



OCTOBER 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Stewardship Planning: MMGY, our agency handling the plan, is in the process of writing the draft Stewardship Plan to present to our visioning committee in early December for input.

Publications: The 2023-2024 Winter Guide is now available and being offered 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: In October, we saw some campaigns come to an end. Meta Video along with Meta Sustainability both ended on a positive note. The Mobilefuse M&C campaign wrapped up, and the last co-op display campaign came to an end.

As we move into November, we will be focused on the remaining running campaigns to ensure that they are not only reaching their KPIs, but more importantly, bringing the right audiences to the site.

COMMUNITY OUTREACH, DESTINATION ALIGNMENT & SUSTAINABLE DEVELOPMENT

Community Business Associations: We had staff members attend the annual meetings of the Sister Bay Advancement Association, the Baileys Harbor Community Association in October. We also hosted a strategic planning session with our CBA partners on October 24 to run through our preliminary 2024 strategic plan and provide a chance for discussion/feedback.

Media Outreach: We partnered with the Wisconsin Department of Tourism to participate in a special media mission to meet with and pitch national media outlets in New York City in early October. Joining DDC staff to highlight Door County at a special media event were partners from Fragrant Isle Lavender Farm on Washington Island.

October Press Trip: We welcomed 10 travel journalists to Door County on a fall themed press trip October 23-26.

Leave No Trace Master Educator Training: We had a staff member attend a special Leave No Trace Master Educator training program in October, which puts us in position to offer additional Leave No Trace programming within our community next year.

Destinations International Advocacy Summit: We attended the annual Advocacy Summit sponsored by Destinations International in early October to gain insight on tourism related advocacy issues and learn about new opportunities and ways to better connect with stakeholders within our community.

OPERATIONS

Visitor Information staff welcomed over 3,000 people in the lobby through October. New printers/copiers have been installed and are in use. We were busy assisting with last minute lodging through the festival weekends. VI Staff now preparing information for holidays as guests inquire about Thanksgiving and Christmas.

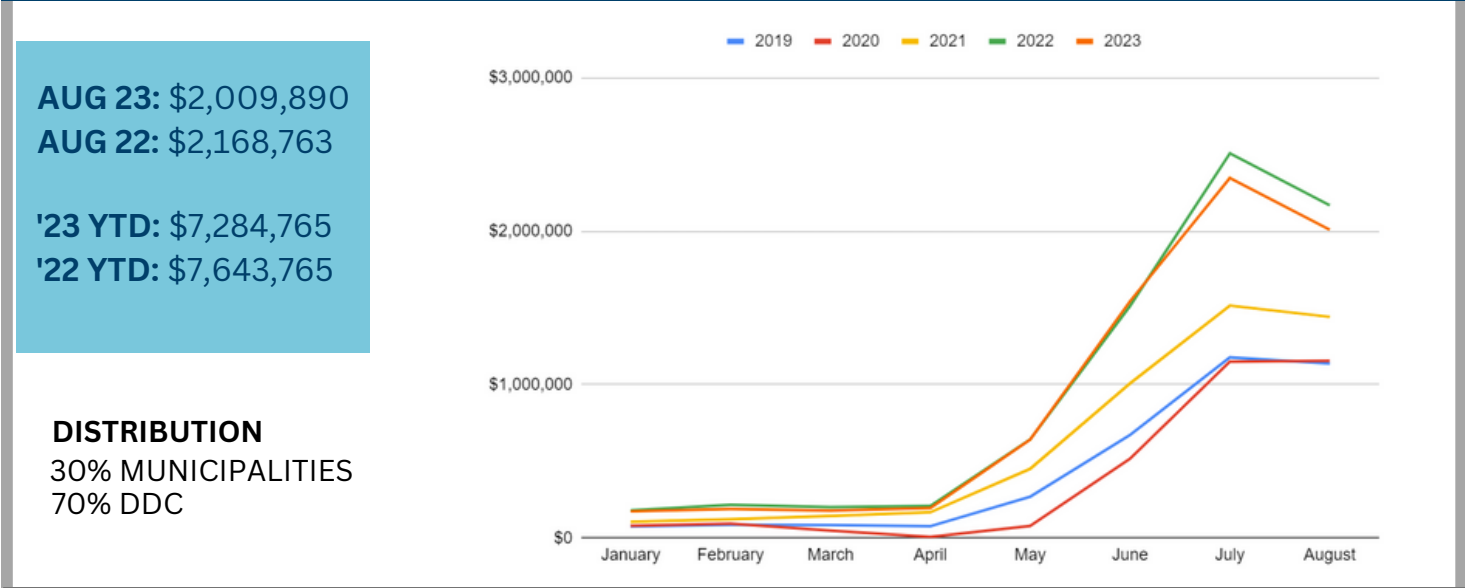
AUGUST 2023 COMPARABLES

Current collections for August show a drop of \$158,873 but there are still quite a few late reporters that will be reflected when those come in. There was also an over report in July of 2022 that is being adjusted so when that is corrected we will see an increase in room tax collections YOY.

