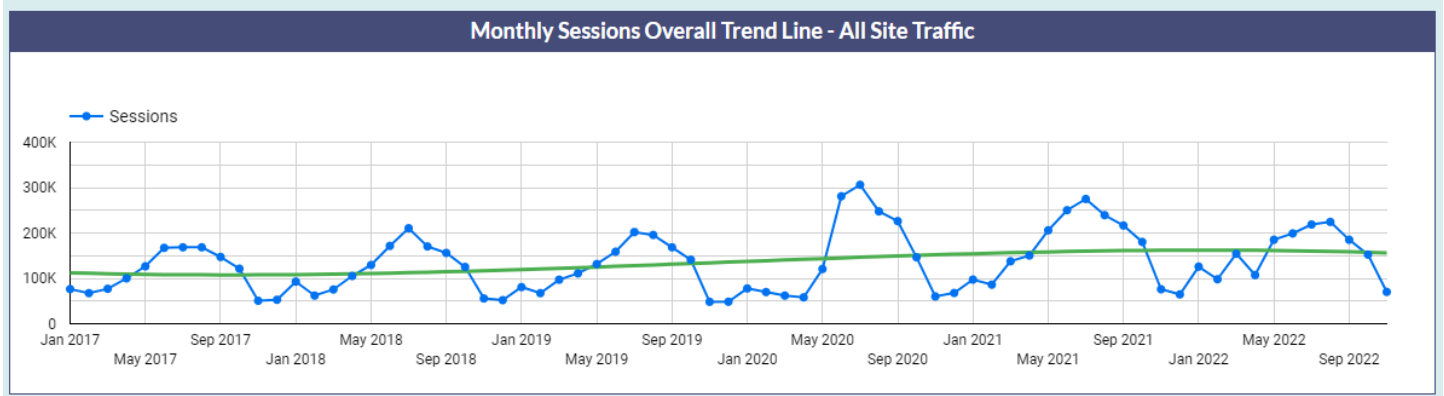


MARKETING & BRAND STRATEGY

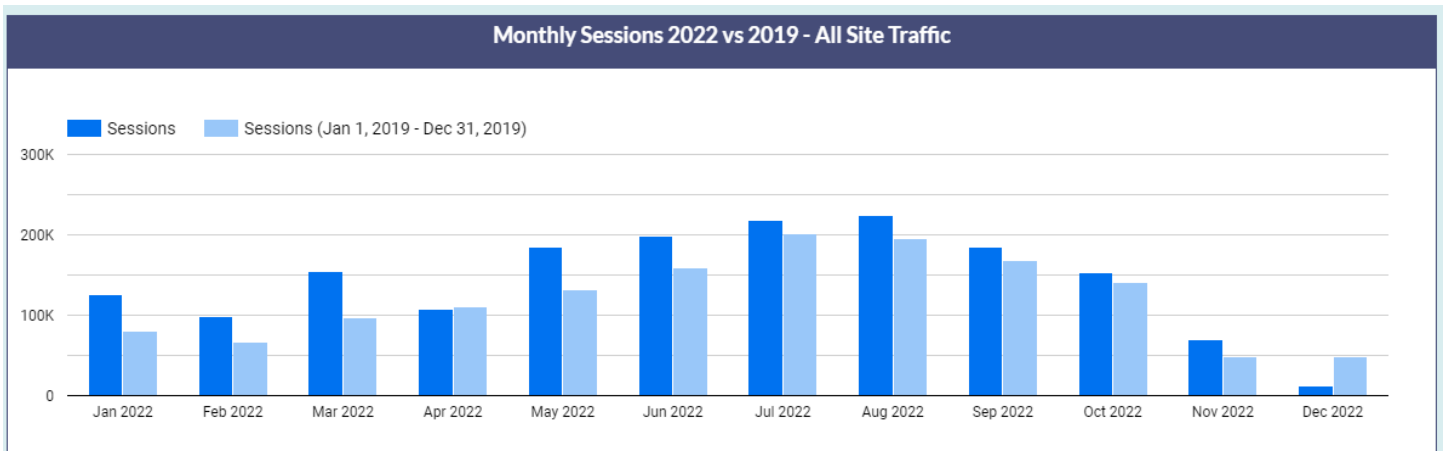
DOORCOUNTY.COM

Total sessions on site reached 70,152, down around 7.5% from 2021 where we saw just under 76,000. With total sessions being down things like unique visitors and goal completions are also down. We're excited to get into 2023 where we'll have a better sense of "normal" YoY data when comparing to what we have seen this year.

