

# DESTINATION DOOR COUNTY

## JANUARY 2023 DASHBOARD REPORT

### MARKETING & BRAND STRATEGY

#### Master Planning

The master planning process kicked off last week with an introductory meet and greet. Next steps will be developing a steering committee and scheduling a 1.5 day fam trip and locking in a timeline with deliverables. (See tentative timeline)

#### Winter Paid Media Campaign Kick-Off

January was a busy month finalizing our winter programing and creative campaign and settling in with Madden Media in a full time capacity as of Jan 1st.

Initial campaign performance is off to a great start. The majority of campaigns are over pacing toward their main click and view goals, and meeting or exceeding their benchmark goals with click through and view rates. We're monitoring average session duration and pages per session in relation to organic traffic to optimize toward engaged users.

We also kicked off the 2023 co-op advertising program with 32 partners participating and have exceeded our revenue goal of \$40K.

### COMMUNICATION & ADVOCACY

We started off the new year by publicly launching our **Community Investment Fund** (CIF) grant program on January 6, which included three public presentations in partnership with the Door County Community Foundation, along with a special presentation for municipal clerks. CIF media coverage ran in the **Peninsula Pulse**, **Door County Advocate**, **Washington Island Observer**, **Fox 11**, **WDOR** and **DoorCountyDailyNews.com**. Additionally, we began CIF presentations to municipal boards and presented to the Town of Nasewaupee in January and will be presenting to other municipalities in February and March with the intention of presenting CIF information to all 19 municipal boards.

We also finalized plans for our **Electric Vehicle Charging Station Mini-Grant Program**, which will launch in early February.

Plans for local outreach in 2023 also solidified in conjunction with our Marketing & Brand Strategy Department.

FOX 11

### OPERATIONS

In January in the Welcome Center, we were busy taking calls, most being requests for the 2023 Destination Guide and people inquiring about travel in season. We outpaced 2022 sales in Gift Certificates selling over \$20,000 in the month of January. We now are turning our focus to inventory, getting the lobby organized for the season, and getting all backup storage organized for easy use during the busy season. We are beginning to coordinate the shipment of the Destination guide, and hope to have those details finalized over the next month leading to an expected March 20th arrival date.

#### SAVE THE DATE

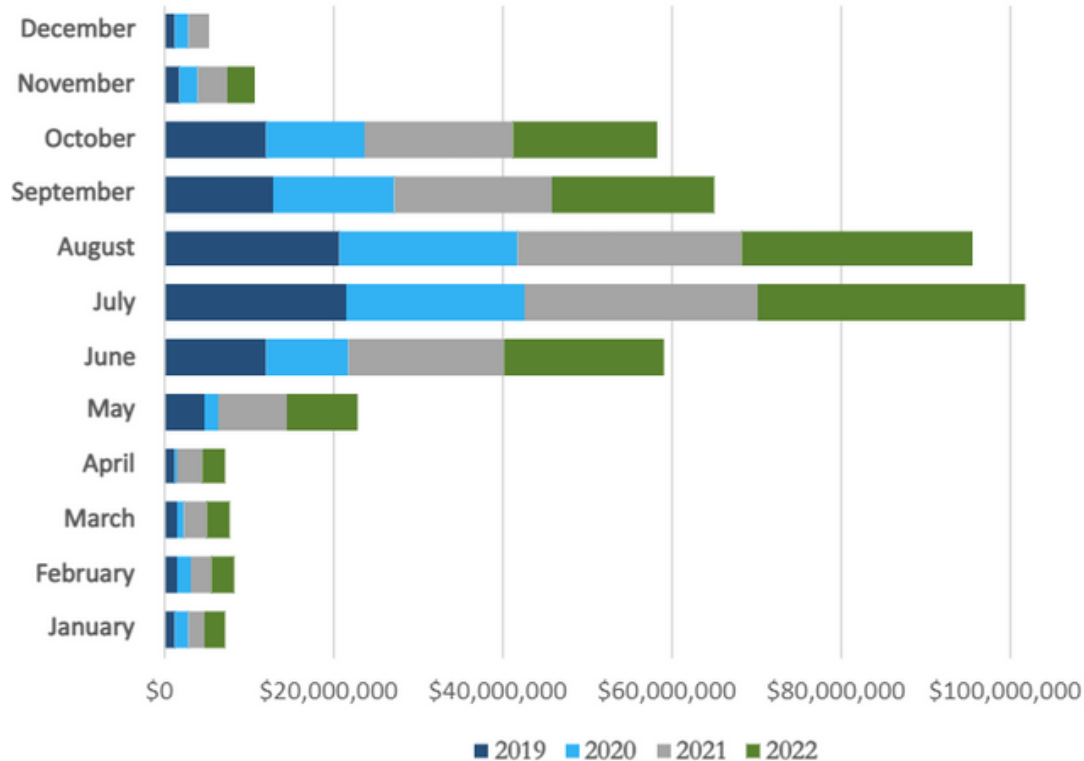
MAR 12-14	WIGCOT
APR 13	2023 MEDIA & CREATIVE CAMPAIGN WEBINAR
APR 25	BOARD RETREAT
APR 26	J-1 HOST FORUM
MAY 9	NTTW BREAKFAST

