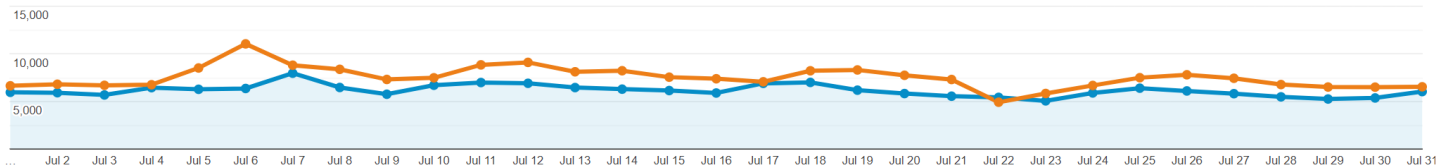


MARKETING & BRAND STRATEGY

DOORCOUNTY.COM

Overall site traffic is still down compared to 2021. Total sessions in July were down 18% to 225,924 in total. We know most year over year data will show a decrease compared to 2020 and 2021, but we're noticing our total session and traffic counts very in line with the increases we saw through 2017, 2018, and 2019.

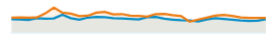
Jul 1, 2022 - Jul 31, 2022: ● Users
Jul 1, 2021 - Jul 31, 2021: ● Users



Users

-17.41%

158,573 vs 191,997



New Users

-15.95%

151,842 vs 180,661



Sessions

-18.14%

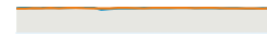
225,924 vs 275,979



Number of Sessions per User

-0.88%

1.42 vs 1.44



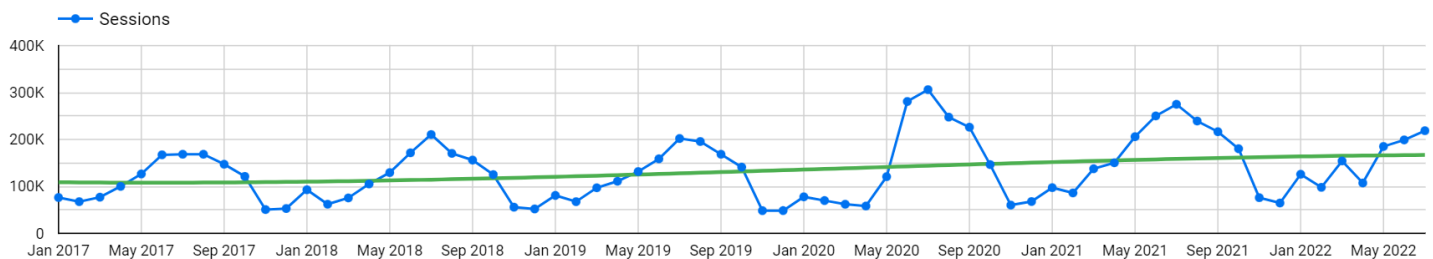
Pageviews

-30.38%

618,663 vs 888,577



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. We did pause all paid media that was driving to the site to prevent any glitches during the site migration. Media resumed July 12th.

eNEWSLETTER

July's eNewsletter focused on 'Find Your Endless Summer' with features on family activities and cherry picking YOY we did see a slight decline in total click rate (4.5% to 3.7%) and a similar decline MOM but overall, we saw another good month for the open rate at 44.11%.

July Newsletter - Combined Sends				
Total Recipients 229,086	Successful Deliveries: 227,492	Recipients Who Opened 71,779	Combined Total Open Rate 44.11%	Combined Total Click Rate 3.71%
Recipients Who Clicked: 4,609	Total Opens: 100,355	Total Clicks: 8,443	Combined Unique Open Rate 31.55%	Combined Unique Click Rate 2.03%

PAID MEDIA

July is typically a lighter month for paid media being the heart of summer travel season. We wrapped our summer digital interactive and paid social campaigns on 7/3. In-market, our summer audio, interactive and paid social wrapped 7/18. Google Adwords is an always-on campaign throughout the year.

Google Adwords

Clicks and CTR increased significantly over July 2019. The dynamic ad group served the most impressions and generated the most clicks. Hiking, Biking & Events/Festivals ad groups had the highest CTR (Attractions and Things To Do had the highest CTR in July 2019). Majority of impressions were served in the Chicago & Milwaukee DMAs

Digital Display Results

Digital ads included banner, native and mobile video for the month of July. Overall, ads generated 219K impressions with 487 clicks. In-Market, digital ads served up 197K impressions with 183 clicks.

