

DESTINATION DOOR COUNTY

APRIL 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Planning: We have completed the first major step for our master plan; to establish a steering committee and to conduct a kick off meeting with our planning agency. Following the kick-off meeting, May 4th, one on one interviews were conducted with some key stakeholders. Next step includes obtaining feedback from our **community stakeholder** and **resident** surveys, followed by 12 focus groups sessions and two town all meetings.

***Please take the time to give your feedback in both surveys and share within your own social circles.**

Strategic Planning: The Strategic Planning Committee, made up of individuals from DDC, TZC and BOD, met to review Goals and Objectives for our 2024 plan along with Q1 strategy and tactic updates. Presentation deck was shared with both the TZC and BOD and can be found **HERE**.

New Hire: We are excited to welcome Elizabeth Charney to the DDC team. As the Marketing & Sales Assistant, she'll play an integral role in supporting the Marketing & Brand Strategy department.

Paid Media: April saw the introduction of a few new campaigns to the mix including Mobilefuse General Leisure and three Google remarketing co-ops. This month also saw the conclusion of a few campaigns including Workforce Recruitment and Art in the Door.

Art in the Door: Entry deadline was April 23rd and we received a total of 85 art submissions from local artists. The jury will select the 8 finalists by May 15th and then it will go to the public to vote for our final 4 winners.

COMMUNICATIONS & ADVOCACY

In April we continued to engage with local municipalities by presenting information about the **Community Investment Fund** at 3 more municipal board meetings including the Town of Washington (4/5), Town of Baileys Harbor (4/10) and the Town of Egg Harbor (4/17). Our next presentation is scheduled for the Door County unit of the Wisconsin Towns Association in May.

We were a sponsor and participated in the biennial Door/Kewaunee County Legislative Days event in Madison April 19-20. It was a great opportunity to connect and work with other community leaders, our own legislators as well as lawmakers from across the state of Wisconsin while collectively advocating for issues important to Door and Kewaunee counties.

We celebrated Earth Day by participating in the Every Day is Earth Day event on April 22 in Egg Harbor and also attended the premiere of **Ridge & Swale**, a two-part documentary we helped support that celebrates the legacy of conservation and community in Door County. We also sponsored the **Door County Big Plant**, a community effort inspired by the Climate Change Coalition of Door County to plant 10,000+ trees over a 4-week period.

We sponsored/hosted our annual **J-1 Employer Forum** on April 26 in Egg Harbor for area employers that welcome International students through the Summer Work Travel program. Participating speakers included representatives from the U.S. Department of State, U.S. Social Security Administration, Door County Bridges program, program sponsors and more.

OPERATIONS

April saw pretty steady visitation YOY. Gift certificate sales declined heavily, but was expected without the quarterly purchase from the county for employee incentive. Lobby is filling out, new materials are coming in and we continue to field calls with lots of excited travelers with cherry blossoms and 4th of July festivities top of mind. We have our inhouse vacancy calendar ready to go for partners. Visitor Guide distribution remains strong both from individuals and bulk requests.

