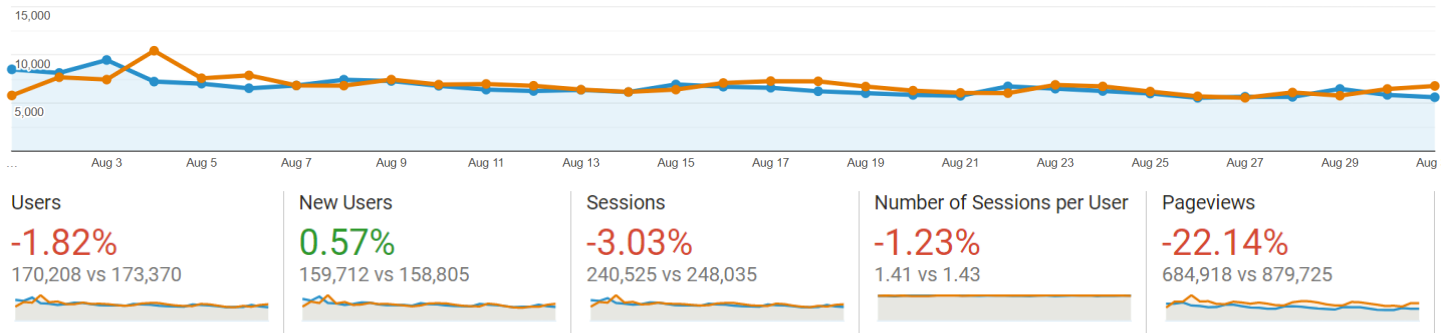


#### MARKETING & SALES DEPARTMENT

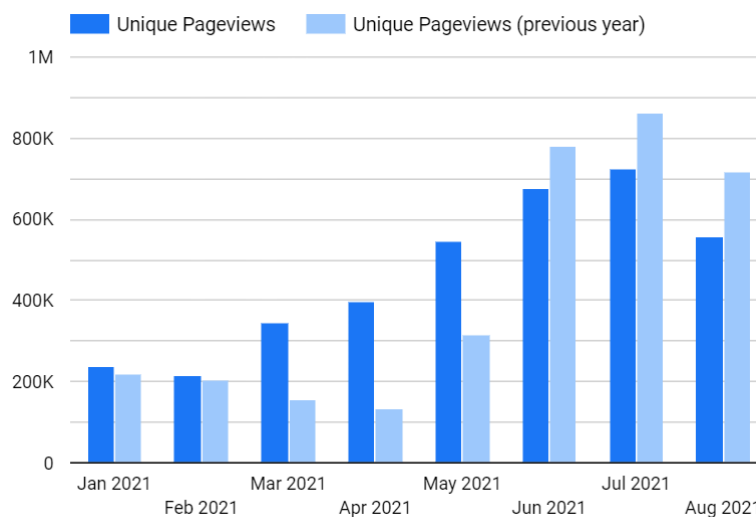
##### DOORCOUNTY.COM

Aug 1, 2021 - Aug 31, 2021: ● Users  
Aug 1, 2020 - Aug 31, 2020: ● Users



Year over year we saw very similar traffic numbers in AUGust with a slight decrease in overall sessions. The bulk of the traffic originated from organic traffic with almost identical amounts coming from direct and paid traffic. Most people reached the site through desktop devices. With that said, desktop traffic on average is more engaged on the site accounting for more conversions, a high conversion rate, longer average pages per session and session duration times compared to mobile.

The Chicago area drove the most traffic to the site in August seeing around 10,000 more sessions than Milwaukee. The top age group on the site flipped back to the 55-64 age range with the 25-34 age range in a close second. Unique pageviews saw their first decrease month over month this year dropping from the yearly highs we saw in July. Compared to 2020 pageviews were down.



## Newsletter Analytics

Total Recipients

231,421

Successful Deliveries

230,277

Bounces

1144

Total Opens

50,967

Open Rate

30.49%

Total Clicks

7,882

Click-Through Rate

3.42%

The August newsletter was successfully delivered to over 200k people. The majority of the newsletter clicks went to the Wooden Boat Festival, Ice Age Trail and Lodging at Pioneer Lake pages.

### PAID MEDIA

We picked back up on our out-of-county marketing in August that included Google Adwords, Recharging & Sanitation station at the Beloit Welcome Center, Wi Travel Guide, Fall Facebook & Digital, Pledge Lead Gen on Social and Fall outdoor in Green Bay/Appleton, Chicago, Milwaukee and Minneapolis.

