

MARKETING & SALES DEPARTMENT

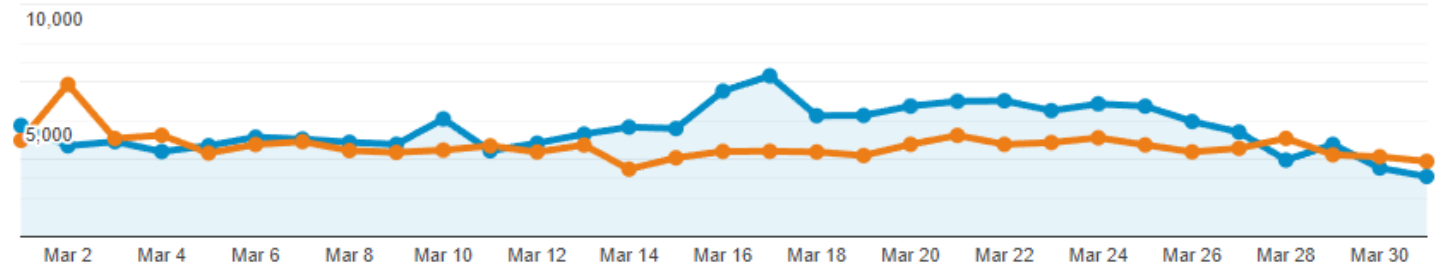
DOORCOUNTY.COM

Total site sessions increased by almost 14% in March with unique visitors just over 15%. We've seen a solid trend of increased site sessions as a whole over the last 5 years.

Top traffic channels for the month include Organic search and (Other) traffic which both drove over 55k sessions to the site. Paid Search and direct traffic also helped drive a considerable amount of sessions. Most people are reaching the site using a mobile device (63%) with a sizable portion using desktop devices (30%), the remaining were from people browsing on tablets.

Mar 1, 2022 - Mar 31, 2022: ● Users

Mar 1, 2021 - Mar 31, 2021: ● Users



Users

13.82%

120,705 vs 106,048



New Users

15.14%

116,027 vs 100,773



Sessions

17.14%

162,022 vs 138,319



Number of Sessions per User

2.91%

1.34 vs 1.30



Pageviews

-17.97%

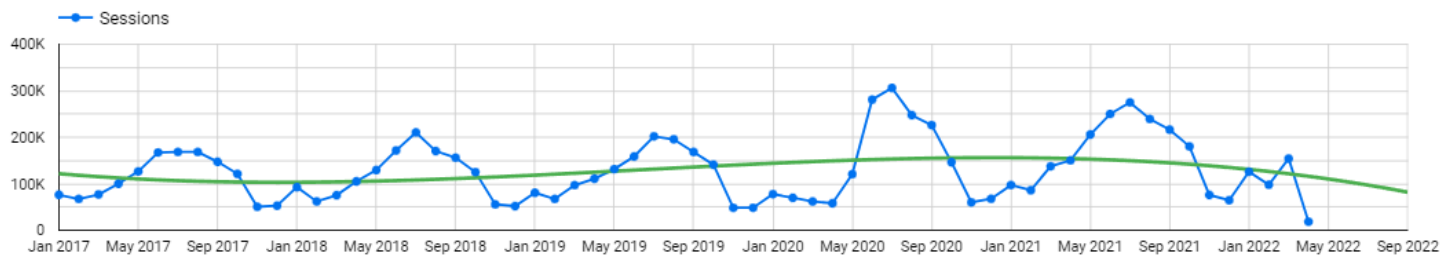
347,118 vs 423,165



Organic traffic and Referral traffic was some of the most engaged traffic in March. Both channels averaged around 2.7 pages per session along with an average session duration of over 3 minutes. The top landing page for the site is the homepage. Other popular landing pages included the /experience/events, /stay, and /lodgings pages.

Most YOY trend-lines are following a very consistent path with what we saw last year. Pageviews in March were down compared to 2021 but total sessions were up. This means more people are reaching the site but viewing less pages when they get there. Site bounce rate as a whole has also been steadily increasing and reached a 12+ month high in March. We will be looking at this more closely on a channel by channel basis and how it coincides with our advertising strategy. One observation was the search traffic to Door County Candle Company that contributed greatly to the bounce rate increase because people would search, hit our business directory page and then bounce off to DCCC's site. Great news for people finding what they want right away but bad news if you're looking at bounce rates and pages viewed.

