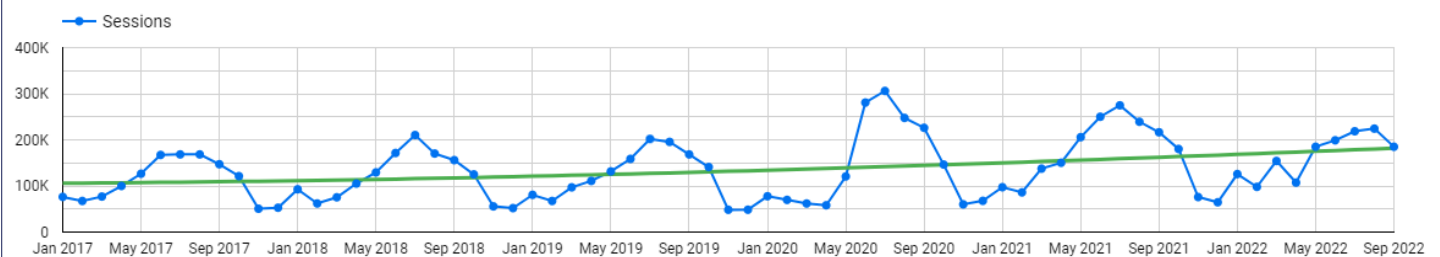


MARKETING & BRAND STRATEGY

DOORCOUNTY.COM

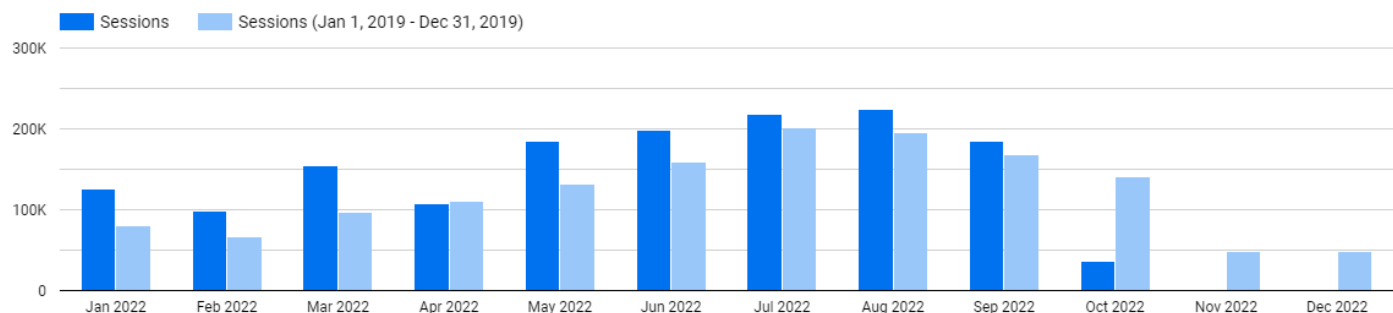
Overall traffic was down compared to 2021 for the month of September following the same trend we have noted through prior months. Traffic on site from all sources combined is still lower than what we saw in 2021 and 2020 due to record interest and traffic during the COVID19 pandemic. Organic traffic accounted for the most sessions on site seeing over 91,000 sessions last month. Paid search traffic was the next most popular channel with 33,000 sessions followed by direct traffic and (other) traffic accounting for around 20,000 sessions each.

Monthly Sessions Overall Trend Line - All Site Traffic



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.

Monthly Sessions 2022 vs 2019 - All Site Traffic



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

The September newsletter saw some great numbers, open rates have been strong and we saw a very high number of clicks. Some of the most engaged links within the newsletter for the month were the 20 things to do in fall in Door County article and the 5 chef teams article. These two links combined saw almost 7,400 clicks of the 14,058 total clicks.

September Newsletter - Combined Sends				
Total Recipients 231,267	Successful Deliveries: 229,759	Recipients Who Opened: 95,595	Combined Total Open Rate 61.13%	Combined Total Click Rate 6.12%
Recipients Who Clicked: 7,464	Total Opens: 140,445	Total Clicks: 14,058	Combined Unique Open Rate 41.61%	Combined Unique Click Rate 3.25%

PAID MEDIA

In September we continued our fall campaign including digital interactive, paid social, digital boards and EVS stations. Across all channels, we were able to generate 6.4million impressions with messaging focused on planning a fall visit as well exploring responsibly once you arrive. When it comes to website traffic, the campaigns drove 52K users to DoorCounty.com.

