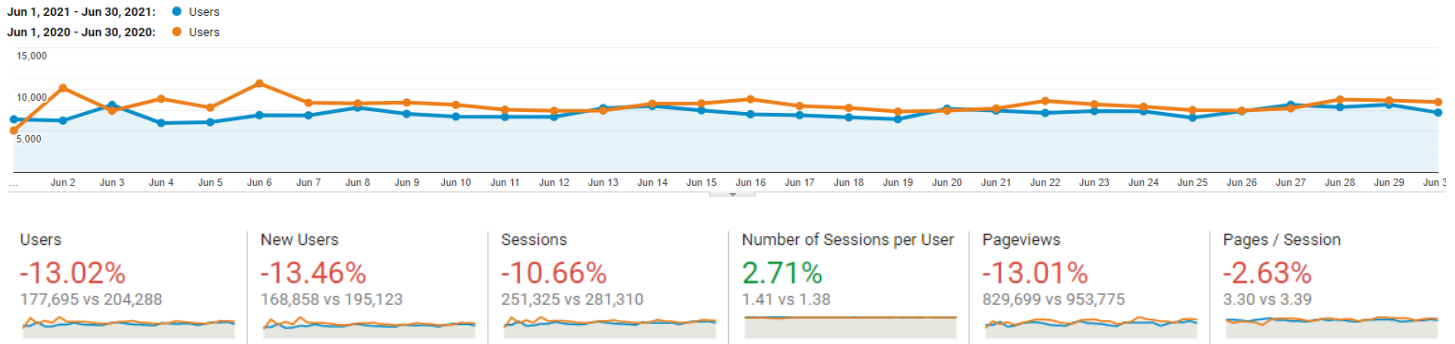


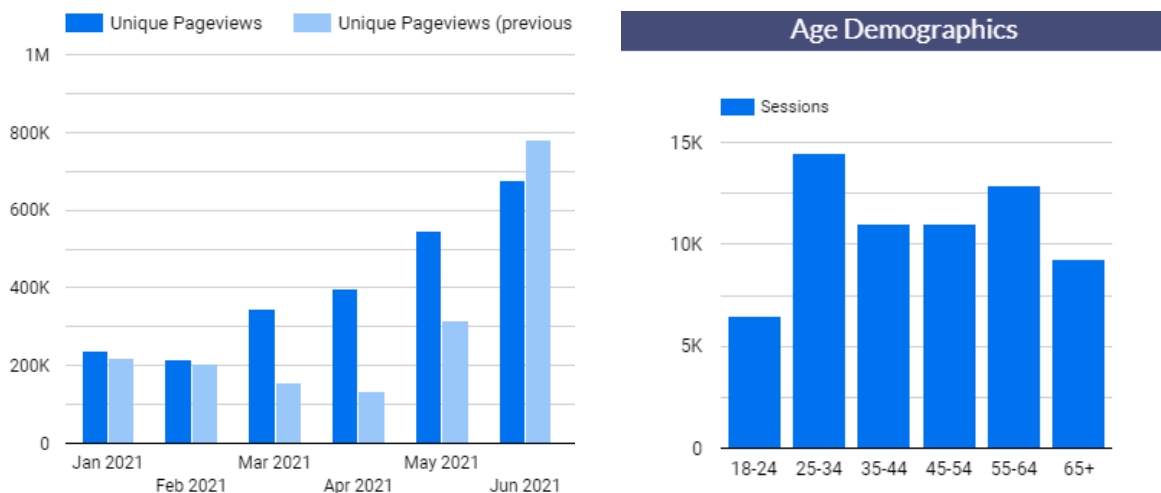
MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM



