

# DESTINATION DOOR COUNTY

## MAY 2023 DASHBOARD REPORT

### MARKETING & BRAND STRATEGY

**Master Planning:** Twelve focus groups were conducted, along with several one on one interviews. We continue to gather feedback from our [community stakeholder](#) and [resident](#) surveys that will close on June 21st. The two town hall meetings have been scheduled for Sept 13th at the Sister Bay Fire Dept and Sevastopol Town Hall.

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

**Paid Media:** We continue to see strong performance across all tactics. May saw the introduction of the Meetings campaigns on LinkedIn & Meta. Both had incredibly strong performance for their first month.

On the analytics side, for the month of May, doorcounty.com saw an increase in metrics across the board compared to April. Users were up 28%, sessions up 33% and avg. session duration saw a 7% increase from 02:11 to 02:20. Bounce rate went down 6%. These increases are a great indicator that our mix of media tactics are working, and are driving people to the website to learn more, showing a higher intent to visit.

**Group & Meeting:** Attended IPW in San Antonio, TX. DDC shared a booth with Discover Green Bay and met with 30+ international and domestic buyers and journalists to increase brand awareness for our region and respective destinations and to help drive incremental room nights and revenue. The show also provided the opportunity to connect with prominent associations like Great Lakes USA and Recreation.gov to find ways to better position Door County within these markets.

### COMMUNICATIONS & ADVOCACY

**National Tourism Week:** We celebrated the 40th annual National Travel & Tourism Week May 7-13 with several events and celebrations and also conducted local outreach activities about the importance of the visitor economy in Door County.

**Community Investment Fund Grants:** The first round of grant recipients for our new Community Investment Fund [were announced](#) on May 15. A total of \$325,251 was awarded to 8 different projects.

**Leave No Trace Spotlight:** We finalized details and prepared for this [special 3-day event](#) June 8-10 in Peninsula State Park, which is a collaboration between Destination Door County, the Wisconsin DNR and Leave No Trace Center for Outdoor Ethics.

**Spring Press Trip:** We welcomed 14 travel journalists on a Maritime/Blossom themed press trip May 18-21.

**Destination Connection:** The inaugural edition of a special newsletter we put together containing tourism news and information specifically targeting our 19 municipalities and local elected officials was distributed on May 31 and we also launched a [special web page](#) just for municipalities.

#### J-1 Social Security Sign-up Days Secured

We have secured dates with the Social Security Administration - Green Bay for two dates at the Ephraim Village Hall. Wednesday, June 21st & Friday, July 14th. Contact [Phil@DoorCounty.com](mailto:Phil@DoorCounty.com) to request appointments.

### OPERATIONS

Visitor traffic has been steady as we transition to peak season with our heavier traffic being earlier in the week. Two of our part-time seasonal Destination Specialists, Laura Lloyd and Hunter Malvitz have returned for the season and we are pleased to welcome our newest seasonal Destination Specialist, Odette Siebold, to the DDC team. Odette is an Algoma native will be a senior at Algoma High School this fall. She is very well versed in all things Door County and is excited to learn and share more about what Door County has to offer.

#### SAVE THE DATE

**JUN 8-10** LEAVE NO TRACE SPOTLIGHT  
**JUN 21** J-1 SIGN-UP DAY  
**JUL 14** J-1 SIGN-UP DAY  
**SEP 13** MASTER PLAN TOWN HALL  
PUBLIC SESSIONS  
9:30-11A SISTER BAY FIRE DEPT  
5:30-7P SEVASTOPOL TOWN HALL

## MARCH 2023 COMPARABLES

Much like the first two months of the year, March saw a similar drop in room tax collections YOY. Room revenue, ADR and Occupied rooms were down. Sales tax was also down over last year but up over 2021. Short-term-rentals were up 22% in supply nights, 35% in demand and 48% in revenue compared to last March.

