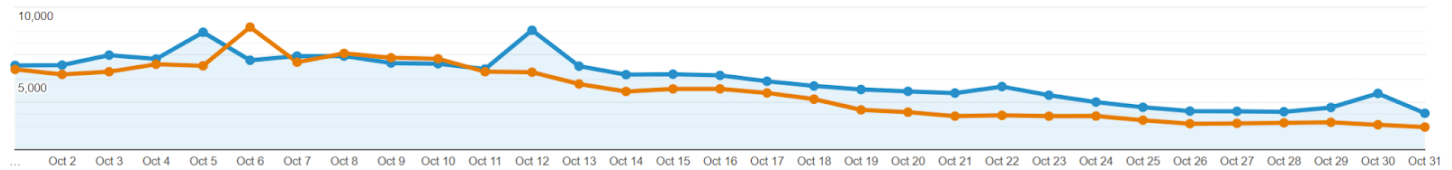


MARKETING & SALES DEPARTMENT

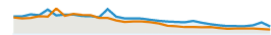
DOORCOUNTY.COM

Oct 1, 2021 - Oct 31, 2021: Users
Oct 1, 2020 - Oct 31, 2020: Users



Users

23.12%
127,822 vs 103,823



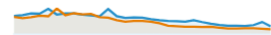
New Users

28.27%
119,752 vs 93,356



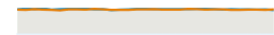
Sessions

24.06%
182,148 vs 146,824



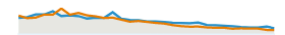
Number of Sessions per User

0.77%
1.43 vs 1.41



Pageviews

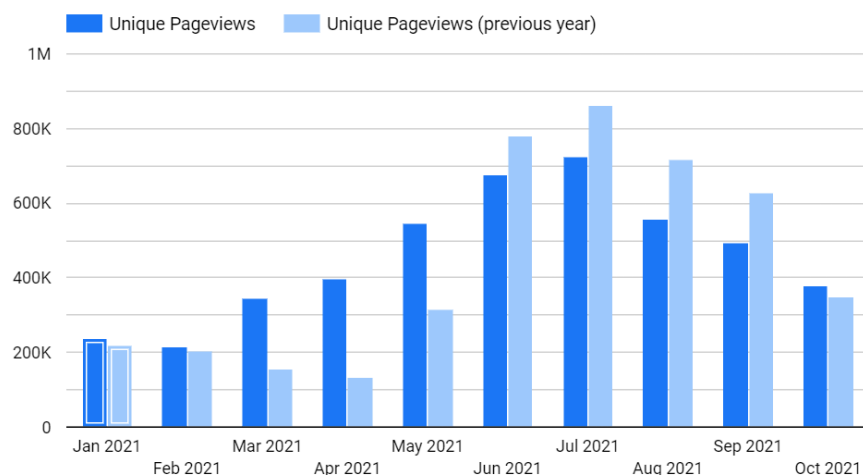
8.63%
460,986 vs 424,349



October was a great month for traffic to DoorCounty.com. Overall sessions from all traffic sources were up over 23% with strong gains in almost every channel. Organic was again by far the #1 traffic channel seeing a 20% gain YOY sessions. Direct, Paid Search and Email channels also saw good growth. The second most viewed page besides the home page was the Fall in Door County page, fitting with the change of seasons. After that the events, lodging and stay pages all being popular pages on the site in October.

Nothing out of the ordinary for the top cities driving traffic to the site. The largest major city driving traffic was Chicago followed by Milwaukee and then Madison. The 25-34 age group claimed the top spot for age demographics in the month of October. This group and the 55-64 year old age groups have been going back and forth for the top spot all year. October was the first month since May that we saw an increase YOY in unique pageviews. Most of the summer we saw decreases compared to '20.

Monthly Unique Pageviews



Newsletter Analytics

Total Recipients	Successful Deliveries	Bounces	Total Opens
230,037	228,948	1089	49,395
Open Rate	Total Clicks	Click-Through Rate	
28.84%	8,578	3.75%	

The October newsletter performance saw a bit of a dip in engagement metrics compared to last month as well as October '20. We noticed a slightly lower open rate and CTR from the sends. Still the performance was right within our normal month to month ranges. Some of the most popular links in the October email included the Fall Color Report link and the "What is the Niagara Escarpment?".

PAID MEDIA

Paid media 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 19,724 clicks and 131,733 impressions. Things To Do, Attractions, Cabins and the Dynamic ad group generated the most clicks in October. Most clicks were coming from mobile devices followed by PC's.