Short-term rentals (STRs) increased by 30 available properties compared to last August. Of the 1,180 properties available, 1,167 were booked with an average daily rate of \$349. That is an increase of 12.4% booked over last August with an occupancy rate of 83%

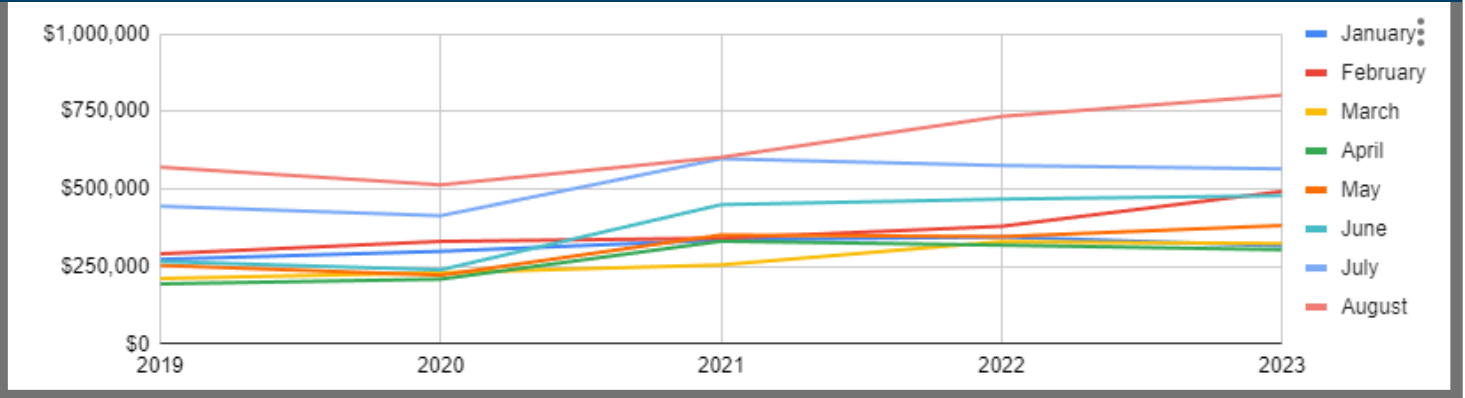
Note: Jan-Jun room tax collection numbers were adjusted July 31st and are reflected in the below charts. There were still late reports pending when August room tax reports came in, adjusted numbers will be reflected in the Jan 31st update.

ROOM TAX COLLECTIONS



AUG - 23	VS	AUG - 22
ROOM REVENUE: \$25,396,723		ROOM REVENUE: \$27,329,158
YTD: \$92,315,295		YTD: \$96,711,526
AVERAGE DAILY RATE: \$254		AVERAGE DAILY RATE: \$254
AVAILABLE ROOMS: 91,681		AVAILABLE ROOMS: 143,561
% OCCUPIED: 71.37%		% OCCUPIED: 75.03%

COUNTY SALES TAX - AUG \$802,127/ YTD \$3,664,282



AUG SHORT TERM RENTAL REPORT (AIRDNA)

August 2023 vs August 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	1,050	1,180	12.4%	1,038	1,167	12.4%	87%	83%	-4.5%	393	420	6.7%	342	349	1.9%
Washington Island	44	42	-4.5%	44	42	-4.5%	87%	83%	-3.8%	280	306	9.5%	243	256	5.4%
Northern Door	86	89	3.5%	86	87	1.2%	89%	87%	-2.2%	367	392	6.8%	327	341	4.5%
Sister Bay	123	154	25.2%	123	154	25.2%	89%	85%	-5.0%	467	520	11.4%	417	441	5.8%
Baileys Harbor	99	127	28.3%	97	127	30.9%	89%	84%	-5.2%	432	424	-1.8%	383	357	-6.9%
Fish Creek	165	168	1.8%	162	167	3.1%	87%	82%	-5.7%	384	432	12.6%	334	354	6.2%
Egg Harbor	156	158	1.3%	153	155	1.3%	88%	87%	-1.6%	425	428	0.8%	375	372	-0.8%
Ephraim	89	91	2.2%	89	90	1.1%	89%	90%	1.6%	410	400	-2.3%	363	360	-0.8%
Sturgeon Bay	381	443	16.3%	377	435	15.4%	85%	80%	-5.2%	371	396	6.6%	314	318	1.1%
Southern Door	89	97	9.0%	89	92	3.4%	83%	85%	1.6%	351	383	9.2%	292	324	10.9%
Wisconsin	15,256	18,061	18.4%	14,487	16,974	17.2%	71%	69%	-3.5%	343	351	2.5%	244	241	-1.0%

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

AUG VISITATION (ZARTICO)

Our top origin markets came from Milwaukee, Chicago, Green Bay/Appleton, Madison and Minneapolis/St. Paul. While Milwaukee had the most visitation to the area, Chicago had a higher average spend per day.