Monthly Sessions Overall Trend Line - All site Traffic



Geographic & Demographic Data

	Metro	Sessions ▾	Users	New Users	Pageviews
1.	Chicago IL	42,512	30,776	29,077	83,074
2.	Milwaukee WI	23,583	17,243	15,736	55,333
3.	Green Bay-Appleton WI	17,027	12,948	11,992	38,621
4.	Madison WI	11,462	8,469	7,814	26,952
5.	(not set)	8,851	7,096	6,603	18,458
6.	St. Louis MO	7,638	5,209	4,987	12,488
7.	Minneapolis-St. Paul MN	6,413	4,644	4,394	19,079
8.	Wausau-Rhineland WI	3,716	2,647	2,460	8,916
9.	La Crosse-Eau Claire WI	3,489	2,450	2,289	8,283
10.	Rockford IL	1,690	1,215	1,109	3,702
11.	Denver CO	1,142	938	835	2,380
12.	New York, NY	1,075	938	911	1,944
13.	Detroit MI	882	705	637	2,075
14.	Tulsa OK	776	762	747	899
15.	Cedar Rapids-Waterloo-Io...	772	597	553	2,756

Device Breakdown

mobile desktop tablet

18-24

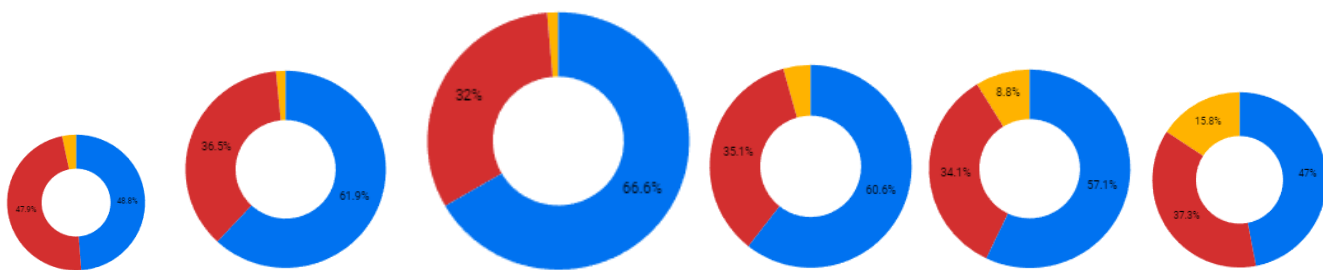
25-34

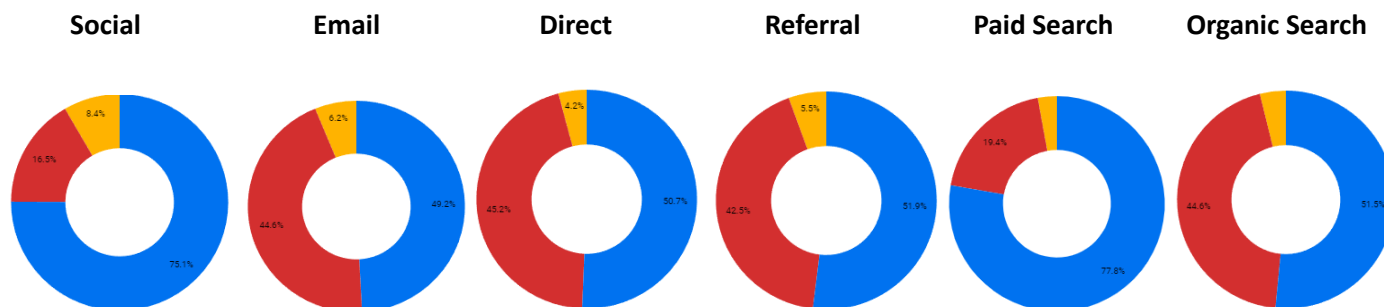
35-44

45-54

55-64

65+





Newsletter Analytics

Total Recipients

227,554

Successful Deliveries

226,465

Bounces

1089

Total Opens

80,410

Open Rate

45.29%

Total Clicks

8,055

Click-Through Rate

3.56%

Looking at the March newsletter send we saw improvements on many metrics compared to March of 2021. Total email recipients were around 4,000 people less than what we saw in March of '21 but we also saw less emails bounce. Total opens were much higher compared to last year with over 53k people opening the email vs 27k. Many people opened the email multiple times making for the total open number reaching over 80k. Recipients who clicked actually decreased YOY by around 200 but total clicks from those recipients increased.

