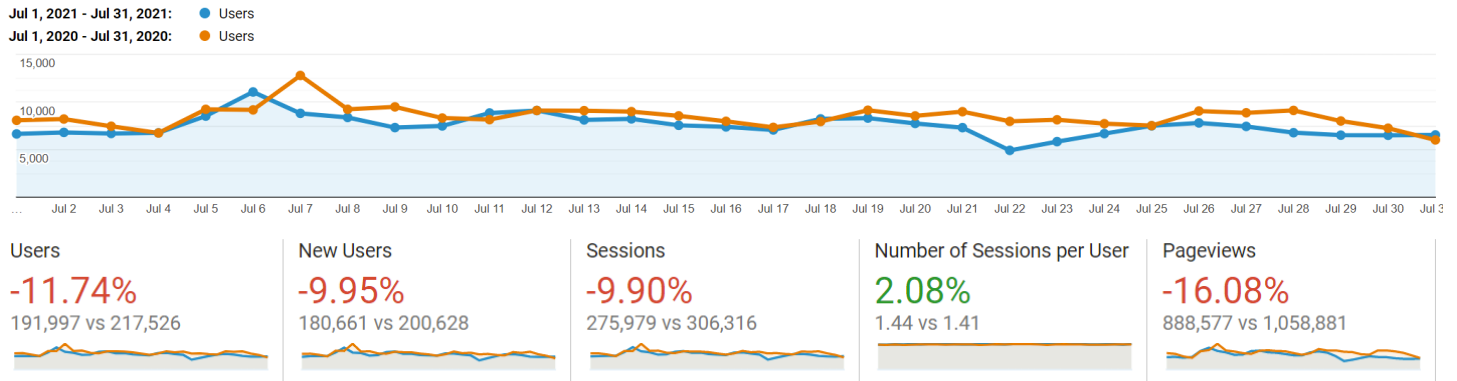


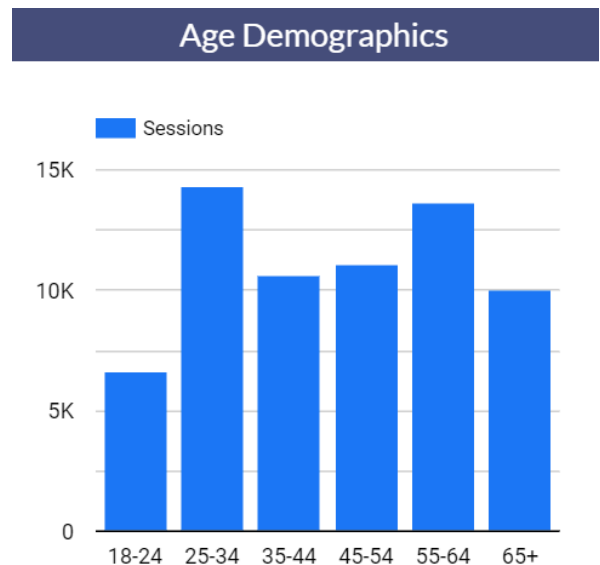
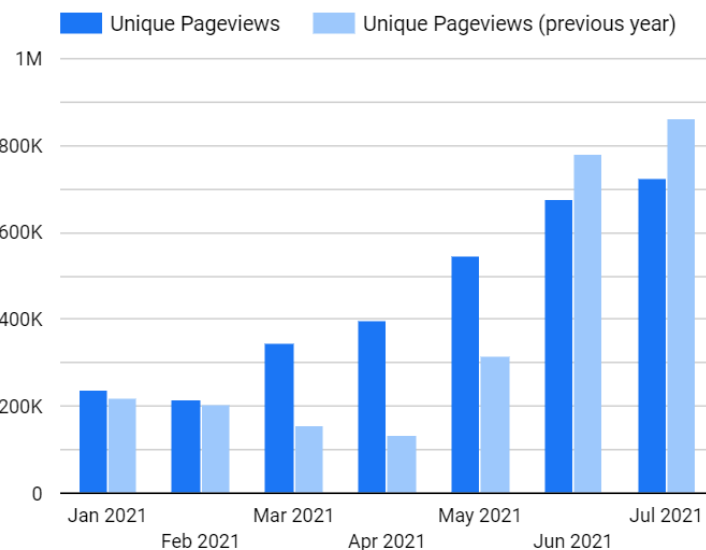
MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM



July was the second month in a row that we saw a decrease in overall traffic to the site compared to 2020. Of the three largest traffic channels, organic was the only channel that showed a year over year decreases with paid and direct traffic both increasing. Some of the most visited pages in July included the ever popular “Experience”, “Lodging”, “Events” and “Stay” pages with growth in the “everything cherry” and “Washington Island” pages.

