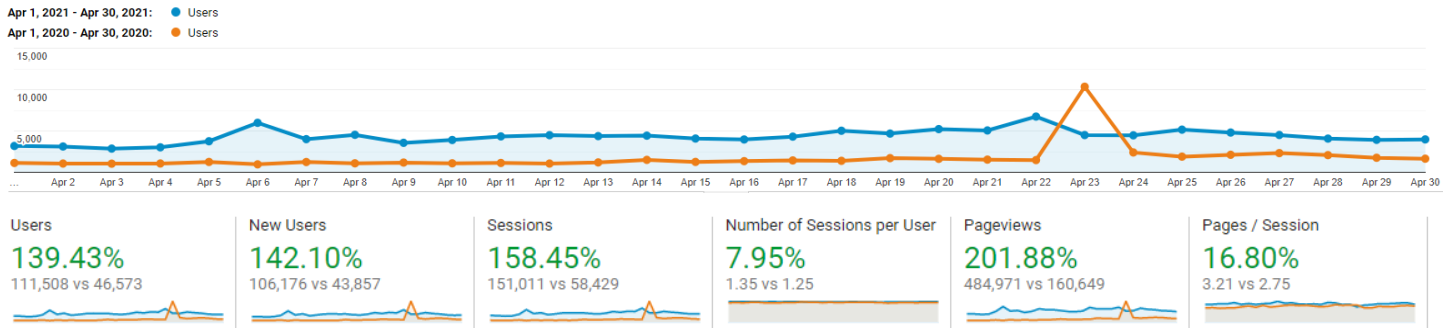


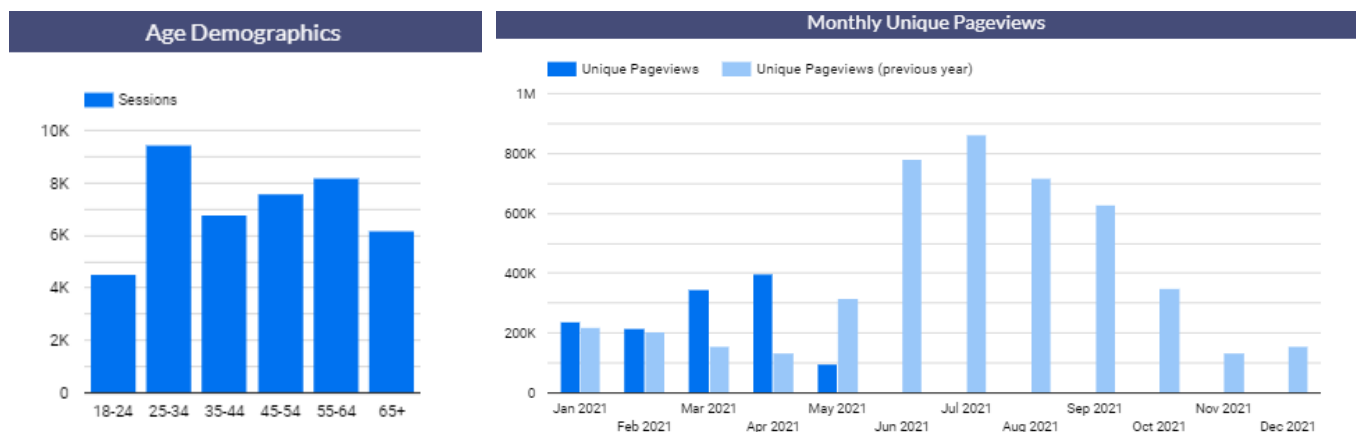
MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM



The trend of strong overall site traffic is continuing into the spring months. Major site performance metrics were all up in April compared to 2020 with major increases in total sessions, visitors and goal completions. Organic traffic has led the charge driving the most sessions to the site in April with over 82k. Behind organic, direct, paid search, and (other) traffic accounted for the most sessions. Some of the most popular pages visited in April included the usual “Experience”, “Events” and “Stay” with growth in Lodging and Spring related pages.

