

DESTINATION DOOR COUNTY

JUNE 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Planning: The two town hall meetings have been scheduled for Sept 13th at the Sister Bay Fire Dept and Sevastopol Town Hall.

Site Analytics: doorcounty.com saw an increase again in metrics across the board compared to May. Users saw a 26% increase, sessions saw a 30% increase and avg. session duration saw a 13% increase. Bounce rate went down 2%.

Art in the Door: Our 4 winners were chosen thanks to over 5K votes by the public. We are in the process of creating an artist video series and will begin working their artwork into our marketing campaigns. Winners and pieces can be found at DoorCounty.com/ArtintheDoor

Photo & Video Campaign Shoot: June 26-28, we executed a summer campaign photo and video shoot to capture content to continue the *Feelings* campaign into 2024.

COMMUNICATIONS & ADVOCACY

Leave No Trace Spotlight: We executed a special [3-day event](#) from June 8-10 in Peninsula State Park in collaboration with the Peninsula State Park team and the Leave No Trace Center for Outdoor Ethics. Events took place over 3 days and reached more than 500 people through in-person interactions, while thousands more were reached through social media, press releases and other media outlets. An event summary can be found on page 8 of this report, and a full recap is [available here](#).

J-1 Social Security Sign-up Days: The first of two Social Security Administration - Green Bay sign-up days that we organized took place on Wednesday June 21 at the Ephraim Village Hall. We were able to help facilitate 42 different businesses getting a total of 163 Exchange Visitors signed up to receive their Social Security Cards. A second day for sign-ups is scheduled at the Ephraim Village Hall on Friday, July 14th. Contact Phil@DoorCounty.com to request appointments.

Economic Impact of Tourism Report: On June 6 we [announced](#) that 2022 was a record-breaking year as Door County's visitor economy generated \$582 million in total economic activity according to a new [economic impact report](#) from Tourism Economics, a global research firm. In conjunction with the [full report](#), we also released a condensed [2022 economic impact fact sheet](#) sharing key figures on tourism's economic impact in both Door County and in Wisconsin.

Community Presentations: We presented at the Door County Tourism Zone 2022 Annual Meeting in Baileys Harbor on June 15 and also to the Village of Sister Bay at their June 20 board meeting to share information about DDC and the tourism industry.

Arts Focused Press Trip: We welcomed 6 travel journalists to Door County on an arts themed press trip June 27-30.

Hospitality Summer Outreach: We launched our monthly service industry night sponsorship in June at Chives. Businesses receive a small stipend to offset a special, as well as koozies, stickers, and pens for giveaways.

OPERATIONS

We welcomed 3,780 visitors, 500 more than June 0f 2022. Individual requests for the Destination Guide remain strong with 2,976 individual requests. Some of these came through the PR & Marketing Gift Certificate promotion in Milwaukee and Minneapolis. Gift Certificate sales also remained strong in June with \$43,000 in sales up from \$34,585 last June.

SAVE THE DATE

- JUL 14** J-1 SIGN-UP DAY
- SEP 13** MASTER PLAN TOWN HALL
PUBLIC SESSIONS
9:30-11 AM SISTER BAY FIRE DEPT
5:30-7 PM SEVASTOPOL TOWN HALL
- SEP 14** MASTER PLAN VISIONING SESSION

APRIL 2023 COMPARABLES

April saw a similar drop in room tax collections, room revenue, ADR and occupied available rooms as we did in the first quarter of the year. YTD room tax collections are down \$77,280. County sales tax was down in April but is still trending up YTD over last year by roughly \$62k, \$1,436,668 vs \$1,374,199.

Short-term rentals (STRs) increased by 125 available properties compared to last April. Of the 853 properties available, 664 were booked with an average daily rate of \$333. That is an increase of 13.1% booked over last April and with an occupancy rate of 53%.

