

MARKETING & BRAND STRATEGY

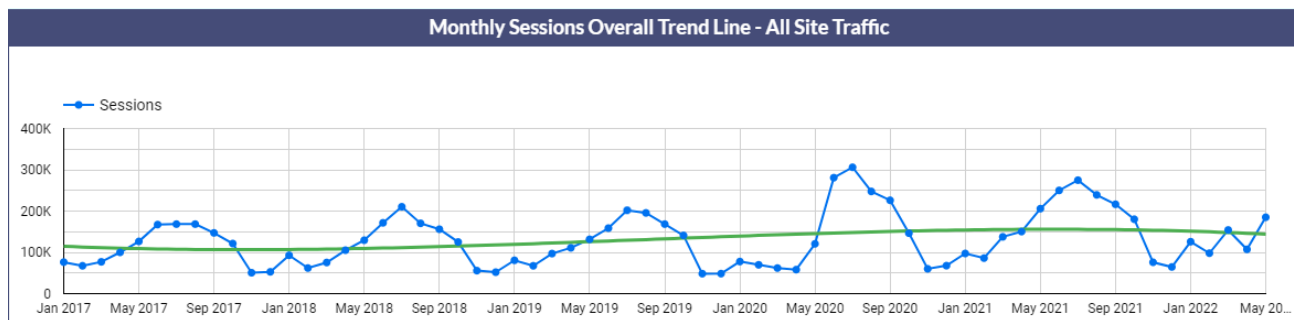
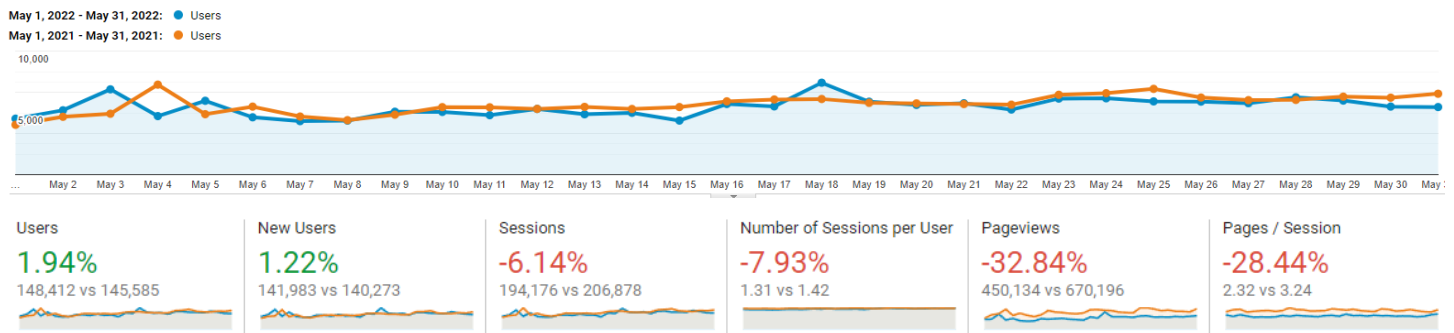
DOORCOUNTY.COM

We can see that overall sessions were down compared to May of '21. Along with overall sessions being down many of the other leading metrics were down as well like avg. session duration, pages/session, unique visitors, etc.

Most of the people coming to the site are using a mobile device with around 30% of traffic using a desktop device.

Organic search was the top driver of traffic, specifically on Google with The Trades Desk traffic and Direct traffic accounting for the second and third most traffic in May.

The "monthly sessions overall trend line" gives a good look at how the total traffic to the site over the last few years has looked. While May was down compared to '21 we were up considerably from '17, '18, '19, and '20.



eNEWSLETTER

May Newsletter - Combined Sends

Total Recipients 229,502	Successful Deliveries: 228,293	Recipients Who Opened: 64,883	Combined Total Open Rate 38.87%
Recipients Who Clicked: 4,136	Total Opens: 88,743	Total Clicks: 7,432	Combined Unique Open Rate 28.42%

PAID MEDIA

During May, our summer campaign was in full swing. Total ad impressions for the month totaled 13.5 million and traffic to DoorCounty.com as a result of online digital advertising totaled just under 100,000.

Google Adwords

The dynamic, Events & Festivals, and Things To Do ad groups again served the most impressions and had the most clicks. Lighthouses, Events & Festivals and Cherries ad groups had the highest CTR% followed by Events, Attractions /Scenic Attractions and Biking. Overall, May generated 19,010 clicks and 101,410 impressions. Majority of impressions were served in the Chicago, Milwaukee, Minnesota, Madison and Green Bay DMAs.

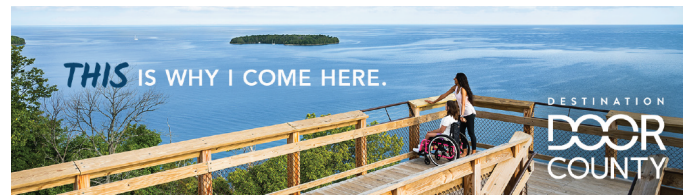
Digital Display Results

Overall, Chicago, Milwaukee and Minneapolis topped the list for total impressions. High impact mobile - vertical video and swipe to reveal units - garnered just over 1 million impressions and 47,749 clicks.