Chicago and Milwaukee traffic dominated the total sessions on the site last month with Madison and Sturgeon Bay behind them. 24-34 was the top age demographic hitting the site much like the first few months of 2020. We saw 3x more unique pageviews in April 2021 than April 2020.



April was the 12th straight month we have seen increases in organic traffic on the site. Organic sessions were up 162% rising to 82,587 in April. Organic traffic remains the largest portion of overall sessions. On average organic traffic spent 4 minutes and 5 seconds on the site and visited 3.69 pages per session. Search queries looked very typical in April with many searches around things to do, rentals and places to stay. We are also starting to see an increase in Cherry Blossom searches.



The Door County Paddling Guide

For many locals, springtime means one thing: the beginning of kayaking, canoeing, or stand up paddleboarding season. Get ready for your own on-the-water adventure with this guide on where to rent gear, find a tour company, and safely paddle out on the Door peninsula and islands.

[View Article](#)

Newsletter Analytics

Total Recipients

231,306

Successful Deliveries

229,188

Bounces

2118

Total Opens

51,516

Open Rate

30.11%

Total Clicks

10,021

Click-Through Rate

4.37%

We have continued to see great email numbers in April. Open rate including the resend increased month to month to above 30% with a strong 4.37% click thru rate. Top links for the month included the State of Door County State Parks, Door County Coastal Byway and the Niagara Escarpment video. High Point Inn and Bay Shore Inn co-op ads also fell in the top 5 clicked items. To view this newsletter and others visit www.DoorCounty.com/newsletter.

In addition to our monthly newsletter we kicked off the Door County Pledge initiative that prompts an eco-focused email drip campaign. Just after 2 weeks from the launch date we've had almost 2,000 people sign the pledge.

Default Channel Grouping		Sessions ▾
1.	Direct	2,375
2.	Social	1,904
3.	Organic Search	435
4.	Referral	178
5.	Email	63
6.	(Other)	21
7.	Paid Search	20

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DESTINATION
DOOR COUNTY

[What is CFDC?](#) [The Pledge](#) [Leave No Trace](#)

Join the Movement
Sign the Door County Pledge

PAID MEDIA

Google Adwords

Summer seasonal ad groups were enabled in April. Green Bay - Appleton and Milwaukee generated the highest click-thru-rate all markets and similar cost-per-click. Attractions, Things to Do and Outdoor ad groups had the highest CTR. Overall April generated 17,385 clicks.

Digital Results

High impact mobile - vertical video and swipe to reveal units garnered roughly 663 impressions and 2,980 clicks. Chicago, Green Bay and Minneapolis had the highest CTRs.

Paid Video Results

Non-skippable cross device video - connected TV's, mobile and desktop garnered over 315k impressions, 2,728 clicks and had a 93% completion rate. Lookalikes and interest targeting is generating the bulk of the impressions.



Lead Generation

The goal of our lead generation campaign is to capture qualified email addresses and add them to our newsletter database. The spring campaign ran from 4/5 to 4/25 on Facebook and Instagram targeting lookalikes, retargeting, interest/behavioral, Facebook Fans while suppressing current email list subscribers across all segments. 2,000 subscribers were added to our eblast list and the campaign garnered 381,935 impressions.

Recruitment Campaign:

The 2021 spring recruitment campaign began 3/29 and ran 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. The campaign generated 1.6 million impressions and 14,000 clicks to the JobsinDoorCounty.com site.

