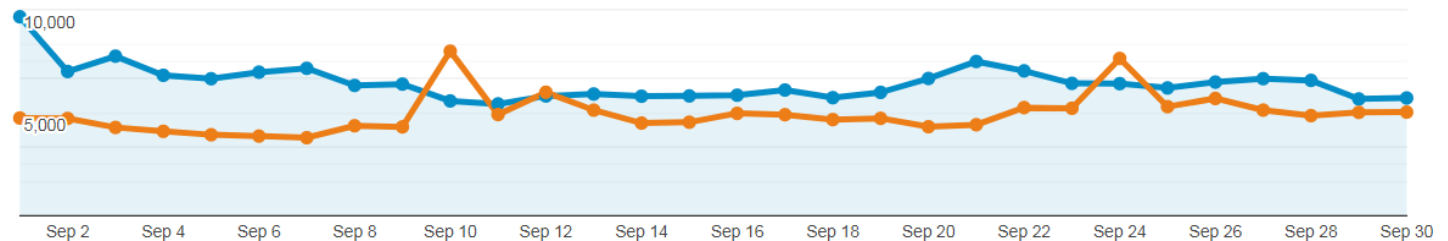


### MARKETING & SALES DEPARTMENT

#### DOORCOUNTY.COM

Sep 1, 2020 - Sep 30, 2020: ● Users

Sep 1, 2019 - Sep 30, 2019: ● Users



Sessions

**31.92%**

226,590 vs 171,760



Users

**28.71%**

160,142 vs 124,421



Pageviews

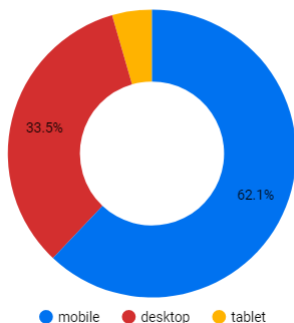
**25.55%**

774,203 vs 616,635

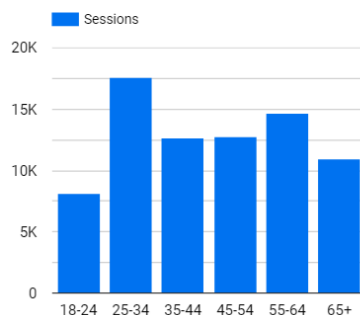


Success has continued into October after seeing another strong month for overall site traffic throughout September. Total sessions were up 31.92% compared to September 2019. The increase in traffic was largely due to the increase in organic search traffic and direct traffic. Organic sessions increased 56% to 147,000 sessions and direct was up 91% with 27,800 sessions. Aside from the homepage the Fall page was a popular page in September along with the Events and Travel Updates pages. 62% of all site visits came from mobile devices with just 33% coming from desktop.

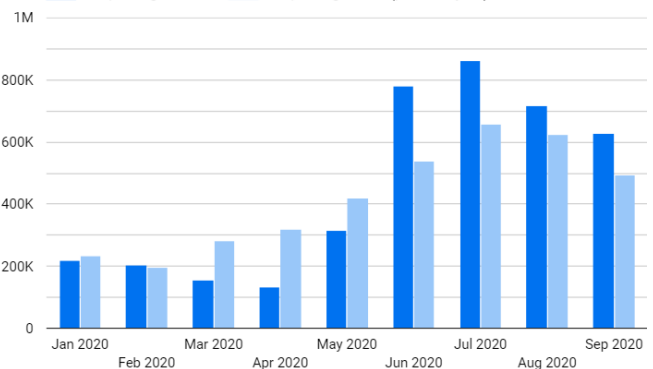
#### Device Breakdown



#### Age Demographics



■ Unique Pageviews ■ Unique Pageviews (previous year)



Chicago area again drove the most traffic for the month, about twice the amount of Milwaukee or Madison traffic. 25-34 was the top age demographic hitting the site much like August. 55-64 age group drove the 2<sup>nd</sup> most sessions on the month while 18-24 year olds continue steady growth to the site.

Organic traffic saw another strong month of September seeing 147,362 total sessions, up 56.1% from September 2019. On average organic traffic spent 4 minutes 1 second on the site and visited 3.65 pages per session. Organic search queries look mostly normal throughout the top 10 with an increase in search around Fall seasonal activities.