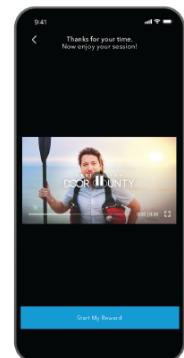
Digital Outdoor

Impressions totaled 1.9 million and were served in the Chicago, Milwaukee, Minneapolis, Madison DMAs.



Paid Video Campaign

The video campaign included Hulu, Samsung, Tubi, Pluto, Charter Spectrum and Direct TV Stream. Targeting centered around retargeting, audience predictor, and interest targeting eco-tourism. A total of 1.99 million impressions were generated and video completion rate was 98.16%, surpassing the goal of 82%.



Streaming Audio Results

The audio campaign includes Pandora Mobil Video Plus, Pandora Sponsored Listening and Spotify. Nearly 100% of the impressions came from mobile devices, with a small amount from desktop and smart speakers. The campaign garnered 2.15 million impressions.

Paid Social Campaign

Lookalike, retargeting and environmental ad groups generated the majority of Facebook and Instagram impressions in May. The Facebook platform continues to outperform Instagram in terms of impressions and CTR. The outdoor theater shot and aerial shots of the shoreline performed best.

Facebook: 21,290 Link Clicks, 1,740,000 Impressions

Instagram: 112 Link Clicks, 5,300 Impressions.

SOCIAL

FACEBOOK

There was a 70% increase in organic page “likes” this month. Highest engagement came from two fill in the blank posts, which spiked our impressions on those two days, showing an increase a 35% in organic impressions. When looking at our competitor set (Travel WI, Visit MKE, Lake Geneva, WI Dells, Bayfield, Discover GB), we came out ahead of Travel WI when it comes to engagement (8,700 vs 6,100) and well above the competitor set average (8,700 vs 2,280).

Received Messages: 408 Private Messages

INSTAGRAM

Quite a jump in story mentions this month (266) vs. (56), which is fantastic to see the season begin to pick up from user-generated content. Although this month for impressions (-61%) and engagement (-33%) both showed decreases from last month’s numbers. Our hope is that with implementing more video/“reel” content, will help raise these numbers over the summer months.


Received Messages: 253 Direct Messages, 14 Story Replies

TWITTER

With decreases from last month, we saw positive metrics for May: our impressions increased 11%, our net followers grew 2200% with 73 new followers for the month. Retweets also showed a 50% increase, which helped raise our impressions and engagement numbers.

Received Messages: 78 Mentions, 13 Retweets


TOP PERFORMING POSTS

 **Destination Door County**
Wed 5/25/2022 2:08 pm PDT


_____ is at the top of my list when I visit Door County next!

A

Total Engagements	7,219
Reactions	231
Comments	843
Shares	13
Post Link Clicks	1
Other Post Clicks	6,131


 **doorcounty**
Tue 5/3/2022 8:14 am PDT

We recognize the importance of travel & its positive impact on our community. Thank you to everyone...




Total Engagements **1,384**

Likes	1,324
Comments	17
Saves	43

 **@mydoorcounty**
Mon 5/23/2022 1:47 am UTC

One of the best views in Wisconsin can be found here in [#DoorCounty](#) at [#PeninsulaStatePark](#). Climb th...



Total Engagements **80**

Likes	33
Comments	0
Shares	1
Post Link Clicks	1
Other Post Clicks	45



131,267 Followers



74,570 Followers



8,114 Followers



2,121 Followers



2,420 Followers



71 Followers

GROUP & MEETING

In May we started to see some motor coach groups in the county with a couple stopping by the Welcome Center for our Meet and Greet service. Inquiries are lighter this time of year as many tour companies are in their busy season and out touring with their clients. Door County was chosen to host the Circle Wisconsin Board of Directors retreat in September - Rowleys Bay Resort will serve as the lodging and meeting venue for the group.

While leisure travel is up, business travel has been a little slower to catch up post-covid. We received a few inquiries regarding small association meetings and requests for welcome bags but overall, the interest/need for meeting space is a little less than in the past this time of year.

Destination Door County Key Performance Indicators

Visitation Source: NEAR (A visitor is defined as a device with a home OR work location (to exclude commuters) more than 30 miles from your county. The device must visit one of the points of interest Zartico mapped out in your county.) Spend Source: AFFINITY (Affinity credit card data represents over 100 million anonymized transactions every day, and 10 billion transactions annually.)

