

DESTINATION DOOR COUNTY

AUGUST 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Planning: Three town hall meetings have been scheduled for Sept 13th, two in person at the Sister Bay Fire Dept and Sevastopol Town Hall, and one virtually via zoom. Following the town hall sessions will be the visioning session on Sept 14th from 8:30-12:30 at the Kress which we welcome you all to attend.

Paid Media: Into the eighth month of our 'feelings' campaign, we continue to see strong performance with tactics across the board. Many continue to pace over their KPI goal and have strong user engagement.

This month brought about a few changes for the media campaigns including the introduction of the interactive Mobilefuse campaign for Meetings & Conventions. We also did a seasonal swap to fall ads, which include some of the Art in the Door winners pieces!

Art in the Door: The Artist Interview series is complete and accessible [HERE](#).

COMMUNICATIONS & ADVOCACY

Community Investment Fund Grant Awards: Destination Door County [announced](#) in August that another \$250,000 has been awarded to local projects as part of the second round of grant awards for the organization's Community Investment Fund. A total of four projects were awarded grants ranging from \$50,000 to \$100,000 each. Recipients included two local units of government and two non-profit organizations. The funded projects will benefit local residents as well as visitors to Door County. These four projects join the eight projects that were awarded a total of \$325,251 in the first round of grant awards in May 2023, bringing the total Community Investment Fund grant awards this year to \$575,251.

Community Outreach: We participated in 4 different community events in August, 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, Ephraim, Sister Bay and Washington Island.

Latest Press Trip: We hosted 12 travel journalists on an outdoor recreation themed press trip to Door County August 27-30. Journalists experienced locations from Southern Door to Rock Island on DDC's 4th press trip of the year.

Tourism Master Plan Outreach: We helped get the word out about the September 13th master plan town hall meetings to encourage as many residents as possible participate. Outreach activities included a [media release](#), an [invitation video](#), a [special web page](#), ads in local newspapers, a designated [email blast](#), local radio news stories and radio interviews, on local partner social media posts, and more.

OPERATIONS

Throughout most of August, lobby traffic remained steady but notably dropped in the final week. Increased phone inquiries were primarily focused on last-minute lodging and the upcoming Pumpkin Patch/Fall Fest weekend. Gift certificate sales for August exceeded \$34,000, a significant rise from the previous month's \$25,000. This indicates heightened demand, possibly due to special occasions or events.

SAVE THE DATE

**SEP 13 MASTER PLAN TOWN HALL
PUBLIC SESSIONS**

9:30-11 AM SISTER BAY FIRE DEPT
1:30-3 PM VIRTUAL TOWN HALL
5:30-7 PM SEVASTOPOL TOWN HALL

SEP 14 MASTER PLAN VISIONING SESSION

**NOV 2 ANNUAL DINNER AT HORSESHOE
BAY GOLF CLUB**

JUNE 2023 COMPARABLES

June saw a slight drop in room tax collections and room revenue over June of '22 leaving room tax collections down \$89,247 YTD. County sales tax was up in June and is still trending up YTD over last year by roughly \$110k, \$2,297,297 vs \$2,187,600.

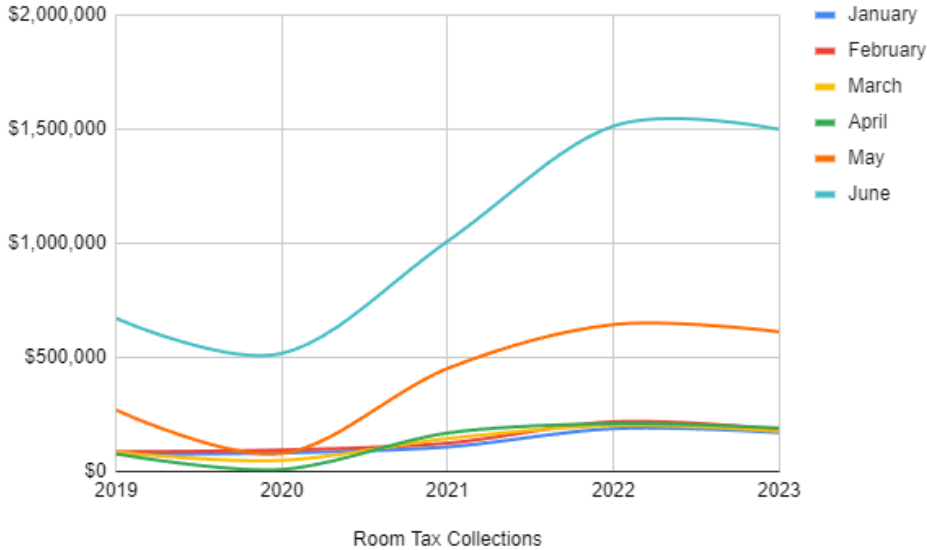
Short-term rentals (STRs) increased by 143 available properties compared to last June. Of the 1,150 properties available, 1,126 were booked with an average daily rate of \$296. That is an increase of 15.7% booked over last June and with an occupancy rate of 74%.

