

## DECEMBER 2023 DASHBOARD REPORT

### MARKETING & BRAND STRATEGY

#### Stewardship Master Planning:

Following the review and feedback process with the steering committee later this month, we plan to present the finalized Stewardship Master Plan to our Board in February.

In late spring we will conduct public presentations to share the Stewardship Master Plan with residents and stakeholders. This will be an opportunity for us to engage with the community and gather additional insights as we roll out the implementation plan.

**Media:** As we concluded our 2023 campaigns, we observed robust overall performance. On the website analytics front, December saw substantial growth in key areas: engaged sessions, average engagement time per session, engaged sessions per user, and engagement rate, all experiencing positive increases. What a fantastic note to conclude the year! We anticipate sustaining this success and increasing in 2024.

### COMMUNITY OUTREACH, DESTINATION ALIGNMENT & SUSTAINABLE DEVELOPMENT

**Hospitality Heroes Campaign:** We wrapped up our annual hospitality workers thank you campaign in December and saw a substantial increase in the number of nominations compared to previous years. 138 different nominations were submitted this year and are available to view online as we celebrate the efforts of all hospitality workers in Door County. Elizabeth Wuesthoff from Twelve Eleven Wine Bar was randomly selected among all nominees as the winner of this year's thank you prize package.

**Last Media Trip of 2023:** We welcomed 4 travel journalists on our final media trip of the year, December 6-9. The trip focused on a variety of holiday activities and traditions in Door County.

**Destination Connection:** The second edition of a special newsletter we put together containing tourism news and information specifically targeting our 19 municipalities and local elected officials was distributed in early December.

**Partner Social Media 2023 Summary:** Our DDC partner social media outreach grew tremendously over the course of 2023, proving to be an exceptionally powerful avenue in sharing Destination Door County's work with our industry partners, the tourism industry, local stakeholders and county residents. The audience of our combined channels (Facebook, Instagram & LinkedIn) was 4,726, which equates to a 145% increase over 2022. 328,120 impressions (+25%) and 29,368 engagements (+89%) led to a 9% engagement rate (+51%) and will lay the foundation for continued growth in 2024. While social media is not the only way we communicate with local partners and stakeholders, it continues to be a very valuable communications tool for us.

FOX 11

### OPERATIONS

Traffic grew YOY in December with more than 1,000 people stopping in the lobby. Most of our focus was on gift certificate fulfillment and shipping orders out in a timely fashion. All in all we ended up selling more than \$180,000 during the month of December.

#### SAVE THE DATE

##### JAN 24

2024 STRATEGIC PLAN PUBLIC PRESENTATION AT 10:00 AM ON ZOOM:  
<https://us02web.zoom.us/j/85378449759>

##### JAN 31

AI EDUCATIONAL WEBINAR 9 AM (ZOOM LINK TO FOLLOW)

