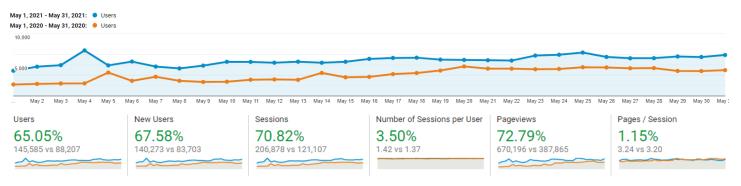


MARKETING & COMMUNICATIONS EXECUTIVE SUMMARY

MAY 2021

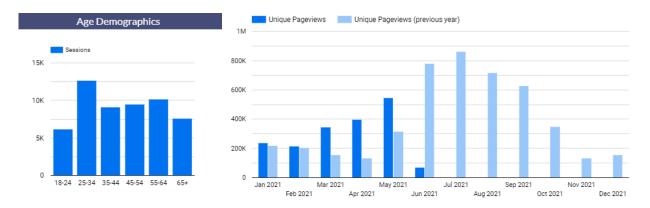
MARKETING & SALES DEPARTMENT

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.



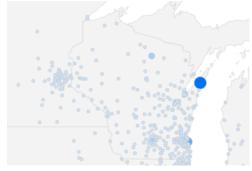
May was the 13th straight month we have seen increases in organic traffic to the site. Organic Sessions were up 43.8% rising to 120,000 in May. Organic traffic remains the largest portion of overall sessions. Search queries looked very typical in May with many searches around things to do, rentals, and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



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.

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

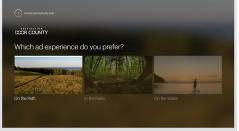
Google Adwords

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.

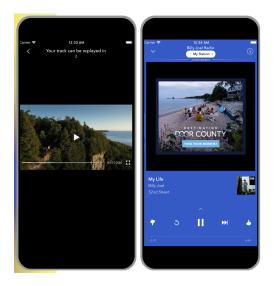
Streaming Audio Results

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

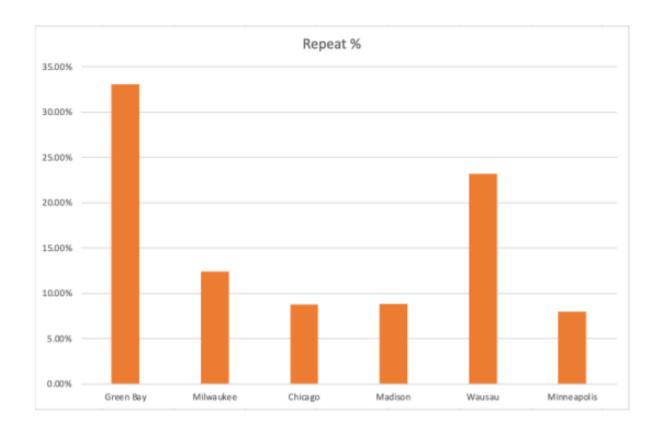
Travel and geotourist interests and Lookalike ad groups generated the majority of Facebook and Instagram impressions in May. The Facebook platform continues to outperform Instagram in terms of reach and CTR. The Single Image beach shot and all video ads are performing the best.

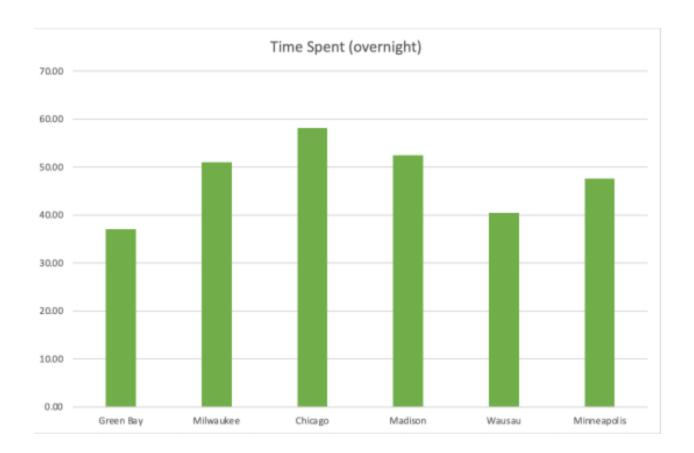
Facebook: 12,200 Link Clicks, 805,857 Impressions. **Instagram:** 739 Link Clicks, 67,182 Impressions.



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

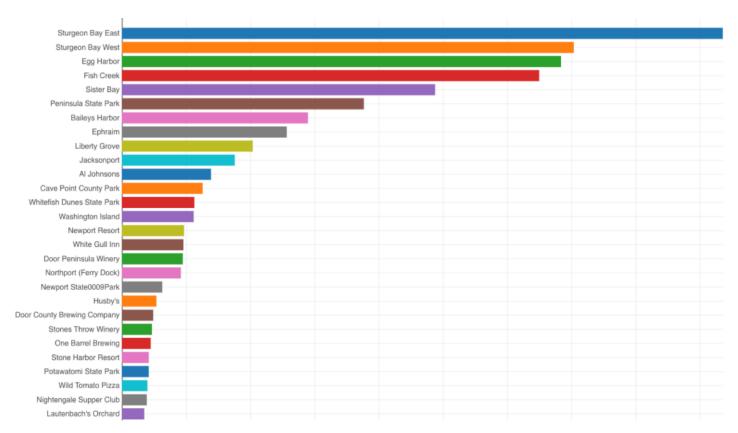
Daily Arrivals continue to spike on the weekends, with a large jump toward the last weekend of April. Illinois continued to be mostly overnight trips on weekends. Minnesota had the highest amount of overnight trips earlier in the month and Wisconsin remained steady with a mix of day and overnight trips,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





