



# August 2019

## Monthly Report

Room Tax Collections <small>(30% Municipalities/4% DCTZC/66% DCVB)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	\$67,870	\$78,173	\$67,606	\$85,993	\$243,688	\$593,791	\$1,114,882	\$967,527	\$658,280	\$598,522	\$96,546	\$71,554	\$4,660,677
2018	\$73,243	\$81,263	\$74,750	\$69,981	\$257,476	\$633,309	\$1,153,101	\$1,051,822	\$692,366	\$619,860	\$104,092	\$75,093	\$4,892,212
2019	\$61,207	\$80,957	\$75,360	\$73,854	\$256,944	\$634,802							\$1,228,213

Sales Tax Collections <small>(1/2% collected in Door County)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	\$211,998	\$266,562	\$211,766	\$185,464	\$231,900	\$281,925	\$354,873	\$506,672	\$489,378	\$433,956	\$490,129	\$297,835	\$3,962,457
2018	\$197,823	\$294,339	\$198,944	\$178,122	\$254,044	\$284,725	\$392,287	\$612,799	\$437,497	\$489,571	\$484,654	\$290,493	\$4,115,300
2019	\$273,070	\$290,852	\$211,337	\$193,950	\$253,811	\$266,349	\$444,423	\$570,278					\$2,504,069

DoorCounty.com - Web Site Visits (sessions)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	76,277	67,445	76,988	99,972	126,490	167,265	197,398	168,426	147,155	121,310	50,603	52,794	1,352,123
2018	92,834	61,979	75,410	105,208	129,389	173,899	212,581	172,261	158,092	125,102	57,828	53,967	1,418,550
2019	80,726	69,535	104,788	122,269	144,274	170,546	214,396	200,384					1,106,918
2019 Goal	94,690	63,218	76,918	107,312	131,977	177,377	216,832	175,706	161,254	127,606	58,985	55,046	1,446,921
% to Goal	85%	110%	136%	114%	109%	96%	99%	114%	0%	0%	0%	0%	77%

DoorCounty.com - Web Site Unique Visits (users)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	58,595	50,842	55,755	73,728	92,645	120,365	144,000	120,895	108,400	90,977	39,219	40,439	995,860
2018	71,055	46,581	57,452	79,572	94,964	127,276	154,131	125,469	115,225	91,649	46,303	41,999	1,051,676
2019	62,209	53,981	73,674	94,031	106,955	114,090	153,880	140,549					799,369

DoorCounty.com - Average Page Views Per Session													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2017	3.60	3.70	3.80	3.54	3.70	3.89	3.85	3.50	3.90	3.90	3.36	3.49	3.69
2018	3.66	4.13	4.32	3.67	4.04	4.22	4.27	4.19	4.04	3.70	3.15	3.51	3.91
2019	3.60	3.52	3.42	3.32	3.68	4.00	3.90	3.90					

DoorCounty.com - Average Length of Session (minutes)													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2017	3.58	3.41	3.40	3.22	3.36	3.44	3.44	3.42	3.47	3.30	2.59	3.06	3.31
2018	3.30	4.08	4.21	3.37	3.58	4.09	4.11	4.19	3.54	3.23	2.41	3.02	3.59
2019	3.26	3.22	3.05	1.30	3.22	3.44	3.45	3.49					

DoorCounty.com - Mobile Web Site Usage													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	38,705	35,937	29,911	57,049	51,721	95,896	102,656	102,829	90,935	77,295	30,030	32,231	745,195
2018	42,449	26,734	29,564	50,331	57,122	75,947	135,381	75,179	72,968	77,992	26,668	32,257	702,592
2019	47,730	31,171	47,176	53,591	58,380	73,540	94,491	91,675					497,754

DoorCounty.com - Top Ten Most Requested Pages for the Month														
August 2019														
1) /home							5) /stay/hotel-motel-inn							9) /discover/washington-island
2) /experience/events							6) /stay/find-lodging							10) /discover/guides-and-reports
3) /experience							7) /experience/everything-cherry							
4) /stay							8) /experience/events/page-2							

DoorCounty.com - Top Ten Sources for the Month														
August 2019														
1) Google/organic							5) bing/organic							9) AdRoll
2) (direct)							6) yahoo/organic							10) Instagram/Instagram Ad
3) google/cpc							7) Facebook/Facebook Ad							
4) Door County Visitor Bureau							8) m.facebook.com/referral							