##### FEB 8

PARTNER NETWORK NIGHT AT ANCHORED ROOTS

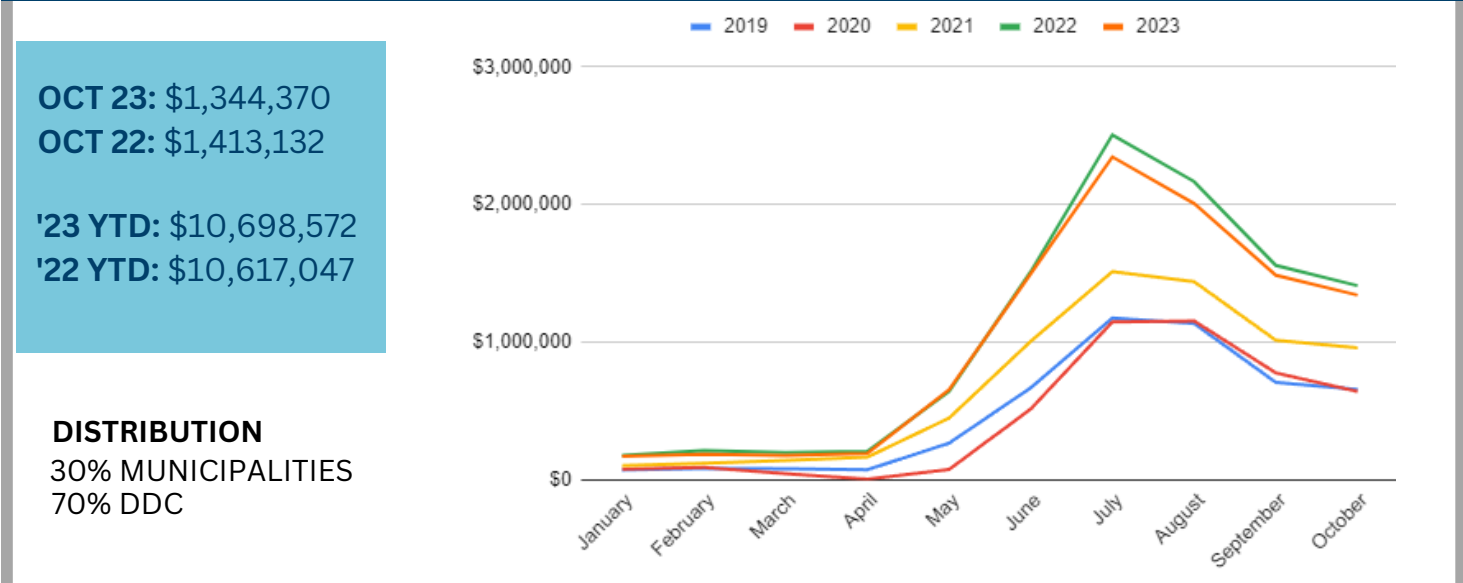
# OCTOBER 2023 COMPARABLES

Current collections from October have placed us just about flat YOY, keeping in mind there are still roughly 99 properties left to report.

In October 2023, the county collected a solid \$661,866 in sales taxes. While it's a bit below the peak months of 2021 and 2022, it's still better than October in 2019 and 2020. Overall, the county's sales tax revenue is holding up well, indicating a positive trend despite some ups and downs.

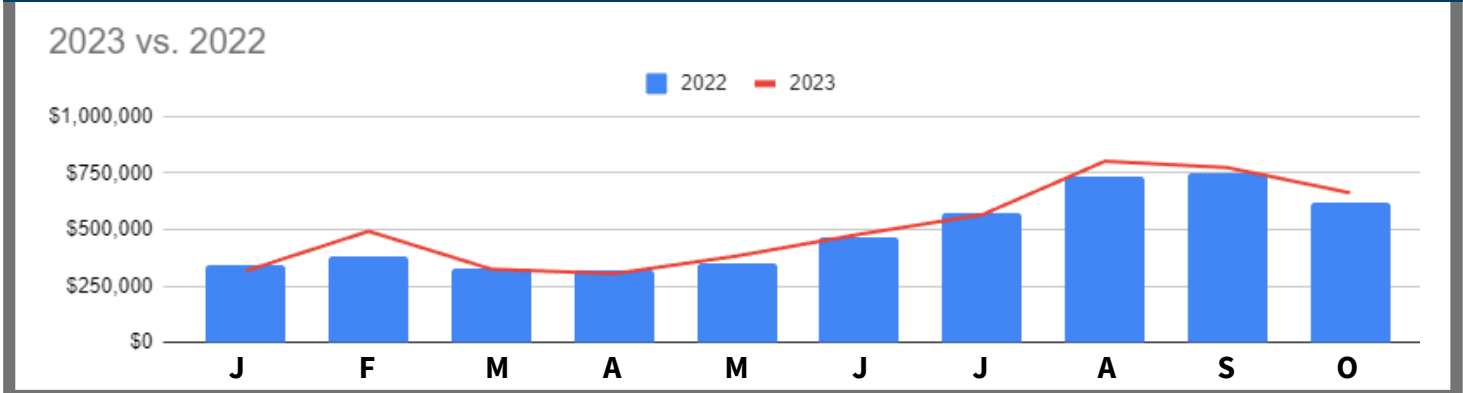
**Note:** Jan-Sep room tax collection numbers were adjusted and are reflected in the below charts. There were still 99 late reports pending when October room tax reports came in, adjusted numbers will be reflected in the Jan 31st update.

## ROOM TAX COLLECTIONS



OCT - 23	VS	OCT- 22
<b>ROOM REVENUE:</b> \$16,966,775 YTD: \$135,444,456		<b>ROOM REVENUE:</b> \$17,803,944 YTD: \$134,449,500
<b>AVERAGE DAILY RATE:</b> \$240		<b>AVERAGE DAILY RATE:</b> \$221
<b>AVAILABLE ROOMS:</b> 127,301 <b>% OCCUPIED:</b> 55.55%		<b>AVAILABLE ROOMS:</b> 138,573 <b>% OCCUPIED:</b> 58.13%

## COUNTY SALES TAX - OCT \$661,866/ YTD \$5,100,157



## OCTOBER SHORT TERM RENTAL REPORT (AIRDNA)

Door County and its communities, along with the state of Wisconsin, experienced growth in both supply and demand for short-term rentals in October 2023 compared to the previous year. Positive trends in occupancy rates and revenue metrics suggest a thriving market, driven by increased listings and sustained demand.