The Chicago area drove the most traffic to the site in June seeing 15,000 more sessions than the next largest metro area, Milwaukee. 25-34 was the top age demographic hitting the site, much like 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 over month but July was the second month of 2021 to see a decrease compared to 2020.



July was the second month with a decrease in organic traffic after seeing 13 straight months of increases in organic traffic to the site. Organic Sessions were down 9.08% in July. Organic traffic remains the largest portion of the overall sessions. Search queries looked very typical in July with many searches around things to do and places to stay.



Live the Lake Life: Water Sports in Door County

Living on and for the water is the Door County way. From human-powered sports like surfing, windsurfing, and standup paddle boarding to machine-powered ones like boating and wakeboarding, there's no reason to remain a landlubber this summer.

[View Article](#)

Newsletter Analytics

Total Recipients

231,526

Successful Deliveries

230,557

Bounces

696

Total Opens

54,130

Open Rate

31.92%

Total Clicks

10,345

Click-Through Rate

4.49%

July was a strong month for Newsletter content and traffic. Open rate and click through rates remained strong along with total opens. The top links fourth month were dominated by the Cherry Picking Experience and Beaches of Door County.

PAID MEDIA

Google Adwords

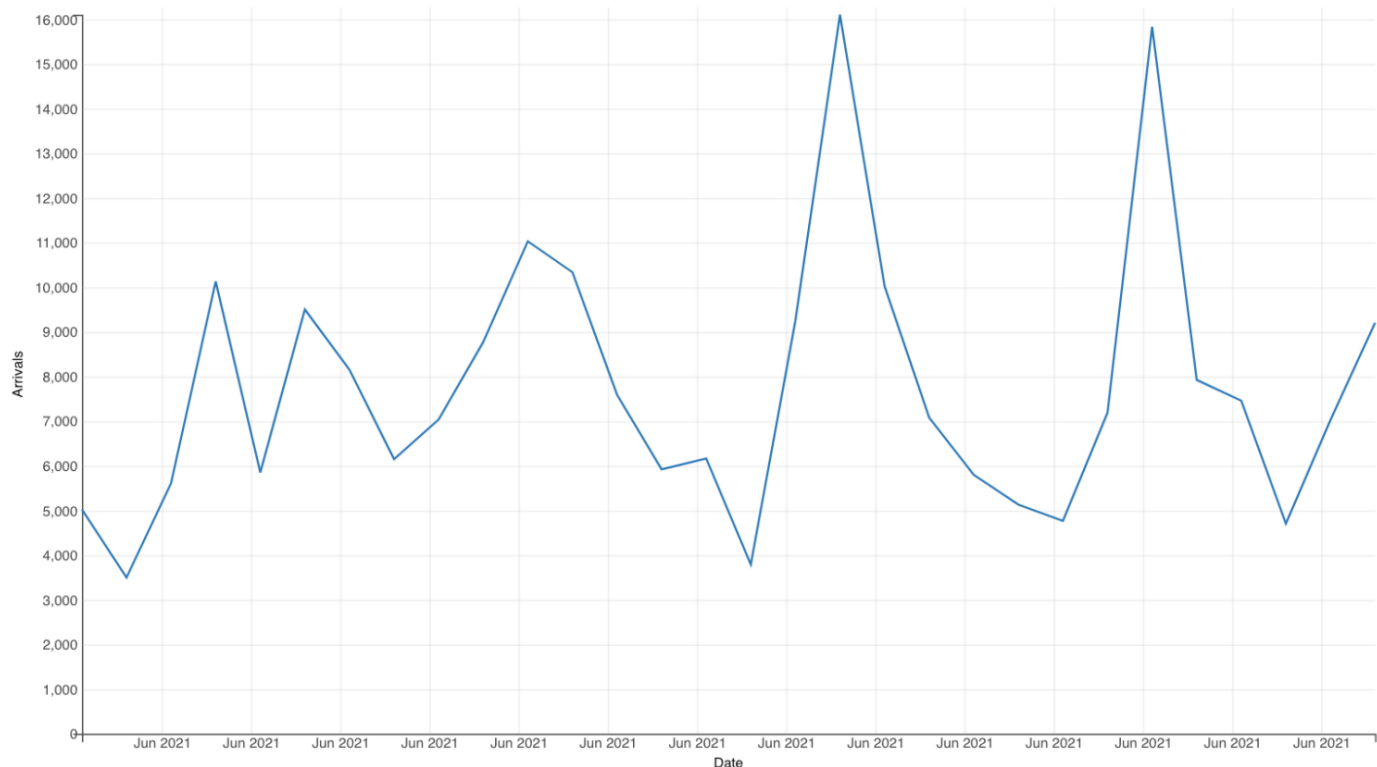
Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in July. Cabin rental keywords continue to perform well and generate traffic. Most clicks were coming from mobile devices, mirroring usage habits. Demographically, all age groups generate a close CTR, but more impressions are served to women meaning more women are searching than men.

