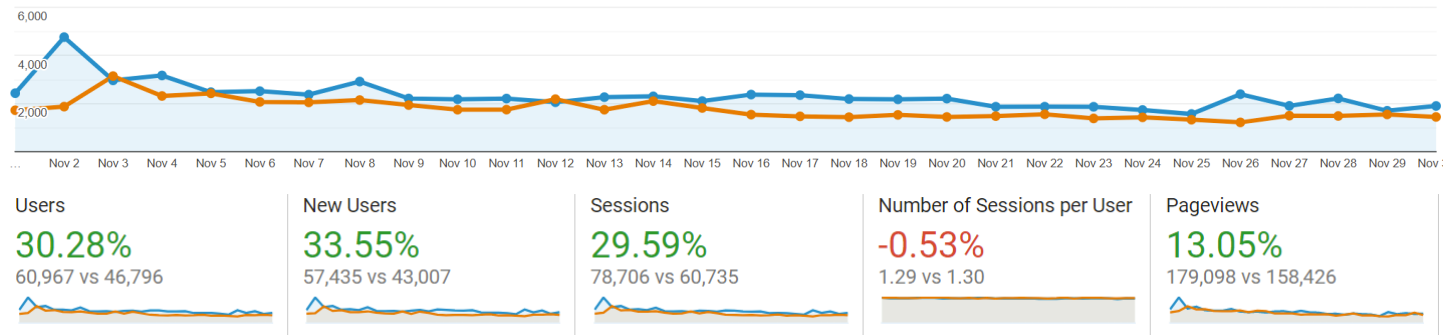


MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Nov 1, 2021 - Nov 30, 2021: ● Users
Nov 1, 2020 - Nov 30, 2020: ● Users

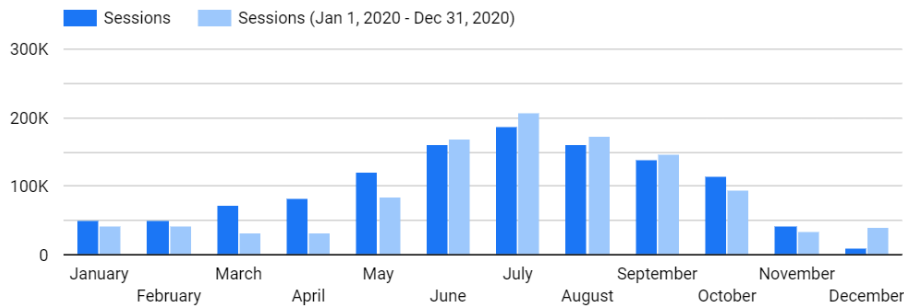


November was another great month for traffic to DoorCounty.com. Overall sessions from all traffic sources were up with gains in almost every channel. Organic was again by far the #1 traffic channel seeing a 21% gain YOY in sessions. Every other traffic channel also saw an increase YOY. The homepage was the most viewed for the month followed by the events, lodging and stay pages all being popular pages on the site in November.

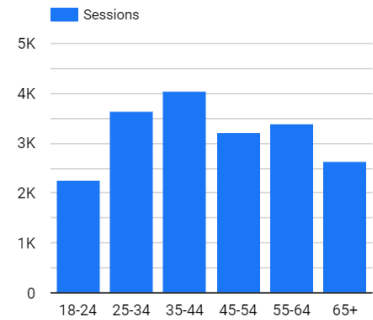
Nothing out of the ordinary for the top cities driving traffic to the site. The largest major city driving traffic was Chicago followed by Milwaukee and then Sturgeon Bay. For the first time in a long time 35-44 age demographic was the most common on the site in November and 25-34 generating more traffic than the 55-64 group. November followed October seeing YOY increases in unique pageviews.

Organic traffic was up YOY in November, the second month in a row since the spring season. Sessions totaled over 42,000, an increase of 21% compared to 2020. "Door County Gift Certificates" had an amazing CTR from organic search in November of close to 71%. This is a great search query to be seeing heading into the holiday season when people are looking for gift ideas. In general Fall related searches started slowing down more in the queries with the "things to do" and activity related searches remaining steady drivers of impressions and clicks.