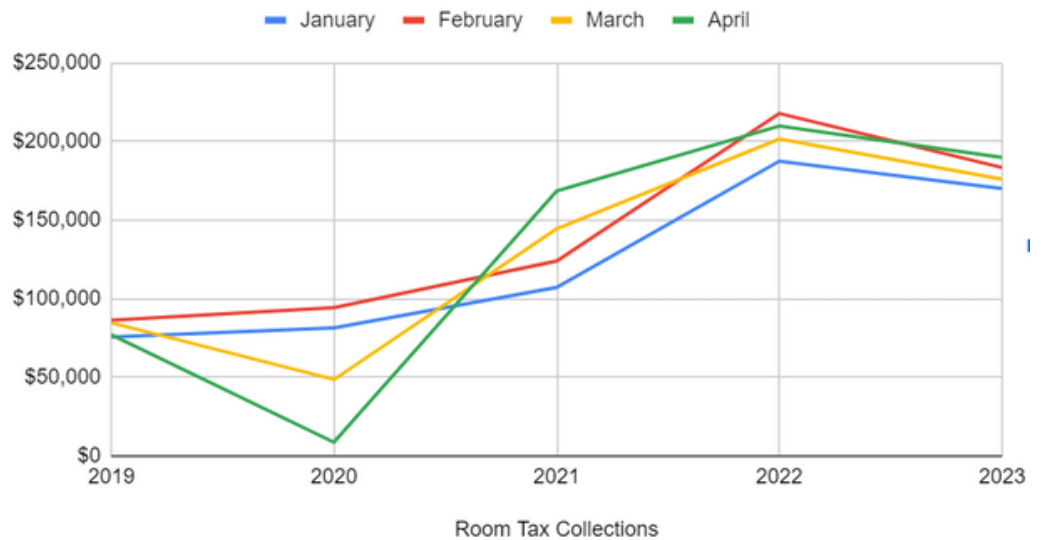
ROOM TAX COLLECTIONS

APR 23: \$190,056
APR 22: \$209,911

'23 YTD: \$529,940
'22 YTD: \$607,220

DISTRIBUTION

30% MUNICIPALITIES
70% DDC



APR - 23

ROOM REVENUE: \$2,482,469
YTD: \$6,750,691

AVERAGE DAILY RATE: \$124

AVAILABLE ROOMS: 83,030
% OCCUPIED: 22.36%

VS

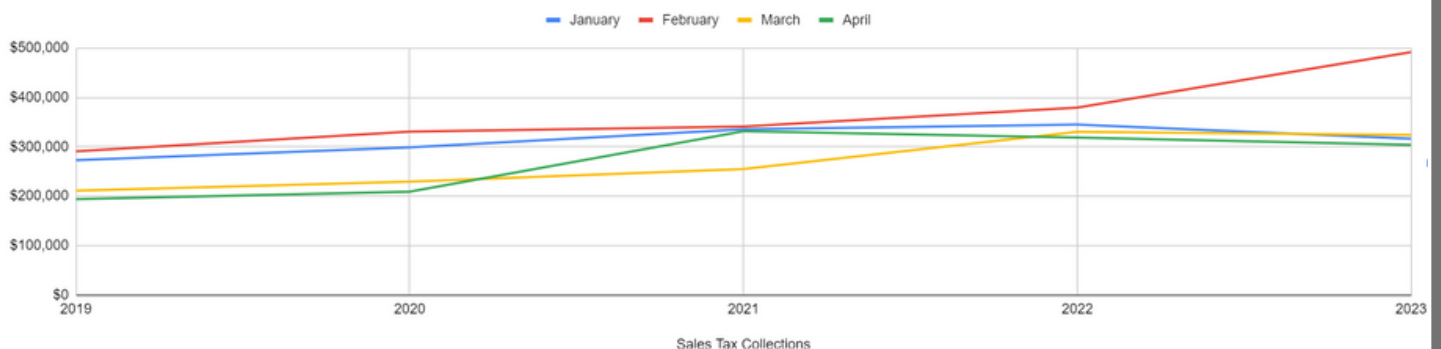
APR - 22

ROOM REVENUE: \$2,715,335
YTD: \$7,785,710

AVERAGE DAILY RATE: \$136

AVAILABLE ROOMS: 86,556
% OCCUPIED: 23.16%

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



APRIL SHORT TERM RENTAL REPORT (AIRDNA)

April 2023 vs April 2022

	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
Door County	728	853	17.2%	587	664	13.1%	50%	53%	5.9%	312	333	6.8%	157	177	13.2%
Washington Island	20	22	10.0%	13	13	0.0%	58%	55%	-5.1%	161	434	169.3%	94	241	155.5%
Northern Door	47	57	21.3%	42	48	14.3%	52%	59%	13.0%	341	331	-3.0%	178	195	9.5%
Sister Bay	100	119	19.0%	92	98	6.5%	43%	49%	13.4%	341	355	4.2%	148	175	18.1%
Baileys Harbor	68	84	23.5%	56	60	7.1%	49%	61%	23.3%	351	334	-5.0%	173	203	17.1%
Fish Creek	103	134	30.1%	77	98	27.3%	50%	57%	13.4%	356	337	-5.5%	179	192	7.2%
Egg Harbor	124	123	-0.8%	106	104	-1.9%	57%	54%	-5.6%	311	322	3.4%	178	174	-2.3%
Ephraim	57	46	-19.3%	45	33	-26.7%	51%	45%	-12.5%	359	338	-5.9%	183	151	-17.7%
Sturgeon Bay	272	322	18.4%	205	247	20.5%	49%	49%	-0.7%	275	323	17.3%	136	158	16.6%
Southern Door	55	73	32.7%	39	56	43.6%	53%	53%	0.9%	297	341	14.8%	157	182	15.8%
Wisconsin	11,677	14,609	25.1%	8,804	11,203	27.2%	48%	52%	8.6%	279	310	10.9%	135	162	20.4%

