

DESTINATION DOOR COUNTY

FEBRUARY 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Planning: The master planning process is underway. In the next couple weeks we will be reaching out to possible steering committee partners as well as focus groups so we can set dates through the rest of the year. We are also in to process of finalizing our DestinationNEXT stakeholder and resident surveys.

Winter Paid Media Campaign Continues: February kicked off the launch of our remaining winter media campaign including Google prospecting, Meta ads (Facebook & Instagram) and MobileFuse. (See link provided in Marketing section). Overall, we continue to see strong performance across all media and many continue to pace over their metrics goals and have strong user engagement. We are continuing to make optimizations in the platforms to increase the performance of all campaigns.

Groups & Meetings: We attended the American Bus Association in Detroit, MI February 4-7. We had the opportunity to meet with approximately 30 tour operators to provide updates on group-related businesses and services. Many companies have Door County included in their 2023 travel programs and several into 2024. We also have been in contact with Great Lakes Shore Excursions which is coordinating land-based activities for passengers aboard cruise ships docking in Algoma this summer. Door County will be one of the tours being offered to the passengers during their day-long visit. We are assisting them with tour/itinerary ideas and finding tour guides.

Art in the Door: A lot of work was put into finalizing the Art in the Door local artist contest as part of our creative campaign, which officially kicked off on March 8th. More to come on this next month.

COMMUNICATION & ADVOCACY

In February we continued to engage with local municipalities by presenting information about the [Community Investment Fund](#) at eight different municipal board meetings including the City of Sturgeon Bay (2/7), Town of Brussels (2/8), Town of Clay Banks (2/13), Town of Union (2/13), Village of Ephraim (2/14), Town of Sevastopol (2/20), Village of Sister Bay (2/21) and Town of Jacksonport (2/28). We also hosted another public presentation about the program at the Door County Community Foundation office on February 9. We will continue presenting to additional municipal governments in March and April with intentions of presenting CIF information to all 19 municipal boards.

We hosted a Public Relations workshop for the lodging industry on February 8 at the Kress Pavilion in Egg Harbor and welcomed 23 people to the session, which featured a presentation from Debbie Geiger of Geiger & Associates Public Relations.

Our new [EV mini-grant program](#) kicked off on February 3 and the first 8 grant slots were filled in 48 hours of the application period opening. The next round of mini-grant applications will be accepted beginning April 1 at 8 AM. Up to 24 more mini-grants may be awarded before the end of the year.

OPERATIONS

In February in the Welcome Center, we were continuing to receive calls for the 2023 Destination Guide, and people inquiring about travel in season. We outpaced 2022 sales in Gift Certificates one again in the month of February. We have started lobby prep and are progressing nicely, now showcasing an environment and nature section. Coordination for delivery of the Destination Guide is completed and all is on schedule for March 20th arrival. We will then begin working with our distribution partners to get them out to individuals, local businesses, and different travel hubs throughout the Midwest.