ROOM TAX COLLECTIONS

JUN 23: \$1,499,479
JUN 22: \$1,513,864

'23 YTD: \$2,878,372
'22 YTD: \$2,967,619

DISTRIBUTION
 30% MUNICIPALITIES
 70% DDC



JUN - 23

ROOM REVENUE: \$18,939,627
YTD: \$35,949,580

AVERAGE DAILY RATE: \$238

AVAILABLE ROOMS: 137,138
% OCCUPIED: 58.01%

VS

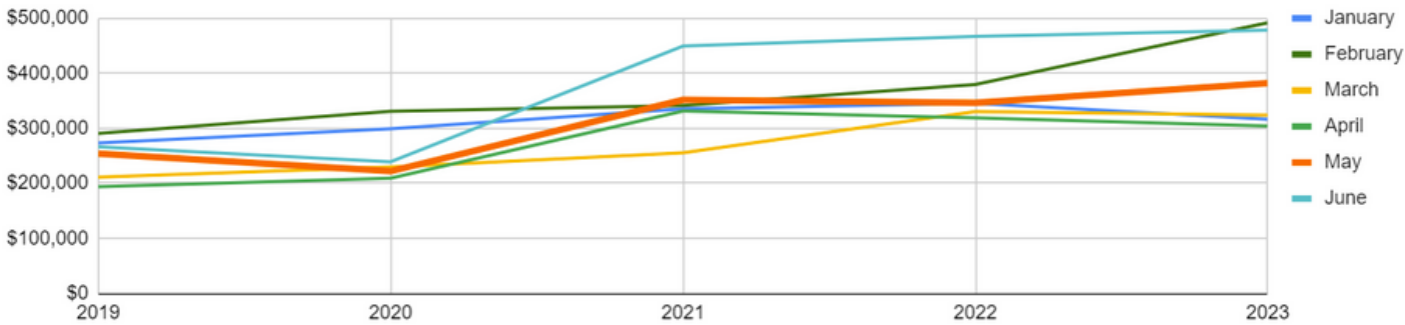
JUN - 22

ROOM REVENUE: \$19,065,094
YTD: \$37,746,196

AVERAGE DAILY RATE: \$226

AVAILABLE ROOMS: 136,512
% OCCUPIED: 61.96%

COUNTY SALES TAX - JUN \$478,444/ YTD \$2,297,297



JUNE SHORT TERM RENTAL REPORT (AIRDNA)

June 2023 vs June 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 | 1,007 | 1,150 | 14.2% | 973 | 1,126 | 15.7% | 75% | 74% | -1.4% | 387 | 398 | 3.0% | 292 | 296 | 1.6% |
| Washington Island | 43 | 42 | -2.3% | 41 | 41 | 0.0% | 76% | 77% | 0.5% | 275 | 298 | 8.5% | 210 | 229 | 9.0% |
| Northern Door | 82 | 89 | 8.5% | 80 | 86 | 7.5% | 80% | 78% | -2.6% | 373 | 380 | 1.9% | 298 | 296 | -0.8% |
| Sister Bay | 121 | 152 | 25.6% | 120 | 149 | 24.2% | 80% | 78% | -2.4% | 446 | 490 | 9.8% | 357 | 383 | 7.2% |
| Baileys Harbor | 97 | 118 | 21.6% | 94 | 116 | 23.4% | 75% | 76% | 0.5% | 403 | 393 | -2.5% | 303 | 297 | -1.9% |
| Fish Creek | 141 | 169 | 19.9% | 131 | 166 | 26.7% | 77% | 73% | -4.2% | 421 | 410 | -2.6% | 323 | 301 | -6.7% |
| Egg Harbor | 152 | 152 | 0.0% | 148 | 149 | 0.7% | 77% | 83% | 7.5% | 381 | 385 | 1.1% | 295 | 320 | 8.7% |
| Ephraim | 91 | 93 | 2.2% | 91 | 92 | 1.1% | 72% | 80% | 10.0% | 358 | 370 | 3.5% | 259 | 295 | 13.8% |
| Sturgeon Bay | 370 | 427 | 15.4% | 358 | 417 | 16.5% | 72% | 69% | -3.5% | 370 | 380 | 2.9% | 266 | 264 | -0.7% |
| Southern Door | 87 | 99 | 13.8% | 85 | 96 | 12.9% | 68% | 73% | 6.6% | 347 | 384 | 10.6% | 237 | 280 | 17.8% |
| Wisconsin | 14,469 | 17,587 | 21.5% | 13,263 | 16,406 | 23.7% | 64% | 67% | 3.7% | 328 | 350 | 6.6% | 212 | 234 | 10.5% |

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

JUNE VISITATION (ZARTICO)

Our top origin markets came from Green Bay/Appleton, Milwaukee, Chicago, Madison and Minneapolis/St. Paul.