Most traffic is coming to the site from Google organic search with a good chunk also reaching the site through paid search, direct traffic, and other traffic.



On the post pandemic trends page we're continuing to see the same trend we have been noticing for the last number of months. Traffic is up about all months compared to 2019. This chart really serves to highlight how traffic to the site is still increasing at a healthy level compared to pre-pandemic years.



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. In November we saw a pretty consistent decrease across most conversions but it's expected we'd see lower numbers with a decrease in overall sessions on site combined with the being in the slow season for DDC.

All Goal Completions		
Goal 1 - Newsletter Sign-Ups 903	Goal 2 - Interest Profile Completions 190	Goal 3 - Booking Widget Submission 1,062
Goal 4 - View Guide Online (All Guides) 959	Goal 5 - Trip Planner Quiz Completion 225	Goal 6 - Register for Account 79
Goal 7 - Session Duration > 3min 11,536	Goal 8 - Pledge for DDC Completion 12	Goal 9 - Business Directory Site Click 4,122

ENEWSLETTER

Combining the two sends from November the newsletter went out to 229,100 recipients, of which we saw 227,800 successful deliveries. 69,200 people opened the email a total of 92,800 times. We saw 4,600 total clicks from 2,600 recipients who made at least 1 click. Combined send total open rate reached almost 41% with combined total click rate reaching just over 2%.

Additionally, we worked to increase our ratio of highly engaged subscribers to low engaged subscribers with a Recommitment Campaign which began in October, removing around 10K subscribers that had no engagement (meaning they never opened an email from us). November we deployed a second email focused on the lowest engagement segment to further clean our list - about 27,000. The goal of this campaign is to ensure efficiency and also lower the monthly cost based on number of subscribers.

Lastly, we ran our last lead generation campaign for the 2022 year Oct 31 - 11/20. We were able to add 4,080 new subscribers.

Total Recipients 229,124	Successful Deliveries: 227,858	Recipients Who Opened: 69,155	Combined Total Open Rate 40.71%	Combined Total Click Rate 2.03%
Recipients Who Clicked: 2,663	Total Opens: 92,771	Total Clicks: 4,620	Combined Unique Open Rate 30.35%	Combined Unique Click Rate 1.17%

PAID MEDIA

In November, our paid media efforts focused on our evergreen Adwords campaign, paid social and lead generation campaign. We received 685K impressions throughout the month, driving 21k users to DoorCounty.com.

Google Adwords

Clicks increased over November 2021 (10%), however impressions were down (17%). Click thru rate increased by 32.3%. Hotels, Romantic Getaway, and Resorts ad groups saw an increase in impressions served, while Things to do, Events & Festivals, Pet Friendly, Cabins, and Wineries, saw a decrease. Lighthouses, Events and Family Attractions and Hiking ad groups had the highest CTR.

Paid Social Campaign

Our paid social campaign in November focused on weddings in Door County. The campaign ran from October 24th to November 14th. Ads were served up in the Chicago, Milwaukee, Green Bay and Madison markets. Total impressions were 53K, driving just over 400 users to DoorCounty.com/Weddings.

From lodging and venues to caterers and photographers, everything you need for your big day is in beautiful Door County.



Make every second,



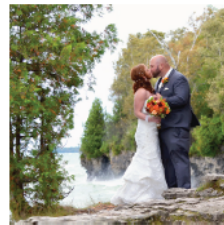
every photo,



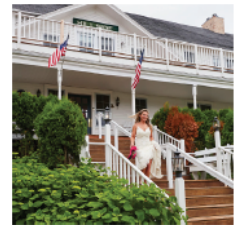
every toast,



every vow,



the perfect moment.



