

Room Tax Collections (30% Municipalities/4% DCTZC/66% DCVB)													
	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	\$175,454												\$175,454

Sales Tax Collections (1/2% collected in Door County)													
	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	\$330,284										\$1,055,301

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	162,022										398,484
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%	115%	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	120,705										304,402

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	2.14										

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	2.03										

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	77,958										192,413

DoorCounty.com - Top Ten Most Requested Pages for the Month

March 2022

1) /homepage	5) /discover/guides-and-reports	9) /newsletter/20-things-to-do-during-winter
2) /experience/events	6) /experience	10) /dine
3) /stay	7) /business-directory/door-county-candle-company	
4) /lodgings	8) /spring	

DoorCounty.com - Top Ten Sources for the Month

March 2022

1) Google/Organic	5) Instagram	9) duckduckgo
2) The Trade Desk	6) bing	10) m.facebook.com/referral
3) (direct)	7) Destination Door County	
4) Facebook	8) yahoo	

Social Media: Facebook

Total 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	3,157,080										7,644,821
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	64,709										202,135
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%	71%	0%	0%	0%	0%	0%	0%	0%	0%	0%	34%
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	130,286										
Direct Messages	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2022	249	282	316										847

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	73,721										
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	15,073										52,789
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%	66%	0%	0%	0%	0%	0%	0%	0%	0%	0%	16%
Direct Messages	January	February	March	April	May	June	July	August	September	October	November	December	Total
2022	82	158	189										429

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	8,054										-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	27,825										75,057
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%	65%	0%	0%	0%	0%	0%	0%	0%	0%	0%	12%

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	15,433										45,859

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	227,554										

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%	45.29%										

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%	3.56%										

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	13,555,019										24,907,700

Advertising - Media Placed 2022

	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$41,712	\$35,404	\$74,505										\$151,621
Co-Op Dollars	\$5,965	\$2,150	\$9,169										\$17,284

Online Video Views (includes DDC video content on YouTube, Facebook, Vimeo, etc)

	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	17,652										72,028

Earned 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	54,765,369	50,743,528										696,193,197
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%	128%	47%	0%	0%	0%	0%	0%	0%	0%	0%	0%	123%

Earned 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	0										5
2022 Goal		8			8	12		12	10	10		10	70
% to Goal		63%			0%	0%		0%	0%	0%		0%	7%

Earned 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	\$335,540										\$975,555

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	486										1,570
2022 Goal	519	619	623	813	791	957	1026	760	573	561	375	281	7,898
% To Goal	113%	81%	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%

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	1,673										6,951
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%	55%	0%	0%	0%	0%	0%	0%	0%	0%	0%	21%

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	716	533	4,487	4,462	5,760	4,951	4,681	4,386	936	924	33,656
2022	681	713	726										2,120

* The Welcome Center was closed from March 24-June 1, 2020 due to the COVID 19 health crisis. Additionally, from June 2020-April 2021, informational bags (which included a destination guide and Door County map) were made available on the front porch for visitors to grab if they were uncomfortable coming inside the building, and that had an impact on the number of visitors entering the welcome center.

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	1,878										13,703
2022 Online	5,287	2,923	3,247										11,457
2021-22 WG	89	96	32										217

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	679										1,960