	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	1,045	1,167	11.7%	1,016	1,146	12.8%	68%	69%	2.7%	366	388	6.0%	247	270	8.9%
Washington Island	43	44	2.3%	38	44	15.8%	64%	67%	3.5%	244	320	31.0%	157	213	35.6%
Liberty Grove	86	87	1.2%	81	87	7.4%	79%	79%	0.1%	354	387	9.4%	278	304	9.4%
Sister Bay	132	174	31.8%	129	169	31.0%	70%	68%	-2.3%	436	502	15.1%	305	342	12.4%
Baileys Harbor	100	125	25.0%	99	125	26.3%	71%	69%	-1.7%	386	414	7.1%	273	287	5.3%
Fish Creek	162	197	21.6%	157	190	21.0%	65%	71%	8.7%	393	415	5.6%	256	294	14.8%
Egg Harbor	155	169	9.0%	154	168	9.1%	70%	71%	2.3%	370	386	4.4%	258	276	6.9%
Ephraim	87	95	9.2%	86	94	9.3%	74%	73%	-1.1%	360	365	1.3%	266	266	0.2%
Sturgeon Bay	374	459	22.7%	362	451	24.6%	64%	67%	4.6%	334	344	3.2%	213	230	7.9%
Southern Door	93	99	6.5%	89	97	9.0%	58%	68%	17.1%	313	338	8.0%	181	229	26.4%
Wisconsin	14,959	18,766	25.4%	13,265	16,614	25.2%	54%	56%	4.3%	308	315	2.2%	166	177	6.6%

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

## OCTOBER 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 October were Fish Creek, Sturgeon Bay and Egg Harbor with the majority of visitation coming from in state, 62% vs 38% out-of-state.

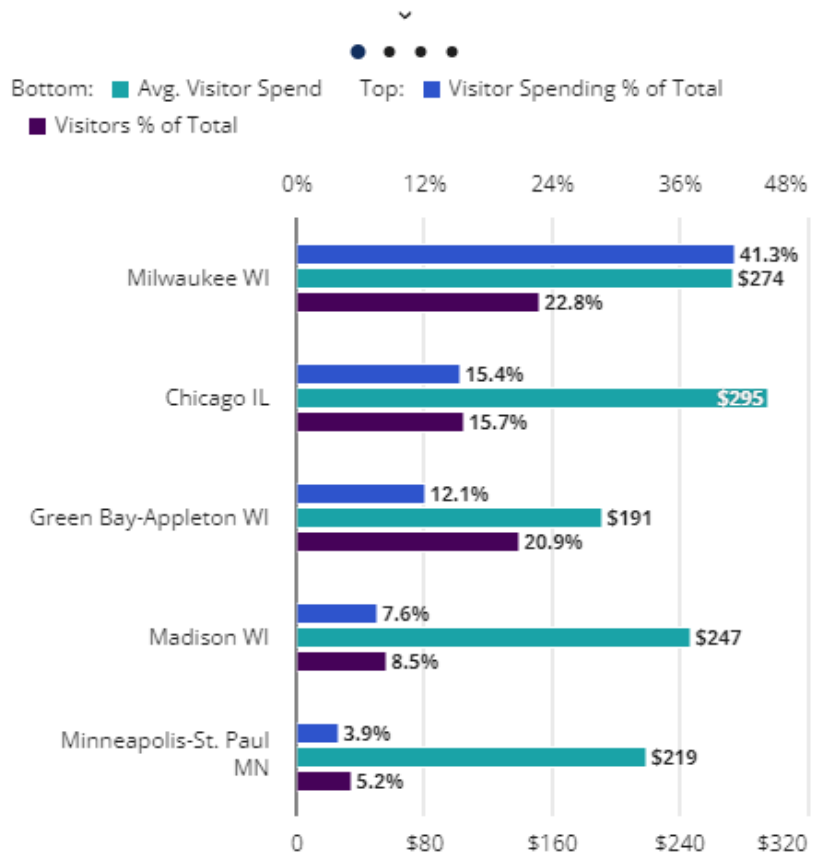
There were .77 visitors for every resident in Door County in October, down 51% from last year.