Streaming Audio Results

Audio ran in-market only in July. The audio campaign includes Pandora Mobil Video Plus, Pandora Sponsored Listening and Spotify. The July portion of the in-market campaign garnered 93K impressions, bringing the total in-market campaign impressions to 263K.

Paid Social Campaign

In July, paid social campaigns included summer (ending 7/3) and in-market campaigns (ending 7/18). Overall impressions for the two campaigns was 221K and drove 1,500 users to DoorCounty.com to learn more.

Summer Campaign: 310 Link Clicks, 24K Impressions

In-Market Campaign: 1,200 Link Clicks, 197K Impressions

ORGANIC SOCIAL

FACEBOOK

Total organic impressions were up 56% over last month. In efforts to increase engagement, note our engagement rate per impression is up 25% over last month.

Received Messages: 513 Private Messages



132,774 Followers



75,629 Followers



8,246 Followers



2,132 Followers



2,470 Followers



116 Followers

INSTAGRAM

There was a 22% increase in our engagement, noting the engagement rate per impression had increased over 68% as well (especially in story replies). Although our total impression saw a 27% decrease, we gained 685 followers (showing a 38% increase) over last month.


Received Messages: 271 Direct Messages

TWITTER


Metrics stayed pretty even over last month for our engagement on this platform. Impressions were down 19%. Including more “call to actions” will help increase our engagement rate, and will start implementing some user generated content video clips as well into the next month.

Received Messages: 137 Mentions, 5 Retweets

TOP PERFORMING POSTS

 **Destination Door County**
Sat 7/16/2022 1:05 pm PDT

Julie's Park Cafe & Motel, located next Peninsula State Park, has a wide-ranging menu that contains...




Total Engagements	3,386
Reactions	825
Comments	90
Shares	33
Post Link Clicks	870
Other Post Clicks	1,568

 **doorcounty**
Thu 7/28/2022 11:46 am PDT


Show of hands, who here thinks #DoorCounty is the GOAT. 🐐



Total Engagements	3,305
Likes	3,197
Comments	66
Saves	42

 **@mydoorcounty**
Wed 7/6/2022 8:02 pm UTC

🍷 Wine + 🧀 Cheese. Can you name a better #DoorCounty combination?
📸: IG/_autumnreign...



Total Engagements	121
Likes	14
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	105

GROUP & MEETING

We had the opportunity to connect with a few tour operators already looking ahead to 2023 trips, focused mostly on senior groups. We also collaborated with Destination Sturgeon Bay to help welcome the Ocean Navigator cruise ship and its 130 passengers as they debarked near Graham Park. The passengers were shuttled to Door County Maritime Museum and Door Peninsula Winery to get a small taste of Door County.

JULY VISITATION

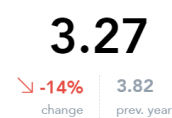
In July, Door County as a whole saw an decrease in visitor to resident ratio dropping from 3.82 visitors to residents to 3.27 YOY (This accounted for roughly 67.9% of the visitors that were observed while visiting.) When looking at how that ratio varies by community, Ephraim, Fish Creek and Jacksonport 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 12% less than visitors last July.

We are seeing an interesting shift in where visitors are coming from as we are seeing more visitation from further away and less from the Green Bay/Appleton drive markets.

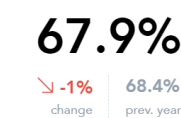
Destination Door County Key Performance Indicators

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.