The communities that saw the most visitation in June were Sturgeon Bay, Fish Creek, Egg Harbor, Sister Bay and Baileys Harbor.

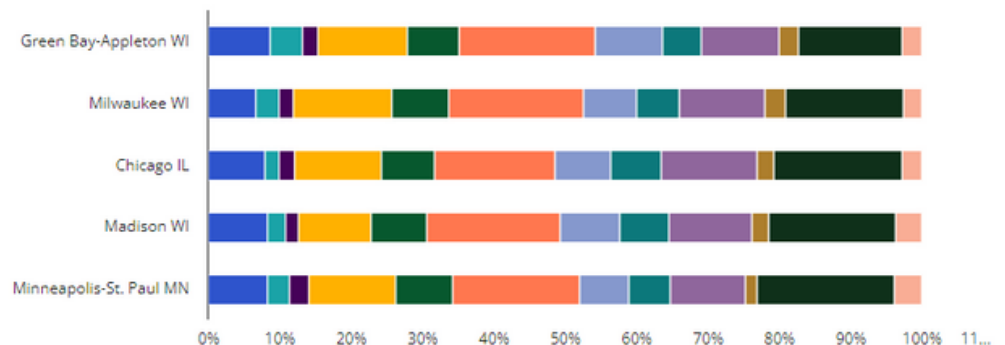
There were 1.41 visitors for every resident in Door County in June, up 67% from last year.

Visitor-to-Resident Ratio

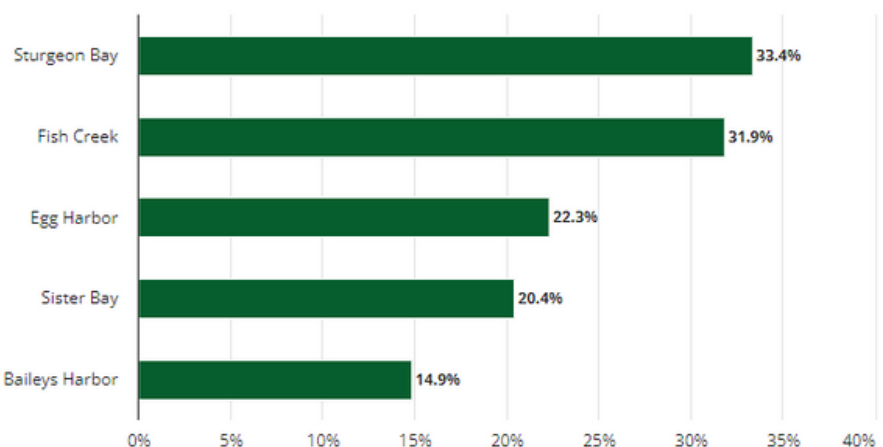
1.41

↑ 67% change | 0.85 prev. year

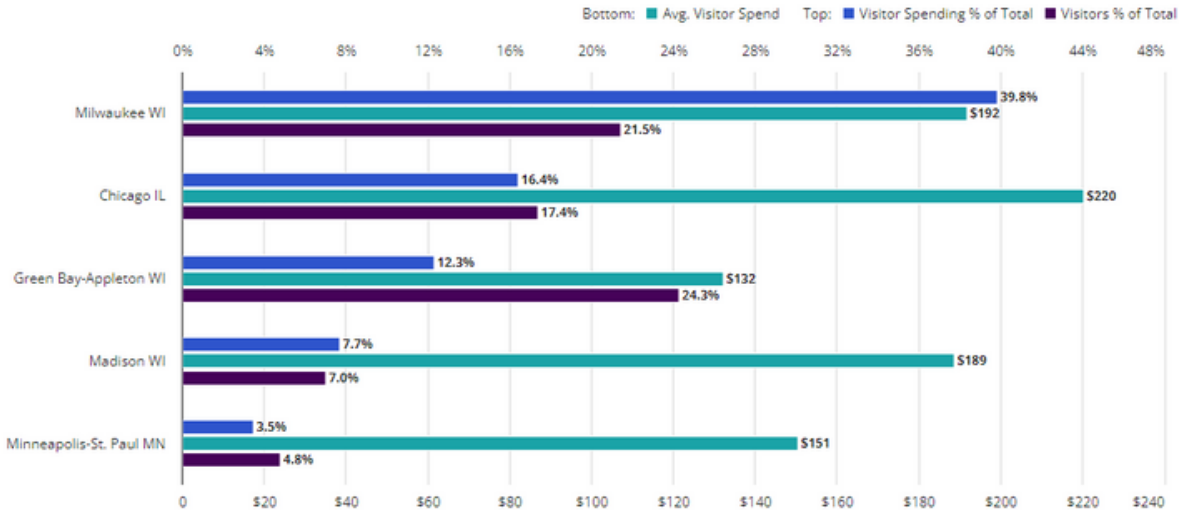
Region: Baileys Harbor Carlsville Door County Egg Harbor Ephraim Fish Creek Jacksonport Northern Door Sister Bay Southern Door Sturgeon Bay Washington Island