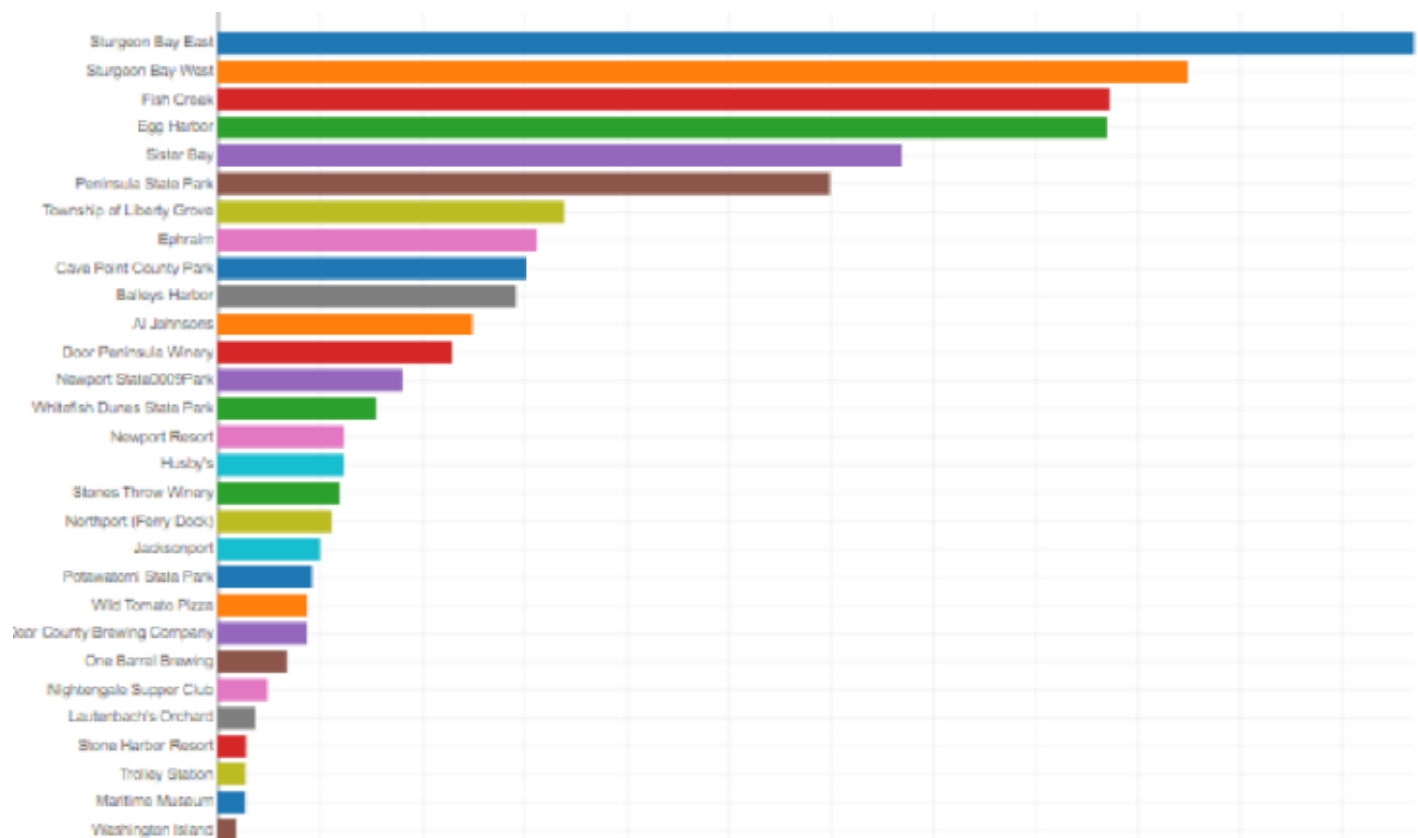
ARRIVALIST DATA: March 2021 *(due to reporting lag time, April data will be available in next month's report)*

Illinois continued to be mostly overnights on the weekends, however there were a decent amount of day trips on Saturdays each weekend in March. Wisconsin Continued to be made up of a mix of overnights and day trips, both spiking on the weekends. Overnight arrivals for WI were mostly Fridays and day trips on Saturdays. Minnesota travel did see some spikes on weekends with the overnight arrival day of Thursday.

Top markets in order of number of trips (1-14 days/includes day trips): Green Bay/Appleton, Milwaukee, Chicago, Madison, Wausau and Minneapolis. Top markets in order of number of trips (2-14 days/no day trips): Milwaukee, Green Bay/Appleton, Chicago, Madison, Wausau and Minneapolis.

