

MARKETING & SALES

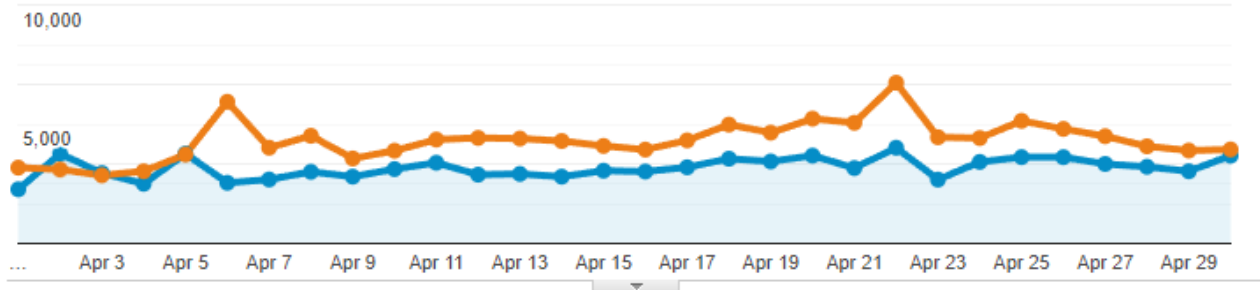
DOORCOUNTY.COM

April was a down month for traffic to the site from a few key channels. While some channels saw healthy increases compared to March, the (other) and Paid Search channels saw a 70% & 80% decrease. This decrease was due in large part to the addition of a lead extension to our adwords campaign to increase the number of leads generated, one of our main objectives with Google Adwords. Unfortunately, this addition negatively impacted our daily budget in that much of the budget was used to send users to a lead form rather than drive traffic to DoorCounty.com. The lead extension has since been removed and we are seeing paid traffic growing as a key referral to the site.

The Stay pages of the site saw a drop in traffic from both paid and organic search in April. While this seems alarming for monthly stats if you look at referrals through Book Direct on DoorCounty.com comparing Jan-Apr we are up 30% in referrals YOY (25,395 '21 vs 36,423 '22) and 35% in clicks to properties (30,166 '21 vs 46,654 '22). Estimated booking revenue through DoorCounty.com in April was \$171,584, advanced search 79, length of stay 3.54 and ADR daily rate booked \$200.90.

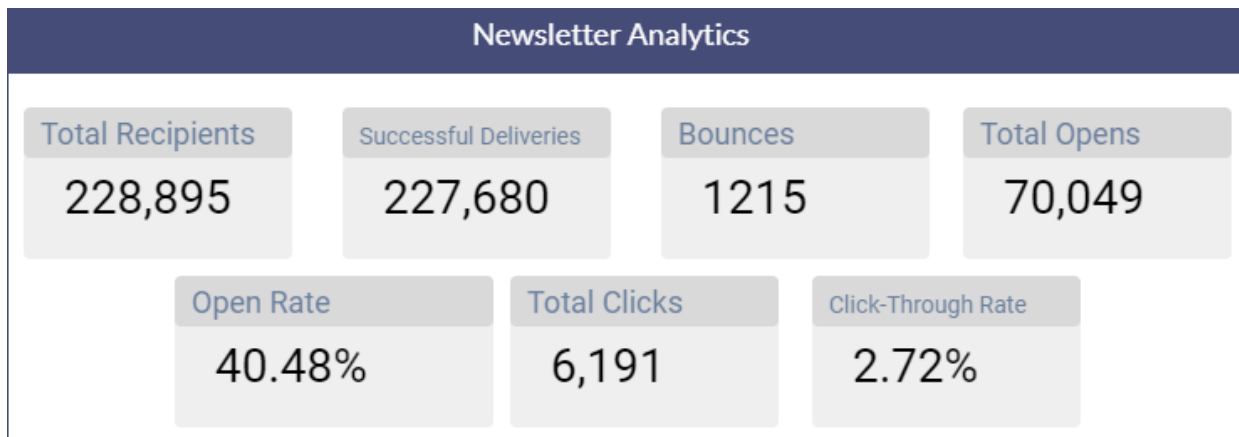
Apr 1, 2022 - Apr 30, 2022: ● Users

Apr 1, 2021 - Apr 30, 2021: ● Users



Geographic & Demographic Data

Chicago drove the most traffic to the site in April followed closely by Milwaukee and Green Bay/Appleton area. Of the top geographic areas driving traffic, Milwaukee traffic is the most engaged with the lowest bounce rate and highest average pages per session.