In County Efforts

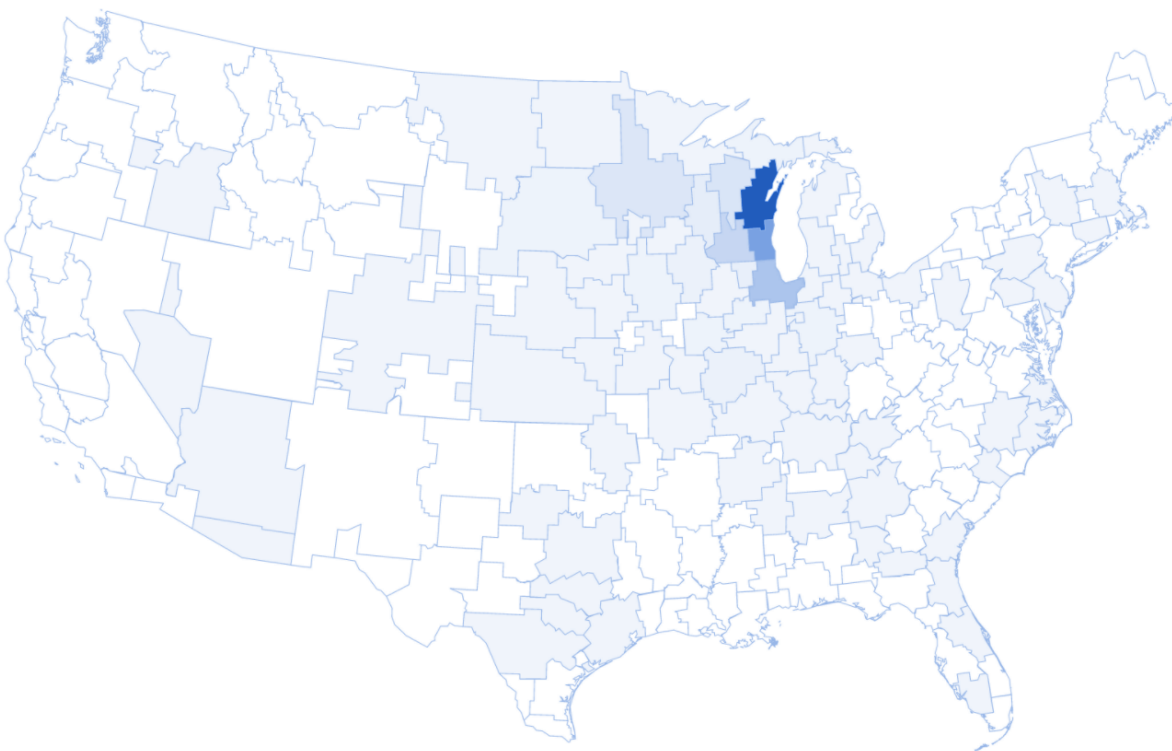
This Spring we started our in County push to promote Leave No Trace, The Pledge and Care for Door County. This initiative to a multi pronged approach through print, digital, audio and out-of-home. It includes print and digital through the Pulse, poster and rack card distribution through Paper Boy, local play bills at Door Shakespeare, Northern Sky, Peninsula Players and Door Community Auditorium. Audio through Pandora, Spotify, WQDC, WLGE, WDOR and WBDK. Paid social, online digital display through native advertising and print in the Island Observer and Door County Living. Out of Home includes promoting the Pledge on the big screen at the Skyway Drive-in and public appearances at local hotspots like farmers markets, events, ferry line and other hot spots in the county. Leave No Trace Tuesdays are also continuing on a regular basis along with our adopt a highway sponsorship.