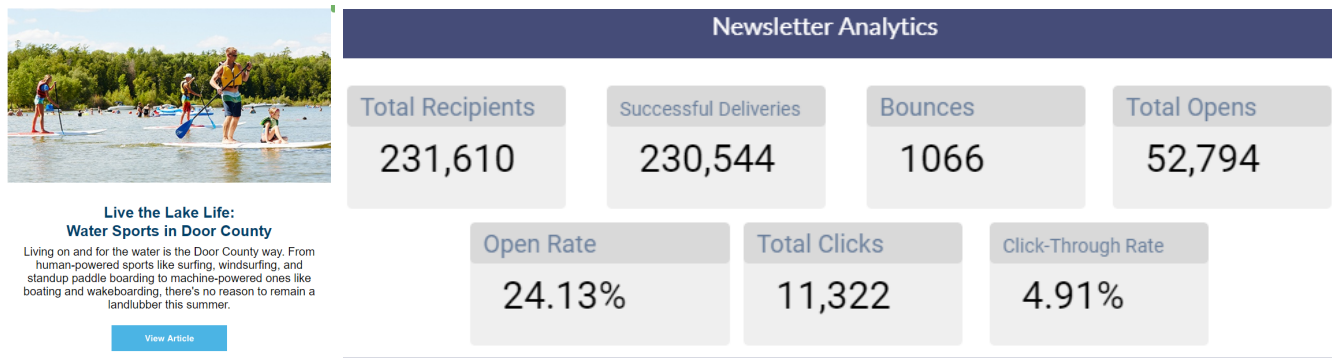
June was the first month in some time that we saw a decrease in overall traffic to the site compared to 2020. This June we saw 250,000 total sessions on the site, down around 11% from the 280,000 sessions we saw in 2020. Organic traffic accounted for a small portion of the decrease while "other" and email traffic saw the largest decreases. Some of the most visited pages in June included the ever popular "Experience", "Lodging", "Events" and "Stay" pages with growth in Cherry Blossom pages.

The Chicago area drove the most traffic to the site in June seeing 13,000 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 have continued to see growth month to month but June was the first month of 2021 to see a decrease compared to 2020.



June was the first month with a decrease in organic traffic after seeing 13 straight months of increases in organic traffic to the site. Organic Sessions were down 4.3% in June. Organic traffic remains the largest portion of overall sessions.

Search queries looked very typical in June with many searches around things to do and places to stay. We have seen Cherry Blossoms searches carry over into June as well.



June 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 Summer 2021 Arts Update and 24 Hours in Door County: Late Summer video.

PAID MEDIA

Google Adwords

Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in June. CTR decreased by 16% YOY. Top clicked keywords include: Door County Attractions, Door County Activities, Door County Resorts, and Door County cabins. Overall June generated 24,302 clicks and 151,852 impressions.

Digital Results

100% mobile units. Retargeting, Predictive and Household Extension ad groups generated the highest CTR. Click thru Rates peaked in the last week in June. Chicago and MSP markets generated the highest CTR in June. Android devices generated the majority of impressions. 6,782 Clicks. 1,399,246 tracked ads.



Streaming Audio Results

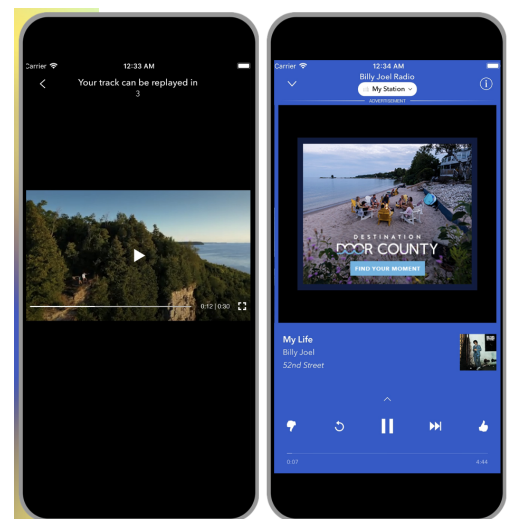
The audio campaign includes Pandora Mobile Video Plus, Spotify Sponsored Session and NPR Podcasting. Nearly 100% of the impressions came from mobile devices, with a small amount from desktop and smart speakers. The campaign targets A25-54 with \$100k+ HHI, geotourists, lookalikes, predictive and retargeting audience segments. The campaign garnered 1,849 clicks on 630,430 tracked ads.

Paid Social Campaign

Travel and geotourist interests and Lookalike ad groups generated the majority of Facebook and Instagram impressions in June. 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: 12,905 Link Clicks, 746,249 Impressions.