SAVE THE DATE

MAY 7-13 NATIONAL TRAVEL & TOURISM WEEK

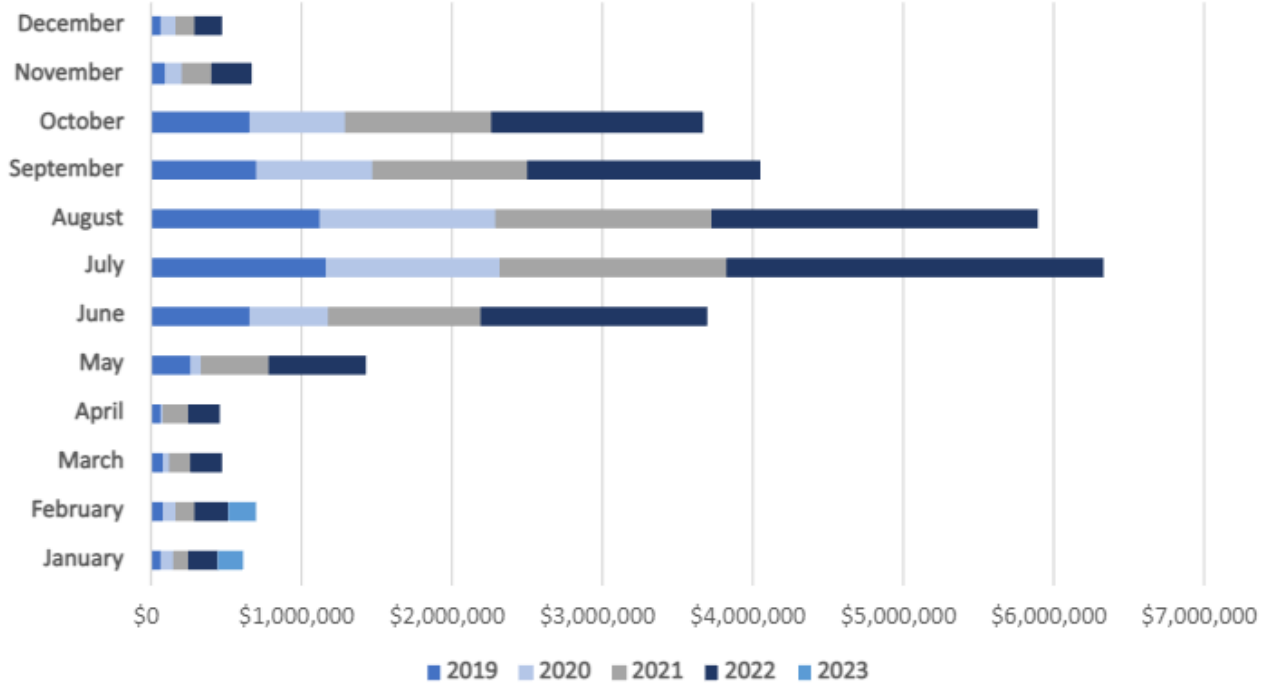
JUNE 8-10 LEAVE NO TRACE SPOTLIGHT

JUNE 13 PARTNER MIXER

ROOM TAX COLLECTIONS

Jan 23: \$183,561
YTD: \$353,720

DISTRIBUTION
30% MUNICIPALITIES
70% DDC



*Room Tax Revenue by month over time

FEB-23

ROOM REVENUE: \$2,257,543
AVERAGE DAILY RATE: \$148
OCCUPIED ROOMS: 14,770

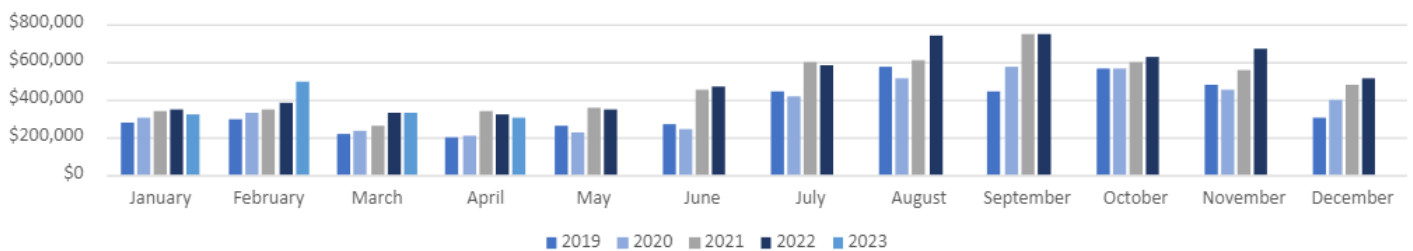
VS



FEB-22

ROOM REVENUE: \$2,822,329
AVERAGE DAILY RATE: \$133
OCCUPIED ROOMS: 21,270

COUNTY SALES TAX - APRIL \$304,165 / YTD \$1,436,668



MARCH SHORT TERM RENTAL PACE REPORT (AIRDNA)

March 2023 vs March 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	622	750	20.6%	489	592	21.1%	49%	54%	10.0%	295	321	9.1%	144	173	20.0%
Private Room	56	76	35.7%	51	48	-5.9%	34%	36%	6.0%	127	132	3.8%	43	48	10.1%
Shared Room	0	0		0	0		0%	0%		0	0		0	0	

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 up in current booked listings and down in ADR.