SAVE THE DATE

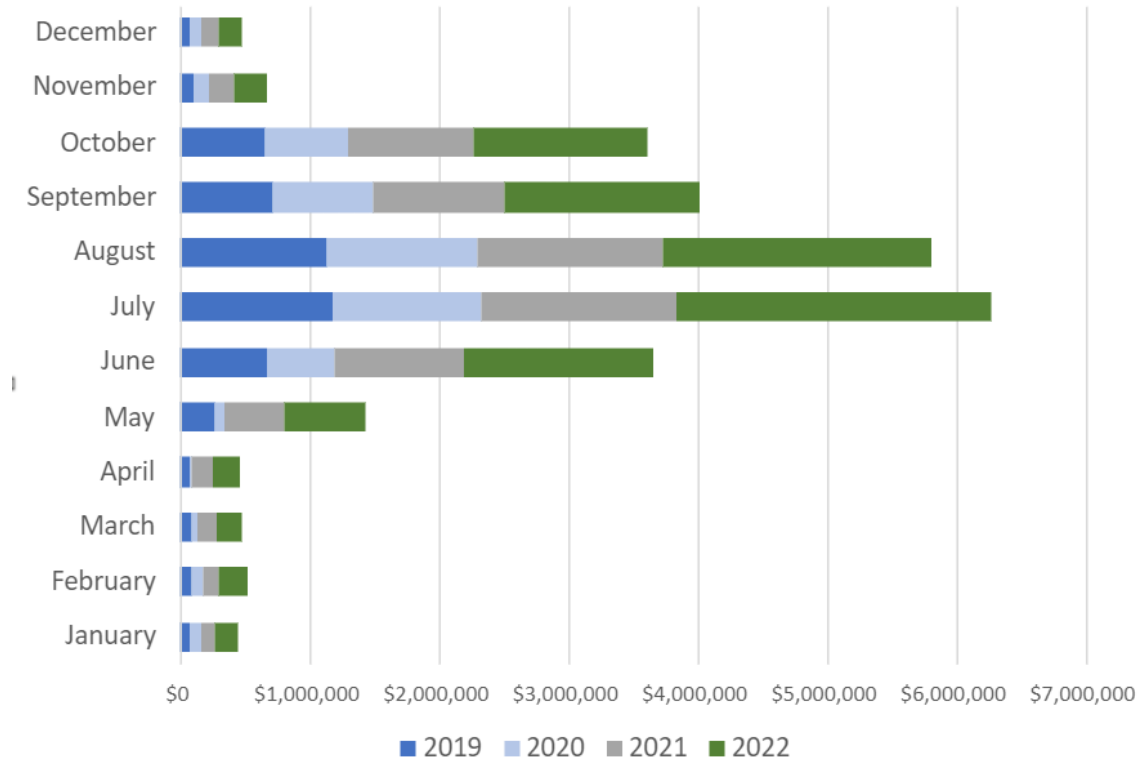
MAR 12-14	WIGCOT
APR 13	2023 MEDIA & CREATIVE CAMPAIGN WEBINAR
APR 23	ADOPT-A-HIGHWAY
APR 25	BOARD RETREAT
APR 26	J-1 HOST FORUM
APR 26	WHAT'S NEW IN 2023
MAY 9	NTTW BREAKFAST

ROOM TAX COLLECTIONS

DEC-22: \$174,924
'22 Total: \$11,074,315

DISTRIBUTION

30% MUNICIPALITIES
70% DDC



DEC-22

ROOM REVENUE: \$2,238,078

AVERAGE DAILY RATE: \$150

OCCUPIED ROOMS: 14,922

VS



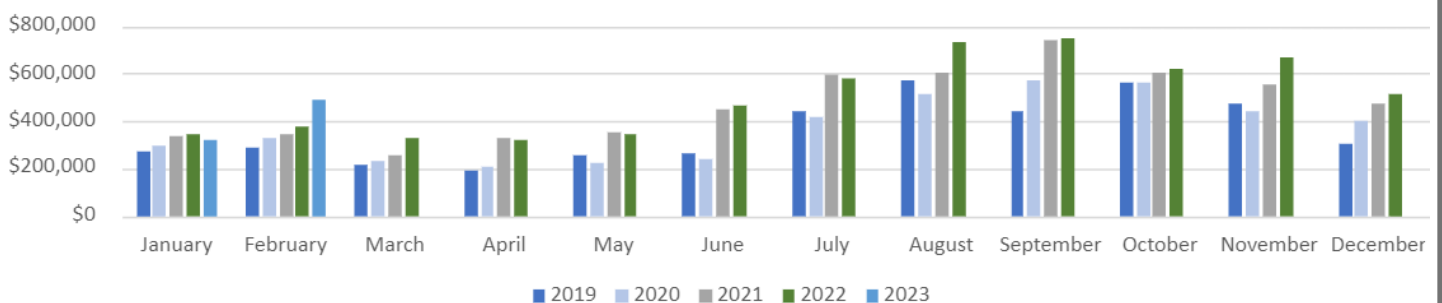
DEC-21

ROOM REVENUE: \$2,474,740

AVERAGE DAILY RATE: \$135

OCCUPIED ROOMS: 18,361

COUNTY SALES TAX - FEBRUARY \$491,914 / YTD \$808,427



JANUARY SHORT TERM RENTAL PACE REPORT (AIRDNA)

January 2023 vs January 2022

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	613	765	24.8%	525	583	11.0%	46%	41%	-11.8%	305	314	2.8%	141	128	-9.4%
Private Room	66	73	10.6%	51	38	-25.5%	24%	27%	12.3%	121	129	6.4%	30	35	19.5%
Shared Room	0	0		0	0		0%	0%		0	0		0	0	

According to the January AirDNA report, our short term rental pool increased by 159, booked listings were relatively flat and average daily rate increased \$10 on entire place rentals and \$8 for private room rentals.