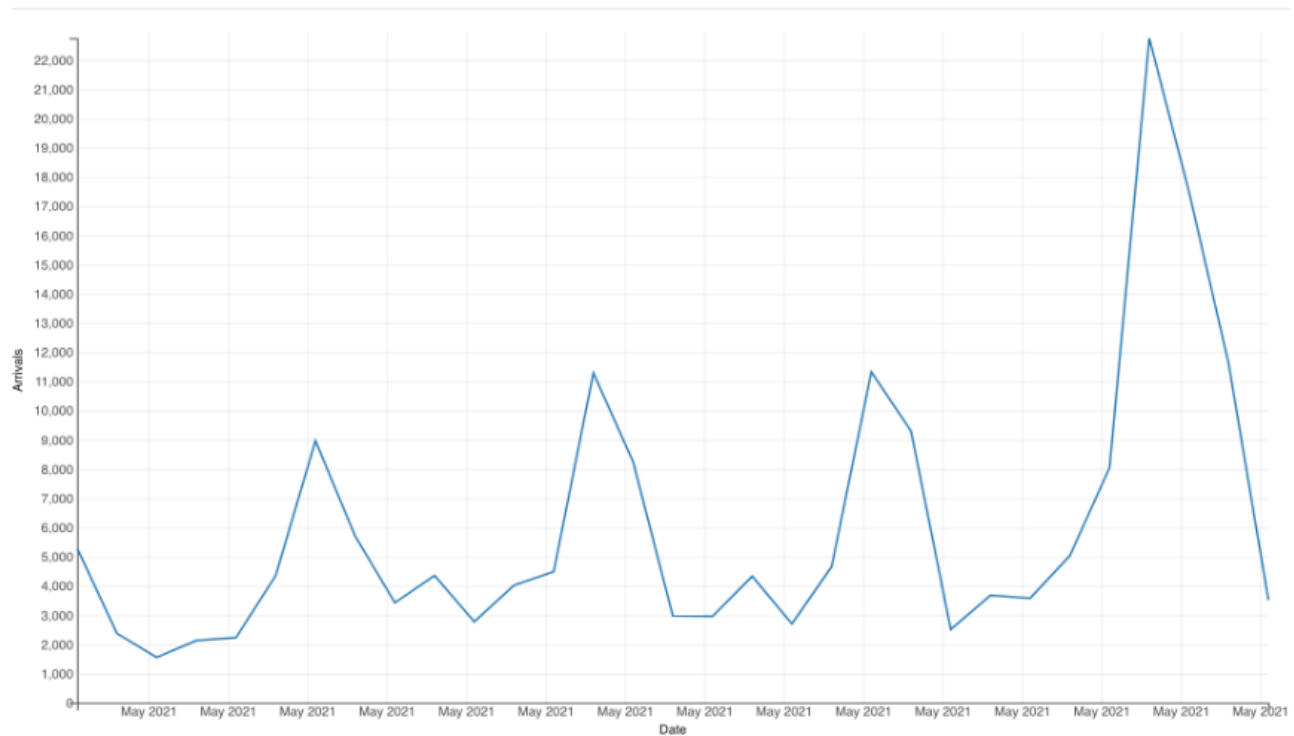
Instagram: 142 Link Clicks, 10,406 Impressions.



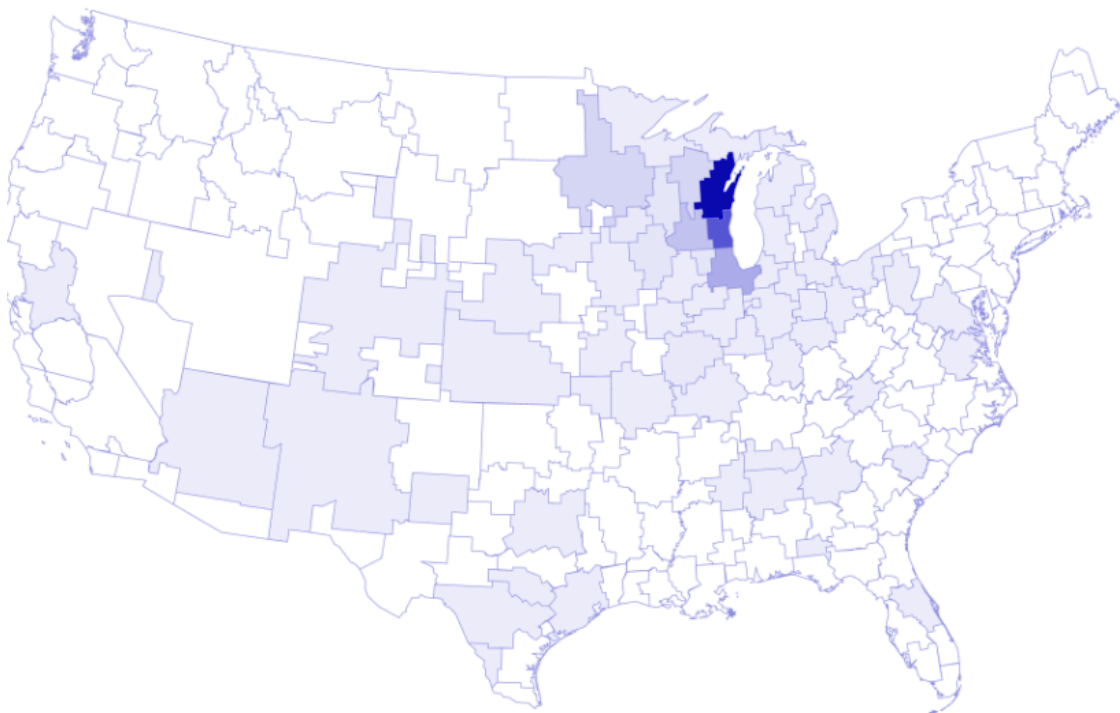
ARRIVALIST DATA: May 2021 (Due to reporting lag time, June data will be available in next month's report)

