

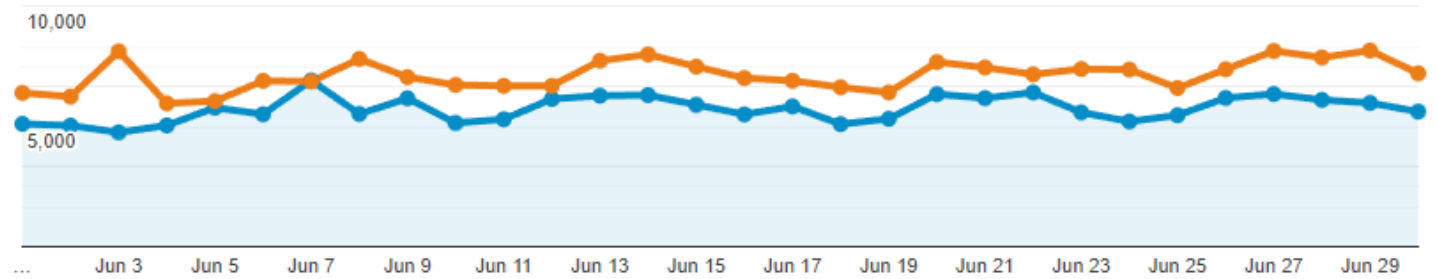
MARKETING & BRAND STRATEGY

DOORCOUNTY.COM

Overall site traffic saw a decrease over last year and 2021 but if we compare the numbers to pre-covid years the site has seen an increase in activity. The vast majority of traffic is coming from organic search followed by Paid and direct traffic.

Jun 1, 2022 - Jun 30, 2022: ● Users

Jun 1, 2021 - Jun 30, 2021: ● Users



Users

-17.71%

146,227 vs 177,695



New Users

-17.85%

138,711 vs 168,858



Sessions

-18.86%

203,927 vs 251,325



Number of Sessions per User

-1.40%

1.39 vs 1.41



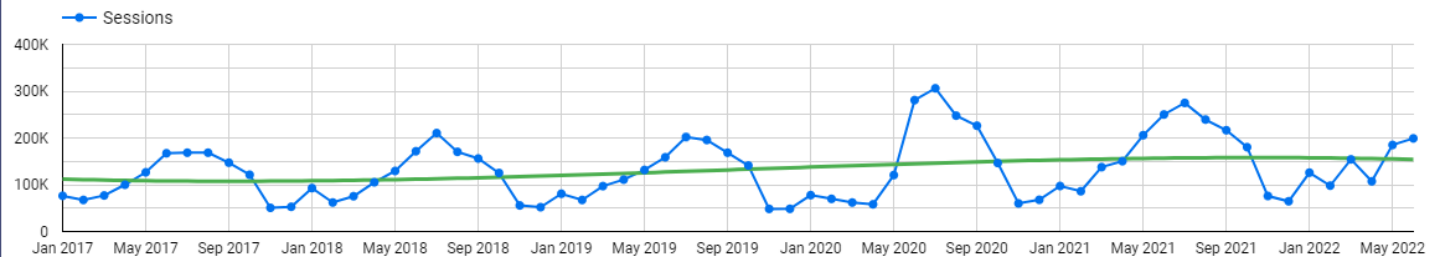
Pageviews

-36.27%

528,768 vs 829,699



Monthly Sessions Overall Trend Line - All Site Traffic



Platform migration update: As of 10am July 11th DoorCounty.com has been successfully migrated over from Umbraco to Kentico. This shift allowed us to scrub the site for old data, update images and copy that were bogging down the site. The new platform now allows us to personalize individual experiences through our owned media channels like newsletter and on the site itself.

eNEWSLETTER

June was another great month for newsletter performance. We saw good increases in opens, open rates, clicks and click rates month over month for this year. The content centered around 'The Summer Issue: Food & Fun For All Ages', highlighting summertime events, kid-friendly dining, Door County nightlife and a marina feature.