Organic Sessions



Age Demographics



Newsletter Analytics

Total Recipients

228,994

Successful Deliveries

227,966

Bounces

1028

Total Opens

50,101

Open Rate

30.27%

Total Clicks

7,272

Click-Through Rate

3.19%

The November newsletter saw good increases in engagement metrics compared to 2020. Open rate with the resend increased from 24.5% to 30.2%, CTR improved from 2.59% to 3.19% and total click activity grew from 5,992 to 7,272. Some of the most popular links in the November email included the off season couples getaways, Bayshore Inn and wintertime traditions to experience for yourself.

PAID MEDIA

Paid media included Google Adwords, Recharging & Sanitation station at the Beloit Welcome Center, Wi Travel Guide, Targeted Wedding ads on Facebook, Instagram and Pinterest. Lead Generation through Facebook and Instagram. All garnering roughly 530k impressions.

Google Adwords

Adwords garnered 9,761 clicks and 72,954 impressions. Things To Do, Romantic Getaway and Cabins ad groups generated the most clicks in November. Most clicks are coming from mobile devices followed by PCs.

SOCIAL

Facebook: Impressions (3.3%), engagements (31.5%), link clicks (56.6%), and comments (33.1%) all trended positively in November. UGC and the Door County polls were once again the most engaged with content on Facebook. A platform update to note, they announced that they will be shutting down their facial recognition system and deleting the individual user templates. This is the setting that automatically recognizes faces of photos uploaded onto the platform.

Twitter: Impressions (903%), engagements (201.6%), link clicks (7.3%) and RT's (183.3%) all trended positively in November. These inflated numbers are partly due to the AJ Dillon "Key to the City" post on Nov. 16 that received over 190k impressions.

Instagram: Impressions (9.5%) and engagements (5.5%) dipped month over- month. The page still grew its following and both comments (29.8%) and engagement rate (4.5%) trended positively. User-generated content were the top five most engaged with posts. With the winter season upon us, there will hopefully be more opportunities for outdoor content showcasing the beauty of Door County.



129,681 followers



72,103 followers



7,958 followers



2,083 followers

ARRIVALIST DATA

Door County Visitation Dashboard

Total est. US Adult Trips

249,007

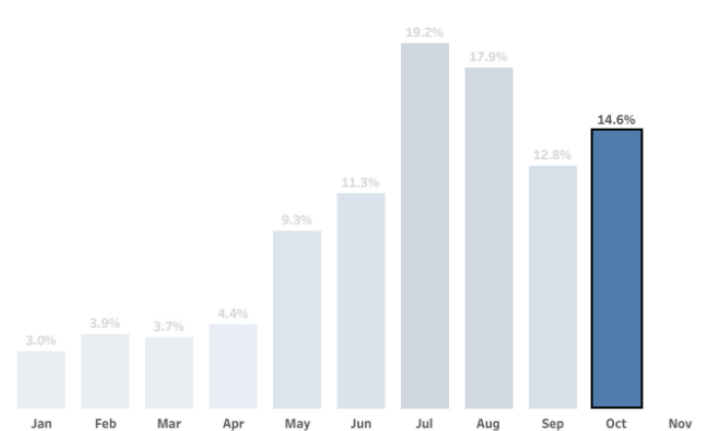
Average Nights

0.9

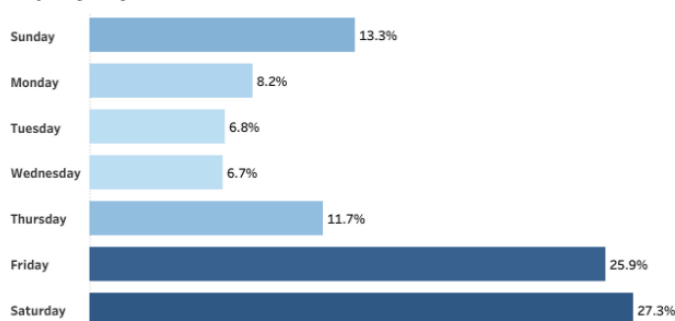
Top Origin Markets (DMAs)

