

# DESTINATION DOOR COUNTY

## JULY 2023 DASHBOARD REPORT

### MARKETING & BRAND STRATEGY

**Master Planning:** Two town hall meetings have been scheduled for Sept 13th at the Sister Bay Fire Dept and Sevastopol Town Hall. Following the town hall sessions will be the visioning session on Sept 14th from 8:30-12:30 at the Kress. Invites for the visioning session will go out the week of August 7th.

**Feelings Campaign:** Into the seventh month of this campaign, we continue to see strong performance with these tactics, especially across Google. We will be fine-tuning some campaigns for better results. These include RLSA (remarketing lists for search ads) and Meta campaigns. We expect to see positive results from these changes.

**Site Analytics:** Doorcounty.com saw an increase again this month. Users, new users, sessions & goal completions all saw nice increases month over month. Bounce rate even decreased slightly, which has been a consistent trend. Moving forward, we will be utilizing Google Analytics 4 which has more of a focus on engaged sessions and engagement time. More to come next month!

### COMMUNICATIONS & ADVOCACY

**J-1 Social Security Sign-up Days:** The second of two Social Security Administration - Green Bay sign-up days that we organized in 2023 took place on Wednesday July 14 at the Ephraim Village Hall. Between the event on June 21 and this event we were able to facilitate 54 local businesses getting half of this summer's J-1 Visa students signed up to receive their Social Security Cards. This saved our local businesses and their J-1 students hundreds of hours driving to the office in Green Bay and back.

**State/County/Municipal Parks Funding:** A one-time investment into our local parks moved forward as we met with Door County Community Foundation professional staff and the friends groups for all five of our state parks and their respective park staff, along with the friends group for Door County parks and county park staff to share information with them on how the special investment will work and how they can go about accessing the dollars available to them. We also discussed a special challenge grant opportunity and how we would partner with the state parks friends groups to help fundraise an additional \$50,000 per friends group, boosting the total contribution for our state parks from this effort to \$750,000.

Correspondence went out earlier this year to our local municipalities with information on how they could access the \$150,000 earmarked for municipal parks as part of the special investment DDC is making in Door County parks in 2023.

**Community Outreach:** We participated in 7 different community events in July, taking our welcome center and some DDC staff members on the road to connect with visitors and residents while sharing information about Door County and DDC. Communities we were in included Egg Harbor, Jacksonport (x2), Fish Creek, Sister Bay, Baileys Harbor and Sturgeon Bay.

**Upcoming TV Coverage:** We worked in July on a few TV projects that will get Door County featured in a few upcoming TV shows including travel show Discover Wisconsin (fall 2023 premier) and national culinary TV show Top Chef, season 21, which will be filmed in Wisconsin (spring 2024 premier).

### OPERATIONS

July saw Welcome Center visitation very similar from July of 2022. Over 4,300 visitors came through. Calls for last minute vacancies, especially one night stays are still very common. Gift certificate sales were down YOY, in large part due to not having the quarterly county order. Guide distribution remains strong among individual requests and bulk orders continue to be requested through various tourism outlets.

#### SAVE THE DATE

- 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

## MAY 2023 COMPARABLES

May saw a drop in room tax collections, room revenue, and occupied available rooms over May of '22. This is the 8th straight month we have been down since last September. Room tax collections are down \$128,768 YTD but keep in mind June generally brings in as much as the first 5 months of the year. County sales tax was up in May and is still trending up YTD over last year by roughly \$98k, \$1,818,853 vs \$1,720,458.

Short-term rentals (STRs) increased by 148 available properties compared to last May. Of the 1,079 properties available, 1,008 were booked with an average daily rate of \$358. That is an increase of 14.5% booked over last May and with an occupancy rate of 62%.