Total Visitation by Region

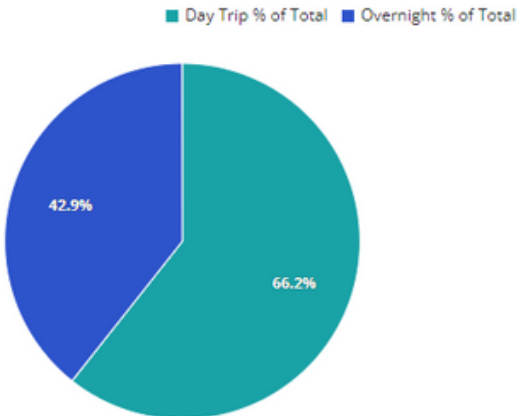


JUNE VISITATION & SPEND (ZARTICO)



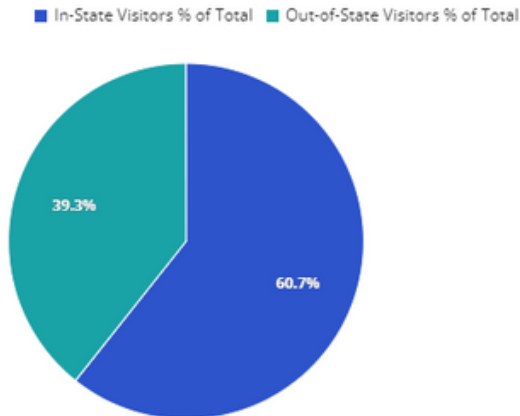
OVERNIGHT VS DAY TRIP- JUNE

Overnight vs. Day Trip



INSTATE VS OUT-OF-STATE- JUNE

In-State vs. Out-of-State Visitors

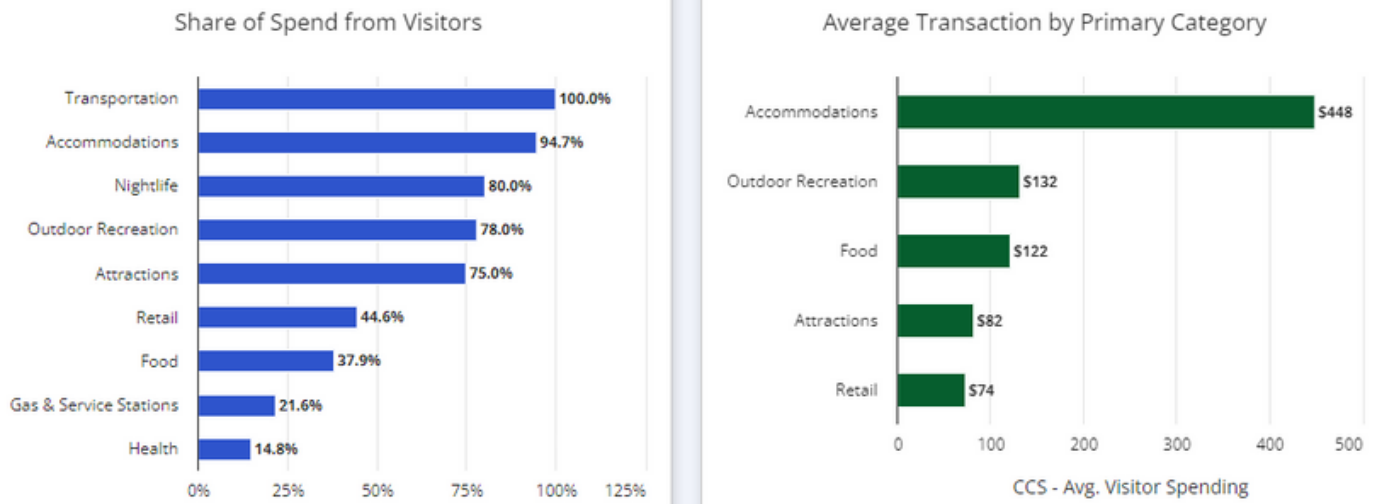


TOP PLACES OF INTEREST - JUNE

| POI Name | Residents % of Total | Visitors % of Total | Total Devices % of Total |
|---|----------------------|---------------------|--------------------------|
| Peninsula State Park | 8% | 92% | 14% |
| Walmart Supercenter | 58% | 42% | 11% |
| Whitefish Dunes State Park | 15% | 85% | 8% |
| Sister Bay Park | 11% | 89% | 5% |
| Door County Medical Center (Sturgeon Bay) | 71% | 30% | 5% |
| Lautenbach's Orchard Country Winery & Farm Market | 8% | 92% | 4% |
| Potawatomi State Park | 37% | 63% | 4% |
| Cave Point County Park | 9% | 91% | 4% |

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

VISITOR SPEND - JUNE



Source: Affinity. Note: This shows the share of spend in each primary category that comes from visitors. It shows that the visitor economy influences categories outside of Accommodations and Attractions. This also shows the average transaction broken down by category to show the varying spend levels. Transportation includes rental cars, tour operators, cabs, cruises, airports & camp dealers.

CONSUMER SENTIMENT

Longwoods International Wave 76: Aug 2023 *Inflation's Impact on Travel Planning Eases*

According to the latest Longwoods International tracking study of American travelers, the percentage that say inflation is greatly impacting their travel decisions in the next six months has dropped to 23%, down from a peak of 32% in March and the lowest level is 2023. Similarly, concern about airfare prices is also declining, with 23% of travelers reporting that the cost of flying is greatly impacting their decision to travel in the next six months, down from 31% in January.

“While the battle against inflation is not yet won, travelers are starting to move on, with less focus on this one economic issue,” said Amir Eylon, President and CEO of Longwoods International. “This is likely the result of the progress that has been made in reducing the inflation rate in the U.S. and the resulting declining media coverage of the issue.”

