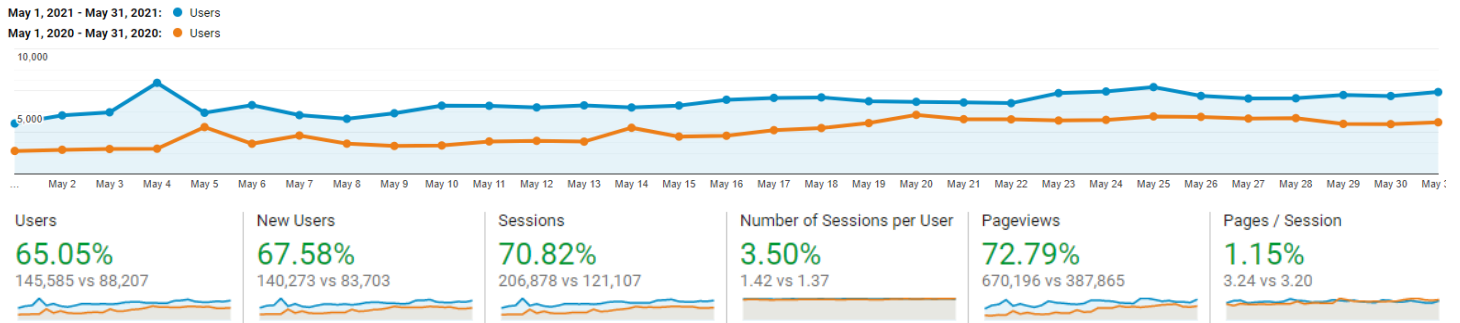


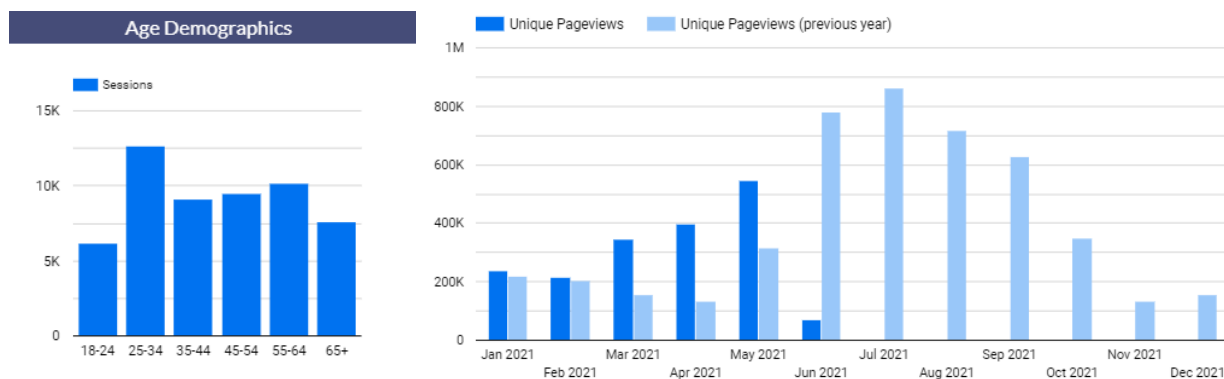
#### MARKETING & SALES DEPARTMENT

##### DOORCOUNTY.COM

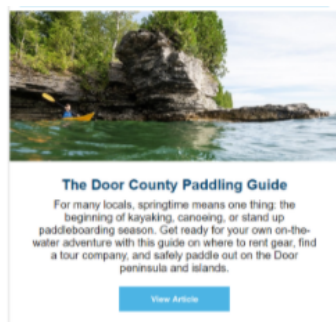


Once again we saw great numbers during the month of May, the trend of increases overall site traffic has continued making for a very strong start to the summer season. Total site sessions were up over 70% compared to 2020 along with many of the site engagement metrics. Organic traffic accounted for the most sessions during the month totaling more than 120,000. The next best traffic sources were Direct and Paid Search. Some of the most visited pages in May included the ever popular “Experience”, “Events”, and “Stay” pages with growth in the Cherry Blossom pages.