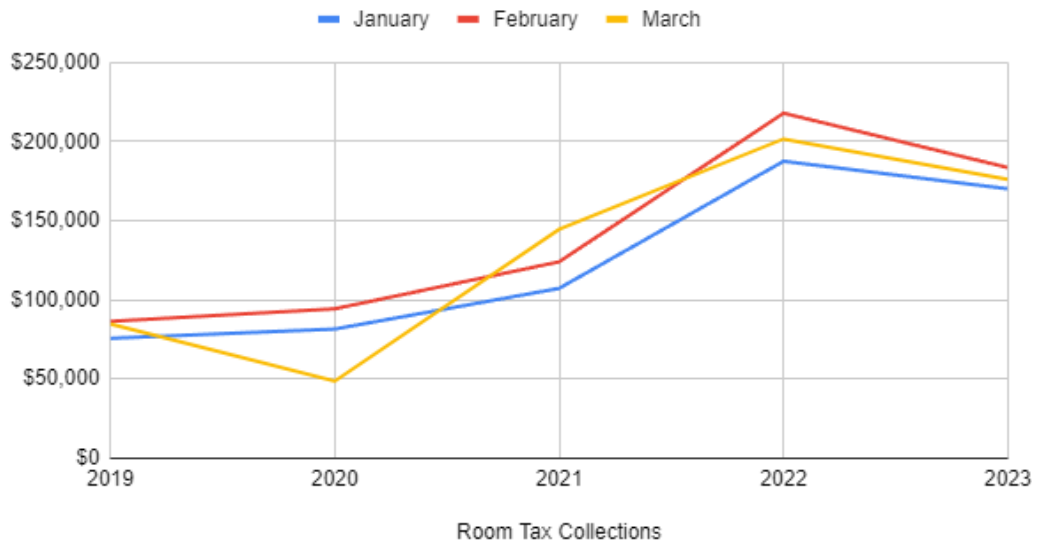
The majority of visitation came from Green-Bay/Appleton but Milwaukee visitors spent the most while in market. Day-trips made up over half of the visitation and 75% of those who visited were from within the state.