The positive impact of tourism advertising and visitation on a destination’s overall image has been well documented by Longwoods’ “Halo Effect” research. Among those travelers who moved to a new location in the past three years, 67% of them reported they had visited their new hometowns as a leisure visitor prior to moving there.

Destination Analysts: *The State of the American Traveler- Aug 2023 Travel Budgets and Planning Windows Shrink, TikTok and Podcasts Keep Rising*

One trend to note is the continuing decline in travel budgets. In January, the typical American traveler said they expected to spend \$4,677 on their leisure travel over the next 12 months. Since then, reported travel budgets have steadily declined, now at \$3,505—the lowest average budgets have reached since October 2021.

Leisure day trips have risen at a higher rate than overnight leisure trips. A year ago, the percentage of Americans reporting taking leisure day trips and overnight leisure trips was about the same (overnight even outpacing day trips 38.7% to 35.8%). Now 45.2% of American travelers report they took an overnight leisure trip in the last month, compared to 54.4% who reported taking day trips.

Meanwhile, the average trip planning window has shrunk. In January, American travelers said they would take 11.5 weeks to plan a week-long domestic trip. Since then, that planning window has continued to get shorter, with American travelers now reporting they would begin planning such a trip just 9.8 weeks out. Americans who traveled in the last month said they planned this most recent trip 6.4 weeks out.

GenZ travelers say TikTok is where they would be most receptive to learning about new travel destinations, which is nearly double the percent of Millennials (whom continue to cite Instagram and Facebook their top travel inspiration sources) who said the same.

ORGANIC SOCIAL MEDIA

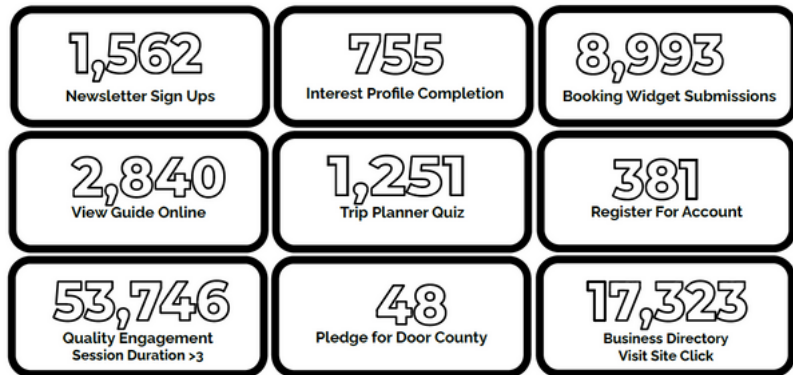
Our TikTok account is still on the upward trend for growth and our account saw a 162% increase in video views (10,926) over the last month, and a strong increase of 195% over last month in engagement as well.

