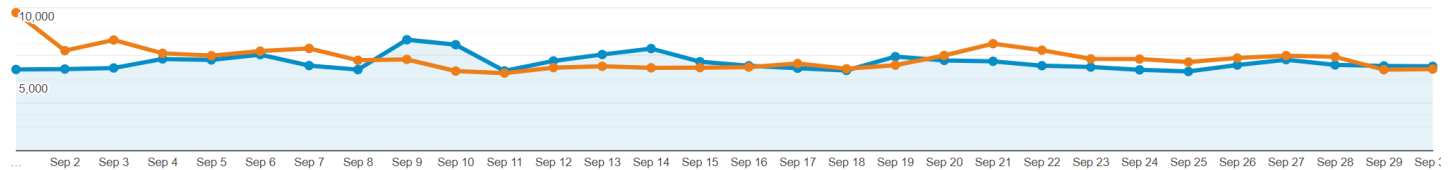


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Sep 1, 2021 - Sep 30, 2021: Users
Sep 1, 2020 - Sep 30, 2020: Users



Users

-3.15%

155,096 vs 160,142



New Users

-0.72%

145,429 vs 146,482



Sessions

-3.69%

218,222 vs 226,590



Number of Sessions per User

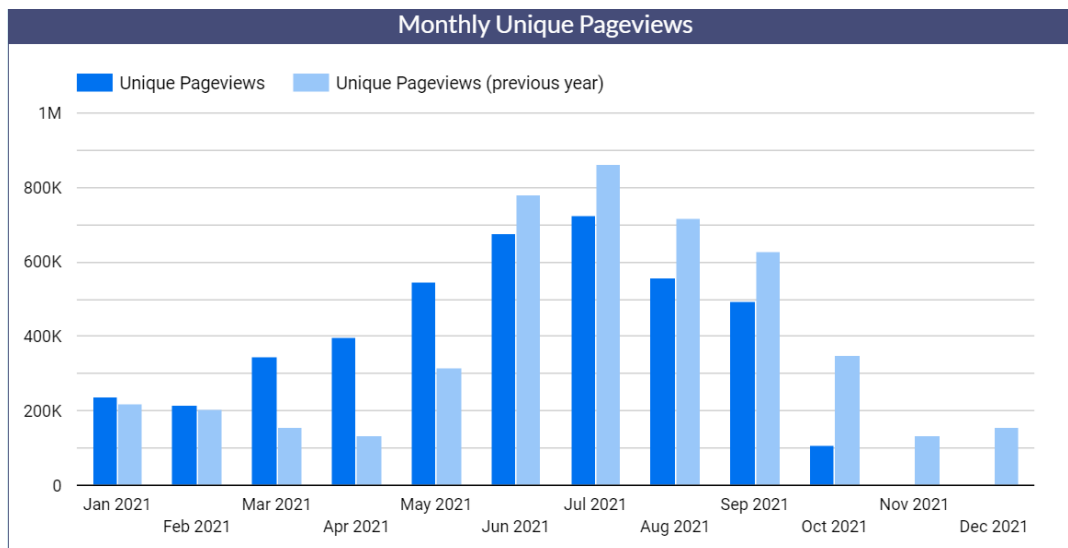
-0.56%

1.41 vs 1.41



September was the 5th straight month with 200,000+ visits to the site. It was a slight drop in traffic from Sep 2020. Organic was again by far the #1 source of traffic, and same story as usual with the majority of sessions coming from phones. Events and where to stay (Lodging/stay pages) were popular as always, and the fall seasonal page was highly visited as well.

The Chicago area drove the most traffic to the site in September with other Illinois cities like Schamburg and Arlington Heights also in the top 12. Minneapolis was #6. The 55-64 age group narrowly edged out the 25-24 as most common to visit the site. Pages/session metrics are down year-over-year which caused unique pageviews to be down by a greater percentage than sessions.