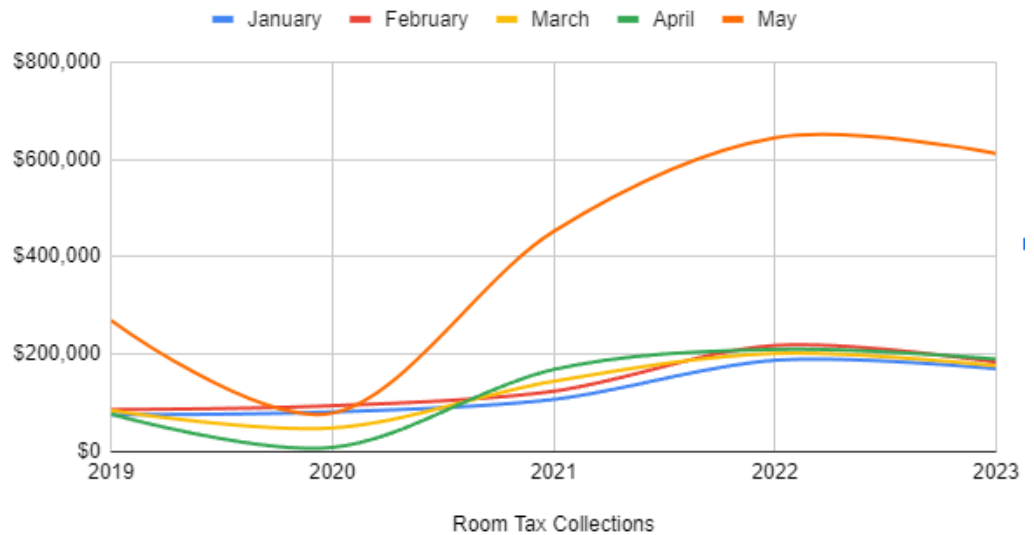
### ROOM TAX COLLECTIONS

**MAY 23:** \$612,205  
**MAY 22:** \$643,838

**'23 YTD:** \$1,332,201  
**'22 YTD:** \$1,460,969

#### DISTRIBUTION

30% MUNICIPALITIES  
70% DDC



#### MAY - 23

**ROOM REVENUE:** \$7,776,793  
**YTD:** \$17,009,953

**AVERAGE DAILY RATE:** \$173

**AVAILABLE ROOMS:** 116,219  
**% OCCUPIED:** 39%

VS

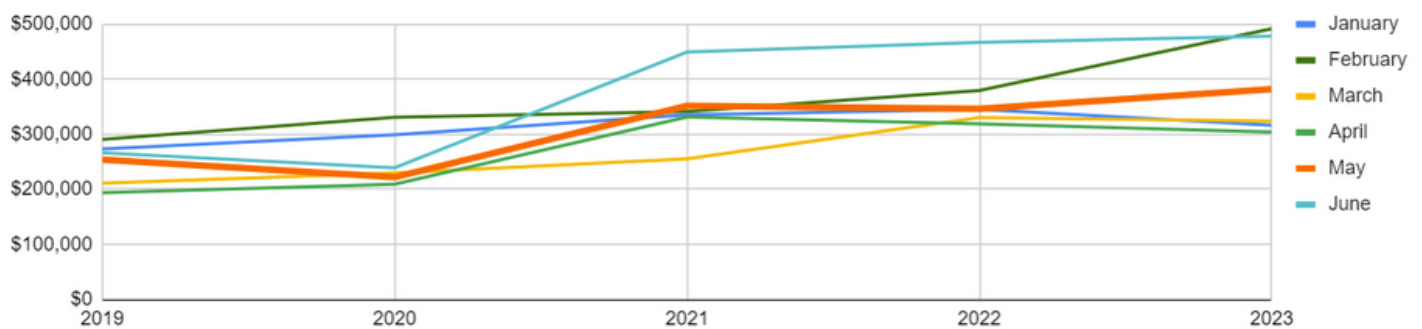
#### MAY - 22

**ROOM REVENUE:** \$8,180,057  
**YTD:** \$18,681,102

**AVERAGE DAILY RATE:** \$169

**AVAILABLE ROOMS:** 123,476  
**% OCCUPIED:** 39.18%

### COUNTY SALES TAX - MAY \$382,185/ YTD \$1,818,853



## MAY SHORT TERM RENTAL REPORT (AIRDNA)

### May 2023 vs May 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	931	1,079	15.9%	880	1,008	14.5%	59%	62%	6.3%	336	358	6.5%	197	222	13.1%
Washington Island	35	38	8.6%	32	32	0.0%	51%	60%	18.0%	248	345	39.3%	127	208	64.4%
Northern Door	69	83	20.3%	65	80	23.1%	66%	72%	9.9%	329	350	6.4%	216	252	17.0%
Sister Bay	120	141	17.5%	116	138	19.0%	57%	60%	4.5%	381	434	13.9%	219	261	19.0%
Baileys Harbor	97	115	18.6%	91	105	15.4%	59%	61%	3.8%	356	367	2.9%	210	224	6.8%
Fish Creek	131	157	19.8%	120	147	22.5%	59%	62%	5.4%	350	348	-0.6%	205	215	4.8%
Egg Harbor	145	148	2.1%	142	143	0.7%	59%	67%	13.1%	343	350	1.9%	204	235	15.3%
Ephraim	80	82	2.5%	76	79	3.9%	55%	53%	-3.1%	308	338	9.7%	169	180	6.3%
Sturgeon Bay	340	401	17.9%	319	367	15.0%	57%	59%	3.4%	314	337	7.3%	180	200	11.0%
Southern Door	74	89	20.3%	70	83	18.6%	59%	66%	12.3%	315	339	7.6%	185	223	20.8%
Wisconsin	13,762	16,599	20.6%	12,117	14,800	22.1%	53%	55%	4.2%	290	324	11.7%	153	179	16.4%

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

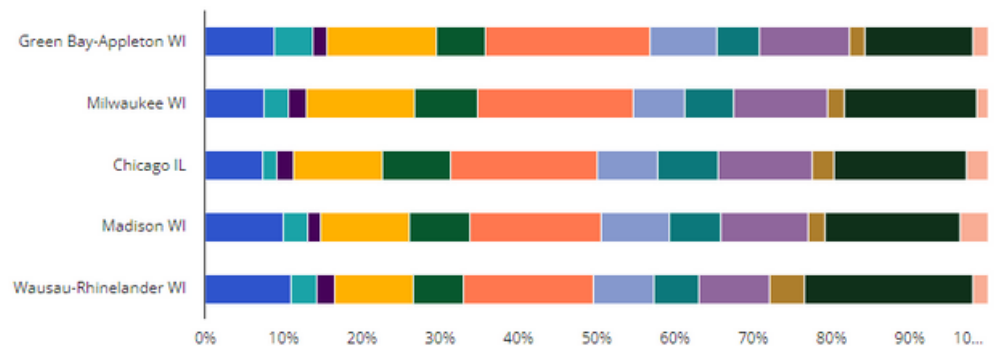
## MAY VISITATION (ZARTICO)

May saw heavy weekend visitation with weekdays seeing less traffic.

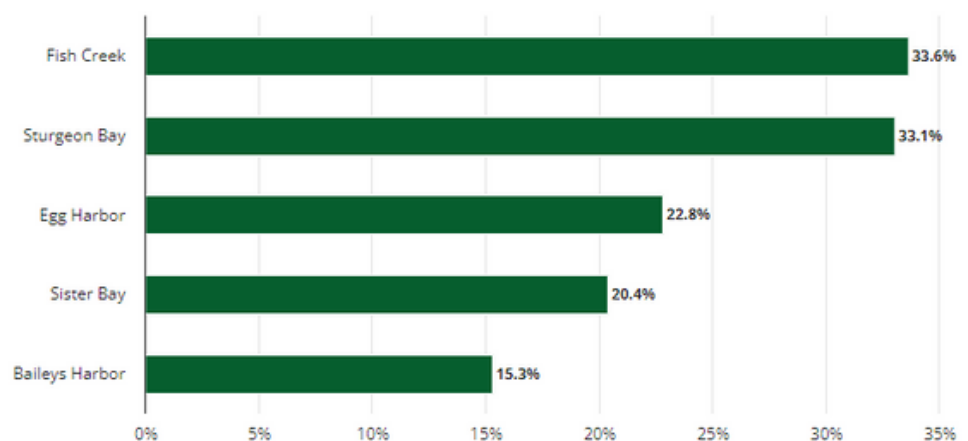
Our top origin markets came from Green Bay/Appleton, Milwaukee, Chicago, Madison and Minneapolis/St. Paul. The communities that saw the most visitation in May were Fish Creek and Sturgeon Bay followed by Egg Harbor, Sister Bay and Baileys Harbor.