SOCIAL

Facebook: Impressions (40.3%) and engagements (36%) trended down in October. While the total number of impressions were down month-over month, organic impressions were up 6.3%, paid impressions were down 64.2%. The number of fans grew as well as the number of comments (1.8%). The top posts for October were all highly engaged with as we've seen with past posts asking for fans to submit responses to Door County themed activities/memories. Facebook has been in the news again this past month with its parent company changing its name to "Meta." They say that there won't be any significant changes to the actual social media platform Facebook but will keep on eye on that in the coming months.

Twitter: Impression (14.3%) and engagement (12.4%) numbers were all trending up in October. The top post was the highlight recap of the YouTuber's accessible stops visit with Travel Wisconsin.

Instagram: Impressions (25.5%) and engagements (18.8%) dipped slightly month-over-month, but engagement rate (per impression) (9%) and followers (.5%) were trending up. As fall is a beautiful time in Wisconsin, the changing colors photos received the most engagements for the month. This is why even though impressions were down but engagement rate was up.



129,677 likes



71,907 followers



7,581 followers



2,079 followers

ARRIVALIST DATA

Door County Visitation Dashboard

Total est. US Adult Trips

184,739

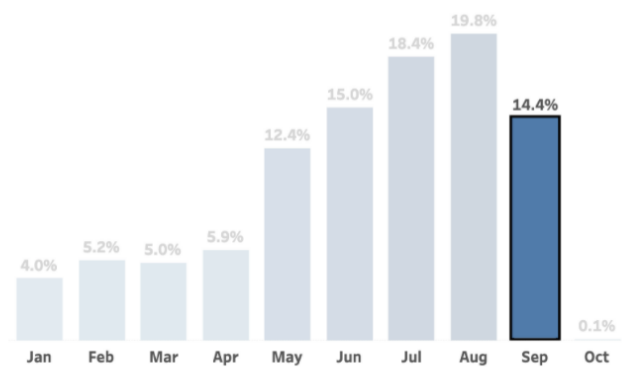
Average Nights

1.5

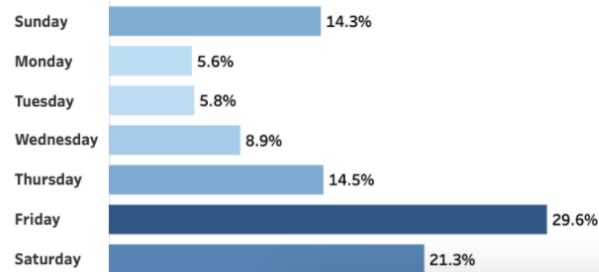
Top Origin Markets (DMAs)

DMA	Trips	Share of T.	Average Uniq..
Green Bay/Appleton	83,698	45.3%	0.6
Milwaukee	40,607	22.0%	1.8
Chicago	22,621	12.2%	2.4
Madison	11,007	6.0%	2.5
Wausau/Rhineland	6,073	3.3%	1.6
Minneapolis/Saint Paul	5,697	3.1%	3.1
La Crosse/Eau Claire	3,697	2.0%	2.3
Rockford	1,525	0.8%	2.9
Peoria/Bloomington	1,354	0.7%	2.8
Cedar Rapids/Waterloo/Dubuque	1,257	0.7%	2.1
Davenport/Rock Island/Moline	1,088	0.6%	2.6
Indianapolis	663	0.4%	2.8
Marquette	544	0.3%	0.8