When looking at bookings through DoorCounty.com we see people are booking about 2 1/2 months out and staying roughly 3.6 days.

Note: Data is sourced from AirBNB and VRBO, duplicates are removed. DoorCounty.com data is sourced through Book Direct.

Available Listings						
	Apr	May	Jun	Jul	Aug	Sep
Current Year	817	1,011	1,019	977	993	1,016
Previous Year	727	925	999	1,005	1,053	1,059
Current vs Previous %	12%	9%	2%	-3%	-6%	-4%
2 Years Ago	640	851	925	910	941	928
Current vs 2 years ago %	28%	19%	10%	7%	6%	9%
Booked Listings						
	Apr	May	Jun	Jul	Aug	Sep
Current Year	597	738	899	904	845	662
Previous Year	586	703	833	852	820	618
Current vs Previous %	2%	5%	8%	6%	3%	7%
2 Years Ago	547	665	783	772	717	567
Current vs 2 years ago %	9%	11%	15%	17%	18%	17%
Average Daily Rate						
	Apr	May	Jun	Jul	Aug	Sep
Current Year	257	308	393	428	431	382
Previous Year	312	349	417	422	423	445
Current vs Previous %	-18%	-12%	-6%	1%	2%	-14%
2 Years Ago	284	328	379	394	412	406
Current vs 2 years ago %	-10%	-6%	4%	9%	5%	-6%

CONSUMER SENTIMENT

Longwoods International Wave 72: April 2023

Social Media Video Content Powers Travel Inspiration & Planning

According to the latest Longwoods International tracking study of American travelers, two thirds of travelers utilize travel videos to inspire, inform and plan their trips, up from less than half two years ago. The most popular source of travel video content is social media channels, such as Facebook, Instagram, Twitter, TikTok and Snapchat, with 36% accessing travel videos on those platforms, up from 17% of travelers in 2021.

“Video storytelling has always been an effective way to promote a destination,” said Amir Eylon, President and CEO of Longwoods International. “And the importance of social media as a source of travel video content continues to grow.”

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

Potential Travel Spending Reductions

Current financial sentiment may keep Americans from spending as freely as they did a year ago, however record levels of travel enthusiasm keeps them planning trips.

APRIL VISITATION (ZARTICO)

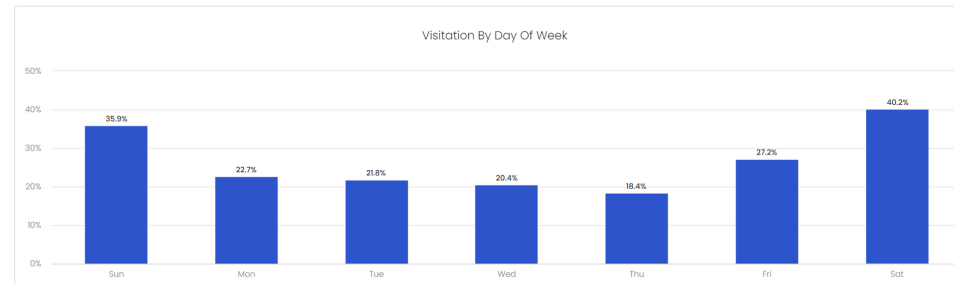
April saw heavier weekend visitation and lighter weekday traffic vs March.

Green Bay-Appleton made up 41.3% of our visitation but Milwaukee spent the most, contributing 38.3% of total visitor spend.

