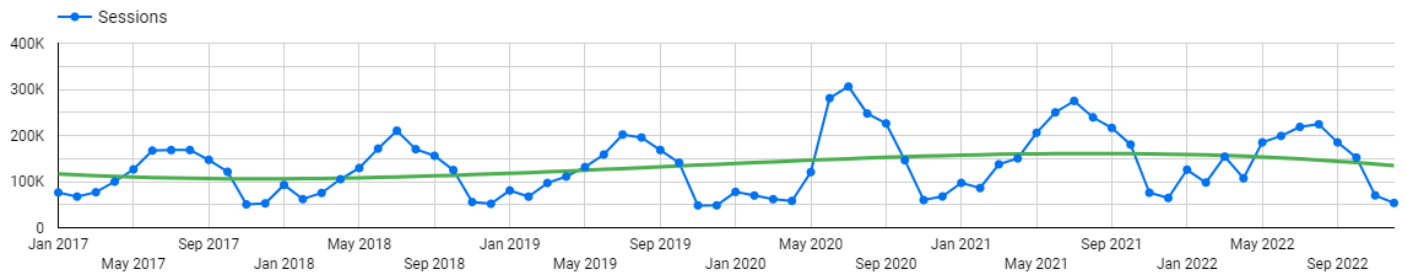


MARKETING & BRAND STRATEGY

DOORCOUNTY.COM

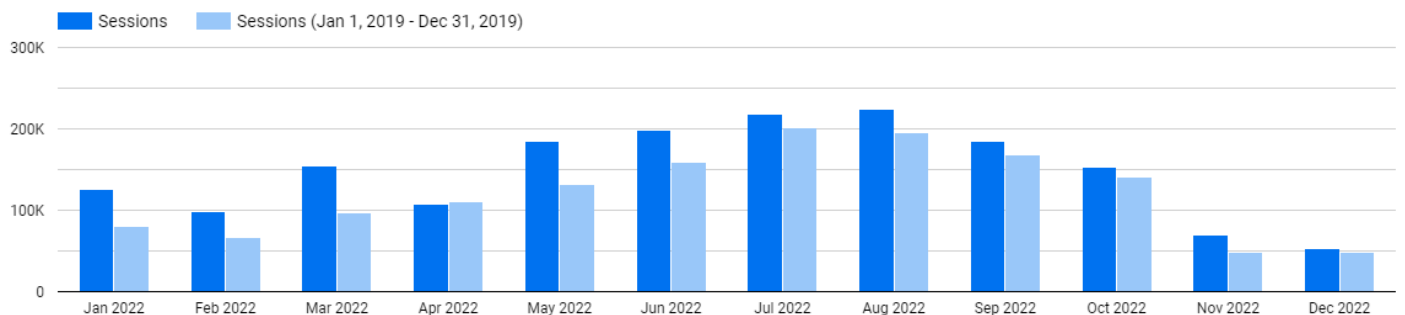
Similar to what we've been seeing throughout this past year, overall sessions are down 16% in December compared to 2021 with a total of 53,784. Average session duration on site, however, saw an increase of 12.6% which is encouraging as it can indicate greater potential for conversion (lodging bookings). Most traffic to the site was organic at 30,544 with paid search being the second largest type of traffic at 9,777 sessions. In terms of top landing pages, it's no surprise Gift Certificates landed in one of the top spots in December (4th most visited).

Monthly Sessions Overall Trend Line - All Site Traffic



On the post pandemic trends graph, 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. December 2022 saw slightly higher traffic (53,784) compared to December 2019 (48,451)

Monthly Sessions 2022 vs 2019 - All Site Traffic



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.