April's newsletter performed significantly higher than April 2021 when it comes to open rate, seeing about 20K more total opens or 10% overall increase. Most email traffic in April was landing on the Mother of Door County Conservation article, the care for door county pledge page, and the celebrate Mothers Day in door county page.

PAID MEDIA

In April we continued our recruitment campaign through the end of the month, focusing on digital interactive and paid social. Additionally, we launched our summer advertising campaign, with most media beginning mid-April and will carry through to early June. Our primary DMA's were Chicago, Milwaukee, Green Bay/Appleton, Madison and secondary being La Crosse/Eau Claire, Wausau, Minneapolis, St. Louis/Rockford. Compared to last year, we also placed additional media in-county through paid social advertising and digital interactive. The 'This is Why' creative campaign encourages visitors to get a deeper sense of what makes Door County so special but also translates well when focusing on the local market - 'This is Why I Live Here', 'This is Why I Care'.

Media	Geo	Impressions	Clicks	CTR	Cost
Google Adwords	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau, Door County	56,576	7,471	13.21%	\$10,014.09
Beloit Visitor Center	Beloit	125,000	n/a	n/a	\$300.00
WI Tourism Travel Guide		5,833	n/a	n/a	\$529.92
Summer Digital	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	1,360,873	2,132	0.16%	\$4,806.74
Summer Facebook	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	1,012,118	13,919	1.38%	\$4,432.16
Summer Instagram	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	5,131	70	1.36%	\$29.88
Summer YouTube	Chicago, St. Louis, Rockford, Milwaukee, Green Bay/Appleton, Madison, La Crosse/Eau Claire, Wausau	663,675	182	0.03%	\$5,093.80
Facebook In-Market	Door County	117,771	560	0.48%	\$752.33
Instagram In-Market	Door County	64,658	77	0.12%	\$753.47
In-Market Digital	Door County	222,824	179	0.08%	\$1,916.80
Facebook Recruitment	Wisconsin, Chicago	308,381	5,355	1.74%	\$1,407.76
Instagram Recruitment	Wisconsin, Chicago	165,104	1,381	0.84%	\$1,415.22
Recruitment Digital	Wisconsin, Chicago	514,962	364	0.07%	\$2,739.59
Digital Outdoor	Chicago, Milwaukee, Minneapolis, Madison	522,776	n/a	n/a	\$25,507.99
Video	Chicago, Milwaukee, Minneapolis, Madison	622,966	n/a	n/a	\$20,528.32
Facebook Lead Gen	Wisconsin, Chicago, St. Louis, Minneapolis, Rockford	37,773	320	0.85%	\$357.38
Instagram Lead Gen	Wisconsin, Chicago, St. Louis, Minneapolis, Rockford	193,466	2,079	1.07%	\$2,142.60



SOCIAL

FACEBOOK

While total impressions (including both organic and paid) showed a 23% decrease in change from last month's metrics, engagement rose 24% over March. Highlighting also that organic page likes were up again, this time 19%.

INSTAGRAM

Towards the end of the month, we have taken a more direct approach at publishing "reels" video content on this platform on a weekly basis. Example: latest reel earned 48K impressions "9 Must-See DC Landmarks". Our engagement rate had dropped just slightly over last month (-5% change). There has been an 11% increase in the average reach per story on our account compared to March.

TWITTER

Unfortunately this month, our net follower growth was -3. We did increase our post frequency up 4% and our published links 125% but it wasn't enough to show positive metrics. Impressions showed a decrease of 34% from last month and engagement was also down 21% as well.



130,624 Followers



74,263 Followers



8,051 Followers



2,100 Followers




2,380 Followers

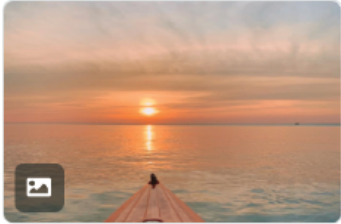


42 Followers

TOP PERFORMING POSTS


 **doorcounty**
Sat 4/9/2022 3:12 pm PDT

Who's ready for warmer weather and sunset paddles like this? Lake Michigan offers a unique paddlin...

