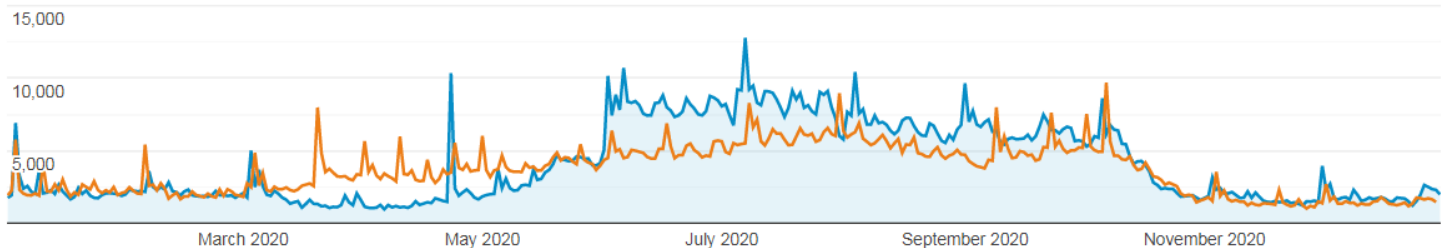


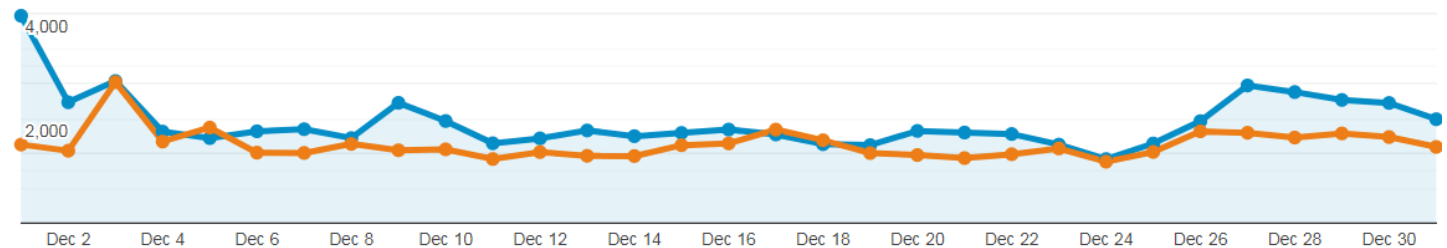
MARKETING & SALES DEPARTMENT

DOORCOUNTY.COM

Jan 1, 2020 - Dec 31, 2020: ● Users
Jan 1, 2019 - Dec 31, 2019: ● Users



Dec 1, 2020 - Dec 31, 2020: ● Users
Dec 1, 2019 - Dec 31, 2019: ● Users



Users

30.06%

52,924 vs 40,693



New Users

29.07%

49,647 vs 38,464



Sessions

32.72%

68,811 vs 51,848



Number of Sessions per User

2.05%

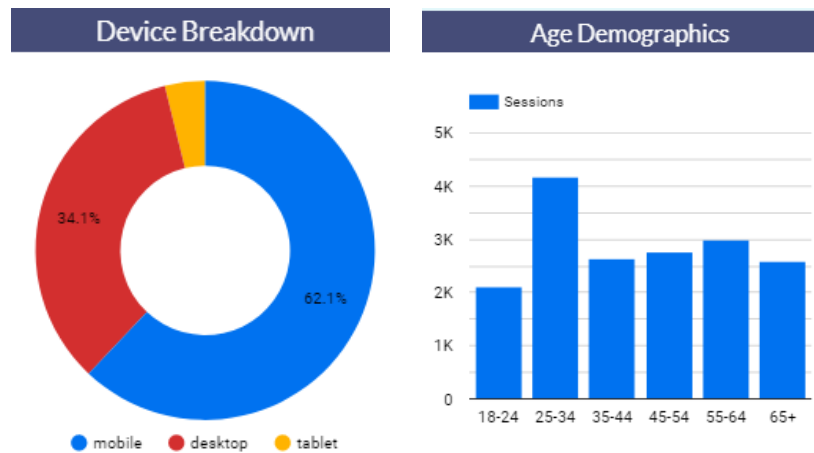
1.30 vs 1.27



We finished the last month of the year with increased sessions on the site in December. Of all the major traffic channels, only referral traffic was down year over year. Organic Search, Paid Search, Direct and Social traffic were all up by more than 27% or more during the month. Some of the most popular pages visited in December included Log Cabins in Door County, Winter Getaway and 11 Beautiful Door County Cabins, along with the usual experience and travel updates pages.

Chicago area again drove the most traffic for the month, followed by Milwaukee, Madison and Sturgeon Bay. 25-34 was the top age demographic hitting the site, much like the last few months in 2020. The 55-64 age group drove the 2nd most sessions of the month, also similar to what we have seen. Unique pageviews continued on the trend of improvement in December with a 23.3% increase from the year prior.