Google Adwords

September's campaign, YOY, saw an increase in clicks (28,411 - up 28%) but impressions were down just slightly (130,183 - down 5.6%). Compared to 2019, clicks and impressions were both up (41% and 10.7% respectively). Hotels, Resorts and Things to do ad groups saw an increase in impressions served, while Events & Festivals, Pet Friendly, Cabins, Wineries, and Romantic Getaways saw a decrease. Events and Family Attractions ad groups had the highest CTR.



Digital Interactive Ad Results

Fall digital ads ran in our primary markets and included banner, native and mobile video for the month of September. Overall, ads generated 2.23mm impressions with 4,697 clicks. Additionally, in-market display ads ran focusing on Care for Door County messaging and responsible travel serving up 260K impressions and 400 clicks to DoorCounty.com.

Paid Social Campaign

In September, we ran paid social campaigns out-of-county as well as in-market. Our in-market ads followed suite with digital interactive, focusing on Care for Door County messaging. This campaign garnered 150K impressions and 1400 clicks. Out-of-county inspired travelers to visit Door County, with 1.6mm impressions and 17K clicks.



Out of Home

Digital billboards and electric vehicle charging station ads focused on fall travel messaging from 8/22 -

9/12. Billboards ran in all 5 primary markets (Chicago, Green Bay, Madison, Milwaukee, Minneapolis) and electric vehicle charging station ads ran in Chicago only. Total impressions for out of home ads were 1MM.



Streaming Audio - In-Market

Our Care for Door County ad began running 9/12 on Pandora, reaching 128K listeners.

ORGANIC SOCIAL

FACEBOOK

Although total impressions were down 2.7% over last month, organic impressions saw a 68.3% increase! While placing an emphasis on publishing more content that keeps the users on the platform, our re-shares saw a 41.6% increase over last month.

Received Messages: 344 Private Messages

INSTAGRAM

Coming off a really high month last month with a hosted giveaway on the platform and an organic reel that did really well, metrics have dropped for this month, 18% decrease in impressions and 31% decrease in engagement. By putting more of an emphasis on video content, we did see a small 7% increase in saved content.

Received Messages: 58 Direct Messages

TWITTER

This was a great month for this platform. We saw a 224% increase in total impressions, and a 117% increase in engagement on our tweets. Users are enjoying more question and answer type posts, and beginning to engage more with our content.

Received Messages: 82 Mentions, 12 Retweets



134,087 Followers



76,731 Followers



8,292 Followers



2,146 Followers



2,530 Followers




313 Followers

TOP PERFORMING POSTS

Destination Door County
Tue 9/13/2022 8:05 am PDT

Come enjoy the fall colors in Ephraim - Door County, Wisconsin! There's no better place to watch the changing of the seasons than on th...




Total Engagements 3,679

Reactions	1,589
Comments	203
Shares	140
Post Link Clicks	304
Other Post Clicks	1,443

doorcounty
Fri 9/16/2022 7:59 am PDT

While most people prefer to dig their toes in the sand, Schoolhouse Beach, on the northern reaches of Washington Island here in...

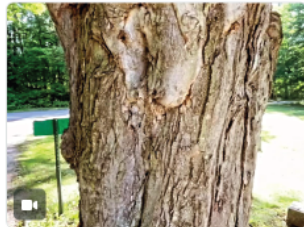


Total Engagements 4,843

Likes	4,234
Comments	42
Saves	185

@mydoorcounty
Wed 9/21/2022 2:14 pm UTC

One of the oldest trees here in #DoorCounty. Do you know where it planted its roots? Let us know your guess in the comments...