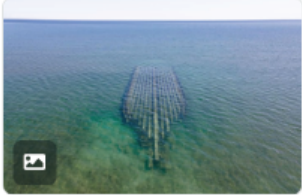


Total Engagements 1,763

Likes	1,732
Comments	6
Saves	25


 **Destination Door Co...**
Fri 4/8/2022 11:46 am PDT

Shipwreck diving may not be the first thing you think of when you think "Door County" one of the coolest! Today, there are




Total Engagements 6,407

Reactions	2,104
Comments	351
Shares	343
Post Link Clicks	1,074
Other Post Clicks	2,535

 **@mydoorcounty**
Fri 4/1/2022 7:39 pm UTC

BREAKING NEWS here in [#DoorCounty](#): new construction has begun to Washington Island!...



Total Engagements 156

Likes	34
Comments	1
Shares	0
Post Link Clicks	4
Other Post Clicks	117
Other Engagements	0

GROUP & MEETING

This is typically the start of a slower time when it comes to inquiries from tour operators/planners as they are busy conducting their tours as the season ramps up. We are gearing up for the U.S. Travel Association's IPW conference in Orlando, FL. We will have the chance to connect with international travel buyers during one-on-one appointments promoting the Door County product and experience and build relationships through networking sessions.

ARRIVALIST DATA

Arrivalist data is derived from phone app data. To register as a 'visitor' you would need to move 50+ miles, stay at least 2 hours within the county. If you visit Door County more than 10x per month you are classified as a commuter and would not be included in the below statistics. We are keeping a close eye on arrival traffic, and distance traveled, with the increase in gas prices

Visitation Report - Includes Day Trips

Total est. US Adult Trips

45,053

Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Green Bay/Appleton	24,475	54.3%	0.6
Milwaukee	9,459	21.0%	1.6
Chicago	4,458	9.9%	2.8
Madison	2,170	4.8%	2.2
Wausau/Rhineland	1,913	4.2%	0.7
Minneapolis/Saint Paul	586	1.3%	2.7
La Crosse/Eau Claire	344	0.8%	2.6
Butte/Bozeman	213	0.5%	7.0
Peoria/Bloomington	192	0.4%	3.0
Champaign/Springfield/Decatur	190	0.4%	3.3
Indianapolis	152	0.3%	2.0
Traverse City/Cadillac	135	0.3%	4.0
Orlando/Daytona Beach/Melbourne	133	0.3%	7.0
Cleveland	121	0.3%	7.0
Davenport/Rock Island/Moline	120	0.3%	4.0
Saint Louis	106	0.2%	2.0
Cincinnati	97	0.2%	2.0
Detroit	88	0.2%	4.0
Mobile/Pensacola/Fort Walton Beach	75	0.2%	2.0
Baton Rouge	26	0.1%	5.0