### Google Adwords

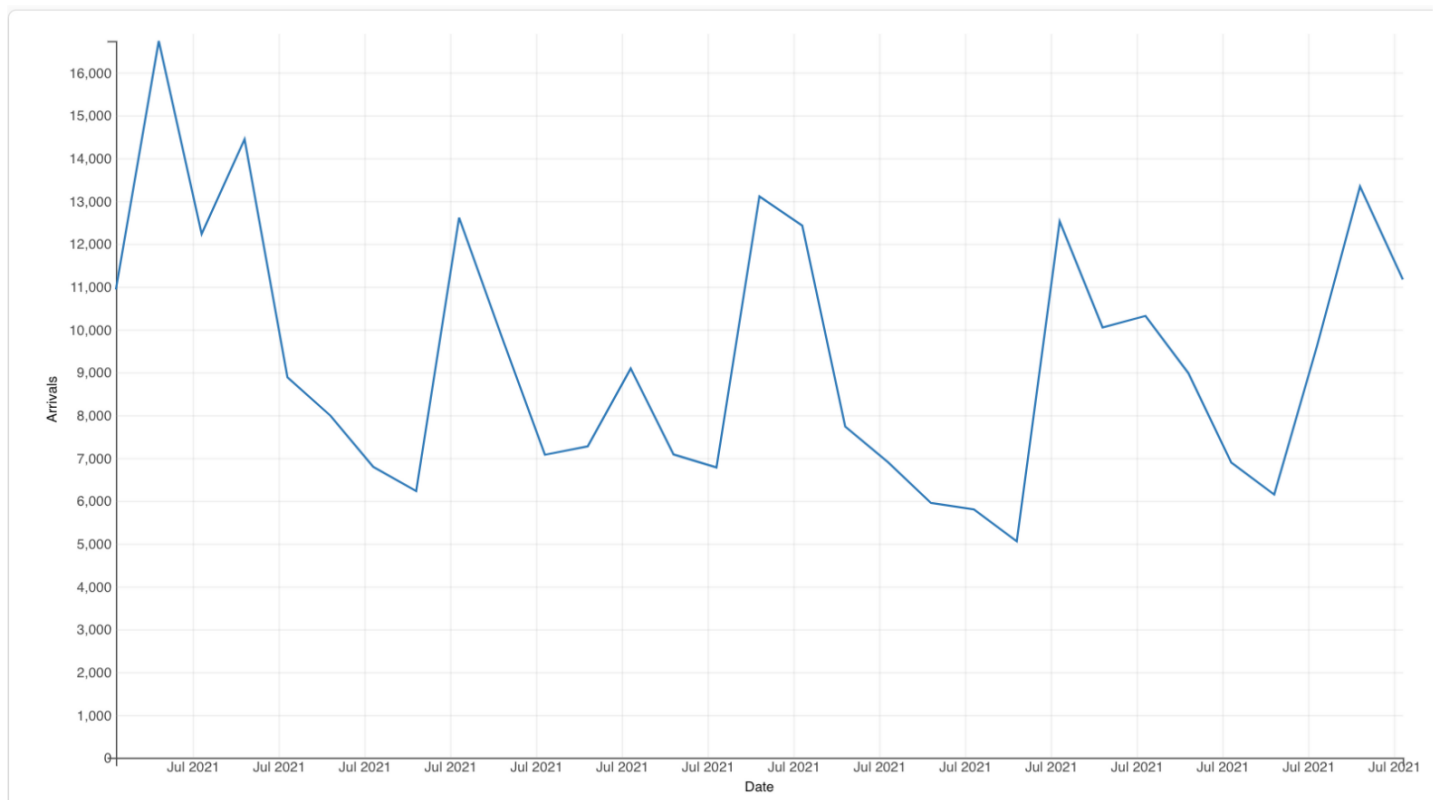
Adwords garnered 24,437 clicks and 137,304 impressions. Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in August. Most clicks were coming from mobile devices, mirroring usage habits. Activities, attractions and cabin/vacation rental keywords continue to perform well and generate traffic.

### 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. This past month we partnered with Washington Island Parks at Washington Islands BBQ festival booth and at the Jacksonport Farmers Market encouraging LNT to sign the Pledge. Additional LNT efforts are underway to work with local hotspots like School House beach to manage and mitigate land usage.

