

NOVEMBER 2023 DASHBOARD REPORT

MARKETING & BRAND STRATEGY

Master Stewardship Planning: Our team is currently reviewing the first draft of the Stewardship plan that will be presented to our visioning committee in January.

Media: We are fine-tuning and optimizing paid media strategies to maintain strong performance through the end of the year. Site traffic remains strong YoY with some Google core updates that we'll want to keep our eyes on going forward (more on pg 7).

Small Business Saturday was a great opportunity to shine a light on our local business community through eNewsletter and social media and also encourage gift certificate sales.

COMMUNITY OUTREACH, DESTINATION ALIGNMENT & SUSTAINABLE DEVELOPMENT

Community Investment Fund Grant Awards: Destination Door County announced in November that another \$253,666 was awarded to local projects as part of the third round of grant awards for the organization's Community Investment Fund. A total of six projects were awarded grants ranging from \$15,000 to \$70,000. Recipients included four local units of government and two non-profit organizations. The funded projects will benefit local residents as well as visitors to Door County. These six projects join the twelve projects that were awarded a total of \$575,251 in the first two rounds of grants in May and August of this year, bringing the total Community Investment Fund grant awards in the inaugural year of the program to \$828,917.

Destination Door County Annual Gathering: Around 150 Door County business leaders and tourism stakeholders enjoyed an evening of camaraderie, food and beverages at Horseshoe Bay Golf Club on Thursday November 2 for our 2023 annual gathering. During the event we premiered a year-in-review video and shared a year-in-review handout.

Hospitality Heroes Campaign: We kicked off a special thank you campaign to show appreciation for our frontline hospitality workforce and asked the public for nominations of service industry workers that went above and beyond this year.

Media Outreach: We met with 22 travel journalists for virtual deskside visits to pitch Door County story ideas as part of two separate media marketplace events with the Society of American Travel Writers and the Midwest Travel Journalists Association. We also distributed 5 separate media releases about a variety of Destination Door County events, activities, and accolades.

Door County Cares Personal Care & Cleaning Supply Drive:

In partnership with the United Way of Door County, we announced a new effort to support the community by collecting personal care and cleaning supply items from November 24-January 7, 2024. 16 different drop off locations will collect the items, and the United Way will distribute all collected items to our local neighbors in need.

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.



SEPTEMBER 2023 COMPARABLES

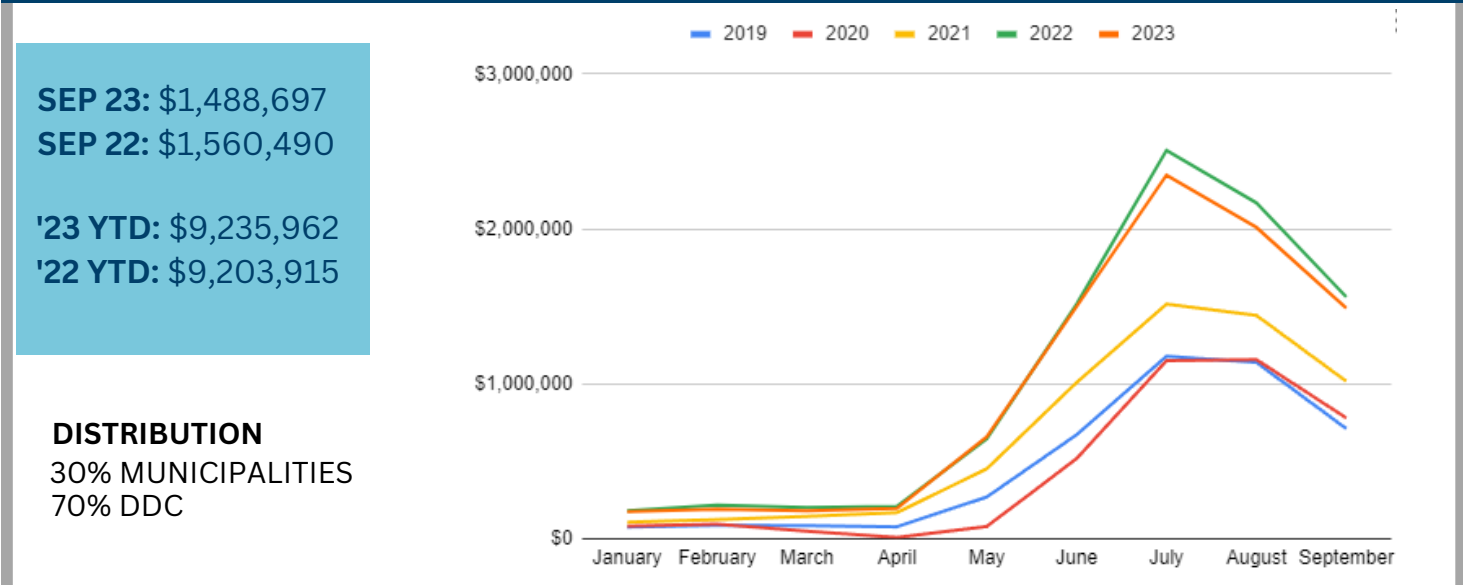
Current collections for September show a drop of \$71,793 over last September but there are still quite a few late reports that will be added when those come in. YOY collections, as they currently stand without including any late reports, is up/flat YOY by .35%.