## ROOM TAX COLLECTIONS

**NOV-22: \$256,103**  
**YTD: \$10,520,754**

### DISTRIBUTION

30% MUNICIPALITIES  
70% DDC



### NOV-22

**ROOM REVENUE: \$3,276,287**

**AVERAGE DAILY RATE: \$158**

**OCCUPIED ROOMS: 86,684**

VS



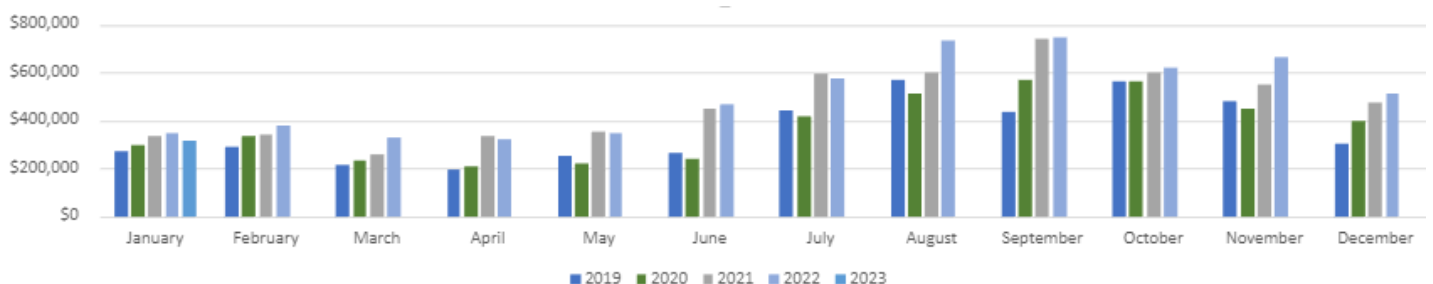
### NOV-21

**ROOM REVENUE: \$3,608,635**

**AVERAGE DAILY RATE: \$152**

**OCCUPIED ROOMS: 87,910**

## COUNTY SALES TAX - JANUARY \$316,512 / YTD \$316,512



## DECEMBER SHORT TERM RENTAL PACE REPORT (AIRDNA)

### December 2022 vs December 2021

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	690	815	18.1%	561	647	15.3%	45%	43%	-4.4%	313	333	6.4%	142	144	1.8%
Private Room	73	72	-1.4%	55	42	-23.6%	34%	27%	-20.8%	128	148	15.9%	43	39	-8.2%
Shared Room	0	0		0	0		0%	0%		0	0		0	0	

According to the December AirDNA report, our short term rental pool increased by 125, booked listings increased 15.3% and average daily rate increased \$10 on entire place rentals and \$20 for private room rentals.

There are currently between 700 and 900 short term rentals available throughout the county over the next 6 months.

Of those rentals we are pacing down in booked listings for Jan/Feb/April, up in March and relatively flat May and June over last year. However, compared to 2019 we are pacing up.

Available Listings						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	701	673	693	752	896	896
Previous Year	615	566	591	687	908	985
Current vs Previous %	14%	19%	17%	9%	-1%	-9%
2019	525	480	489	547	749	832
Current vs 2019 %	34%	40%	42%	37%	20%	8%
Booked Listings						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	463	259	170	135	376	564
Previous Year	527	290	153	198	381	567
Current vs Previous %	-12%	-11%	11%	-32%	-1%	-1%
2019	347	221	83	55	151	338
Current vs 2019 %	33%	17%	105%	145%	149%	67%
Occupancy Rate						
	Jan	Feb	Mar	Apr	May	Jun
Current Year	23%	25%	21%	25%	24%	36%
Previous Year	46%	31%	28%	29%	32%	40%
Current vs Previous %	-51%	-18%	-26%	-14%	-24%	-12%
2019	31%	32%	38%	44%	26%	29%
Current vs 2019 %	-27%	-20%	-46%	-42%	-6%	24%