There are currently between 700 and 1,000 short term rentals available throughout the county over the next 6 months.

Of those rentals we are pacing down in booked listings for April but it's higher than what we were seeing in January. The rest of the months are pacing up almost 10% over 2022 and 25-43% up over 2021.

Note: Data is sourced from AirBNB and VRBO, duplicates are removed.

Available Listings						
	Feb	Mar	Apr	May	Jun	Jul
Current Year	731	732	802	987	978	935
Previous Year	589	592	691	914	989	1,003
Current vs Previous %	24%	24%	16%	8%	-1%	-7%
2 Years Ago	477	531	610	842	912	900
Current vs 2 years ago %	53%	38%	31%	17%	7%	4%
Booked Listings						
	Feb	Mar	Apr	May	Jun	Jul
Current Year	480	312	261	534	751	782
Previous Year	478	286	289	502	683	741
Current vs Previous %	0%	9%	-10%	6%	10%	6%
2 Years Ago	380	242	220	374	563	626
Current vs 2 years ago %	26%	29%	19%	43%	33%	25%
Average Daily Rate						
	Feb	Mar	Apr	May	Jun	Jul
Current Year	237	233	275	339	422	452
Previous Year	281	281	314	377	456	440
Current vs Previous %	-15%	-17%	-12%	-10%	-7%	3%
2 Years Ago	246	269	302	379	421	413
Current vs 2 years ago %	-3%	-13%	-9%	-11%	0%	9%

CONSUMER SENTIMENT

Longwoods International Wave 70: Feb, 2023

For most travelers, the pandemic is over. "Traveler attitudes toward the pandemic and their personal finances are both moving in the right direction, which is very positive for the travel industry," said Amir Eylon, President and CEO of Longwoods International. "And encouraging news about a possible "soft landing" for the economy in the fight against inflation is likely driving this improved traveler outlook."

Destination Analysts: The State of the American Traveler- February 2023

What motivates a traveler? Quality time with loved ones, creating memories, experiencing new places, escaping the pressures of daily life and recharging are top tier motivators – about two thirds or more of American travelers cited these as very motivating or critically important. Second tier motivators include connecting with nature, visiting places of historical significance, food and the chance to expand one's own perspective. Third tier motivators are concerts, the arts and shopping, with partying and bragging rights more relatively niche motivations.

Currently, 42% of American travelers say high travel prices have kept them from traveling in the past month, down from 49% in December. We are seeing a rebound in the percent of Americans who say the present is a good time to spend on leisure travel. At 30%, this is the highest it has been since last summer. In addition, over half of American travelers say that travel is a priority in their budget in the near term. This metric is also increasing, hitting a six-month high after a downward trend in the last half of 2022.

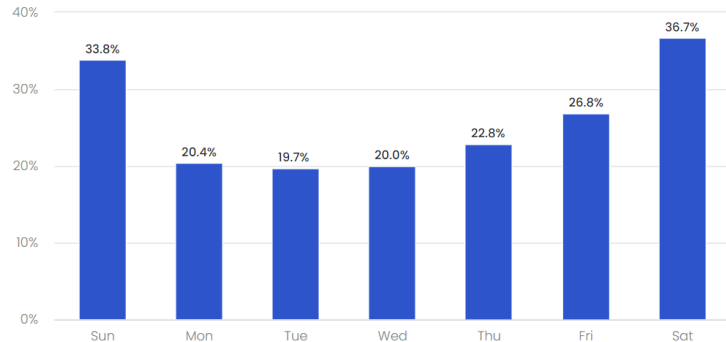
FEBRUARY VISITATION (ZARTICO)

February saw steady weekday visitation with weekends drawing the most.