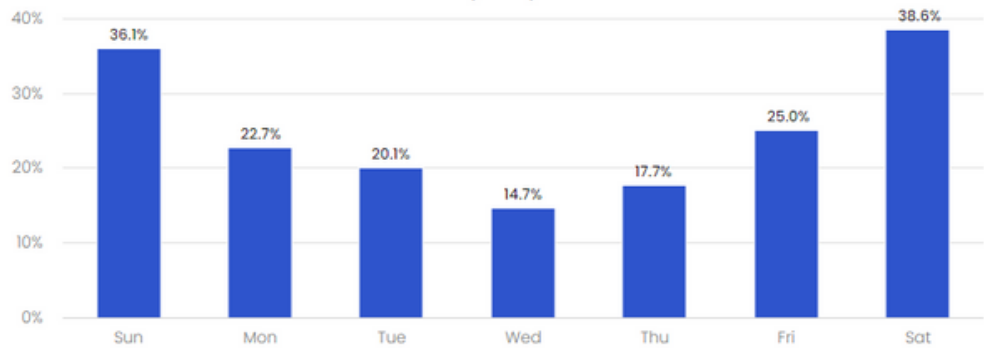
Note: Data is sourced from AirBNB and VRBO, duplicates are removed. com data is sourced through Book Direct.

APRIL VISITATION (ZARTICO)

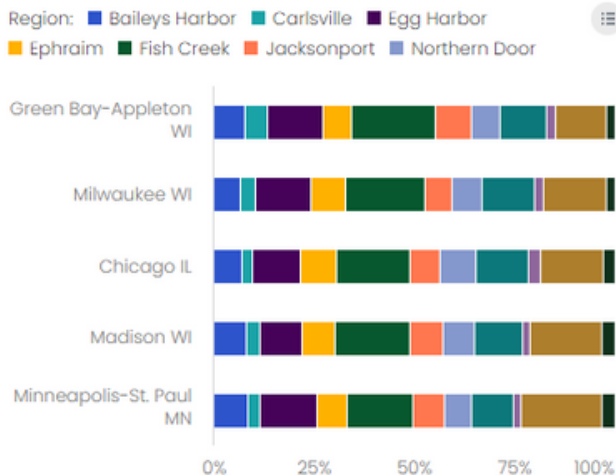
April saw heavy weekend visitation with weekdays seeing less traffic.

Top areas visited were Fish Creek, Sturgeon Bay and Egg Harbor and our top DMAs contributed to the most traffic throughout our communities.