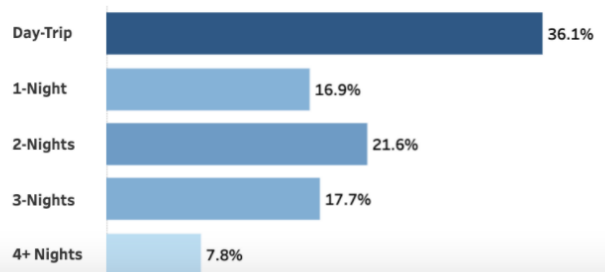
Trips by Month



Trips by Day of Week



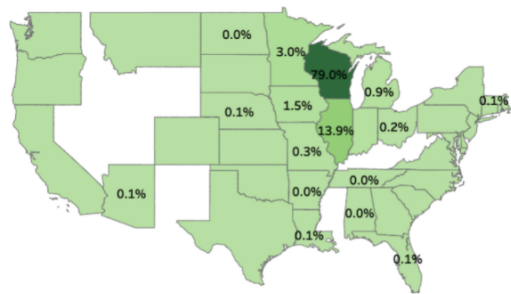
Trips by Length of Stay



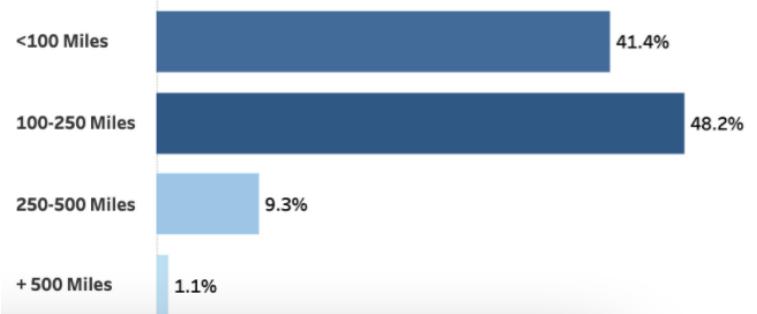
Average Distance Traveled

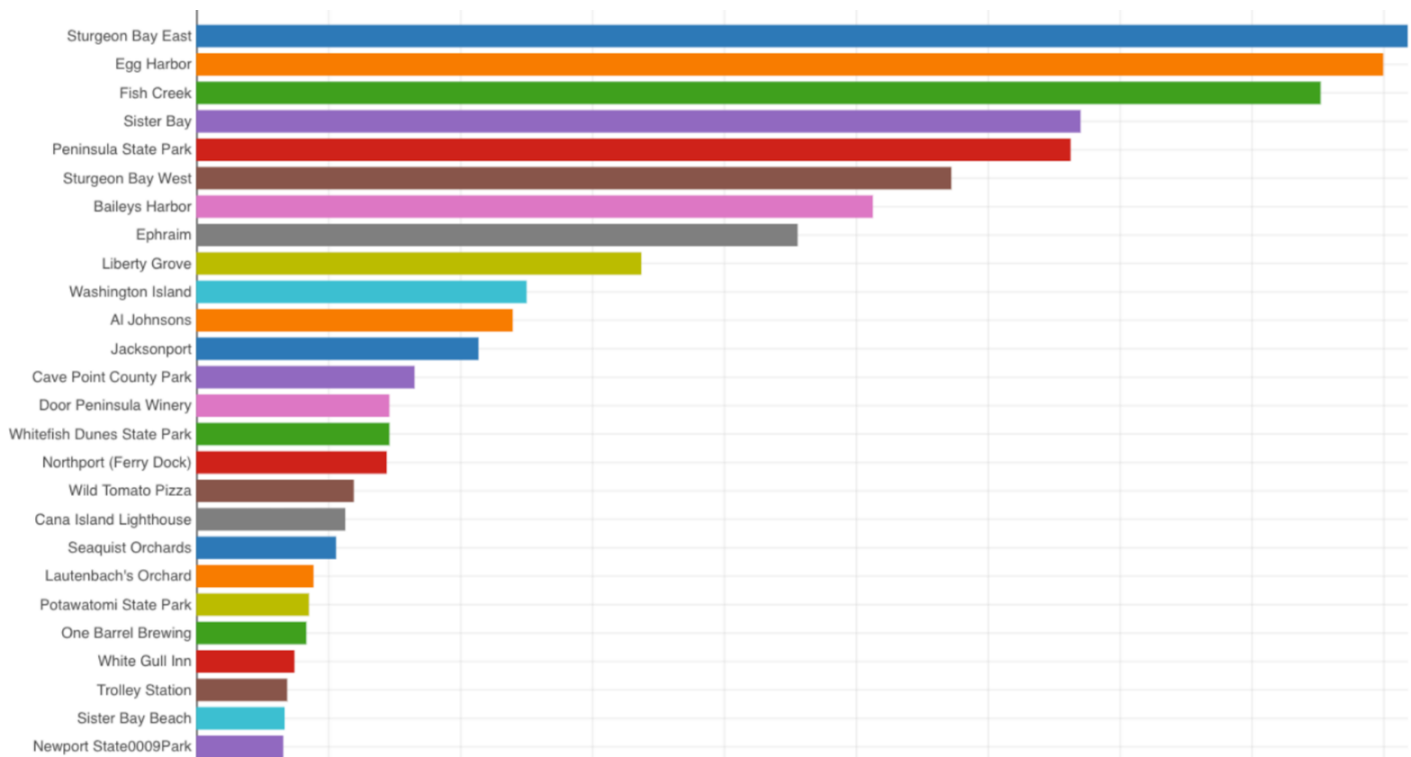
150.3 Miles

Trips by Origin States



Trips by Avg. Distance Traveled (Miles)





BOOK DIRECT DATA: Q3 2021 (October data not available at time of reporting)

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

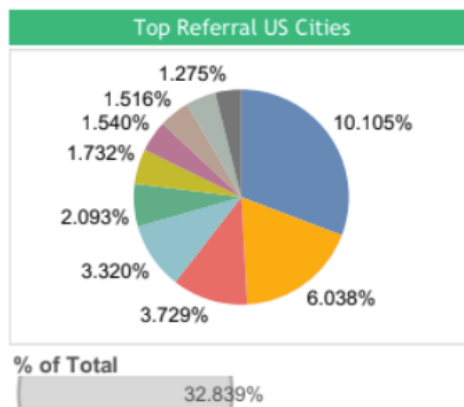
Total estimated booking revenue in Q3 was \$5.138 million, ADR \$204, average length of stay 3.6.