DMA	Trips	Share of T...	Average Unique Nights
Green Bay/Appleton	78,089	31.4%	0.4
Milwaukee	66,212	26.6%	1.0
Chicago	47,346	19.0%	1.1
Madison	22,014	8.8%	1.1
Minneapolis/Saint Paul	8,366	3.4%	1.7
Wausau/Rhineland	7,611	3.1%	0.7
La Crosse/Eau Claire	2,691	1.1%	2.9
Davenport/Rock Island/Moline	2,530	1.0%	1.0
Rockford	2,527	1.0%	1.8
Abilene/Sweetwater	1,180	0.5%	0.6
Champaign/Springfield/Decatur	1,053	0.4%	0.6
Des Moines/Ames	1,013	0.4%	2.5
Cedar Rapids/Waterloo/Dubuque	902	0.4%	1.7
Indianapolis	790	0.3%	1.7
Peoria/Bloomington	757	0.3%	2.4
Gainesville	608	0.2%	0.8
Marquette	562	0.2%	1.4
Las Vegas	498	0.2%	0.7

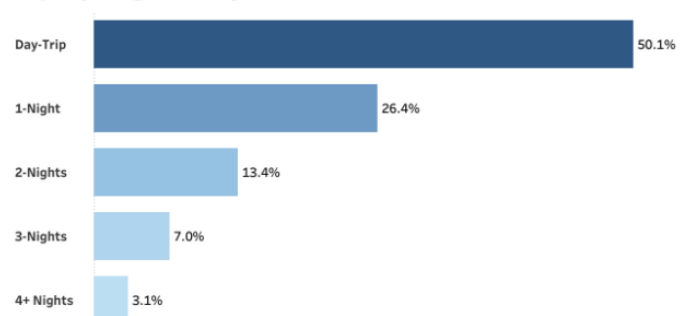
Trips by Month



Trips by Day of Week



Trips by Length of Stay

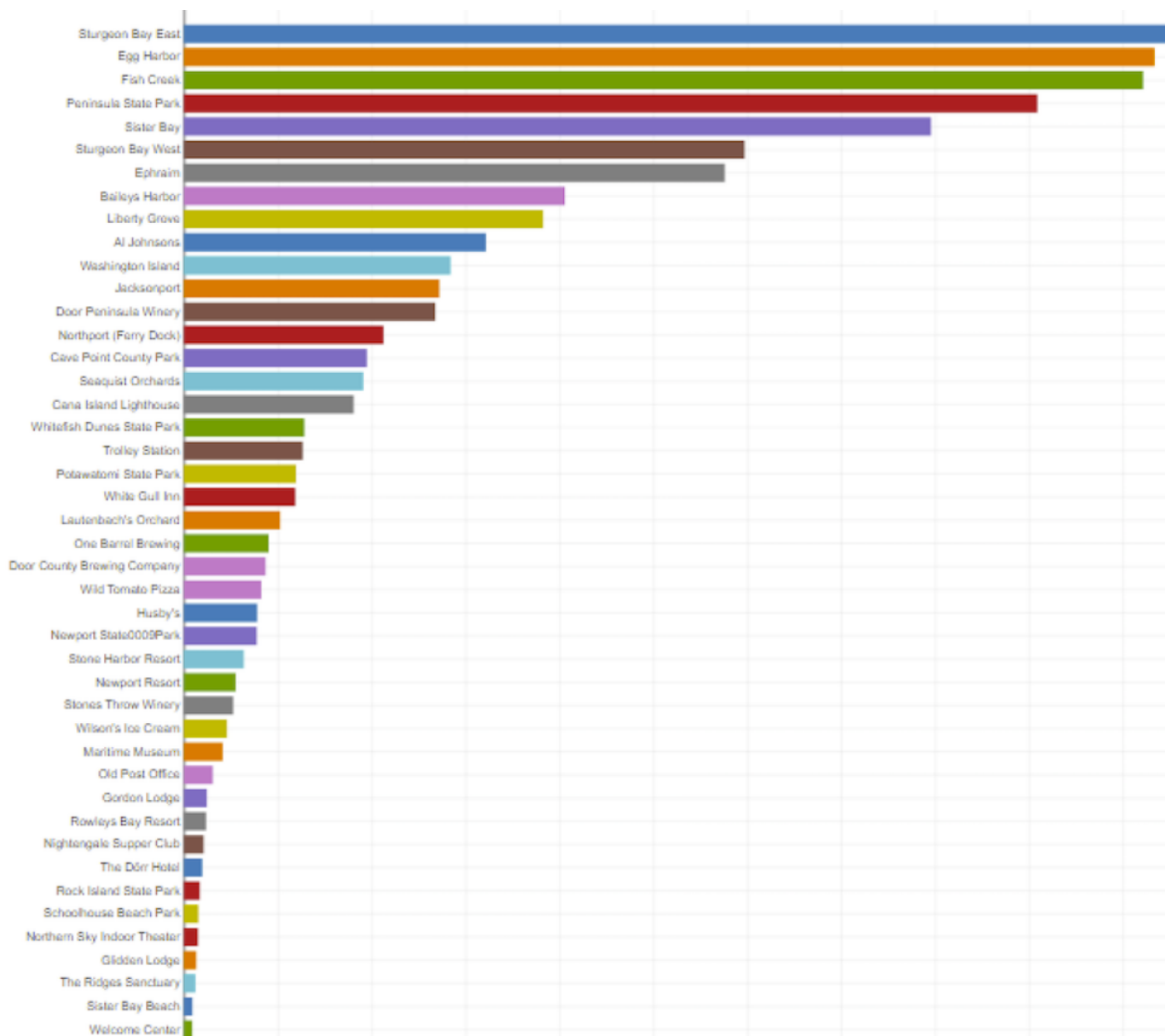


194.0 Miles