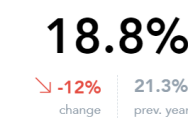
Visitor To Resident Ratio



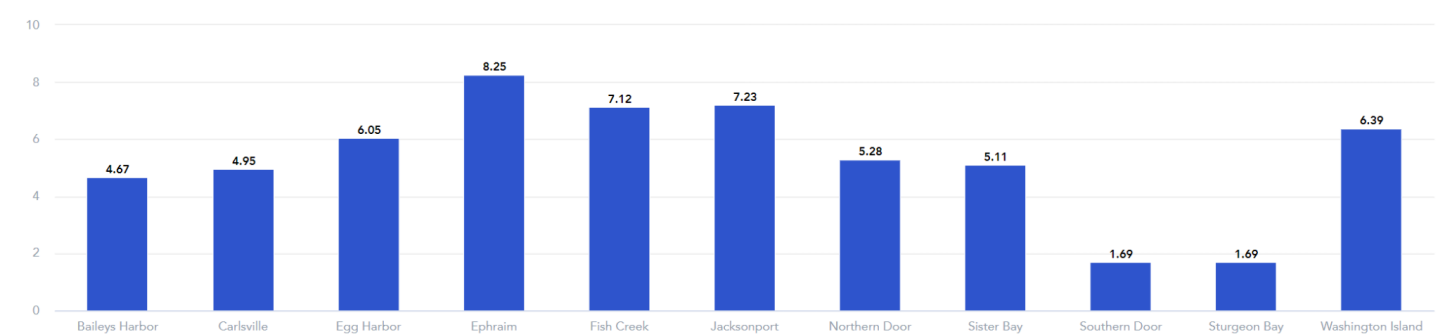
Share of Visitors Observed



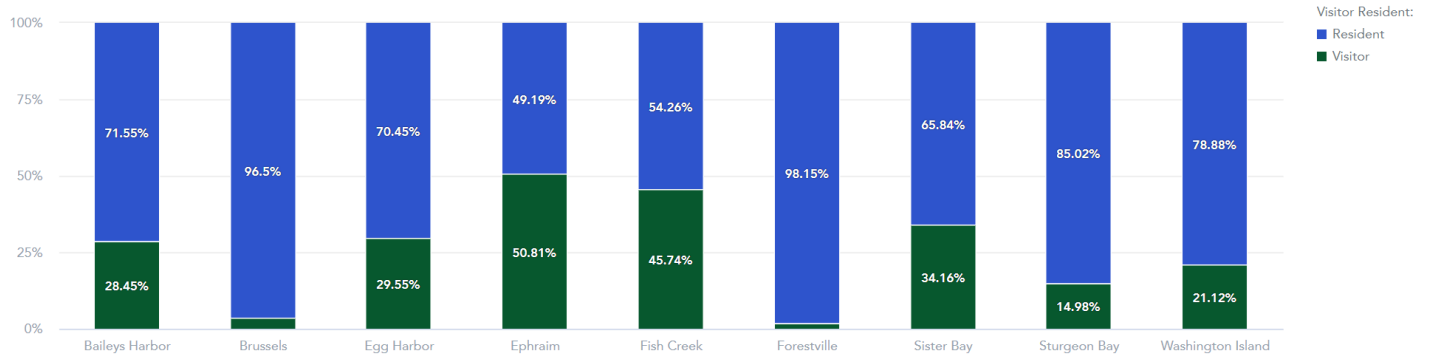
Share of Spend from Visitors



Visitor to Resident Ratio by Region

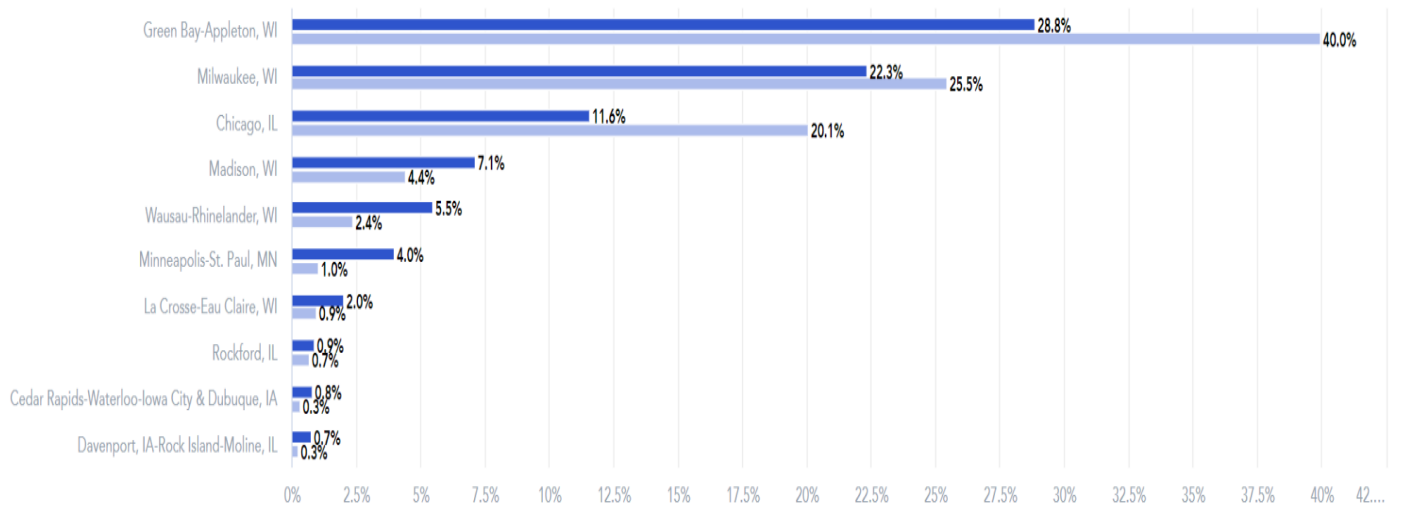


Visitor & Resident Spend Split by Merchant City



% of Top 10 Origin Markets YOY

Percentage of Total Visitors - This Year (Dark Blue) | Percentage of Total Visitors - Last Year (Light Blue)



COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **18** 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 NBC 26, FOX 11, CBS 5, ABC 2, Chicago Tribune, Travel + Leisure, Travel Awaits and locally WDOR & NEW Radio.
- **20** articles were reported from our earned media marketing program efforts in July and reached a total of **196,553,685** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Travel + Leisure online, Yahoo Entertainment online, Traverse City Record Eagle online, Milwaukee Journal Sentinel, Great Lakes Boating magazine, Atlanta City Lifestyle online, Apple News and the World Property Journal online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In July, articles reported through our earned media marketing program generated **\$324,152** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$36,304,158** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,296%**. For every dollar spent, we have gotten back **\$12.96** worth of Door County media coverage measured in terms of ad value equivalency.
- 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.
- We hosted journalist Matt Crossman, July 14- 17.
- We hosted the Forward Farming Podcast, July 24-26.
- We worked with Sam Li, a cinematographer out of Madison, to create a [video](#) highlighting summer in Door County. The entire video was shot via drone. The [video](#) was launched on our social channel Tuesday July 26, 2022 and had nearly 22k views after only a week and a half. Mr. Li visited in June to shoot the video.