All Goal Completions		
Goal 1 - Newsletter Sign-Ups 278	Goal 2 - Interest Profile Completions 128	Goal 3 - Booking Widget Submission 1,134
Goal 4 - View Guide Online (All Guides) 793	Goal 5 - Trip Planner Quiz Completion 274	Goal 6 - Register for Account 76
Goal 7 - Session Duration > 3min 10,393	Goal 8 - Pledge for DDC Completion 6	Goal 9 - Business Directory Site Click 4,048

December conversion activity saw relatively low numbers but this month typically sees much less media spend which would be the primary driver for many of these numbers. We will likely see these numbers grow in January once our winter campaign launches.

ENEWSLETTER

Combining the two sends from December the newsletter went out to 194,428 recipients, of which we saw 193,636 successful deliveries. 72,179 people opened the email a total of 96,699 times. We saw 3,979 total clicks. Combined send total open rate reached almost 50% with combined total click rate reaching just over 2%.

Total Recipients 194,428	Successful Deliveries: 193,636	Recipients Who Opened: 72,179	Combined Total Open Rate 49.94%	Combined Total Click Rate 2.05%
Recipients Who Clicked: 2,421	Total Opens: 96,699	Total Clicks: 3,979	Combined Unique Open Rate 37.28%	Combined Unique Click Rate 1.25%

Recommitment Campaign

Since as early as 2016, the mailing list had tens of thousands of known 'dead' email addresses and highly unengaged users. The list size is admirable, but many subscribed contacts are not active and are unengaged subscribers. In addition, Mailchimp determines pricing based on audience size and number of emails sent. If we were to unsubscribe contacts who have never opened any emails and have been on the list for 6+ years, we may lower the overall number of subscribers, but we increase the percentage of 'sometimes' or 'often engaged' subscribers.

Thus, the goals of this project were to save DDC money in email-marketing costs, improve engagement rates, and tighten the focus on DDC's higher-quality email leads.

Recommitment Campaign Results:

- Cleaned a total of 73,521 unengaged subscribers
- Current total subscribers = 157,094 emails
- A total of 332 people recommitted to the eNewsletter
- Subscribers have been archived (not deleted) within our account
- Current monthly cost savings due to clean up - \$500/month

PAID MEDIA

In December, our paid media efforts focused on our evergreen Adwords campaign. We received 48K impressions throughout the month, driving just under 9k users to DoorCounty.com.

Google Adwords

Clicks were down 16% and impressions were down 37% compared to Dec 2021. However, click-through rate increased by 33% and the CPC also increased. Hotels and Resorts ad groups saw a large increase in impressions vs. Dec 2021. All ad groups, except Romantic Getaways, posted a higher CTR vs. Dec 2021.

ORGANIC SOCIAL

FACEBOOK

Our organic impressions rose 14% over last month, with the help of a viral post re-share and static text post. Which helped the platform's engagement rate continue to rise to 6.5% (which is a 33% increase over November). Though total impressions and engagement numbers were down from last month.

Received Messages: 124 Private Messages



134,494 Followers



78,501 Followers



8,177 Followers



2,166 Followers



2,560 Followers



485 Followers

INSTAGRAM

After partnering with @Lizannelately MN-based influencer on a giveaway, we were able to see a 297% increase in followers, earning 1749 over the month. It is great to see some of our static posts gaining more traction again over reels over this last month.

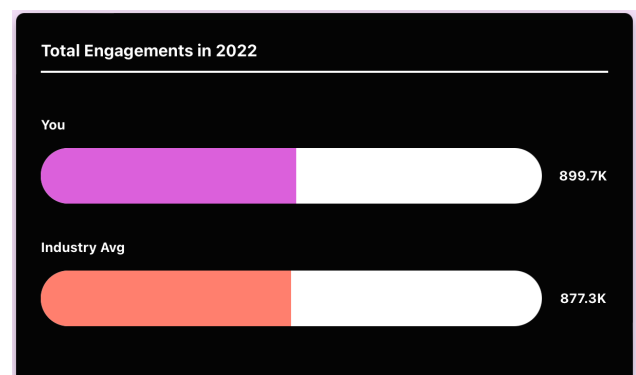
Received Messages: 82 Direct Messages

TWITTER

Saw a positive 77% increase in total impressions over last month, and followers growth of 110% (40 new followers, net 11 new followers). Engagement was down just a bit over last month (7%) but it is still great to see some of the static fill-in-the-blank posts help boost these metrics.