Newsletter Analytics

Total Recipients	Successful Deliveries	Bounces	Total Opens
231,130	229,958	1172	51,687
Open Rate	Total Clicks	Click-Through Rate	
31.15%	12,395	5.39%	

The September newsletter had outstanding engagement metrics, with a healthy cumulative open rate over 30% and a 5.4% click-through rate, easily the highest rate of the year and best since June of 2020. Fall Colors and Sustainable Dining were very popular features, each garnering 100+ clicks. Sister Bay co-op and Eagle Harbor Inn co-op both fell in the top 5 most clicked in the newsletter.

PAID MEDIA

We picked back up on our out-of-county marketing after a pause in summer, 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. In-county paid advertising is still running through paid social, out-of-home and digital ads.

Google Adwords

Adwords garnered 23,251 clicks and 137,682 impressions. Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in September. Most clicks were coming from mobile devices followed by PC's. Door County tourism, what to do in Door County, Fish Creek Farmers Market and Door County resorts were the top searched.

SOCIAL

Facebook: Impressions (4%), engagements (27.5%) and comments (55%) were all trending down slightly in September. August's numbers were slightly inflated due to some paid promotion, so September seems to have leveled out. The number of page likes were up .3% month-over month. With the worldwide Facebook outage at the beginning of October and seemingly impending changes to the Facebook algorithm, we will keep extremely close tabs on any updates that will affect our strategy moving forward on this platform.

Twitter: Due to the "viral" tweet on 8/29, we saw inflated numbers for impressions and engagements in August so inevitably, the impressions and engagements were down in September. However, Post Link Clicks (46%), Engagement Rate (48.3%), and Click-Through Rate (396.5%) were all trending positively month-over-month.

Instagram: Impressions (.8%), engagements (16.1%), and engagement rate (15.5%) slightly dipped month-over-month, but the page did still grow it's following .8%. Comments were up 60% month-over-month which directly correlates with the most engaged posts about "Top 5 Activities" and "My Door County Fall favorite." Once again, the Top 5 Activities post garnered the most "Saves" proving that followers are looking to come back and revisit this content in the future. Keeping an "activity" post in the monthly strategy will only continue to keep fans coming back to the page.



129,556 likes



71,538 followers



7,485 followers



2,079 followers

ARRIVALIST DATA

Door County Visitation Dashboard

Total est. US Adult Trips

237,413

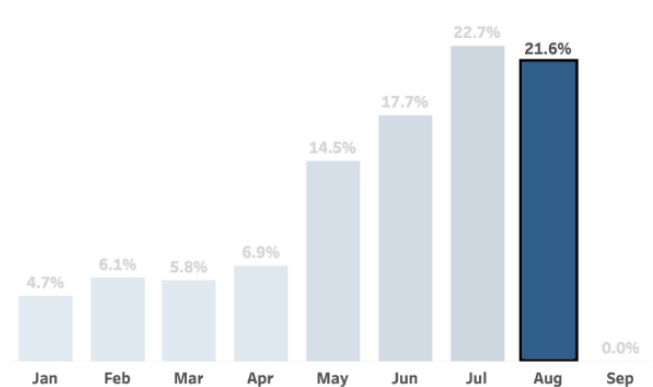
Average Nights

1.2

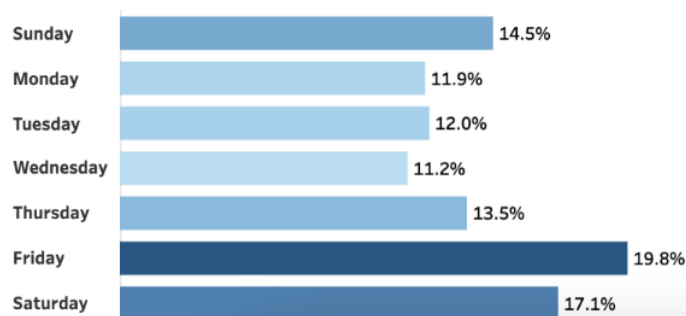
Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Uniqu..
Green Bay/Appleton	88,367	37.2%	0.4
Milwaukee	56,450	23.8%	1.4
Chicago	26,781	11.3%	1.9
Madison	18,312	7.7%	2.0
Minneapolis/Saint Paul	12,482	5.3%	1.6
Wausau/Rhineland	11,455	4.8%	1.4
La Crosse/Eau Claire	5,221	2.2%	1.8
Boston	1,662	0.7%	0.7
Rockford	1,523	0.6%	3.4
Champaign/Springfield/Decatur	1,513	0.6%	0.8
Rochester/Mason City/Austin	1,362	0.6%	1.0
Davenport/Rock Island/Moline	1,204	0.5%	2.3
Cedar Rapids/Waterloo/Dubuque	1,127	0.5%	2.1