- Views of DDC produced videos across all online platforms totaled **25,222** in July. Our most watched videos on Facebook included a video about [Summer in Door County](#), a video about [Birch Creek Symphony Orchestra](#), and an *On The Water* series video titled the [Marina Goers](#). On YouTube, the most watched video was titled [Welcome Home: Sturgeon Bay](#), next was a *Lesser Known Door County* video about [Washington Island](#), and third was a Door County Unearthed series video about [Geocaching](#).

Recent Media Highlights

- *Naperville (IL) Magazine* ran a full-page "Weekender" story in their July 2022 issue about visiting Rock Island State Park. Check out the online version of the story on [NapervilleMagazine.com](#).
- *Milwaukee Magazine* ran a story in their July 2022 issue highlighting Peninsula State Park. Check out the online version on [milwaukeeemag.com](#).
- The *Milwaukee Journal Sentinel* ran a story July 11, 2022 that highlighted Savory Spoon Cooking School's owner, Janice Thomas. Read the online version of the story on [jsonline.com](#).
- *Travel + Leisure online* ran an article featuring Sister Bay in a story titled "10 Best Small Towns in Wisconsin for Serene Views, Charming Hotels, and Delicious Food." View the July 15, 2022 story on [travelandleisure.com](#).
- *TravelAwaits.com* ran a story July 16, 2022, featuring Door County titled "15 Beautiful Places to Escape the Summer Heat." Read the story on [travelawaits.com](#)
- *Brides online* included Door County in a story headlined "8 Winery Wedding Venues to Book in the US" that was published on July 25, 2022. Find out which Door County winery was included in the story at [Brides.com](#).
- *TravelAwaits.com* ran a story July 30, 2022, highlighting Door County titled, "14 Amazing Things to do in Door County, Wisconsin." Read the story on [travelawaits.com](#).
- *Travel + Leisure online* published a Door County story on August 2, 2022 by travel journalist Katy Spratte Joyce that covered a wide variety of things to see and do in Door County. Read the story on [TravelandLeisure.com](#).

Securing a 3rd Sign-up Day helped us reach a new high!

When we came up with the idea of holding a Social Security Sign-up Day in Door County, the intent was to make it easier for Host Employers to help their international students complete this important step, without having to bring each of them to Green Bay - but we never expected it to make the huge economic and environmental impact that it has!