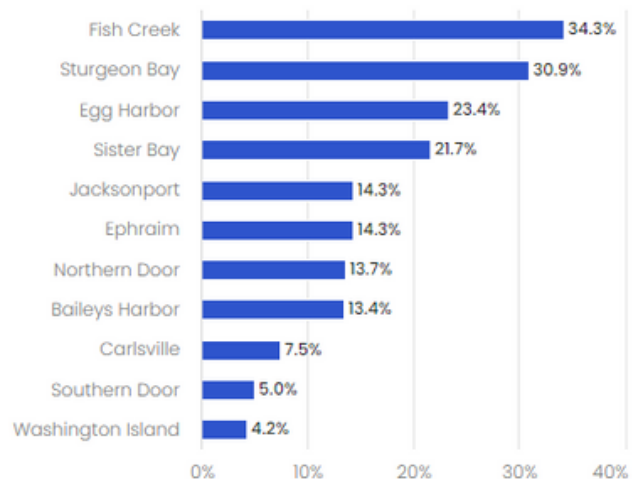
Visitation By Day Of Week



Top Origin Markets - Regional Visitation Trends

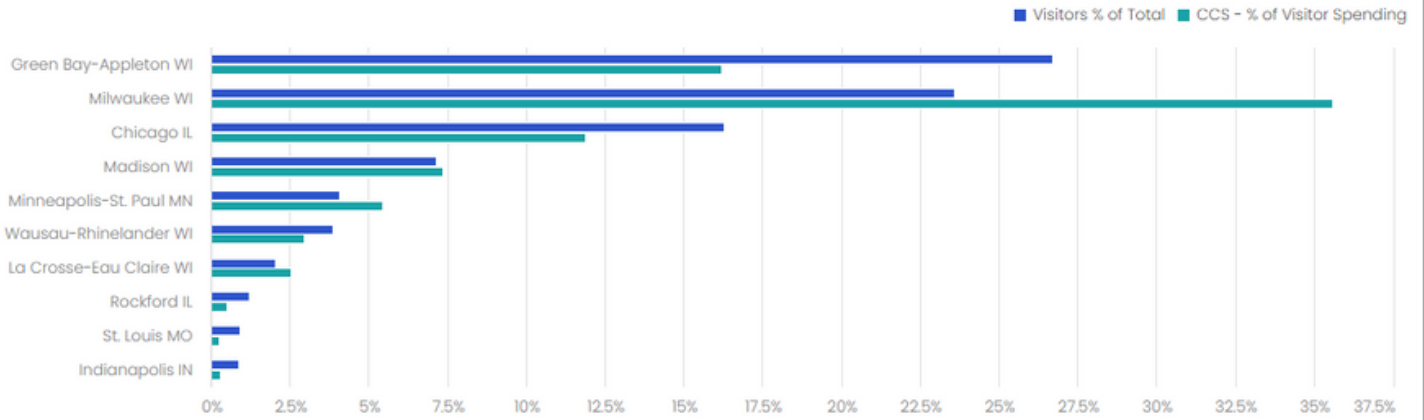


Total Visitation by Region



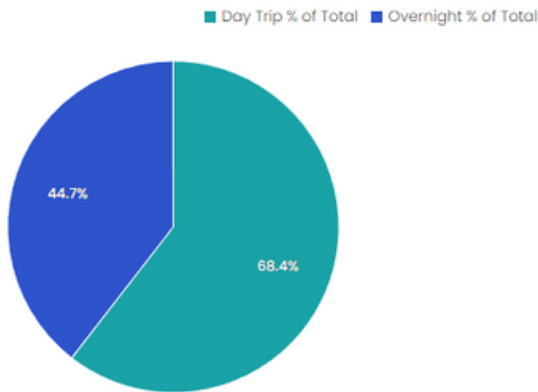
APRIL VISITATION & SPEND (ZARTICO)

Top 10 Origin Markets - Visitation % and Visitor Spend %



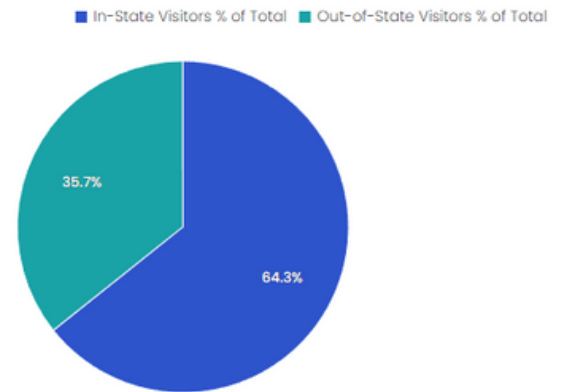
OVERNIGHT VS DAY TRIP- APRIL

Overnight vs. Day Trip



INSTATE VS OUT-OF-STATE- APRIL

In-State vs. Out-of-State Visitors

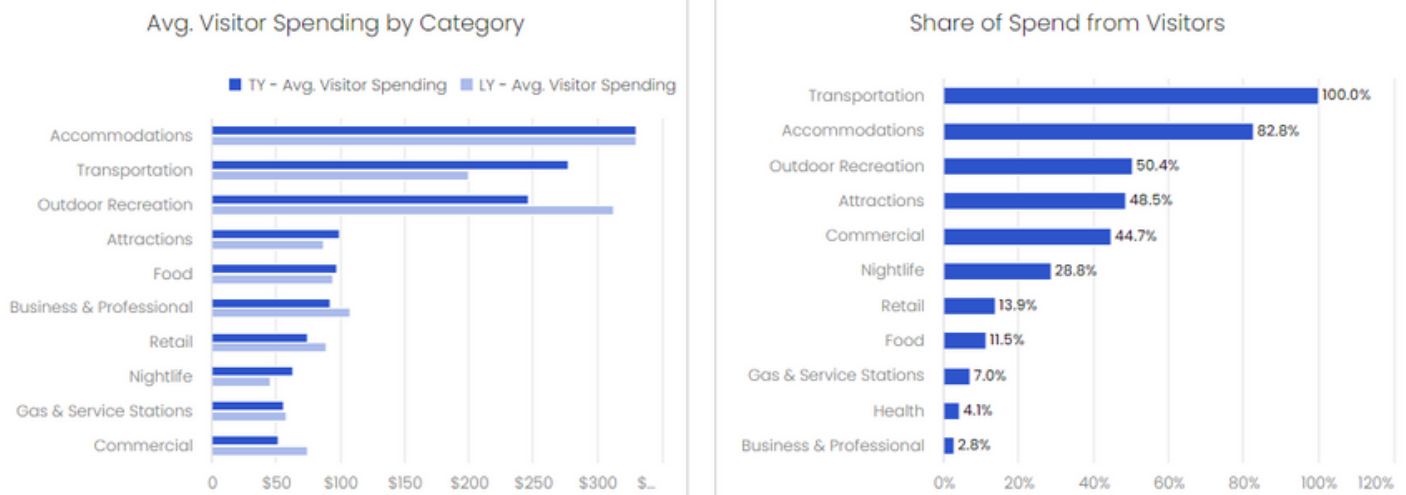


TOP PLACES OF INTEREST - APRIL

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total ▼
Peninsula State Park	14%	86%	12%
Door County Medical Center (Sturgeon Bay)	82%	19%	6%
Sunset Park	70%	30%	5%
Whitefish Dunes State Park	26%	75%	5%
Harbour Village Campground And Water Park	49%	51%	5%
Southern Door School District	83%	18%	4%
Pick 'N Save	73%	27%	3%
Cave Point County Park	19%	81%	3%
Lautenbach's Orchard Country Winery & Farm Market	8%	93%	3%
Sturgeon Bay School District	75%	25%	3%
Sister Bay Park	20%	80%	3%
The Ridges Sanctuary	26%	75%	3%

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

VISITOR SPEND - APRIL



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.