Start planning.

Lead Generation Campaign and Recap

Our final lead generation campaign was winter focused with a winter prize pack as the incentive to drive sign ups. We received a total of 4,080 new subscribers through the campaign.

To recap all our lead generation campaigns for the year:

- Over 13,000 leads captured in 2022
- Cost per Lead was low at avg. \$1.20
 - Historically, CPL is coming in lower than past years
- Interest and Lookalike targeting both produced high volume of leads
 - January and Fall: Interest generated the most leads
 - April and Summer: Lookalike generated the most leads
- Increased Summer and Fall budgets in order to maintain email subscriber list count



ORGANIC SOCIAL

FACEBOOK

Our impressions and engagement dropped 30% over last month, but the platform's engagement rate continued to rise to 4.9% (an increase of 10% from last month). With the highest interactions coming from post link clicks including a local co-op and Travel Wisconsin post.

Received Messages: 100 Private Messages

INSTAGRAM

Similar to Facebook, our impressions and engagement percentages fell 30%, but our engagement rate continued to rise again 4.9% (a 13% increase from last month). Followers still holding on to those beautiful fall colors.


Received Messages: 75 Direct Messages

TWITTER


With the change in ownership on this platform, it was interesting to see the fluctuation in metric numbers. We lost 128 followers, but most likely these were bot removals that most accounts witnessed. Even though our total engagement numbers were down, our platform saw increases to replies a 66% jump from last month alone.

Received Messages: 34 Mentions, 20 Retweets

TOP PERFORMING POSTS

**Destination Door Cou...**
Mon 11/28/2022 11:08 am PST

The Open Hearth Lodge is open year round and perfect for your winter getaway! Their indoor pool and hot...



Total Engagements 3,056

Reactions	300
Comments	50
Shares	18
Post Link Clicks	1,119
Other Post Clicks	1,569

**doorcounty**
Sun 11/20/2022 9:22 am PST


We had to take one last look back at the fall colors. NOTE: The best time to see fall colors in #DoorCounty is late-Septembe...




Total Engagements 2,895

Likes	2,802
Comments	18
Saves	75

Net Follower Growth Breakdown, by Day

**@mydoorcounty**
Wed 11/9/2022 12:30 am UTC


The Dark Sky here in Door County is unlike anything else. Have you 🌌 it before? 📸: IG/vineetgera <https://t.co/ua8r9plTTC>