PAID MEDIA

In March we started our Spring media campaign in our key DMA's. This included Google Adwords, Wedding Social and our Recruitment campaign in Wisconsin and Chicago. (Due to past performance we opted not to include MSP this year in our recruitment buy)

Media	Geo	Impressions	Clicks	CTR	Cost
Google Adwords	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	99,538	15,433	15.50%	\$10,015.88
Beloit Visitor Center	Beloit	125,000	n/a	n/a	\$300.00
WI Tourism Travel Guide		5,833	n/a	n/a	\$529.92
Spring Digital	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	8,720,701	64,222	0.74%	\$34,032.08
Weddings Facebook	Chicago, Milwaukee, Green Bay/Appleton, Madison	18,921	115	0.61%	\$79.65
Weddings Instagram	Chicago, Milwaukee, Green Bay/Appleton, Madison	18,564	30	0.16%	\$81.02
Weddings Pinterest	Chicago, Milwaukee, Green Bay/Appleton, Madison	4,961	85	1.71%	\$46.82
Spring Facebook	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	1,435,361	16,875	1.18%	\$5,792.05
Spring Instagram	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	813,093	5,361	0.66%	\$5,791.04
Spring YouTube	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	1,322,193	389	0.03%	\$11,333.52
Facebook In-Market	Door County	69,652	515	0.74%	\$497.67
Instagram In-Market	Door County	43,718	80	0.18%	\$496.53
In-Market Digital	Door County	138,390	159	0.11%	\$1,188.88
Facebook Recruitment	Wisconsin, Chicago	199,427	4,935	2.47%	\$1,092.24
Instagram Recruitment	Wisconsin, Chicago	120,019	1,304	1.09%	\$1,084.76
Recruitment Digital	Wisconsin, Chicago	419,648	285	0.07%	\$2,142.81
		13,555,019			\$74,504.87



SOCIAL

FACEBOOK

Total impressions (including both organic and paid) showed a 69% increase in change from last month's metrics, especially on the paid advertising side. Highlighting also that organic page likes were up 26% from last month.



130,286 Followers

INSTAGRAM

Some high increases over last month on this platform, here are a couple to highlight: total impressions were up 160%, net followers grew by 121%, story replies increased 110% and profile actions had a 411% increase. On 3/17 we hosted an Instagram Story specific giveaway by answering general Door County trivia. Interactions/engagement show high peaks during this time frame.



73,721 Followers



8,054 Followers



2,100 Followers

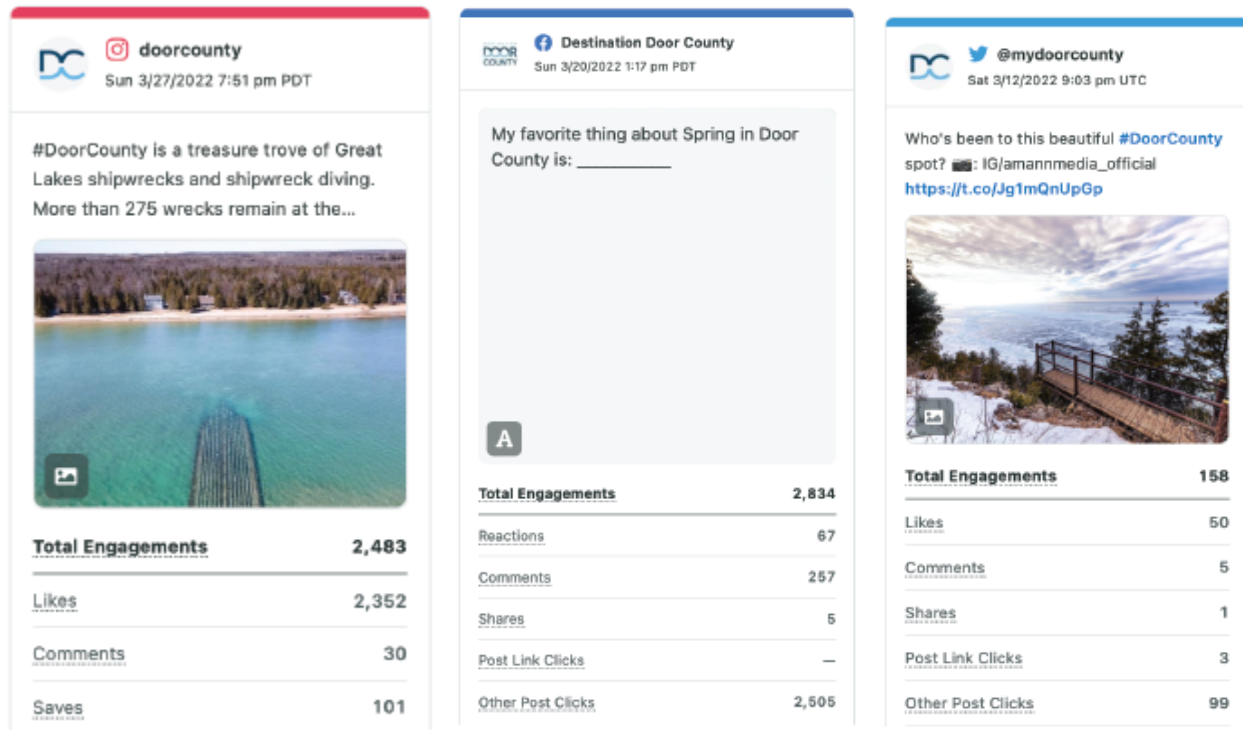
TWITTER

This platform continues to steadily grow, and over this last month our new follower growth increased 95%. Comparing to our competitor set, it's great to see these increases with our organic efforts. Impressions showed an increase of 29% and post link clicks rose 62% from last month.