Visitor-to-Resident Ratio

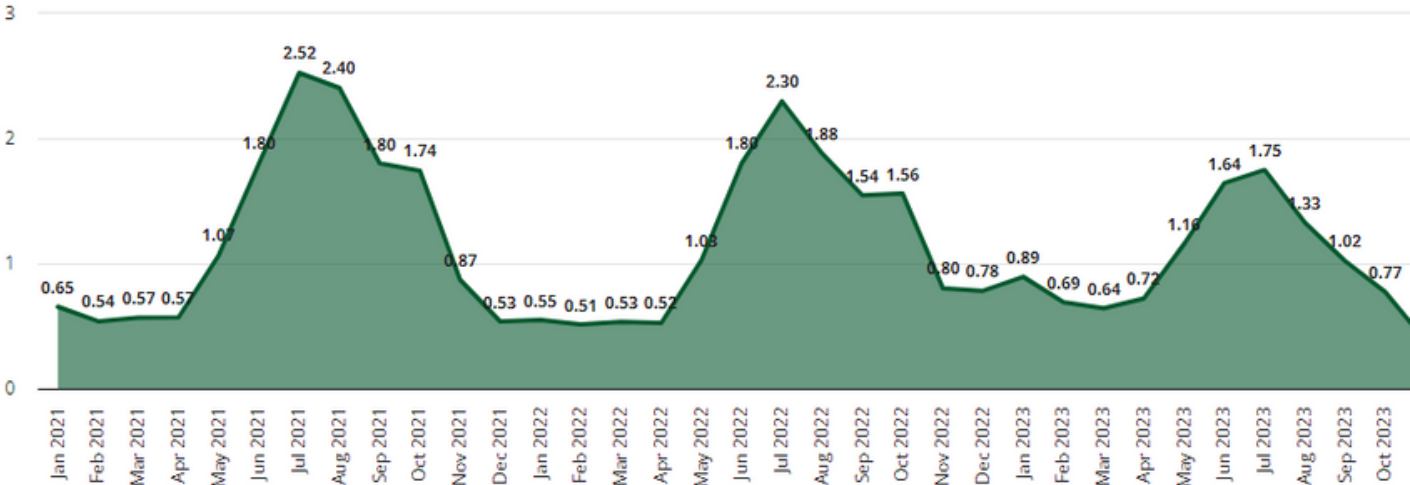
**0.77**

↘ **-51%** change  
1.56 prev. year

### Visitor Spending Top 5 Market Areas vs Visitation



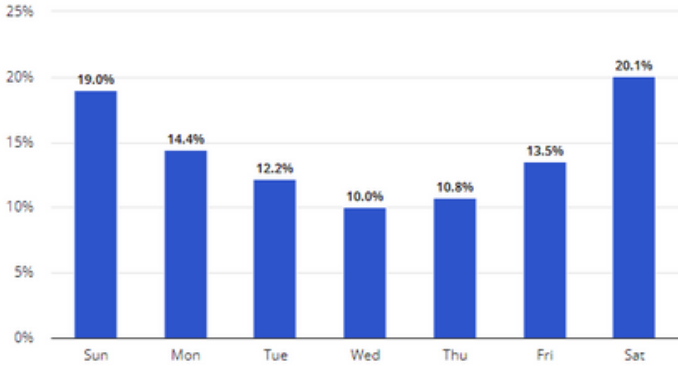
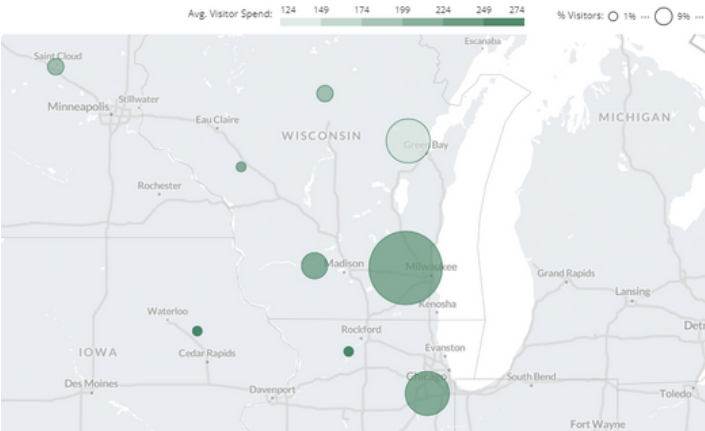
**VISITOR TO RESIDENT RATIO OVER TIME (ZARTICO)**