A map of the United States showing the percentage of the population that is White, non-Hispanic, by state. The states are shaded in light green, except for Wisconsin, which is shaded in dark green. The percentages are as follows:

State	Percentage
Alaska	0.1%
Arizona	0.2%
California	0.2%
Colorado	0.0%
Connecticut	0.2%
Delaware	0.2%
District of Columbia	0.3%
Florida	0.3%
Georgia	0.1%
Hawaii	0.0%
Idaho	0.1%
Illinois	21.1%
Indiana	0.8%
Iowa	0.1%
Kansas	0.0%
Kentucky	0.0%
Louisiana	0.6%
Maine	0.2%
Maryland	0.2%
Massachusetts	0.2%
Michigan	0.4%
Minnesota	2.7%
Mississippi	0.0%
Missouri	0.1%
Montana	0.1%
Nebraska	0.0%
Nevada	0.2%
New Hampshire	0.2%
New Jersey	0.2%
New Mexico	0.0%
New York	0.2%
North Carolina	0.1%
North Dakota	0.1%
Ohio	0.3%
Oklahoma	0.0%
Oregon	0.2%
Pennsylvania	0.2%
Rhode Island	0.2%
South Carolina	0.1%
South Dakota	0.1%
Tennessee	0.0%
Texas	0.6%
Vermont	0.2%
Virginia	0.0%
Washington	0.2%
West Virginia	0.0%
Wisconsin	71.7%
Wyoming	0.1%