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

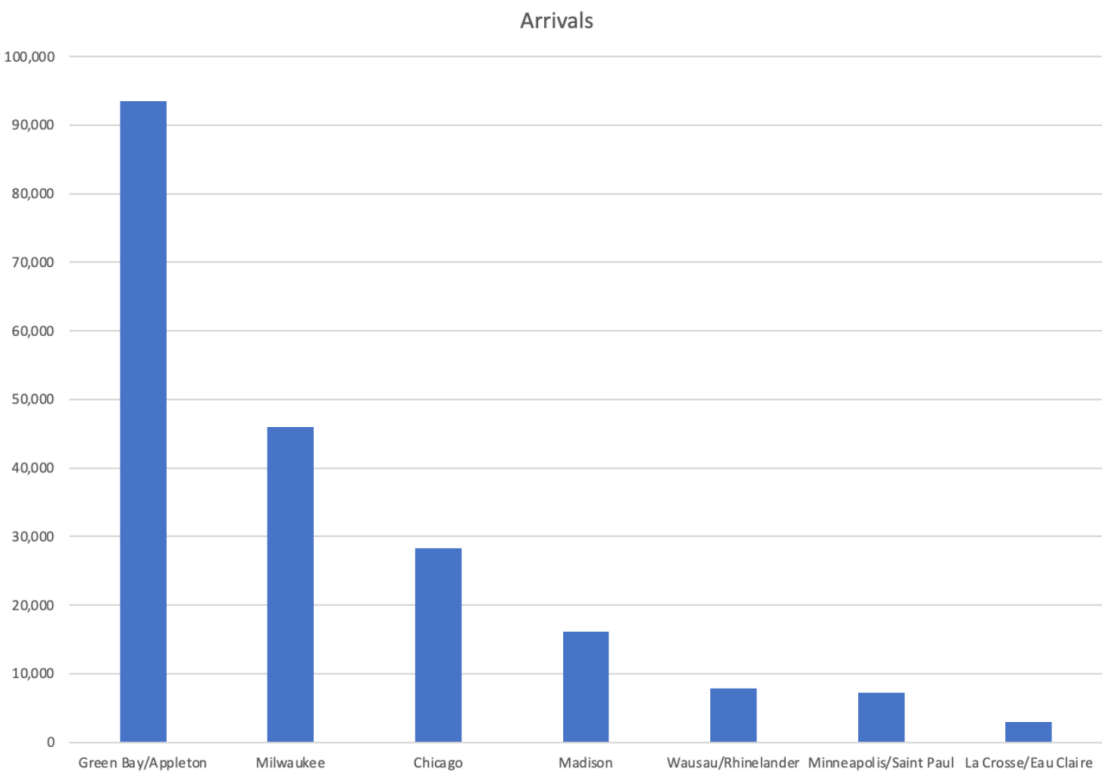
Daily Arrivals continue to spike on the weekends, with a large increase on June 18th. Illinois continued to be mostly overnight trips on weekends. Minnesota overnight trips also peaked June 18th.. Wisconsin remained steady with a mix of day and overnight trips, with overnight trips peaking on June 25th.



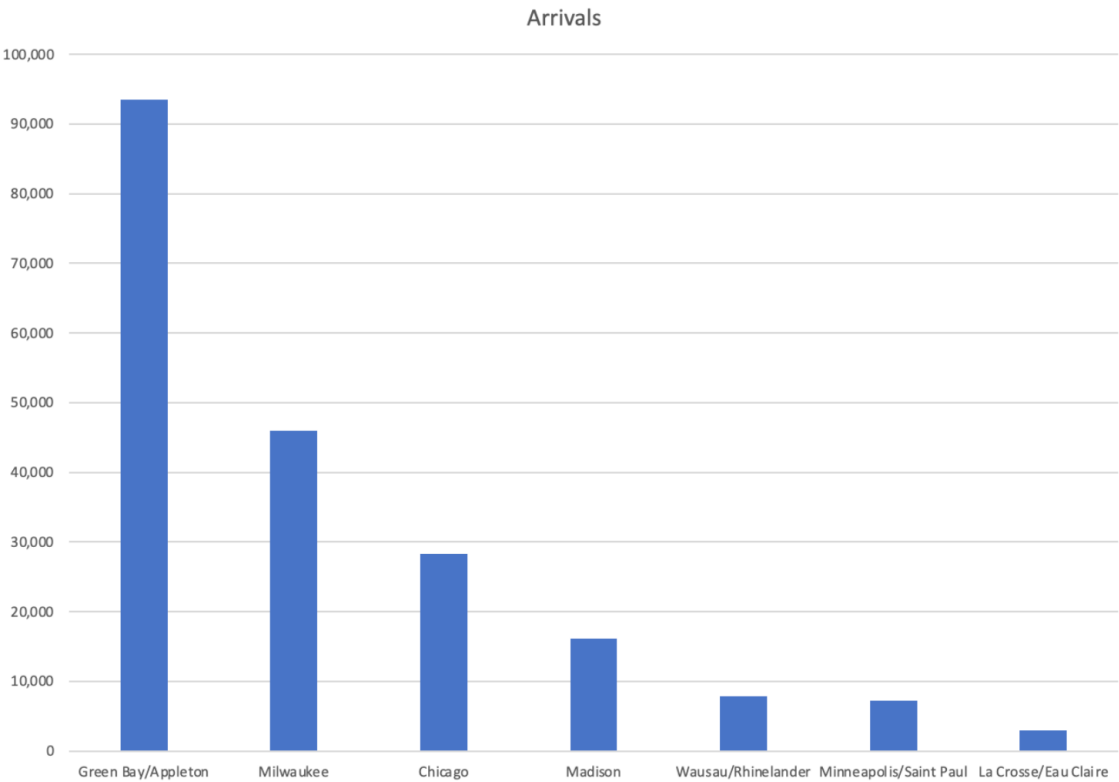
Number of trips by market (Includes all trips with a length of stay between 1-14 days, including day trips). Arrivals from Green Bay - Appleton, Milwaukee and Chicago had the largest increases since May. Top markets based on number of trips (1-14 days): Green Bay - Appleton, Milwaukee, Chicago, Madison,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