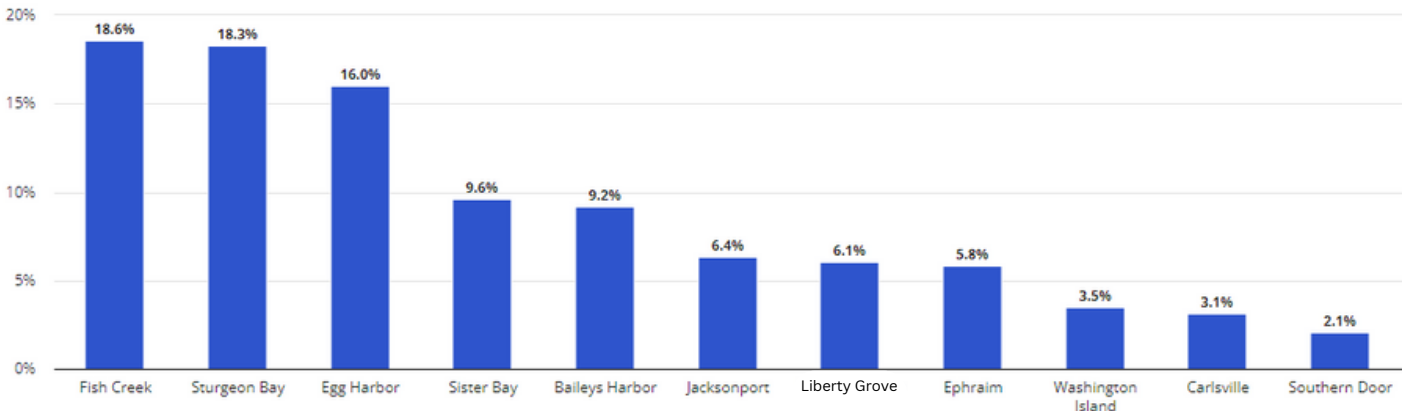
**IN-STATE VS OUT-OF-STATE: OCT**

**VISITATION BY DAY OF WEEK-OCT**

**62% FROM IN STATE**



**VISITATION BY REGION -OCT**



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

## VISITOR SPEND IMPACT - OCT

### VISITOR IMPACT ON RESTAURANTS

Visitor Spend % of Total

**66%**

Avg. Visitor Spend

**\$104**

### VISITOR IMPACT ON ACCOMMODATIONS

Visitor Spend % of Total

**90%**

Avg. Visitor Spend

**\$362**

### VISITOR IMPACT ON RETAIL

Visitor Spend % of Total

**12%**

Avg. Visitor Spend

**\$90**

### VISITOR IMPACT ON ATTRACTIONS

Visitor Spend % of Total

**73%**

Avg. Visitor Spend

**\$77**

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

## TRAVEL TRENDS

**Perceptions of economic pressure and uncertainty continue to impact travelers' mindsets, although travel enthusiasm remains at peak levels and a robust holiday travel season appears assured. Locally within communities, positive feelings about tourism are more common than negative, although age is a significant factor in this.**

- Travel is often the inspiration for the decision to become a resident of a place. When asked to rate their agreement with the following statement, "I moved to my local community primarily because I visited and love the place."
- The most common reasons why people choose to move to their local community are proximity to friends/family, cost of living, and job/career opportunity, with the first factor increasing in importance with age, and the latter two factors of top importance to younger generations. Education, restaurants, and entertainment are also larger considerations for those.
- Over 55% say tourism contributes to the economic vitality of the community they live in. In fact, positive feelings about tourism are more common than negative.
- In terms of top resources for travel inspiration, search engine marketing, and email campaigns continue to be particularly effective for reaching GenX and Boomer-aged travelers, while Millennial and GenZ travelers cite Facebook, Instagram, and Tiktok as where they are most receptive.

Source: Future Partners- Portrait of the American Traveler Oct 2023

DECEMBER PAID MEDIA PERFORMANCE (YEAR -TO-DATE)

Overall, paid media garnered **98,950,849 impressions** (YTD) and **1,093,772 branded clicks** (YTD).

SEM - National	SEM - Geo-targeted	RLSA	Google Video	Google Prosp + Responsive Display	Meta Remarketing	Meta Video	Meta Prospecting	Meta Sustainability Prospecting	
332,176 Clicks	78,550 Clicks	108,614 Clicks	1,761 Clicks	241,241 Clicks	65,005 Clicks	26,161 Clicks	156,020 Clicks	44,893 Clicks	
1,731,858 Impressions	432,382 Impressions	1,305,321 Impressions	2,979,263 Impressions	29,913,358 Impressions	8,297,042 Impressions	4,300,622 Impressions	28,333,411 Impressions	8,234,325 Impressions	
19.18% CTR	18.17% CTR	8.32% CTR	1,757,436 Views	0.81% CTR	0.78% CTR	2,169,915 Views	0.55% CTR	0.55% CTR	
\$0.28 CPC	\$0.76 CPC	\$0.46 CPC	59% View Rate	\$0.79 CPM	\$0.37 CPC	1,518,449 Video Plays 95%	\$0.54 CPC	\$0.76 CPC	
0% Budget Remaining	0% Budget Remaining	0% Budget Remaining	\$0.01 CPV	0% Budget Remaining	0% Budget Remaining	50% View-Thru Rate	0% Budget Remaining	0% Budget Remaining	
			0% Budget Remaining			0% Budget Remaining			
<b>KPI</b>	<b>Clicks</b>	<b>Clicks</b>	<b>Clicks</b>	<b>Views</b>	<b>Impressions</b>	<b>Clicks</b>	<b>Views</b>	<b>Clicks</b>	<b>Clicks</b>
<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
882 Clicks	25,703 Clicks	12,766 Clicks	0 Clicks
1,706,972 Impressions	4,596,509 Impressions	5,108,693 Impressions	1,911,093 Impressions
0.05% CTR	0.56% CTR	0.25% CTR	345 Screens
\$29.29 CPM	\$7.79 CPM	\$6.85 CPM	\$10.46 CPM
0% Budget Remaining	0% Budget Remaining	0% Budget Remaining	0% Budget Remaining
	<b>CTR</b>	<b>CTR</b>	
	0.20-0.30% Int. ER: 0.8%	0.20-0.30% Int. ER: 0.8%	
<b>KPI</b>	<b>Impressions</b>	<b>Impressions</b>	<b>Impressions</b>
<i>Benchmark</i>		.20%-.30% CTR	.20%-.30% CTR



