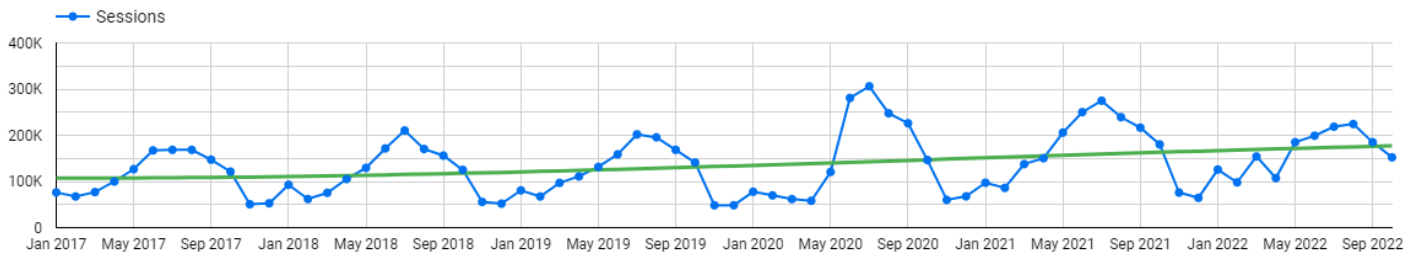


MARKETING & BRAND STRATEGY

DOORCOUNTY.COM

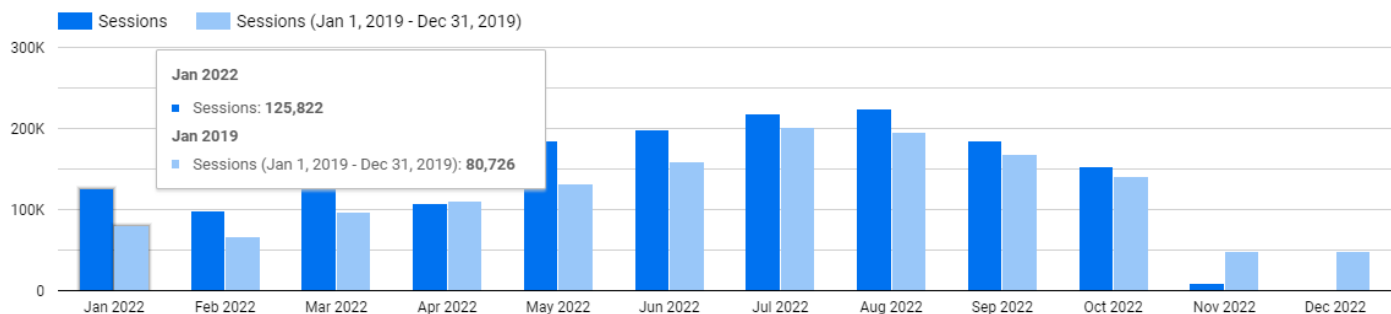
Following the same trend we have been seeing through 2022, traffic to the site was down YoY. October 2022 saw a 15.5% decrease in total sessions on site going from 180,000 in 2021 to 153,000 in 2022. Although, sessions were up from October 2019 and 2021. Looking at the trend lines towards the bottom of the page we can see we're following the typical decrease of overall traffic going into our 2 slowest months of the year, November and December. On a positive note, bounce rates and average session duration as a whole improved year over year in October with people spending more time on the site and bouncing less compared to 2021.

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. This month, a lot of the conversion completions over time follow along with the total traffic on site trend lines, decreasing through September and October compared to a peak month like August.