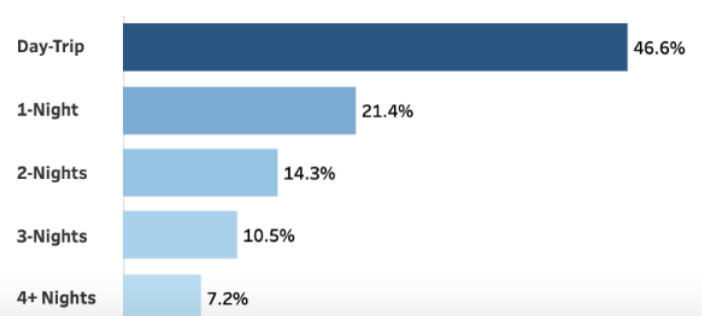
Trips by Month



Trips by Day of Week



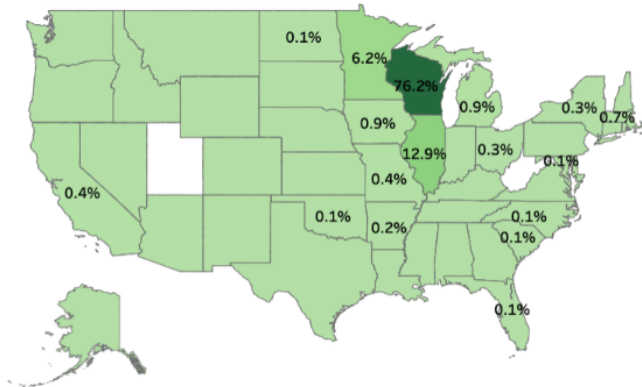