CONSUMER SENTIMENT

Longwoods International Wave 74: June 2023 *Travelers Use and Support Short-Term Rentals*

According to the latest Longwoods International tracking study of American travelers, 47% of them are likely to stay in a short-term rental (Airbnb, Vrbo, etc.) on their next trip. A similar 49% of travelers support having short term rentals in their own neighborhoods, with only 18% opposing them. And among those travelers who use this type of accommodations, that support level jumps to 69%.

“The impact of short term rentals on the lodging sector is significant,” said Amir Eylon, President and CEO of Longwoods International. “And while cities and states have a patchwork of various regulations on this accommodations type, travelers use them and generally support them locally.”

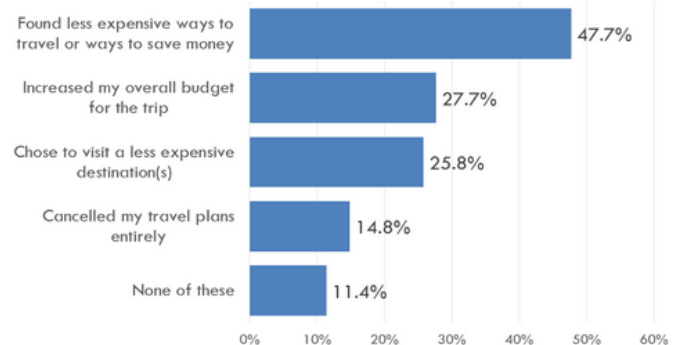
Regarding their behavior on their most recent trip, 55% of travelers reported that they left the destination as it was when they arrived. And on those trips, 33% limited their impact on the local environment by practicing responsible travel (recycling, reducing waste, etc.), and 32% researched the local culture/traditions in the destination before traveling

Destination Analysts:

The State of the American Traveler- June 2023 *Shock Results in Trip Changes Amidst a Record Summer Travel Season*

Continued high excitement for, and willingness to prioritize, travel is driving another record summer—but travelers are shocked at the prices, and many are willing to make trip changes as a result. Of those that experienced sticker shock, 47.7% found a less expensive way to travel or ways to save money and 14.8% cancelled their travels entirely.

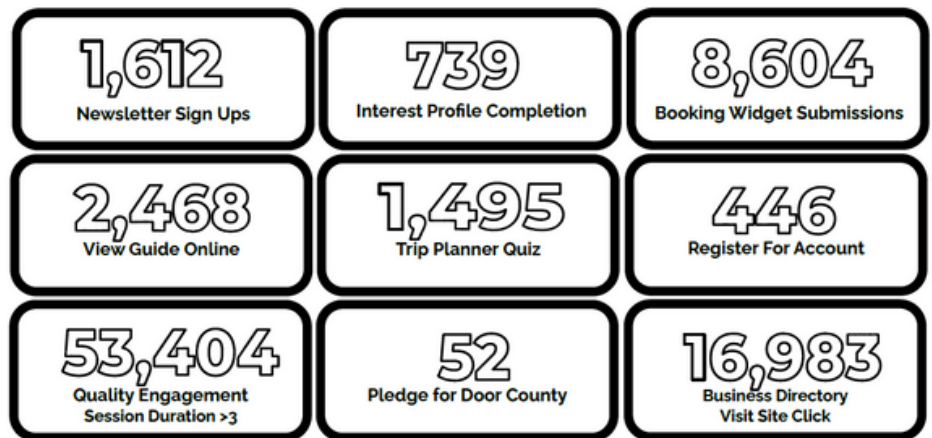
TRIP ADJUSTMENTS MADE DUE TO TRAVEL STICKER SHOCK



ORGANIC SOCIAL MEDIA

- Although the Facebook impressions were trending down in June similar to last year's numbers, our engagement rate saw a 73% increase rising to 2.9%.
- We more than doubled the TikTok impressions (2,700) this month from last month. Earned 47 new followers to the account.
- On Twitter, our Door County resident survey post was the top performing post in June, earning 3,611 impressions, and we again received a bit of social push from a tweet from @AjDillon7 "If Door County was a song, what would it be?"
- Lastly, our total Instagram story replies rose again 59% from last month

WEBSITE CONVERSIONS - JUNE



LOCAL ADVERTISING

June we focused messaging on Door County's welcoming community for Pride month (digital billboard, local print advertising and social media).



SEO PERFORMANCE - JUNE

MoM & YoY ORGANIC GROWTH CONTINUES

Organic sessions observed a **11.16% increase** by >13K sessions comparing June 2023 to June in 2022.

Biggest Winners: Events, Stay & Discover pages

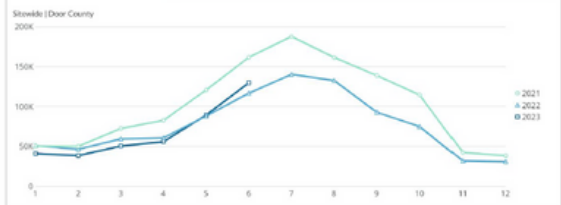
Events pages by far drew the most traffic to the site, followed by a **24.67% increase** in Discover pages and a **28.59% increase** for stay pages, mostly for branded terms.

