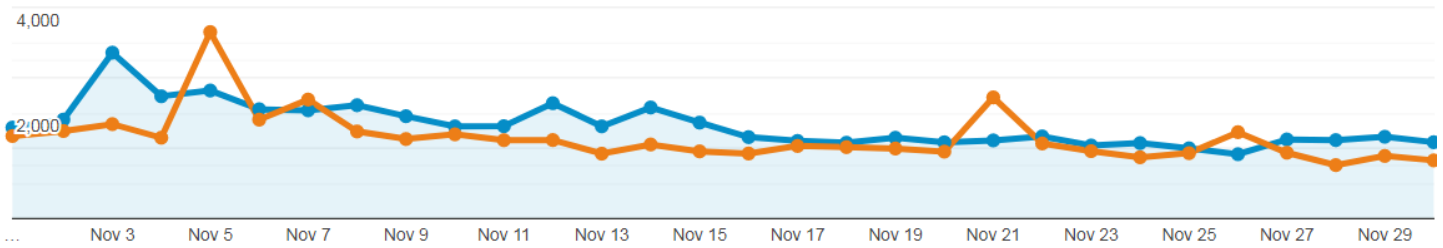


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Nov 1, 2020 - Nov 30, 2020: ● Users
Nov 1, 2019 - Nov 30, 2019: ● Users