### ROOM TAX COLLECTIONS

**MAR 23: \$176,220**  
**MAR 22: \$201,684**  
 ▼  
**'23 YTD: \$529,940**  
**'22 YTD: \$607,220**  
 ▼

#### DISTRIBUTION

30% MUNICIPALITIES  
70% DDC



#### MAR 23

**ROOM REVENUE:** \$2,309,259  
**AVERAGE DAILY RATE:** \$123  
**OCCUPIED ROOMS:** 84,281  
**% OCCUPIED:** 22.26%

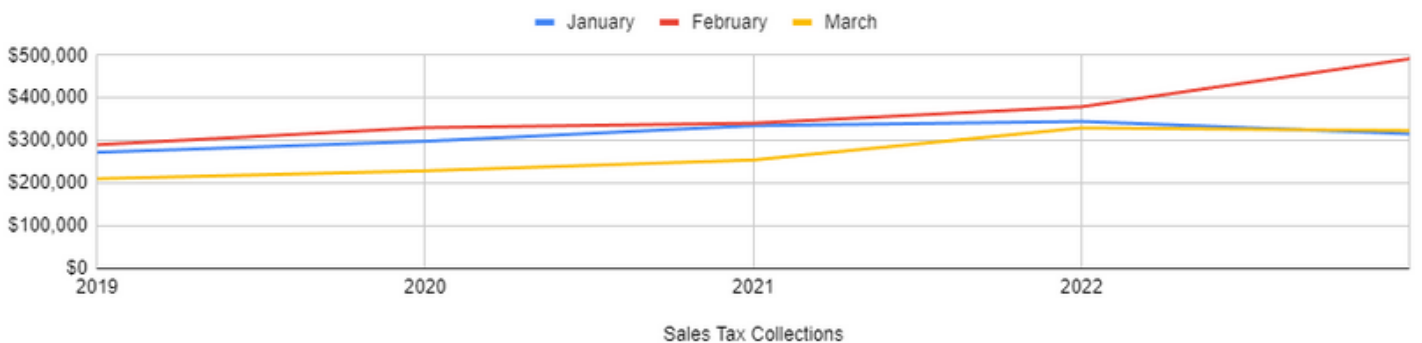
VS



#### MAR-22

**ROOM REVENUE:** \$2,622,318  
**AVERAGE DAILY RATE:** \$124  
**OCCUPIED ROOMS:** 87,264  
**% OCCUPIED:** 24.21%

### COUNTY SALES TAX - MAR \$324,076 / YTD \$1,132,503 ▼



## MARCH SHORT TERM RENTAL REPORT (AIRDNA)

### March 2023 vs March 2022

	Supply (Nights)			Demand (Nights)			Revenue (USD)		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Door County	14,744	18,034	22.3%	7,000	9,425	34.6%	1,987,238	2,930,577	47.5%
Washington Island	195	320	64.1%	55	184	234.5%	11,460	71,666	525.4%
Northern Door	898	1,107	23.3%	479	639	33.4%	147,876	218,385	47.7%
Sister Bay	2,232	2,808	25.8%	1,011	1,342	32.7%	343,528	439,356	27.9%
Baileys Harbor	1,229	1,679	36.6%	621	927	49.3%	201,847	284,474	40.9%
Fish Creek	1,707	2,542	48.9%	847	1,420	67.7%	251,733	461,945	83.5%
Egg Harbor	2,497	2,870	14.9%	1,355	1,636	20.7%	357,602	512,644	43.4%
Ephraim	928	631	-32.0%	398	316	-20.6%	121,781	103,971	-14.6%
Sturgeon Bay	6,090	6,811	11.8%	2,664	3,291	23.5%	686,251	943,215	37.4%
Southern Door	1,104	1,404	27.2%	490	728	48.6%	145,446	258,509	77.7%
Wisconsin	246,017	302,463	22.9%	107,001	152,812	42.8%	27,649,092	46,502,192	68.2%

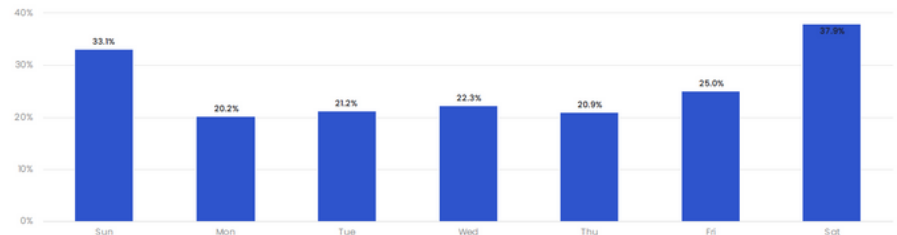
Note: Data is sourced from AirBNB and VRBO, duplicates are removed. com data is sourced through Book Direct.

## MARCH VISITATION (ZARTICO)

March saw steady weekday visitation with weekends drawing the most.

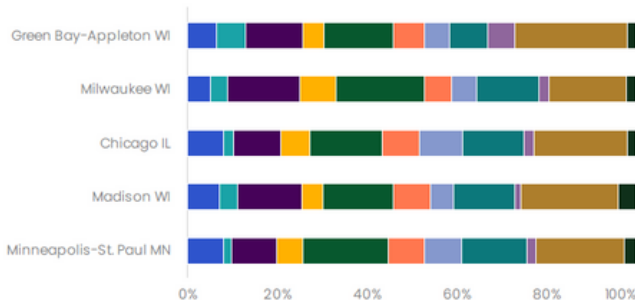
Top areas visited were Sturgeon Bay, Fish Creek and Egg Harbor.

Visitation By Day Of Week

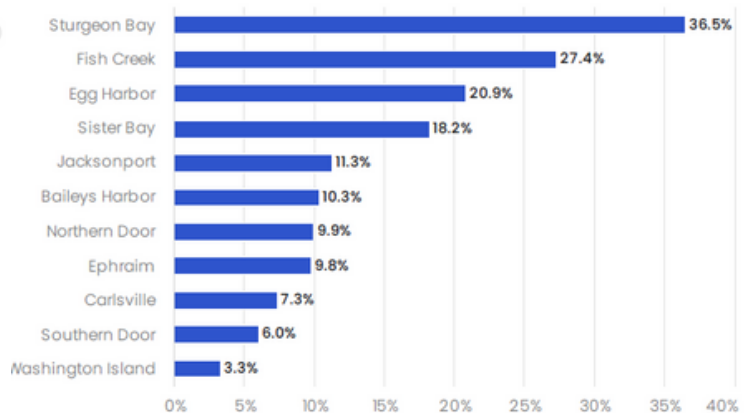


Top Origin Markets - Regional Visitation Trends

Region: Baileys Harbor, Carlsville, Egg Harbor, Ephraim, Fish Creek, Jacksonport, Northern Door, Sister Bay, Southern Door, Sturgeon Bay