'Things to do in Door County' on /experience also witnessed a 45% increase in clicks.

MoM
↑ 45.31%

YoY
↑ 11.16%

Landing Page	Sessions
/	14,312
/stay	7,247
/events	5,554
/discover/washington-island	5,367
/experience	3,558
/discover/gables-and-reports	2,333
/experience/charities	1,793



PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered 49,946,504 impressions (YTD) and 522,045 branded clicks (YTD).

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
170,297 Clicks	35,182 Clicks	52,445 Clicks	1,167 Clicks	101,028 Clicks	27,815 Clicks	25,137 Clicks	72,562 Clicks	21,955 Clicks	388 Clicks	10,965 Clicks	3,104 Clicks
1,011,507 Impressions	200,415 Impressions	840,408 Impressions	2,051,036 Impressions	16,757,031 Impressions	3,962,638 Impressions	3,161,582 Impressions	13,551,736 Impressions	3,919,154 Impressions	836,866 Impressions	2,078,517 Impressions	1,575,614 Impressions
16.84% CTR	17.55% CTR	6.24% CTR	1,207,670 Views	0.60% CTR	0.70% CTR	707,171 ThruPlays	0.54% CTR	0.56% CTR	0.05% CTR	0.53% CTR	0.20% CTR
\$0.27 CPC	\$0.79 CPC	\$0.38 CPC	60% View Rate	\$0.70 CPM	\$0.35 CPC	597,302 Video Plays 95%	\$0.54 CPC	\$0.81 CPC	\$29.87 CPM	\$7.88 CPM	\$6.85 CPM
50% Budget Remaining	53% Budget Remaining	59% Budget Remaining	\$0.01 CPV	50% Budget Remaining	59% Budget Remaining	34% View-Thru Rate 41% Budget Remaining	54% Budget Remaining	48% Budget Remaining	50% Budget Remaining	54% Budget Remaining	77% Budget Remaining
KPI	Clicks	Clicks	Clicks	Views	Impressions	Clicks	Views	Clicks	Impressions	Impressions	Impressions
Benchmark	4.68% CTR	4.68% CTR	4.68% CTR	30% View Rate	0.47% CTR	0.19% CTR	30% VTR	0.10% CTR	0.10% CTR		

MEDIA PERFORMANCE - JUNE HIGHLIGHTS

Total paid impressions in June totaled 9,434,510 and paid traffic to DoorCounty.com totaled 118,055.

Meta Prospecting

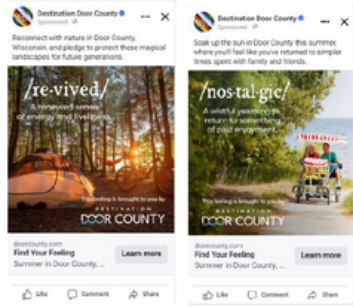
Top Performing Ads:
1. 'Revived' Single Image
2. 'Nostalgic' Single Image

INSIGHTS

Click performance remained consistent month over month, while CTR increased by 15%.

The 'Revived' single image ad was the top performer in clicks (4,674) followed closely behind by 'Nostalgic' (4,357) for the month of June.

Adding in the lookalike audience at the beginning of June should only help performance!




Google Video Distribution

INSIGHTS

Video performance continues to remain strong this month, at almost double the view rate benchmark. The 0:15 video continued to receive the majority of views this month.

June views breakout:
0:15 - 146,341
0:30 - 14,645

The TV screen placements continue to be the strongest performer at 73% of overall views.



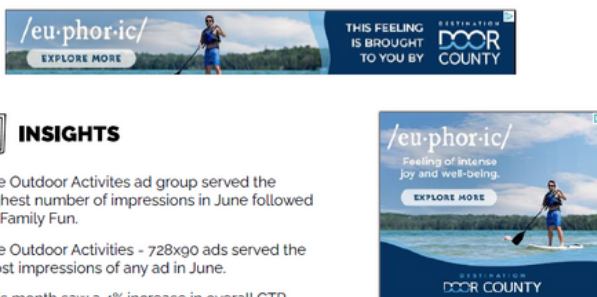
Google Prospecting & Responsive

INSIGHTS

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

The Outdoor Activities - 728x90 ads served the most impressions of any ad in June.

This month saw a 4% increase in overall CTR compared to May.



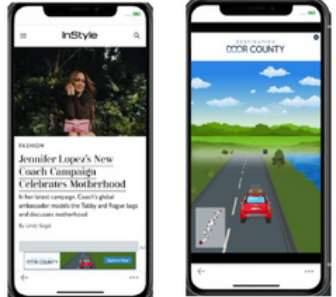
MobileFuse-General Leisure

INSIGHTS

This campaign has had a strong start delivering over 1.4M impressions, and almost 3k clicks.

The rich media expandable ad unit has delivered the highest number of impressions at 654,289, and has an expandable engagement rate of 18.52%.

The interstitial ad has delivered over 246k impressions and has an interstitial engagement rate of 1.07%.