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

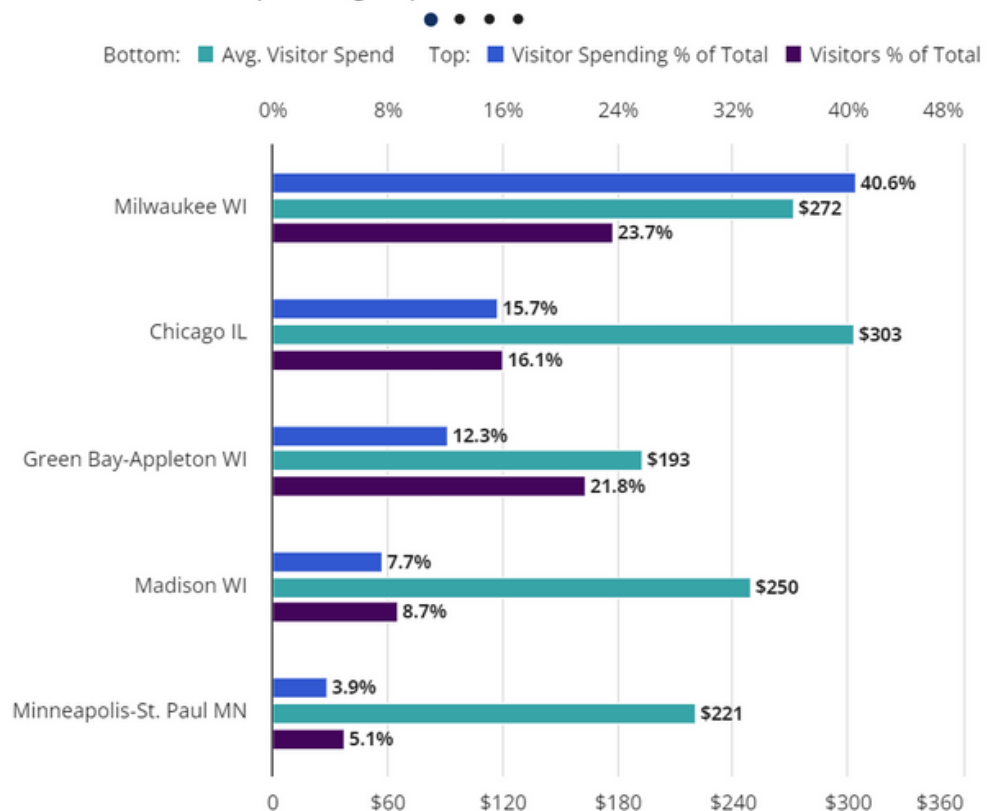
There were 1.33 visitors for every resident in Door County in August, down 29% from last year.