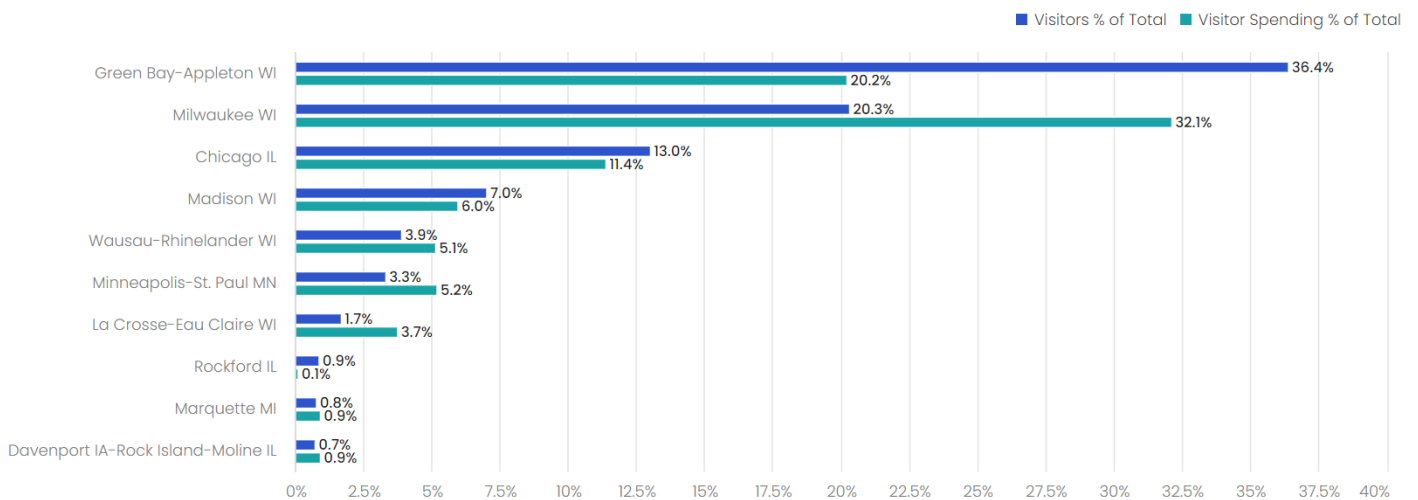
Green Bay-Appleton made up 36% of our visitation but Milwaukee spent the most, contributing 32% of total visitor spend.

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

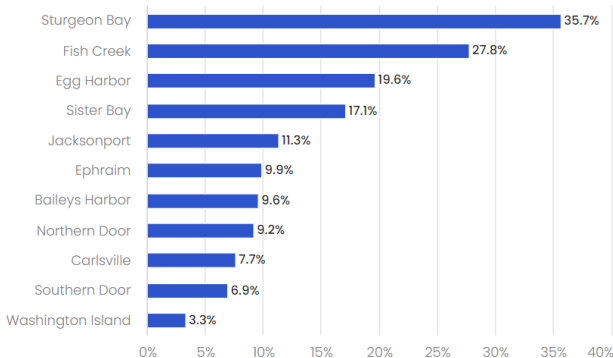
Visitation By Day Of Week



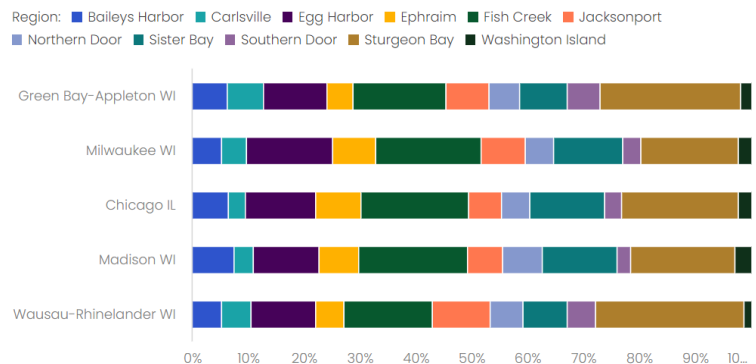
Top Origin Markets - Visitation % and Visitor Spend %