Received Messages: 33 Mentions, 14 Retweets


YEAR IN REVIEW - HIGHLIGHTS



TOP PERFORMING POSTS

Destination Door County
Thu 12/29/2022 11:36 am PST


Winds close to 60mph and frigid temps on Dec 24th caused this icy buildup in Gills Rock.



Total Engagements	6,442
Reactions	2,028
Comments	158
Shares	342
Post Link Clicks	—
Other Post Clicks	3,914

doorcounty
Wed 12/21/2022 2:07 pm PST


Official start to Winter here in #DoorCounty! 📸: @wisconsin.life.photos (photo taken in Winter 2021)



Total Engagements	2,755
Likes	2,681
Comments	20
Saves	54

@mydoorcounty
Wed 12/21/2022 2:01 pm UTC

Official start to Winter here in #DoorCounty! 📸: IG/wisconsin.life.photos (photo taken in Winter 2021) 📍: Baileys...



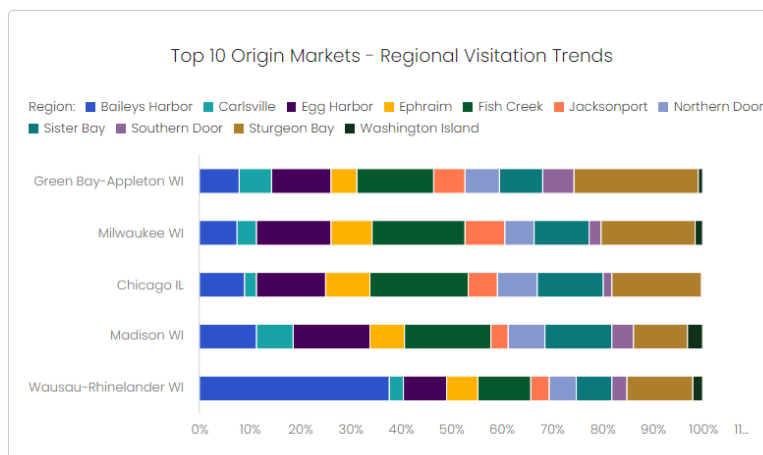
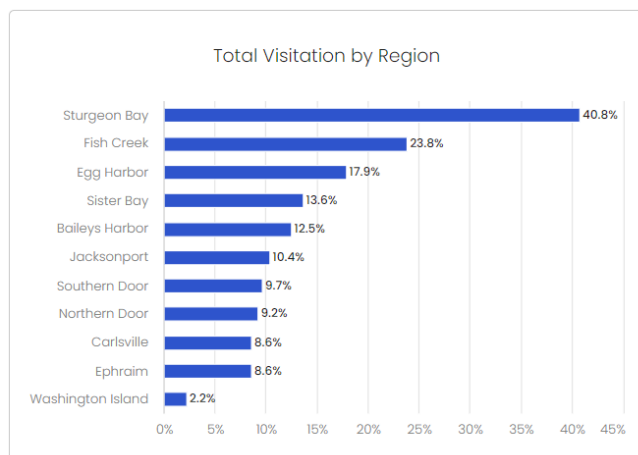
Total Engagements	274
Likes	108
@Replies	2
Retweets	7
Post Link Clicks	5
Other Post Clicks	148
Other Engagements	4