December was the 8th straight month we have seen increases in organic traffic to the site. Organic Sessions were up close to 30% going from 31,400 sessions in 2019 to 40,000 sessions in 2020. Search queries looked very typical in December with some new ones popping up around winter activities.



We continued to see good email metrics in December. Open rate including the resend stayed steady month to month at 24.14% in 2020 up from 17% in 2019. The 11 Beautiful Door County Cabins and 20 Things to Do During Winter in Door County were the most active links on the newsletter in December.

Only one of the 4 planned lead generation campaigns went out as planned due to cutting our media budget by 25% in March. However, the lead generation campaign that went out in February garnered 4,446 new emails to our newsletter database.

PAID MEDIA

Google Adwords

Click-thru-rate (CTR) increased 80.1% compared to December 2019. Cost per click also decreased year over year by 30.8%. Cabins and romantic getaways were top ad groups and Green Bay and Milwaukee had the highest CTR.

We have multiple campaigns starting in January that include Interactive in Green Bay and Milwaukee, Out of Home in Green Bay along with a niche market focus on our wedding market. Arrivalist has also been set in motion so we look forward to all the new data we will be receiving.

SOCIAL

Social continues to grow when it comes to ways people seek to find information. In addition to our new followers, engagement and pageviews we are also able to track comments and incoming messages. Here is what December garnered.

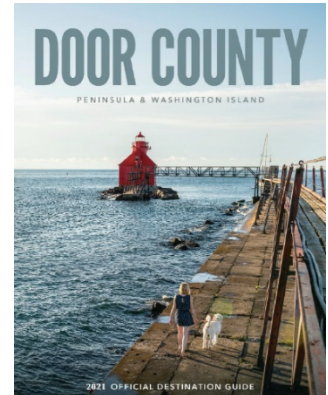
Received Messages: 810

- Twitter (number of mentions, retweets, quote tweets, direct messages, and new follower alerts): 57
- Facebook (number of wall posts, comments, and private messages): 361
- Instagram (number of comments, mentions, and media tags): 392

2021 DESTINATION GUIDE

The 2021 Destination Guide has been printed and will be available through Paper Boy and our Welcome Center Jan 20th. Shortly after that it will be distributed throughout the county, key welcome centers around the state as well as major attractions and transportation hubs throughout Milwaukee & Chicago..

You will notice throughout the guide we have rearranged it a bit to include more historical, cultural and recreational information as well as our Leave No Trace messaging. It is currently available [online](#)

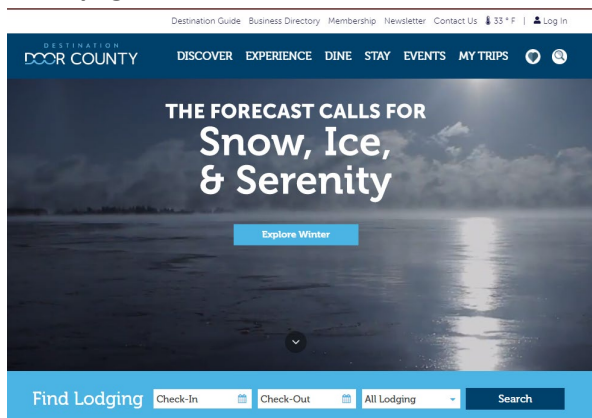


SIMPLEVIEW: BOOK DIRECT

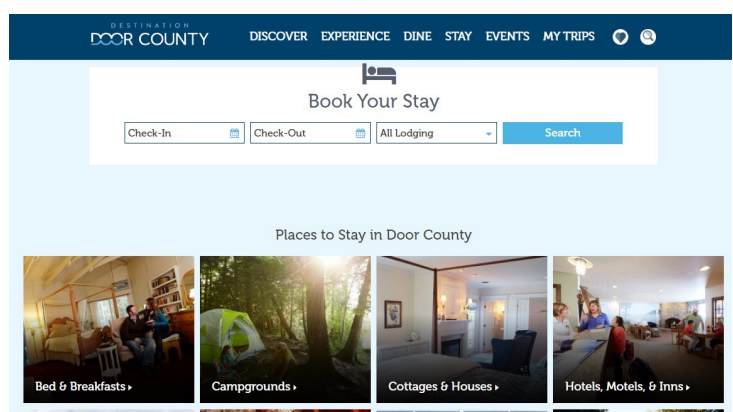
After a year of development we have finally rolled out the first phase of Book Direct on our site and on our Facebook page. Book Direct allows our Innkeepers to directly connect their reservation systems to our Lodging Availability search so they no longer have to enter inventory in multiple locations. It also allows a free reservation system, JRes, to those that may not have a reservation system currently. The goal is two-fold, have real time lodging availability populate on our site and relieve the Innkeepers of some of the administrative so they can do what they do best and focus on our guests.