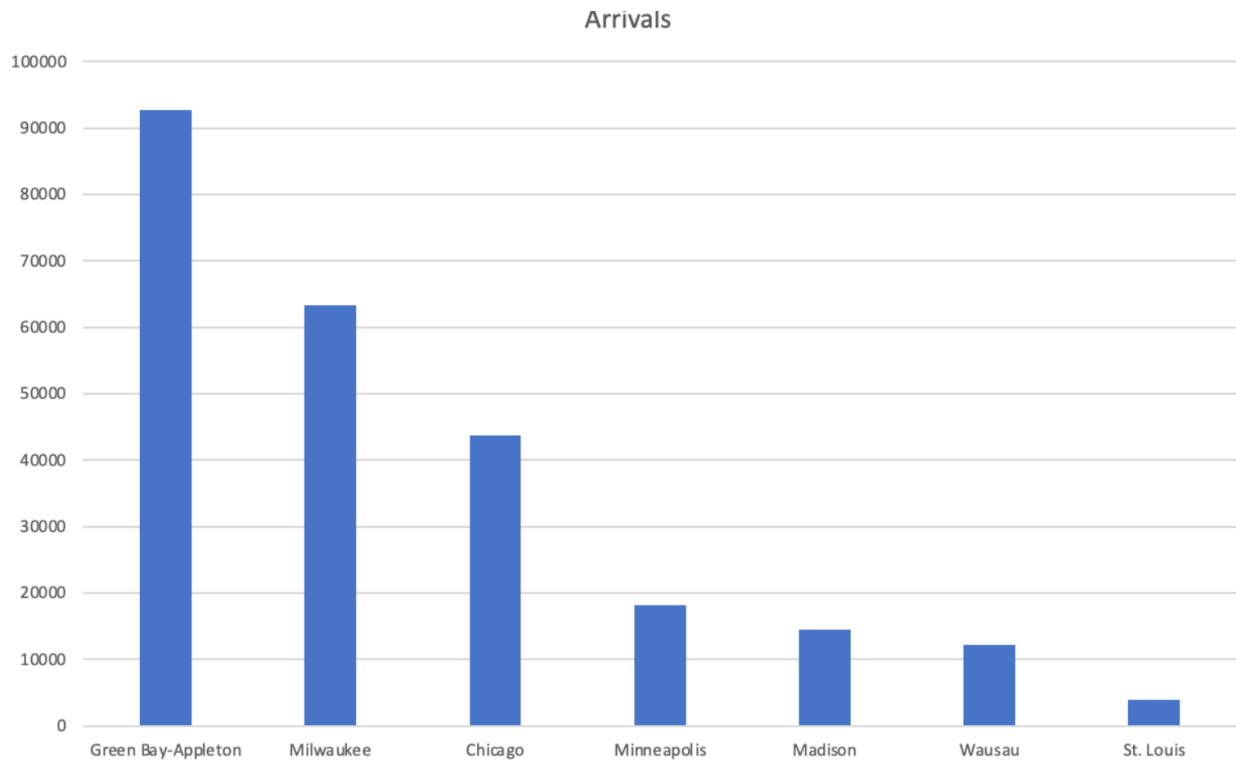
### ARRIVALIST DATA: July 2021 *(Due to reporting lag time, August data will be available in next month's report)*

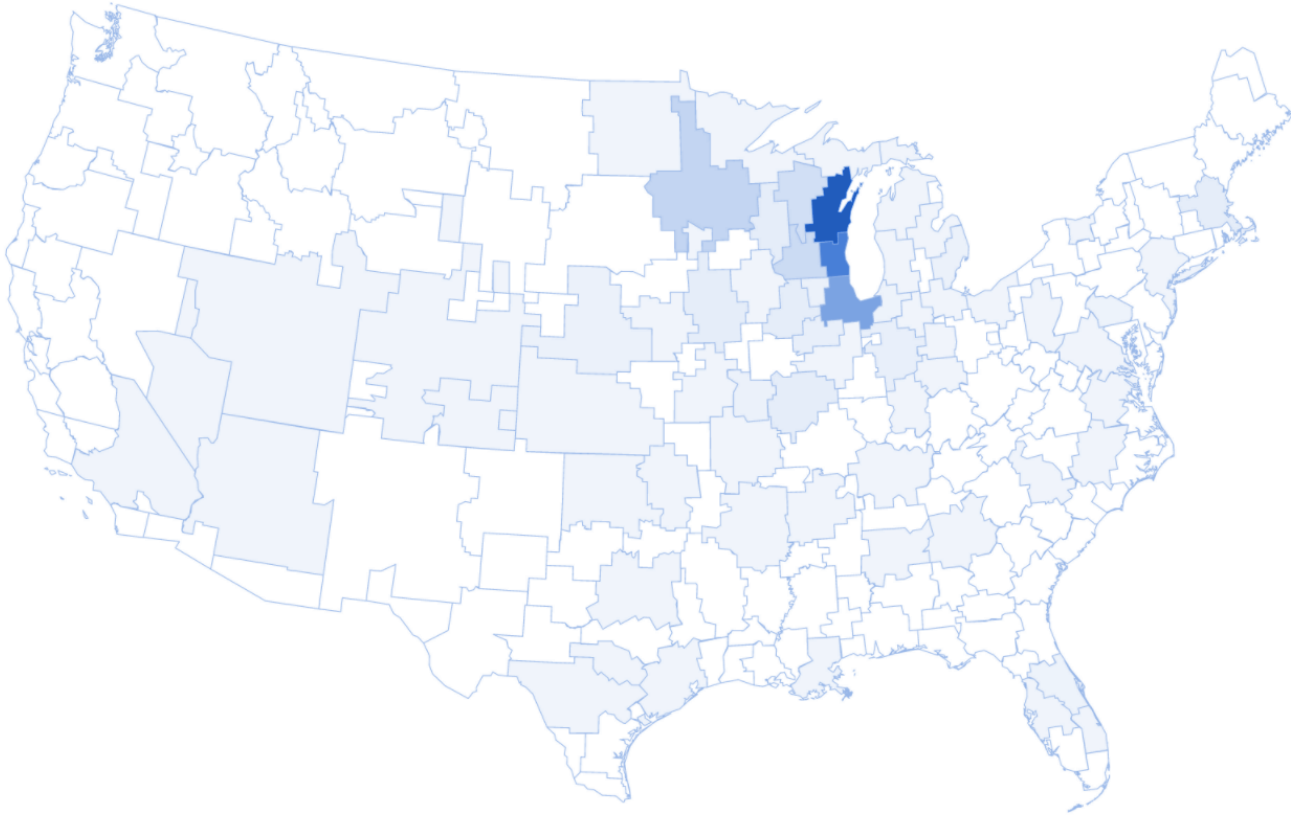
Daily Arrivals continue to spike on the weekends, with arrivals peaking around the 4th of July. Illinois continued to be mostly overnight trips on weekends. Minnesota visitation did not peak around the 4th of July like other markets. Wisconsin remained steady with a mix of day and overnight trips peaking on July 2nd.



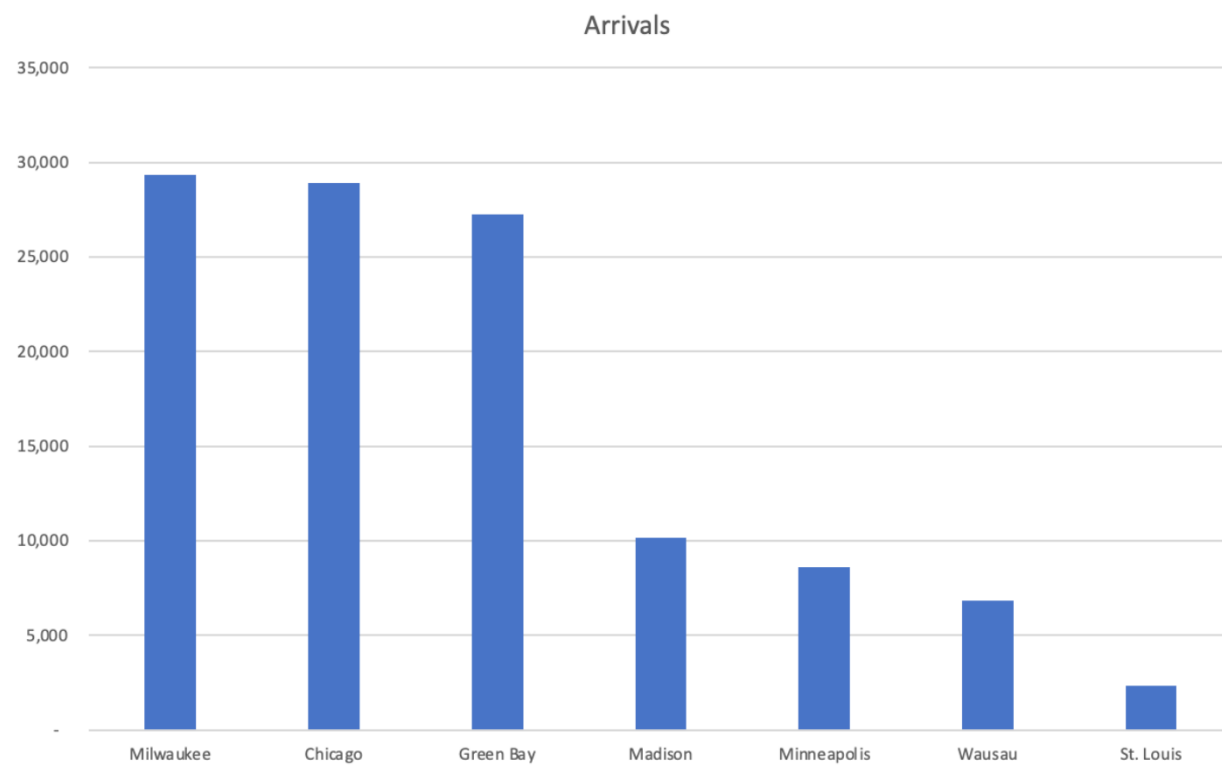
Number of trips by market (Includes all trips with a length of stay between 1-14 days, including day trips). July was the first month St. Louis appeared in the top market list. Top markets based on number of trips (1-14 days): Green Bay - Appleton, Milwaukee, Chicago, Minneapolis/St. Paul, Madison, Wausau and St. Louis.

**Arrivals By Market (Includes Day Trips)**



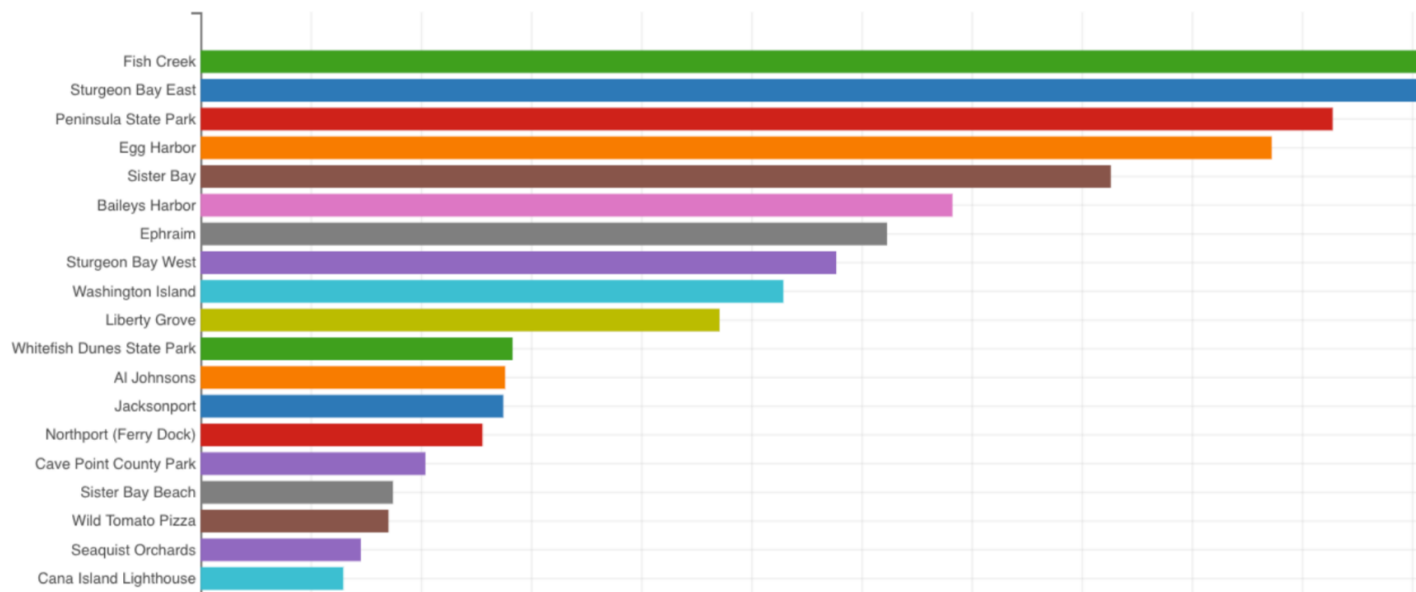


### Visitation By Market (Overnight)



## Trips by point of interest

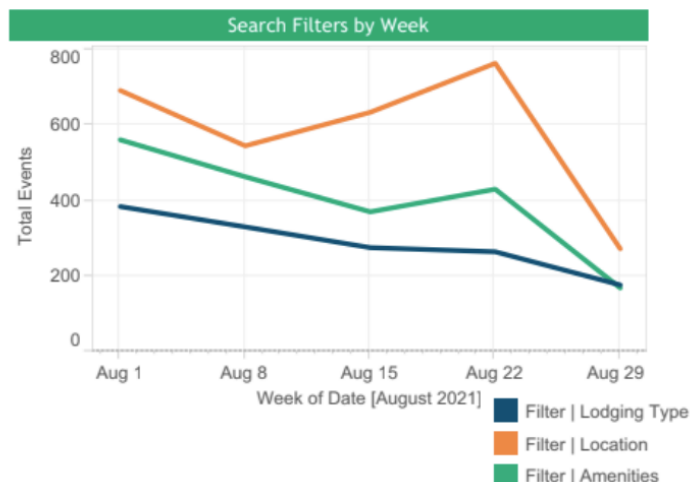
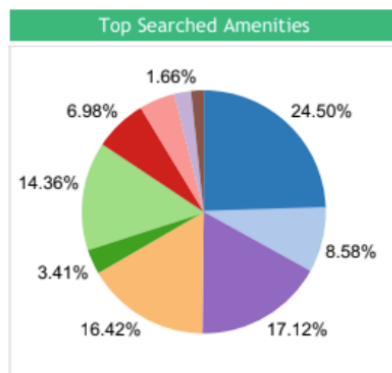
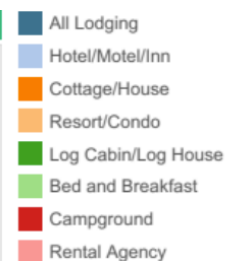
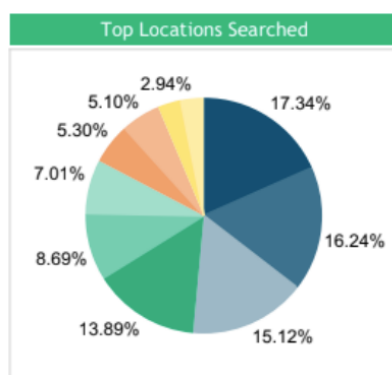
(Represents our communities and some points of interest around the county)



## BOOK DIRECT DATA: August 2021

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

In August the average advance stay searched was 48.18 days out and for an average of 3.6 days. Average daily rate (ADR) that resulted was \$206.16. **Total estimated booking revenue in August was \$676,110.**



## BOOK › DIRECT RESULTS PAGE

### ENGAGEMENT

Searches 33,147

Desktop 84.5 Properties Viewed on Average

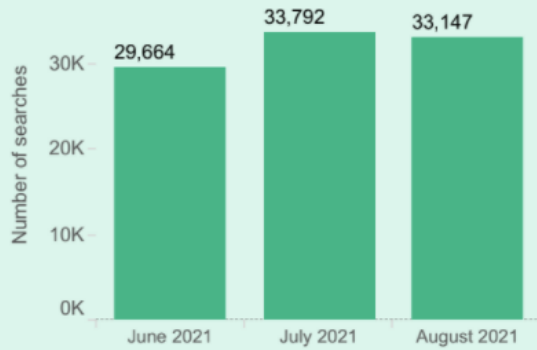
Mobile 76.1 Properties Viewed on Average

**Book › Direct Network Desktop 43.9 Properties Viewed**

**Book › Direct Network Mobile 37.6 Properties Viewed**

Bounce Rate 20.16%

**Book › Direct Network Bounce Rate 31.17%**



### DURATION

Overall 8.7 min

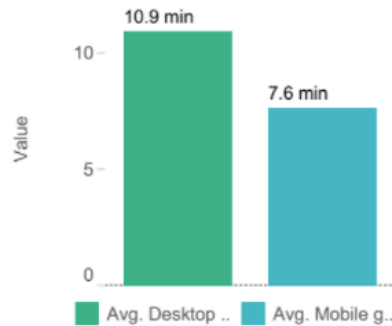
Desktop 10.9 min

Mobile 7.6 min

**Global Average Overall: 3.7 min**

**Global Desktop Average: 4.8 min**

**Global Mobile Average: 3.1 min**



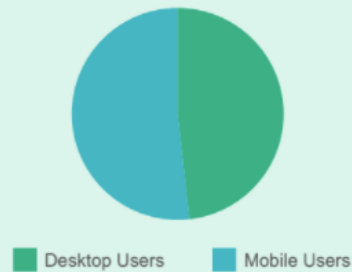
### DEVICE BREAKDOWN

Desktop 48.3%

Mobile 51.7%

**Global Average on Desktop: 38.1%**

**Global Average on Mobile: 61.9%**



### TOTAL REFERRALS TO PROPERTIES: 46,637

Overall Search to Referral Ratio 140.70%

Desktop 250.71%

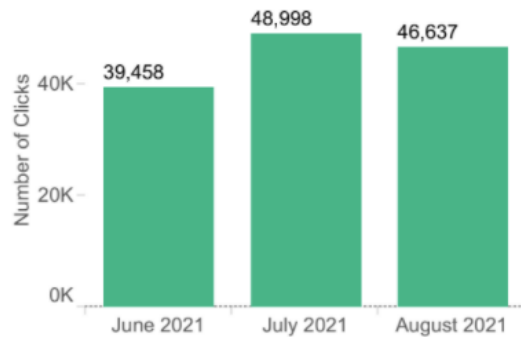
Mobile 57.09%

### BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 78.40%

Desktop 150.58%

Mobile 41.23%



## SOCIAL

**Facebook:** Impressions (45%), engagements (33%) and comments (92%) were all trending up in August, partly due to some paid promotion. The number of video posts were up 33% in August. Those four video posts received over 40k views. The Facebook community is highly engaged and commenting on the top posts of the month.

**Twitter:** Impressions (219%), engagement (160%), and retweets (120%) were all trending up for August. These unusually high numbers can be explained by the tweet from 8/29 that almost went viral with 44,474 impressions, whereas typical number of impressions on DC's Twitter would be closer to 500-1000.

**Instagram:** Impressions, engagements, and engagement rate slightly dipped month-over-month, but the page did still grow it's following .92%. The Reels video on the 19th had 11.2k views, it's important for continued page reach to incorporate Reels to the monthly content strategy as well as some longer format IGTV. The "Top Five Activities" posts were well received with the total engagements. One underrated stat is number of saves a post receives. The Top Five Activities in Fish Creek post had 172 saves for the month, seems like fans really loved those ideas and will be coming back to them again!



129,229 likes



70,972 followers



7,424 followers



2,060 followers

## **COMMUNICATIONS & PR DEPARTMENT**

*August 2021*

- Media assistance was provided to **20** journalists/media outlets in August by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included the Wall Street Journal, Conde Nast Traveler, Milwaukee Magazine, Time Out Chicago, WGBA NBC 26, Midwest Living, Martha Stewart Living online, Discover Wisconsin and Canadian World Traveler.
- **8** articles were reported from our media marketing program efforts in August and reached a total of **96,771,515** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Afar online, HowStuffWorks online, Travel + Leisure online, Fodor's Travel online and Reader's Digest 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 **\$31,302,842** worth of earned media coverage for Door County, including **\$565,405** in August.
- The return on investment for our media marketing program to date is **1,187%**. For every dollar spent, we have gotten back **\$11.87** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 6 travel journalists on our 5th small group press trip of the year in partnership with Geiger & Associates Public Relations. The outdoor recreation themed press trip took place August 22-25, 2021.
- We have 3 more smaller group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for September, October & December. [View our complete '21 schedule.](#)
- We partnered with the Wisconsin State Golf Association to host [Patrick Koenig](#) in Door County Aug. 22-25 to highlight some of the great golf opportunities we have in Door County during his trip around the state playing 76 courses in 50 days.
- We continued planning efforts with the Wisconsin Dept. of Tourism for welcoming additional targeted social media influencers to Door County.
- 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 2 media releases locally in August about Door County's nomination as [Best Fall Foliage Destination](#) and about how the process of [hiring a new CEO](#) was going.
- Jon and Jen met to begin planning and strategizing about communications & PR initiatives for 2022.
- Views of DDC produced videos across all online platforms totaled **37,357** in August. Our most watched videos on Facebook included three *Door County Unearthed* series videos about [how Door County got its name](#), the [Washington Island Stavkirke](#) and [Door County's Maritime Heritage](#). On YouTube, our *Door To Door* series video about [places you've never seen in Door County](#) was the most watched, followed by a *Lesser Known Door County* series video about [Washington Island](#) 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