Total Engagements 113


Likes	18
@Replies	0
Retweets	0
Post Link Clicks	1
Other Post Clicks	94


 134,522 Followers

 77,193 Followers

 8,166 Followers

 2,163 Followers

 2,553 Followers

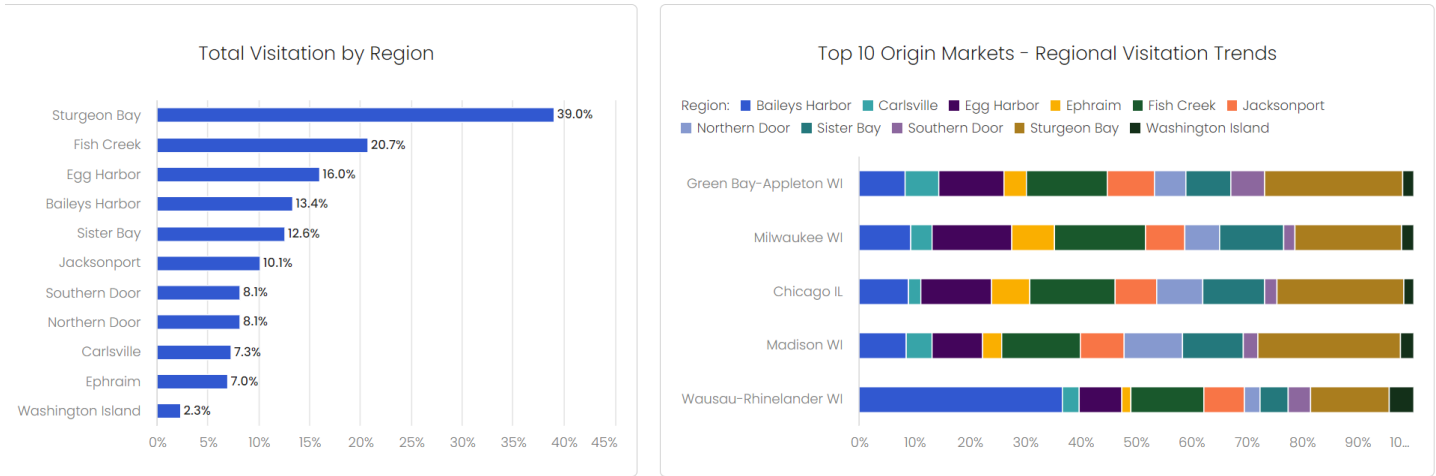
 456 Followers

GROUP & MEETING

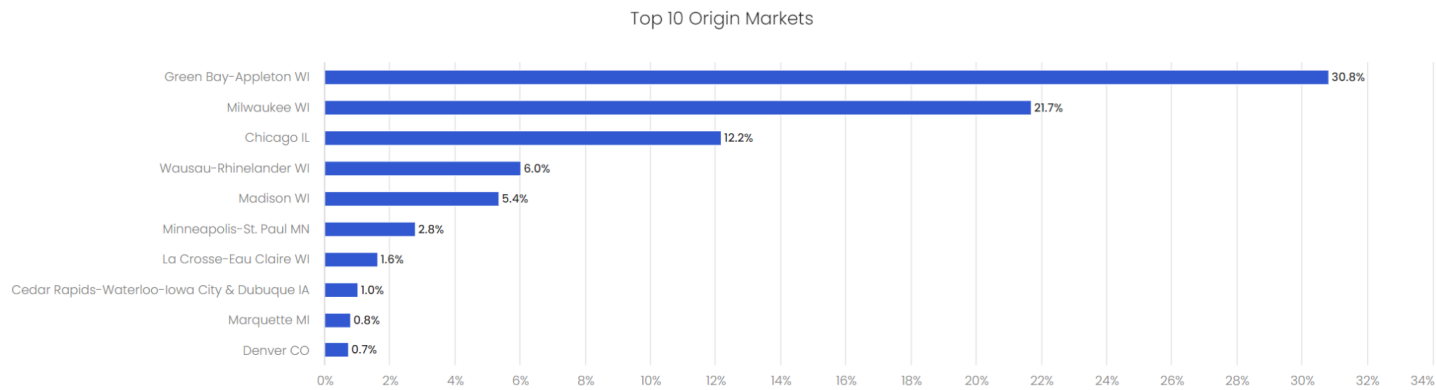
November is typically a slower month for the group tour market. Thanks to the popularity of the Christkindlmarkt in Sister Bay, we’ve seen a bit more interest in winter group travel. The inquiries for meetings trickled in throughout the month. We provided 40 welcome bags for a WI association meeting held at Landmark Resort.

NOVEMBER VISITATION

In November, the majority of visitation fell within Sturgeon Bay, Fish Creek and Egg Harbor with the top origin markets coming from Green Bay/Appleton, Milwaukee and Chicago. The county continued to see high visitor to resident ratio with the highest in Ephraim and Jacksonport. When it came to visitation Sturgeon Bay saw 34% of all visitation to the county. Peninsula State Park continues to be the most visited point of interest with a visitation breakdown of 11% residents and 89% visitors.