Sales tax collections also increased this September over last September by \$27,678.

Short-term rentals (STRs) increased by 127 available properties compared to last September. Of the 1,180 properties available, 1,154 were booked with an average daily rate of \$382. That is an increase of 11.9% booked over last September with an occupancy rate of 74%

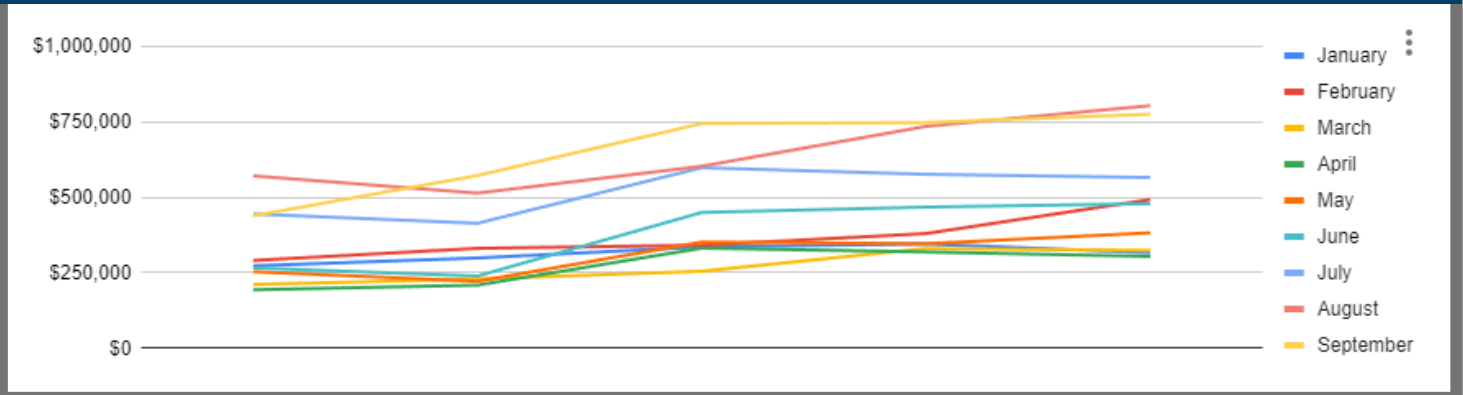
Note: Jan-Jul room tax collection numbers were adjusted and are reflected in the below charts. There were still 179 late reports pending when September room tax reports came in, adjusted numbers will be reflected in the Jan 31st update.

ROOM TAX COLLECTIONS



SEP - 23	VS	SEP - 22
ROOM REVENUE: \$18,834,439 YTD: \$111,149,735		ROOM REVENUE: \$19,723,033 YTD: \$116,645,556
AVERAGE DAILY RATE: \$242		AVERAGE DAILY RATE: \$224
AVAILABLE ROOMS: 126,736 % OCCUPIED: 61.39%		AVAILABLE ROOMS: 140,967 % OCCUPIED: 62.39%

COUNTY SALES TAX - SEP \$774,003/ YTD \$4,438,285



SEPTEMBER SHORT TERM RENTAL REPORT (AIRDNA)

September 2023 vs September 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	1,053	1,180	12.1%	1,031	1,154	11.9%	75%	74%	-1.6%	376	382	1.7%	283	284	0.1%
Washington Island	46	45	-2.2%	44	44	0.0%	68%	74%	8.1%	275	326	18.4%	189	241	28.0%
Northern Door	87	92	5.7%	85	89	4.7%	84%	83%	-0.8%	355	376	5.7%	297	311	4.8%
Sister Bay	125	154	23.2%	124	153	23.4%	78%	77%	-1.3%	437	482	10.2%	343	373	8.7%
Baileys Harbor	99	126	27.3%	99	124	25.3%	81%	75%	-6.8%	405	387	-4.3%	326	291	-10.7%
Fish Creek	165	172	4.2%	153	167	9.2%	77%	74%	-4.7%	405	379	-6.4%	313	280	-10.8%
Egg Harbor	158	162	2.5%	156	162	3.8%	77%	77%	-0.1%	375	397	5.8%	289	305	5.7%
Ephraim	88	95	8.0%	88	94	6.8%	81%	77%	-4.7%	347	350	1.1%	281	271	-3.7%
Sturgeon Bay	383	442	15.4%	377	428	13.5%	71%	70%	-0.5%	349	349	-0.2%	247	246	-0.6%
Southern Door	93	97	4.3%	92	93	1.1%	64%	73%	14.1%	328	336	2.6%	211	247	17.1%
Wisconsin	15,293	18,068	18.1%	14,234	16,578	16.5%	60%	60%	-0.9%	321	332	3.4%	194	198	2.4%

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

SEPTEMBER 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, Minneapolis - St. Paul had a higher average spend per day.