2,350 Followers

TOP PERFORMING POSTS



GROUP & MEETING

This time of year, tour operators are busy planning their 2023 trips or finalizing their 2022 tours happening later this summer/fall. Of note, we received inquiries from a planner regarding a tour that includes stops in Fond du Lac, Manitowoc and Green Bay and ending with a visit to Door County. Additionally, we've received two requests for lodging and activities for car clubs planning a visit this summer/fall.

Midwest Marketplace, hosted by Circle Wisconsin, took place March 27-29 in Bloomington, MN. DDC was joined by other Door County partners, including Rowleys Bay Resort and Door Peninsula Winery to help promote our destination and group tour opportunities. We conducted 32 total appointments with qualified tour operators throughout the midwest region (with a few from outside the region). Overall, it was a tremendous success being able to answer questions, provide information and catch up with planners.

ARRIVALIST DATA

Visitation Report - Includes Day Trips

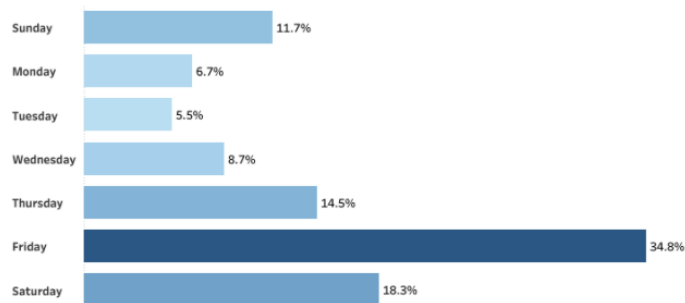
Total est. US Adult Trips

51,067

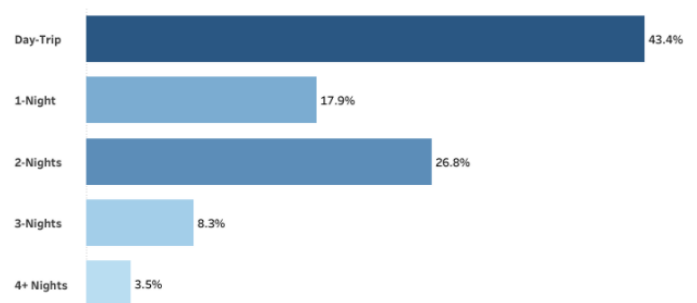
Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Green Bay/Appleton	25,042	49.0%	0.6
Milwaukee	11,098	21.7%	1.7
Chicago	5,933	11.6%	1.7
Wausau/Rhineland	4,074	8.0%	0.8
Madison	2,375	4.7%	2.8
Minneapolis/Saint Paul	713	1.4%	3.3
La Crosse/Eau Claire	357	0.7%	1.7
Traverse City/Cadillac	158	0.3%	1.0
Rockford	142	0.3%	1.4
Cedar Rapids/Waterloo/Dubuque	134	0.3%	2.0
Null	112	0.2%	2.0
Saint Louis	112	0.2%	4.0
Cleveland	103	0.2%	4.0
Flint/Saginaw/Bay City	102	0.2%	2.0
Grand Rapids/Kalamazoo/Battle Cre..	100	0.2%	1.0
Marquette	97	0.2%	1.0
South Bend/Elkhart	92	0.2%	2.0
Davenport/Rock Island/Moline	74	0.1%	1.0
Baton Rouge	71	0.1%	4.0

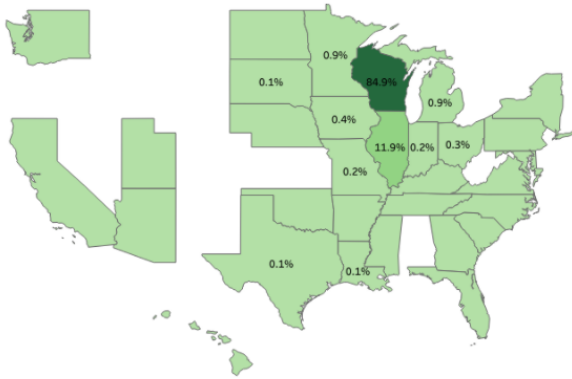
Trips by Day of Week



Trips by Length of Stay



Trips by Origin States



Trips by Avg. Distance Traveled (Miles)