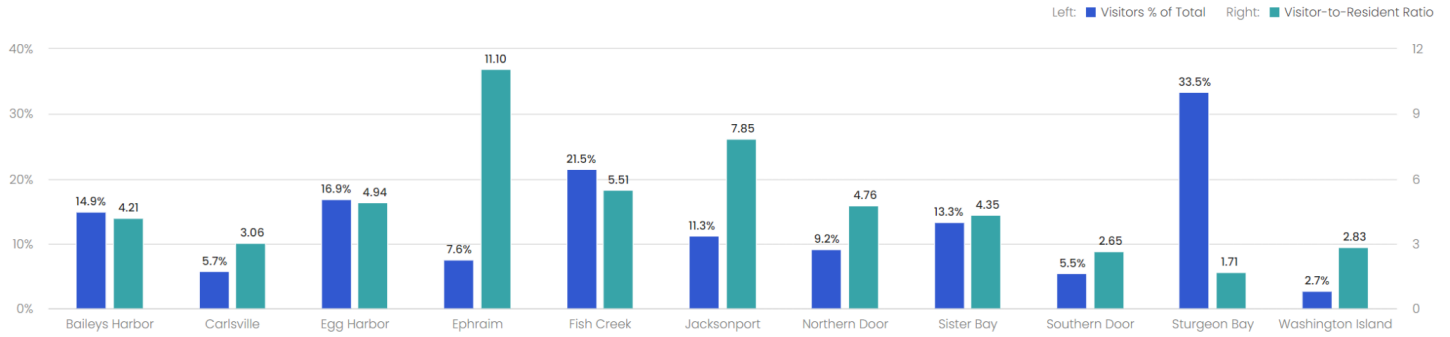


Source: Near. Note: This insight shows the most visited regions within our destination. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region. The insight on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



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.

Visitation % and Visitor-to-Resident Ratio by Region



Source: Near. Note: A visitor is defined as a device that is more than 30 miles from their home or work location. They have to spend 2+ hours within the defined boundary and are observed at a defined point of interest. Visitor-to-Resident Ratio shows the volume of visitors compared to the volume of residents. The higher the number, the more visitors compared to residents.

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total ▼
Peninsula State Park	11%	89%	10%
Door County Medical Center (Sturgeon Bay)	46%	54%	6%
Sunset Park	40%	60%	5%
Harbour Village Campground And Water Park	19%	81%	4%
Kangaroo Lake Nature Preserve	17%	83%	4%
Whitefish Dunes State Park	8%	93%	4%
Pick 'N Save	38%	62%	4%
John Miles County Park	47%	53%	3%
Southern Door School District	40%	60%	3%
Otumba Park	52%	48%	3%
Potawatomi State Park	20%	80%	3%
The Ridges Sanctuary	21%	79%	3%
Stone Harbor Resort & Conference Center/Stone Harbor Resort & Restaurant	21%	79%	3%
Tadych's Econo Foods	42%	58%	3%
Landmark Resort	5%	95%	2%
Mink River Estuary Preserve	30%	70%	2%
Lautenbach's Orchard Country Winery & Farm Market	6%	95%	2%
Sonny's Pizzeria/Bridge Up Brewing Company	15%	86%	2%
Cave Point County Park	3%	97%	2%

Source: Near. Insight shows top points of interest and the percent of visitors and residents that visited those POIs. .

COMMUNICATIONS & ADVOCACY

- Media assistance was provided to **13** 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 WLUX FOX 11, Wisconsin Public Radio, Travel Awaits, TakeMeFishing.org and locally DoorCountyDailyNews.com and WDOR.
- **19** articles were reported from our earned media marketing program efforts in November and reached a total of **208,271,327** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included *AAA Crossroads Magazine online*, *Food & Wine Magazine online*, *Milwaukee Journal Sentinel*, *Oshkosh Northwestern* and *MSN online*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In November, articles reported through our earned media marketing program generated **\$558,000** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$38,977,320** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,362**. For every dollar spent, we have gotten back **\$13.62** 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 distributed one media release about the [Door County Bundle Up event](#) on November 29, 2022.
- We put together two Door County food pitches for the Midwest Travel Journalists Association latest "pitch sheet" which is distributed to travel journalists in the organization.
- We coordinated an in-destination scouting visit for an unnamed national TV show which included location visits and meetings with local partner businesses.
- Views of DDC produced videos across online platforms totaled **12,186** in November. Our most watched videos on Facebook included a video about the [Ahnapee State Trail](#), a video we shared about [Fall in Door County](#), and a video we shared about the [Dark Sky in Door County](#). On YouTube, the most watched video was a video about the [Ahnapee State Trail](#), next was an AskDoCo video about [the Curvy Road](#), and third was a video about [Door County's Historic Shipbuilding Industry](#).

