

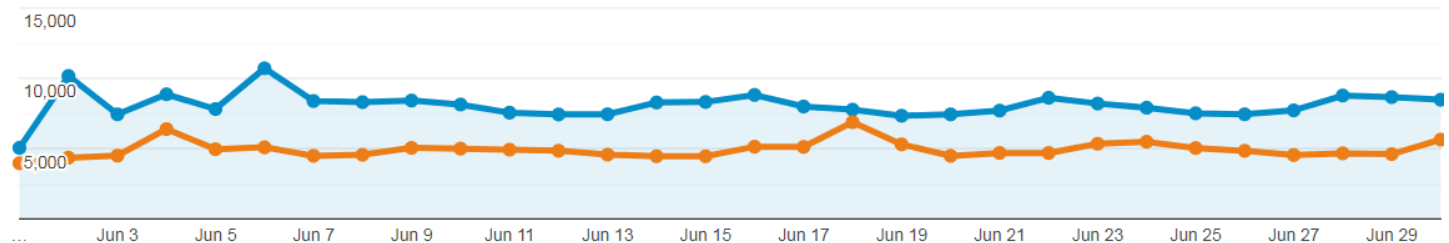
JUNE 2020

MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Jun 1, 2020 - Jun 30, 2020: Users

Jun 1, 2019 - Jun 30, 2019: Users



Users

62.74%

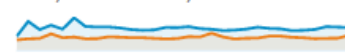
204,288 vs 125,530



New Users

71.03%

195,123 vs 114,090



Sessions

64.95%

281,310 vs 170,546



Pageviews

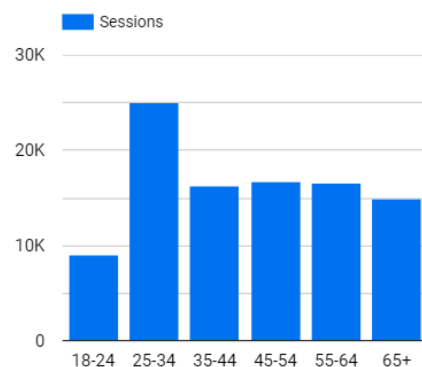
39.68%

953,775 vs 682,806

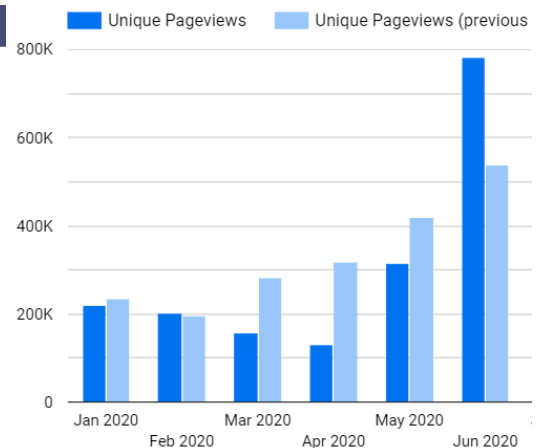
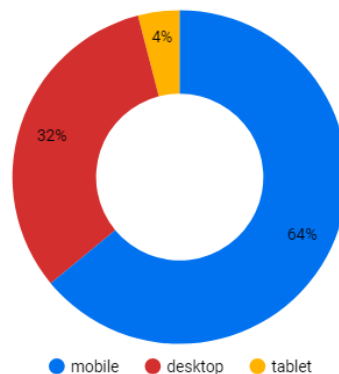


June 2020 was a great rebound month in terms of overall site traffic. Compared to 2019, total sessions, users and pageviews were up exponentially. The increase in traffic was largely due to the increase in organic search traffic, which saw over 60,000 more sessions compared to 2019. Direct traffic also saw a healthy jump in total sessions. The 'other' traffic source which encompasses Facebook, Spotify, Pandora, Instagram, etc. also increased sessions substantially, increasing by 26,000 sessions from 7k in 2019. The Travel Updates, Experience and Stay pages were among the most viewed in June. 64% of all site traffic came from mobile devices with just 32% coming from desktop followed by tablets.