The Chicago area drove the most traffic to the site in May seeing almost 10,000 more sessions than the next largest metro area, Milwaukee. 25-34 was the top age demographic hitting the site, much like the last few months. The 55-64 age group drove the 2nd most sessions on the month, also similar to what we have been used to seeing. Unique pageviews naturally saw growth with the increase in overall site traffic.



May was the 13th straight month we have seen increases in organic traffic to the site. Organic Sessions were up 43.8% rising to 120,000 in May. Organic traffic remains the largest portion of overall sessions. Search queries looked very typical in May with many searches around things to do, rentals, and places to stay. We have seen an increase in Cherry Blossom searches in May as well.

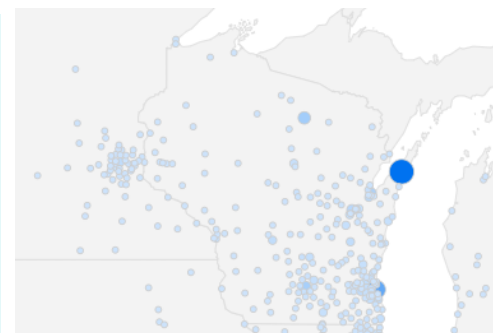


Newsletter Analytics			
Total Recipients	Successful Deliveries	Bounces	Total Opens
232,077	230,917	1434	50,132
Open Rate	Total Clicks	Click-Through Rate	
29.60%	10,440	4.52%	

May was a great month for Newsletter content and traffic. Open rate and click through rates remained strong along with total opens. Top links for the month were dominated by the Cherry Watch page with interest in the Paddling Guide, Julies Motel, Historic Museums and Somerset Inn. To view this newsletter and others visit [www.DoorCounty.com/newsletter](http://www.DoorCounty.com/newsletter).

In addition to our monthly newsletter we are tracking traffic to the Pledge site and where our Pledgers are located. Currently we include take the Pledge messaging in all our newsletter correspondence, CTA classes and LNT Tuesdays. People are also encouraged to take the Pledge in the Welcome Center. Phase two promotion will include more local exposure through various media channels and working with our schools. Currently there have been 2,048 people that have signed and over half are those that reside in Door County.

Default Channel Grouping		Sessions
1.	Direct	3,177
2.	Social	2,214
3.	Organic Search	625
4.	Referral	230
5.	Email	72
6.	Paid Search	39



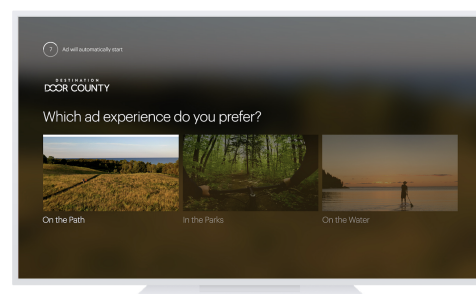
## PAID MEDIA

### Google Adwords

Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in May. CTR increased by 15% YOY. Top clicked keywords include: Door County Attractions, Door County Activities, Door County Resorts, and cabin getaways in Wisconsin. Overall May generated 23,658 clicks and 153,593 impressions.

### Digital Results

High impact mobile - vertical video and swipe to reveal units garnered roughly 1 million impressions and 4,723 clicks. Chicago and Minneapolis had the highest CTRs.



### Paid Video Campaign

The video campaign included Hulu video commercials, Hulu ad selectors and other premium mobile and connected TV inventory. Goal was 85% completion rate or above we landed with a 98.84%. Top publishers included Hulu, Discovery+, Sling, Tubi, Pluto, on networks such as CNN, HGTV, TBS, A&E and Bravo. Hulu Ad selector units allowed viewers to choose which ad experience they preferred. 2.49mil impressions were generated.