## CONSUMER SENTIMENT

### Longwoods International Wave 69: Jan, 2023

According to the latest Longwoods International tracking study of American travelers, the current strong demand for travel may be in peril because of concerns about jobs, inflation and the economy. About half of travelers report that concerns about their personal financial situation will impact their travel decisions in the next six months. And the percentage of travelers who say that economic concerns will greatly impact their upcoming travel has jumped from 23% in late August to 30% in early January.

### Destination Analysts: The State of the American Traveler- January 2023

- Americans are starting this year with strong enthusiasm about travel: 80% report high degrees of excitement about travel this year—a level that is the same as one-year prior. 79% already have trips planned for the next several months, and anticipate spending \$3,991 on their leisure travel during the year
- There appears some wariness of the travel industry: Price gouging (25%), labor shortages (24%) and an increasingly frustrating domestic travel experience overall (22%) are among the top scenarios we tested that Americans feel are likeliest to occur in 2023
- But there is a healthy dose of optimism too: Over 30% of American travelers say with a degree of certainty that 2023 is going to be a great year for them personally. 23% of American travelers say they will still take a dream-trip to somewhere exciting in 2023—a sentiment felt strongest among Gen Z and Millennial-aged travelers, as well as those who identify as Black/African American and/or Latino/Hispanic

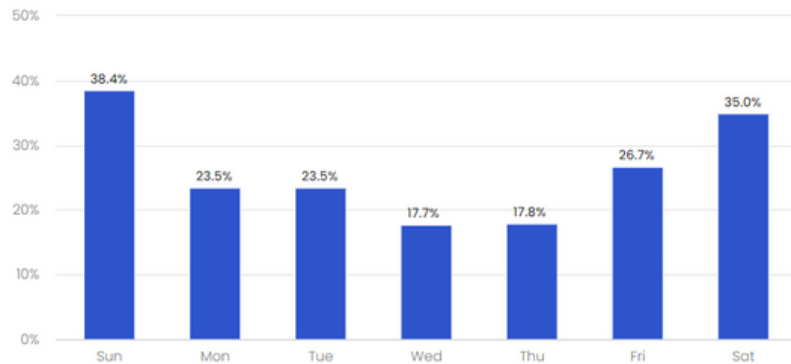
## JANUARY VISITATION (ZARTICO)

January saw steady weekday visitation with weekends drawing the most.

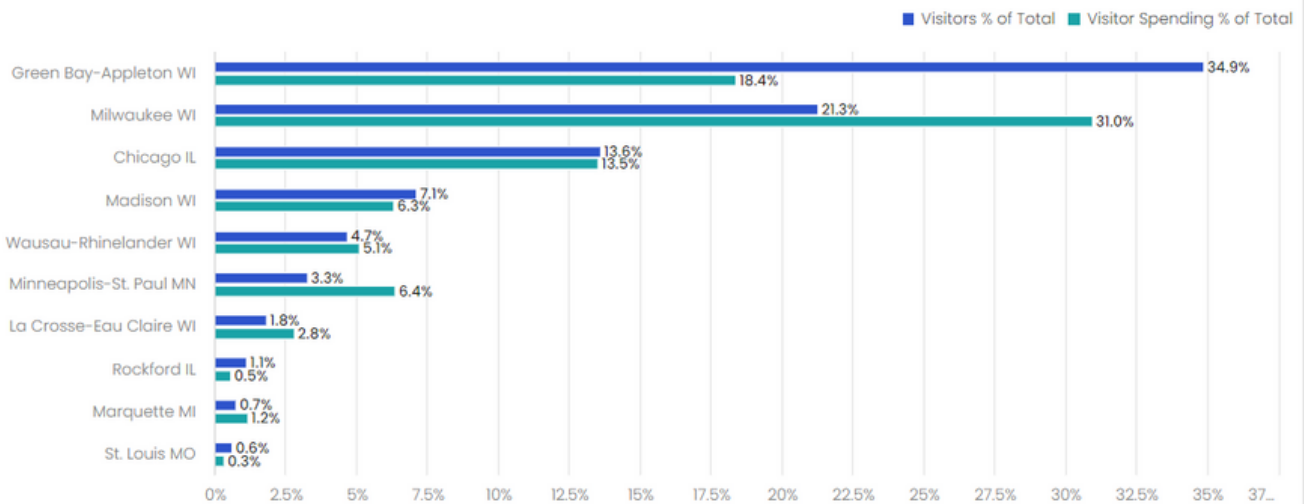
Green Bay-Appleton made up 35% of our visitation but Milwaukee spent the most, contributing 31% of total visitor spend.