Visitor To Resident Ratio

2.14

↗ **6%**
change | 2.01
prev. year

Percent Visitors

61.1%

↗ **13%**
change | 54.1%
prev. year

Percent Spend from Visitors

9.4%

↘ **-21%**
change | 11.9%
prev. year

Origin Visitation and Spend Trends

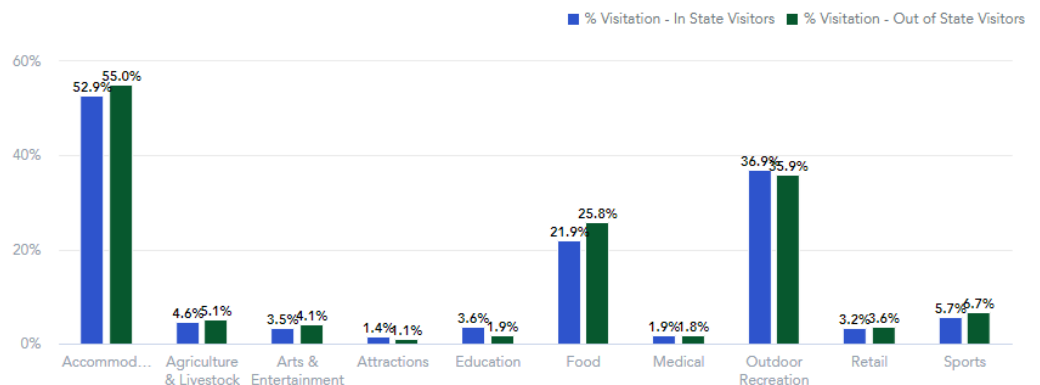
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% Out of State Visitors

34.7%

↗ **81%**
change | 19.2%
prev. year

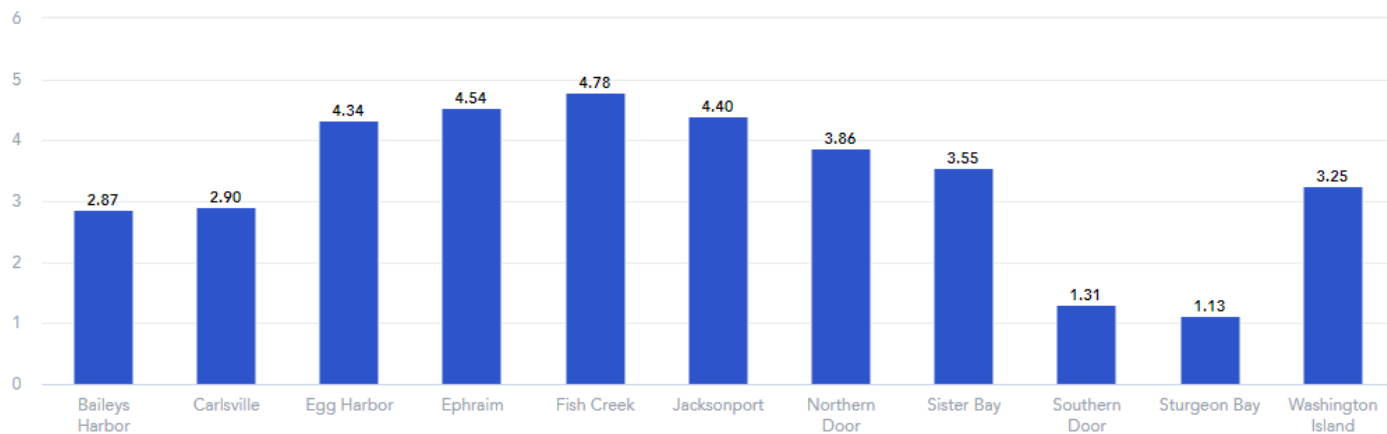
In State & Out of State Visitation by POI Category



In-Market Visitation and Spend Trends

Visitation Source: NEAR (A visitor is defined as a device with a home OR work location (to exclude commuters) more than 30 miles from your county. The device must visit one of the points of interest Zartico mapped out in your county.) Spend Source: AFFINITY (Affinity credit card data represents over 100 million anonymized transactions every day, and 10 billion transactions annually.)

