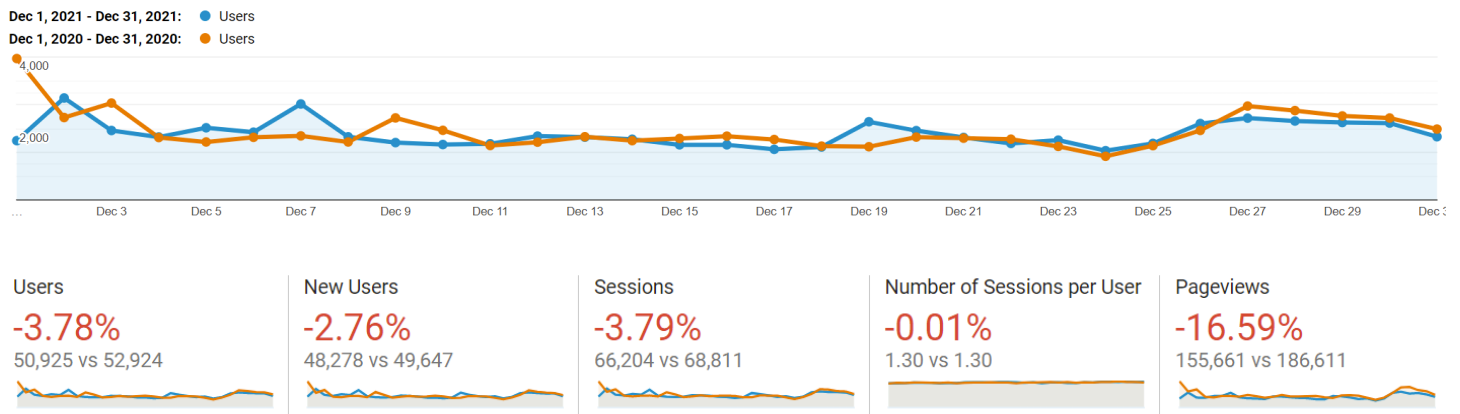


### MARKETING & SALES DEPARTMENT

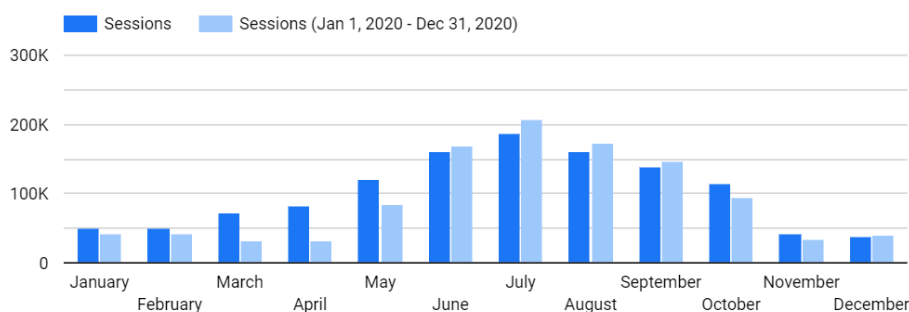
#### DOORCOUNTY.COM



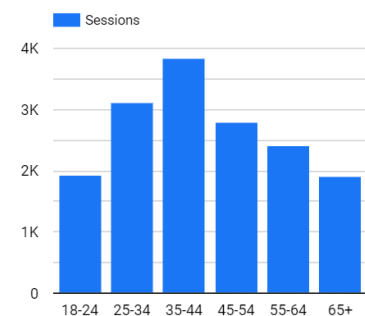
We finished the year down a bit in December in terms of total web sessions but ended the year up 15% year over year. In December referral and direct traffic channels showed an increase in sessions. Organic, our largest driver of traffic was down 4.38% on the month going from 40,000 sessions last year to 38,300 this year. The homepage was the most viewed for the month followed by the events, December newsletter, winter and gift certificate pages. "Door County Gift Certificates" had a 77% CTR just from organic search. In general search queries looked very typical in December with a bit of an increase in gift related searches and winter.

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 Madison. The growth of the 35-44 age group demographic has continued into December, something that was first seen in November. Traditionally throughout the year we have been used to the 25-34 age group being the largest mix of website demographics.