Total Visitation by Region



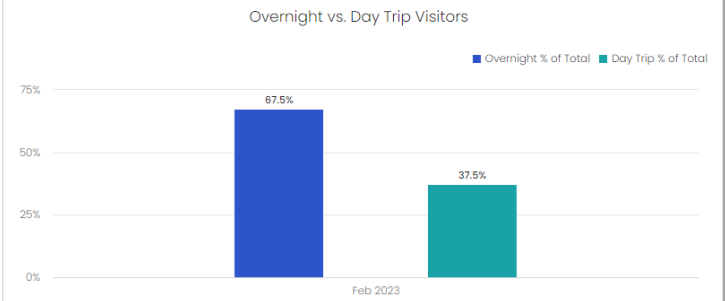
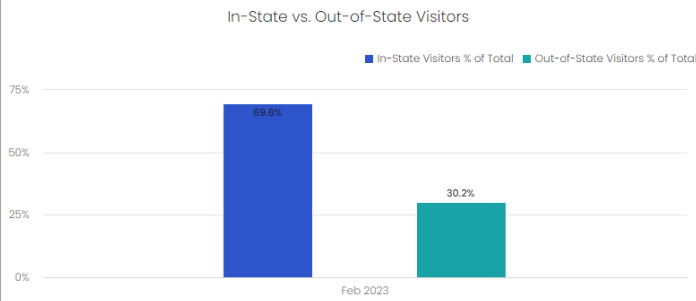
Top 10 Origin Markets - Regional Visitation Trends



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.

INSTATE VS OUT-OF-STATE- FEBRUARY

OVERNIGHT VS DAY TRIP- FEBRUARY

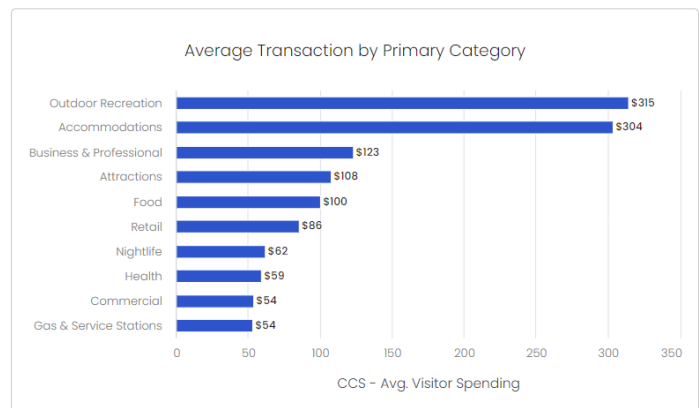
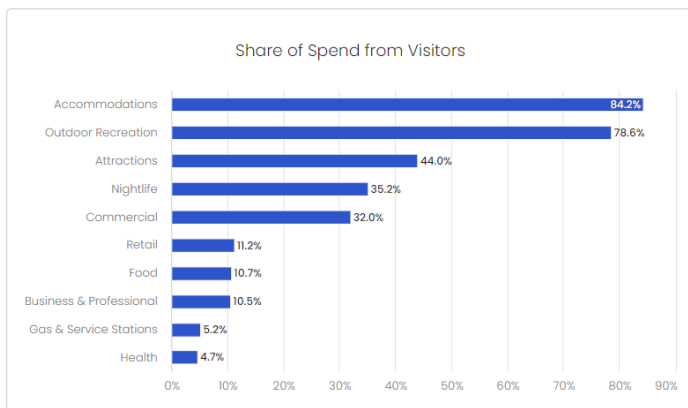


TOP PLACES OF INTEREST - FEBRUARY

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total ▼
Peninsula State Park	17%	83%	13%
Door County Medical Center (Sturgeon Bay)	71%	29%	6%
Sunset Park	61%	39%	6%
Southern Door School District	79%	21%	5%
Whitefish Dunes State Park	14%	86%	4%
Harbour Village Campground And Water Park	34%	66%	4%
Landmark Resort	7%	93%	3%
Sister Bay Park	17%	83%	3%
Pick 'N Save	65%	35%	3%
The Ridges Sanctuary	34%	66%	3%

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

SPEND- FEBRUARY



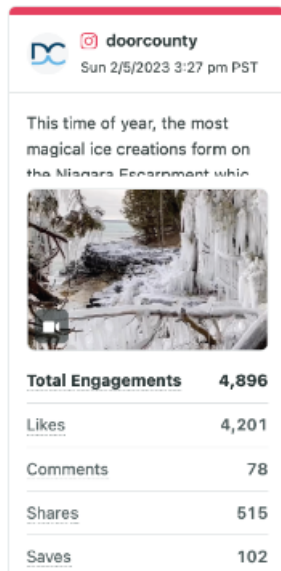
Source: Affinity. Note: Visitors spend across a wider range of industries categories contributing to tax revenues, job creation and entrepreneurship categories throughout the destination. The first insight highlights what visitors spend money on while traveling in our destination, the second displays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