Daily Arrivals continue to spike on the weekends, with a large increase Memorial Day weekend. Illinois continued to be

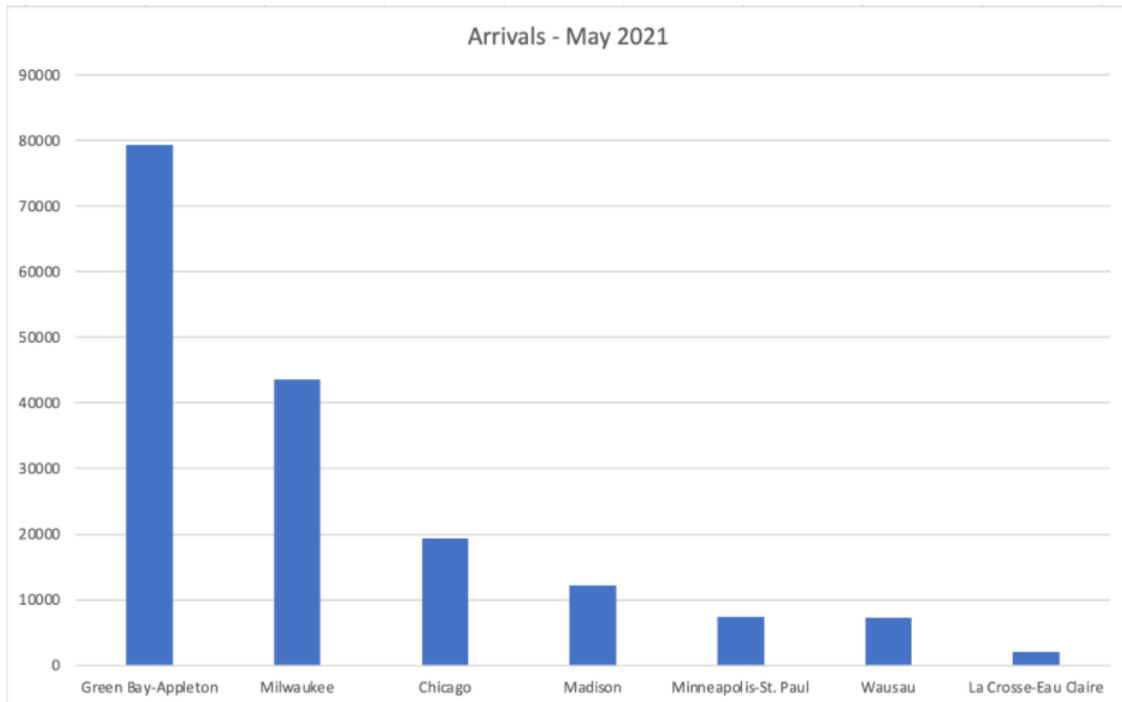
mostly overnight trips on weekends. Minnesota overnight trips also peaked the last week of May. Wisconsin remained steady with a mix of day and overnight trips, with overnight trips peaking on May 28th.