The communities that saw the most visitation in September were Ephraim, Liberty Grove and Washington Island.

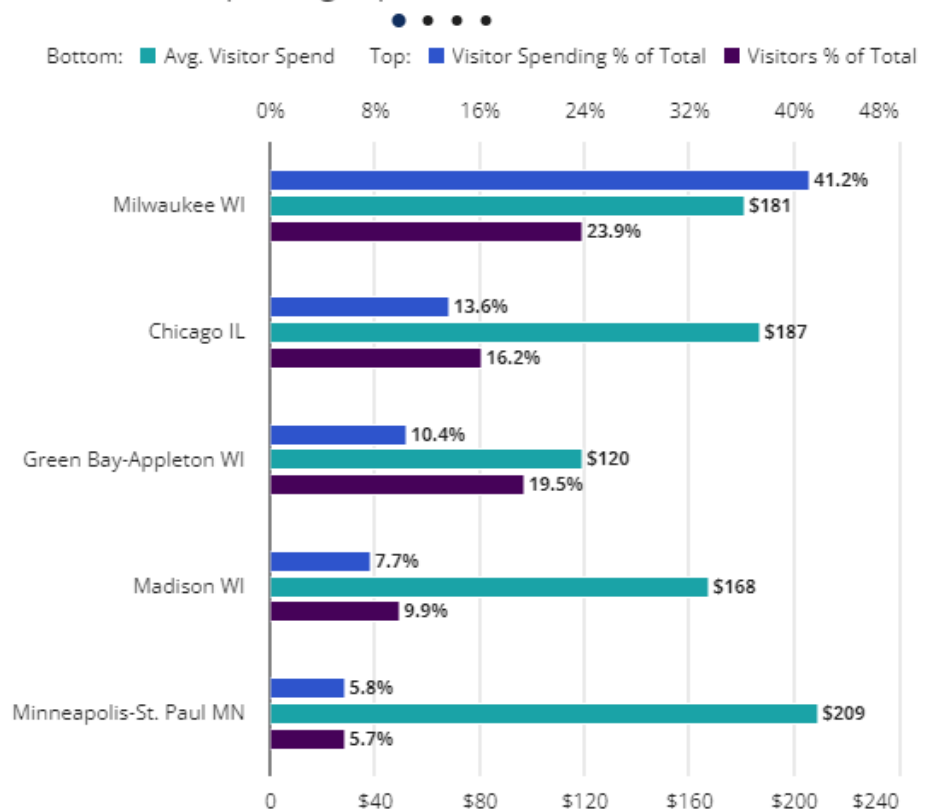
There were 1.03 visitors for every resident in Door County in September, down 34% from last year.