### Streaming Audio Results

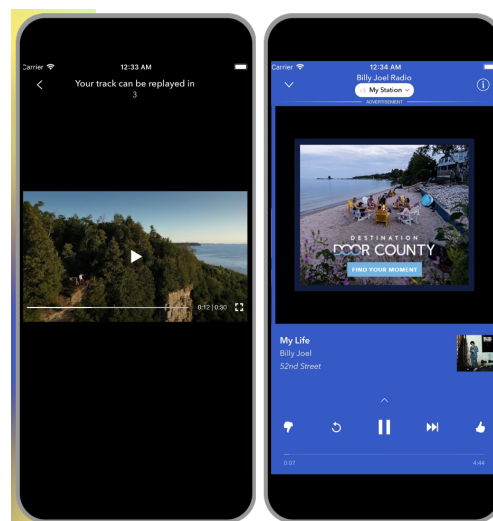
The audio campaign includes Pandora Mobil Video Plus, Spotify Sponsored Session and NPR Podcasting. Nearly 100% of the impressions came from mobile devices, with a small amount from desktop and smart speakers. The campaign targets A25-54 with \$100k+ HHI, geotourists, lookalikes, predictive and retargeting audience segments. The campaign garnered 2.3 million impressions.

### Paid Social Campaign

Travel and geotourist interests and Lookalike ad groups generated the majority of Facebook and Instagram impressions in May. The Facebook platform continues to outperform Instagram in terms of reach and CTR. The Single Image beach shot and all video ads are performing the best.

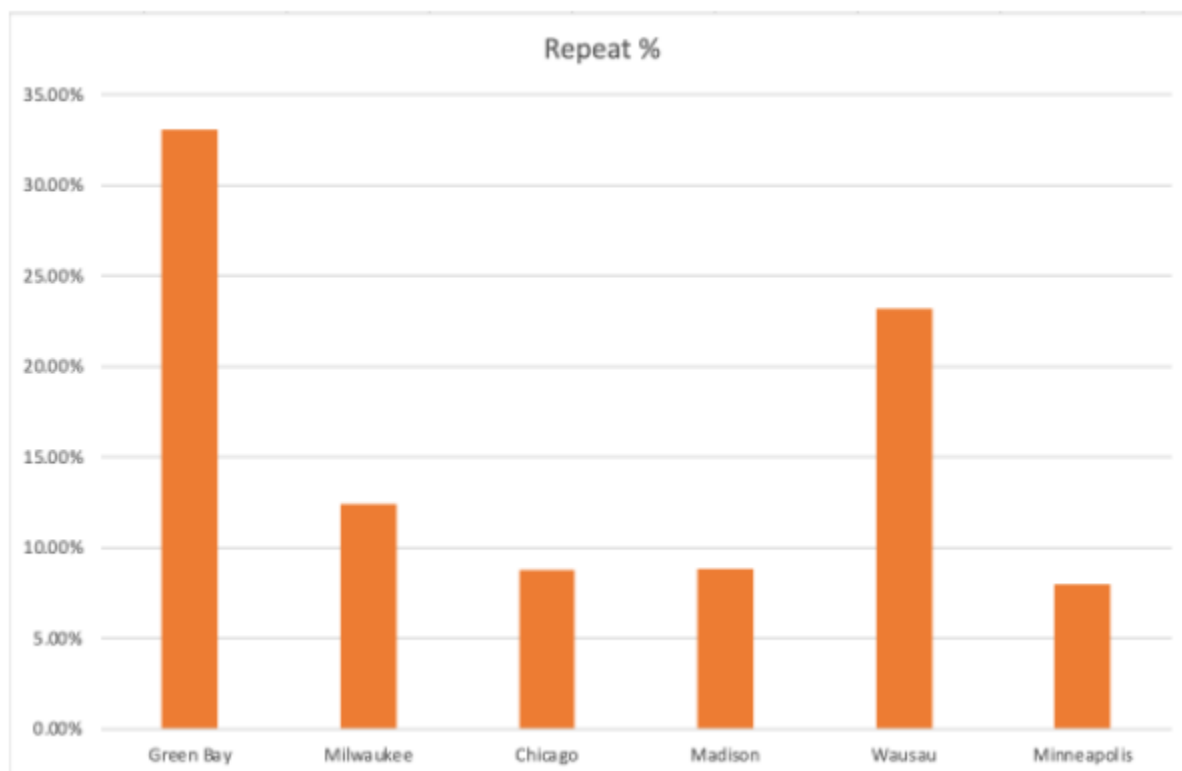
**Facebook:** 12,200 Link Clicks, 805,857 Impressions.