Visitor-to-Resident Ratio

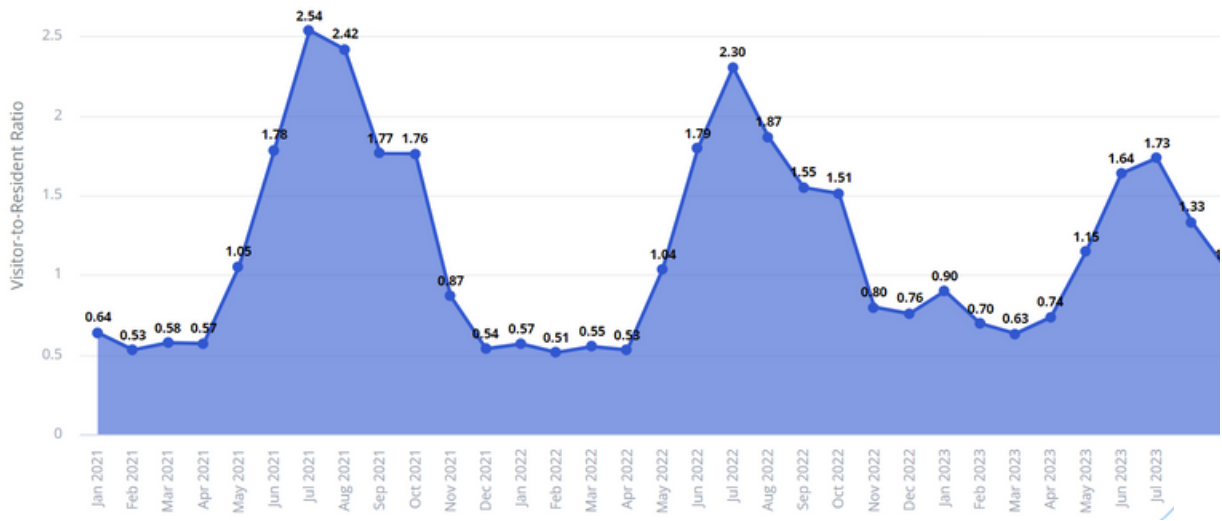
1.33

↘ -29% change
1.87 prev. year

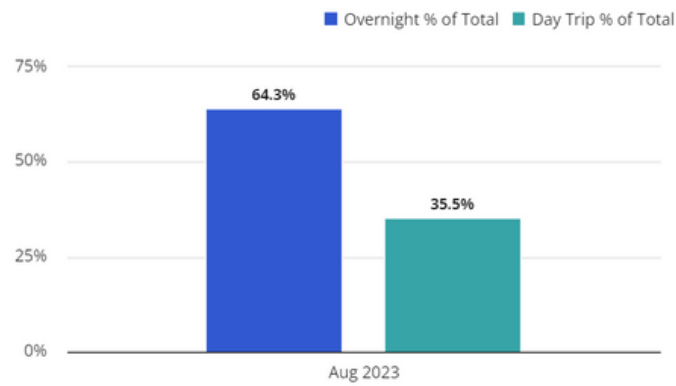
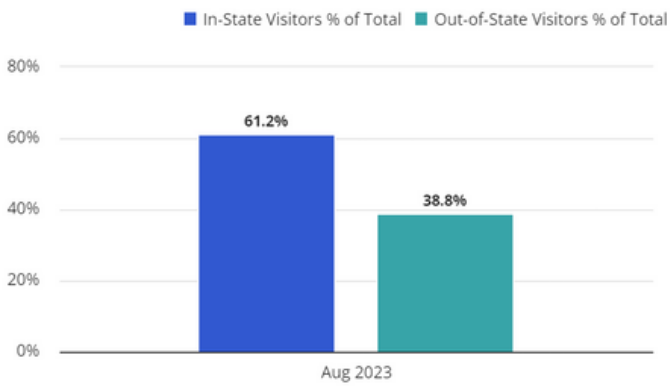
Visitor Spending Top 5 Market Areas vs Visitation



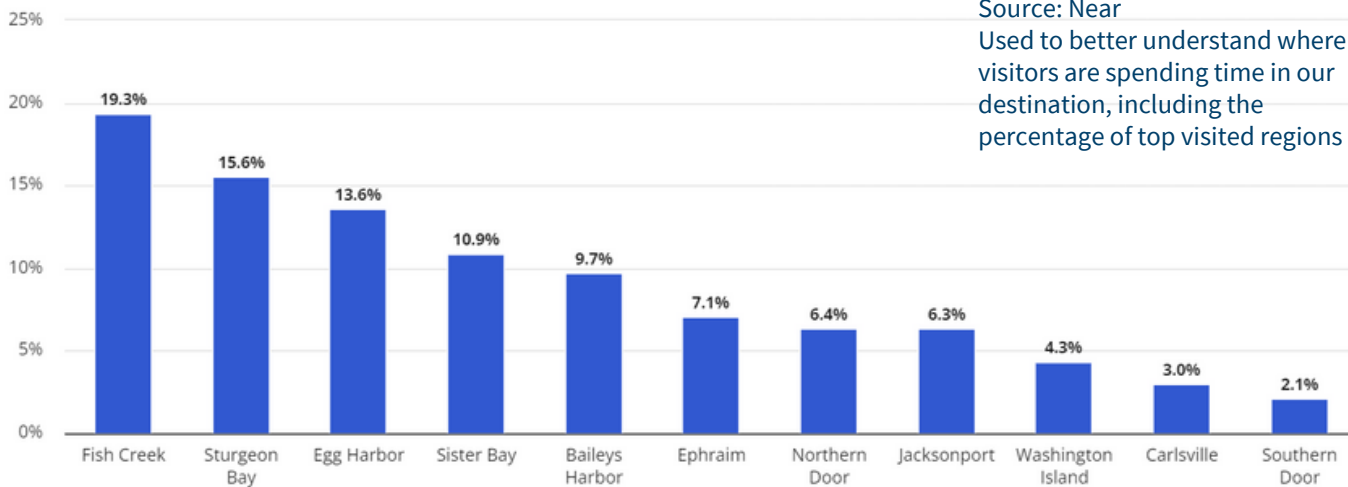
AUGUST VISITOR TO RESIDENT RATIO OVERTIME (ZARTICO)



INSTATE VS OUT-OF-STATE- AUG **OVERNIGHT VS DAY TRIP- AUG**



VISITATION BY REGION - AUG



Source: Near
Used to better understand where visitors are spending time in our destination, including the percentage of top visited regions .

VISITOR SPEND IMPACT - AUG

VISITOR IMPACT ON RESTAURANTS

Visitor Spend % of Total Avg. Visitor Spend

79% **\$110**

VISITOR IMPACT ON ACCOMMODATIONS

Visitor Spend % of Total Avg. Visitor Spend

94% **\$417**

VISITOR IMPACT ON RETAIL

Visitor Spend % of Total Avg. Visitor Spend

11% **\$80**

VISITOR IMPACT ON ATTRACTIONS

Visitor Spend % of Total Avg. Visitor Spend

80% **\$86**

Source: Affinity. Note: This shows the share of spend per day in each primary category that comes from visitors.