Visitor-to-Resident Ratio

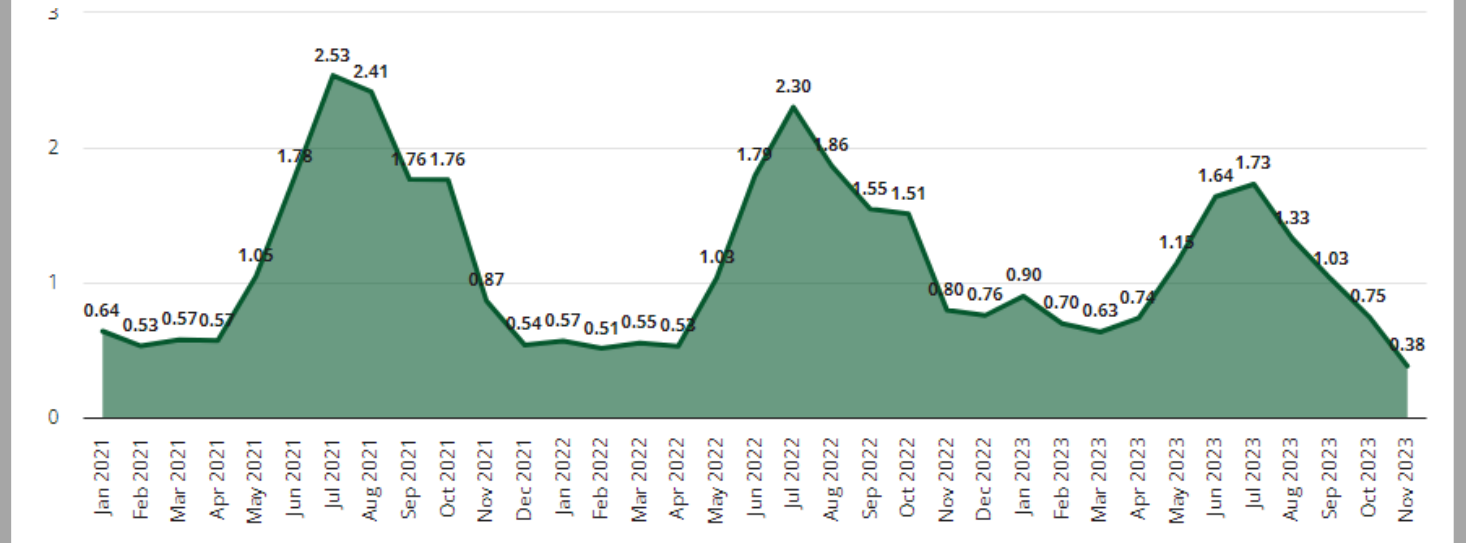
1.03

↘ -34% change
1.55 prev. year

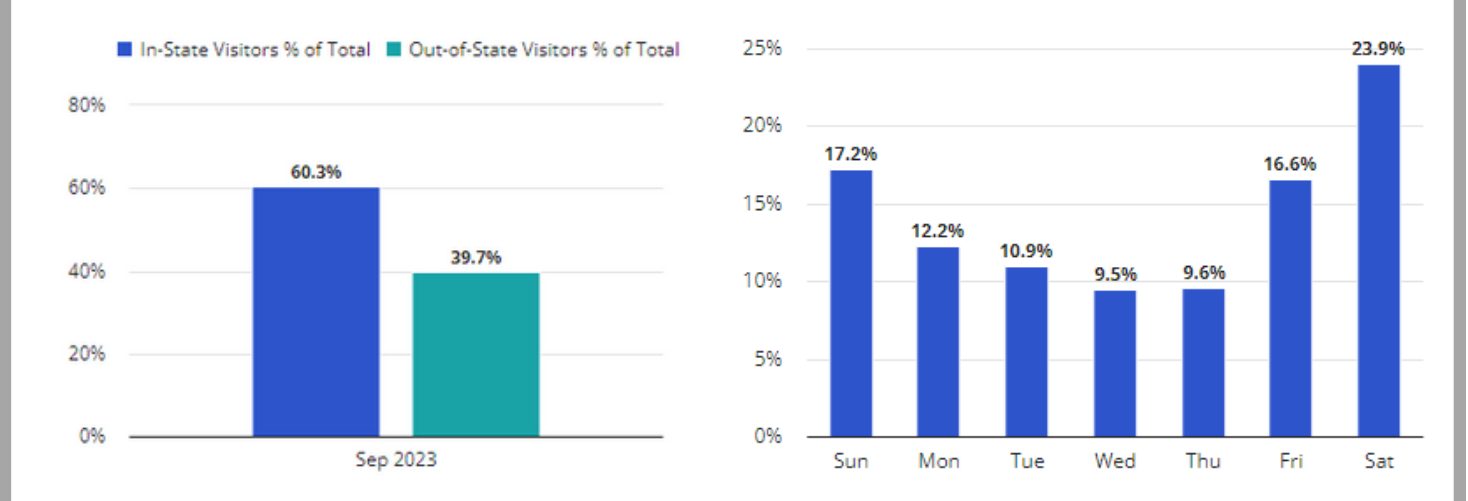
Visitor Spending Top 5 Market Areas vs Visitation