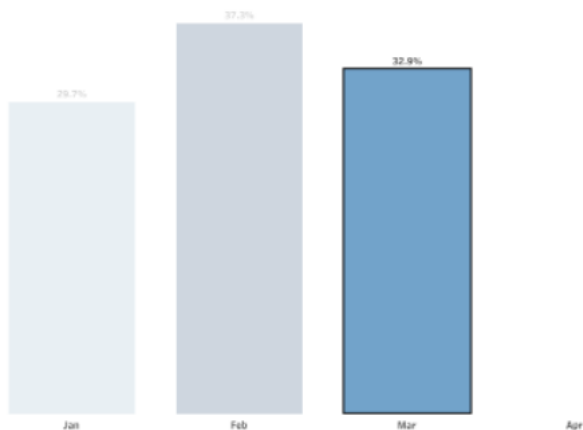
Average Nights

1.3

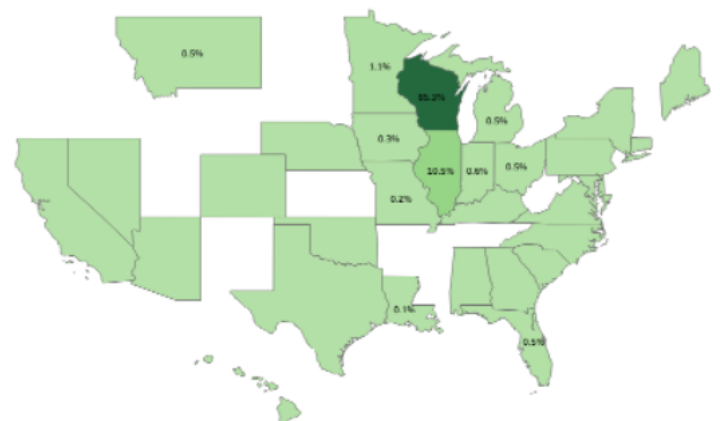
Average Distance Traveled

131.8 Miles

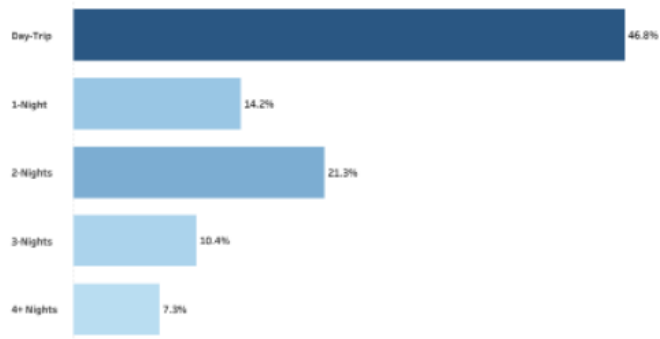
Trips by Month



Trips by Origin States



Trips by Length of Stay



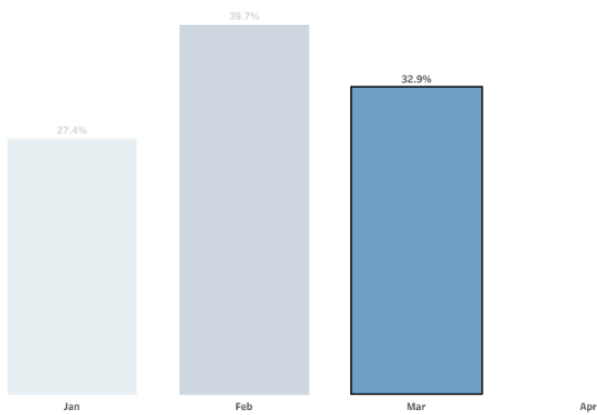
Trips by Avg. Distance Traveled (Miles)