GROUP & MEETING

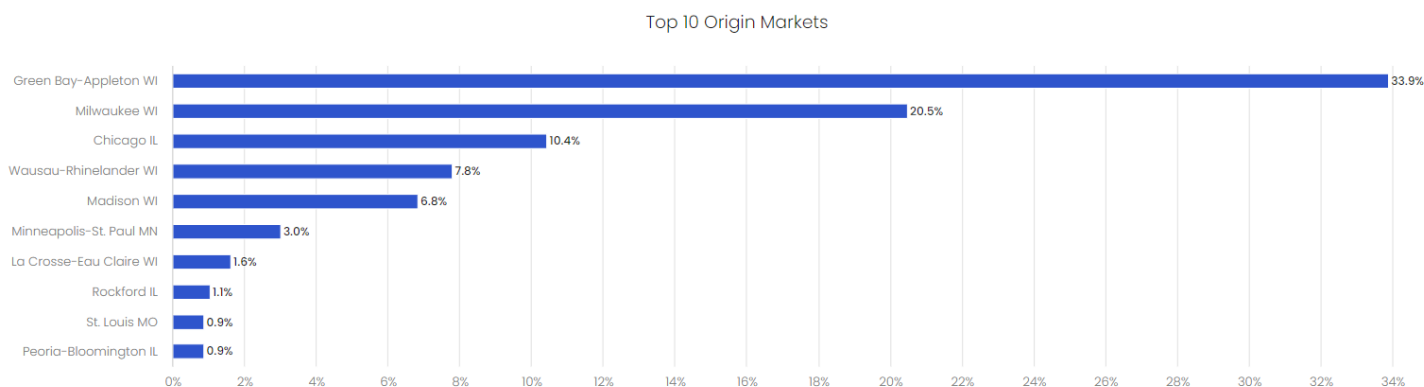
December was a month of planning for group travel conferences in 2023. These shows allow us facetime with qualified tour operators and planners within the group travel industry. American Bus Association is the first show of the year which will be held Feb 4-7.

DECEMBER VISITATION

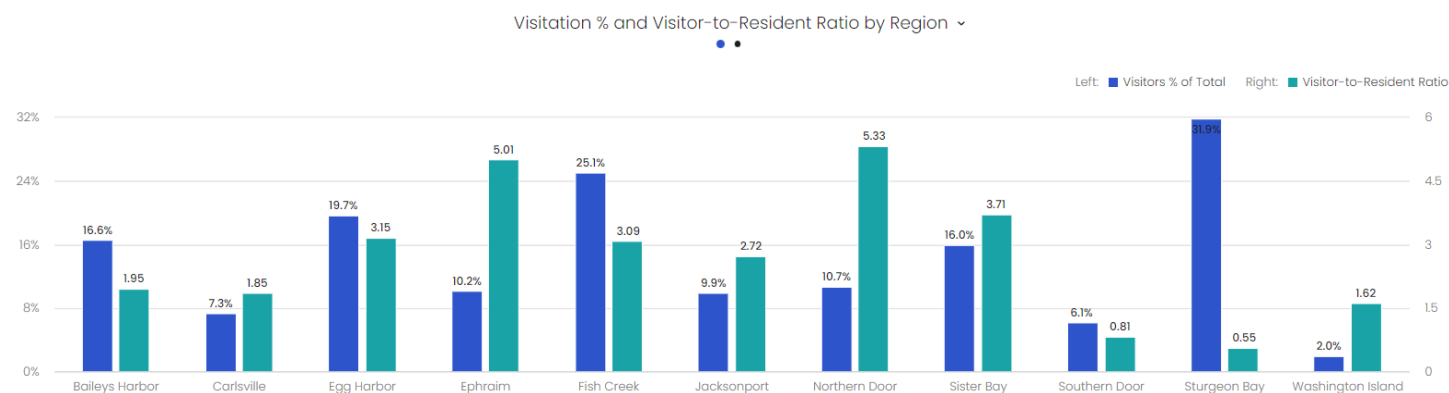
In December, the majority of visitation fell within Sturgeon Bay (Zip Code), Fish Creek and Egg Harbor with the top origin markets coming from Green Bay/Appleton, Milwaukee and Chicago. The county continued to see a high visitor to resident ratio with the highest in Ephraim and Northern Door. When it came to visitation Sturgeon Bay saw 32% of all visitation to the county. Peninsula State Park continues to be the most visited point of interest with a visitation breakdown of 6% residents and 94% 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.