Trips by Length of Stay



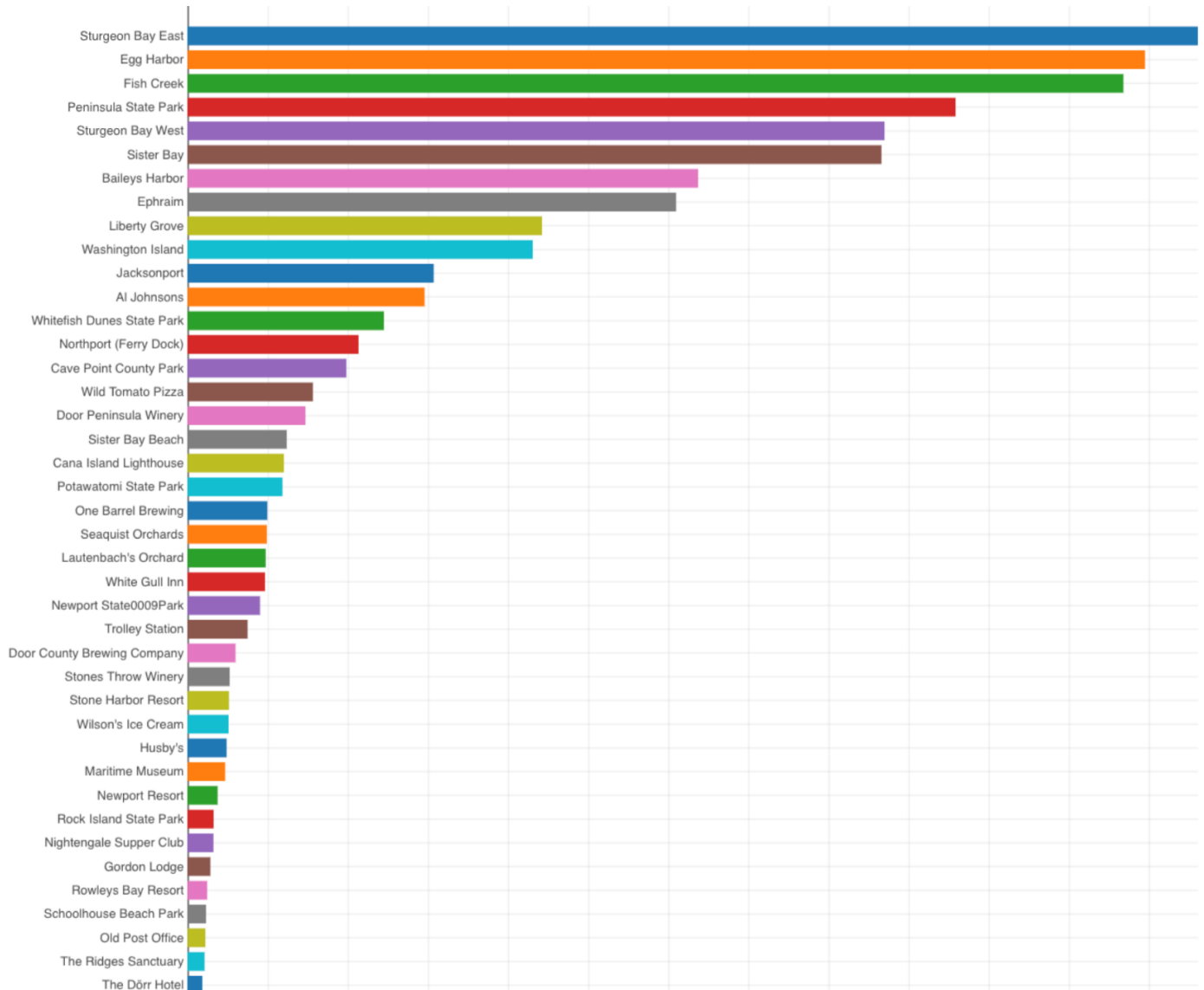
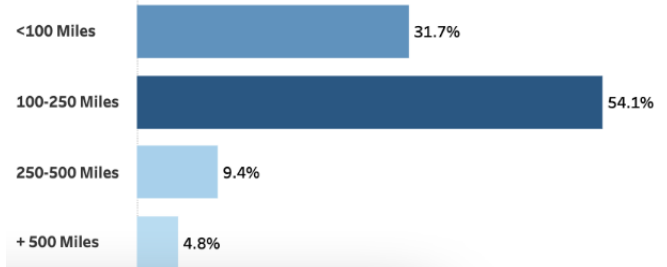
Average Distance Traveled