Total Engagements 93

Likes	15
@Replies	6
Retweets	1
Post Link Clicks	2
Other Post Clicks	69
Other Engagements	0

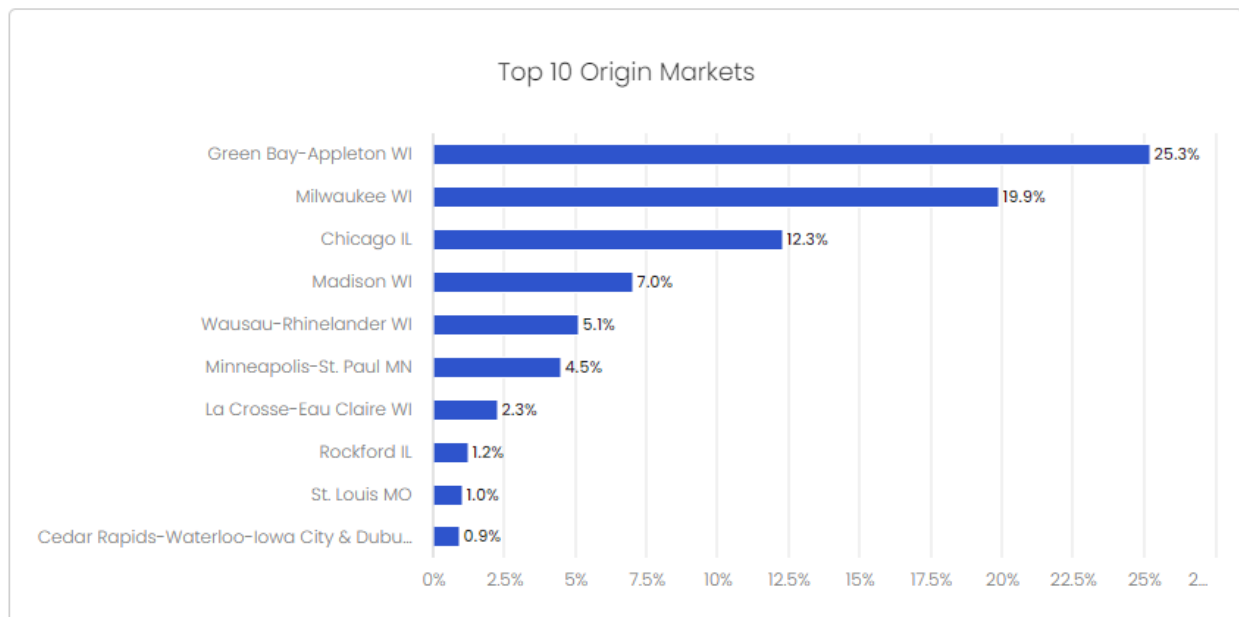
GROUP & MEETING

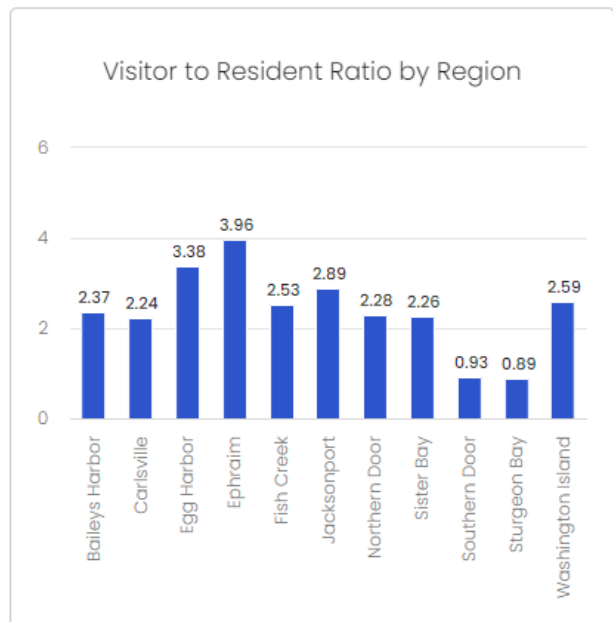
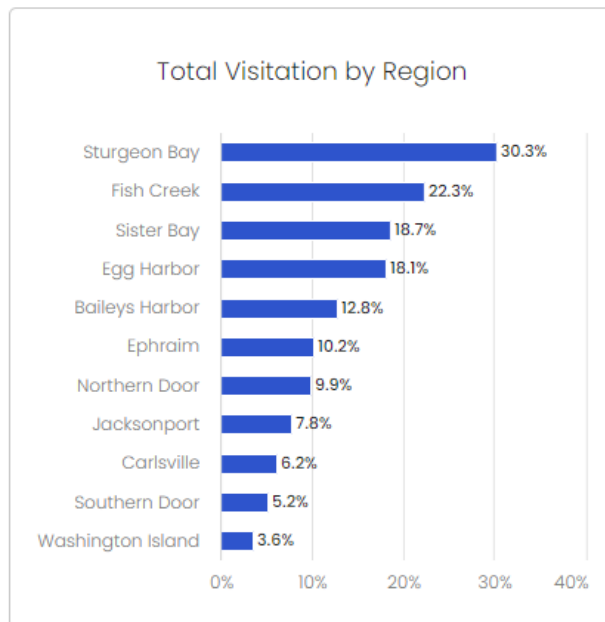
In September we were busy helping groups finalize tour plans for October and heard from a number of operators starting to plan for 2023. We provided 236 welcome bags for different bus tours that came through the county this month. Circle Wisconsin held their annual board retreat in Door County Sept 27th-28th and was hosted by Rowleys Bay Resort.