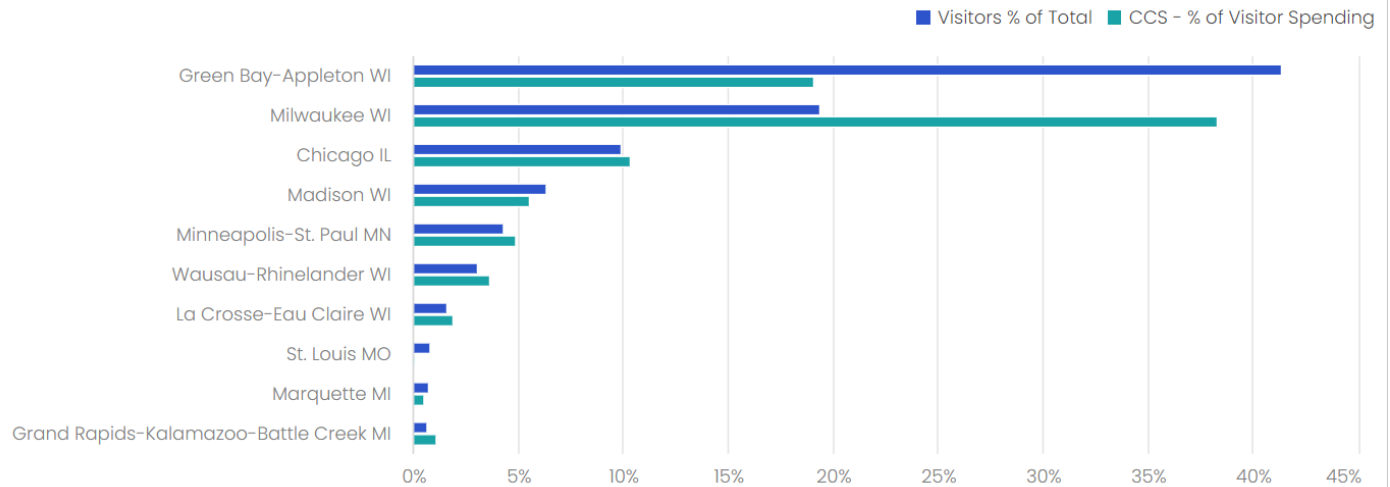
Top areas visited were Sturgeon Bay, Fish Creek and Egg Harbor.

When are visitors coming to your destination?

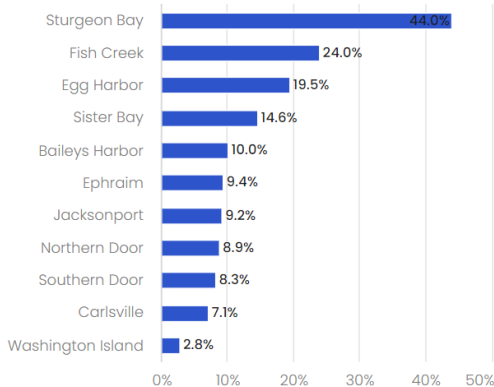
Source: Near.



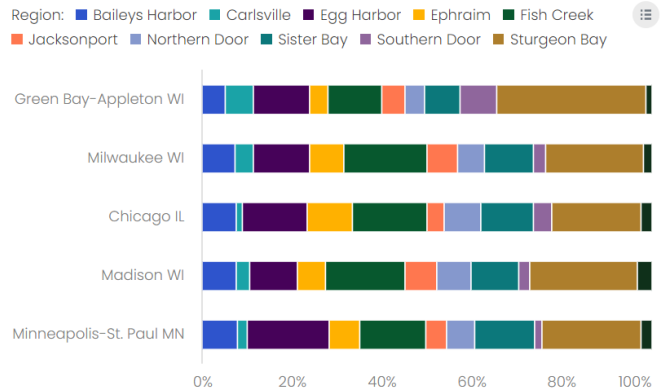
Top 10 Origin Markets - Visitation % and Visitor Spend %