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	6%	94%	13%
Door County Medical Center (Sturgeon Bay)	28%	72%	7%
Harbour Village Campground And Water Park	12%	88%	5%
Sunset Park	30%	70%	5%
Southern Door School District	20%	80%	4%
Whitefish Dunes State Park	5%	95%	4%
Pick 'N Save	19%	81%	4%
The Ridges Sanctuary	9%	91%	3%
Lautenbach's Orchard Country Winery & Farm Market	3%	98%	3%
Sonny's Pizzeria/Bridge Up Brewing Company	8%	92%	3%
Cave Point County Park	2%	98%	3%
John Miles County Park	34%	66%	3%
Kangaroo Lake Nature Preserve	20%	80%	3%
Sister Bay Park	6%	94%	3%
Tadych's Econo Foods	24%	76%	3%
Nor Door Sport & Cyclery	5%	95%	3%
Sturgeon Bay School District	21%	79%	2%
Potawatomi State Park	8%	92%	2%
Stone Harbor Resort & Conference Center/Stone Harbor Resort & Restaurant	15%	85%	2%
Landmark Resort	5%	95%	2%
Door County Distillery/Door Peninsula Winery	6%	94%	2%
Al Johnson's Swedish Restaurant & Butik	9%	91%	2%
Shipwrecked Brewery, Pub & Restaurant	2%	98%	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 **8** 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 New York Times, the Epoch Times, Great Lakes Now, Circle Wisconsin and locally the Peninsula Pulse and WDOR.
- **9** articles were reported from our earned media marketing program efforts in December and reached a total of **26,751,684** readers/listeners/viewers. Select media outlets that ran Door County stories during the reported time included *Reader's Digest Online*, *Frommer's Online*, *Travel Awaits Online*, *Pursuitist Online* and *National Parks Traveler Online*. View all program articles via our Google Drive folder at <http://tinyurl.com/yafamdpg>.
- In December, articles reported through our earned media marketing program generated **\$235,409** worth of media coverage measured in terms of ad value equivalency. Since this program began in 2007, we've generated a total of **\$39,212,729** in earned media coverage for Door County.
- The return on investment for our earned media marketing program to date is **1,363%**. For every dollar spent, we have gotten back **\$13.63** worth of Door County media coverage measured in terms of ad value equivalency.
- We welcomed 12 journalists on a winter holiday themed press trip, December 8-11. This was the last of 7 group editorial research press trips we hosted in 2022.
- In 2022, we welcomed a total of **71** travel journalists as part of our earned media marketing program. We generated **\$6,653,211** worth of media coverage and an estimated **4,472,141,555** impressions from **257** reported articles.
- We welcomed Minnesota content creator, Lizanne Dorner, for a winter themed trip.
- We helped coordinate a Hospitality Worker Thank You Giveaway and distributed two media releases about it.
- Views of DDC produced videos across online platforms totaled **18,356** in December. Our most watched videos on Facebook included a video about [winter in Door County](#), a previously [live video from Sweetie Pies](#), and a video about [shipbuilding in Sturgeon Bay](#). On YouTube, the most watched video was a video about [the Caves of the Karst](#), next was a video about [Door County's Historic Shipbuilding Industry](#), and third was a video about [places you've never seen in Door County](#).

Recent Media Highlights

- Activities in Door County were highlighted on Frommer's online in a story titled, "Fun Things to Do with Kids in Door County." Read the story at frommers.com.
- Newport State Park was featured in a story on TravelAwaits.com in a story titled, "7 Gorgeous State Parks That Come Alive in the Winter." Read the story at travellawaits.com.
- Milwaukee Journal Sentinel featured the AJ Dillon/Door County story in a recap of 2022 titled, "Bernie's slide snafu, Kwik Trip super fan and more very Wisconsin stories from 2022." Read the story at jsonline.com.