Arrivals By Market (Includes Day Trips)

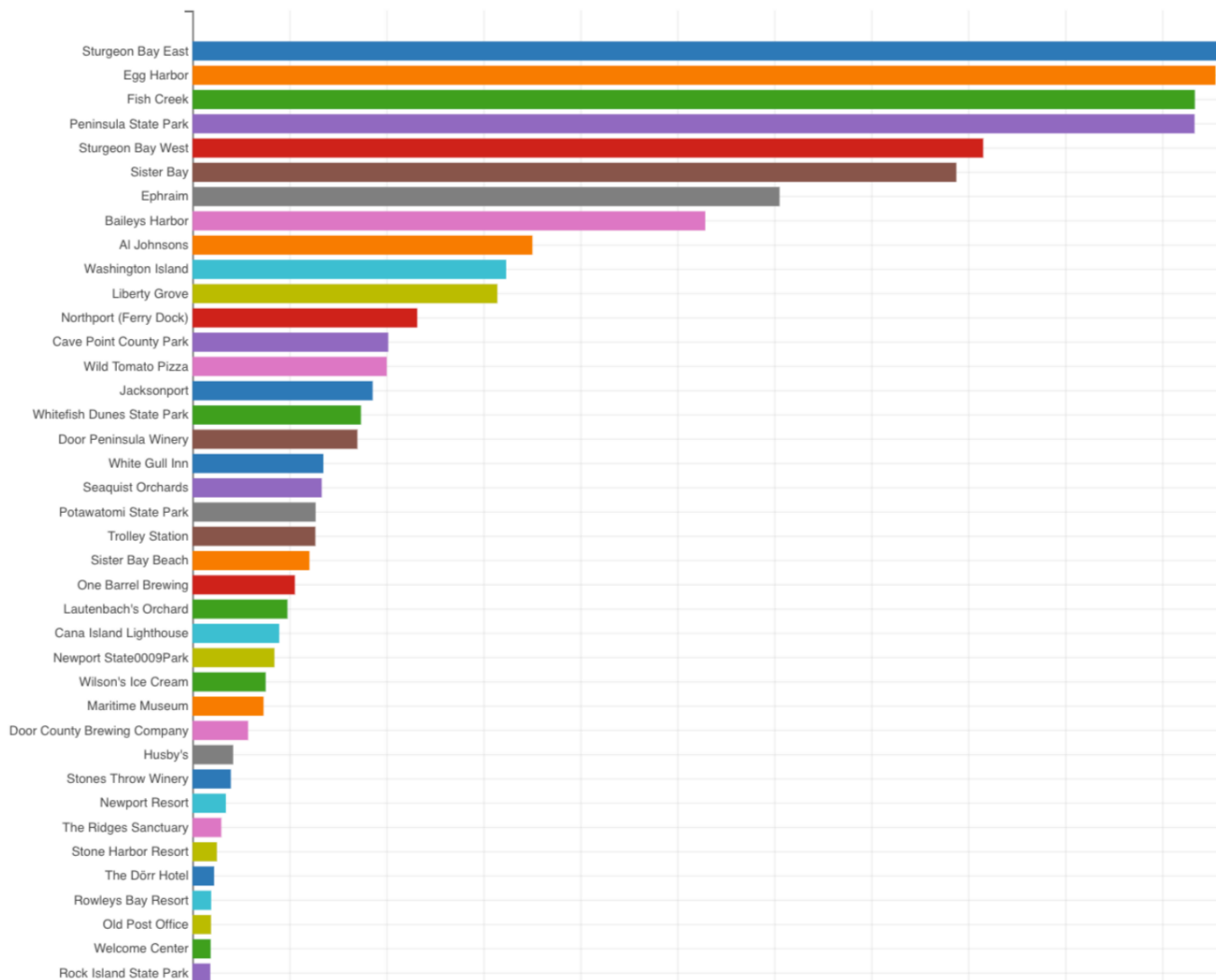


Visitation By Market (Overnight)



Trips by point of interest

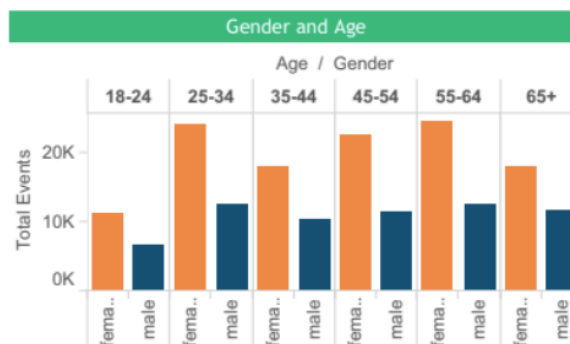
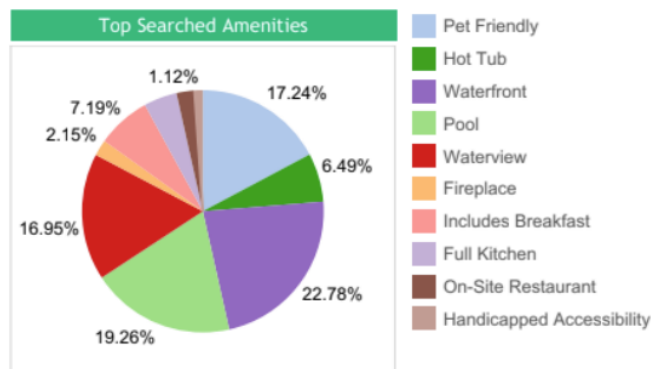
(Represents our communities and some points of interest around the county)