Newsletter Analytics			
Total Recipients	Successful Deliveries	Bounces	Total Opens
233,094	232,533	561	59,598
Open Rate	Total Clicks	Click-Through Rate	
35.80%	12,338	5.31%	

September was another great month for email engagement. Open rate including the resend increased from 23% in 2019 to 35% in 2020. We had a strong 5.21% CTR with 12,388 total clicks through from the campaign. The 2020 Fall Dining Guide, Best Fall Color Drives, Hikes and Rides, and Dished Up were the most popular links in our emails for September. Note: With the rise in Covid case we have again adjusted our messaging so weigh heavy on safe travel and social distancing. You will see this messaging ramp up in the October social and emarketing initiatives.

---

## PAID MEDIA

### Google Adwords

Cost Per Click (CPC) decreased 27% compared to September 2019. Cabins and Attractions ad group continue to generate the bulk of impressions – but Resorts impressions increased since August. Green Bay – Appleton DMA (Designated Marketing Area) had the highest CTR at 18%, followed closely by Milwaukee and Madison DMA's. Cost Per Click remains similar across all DMAs – no outliers.

### Fall Digital Campaign

Programmatic Banner ads and Mobile/Desktop Video garnered over 2.3 million impressions. Green Bay – Appleton DMA had the highest CTR followed by Chicago. Retargeting and prospecting display ad groups generated the most impressions.



## Fall Social Campaign



## Volta Charging Station OOH Campaign

From 8/31/20 – 9/20/20 we were able to take advantage of a new marketing opportunity that aligned perfectly with our new direction focused on sustainability. Advertising space on 13 charging stations was purchased around the Chicago area garnering over 14 million impressions. The best part was the environment impact the campaign made. We look forward to finding more opportunities like this for future campaigns.

## Campaign Impact

  
**5,930**  
 EV Miles  
 Powered

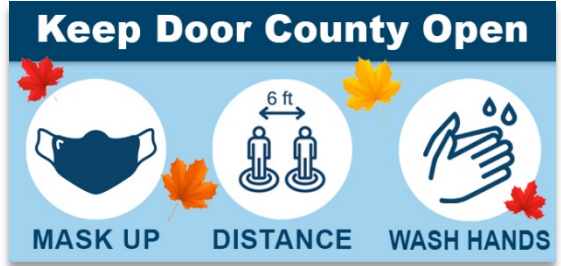
  
**2,575**  
 CO<sub>2</sub> Offset

  
**30**  
 Trees  
 Planted

  
**135**  
 Gallons of  
 Gas Saved



## COMMUNICATIONS & PUBLIC RELATIONS DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in September. While sharing ideas about the wonderful experiences Door County has to offer, we also included reminders about mask wearing, having good hand hygiene and practicing social distancing.
  - We continued efforts with local public health officials, local healthcare leaders and local government leaders as part of the county's [long term recovery task force](#) to provide updated business operating guidelines and protocols at [DoorCounty.com/open](http://DoorCounty.com/open). In September the group focused on updating some of the artwork for the ongoing public information campaign materials with a fall feel including digital billboards and the Peninsula Pulse newspaper ad. The group also worked on getting in place some new digital road message signs that should be in place in early October and will be used to help remind people to take precautions.
- 
- Media assistance was provided to **18** journalists/media outlets in September by providing images, information, on-air/on-camera interviews and/or support for Door County based articles and stories. Some highlights included WLUK FOX 11 Good Day Wisconsin, WGBA NBC 26, Insight Magazine, WTAQ radio, Naples Magazine and HGTV. Locally we assisted WDOR, Door County Daily News and Gannett Wisconsin media.
  - **11** articles were reported from our media marketing program efforts in September and reached a total of **18,739,336** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Experience Wisconsin, Splash Magazine online, Everett Potter's Travel Report online, World Property Journal online and Thrillist online. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
  - Since it began in 2007, the media marketing program has generated **\$28,121,375** worth of earned media coverage for Door County, including **\$76,991** in September.
  - The return on investment for our media marketing program to date is **1,133%**. For every dollar spent, we have gotten back **\$11.33** worth of Door County media coverage measured in terms of ad value equivalency.
  - We hosted 8 journalists on an arts/culinary themed press tour with Geiger & Associates from September 10-13.
  - We have the following press trips scheduled for the remainder of the year. *Note - we continue evaluating the travel environment and will follow guidelines and travel advisories from health authorities to ensure press trips are safe for all involved and conducted responsibly at the time of the trip.*
    - October 12-15, *fall/autumn theme*
    - December 3-6, *holidays/winter theme*
  - Views of DDC produced videos across all online platforms totaled **128,343** in September. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a [Top 10 Door County Fall Experiences](#) video from @GettingStamped, an [Our Door County Fish Boil](#) video and a video about [Ephraim](#). On YouTube, our Door-to-Door [Places You've Never Seen in Door County](#) video, our [Explore The Door Peninsula State Park](#) video and our [Door County Travel Safely](#) video were the top three most watched videos.