Advocacy Insights

Personal invitations sent to individuals in key community positions

Extensive work was done to create a comprehensive contact list of individuals in key positions throughout Door County who will be informed of programs and updates regarding the Community Investment Fund. This list includes but is not limited to all elected municipal leaders and administrative staff, Door County Tourism Zone commissioners and administrator, Community Business Associations, DDC board members and staff, and Non-profit Organizations linked to tourism, environment and community improvement. Each of these individuals were sent a personalized note on December 15th announcing the date, time and locations for the upcoming presentations - and a more personal reminder was sent from Julie to each of these contacts on January 4th, inviting them to attend the program that is most convenient for them. Currently our list is up to 241 individuals and growing. *(A large number of them also serve or are associated with other organizations)*

Special Zoom Gathering planned exclusively for our 19 Municipal Clerks

Knowing that our Clerks are at the heart of our communities, we have personally called each of the 19 municipal clerks to invite them to a special meeting on January 13th. The meeting is being held on Zoom, as many are responsible for keeping their office open, and this will allow them to participate. It's our hope that by bringing them all together with us, not only will we be able to help answer any questions they may have, they might also learn from questions being asked by their peers, and our combined efforts will help build stronger bonds and create a more effective network of support for all of us.

Leave No Trace 2023

We're excited for a slate of Leave No Trace programming for 2023. Peninsula State Park was selected to be the site of a Spot Light program in June, which will be a 3-day stretch of dual programming & outreach for visitors and the Door County community. We are working on launching three online Leave No Trace education modules for a refresh on the 7 Principles and , targeting hospitality workers, welcome center staff, and the general public. Additionally, we are in the planning stages in creating stronger bridges to our land manager and conservation community using Leave No Trace as a shared value.

EV Charging Station Mini-Grant Program

This program is slated to launch Feb. 1. Recipients of this mini-grant program will receive \$1000 toward the cost of adding or upgrading their publicly available EV Charging station. 32 \$1000 mini-grants are budgeted for the 2023 year, and will be awarded quarterly on a non-competitive basis.

County of Door DEI

DDC is working on facilitating two separate focus groups to help the County gain insight from hospitality workers, in developing an external DEI strategy.