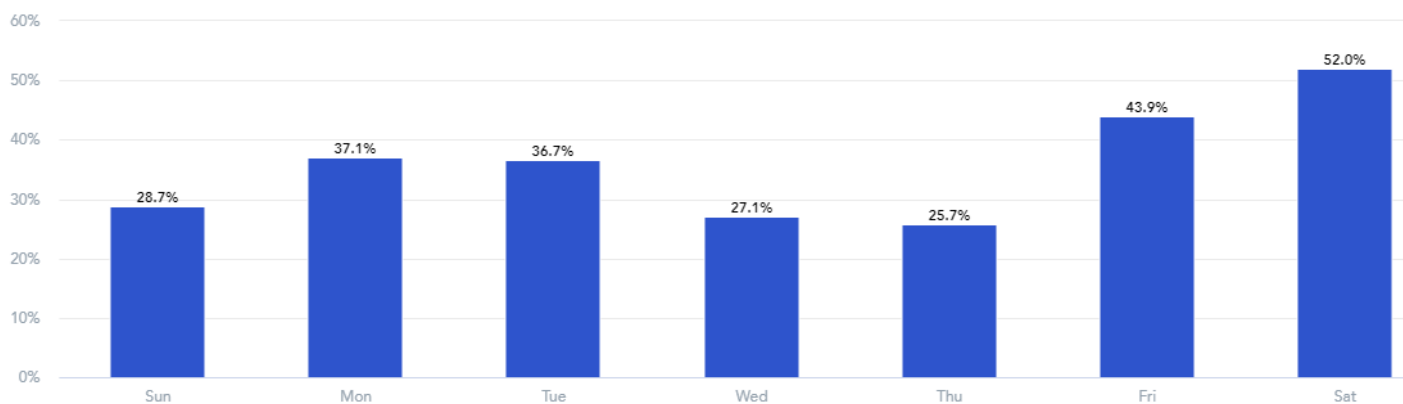
Visitor to Resident Ratio by Region



How does visitation trend by day of the week?

Source: Near, Note: Day Trips = Between 2-8 hours spent in your destination. Overnight Trips = 8+ hours spent in your destination and observed the next day in your destination. The total percentages can exceed 100% as visitors can stay multiple days during their trip. Tip: Click on a day to choose between 1) device count by day for a given weekday or 2) break down by trip type (Overnight, Day Trip, etc.)

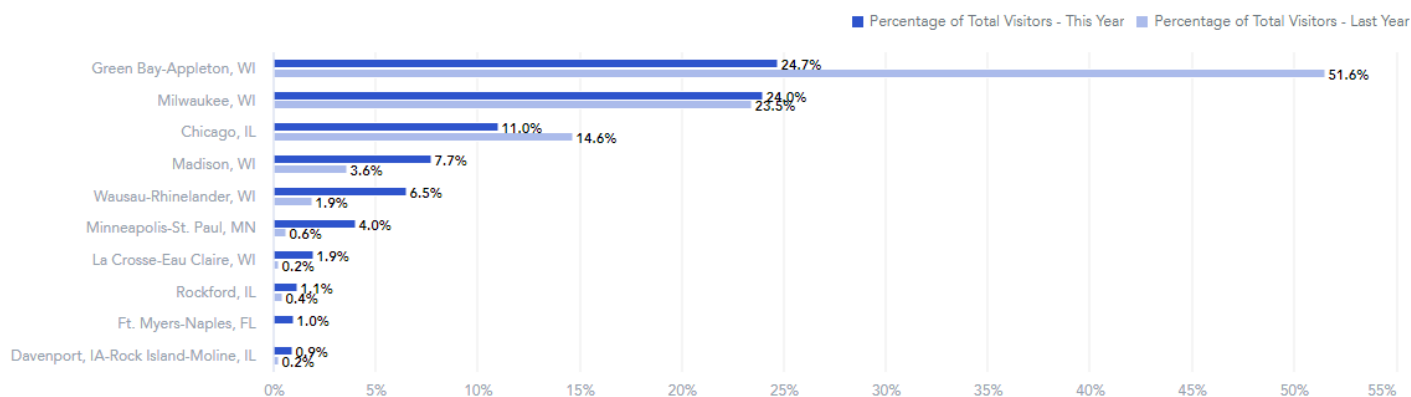
% of Visitor Device Count By Day



What are your top origin markets & how do they compare to the previous year?

Source: Near, Note: This insight does not apply to the resident attribute in the trip type filter above. Tip: Click into an origin market to see the breakdown of trip type and identify the high value markets with strong overnight visitation or the opportunity markets with strong day trip visitation.