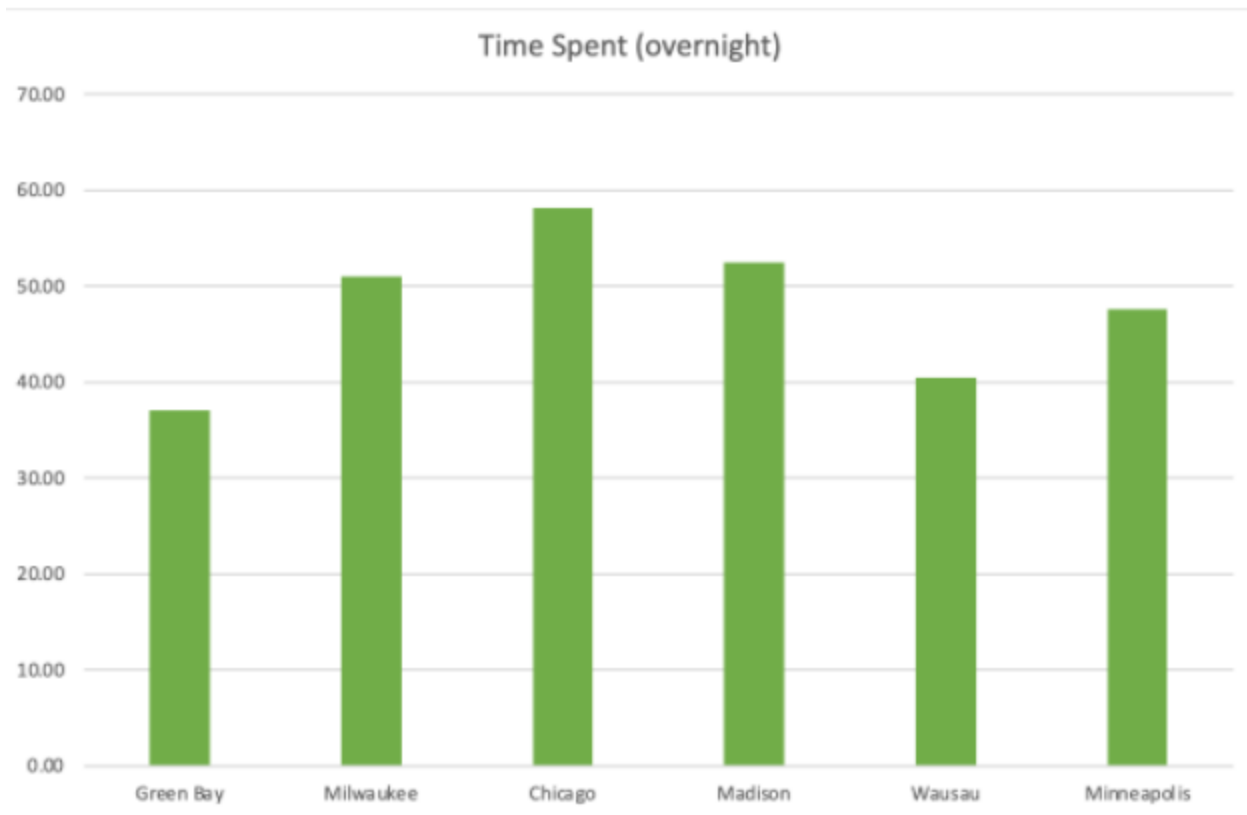
**Instagram:** 739 Link Clicks, 67,182 Impressions.