ORGANIC SOCIAL MEDIA

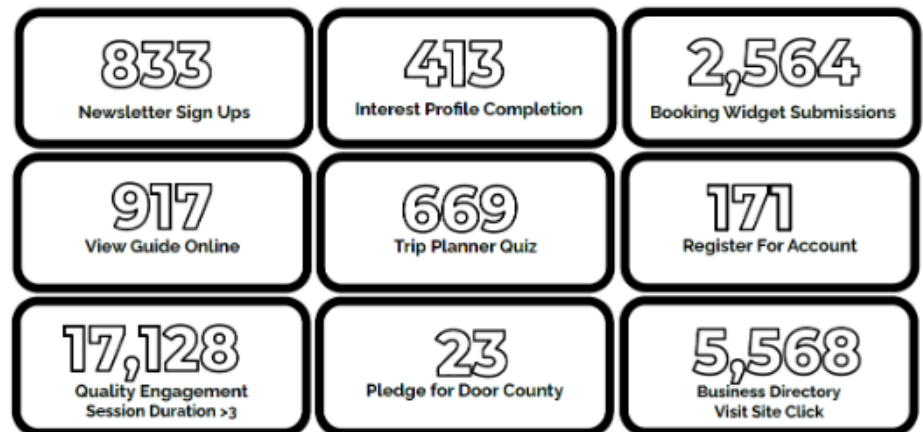
Facebook - totaled over 520K in reach for the month and organic likes netted over 183 new followers.

Instagram - We gained 109 new net followers in February and our engagement rate grew from 3.3% to 3.7% from last month. We had a total of 157K in organic reach this month.

Twitter - Net new followers totaled 59 for the month. A total of 86K impressions which was a 250% increase over last month and 285% over last year. Post link clicks grew 108% from Jan.



WEBSITE CONVERSIONS



PAID MARKETING PERFORMANCE

Overall, paid media garnered 10,088,477 impressions and 95,564 clicks. Paid traffic to DoorCounty.com totaled 42,029. As part of our sustainability development, Mobilefuse launched on 2/9 which is an interactive ad dedicated to promoting the Door County Pledge. You can view [HERE](#).



SEM - National	SEM - Geo-targeted	Google Display	Google Video	Meta Prospecting	Meta Video	Connected TV	Mobilefuse
47,444 clicks	8,915 clicks	1,496,482 impressions	440,151 views	21,525 Clicks	31,788 video plays to 95%	376,353 impressions	297,818 Impressions
347,360 impressions	55,883 impressions	967 Clicks	59% view rate	5,496,283 Impressions	14,581 Clicks	387 clicks	1,404 Clicks
13.66% CTR	15.95% CTR	\$1.58 CPM	745,947 Impressions	0.39% CTR (Link Click)	1,272,351 Impressions	\$30.59 CPM	0.47% CTR
\$0.32 CPC	\$1.13 CPC	0.06% CTR	341 clicks	\$0.37 CPC (Link Click)	\$0.08 Cost/Thru Play	0.10% CTR	93% Budget Remaining
83% Budget Remaining	83% Budget Remaining	90% Budget Remaining	\$0.01 CPV	92% Budget Remaining	554,819 Video Plays	77% Budget Remaining	
			83% Budget Remaining		84% Budget Remaining		

COMMUNITY OUTREACH & ALIGNMENT

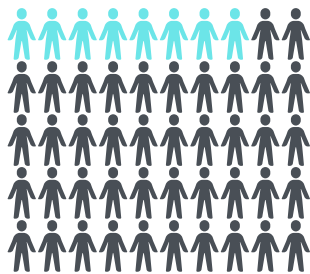
MEDIA OUTREACH ACTIVITIES

We conducted 11 media outreach activities in February including two press releases about the launch of our EV Grant and our sponsorship with World Premiere Wisconsin. Some of the media outlets we worked with in February were; Marinalife, Milwaukee Journal Sentinel, Pioneer Press, and Family Vacationist.