Trips by point of interest

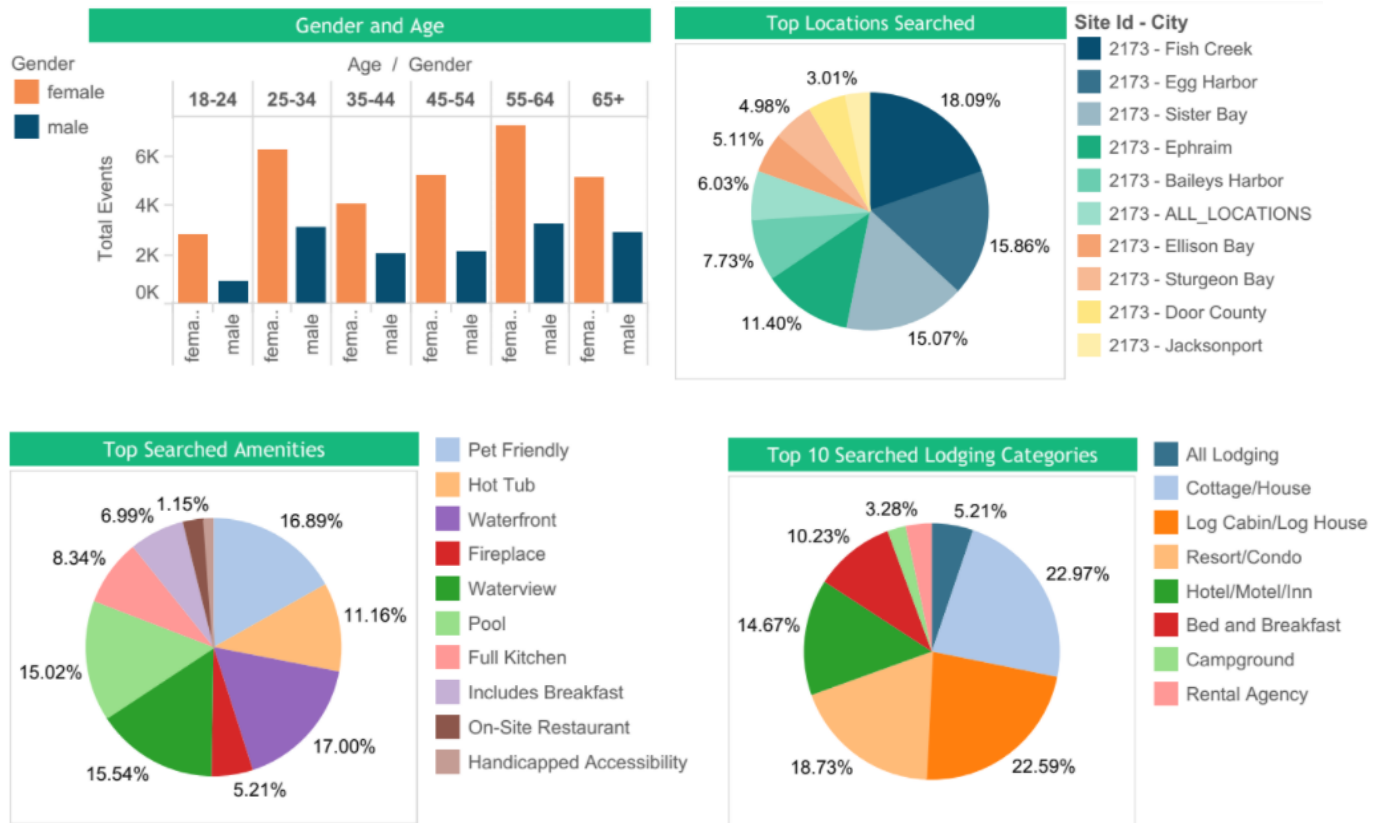
(Represents our communities and some points of interest around the county)



BOOK DIRECT DATA: March 2021 (due to reporting lag time, April data will be available in next month's report)

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

In March the average advance stay searched was 82 days out and for an average of 3.81 day. Average daily rate (ADR) that resulted was \$165.38. Top age group booking through the site was females 55-64 followed by females 25-34.