We assisted Landmark Resort in the RFP process to hopefully bring at least one of three 100+ attendee events hosted by WSAE and a larger/international association event that is considering Door County among several other cities throughout the world.

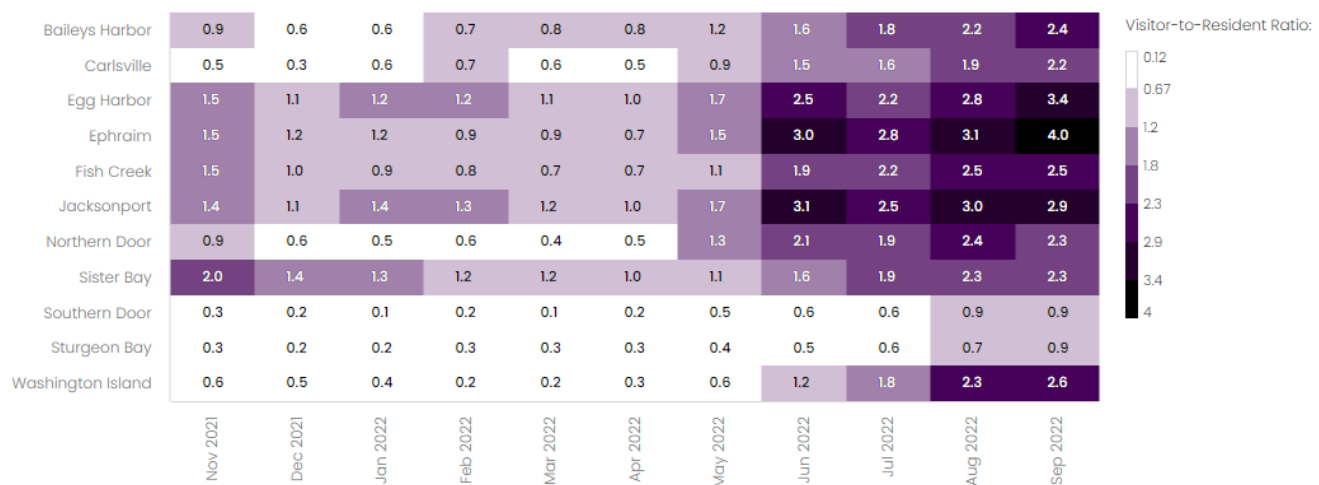
SEPTEMBER VISITATION

In September, the majority of our visitors came from the Green Bay/Appleton area followed by Milwaukee and then Chicago. The top communities visited were Sturgeon Bay, Fish Creek, Sister Bay and Egg Harbor. Visitor to resident ratio was high across every community with the exception of Southern Door and Sturgeon Bay that saw a more even balance closer to 1 to 1. (Note: When comparing visitor to resident ratio in various destinations, Zartico has determined a Visitor-to-Resident Ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prologued periods above 1.5 a proactive destination management plan is recommended.