Social Media: Facebook													
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	1,730,644	1,649,293	1,603,254	2,687,615	2,259,999	1,435,229	1,284,035	3,663,514	2,488,993	2,534,517	2,129,113	3,660,362	27,126,568
2018	3,072,518	1,743,557	1,360,982	3,018,045	2,080,138	1,732,189	2,529,601	1,998,469	2,725,934	1,645,947	1,500,366	1,375,044	24,782,790
2019	1,718,452	1,728,409	2,258,613	2,966,996	1,745,963	1,772,403	1,482,104	1,589,049					15,261,989
Post Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	1,103,020	1,043,540	938,185	1,891,205	1,540,501	1,434,702	1,368,385	1,745,392	1,347,353	1,574,426	1,312,850	1,860,703	17,160,262
2018	1,837,851	957,819	716,837	2,280,877	1,633,103	1,104,744	1,832,373	1,385,978	2,114,037	1,304,627	1,088,613	767,300	17,024,159
2019	1,094,742	1,079,000	1,453,043	2,139,689	1,201,734	1,251,592	905,612	1,081,231					10,206,643
Page Views	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	381,660	362,131	333,465	348,118	312,141	231,287	460,568	539,086	409,225	479,657	393,911	670,987	4,922,236
2018	546,738	532,621	619,271	449,081	326,313	491,332	503,626	659,181	479,544	323,546	465,560	494,103	5,890,916
2019	731,095	647,166	859,283	550,666	586,646	586,088	478,696	563,738					5,003,378
Engagement	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	39,773	43,991	32,927	43,020	31,885	41,407	39,918	60,790	49,173	49,598	33,445	66,286	532,213
2018	65,342	38,704	52,436	56,031	42,198	51,562	41,116	63,362	54,532	49,327	44,890	50,580	610,080
2019	49,759	51,818	65,323	55,448	48,318	56,304	43,791	51,651					422,412
2019 Goal	67,302	39,865	54,009	57,712	43,464	53,109	42,349	65,263	56,168	50,807	46,237	52,097	628,382
% to Goal	74%	130%	121%	96%	111%	106%	103%	79%	0%	0%	0%	0%	67%
Likes	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	87,739	88,349	88,780	89,837	91,086	92,516	93,673	94,867	97,690	99,648	100,489	101,720	16%
2018	103,071	103,645	104,109	105,529	106,857	107,747	110,052	110,851	111,928	112,335	112,541	113,153	10%
2019	113,643	114,006	114,607	115,014	115,698	116,426	117,064	117,577					

<b>Social Media: Instagram</b>													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	19,129	19,735	20,390	21,199	20,955	21,616	22,336	23,170	24,454	25,758	26,662	27,252	42%
2018	28,530	29,300	29,800	30,900	31,738	32,601	34,018	35,115	36,713	38,434	39,234	39,874	46%
2019	41,489	42,444	43,816	46,615	46,602	47,731	49,306	50,480					
Comment Likes	January	February	March	April	May	June	July	August	September	October	November	December	Total
2017	13,320	10,969	10,416	11,025	18,711	14,257	25,873	45,631	30,539	35,793	28,211	28,914	273,659
2018	45,098	42,117	29,993	27,800	35,035	26,126	26,908	39,006	45,371	65,311	60,469	42,461	485,695
2019	68,928	55,396	54,769	47,200	51,007	43,701	39,622	35,582					396,205
2019 Goal	46,451	43,381	30,893	28,634	36,086	26,909	27,715	40,176	46,732	67,270	62,283	43,735	500,265
% to Goal	148%	128%	177%	165%	141%	162%	143%	89%	0%	0%	0%	0%	79%

<b>Social Media: Twitter</b>													
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	5,201	5,264	5,368	5,439	5,531	5,674	5,731	5,858	5,947	6,034	6,067	6,062	15%
2018	6,114	6,178	6,225	6,271	6,315	6,378	6,418	6,394	6,423	6,459	6,470	6,497	7%
2019	6,505	6,529	6,587	6,615	6,649	6,708	6,777	6,823					
Impressions	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	51,700	50,300	52,500	22,600	23,800	50,100	48,700	63,300	50,900	42,000	41,000	36,600	533,500
2018	40,100	36,800	20,300	22,100	13,900	33,000	28,300	20,300	32,200	30,100	15,900	17,900	310,900
2019	41,303	64,700	51,200	47,200	39,900	48,700	50,200	42,500					385,703
2019 Goal	46,453	37,904	20,909	22,763	14,317	33,990	29,149	20,909	33,166	31,003	16,377	18,437	325,377
% to Goal	89%	171%	245%	207%	279%	143%	172%	203%	0%	0%	0%	0%	119%