On X (formerly Twitter), we saw a 33% increase in engagement for the month of August. This helped raise the engagement rate 110% to 3.1% for the month.

Facebook showed a positive increase of 19% in organic reach YOY, totaling 334.7k in August. The page earned 334 new followers.

On Instagram, the organic shares rose 57% over last month, totaling 1,634 times Instagram users felt compelled to reshare our content to their own followers.

WEBSITE CONVERSIONS - AUGUST



SEO PERFORMANCE - AUGUST

Following seasonality from previous years, Door County observed a month-over-month decrease in organic traffic but seeing YOY increase.

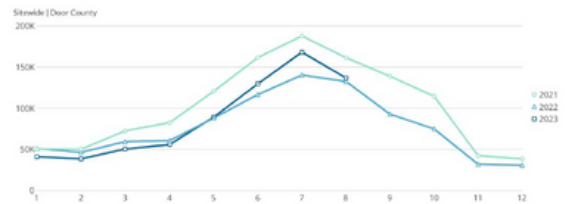
Biggest Winners MoM: Experience pages, Fall, County Fairs, and Indoor Rainy Days.

Experience pages drew the most traffic and observed a 21% increase year-over-year.

MoM
↓ -18.63%

YoY
↑ 3.2%

| Landing Page | Sessions |
|-----------------------------|----------|
| / | 12,396 |
| discover/washington-island | 2,398 |
| fall | 2,315 |
| events | 5,455 |
| experience | 4,785 |
| fall | 1,999 |
| discover/guides-and-reports | 1,878 |



PARKS CHALLENGE CAMPAIGN

The Parks Challenge logo was created and a portion of the parks campaign began in August, through local print and billboard.

The digital ad campaign will roll out in Sept.



PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered **70,105,458 impressions** (YTD) and **779,526 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 |
|--------------------------|-------------------------|--------------------------|--|-----------------------------------|--------------------------|--|---------------------------|---------------------------------|-------------------------|-------------------------------------|-----------------------------|
| 253,054 Clicks | 59,941 Clicks | 77,716 Clicks | 1,553 Clicks | 159,026 Clicks | 42,734 Clicks | 25,937 Clicks | 102,522 Clicks | 32,671 Clicks | 396 Clicks | 17,650 Clicks | 6,346 Clicks |
| 1,369,821 Impressions | 323,645 Impressions | 1,117,586 Impressions | 2,700,887 Impressions | 23,466,365 Impressions | 5,876,806 Impressions | 3,712,605 Impressions | 19,269,833 Impressions | 5,719,505 Impressions | 838,485 Impressions | 2,928,239 Impressions | 2,781,681 Impressions |
| 18.47% CTR | 18.52% CTR | 6.95% CTR | 1.592,546 Views | 0.68% CTR | 0.73% CTR | 1,604,118 Views | 0.53% CTR | 0.57% CTR | 0.05% CTR | 0.60% CTR | 0.23% CTR |
| \$0.24 CPC | \$0.69 CPC | \$0.38 CPC | 59% View Rate | \$0.70 CPM | \$0.33 CPC | 1,023,109 Video Plays 95% | \$0.52 CPC | \$0.77 CPC | \$29.86 CPM | \$7.96 CPM | \$6.86 CPM |
| 34% Budget Remaining | 31% Budget Remaining | 40% Budget Remaining | \$0.01 CPV 11% Budget Remaining | 30% Budget Remaining | 41% Budget Remaining | 43% View-Thru Rate 22% Budget Remaining | 37% Budget Remaining | 26% Budget Remaining | 50% Budget Remaining | 35% Budget Remaining | 60% Budget Remaining |

MEDIA PERFORMANCE - AUGUST HIGHLIGHTS

Total paid impressions in August totaled **10,545,854** and paid traffic to DoorCounty.com totaled **126,472**.

Meta Remarketing

Top Performing Ads:
1. Vibrant Single Image
2. Summer Carousel

INSIGHTS

'Vibrant', an Art in the Door winner, led this month in clicks with 4,524, and an impressive 1.54% CTR.