### Top Origin Markets - Regional Visitation Trends

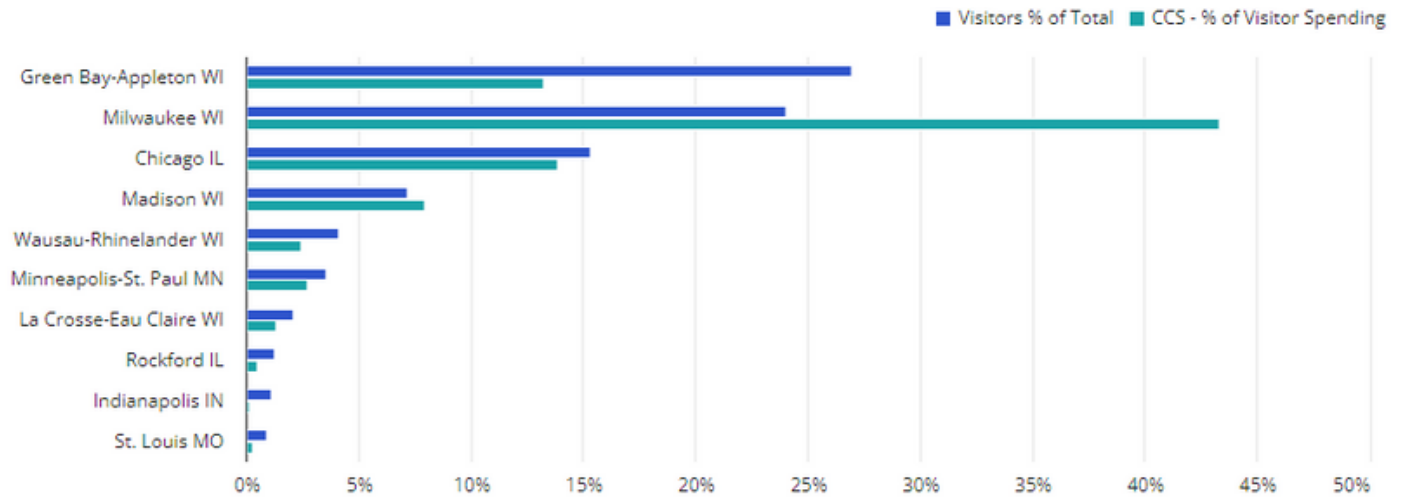
Region: Baileys Harbor, Carlsville, Door County, Egg Harbor, Ephraim, Fish Creek, Jacksonport, Northern Door, Sister Bay, Southern Door, Sturgeon Bay, Washington Island



### Total Visitation by Region

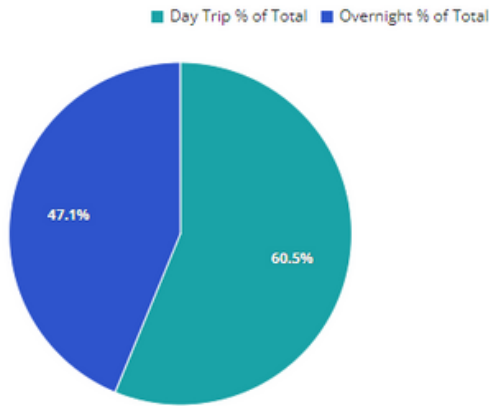


## MAY VISITATION & SPEND (ZARTICO)



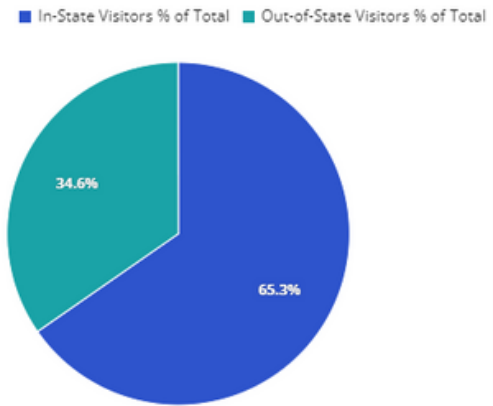
## OVERNIGHT VS DAY TRIP- MAY

Overnight vs. Day Trip



## INSTATE VS OUT-OF-STATE- MAY

In-State vs. Out-of-State Visitors

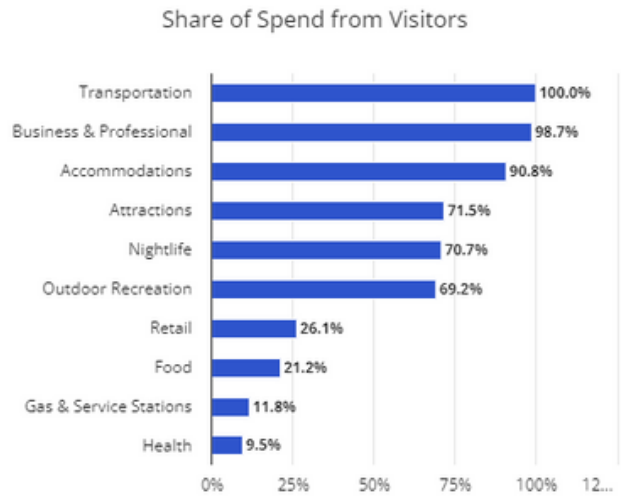
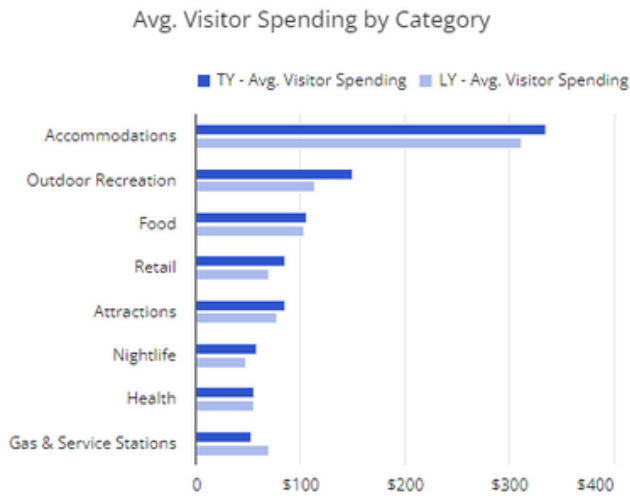


## TOP PLACES OF INTEREST - MAY

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total
Peninsula State Park	9%	93%	16%
Walmart Supercenter	62%	43%	10%
Whitefish Dunes State Park	18%	84%	8%
Sister Bay Park	14%	87%	5%
Door County Medical Center (Sturgeon Bay)	77%	27%	5%
Lautenbach's Orchard Country Winery & Farm Market	6%	96%	5%
Cave Point County Park	13%	88%	4%
Potawatomi State Park	41%	60%	4%
Sunset Park	60%	44%	4%

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

## VISITOR SPEND - MAY



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 75: July 2023 Travelers Using Artificial Intelligence for Trip Planning

According to the latest Longwoods International tracking study of American travelers, 14% of them have already used Chat GPT, the artificial intelligence chatbot tool, for trip planning. In April, 32% of American travelers reported that they planned to use Chat GPT for trip planning in the next six months.

"The travel industry has always been an early adopter when it comes to technology and innovation," said Amir Eylon, President and CEO of Longwoods International. "That was true with the early adoption of computers for reservation systems, as well as providing travel information and bookings from the beginning days of the internet and later social media."