Top areas visited were Sturgeon Bay, Fish Creek and Egg Harbor.

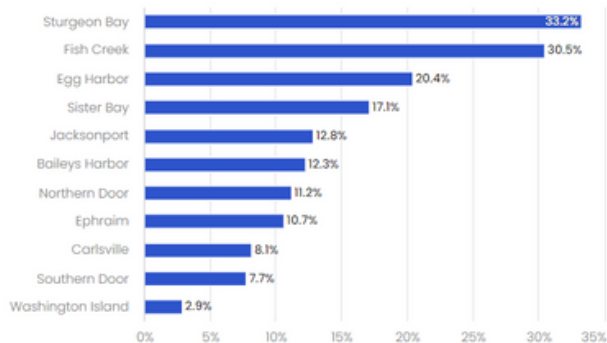
Visitation By Day Of Week



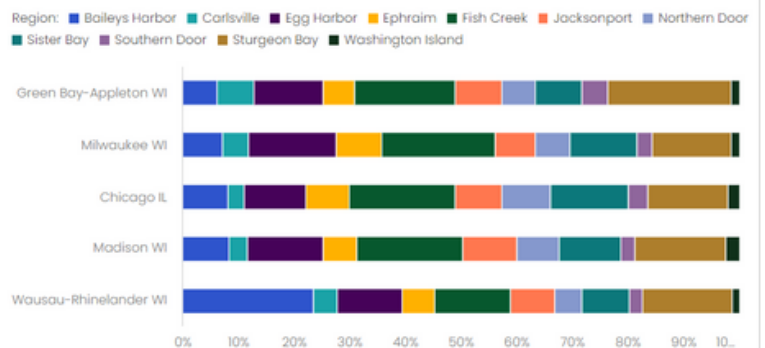
Top Origin Markets - Visitation % and Visitor Spend %



Total Visitation by Region



Top 10 Origin Markets - Regional Visitation Trends



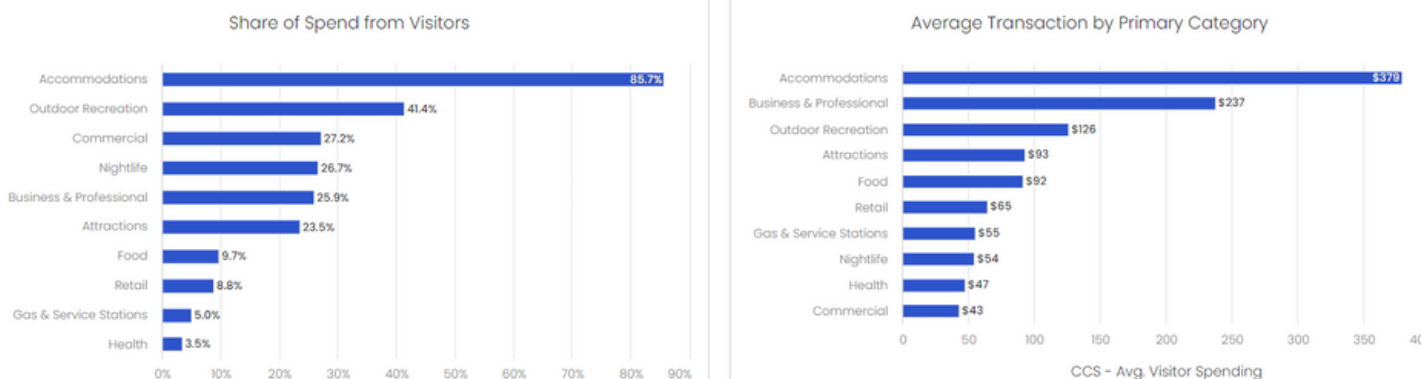
Source: Near. Note: The insight on the left shows the most visited regions within Door County. Note that the %'s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region." The insight on the right shows where visitors are coming from and which communities they are visiting the most.