<b>Pay-Per-Click Results</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	3,316	4,711	4,356	7,920	9,886	7,837	6,338	5,409	8,916	4,210	2,745	2,697	68,341
2018	2,988	2,652	3,614	4,174	5,418	5,418	5,696	5,311	4,553	3,723	4,524	9,442	57,513
2019	7,554	7,080	11,305	10,866	12,797	16,264	19,465	20,134					105,465

<b>Door County E-Newsletter - Number of E-Mail Subscribers</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2017	190,046	190,194	190,242	190,260	190,445	196,070	200,066	201,811	208,021	209,186	212,923	215,634	13%
2018	217,799	217,426	219,282	219,506	223,269	225,545	226,277	229,000	226,614	229,332	234,265	236,007	9%
2019	234,402	235,885	237,388	234,602	230,667	231,672	233,441	234,294					

<b>Door County E-Newsletter - Open Rates</b>													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2017	19.00%	18.40%	20.00%	20.30%	22.10%	26.90%	21.25%	22.15%	23.93%	23.25%	20.78%	17.39%	21.29%
2018	20.73%	18.86%	20.03%	24.67%	21.24%	23.08%	25.26%	24.00%	26.91%	20.71%	18.83%	17.22%	21.80%
2019	19.06%	22.14%	21.20%	22.52%	23.26%	23.87%	26.49%	26.51%					

Door County E-Newsletter - Click Thru's													
	January	February	March	April	May	June	July	August	September	October	November	December	Average
2017	1.38%	1.44%	2.46%	2.54%	2.97%	3.33%	3.21%	3.25%	3.95%	3.41%	1.79%	4.40%	2.84%
2018	2.42%	1.45%	2.07%	4.67%	3.11%	3.69%	4.54%	4.25%	5.03%	2.91%	2.38%	1.40%	2.96%
2019	2.66%	3.60%	3.29%	2.76%	3.66%	2.74%	4.31%	4.49%					

Advertising - Gross Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
2017	985,753	833,234	1,013,617	7,603,408	21,657,197	8,729,671	3,703,971	5,517,368	30,509,295	5,855,064	2,353,032	1,925,577	90,687,187
2018	1,544,151	845,954	309,135	11,518,385	10,069,500	10,964,047	6,575,311	3,395,955	51,220,912	9,360,457	1,014,882	289,550	107,108,239
2019	746,596	804,685	3,797,293	19,926,019	24,361,571	4,439,997	3,254,874	14,679,101					72,010,136

Advertising - Media Placed 2019													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Total Paid	\$9,242	\$9,750	\$27,906	\$137,999	\$237,633	\$44,546	\$29,454	\$41,485					\$538,015
Co-Op Dollars	\$1,150	\$1,425	\$4,256	\$4,787	\$7,162	\$10,324	\$12,006	\$9,918	\$6,181	\$2,900			\$60,109

Online Video Views <small>(includes YouTube channels, Vimeo channel and live or embedded Facebook videos featuring DCVB video content such as Explore The Door, Our Door County, AskDoCo, aerial videos, TV ads, etc)</small>													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	108,900	58,593	230,569	93,567	310,189	108,740	156,202	273,789	131,248	67,796	30,235	118,576	1,688,404
2018	209,008	64,757	115,746	149,384	163,922	179,972	213,921	232,556	154,293	74,836	42,085	109,328	1,709,808
2019	187,976	154,620	405,237	156,856	145,688	175,083	90,004	55,746					1,371,210

Media Marketing Program - Impressions													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	1,622,190	23,245,548	46,255,024	59,347,949	63,113,257	471,473	9,467,495	12,243,846	9,599,786	43,134,997	25,556,173	20,199,694	314,257,432
2018	28,732,589	1,167,205	11,962,094	2,748,491	24,027,022	5,410,708	58,217,837	6,349,408	44,136,913	103,292,833	83,323,220	136,947	369,505,267
2019	99,963,410	62,423,890	30,432,627	13,209,923	6,647,728	7,063,714	97,886,602	10,801,279					328,429,173
2019 Goal	22,266,505	13,890,274	31,226,624	26,648,368	26,212,359	21,010,063	39,193,985	25,379,811	24,752,483	52,921,575	29,620,344	34,029,602	347,151,993
% to Goal	449%	449%	97%	50%	25%	34%	250%	43%	0%	0%	0%	0%	95%

