

SEPTEMBER 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Planning: Three town hall meetings were conducted Sep 13, two in person and one via zoom. Roughly 80 people attended and gave input on opportunities, challenges, environmental conservation and quality of experiences in Door County. Sept 14, we held a visioning session with 60 stakeholders to discuss sustainability, experiences, infrastructure and community stewardship. MMGY, our agency handling the Master Plan process, will now take all the feedback and compile a recommended Stewardship Master Plan to implement.

Publications: The 2023-2024 Winter Guide is now available and being distributed throughout the county and key hubs around the state. Ad space for the Destination Guide is now closed and production is underway with delivery February of 2024.

Media: This month saw the start of the fall Out of Home (OOH) campaign across digital billboards in our target markets. We also added the Art in the Door Artist winner videos into the mix for Google and Meta video campaigns. Overall, September was another strong month for campaign performance with tactics pacing over KPI goals.

Lands' End X Door County Brand Partnership: We kicked off our brand partnership with Wisconsin-based apparel company Lands' End on September 19th - 22nd. The mutual alignment and focus on the importance of sustainability between us prompted the conversation and led to a fun, unique and picturesque experience for 14 incredible Lands' End brand ambassadors.

The ambassadors flew in from all over the U.S. for a first-time experience in Door County. They were introduced to the visual splendor, charming communities, unique attractions, one-of-a-kind businesses and our warm and welcoming partners who personify what makes our peninsula and surrounding islands unique.....all while adorned in Lands' End attire. The entire experience was shared across each of their social media channels, showcasing both the Door County destination as well as the Lands' End brand and apparel. Additionally, Door County will be featured as part of Lands' End's fall collection online. More details and a recap to come.

COMMUNICATIONS & ADVOCACY

Community Outreach: We participated in 6 different community events in September, 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 Jacksonport, Egg Harbor, Sturgeon Bay, Fish Creek & Baileys Harbor.

Recent TV Coverage: Door County's Coastal Byway was featured in the longtime travel show *Discover Wisconsin* in a TV episode that focused on the Scenic Byways of Wisconsin's Great Lakes. The new episode premiered the weekend of September 23, 2023, and is now available to stream online at [DiscoverWisconsin.com](https://www.discoverwisconsin.com). Door County and the Coastal Byway was also highlighted in the Discover Wisconsin podcast [The Cabin](#) ahead of the TV show's premiere. This effort with Discover Wisconsin was a partnership between Destination Door County, the Door County Coastal Byway group and Wisconsin Coastal Management.

OPERATIONS

Visitor Information staff welcomed over 3,600 people in the lobby. We continued to assist last minute travelers with lodging accommodations while fielding calls from displaced guests due to the Rowleys Bay fire. Lobby upgrades are underway with prints of the Art in the Door portraits that will hang on display.

SAVE THE DATE

OCT 24	CBA/DDC STRATEGIC PLANNING
NOV 2	ANNUAL DINNER AT HORSESHOE BAY GOLF CLUB

JULY 2023 COMPARABLES

July saw a drop in room tax collections and room revenue over July of '22 leaving room tax collections down \$159,891 YTD. County sales tax was also down, roughly \$11k, but still up over last year \$2,862,155 vs \$2,763,096.

Short-term rentals (STRs) increased by 40 available properties compared to last July. Of the 1,142 properties available, 1,127 were booked with an average daily rate of \$416. That is an increase of 13.3% booked over last July and with an occupancy rate of 90%

Note: Jan-Jun room tax collection numbers were adjusted July 31st and are reflected in the below charts. There were still 230 reports pending when July room tax reports came in, adjusted numbers will be reflected in the Jan 31st update.