Visitation Report- Excludes Day Trips

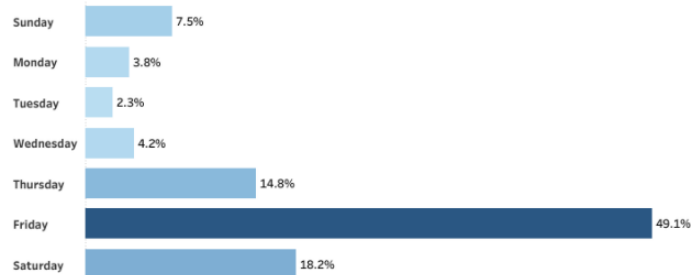
Total est. US Adult Trips

48,843

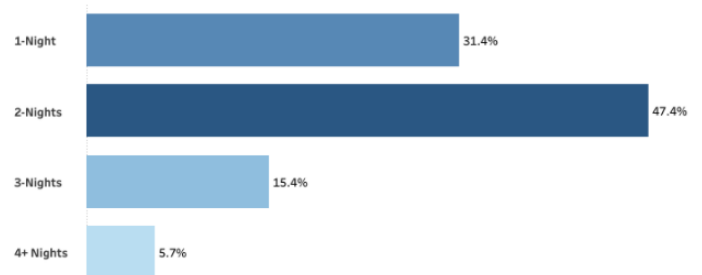
Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Green Bay/Appleton	14,944	30.6%	1.7
Milwaukee	14,007	28.7%	2.1
Chicago	8,562	17.5%	1.9
Madison	3,569	7.3%	2.7
Wausau/Rhineland	2,856	5.8%	1.9
Minneapolis/Saint Paul	1,080	2.2%	3.7
La Crosse/Eau Claire	477	1.0%	2.3
Saint Louis	467	1.0%	2.5
Marquette	324	0.7%	1.0
Phoenix	286	0.6%	2.3
Cedar Rapids/Waterloo/Dubuque	280	0.6%	3.0
Peoria/Bloomington	257	0.5%	3.0
Grand Rapids/Kalamazoo/Battle Cre..	224	0.5%	2.1
Detroit	172	0.4%	4.0
Traverse City/Cadillac	158	0.3%	1.0
Rockford	142	0.3%	1.4
Davenport/Rock Island/Moline	133	0.3%	1.4

Trips by Day of Week



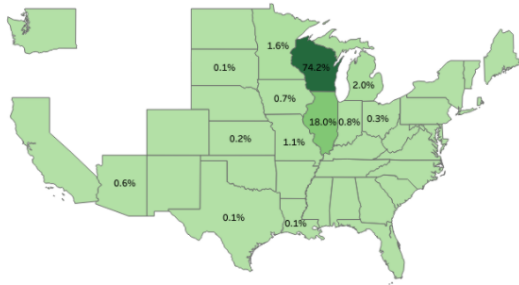
Trips by Length of Stay



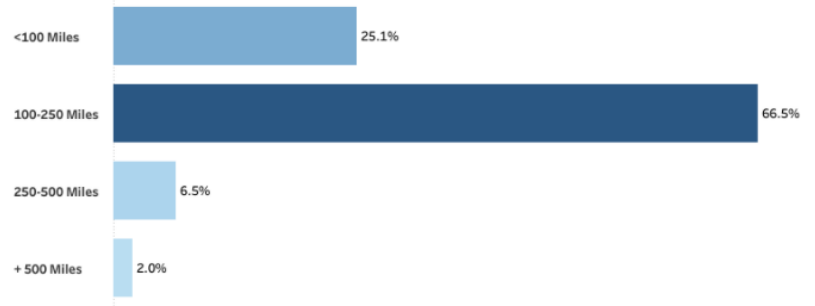
Average Distance Traveled

171.9 Miles

Trips by Origin States



Trips by Avg. Distance Traveled (Miles)