August was a great month for this remarketing campaign as there was a 42% increase in clicks, and a 45% increase in CTR.

Google Video Distribution

INSIGHTS

Both 00:15 and 00:30 videos have high view-thru rates, but this month, the 00:30 video had a 72% view-thru rate which is a 16% increase compared to last month, and very impressive!

This month, 76% of video impressions were served on TV screens - a premium placement.

Google Prospecting & Responsive

INSIGHTS

While impressions remained consistent this month, clicks and CTR had nice increases compared to July.

The new Fall responsive ad boasted a 1.34% CTR in its first month running which is impressive for a display campaign.

Autumn Calls for Door County
Pledge to do your part to travel sustainably and preserve Door County's natural wonders.

MobileFuse-General Leisure

INSIGHTS

To date, the standard banner has delivered over 1M impressions, 4,692 clicks and has a solid CTR of 0.45%.

The rich media interstitial ad has delivered over 462k impressions, 698 clicks & a 0.15% CTR. The interstitial engagement rate is holding strong at 1.09% and 'Tap to Start' continues to be the most engaged piece on the ad.

The rich media expandable ad has delivered over 1.2M impressions, 872 clicks and a 0.07% CTR. The expandable engagement rate saw a nice increase and is currently at 29.72%. 'Southern Door County' continues to be the most engaged piece on the ad.

Google SEM

Top Ad Group: Discover

Top Keywords:
1. door county
2. things to do in door county
3. door county calendar of events

INSIGHTS

Performance stayed consistent this month compared to last with a slight increase in overall CTR.

Events & things to do-focused keywords continue to be the top traffic drivers to your website. The keywords 'door county calendar 2023' and 'fish boils in door county' both saw nice increases month over month.

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

Meta - Sustainability Prospecting

Top Performing Ads:
1. Empathy Single Image
2. Peaceful Single Image

INSIGHTS

Since making some audience adjustments earlier this month, this campaign saw a 24% increase in clicks, and a 12% increase in CTR compared to July.

The 'Empathy' single image ad was the top performing ad this month making up 46% of overall clicks.

Meetings Campaign - Mobilefuse

INSIGHTS

In the first month of this campaign, the standard banner delivered 14,706 impressions, 60 clicks and has a 0.40% CTR

The rich media expandable ad delivered 800k impressions, 179 clicks and a 0.02% CTR. The expandable engagement rate for the month is an impressive 25.96%. 'Play Video' is the most engaged piece on the ad.

Partner Co-op Digital Campaigns

Year-to-date, we've assisted partner businesses in garnering a total of 12.97 million impressions with a total of 52.3K clicks to partner websites.* million impressions with a total of 59.1K clicks to partner websites.*

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

Explore Fragrant Isle Lavender
From buds to blooms to harvest - lavender products, gourmet treats & specialty drinks!

COMMUNITY OUTREACH & ALIGNMENT

MEDIA OUTREACH ACTIVITIES - JULY

We conducted 27 media outreach activities in August including three media releases about [USA Today's 10Best Contest](#), [Community Investment Fund Grant](#), and [Master Planning Town Hall Sessions](#). Some of the media outlets we worked with in August were; NBC 26, WFRV, WKOW, and Wheel of Fortune.

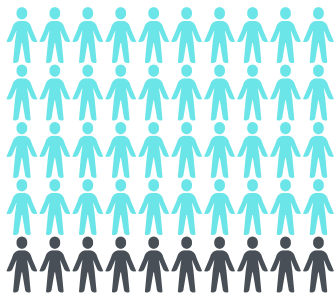
August Media Highlights:

- Door County was mentioned in *Midwest Living* in an article titled, "14 Midwest Destinations Barbie Would Love." Read the article at midwestliving.com.
- The winding road was highlighted in an article by *Atlas Obscura* titled, "Wisconsin's Long and Winding Road Has a Secret Past." Read the article at atlasobscura.com.
- Washington Island's Icelandic roots were highlighted in *The New York Times* in an article titled, "A Speck of Old Iceland in Ice-Cold Lake Michigan." Read the article at nytimes.com.

TRAVEL WRITERS

We hosted 12 writers for our outdoor recreation trip, August 27-August 30. Our last trip of the year is our fall themed trip, October 23-27.

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



GOAL: HOST 50 TRAVEL WRITERS

COMMUNITY INVESTMENT FUND GRANT AWARDS

Destination Door County President/CEO Julie Gilbert presented a check for \$45,551 on August 4 to the City of Sturgeon Bay for a Community Investment Fund grant award the city received earlier this year. Pictured from left are Mike Barker, Sturgeon Bay Municipal Services Director, Gilbert, and Sturgeon Bay Mayor David Ward.