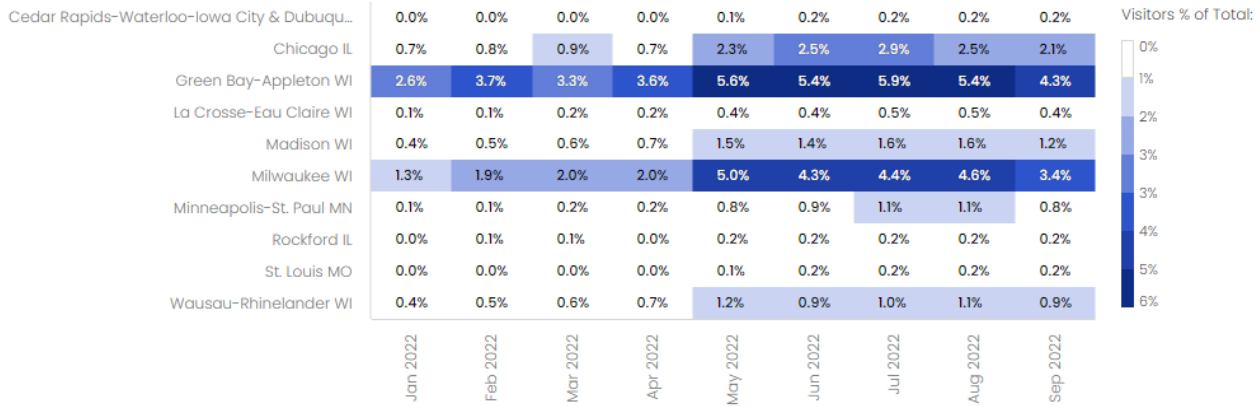




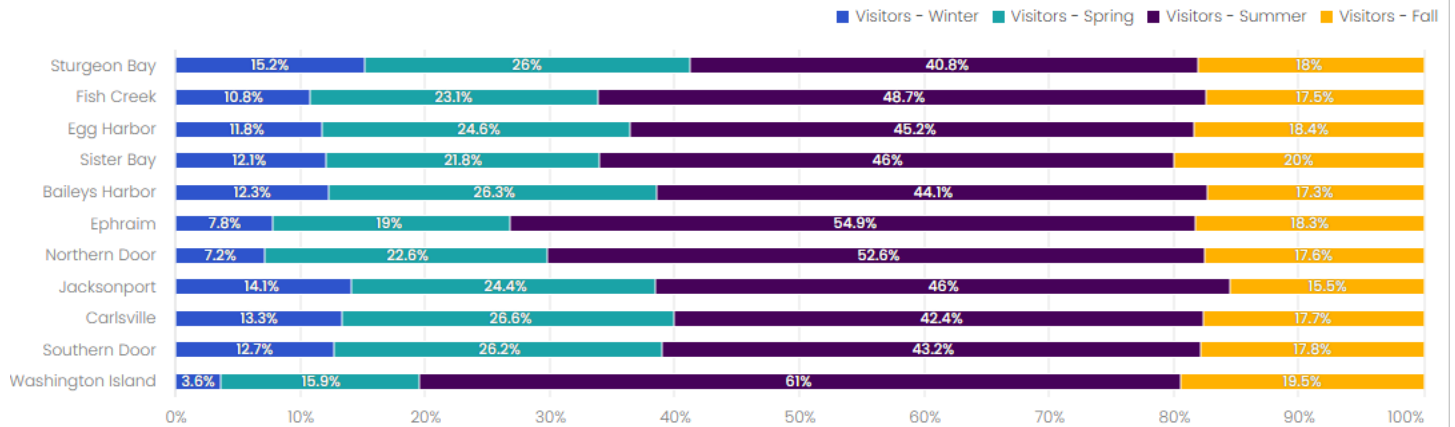
When comparing visitor to resident ratio over the past 12 months, we can see where there are opportunities to spread visitation to times and places where the visitation is less to ease resident friction during times the balance exceeds 1.5. We can also take into account where people are coming from during those times to better focus messaging.