With the addition of a third event this year, we were able to help 48 Partner Businesses get 305 of their Summer Work Travel students signed up for their Social Security Numbers - and that's 61% of this year's SWT program participants! At 150 miles round trip from Ephraim to the SSA office, and back, this year's efforts would have saved our partners 45,750 unnecessary miles on the road if they had to drive each student to Green Bay. At 25mpg in June/July that cost could have been almost \$8,000.

We also saved our partners 1,830 work hours that would have been spent in the car, which comes out to nearly 46 forty-hour work weeks of time! (And that's if they could get down and back from their appointments within 3 hours.)

Even more rewarding are the smiles and excitement we see on the faces of each student. This is a BIG deal for them and, as government interactions are often intimidating for most of these students, it's easy to see a big weight lift from their shoulders as they are greeted with a big smile and a Thank You for choosing Door County for their program destination!



International exchange participants play a valuable role in our communities as they share their culture with residents and visitors, and learn about life in the United States through their own eyes. We are very grateful for the 466 students who are spending their summer with us this year. When you interact with one of our Exchange Visitors, please take a moment to introduce yourself, and thank them for choosing Door County for their Summer Work Travel program. We are honored to be their ambassadors, and without their help, many of our businesses couldn't operate during our peak business season.

Keeping the Facts Straight

Misinformation is the greatest threat to programs like Summer Work Travel. Please take a moment to make sure you have your facts straight and [view the Summer Work Travel exchange program Fact Sheet](https://bit.ly/swt-facts2018) (<https://bit.ly/swt-facts2018>)

MatchUp Door County - Light Duty Workforce Initiative

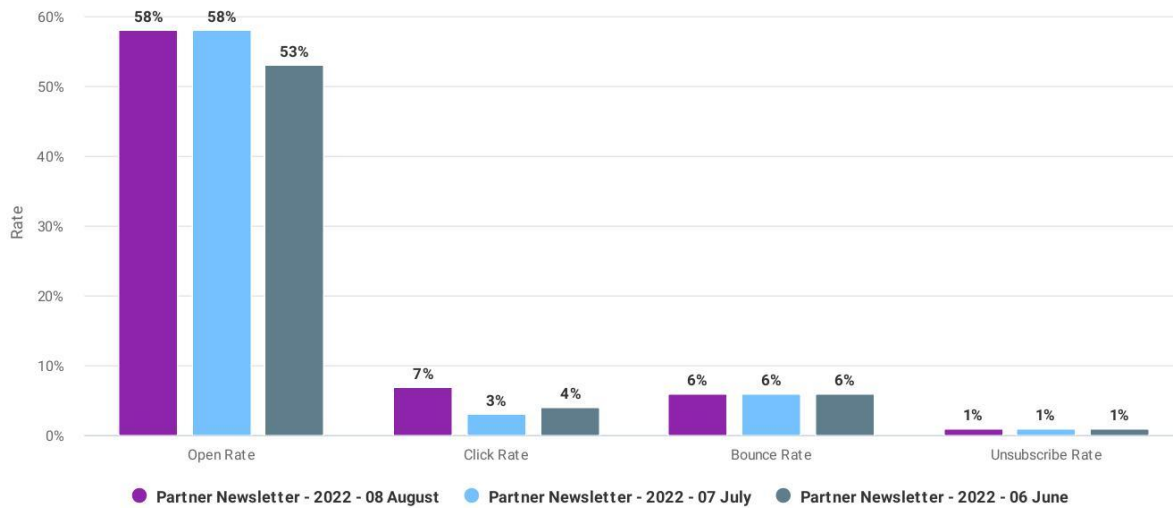
We continue to make strides in the development of the MatchUp Door County workforce initiative being developed by Cynthia Germain with Do Good Door County, to provide training and matching services for retirees and differently abled individuals who are able to help area businesses meet their staffing needs by working light duty jobs for a few hours, a day or two, or as needed. Others serving with me on this initiative include Cynthia Germain – Do Good Door County; Jewel Ouradnik – Rowleys Bay Resort; Diane Taillon – Arbor Crowne Properties; Heather Mundy – Sunshine House; Allyson Fleck – Midsummer's Music; Cathy Clark – We Are Hope, Inc.; Jeremy Paszczak – Sunshine House; Tyler Powell – Door County YMCA.