Total Visitation by Region

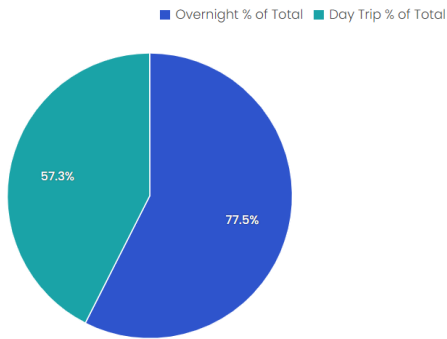


Top Origin Markets - Regional Visitation Trends

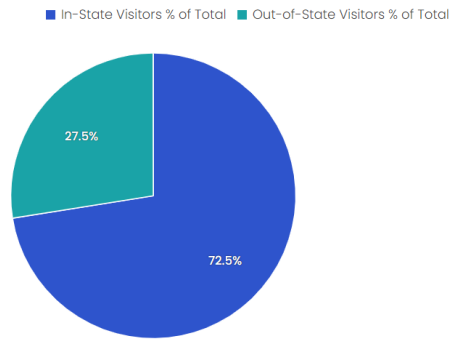


Source: Near. Note: The insight on the left shows the most visited regions within Door County. Note that the %s will add up to more than 100%, since many visitors will be observed in more than one region. The best way to read this insight is "of all my visitors, X% were observed in Y region." The insight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

OVERNIGHT VS DAY TRIP- APRIL



INSTATE VS OUT-OF-STATE- APRIL

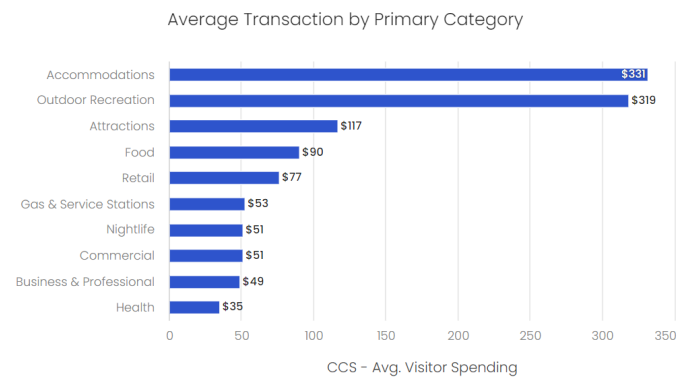
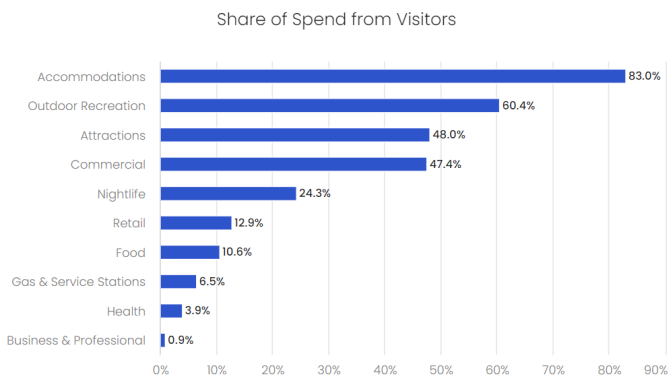


TOP PLACES OF INTEREST - APRIL

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total
Peninsula State Park	12%	92%	11%
Door County Medical Center (Sturgeon Bay)	70%	47%	7%
Sunset Park	63%	48%	5%
Southern Door School District	67%	51%	5%
Sturgeon Bay School District	62%	54%	4%
Stone Harbor Resort & Conference Center/Stone Harbor Resort & Restaurant	36%	68%	4%
Whitefish Dunes State Park	14%	89%	3%
Harbour Village Campground And Water Park	29%	76%	3%
Lautenbach's Orchard Country Winery & Farm Market	7%	95%	3%
Pick 'N Save	51%	62%	3%
Landmark Resort	15%	87%	3%
John Miles County Park	72%	41%	3%
Cave Point County Park	4%	97%	3%
Potawatomi State Park	26%	84%	3%