#### Organic Sessions



#### Age Demographics



## Newsletter Analytics

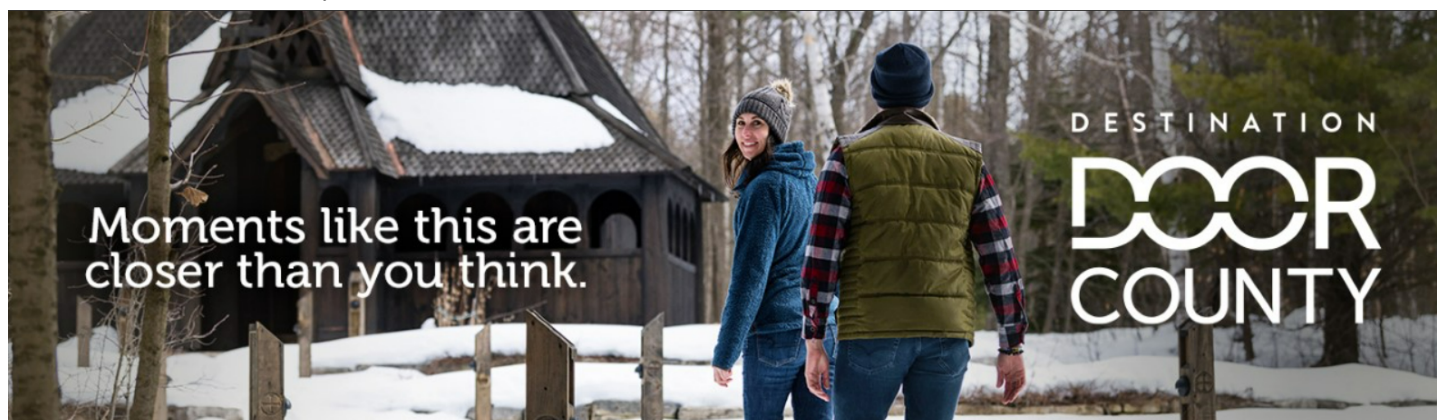
Total Recipients	Successful Deliveries	Bounces	Total Opens
229,176	228,251	925	46,880
Open Rate	Total Clicks	Click-Through Rate	
40.02%	5,322	2.33%	

December's newsletter Open Rate was the largest in open rate in history or the DC monthly newsletter. The next closest open rate that high was in June of 2020 when we started talking about travel updates and welcoming visitors back. The most popular link in the email was the "22 Ways to Celebrate Christmas in Door County" followed by the Stavkirke blog article.

### PAID MEDIA

We wrapped up the year with limited paid media in Google Adwords (76,156 impressions through 10,429 clicks), charging & sanitation station at the Beloit Visitor Center and our annual ad in Wisconsin Tourism Travel Guide.

Our interactive and Door County out-of-home campaigns began on Monday. Out-of-home brand awareness digital boards began in Green Bay and Appleton along with one in Sturgeon Bay to kick off the start of our 2022 job recruitment campaign. Digital online interactive is running in Chicago, Milwaukee, Madison, GB/Appleton, LaCrosse/Eau Claire, Rockford, Wausau and St. Louis. These ads include cross device display banners, native ads, mobile video and social ads. All are targeted based on ecotourism interests and behaviors through retargeting and look alike targeting. In Spring we will launch our "THIS is why" creative.



### SOCIAL

**Facebook:** Overall, impressions, engagements, link clicks and comments all trended down in December. According to an Ignite social media study, due to the changes in the News Feed in December, across the board, industries suffered a decline in reach anywhere from 44%-88%.

**Twitter:** Engagement rate (161.9%), link clicks (16.4%) and RT's (25.5%) all trended positively in December. Impressions and engagements leveled off due to the viral AJ Dillon tweet from the previous month. UGC had the best reach potential on the platform and were in the top 3 posts for the month.

**Instagram:** Impressions (2%) and engagements (26.2%) and engagement rate (23.7%), likes (28.5%) all trended positively in December. The increase in number of stories posted in December assisted with getting more eyes on content and helped with engagements and reach.