June Newsletter - Combined Sends

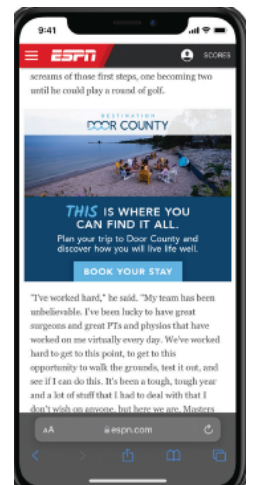
| | | | | |
|----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|-------------------------------------|
| Total Recipients 229,553 | Successful Deliveries: 227,880 | Recipients Who Opened: 72,681 | Combined Total Open Rate 45.82% | Combined Total Click Rate 4.52% |
| Recipients Who Clicked: 5,312 | Total Opens: 104,425 | Total Clicks: 10,301 | Combined Unique Open Rate 31.89% | Combined Unique Click Rate 2.33% |

PAID MEDIA

In June we wrapped up our streaming audio campaign, continued our summer digital display campaign and paid social saw an addition of both a wedding and in-market campaign (focused on pushing the Care for DC/Pledge messaging). Overall media impressions for the month totaled 4,608,341 with a total of 43,375 clicks to DoorCounty.com. Overall average CTR for all media was 2.32% (up from 1.48% in June 2021) indicating strong ad performance.

Google Adwords

The dynamic and Events & Festivals ad groups served the most impressions and had the most clicks. Overall, June generated 23,268 clicks and 125,693 impressions. CTR increased by 15% compared to June 2021 with Hiking & Events/Festivals ad groups having the highest CTR. Majority of impressions were served in the Chicago and Milwaukee DMAs.



Digital Display Results

Digital ads included banner, native and mobile video for the month of June. Overall, ads generated 2,066,463 impressions with 4,366 clicks.



Streaming Audio Results

The audio campaign includes Pandora Mobil Video Plus, Pandora Sponsored Listening and Spotify. The June portion of the campaign garnered 408K impressions bringing the total summer audio campaign impressions to 2,555,678.

Paid Social Campaign

In June, paid social campaigns included summer, wedding, and in-market campaigns. The summer campaign shows highest CTR for ad sets focused on retargeting and look-alikes. Overall impressions for the three campaigns was 1.27M and drove 14.96K users to DoorCounty.com to learn more.

Summer Campaign: 13.21K Link Clicks, 1.01M Impressions

Wedding Campaign: 576 Link Clicks, 83.67K Impressions.

In-Market Campaign: 1.18K Link Clicks, 175.24K Impressions

ORGANIC SOCIAL

FACEBOOK

Highest engagement came from two fill in the blank posts again this month, which spiked our impressions on those two days. Because of the great engagement rates last month, we are showing negative percentages this month.

Received Messages: 394 Private Messages



132,200 Followers



75,067 Followers



8,178 Followers



2,126 Followers



2,448 Followers



87 Followers

INSTAGRAM

Implementing more video/"reel" content over this last month has helped to show a 77% increase in total impressions for the month. The last three reels have over 22K, 16.8K and 39.1K impressions since published, which is a great base to start with. Will continue to post two reels a week to keep up the momentum.





Received Messages: 284 Direct Messages

TWITTER

Highest engagement for the month came from a fill in the blank post as well for this platform, showing a 366% increase in @replies to the post. Impressions were consistent over last month, and helped with tags from our "mayor of DC" AJ Dillon.

Received Messages: 137 Mentions, 5 Retweets

TOP PERFORMING POSTS

| | | |
|---|---|--|
| <div><div> Destination Door County</div><div>Fri 6/10/2022 1:04 pm PDT</div></div> <div>Which community would you spend the most time in when you visit Door County next?</div> <div><div>A</div></div> <div><div>Total Engagements</div><div>6,213</div></div> <div><div>Reactions</div><div>133</div></div> <div><div>Comments</div><div>479</div></div> <div><div>Shares</div><div>6</div></div> <div><div>Post Link Clicks</div><div>—</div></div> <div><div>Other Post Clicks</div><div>5,595</div></div> | <div><div> doorcounty</div><div>Sat 6/25/2022 6:57 pm PDT</div></div> <div>The region's county parks—which are often overlooked—contain some of the most jaw-dropping overlooks, secret...</div> <div></div> <div><div>Total Engagements</div><div>771</div></div> <div><div>Likes</div><div>741</div></div> <div><div>Comments</div><div>16</div></div> <div><div>Saves</div><div>14</div></div> | <div><div> @mydoorcounty</div><div>Fri 6/10/2022 1:34 am UTC</div></div> <div>Which community would you spend the most time in when you visit Door County next?</div> <div><div>A</div></div> <div><div>Total Engagements</div><div>137</div></div> <div><div>Likes</div><div>7</div></div> <div><div>Comments</div><div>15</div></div> <div><div>Shares</div><div>0</div></div> <div><div>Post Link Clicks</div><div>—</div></div> <div><div>Other Post Clicks</div><div>115</div></div> |
|---|---|--|