Age Demographics

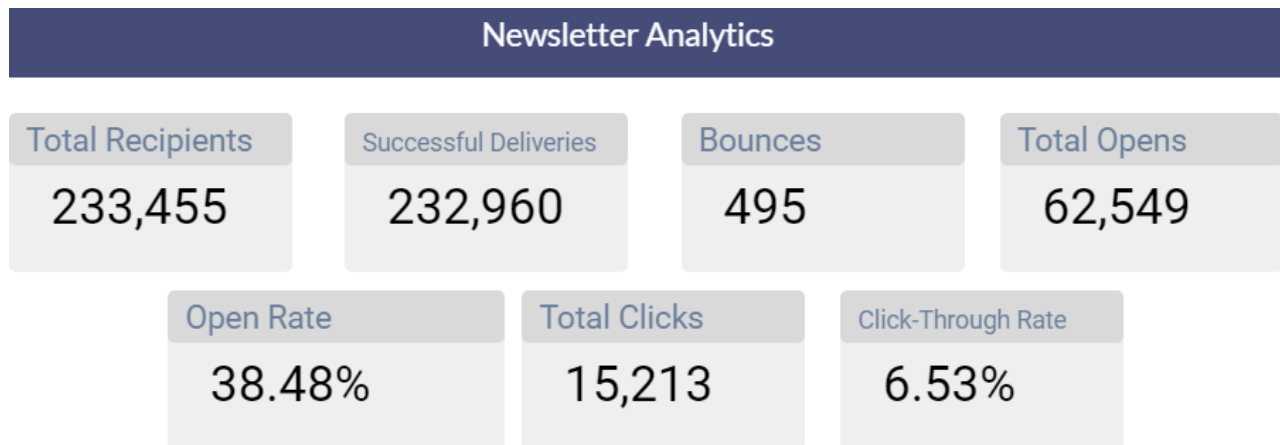


Device Breakdown



Chicago area again drove the most traffic for the month, seeing almost 3x as many sessions than Milwaukee traffic in 2nd place. After Milwaukee we saw Madison coming in at #3 spot and then Sturgeon Bay in the #5 spot. 25-34 was the top age demographic hitting the site followed by 45-54. We saw a large jump in Page views naturally with the large increase in overall sessions.

It's great to see Organic traffic up and performing well compared to June of last year. Total organic sessions were up 66% and our bounce rate decreased to 45.5%. Organic search queries look mostly normal throughout the top 10 with most of the COVID queries falling off. We're seeing a few queries related to people asking if Door County is open, a great sign people are itching to get outside and visit.



June was a great month for email activity seeing 38.48% open rate, one of the highest of all time, up from 23.87% in June of 2019. Click thru Rate also improved to 6.53%, again, one of our all time highs. The "9 Practical Tips for Making the Most of Your Summer Trip" was the most clicked link for the month of June by far with close to 5k total clicks. Next was the "Top Outdoor Activities for a Socially Distanced Vacation" followed by the "Door County Locals Can't Wait" YouTube video.

MEDIA

Our paid media buy resumed on June 1st and showed great results with over 37 million impressions. The following are the results for our June media buy.

Media	Geo	Impressions
Google Adwords	Chicago, Mke, Green Bay/Appleton, Madison, Door County	134,242
Beloit Visitor Center	Beloit	125,000
WI Tourism Travel Guide		5,833
Digital Outdoor	Chicago, Milwaukee	31,100,974
Video	Chicago, Milwaukee, Green Bay/Appleton	1,071,693
Mobile Audio	Chicago, Milwaukee, Green Bay/Appleton	3,056,578
Sum. Digital - High Impact Mobile	Chicago, Milwaukee, Green Bay/Appleton	1,090,319
Summer Facebook	Chicago, Milwaukee, Green Bay/Appleton, Madison	661,992
Summer Instagram	Chicago, Milwaukee, Green Bay/Appleton, Madison	30,935
Weddings Facebook	Chicago, Milwaukee, Green Bay/Appleton, Madison	113,578
Weddings Instagram	Chicago, Milwaukee, Green Bay/Appleton, Madison	24
Weddings Pinterest	Chicago, Milwaukee, Green Bay/Appleton, Madison	9,415
TOTAL		37,400,583

One of the initiatives we took on this year was targeting more eco conscious travelers. To do that we included digital displays on vehicle recharging stations in Chicago and revised creative.