### Recent Media Highlights

- *Trips to Discover* included Door County in a story by K.C. Dermody headlined "America's Top 19 Weekend Getaways" published on 9/3/2020. Read the story on [TripsToDiscover.com](http://TripsToDiscover.com).
- *USA Today* included Door County in an online story headlined "Your guide to the best places for fall colors this year" published on 9/22/2020. Check out the story, and where Door County ranked, at [10Best.com](http://10Best.com).

- continued next page -



- *Insider* online included Door County in a story published on 9/16/2020 by journalist Jessica Booth that featured “16 of the best places in the US to visit in the fall.” Check out the story on [Insider.com](https://www.insider.com/best-places-us-visit-fall).
- *Livability* highlighted Door County in a story published 9/16/2020 headlined “The Best Socially Distanced Travel Destination in Every State” by journalist Emily Handy. Check out what they said in the story about Wisconsin on [Livability.com](https://www.livability.com/).
- *World Property Journal* included Door County in a story by travel journalist Steve Winston headlined “My Top 5 Great Autumn Escapes in America Revealed” which published on 9/18/2020. Read the story and see what he said about Door County on [WorldPropertyJournal.com](https://www.worldpropertyjournal.com/).
- *Thrillist* online included Door County in a story headlined “The Midwest’s Fall Colors Give New England A Run For Its Money” published on 9/23/2020 by travel journalist Katy Spratte Joyce. Read the story on [Thrillist.com](https://www.thrillist.com/).

**thrillist**Facebook icon Instagram icon Twitter icon Snapchat icon YouTube icon TikTok icon Email icon Search icon Menu icon

TRAVEL

## The Midwest's Fall Colors Give New England A Run For Its Money


These are your new leaf-peeping hotspots.

By Katy Spratte Joyce Published on 9/23/2020 at 10:02 AM

While New Englanders loudly and proudly brag about their fall colors (while simultaneously complaining about out-of-town leaf peepers), Midwesterners spend the fall sipping hot cider, content in knowing that their region is hiding some of the most vibrant colors in America. That will happen when your collection of states include tens of thousands of lakes both great and pretty good; glacially carved river valleys; mountains; and veritable seas of trees.

Drive most any Midwestern road and you'll find spectrum-spanning colors in the treelines. But visit these locations and you'll likely start wondering why Cape Cod isn't called The Door County of New England come fall.

**MORE:** Keep an eye on this map for the best time to leaf peep no matter where you are



Door County, Wisconsin | JAMESBREY / E+ / GETTY IMAGES

### Door County

*Wisconsin*

Door County earned the nickname “the Cape Cod of the Midwest” thanks to its miles of stunning shoreline and a plethora of lighthouses. But unlike its New England counterpart, the crowds dwindle in the fall – just in time for the colors to pop and light up the vibrant shores of Lake Michigan. The area is perfect for a drive, but why rush? Drink some cherry wine or cherry moonshine at Door Peninsula & Distillery, enjoy a hike or kayak in Peninsula State Park, check out the state's first International Dark Sky Park at Newport State Park, and gallery hop to see the work of local artists at places like The Hardy Gallery in the village of Ephraim.

**MORE:** Don't forget to hit up the scenic island that lies beyond Death's Door

September 2020 Executive Summary

DESTINATION  
DOOR COUNTY

Page 5 of 5