The survey also demonstrated travelers' uneasiness with the state of the economy, with 51% of them reporting that inflation is impacting their decision to travel in the next six months. As far as coping with their personal financial situations, 32% of travelers are reducing spending on entertainment and recreation, 31% are reducing their retail spending, and 27% are reducing the number of trips they are taking.

### Destination Analysts: The State of the American Traveler- July 2023 What Trip Spending Will Be Compromised To Keep Traveling

Even with tighter budgets, Americans don't appear to be sacrificing their travel. Instead, many anticipate spending differently on their trips, making compromises on food and dining experiences and shopping purchases over shortening trip days or even scrimping on lodging.



Question: In the next three months when attempting to save money on travel, which of these aspects will you be likely to compromise on...

## ORGANIC SOCIAL MEDIA

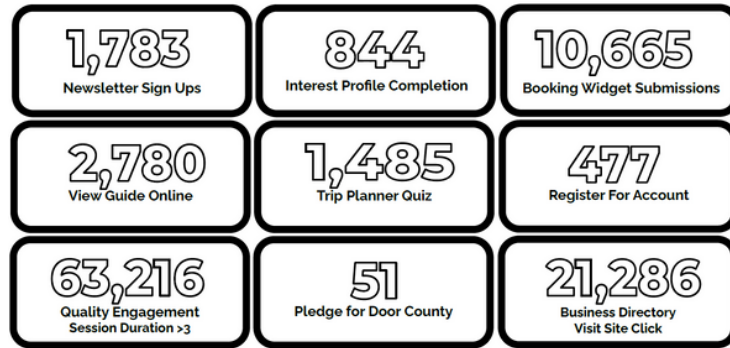
Our TikTok account gained traction with almost double the impressions last month, reaching 4,158 - the highest to date. We got 58 new followers in July.

AJ Dillion helped our impressions grow from 29K in June on "X" (previously known as Twitter) to over double the impressions in July at 68.6K.

Facebook's best post was "Ask a Local," while Fill in the Blank posts boosted engagement. Page likes grew 21%, gaining 393 new followers organically.

On Instagram, organic comments increased by 112%, totaling 403 for July. Video reels with a call to action improved engagement.

## WEBSITE CONVERSIONS - JULY



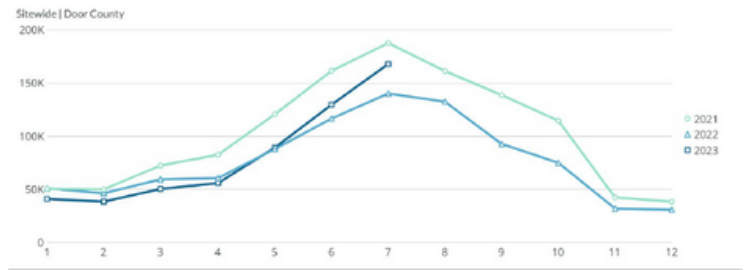
## SEO PERFORMANCE - JULY

Organic sessions observed a 20% increase by >28K sessions comparing July 2023 to July in 2022.

**MoM**  
↑ 29.58%

**YoY**  
↑ 19.83%

Landing Page	Sessions
/	15,372
/stay	8,897
/discover/washington-island	8,352
/events	6,587
/experience	5,149
/experience/cherries	3,958
/newsletter/july-2022/guide-to-cherry-picking	2,607



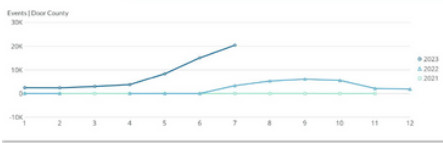
## EVENTS PERFORMANCE - JULY

The site has experienced a YoY growth for events pages from 3.3K to 20.4K.

**MoM**  
↑ 35.27%

**YoY**  
↑ 514.46%

Landing Page	Sessions
/events	1,141
/events/wine/202402	2,424
/events/wine/202750	1,082
/events/wine/2024713	881
/events/wine/2024742	774
/events/wine/2025212	652
/events/wine/2024739	544



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

Overall, paid media garnered **59,454,411 impressions** (YTD) and **652,245 branded clicks** (YTD).

SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prop - Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	ConnectedTV	Mobilefuse: Sustainable Development	Mobilefuse: General Leisure	
213,707 Clicks	51,464 Clicks	66,211 Clicks	1,353 Clicks	128,742 Clicks	33,704 Clicks	25,623 Clicks	85,659 Clicks	26,506 Clicks	388 Clicks	14,341 Clicks	4,547 Clicks	
1,200,169 Impressions	283,357 Impressions	1,020,868 Impressions	2,375,945 Impressions	20,103,207 Impressions	4,894,152 Impressions	3,416,544 Impressions	15,897,063 Impressions	4,739,961 Impressions	836,866 Impressions	2,524,444 Impressions	2,161,835 Impressions	
17.81% CTR	18.16% CTR	6.49% CTR	1,399,027 Views	0.64% CTR	0.69% CTR	2,237,861 Video Plays	0.54% CTR	0.56% CTR	0.05% CTR	0.57% CTR	0.21% CTR	
\$0.25 CPC	\$0.74 CPC	\$0.38 CPC	59% View Rate	\$0.69 CPM	\$0.35 CPC	786,816 Video Plays 95%	\$0.53 CPC	\$0.80 CPC	\$29.87 CPM	\$7.95 CPM	\$6.85 CPM	
42% Budget Remaining	37% Budget Remaining	50% Budget Remaining	\$0.01 CPV	41% Budget Remaining	51% Budget Remaining	39% View-Thru Rate	46% Budget Remaining	38% Budget Remaining	50% Budget Remaining	44% Budget Remaining	69% Budget Remaining	
			23% Budget Remaining			33% Budget Remaining			paused until 9/1			
<b>KPI</b>	Clicks	Clicks	Clicks	Views	Impressions	Clicks	Views	Clicks	Clicks	Impressions	Impressions	Impressions
<b>Benchmark</b>	4.68% CTR	4.68% CTR	4.68% CTR	30% View Rate	0.47% CTR	0.91% CTR	30% VTR	0.91% CTR	0.91% CTR			

**MEDIA PERFORMANCE - JULY HIGHLIGHTS**

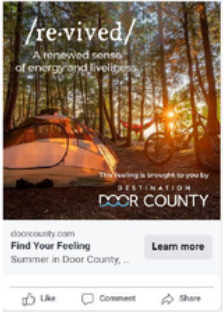
Total paid impressions in July totaled **10,494,312** and paid traffic to DoorCounty.com totaled **143,014**.

**Meta Prospecting**

**INSIGHTS**

July performance saw a nice increase compared to June as clicks increased by 15%.

The top two performing ads, Revived & Nostalgic, made up 51% of the overall clicks for this month. They both continue to see the strongest performance in this campaign.