All Goal Completions		
Goal 1 - Newsletter Sign-Ups 987	Goal 2 - Interest Profile Completions 66	Goal 3 - Booking Widget Submission 3,433
Goal 4 - View Guide Online (All Guides) 2,884	Goal 5 - Trip Planner Quiz Completion 737	Goal 6 - Register for Account 210
Goal 7 - Session Duration > 3min 29,930	Goal 8 - Pledge for DDC Completion 47	Goal 9 - Business Directory Site Click 9,986

ENEWSLETTER

October content focused on fall adventure and haunted attractions. The newsletter sent a total of 7,478 clicks to the site in October from 97,833 total opens. Of the total clicks, 4,296 people clicked at least once. List growth tracking shows 316 new subscribers for October

October Newsletter - Combined Sends				
Total Recipients 230,390	Successful Deliveries: 228,995	Recipients Who Opened: 70,097	Combined Total Open Rate 42.72%	Combined Total Click Rate 3.27%
Recipients Who Clicked: 4,296	Total Opens: 97,833	Total Clicks: 7,478	Combined Unique Open Rate 30.61%	Combined Unique Click Rate 1.88%

PAID MEDIA

Our fall media campaign wrapped on the 9th of October. In-county advertising continued throughout most of the month, accounting for roughly 30% of the ad impressions of the 2.3mm total. Messaging centered around inspiring fall travel as well as focusing on Leave No Trace and Care for Door County messaging for those in-market as reminders to explore and travel responsibly.

Google Adwords

October's campaign, YOY, saw an increase in clicks (26,798 - up 36%) but impressions were down just slightly (124,044 - down 5.8%). Notably, the click-thru rate saw an increase of 44.3% indicating strong engagement and ad relevancy. Hotels, Things to do, Resorts and Attractions ad groups saw an increase in impressions served, while Events & Festivals, Pet Friendly, Cabins, Wineries, and Romantic Getaways saw a decrease. Lighthouses, Events and Family Attractions and Hiking 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 October. Overall, ads generated 646K impressions with 1,278 clicks. Additionally, in-market display ads ran focusing on Care for Door County messaging and responsible travel serving up 320K impressions and 238 clicks to DoorCounty.com.

Paid Social Campaign

In October, 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 203K impressions and 2,100 clicks. Out-of-county inspired travelers to visit Door County this fall, with 718K impressions and 5,280 clicks.



Streaming Audio - In-Market

Our Care for Door County ad on Pandora wrapped on October 23rd and received 128,130 impressions. The entire campaign 9/12 - 10/23 received 257K impressions.

ORGANIC SOCIAL

FACEBOOK

The platform's engagement rate of 4.5% increased 43% over last month. While including more UGC video content to the platform, the organic impressions saw a 6.6% growth.

Received Messages: 242 Private Messages

INSTAGRAM

Having strong video/reel postings throughout the month helped to keep our impressions consistent over last month, but also showed a 63% increase in total engagement and engagement rate of 4.3% (which is 66% over last month).

Received Messages: 119 Direct Messages

TWITTER

After last month's high percentage of total impressions, the platform saw a 25% decrease, but even with a 117% increase in engagement last month, there was still 43% growth again from sharing photographs and links.

Received Messages: 78 Mentions, 14 Retweets



134,372 Followers



77,188 Followers



8,272 Followers



2,155 Followers



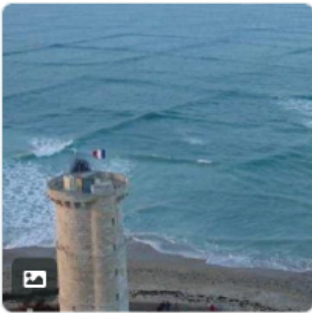
2,524 Followers



393 Followers

TOP PERFORMING POSTS


Destination Door Co...
Sat 10/8/2022 5:26 am PDT



Total Engagements	5,662
Reactions	1,735
Comments	72
Shares	211
Post Link Clicks	—
Other Post Clicks	3,644

doorcounty
Wed 10/19/2022 2:26 pm P...


@arctic.mojave captured these
#DoorCounty Fall colors 🍂



Total Engagements	4,046
Likes	3,141
Comments	29
Shares	757
Saves	119

@mydoorcounty
Tue 10/18/2022 7:54 pm U...