Users

15.71%

46,796 vs 40,441



New Users

17.82%

43,007 vs 36,502



Sessions

17.39%

60,735 vs 51,740



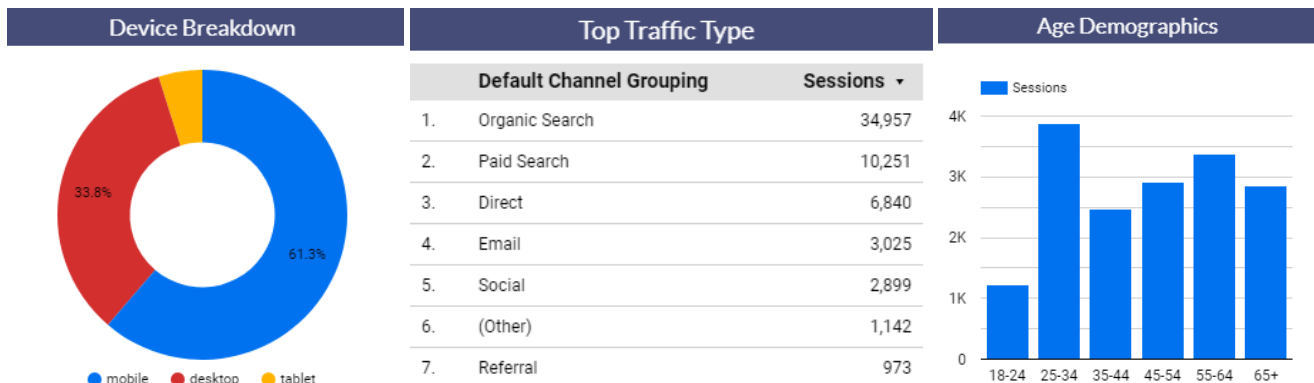
Number of Sessions per User

1.44%

1.30 vs 1.28

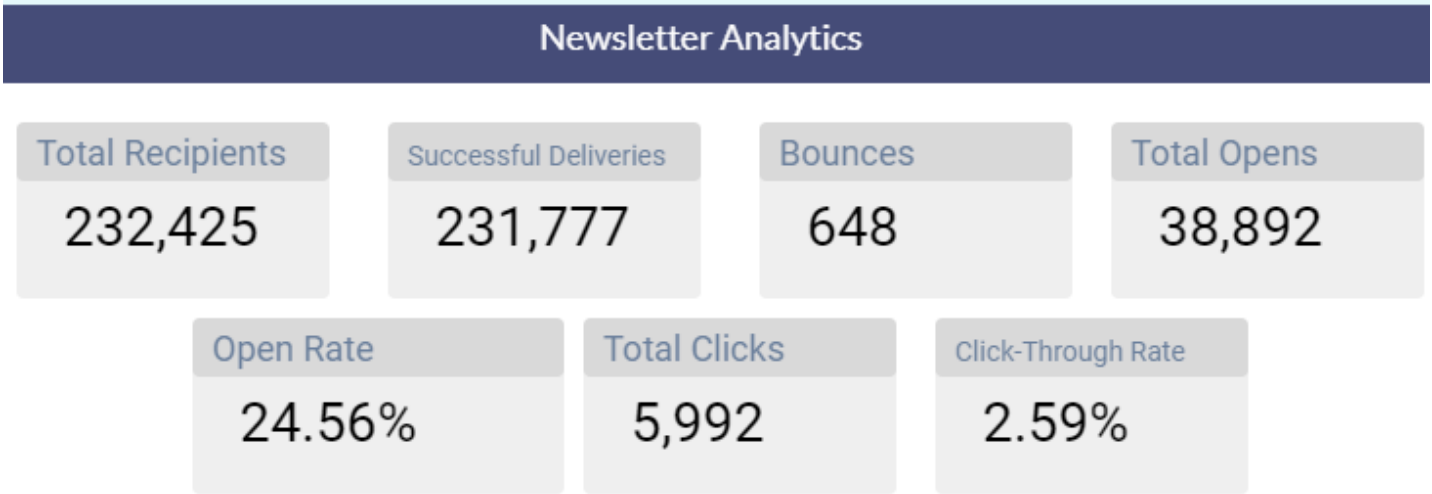


Total sessions were once again up from what we saw in November '19. Of the major traffic channels, only Email and Referral traffic were down YOY. Organic Search, Paid Search, Direct and social traffic were all up by more than 30%. Some of the most popular pages visited in November included "Log Cabins in Door County", "Scenic Attractions & Outdoor Recreations" and "Native American Historical Sites."



Chicago area again drove the most traffic for the month, followed by Milwaukee, Sturgeon Bay and Madison. 25-34 year olds was the top age demographic hitting the site, much like October 2020 as well. The 55-64 age group drove the 2nd most sessions on the month also similar to what we have seen the last few months. While pageviews were down in October YOY, they bounced back in November seeing a 8.7% increase.

November was the 7th straight month we have seen increases in organic traffic to the site. Organic Sessions were up over 30% going from 26,800 sessions in 2019 to 35,000 sessions in 2020. Search queries looked very typical in November with some new ones popping up around Thanksgiving. Also starting to notice more Winter related queries further down the list.



We have continued to see great email engagement in November. Open rate including the resend increased to 24.56% in 2020 up from 22.76% in 2019. The Native American Historical Sites and Guide to Online & In-Person Holiday Shopping were the top links followed by the 24 in Door County in Winter video link.

PAID MEDIA

Google Adwords

Click-thru-rate (CTR) increased 12.8% compared to November 2019. Cabins and Romantic Getaways were top ad groups. We ran a wedding campaign that included targeting lookalikes and retargeting. Facebook generated nearly all of the impressions and 100% of the clicks. We also had a Pinterest component targeting wedding search terms in Chicago, Green Bay, Madison and Milwaukee. Engagements and CTR nearly doubled compared to the June campaign. Madison had the highest CTR at 2.24%, followed by Green Bay at 1.95%.



COMMUNICATIONS & PR DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in November. 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.
- Media assistance was provided to **12** journalists/media outlets in November by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included Group Tour magazine, Travel + Leisure, Chicago Tribune and locally we assisted WDOR, the Door County Advocate and Door County Daily News.
- We distributed 1 regional [media release](#) in November.
- Two Door County tourism organizations were presented with 2020 Wisconsin Tourism Trailblazer Awards by Destinations Wisconsin at the statewide tourism organization's annual fall tourism conference, held virtually on November 5, 2020. The Baileys Harbor Community Association and Destination Door County were recognized for their work in 2020 in two of this year's four awards categories. Read more in this DoorCounty.com [press release](#).
- **12** articles were reported from our media marketing program efforts in November and reached a total of **2,350,034** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included the Herald Times, 360 Magazine, Phoenix Magazine, MidwestLiving.com, World Property Journal online and Country Magazine. 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 **\$29,107,551** worth of earned media coverage for Door County, including **\$582,619** in November.
- The return on investment for our media marketing program to date is **1,162%**. For every dollar spent, we have gotten back **\$11.62** worth of Door County media coverage measured in terms of ad value equivalency.
- We have one more press trip scheduled for this year, a holidays/winter themed trip December 3-6, 2020. We also have a few additional individual research trips scheduled for December, 2020.
Note - we continue evaluating the travel environment and will follow guidelines and travel advisories from health authorities at the time of the trip to ensure press trips are conducted responsibly and are safe for all involved.
- Views of DDC produced videos across all online platforms totaled **21,922** in November. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a foodie video about [Heirloom Café & Provisions](#), a foodie video about the [White Gull Inn](#), and an [#AskDoCo Is Door County Haunted](#) video. On YouTube, our [24-Hours in Door County: Winter](#) video, our [Door to Door - Places You've Never Seen in Door County](#) video and our [Chill Out in a Door County Winter](#) video were the top three most watched.

Recent Media Highlights

- Door County and the Landmark Resort were included in a World Property Journal story headlined "Top 5 Thanksgiving Getaways in American Revealed" that published on 11/20/2020. Read the story at WorldPropertyJournal.com.
- Midwest Living online included Sturgeon Bay's holiday car parade in a story headlined "8 Winter Day Trip Spots in Wisconsin" that published on MidwestLiving.com on 11/5/2020 by travel journalist Lauren Sieben.
- Door County icon Jens Jensen was the spotlight of a story by travel journalist Jane Ammeson that published in The Times (Northwest Indiana) on 11/7/2020. Read the story on NWTimes.com.