SOCIAL

Facebook: There were fewer posts in the month of April (22) compared to (29) in March but there were still over 2 million impressions. One stat that I wanted to highlight was two of the most shared pieces of content for April were the Door Peninsula video (173 shares) on 4.10 and the Care for Door County video (74 shares) on 4.22. Shared content is integral to growing the page to new audiences and video is a great way to engage the current audience while also interacting with some new faces.

Twitter: April saw a slight dip in impressions and engagements from March. There were fewer posts than the previous month which might have attributed to these numbers. The most popular piece of content was nine-year-old Isla's spelling homework, which is easily one of the "holy grail" pieces for UGC due to its adorable and heartfelt nature.

Instagram: One metric I'd like to highlight on IG for April was the bird watching post on 4.30. It had 67 "Saves" which was the most of all posts for the month. "Saves" are a growing metric not only for page growth but also an important stat to see what your audience is literally saving to come back to later. We will keep track of saves moving forward to see which pieces Door County's audience loves and wants to come back to later.



127,006 likes



68,024 followers



7,244 followers



1,996 followers

GROUPS & MEETINGS

The Circle Wisconsin Midwest Marketplace held April 11-13 was a great success. DDC had the chance to meet with approximately 35 tour operators to discuss their upcoming travel schedules and itineraries. While we did hear from several hoping to bring a group (or 2-3 groups) this summer/fall, many are not quite there and looking ahead to 2022. There is, as always, a strong interest in Door County as a group travel destination and many were impressed with the number of new group-friendly options available.

The Travel Alliance Partners virtual conference also went very well. I partnered with folks throughout the state to come up with a Wisconsin-based travel itinerary that tour operators can use when planning their tours. We also, as a collective WI group, met with 12 tour operators throughout the country and Canada to touch base and see where they are at when it comes to booking tours outside their respective regions. It's clear we won't see much of Canadian groups for another 2-3 seasons and many US operators are staying a little closer to their departure point to ease back into things.

We've heard from several planners looking to schedule corporate and business retreats in Door County this summer and while family reunions are usually a primary request this time of year, not surprisingly, there haven't been many to come in.

Wedding inquiries have been trickling in with most asking for small, outdoor wedding setting ideas wanting to keep crowds and gatherings to a minimum. We will certainly see larger weddings this summer as many that were pushed off from last year have rescheduled to 2021 but will also see an uptick in small, intimate ceremonies and outdoor weddings.

NATIONAL TOURISM WEEK

Watch this years NTW presentation to learn more about some of our Marketing initiatives in 2021.

<https://youtu.be/KKDA1qdWq3E>



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 as we move into the 2021 season.
- Media assistance was provided to **35** journalists/media outlets in April by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included *WLUK FOX 11*, *WFRV CBS 5*, *WGBA NBC 26*, *WBAY ABC 2*, *WTMJ NBC 4*, *Spectrum News One*, *Exploring The Midwest* podcast, *Group Travel Leader* magazine, *Fodors Travel* and *WisBusiness.com*. Locally, we worked with *WDOR*, *Door County Daily News* and the *Peninsula Pulse*.
- **9** articles were reported from our media marketing program efforts in April and reached a total of **19,617,331** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included *Lakeshore Magazine*, *Alpharetta Lifestyle Magazine*, *OnMilwaukee.com*, *Foodie Travel USA Online* and *Women's Health Online*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In March we surpassed the **\$30 million** mark in media coverage! Since it began in 2007, our media marketing program has generated **\$30,176,514** worth of earned media coverage for Door County, including **\$53,255** in April.
- The return on investment for our media marketing program to date is **1,171%**. For every dollar spent, we have gotten back **\$11.71** 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 welcomed travel journalist Jay Jones on an individual research trip for a story he was working on about Door County Lighthouses. His story is scheduled to run in the Chicago Tribune's Sunday May 23, 2021 newspaper.
- We began or continued setting up individual research trips for 3 different travel journalists with plans to visit at the end of May (1) and in June (2).
- We had 9 virtual deskside visits with travel journalists during the Midwest Travel Journalists Association spring meeting on April 21, which was held virtually over 3 days from April 20-22. We used the opportunity to pitch Door County story ideas and share what was new in Door County with travel journalists.
- We distributed 3 media releases in April about various topics including the [Door County Pledge to locals](#), the [Door County Pledge to the public](#), and [Leave No Trace Tuesday](#).
- Views of DDC produced videos across all online platforms totaled **48,921** in April. Our most watched videos on Facebook included a [video about the Niagara Escarpment](#), a [Care for Door County video](#), and an [Endless Summer in Ephraim video](#). On YouTube, our [Niagara Escarpment](#) video also topped the list, followed by our Door County Unearthed video about [Niagara Falls and the Tree of Life](#), and third most watched was our [Door County Pledge](#) video.