GROUP & MEETING

In early June, we attended IPW, the international travel conference held in Orlando, FL. Discover Green Bay and DDC shared a booth like we have in the past leveraging one another's unique travel assets to showcase this region of Wisconsin. Geographically, UK, Germany, Norway and Benelux present the most international travel opportunities and many travel buyers are interested in Door County particularly for clients that are visiting the US for the 3rd, 4th or 5th time, wanting a more authentic American experience. We had approximately 30 appointments with buyers over the course of 3 days.

JUNE VISITATION

In June, Door County as a whole saw an increase in visitor to resident ratio growing from 2.15 visitors to residents to 2.24. (This accounted for roughly 62% of the visitors that were observed while visiting.) When looking at how that ratio varies by community, Ephraim, Fish Creek and Egg Harbor had the largest visitor to resident ratio while Sturgeon Bay and Southern Door had the least, closer to a 1 to 1. Although there was an increase in visitor to resident ratio visitors spent about 5% less than visitors last June.

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.) Spend is direct spend only. Visitor to Resident Ratio: The number of observed visitors divided by the number of observed residents.

Visitor To Resident Ratio

2.24

↑ 4%
change

2.15
prev. year

Share of Visitors Observed

62.3%

↑ 12%
change

55.7%
prev. year

Share of Spend from Visitors

11.2%

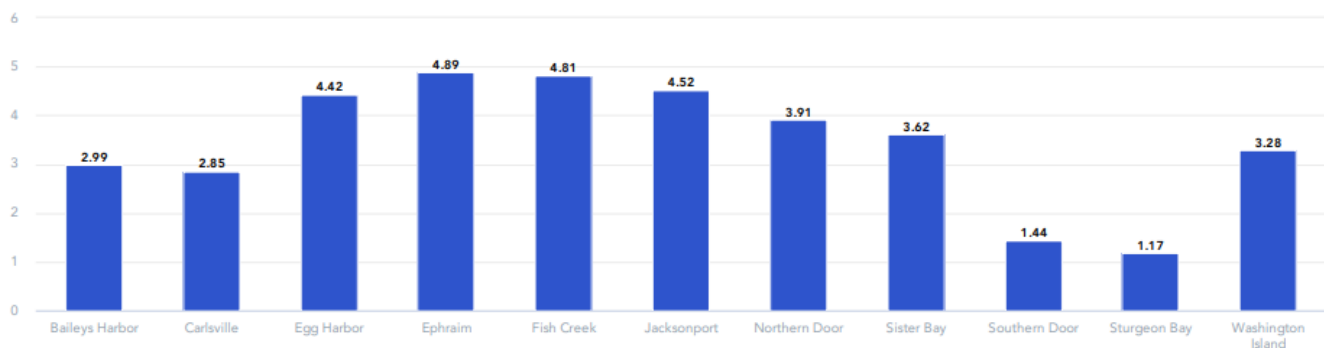
↓ -5%
change

11.9%
prev. year

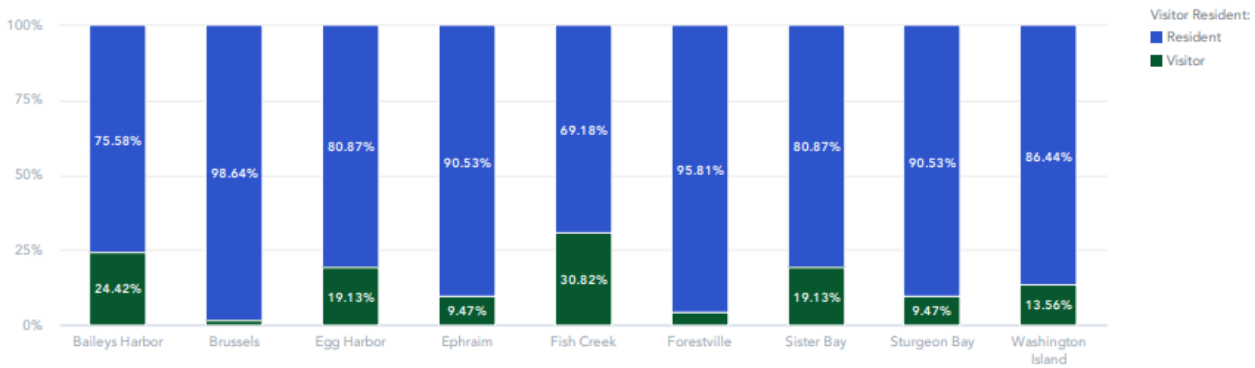
In-Market Visitation and Spend Trends

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.) Spend is direct spend only. Visitor to Resident Ratio: The number of observed visitors divided by the number of observed residents.

Visitor to Resident Ratio by Region



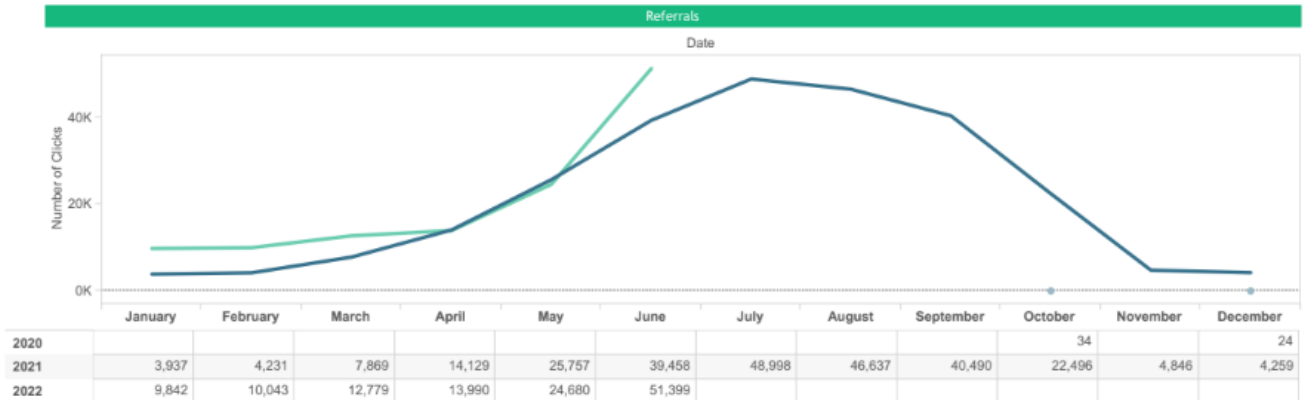
Visitor & Resident Spend Split by Merchant City



Booking Trends on DoorCounty.com

June saw big spikes when it came to booking through DoorCounty.com compared to last June. Average dates searched were roughly 53 days out indicating we can anticipate a busy July and August. Average length of stay booked was 4 nights with an average daily rate of \$207. Since Jan 1 of this year there is an estimated booking revenue of \$3,372,683.

2020
2021
2022



COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **22** 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 WTAQ, WGN, The Expedition, My Safe Places, Time Out Chicago, OnMilwaukee.com and locally WDOR radio, Door County Daily News and the Peninsula Pulse.
- **31** articles were reported from our earned media marketing program efforts in June and reached a total of **881,437,025** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Maritime Executive Magazine, Roadtrippers Online, Matador Network online, Yahoo News Online and MSN Travel Online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In June, articles reported through our earned media marketing program generated **\$908,629** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$35,980,006** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,191%**. For every dollar spent, we have gotten back **\$12.91** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted social media influencer and videographer, Sam Li, June 13-15.
- We hosted 8 journalists on a family/summer themed press trip June 20-23.
- We hosted WGN Chicago Scene anchor, Tom Barnas on a co-op visit with Travel WI, June 21-23.
- We have four press trips remaining in 2022. Our next scheduled trip is set for August 28-31. View our complete 2022 [press trip schedule](#). Additional trips will take place in September, October and December of this year.
- On Sunday June 12, 2022 we participated in a special PR event at Fox Cities Stadium in Appleton during the Donald Driver Charity Softball game to generate awareness for Door County. We had 2 separate booths for DDC staff members to distribute information about Door County (we ran out of everything!) and we hosted an on-field Door County trivia contest during the game between a couple of current Packers running backs, AJ Dillon and Aaron Jones, and 2 fans, while also getting the capacity crowd involved as well.
- Views of DDC produced videos across all online platforms totaled **27,155** in June. Our most watched videos on Facebook included a video about [Door County Shipwrecks](#), an *On The Water* series video about [Door County boating](#), and a *Door County Unearthed* series video titled [What is Fyr Bal?](#) On YouTube, the most watched video was an *On The Water* series video about [Door County boating](#), a community video about [Sturgeon Bay](#), followed by an *Explore The Door* series video about [Peninsula State Park](#).