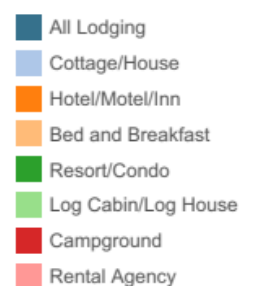
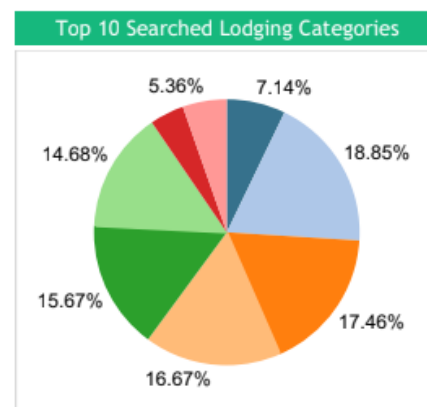
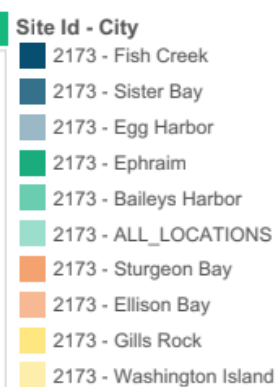
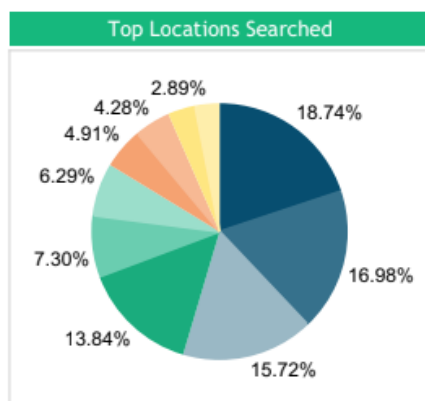
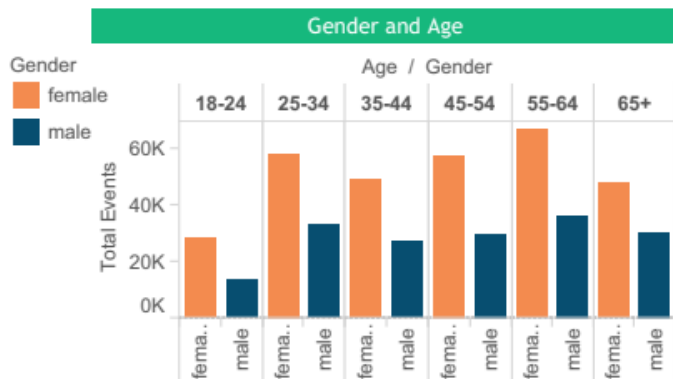
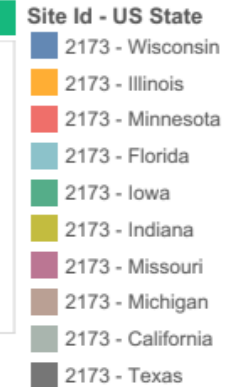
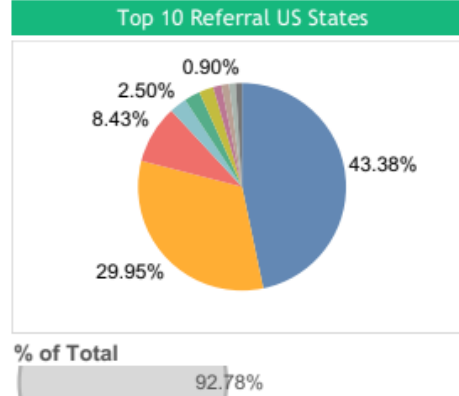
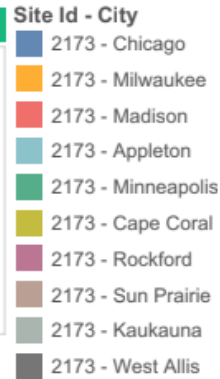
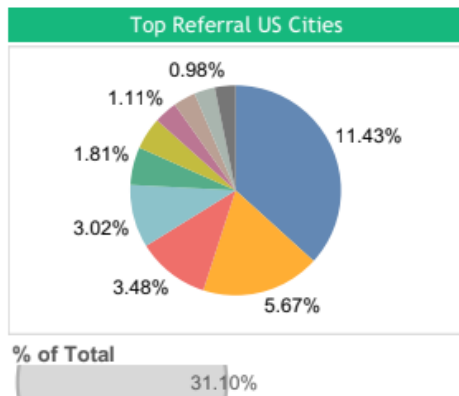
Trips by POI