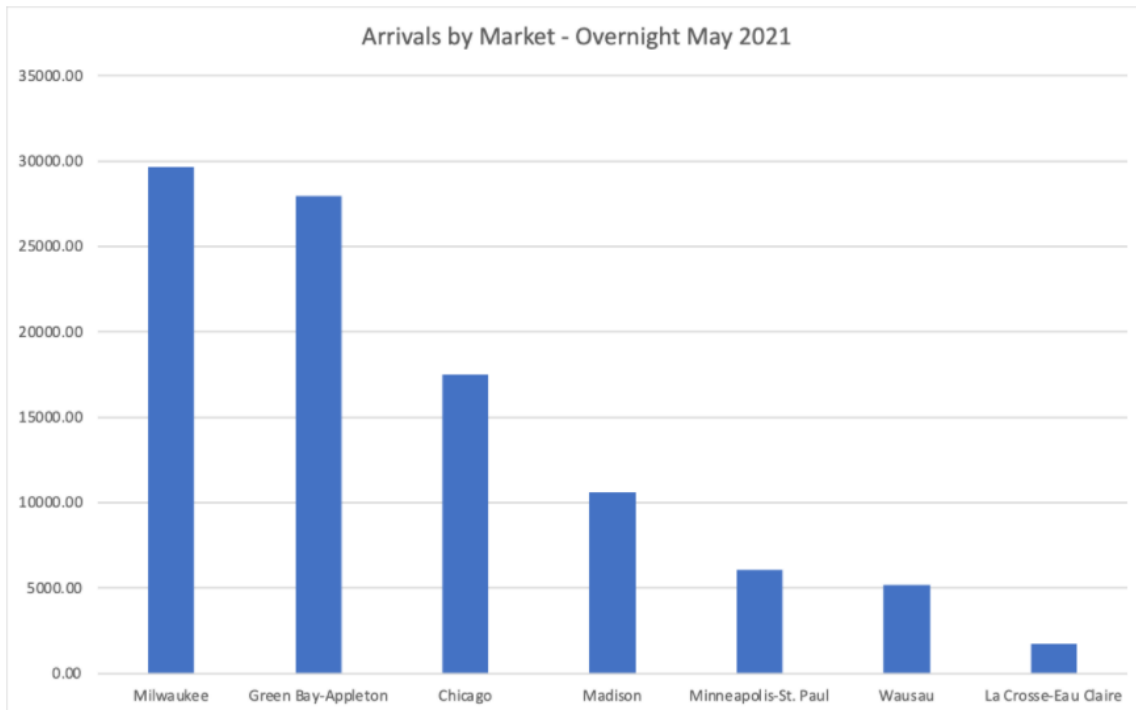
Number of trips by market (Includes all trips with a length of stay between 1-14 days, including day trips). Arrivals from Green Bay - Appleton, Milwaukee and Chicago doubled from April to May. Top markets based on number of trips (1-14 days): Green Bay - Appleton, Milwaukee, Chicago, Madison, MSP/SP, Wausau, LaCrosse/Eau Claire.



Arrivals By Market (Includes Day Trips)



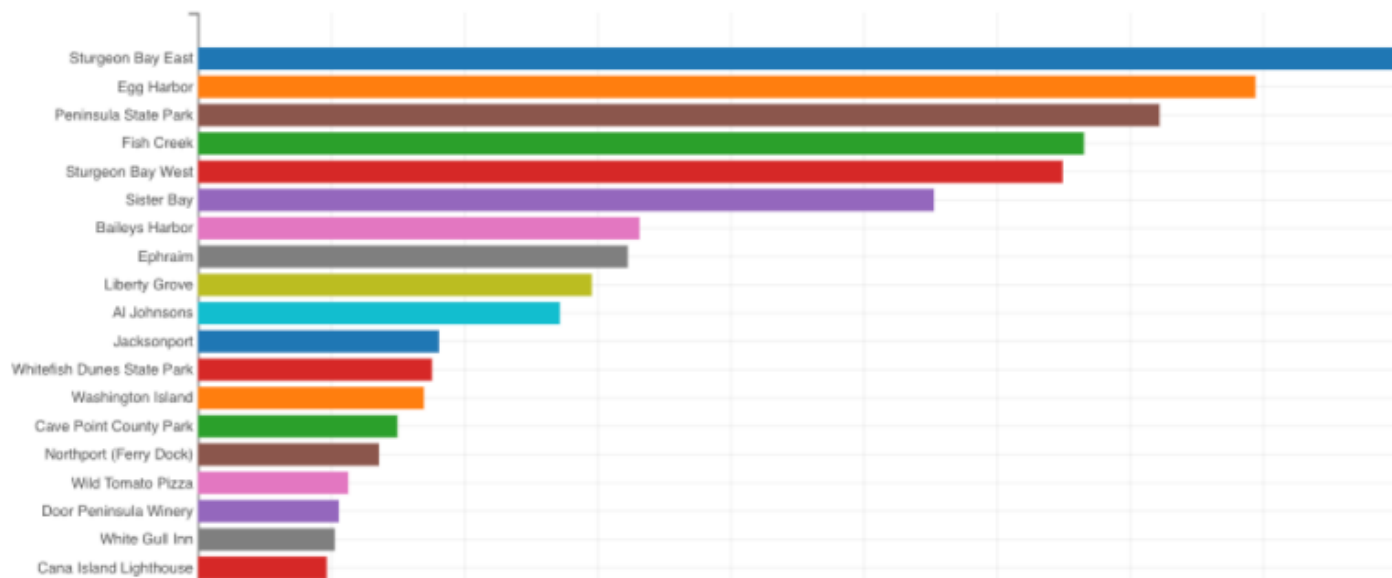
Visitation By Market (Overnight)