Recent Media Highlights

- Online travel site *The Expedition* included Washington Island in a June 16, 2022 story headlined "10 Best U.S. Islands for a Family Vacation." Read travel journalist Cheryl Rodewig's story on [TheExpedition.com](#).
- *Going On Faith* magazine's Summer 2022 issue included the Door County Maritime Museum in a round-up story about museums around the country. Check out the digital version of the story from travel Journalist Tom Adkinson on [Issuu](#).
- AARP's online site *The Ethel* included Door County in a story published on June 27, 2022 by travel journalist Deborah Charnes headlined "Enjoy Summertime Getaways at These Beautiful American Hideaways." Read the story on [AARPEthel.com](#).
- *The Maritime Executive* ran a story in June 2022 about Door County maritime activities. Journalist Chad Fuhrmann wrote about a variety of maritime topics from museums to shipbuilding to commercial fishing. Check out the online version of his story on [Maritime-Executive.com](#).
- The *Matador Network* included Door County (specifically Sturgeon Bay and Fish Creek) in a story published June 1, 2022 headlined "6 Small, Lakeside Towns Within Easy Driving Distance From Chicago." Check out the story by travel journalist Amy Bizzarri on [MatadorNetwork.com](#).

- *Roadtrippers* magazine ran a feature about Door County written by travel journalist Leandra Beabout. Published June 2, 2022, the story titled "A summer road trip guide to Wisconsin's Door County" highlighted 7 must-see stops in the county. Read the online story at [Roadtrippers.com](https://www.roadtrippers.com).

Social Security Sign-up Days - a great success, and one more in the works!

This year's sign-up events were a great success, with SSA employees meeting with nearly 270 students to complete their social security card application interviews. In addition to the June 13th and 30th events, we hope to hold one last sign-up day in July - as soon as we find out which day works for them. We are expecting it will be the week of July 25th. If you, or another host employer, have students who still need to meet with SSA to complete their application, please email Phil the number of students, so I can inform you of the date as soon as it's set. phil@doorcounty.com

Workforce Development

With the growing success of offsetting workforce losses by creating international exchange opportunities with the J-1 visa Summer Work Travel program, I am working to bring back Immigration Attorney Glenn Mandel for an introduction to hiring employees on the H2B work visa. Watch for details.

Municipal Clerk Outreach

In an effort to build a better connection with municipal clerks and administrators, I will be making the rounds to stop in at each of the municipal offices throughout the year, to gain a better insight into any tourism-related pain points they may be experiencing and answer any questions they may have about our efforts. This has been going exceptionally well.

Broadband Municipal Summit

Attended the Broadband Municipal Summit with Julie to stay in step with the important initiative, and look for ways we can use our networking connections to further the effectiveness of their communications with local businesses.