PERFORMANCE OVERVIEW

CHICAGO

PAID CHARGING STATIONS

13

DELIVERED CHARGING STATIONS

17

PURCHASED IMPRESSIONS

10,484,380

DELIVERED IMPRESSIONS

11,935,720 (114% Total Delivery)

CAMPAIGN OPTIMIZATIONS

- Added 4 additional stations (7 screens) within the existing locations on 6/8/2020

Campaign Impact



5,930

EV Miles
Powered



2,575

CO₂ Offset



30

Trees Planted
*Based on carbon offset

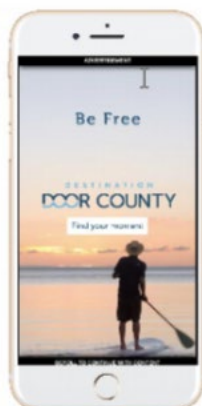


135

Gallons of Gas
Saved

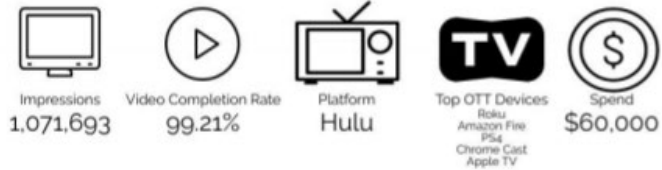
Summer Digital Results:

- Ecotourism interests performed the best compared to other ad groups
- High Impact Mobile Scrollers & Video Ads averaged a CTR of 0.29%
 - 1,090,319 impressions
 - 3,112 clicks
- More impressions were served to Chicago, but all geos had similar CTR's



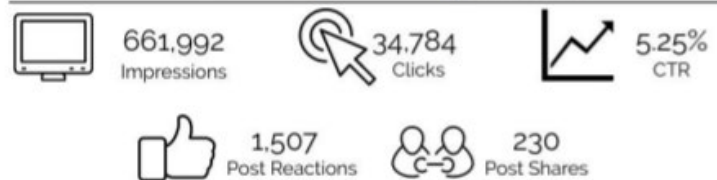
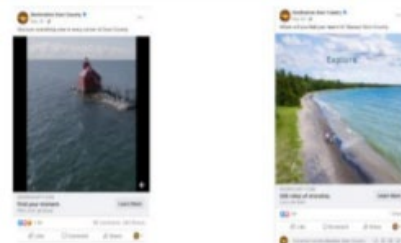
DESTINATION
DOOR COUNTY
Streaming Video Results
Summer: June 1st - June 21st, 2020

- Video ran on Hulu only
- Lookalikes and Eco-Tourism targeting segments generated the largest reach
- 96% of impressions ran on Connected TVs
- Orchard :15 creative had the highest video completion rate at 99.32%

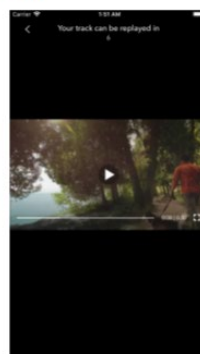


DESTINATION
DOOR COUNTY
Facebook Results
June 1st - June 30th, 2020

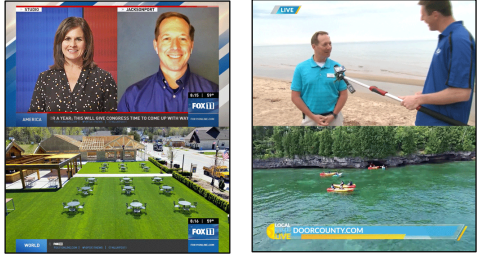
- Behavioral/Interest targeting performed extremely well
 - People interested in hiking, ecotourism, outdoor recreation, cycling and cultural attractions
 - Video ad generated the most clicks and reached nearly 340,000 people



Mobile audio consisted of :30 spots, video sponsored sessions and audio in podcasts on Pandora and Spotify



COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- We focused on media messages of safety and responsibility in interviews and media relations activities during June, especially as we prepared for the July 4th holiday weekend. Key points included mask wearing, good hand hygiene and practicing social distancing. We will continue to stress the importance of traveling responsibly with the media while sharing ideas about the wonderful experiences Door County can offer travelers this summer and beyond.
 - In conjunction with marketing efforts getting restarted, we began conducting media interviews sharing that Door County is open. We focused on outdoor activities and shared some of the precautions that were being taken in Door County to more safely welcome back visitors while also protecting our residents and work force. A few examples included appearances on FOX 11 WLUK's **Good Day Wisconsin** morning show and CBS 5 WFRV's **Local 5 Live**.
 - Media assistance was provided to **33** journalists/media outlets in June by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. A few highlights included FOX 11 WLUK, WFRV CBS 5, WBAY ABC 2, WGBA NBC 26, Local 5 Live, PBS Wisconsin, AAA Living, Spectrum News One, Lavender Magazine and locally WDOR and Door County Daily News.
 - We distributed a media release nationally through PR Web on 6/23/2020 about reopening, precautions being taken and special summer reopening lodging packages that are being offered in Door County to welcome back visitors.
 - **6** articles were reported from our media marketing program efforts in June and reached a total of **22,310,420** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included the National Post online, 360 Magazine online, Daily Herald online and Fodor's Travel online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
 - Since it began in 2007, the media marketing program has generated **\$26,818,872** worth of earned media coverage for Door County, including **\$128,813** in June.
 - The return on investment for our media marketing program to date is **1,101%**. For every dollar spent, we have gotten back **\$11.01** worth of Door County media coverage measured in terms of ad value equivalency.
 - We made the decision to postpone our summer press trip originally planned for June 22-26 and are considering a few rescheduled date options in October. As of July 2, the following press trips are scheduled with Geiger & Associates for the remainder of 2020:
 - July 27-30, *cherries/lavender theme*
 - August 23-26, *outdoor recreation theme*
 - September 10-13, *arts/culinary theme*
 - December 3-6, *holidays/winter theme*
- Note: We continue evaluating the travel environment and will follow guidelines and travel advisories from health authorities to ensure press trips are safe for all involved and conducted responsibly at the time of the trip.*
- We continued working with local public health officials, local healthcare leaders and local government leaders as part of the county's recovery task force to share business reopening guidelines and protocols on a web page we continued to update at DoorCounty.com/open. We also helped promote a series of public town hall style video ZOOM meetings facilitated by Door County Medical Center in partnership with Door County Public Health. These live virtual meetings on June 3 and June 17 provided local businesses the opportunity to hear from local healthcare leaders and Door County Public Health on recommended guidelines for reopening and to ask questions. Information on past and any upcoming meetings is available at DoorCounty.com/open.

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- Views of DDC produced videos across all online platforms totaled **122,356** in June. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our two most watched videos on Facebook included a [live sunrise video](#) (6/14) and an [Egg Harbor Beach video](#) (6/23). On YouTube, our [Door County Locals Can't Wait](#) video and our [Places You've Never Seen in Door County](#) video were the two most watched videos.
- We continued our efforts with a county-wide crisis communications management project in June and saw a few uses of the service by community associations as well as local government with their outward communications efforts.
- We hosted a virtual meeting on 6/25/2020 titled *How to communicate with customers in the age of COVID-19*. The 2-page handout with communication strategies and tips that went with the session remains available and can be found on [DoorCounty.com](#).
- We welcomed Wisconsin based travel writer Brian Clark on an individual press trip June 22-24.