129,605 followers



72,411 followers



7,964 followers



2,086 followers

## ARRIVALIST DATA (November)

### Door County Visitation Dashboard

Total est. US Adult Trips

89,410

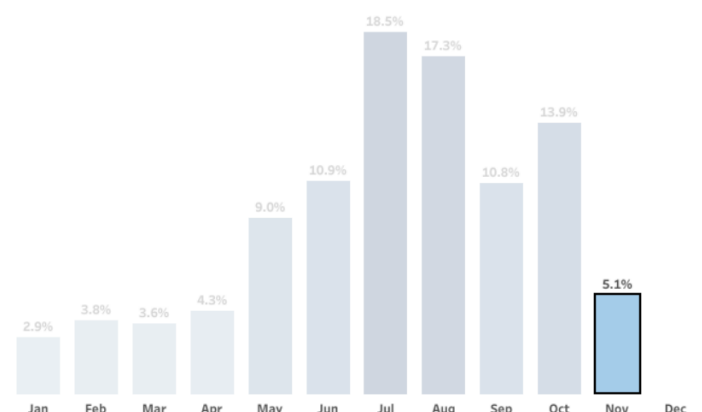
Average Nights

0.7

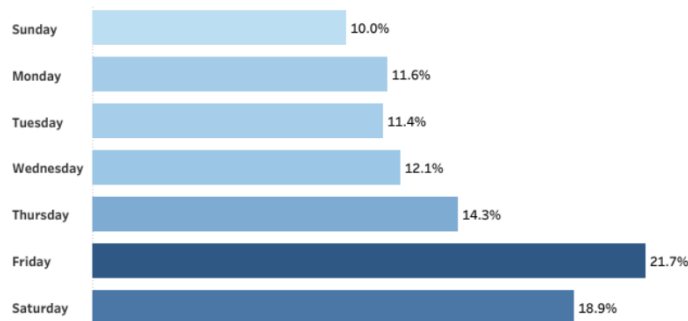
#### Top Origin Markets (DMAs)

DMA	Trips	Share of T..	Average Unique Nights
Green Bay/Appleton	29,711	33.2%	0.3
Milwaukee	24,217	27.1%	0.8
Chicago	13,718	15.3%	0.8
Madison	8,042	9.0%	0.9
Minneapolis/Saint Paul	3,356	3.8%	1.0
Wausau/Rhineland	3,038	3.4%	0.5
Davenport/Rock Island/Moline	1,201	1.3%	0.7
La Crosse/Eau Claire	1,152	1.3%	2.4
Dallas/Fort Worth	848	0.9%	1.0
Missoula	833	0.9%	0.1
Columbia-Sc	564	0.6%	0.3
Rockford	486	0.5%	1.4
Marquette	349	0.4%	2.0
Indianapolis	249	0.3%	0.0
New York	198	0.2%	4.0
Portland-Or	174	0.2%	4.0
Quincy/Hannibal/Keokuk	154	0.2%	1.0
Wilkes Barre/Scranton	143	0.2%	1.0