Partner Report - June 2022 EOM

Total Partners: 653
New/Rejoined Active Partners June 2022: 14

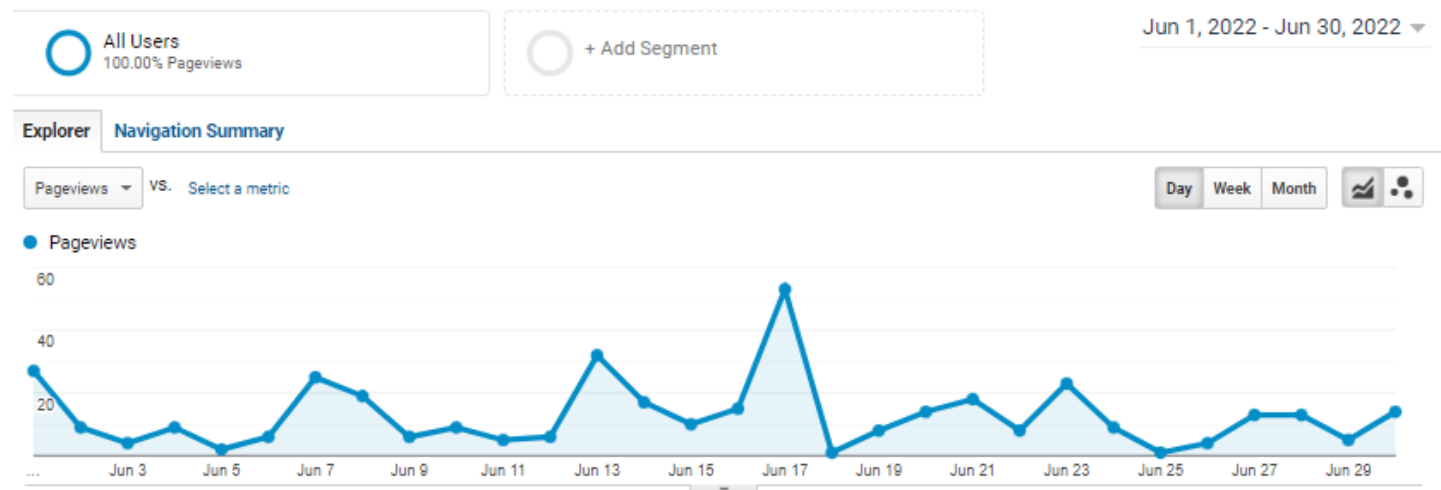
New

| <u>Business Category</u> | <u>Account Name</u> | <u>Address</u> | <u>City</u> | <u>Date Added</u> |
|------------------------------------|---|------------------------|-------------------|-------------------|
| Services | Door County 411 App | PO Box 1033 | Sister Bay | 6/1/2022 |
| Entertainment/Recreation | Red Barn Corn Maze | 7125 County Road J | Forestville | 6/1/2022 |
| Hotels/Motels/B&B's | Harbor Light Inn | 12666 State Hwy 42 | Gills Rock | 6/1/2022 |
| Hotels/Motels/B&B's | Oak and Orchard House | 2260 Seaquist Rd | Sister Bay | 6/2/2022 |
| Restaurants/Cafes/Taverns | Northern Grill & Pub | 10573 Country Walk Dr. | Sister Bay | 6/4/2022 |
| Non-Profit Organization | Friends of Plum & Pilot Islands (FOPPI) | PO Box 61 | Washington Island | 6/7/2022 |
| Entertainment/Recreation | Stone Hedge Golf and Pub | 4320 County Rd. E | Egg Harbor | 6/8/2022 |
| Entertainment/Recreation | J's Powersports Adventure Rentals | 1630 Sycamore St | Sturgeon Bay | 6/9/2022 |
| Services | Dave's Tree Service | 6541 Elm Dr. | Egg Harbor | 6/14/2022 |
| Cottage/Home/Condo/Vacation Rental | Woods & Water Getaway LLC | Appleport Lane | Sister Bay | 6/14/2022 |
| Services | Inspired Employment LLC | 217 N 4th Ave #30 | Sturgeon Bay | 6/17/2022 |
| Entertainment/Recreation | Potawatomi Park Store | 3740 Park Drive | Sturgeon Bay | 6/23/2022 |
| Restaurants/Cafes/Taverns | FIKA Bakery & Cafe | 3903 Hwy 42 | Fish Creek | 6/28/2022 |
| Real Estate | Goldfinch Management | | Door County | 6/29/2022 |

Drop

| <u>Status</u> | <u>Account Category</u> | <u>Account Name</u> | <u>Address</u> | <u>Date: Date</u> |
|---------------|---------------------------|-------------------------------------|-----------------|-------------------|
| Inactive | Entertainment/Recreation | Shoreline Scenic Cruises-Gills Rock | 12747 St Hwy 42 | 6/8/2022 |
| Inactive | Restaurants/Cafes/Taverns | Viking Grill & Lounge | 12029 Hwy 42 | 6/6/2022 |

Partnership Web Stats for June 2022 (June 1, 2022 -June 31, 2022) <https://www.doorcounty.com/partnership/>