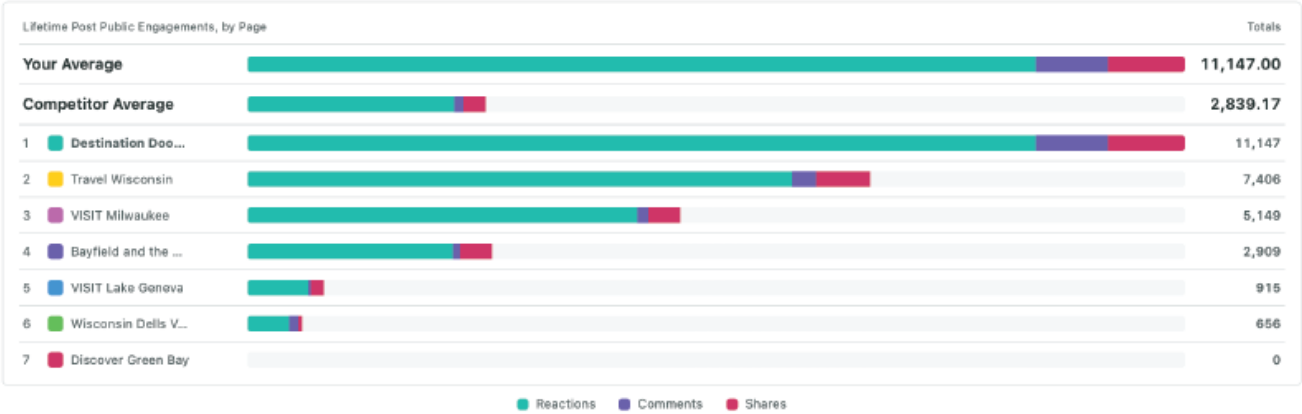
It is 🍂🍂🍂🍂 today in
#DoorCounty.
<https://t.co/tsqe8XBfAk>



Total Engagements	375
Likes	47
@Replies	2
Retweets	1
Post Link Clicks	4
Other Post Clicks	320
Other Engagements	1

This graph shows our account performance compared to the competitive set we put in place, benchmarking against similar travel accounts throughout the state. We are seeing really strong numbers on average compared to Travel WI, Visit MKE, Etc.

FACEBOOK

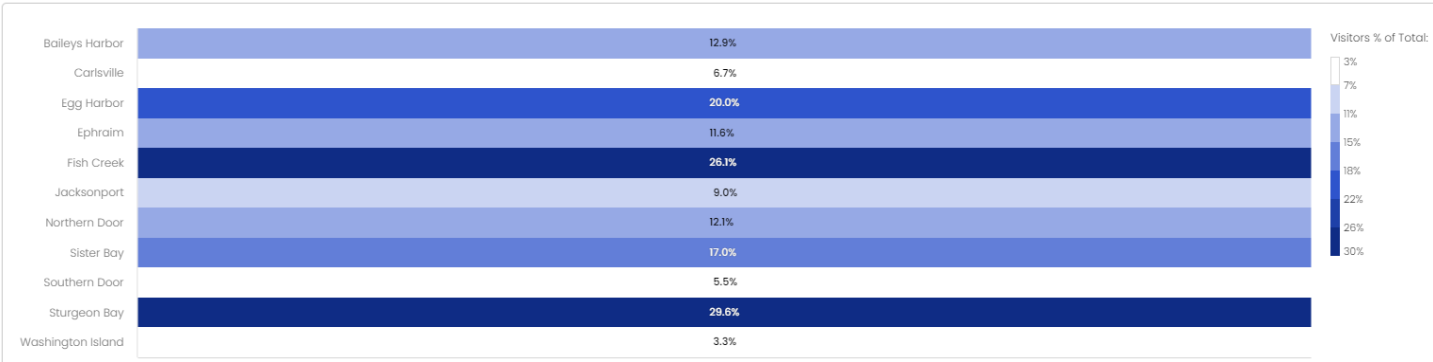


GROUP & MEETING

October is a busy month for motor coach groups as the fall foliage is always top of the list for tour itineraries. We had two bus groups and a family reunion stop by our visitor center for welcome bags for their groups. As we head into the winter months, the planning process will start to pick up amongst tour and meeting planners for the 2023 and 2024 season.