US TRAVEL: AUG TRAVEL PRICE INDEX (TPI)

Travel Price Index (TPI) | August 2023

After four straight months of declines, travel prices, reflected by TPI, increased on a monthly basis in August and were 2.2% above those of August 2022

- TPI increased by 0.7% in August vs July (seasonally adjusted), marking a shift from the declines of the previous four months.
- On a year-over-year basis, travel prices were up 2.2%, after being on par with 2022 levels in July.
- In comparison, *overall* prices (reflected by CPI) were up 0.6% on a monthly basis and 3.7% year-over-year.

Motor Fuel was up 10.7% in August vs July, and down 3.7% year-over-year.

- While it was still down compared to August 2022, this is a setback from the -20% YOY rates in July.

Airfare increased (after four-straight month of monthly declines) by 4.9% on a monthly basis, but was down 13% year-over-year.

- While still substantially down compared to August 2022, this is a setback from the -19% YOY rates in July.

Lodging prices were down 3.6% in August vs July, but still up 3.0% YOY.

Recreation and food/beverage-away-from-home prices were up 5.6% and 6.5% YOY, respectively.

OCTOBER PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered **87,219,219 impressions** (YTD) and **981,597 branded clicks** (YTD).

SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prosp + Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	
308,464 Clicks	71,550 Clicks	91,946 Clicks	1,761 Clicks	220,021 Clicks	55,853 Clicks	26,161 Clicks	129,150 Clicks	44,893 Clicks	
1,613,527 Impressions	384,027 Impressions	1,203,249 Impressions	2,979,263 Impressions	27,147,044 Impressions	7,169,478 Impressions	4,300,622 Impressions	24,269,645 Impressions	8,234,325 Impressions	
19.12% CTR	18.63% CTR	7.64% CTR	1,757,436 Views	0.81% CTR	0.78% CTR	2,169,915 Views	0.53% CTR	0.55% CTR	
\$0.25 CPC	\$0.66 CPC	\$0.43 CPC	59% View Rate	\$0.79 CPM	\$0.34 CPC	1,518,449 Video Plays 95%	\$0.52 CPC	\$0.76 CPC	
17% Budget Remaining	20% Budget Remaining	20% Budget Remaining	\$0.01 CPV	9% Budget Remaining	20% Budget Remaining	50% View-Thru Rate	19% Budget Remaining	0% Budget Remaining	
			0% Budget Remaining			0% Budget Remaining			
KPI	Clicks	Clicks	Clicks	Views	Impressions	Clicks	Views	Clicks	Clicks
<i>Benchmark</i>	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
680 Clicks	22,087 Clicks	9,031 Clicks	0 Clicks
1,283,961 Impressions	3,787,664 Impressions	3,905,561 Impressions	940,853 Impressions
0.05% CTR	0.58% CTR	0.23% CTR	170 Screens
\$29.30 CPM	\$7.83 CPM	\$6.81 CPM	\$10.41 CPM
25% Budget Remaining	18% Budget Remaining	24% Budget Remaining	50% Budget Remaining
	CTR	CTR	
	0.20-0.30% Int. ER: 0.8%	0.20-0.30% Int. ER: 0.8%	

KPI Impressions Impressions Impressions
Benchmark .20%-.30% CTR .20%-.30% CTR

ORGANIC SOCIAL MEDIA - OCT

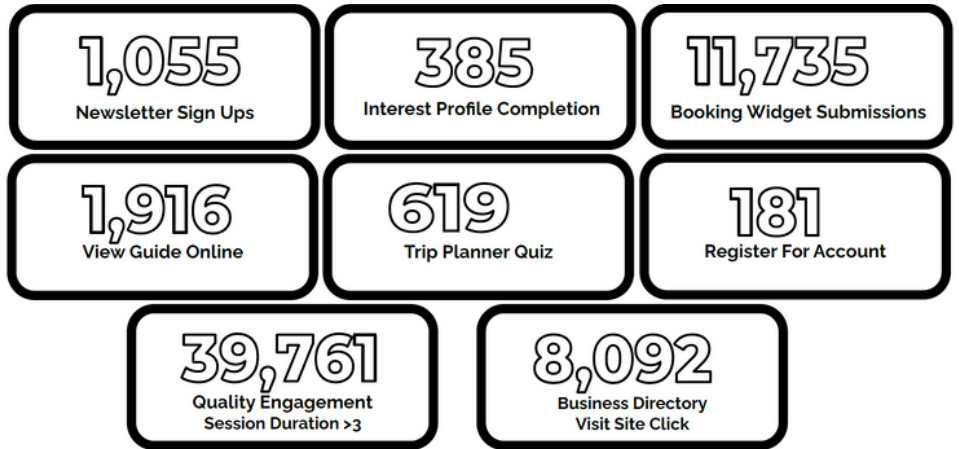
TikTok: 36% increase in engagement and 4% increase in video views MOM.

X: 9% increase in total impressions MOM.

Facebook: engagement rate was 2.7%, a 25% increase YOY.

Instagram: 46% increase in impressions and 9% increase in engagement MOM. A month-long collaboration with Destination Sturgeon Bay took place, hosting a #MammothHikeChallenge. The collab received a total of 860 engagements with the #IATDoorCounty hashtag and participating hikers.