% of Top 10 Origin Markets YOY



COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **30** 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 WLUK FOX 11, WFRV CBS 5, Chicago Tribune, Experience Wisconsin, Country Magazine, City Lifestyle magazine, Discover Wisconsin's "The Cabin" podcast, and locally WDOR radio, Door County Daily News and the Peninsula Pulse.
- **21** articles were reported from our earned media marketing program efforts in May and reached a total of **60,382,586** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Midwest Living magazine, Midwest Living online, the Matador Network online, Travel + Leisure online, Best Life online, Minnesota Monthly magazine and the Coastal News Today podcast. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- In May, articles reported through our earned media marketing program generated **\$1,302,890** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$35,071,377** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,165%**. For every dollar spent, we have gotten back **\$12.65** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 12 journalists on a maritime themed press trip May 5-8.
- We have five press trips remaining in 2022. Our next scheduled trip is set for June 20-23. View our complete 2022 [press trip schedule](#). Additional trips will take place in August, September, October and December this year.
- We planned and prepared for a special PR event we will be part of on Sunday June 12, 2022 at Fox Cities Stadium in Appleton. We will have a Door County presence at the Donald Driver Charity Softball game where we'll generate awareness for Door County in a variety of ways during the day-long event.
- We distributed a [press release](#) recapping our 5/3/2022 National Travel & Tourism Week tourism breakfast event.
- National Travel & Tourism Week Recap - here's a highlight summary of the things we did relating to NTTW, 2022:
 - We published and distributed a [special newspaper insert](#) in the April 29, 2022 issue of the Peninsula Pulse that highlighted new DDC initiatives.
 - We welcomed 200 guests along with Wisconsin's Governor and Secretary of Tourism to Stone Harbor for a [Tourism Breakfast event](#) on May 3.
 - We held a signing ceremony for a new [Entity Agreement](#) between DDC and the Door County Tourism Zone.
 - We produced and premiered a new [tourism video](#) that highlighted the history of tourism, the impact tourism has had over the years and the future of travel and tourism in Door County.
 - We shared a variety of messages through local media outlets that highlighted what tourism provides to our residents.
 - We posted a number of NTTW related things on our [DDC Partner Facebook](#) as well as our [DDC Partner Instagram](#), and on [DoorCounty.com](#).
 - We look forward to the 40th annual National Travel & Tourism Week celebration next year, May 7-13, 2023!
- Views of DDC produced videos across all online platforms totaled **60,977** in May. Our most watched videos on Facebook included a sponsored video post about [Gordon Lodge](#), an *Our Door County* series video about the [Nature of Art](#), and a Door County Unearthed series video about [Thordarson's Island in Door County](#). On YouTube, the most watched video was a sponsored video about [kayaking in Door County](#), followed by a video about [Tourism in Door County](#) that we premiered at our tourism breakfast event on 5/3/22, and third was a *Door To Door* series video about [places you've never seen in Door County](#).



Recent Media Highlights

- *Midwest Living* magazine's Summer 2022 issue includes an 8-page feature story about Door County headlined "Unlocking The Door." Check out the online version of the story by travel journalist Lauren Sieben on [MidwestLiving.com](https://www.midwestliving.com). An example of the story is at right.
- *Travel + Leisure* included Door County in a recent story headlined "5 Charming Small Towns Within a 2-hour Drive of Big Cities" by travel journalist Rebecca Deurlein. Read the online story on [TravelandLeisure.com](https://www.travelandleisure.com).
- *US News & World Report* included Door County in a recent story titled "23 Top Things to Do in Wisconsin" by writer Andrea Guthmann. Read the story online on [USnews.com](https://www.usnews.com).
- *Midwest Living* online included Door County's Newport State Park in a story published on 5/17/2022 headlined "The Best Midwest Stargazing Destinations." Read the story on [MidwestLiving.com](https://www.midwestliving.com).
- The *Matador Network* included Door County in a story published May 17, 2022 headlined "7 Affordable Summer Vacations To Take This Year, From the Caribbean To Montana". Check out the story on [MatadorNetwork.com](https://matadornetwork.com).
- *Milwaukee Magazine's* Summer 2022 issue included a feature story headlined "The Last Fisherman of Washington Island" and highlighted commercial fisherman/restaurateur Ken Koyen. The summer 2022 issue is available on newsstands now.
- *Sheridan Road* magazine highlighted Door County in their [May 2022 issue](#) in a story headlined "Wisconsin's Wonderland." Check out a digital version of the 4-page travel story via [Issuu here](#).



May 3, 2022 - New DDC / DCTZC Entity Agreement Signing Ceremony

Wisconsin Governor Tony Evers (standing, back left) and Wisconsin Tourism Secretary-designee Anne Sayers (standing, back right) witness the signing of a new tourism entity agreement between representatives of the Door County Tourism Zone Commission and Destination Door County at Destination Door County's annual tourism breakfast event at Stone Harbor Resort on May 3, 2022. Seated from left: David Eliot, Vice-Chair of the Door County Tourism Zone; Josh Van Lieshout, Chairman of the Door County Tourism Zone; Todd Trimberger, Destination Door County Board Chairman; and Julie Gilbert, President/CEO of Destination Door County.



BridgeUSA/J-1 Visa Social Security Sign-up Days Approved

In 2019, 266 Summer Work Travel (SWT) participants were helped at our Social Security Sign-up Days - saving Door County host employers almost 40,000 miles and 1,600 hours (40 work-weeks!) of driving, had they been required to bring each of those participants to the Green Bay SSA office, instead of our Ephraim events to apply for their Social Security numbers. While it looked unlikely our regional SSA office would have the staff needed to resume our remote sign-up events this year, our persistence paid off when we have been able to secure two of the three days we requested - when the new manager of the Green Bay office agreed to step in and help register students at our Sign-up Days to cover the staffing shortage. This year's sign-up events are being held on Monday, June 13th and Thursday, June 30th, both at the Ephraim Village Hall. Within hours of announcing this year's dates, we scheduled appointments to 151 participants, and at the time of this update (June 9) we are on target to help our partners schedule more than 250 appointments for their international employees participating in the Summer Work Travel cultural exchange program.