ORGANIC SOCIAL MEDIA - DEC

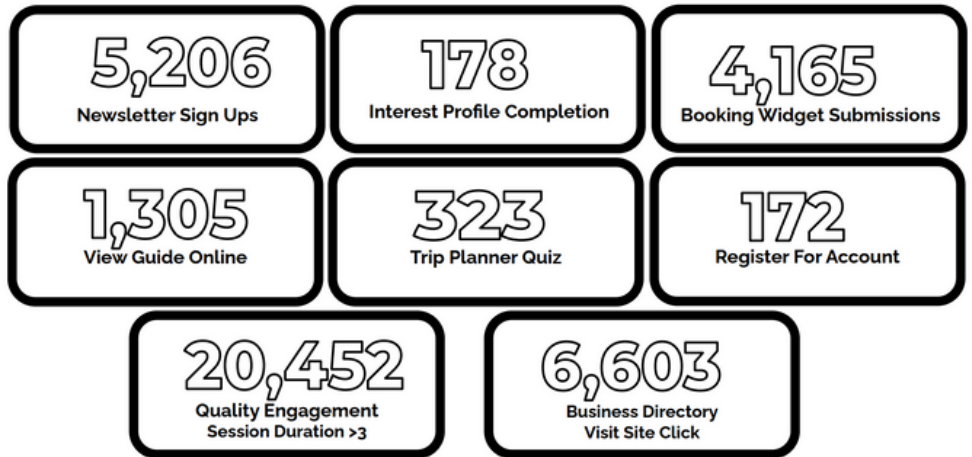
On X, engagement rate increased from 2.1% in Nov to 2.7% in December.

Instagram content focused on winter inspiration and saw a 13.5% increase in engagement rate MoM.

Impressions were up 6.1% MoM on Facebook and a slight increase of .7% in engagement.

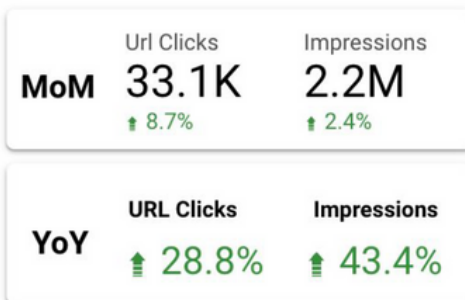
Average reach on TikTok posts increased 89.6% over November and received over 4,000 video views.

WEBSITE CONVERSIONS - DECEMBER



DOORCOUNTY.COM - DECEMBER

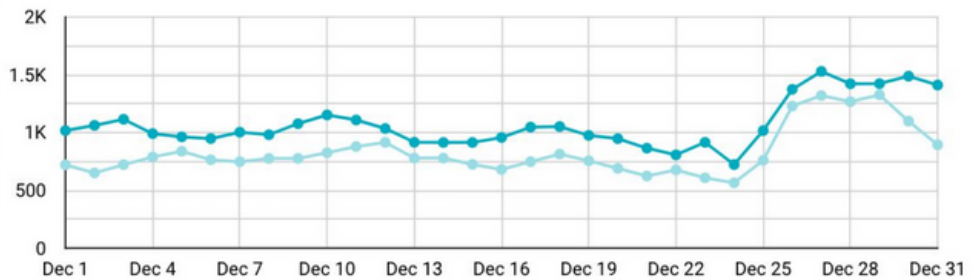
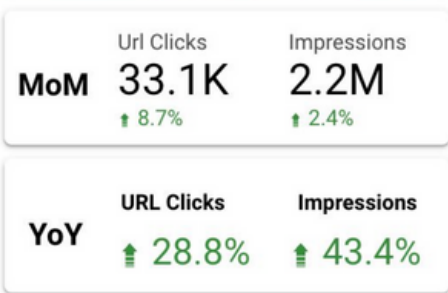
ORGANIC PERFORMANCE ↑YOY



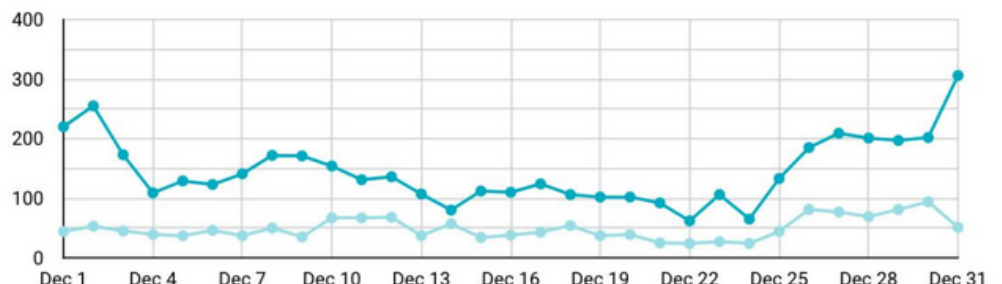
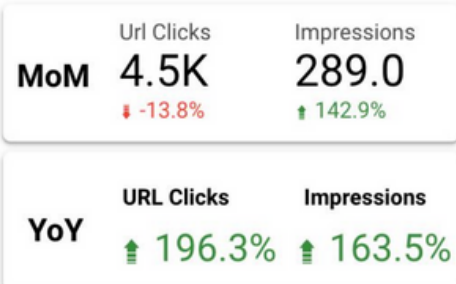
Organic traffic follows trends from 2022, with a slight increase from November numbers.