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

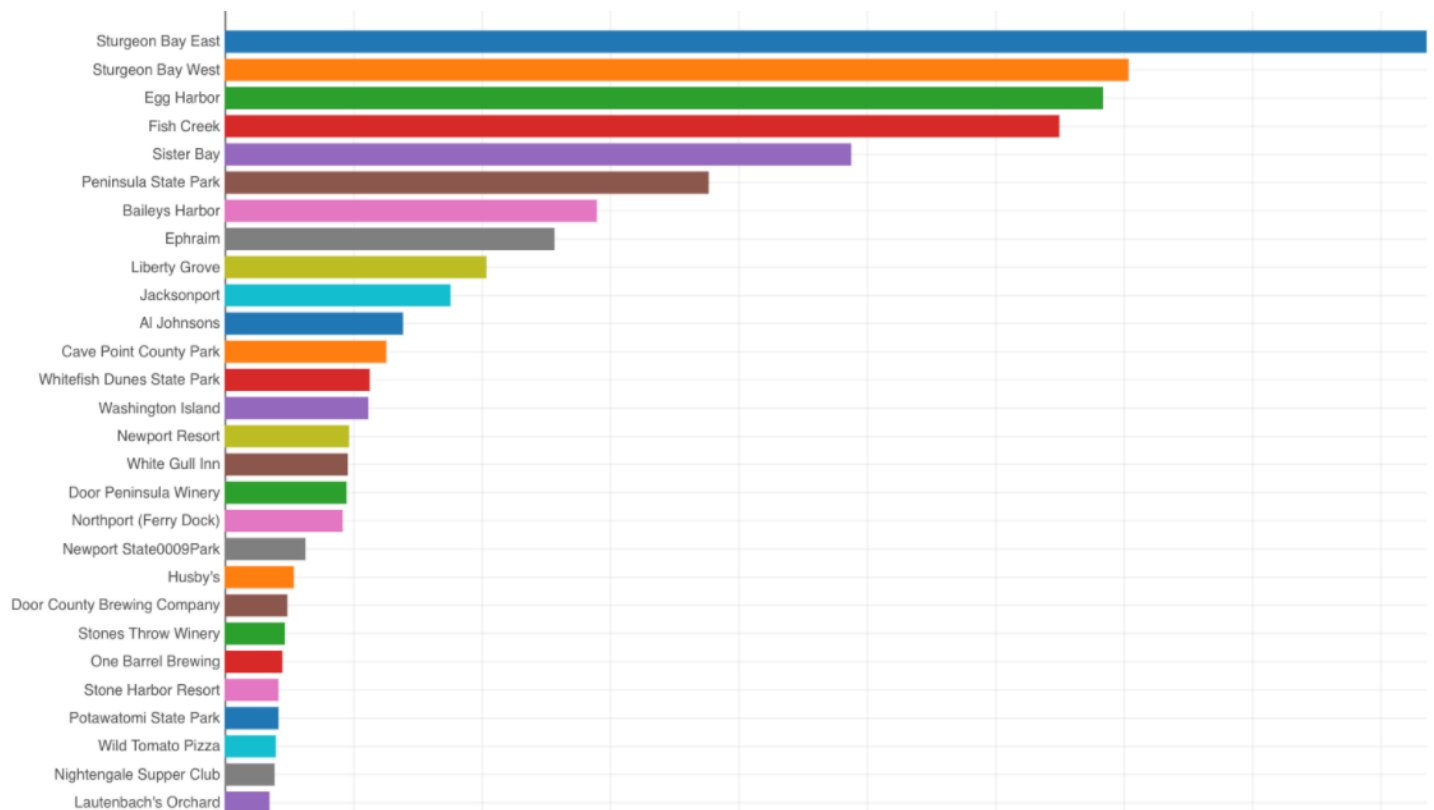
Daily Arrivals continue to spike on the weekends, with a large jump toward the last weekend of April. Illinois continued to be mostly overnight trips on weekends. Minnesota had the highest amount of overnight trips earlier in the month and Wisconsin remained steady with a mix of day and overnight trips, with overnight trips peaking on April 30th.