185.1 Miles

Trips by Origin States



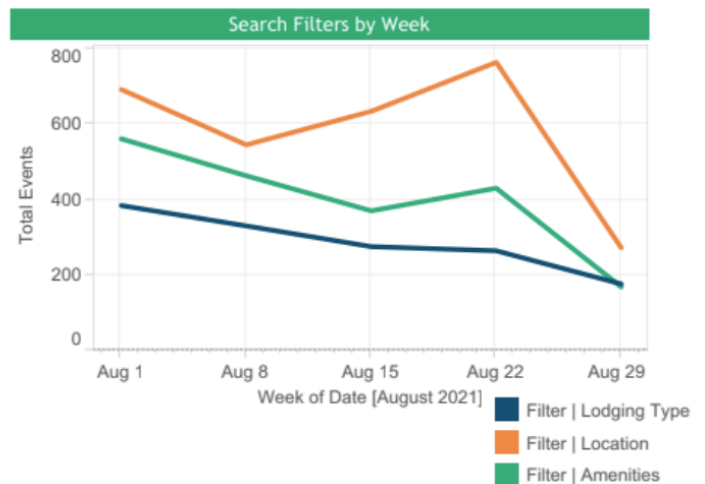
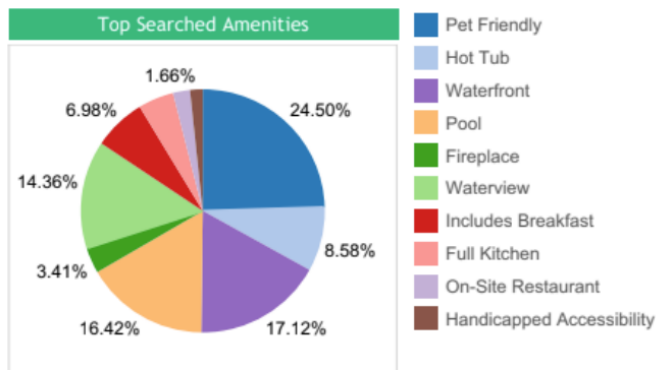
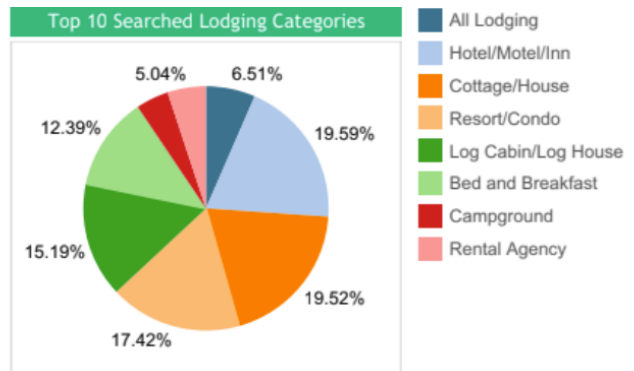
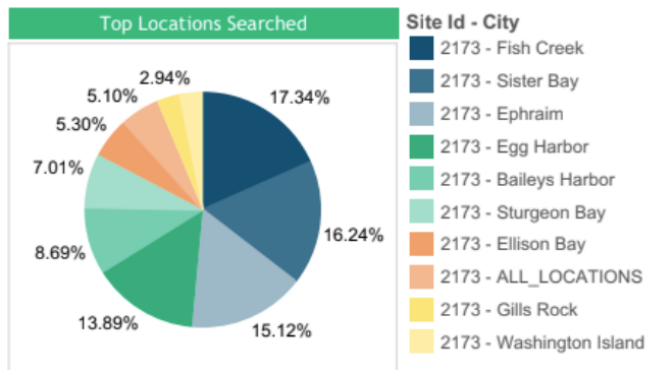
Trips by Avg. Distance Traveled (Miles)



BOOK DIRECT DATA: August 2021 (September data not available at time of reporting)

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

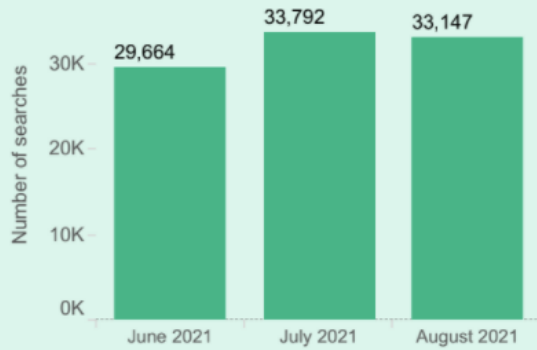
Mobile 76.1 Properties Viewed on Average