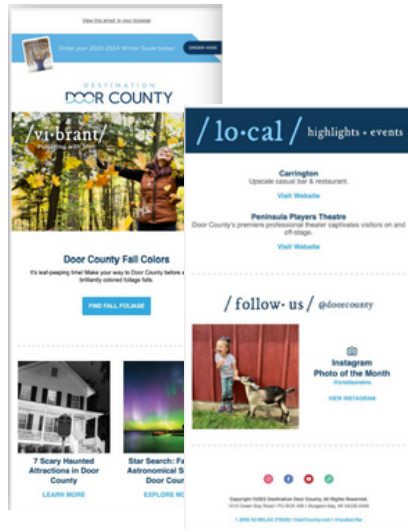
WEBSITE CONVERSIONS - OCTOBER



ENEWSLETTER - OCTOBER

October eNewsletter

- October's eNewsletter generated a 40% open rate, the highest YTD
- YOY open rate is up 20%
- The main CTA "Find Fall Foliage" generated 40% of all clicks



eNewsletter Page SEO - October

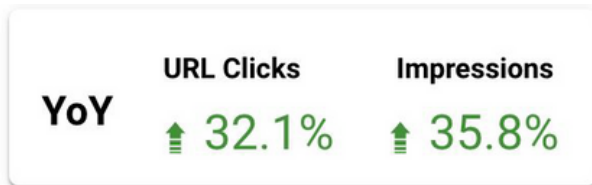
Overall, newsletter pages saw both a YoY & MoM increase in clicks.

The **/20-things-to-do-in-fall-door-county** was the most popular piece, followed by 8 Door County Wineries.

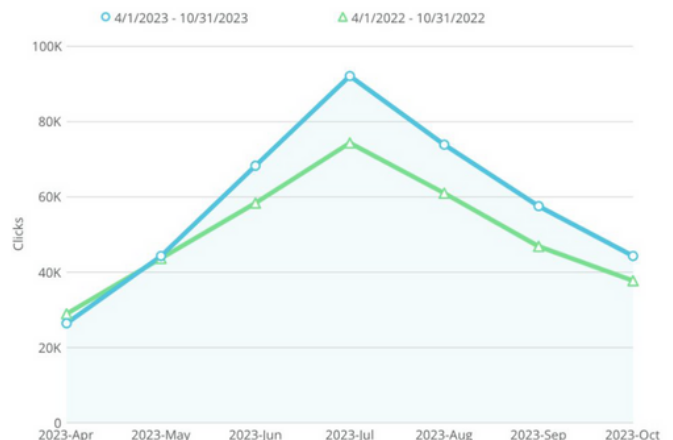
This increase in fall-interest help offset typical seasonal decreases in traffic, and CTR increased for these pages.

	Url Clicks	Impressions
MoM	11.9K ↑ 11.5%	270.6K ↓ -1.8%
YoY	URL Clicks ↑ 6.1%	Impressions ↑ 9.5%

SITE PERFORMANCE - OCTOBER



Organic Traffic saw a 32% increase in clicks, increasing from 58.8K clicks in Oct 2022 to 77.6K clicks in Oct 2023.



MEDIA PERFORMANCE - OCTOBER HIGHLIGHTS

Total paid impressions in October totaled **9,294,710** and paid traffic to DoorCounty.com totaled **83,876**.

Meta Remarketing

The Vibrant single image ad continues to be the top performer again this month with 53% of the total clicks, and a consistently strong CTR of 0.84%.

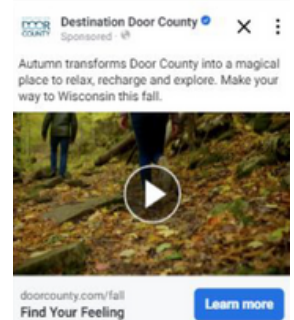
Although not a top performer in regards to clicks, the Fall Carousel ad unit had a very impressive CTR of 1.49% this month.



Meta Video

This was the final month of this campaign, and it sure ended on a great note. Not only did this campaign exceed the view KPI goal by 1.7M, the view-through-rate finished at 50% which is over the industry average of 30%.

Overall, these videos really seemed to resonate with our audience, and were a great way to show them why they should make Door County their next destination.



Google Prospecting & Responsive

Over 2.5 million impressions were served this month, while 21k+ clicks were delivered to the website.

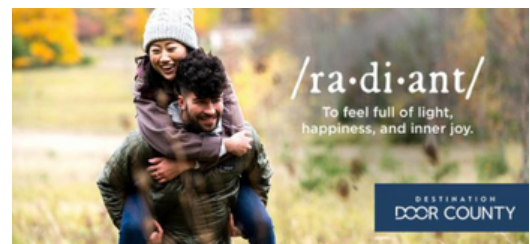
As we have been seeing, the responsive ad continues to dominate in impressions and clicks, while the CTR holds strong at over 1%.

These ads are visually appealing, and are resonating with the audiences we are trying to reach.