Visitation Report- Excludes Day Trips

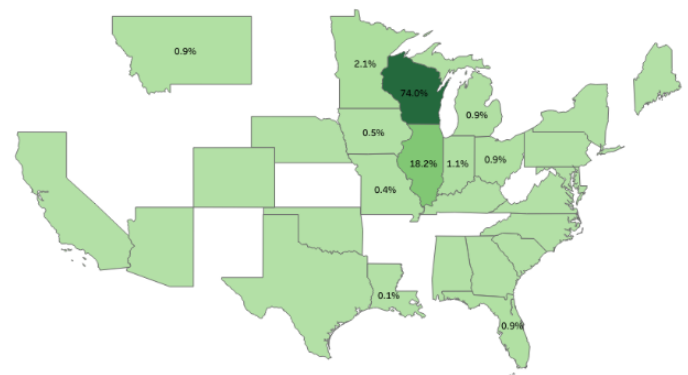
2.4

Trips by Month



175.8 Miles

Trips by Origin States



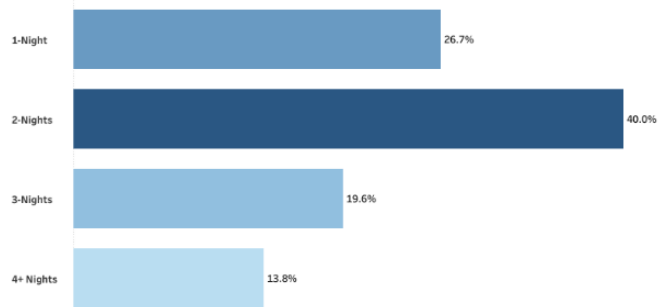
Total est. US Adult Trips

23,983

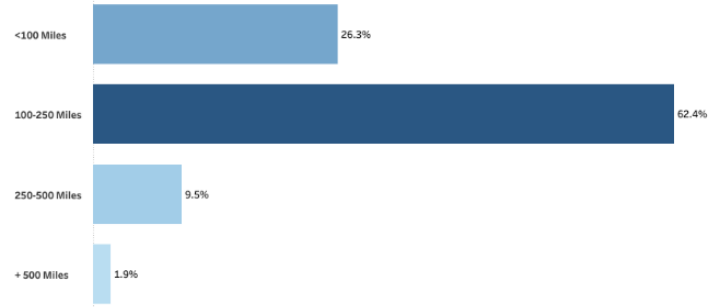
Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Green Bay/Appleton	7,647	31.9%	1.8
Milwaukee	6,972	29.1%	2.2
Chicago	4,080	17.0%	3.0
Madison	2,048	8.5%	2.3
Wausau/Rhineland	658	2.7%	2.0
Minneapolis/Saint Paul	586	2.4%	2.7
La Crosse/Eau Claire	344	1.4%	2.6
Butte/Bozeman	213	0.9%	7.0
Peoria/Bloomington	192	0.8%	3.0
Champaign/Springfield/Decatur	190	0.8%	3.3
Indianapolis	152	0.6%	2.0
Traverse City/Cadillac	135	0.6%	4.0
Orlando/Daytona Beach/Melbourne	133	0.6%	7.0
Cleveland	121	0.5%	7.0
Davenport/Rock Island/Moline	120	0.5%	4.0
Saint Louis	106	0.4%	2.0
Cincinnati	97	0.4%	2.0
Detroit	88	0.4%	4.0
Mobile/Pensacola/Fort Walton Beach	75	0.3%	2.0
Baton Rouge	26	0.1%	5.0

Trips by Length of Stay



Trips by Avg. Distance Traveled (Miles)



COMMUNICATIONS & PR

- Media assistance was provided to **17** 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 John McGivern's Main Streets (TV show), Country Magazine, Midwest Living, WLUK FOX 11, WFRV CBS 5, WGBA NBC 26, Columbus Parent magazine, Spectrum News, RoadTrippers.com and locally WDOR and Door County Pulse Podcast.
- **19** articles were reported from our earned media marketing program efforts in April and reached a total of **19,101,100** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included the Oklahoman Newspaper and Oklahoman online, the Herald-Times Newspaper, U.S. News and World Report, Tiny Beans Online and Modern Luxury magazine (Palm Beach & Silicon Valley). View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In April, articles reported through our earned media marketing program generated **\$233,414** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$33,768,487** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,125%**. For every dollar spent, we have gotten back **\$12.25** 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.
- Views of DDC produced videos across all online platforms totaled **60,977** in April. Our most watched videos on Facebook included a video post about Door County's [Leave No Trace 7 Principles](#), a video highlighting the [Door County Pledge](#), and a short video clip of [blooming daffodils in Door County](#). On YouTube, the most watched video was about [kayaking in Door County](#), followed by a *Lesser Known Door County* series video about the [Caves of the Karst](#), and third was a *Door To Door* series video about [places you've never seen in Door County](#).
- We distributed our [What's New in 2022](#) information sheet to the members of the Midwest Travel Journalists Association as part of their spring meeting media marketplace event.
- We finalized preparations for National Travel & Tourism Week, which is May 1-7, 2022. Initiatives in 2022 included producing an [8-page newspaper publication](#) that was distributed in the April 29, 2022 Peninsula Pulse newspaper and also mailed separately to 1,238 Door County lodging permit holders. We ran an ad in the April 28, 2022 issue of the Washington Island Observer newspaper. We ran :30 NTTW themed radio spots May 1-7 on WDOR radio that featured CEO Julie Gilbert and we used our space on a digital billboard in Sturgeon Bay to share NTTW messaging. We also had messaging in the Pulse Picks e-newsletter (April 26-May 9) and on the Door County Pulse Podcast (April 19-May 3). We conducted interviews on WDOR radio on Monday May 2 and on Door County Daily News stations on Thursday May 5. We also welcomed WLUK FOX 11 to our Tourism Breakfast event on Tuesday May 3, along with reporters from WDOR, Door County Daily News and the Peninsula Pulse. We created a special [tourism video](#) to premier at our Tourism Breakfast event on Tuesday May 3. We posted a number of NTTW related things on our [DDC Partner Facebook](#) as well as our [DDC Partner Instagram](#), and on [DoorCounty.com](#).



Recent Media Highlights

- Popular travel TV show *Discover Wisconsin* highlighted Door County in a [wine and cheese themed episode](#) that premiered across the Midwest on April 2, 2022. Watch the full episode via the Discover WI app and most streaming services, including [YouTube](#).
- New travel show *John McGivern's Main Streets* highlighted Sister Bay in an episode that originally aired throughout the Midwest on April 24, 2022. The full episode (and additional clips that didn't make the show) can be viewed on the show's [YouTube channel](#).