Bridging Gaps in Workforce Shortages with a possible Light-Duty Job Initiative and a Retiree MatchUp Program

Prior to the pandemic, we were trying to find an effective way to promote "irregular job opportunities" on our JobsInDoorCounty.com website. This category could include a single shift that needed covering or extra help during an expected rush of business. It could also be a couple of hours each week or a complete task like an odd job that was one and done. Then the shutdowns hit, and resources refocused. This idea has resurfaced, and while we're working to find a solution that could help make this work, I walked Cynthia Germain with Do Good Door County. Cynthia is developing a program called MatchUp Door County that connects older and specially abled residents with businesses that could use their help to make up gaps in their staffing. Her program includes needs and abilities assessments and training programs to sharpen skills (POS training, Customer Service, etc.) and business vetting and training for a healthy match. More on this as it develops!

Partner Report - May 2022 EOM

Total Partners: 653
New/Rejoined Active Partners May 2022: 26

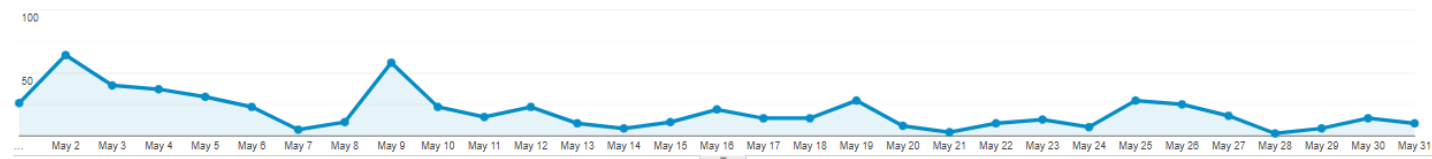
New

Business Category	Business Name	Address	City	Date Joined
Services	Whitacre Yacht Design	10820 N Appleport Ln.	Sister Bay	5/1/2022
Entertainment/Recreation	Ephraim Historical Foundation	3060 Anderson Lane	Ephraim	5/2/2022
Retail	Hammersmith TV & Electronics	10514 Country Lane	Sister Bay	5/2/2022
Services	Northern Electric, Inc	231 Keel Court	Sturgeon Bay	5/2/2022
Retail	Yore Place	7892 Highway 42	Egg Harbor	5/2/2022
Campgrounds	Egg Harbor Campground	8164 Hwy 42	Egg Harbor	5/3/2022
Retail	Lynn's Pottery	12030 Garrett Bay Rd	Ellison Bay	5/3/2022
Hotels/Motels/B&B's	Door County Scotland Yard Bed & Breakfast	2540 Juniper Ridge Road	Baileys Harbor	5/4/2022
Real Estate	Scott Bader, REALTOR	4140 Bluff Ln	Fish Creek	5/4/2022
Services	D.C. Freeze Cryotherapy	6452 HWY 42	Egg Harbor	5/7/2022
Restaurants/Cafes/Taverns	El Sazon Family Mexican Restaurant	1449 Green Bay Rd	Sturgeon Bay	5/9/2022
Kennel	JTM Boxers Play and Stay	5451 Utah St.	Sturgeon Bay	5/9/2022
Hotels/Motels/B&B's	Inn at Cedar Crossing	336 Louisiana St.	Sturgeon Bay	5/10/2022
Services	Door County Landscape Company	Michigan Ave	Sturgeon Bay	5/12/2022

Services	Matthew Kinjerski Excavating & Trucking	2945 Meadow Lark Ln	Brussels	5/13/2022
Services	Sondersweet Photography	141 N 4th Ave.	Sturgeon Bay	5/15/2022
Entertainment/Recreation	Washington Island Parks	910 Main Rd.	Washington Island	5/15/2022
Entertainment/Recreation	Wicker Basket	PO Box 981	Sister Bay	5/15/2022
Hotels/Motels/B&B's	Black Walnut Guest House	454 North 7th Avenue	Sturgeon Bay	5/16/2022
Non-Profit Organization	Egg Harbor Historical Society	7845 Church Street	Egg Harbor	5/17/2022
Professional	Cultivate Advisors	2557 Canal Lane	Sturgeon Bay	5/20/2022
Cottage/Home/Condo/Vacation Rental	Rowleys Bay Cabins	1081 County Road ZZ	Ellison Bay	5/24/2022
Cottage/Home/Condo/Vacation Rental	Merry Breeze Lake House	2401 S. Lake Michigan Drive	Sturgeon Bay	5/25/2022
Retail	Lilly Lo Boutiques	9428 Cedar Court	Fish Creek	5/26/2022
Cottage/Home/Condo/Vacation Rental	Uncle Bob's House Vacation Rental	7004 County Rd M	Sturgeon Bay	5/26/2022
Retail	Twice the Quilt and More	10668 N. Bayshore Drive	Sister Bay	5/31/2022

Status	Drop Reason	Account Category	Account Name	Address	City	Date Dropped
Inactive	Closed/Retired	Cottage/Home/Condo/Vacation Rental	Villa Villekulla	2294 Watersend Rd.	Sister Bay	5/3/2022