NON-PROFIT ACTIVATIONS - AUGUST

Door County Public Health

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

Door County Folk Alliance & Door County Bookmobile

- Provided gift certificate donation for August's Bookmobile Fundraiser

COMPLETED: **13/12** 100%

PARTNER SOCIAL MEDIA - AUGUST

FACEBOOK

- Impressions: 12,400
- Engagements: 684
- Engagement Rate: 5.5%
- Audience: 2107

| Post | Engagement Rate (per Impression) | Impressions | Engagements |
|--|----------------------------------|-------------|-------------|
| Another successful Adopt A Highway Cleanup for the Destination Door County crew. We looked up our streets this week to give back. | 32.1% | 458 | 148 |
| Thanks to Weather Reporter & Engineering News for sharing this beautiful view after the operations of the Washington Island Ferry Lin. | 19.8% | 1,188 | 237 |
| It was a picture perfect morning in Door County to host our "100th August weekend. We met up with Destination Sturge. | 18.2% | 819 | 150 |

INSTAGRAM

- Impressions: 11,643
- Engagements: 439
- Engagement Rate: 3.8%
- Audience: 1533

| Post | Engagement Rate (per Impression) | Impressions | Engagements |
|---|----------------------------------|-------------|-------------|
| There are water down's parallel to another @doorcounty's @doorcounty weekend. | 16.8% | 109 | 18 |
| When the fall colors peak in Door County, it's nothing out of breathtaking. So here up your hiking boots. | 12.8% | 426 | 55 |
| Another successful Adopt A Highway Cleanup for the @doorcounty crew this week. We look forward to give back to the. | 8.9% | 323 | 29 |

GIFT CERTIFICATE SALES

YEAR TO DATE:

\$205,529



PARTNER NEW/DROP

Total Partners: 753 New/Rejoined Partners: 2 Drop/Inactive profile: 4

New/Rejoined Partners

| Account Category | Account Name | Email | Physical Address 1 | City | Date Added |
|--------------------------|----------------------------|-------------------------------|------------------------|------------|------------|
| Retail | Door County Candle Company | info@doorcountycandle.com | 5789 Highway 42 | Carlsville | 8/15/2023 |
| Entertainment/Recreation | Door County Slingshots | info@doorcountyslingshots.com | 2579 S Bay Shore Drive | Sister Bay | 8/18/2023 |

Drop/Inactive Partners

| Status | Drop Reason | Account Category | Account Name | Address | Physical City | Date |
|----------|-------------|--------------------------|----------------------|------------------------|---------------|-----------|
| Inactive | Closed | Entertainment/Recreation | King Fisher Charters | 12120 Timberline Rd | Ellison Bay | 8/8/2023 |
| Inactive | Closed | Retail | Purple Bird Studios | 41 N 3rd Ave | Sturgeon Bay | 8/10/2023 |
| Inactive | Closed | Entertainment/Recreation | Parasail Door County | 10707 N. Bay Shore Dr. | Sister Bay | 8/14/2023 |
| Inactive | Closed | Hotels/Motels/B&B's | Hilltop Inn | 3908 County F | Fish Creek | 8/24/2023 |

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

SAVE THE DATE! DDC ANNUAL DINNER SET FOR NOV. 2

Mark your calendars, Destination Door County's 2023 annual dinner event is scheduled for Thursday evening, November 2nd, 2023 at the Horseshoe Bay Golf Club. We will announce more details and open online registration in October. Stay tuned and we hope to see you there!



JOBSINDOORCOUNTY.COM

| | | | | |
|------------------------------|--------------------------------|----------------------------------|---|--|
| Jobs Posted 74 | Job Seekers Added 52 | Employers Added 7 | Alerts Added Job 3 Resume 0 | Purchases Billed 0 Paid 0 |
| Job Searches 4,318 | Jobs Viewed 5,440 | Applications Added 139 | Apply Redirects 38 | Logins Seeker 339 Employer 230 |

SUSTAINABLE DEVELOPMENT

UPCOMING COMMUNITY OUTREACH

- SEPTEMBER 5** Jacksonport Farmers Market
- SEPTEMBER 8** Egg Harbor Farmers Market
- SEPTEMBER 16** Sturgeon Bay Harvest Fest
- SEPTEMBER 19** Jacksonport Farmers Market
- SEPTEMBER 21** Challenge Walk MS @ Rowleys Bay
- SEPTEMBER 23** Baileys Harbor Autumn Fest

VOLUNTEER TIME

GOAL: 120 HOURS **83%**

UPCOMING OPPORTUNITIES

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