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

SPEND- MARCH



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

Thanks to a small push from our Dark Sky giveaway, our organic Instagram impressions were up 3% and 5% for our Twitter account from last month

Organic engagement rate for both Facebook (from 1.2 to 1.6) and Instagram (from 1.8 to 2.9) were up over last month's metrics

Organic likes for Facebook grew 7% adding a total of 243 new followers to the account

Total Instagram story replies rose 50% from last month

On Instagram, we gave away a unique stargazing package. This giveaway included a telescope, two headlamps, a constellation book, \$100 in Door County gift cards to put towards a WI State Park Pass. The giveaway ran from 4/20-4/23 which reached over 25,800 views and earned us 127 new followers.



WEBSITE CONVERSIONS

1,392 Newsletter Sign Ups	660 Interest Profile Completion	4,229 Booking Widget Submissions
1,420 View Guide Online	967 Trip Planner Quiz	270 Register For Account
25,393 Quality Engagement Session Duration >3	58 Pledge for Door County	*N/A

*Historically, Business Directory traffic has been monitored by leveraging 302 redirects which count traffic to these URLs. In mid-March, technical SEO clean up efforts attempted to adjust this method of traffic collection to a more direct and performant way. A step was missed and resulted in the amended GTM conversion to stop counting click traffic. As a result, April's reporting is inaccurate and does not reflect the correct numbers. As of today, we have adjusted the conversion to its desired state and confirmed it is firing correctly. May's numbers should return to their pre-March tracking numbers.

PAID MEDIA PERFORMANCE (YTD)

Overall, paid media garnered 29,159,001 impressions (YTD) and 288,547 branded clicks (YTD).

Meta Prospecting - Art in the Door	Meta Video - Art in the Door	Art in the Door Near
1,034 Clicks	4,794 Views	1,845 Clicks
93,115 Impressions	8,436 Impressions	449,319 Impressions
1.11% CTR	7,686 Video Plays	0.41% CTR
\$0.49 CPC	773 Video Plays 95%	\$5.50 CPM
	56% View-Thru Rate	0% Budget Remaining

Recruitment - Google Display	Workforce Recruitment Near
6,579 Clicks	1,426 Clicks
2,092,115 Impressions	624,649 Impressions
0.31% CTR	0.23% CTR
\$1.91 CPM	\$5.50 CPM
0% Budget Remaining	0% Budget Remaining

SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prosp - Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	ConnectedTV	Mobilefuse: Sustainable Development	Mobilefuse: General Leisure
98,102 Clicks	15,706 Clicks	24,907 Clicks	689 Clicks	46,348 Clicks	12,918 Clicks	24,191 Clicks	47,131 Clicks	10,837 Clicks	388 Clicks	6,819 Clicks	511 Clicks
669,535 Impressions	100,694 Impressions	431,334 Impressions	1,446,487 Impressions	8,306,851 Impressions	1,833,654 Impressions	2,680,843 Impressions	9,376,939 Impressions	2,000,652 Impressions	834,202 Impressions	1,175,146 Impressions	282,664 Impressions
14.65% CTR	15.60% CTR	5.77% CTR	866,621 Views	0.56% CTR	0.70% CTR	1,232,767 Video Plays	0.50% CTR	0.54% CTR	0.05% CTR	0.58% CTR	0.18% CTR
\$0.31 CPC	\$1.01 CPC	\$0.40 CPC	60% View Rate	\$0.15 CPC	\$0.37 CPC	89,262 Video Plays 95%	\$0.50 CPC	\$0.77 CPC	\$29.87 CPM	\$1.37 CPC	\$3.77 CPC
66% Budget Remaining	74% Budget Remaining	80% Budget Remaining	\$0.01 CPV	70% Budget Remaining	80% Budget Remaining	0.24% View-Thru Rate	72% Budget Remaining	75% Budget Remaining	50% Budget Remaining	74% Budget Remaining	96% Budget Remaining
			60% Budget Remaining			63% Budget Remaining					

PAID MEDIA PERFORMANCE - APRIL HIGHLIGHTS

Total impressions in April totaled 6,749,022 and paid traffic to DoorCounty.com totaled 64,288.