Recent Media Highlights

- **Chicago Magazine** included Washington Island in a story about road trips to take this summer that published on 6/9/2020. Check out the story by Ninz Kokotas Hahn on [ChicagoMag.com](#).
- **The Daily Beast** included the Skyway Drive-in Theater in a story published 6/6/2020 about some of the best drive-in theaters in the country. Check out the story on [TheDailyBeast.com](#).
- The **Shepherd Express** ran a feature on how Northern Sky Theater has adjusted their plans this summer in a story that published on 6/27/2020. Check out the story by Harry Cherkinian on [ShepherdExpress.com](#).
- Door County starred in a recent episode of the **Discover Wisconsin** TV show that made its' broadcast premiere on June 6, 2020. Watch the episode online at [DiscoverWisconsin.com](#).
- The Door County Land Trust was highlighted in another episode of the **Discover Wisconsin** TV show that premiered on June 13, 2020. Find that episode [online here](#) to watch Charlotte Lukes and Cinnamon Rossman talk about Door County.
- The **Daily Herald**, a suburban Chicago media company with newspapers and online, included Door County in a story published June 14, 2020 titled "Ease Back Into Traveling with a Midwest Getaway." Check out the story on [DailyHerald.com](#).
- Check out the travel story on Door County and the White Gull Inn from the June 2020 issue of **Food, Wine Travel Magazine** by travel journalist Scott Kendall. *See visual example of this article below.*



The White Gull Inn:
The Pride of Door County, Wisconsin
By Scott Kendall

We support our local farms and orchards, and work with the other businesses in our community to help ensure that our guests continue to have a vibrant village to explore during their stays.
— Meredith Coulter-Kanter

Located in the picturesque seaside village of Fish Creek, the White Gull Inn brings together many of the pleasures for which Door County is famous. Views of the bay, water recreation activities, charming architecture, fish shops, candlelight dinners, and nearby scenic parks and golf courses are all at your fingertips at The White Gull Inn.

Since 1846, this historic inn has been a favorite lodging and dining destination for locals and visitors alike. Founded by Dr. Herman Wickler and his wife Henrietta in 1846, the Wickler family welcomed guests from Chicago and throughout the Midwest as they arrived by steamboat to escape the heat and crowds of the cities to the south. In addition to the main inn and the award-winning restaurant, The White Gull Inn features beautifully renovated and maintained rooms, suites and cottages.

A Family Affair Since 1972
Today the inn is run by Meredith and Chris Coulter-Kanter. The couple recently took over from Meredith's parents who had managed The White Gull Inn since 1972.

Meredith and Chris are understandably proud of the family business. When I asked Meredith what made The White Gull Inn special, she said, "We take great pride in using quality ingredients, making everything from scratch, and having a great team to ensure that our guests have delicious food and service every time they visit. We support our local

farms and orchards, and work with the other businesses in our community to help ensure that our guests continue to have a vibrant village to explore during their stays. We feel very lucky to call so many of our guests and diners our old friends, and that our job is to come to work each day to bring joy to these friends."

As the White Gull Inn states in their brochure, "People tell us that The White Gull Inn is warm, friendly and hospitable—that it represents the best of what Door County has been and what they hope it will continue to be."

My wife and I have been fortunate to visit Fish Creek many times, and can easily see why *Fish Creek* named Fish Creek one of the 10 "Best Places" in America. Guests at The White Gull Inn are centrally located to enjoy all facets of the town, and are just a short walk or drive to top spots in the area. Stepping out the front door and having left, and in just a minute we found ourselves in Sunset Park with a gorgeous view of the waters of Green Bay. Shops can be found throughout the town, with many just an easy stroll away.

Peninsula State Park
One of our favorite places to visit in Door County is beautiful Peninsula State Park. The most popular attraction in the area, it's also within walking distance or a short drive of The White Gull Inn. The pristine 1,276-acre *Peninsula* state park has eight miles of picturesque shoreline, with plenty of space for people to hike, bike, swim, and participate in lots of fun water activities. An estimated one million visitors come to Peninsula State Park each year.

Dining at The White Gull Inn Restaurant
The White Gull Inn Restaurant is synonymous with fine dining. I personally experienced the amazing flavors of their nationally famous Cherry-Staffed French Toast, winner of *Good Morning America's* Best Breakfast Challenge. A wide selection of soups, pastas, and other breakfast items help get the day started on the right foot. The *Antiques Caramel Apple French Toast*, Eggs Benedict, and the hearty *New Guy Hash* are other breakfast favorites.

For lunch, The White Gull offers a new selection of soups, sandwiches, salads, and other home-cooked meals suitable for a healthy appetite. In the evening,