ROOM TAX COLLECTIONS

JUL 23: \$2,347,152

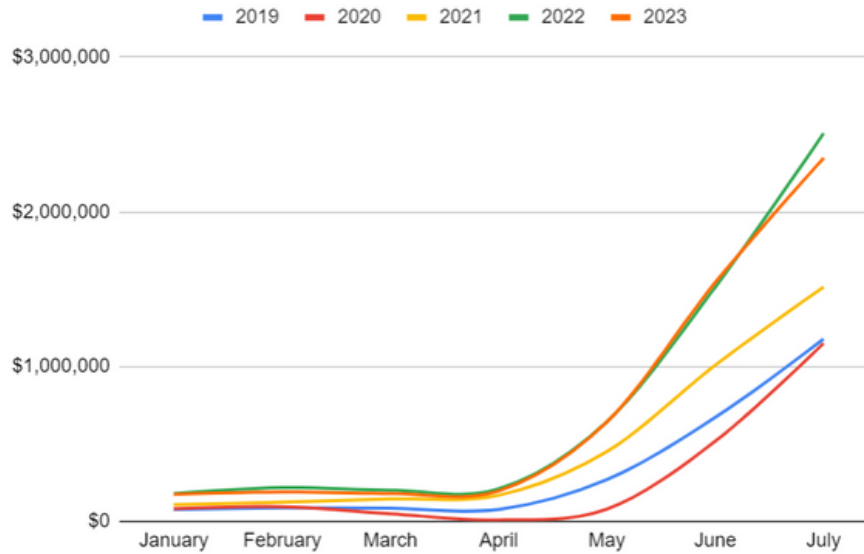
JUL 22: \$2,507,043

'23 YTD: \$5,274,875

'22 YTD: \$5,474,661

DISTRIBUTION

30% MUNICIPALITIES
70% DDC



JUL - 23

ROOM REVENUE: \$29,649,683
YTD: \$66,918,572

AVERAGE DAILY RATE: \$270

AVAILABLE ROOMS: 130,100
% OCCUPIED: 78.80%

VS

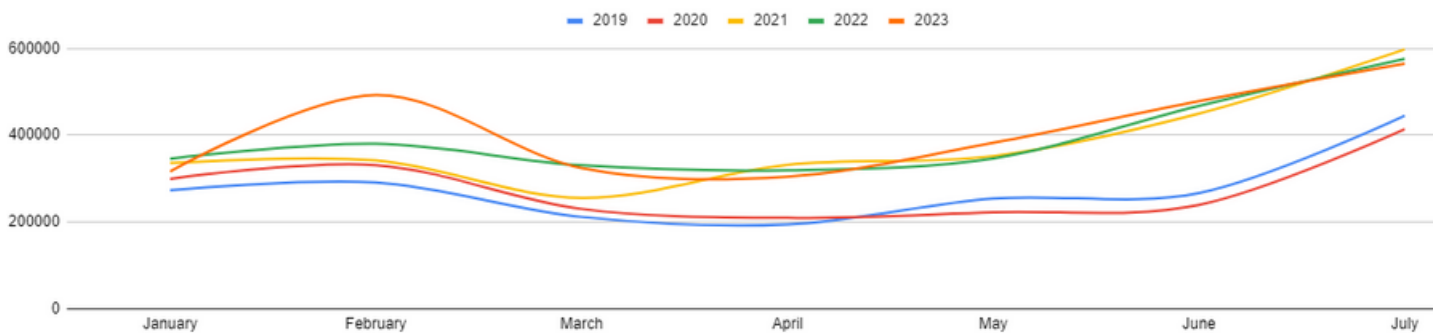
JUL - 22

ROOM REVENUE: \$31,636,172
YTD: \$69,382,368

AVERAGE DAILY RATE: \$270

AVAILABLE ROOMS: 145,389
% OCCUPIED: 80.72%

COUNTY SALES TAX - JUL \$564,858/ YTD \$35,949,580



JULY SHORT TERM RENTAL REPORT (AIRDNA)

July 2023 vs July 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	1,002	1,142	14.0%	995	1,127	13.3%	89%	90%	0.9%	400	416	3.8%	356	373	4.8%
Washington Island	46	44	-4.3%	46	43	-6.5%	83%	93%	12.2%	291	302	3.8%	241	281	16.5%
Northern Door	79	87	10.1%	79	85	7.6%	92%	91%	-0.6%	364	392	7.7%	335	358	7.0%
Sister Bay	117	145	23.9%	116	143	23.3%	93%	92%	-0.6%	452	539	19.4%	420	498	18.6%
Baileys Harbor	94	118	25.5%	93	118	26.9%	89%	93%	3.6%	424	421	-0.8%	379	389	2.8%
Fish Creek	146	161	10.3%	145	159	9.7%	85%	90%	5.5%	421	410	-2.8%	359	368	2.5%
Egg Harbor	155	150	-3.2%	153	148	-3.3%	91%	93%	1.7%	429	417	-2.9%	391	386	-1.3%
Ephraim	88	84	-4.5%	88	83	-5.7%	92%	93%	1.9%	448	412	-8.0%	410	384	-6.3%
Sturgeon Bay	371	436	17.5%	368	431	17.1%	88%	87%	-1.7%	384	399	4.0%	338	346	2.3%
Southern Door	87	93	6.9%	86	90	4.7%	87%	92%	6.3%	359	384	6.9%	312	354	13.6%
Wisconsin	15,235	17,954	17.8%	14,556	17,140	17.8%	74%	76%	2.5%	353	362	2.4%	263	276	5.0%

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

JULY VISITATION (ZARTICO)