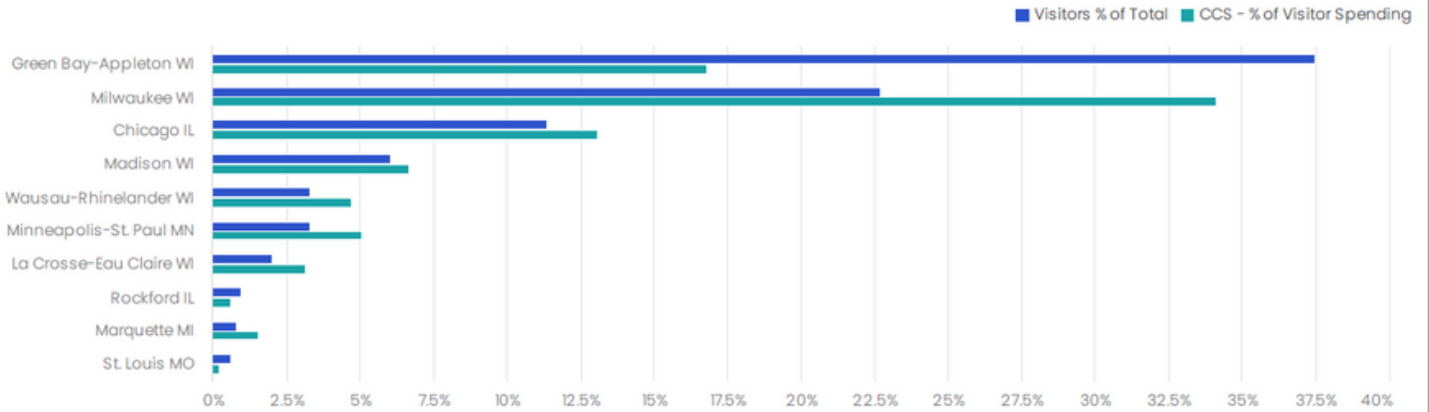


Total Visitation by Region



## MARCH VISITATION & SPEND (ZARTICO)

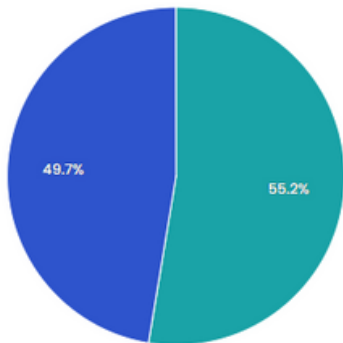
Top 10 Origin Markets - Visitation % and Visitor Spend %



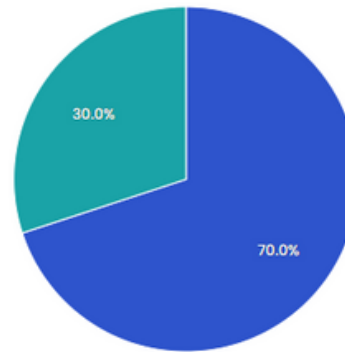
## OVERNIGHT VS DAY TRIP- MARCH

## INSTATE VS OUT-OF-STATE- MARCH

Day Trip % of Total (Teal), Overnight % of Total (Blue)



In-State Visitors % of Total (Blue), Out-of-State Visitors % of Total (Teal)