February Media Highlights: Winter in Door County was highlighted in the Twin Cities Pioneer Press on February 18. Read the online version on twincities.com. The Jacksonport Polar Bear Club was highlighted in a story titled, "Are you Tough Enough for these Polar Bear Plunge Events." The story ran in USA Today's Outdoor Wire on February 7. Read the story on outdoorswire.usatoday.com. The Door County Triathlon was named a finalist in USA Today's 10Best Readers' Choice for top triathlon in the United States. You can vote to make it number one, [here](#). Voting ends March 27.

TRAVEL WRITERS

We hosted 6 writers in February on a winter themed press trip. We have 4 group press trips remaining. The months and themes of the press trips are: 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

- **Peninsula Preschool**
 - Sponsored upcoming Trivia Night fundraiser
- **Door County Heritage Alliance**
 - Provided a donation of Door County Gift Certificates to be used for Bookmobile fundraiser

GOAL: 12  50%

MUNICIPAL ENGAGEMENT UPDATES

Community Investment Fund Presentations To Municipalities

In February we continued efforts to engage with municipalities regarding our Community Investment Fund grant program and had 8 presentations to municipal boards. We also scheduled another 4 municipal presentations in March, 2 in April and a presentation to the Door County chapter of the Wisconsin Towns Association in May.

GIFT CERTIFICATE SALES

YEAR TO DATE:

\$38,180



PARTNER NEW/DROP

Total Partners: 725
New/Rejoined Partners: 10
Deactivated Partners: 3

New











Account Category	Account Name	Address	City	Date Added
Retail	Moodwax Candle	217 North 4th Avenue	Sturgeon Bay	2/2/2023
Cottage/Home/Condo/Vacation Rental	Sunrise Cottage	3372 S Willow Rd	Sturgeon Bay	2/3/2023
Hotels/Motels/B&B's	The Prospect House	101 S. Lansing Avenue	Sturgeon Bay	2/6/2023
Cottage/Home/Condo/Vacation Rental	Egg Harbor House	7445 Meadow Bluff Farm Rd	Egg Harbor	2/6/2023
Cottage/Home/Condo/Vacation Rental	The Vault Cottage	213 Louisiana St	Sturgeon Bay	2/6/2023
Cottage/Home/Condo/Vacation Rental	Northern Door Vacations		Door County	2/15/2023
Cottage/Home/Condo/Vacation Rental	Getaway and Stay		Door County	2/17/2023
Retail	Novel Bay Booksellers	44 North 3rd Avenue	Sturgeon Bay	2/17/2023
Cottage/Home/Condo/Vacation Rental	Hidden Harbor Guesthouse	4224 Hidden Harbor South	Fish Creek	2/20/2023
Retail	Seven Sisters Resale Boutique	4199 Main Street	Fish Creek	2/28/2023

Drop

Account Category	Account Name	Address	Physical City	Date
Restaurants/Cafes/Taverns	Peninsula Pub	Peninsula Center	Baileys Harbor	2/6/2023
Restaurants/Cafes/Taverns	Clover & Zot	8054 WI 57	Baileys Harbor	2/28/2023
Restaurants/Cafes/Taverns	JJ's LaPuerta Restaurant	10961 N. Bay Shore Dr.	Sister Bay	2/28/2023

For a full list of partners go to www.doorcounty.com/business-directory

JOBSINDOORCOUNTY.COM

Jobs Posted  76	Job Seekers Added  59	Employers Added  11	Alerts Added  Job 1 Resume 2	Purchases  Billed 0 Paid 0
Job Searches  4,208	Jobs Viewed  5,372	Applications Added  179	Apply Redirects  91	Logins  Seeker 396 Employer 217

SUSTAINABLE DEVELOPMENT

COMMUNITY OUTREACH EVENTS

4/22 EVERY DAY IS EARTH DAY AT KRESS PAVILLION
4/22 RIDGE & SWALE DOCUSERIES PREMIERE
4/26 WHAT'S NEW IN 2023

COMMUNITY VOLUNTEER TIME

UPCOMING EVENTS:
4/24 ADOPT A HIGHWAY CLEAN-UP

GOAL: 120 HOURS