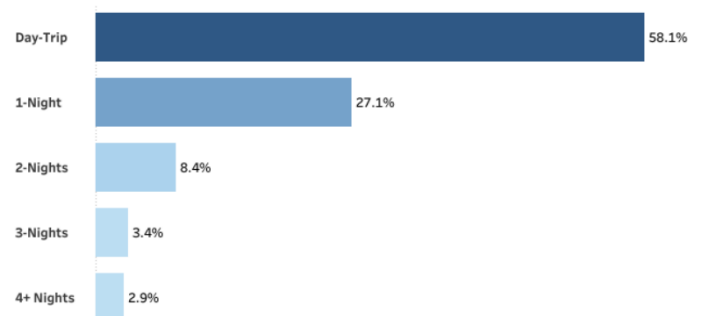
#### Trips by Month



#### Trips by Day of Week



#### Trips by Length of Stay



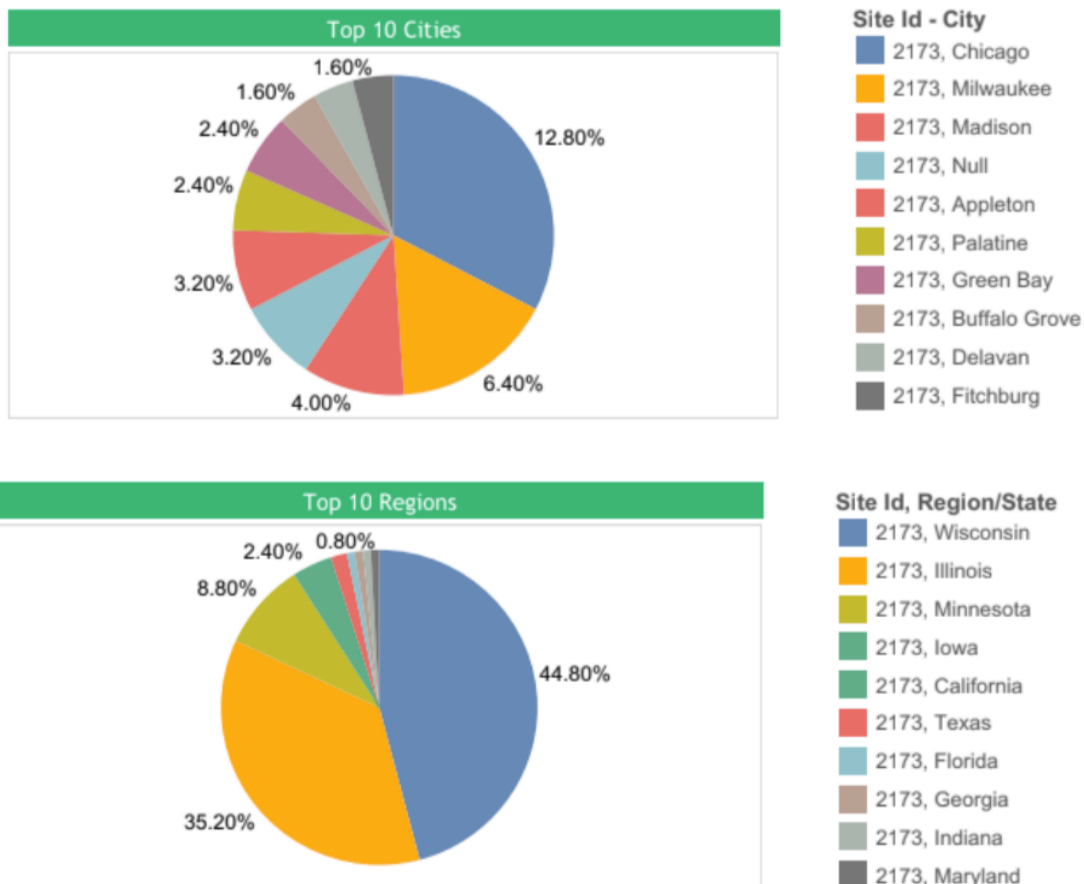
## Trips by POI

Point of Interest	Trips	Share of Trips	Avg. Time in POI (Hours)
Sturgeon Bay East	22,181	20.0%	12.3
Egg Harbor	14,642	13.2%	8.8
Fish Creek	12,106	10.9%	9.8
Sturgeon Bay West	9,684	8.7%	11.1
Sister Bay	8,044	7.3%	16.7
Ephraim	5,922	5.3%	17.1
Peninsula State Park	5,039	4.5%	1.6
Baileys Harbor	5,019	4.5%	17.5
Jacksonport	3,815	3.4%	6.5
Liberty Grove	2,403	2.2%	7.5
Washington Island	2,128	1.9%	21.0
Stone Harbor Resort	2,024	1.8%	16.6
Al Johnsons	1,849	1.7%	0.8
Husby's	1,806	1.6%	1.7
Northport (Ferry Dock)	1,325	1.2%	0.7

## BOOK DIRECT DATA: December

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

**Total estimated booking revenue in December was \$660,547, ADR \$176.28, average length of stay 3.6 and Decembers reservations were booking out roughly 99 days. In Q4 estimated booking revenue was \$1.533 million, average advance stay 82.6 and ADR \$202.99. This completes one full year of Book Direct data. Going forward we will be able to compare YoY.**





