MilwaukeeMag.com](http://MilwaukeeMag.com).
- Lonely Planet's* recent story about the 10 best beaches in Wisconsin included 5 (yes, half the list!) that are in Door County. Read the story that first appeared on 3/2/2021 on [LonelyPlanet.com](http://LonelyPlanet.com).
- The spring 2021 issue of *FIDO Friendly Magazine* (below) ran a story about Door County headlined "Beyond The Door" by publisher Susan Sims. Check out the online version of the story at [FidoFriendly.com](http://FidoFriendly.com).



Above: FIDO Friendly Magazine's spring 2021 issue featured Door County in a 3-page feature story.