Google SEM

Top Ad Group:
Discover

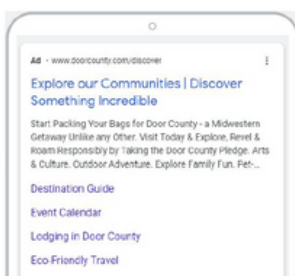
Top Keywords:
1. Door County
2. Door County calendar of events
3. Things to do in Door County

INSIGHTS

Discover was the top performing ad group in June with more than 16,000 clicks. The Events ad group continues to have a very impressive CTR. In June, it was 35.64%!

Overall campaign CTR continues to increase! There was a 7% performance increase in June over May.

Top metros in June: Green Bay, Chicago, & Milwaukee.



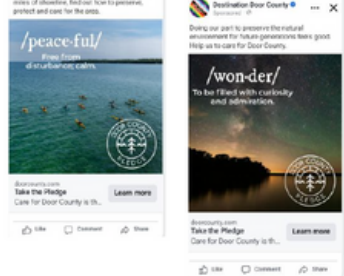
Meta - Sustainability Prospecting

Top Performing Ads:
1. 'Peaceful' Single Image
2. 'Wonder' Single Image

INSIGHTS

Click and CTR performance remained consistent month over month.

The 'Peaceful' single image ad was the top performer in clicks (2,602) followed by 'Wonder' (1,220) for the month of June.



Meetings Campaign - LinkedIn

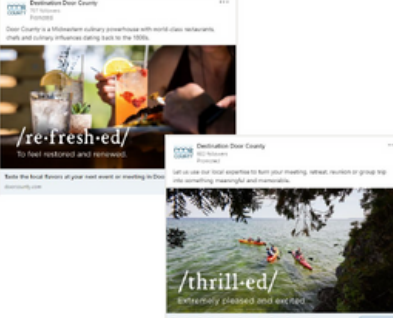
Top Performing Ads:
1. 'Refreshed' Sponsored ad
2. 'Thrilled' Sponsored ad

INSIGHTS

Performance in June remained pretty consistent with that of May.

The Refreshed Sponsored ad was the top performer in impressions (66k) and clicks (250) for the month of June.

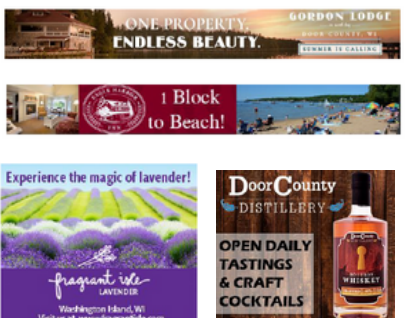
The top job titles reached in June as a result of this campaign were: Account Manager, Associate, and Owner - very similar to the previous month.



Partner Co-op Digital Campaigns

Year-to-date, we've assisted partner businesses in garnering a total of 7.49million impressions with a total of 34.2K clicks to partner websites.*

*These totals are not included in our paid media YTD or May numbers above.



COMMUNITY OUTREACH & ALIGNMENT

MEDIA OUTREACH ACTIVITIES - JUNE

We conducted 13 media outreach activities in June including three media releases about [2022 economic impact numbers](#), [DDC Sponsorship for History Days](#), and [Art in the Door Winners](#). Some of the media outlets we worked with in June were; Time Out Chicago, WPR, WFRV CBS 5, Woodward Radio, and Destinations Magazine.

June Media Highlights:

- Door County was highlighted in a story by DSM Magazine titled, "Bountiful Door County." Read the story at dsmmagazine.com.
- The arts in Door County was highlighted in a story by MinnPost titled, "An arts escape to Door County." Read the story at minnpost.com.
- June festivals were highlighted in a story by Green Bay Press Gazette titled, "Here's how to Celebrate at Six Door County Festivals in June." Read the story at greenbaypressgazette.com.

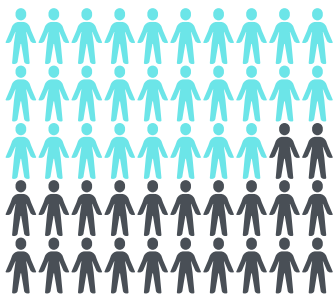
TRAVEL WRITERS

We hosted 6 writers in June on an arts themed press trip.

Upcoming Trips:

August -Outdoor Recreation; October - Fall.

To see the articles obtained through our earned media marketing program, [click here](#).



GOAL: HOST 50 TRAVEL WRITERS

VISITOR ECONOMY SEES RECORD BREAKING YEAR IN 2022

2022 was a record-breaking year as Door County's visitor economy generated \$582 million in total economic activity according to an [economic impact report](#) from Tourism Economics, a global research firm, that was [released on June 6](#). Direct visitor spending totaled \$466.5 million, with indirect and induced spending representing the remaining \$115.9 million. Door County's visitor economy supported a total of 3,335 jobs, which earned local job holders \$113.3 million in labor income in 2022. Additionally, \$47.8 million in state and local taxes was generated as a result of tourism related spending in 2022.