## COMMUNICATIONS & PR DEPARTMENT

- Media assistance was provided to **10** 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 WLUK FOX 11's Good Day Wisconsin program, Midwest Living magazine, the Group Travel Leader and locally WDOR radio and the Peninsula Pulse Podcast.
- **6** articles were reported from our media marketing program efforts in December and reached a total of **6,951,224** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included Fodor's Travel Online, Orlando Magazine, Orlando Magazine online and Gloucester City News 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 **\$32,559,518** worth of earned media coverage for Door County, including **\$65,602** in December.
- The return on investment for our media marketing program to date is **1,107%**. For every dollar spent, we have gotten back **\$12.07** worth of Door County media coverage measured in terms of ad value equivalency.
- We welcomed 10 travel journalists on a holiday themed press trip Dec. 2-5. The group experienced a variety of holiday activities and winter experiences during the trip. This was the last of 8 trips we hosted in 2021.
- In 2021, our media marketing program generated **\$3,417,366** worth of media coverage and an estimated **1,379,650,783** impressions from **86** reported articles. We welcomed **72** travel journalists on research visits this year.
- Views of DDC produced videos across all online platforms totaled **16,651** in December. Our most watched videos on Facebook included a video about [things to do in Door County during the winter](#), a *Lesser Known Door County* video about [Islands of Refuge](#) in the Green Bay National Wildlife Refuge, and a video highlighting [winter activities in Peninsula State Park](#). On YouTube, a *Historic Door County* series video about [shipbuilding](#) was the most watched, followed by a *Lesser Known Door County* video titled [Islands of Refuge](#), and third was a [Welcome Home: Sturgeon Bay](#) video.

### Recent Media Highlights

- *Orlando* magazine featured Door County in a travel story that was published online 1/3/2022 and in print (January '22 issue) by travel journalist Patricia Letakis. Read the online version of the story at [OrlandoMagazine.com](https://www.orlandomagazine.com/stories/travel/door-county-winter-getaway/). See example of print version, at right →
- *TravelAwaits.com* included Door County on their list of [22 places to visit in 2022](#) in a story published on 1/1/2022 that included destinations from around the world. Check out the story on [TravelAwaits.com](https://www.travelawaits.com/2022/01/01/22-places-to-visit-in-2022/).
- *NWI.com* (*The Times of Northwest Indiana*) published a story about Door County headlined "Consider Door County for a Winter Getaway" that was published on 1/1/2022. Read the online version of the story at [NWI.com](https://www.nwi.com/story/news/door-county-winter-getaway/2022/01/01/door-county-winter-getaway/).
- The *Door County Advocate's* story by Christopher Clough about "Celebrating New Year's in Door County" that published on 12/22/2021 also ran in other outlets including the [Green Bay Press Gazette](#), [Milwaukee Journal Sentinel](#) as well as [Yahoo! News](#).
- *WLUK FOX 11's Good Day Wisconsin* morning show included Door County on a segment that aired on 12/20/2021 about giving the gift of experiences for the holidays. Host Rachel Manek interviewed DDC spokesperson Jon Jarosh for the segment. Watch the clip on [Fox11Online.com](https://www.fox11online.com/watch/door-county-giving-the-gift-of-experiences-for-the-holidays/).
- DDC's CEO Julie Gilbert joined Myles Danhausen Jr. from the Pen Pulse for a podcast episode about DDC that premiered on 12/17/2021. Listen to the podcast episode via [DoorCountyPulse.com](https://www.doorcountypulse.com/podcast/) or on [SoundCloud](https://open.spotify.com/show/door-county-pulse).
- *Fodor's Travel online* included Door County's Cave Point County Park in a story headlined "10 Romantic Proposal Sites That Are So Overdone - And Where to Propose Instead". Cave Point was listed as a place to propose instead of Central Park in New York City. Read the story from 12/14/2021 at [Fodors.com](https://www.fodors.com/travel/tips/romantic-proposal-sites/).