Trips by point of interest

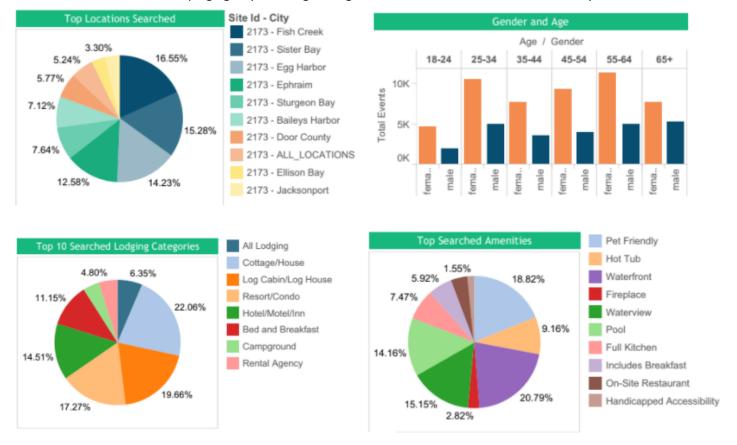
(Represents our communities and some points of interest around the county)



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 Greets 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 <u>America's #1 Golf Internship</u> 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 <u>National Travel & Tourism week, DDC's</u>
 <u>President/CEO moving on</u>, and a follow-up release about the <u>Door County Pledge</u>.
- 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.

Recent Media Highlights

- The Hudson Star Observer included Schoolhouse Beach on Washington Island in a story headlined "5 Ocean-Like Beaches to See Across Wisconsin" that was published on 5/24/2021. Read HudsonStarObserver.com.
- The Milwaukee Journal Sentinel included Rock Island, Washington Island, and Cedarbirch Island in a story headlined "Here's where you can stay on an island in Wisconsin," that was published on 5/20/21. Read the story on jsonline.com.
- Conde Nast Traveler included the Skyway Drive-In Theater in a story headlined "13 Nostalgic Drive-In Movie Theaters to Visit This Summer" that was published on 5/24/21. Read the story on cntraveler.com.
- The Cape Cod Times (example below) published a story on 5/17/2021 comparing the two popular vacation areas and pointing out similar characteristics between the two. Read the story online at CapeCodTimes.com.
- Door County was highlighted on a recent episode of the Exploring The Midwest podcast, which premiered on 5/10/2021. Door County spokesperson Jon Jarosh joined host Jody Halsted for the show. Search for Exploring The Midwest on your favorite podcast app or read the story and listen to the podcast at FamilyRambling.com.
- Washington Island and the stavkirke were included in an online story headlined "No Passport? No Problem!" that published on 5/18/2021. Check out the story on AmericanHistoryRoadTrip.com.
- The Chicago Tribune newspaper (example at right) published a full page feature story about Door County lighthouses in their Sunday 5/23/2021 travel section by travel journalist Jay Jones. Mr. Jones visited Door County earlier this spring on an individual research trip when writing the story. Read the story online at ChicagoTribune.com (behind paywall) or view a PDF of the print version here.

Right: May 23, 2021 Chicago Tribune →

Below: May 18, 2021 Cape Cod Times ↓



County. Here's ĥow a 2017 USA Today story described the locale:

"With an expansive shoreline dotted with boats and lighthouses, Door County has been called the Cape Cod of the Midwest. The 70-mile-long peninsula between Green Bay and Lake Michigan incorporates dozens of islands, the largest of which is Washington Island. From Memorial Day to the end of October, Door County draws a big crowd."

That vibe sure sounds familiar! Seek-

That vibe sure sounds familiar! Seek-ing a window into the world of Door County, I rang up Jon Jarosh, director of communications and public relations at the Door County Visitor Bureau. He decribed his corner of the world as a love ly mix of shoreline, quaint villages, pub-lic parklands, lighthouses and Momand

lie parklands, lighthouses and Mom and Pop-owned businesses.
And, just like Cape Cod, "we have a sunrise side and a sunset side," Jarosh said. "We're both surrounded by water. Your water is a little bigger."
But Lake Michigan is no slouch—according to the international Association for Great Lakes Research, it's the world's fifth-largest freshwater lake by

world's fifth-largest freshwater lake by volume! "We can't see to the other side, Jarosh said

The Cape Cod/Door County compari-son (and the rise of Door County as a tourist destination) gained momentum after a March 1969 National Geographic

after a March 1969 National Geographic cover story: "Wisconsin's Door Peninsu-la: A Kingdom So Delicious." National Geographic staffer William S. Ellis wrote: "As an alien thumb of land on the corn-knuckled fist of the Middle West, the Door Peninsula, with its 250



Schoolhouse Beach Park in Washington, Door County, Wisconsin. DAN



Sunset over Eagle Harbor in Ephraim. Door County, Wisconsin, DESTINATION

miles of shoreline, draws expressions of surprise from first-time visitors. More often than not, the reactions invoke ref-erences to New England, such as 'Cape

Cod on an inland sea."

"It was a huge deal for our place," said arosh of the National Geographic story.
"It put us on the map nationally."

One difference between Cape Cod

and Door County is in the festive traditional dinner department. While Cape Cod is known for clambakes (often starring lobster), "we have fish boils with lo-cally caught whitefish," Jarosh said. cally caught whitensn, Jacob Cauldron out-

And in the friendly peninsula rivalry department, "we kind of joke that Cape Cod is really the Door County of the East Coast," Jarosh said.

More photos of Door County, Wisconsin:

