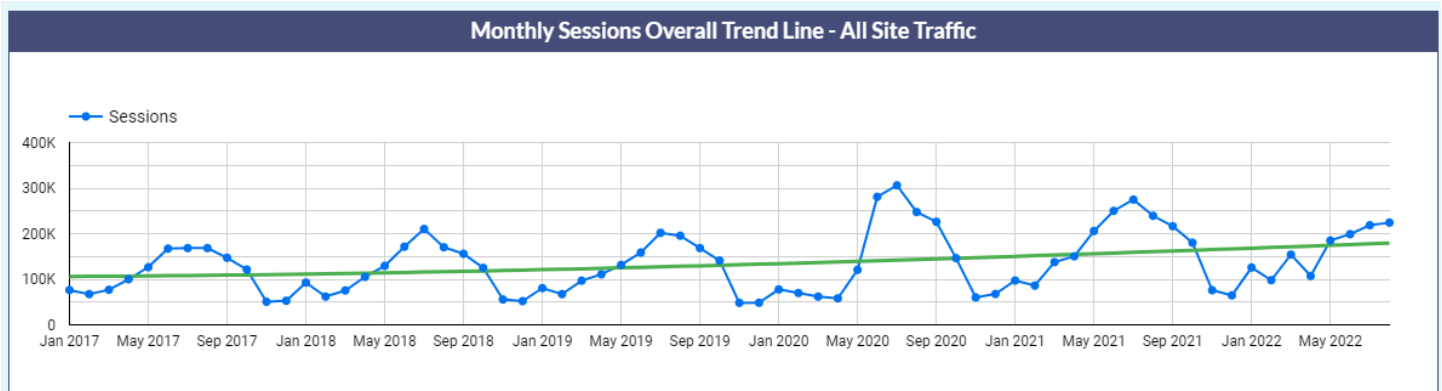


MARKETING & BRAND STRATEGY

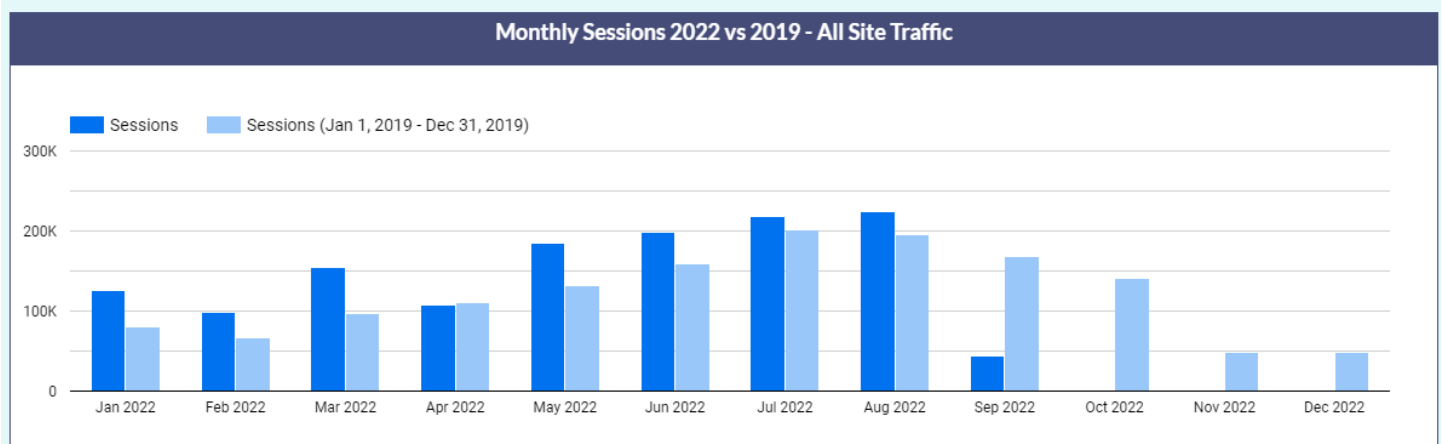
DOORCOUNTY.COM

Overall traffic in August was down just over 6% compared to 2021. We saw 225,000 sessions on site compared to 240,000 in 2021. Most of the decrease is stemming from the organic and direct channels. Organic traffic dipped from 161,000 to 131,000 and Direct dropped from 27,000 to 23,000. However, August was our best month of the year for sessions on site, increasing from our typical “peak” month of July. Additionally (shown below), we’ve seen an upward trend when it comes to site traffic since 2017.



Below, you’ll see 2022 sessions compared to 2019. While we continue to compare YOY as we traditionally have done, it’s important to also note where we stand when looking at pre-pandemic levels. The tourism industry has embraced the idea that 2019 is the last ‘normal’ year before COVID and is measuring against those numbers across the board. You can see our sessions have been slightly up from 2019 each month this year.

2022 vs 2019



NEW: The table below highlights the conversion activity on site for the month. When the new Kentico site launched in July we established the most important conversion goals and are now tracking 9 specific goals to gauge performance of traffic on the site:

All Goal Completions		
Goal 1 - Newsletter Sign-Ups 1,673	Goal 2 - Interest Profile Completions 2	Goal 3 - Booking Widget Submission 6,395
Goal 4 - View Guide Online (All Guides) 3,439	Goal 5 - Trip Planner Quiz Completion 1,091	Goal 6 - Register for Account 344
Goal 7 - Session Duration > 3min 46,048	Goal 8 - Pledge for DDC Completion 57	Goal 9 - Business Directory Site Click 1

ENEWSLETTER

Looking at the August newsletter data, we continue to see rising open rates from our email sends. A good sign that we are reaching inboxes and people are engaged with the content. When it comes to unique click rates, compared to 2021, the August click rate increased from 1.790% to 1.94%.

August Newsletter - Combined Sends				
Total Recipients 228,301	Successful Deliveries: 226,861	Recipients Who Opened: 73,456	Combined Total Open Rate 43.89%	Combined Total Click Rate 5.61%
Recipients Who Clicked: 4,392	Total Opens: 99,578	Total Clicks: 12,717	Combined Unique Open Rate 32.38%	Combined Unique Click Rate 1.94%

Lead Generation Campaign

From 7/25 - 8/14, we ran a lead generation campaign to capture qualified email addresses. We targeted based on look-alikes, retargeting, and interests (including travel, outdoors, sustainability). The giveaway campaign ran on Facebook and Instagram and we were able to add 4,010 subscribers to our eNewsletter list.



PAID MEDIA

In the beginning of August, we picked up our summer interactive and OOH campaigns in our primary markets which then transitioned to fall messaging mid-month. Overall paid media impressions totaled 8,161,613.

Google Adwords

Clicks (23,469) and CTR (21.58%) improved over August 2019 (+16.6% and +26%, respectively), while impressions served (108,752) was down 7.5%. Hotels and Resorts ad groups saw an increase in impressions served, while Cabins saw a decrease. Things To Do, Events and Attractions ad groups had the highest CTR (this was the same as August 2019). Majority of impressions were served in the Milwaukee, Chicago and Madison DMAs



Digital Interactive Ad Results

Summer/Fall digital ads ran in our primary markets and included banner, native and mobile video for the month of August. Overall, ads generated 4M impressions with 8,600 clicks.

Paid Social Campaign

In August, paid social campaigns included summer (8/1 - 8/18) and fall (began 8/18 - currently running) which served up 1.58M impressions, and lead generation (8/1 - 8/7) serving up 339K impressions. Overall impressions totaled just under 2M and contributed 27.3K in website traffic to DoorCounty.com to encourage trip planning and bookings.

Out of Home

Digital billboards focused on fall messaging beginning 8/22 and ran in our 5 primary markets (Chicago, Green Bay, Madison, Milwaukee, Minneapolis).



In Chicago, we began running fall video ads (8/22) throughout electric vehicle charging stations in locations like the United Center and grocery stores. The EVS campaign wraps 9/11 so stats will be available in September reporting.

ORGANIC SOCIAL

FACEBOOK

In August we placed an emphasis on sharing more content that keeps the users on the platform. Our reactions (+226%), comments (+82%) and shares (+119%) were all up this month. Overall organic impressions totaled 33,192.

Received Messages: 389 Private Messages



133,417 Followers

INSTAGRAM

We held an organic reach giveaway earlier in the month, which led to over 410 new followers on the first day. This reel and a Cana Island tractor ride reel helped boost impressions. Total organic impressions totaled 809,871 (up from 463K in July)

Received Messages: 112 Direct Messages



76,418 Followers



8,277 Followers



2,140 Followers

TWITTER

Metrics again were pretty even over last month for our engagement on this platform. Impressions were down 13%. Will begin implementing more of our short-form video content and user-generated video clips as well into next month's calendar.

Received Messages: 103 Mentions, 2 Retweets





2,503 Followers



214 Followers

TOP PERFORMING POSTS

 Destination Door Co...
Wed 8/31/2022 9:28 am PDT



Total Engagements 7,184


Reactions 1,847

Comments 194


Shares 179

Post Link Clicks —

Other Post Clicks 4,964

 doorcounty
Mon 8/8/2022 7:42 am PDT

CLOSED Here's your chance to hit the water this summer and win an inflatable stand up paddleboa...




Total Engagements 5,004


Likes 1,606

Comments 3,354

Saves 44

 @mydoorcounty
Sun 8/7/2022 5:55 pm UTC

Shout them out: favorite sweet treat to get in #DoorCounty 🍷
IG/joutboundem <https://t.co/UcdQgWmz1>



Total Engagements 75

Likes 16

Comments 7

Shares 1

Post Link Clicks 4

Other Post Clicks 47

GROUP & MEETING

In August we were busy helping groups finalize tour plans for Sept/Oct and heard from a number of operators starting to plan for 2023. We conducted one meet and greet for a motor coach group. We were also interviewed by the Group Travel Leader publishing company for an upcoming article featuring Door County. We provided 200 welcome bags for Open Air Tours’ annual rally which took place in Green Bay and Door County this year.

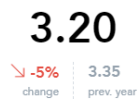
AUGUST VISITATION

In August, Door County as a whole saw an decrease in visitor to resident ratio dropping from 3.35 visitors to residents to 3.20 YOY (This accounted for roughly 71.1% of the visitors that were observed while visiting.) When looking at how that ratio varies by community, Washington Island, Ephraim and Jacksonport had the largest visitor to resident ratio while Sturgeon Bay and Southern Door had the least, closer to a 1 to 1. Like the decrease in visitor to resident ratio, visitors spent about 11% less than visitors last August.

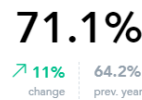
Destination Door County Key Performance Indicators

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.

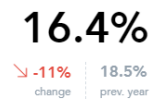
Visitor To Resident Ratio



Share of Visitors Observed



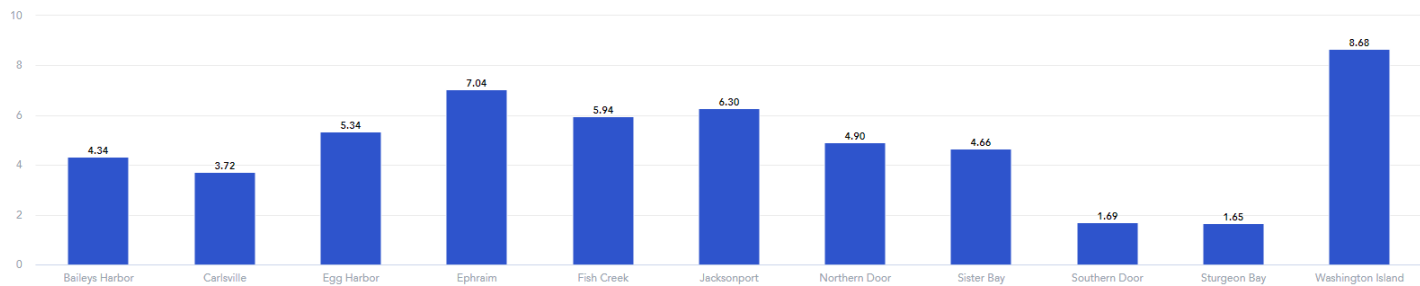
Share of Spend from Visitors



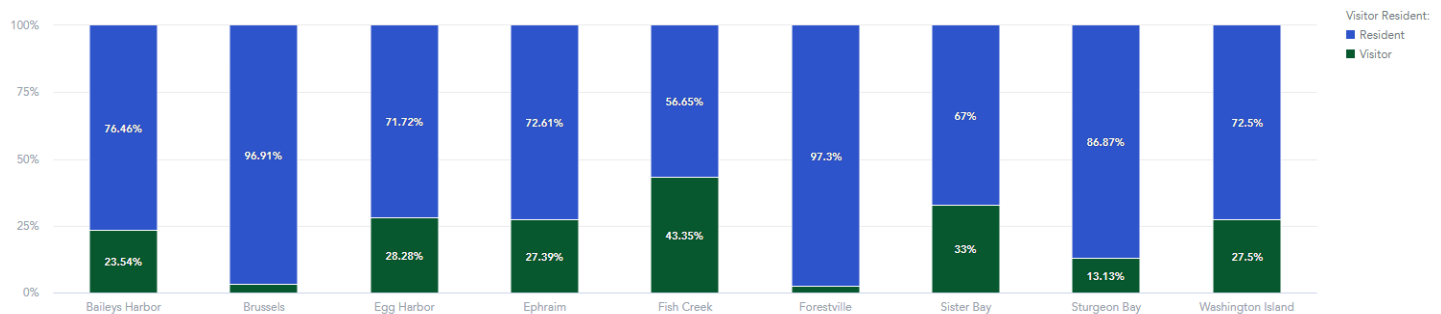
In-Market Visitation and Spend Trends

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



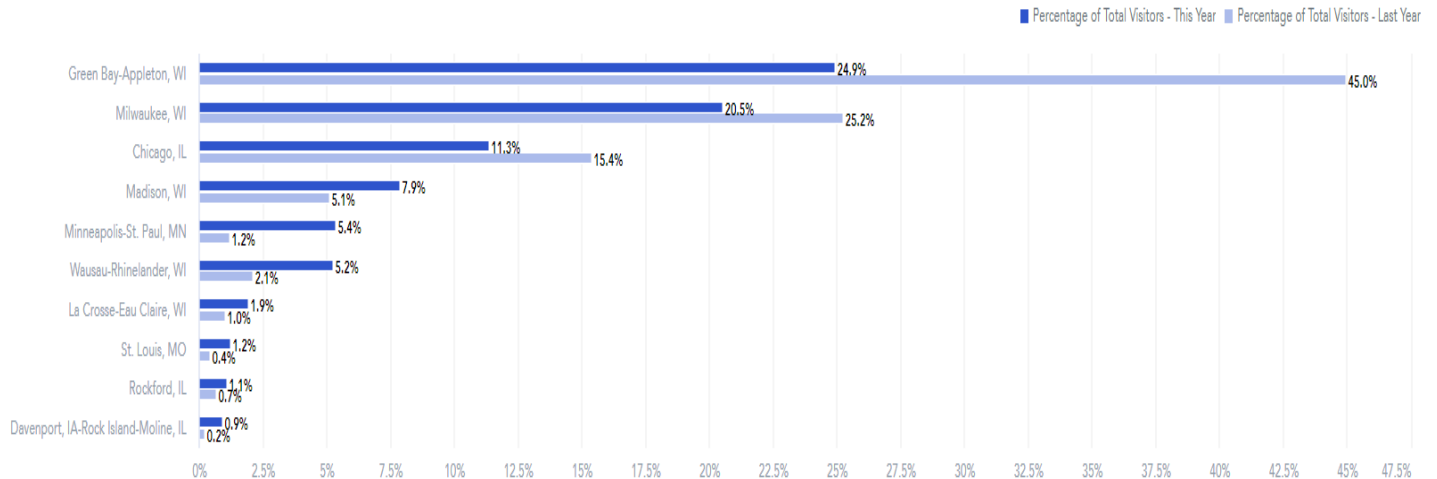
Visitor & Resident Spend Split by Merchant City



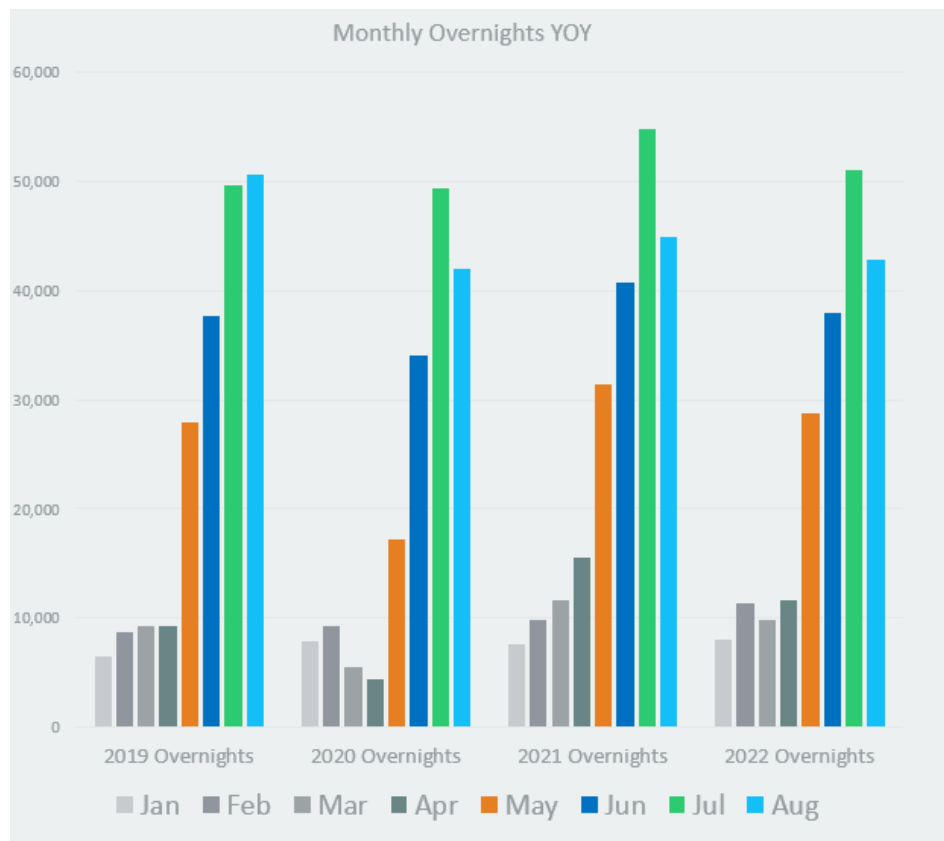
What are your top origin markets & how do they compare to the previous year?

Source: Near, Note: This insight does not apply to the resident attribute in the trip type filter above. Tip: Click into an origin market to see the breakdown of trip type and identify the high value markets with strong overnight visitation or the opportunity markets with strong day trip visitation.

% of Top 10 Origin Markets YOY



Monthly Overnights YOY



COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **22** 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 Local 5 Live on WFRV CBS 5, Go Escape Magazine, Smithsonian, Milwaukee Journal Sentinel and KTBC FOX 7 (Austin, TX).
- **11** articles were reported from our earned media marketing program efforts in August and reached a total of **65,487,291** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Fido Friendly Magazine, Texas Weddings Magazine, Traverse City Record Eagle newspaper, Chicago Tribune newspaper Chicago Tribune online, Milwaukee Journal Sentinel newspaper, Milwaukee Journal Sentinel online and Austin Travels Magazine online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In August, articles reported through our earned media marketing program generated **\$344,225** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$36,648,383** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,301%**. For every dollar spent, we have gotten back **\$13.01** worth of Door County media coverage measured in terms of ad value equivalency.
- We have three press trips remaining in 2022. Our next scheduled trip is set for September 18-21. View our complete 2022 [press trip schedule](#). Additional trips will take place in October and December of this year.
- We welcomed 11 journalists on an outdoor recreation themed press trip August 28-31.
- We hosted journalist Jacqueline Kehoe on an individual press trip, July 31 - August 2.
- We hosted journalist Katy Spratte-Joyce on an individual press trip, August 11-14.
- We met individually with freelance journalist Jay Jones and OnMilwaukee.com publisher Andy Tarnoff to discuss future Door County story opportunities.
- Views of DDC produced videos across all online platforms totaled **77,539** in August. Our most watched videos on Facebook included a video about [Sailing in Door County](#), a video about our [S.U.P. Giveaway](#), and a video about [Birch Creek Big Band Jazz concerts](#). On YouTube, the most watched video was about [summer kayaking in Door County](#), next was a video about [Chester Thordarson and Rock Island](#), and third was a Door To Door series video about [Places You've Never Seen in Door County](#).

Recent Media Highlights

- Door County was featured in the fall guide for the *Illinois Times* in a story titled "Door County in the Fall," by Mary Bohlen. Read online at illinoistimes.com.
- Door County's commercial fishing industry was featured in a story in the "Travel" section of the *Chicago Tribune* newspaper and online on August 28, 2022 titled, "From Lake to Plate." Read the story on chicagotribune.com.
- The TV show *Midwest Farm* on WFRV CBS 5 highlighted one of Door County's commercial fishing families, the Henriksen family, in a video feature that aired on 9/2/2022. Watch it at WeAreGreenBay.com.
- Door County graced the cover of *Great Lakes Boating* magazine in a story titled "The Door County Experience" that ran in the July 2022 issue. Read the magazine online at greatlakesboating.com.
- Door County's orchards were highlighted in the September issue of Country Folks Grower in an article by Gail March Yerke titled "Door County Orchards-A Key part of Wisconsin Tourism." Read the story online at cfgrower.com.
- The *Milwaukee Journal Sentinel* highlighted Door County's wine industry and Door 44 owners Steve Johnson and Maria Milano in a feature story that ran on August 28, 2022. Read the online version of the story at JOnline.com.
- Door County was highlighted in a special travel segment called Austin Travels on KTBC FOX 7 in Austin, TX on 9/2022. Watch the clip at FoxAustin7.com.

Door County FiberNet - Fiber to the Premise, countywide broadband initiative

We are working with the county's Broadband Coordinator, Jessica Hatch to get fiber optic service infrastructure installed throughout the county to each premise to provide reliable affordable high-speed broadband connections for residents and businesses alike. Our partnership is proving valuable through our connections throughout our business community and beyond by encouraging ALL businesses and residents to complete the [WISER Survey](#) to update Door County internet service maps with the accurate readings needed to help municipalities qualify for state and federal grants available to improve rural broadband infrastructure for areas not served by a minimum of 20Mbps download/3Mbps upload speeds.