Out-Of-Home

Running on 67 different screens across our targeted geos this month, this campaign was able to successfully deliver over 480k impressions - a nice increase from September.



Google SEM

Performance continued to stay consistent again this month, with a 3% increase in overall CTR.

Things to do in Door County-related keywords continue to be the top traffic-drivers to the site again this month from this campaign. However, there was a significant increase in clicks for the following keywords as more people are looking for places to stay when visiting: 'Places to stay in door county' (+165%), & 'door county hotels' (+151%).

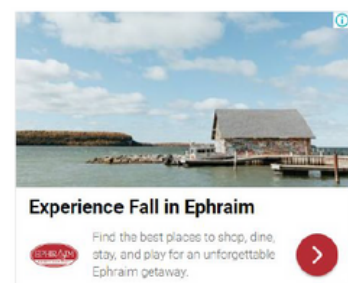
Top metros in October: Chicago, Green Bay-Appleton, & Milwaukee DMAs

Top Keywords: Door County, Door County Calendar of Events, Things to Do in Door County

Partner Digital Co-op

Year-to-date, we've assisted partner businesses in garnering a total of 13.46 million impressions with a total of 68.8K clicks to partner websites.

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



COMMUNITY OUTREACH & ALIGNMENT

MEDIA OUTREACH ACTIVITIES - OCTOBER

We conducted 34 media outreach activities in October including two media releases about [The Land Trust CIF Award](#) and the [Annual Gathering Recap](#). Some of the media outlets we worked with in October were; NBC 26, FOX 11, Cap Times, WPR, and Travel+Leisure.

October Media Highlights:

- Door County's night sky was featured in *Time Out* as "One of the Best Places to See the Northern Lights in the U.S." Read the article at timeout.com.
- The county's fall colors were highlighted in *The Saturday Evening Post* in an article titled, "Fantastic Fall Foliage NOT in New England." Read the story at saturdayeveningpost.com.
- *Travel+Leisure* named Schoolhouse Beach the clearest water in the U.S. Read the article at travelandleisure.com.
- Milwaukee's NPR station, *WUWM* highlighted Door County fall activities in an interview with Wisconsin's Tourism Secretary, Anne Sayers and Door County Trolley owner, AJ Frank. Listen to the story at wuwm.com.

TRAVEL WRITERS

We hosted 10 travel writers on a fall themed press trip, October 23-26. Our last trip of the year will be in December. The trip will be holiday focused.

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



GOAL: HOST 50 TRAVEL WRITERS

DOOR COUNTY & TRAVEL WISCONSIN MEDIA MISSION

We partnered with the Wisconsin Department of Tourism to participate in a special media mission to meet with and pitch national media outlets in New York City in early October. Joining DDC to highlight Door County at a special media event were partners from Fragrant Isle Lavender Farm on Washington Island.



NON-PROFIT ACTIVATIONS - OCTOBER

Destination Door County held a silent auction featuring the original works from this year's Art In The Door winners to benefit the **Peninsula Arts & Humanities Alliance**.

Destination Door County is supporting **United Way of Door County** by coordinating a personal care item & cleaning supply drive from late November - early January.

The Door County Welcome Center will be a donation location for this year's **Door County Toys for Kids** toy drive to support families in our community.

COMPLETED: **17/12** **100%**

PARTNER SOCIAL MEDIA - OCTOBER

FACEBOOK

- Impressions: 13,515
- Engagements: 907
- Engagement Rate: 6.7%
- Audience: 2284

Post	Engagement Rate (per Impression)	Impressions	Engagements
🎉 CHEERS to another successful #AdoptAHighway Cleanup for the @doorcounty crew! We are proud to b...	11.1%	468	52
Today, on #IndigenousPeoplesDay, @DoorCounty honors the wisdom and heritage of the Door Peninsula's...	10.8%	268	29
🎉 Congrats to this week's @doorcounty Server of the Week, Bruce Alexander of...	6.8%	482	33

INSTAGRAM

- Impressions: 9,402
- Engagements: 334
- Engagement Rate: 3.6%
- Audience: 1571

Post	Engagement Rate (per Impression)	Impressions	Engagements
🎉 CHEERS to another successful #AdoptAHighway Cleanup for the @doorcounty crew! We are proud to b...	11.1%	468	52
Today, on #IndigenousPeoplesDay, @DoorCounty honors the wisdom and heritage of the Door Peninsula's...	10.8%	268	29
🎉 Congrats to this week's @doorcounty Server of the Week, Bruce Alexander of...	6.8%	482	33

LINKEDIN

- Impressions: 3211
- Engagements: 374
- Engagement Rate: 11.6%
- Audience: 771

Post	Engagement Rate (per Impression)	Impressions	Engagements
🎉 Last week, Destination Door County and our friends at Fragrant Isle Lavender Farm and Shop for the Big Apple on a...	29.1%	470	137
🎉 CHEERS to another successful #AdoptAHighway Cleanup for the @doorcounty crew! We are...	15.1%	584	88
🎉 It's official! The 2023-2024 Destination Door County Official Winter Guide is here! From snow-covered tra...	10.8%	218	23