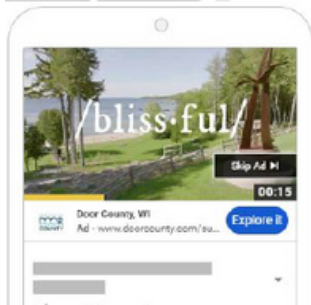
**Google Video Distribution**

**INSIGHTS**

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

July views breakout:  
0:15 - 169,626  
0:30 - 34,629

However, the 0:30 video does outperform the 0:15 video in regards to view rate which has been a consistent trend:  
0:15 - 58.05%  
0:30 - 62.42%



**Google Prospecting & Responsive**

**INSIGHTS**

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

The Family Fun - 728x90 ad served the most impressions (1.1M), while the Outdoor Activities - 728x90 had the highest clicks (7,028).

CTR for this month is at a strong 0.84% this month which is a 27% increase from June!




**MobileFuse-General Leisure**

**INSIGHTS**

To date, the standard banner has delivered over 832k impressions, 3,546 clicks and has a solid CTR of 0.43%.

The rich media interstitial ad has delivered over 366k impressions, 491 clicks & a 0.13% CTR. The interstitial engagement rate is holding strong at 114% and "Tap to Start" continues to be the most engaged piece on the ad.

The rich media expandable ad has delivered over 967k impressions, 539 clicks and a 0.06% CTR. The expandable engagement rate saw a nice increase and is currently at 25.40%. "Southern Door County" continues to be the most engaged piece on the ad.



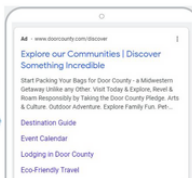
**Google SEM**

**INSIGHTS**

This month, Events saw a 9% increase in clicks and an 11% increase in CTR, resulting in a 39% CTR. Keywords 'door county calendar of events' and 'door county festivals' were the leading traffic drivers for that ad group.

This campaign continues to trend in a positive direction. Month over month, there was a 20% increase in clicks, and a 4% increase in CTR! Users at a national level are interested in seeing what Door County is all about.

Top metros in July: Green Bay-Appleton, Chicago, & Milwaukee.



**Meta - Sustainability Prospecting**

**INSIGHTS**

Click performance this month was very consistent with that of June.

The Peaceful single image ad continues to be the top performer for this campaign, making up 46% of the total clicks this month.




**Meetings Campaign - LinkedIn**

**INSIGHTS**

Performance continued to stay strong for this tactic in July.

The Refreshed Sponsored ad dominated performance this month with over 85k impressions, and 391 clicks.

The top job titles reached in July as a result of this campaign were: President, Salesperson, & Account Executive.



**Partner Co-op Digital Campaigns**

Year-to-date, we've assisted partner businesses in garnering a total of 11.04 million impressions with a total of 52.3K clicks to partner websites.\*

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



# COMMUNITY OUTREACH & ALIGNMENT

## MEDIA OUTREACH ACTIVITIES - JULY

We conducted 24 media outreach activities in July. Some of the media outlets we worked with in July were; NBC 26, Spectrum One, Atlas Obscura, Fodor's Travel, Midwest Living, and Wisconsin Public Radio.

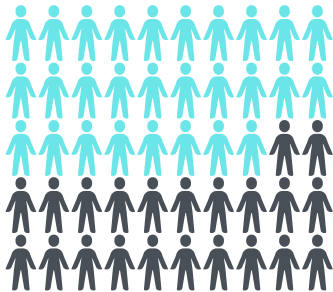
### July Media Highlights:

- The Washington Island Ferry was featured in a story in Marine Link titled, "Crossing Death's Door Daily." Read the story at [marinelink.com](http://marinelink.com).
- The arts in Door County were featured in a story in the MinnPost titled, "An arts escape to Door County." Read the story at [minnpost.com](http://minnpost.com).
- Door County's maritime heritage was highlighted in a story in PropTalk titled, "Death's Door, or the Doorway to Heaven? Wisconsin's Door County Peninsula." Read the story at [proptalk.com](http://proptalk.com).

## TRAVEL WRITERS

Upcoming Group Press Trips:  
August 27-30 - Outdoor recreation themed itinerary  
October 23-26 - Fall themed itinerary

To see articles written as a result of the visiting journalists from our earned media marketing program, [click here](#).



**GOAL: HOST 50 TRAVEL WRITERS**

## UPCOMING TV SHOWS TO FEATURE DOOR COUNTY

In July it was revealed that National culinary TV show Top Chef will be filming season 21 in Wisconsin, with Door County being featured in the show in a yet-to-be-determined capacity. The popular Bravo TV show will be filmed in Wisconsin later this year and premier sometime in the spring of 2024.

Longtime travel show Discover Wisconsin was in Door County in July filming for an upcoming episode that will highlight Wisconsin's two scenic byways along the Great Lakes, including the Door County Coastal Byway. The show is expected to premier in the Fall of 2023 across their broadcast network.

## NON-PROFIT ACTIVATIONS - JULY

### Door County Public Health

- Support for *Hope Beyond the Hurt* conference with tote bags and gift certificate donation for presenters.

### Sunshine Resources of Door County

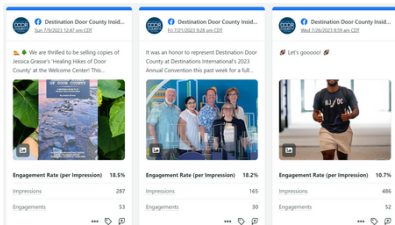
- Sponsorship of 2023 Sunflower Fest

COMPLETED: **13/12**  100%

## PARTNER SOCIAL MEDIA - JULY

### FACEBOOK

- Impressions: **7,539**
- Engagements: **300**
- Engagement Rate: **4%**
- Audience: **2,101**



### INSTAGRAM

- Impressions: **6,553**
- Engagements: **276**
- Engagement Rate: **4.2%**
- Audience: **1,519**



## GIFT CERTIFICATE SALES

### YEAR TO DATE:

**\$171,229**





## PARTNER NEW/DROP

**Total Partners: 755    New/Rejoined Partners: 3    Drop/Inactive profile: 3**

### New/Rejoined Partners

Account Category	Account Name	Email	Physical Address 1	City	Date Added
Vacation Rental	Dark Sky Lake House	landinlane920@gmail.com	12444 Landin Lane	Ellison Bay	7/12/2023
Restaurants/Cafes/Taverns	Prince of Pierogi Restaurant	contact@princeofpierogi.com	9922 Water St #6	Ephraim	7/13/2023
Services	Midsömmar Apothecary & Luminarium	apothecary@midsommarherbs.com	10421 Water Street	Ephraim	7/18/2023

### Drop/Inactive Partners

Status	Drop Reason	Account Category	Account Name	Address	Physical City	Date
Inactive	Closed	Services	Door County's Revolutionary Tattoo LLC	41 N 3rd Avenue	Sturgeon Bay	7/28/2023
Inactive	Closed	Retail	Julie's Upscale Resale	10553 Country Walk Dr.	Sister Bay	7/27/2023
Inactive		Retail	Renard's Rosewood Dairy	248 County Rd. S	Southern Door	7/7/2023

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

## J-1 UPDATE

### More than 250 J-1 students helped this year!














54 local businesses were able to bring in half of this summer's 500+ J-1 Visa Summer Work Travel participants to meet with representatives from the Social Security Administration at the Ephraim Village Hall - instead of having to drive them to Green Bay and back!