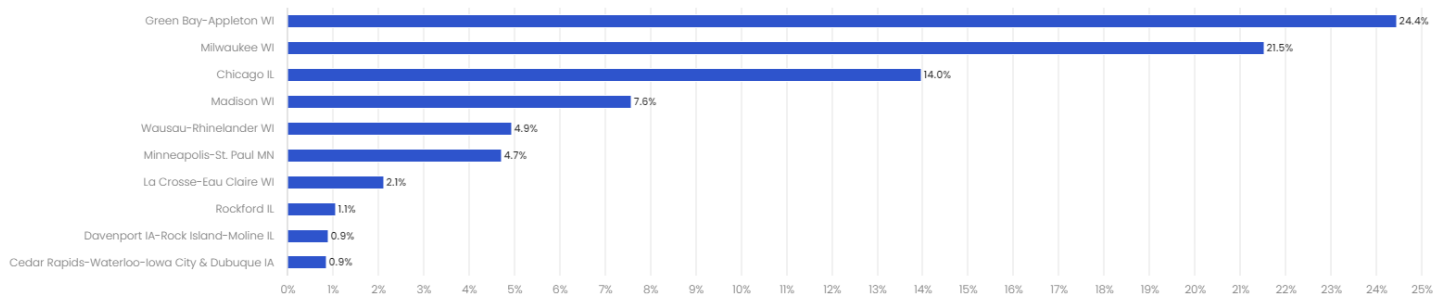
OCTOBER VISITATION

In October, the majority of visitation fell within Sturgeon Bay, Fish Creek and Egg Harbor with the top origin markets coming from Green Bay/Appleton, Madison and Chicago. Visitor to Resident ratio saw some all time highs with Ephraim seeing almost 9 visitors for every resident. Lastly, we saw positive growth in Q1 when it came to Leisure & Hospitality jobs, accounting for 2,074 jobs, a 274 increase over Q1 of 2021.



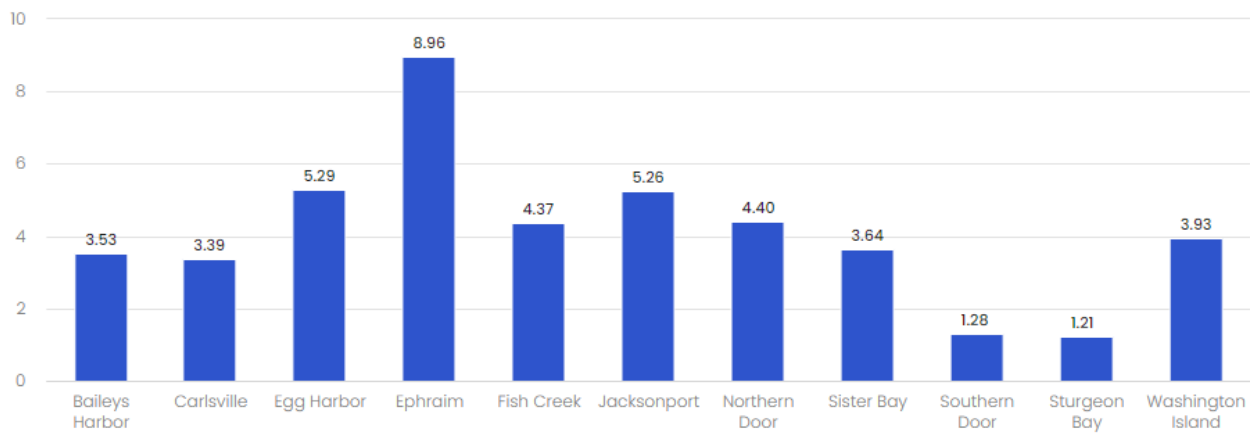
Source: Near. Note: This insight shows the most visited regions within our destination. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region."