The first phase connecting everyones reservation systems has been completed and our membership team is busy assisting those who don't have a system up and running. The Booking Widgets have been added to the Homepage, Stay, Member pages, Directory and Facebook. Phase two will build off the member pages to include rates and booking directly to their reservation system.

Homepage



Stay Landing Page







Destination Door County

@DoorCountyWisconsin · Tourist Information Center

[Book Now](#)

doorcounty.bookdirect.net

[Home](#)
[About](#)
[Videos](#)
[Photos](#)
[More](#)

[Liked](#)
[Message](#)

LODGINGS

HOTELS, MOTELS & INNS

BED & BREAKFASTS

LOG CABINS & LOG HOUSES

CAMPGROUNDS

RENTAL AGENCIES

COTTAGES & HOUSES

RESORTS & CONDOS

214 PROPERTIES found on Jan 7th - Jan 8th

DISPLAY: ☒ Grid ☐ List ☐ Map

Change Your Dates:

01/07/2021

01/08/2021

FILTER BY:

Average Rate/Night

Location


Lodging Type

Amenities

Sort:

All

214 properties match



The Ephraim Guest House

Lodging Type: All Lodging, Hotel/Motel/Inn, Resort/Condo


3042 Cedar Street
Ephraim, WI 54211

Map Website More Info

Average Rate/Night

\$89^{00*}

BOOK >> DIRECT



The Treehouse at Plum Bottom

Lodging Type: All Lodging, Cottage/House, Log Cabin/Log House

4999 Plum Bottom Rd
Egg Harbor, WI 54209

Map Website More Info

Average Rate/Night

\$137^{64*}

BOOK >> DIRECT

[View Rates by Date](#)

Phase 2- Completed by End of Month

Innkeeper Page

[DISCOVER](#)
[EXPERIENCE](#)
[DINE](#)
[STAY](#)
[EVENTS](#)
[MY TRIPS](#)

[Stay > Bed & Breakfast > Juniper Inn](#)
[Print](#)

Juniper Inn

9432 Maple Grove Rd., Fish Creek, WI 54212

Email (333) 333-3333 Visit Website

Hotel/Motel/Inn, Bed and Breakfast

Rate based on dates selected:

10/12/2020

10/19/2020

\$123 PER NIGHT*

[View Availability](#)

Summary

A refreshing retreat that will take you away from the everyday! Juniper Inn has a sublime retreat to suit every style and occasion. All guest rooms include a heavenly, cushioned topped queen size bed, private bathroom with shower, flat screen TV/DVD, WiFi, and a generous DVD movie library. Includes an exquisite breakfast. Up-grade your stay with; whirlpool tubs, fireplaces, open-air decks. Be assured our location is surrounded by the best Door County Peninsula has to offer, one-of-a-kind quaint towns, filled with intriguing history, artistry, unique boutiques, eateries, delightful festivals and just down our road is Peninsula State Park! Stay any season, we are open year round with seasonal savings...visit our website at <https://juniperinn.com>.

Winter Hours

Open year round



Amenities

- 4 Bedroom
- Adults Only
- Air Conditioning
- Bed Linens furnished
- Cable
- Central Heating
- Complimentary Breakfast
- Deck
- DVD Player
- Fireplace-Common Area
- Full Breakfast
- Gas Fireplace-In-Unit
- Hair Dryer
- High Speed Internet

Rates by Date

OCT 2020						
SUN	MON	TUES	WED	THU	FRI	SAT
				1	2	3
				\$56.90	\$56.90	\$56.90
4	5	6	7	8	9	10
\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90
11	12	13	14	15	16	17
\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90
18	19	20	21	22	23	24
\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90
25	26	27	28	29	30	31
\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90	\$56.90

\$123 PER NIGHT*

[View Availability](#)

Get started by selecting your dates!

10/13/2020



10/20/2020



Search Availability & Rates

Communities

All of Door County

Lodging

- ☒ Bed and Breakfast
- ☐ Campground
- ☐ Cottage/House
- ☐ Hotel/Motel/Inn
- ☐ Log Cabin/Log House
- ☐ Rental Agency
- ☐ Resort/Condo

Price Range

\$0 - \$1,000

Room Features

- ☐ Fireplace
- ☐ Internet of WiFi
- ☐ Pet Friendly
- ☐ Handicap Accessible
- ☐ Fireplace
- ☐ In Unit Full Kitchen
- ☐ Open Year Round

Amenities

SHOWING 246 RESULTS

View: 0-9 A-F G-L M-R S-Z [VIEW ALL](#)

Inn At Windmill Farm

3829 Fairview Road, Baileys Harbor , WI 54202

\$123 / Night



Accepts Door County
Gift Certificates

Bed and Breakfast

Relax into the quiet intimacy of an award winning early 1900 restored Dutch farmhouse located in a pastoral setting in the central part of the Door County Peninsula...