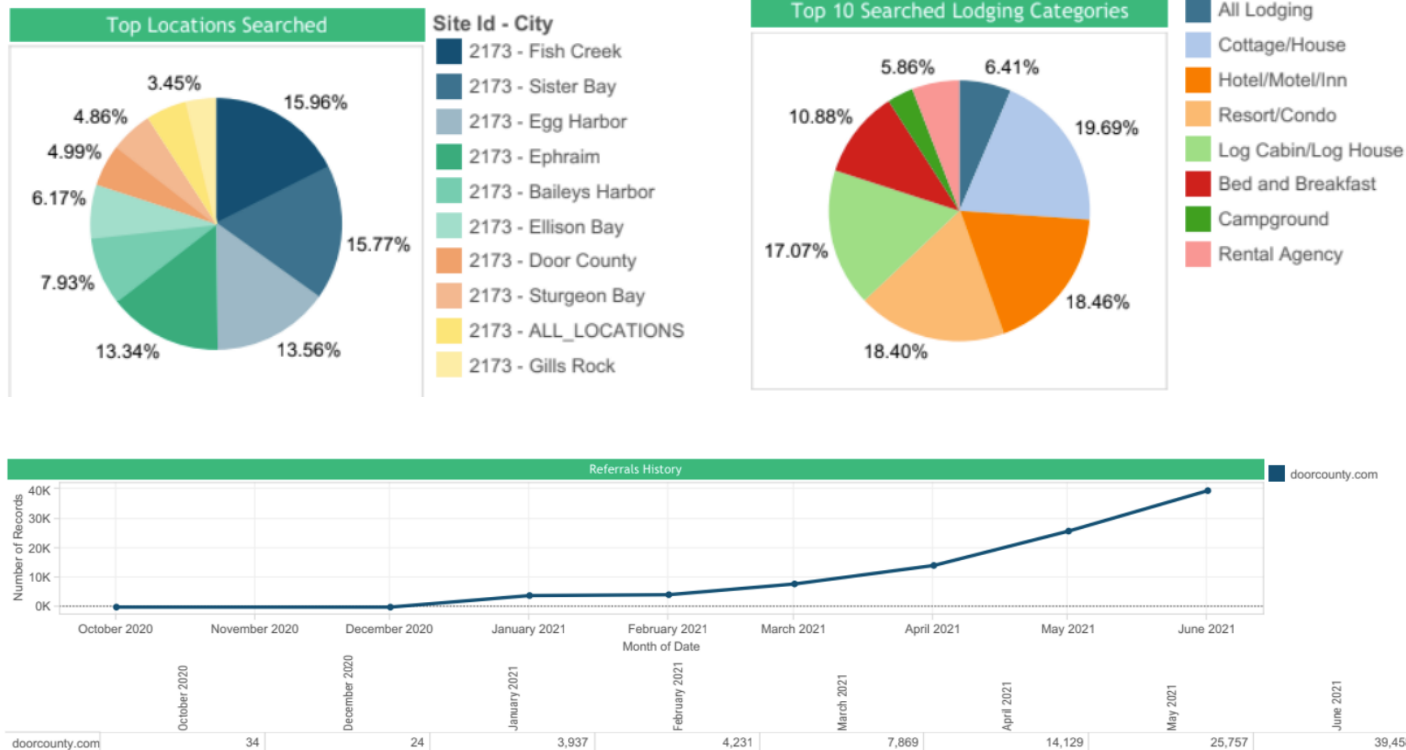


BOOK DIRECT DATA: June 2021 (due to reporting lag time, July data will be available in next month's report)

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

In June the average advance stay searched was 46.76 days out and for an average of 3.76 day. Average daily rate (ADR) that resulted was \$184.48. Top age group booking through the site was females 25-34 followed by females 55-64.





In June there were 39,458 search and referrals through Book Direct on DoorCounty.com with an estimated booking value of \$800,445.

SOCIAL

Facebook: At first glance, the total number of impressions, engagements and link clicks were down, however, that includes the dip in paid media which was down 40% in July. Organic impressions were up 9.7% month-over-month. It is great to see the top posts for July once again being user generated content and engaging questions. Continuing this trend will keep Door County's content in front of the audience via the algorithm.

Twitter: Both the engagements and engagement rates were trending positively in the month of July. As we've seen in past months, polls and engaging questions yield good results when it comes to audience participation.

Instagram: Organic impressions, engagements, and engagement rate were all up month-over-month. Instagram announced a few changes to their platform last month regarding prioritizing video content. They claim that they will not be deprioritizing photos, but they are looking to roll out more features for video creators on this platform. Video has historically performed better organically in the past few years on Instagram, but this is something we want to keep tabs on moving forward. Interestingly, the top performing post on the 11th was a video.



128,798 likes



70,328 followers



7,248 followers



2,049 followers

COMMUNICATIONS & PR DEPARTMENT

July 2021

- Media assistance was provided to **35** journalists/media outlets in July 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, OnMilwaukee.com, Wall Street Journal, Group Tour Media, PBS Wisconsin, Experience Wisconsin, USA Today 10 Best, MKE Lifestyle magazine, and locally WDOR, Peninsula Pulse, Door County Daily News, FM 106.9 The Lodge and the Door County Advocate.