Seasonality In Visitation By Origin Market



Visitation by Region by Season

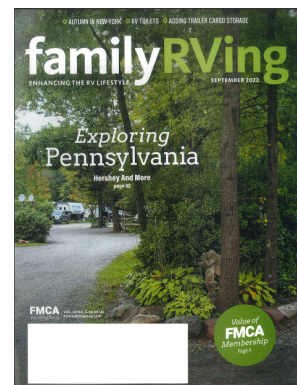


COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **10** 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 Experience Wisconsin magazine, Lake Homes Lifestyle magazine, AAA Living Wisconsin and the Waukesha Freeman.
- **14** articles were reported from our earned media marketing program efforts in September and reached a total of **14,075,379** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included *Southern Boating Magazine*, *Family RVing Magazine*, *FOX 7 Austin*, *Travel Awaits*, and *Matador Network*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In September, articles reported through our earned media marketing program generated **\$213,354** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$36,861,737** 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 two press trips remaining in 2022. Our next scheduled trip is set for October 23-26. View our complete 2022 [press trip schedule](#). Our last trip of the year is in December.
- We welcomed 8 journalists on an arts and culinary themed press trip September 18-21.
- We hosted journalist Lori Helke on an individual press trip, September 7-9.
- We hosted journalist Rob Taylor on an individual press trip, September 25-28.
- We distributed a [media release](#) to local media encouraging tourism stakeholders to complete a special survey to help provide insight and feedback to DDC
- Views of DDC produced videos across all online platforms totaled **175,365** in September. Our most watched videos on Facebook included a video about Rock Island State Park, a video about area shipwrecks, and a video about DDC's Care for Door County program. On YouTube, the most watched video was a sponsored video about fall hiking in Door County, next was a sponsored video about summer kayaking, and third was a video about shipwrecks in Door County.

Recent Media Highlights

- *Travel Awaits* highlighted fall in Door County in a story titled, "15 Amazing Door County Experiences That Are Better in Fall." Read the story on travelawaits.com.
- Door County was highlighted in the *Milwaukee Journal Sentinel* on September 25, 2022 in a story about our "key to the door" recipient, AJ Dillon. Read the story on jsonline.com. A corresponding story gave a local perspective - "Locals give Packers' AJ Dillon suggestions on what to do and see in Door County." Read the story on jsonline.com.
- Fall in Door County was highlighted in Minnesota's *Star Tribune* in a story titled, "Door County is Wisconsin's Fall Color Capital – and it looks even better from the water." Read the story on startribune.com.
- *EATER* Chicago featured the Door County Wine Trail in a story titled, "The Midwest's Best Wine Road Trips for a Scenic Getaway From Chicago." Read the story at chicago.eater.com.
- Door County was featured in a 6-page story in the September 2022 issue of *family RVing Magazine*.
- Matador Network highlighted Door County in a story by Anela Malik. Read the story at matadornetwork.com.



Annual Dinner

Preparations for our 97th Annual Dinner, scheduled for October 18, 2022, are underway and coming together very well. Registrations came in strong reaching 149 as our deadline hit and the seating capacity at Burton's is 150. Since then, we had 20 more interested individuals request to be on the waitlist and I'm thrilled to say that Burton's has given us permission to seat additional attendees at the high-tops in the adjacent lounge area to accommodate all 20 - who were more than happy to accept seating in the bar area. I believe this is the largest gatherings we have had for a sit-down Annual Dinner in decades!

Digital Equity and Inclusion

While this committee is in the early development stages, Quantum Technologies was able to offer a series of Digital Equity and Inclusion workshops in partnership with United Way of Door County, We Are Hope, Destination Door County, Help of Door County and the Door County Library.

Workshops, led by Nathan Drager and Erin Helgeson of Quantum Technologies and hosted at the Aging and Disability Resource Center (ADRC), are intended to help anyone struggling with technology in the digital world. The workshops will cover foundational topics such as: How to Get Connected to the Internet, How to Use Wifi, How to Use an iPhone, How to Create an Email Address and How to Stay Safe Online.

The series of workshops also included an evening session with an English-Spanish translator from the United Way of Door County. Workshops were offered Oct. 4-7, and the Spanish language workshop on Oct. 6.

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. Watch for more developments as we create meaningful opportunities for DDC partners to make a difference in our community.

MatchUp Door County - Light Duty Workforce Initiative

Work on the development of the MatchUp Door County program is all coming together and being prepared for testing. More on this next month. 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

The Aging Coalition of Door County (ACDC) is working with St. Norbert's College to craft a meaningful survey to better assess how our aging residents are preparing for housing and care needs as they grow older, and where any lack of preparedness or services need attention. It has been an enlightening process and I'm very proud to represent our organization and collective tourism industry at the table.