### Trips by point of interest

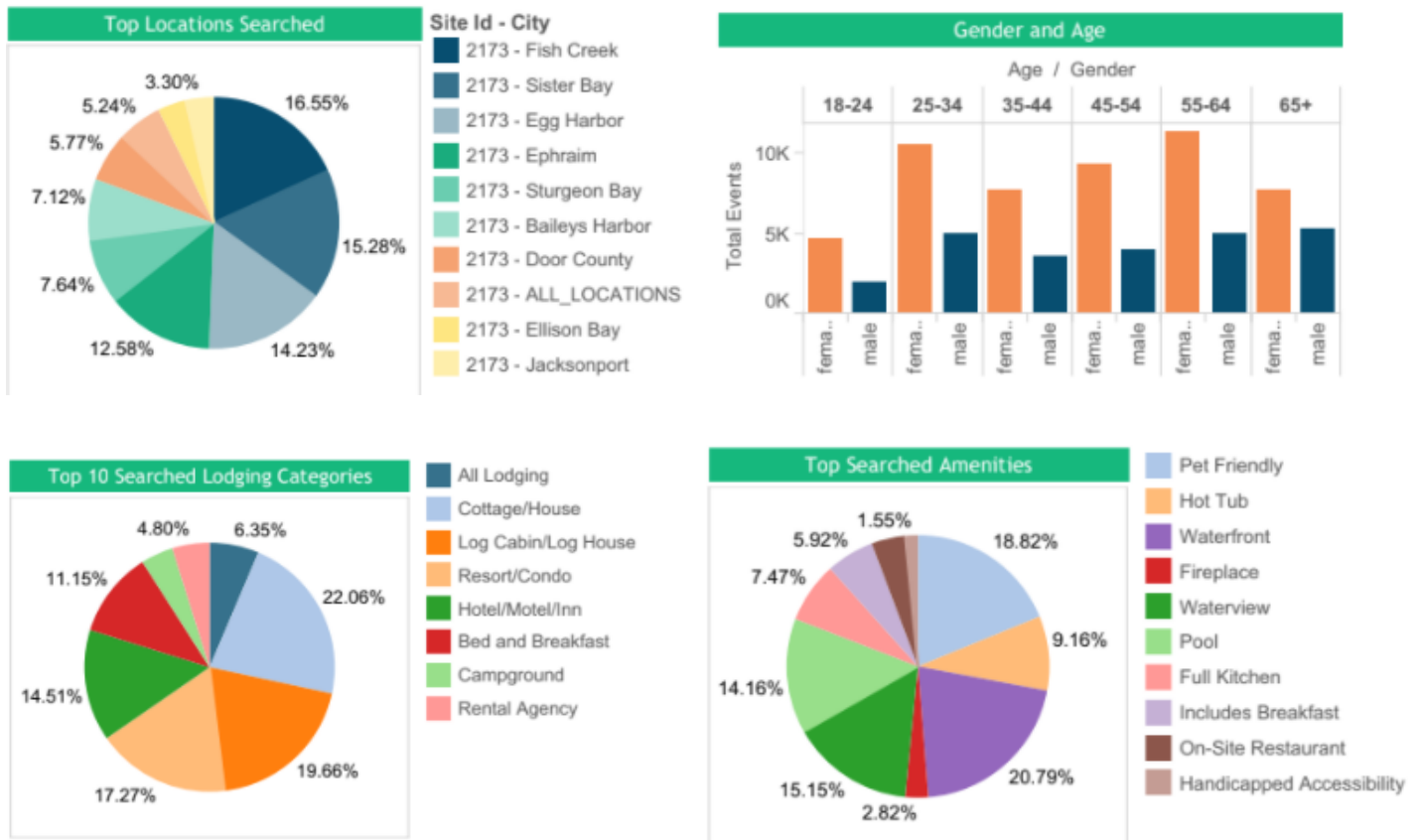
(Represents our communities and some points of interest around the county)



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

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

In April the average advance stay searched was 73.20 days out and for an average of 3.91 day. Average daily rate (ADR) that resulted was \$175.67. Top age group booking through the site was females 55-64 followed by females 25-34.



**SOCIAL**

Facebook: Overall impressions were down in May, but that number includes paid media. The organic impressions were up 8% month over month which is the more important stat we're looking for. The most engaged with posts for the month both featured unique aspects of DC with the "Tractor Ride to Cana Island" and "Boynton Chapel." Continuing to highlight the under-the-radar or distinct DC places will keep the audience engaged.