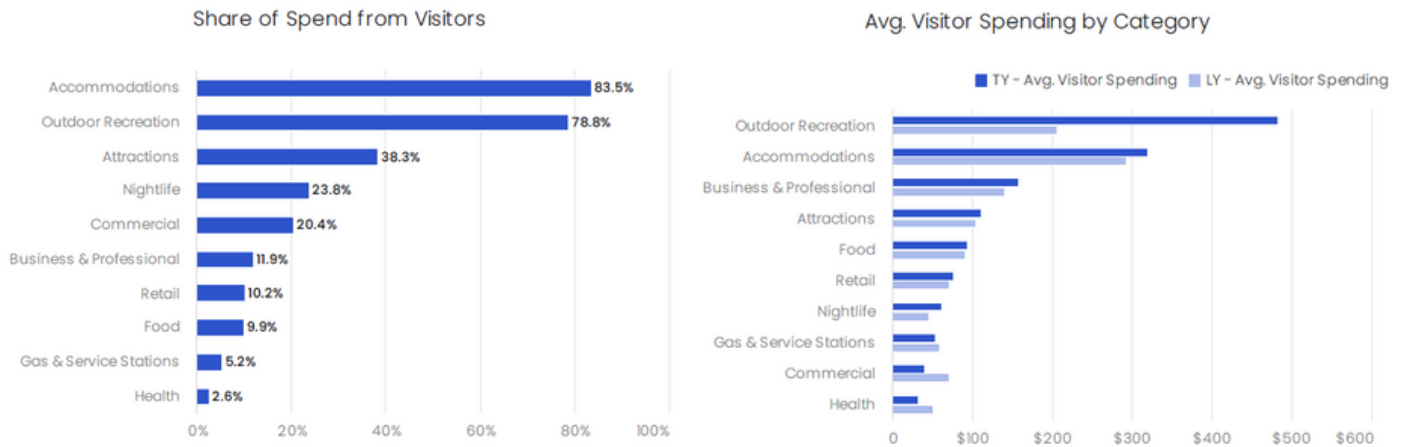


## TOP PLACES OF INTEREST - MARCH

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total ▼
Peninsula State Park	13%	87%	16%
Whitefish Dunes State Park	13%	87%	5%
Lautenbach's Orchard Country Winery & Farm Market	9%	90%	5%
Door County Medical Center (Sturgeon Bay)	70%	30%	5%
Harbour Village Campground And Water Park	30%	70%	4%
Sunset Park	52%	48%	4%
Sister Bay Park	16%	83%	4%
Al Johnson's Swedish Restaurant & Butik	19%	81%	4%
Landmark Resort	11%	89%	3%
Cave Point County Park	10%	90%	3%

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

## VISITOR SPEND - MARCH



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 73: May 2023

#### *Travelers Intend to Use Artificial Intelligence for Trip Planning*

According to the latest Longwoods International tracking study of American travelers, 32% of them are likely to use Chat GPT as a tool for planning their next trip. Chat GPT is an artificial intelligence chatbot technology developed by research company Open AI.

“The travel industry has always been a leader in adapting new technologies, from early automated reservation systems to the internet and social media,” said Amir Eylon, President and CEO of Longwoods International. “We fully expect similar early adoption by the industry and travelers to the potential benefits of employing artificial intelligence in travel planning and decision making.”

The shift to electric vehicles is another emerging technology travel trend, with 37% of travelers likely to use an electric vehicle on their next trip. And 79% of travelers reported that traveling with friends and family brings them closer together, and 65% say they appreciate travel more after living through COVID-19 travel limitations and restrictions.

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

#### *Risk of Travel's Declining Value Perception*

Americans’ love for travel continues, but the industry should heed warning signs—particularly feelings of a declining travel experience and the value they receive for their money—which may challenge this devotion.

The biggest impact on travel sentiment over the last 13 months has been anxiety about the economy. Travelers aren’t feeling quite as good about their current financial situation as they were over the last few months and are growing wary of the travel industry due to price gouging, labor shortages, and an increasingly frustrating domestic travel experiences.

## ORGANIC SOCIAL MEDIA

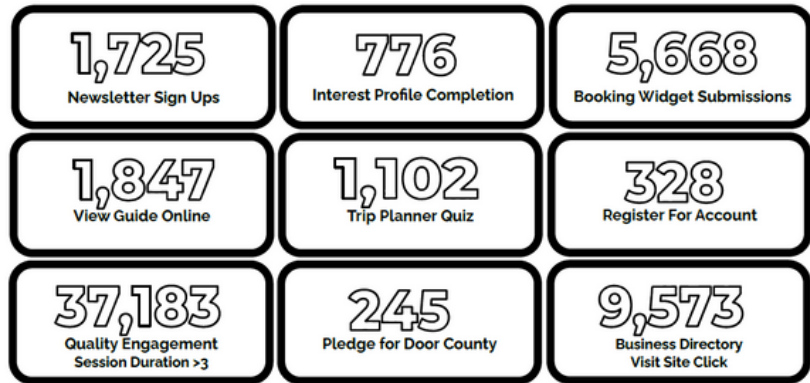
Thanks to @AJDillon twitter responses and tags, we received over 101K impressions for last month, which is a 416% increase.

Organic page follows on Facebook were up for the month, with a total of 289. Net followers totaled 191.

Comparing our Instagram reach from last year's May metrics we grew 17%, which totaled over 312K impressions, as well as a net total of 324 new followers from last month.