NON-PROFIT ACTIVATIONS - JUNE

Door County Public Health

- Gift certificate donation & material support for *Hope Beyond the Hurt* resiliency conference

Door County North & Door County Land Trust

- Matching gift certificate donation to support DCLT at 2023 Door County Sea Kayak Symposium

JAK's Place

- Recipient of proceeds for 'Door County Hikes for Healing' Welcome Center sales

Miller Art Museum

- 'Dinner a la Art' Sponsorship

COMPLETED: 13/12  100%

LEAVE NO TRACE SPOTLIGHT HIGHLIGHTS

We were thrilled to join forces with Peninsula State Park to host the Subaru/Leave No Trace Traveling Team on June 8-10, 2023 for three full days of outreach, education, and stewardship projects. Over the course of the Spotlight, we were able to share the Leave No Trace ethos with our visitors and with the community through outreach at Eagle Tower, over s'mores while leaning Campfire Safety, and while blazing a new connector trail at Nelson's Point.

This work built momentum for incorporating Leave No Trace into our destination's culture and community values. Many thanks to Peninsula State Park, Friends of Peninsula State Park, Backbone Food Truck & Sway Brewing and the Leave No Trace Center for Outdoor Ethics. Find a detailed event recap [report here](#).

GIFT CERTIFICATE SALES

YEAR TO DATE:

\$145,419



PARTNER NEW/DROP

Total Partners: 755

New/Rejoined Partners: 9

Drop/Inactive profile: 5

Account Name	Account Category	Physical Address 1	City	Date Added
Aging and Disability Resource Center of Door County (ADRC)	Non-Profit Organization	916 N. 14th Ave	Sturgeon Bay	6/9/2023
Cottage and Bay	Vacation Rental	10200 State Highway 57	Sister Bay	6/19/2023
Door-Tran	Non-Profit Organization	1009 Egg Harbor Road	Sturgeon Bay	6/9/2023
Doorway to Nature LLC	Entertainment/Recreation	PO Box 14	Sister Bay	6/23/2023
Garden Gate Bed & Breakfast	Hotels/Motels/B&B's	434 N. 3rd Avenue	Sturgeon Bay	6/21/2023
Maple Grove Motel	Hotels/Motels/B&B's	797 Hwy 42	Ellison Bay	6/16/2023
SAVOR BBQ CO.	Restaurants/Cafes/Taverns	11482 highway 42	Sister Bay	6/20/2023
The Pearl of Door County	Retail	143 S. 3rd Ave	Sturgeon Bay	6/10/2023
Virlee Gunworks Shooting Center LLC	Entertainment/Recreation	1019 Egg Harbor Rd	Sturgeon Bay	6/12/2023

Status	Drop Reason	Account Category	Account Name	Address	Physical City	Date
Inactive	Closed	Healthcare	Aurora Health Care - Sister Bay	2521 S Bay Shore Dr	Sister Bay	6/26/2023
Inactive	Closed	Services	D.C. Freeze Cryotherapy	112 S. Second Ave.	Sturgeon Bay	6/26/2023
Inactive	Closed	Recreation	Renard's Cheese & Factory Tours	248 County Rd. S	Southern Door County	6/20/2023
Inactive	Closed	Vacation Rental	Road Taken Retreat	10439 Water Street	Ephraim	6/1/2023
Inactive	Closed	Restaurant	Wild Tomato Pizza @ Barrel Brewing	** **	Egg Harbor	6/7/2023











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

J-1 UPDATE

Our first J-1 event was held June 21st at the Ephraim Village Hall, where we made it possible for 42 different businesses to get their 163 Exchange Visitors signed up to receive their Social Security Cards.

By providing step-by-step instructions to Host Employers, they were able to help each of their students complete applications and prepare documents for their appointments, together we made it possible for 2 SSA employees to meet with 20+ applicants over the course of 4 hours. An efficiency they could have never imagined without our collective efforts to help each other out! In addition to the first 163 applicants, we have appointments scheduled for 71 students for a second event date, Friday July 14th – for a total of 234 this year – and they keep rolling in.

JOBSINDOORCOUNTY.COM

Jobs Posted  58	Job Seekers Added  82	Employers Added  14	Alerts Added  Job: 5 Resume: 0	Purchases  Billed: 0 Paid: 0
Job Searches  24,289	Jobs Viewed  6,250	Applications Added  323	Apply Redirects  72	Logins  Seeker: 479 Employer: 230

SUSTAINABLE DEVELOPMENT

UPCOMING COMMUNITY OUTREACH

7/11 JACKSONPORT FARMERS MARKET
7/18 FISH CREEK MUSIC IN THE PARK
7/19 SISTER BAY MUSIC IN THE PARK
7/23 BAILEYS HARBOR FARM MARKET
7/25 JACKSONPORT FARMERS MARKET
7/27 STURGEON BAY SIDEWALK SALES

VOLUNTEER TIME

UPCOMING OPPORTUNITIES

AUGUST 3: DDC Adopt-A-Highway Clean-Up
SEPTEMBER 25: DDC Adopt-A-Highway Clean-Up

GOAL: 120 HOURS 69%