Trips by point of interest

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

Trips by POI - May 2021

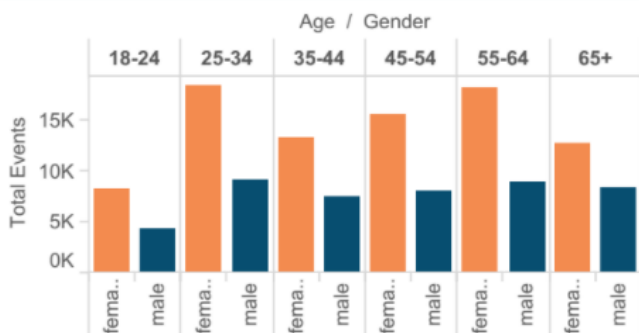


BOOK DIRECT DATA: May 2021 *(due to reporting lag time, June data will be available in next month's report)*

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

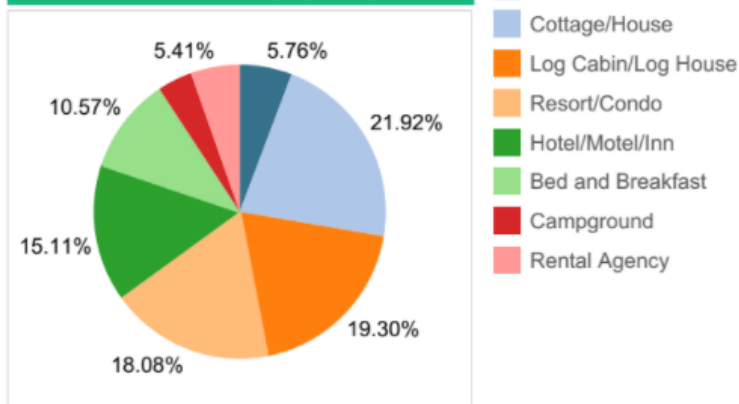
In May the average advance stay searched was 56.48 days out and for an average of 3.8 day. Average daily rate (ADR) that resulted was \$180.69. Top age group booking through the site was females 25-34 followed by females 55-64.