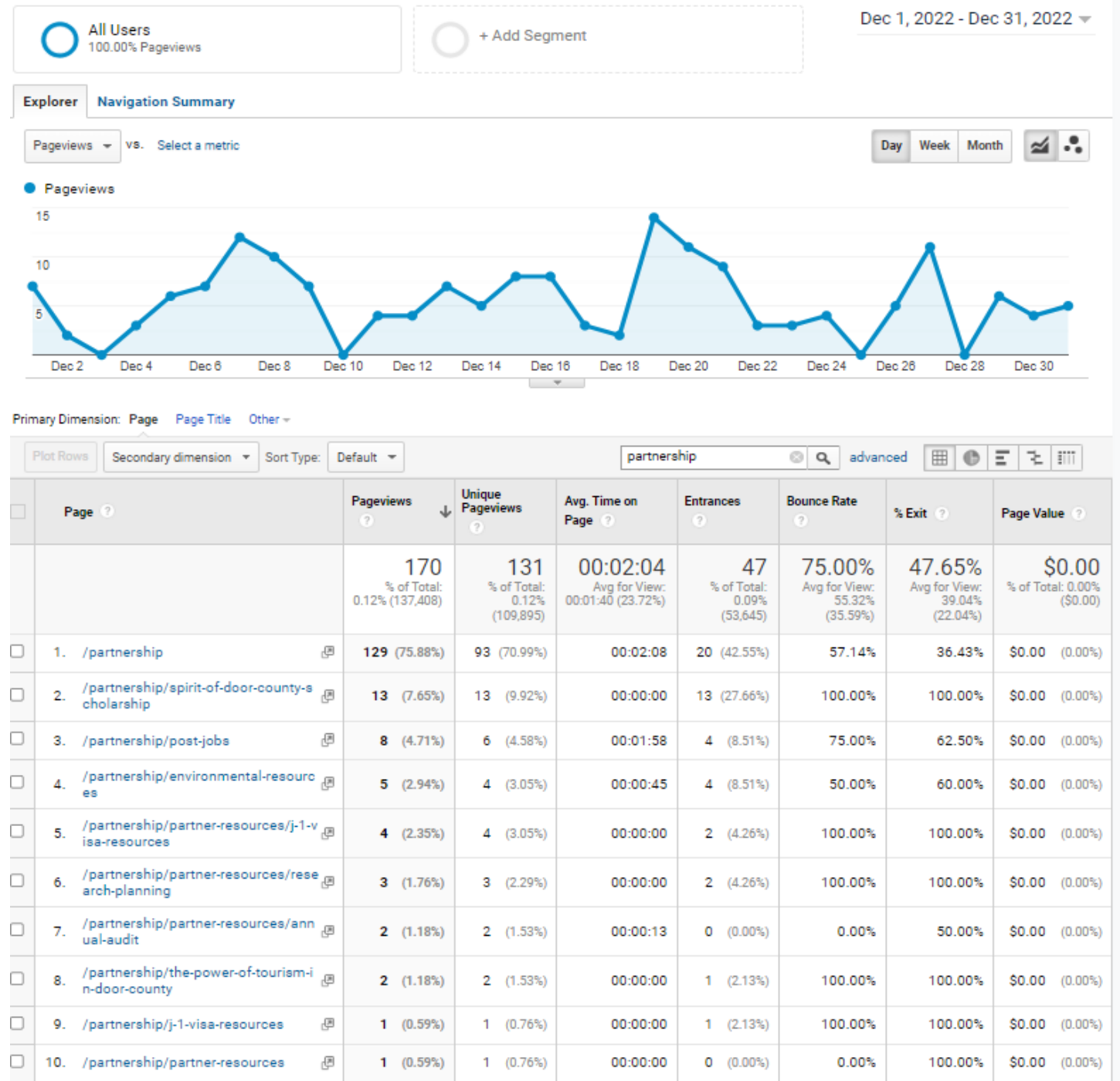
Partner Report - December 2022 EOM

Total Partners: 715
New/Rejoined Partners: 9
Deactivated Partners: 0

New

Category	Account Name	Physical Address 1	City	Date Added
Cottage/Home/Condo/Vacation Rental	Adventure Cottage	4104 Sand Bay Point Road	Sturgeon Bay	12/20/2022
Restaurants/Cafes/Taverns	Blue Bear Ellison Bay	12029 Hwy 42	Ellison Bay	12/19/2022
Cottage/Home/Condo/Vacation Rental	Cara's Cabin	10176 N Water Street	Ephraim	12/20/2022
Cottage/Home/Condo/Vacation Rental	Heritage Harbor House	9994 Pioneer Lane	Ephraim	12/16/2022
Cottage/Home/Condo/Vacation Rental	Hidden Shores Cottage	164 Clar Lin Road	Algoma	12/20/2022
Hotels/Motels/B&B's	Little Yellow Cottage	4063 Main Street Unit 1	Fish Creek	12/20/2022
Cottage/Home/Condo/Vacation Rental	The Hygge House	11313 Beechwood Rd E.	Sister Bay	12/9/2022
Cottage/Home/Condo/Vacation Rental	The Lake Haus	4143 Snake Island Rd.	Sturgeon Bay	12/20/2022
Cottage/Home/Condo/Vacation Rental	The Pool Haus	3589 Zirbel Road	Sturgeon Bay	12/20/2022