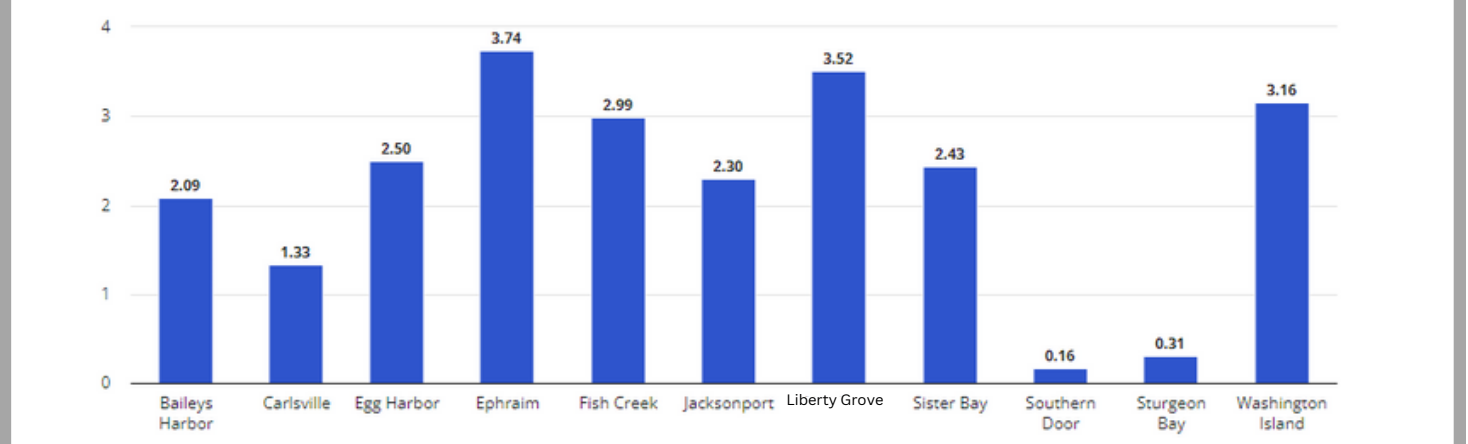
VISITOR TO RESIDENT RATIO OVERTIME (ZARTICO)



IN-STATE VS OUT-OF-STATE- SEP **VISITATION BY DAY OF WEEK- SEP**



VISITATION BY REGION - SEP



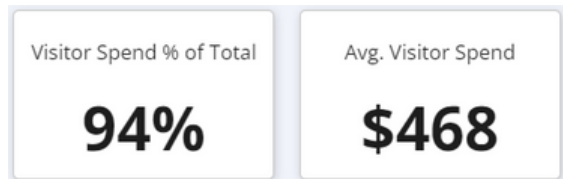
Source: Near
Used to better understand where visitors are spending time in our destination, including the percentage of top visited regions.

VISITOR SPEND IMPACT - SEP

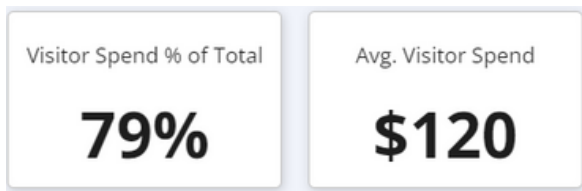
VISITOR IMPACT ON RESTAURANTS



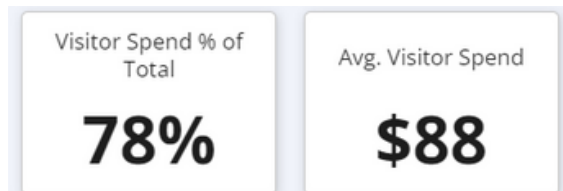
VISITOR IMPACT ON ACCOMMODATIONS



VISITOR IMPACT ON RETAIL



VISITOR IMPACT ON ATTRACTIONS



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

US TRAVEL: OCT TRAVEL PRICE INDEX (TPI)

Travel Price Index (TPI) | October 2023

Overview

Travel prices, reflected by the TPI, increased at a slower pace in October.

- TPI growth slowed to 0.9% year-over-year in October, compared to 4.3% in September, a result of weaker growth in lodging and falling transportation costs.
- On a month-over-month basis, travel prices fell 1.4% versus September – the largest monthly decline since December 2022.
- In comparison, *overall* price inflation (reflected by CPI) was flat on a monthly basis while moderating to 3.2% year-over-year.

Detail

Transport prices have been declining in recent months.

- Motor fuel prices are down 5.6% relative to 2022 and 4.9% lower than September.
- Airfares fell 13.2% year-over-year in October, remaining at 5% below pre-pandemic levels and 24% below the May 2022 peak.

Lodging price growth moderated to 0.8% year-over-year – the weakest since April 2021 – and declined 2.9% relative to the prior month.

Despite weaker year-over year growth than September, **recreation and food & beverage** prices increased the fastest in October, up 5.6% and 5.4% year-over-year, respectively.

NOVEMBER PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered **94,619,881 impressions** (YTD) and **1,043,099 branded clicks** (YTD).

SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prosp + Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	
320,326 Clicks	74,961 Clicks	97,044 Clicks	1,761 Clicks	241,241 Clicks	60,730 Clicks	26,161 Clicks	140,145 Clicks	44,893 Clicks	
1,667,739 Impressions	407,850 Impressions	1,247,769 Impressions	2,979,263 Impressions	29,913,358 Impressions	7,825,898 Impressions	4,300,622 Impressions	26,284,822 Impressions	8,234,325 Impressions	
19.21% CTR	18.38% CTR	7.78% CTR	1,757,436 Views	0.81% CTR	0.78% CTR	2,169,915 Views	0.53% CTR	0.55% CTR	
\$0.26 CPC	\$0.70 CPC	\$0.46 CPC	59% View Rate	\$0.79 CPM	\$0.36 CPC	1,518,449 Video Plays 95%	\$0.54 CPC	\$0.76 CPC	
8% Budget Remaining	12% Budget Remaining	10% Budget Remaining	\$0.01 CPV	0% Budget Remaining	9% Budget Remaining	50% View-Thru Rate	10% 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
812 Clicks	23,983 Clicks	11,042 Clicks	0 Clicks
1,523,939 Impressions	4,244,788 Impressions	4,576,562 Impressions	1,412,946 Impressions
0.05% CTR	0.58% CTR	0.24% CTR	244 Screens
\$29.29 CPM	\$7.79 CPM	\$6.85 CPM	\$10.41 CPM
10% Budget Remaining	8% Budget Remaining	10% Budget Remaining	25% Budget Remaining
	CTR	CTR	
	0.20-0.30% Int. ER: 0.8%	0.20-0.30% Int. ER: 0.8%	
KPI	Impressions	Impressions	Impressions
<i>Benchmark</i>	.20%-.30% CTR	.20%-.30% CTR	

ORGANIC SOCIAL MEDIA - NOV

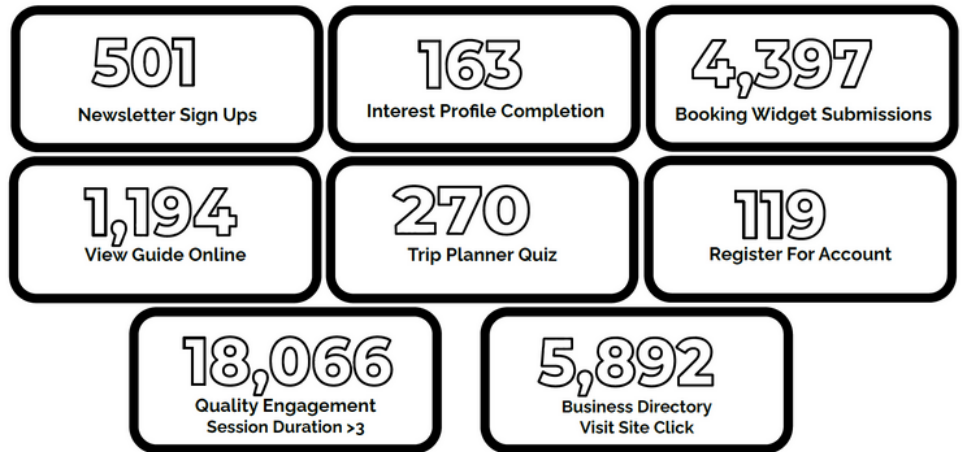
TikTok saw a 2% increase in total followers. Will continue to work on new strategies to bring our account up, as this will be a priority in 2024.

'X' saw a 9% increase in total organic impressions over last month, totaling 31,100 impressions.

On Facebook, we increased the amount of posted content and our top performing post for the month had over 3,200 different engaged comments.

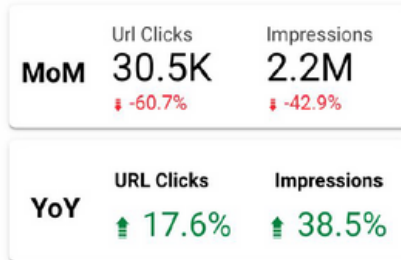
On Instagram we increased our engagement rate 2% MoM. Story replies also saw a 9% increase, which means engaged followers/viewers feel comfortable responding back to our posts knowing we will have a personal reply to them.