Recent Media Highlights

- Door County's iconic fish boil was highlighted on *Livability.com* in a story titled, "Classic Small Town Dishes You Have to Try." Read the story on [livability.com](#).
- Fish Creek business owner, Kara VanderLeest, of DC Chocolate Design, was highlighted in a story in the *Milwaukee Journal Sentinel*. Read the story on [jsonline.com](#).
- Door County's winter activities were highlighted on *Insider.com* in a story by Brittany Anas. Read the story on [insider.com](#).
- Peninsula Park was highlighted in a story titled, "7 Amazing Things To Do In Door County's Peninsula State Park For Nature Lovers" on *Travel Awaits Online*. Read the story on [travelawaits.com](#).
- Three of Door County's state parks were featured in a story titled, "The Best State Parks in Wisconsin" on *Trip Savvy Online*. Read the story on [tripsavvy.com](#).
- SUP Yoga in Door County was highlighted in a story titled, "29 gorgeous outdoor yoga destinations from around the globe" on *USA Today Sports - Outdoor Wire*. Read the story on [outdoorswire.usatoday.com](#).

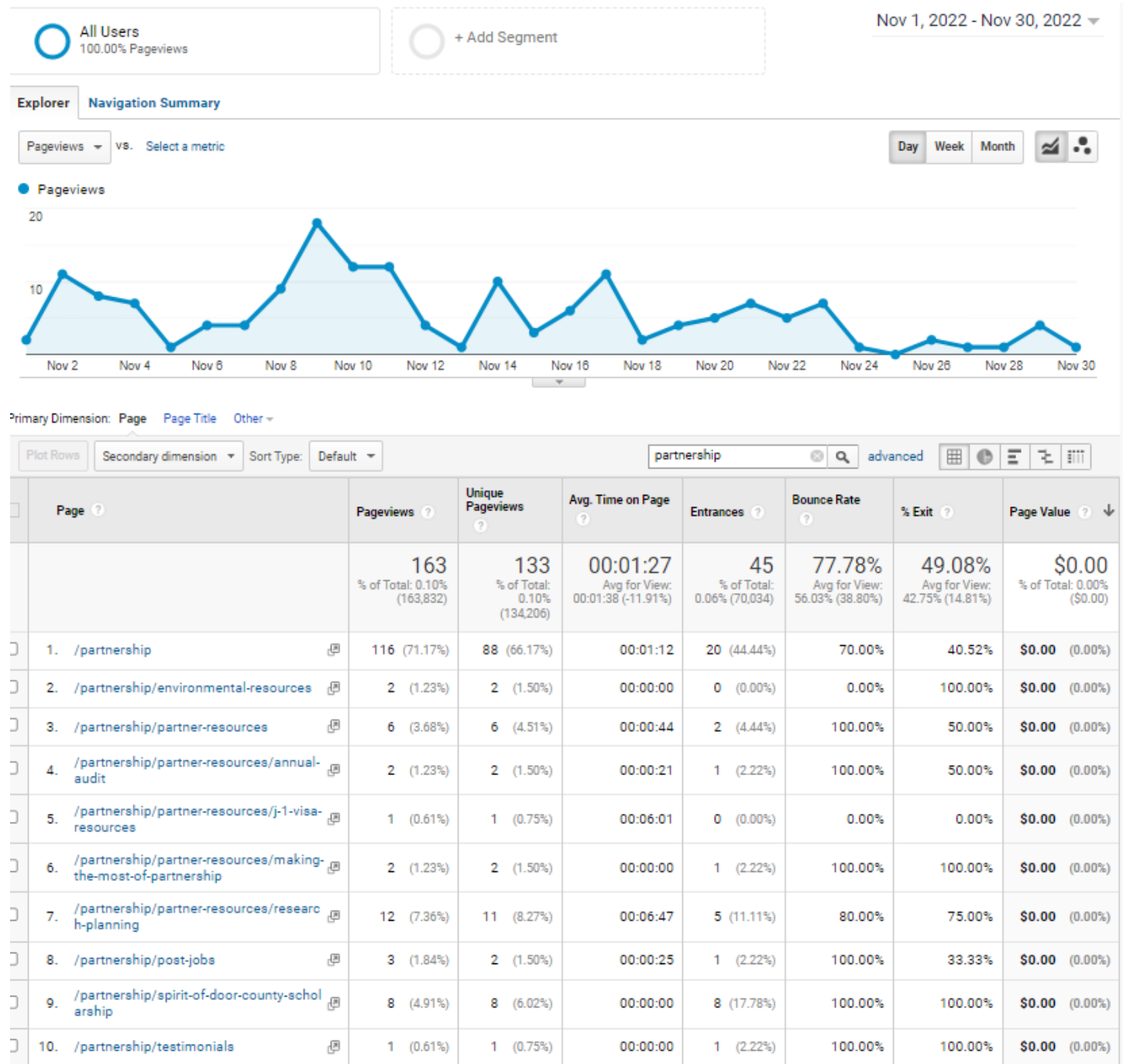
Partner Report - November 2022 EOM**Total Partners: 703****New/Rejoined Partners: 5****Deactivated Partners: 2****New**