Twitter: The number of tweets were up in May as were the number of impressions which appears to be directly correlated. One number to be aware of is the page lost more followers than it gained month over month. Twitter does occasionally purge fake/bot accounts which may have attributed to the loss. We'll keep on eye on the follower count in the coming months.

Instagram: Organic impressions (27%) and engagements (84%) were up month-over-month. We saw a fairly large increase in followers with 684 new faces on the page. With Instagram being a visually-appealing platform, the summer months in Door County are an ideal time to continue to showcase the user-generated content of both DC nature and outdoor activities.



127,666 likes



68,708 followers



7,209 followers



2,014 followers

### GROUPS & MEETINGS

Group tours are slowly rebounding as I've heard from a handful of tour operators about scheduling Meet and Greet here at our Welcome Center and in need of Step-on Guides for the summer/fall season.

Wedding requests continue to trend toward much smaller and casual gatherings and the desire to have a ceremony outdoors (park or beach).

### 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 worked in reminders about the latest health recommendations from local, state and national health officials as we move into the 2021 season.
- Media assistance was provided to **27** journalists/media outlets in May by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included Cape Cod Times, PBS Wisconsin, Wisconsin Public Radio, Minneapolis Star Tribune, Chicago Tribune and TV stations including WLUK FOX 11, WFRV CBS 5, WBAY ABC 2, WTMJ NBC 4, WISN ABC 12, WKOW ABC 27 and Spectrum News One. Locally, we worked with WDOR, Door County Daily News, Door County Advocate and the Peninsula Pulse.
- **3** articles were reported from our media marketing program efforts in May and reached a total of **17,986,296** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Epicurious online, Fodor's Travel Online and the Chicago Tribune newspaper. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- Since it began in 2007, our media marketing program has generated **\$30,305,693** worth of earned media coverage for Door County, including **\$129,179** in May.
- The return on investment for our media marketing program to date is **1,169%**. For every dollar spent, we have gotten back **\$11.69** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 6 travel journalists on our second small group press trip of the year in partnership with Geiger & Associates Public Relations. The spring themed trip took place May 20-23, 2021.
- We have 6 more small group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for June, July, August, September, October & December. [View our complete '21 schedule.](#)
- We hosted travel journalist Mary Bergin on an individual research trip May 31-June 2.
- We finished planning individual research trips for 2 travel journalists with plans to visit in June.
- We continued planning efforts with the Wisconsin Dept. of Tourism for welcoming some targeted social media influencers to Door County this summer.
- We finalized a partnership with the Wisconsin State Golf Association to host one of their golfers August 22-25 in Door County as part of their [America's #1 Golf Internship](#) program. The partnership will help shine the spotlight on Door County's golf scene while WSGA intern Patrick Koenig plays 50 courses in 50 days around Wisconsin.
- We continued planning efforts for a special Society of American Travel Writers (SATW) press trip scheduled for October 1-3 in Door County in conjunction with SATW's national convention, scheduled for Oct. 3-7 in Milwaukee.
- We distributed 3 media releases in May about various topics including [National Travel & Tourism week](#), [DDC's President/CEO moving on](#), and a follow-up release about the [Door County Pledge](#).
- Views of DDC produced videos across all online platforms totaled **40,058** in May. Our most watched videos on Facebook included a [video about the first resorts in Door County](#), a video about [fishing in Door County](#), and an Our Door County video about [shipwreck hunting](#). On YouTube, our [First Resorts in Door County](#) video topped the list, followed by our Door County Unearthed video about [Invasive Species](#) and third was our [Door To Door Places You've Never Seen video](#).
- As part of National Travel & Tourism Week in May, we produced a special [4-page tourism publication](#) that was printed in the May 7, 2021 Peninsula Pulse. We also put together a [2020 Tourism Fact Sheet](#) highlighting tourism's economic impact in Door County and also released a DDC commissioned [Economic Impact of Tourism in Door County 2020](#) research study. We also produced and released a special [tourism industry focused video](#) to share what is going on with Destination Door County and the tourism industry heading into the 2021 season.

- Below: May 18, 2021 Cape Cod Times* ↓