Top 10 Origin Markets

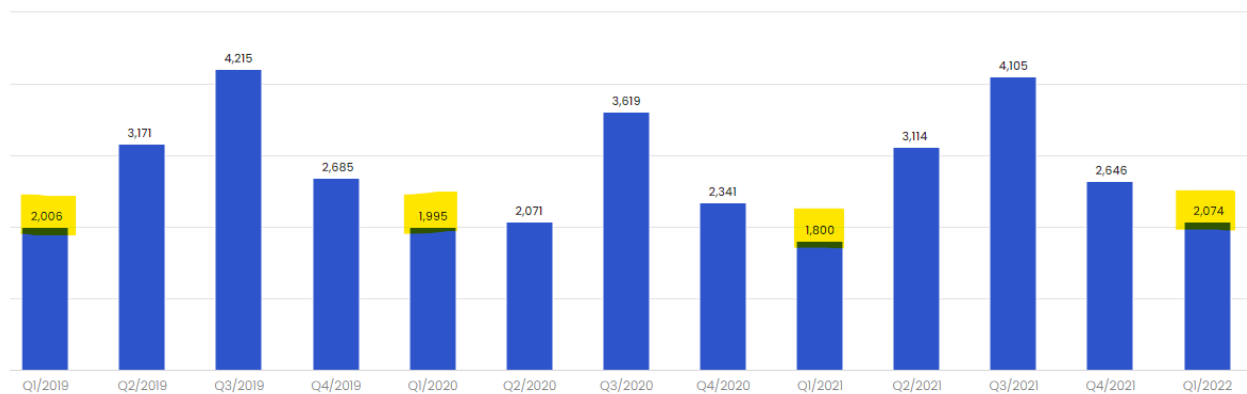


Source: Near. Note: This insight shows which origin cities generate the greatest volume of visitors, which helps to understand visitation patterns to assist in marketing and promotional efforts. Visitors are defined as devices more than 30 miles from their home and work locations. This insight displays origin market DMAs, which encompass many cities and are used in other marketing-related insights in the platform.

Visitor to Resident Ratio by Region



Source: Near. Note: This insight shows how many visitors we have in a region compared to how many residents. Each region has a certain capacity to welcome visitors without impacting or overwhelming residents. A Visitor-to-Resident Ratio of less than 1, tends to have little resident friction. Between 1 & 1.5 has increasing friction and for prolonged periods above 1.5 a proactive destination management plan is recommended.



Source: BLS. Note: How many jobs does the Leisure & Hospitality sector account for in your destination and how has that changed over time? This helps to calibrate the strength of the economic and jobs recovery in your community. Note: BLS data has a 9+ month lag between collection and reporting.

COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **22** 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 Small Market Meetings, Best Life Online, WFRV CBS 5 Green Bay, Moon Handbooks, Country Magazine, and locally DoorCountyDailyNews.com and WDOR Radio.
- **31** articles were reported from our earned media marketing program efforts in October and reached a total of **2,303,888,281** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included *Conde Nast Traveler*, *Yahoo Online*, *Chicago Tribune*, *MSN Online*, and *Minneapolis Star Tribune Newspaper*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- In October, articles reported through our earned media marketing program generated **\$1,557,583** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$38,419,320** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,349%**. For every dollar spent, we have gotten back **\$13.49** worth of Door County media coverage measured in terms of ad value equivalency.
- We have one press trip remaining in 2022. Our next scheduled trip is set for December 8-11. View our complete 2022 [press trip schedule](#).
- We welcomed 9 journalists on a fall themed press trip October 23-26.
- We hosted social media influencer Bennett Young on an individual trip, September 30 - October 2.
- We assisted social media influencer Alex Wehrley on an individual trip, October 10 - October 13.
- We distributed two media releases, one on the release of the [winter guide](#) and the other recapping our annual dinner [event](#) on October 18.
- Views of DDC produced videos across online platforms totaled **100,992** in October. Our most watched videos on Facebook included a live video from [Anderson Dock in Ephraim on a windy day](#), a video we shared of [fog rolling across Lake Michigan](#), and a video we shared that [highlighted fall scenes in Door County](#). On YouTube, the most watched video was a sponsored video about [fall hiking in Door County](#), next was a *Historic Door County* [video about shipwrecks](#), and third was a *Door to Door* video about [places you've never seen in Door County](#).