Year-over-year clicks continue to increase, with a 28.8% YoY increase from 25,745 clicks in Dec 2022 to 33,149 click in Dec 2023.

OVERALL SITE PERFORMANCE



EVENT TRAFFIC



**MEDIA PERFORMANCE - DECEMBER HIGHLIGHTS**

Total paid impressions in December totaled **4,252,456** and paid traffic to DoorCounty.com totaled **50,754**.

**Meta Remarketing**

Single image ads dominated performance this month, resulting in 98% of the overall clicks to website compared to the carousel ad unit.

The Smitten and Joy single ads resulted in 40% of the overall clicks this month for this campaign.



**Connected TV**

Over 183k impressions were delivered to audiences watching through Connected TV this month.

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



**Meta Prospecting**

The Winter ads saw incredibly strong performance this month. Similar to the Meta remarketing campaign, the single image ads made up 98% of the overall clicks compared to the Carousel ad unit.

The Restored ad, delivered over 10k clicks to website, with an avg. CTR of 1.19% which is above industry average, and gave a little boost to the overall campaign CTR.



**Out-Of-Home**

Running on 101 different screens across targeted geos this month (an increase from previous months), this campaign was able to successfully deliver over 498k impressions. This was a nice increase compared to the month of November.



**Google SEM**

Top Keywords:

1. Door County
2. Door County calendar of events
3. Door County Wisconsin

December saw a slight increase in clicks compared to November, while the Stay ad group had a 56% increase in clicks as people are planning their 2024 vacations.

Lodging-focused keywords continued to see an increase in clicks MoM. The following keywords had nice increases: 'door county lodging' (+88%), 'cabin stays' (+115%), & 'places to stay in door county' (+20%).

Top metros in December: 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

This month saw an overall increase in clicks and CTR compared to November. All ad groups with the exception of Experience, saw a nice increase in clicks.

Like previous months, the Events ad group is the top performer, driving 52% of the overall clicks to your website this month as people continue to focus on what's happening in Door County.

Top cities in December: Sturgeon Bay, Fish Creek, & Green Bay



## COMMUNITY OUTREACH & ALIGNMENT

### MEDIA OUTREACH ACTIVITIES - DECEMBER

We conducted 12 media outreach activities in December including one media release on the [results of the our "Thank You" campaign](#). Some of the media outlets we worked with in December were; WFRV, NBC26, and The Business News.

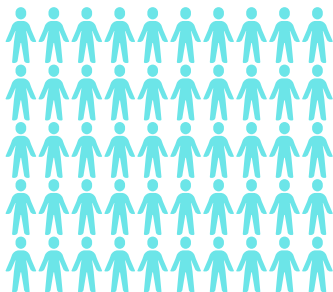
#### December Media Highlights:

- Sister Bay and Fish Creek were highlighted in *Midwest Living* in an article titled, "8 Best Small Town Getaways in Wisconsin." Read the article at [midwestliving.com](http://midwestliving.com).
- Door County was featured in *Thrillist* in a story titled, "Lesser-Known U.S. Destinations to Add to Your 2024 Itineraries." Read the story at [thrillist.com](http://thrillist.com).
- Crossroads at Big Creek was mentioned in the Milwaukee Journal Sentinel in an article titled, "Winter Solstice Hikes You Can Do in Wisconsin." Read the article at [jsonline.com](http://jsonline.com).

### TRAVEL WRITERS

We hosted 4 journalists on a holiday themed press trip, 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

Our annual hospitality workers thank you campaign [concluded](#) in December and we saw a record number of nominations this year - 138! They are all available to [view online](#) to celebrate the efforts of all hospitality workers in Door County. Elizabeth Wuesthoff from Twelve Eleven Wine Bar was randomly selected among all nominees as the winner of this year's thank you prize package.



### NON-PROFIT ACTIVATIONS - DECEMBER

Destination Door County donated Door County Gift Certificates to **Northern Door Pride** to support their annual Holiday Ultimate Game Night fundraiser in December.

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

COMPLETED: **18/12**  100%

### PARTNER SOCIAL MEDIA - DECEMBER



#### FACEBOOK

- Impressions: 13,276
- Engagements: 777
- Engagement Rate: 5.9%
- Audience: 2286