WEBSITE CONVERSIONS - NOVEMBER



SITE PERFORMANCE - NOVEMBER

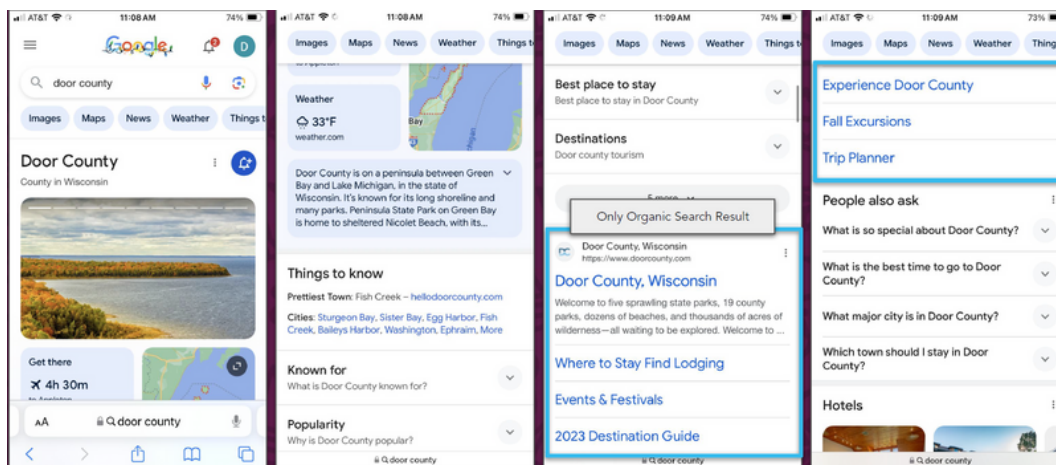
ORGANIC PERFORMANCE ↑YOY



Typical seasonal trends combined with a Core Update contributed to a MoM decrease, narrowing the gap between 2023 and 2022 for generalized “door county” terms.

Despite this, organic traffic saw a 17.6% increase in clicks YoY, increasing from 25.9K clicks in Nov 2022 to 30.5K clicks in Nov 2023, indicating steady growth for web health and visibility.

GOOGLE CORE UPDATE - NOVEMBER



Destination Door County is 1st for “door county” terms, but Google’s mobile search experience has placed position 1 beneath Google’s Knowledge graph.

This indicates an increase in ‘zero-click searches’, where users search and get their answer without clicking into search results.

For example - despite ranking in position 1 for Door County terms the largest decrease in Year-over-Year traffic is led by the homepage and events landing page. Despite this decrease, sitewide events traffic is up 203% YoY as more and more users are entering via Events Listings & Details for individual events in Google Rich Snippet Features (1.96K clicks in ‘23 versus 1 click in ‘22).

Rich snippets are search results that offer users more data than standard results, are more visually appealing, and can have interactive data. Google gets this information from structured data markup (also known as schema). Our work over the course of the year to update schemas throughout the site (and specifically event pages) has contributed to this increase in event traffic.

MEDIA PERFORMANCE - NOVEMBER HIGHLIGHTS

Total paid impressions in November totaled **7,071,986** and paid traffic to DoorCounty.com totaled **59,050**.

Meta Remarketing

'Radiant' & 'Vibrant' continue to be top performing ads for the month of November.

However, the Winter ads, which started this month, are seeing strong engagement by users.

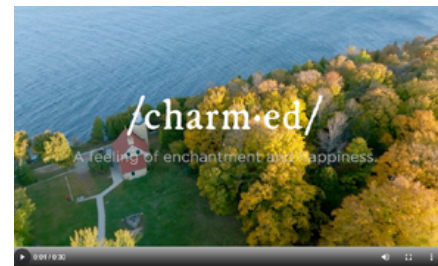
These ads made up a small portion of overall clicks in November, but resulted in an average CTR of 1% which is right at the industry benchmark.



Connected TV

Over 231k impressions were delivered to audiences watching through Connected TV this month. Top Performing Sites & Apps this month:

1. Pluto TV App
2. Philo Live & On-Demand TV
3. Hulu for Roku

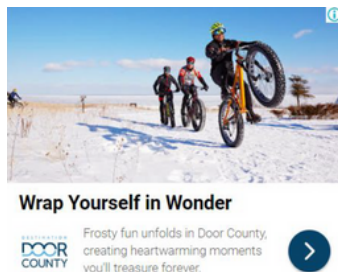


Google Prospecting & Responsive

Over 2.6 million impressions were served this month, while 20k+ clicks were delivered to your website.

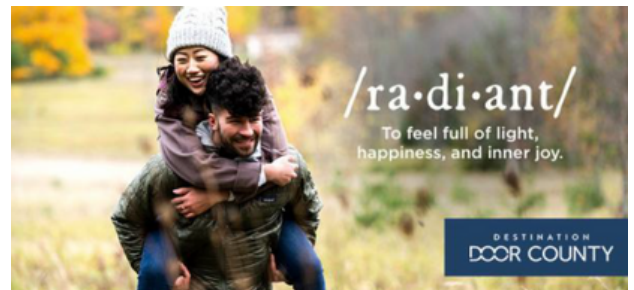
With the seasonal swap this month, the Winter ads clearly peaked the interest of your audiences as they started out with an incredibly strong 1.82% CTR.

Top metros in November: Chicago, Minneapolis-St. Paul, & Milwaukee DMAs.



Out-Of-Home

Running on 74 different screens across your targeted geos this month, this campaign was able to successfully deliver over 472k impressions.



Google SEM

Top Keywords:

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

Performance continued to stay consistent again this month, Places to stay keywords continued to see another increase in clicks this month as people are searching for their next getaway.

The following keywords saw increases MoM: cabin stays (+45%), door county accommodations (+76%), & places to stay in sturgeon bay (+66%).