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

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

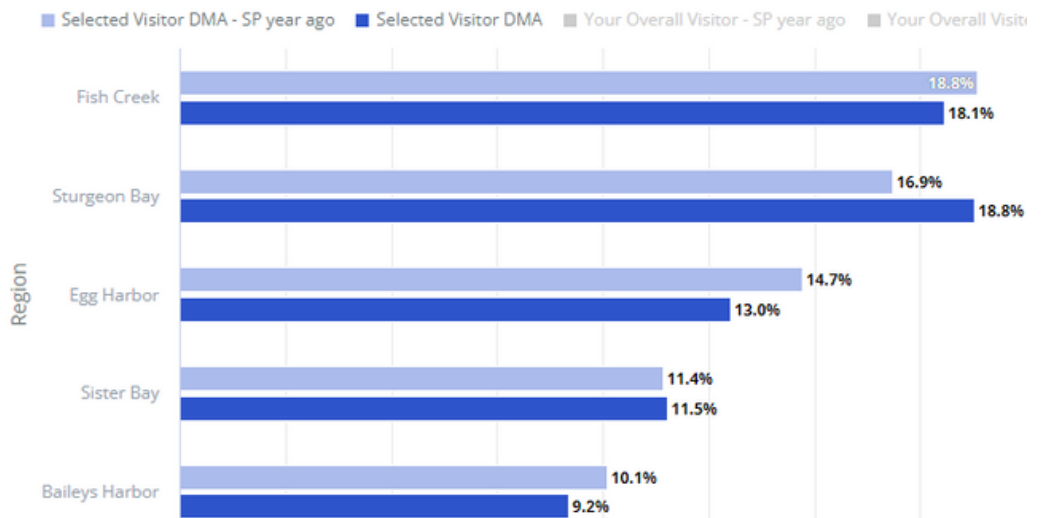
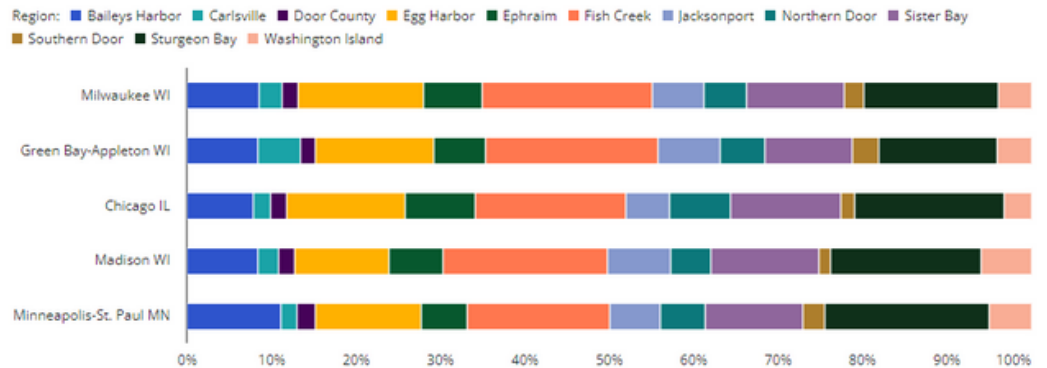
There were 1.74 visitors for every resident in Door County in July, down 25% from last year.