## TOP PLACES OF INTEREST - JANUARY

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total ▼
Peninsula State Park	7%	93%	16%
Whitefish Dunes State Park	5%	95%	5%
Door County Medical Center (Sturgeon Bay)	54%	46%	5%
Lautenbach's Orchard Country Winery & Farm Market	4%	96%	4%
Sister Bay Park	8%	92%	4%
Cave Point County Park	4%	96%	4%
Southern Door School District	57%	44%	4%
The Ridges Sanctuary	17%	83%	3%
Potawatomi State Park	17%	83%	3%
Al Johnson's Swedish Restaurant & Butik	8%	92%	3%
Sonny's Pizzeria/Bridge Up Brewing Company	18%	82%	3%
Nor Door Sport & Cyclery	10%	90%	3%
Door County Distillery/Door Peninsula Winery	4%	96%	2%
Pick 'N Save	48%	52%	2%
Landmark Resort	7%	93%	2%
Gibraltar School District	33%	67%	2%
Stone Harbor Resort & Conference Center/Stone Harbor Resort & Restaurant	19%	81%	2%
Sturgeon Bay School District	55%	46%	2%
Sevastopol School District	47%	53%	2%

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

## SPEND- JANUARY



Source: Affinity. Note: Visitors spend across a wider range of industries categories contributing to tax revenues, job creation and entrepreneurship categories throughout the destination. The first insight highlights what visitors spend money on while traveling in our destination, the second displays the average spend in each of the tourism-related spending categories.

## ORGANIC SOCIAL MEDIA

## FACEBOOK

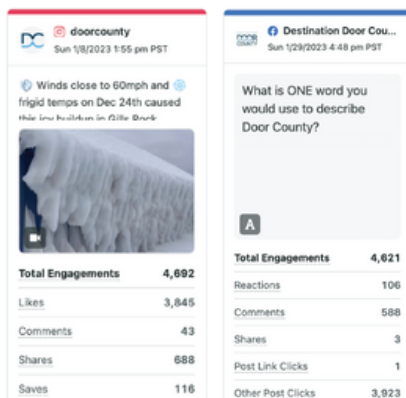
Strong first month with organic impressions showing a 27% increase YOY totaling 569.9k reach for the month of January. Our organic likes netted over 174 new followers, which is a 171% increase over last month.

## INSTAGRAM

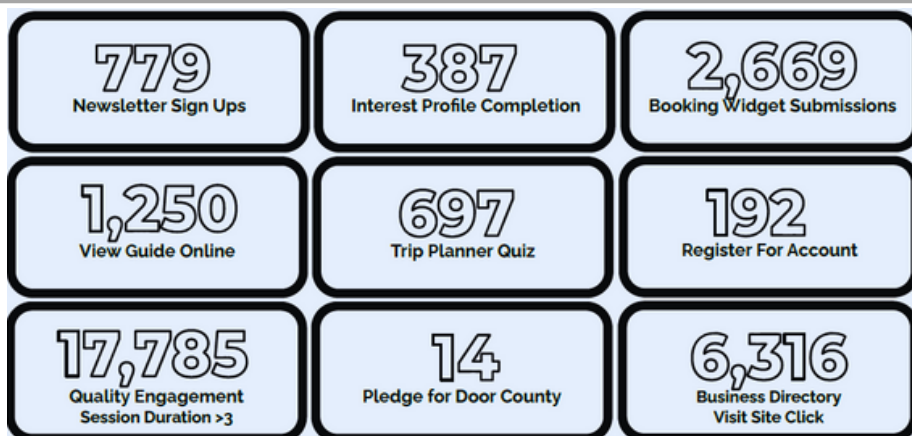
We totaled 181 new net followers in January. We had a total of 363.4K in reach this month.

## TWITTER

Great start to the year, with engagement showing an 18% increase over last month, boosting our engagement rate up to 3.3% (which is a 62% rise from last month). Though impressions were down 27%, we saw a 336% increase in new followers: a total of 48 net followers gained.