- **9** articles were reported from our media marketing program efforts in July and reached a total of **70,734,302** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Budget Travel online, Chicago Tribune online, Condé Nast Traveler online and Popular Science 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 **\$30,737,437** worth of earned media coverage for Door County, including **\$327,177** in July.
- The return on investment for our media marketing program to date is **1,172%**. For every dollar spent, we have gotten back **\$11.72** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 5 travel journalists on our fourth small group press trip of the year in partnership with Geiger & Associates Public Relations. The cherry & lavender themed press trip took place July 26-29, 2021.
- We have 4 more smaller group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for August, September, October & December. [View our complete '21 schedule.](#)
- We hosted travel journalist Kim Crosiant on an individual research visit July 9-12 .
- We hosted travel journalist Andy Tarnoff on an individual research visit July 9-11.
- We hosted travel journalist Monica Kass Rogers on an individual research visit July 13-14.
- We hosted travel journalist Robert Annis on an individual research visit July 30- August 1.
- We hosted social media influencer Zak Gruber in partnership with the Wisconsin Department of Tourism on an individual research trip July 19-22. Check out his shots on instagram -[@indiemoto](#)
- 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.
- We distributed 1 media release in July about our Leave No Trace Tuesday [event](#) on Washington Island.
- Views of DDC produced videos across all online platforms totaled **32,037** in July. Our most watched videos on Facebook included two Door County Unearthed series videos about the [Washington Island Stavkirke](#) and the [Great Williamsonville Fire](#) followed by a Door County [cherry informational video](#). On YouTube, our Lesser Known Door County video about [Washington Island](#) was the most watched, followed by a video about [Places You've Never Seen in Door County](#) and third was an Explore The Door video about [Peninsula State Park](#).