Visitor-to-Resident Ratio

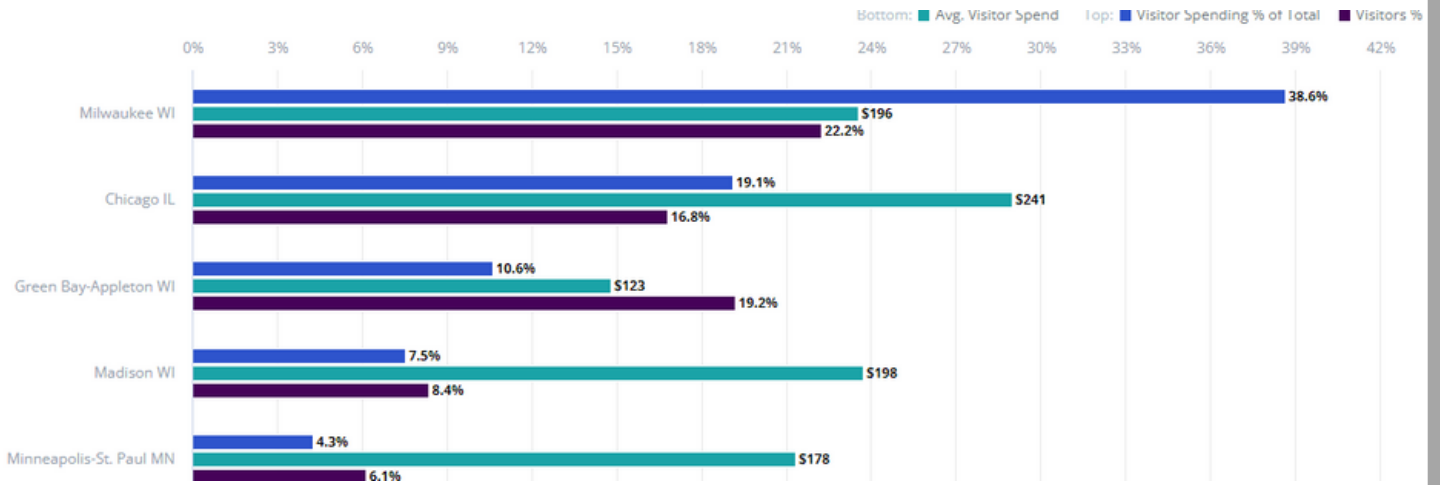
1.74

↘ -25% change
2.33 prev. year

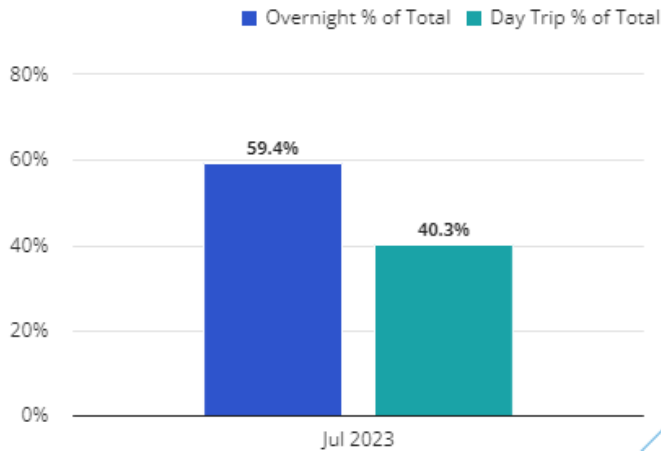
Top Origin Markets - Total Devices by Region



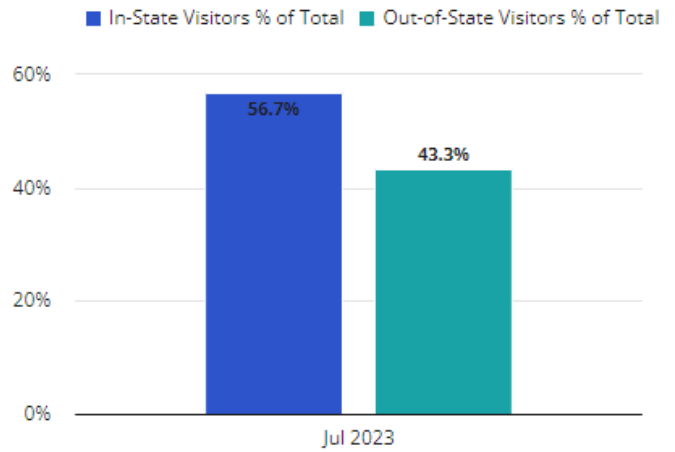
JULY VISITATION & SPEND (ZARTICO)