PARTNER NEW/DROP











Total Partners: 754 New/Rejoined Partners: 16 Drop/Inactive profile: 0

New/Rejoined Partners

<u>Account Category</u>	<u>Account Name</u>	<u>City</u>	<u>Date Added</u>	<u>Email</u>
Vacation Rental	Carl's at the Farm	Baileys Harbor	10/18/2023	info@gustavesgetaway.com
Services	Coastal Canines of Door County	Sturgeon Bay	10/12/2023	coastalcaninesofdc@gmail.com
Vacation Rental	Collings Log House	Ephraim	10/2/2023	simpleliferentals@gmail.com
Vacation Rental	Collings Summer House	Ephraim	10/2/2023	simpleliferentals@gmail.com
Vacation Rental	Cottage Row Retreat	Fish Creek	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Door Way Inn	Egg Harbor	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Dune Alright	Baileys Harbor	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Ephraim Escape	Ephraim	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Ephraim's Pearl (Unit 203)	Ephraim	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Estate on the Lake	Sturgeon Bay	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Europe Lake Chateau	Ellison Bay	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Fish Creek Hale (Unit A-1)	Fish Creek	10/3/2023	simpleliferentals@gmail.com
Vacation Rental	Gibraltar Getaway	Fish Creek	10/2/2023	duke1557@gmail.com
Vacation Rental	Green Acres	Sturgeon Bay	10/2/2023	simpleliferentals@gmail.com
Vacation Rental	Henson Historic Haus	Baileys Harbor	10/24/2023	info@gustavesgetaway.com
Arts	Rogue Theater	Sturgeon Bay	10/6/2023	1roguetheater@gmail.com

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

JOBSINDOORCOUNTY.COM

Jobs Posted  70	Job Seekers Added  37	Employers Added  6	Alerts Added  2 <small>Job Resume</small> 0	Purchases  0 <small>Billed</small> 0 <small>Paid</small> 0
Job Searches  4,224	Jobs Viewed  5,772	Applications Added  127	Apply Redirects  36	Logins  349 <small>Seeker</small> <small>Employer</small> 245

PARTNER VISITS



DDC staff members continue to make their way around the county to check in with partner businesses and extend a personal invitation to those who aren't currently partners. If there is anyone in particular we should reach out to, please alert Phil Berndt, DDC's partnership director, and he would be happy to reach out to them to say hello and provide more information about DDC.

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

GIFT CERTIFICATE SALES

YEAR TO DATE:

\$259,024



SUSTAINABLE DEVELOPMENT

COMMUNITY INVESTMENT FUND CEREMONIAL BIG CHECK PRESENTATIONS



DDC President/CEO Julie Gilbert presented a check for \$100,000 to the Town of Gibraltar on 10/26/2023 for a Community Investment Fund grant award the town received to help pay for the acquisition of the Redmann property for their Fish Creek Park expansion and extension of the Bayshore Connectivity Trail. Pictured from left to right are Tom Birmingham (Town Supervisor), Steve Sohn (Town Chair), Theresa Cain-Bieri (Town Treasurer), Laurie Buske (Parks and Lands Committee Chair), Julie Gilbert (President/CEO of Destination Door County), Jayson Merkel (Town Supervisor), John Selenica (Town Supervisor) and Travis Thyssen (Town Administrator).



DDC President/CEO Julie Gilbert presented a check for \$40,000 to Kari Lewis, Executive Director of the Door Community Auditorium, on 10/23/2023 for a Community Investment Fund grant award the DCA received to help start their new 3-day Blues, Roots & Jazz Festival.

DDC President/CEO Julie Gilbert presented a check for \$75,000 to Emily Wood, Executive Director of the Door County Land Trust, on 10/17/2023 for a Community Investment Fund grant award the local non-profit received to help construct a new trail bridge at their Bay Shore Blufflands Nature Preserve.



VOLUNTEER HOURS - OCTOBER

- DDC President/CEO Julie Gilbert volunteered at Sister Bay Fall Fest & Sturgeon Bay Harvest Fest

GOAL: 120 HOURS YTD: 120/120

100%



COMMUNITY INVESTMENT FUND



Destination Door County dedicates a portion of the room tax dollars paid by overnight visitors to the **Community Investment Fund (CIF)**. Established by DDC in 2023, the CIF provides grant opportunities that can help pay for a range of local projects that will improve the quality of life for those who live and work in Door County while simultaneously enhancing the destination experience for our visitors.

Year-to-date, DDC has awarded a total of \$575,251 to 12 different projects in Door County from the CIF.

Grant Cycle #3 Update

October 5, 2023 marked the third grant cycle deadline for project applications. Grant recipients will be announced by DDC in November 2023 for this most recent grant cycle.

Community Investment Fund Winter 2024 Grant Cycle #4

**Applications Due:
Thursday January 4th, 2024 at 4:00 p.m.**

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

EV GRANTS AWARDED - 2023

**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.