Since our first event in 2015, we have coordinated 16 Sign-up Days to help 1,332+ exchange visitors get their Social Security Cards. If each student had to be driven from Ephraim to the SSA office in Green Bay and back, our efforts have saved at least:

- 202,464 miles of driving - 76 miles each way! (only 38,000 miles short of the distance to the Moon!)
- 8,099 gallons of gas - @ 25mpg
- 3,996 hours in the car - 3 hrs round trip. (If you drove 40 hr/week, it would take 2 full years to drive that far!)
- 7,992 hours if someone had to drive each one - and far too many headaches to count! (3 years and 10 months at 40hrs/week!)

## JOBSINDOORCOUNTY.COM

As of: 8/03/2023 4:00pm

<b>Jobs Posted</b>  <b>61</b>	<b>Job Seekers Added</b>  <b>52</b>	<b>Employers Added</b>  <b>1</b>	<b>Alerts Added</b>  Job <b>6</b>  Resume <b>0</b>	<b>Purchases</b>  Billed <b>0</b>  Paid <b>0</b>
<b>Job Searches</b>  <b>4,737</b>	<b>Jobs Viewed</b>  <b>5,992</b>	<b>Applications Added</b>  <b>298</b>	<b>Apply Redirects</b>  <b>23</b>	<b>Logins</b>  Seeker <b>460</b>  Employer <b>171</b>

## SUSTAINABLE DEVELOPMENT

### UPCOMING COMMUNITY OUTREACH

- AUGUST 7** Ephraim Bondemarked
- AUGUST 12** Door County Festival of Fine Arts (Sister Bay)
- AUGUST 22** Jacksonport Farmers Market
- AUGUST 26** Death's Door BBQ

### VOLUNTEER TIME

#### UPCOMING OPPORTUNITIES

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

GOAL: 120 HOURS  69%

# CARE FOR

## DOOR COUNTY

The Care for Door County – Leave No Trace (LNT) initiative was developed in 2019, and after a delayed start to the program in 2020 due to the pandemic, was finally launched on April 21, 2021, in response to the negative impacts of increased tourism on natural resources and cultural assets in Door County. The intention of the initiative was to promote sustainable tourism practices, educate both residents and visitors about responsible tourism and to help support the preservation of the destination’s beauty for future generations.

### **Key Features of Care for Door County / Leave No Trace (LNT) Initiative:**

1. Focus on Residents and Visitors: Unlike traditional destination marketing efforts that solely targeted potential visitors, the Care for Door County intent was to resonate with both residents and visitors. It focused on educating and informing both groups about exploring Door County responsibly.
2. Door County Pledge: The initiative introduced the Door County Pledge, which encouraged people to commit to respecting and preserving the local environment and culture. The pledge aimed to instill a sense of responsibility among visitors and residents alike.
3. Partnership with Leave No Trace Center: The initiative partnered with the Leave No Trace Center for Outdoor Ethics, a well-known organization promoting responsible outdoor recreation. This partnership allowed for the development of Door County specific “Leave No Trace 7 Principles” providing guidelines for minimizing impact while enjoying outdoor activities.
4. Multi-platform Awareness Campaign: The initiative employed various channels including social media, posters, digital ads, radio and community outreach events to raise awareness about responsible tourism and the Door County Pledge.

### **Key Performance Indicators April 21, 2021 through June 1, 2022 (KPI’s):**

Key Performance Indicators (KPI’s) were measured from activation on April 21, 2021 through June 1, 2022. These initial results included:

- 153 volunteers generated 300+ volunteer hours picking up litter, mulching beds, pulling invasive species and maintaining native gardens, while also combing beaches for micro-plastics.
- Email drip campaign: 9 emails spaced out within an automation plan. Campaign logged roughly 4,000 email addresses with an overall open rate of 48.2%.
- Newsletter blast to 227,152 Destination Door County data base of email subscribers featuring LNT and the Pledge with 53,057 opens.
- Care for Door County web pages garnered 51,433 views with the Pledge page being the highest viewed followed by Leave No Trace and Voluntourism.
- Currently there are 5,093 pledge signees, with Wisconsin leading sign ups, followed by Illinois and Minnesota.
- Promoted and featured voluntourism opportunities available in Door County on DoorCounty.com.
- Community outreach was conducted at eight locations/events promoting Leave No Trace and encouraging people to sign the Pledge.
- Adopted a highway along the Door County Coastal Byway (a National Scenic Byway) route which generated 46 volunteer hours of highway cleanup.
- Organic social reach: 105,905,371 Impressions through Facebook, Twitter, Instagram and YouTube.
- Out of county media coverage on Fox11 and Green Bay Press Gazette and promoted our efforts to 59 travel journalists on 6 different press trips from May – December 2021.
- In-county digital and paid social reach: 1,262,867 Impressions.
- In-county print, out-of-home, and audio: 1,026,226 Impressions.
- Lead generation for email in WI, Chicago & Minneapolis: 364,027 Impressions.

As we continue to build upon the initial campaign the following are paid media tactics from our sustainable development pillar of our strategic plan highlighting results for January 1, 2023 – May 31, 2023. We continue to focus messaging and channels on promoting the Door County Pledge to residents and visitors pre-trip and in-market. The following are platforms and results:

**Meta Sustainability Prospecting (Jan 1, 2023 - May 31, 2023):** Facebook & Instagram targeted ads

#### *Performance*

- 2.9 million impressions
- 16.4K clicks

### *Purpose*

- Reinforce Door County's values and commitment to sustainability by increasing awareness through social advertising to local audiences.

**Mobilefuse Sustainable Development (Jan 1, 2023 - May 31, 2023):** ads targeting consumers mobile devices

### *Performance*

- 1.6 million impressions
- 8.4K clicks

### *Purpose*

- Use mobile precision geofencing by precisely targeting locals and in-market visitors with display ads on their mobile devices, providing an engaging opportunity to sign the pledge and Care for Door County messaging.