Recent Media Highlights

- Door County was included in the *Chicago Tribune* in a story titled, "You don't have to leave the Midwest for a great RV destination." Read the story on chicagotribune.com.
- AARP featured a Door County road trip in a story titled, "A Four-Day Road Trip Through Door County, Wisconsin." Read the story on aarp.org.
- *Conde Nast Traveler* featured Sister Bay Bowl as a top Wisconsin supper club in a story titled, "How to Eat Your Way Through Wisconsin's Best Supper Clubs." Read the story on cntraveler.com.
- Sturgeon Bay was featured in *BestLife* in a story titled, "9 Small Towns Straight Out of a Norman Rockwell Painting." Read the story on bestlifeonline.com.
- Fish Creek was featured on *Yahoo* in a story titled, "9 U.S. Small Towns With the Cutest Main Streets." Read the story on yahoo.com.

Destination Door County Annual Dinner

We hosted our 97th Annual Dinner on Tuesday October 18, 2022 and it was a great success. The staff at Burton's on the Bay at the Alpine Resort worked diligently to accommodate all 167 attendees in the main dining room, and we were very impressed by their high level of service and delicious meal. During the annual dinner we showed a great year-in-review video that recapped some of the great work DDC did this past year. That video is also now available on [YouTube here](#).

Destinations International Advocacy Summit

This year's summit was held in Bloomington Minnesota October 26-28, 2022 and was attended by Julie, Morgan and Phil. An incredible wealth of information was shared, with lots of inspiration for the work ahead of us, but also very affirming to hear how we are leading the pack in so many areas. We are proud of our achievements and aspirations to cultivate community shared values in our destination.

Partner Report - October 2022 EOM

Total Partners: 699

New/Rejoined Active Partners September 2022: 16

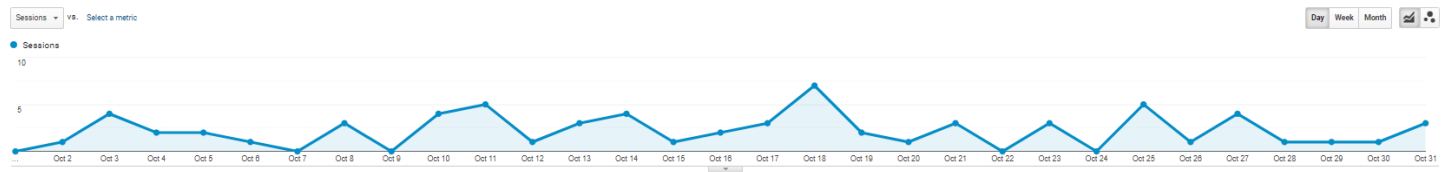
New

Category	Business Name	Physical Address	City	Date Added
Entertainment/Recreation	Kind Soul Yoga	9331 Spring Rd.	Fish Creek	10/3/2022
Services	Appraisalytics	PO Box 621	Sturgeon Bay	10/6/2022
Retail	Top Shelf Gourmet	10588 Country Walk Dr	Sister Bay	10/6/2022
Retail	Door County Mustard		Door County	10/8/2022
Restaurants/Cafes/Taverns	Sip	10326 N Water Street	Ephraim	10/10/2022
Entertainment/Recreation	History Along the Way	Along the sidewalks of Baileys Harbor	Baileys Harbor	10/12/2022
Retail	57 Farm Store	4216 State Highway 57	Sturgeon Bay	10/18/2022
Retail	Galecktables	2438 S Bay Shore Dr	Sister Bay	10/19/2022
Cottage/Home/Condo/Vacation Rental	302 With a View	10609 Shore View Pl	Sister Bay	10/21/2022