OVERNIGHT VS DAY TRIP- JULY



INSTATE VS OUT-OF-STATE- JULY

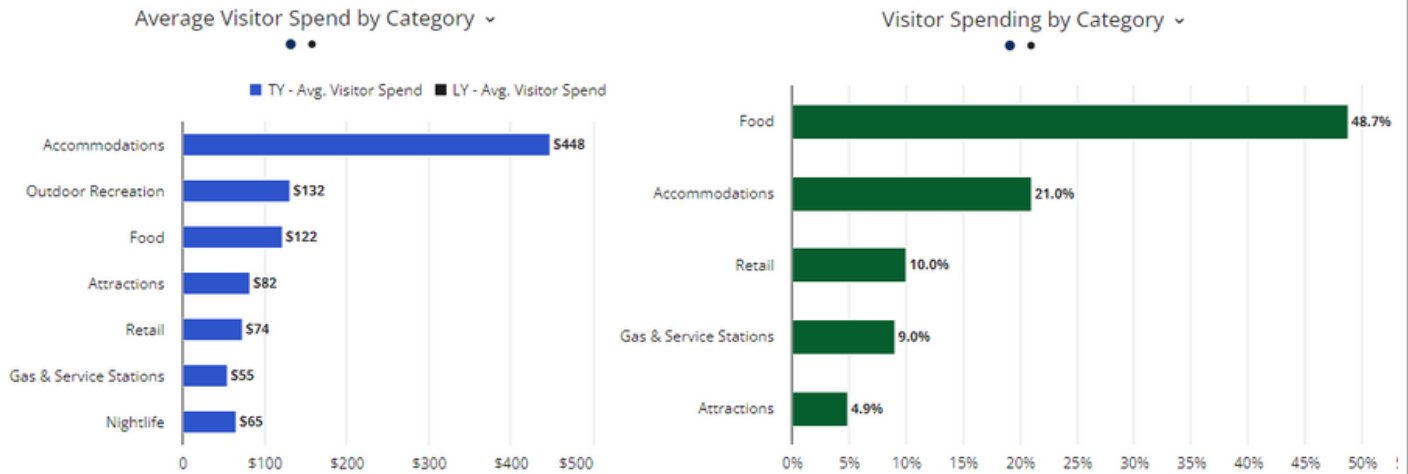


TOP PLACES OF INTEREST - JULY

POI Name	Residents % of Total	Visitors % of Total	Total Devices % of Total
Peninsula State Park	13%	87%	6%
Walmart Supercenter	70%	30%	4%
Harbour Village Campground and Water Park	54%	46%	2%
Whitefish Dunes State Park	22%	78%	2%
Door County Medical Center (Sturgeon Bay)	84%	16%	2%
Sister Bay Park	16%	84%	2%
Potawatomi State Park	39%	61%	2%
TJ Walker Middle School/Sturgeon Bay High School	82%	18%	1%
Door County Koa Holiday	58%	42%	1%
Skipperbud's Harbor Club Marina	54%	46%	1%

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

VISITOR SPEND - JULY



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 77: Sep 2023 Fall Travel Outlook Bullish

According to the latest Longwoods International tracking study of American travelers, they are planning more travel for every trip category this fall when compared to 2022. For example, 66% are planning to visit friends and family this fall, up from 56% a year ago, and 53% are planning fall road trips, up 10% from 2022.

“Despite some potential headwinds, travelers are planning to be on the road and in the air this fall travel season,” said Amir Eylon, President and CEO of Longwoods International. “Strong travel demand appears to be overwhelming any inflation or recession fears, at least for now.”

Travelers continue to adapt emerging technologies into their trip planning and travel experiences. Seventeen percent of them have used Chat GPT, the artificial intelligence tool, to assist with their trip planning in the past six months, and 29% have used an electric vehicle on a trip during that same time period.

Future Partners

The State of the American Traveler- 2023 Traveler Segments

Affluent travelers anticipate spending over \$9,000 on leisure travel in the next 12 months (three times more than all other travelers). These travelers are eco-conscious and hungry for outdoor travel experiences; staying in shape while traveling is also a high priority for them.

While email marketing still strongly appeals to older generations (and 42.8% of affluent travelers), Gen Z is less inclined to check their inboxes and is much more receptive to engaging with content on TikTok and Instagram. When asked about the use of online video in their travel planning, 52.7% of Gen Z agree or strongly agree that they have used online video to plan their trips in the last 12 months.

Foodie travelers are feeling social! 49.8% of travelers who identify as “foodies” are more likely to share their food experiences on social media than other travelers (19%). This excitement to share their experiences online can benefit destinations and amplify awareness of their food scene.

Overall, what are the top travel motivators among leisure travelers? Relaxation, fun, escapism and new experiences. Domestically, New York and Florida are the top two destinations for travelers this year, while internationally, Italy and the United Kingdom sit highest on travelers’ destination lists.

PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered **78,272,605 impressions** (YTD) and **903,023 branded clicks** (YTD).

	SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prosp + Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting
Clicks	287,621	66,815	85,962	1,761	200,173	50,991	25,988	117,189	38,481
Impressions	1,522,865	357,881	1,164,245	2,979,263	24,766,953	6,592,526	3,999,407	21,917,373	6,747,005
CTR	18.89%	18.67%	7.38%	1,757,436 Views	0.81%	0.77%	1,880,063 Views	0.53%	0.57%
CPC	\$0.24	\$0.67	\$0.41	59% View Rate	\$0.77	\$0.33	1,256,429 Video Plays 95%	\$0.52	\$0.77
Budget Remaining	25%	25%	30%	\$0.01 CPV	19%	30%	47% View-Thru Rate 11% Budget Remaining	28%	13%
KPI	Clicks	Clicks	Clicks	Views	Impressions	Clicks	Views	Clicks	Clicks
Benchmark	4.68% CTR	4.68% CTR	4.68% CTR	30% View Rate	0.47% CTR	0.9% CTR	30% VTR	0.9% CTR	0.9% CTR

	ConnectedTV	Mobilefuse: Sustainable Development	Mobilefuse: General Leisure	Adomni
Clicks	550	19,886	7,606	0
Impressions	1,036,761	3,343,668	3,383,964	460,694
CTR	0.05%	0.60%	0.22%	103 Screens
CPM	\$29.28	\$7.89	\$6.85	\$10.84
Budget Remaining	39%	27%	52%	75%
KPI	Impressions	Impressions	Impressions	
Benchmark		.20%-.30% CTR	.20%-.30% CTR	

ORGANIC SOCIAL MEDIA

Our TikTok account has reached over 1,000 followers and saw 6,300+ video views for the month.