Summer Work Travel Host Employers

Fielding a lot of calls from partners who are looking for inside advice for finding the right Sponsor to work with to become a SWT Host Employer. Each scenario is so different than the next and it's very rewarding to hear their confidence restored after we have talked.

Partner Report - September 2022 EOM**Total Partners: 687****New/Rejoined Active Partners September 2022: 9****New**

Category	Business Name	Physical Address	City	Date Added
Services	Enclave by Jodi Rose Studio	120 S Madison Ave	Sturgeon Bay	9/1/2022
Hotels/Motels/B&B's	Goose & Twigs Lodging and Café	2322 Mill Rd	Sister Bay	9/1/2022
Services	BOLD. hydration	714 Jefferson St	Sturgeon Bay	9/14/2022
Retail	Knit Whit's Yarn & Crafts	8024 State Highway 57	Baileys Harbor	9/21/2022
Education/Classes	The Garden Door	4312 WI Hwy 42	Sturgeon Bay	9/21/2022
Retail	The Red Geranium	8024 State Highway 57	Baileys Harbor	9/21/2022
Retail	Door County Wildwood Market	2208 Wildwood Road	Sister Bay	9/22/2022
Cottage/Home/Condo/Vacation Rental	Dragonfly Dell Cottage	12465 Cedar Dell Lane	Ellison Bay	9/27/2022
Cottage/Home/Condo/Vacation Rental	Shoreline Village Condominiums	12747 Hwy 42	Ellison Bay	9/28/2022

Inactive

Drop Reason	Category	Account Name	Address	City	Date
Closed	Restaurants/Cafes/Taverns	Parador	7829 Highway 42	Egg Harbor	9/12/2022

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

Sep 1, 2022 - Sep 30, 2022 ▼

All Users
100.00% Entrances

+ Add Segment

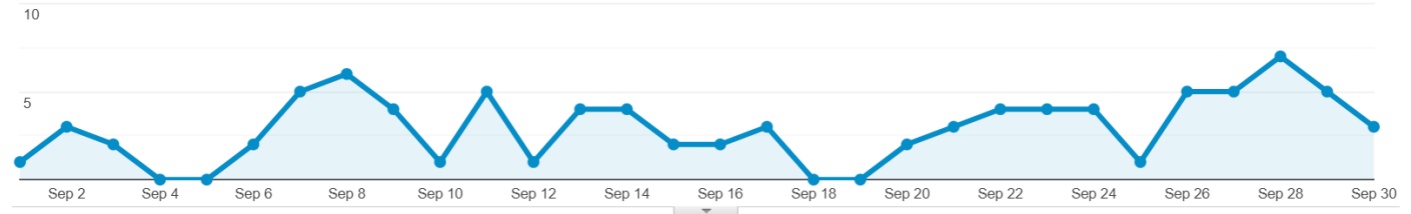
Explorer Entrance Paths

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions ▼ VS. Select a metric

Day Week Month

Sessions



Primary Dimension: Landing Page Other ▼


Plot Rows		Secondary dimension ▼		Sort Type: Default ▼		partnership					advanced							
Landing Page ?		Acquisition			Behavior			Conversions										
		Goal 3: Listing Index Book Now Button Click (Results Page) ▼																
		Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Listing Index Book Now Button Click (Results Page) (Goal 3 Conversion Rate) ?	Listing Index Book Now Button Click (Results Page) (Goal 3 Completions) ?	Listing Index Book Now Button Click (Results Page) (Goal 3 Value) ?								
		88 % of Total: 0.05% (185,033)	45.45% Avg for View: 68.24% (-33.39%)	40 % of Total: 0.03% (126,266)	79.55% Avg for View: 54.73% (45.34%)	1.50 Avg for View: 2.73 (-45.11%)	00:02:16 Avg for View: 00:03:06 (-26.65%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)								
1.	/partnership	33 (37.50%)	54.55%	18 (45.00%)	69.70%	1.97	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)								
2.	/partnership/post-jobs	19 (21.59%)	5.26%	1 (2.50%)	84.21%	1.21	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)								
3.	/partnership/partner-resources/research-planning	14 (15.91%)	42.86%	6 (15.00%)	85.71%	1.36	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)								
4.	/partnership/spirit-of-door-county-scholarship	9 (10.23%)	88.89%	8 (20.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)								
5.	/partnership/environmental-resources	5 (5.68%)	40.00%	2 (5.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)								
6.	/partnership/the-power-of-tourism-in-door-county	3 (3.41%)	66.67%	2 (5.00%)	66.67%	1.33	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)								
7.	/partnership/j-1-visa-resources	2 (2.27%)	100.00%	2 (5.00%)	50.00%	1.50	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)								
8.	/discover/media-assistance/destination-door-county-forms-sustainable-tourism-partnership-with-leaveno-trace	1 (1.14%)	100.00%	1 (2.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)								
9.	/partnership/partner-resources/annual-audit	1 (1.14%)	0.00%	0 (0.00%)	0.00%	2.00	00:20:33	0.00%	0 (0.00%)	\$0.00 (0.00%)								
10.	/partnership/partner-resources/research-and-planning	1 (1.14%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)								