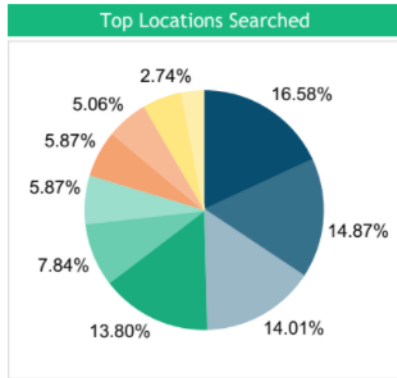
Gender and Age



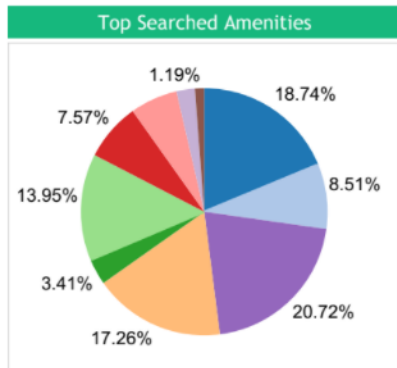
Gender
■ female
■ male

Top 10 Searched Lodging Categories





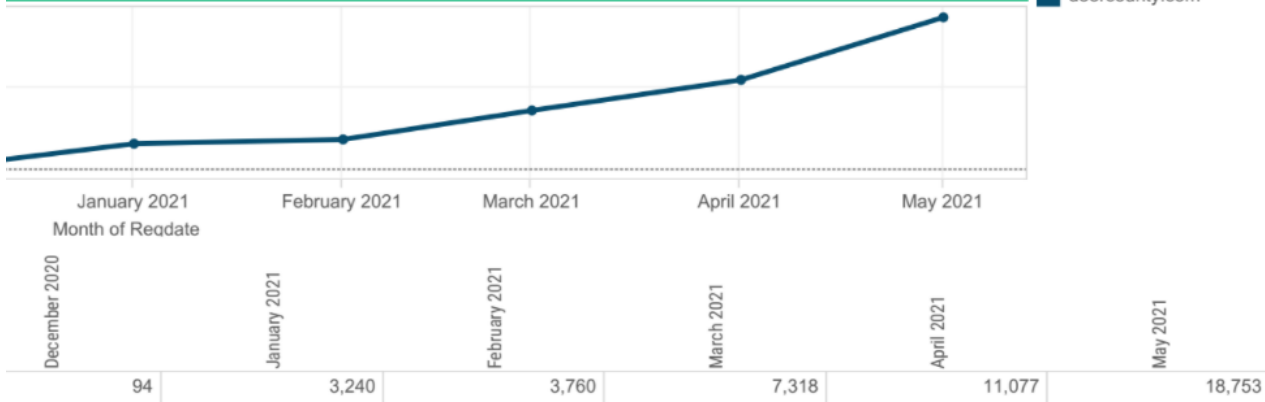
- Site Id - City**
- 2173 - Fish Creek
 - 2173 - Sister Bay
 - 2173 - Egg Harbor
 - 2173 - Ephraim
 - 2173 - Baileys Harbor
 - 2173 - ALL_LOCATIONS
 - 2173 - Sturgeon Bay
 - 2173 - Door County
 - 2173 - Ellison Bay
 - 2173 - Gills Rock



- Pet Friendly
- Hot Tub
- Waterfront
- Pool
- Fireplace
- Waterview
- Includes Breakfast
- Full Kitchen
- On-Site Restaurant
- Handicapped Accessibility