A post on shipwrecks pushed Facebook's organic reach to 1.3 million - a YOY increase of 245%.

Instagram saw a 13% increase in organic reach MOM.

The Lands' End Ambassadors highlighted and promoted Door County on Instagram to a combined follower count of 450,000.

WEBSITE CONVERSIONS - SEPTEMBER

1,208

Newsletter Sign Ups

536

Interest Profile Completion

8,205

Booking Widget Submissions

2,044

View Guide Online

1,057

Trip Planner Quiz

310

Register For Account

42,762

Quality Engagement
Session Duration >3

25

Pledge for Door County

12,958

Business Directory
Visit Site Click

LANDS' END X DOOR COUNTY BRAND PARTNERSHIP

laurenfortsch • Paid partnership with landsend Door County

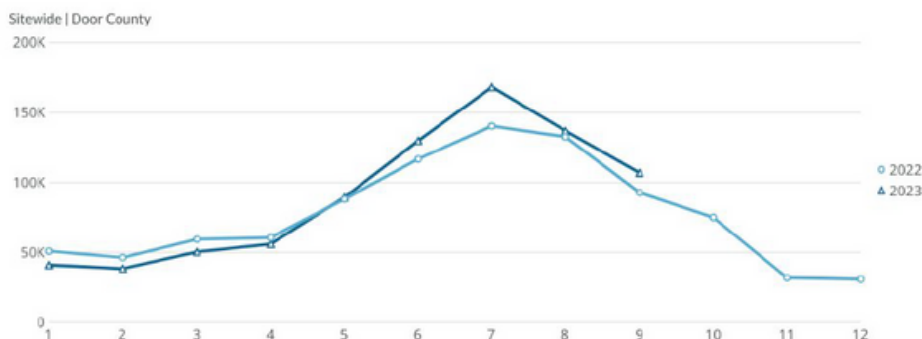
thecurrentcrush • Paid partnership with landsend Door County

Liked by madison_mathews_ and others
laurenfortsch A roundup of my fall @landsend outfits in @doorcounty 🍂 Which one is your favorite?

Liked by andhattiemakesthree and 1,819 others
thecurrentcrush #ad Happiest when I'm on a boat 🍂 Sailing in @DoorCounty was an absolute highlight of my trip with @LandsEnd ❤️ Door County is filled with parks, beaches, lighthouses, darling boutiques and great places to eat! My fabulous limited-edition Squall anorak was absolutely perfect for sailing and exploring this beautiful part of Wisconsin. This special anniversary edition Squall celebration

SITE PERFORMANCE - SEPTEMBER

SEPTEMBER SITE TRAFFIC UP 15% YOY



FALL PAGES SHOWING 104% YOY GROWTH

- Fall pages are observing the following metrics YoY:
- 104.25% increase in clicks
 - 68.30% increase in impressions
 - 20.69% increase in CTR
 - 10.10% increase in rank

The top keywords for these pages in September were as follows:

Door county fall colors	556 clicks
Door county fall	222 clicks
Door county in the fall	199 clicks
Door county in october	132 clicks
Things to do in door county in october	105 clicks

MEDIA PERFORMANCE - SEPTEMBER HIGHLIGHTS

Total paid impressions in September totaled **8,024,139** and paid traffic to DoorCounty.com totaled **120,874**.

Meta Remarketing


Top Performing Ads:

1. Vibrant Fall ad
2. Fall Enhanced Carousel

INSIGHTS

'Vibrant', an Art in the Door winner continued to dominate performance this month with 6,167 clicks and an impressive 1.25% CTR.

This month saw a nice increase in overall CTR at 1.09% - a 21% increase from August!



Google Video Distribution

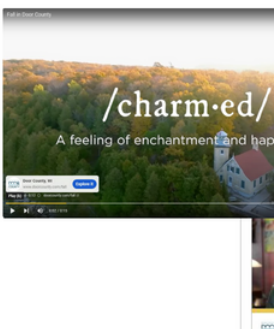
Top Performing Videos:

1. 00:15 Fall Video
2. 00:30 Fall Video

INSIGHTS

The 00:15 fall video led in views this month with 119,295. This month we also added the artist videos into the mix and they received 11,235 views with a 65% view rate.

This month, 73% of video impressions were served on TV screens, 17% on mobile phones, & 10% on computers and tablets.





Google Prospecting & Responsive

INSIGHTS

While impressions were down slightly month over month, clicks saw an increase of 33%, and CTR significantly increased by 276%.

The Fall responsive ad dominated in performance this month with just slightly over 39k clicks and a 3.51% CTR which is a 159% increase from August. This ad is seeing incredible engagement from our targeted audiences.