From 5/21-5/26 we had a popular influencer family visit Door County, @roamaroo. They have slowly been releasing content over the last week and will have a video posted to their channel on 6/11.

## WEBSITE CONVERSIONS



## NEWSLETTER

May newsletter focused on the arts, featuring the 2023 season theater shows throughout the county.

Partner-related (co-op) content continues to perform well in driving engagement.



**Opens:** 55,314

**Clicks:** 3,589

**Click Rate:** 2.3%

## SEO PERFORMANCE

### YOY TRAFFIC TRENDING UP

May brought in over **89,928** organic sessions, showing YoY recovery for the first positive time since 2021.

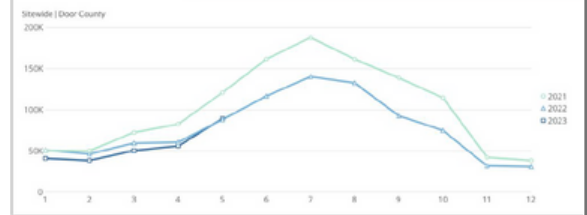
The sections with high YoY growth were:

- Places to Stay:** 10.78% increase YoY, at 8,018 organic sessions.
- Discover:** 32.80% increase YoY at 16,725 organic sessions.

**MoM**  
↑ 59.73%

**YoY**  
↑ 1.45%

Landing Page	Sessions
Landing Page	10,679
Italy	4,481
Discover Washington Island	4,085
Events	4,079
Experiences	2,284
Experiences/Cherries	1,875
Discover guides and reports	1,865



## PAID MEDIA PERFORMANCE (YEAR - TO - DATE)

Overall, paid media garnered 40,104,317 impressions (YTD) and 396,088 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
128,554 Clicks	21,435 Clicks	37,592 Clicks	946 Clicks	73,141 Clicks	21,129 Clicks	24,641 Clicks	59,342 Clicks	16,409 Clicks	388 Clicks	8,464 Clicks	1,758 Clicks
819,119 Impressions	129,574 Impressions	634,304 Impressions	1,745,286 Impressions	12,581,748 Impressions	3,128,111 Impressions	2,904,297 Impressions	11,520,432 Impressions	2,944,416 Impressions	836,866 Impressions	1,644,834 Impressions	909,730 Impressions
15.69% CTR	16.54% CTR	5.93% CTR	1,033,786 Views	0.58% CTR	0.68% CTR	1,731,335 Video Plays	0.52% CTR	0.56% CTR	0.05% CTR	0.51% CTR	0.20% CTR
\$0.30 CPC	\$0.88 CPC	\$0.40 CPC	59.23% View Rate	\$0.55 CPM	\$0.34 CPC	401,789 Video Plays 95%	\$0.52 CPC	\$0.80 CPC	\$29.87 CPM	\$8.00 CPM	\$6.86 CPM
58% Budget Remaining	68% Budget Remaining	70% Budget Remaining	\$0.01 CPV	60% Budget Remaining	70% Budget Remaining	0.29% View-Thru Rate	63% Budget Remaining	62% Budget Remaining	50% Budget Remaining	63% Budget Remaining	87% Budget Remaining
			47% Budget Remaining			52% Budget Remaining					

## MEDIA PERFORMANCE - MAY HIGHLIGHTS

Total paid impressions in May totaled 10,949,891 and paid traffic to DoorCounty.com totaled 94,004.

### Meta Prospecting

**Top Performing Ads:**  
1. Revived Single Image ad  
2. Summer Enhanced Carousel

**INSIGHTS**

Performance this month was consistent with that of April.

The Revived single image ad was the strongest performer this month with over 5k clicks - almost half of the total clicks!

The majority of clicks this month came from people living in the following DMAs: Chicago, Milwaukee and Minneapolis.

### Google Video Distribution

**INSIGHTS**

Views continue to remain strong in May. The 0:15 video is outperforming the 0:30 in views, as seen below.

May views breakout:

- 0:15 - 154,666
- 0:30 - 12,499

However, the 0:30 video does outperform the 0:15 video in regards to view rate:

- 0:15 - 54.87%
- 0:30 - 73.92%

### Google Prospecting & Responsive

**INSIGHTS**

The Outdoor Activities ad group served the highest number of impressions in May while Family Fun followed closely behind.

The Outdoor Activities - 728x90 ad served the most impressions (1.3M) & clicks (8,466) of any ad in May.