Recent Media Highlights

- *Trailblazer* magazine ran a cover story about Wisconsin Food & Beverage Trails in their Spring 2021 issue, and included the Door County Wine Trail in the article. Read the story on [Trailblazer.com](#).
- WLUK FOX 11 did a story about the Door County Pledge that aired on April 20, 2021. Watch the story on [Fox11Online.com](#).
- WGBA NBC 26 ran a wide ranging story about tourism in Door County in 2021 that ran on April 22, 2021. Watch and read the story at [NBC26.com](#).
- *Women's Health* online published a story on 3/29/2021 titled "31 Romantic Getaways Around The World" which included Door County, Wisconsin. Check out the story at [WomensHealthMag.com](#).
- The winter 2021 issue of *Lakeshore Magazine* included a story about Door County headlined "Winter Wonderland." Flip through a virtual copy of the magazine via Issuu [here](#) or read the story on [LakeshoreMag.com](#).

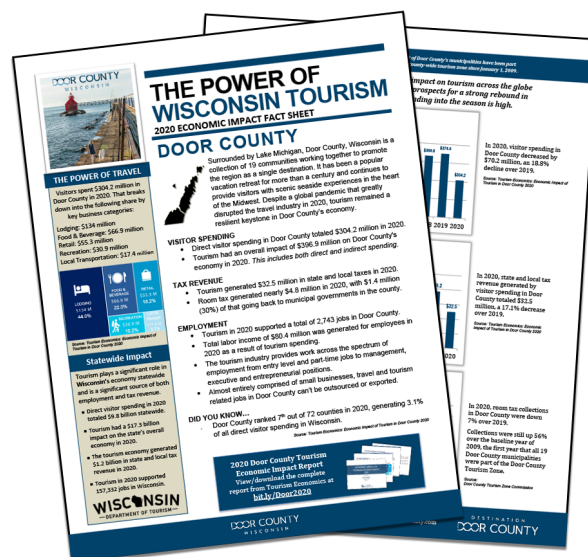
- Ahead of the new Eagle Tower opening in Peninsula State Park, we created a media fact sheet about the tower to share with media outlets looking for quick facts about the new tower to help ensure accurate reporting as media coverage ramps up with the tower's grand opening sometime in May.
- We finalized a number of PR related materials for National Travel & Tourism Week. We put together a [2020 Tourism Fact Sheet](#), worked on and finalized our special [4-page tourism publication](#) that was printed in the May 7, 2021 Peninsula Pulse, worked with Tourism Economics to finalize the [Economic Impact of Tourism in Door County 2020](#) research study, prepared a [press release](#) about the impact of tourism in Door County, and worked with other staff members to produce a special [tourism focused video](#) for release during National Tourism Week, running May 2-8, 2021.



4-page DDC Tourism Publication



2020 Tourism Fact Sheet



Economic Impact of Tourism in Door County 2020 Research study by Tourism Economics