MobileFuse-General Leisure

INSIGHTS

To date, the standard banner has delivered over 1.2M impressions, 5,352 clicks and has a CTR of 0.43%.

The rich media interstitial ad has delivered over 556k impressions, 875 clicks & a 0.16% CTR. The interstitial engagement rate is holding strong at 110% and "Tap to Start" continues to be the most engaged piece on the ad.

The rich media expandable ad has delivered over 1.4M impressions, 1,110 clicks and a 0.08% CTR. The expandable engagement rate saw a nice increase and is currently at 31.04%. "Southern Door County" continues to be the most engaged piece on the ad.



Google SEM

Top Ad Group: Discover

Top Keywords:

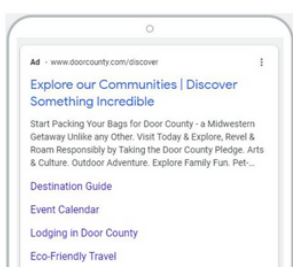
1. Door county
2. Things to do in Door County
3. Door County calendar of events

INSIGHTS

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

Like previous months, events & things to do-focused keywords continue to be the top traffic drivers to your website. The keywords events in door county wisconsin' and 'door county festivals 2023' both saw nice increases in clicks month over month.

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



Meta - Sustainability Prospecting


Top Performing Ads:

1. Empathy Fall ad
2. Protect Fall ad

INSIGHTS

Overall campaign performance was consistent with that of August as the Fall ads continue to make a positive impact to this campaign. The single image ads saw a 53% increase in clicks month over month, while the carousel ad saw a 4% increase.

The 'Empathy' single image ad was the top performing ad again this month making up 64% of overall clicks.

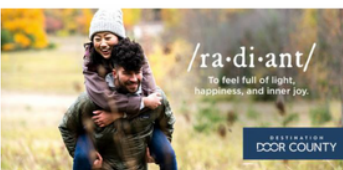


Out-of-Home

INSIGHTS

September was the first month for this digital out-of-home campaign. Running on 103 different screens across your targeted geos, this campaign was able to successfully deliver over 460k impressions.

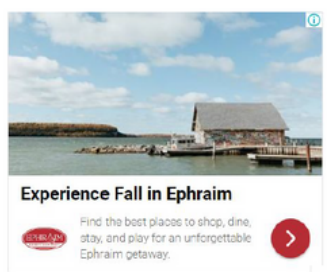
Getting in front of your target audience while they are out and about is a great way to get your brand out there, and this tactic on digital billboards is a great way to do just that.



Partner Co-op Digital Campaigns

Year-to-date, we've assisted partner businesses in garnering a total of 13.42 million impressions with a total of 67.42 clicks to partner websites.

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



COMMUNITY OUTREACH & ALIGNMENT

MEDIA OUTREACH ACTIVITIES - SEPTEMBER

We conducted 39 media outreach activities in September including two media releases about [DDC Aid with Rowleys Bay Guests](#) and the [Arrival of the Winter Guide](#). Some of the media outlets we worked with in September were; NBC 26, WFRV, FOX 11, WPR, and Ottawa Life.

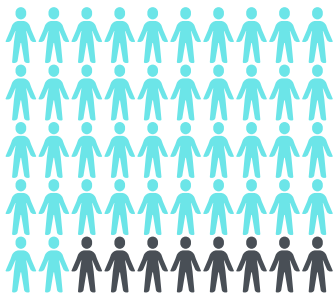
September Media Highlights:

- Door County's sustainability practices were highlighted in *Green Living Magazine* in an article titled, "Door County, Wisconsin - This popular Midwestern culinary destination puts sustainability high on its list of priorities." Read the article at greenlivingmag.com.
- Door County art classes were highlighted in *NextAvenue.org* in an article titled, "Making Music, Writing Poetry and Painting in Scenic Door County." Read the article at nextavenue.org.
- The docent experience at Rock Island Lighthouse was highlighted in the *Milwaukee Journal Sentinel*. Read the story at jsonline.com.

TRAVEL WRITERS

We hosted 2 writers on an individual trip September 2-4. 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

DISCOVER WISCONSIN TV SHOW HIGHLIGHTS DOOR COUNTY

The Door County Coastal Byway was featured in an episode of the Discover Wisconsin TV show titled *Scenic Byways of Wisconsin's Great Lakes* that premiered on Sept. 23, 2023. Watch the episode on-demand at DiscoverWisconsin.com



NON-PROFIT ACTIVATIONS - SEPTEMBER

MS Challenge Walk

Supported annual event by providing tote bags for packet distribution and on-site visitor information.