Overall campaign CTR has increased to 0.58%, while CTR for May was a strong 0.63%

### MobileFuse-General Leisure

**INSIGHTS**

To date, the standard banner has delivered over 338k impressions, 1,497 clicks and has a solid CTR of 0.44%.

The rich media interstitial ad has delivered over 148k impressions, 123 clicks & a 0.08% CTR. The interstitial engagement rate is holding strong at 1.08% and "Tap to Start" is currently the top performer.

The rich media expandable ad has delivered over 392k impressions, 138 clicks and a 0.04% CTR. The expandable engagement rate is strong at 18.83%, and "Southern Door County" is currently the top performer.

### Google SEM

**Top Ad Group:**  
Discover

**Top Keywords:**  
1. door county  
2. door county calendar of events  
3. door county wisconsin

**INSIGHTS**

Discover continues to be the top performing ad group for this campaign with a 21.92% CTR this month, and a 24% increase in clicks compared to April.

Overall campaign CTR continues to increase! There was a 18% performance increase month over month.

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

### Meta - Sustainability Prospecting

**Top Performing Ads:**  
1. Peaceful Single image ad  
2. Mindful Single image ad

**INSIGHTS**

The Peaceful single image ad continued its strong performance in May. The ad generated over 2.8k clicks to site.

Performance this month was very consistent with that of April. By opening up the geo-targeting for this, we expect to see improvements in performance metrics.

### Meetings Campaign - LinkedIn

374 Clicks  
59,600 Impressions  
0.63% CTR  
\$493 CPC

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

**INSIGHTS**

This campaign started off very strong in its first month, delivering over 59k impressions, and 374 clicks.

The Thrilled Sponsored ad was the top performer in impressions (24k) and clicks (136) for the month of May.

The top job titles reached in May as a result of this campaign were: Account Manager, Owner, & President.

### Partner Co-op Digital Campaigns

Year-to-date, we've assisted partner businesses in garnering a total of 4.2million impressions with a total of 14.5K clicks to partner websites.\*

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

## COMMUNITY OUTREACH & ALIGNMENT

### MEDIA OUTREACH ACTIVITIES

We conducted 16 media outreach activities in May including four press releases about [Leave No Trace Spotlight](#), inaugural [CIF grant awards](#), Voting for [Art in the Door](#), and the [survey for the master plan](#). Some of the media outlets we worked with in May were; Sedona Monthly, PBS Wisconsin, NY Times, WLUK Fox 11. Locally, we worked with the Peninsula Pulse, WDOR radio, Door County Advocate, and Door County Daily News.

#### May Media Highlights:

- Door County restaurants were featured in a story in the Milwaukee Journal Sentinel titled, “13 must-visit Door County restaurants, from Chives to White Gull Inn.” Read the story at [jsonline.com](#)
- Door County’s Coastal National Scenic Byway was included in a story in Midwest Living titled, “Best Wisconsin Road Trips.” Read the story at [midwestliving.com](#)
- Sister Bay was named one of “The Best Beach Towns in the Midwest” in a story by Conde Nast Traveler. Read the story at [cntraveler.com](#)

### TRAVEL WRITERS

We hosted 14 writers in May on a Maritime/Blossom themed press trip. We have 3 group press trips remaining in 2023. The months and themes of the press trips are: 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**

### SPRING PR PUSH + DOOR COUNTY GIVEAWAY

We conducted a spring Door County giveaway campaign in May in conjunction with some television media interviews on [KSTP \(ABC\)](#) in the Twin Cities on May 15 and [TMJ4 \(NBC\)](#) in Milwaukee on May 22. We also participated in a special activation for a [Wisconsin in Chicago Day](#) event at Union Station on May 17. The May giveaway campaign garnered 6,434 total entries and we added 3,123\* subscribers to our visitor-focused e-newsletter and mailed out 3,262 copies of our 2023 Destination Guide as a result of the campaign.

*\*These totals will be included in our June 2023 website conversion numbers.*

### NATIONAL TRAVEL & TOURISM WEEK

We hosted 5 events during the 40th annual National Travel & Tourism Week, May 7-13, including a special tourism breakfast at Stone Harbor as well as 4 other open house tours at different locations throughout the county.