Media Marketing Program - Visiting Journalists													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	11	0	0	0	9	16	0	15	9	12	0	0	72
2018	9	0	0	0	13	15	9	14	0	10	0	0	70
2019	0	8	0	0	0	22	0	18					48
2019 Goal	0	8	0	0	0	26	0	16	10	0	0	10	70
% to Goal		100%				85%		113%	0%			0%	69%

Media Marketing Program - Ad Value Equivalency (AVE)													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	\$84,480	\$358,050	\$249,878	\$323,850	\$1,422,511	\$98,393	\$42,510	\$176,288	\$62,018	\$133,193	\$125,645	\$165,135	\$3,241,951
2018	\$551,054	\$22,137	\$92,975	\$230,303	\$9,231	\$134,446	\$278,766	\$452,932	\$400,343	\$652,367	\$658,310	\$21,450	\$3,504,314
2019	\$373,010	\$172,097	\$61,967	\$711,055	\$128,671	\$295,606	\$232,542	\$70,927					\$2,045,875

Group and Meeting Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	134	287	563	361	322	328	281	270	313	416	248	194	3717
2018	494	335	587	471	311	366	604	510	510	389	304	273	5,154
2019	665	554	581	461	619	767	773	790					5,210
2019 Goal	504	342	599	480	317	373	616	520	520	397	310	279	5,257
% To Goal	132%	162%	97%	96%	195%	206%	125%	152%	0%	0%	0%	0%	99%

Wedding Web Visits													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	3,638	2,959	2,639	2,089	2,565	2,599	2,511	2,645	2,513	3,126	2,083	2,210	31,577
2018	3,976	3,960	2,964	2,638	2,922	2,320	3,300	3,109	4,130	2,395	1,738	1,878	35,330
2019	3,385	3,600	2,625	2,201	2,505	3,828	2,743	3,277					24,164
2019 Goal	4,057	4,040	3,024	2,691	2,981	2,367	3,367	3,172	4,214	2,443	1,773	1,916	36,045
% To Goal	83%	89%	87%	82%	84%	162%	81%	103%	0%	0%	0%	0%	67%

Door County Welcome Center - Visitors													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	665	822	945	1,610	4,535	7,172	12,919	10,047	8,502	7,746	1,231	1,044	57,238
2018	726	882	1,136	1,741	4,209	6,443	11,154	11,848	8,693	7,878	1,257	1,080	57,510
2019	754	548	1,238	1,828	3,546	6,593	10,377	12,132					37,016

\* The welcome center people counter was offline from Feb 19-April 6, 2018. Estimated numbers from that time frame are based on historical averages.

Visitor Guide Requests & Online Views													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017 Hard Copy	7,076	1,670	4,436	2,446	3,252	3,204	2,186	1,643	971	475	260	0	27,619
2017 Online	1,556	1,076	1,387	2,423	3,067	4,214	4,316	3,033	2,289	1,481	703	1,218	26,763
2018 Hard Copy	10,073	1,142	2,434	1,996	2,380	3,600	2,651	1,299	1300	1031	400	0	28,306
2018 Online	4,431	1,932	4,838	4,729	5,132	7,904	6,887	7,251	5,286	5,320	1819	1,600	57,129
2019 Hard Copy	6,432	2,472	1,980	12,953	2,483	2,472	2,932	2,100					33,824
2019 Online	5,108	2,015	4,039	2,572	4,743	4,426	6,348	7,060					36,311

Incoming Telephone Calls to Door County Welcome Center													
	January	February	March	April	May	June	July	August	September	October	November	December	Totals
2017	890	814	1,317	1,007	1,668	1,995	2,425	2,139	1,812	1,919	564	731	17,281
2018	915	792	1,148	1,115	1,693	1,683	2,536	2,509	1,643	1,958	479	674	17,145
2019	1,012	784	963	1,002	1,504	1,539	2,540	2,392					11,736

DCVB Memberships - 2019													
	January	February	March	April	May	June	July	August	September	October	November	December	EOY Totals
Gold	6	6	6	7	6	6	6	6					
Platinum	611	601	600	603	605	600	601	599					
Silver	89	91	92	97	97	97	102	111					