Meta Prospecting

Top Performing Ads:
1. Revived Summer Ad
2. Allured Spring Ad

INSIGHTS

Overall April CTR was 1.11% and view frequency was 3.39 per person.

Four ads generated more than 2,000 clicks each in April.

The majority of impressions were served to people living in the following DMAs: Green Bay, Chicago, Milwaukee and St. Louis.

Google Video Distribution

INSIGHTS

Overall view rate in April continued the ongoing strong start, and is double our benchmark of 30%.

April views breakout:
0:15 - 160,928
0:30 - 36,924

70% of impressions were on TV screens, a premium placement.

Google Prospecting & Responsive

INSIGHTS

The Family Fun ad group served the highest number of impressions in April followed by Outdoor Activities.

The Summer Family Fun - 728x90 ads served the most impressions of any ad in April.

MobileFuse-General Leisure

INSIGHTS

This campaign had a strong start delivering 282k impressions, and received 511 clicks.

The rich media expandable ad unit delivered the highest number of impressions at 65,996, and had an expandable engagement rate of 21.95%.

The interstitial ad delivered over 24k impressions and had an interstitial engagement rate of 1.00%.

Expect to see performance increase as this campaign continues!

Google SEM

Top Ad Group:
Discover

Top Keywords:
1. door county
2. door county wisconsin
3. Things to do

INSIGHTS

Discover was the top performing ad group in April with more than 11,000 clicks. The Events ad group had a CTR of greater than 32.3%.

Overall campaign CTR continues to increase! There was a 19% performance increase in April over March.

Top metros in April continue to be Milwaukee, Green Bay-Appleton & Chicago.

MobileFuse - Sustainability

INSIGHTS

The standard banner has delivered over 760k impressions, 3,285 clicks and has a solid CTR of 0.43%.

The rich media ad has delivered over 413k impressions, 3,534 clicks & an even stronger 0.86% CTR. The interstitial engagement rate has increased to 1.79%, and "Pledge" is the top performer.

INSIGHTS

Although the overall impression goal fell a bit short, this campaign was really able to drive users to apply for jobs with Door County as seen in the chart below. 66% of users who clicked on these ads ended up applying, while 24% saved for later.

6,579 Clicks
2,092,115 Impressions
0.31% CTR
\$1.91 CPM
0% Budget Remaining

Event Label	Total Events	% Total Events
1. Apply	673	66.50%
2. Save	249	24.60%
3. Register	61	6.03%
4. Tell a Friend	29	2.87%

Workforce Recruitment Campaign

COMMUNITY OUTREACH & ALIGNMENT

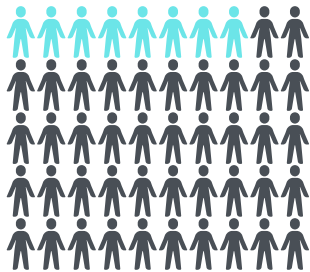
MEDIA OUTREACH ACTIVITIES

We conducted 9 media outreach activities in April including two press releases about Julie Gilbert Chairing the Destinations International's Sustainability Task Force and upcoming DDC Educational Events. Some of the media outlets we worked with in April were; Milwaukee Magazine, Madison Magazine, AAA World and DSM Magazine. Locally, we worked with the Peninsula Pulse, WDOR radio and Door County Daily News.

April Media Highlights: The Door County Triathlon was named the top triathlon in the United States by *USA Today's 10Best*. Read the story at [10best.com](https://www.10best.com). Door County was named the one of the top three best summer travel destinations by *USA Today's 10Best*. Read the story at [10best.com](https://www.10best.com). Door County was highlighted in a story titled, "4 North American Destinations That Will Transport You to Europe" in *Next Avenue Online*. Read the story at nextavenue.org.