**Care for Door County Drip Campaign (ongoing since April 2021)** - a drip campaign is a series of automated emails sent to consumers who took specific action on doorcounty.com.

### *Performance*

- 5K subscribers
- Open rate: 50%
  - o Industry average benchmark - 18%
  - o 2023 monthly newsletter average - 35%

### *Purpose*

- Engage consumers who have signed the pledge.
- Build loyalty and encourage repeat visitation amongst current consumer base that aligns with Door County values by keeping them informed on topics they care about.

*\*Drip campaign updates in process to optimize and improve campaign since launch in 2021*

### **Local Print and Outdoor Advertising Publications & Media:**

- Peninsula Pulse
- Door County Living
- Washington Island Observer
- Link digital billboard (Sturgeon Bay)

### *Purpose*

- Lean into local partnerships through print and other advertising for sustainability awareness among stakeholders, residents, and visitors.
- Reinforce Care for Door County messaging and provide opportunities to show commitment to protecting and preserving Door County (take the pledge, educate yourself on the Leave No Trace 7 Principles).

### **Sustainability Index:**

Through dedicated initiatives promoting sustainable travel messaging and action, Destination Door County has made strides in repositioning Door County as not just a vacation destination but a place that values its natural environment, history, culture, and local community. To evaluate overall growth across all initiatives, we have developed a Sustainability Index as of January 2023.

Methodology: This index was built using the Chain Based Method, meaning that whenever the index is updated, the base year will also be updated to the previous year. Each metric is assigned a category and weight value based on its impact towards sustainability goals. The values are then aggregated into one cumulative index number. A score above 100 indicates growth or improvement over the previous year.

\*Index # for 2023 will be available early 2024.

### **Door County Pledge Signups**

#### *Performance*

- Total - 6,150
- YTD - 400

#### *Purpose*

- Convey the values of Door County and give residents and visitors the opportunity to show they too align with those values.
- Build a customer base through thoughtful messaging and by promoting the intrinsic benefits of caring for Door County and signing the pledge.
- Increase awareness of the values of the county and keep those values top of mind for residents and visitors.

### **Leave No Trace Spotlight - June 2023**

- Please see the attached Spotlight overview as an example of a large-scale activation that our Leave No Trace partnership has allowed us to accomplish. Our partnership with the state parks & Friends groups (with Peninsula State Park taking

the lead) will continue to move forward because of the collaboration and partnership that an event like this taking place in the community generates.

**Additional Insight:**

- Leave No Trace is used as a key talking point with all community pop-up engagements in 2022 and 2023. There are 24 community events scheduled in 2023 where LNT is a key pillar.
- Leave No Trace is used as a bridge between Destination Door County and non-traditional community stakeholders and allows us to reach new audiences such as Sustain Door, Door County YMCA, etc.

We are currently planning workshops for fall 2023, with additional outreach opportunities from the LNT organization team. As we continue to meet with all our Parks regarding the Tourism Reserve Fund Parks Initiative, there will be more opportunities to leverage our existing Leave No Trace initiatives. It also provides us visibility and partnership with larger organizations / brands within the environmental sustainability space.

This is driven by the Sustainable Development Pillar within the 2023 Strategic Plan that was created by both Destination Door County Board of Directors and Tourism Zone Commissioners.

**Goals:**

1. Nurture social, cultural, and economic resilience for a more sustainable, balanced, and equitable visitor economy.
2. Advocate for the preservation and protection of our environment and natural resources.

**Objectives:**

1. Work with groups, organizations, and local government to advocate for investments which preserve the shore, land, and forests, and encourage responsible development.
2. Maximize environmental resources to help maintain essential ecosystems and conserve biodiversity.
3. Accentuate tourism’s benefits and pursue the reduction of tourism’s negative impacts.
4. Support the well-being of our people and local culture.

## Peninsula State Park, Door County WI | June 8-10, 2023

**Co-Host:** Morgan Rusnak, Community Engagement Manager at Destination Door County

**Co-Host:** Krista Lutzke, Natural Resources Educator – Parks and Recreation at Peninsula State Park

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### Day 1: Thursday, June 8

#### **Site Assessment/Future Focused Meeting**

1:00pm | White Cedar Nature Center

**Overview:** The Leave No Trace Team, Peninsula State Park staff, Friends of Peninsula Park board members, and Destination Door County staff convened to discuss ways to continue the momentum of the Spotlight beyond the weekend. Utilizing the Leave No Trace Site Assessment, this meeting helped determine long term efforts and outline opportunities to work with Leave No Trace in the future, including collaborating more with the Friends group and pursuing Leave No Trace Gold Site Certification.

**Attendance:** 15



## Spotlight Social

4:00-8:00pm | Behind Fish Creek Lot

**Overview:** The Leave No Trace Team, Peninsula State Park staff, Friends of Peninsula State Park members, and Destination Door County staff each set up booths behind Fish Creek Lot with games, swag, and organization info. Sway Brewing + Blending & Backbone Food Truck offered food & drink, and yard games were spread across the area for public use. A steady stream of both locals and park campers stopped in, with the majority of attendees stopping to have lengthy conversations with each organization. Peninsula State Park displayed their new Trackchair for questions & demonstrations. Both Sway Brewing + Blending and Backbone Food Truck mentioned that the evening was extremely successful for them and many visitors who stopped by expressed similar sentiments of having an enjoyable evening with family and friends at the Park.

**Attendance: 105**



Destination Door County - Leave No Trace Spotlight Recap



## Day 2: Friday, June 9

### Outreach Pop-Up @ Eagle Tower

11:00 am-4:00 pm | Eagle Tower

**Overview:** The Leave No Trace Team, Peninsula State Park staff, Friends of Peninsula State Park members, and Destination Door County staff each set up booths at Eagle Tower with giveaways, education & outreach materials, and ways to weave the Leave No Trace principles into visitors' outdoor adventures. The Leave No Trace philosophy (and organization) was new to many in attendance and it was beneficial for them to lead in-person interaction with a high concentration of visitors who were brand new to the outdoor space. Friends of Peninsula State Park was able to advocate for their mission in supporting the park, while Parks staff was able to offer in-depth answers to visitor questions regarding park ecology. Having all four organizations together offered an impactful and multi-faceted interaction about environmental stewardship for each visitor.