Start Date
7/1/2021

End Date
9/30/2021

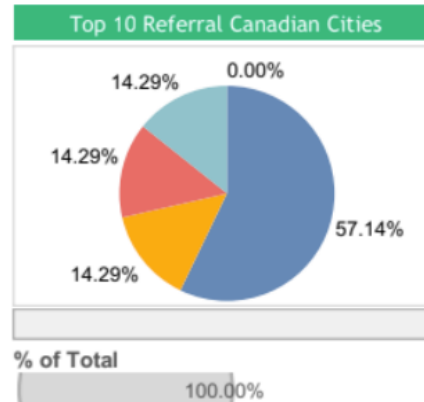
Site
doorcounty.com

Lodging Categories
All



Site Id - City

- 2173 - Chicago
- 2173 - Milwaukee
- 2173 - Appleton
- 2173 - Madison
- 2173 - Minneapolis
- 2173 - Rockford
- 2173 - Sun Prairie
- 2173 - Plymouth
- 2173 - Saint Paul
- 2173 - Kaukauna



Site Id - City

- 2173 - Montreal
- 2173 - South Bruce Pe..
- 2173 - Toronto
- 2173 - Vancouver
- 2173 - St. Albert

COMMUNICATIONS & PR DEPARTMENT

October, 2021

- Media assistance was provided to **33** journalists/media outlets in October by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included Chicago Magazine, Spectrum News One, Penta magazine, WLUK Fox 11 and locally WDOR, Door County Daily News and the Peninsula Pulse.
- **7** articles were reported from our media marketing program efforts in October and reached a total of **131,319,447** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included USA Today online, USA Today newspaper, Vine Pair online, Everett Potter's Travel Report online and Family Vacationist 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 **\$32,259,593** worth of earned media coverage for Door County, including **\$688,673** in October.
- The return on investment for our media marketing program to date is **1,109%**. For every dollar spent, we have gotten back **\$12.09** worth of Door County media coverage measured in terms of ad value equivalency.
- We hosted 9 travel journalists on our 7th small group press trip of the year in partnership with Geiger & Associates Public Relations. The fall themed press trip took place October 17-20, 2021.
- We have 1 more smaller group press trip scheduled this year in partnership with Geiger & Associates Public Relations. A holiday themed trip is scheduled for Dec. 2-5. [View our complete '21 schedule](#).
- We worked with Geiger & Associates to host an individual editorial research trip October 4-6, 2021 for Susan and Greg Sims.
- We hosted a small group trip October 1-3 with 6 members from the Society of American Travel Writers (SATW).
- In conjunction with SATW's national convention Oct. 3-7 in Milwaukee, we participated in a special "Taste of Wisconsin" event and featured Door County cherry products during the evening event.
- We had 14 deskside visits with travel journalists during the SATW annual convention's marketplace event in Milwaukee on October 4 where we pitched a variety of Door County story ideas for 2022.
- We distributed a media release on 10/13/2021 [announcing](#) Julie Gilbert as DDC's next CEO.
- 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 **25,981** in October. Our most watched videos on Facebook included a *Historic Door County* series video about [Door County Lighthouses](#), an *Our Door County* series video about the [Nature of Art](#), and a *Lesser Known Door County* series video about our [County Parks](#). On YouTube, our *Lesser Known Door County* series video about [Places You've Never Seen](#) was the most watched, followed by an *Our Door County* series video about the [Nature of Art](#), and third was a Door County Unearthed series video about the [Great Williamsonville Fire](#).

Recent Media Highlights

- *USA Today* included Door County in a story published online 10/12/2021 and in print 10/13/2021 that was headlined "5 Midwest weekend getaways with incredible fall foliage in Michigan, Wisconsin, Ohio, Indiana, Illinois" by Cortney Fries. View the online version of the story on [USAToday.com](#).
- *Artisan Spirit Magazine* ran a story about Door County Distillery in the Fall 2021 issue of the magazine, written by travel journalist Lisa Truesdale. Check out the digital version of the magazine via [Issuu here](#).
- *VinePair* online published a story about Door County cherries on 10/10/2021 with the headline "In Wisconsin's Door County, Harvested Cherries Get Bounced Into a Cordial." Read the story at [VinePair.com](#).