<https://www.doorcounty.com/partnership/>



Plot Rows		Secondary dimension		Sort Type: Default		partnership						advanced					
Page		Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value									
		602 % of Total: 0.14% (440,262)	501 % of Total: 0.14% (366,573)	00:02:48 Avg for View: 00:01:48 (55.48%)	277 % of Total: 0.15% (184,585)	72.92% Avg for View: 59.84% (21.87%)	56.15% Avg for View: 41.93% (33.92%)	<\$0.01 % of Total: 8.54% (\$0.05)									
1.	/partnership/	298 (49.50%)	232 (46.31%)	00:02:21	85 (30.69%)	62.35%	44.97%	\$0.00 (0.00%)									
2.	/partnership/power-of-tourism/	144 (23.92%)	129 (25.75%)	00:04:04	110 (39.71%)	85.45%	79.17%	\$0.00 (0.00%)									
3.	/partnership/door-county-certified-tourism-ambassador-program-cta/	31 (5.15%)	28 (5.59%)	00:02:42	17 (6.14%)	70.59%	58.06%	\$0.04 (894.64%)									
4.	/partnership/door-county-in-the-media/	26 (4.32%)	20 (3.99%)	00:04:08	18 (6.50%)	61.11%	65.38%	\$0.00 (0.00%)									
5.	/partnership/partner-resources/research-and-planning/	20 (3.32%)	17 (3.39%)	00:05:13	5 (1.81%)	80.00%	65.00%	\$0.06 (1,473.53%)									
6.	/partnership/j-1-visa-resources/	18 (2.99%)	16 (3.19%)	00:12:13	12 (4.33%)	83.33%	77.78%	\$0.00 (0.00%)									
7.	/partnership/post-jobs/	15 (2.49%)	15 (2.99%)	00:01:58	7 (2.53%)	71.43%	80.00%	\$0.00 (0.00%)									
8.	/partnership/partner-resources/	14 (2.33%)	13 (2.59%)	00:00:43	0 (0.00%)	0.00%	14.29%	\$0.00 (0.00%)									
9.	/partnerships/	8 (1.33%)	4 (0.80%)	00:00:21	4 (1.44%)	25.00%	12.50%	\$0.00 (0.00%)									
10.	/Partnership/	4 (0.66%)	4 (0.80%)	00:00:00	4 (1.44%)	100.00%	100.00%	\$0.00 (0.00%)									

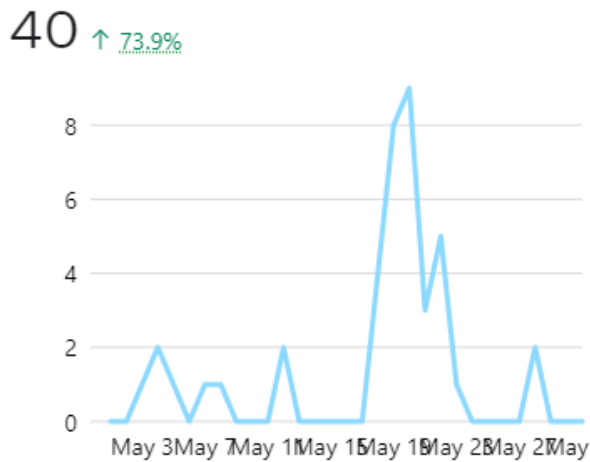
Partner Social Media Stats for May 2022

- DDC Insider Hub [Facebook](#) 1831 followers (+6.76% MoM)
- DDC Partner Hub [Instagram](#) 1273 followers (+5.46% MoM)

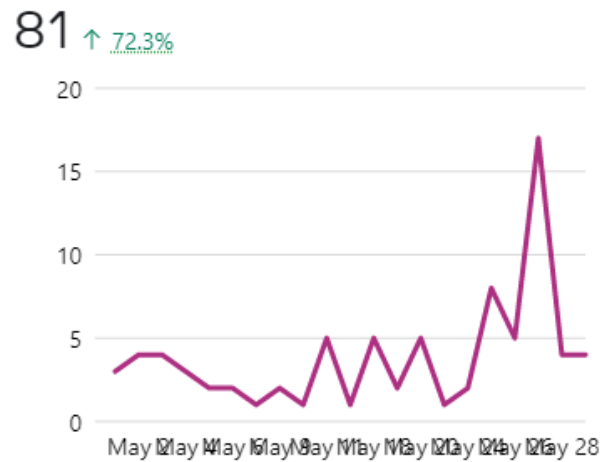
New Followers:

New likes and follows

Facebook Page new likes ⓘ

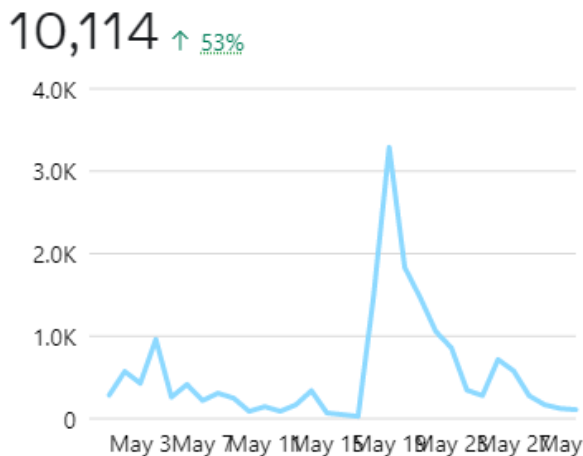


Instagram new followers ⓘ

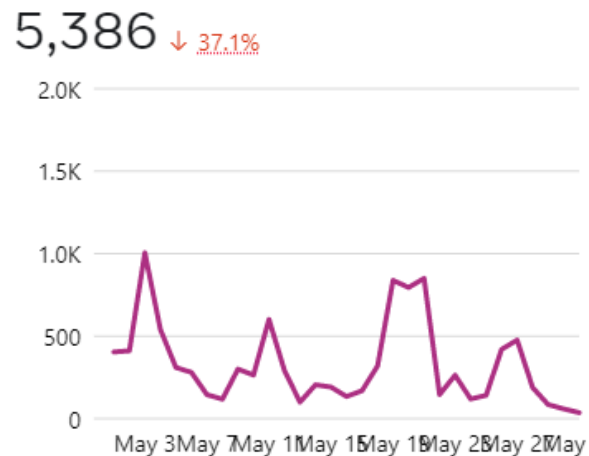


Page Reach:

Facebook Page reach ⓘ



Instagram reach ⓘ



Farthest reaching posts:

Content ⓘ

Sort by: Reach ▼



Wed May 18, 2:43pm
Good vibes alllllll arou...
Post
Reach 5,653



Thu May 5, 11:02am
Leave No Trace Tuesday
Post
Reach 4,203



Fri May 20, 12:04pm
GIVEAWAY TIM...
Post
Reach 3,350



Thu May 19, 3:43pm
@midwestlivin...
Post
Reach 1,497



Fri May 20, 5:00pm
The Door peninsula is...
Post
Reach 1,162



Tue May 3, 7:47pm
We are humbled, our ...
Post
Reach 1,150

Most post reactions:

Content ⓘ

Sort by: Likes and reactions ▼



Wed May 18, 2:43pm
Good vibes alllllll arou...
Post
Reactions 159



Fri May 20, 12:04pm
GIVEAWAY TIM...
Post
Reactions 125



Fri May 20, 12:12pm
GIVEAWAY TIM...
Post
Likes 116



Tue May 3, 7:47pm
We are humbled, our ...
Post
Reactions 83



Fri May 20, 5:00pm
The Door peninsula is...
Post
Reactions 71



Tue May 3, 8:44pm
We are humbled, our ...
Post
Likes 57

Partner Social Media: Facebook													
Reach	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2021	375	2,052	692	2,792	4,391	3,854	2,470	710	4,645	1,001	2,079	607	14,553
2022	4,307	9,200	3,927	6,491	10,114								23,863
YOY Growth	1048.53%	348.34%	467.49%	132.49%	130.33%								63.97%
Likes	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2021	1,271	1,273	1,316	1,321	1,333	1,350	1,354	1,352	1,420	1,420	1,423	1,433	13%
2022	1,444	1,477	1,687	1,715	1,831								27%
Partner Social Media: Instagram													
Reach	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	329	329	329	433	18	27	196	108	290	290	406	366	
2021	499	1,059	456	1,742	1,582	1,758	1,456	1,006	1,013	1,406	1,314	1,162	7,090
2022	6,616	8,793	10,144	8,283	5,386								32,014
YOY Growth	1225.85%	730.31%	2124.56%	375.49%	240.46%								351.54%
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2021	-	-	-	-	-	-	-	-	1,021	1,028	1,049	1,052	3%
2022	1,076	1,126	1,179	1,207	1,273								18%

OPERATIONS

MAY PUBLICATION REQUESTS

Visitor Guide Requests: **1,855**

Winter Guide Requests: **15**

E-mail Requests Answered: **129**

MAY GIFT CERTIFICATES

Door County Gift Certificates Sold: **\$37,375**

Door County Gift Certificates Redeemed: **\$30,640**

MAY VISITOR CENTER DATA

Welcome Center Visitors: **2,397**

Phone Calls: **971**











JOB SITE STATS

Admin Dashboard

Activity

24 Hours	Week	Month	Total	Custom	5/01/2022	-	5/31/2022	Go
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As of: 6/02/2022 4:00pm

Jobs Posted  100	Job Seekers Added  76	Employers Added  10	Alerts Added  Job 3 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  4,978	Jobs Viewed  7,125	Applications Added  283	Apply Redirects  41	Logins  Seeker 512 Employer 280