We published an [8-page info section](#) that ran in the May 5, 2023 issue of the Peninsula Pulse that shared lots of information on DDC and what we're working on, and we mailed this section to every lodging permit holder in Door County as well. We also talked about the importance of tourism on local radio shows, in local news programs and in posts on our partner social media channels. Find more info on our special [Power of Tourism web page](#).

### MUNICIPAL ENGAGEMENT UPDATES

#### Community Investment Fund

The first round of grant recipients for our new Community Investment Fund [were announced](#) on May 15. A total of \$325,251 was awarded to 8 different projects. The next grant deadline is Thursday July 6. More information can be found at [CommunityInvestmentFund.org](#).

#### Municipal Newsletter - Destination Connection

The inaugural edition of the *Destination Connection*, a newsletter with tourism news specifically tailored for local municipalities and their elected officials, was distributed on May 31. Read and find more at [DoorCounty.com/municipalities](#).

### GIFT CERTIFICATE SALES

**YEAR TO DATE:**

**\$102,419**





## PARTNER NEW/DROP

Total Partners: 751 New/Rejoined Partners: 7 Drop/Inactive profile: 3

Account Name	Account Category	Physical Address 1	City	Date Added
Crain's Kitchen	Restaurants/Cafes/Taverns	10635 N Bayshore Dr	Sister Bay	5/25/2023
K Wilder Art	Arts	12495 Door Bluff Rd	Ellison Bay	5/31/2023
Northern Sky Theater	Arts	9058 County Rd A	Fish Creek	5/25/2023
Pure Massage Relaxation LLC	Services	207 S 4th Ave	Sturgeon Bay	5/8/2023
Road Taken Retreat	Cottage/Home/Condo/Vacation Rental	10439 Water Street	Ephraim	5/31/2023
Sowl Bro Guide Services	Entertainment/Recreation	1601 Clay Banks Rd.	Sturgeon Bay	5/31/2023
The Thirsty Cow Taphouse	Restaurants/Cafes/Taverns	7899 County Rd. A	Baileys Harbor	5/19/2023
Three Little Birds Cottage	Cottage/Home/Condo/Vacation Rental	6076 Bay Shore Drive	Sturgeon Bay	5/31/2023
Welcker's Lounge	Restaurants/Cafes/Taverns	4192 Main Street	Fish Creek	5/4/2023
Whistling Swan Inn & Restaurant	Hotels/Motels/B&B's	4192 Main Street	Fish Creek	5/4/2023

Status	Drop Reason	Account Category	Account Name	Address	Physical City	Date
Inactive	Duplicate	Entertainment/Recreation	Door County Jet Ski Rentals	1630 Sycamore st	Sturgeon Bay	5/23/2023
Inactive	Merged	Entertainment/Recreation	First Choice Charter Fishing	8113 Hwy 57	Baileys Harbor	5/16/2023
Inactive	Sold	Cottage/Home/Condo/Vacation Rental	Sister Bay Log Cabin	10440 Northwoods Dr	Sister Bay	5/4/2023











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

## J1 UPDATE

### J-1 Social Security Sign-up Dates Announced

SSA-Green Bay will be returning on Wednesday, June 21st and Friday, July 14th to meet with Exchange Visitors who need to apply for their Social Security cards. Both events will be held at the Ephraim Village Hall and are by appointment only. You can learn more at <https://conta.cc/3MMTXwa> or by emailing Phil Berndt at [phil@doorcounty.com](mailto:phil@doorcounty.com)

## JOBSINDOORCOUNTY.COM

Jobs Posted  101	Job Seekers Added  87	Employers Added  8	Alerts Added  Job Resume 9 0	Purchases  Billed 0 Paid 0
Job Searches  5,593	Jobs Viewed  9,424	Applications Added  294	Apply Redirects  118	Logins  Seeker 495 Employer 261

## SUSTAINABLE DEVELOPMENT

### COMMUNITY OUTREACH EVENTS

**JUNE 8-10: LEAVE NO TRACE SPOTLIGHT**  
HELD AT PENINSULA STATE PARK

Find details and the full 3-day schedule of events online at [DoorCounty.com/spotlight](http://DoorCounty.com/spotlight)

### VOLUNTEER TIME

**JUNE 10** Our National Get Outdoors Day Stewardship Project will take place on Saturday June 10 at Peninsula State Park, in conjunction with our Leave No Trace Spotlight programming

GOAL: 120 HOURS  15%