#### INSTAGRAM

- Impressions: 8669
- Engagements: 478
- Engagement Rate: 5.5%
- Audience: 1592



#### LINKEDIN

- Impressions: 6547
- Engagements: 593
- Engagement Rate: 9.1%
- Audience: 847

**PARTNER NEW/DROP**

**Total Partners: 982    New/Rejoined Partners: 13    Drop/Inactive profile: 8**

**New/Rejoined/Closed Partners**











Account Category	Account Name	Physical Address 1	City	Email	JoinDate
Cottage/Home/Condo/Vacation Rental	Chicory Cottage	7681 West Kangaroo Lake Road	Baileys Harbor	chicoryllc@gmail.com	12/18/2023
Cottage/Home/Condo/Vacation Rental	Chicory Lake House	7756 Eggers Point Lane	Baileys Harbor	Chicoryllc@gmail.com	12/12/2023
Retail	Erin's Errands	206 N 16th Place	Sturgeon Bay	penerin@gmail.com	12/12/2023
Restaurants/Cafes/Taverns	Get 'Real' Cafe	43 South Madison Avenue	Sturgeon Bay	getrealcafe@gmail.com	12/12/2023
Entertainment/Recreation	Halcyon Fishing Adventures	8041 WI-57	Baileys Harbor	halcyonfishingadventures@gmail.com	12/18/2023
Services	Jennifer Much   Creative	62 S. Third Avenue	Sturgeon Bay	jmuchcreative@gmail.com	12/12/2023
Restaurants/Cafes/Taverns	Lake Fire Winery	8054 Highway 57	Baileys Harbor	info@lakefirewinery.com	12/12/2023
Arts	Lily Bay Pottery	3540 N. Lake Michigan Dr.	Sturgeon Bay		12/12/2023
Retail	Love Letter Consignment Boutique	9341 Spring Road	Fish Creek	loveletterdoco@gmail.com	12/16/2023
Cottage/Home/Condo/Vacation Rental	Nautical Haven Air B&B	1416 Memorial Drive	Sturgeon Bay	restassuredc@gmail.com	12/20/2023
Retail	Neverland+Co	58 N. 3rd Ave.	Sturgeon Bay	hello@neverlandandco.com	12/12/2023
Cottage/Home/Condo/Vacation Rental	RestAssure, LLC	26 N 3rd Ave	Sturgeon Bay	restassuredc@gmail.com	12/20/2023
Cottage/Home/Condo/Vacation Rental	Sandvik House	6600 State Highway 57	Baileys Harbor	dan@sandvikhouse.com	12/12/2023

**Closed**

Status	Drop Reason	Account Category	Account Name	Address	Physical City	Date
Inactive	Sold	Hotels/Motels/B&B's	By The Bay Motel	4123 Main St	Fish Creek	12/6/2023
Inactive	Closed	Restaurants/Cafes/Taverns	Florian II Supper Club	8048 St Hwy 57	Baileys Harbor	12/19/2023
Inactive	Moved	Retail	Lifestyles by Bliss, Inc.	58 N 3rd Ave	Sturgeon Bay	12/11/2023
Inactive	Sold 2022	Restaurants/Cafes/Taverns	Little Bit of Coffee	6332 Hwy 57	Sturgeon Bay	12/11/2023
Inactive	Retired	Retail	McKeefry & Yeomans LLP	10440 N Hwy 42	Ephraim	12/6/2023
Inactive	Fire	Restaurants/Cafes/Taverns	Mr. G's Logan Creek Grille	5890 Hwy 57	Jacksonport	12/6/2023
Inactive	Left Area	Non-Profit Organization	We Welcome ALL	10341 Water St	Ephraim	12/6/2023
Inactive	Sold	Restaurants/Cafes/Taverns	Wickman House	11976 Mink River Road	Ellison Bay	12/6/2023

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

**JOBSINDOORCOUNTY.COM**

Jobs Posted  46	Job Seekers Added  58	Employers Added  4	Alerts Added  Job 0 Resume 0	Purchases  Billed 0 Paid 0
Job Searches  4,021	Jobs Viewed  4,416	Applications Added  212	Apply Redirects  50	Logins  Seeker 461 Employer 202

**DOOR COUNTY CARES PERSONAL CARE & CLEANING SUPPLY DRIVE**



Our [Door County Cares Personal Care & Cleaning Supply Drive](#), in partnership with the United Way of Door County, continued in December and wraps up January 7, 2024. Media coverage about the drive included a [December 14, 2023 story](#) on WGBA NBC 26 TV where reporter Katlyn Holt interviewed DDC's Morgan Rusnak as part of the story.

**GIFT CERTIFICATE SALES**

**YEAR TO DATE:**

\$490,389



## SUSTAINABLE DEVELOPMENT

### COMMUNITY INVESTMENT FUND CEREMONIAL BIG CHECK PRESENTATION



Destination Door County’s Chief Communications Officer Jon Jarosh presented a check for \$5,000 to the Northeastern Wisconsin Antique Power Association (NEWAPA) on December 14, 2023 for a Community Investment Fund grant award the local non-profit organization received to help fund a new permanent historic exhibit at the group’s Valmy Threshere festival grounds.

Pictured are members of the organization’s Gas Station Committee, including from left : Chuck Ott, Don Rudolph, Jon Jarosh from DDC, Brian Tesarik and David Rudolph.

### VOLUNTEER HOURS

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

GOAL: 120 HOURS  
EOY: 126/120

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.

In 2023, the inaugural year of the program, DDC awarded a total of \$828,917 to 18 different projects in Door County from the CIF. Recipients included 10 local units of government (9 municipalities/1 county) and 8 local non-profit organizations.

**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](https://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  
County of Door**

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.