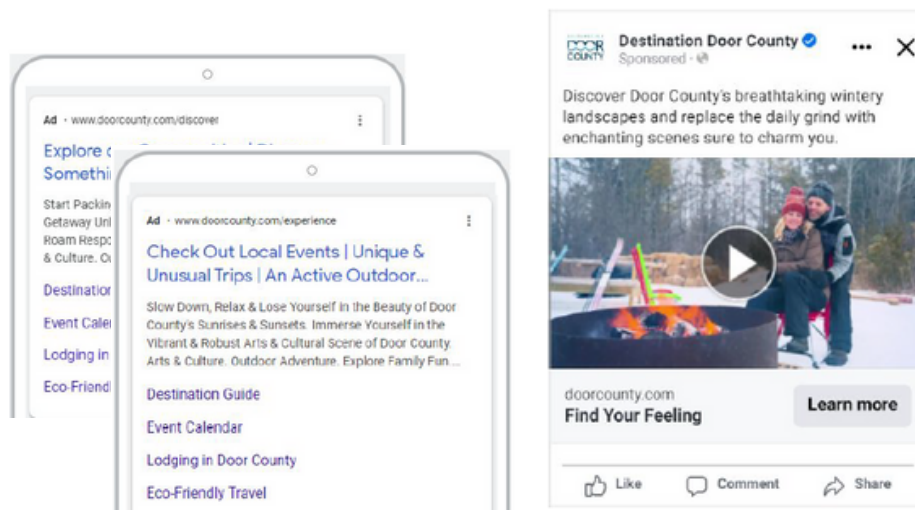


## WEBSITE CONVERSIONS



## PAID MARKETING PERFORMANCE

Overall paid media impressions for the month of January totaled 1,000,164. Overall paid traffic to DoorCounty.com totaled 25,746 users/32,862 sessions.



## SEM - NATIONAL

149,566  
Impressions

23,391  
Clicks  
Pacing 144% to goal

15.64%  
CTR

02:39  
Avg. Session Duration

2.69  
Avg. Pages Per Session

92%  
Budget Remaining

## SEM - NEAR ME

28,333  
Impressions

4,519  
Clicks  
Pacing 57% to goal

15.95%  
CTR

01:12  
Avg. Session Duration

1.79  
Avg. Pages per Session

91%  
Budget Remaining

## GOOGLE VIDEO

296,572  
Impressions

180,582  
Views  
Pacing 799% to goal

.61%  
View Rate

00:20  
Avg. Session Duration

1.20  
Avg. Pages per Session

12%  
Budget Remaining

## META VIDEO

403,816  
Impressions

52,968  
Views  
Pacing 221% to goal

.14%  
View Rate

00:13  
Avg. Session Duration

1.20  
Avg. Pages per Session

12%  
Budget Remaining

## CONNECTED TV

121,877  
Impressions  
Pacing 259% to goal

208  
Clicks

.17%  
Click Thru Rate

00:13  
Avg. Session Duration

1.09  
Avg. Pages per Session

92%  
Budget Remaining



## COMMUNITY OUTREACH & ALIGNMENT

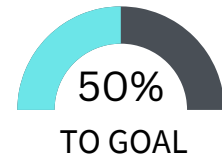
### MEDIA OUTREACH ACTIVITIES

We conducted 10 media outreach activities in January including a press release about our Door County Bundle Up campaign. Some of the media outlets we worked with in January were; Marinalife, Midwest Living, Fodor's, AARP, and USA Today.

#### January Media Highlights:

Egg Harbor was included in a story titled, "18 Midwest Towns Our Writers Say You Should Visit in 2023" on [TravelAwaits.com](#). Read the story on [TravelAwaits.com](#).

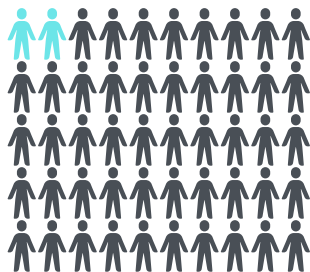
Door County was named as one of the "20 Best Cheap Places to Travel in 2023," by *Good Housekeeping*. Read the story on [GoodHousekeeping.com](#).



GOAL: 20

### TRAVEL WRITERS

We hosted 2 writers in January on an individual press trip. We have 5 group press trips scheduled. The months and themes of the press trips are: February-Winter, May-Blossoms/Maritime, June-The Arts, August-Outdoor Recreation, and October-Fall. To see the articles obtained through our earned media marketing program, [click here](#).