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

Google SEM - 'Near Me'

Top Keywords:

1. Door County calendar of events
2. Door County events
3. Best restaurants in Door County

November saw a slight decrease in clicks this month, while the overall campaign metrics continue to remain strong.

Like previous months, the Events ad group is the top performer, driving 50% of the overall clicks to your website this month as people continue to focus on things to do in Door County.

Top cities in November: Sturgeon Bay, Fish Creek, & Green Bay.

COMMUNITY OUTREACH & ALIGNMENT

MEDIA OUTREACH ACTIVITIES - NOVEMBER

We conducted 36 media outreach activities in November including five media releases about the [2023 Annual Gathering](#), [Trailblazer Award](#), [CIF Grant Award](#), [DDC Personal Care and Cleaning Supply Drive](#), and [Hospitality Hero Thank You Contest](#). Some of the media outlets we worked with in November were; Coastal Living, Premier Bride, and Door County Living.

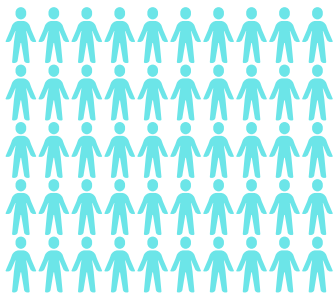
November Media Highlights:

- Winter in Door County was highlighted in *Evansville Living* in an article titled, “Midwest at its Best.” Read the article at evansvilleliving.com.
- Sister Bay’s Christkindlmarkt was mentioned on *Shondaland.com* in an article titled, “My Father and I Bond Over Hallmark Movies.” Read the article at Shondaland.com.
- Fall in Door County was featured in *Family Vacationist* in a story titled, “How Door County Taught Me to Love Fall.” Read the story at familyvacationist.com.

TRAVEL WRITERS

Our last press trip of the year is December 6-9.

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



GOAL: HOST 50 TRAVEL WRITERS

HOSPITALITY HEROES THANK YOU CAMPAIGN

We kicked off a special [thank you campaign](#) on November 24th to show appreciation for our frontline hospitality workforce and asked the public for nominations of service industry workers that went above and beyond this year. Nominations will close December 4th and we will post all received nominations [online](#) to celebrate and recognize our hospitality workforce.



NON-PROFIT ACTIVATIONS - NOVEMBER

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



INSTAGRAM

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



LINKEDIN

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

PARTNER NEW/DROP

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

New/Rejoined/Closed Partners

Account Category	Account Name	Physical Address 1	City	Email	Date Added	JoinDate
Entertainment/Recreation	Kayak Guide Just Adventure Tours	11650 State Hwy 42	Ellison Bay	info@kayak-guide-justin.com	11/8/2023	7/11/2023

Closed

Status	Drop Reason	Account Category	Account Name	Address	Physical City	Date
Active	Web Update	Entertainment/Recreation	Kayak Guide Just Adventure Tours	11650 State Hwy 42	Ellison Bay	11/8/2023











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

Destination Door County's mission is to inspire travel that drives community enhancement. Through innovation and partnerships, we will share stories of Door County's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome, and preserve Door County's way of life and its natural resources.

Partnership with Destination Door County is FREE, easy, and open to all businesses located in Door County.

LET'S GET STARTED

JOBSINDOORCOUNTY.COM

Jobs Posted  19	Job Seekers Added  46	Employers Added  7	Alerts Added  Job 2 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  4,815	Jobs Viewed  4,873	Applications Added  225	Apply Redirects  64	Logins  Seeker 453 Employer 148

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:

\$308,664



SUSTAINABLE DEVELOPMENT

COMMUNITY INVESTMENT FUND CEREMONIAL BIG CHECK PRESENTATION



Destination Door County President/CEO Julie Gilbert presented a check for \$50,000 to the Door County Maritime Museum on November 16, 2023 for a Community Investment Fund grant award the local non-profit museum received to help with repairs and dry-docking of their historic vessel and in-water museum exhibit, the tug John Purves.

Pictured from left are: Mark Weborg, Door County Maritime Museum (DCMM) Board Member; Kevin Osgood, DCMM Executive Director; Julie Gilbert, President/CEO of Destination Door County; Sam Perlman, DCMM Deputy Director & Development Manager; Terry Connelly, DCMM Board President.

VOLUNTEER HOURS

- DDC Staff & stakeholders volunteered for a number of events and activities throughout the year to meet our goal of 120 volunteer hours in 2023.

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 \$828,917 to 18 different projects in Door County from the CIF.

Grant Cycle #3 Update

DDC announced on November 13 that another \$253,666 was awarded to six different projects, with grants ranging from \$15,000 to \$70,000. Recipients included four local units of government and two non-profit organizations. [View recipients.](#)

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.