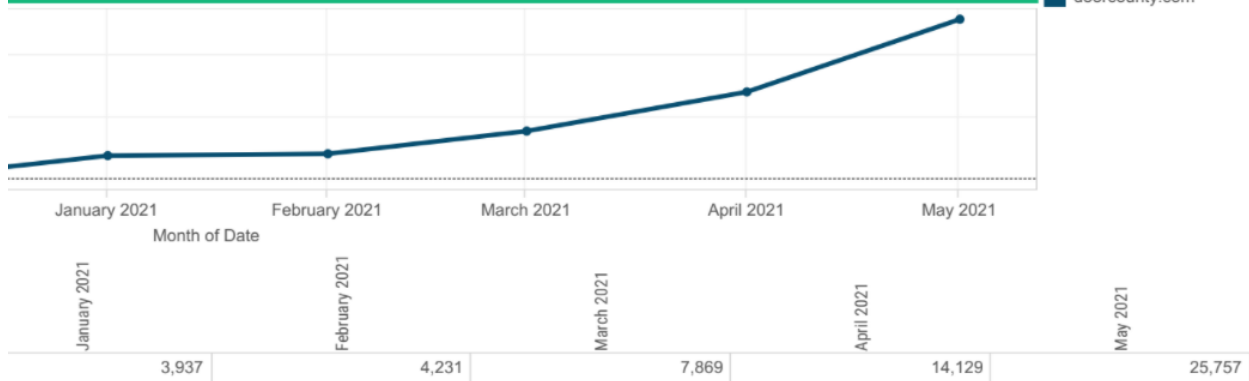
Searches History

doorcounty.com



Referrals History

doorcounty.com



COMMUNICATIONS & PR DEPARTMENT

June 2021

- Media assistance was provided to **31** journalists/media outlets in June by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included Trekaroo, WLUK Fox 11, WFRV Local 5 Live, Journal & Topics newspaper, Wall Street Journal, Lakeland Boating, Spectrum News One, WGBA NBC 26, Door County Daily News, WDOR, and AAA Magazine.
- **5** articles were reported from our media marketing program efforts in June and reached a total of **9,498,479** readers/listeners/viewers. Media outlets that ran Door County stories during the reported time included Red Tricycle online, Wander with Wonder online, Milwaukee Journal Sentinel online, and Charminglly Styled online. 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 **\$30,410,260** worth of earned media coverage for Door County, including **\$104,567** in June.
- The return on investment for our media marketing program to date is **1,166%**. For every dollar spent, we have gotten back **\$11.66** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 11 travel journalists on our third small group press trip of the year in partnership with Geiger & Associates Public Relations. The summer themed trip took place June 22-25, 2021.
- We have 5 more small group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for July, August, September, October & December. [View our complete '21 schedule.](#)
- We hosted travel journalist Mary Bergin on an individual research visit May 31-June 2.
- We hosted travel journalist Thomas Connors on an individual research visit June 3-5.
- We hosted travel journalist Kevin Revolinski on an individual research visit June 12-15.
- We hosted social media influencer Lindsey Ranzau in partnership with the Wisconsin Department of Tourism on an individual research trip June 10-13. Read about her visit to Door County on her blog, [Look About Lindsey.](#)
- We continued planning efforts with the Wisconsin Dept. of Tourism for welcoming additional targeted social media influencers to Door County this summer.
- 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.
- Jon Jarosh was the M.C. during the [Door County Coastal Byway's](#) National Scenic Byway dedication ceremony 6/17.
- We distributed 3 media releases in June about various topics including the DDC's new [CEO Search and interim CEO announcement](#), the Door County Coastal Byway's National Scenic Byway dedication event on June 17th and a release about DDC [hosting the first in a series of inclusivity in tourism panels.](#)
- Views of DDC produced videos across all online platforms totaled **36,214** in June. Our most watched videos on Facebook included a [video about making the most of 24 hours in Door County](#), an Our Door County video about [shipwreck hunting](#) and a short video about [National Get Outdoors Day](#). On YouTube, our [Whitefish Tales video](#) was the most watched of the month, followed by a video about [Door County cherries](#) topped the list, followed by our Door County Unearthed video about [Invasive Species](#) and third was a video about [spending 24-hours in Door County.](#)

Some recent media highlights can be found on the next page.

Recent Media Highlights

- *TravelPulse*, an online travel site, included Peninsula State Park in a story headlined "Awesome Accessible Outdoor Adventures in the US" that published on 6/28/2021. Read the online story at [TravelPulse.com](https://www.travelpulse.com).
- The *Milwaukee Journal Sentinel* published a travel story about Door County on 6/23/2021 that highlighted a variety of things to see and do around the county. Read the story on [JSONline.com](https://www.jsonline.com).
- *WFRV CBS 5's Local 5 Live* morning program was in Sister Bay for their Friday 6/18/2021 program as part of the Our Town summer series. The show highlighted what's happening in [Sister Bay](#), [Sail/Parasail Door County](#), the [Spa at Sacred Grounds](#), [On Deck Clothing Company](#), [Door County Maritime Museum](#), [Door County Cannabis Company](#) and live music from [local musician Hunter Gatherer](#). *Local 5 Live* is also scheduled to host a show in Sturgeon Bay on August 13.
- *WLUK FOX 11* covered the Door County Coastal Byway's National Scenic Byway dedication event on Thursday June 17. Watch journalist Eric Peterson's story about the new designation on [Fox11Online.com](https://www.fox11online.com).
- *Eater Chicago* posted a story on June 17, 2021 by journalist Naomi Waxman on places to dine in Door County. Read the story on [Chicago.Eater.com](https://www.eater.com).
- The *Milwaukee Journal Sentinel* ran a story about Door County recapping a recent visit by journalist Mike De Sisti that first published on June 16, 2021. Check out the online version of the story on [JSONline.com](https://www.jsonline.com).
- *WFRV CBS 5's Local 5 Live* morning program featured Door County on their Monday 6/14/2021 program, highlighting [Sail Door County](#), live segments at [Al Johnson's Swedish Restaurant](#), and an [in-studio interview](#) with DDC spokesperson Jon Jarosh. *Local 5 Live* is also scheduled to host a live show in Sister Bay on Friday, June 18 from 9-10 AM at the waterfront park performance pavilion. Live audience encouraged!
- *WLUK FOX 11* TV featured Cana Island Lighthouse in a story from 6/9/2021 that previewed the June 11-13 Door County Lighthouse Festival. Watch the story on [Fox11Online.com](https://www.fox11online.com).
- The *Milwaukee Journal Sentinel* published a Door County themed story by travel journalist Mary Bergin on 6/10/2021. The wide-ranging travel story highlighted what's new in Door County this year along with some of the things visitors come back for year after year. View the story on [JSONline.com](https://www.jsonline.com).

- The Green Bay Press Gazette highlighted Door County in a story that ran in their Sunday 6/13/2021 newspaper and online at [GreenBayPressGazette.com](https://www.greenbaypressgazette.com). A snapshot of the expansive print version of the story can be seen here ----->