Miller Art Museum

Supported Dinner a la Art, held at the Kress Pavillion in September

Sunshine Resources of Door County

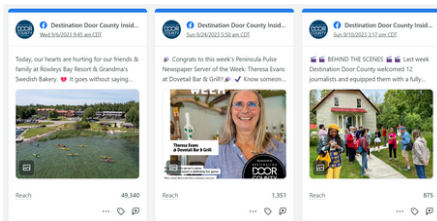
Sponsored 2023 Sunflower Fest, held in Martin Park in September

COMPLETED: **14/12** 100%

PARTNER SOCIAL MEDIA - SEPTEMBER

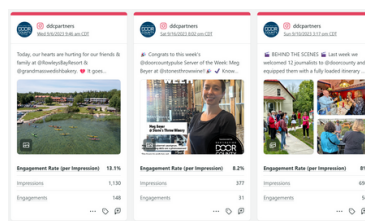
FACEBOOK

- Impressions: 65,112
- Engagements: 12,639
- Engagement Rate: 19.4%
- Audience: 2255



INSTAGRAM

- Impressions: 9,085
- Engagements: 486
- Engagement Rate: 5.3%
- Audience: 1558



GIFT CERTIFICATE SALES

YEAR TO DATE:

\$228,804



PARTNER NEW/DROP

Total Partners: 754 New/Rejoined Partners: 1 Drop/Inactive profile: 2

New/Rejoined Partners

Account Category	Account Name	Physical Address 1	City	Date Added	Email
Retail	Clario Farmstead Pasta	19 N 3rd Ave	Sturgeon Bay	9/19/2023	clario@clariofarms.com

Drop/Inactive Partners

Status	Account Category	Account Name	Address	Physical City	Date
Inactive	Vacation Rental	Egg Harbor House	7445 Meadow Bluff Farm Rd	Egg Harbor	9/11/2023
Inactive	Retail	Sustainable Style Door County	217 N 4th Ave #15	Sturgeon Bay	9/20/2023

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

SAVE THE DATE! DDC ANNUAL FALL GATHERING - THURSDAY, NOVEMBER 2ND

Mark your calendars - Our Annual Fall Gathering will be held the evening of Thursday, November 2nd at the newly remodeled Horseshoe Bay Golf Club. We are finalizing details and will open online registrations, soon - watch your inbox! We hope to see you there!



JOBSINDOORCOUNTY.COM

Jobs Posted 44	Job Seekers Added 45	Employers Added 3	Alerts Added Job Resume 5 Resume 0	Purchases Billed 0 Paid 0
Job Searches 4,484	Jobs Viewed 6,613	Applications Added 180	Apply Redirects 42	Logins Seeker 377 Employer 188

PARTNER VISITS



As I make my way around the county to visit partner businesses and extend a personal invitation to those who aren't - please let me know if there is anyone I should reach out to in particular. I'm happy to help however I can. Phil

Phil@DoorCounty.com Txt/Voice 920-493-4450

SUSTAINABLE DEVELOPMENT

PARKS CHALLENGE - LOCAL PRINT



In September, local ads ran in the Peninsula Pulse and Washington Island Observer, helping raise awareness about the State Parks Grant Challenge and asked residents and visitors to donate [HERE](#).



VOLUNTEER HOURS

The DDC team completed their third Adopt-A-Highway trash pick up of the year, collecting 9 bags of litter along Highway 57 on the south end of Baileys Harbor.

GOAL: 120 HOURS YTD: 115/120



COMMUNITY INVESTMENT FUND



Winter 2024 Community Investment Fund Sustainability Grant Cycle #4
Applications Due: Thursday, January 4th, 2024 at 4:00 p.m.

The Community Investment Fund, created in partnership with the Door County Community Foundation, uses a portion of the room tax dollars paid by overnight visitors to fund a range of projects that improve the quality of life for those who live and work in Door County.

Specific priorities of the Community Investment Fund include: creative ideas that have a meaningful impact on the people who live and work in Door County; impact that crosses municipal boundaries; encourages collaboration; leverages additional resources; and helps residents experience the positive impact of tourism

[Community Investment Fund Information Sheet](#)

Additional information and application materials are available at CommunityInvestmentFund.org.

EV GRANTS AWARDED - SEPTEMBER

- The Lodgings at Pioneer Lane
- Door County Memorial Hospital - Sturgeon Bay Campus
- Eagle Harbor Inn
- Northern Sky Theater
- The Clearing Folk School
- Door County Cottages
- Door County Medical Center - Sister Bay Rehab Clinic
- Stone Hedge Golf Club & Pub

The EV Charger Mini-Grant Program is open to any business, organization, or government entity located within Door County wishing to add a new Electric Vehicle Charging Station, add an additional EV Charging Head, or upgrade their existing EV Charger to Level 2 or Level 3.

Contact Morgan@doorcounty.com for more information.