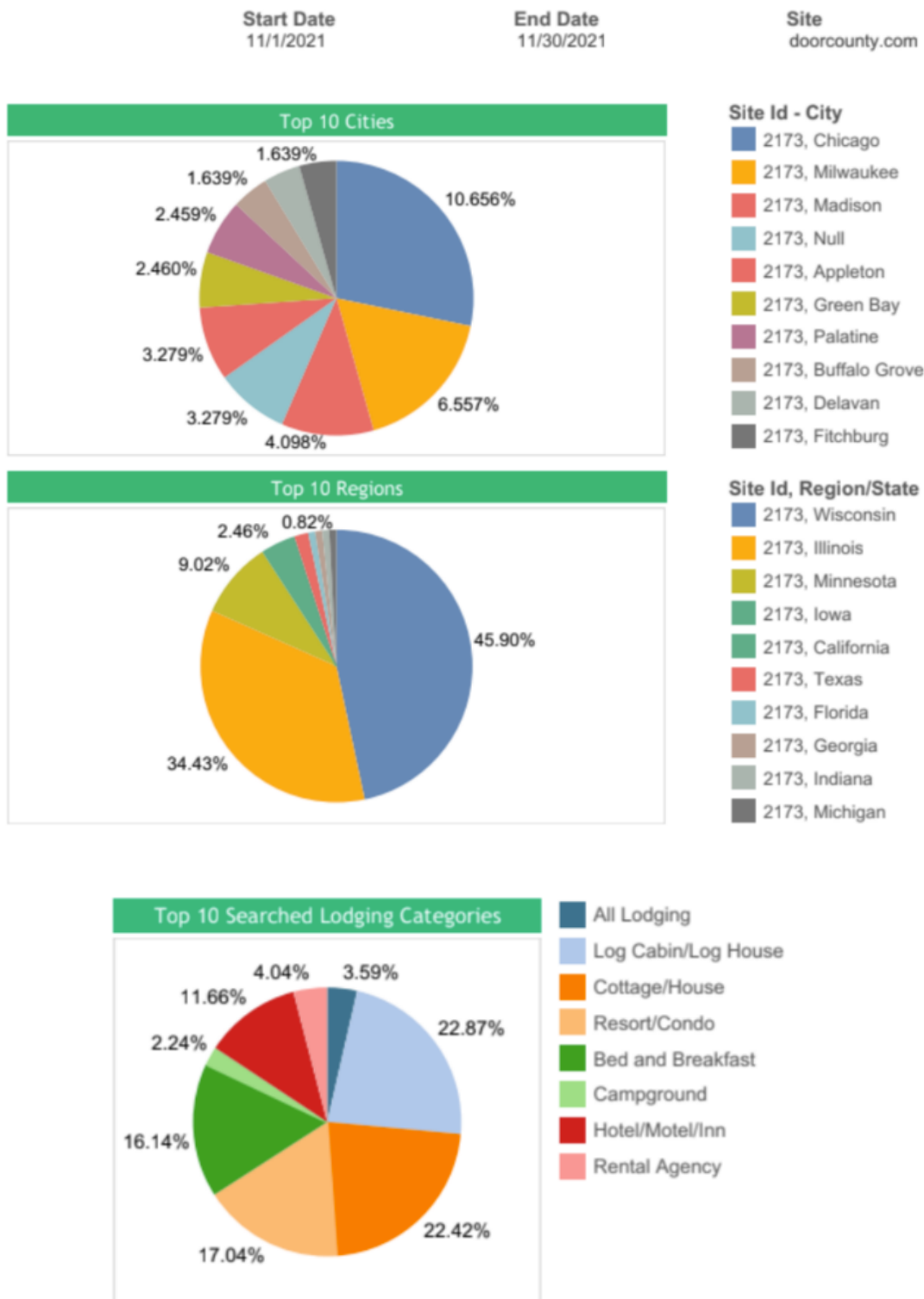
Distance from Nearest Airport	Percentage
<100 Miles	26.8%
100-250 Miles	59.7%
250-500 Miles	9.9%
+ 500 Miles	3.6%