Email (333) 333-3333 Visit Website

View Profile

Book Now

A Door County Cabin

Cave Point Drive, Jacksonport , WI 54235

Call for Rates



Cottage/House, Log Cabin/Log House

Leave your watch on the dresser and your cares in the drawer as you slip into a serene and private escape at Killasonna Lodge, just south of Jacksonport in Door...

Email (847) 475-1518 Visit Website

View Profile

Innlet Motel

6259 Hwy 57, Jacksonport , WI 54235

Avg \$95/night



Map View

LODGINGS

HOTELS, MOTELS & INNS

BED & BREAKFASTS

LOG CABINS & LOG HOUSES

CAMPGROUNDS

RENTAL AGENCIES

COTTAGES & HOUSES

RESORTS & CONDOS

214 PROPERTIES found on Jan 7th - Jan 8th

Change Your Dates:

01/07/2021

01/08/2021

FILTER BY:

Average Rate/Night

Location

Lodging Type

Amenities

Sort:

All

214 properties match your customized search criteria

DISPLAY:

Grid

List

Map

Search...

SORT	NAME	DISTANCE	PRICE
1	Church Hill Inn	27.19 mi	Check Price
2	Glidden Lodge Beach Resort	8.95 mi	\$175 ^{00*}
3	Tolans Cottage	5.05 mi	Check Price
4	Birchwood Lodge Sister Bay	27.2 mi	\$85 ^{00*}
5	White Gull Inn	21.25 mi	\$200 ^{00*}
6	White Lace Inn - Historic Country Inn / Bed and Breakfast	.21 mi	Check Price

COMMUNICATIONS & PR DEPARTMENT

- We continued focusing on media messages of safety and responsibility in interviews and media relations activities in December. 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 **13** journalists/media outlets in December by providing images, information, on-air/on-camera interviews and/or support for Door County based articles/stories. Some highlights included the Group Travel Leader, Chicago Tribune, Red Tricycle Chicago, Thrillist, Midwest Living and WFRV CBS 5.
- **4** articles were reported from our media marketing program efforts in December and reached a total of **217,784** readers/listeners/ viewers. Media outlets that ran Door County stories during the reported time included Terradrift online, the Norman Transcript online and Naples Illustrated magazine. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpq>.
- Since it began in 2007, the media marketing program has generated **\$29,142,152** worth of earned media coverage for Door County, including **\$34,601** in December.
- The return on investment for our media marketing program to date is **1,158%**. For every dollar spent, we have gotten back **\$11.58** worth of Door County media coverage measured in terms of ad value equivalency.
- In 2020, our media marketing program generated a reported \$3,019,571 worth of media coverage and an estimated 376,426,758 impressions from 156 reported articles. We welcomed 60 travel journalists on research visits this year.
- We hosted 8 travel journalists on a holiday/winter themed research trip December 3-6, 2020.
- We hosted travel journalist Maria Chambers from December 11-13, 2020 on an individual editorial research trip.
- We hosted travel journalist Erica Zazo from December 19-21, 2020 on an individual editorial research trip.
- We hosted travel journalist Reggie Dominique from December 22-25, 2020 on an individual editorial research trip.
- We hosted travel journalist Megan Zink from December 25-28, 2020 on an individual editorial research trip.
- Views of DDC produced videos across all online platforms totaled **14,141** in December. Organic views were 100% of the total for the month, with sponsored views totaling 0%. Our three most watched videos on Facebook included a video about how [shipbuilding came to Door County](#), a video about [24 Hours in a Door County Winter](#), and a video about [Northern Sky Theater's A December to Remember](#). On YouTube, our [Historic Door County – Shipbuilding](#) video, our [Door to Door - Places You've Never Seen in Door County](#) video and our [Door County Aerial Highlight video](#) were the top three most watched.

Recent Media Highlights

- The ***Milwaukee Journal Sentinel*** included Door County in a story published on 12/31/2020 headlined “3 post-pandemic Wisconsin trips to plan right now” that highlighted Rock Island and Washington Island as places to plan now to visit later this year post-pandemic. Check out the online version of the story by Chelsey Lewis on JSOnline.com.
- ***Phoenix Magazine*** included a winter story about Door County in their December 2020 issue. Check out the online version of the story on PhoenixMag.com.
- ***Naples (FL) Illustrated*** (right) highlighted Door County in their December 2020 issue. The winter story, written by travel journalist Loretta Grantham, can be viewed online [here](#) or through their digital version [here](#).