Partner Social Media Stats for September 2022


Farthest reaching posts:

Content ⓘ


Sort by: Reach ▼




Thu Sep 8, 5:16pm
Wisconsin *might* not be ...
Post
Reach 2,301




Wed Sep 7, 6:22pm
Wisconsin *might* not be ...
Post
Reach 1,090




Thu Sep 15, 12:37pm
Voting for Wisconsin Hotel...
Post
Reach 1,659



Mon Sep 26, 4:26pm
Fall is definitely in th...
Post
Reach 471



Mon Sep 19, 10:18am
COOL THING ALERT...
Post
Reach 1,225




Wed Sep 21, 4:25pm
We want to hear fro...
Post
Reach 471


Most post reactions:

Content ⓘ


Sort by: Likes and reactions ▼




Sat Sep 24, 7:33am
Our Climate Change BIG P...
Post
Likes 76




Thu Sep 8, 5:16pm
Wisconsin *might* not be ...
Post
Likes 39




Sun Sep 25, 9:21am
LAST CHANCE!!
Post
Likes 32



Mon Sep 19, 10:18am
COOL THING ALERT...
Post
Reactions 24



Thu Sep 15, 12:37pm
Voting for Wisconsin Hotel...
Post
Reactions 19



Wed Sep 7, 6:22pm
Wisconsin *might* not be ...
Post
Reactions 19

Partner Social Media: Facebook													
Reach	January	February	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	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	3,309				28,380
YOY Growth	1048.53%	348.34%	467.49%	132.49%	130.33%	-20.19%	-26.32%	227.46%	-28.76%				95.01%
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%	51%	0%	0%	0%	139%
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	1,888				31%

Partner Social Media: Instagram													
Reach	January	February	March	April	May	June	July	August	Sept	Oct.	Nov.	Dec.	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	2,863				45,856
YOY Growth	1225.85%	730.31%	2124.56%	375.49%	240.46%	26.56%	572.32%	587.77%	182.63%				546.77%
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%	141%	0%	0%	0%	323%
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	1,361				26%

OPERATIONS

SEPTEMBER PUBLICATION REQUESTS

2022 Visitor Guide Requests: 1,224

2021 Visitor Guide Requests: 848

2022 E-mail Requests Answered: 81

SEPTEMBER GIFT CERTIFICATES

2022 Door County Gift Certificates Sold: \$30,585

2022 Door County Gift Certificates Redeemed: \$47,475

2021 Door County Gift Certificates Sold: \$40,405

2021 Door County Gift Certificates Redeemed: \$42,050

SEPTEMBER VISITOR CENTER DATA

2022 Welcome Center Visitors: 3,898

2021 Welcome Center Visitors: 4,681











2022 Welcome Center Calls: 1,052

2021 Welcome Center Calls: 1,516

JOB SITE STATS - JOBSINDOORCOUNTY.COM

24 Hours	Week	Month	Total	Custom	9/01/2022	-	9/30/2022	Go
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As of: 10/07/2022 1:00pm

Jobs Posted  36	Job Seekers Added  34	Employers Added  5	Alerts Added  Job 13 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  2,920	Jobs Viewed  4,008	Applications Added  125	Apply Redirects  63	Logins  Seeker 269 Employer 138