Educational Seminars for H2B and Summer Work Travel Host Employers

I am working with Attorney Glenn Mandel to present educational programming this fall for partners interested in learning more about hiring internationals with the H2B Visa. We hope to have dates set by the end of this month.

We have also had a considerable number of partners expressing interest in learning more about becoming a host employer for the Summer Work Travel program. A recording of last year's program is still available in our Partner Resources section of the website, but may find it helpful to arrange for another program for those who would prefer the live interaction in a group setting.

Partner Newsletter Stats (+17% over Industry Average)



Partner Report - July 2022 EOM

Total Partners: 667
New/Rejoined Active Partners July 2022: 10

New

Account Category	Account Name	Physical Address 1	City	Date Added
Restaurants/Cafes/Taverns	The Harbor Inn Cafe	1861 The Inn Rd.	Washington Island	7/5/2022
Retail	Uncommon Concrete	18 N Madison Ave	Sturgeon Bay	7/6/2022
Retail	Changing Hearts Giftware	11249 Bay View Rd	Sister Bay	7/14/2022
Salon/Spa	Aspire Salon	10590 Country Walk Drive Unit # 3	Sister Bay	7/15/2022
Cottage/Home/Condo/Vacation Rental	Sherwood Point Lodge	4560 E Sherwood Point Rd	Sturgeon Bay	7/15/2022
Cottage/Home/Condo/Vacation Rental	The Little Harbor	5100 Bay Shore Drive	Sturgeon Bay	7/18/2022
Services	Peninsula Vision Care	1426 Egg Harbor Road	Sturgeon Bay	7/21/2022
Retail	Door County Sunglass Company	7769 Hwy 42	Egg Harbor	7/21/2022
Restaurants/Cafes/Taverns	Fresh Take 42	10420 Water St	Sister Bay	7/21/2022
Services	Soul Glue Therapy LLC	1450 County Rd C	Brussels	7/29/2022

Drop

Status	Drop Reason	Account Category	Account Name	Address	Date: Date
Inactive	Closed	Retail	Connie Glowacki - Artist	Top of the Hill Shops B23	7/19/2022
Inactive	Closed	Entertainment/Recreation	Fish Anytime Charters	Robert M. Carmody Park	7/27/2022

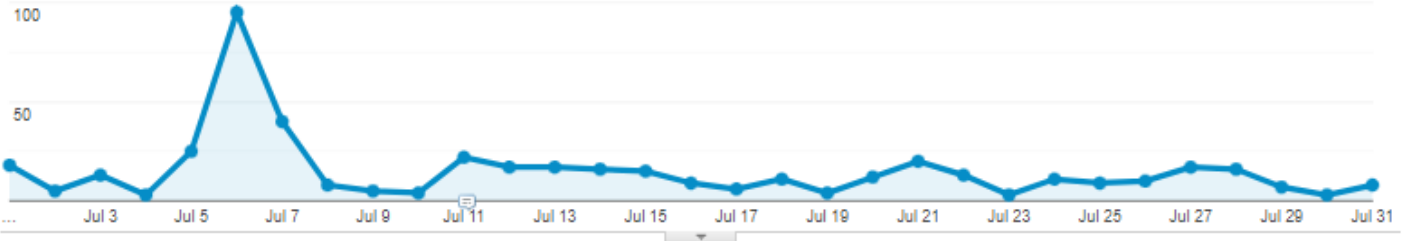
Partnership Web Stats for July 2022 (July 1, 2022 -July 31, 2022) <https://www.doorcounty.com/partnership/>

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

● Pageviews



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default partnership advanced