Primary Dimension: Page Page Title Other ▼

| Page ? | Pageviews ? | Unique Pageviews ? | Avg. Time on Page ? | Entrances ? | Bounce Rate ? | % Exit ? | Page Value ? |
|---|---------------------------------------|---------------------------------------|---|---------------------------------------|--|--|--|
| | 385 % of Total: 0.07% (522,402) | 284 % of Total: 0.07% (433,080) | 00:02:09 Avg for View: 00:01:58 (8.59%) | 102 % of Total: 0.05% (198,126) | 65.00% Avg for View: 54.26% (19.80%) | 41.82% Avg for View: 37.93% (10.26%) | \$0.00 % of Total: 0.00% (<\$0.01) |
| 1. /partnership/ | 243 (63.12%) | 172 (60.56%) | 00:02:08 | 59 (57.84%) | 58.93% | 39.09% | \$0.00 (0.00%) |
| 2. /partnership/j-1-visa-resources/ | 28 (7.27%) | 22 (7.75%) | 00:02:26 | 19 (18.63%) | 68.42% | 67.86% | \$0.00 (0.00%) |
| 3. /partnership/door-county-certified-tourism-ambassador-program-cta/ | 25 (6.49%) | 23 (8.10%) | 00:02:11 | 7 (6.86%) | 85.71% | 48.00% | \$0.00 (0.00%) |
| 4. /partnership/power-of-tourism/ | 23 (5.97%) | 18 (6.34%) | 00:04:22 | 3 (2.94%) | 66.67% | 43.48% | \$0.00 (0.00%) |
| 5. /partnership/partner-resources/ | 18 (4.68%) | 10 (3.52%) | 00:00:33 | 0 (0.00%) | 0.00% | 11.11% | \$0.00 (0.00%) |
| 6. /partnership/partner-resources/research-and-planning/ | 15 (3.90%) | 10 (3.52%) | 00:03:55 | 4 (3.92%) | 100.00% | 53.33% | \$0.00 (0.00%) |
| 7. /partnership/post-jobs/ | 9 (2.34%) | 9 (3.17%) | 00:00:47 | 5 (4.90%) | 80.00% | 66.67% | \$0.00 (0.00%) |
| 8. /partnership/partner-resources/dcvb-annual-audit/ | 6 (1.56%) | 4 (1.41%) | 00:00:28 | 1 (0.98%) | 100.00% | 33.33% | \$0.00 (0.00%) |
| 9. /partnership/door-county-in-the-media/ | 5 (1.30%) | 4 (1.41%) | 00:00:41 | 3 (2.94%) | 66.67% | 60.00% | \$0.00 (0.00%) |
| 10. /partnership/testimonials/ | 3 (0.78%) | 2 (0.70%) | 00:01:40 | 0 (0.00%) | 0.00% | 33.33% | \$0.00 (0.00%) |

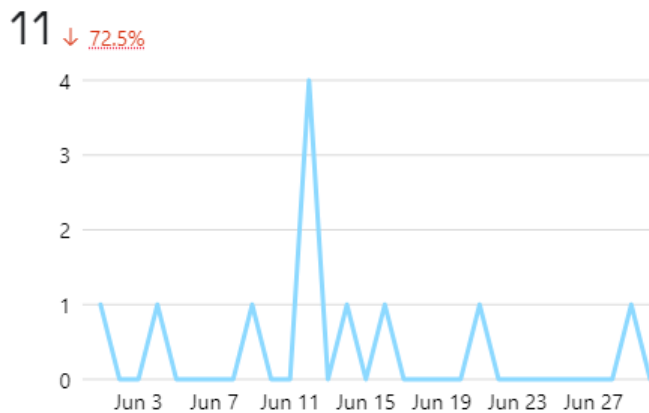
Partner Social Media Stats for June 2022

- DDC Insider Hub [Facebook](#) 1861 followers (+1.64% MoM)
- DDC Partner Hub [Instagram](#) 1303 followers (+2.35% MoM)