- *Time Out Chicago* online included Door County in a story headlined "The Best Day Trips from Chicago" that was published on August 30, 2021. Read the story at [timeout.com](https://www.timeout.com).
- *Martha Stewart online* included Door County Brewing in a story headlined "Enjoy a Pint at One of The Best Craft Breweries Around the United States" that was published on 8/25/2021. Read the story at [MarthaStewart.com](https://www.marthastewart.com).
- The *Wall Street Journal* highlighted Door County and the local real estate market in their 8/13/2021 issue. Read the lengthy story on [WSJ.com](https://www.wsj.com).
- The *Wall Street Journal* included Door County in a story by Bridgid Mander titled "5 Invigorating Outdoor Vacations to Help You Lose That 'Quarantine 15'" on August 4. Read the story on [wsj.com](https://www.wsj.com).
- *TravelAwaits* ran a story by Kim Croisant who visited during the summer of 2021 on an individual press trip. Read her story, published on 8/6/2021 and titled "Best Outdoor Activities In Beautiful Door County, Wisconsin" on [TravelAwaits.com](https://www.travelawaits.com).
- *Livability* online included Fragrant Isle Lavender Farm on Washington Island in a story headlined "8 Flowers Fields to Get Lost in This Summer" that was published on 8/11/2021. Read the article by travel journalist Cheryl Rodewig on [Livability.com](https://www.livability.com).

- The *Milwaukee Journal Sentinel* ran a story about the new Eagle Tower in Peninsula State Park on 8/5/2021. The story highlighted how access to the experience is available to all park visitors. Read the story at [JSOnline.com](https://www.jsonline.com).

*At right: a snapshot of the online version of the story about Eagle Tower.*

**milwaukee journal sentinel**

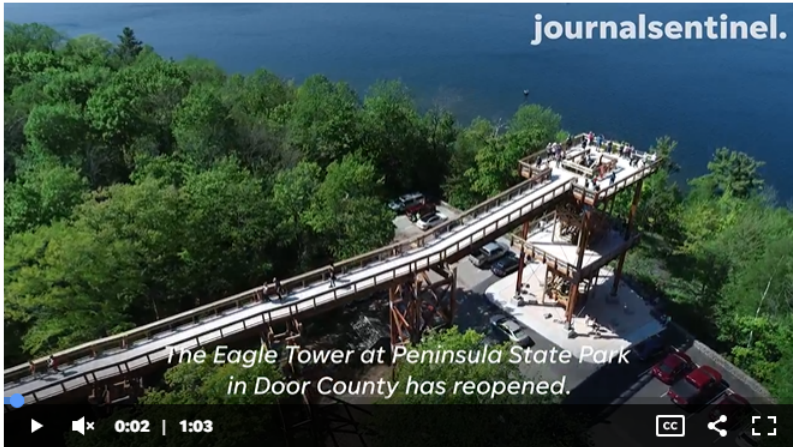
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WISCONSIN TRAVEL

## A walk through the treetops: Eagle Tower's accessible ramp benefits all visitors to Peninsula State Park

**Carole E. Barrowman** Special to the Journal Sentinel  
Published 8:00 a.m. CT Aug. 5, 2021 | Updated 5:29 p.m. CT Aug. 5, 2021

[View Comments](#) [f](#) [t](#) [e](#) [r](#)



The Eagle Tower at Peninsula State Park in Door County has reopened.

**Check out the view from Peninsula State Park's new Eagle Tower in Door County**  
Peninsula State Park's Eagle Tower in Door County now includes an 850-foot access ramp to the deck, highlighting the \$3.5 million improvement project. *Mike De Sisti and James B. Nelson, Milwaukee Journal Sentinel*

It's lovingly known as ET3 by those closest to it.

First built in 1914, torn down and reconstructed in 1932 and torn down again in 2016, the third iteration of the Eagle Tower in Peninsula State Park in Door County opened in May but celebrated its official grand opening July 9.