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

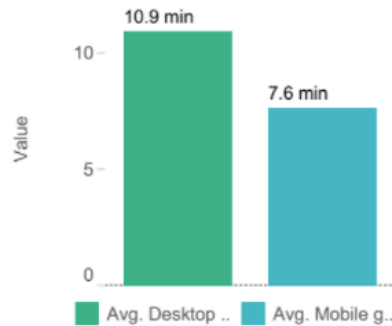
Desktop 10.9 min

Mobile 7.6 min

Global Average Overall: 3.7 min

Global Desktop Average: 4.8 min

Global Mobile Average: 3.1 min



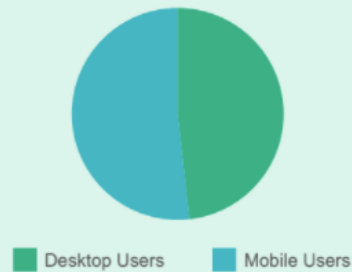
DEVICE BREAKDOWN

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%

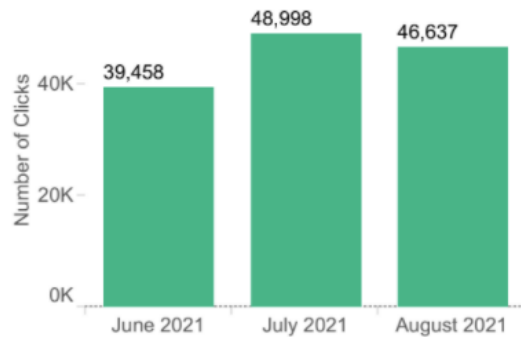
Mobile 57.09%

BOOK › DIRECT NETWORK SEARCH TO REFERRAL RATIOS

Overall 78.40%

Desktop 150.58%

Mobile 41.23%



COMMUNICATIONS & PR DEPARTMENT

September, 2021

- 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/stories. Some highlights included WTAQ radio, Time Out Chicago magazine, WLUK FOX 11, Minneapolis Star Tribune, WGBA NBC 26 and the Epoch Times.
- **4** articles were reported from our media marketing program efforts in September and reached a total of **5,387,308** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Smart Mouth e-newsletter, KOA Online, USA Today 10 Best and CS: Modern Luxury Magazine. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- Since it began in 2007, our media marketing program has generated **\$31,570,920** worth of earned media coverage for Door County, including **\$268,078** in September.
- The return on investment for our media marketing program to date is **1,190%**. For every dollar spent, we have gotten back **\$11.90** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 8 travel journalists on our 6th small group press trip of the year in partnership with Geiger & Associates Public Relations. The culinary and arts themed press trip took place September 12-15, 2021.
- We have 2 more smaller group press trips scheduled this year in partnership with Geiger & Associates Public Relations. Trips are scheduled for October & December. [View our complete '21 schedule.](#)
- We continued planning efforts with the Wisconsin Dept. of Tourism for welcoming additional targeted social media influencers to Door County, and specifically welcomed influencers [Squirmy and Grubs](#) September 27-29. We helped plan their itinerary and met with them during their visit. They focus on travel and accessibility.
- 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 also will be part of a special "Taste of Wisconsin" event during the SATW convention in Milwaukee and will feature Door County cherry products during the evening event. We coordinated our participation in this event.
- We distributed a media release and coordinated media efforts inviting the community to participate in a stakeholder survey about our marketing and management efforts. The online survey was conducted September 22-October 1.
- Jon and Jen continued meeting to plan and strategize about communications & PR initiatives for 2022.
- Views of DDC produced videos across all online platforms totaled **39,050** in September. Our most watched videos on Facebook included a *Door County Unearthed* series video about [Door County fish boils](#), a *Taste Door County* series video [about local chefs](#), and a *Lesser Known Door County* series video about the [Ahnapee State Trail](#). On YouTube, our [24 Hours in of Fall in Door County](#) video was the most watched, followed by a *Lesser Known Door County* series video about [Places You've Never Seen](#) and third was an *Explore The Door* video about [Peninsula State Park](#).

Recent Media Highlights

- *Condé Nast Traveler* featured Door County in a story published on 9/3/2021 about the "14 Best Things to Do in Wisconsin, From Cheese Tastings to Ice Caves," by Katy Spratte Joyce. Katy was here on a press trip in June 2021. View the story on cntraveler.com.
- The *Green Bay Press-Gazette* highlighted Door County apple orchards in a story by Christopher Clough on September 3, 2021. View the story on greenbaypressgazette.com.
- The *Milwaukee Journal Sentinel* ran a story about fall in Door County by Chelsey Lewis on September 9, 2021. View the story on jsonline.com.
- *WISN-12*, an ABC affiliate station in Milwaukee, interviewed Green Bay Packers running back AJ Dillon and he continued to express his love for Door County in an interview on 9/23/2021. Door County wedding bells are in his future next year, too. Watch the interview on wisn.com.
- *Everett Potter's Travel Report* featured a story published on 9/26/2021 by journalist Mark Orwoll headlined "8 Tastes to Try in Door County." Read the story on EverettPotter.com.