IF YOU HAVEN'T SUBMITTED SPEED TESTS - IT'S IMPORTANT YOU DO. It's important the speed test is measuring Wired Internet access. Wi-Fi is acceptable, but no cellular or satellite services. It's also important to report when a property does NOT have access to wired broadband service. If you know individuals who do not have internet access, please invite them to call 608-267-3595 to take this survey over the telephone.

Digital Equity and Inclusion

Our local DEI committee is a collaboration of local organizations working to create solutions and raise awareness addressing home internet access, personal devices, and local technology training and support programs throughout the community to help ensure no one in our community is left at a disadvantage by not being able to access opportunities for support, work-search and education that are available online. Committee members include the United Way, Door County YMCA, Quantum PC, Door County Libraries, DDC, County of Door, Bjorklunden and more.

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, with a little extra time for training, 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. Committee members 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; and others involved with learning in retirement, and those serving clients with special needs. While the MatchUp program will offer individual support and training, the program itself is not exclusive to individuals with special needs, as it will also help area businesses identify themselves as a MatchUp employer that is trained to support and gratefully welcome applicants with limitations on time or abilities.

Aging Coalition of Door County

Our participation in the ACDC is providing a rich insight into the needs of our aging residents, and how our support of projects that remove barriers and improve access can improve the lives of our residents and our visitors..

Meeting with Tourism Professionals locally and across the nation

Challenges concerning workforce shortages, immigration, affordable housing, employee housing, sustainable capacity, equity and inclusion are coming to a boil for most, if not all premier destinations across the US and beyond. I have been meeting with industry leaders from Mt Washington Valley, NH; Phoenix AZ; Concord, NC; Morton Grove, IL; Detroit, MI; Rochester, NY; Juneau, AK; Hawaii and more to flush out workable solutions that can help us restore balance to smaller communities in popular destinations like our own.

Workforce Housing

The Village of Sister Bay is working really hard to find solutions for seasonal employees and affordable housing in their village. As you may know, Julie Schmelzer is the Village Administrator and she is using her extensive background to learn from previous oversights and experiences to help prevent future developments from eventually being converted to short-term rentals. The village has been approached by a developer that is doing their homework to better understand the needs, scale and esthetics of what is needed - in hope of combining innovations and best practices to create a model that could be adopted by other municipalities in the county. Phil Berndt has appreciated the candor and realistic expectations shared in our meetings, and if this works out, this could be a big step in the right direction.

Educational Seminars for H2B and Summer Work Travel Host Employers

We are close to nailing down dates for two educational programs we will be able to offer our partners this fall, for those interested in learning more about navigating the logistics of hiring international employees that will need help applying for the H2B work visa, and another for those looking to learn more about becoming a Host (or secondary) Employer for BridgeUSA Summer Work Travel (J-1/SWT) program participants next season. We are very grateful for the generous guidance of Attorney Glenn Mandel, who is a longtime resident and community supporter living in the town of Egg Harbor.