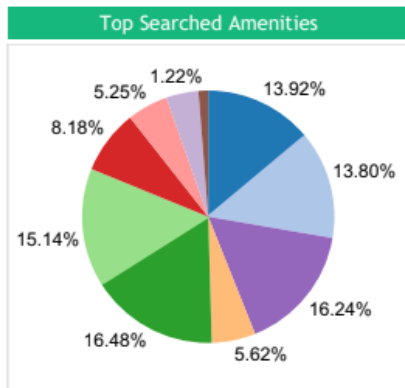
Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Sturgeon Bay East	10,380	13.7%	18.2
Sturgeon Bay West	9,892	13.1%	19.4
Egg Harbor	8,935	11.8%	16.4
Fish Creek	7,959	10.5%	16.8
Baileys Harbor	5,761	7.6%	28.5
Sister Bay	4,194	5.5%	18.3
Ephraim	2,917	3.9%	21.5
Cave Point County Park	2,519	3.3%	0.7
Peninsula State Park	2,356	3.1%	4.7
White Gull Inn	1,990	2.6%	2.3
Wild Tomato Pizza	1,794	2.4%	0.7
Al Johnsons	1,782	2.4%	0.8
Door Peninsula Winery	1,598	2.1%	0.8
Liberty Grove	1,504	2.0%	28.1
Jacksonport	1,209	1.6%	15.1
Whitefish Dunes State Park	1,070	1.4%	19.3
Nightengale Supper Club	957	1.3%	1.7

BOOK DIRECT DATA

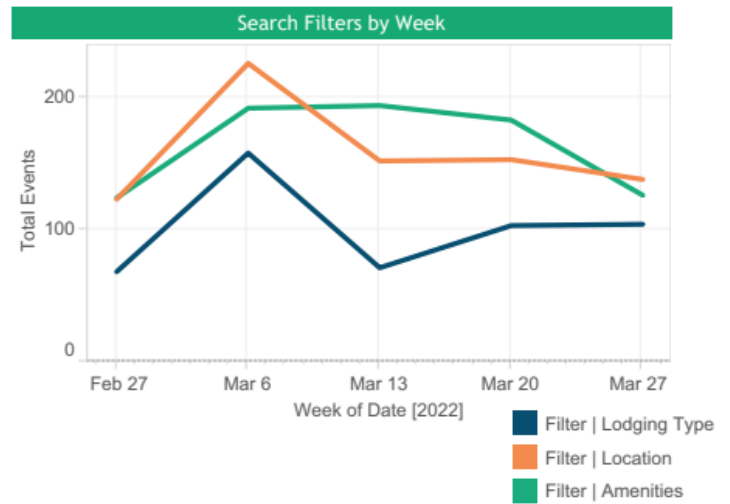
Book Direct data is the information gathered through the availability search on DoorCounty.com.

Total estimated booking revenue in March was \$168,372, ADR \$195.61, average length of stay 3.83 and reservations were booked roughly 91 days out.