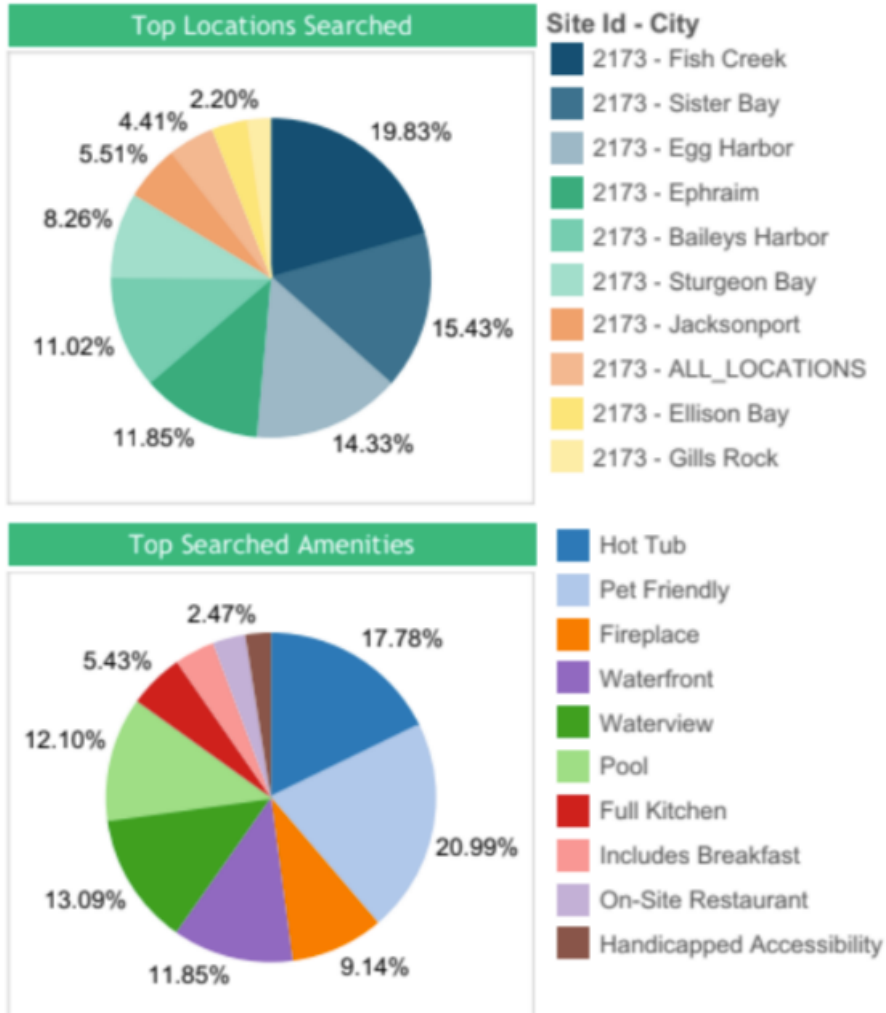


BOOK DIRECT DATA: November

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

Total estimated booking revenue in November was \$848,591, ADR \$179.51, average length of stay 3.6 and November's reservations were booking out roughly 93.46 days.





COMMUNICATIONS & PR DEPARTMENT

- Media assistance was provided to **8** 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 WLUK FOX 11, WBAY ABC 2, Orlando Magazine, The Business News, and locally WDOR and the Door County Advocate.
- **4** articles were reported from our media marketing program efforts in November 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 10 Best online, Wilmington (NC) Magazine and Columbia Living Magazine 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 **\$32,493,916** worth of earned media coverage for Door County, including **\$234,323** in November.
- The return on investment for our media marketing program to date is **1,111%**. For every dollar spent, we have gotten back **\$12.11** worth of Door County media coverage measured in terms of ad value equivalency.
- We have 1 more small 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 distributed a media release [recapping DDC's 96th annual meeting](#) which included welcoming Julie Gilbert and presenting the Key to Door County to AJ Dillon on 11/16/2021.
- We distributed a media release about the [special thank you campaign for hospitality workers](#) on 11/19/2021.
- We distributed a media release about the [Door County Winter Outerwear Donation Drive](#) on 11/24/2021.
- Views of DDC produced videos across all online platforms totaled **12,089** in November. Our most watched videos on Facebook included an *Our Door County* video about [Haunted History](#), an *Unearthed Door County* series video about [Niagara Falls and the Tree of Life](#), and a *Lesser Known Door County* series video about [County Parks](#). On YouTube, a video from our annual meeting presenting the [Key to Door County to AJ Dillon](#) was the most watched, followed by an our *Door County Unearthed* series video about [The Boil Master](#), and third was a *Historic Door County* series video about [shipbuilding](#).

Recent Media Highlights

- The *Milwaukee Journal Sentinel* included Door County in a story headlined "4 Holiday Road Trips in Wisconsin and Illinois, from Lake Geneva to Door County" which was published on 12/2/2021. Read the online version of the story on JSOnline.com [here](#).
- The November/December 2021 issue of *Wilmington North Carolina Magazine* included a feature about Door County's art scene headlined "Never-Ending Inspiration." Read the story on wilingtonncmagazine.com [here](#).
- A wide variety of media outlets picked up the story about Destination Door County [surprising Green Bay Packer running back AJ Dillon](#) with a key to Door County at the organization's 96th annual meeting on 11/16/2021. More than a dozen media outlets from TV to radio to newspapers to online sites ran a story about it the week following the event. A few TV stations that ran stories included [WBAY ABC 2](#), [WFRV CBS 5](#), [WEAU NBC 13](#) and [WGBA NBC 26](#). AJ talked about it during his [player press conference](#) on 11/18/2021. The Wisconsin State Journal [talked about it](#) in a story published on 11/21/2021. The story received all sorts of attention on social media, including AJ Dillon's Instagram page and Twitter feed. The Green Bay Packers site, [Packers.com](#), also ran a story. The Packers Radio Network talked about it during the pregame show on 11/21/2021 and Door County media outlets talked about it in various capacities as well :-)