GOAL: HOST 50 TRAVEL WRITERS

### DOOR COUNTY NON-PROFIT ACTIVATIONS

- **Door County Bundle Up w/ Boys & Girls Club of Door County** - Over 1000 winter wear items were collected through a network of local businesses and CBAs. This drive directly supports the Boys & Girls Club of Door County and other community partners and gains momentum year after year as the community continues to show up for one another in big ways.
- **Door County Fair** - DDC will again be sponsoring the Fair Ambassador program with the Door County Fair Association. Ambassadors represent and promote the Door County Fair at events throughout the County and well beyond, including area parades, festivals, and community events.
- **Door County Big Plant w/ Climate Change Coalition of Door County** - DDC is proud to sponsor the 2023 DC Big Plant. This year's event aims to plant 10,000 trees in Door County through a series of 5-6 community plantings taking place during Earth Week 2023.
- **Every Day is Earth Day w/ Sustain Door** - DDC will be sponsoring Sustain Door's Every Day is Earth Day Festival and accompanying events during the dates of 4/21-4/23. This has been a fantastic outlet to have healthy conversations with the community about the impacts of tourism and DDC's advances with the Care For Door County and Leave No Trace initiatives.

GOAL: 12 33%

### MUNICIPAL ENGAGEMENT UPDATES

#### Municipal Clerk Program and CIF Presentation

We personally invited the clerks and administrator from each of our nineteen municipalities to join us for a special Zoom meeting on Friday, January 13th to introduce the Community Investment Fund, walk them through the grant program, and answer any questions they had. As the primary contact within their communities, we hope this understanding of the program will help them better identify potential opportunities for improvements that might qualify for grant funding. We were very pleased to have 17 of our clerks join us, and nearly half also encouraged a deputy clerk and or administrator to participate as well.

### GIFT CERTIFICATE SALES

#### YEAR TO DATE:

\$20,645



## PARTNER NEW/DROP

**Total Partners:** 723  
**New/Rejoined Partners:** 10  
**Deactivated Partners:** 3

### NEW

Account Name	Physical Address 1	City	Account Category	Date Added
Advanced Physical Therapy and Sports Medicine	217 N 4th Ave	Sturgeon Bay	Services	1/3/2023
Beachview Condo Rentals	10678 North Bayshore Drive	Sister Bay	Cottage/Home/Condo/Vacation Rental	1/5/2023
Freeze Dried Door County LLC	696 Sand Hill Rd.	Brussels	Retail	1/5/2023
Marchant's Meats and Sausage	51 Green Bay Rd	Sturgeon Bay	Retail	1/11/2023
Casey St. Henry CEPA, BFA - Thrivent	160 S Madison Ave	Sturgeon Bay	Services	1/12/2023
Baileys on the Rocks Cottages - Arbor Cottage	7962 Ward Street	Baileys Harbor	Cottage/Home/Condo/Vacation Rental	1/16/2023
Ephraim Vacation Homes	3033 German Road	Ephraim	Cottage/Home/Condo/Vacation Rental	1/16/2023
Baileys on the Rocks Cottages - Rockledge Cottage	7962 Ward Street	Baileys Harbor	Cottage/Home/Condo/Vacation Rental	1/24/2023
Alpen Properties	7560 Bluff Pass	Egg Harbor	Cottage/Home/Condo/Vacation Rental	1/26/2023
Ephraim Clayworks	9922 Water St	Ephraim	Retail	1/31/2023

Status	Account Name	Address	Physical City	Account Category	Date
Inactive	Boelter & Lincoln	222 E Erie, Ste 400	Milwaukee	Associate Members	1/16/2023
Inactive	Village of Egg Harbor	7860 Hwy 42	Egg Harbor	Village Associations	1/16/2023
Inactive	Untamed Love	10590 Country Walk Dr. Unit 4	Sister Bay	Services	1/26/2023

For a full list of partners go to [www.doorcounty.com/business-directory](http://www.doorcounty.com/business-directory)

## JOBSINDOORCOUNTY.COM

As of: 2/08/2023 2:00pm

Jobs Posted 80	Job Seekers Added 52	Employers Added 7	Alerts Added Job 6 Resume 0	Purchases Billed 0 Paid 0
Job Searches 4,102	Jobs Viewed 5,486	Applications Added 192	Apply Redirects 107	Logins Seeker 353 Employer 208

## SUSTAINABLE DEVELOPMENT

### COMMUNITY POPUP EVENTS

**4/22** EVERY DAY IS EARTH DAY AT KRESS PAVILLION

**4/22** RIDGE & SWALE DOCUSERIES PREMIERE

### COMMUNITY VOLUNTEER TIME

#### UPCOMING EVENTS:

**4/24** ADOPT A HIGHWAY CLEAN-UP

GOAL: 120 HOURS