Inactive

Account Category	Business Name	Address	City	Date
Retail	J. Jeffrey Taylor Jewelry Fine Art	4175 Main St.	Fish Creek	10/11/2022
Restaurants/Cafes/Taverns	Rowleys Bay Restaurant and Fish Boil	1041 County Road ZZ	Rowleys Bay	10/11/2022
Retail	Blue Dolphin House	10320 Highway 42	Ephraim	10/19/2022
Cottage/Home/Condo/Vacation Rental	Smith's Europe Lake Cottages	464 Europe Lake Rd.	Ellison Bay	10/21/2022

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



Partner Social Media Stats for October 2022

Farthest reaching posts:

Content

Sort by: Reach

Image	Date	Time	Text	Platform	Reach
	Wed Oct 12	12:30pm	Fall is in the air! Crisp leaves, brisk air, and a...	Post	2,598
	Tue Oct 18	6:29pm	We celebrated with 160+ #DoorCounty busines...	Post	963
	Mon Oct 24	2:29pm	SUCH an amazing evening! Thank you to all who s...	Post	566
	Mon Oct 10	4:05pm	Fall is in the air! Crisp leaves, brisk air, an...	Post	932
	Tue Oct 11	5:45pm	Our hearts are full to see this and we couldn't agre...	Post	330
	Tue Oct 18	6:30pm	We celebrated with 160+ #DoorCounty busines...	Post	575

Most post reactions:

Content

Sort by: Likes and reactions

Image	Date	Time	Text	Platform	Reactions
	Tue Oct 18	6:29pm	We celebrated with 160+ #DoorCounty busines...	Post	48
	Wed Oct 12	12:30pm	Fall is in the air! Crisp leaves, brisk air, and a...	Post	46
	Tue Oct 11	5:45pm	Our hearts are full to see this and we couldn't agre...	Post	6
	Tue Oct 18	6:30pm	We celebrated with 160+ #DoorCounty busines...	Post	27
	Mon Oct 10	4:05pm	Fall is in the air! Crisp leaves, brisk air, an...	Post	5
	Mon Oct 24	2:29pm	SUCH an amazing evening! Thank you to all who s...	Post	9

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	3,309	1,912			28,739
YOY	1048.53%	348.34%	467.49%	132.49%	130.33%	-20.19%	-26.32%	227.46%	-28.76%	91.01%			97.48%
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	1,890			31%

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	2,863	3,428			48,191
YOY	1225.85%	730.31%	2124.56%	375.49%	240.46%	26.56%	572.32%	587.77%	182.63%	143.81%			579.70%
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	1,353			26%

OPERATIONS

OCTOBER PUBLICATIONS REQUEST

2022 Destination Guide Requests: 734

2021 Destination Guide Requests: 531

2022 Winter Guide Requests: 3,877

2021 Winter Guide Requests: 3,173

2022 E-mail Requests Answered: 78

OCTOBER GIFT CERTIFICATES

2022 Door County Gift Certificates Sold: \$60,815

2022 Door County Gift Certificates Redeemed: \$50,655

2021 Door County Gift Certificates Sold: \$23,595

2021 Door County Gift Certificates Redeemed: \$39,370

OCTOBER VISITOR CENTER DATA

2022 Welcome Center Visitors: 3,468

2021 Welcome Center Visitors: 4,386

2022 Welcome Center Calls: 1,125











2021 Welcome Center Calls: 1,429

Admin Dashboard

Activity

24 Hours | Week | Month | Total | Custom 10/01/2022 - 10/30/2022 Go

As of: 10/30/2022 7:00pm

Jobs Posted  59	Job Seekers Added  18	Employers Added  4	Alerts Added  Job 4 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  2,787	Jobs Viewed  4,255	Applications Added  92	Apply Redirects  36	Logins  Seeker 233 Employer 184