**Attendance:** 325

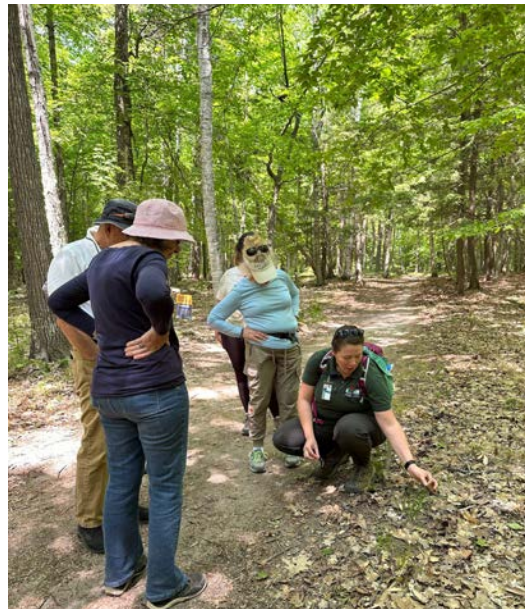
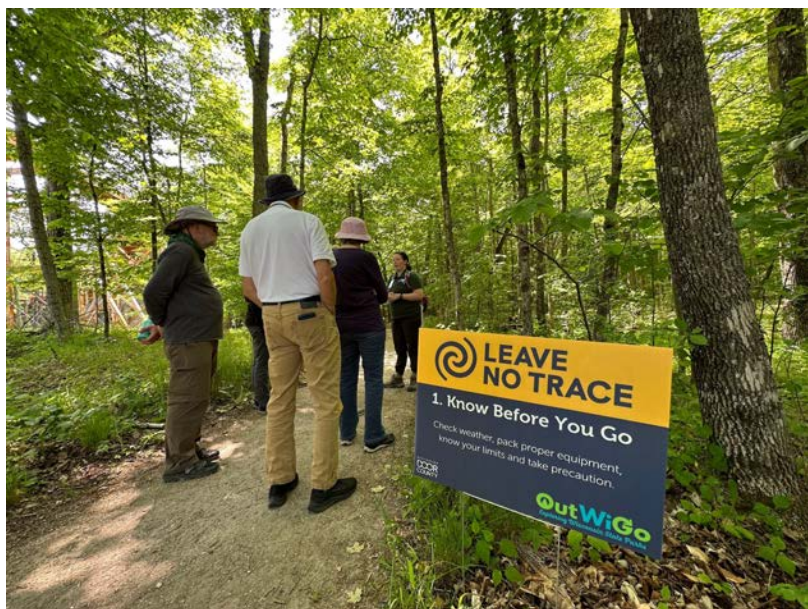


## **Guided Hikes @ Sentinel Trail**

1:00 pm & 3:00 pm | Eagle Tower

**Overview:** A Park naturalist led guided hikes along the Sentinel Trail, sharing about native tree species, park ecology, and Leave No Trace ethics. Signs with each principle were displayed along the trail.

**Attendance:** 10 (1:00pm = 8; 3:00pm = 2)



## Community Campfire: Campfire Ethics 101

7:00 pm | White Cedar Nature Center

**Overview:** The Leave No Trace Team led by teaching the importance of the 7 Principles anytime in nature, but especially when making a fire. Warden Couperus then talked through different types of fires with the kids and when he got pulled to an emergency, Park Manager Matt Ernst and Co-Host Krista Lutzke seamlessly took over in demonstrating how to safely get the fire started. Everyone enjoyed s'mores and great conversation.

**Attendance:** 39



## Day 3: Saturday, June 10

### **National Get Outdoors Day Stewardship Work Day**

8:00 am - 12:00 pm | Nelson's Point

**Overview:** Park staff, Friends of Peninsula State Park members, and general public. This is the first time in a few years that Peninsula has coordinated a volunteer event and this serves as the kick-off of consistent volunteerism returning to Peninsula State Park. The Leave No Trace Team, Destination Door County, and Park staff shared a tent to house snacks, tools, gloves, garbage bags, and general information. Trail mix, granola, oranges, donuts and water were provided for volunteers, and Kleen Kanteen water bottles were provided by the Leave No Trace Team. The 8am wave started out by pulling invasives and picking up trash along the shoreline and road. As the group grew larger, they headed towards the shoreline to begin clearing the planned trail between Nelson's Point and Skyline Lot. Of the volunteers that stopped by, at least 7 were visiting campers who had been staying at the park. Volunteers included Park staff, Friends of Peninsula Park board members, DDC staff, DDC board members, Wisconsin Master Naturalists, children, senior citizens, and a dog (Yummy). The group was able to bushwhack about .25mi of trail. Leave No Trace Team mentioned that the turnout was exceptional.

**Attendance:** 26 workers + 9 additional passersby





## Media Coverage

- 5/17/23 | Door County Pulse: [Leave No Trace Spotlight Coming to Peninsula State Park](#)
- 5/18/23 | Wisconsin DNR: [Peninsula State Park Selected As A 2023 Leave No Trace Spotlight](#)
- 5/19/23 | DoorCountyDailyNews.com: [Leave No Trace Center shines spotlight on Peninsula State Park](#)
- 6/1/23 | Door County Pulse Podcast: [PODCAST: Teaching Others to Leave No Trace](#)
- 6/7/23 | fm 106.9 The Lodge/Rewind 97.7: [Minute Out In It! Leave No Trace!](#)
- 6/8/23 | Fox 11 News: [Peninsula State Park spotlighted for conservation efforts](#)
- 6/15/23 | Door County Pulse: [Stewardship and Sustainability in the Spotlight](#)

## Final Thoughts

**DDC:** “It was an incredible weekend filled with great conversations. Our visitors were able to gain a better understanding of not only *how* to incorporate the Leave No Trace ethos to their vacation activities, but also what’s at stake here in Door County if we don’t exhibit caution and show respect to our outdoor spaces. A goal of mine this weekend was to have the folks we engaged with really internalize that the Leave No Trace philosophy is something that’s woven into their Door County experience. As families continued their conversation about the 7 Principles or picked up a piece of trash they found on the ground as they left our concourse to climb Eagle Tower or head back to their campsite, I am confident that we accomplished that and then some.” - Morgan Rusnak

**Peninsula Park:** “The Leave No Trace spotlight event was a tremendous success, with over 530 people in attendance and thousands more reached through social media, press releases, and other media outlets. Through creative signage, engaging activities and educational displays, we promoted the importance of responsible outdoor recreation to preserve and protect our parks and demonstrated the simple steps each of us can take to minimize our impact on the natural environment. The Leave No Trace outreach events culminated in a successful opportunity for Peninsula State Park to recruit volunteers for future stewardship efforts, resulting in an enthusiastic response from the community and visitors alike and resulted in substantial participation. Overall, the event was a great example of how we can work together to preserve our natural resources, spread awareness, and strengthen our community through Leave No Trace.” - Krista Lutzke

**Total In-Person Interactions: 529+**