Category	Business Name	Physical Address	City	Date Added
Cottage/Vacation Rental	Chanticleer Cabins	4023 Cherry Rd.	Sturgeon Bay	11/12/2022
Retail	Ida W Gallery and Studio	8067 State Hwy 57	Baileys Harbor	11/16/2022
Salon/Spa	Options Hair Studio and Spa	213 Louisiana St	Sturgeon Bay	11/11/2022
Restaurants/Cafes/Taverns	The Jamaican Door	8123 Hwy 57	Baileys Harbor	11/26/2022
Services	Third Coast Marketing LLC	7 S Madison Ave, STE 1	Sturgeon Bay	11/22/2022

Inactive

Category	Account Name	Address	Physical City	Date
Services	Door County Landscape Company	Michigan Ave	Sturgeon Bay	11/18/2022
Vacation Rental	Hermitage and Studio Vacation Homes	P.O. Box 20	Egg Harbor	11/28/2022

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



OPERATIONS

NOVEMBER PUBLICATIONS REQUEST

2022 Destination Guide Requests: 268

2021 Destination Guide Requests: 247

2022 Winter Guide Requests: 305

2021 Winter Guide Requests: 350

2022 E-mail Requests Answered: 30

NOVEMBER GIFT CERTIFICATES

2022 Door County Gift Certificates Sold: \$126,390

2022 Door County Gift Certificates Redeemed: \$40,900

2021 Door County Gift Certificates Sold: \$61,855

2021 Door County Gift Certificates Redeemed: \$32,450

NOVEMBER VISITOR CENTER DATA

2022 Welcome Center Visitors: 822

2021 Welcome Center Visitors: 936

2022 Welcome Center Calls: 461

2021 Welcome Center Calls: 503

Admin Dashboard

Activity

24 Hours

Week

Month

Total

Custom

11/01/2022

-

11/30/2022

Go

As of: 12/08/2022 4:00pm

Jobs Posted

38

Job Seekers Added

30

Employers Added

2

Alerts Added

Job
Resume

2
0

Purchases

Billed
Paid

0
0

Job Searches

2,817

Jobs Viewed

3,268

Applications Added

89

Apply Redirects

34

Logins

Seeker
Employer

240
123