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



OPERATIONS

2022 GIFT CERTIFICATE FULFILLMENT

	5'S	10'S	25'S	50'S	TOTAL NUMBER OF CERTIFICATES SOLD	TOTAL AMOUNT
JAN	0 \$ -	93 \$ 930.00	83 \$ 2,075.00	326 \$ 16,300.00	502	\$ 19,305.00
FEB	0 \$ -	15 \$ 150.00	140 \$ 3,500.00	265 \$ 13,250.00	420	\$ 16,900.00
MAR	0 \$ -	23 \$ 230.00	103 \$ 2,575.00	259 \$ 12,950.00	385	\$ 15,755.00
APR	32 \$ 160.00	128 \$ 1,280.00	1836 \$ 45,900.00	463 \$ 23,150.00	2459	\$ 70,490.00
MAY	0 \$ -	120 \$ 1,200.00	425 \$ 10,625.00	511 \$ 25,550.00	1056	\$ 37,375.00
JUN	0 \$ -	116 \$ 1,160.00	131 \$ 3,275.00	603 \$ 30,150.00	850	\$ 34,585.00
JUL	200 \$ 1,000.00	178 \$ 1,780.00	1818 \$ 45,450.00	436 \$ 21,800.00	2632	\$ 70,030.00
AUG	0 \$ -	68 \$ 680.00	143 \$ 3,575.00	424 \$ 21,200.00	635	\$ 25,455.00
SEP	0 \$ -	86 \$ 860.00	153 \$ 3,825.00	518 \$ 25,900.00	757	\$ 30,585.00
OCT	0 \$ -	84 \$ 840.00	1760 \$ 44,000.00	327 \$ 16,350.00	2171	\$ 61,190.00
NOV	0 \$ -	134 \$ 1,340.00	2818 \$ 70,450.00	1092 \$ 54,600.00	4044	\$ 126,390.00
DEC	0 \$ -	171 \$ 1,710.00	2331 \$ 58,275.00	2919 \$ 145,950.00	5421	\$ 205,935.00
					2022 TOTALS	\$ 713,995.00

TOTAL GIFT CERTIFICATES REDEEMED 2022

	5'S	10'S	25'S	50'S	TOTAL
JAN	16	128	339	734	1217
FEB	13	64	255	221	553
MAR	14	51	151	369	585
APR	15	24	187	186	412
MAY	9	67	467	365	908
JUN	6	70	215	379	670
JUL	5	107	256	609	977
AUG	16	112	595	678	1401
SEP	36	87	507	675	1305
OCT	27	132	426	771	1356
NOV	41	117	453	564	1175
DEC	7	76	521	363	967
TOTALS	205	1035	4372	5914	11526
Total Amount	\$1,025.00	\$ 10,350.00	\$ 109,300.00	\$ 295,700.00	\$ 416,375.00

2021 Door County Gift Certificates Sold (December): \$177,015

2021 Door County Gift Certificates Redeemed (December) : \$24,985

DECEMBER VISITOR CENTER DATA

2022 Welcome Center Visitors: 850

2021 Welcome Center Visitors: 924

2022 Welcome Center Calls: 560

2021 Welcome Center Calls: 676

DECEMBER PUBLICATIONS REQUEST

2022 Destination Guide Requests: 181

2021 Destination Guide Requests: 75

2022 Winter Guide Requests: 182

2021 Winter Guide Requests: 107











2022 E-mail Requests Answered: 36

JOB SITE STATS - JOBSINDOORCOUNTY.COM

Admin Dashboard Activity

24 Hours | Week | Month | Total | Custom | 12/01/2022 - 12/31/2022 | Go

As of: 1/05/2023 1:00pm

Jobs Posted  40	Job Seekers Added  29	Employers Added  5	Alerts Added  Job 2 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  2,753	Jobs Viewed  3,982	Applications Added  135	Apply Redirects  82	Logins  Seeker 257 Employer 123