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

Recent Media Highlights

- *Minnesota Monthly* highlighted Door County in a story by travel journalist Anna Bjorlin headlined "Tips for a Summer Escape to Wisconsin's Door County". Published on July 28, the story is available at [MinnesotaMonthly.com](https://www.minnesotamonthly.com).
- The *Milwaukee Journal Sentinel* featured a story by Chelsey Lewis titled "Door County bucket list: 15 things you have to do on the peninsula" on July 20. Read the story on [jsonline.com](https://www.jsonline.com).
- Thomas Connors, who was here on an individual press trip in June, wrote an article for *Insidehook.com* titled "Everything you should do during your weekend getaway to Door County" on July 16. Read the story on [insidehook.com](https://www.insidehook.com).
- Rachel Werner, who was here on a group press trip in June, wrote an article for *fabulouswisconsin.com* titled "5 Don't Miss Destinations in Door County" on July 19. Read the story on [fabulouswisconsin.com](https://www.fabulouswisconsin.com).
- Nicole Pensiero, who was here on a group press trip in June, wrote an article for *FollowSouthJersey.com* titled "Door County: A Wisconsin Wonderland" on July 23. Read the story on [followsouthjersey.com](https://www.followsouthjersey.com).
- *Fodor's Travel* included Washington Island's Stavkirke in a story by travel journalist Sharon McDonnell titled "The 16 Most Unusual Churches in North America" that was published on 7/7/2021. Read the story on [Fodors.com](https://www.fodors.com).
- The *Gloucester City News* (southern New Jersey/Philadelphia) ran a story about Door County by travel journalist Nicole Pensiero that was published on 7/11/2021. Read the online story at [gloucestercitynews.com](https://www.gloucestercitynews.com).
- *WLUK FOX 11* highlighted a few different Door County cherry related stories as the 2021 cherry harvest kicked off. [This story](#) from reporter Eric Peterson aired on 7/12/2021, and [this story](#) from reporter Gabriella Premus aired on 7/11/2021.
- *Wisconsin State Journal* highlighted the new Eagle Tower at Peninsula State Park in a story published on 7/12/21. Read Barry Adam's story at [madison.com](https://www.madison.com).
- *WFRV CBS 5* welcomed Sturgeon Bay mayor David Ward for [a live morning interview](#) on 7/13/2021 to talk about a variety of Sturgeon Bay and Door County related topics.
- *Condé Nast Traveler* included Door County in an online story headlined "5 Trips to Plan Around America's Great Lakes" that was published on 6/28/2021. Read the story by travel journalist Ashlea Halpern on [CNTraveler.com](https://www.CNTraveler.com).

TRAVEL+ LEISURE

A snapshot of the *T+L* story ----->

- *Travel + Leisure* online included Door County, specifically Fish Creek, in a story published on 7/7/2021 headlined "10 of the Best Small Towns in the Midwest" by travel journalist Katy Spratte Joyce. Read the story on [travelandleisure.com](https://www.travelandleisure.com).

10 of the Best Small Towns in the Midwest

Move over, Chicago — the Midwest is also home to some stellar small towns.

BY KATY SPRATTE JOYCE | JULY 07, 2021



Fish Creek, Wisconsin



CREDIT: HALBERGMAN/GETTY IMAGES

It's hard to pick just one small town in Door County, Wisconsin (a.k.a. "The Cape Cod of the Midwest"), but Fish Creek is a charming option. Highlights include wine tasting at [Lautenbach's Orchard Country Winery & Market](#), dinner and a nightcap at the [Whistling Swan](#), and shopping at [Sister Golden](#). For those who want to experience a traditional fish boil or the famous cherry-stuffed French toast — both Door County delicacies — [White Gull Inn](#) is a must. As for outdoor recreation, look no further than nearby [Peninsula State Park](#), home to trails, a lighthouse, and swimming and kayaking galore. Rest your head at [Thorp House Inn & Cottages](#), a quaint choice for accommodations.