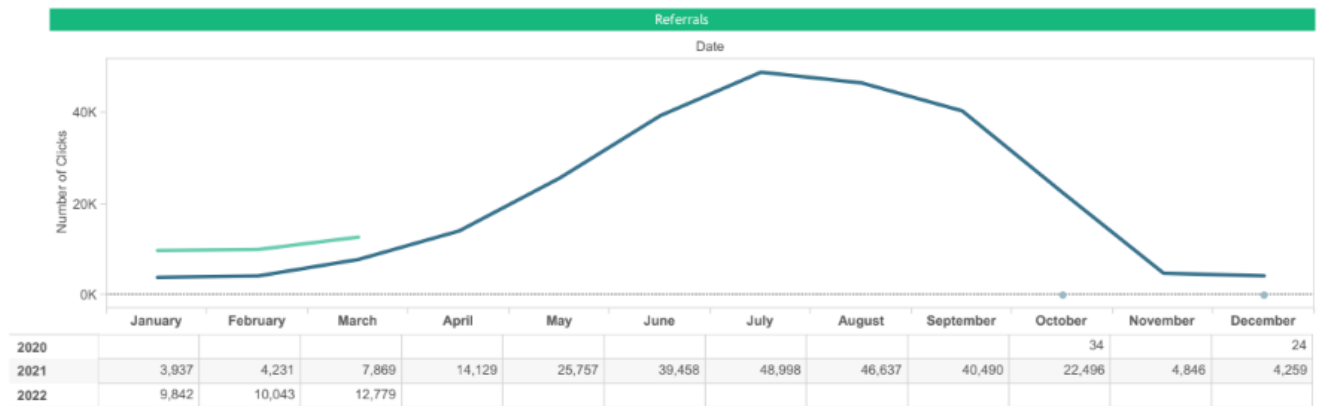




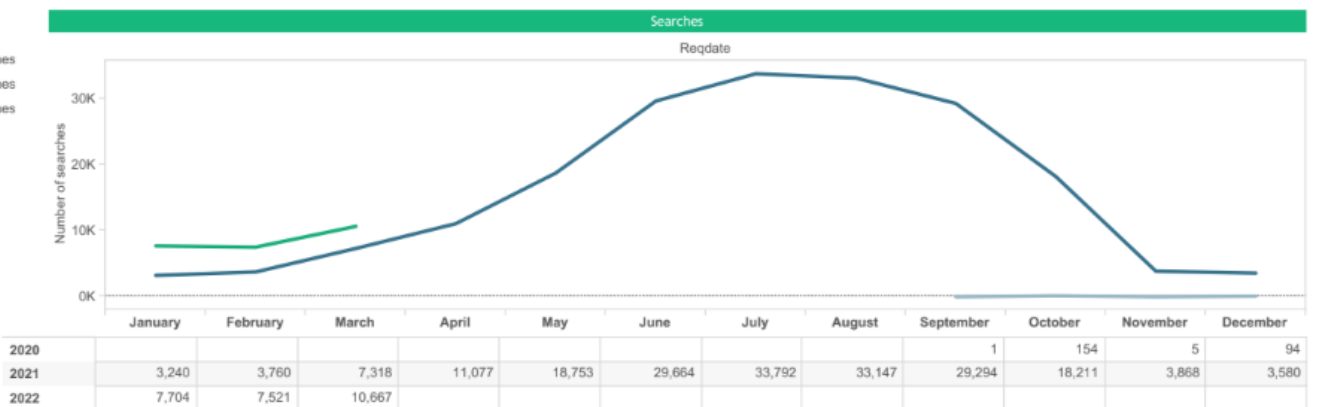
- Hot Tub
- Pet Friendly
- Waterfront
- Fireplace
- Pool
- Waterview
- Includes Breakfast
- Full Kitchen
- On-Site Restaurant
- Handicapped Accessibility



- 2020
- 2021
- 2022



- 2020, Searches
- 2021, Searches
- 2022, Searches



Referrals: Number of click throughs from the results page to partner properties in a specified date range

Searches: Number of times the results page loads for a specified date range

COMMUNICATIONS & PR DEPARTMENT

- Media assistance was provided to **20** 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 WBAY ABC 2, Wisconsin Natural Resources Magazine, Real Simple, Travel + Leisure, Group Travel Leader, the Wisconsin Travel Guide and locally WDOR radio, Door County Daily News and the Washington Island Observer..
- **14** articles were reported from our earned media marketing program efforts in March and reached a total of **50,743,528** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Oklahoma City Lifestyle Magazine, The Norman (OK) Transcript, Travel + Leisure Online, Reader's Digest Online & Men's Journal Online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In March, articles reported through our earned media marketing program generated **\$335,540** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$33,535,073** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,123%**. For every dollar spent, we have gotten back **\$12.23** worth of Door County media coverage measured in terms of ad value equivalency.
- We have six press trips remaining in 2022. Our next scheduled trip is set for May 5-8. View our complete 2022 [press trip schedule](#) online. Additional trips will take place in June, August, September, October and December this year.
- Distributed a [press release](#) announcing upcoming virtual events Destination Door County will host in April, 2022.
- Began preparations for 2022 National Travel & Tourism Week activities, including assisting the Door County Board of Supervisors passing Resolution 2022-17, a tourism proclamation in support of National Travel & Tourism Week.
- Views of DDC produced videos across all online platforms totaled **17,652** in March. Our most watched videos on Facebook included a video post about the [county parks of Door County](#), a short video clip highlighting [Winter Serenity in Door County](#), and a *Door County Unearthed* series video about [Maritime History](#). On YouTube, the most watched video was a *Lesser Known Door County* video about [county parks](#), followed by a *Door To Door* series video about [places you've never seen in Door County](#), and third was a *Historic Door County* series video about [shipbuilding](#).

Recent Media Highlights

- Door County was featured in a travel story in the March 2022 issue of *Western New York Family Magazine*. View the [digital version](#) of the magazine article or the online version of the story at WNYFamilyMagazine.com.
- *The Oklahoman* ran a story about Door County that was published on 3/28/2022 with the headline "Need a vacation? Door County has a lot to offer artists, foodies and naturalists." Check out the online version of the story on Oklahoman.com.
- *Men's Journal* featured Door County in a travel story that was published on 3/24/2022. Read the story, headlined "4-Day Weekend in Door County, Wisconsin: Lake Views, Artisan Cheese, and Plenty of Good Beer" on MensJournal.com. *Example of Men's Journal story at right →*
- The new owners of Uncle Tom's Candy Store near Ellison Bay were featured in a WBAY ABC 2 series called Small Towns in a story that first aired on 3/24/2022. Watch the story on WBAY.com
- *Reader's Digest Online* included Door County in a story headlined "21 Spring Break Road Trips That Are Scenic from Start to Finish" that was published on 3/18/2022. Read the story at RD.com.
- *World Traveler Online* included Door County's own Blacksmith Inn on the Shore in a travel story that was published in March, 2022. Read the story on WorldTraveler.travel.