Partner Report - August 2022 EOM

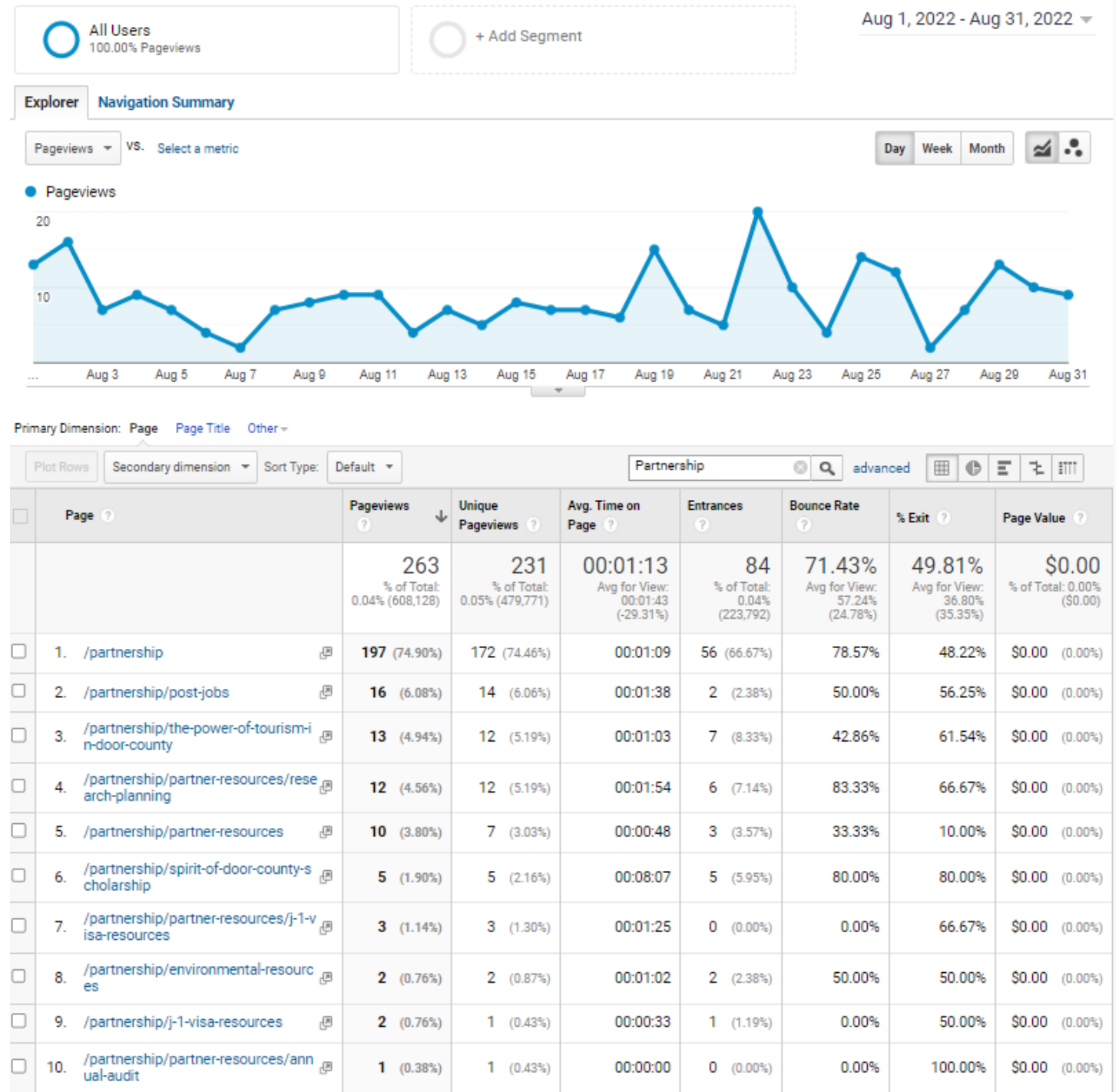
Total Partners: 678

New/Rejoined Active Partners August 2022: 10

New

Category	Business Name	Physical Address	City	Date Added
Entertainment/Recreation	Door Peninsula Astronomical Society	2200 Utah Street	Sturgeon Bay	8/2/2022
Event Planning	Dirty Spokes E-Bike Adventures	129 N Madison Ave	Sturgeon Bay	8/3/2022
Cottage/Home/Condo/Vacation Rental	Twin Peaks Door County	11174 N Sand Bay Ln	Sister Bay	8/8/2022
Cottage/Home/Condo/Vacation Rental	Sunshine Haven	1661 Egg Harbor Rd	Sturgeon Bay	8/14/2022
Cottage/Home/Condo/Vacation Rental	Cherryland Retreat Center	1716 Delaware Street	Sturgeon Bay	8/19/2022
Restaurants/Cafes/Taverns	Papa Murphy's Take 'n Bake Pizza	1009 Egg Harbor Road	Sturgeon Bay	8/21/2022
Retail	Fair Isle Books & Gifts	1885 Detroit Harbor Rd	Washington Island	8/22/2022
Campgrounds	Geitner Homestead Equine Campground	5883 Oak Rd	Sturgeon Bay	8/22/2022
Services	Country Acres Services	11345 Wildwood Ct	Sister Bay	8/23/2022
Cottage/Home/Condo/Vacation Rental	Norra Skogen	10525 Stock Ln	Ephraim	8/30/2022

Partnership Web Stats for August 2022 <https://www.doorcounty.com/partnership/>



Partner Social Media Stats for August 2022

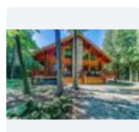
Farthest reaching posts:

Content ⓘ

Sort by: Reach ▼



Thu Aug 25, 2:54pm
👁️👁️ Here's a peek behin...
Post
Reach 1,258



Wed Aug 3, 9:16am
We all need a space to call ...
Post
Reach 548



Wed Aug 3, 9:21am
We all need a space to call ...
Post
Reach 502



Fri Aug 12, 7:20pm
We were humbled to be a ...
Post
Reach 492



Sun Aug 7, 3:56pm
Untitled
Post
Reach 433

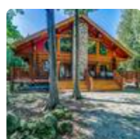


Thu Aug 25, 10:17am
Dick Jepsen from @deaths...
Post
Reach 379

Most post reactions:

Content ⓘ

Sort by: Likes and reactions ▼



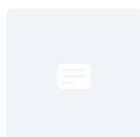
Wed Aug 3, 9:21am
We all need a space to call ...
Post
Likes 36



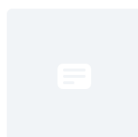
Thu Aug 25, 10:17am
Dick Jepsen from @deaths...
Post
Likes 26



Sun Aug 14, 1:48pm
Cana Island Lighthouse is ...
Post
Likes 19



Wed Aug 3, 12:46pm
😬😬 Secret's out, but it's ...
Post
Reactions 11



Sun Aug 7, 3:56pm
Untitled
Post
Reactions 8



Mon Aug 1, 1:26pm
Great Lakes Boating floate...
Post
Reactions 8

Partner Social Media:													
Facebook													
Reach	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	0	25	1,316	7,197	697	373	597	1,318	619	542	1,887	292	
2021	375	2,052	692	2,792	4,391	3,854	2,470	710	4,645	1,001	2,079	607	14,553
2022	4,307	9,200	3,927	6,491	10,114	3,076	1,820	2,325					26,754
YOY Growth	1048.53%	348.34%	467.49%	132.49%	130.33%	-20.19%	-26.32%	227.46%					83.84%
2022 Goal (40%)	525	2,873	969	3,909	6,147	5,396	3,458	994	6,503	1,401	2,911	850	20,374
% to Goal	820%	320%	405%	166%	165%	57%	53%	234%	0%	0%	0%	0%	131%
Likes	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2020	1,235	1,235	1,235	1,263	1,264	1,262	1,263	1,263	1,265	1,270	1,278	1,275	3%
2021	1,271	1,273	1,316	1,321	1,333	1,350	1,354	1,352	1,420	1,420	1,423	1,433	13%
2022	1,444	1,477	1,687	1,715	1,831	1,861	1,866	1,883					30%

Partner Social Media: Instagram													
Reach	January	February	March	April	May	June	July	August	September	October	November	December	YTD
2020	329	329	329	433	18	27	196	108	290	290	406	366	
2021	499	1,059	456	1,742	1,582	1,758	1,456	1,006	1,013	1,406	1,314	1162	7,090
2022	6,616	8,793	10,144	8,283	5,386	2,225	9,789	6,919					43,954
YOY Growth	1225.85%	730.31%	2124.56%	375.49%	240.46%	26.56%	572.32%	587.77%					519.94%
2022 Goal (100%)	998	2,118	912	3,484	3,164	3,516	2,912	2,012	2,026	2,812	2,628	2,324	14,180
% to Goal	663%	415%	1112%	238%	170%	63%	336%	344%	0%	0%	0%	0%	310%
Followers	January	February	March	April	May	June	July	August	September	October	November	December	Year Growth
2021	-	-	-	-	-	-	-	-	1,021	1,028	1,049	1,052	3%
2022	1,076	1,126	1,179	1,207	1,273	1,303	1,331	1,357					26%

OPERATIONS

AUGUST PUBLICATION REQUESTS

2022 Visitor Guide Requests: **1,615**

2021 Visitor Guide Requests: **1,451**

2022 E-mail Requests Answered: **137**

AUGUST GIFT CERTIFICATES

2022 Door County Gift Certificates Sold: **\$25,455**

2022 Door County Gift Certificates Redeemed: **\$49,975**

2021 Door County Gift Certificates Sold: **\$32,370**

2021 Door County Gift Certificates Redeemed: **\$29,715**

AUGUST VISITOR CENTER DATA

2022 Welcome Center Visitors: **4,367**

2021 Welcome Center Visitors: **4,951**

2022 Welcome Center Calls: **1,443**











2021 Welcome Center Calls: **1,796**

Admin Dashboard

Activity

24 Hours	Week	Month	Total	Custom	8/01/2022	-	8/31/2022	Go
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As of: 9/09/2022 11:00am

Jobs Posted  79	Job Seekers Added  36	Employers Added  6	Alerts Added  Job 5 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  5,664	Jobs Viewed  6,211	Applications Added  86	Apply Redirects  66	Logins  Seeker 205 Employer 233