TRAVEL WRITERS

We have 4 group press trips remaining in 2023. The months and themes of the press trips are: May - Blossoms/ Maritime; June - The Arts; August - Outdoor Recreation; 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

- **Sustain Door & Every Day is Earth Day**
 - Participated in festival and provided promotional support
- **Climate Change Coalition of Door County**
 - Participated in community tree plantings, supported as major sponsor, and provided promotional support

GOAL: 12  **75%**

NATIONAL TRAVEL & TOURISM WEEK

We finalized preparations for the 40th annual National Travel & Tourism Week celebration. Plans include community outreach through local media outlets, hosting events that are scheduled throughout the week, hosting special tourism breakfast event on Tuesday May 9. We will also talk about the impact of tourism on local radio shows in early May and will produce a special **newspaper insert** talking about our industry and what DDC is up to that will run in the May 5, 2023 issue of the Peninsula Pulse newspaper and also be mailed to every Door County lodging permit holder in the county. It should be a great week!



MUNICIPAL ENGAGEMENT UPDATES

Community Investment Fund

The inaugural deadline for Community Investment Fund grants was on April 6. Leading up to the first grant deadline, the Door County Community Foundation met with a number of groups to talk about their applications and to make sure their applications were as strong as they could be. Grant applications will be reviewed in early May with grant selections and an announcement of grant recipients scheduled for mid-May. The next deadline for Community Investment Fund grants is Thursday July 6. More information can be found at [CommunityInvestmentFund.org](https://www.CommunityInvestmentFund.org).

GIFT CERTIFICATE SALES

YEAR TO DATE:

\$64,794



PARTNER NEW/DROP

Total Partners: 744
New/Rejoined Partners: 7
Drop/Inactive profile: 2

Category	Name	Address	City	Date
Services	57 North Cleaning Co LLC	2557 Canal Ln	Sturgeon Bay	4/3/2023
Hotels/Motels/B&B's	By The Bay Motel	Hwy 42	Fish Creek	4/10/2023
Cottage/Home/Condo/Vacation Rental	Stone Ridge Baileys Harbor	7615 Stone Ridge Lane	Baileys Harbor	4/17/2023
Retail	Cherry De-Lite/Country Ovens Ltd.	229 E. Main St.	Forestville	4/20/2023
Services	Local Marketing, LLC	2462 Canal Ln.	Sturgeon Bay	4/20/2023
Entertainment/Recreation	Golf 'n More In-Door	4614 Harbor School Rd.	Egg Harbor	4/25/2023
Photographer	Roost and Harbor Photography	2003 W Harbor Rd	Washington Island	4/25/2023

Status	Drop Reason	Category	Name	Address	City	Date
Inactive	Closed	Arts	Cottage Row Gallery	9197 Hwy 42	Fish Creek	4/26/2023
Inactive	Closed	Services	Peninsula Transfer Moving & Storage	420 N. 14th Ave	Sturgeon Bay	4/17/2023











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

J1 UPDATE

2023 J-1 Employer Forum - another success!

We had more than 50 Door County employers join us for this year's J-1 Employer Forum, with speakers flying in from across the county to share their insight and industry expertise to help prepare us for a safe, successful summer season as we prepare for the arrival of a record number of BridgeUSA Summer Work Travel program participants. Employers have been asking if we will be holding our Social Security Sign-up Days this year, and the answer is Yes! We are in the process of securing the dates and look forward to announcing them soon!

JOBSINDOORCOUNTY.COM

Jobs Posted  117	Job Seekers Added  82	Employers Added  10	Alerts Added  Job 4 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  5,730	Jobs Viewed  8,316	Applications Added  284	Apply Redirects  99	Logins  Seeker 527 Employer 336

April 2023

SUSTAINABLE DEVELOPMENT

COMMUNITY OUTREACH EVENTS

6/8-10 LEAVE NO TRACE SPOTLIGHT @ PENINSULA PARK

VOLUNTEER TIME

APRIL DDC Staff Adopt-A-Highway

JUNE National Get Outdoors Day Stewardship Project

GOAL: 120 HOURS  15%