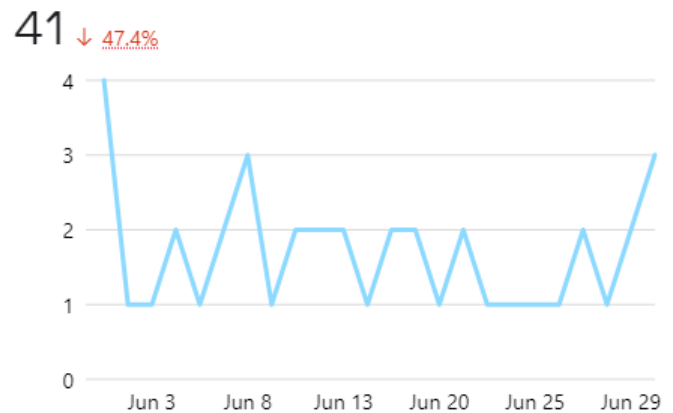
New Followers:

New likes and follows

Facebook Page new likes ⓘ



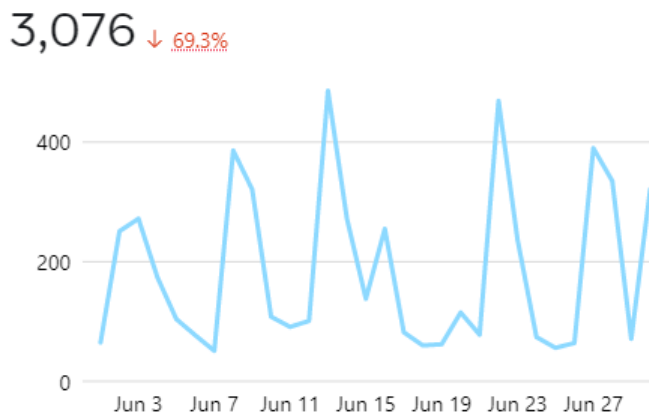
Instagram new followers ⓘ



Page Reach:

Reach

Facebook Page reach ⓘ



Instagram reach ⓘ



Farthest reaching posts:

Content ⓘ

Sort by: Reach ▼



Wed Jun 22, 2:02pm
No box goes unchecked i...
f Post
Reach 794



Mon Jun 13, 4:00pm
United Way of Do...
f Post
Reach 693



Wed Jun 8, 6:34pm
Of course #DoorCounty i...
f Post
Reach 661



Mon Jun 27, 3:08pm
Do we smell funnel cake!...
f Post
Reach 521



Wed Jun 8, 6:44pm
Of course #DoorCounty i...
ig Post
Reach 509



Thu Jun 30, 12:01pm
Social Security Sign-Up ...
f Post
Reach 414

Most post reactions:

Content ⓘ

Sort by: Likes and reactions ▼



Wed Jun 8, 6:44pm
Of course #DoorCounty i...
ig Post
Likes 41



Wed Jun 22, 5:00pm
No box goes unchecked i...
ig Post
Likes 18



Thu Jun 30, 12:01pm
Social security sign-up d...
ig Post
Likes 17



Mon Jun 27, 3:08pm
Do we smell funnel cake!...
ig Post
Likes 16



Thu Jun 30, 12:01pm
Social Security Sign-Up ...
f Post
Reactions 12



Wed Jun 22, 2:02pm
No box goes unchecked i...
f Post
Reactions 12

OPERATIONS

JUNE PUBLICATION REQUESTS

Visitor Guide Requests: **1,619**

E-mail Requests Answered: **138**

JUNE GIFT CERTIFICATES

Door County Gift Certificates Sold: **\$34,585**

Door County Gift Certificates Redeemed: **\$25,055**

JUNE VISITOR CENTER DATA

Welcome Center Visitors: **3,376**

Phone Calls: **1,243**











JOB SITE STATS

Admin Dashboard

Activity

| | | | | | | | | |
|----------|------|-------|-------|--------|-----------|---|-----------|----|
| 24 Hours | Week | Month | Total | Custom | 6/01/2022 | - | 6/30/2022 | Go |
|----------|------|-------|-------|--------|-----------|---|-----------|----|

As of: 7/12/2022 2:00pm

| | | | | |
|--|---|--|--|---|
| Jobs Posted  3 | Job Seekers Added  2 | Employers Added  1 | Alerts Added  Job 0 Resume 0 | Purchases  Billed 0 Paid 0 |
| Job Searches  154 | Jobs Viewed  145 | Applications Added  3 | Apply Redirects  2 | Logins  Seeker 9 Employer 11 |