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	462 % of Total: 0.08% (609,362)	374 % of Total: 0.08% (485,138)	00:02:40 Avg for View: 00:01:50 (45.13%)	193 % of Total: 0.09% (217,843)	70.31% Avg for View: 52.76% (33.26%)	54.76% Avg for View: 35.75% (53.18%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /partnership	179 (38.74%)	139 (37.17%)	00:02:57	29 (15.03%)	41.38%	41.90%	\$0.00 (0.00%)
2. /partnership/j-1-visa-resources/	111 (24.03%)	99 (26.47%)	00:02:02	99 (51.30%)	76.77%	79.28%	\$0.00 (0.00%)
3. /partnership/	65 (14.07%)	47 (12.57%)	00:03:29	14 (7.25%)	76.92%	46.15%	\$0.00 (0.00%)
4. /404-error/?aspxerrorpath=/partnership/j-1-visa-resources/~:text=The Exchange Visitor (J) non,experience in the United States.	17 (3.68%)	9 (2.41%)	00:00:11	1 (0.52%)	100.00%	47.06%	\$0.00 (0.00%)
5. /partnership/certified-tourism-ambassador-program	10 (2.16%)	7 (1.87%)	00:00:20	6 (3.11%)	50.00%	40.00%	\$0.00 (0.00%)
6. /partnership/partner-resources	10 (2.16%)	9 (2.41%)	00:03:46	3 (1.55%)	66.67%	40.00%	\$0.00 (0.00%)
7. /partnership/the-power-of-tourism-in-door-county	10 (2.16%)	9 (2.41%)	00:07:27	6 (3.11%)	66.67%	60.00%	\$0.00 (0.00%)
8. /partnership/partner-resources/research-and-planning/	8 (1.73%)	8 (2.14%)	00:00:00	7 (3.63%)	100.00%	100.00%	\$0.00 (0.00%)
9. /partnership/door-county-certified-tourism-ambassador-program-cta/	7 (1.52%)	6 (1.60%)	00:02:10	1 (0.52%)	0.00%	14.29%	\$0.00 (0.00%)
10. /partnership/post-jobs	7 (1.52%)	5 (1.34%)	00:00:39	3 (1.55%)	66.67%	57.14%	\$0.00 (0.00%)

Partner Social Media Stats for July 2022

- DDC Insider Hub [Facebook](#) 1866 followers (+.02% MoM)
- DDC Partner Hub [Instagram](#) 1331 followers (+2.3% MoM)

Farthest reaching posts:



Rainy morning turned into an absolutely gorgeous day at the Egg...

Post • Jul 8, 2022

Reach
631

Reactions	Comments	Shares
9	0	1



Check it out: We recently launched our Care for Door County...

Post • Jul 21, 2022

Reach
440

Likes	Comments	Shares
37	0	14



The crew at the Destination Door County Welcome Center is stocked...

Post • Jul 27, 2022

Reach
503

Reactions	Comments	Shares
16	0	1



We caught up with @wlukfox11 earlier this week to chat about the impact...

Post • Jul 7, 2022

Reach
375

Likes	Comments	Shares
16	2	0



Rainy morning turned into an absolutely gorgeous day at the Egg...

Post • Jul 8, 2022

Reach
631

Reactions	Comments	Shares
9	0	1



2022-23 WINTER GUIDE

Post • Jul 11, 2022

Reach
357

Reactions	Comments	Shares
6	0	0

Most post reactions:



Check it out: We recently launched our Care for Door County...

Post • Jul 21, 2022

Reach
440

Likes	Comments	Shares
37	0	14



2022-23 WINTER GUIDE

Post • Jul 11, 2022

Reach
271

Likes	Comments	Shares
18	1	0



The crew at the @DoorCounty Welcome Center is stocked up with...

Post • Jul 27, 2022

Reach
323

Likes	Comments	Shares
30	3	2



The crew at the Destination Door County Welcome Center is stocked...

Post • Jul 27, 2022

Reach
503

Reactions	Comments	Shares
16	0	1

OPERATIONS

JULY PUBLICATION REQUESTS

2022 Visitor Guide Requests: **1,607**

2021 Visitor Guide Requests: **1,744**

2022 E-mail Requests Answered: **139**

JULY GIFT CERTIFICATES

2022 Door County Gift Certificates Sold: **\$70,030**

2022 Door County Gift Certificates Redeemed: **\$37,795**

2021 Door County Gift Certificates Sold: **\$31,355**

2021 Door County Gift Certificates Redeemed: **\$28,185**

JULY VISITOR CENTER DATA

2022 Welcome Center Visitors: **4,435**

2022 Welcome Center Calls: **1,243**

2021 Welcome Center Visitors: **5,760**

2021 Welcome Center Calls: **2,434**











JOB SITE STATS

Admin Dashboard

Activity

24 Hours
Week
Month
Total
Custom
7/01/2022
-
7/31/2022
Go

As of: 8/04/2022 5:00pm

Jobs Posted  94	Job Seekers Added  54	Employers Added  4	Alerts Added  Job Resume 3 0
Purchases  Billed Paid 0 0	Job Searches  3,922	Jobs Viewed  5,116	Applications Added  153
Apply Redirects  62	Logins  Seeker Employer 372 171		

