

DESTINATION DOOR COUNTY

MARCH 2024

Community Outreach & Destination Alignment

We finalized planning for the public unveiling of the new Door County [Destination Stewardship Plan](#). The public presentation will take place on Wednesday April 24, 2024 at the Kress Pavilion in Egg Harbor beginning at 9 AM. In addition to the in-person event being open to the public, the presentation will be [live-streamed on Zoom](#), and a recording of the presentation will be available on-demand on [DoorCounty.com/partnership](#) later that week.

Sue Schwartz started at DDC on March 4 as our new Director of Community Partnerships. In March she met with the Ephraim Business Council, Baileys Harbor, Carlsville, Door County North and Fish Creek Civic Association. Additional meetings are scheduled as she continues outreach to all of our Community Business Association partners.

Our partner social media channels, [Facebook](#), [Instagram](#) and [LinkedIn](#) continue to grow. We gained 152 followers between the three channels in March. We saw the largest gain in followers from LinkedIn with 88 new followers. Our impressions on Facebook continue to do well MoM with a 200% increase over last year. With three months in, we are over half the amount of impressions already from the entire last year (145,568 January - March 2024 vs 203,356 in 2023)

Our ongoing efforts to support local businesses and be a resource for those utilizing the Summer Work Travel/J-1 program will take center stage as we host a 2024 Bridge USA J-1 Host Employer Forum on Tuesday April 23 from 8:30 AM to Noon at the Kress Pavilion in Egg Harbor. The finalized program includes opportunities to meet others involved with the program, share ideas, exchange best practices and hear from representatives from the U.S. Department of State, Social Security Administration, Door County BRIDGES, Summer Work Travel Sponsors, Door County Personal Drivers and more. [Online registration](#) opened in late March.



DDC is in the final stages of implementing a new research data platform. More detailed monthly reports are scheduled to return with the April 2024 report.

Sustainable Development

Destination Door County [was honored](#) with the Governor's Tourism Award for Innovation at the Wisconsin Governor's Conference on Tourism on March 12 in recognition of DDC's Community Investment Fund. The award is presented annually to a business or community that has demonstrated outstanding initiative through the implementation of new strategies that positively impact their destination.

The next round of community projects being invested in through the [Community Investment Fund](#) will be announced in May. Any 501c3, 501c6 or local unit of government interested in applying is encouraged to reach out to the Door County Community Foundation to schedule an appointment to discuss their idea and begin preparing an application. The next grant application deadline is Monday June 24, 2024.

Amanda Stuck started with DDC as our new Community Engagement Manager on March 18. She spent her first few weeks learning about the organization and began meeting with community members and stakeholders while also working on our 2024 [Door County Big Plant](#) sponsorship and learning more about the new Destination Stewardship Plan.

Values Based Marketing

PAID MEDIA GENERAL LEISURE:

In March, several new campaigns were introduced, such as Remarketing List for Search Ads, Meta Remarketing, Parks Mobilefuse campaign, Art in the Door Meta campaign, and Epsilon Display. These additions significantly enhanced the already robust media presence, as evidenced by website metrics. Compared to February, there was a 28% increase in new users visiting the site and a 20% rise in engaged sessions. We're thrilled to maintain this momentum and witness further strong performance moving forward.

ORGANIC SOCIAL MEDIA:

Organic impressions on Instagram were up 48% MoM, totaling 565K. Our top organic post on FB was a fill-in-the-blank (If you could be transported to any spot in Door County, it would be_____). As we continue to build our TikTok presence, we saw a 94% increase in engagement MoM.

WORKFORCE RECRUITMENT DIGITAL DISPLAY CAMPAIGN

As we enter the second month of this campaign, we're witnessing sustained strong performance. After fine-tuning our approach to prioritize quality clicks, this campaign has experienced remarkable growth. Month over month, there has been a 1000% surge in clicks and an almost 4000% rise in CTR.

ART IN THE DOOR META CAMPAIGN

The debut month of this campaign made an impressive start, yielding over 13k clicks to the website and boasting a healthy CTR of 1.67%. Performance is up significantly YoY as in March of 2023, the Art in the Door Meta Prospecting ads generated 770 clicks. As of this week, we've had 43 artwork submissions.

MARCH MEASUREMENTS UPDATE:

- For paid campaigns, paid search was the main driver for **book direct referrals** in March with 3,371 (a 39% increase MoM).
- **Social media engagement** for March totaled 80K (all platforms reported an increase in overall engagement Month over Month)
- **Website engagement** in March was 56% (+3% YOY)
 - Overall website engagement rate is up 3% due to the following traffic sources:
 - Mobilefuse Display (+160% YoY)
 - Direct (+36% YoY)
 - Paid search (+16% YoY)

Bravo's Top Chef Premiere

We attended the premiere of Bravo's Top Chef in Milwaukee on March 20. At the event we had a booth with Door County cherry products and visitor guides. We also supplied the catering company with cherry products to incorporate into beverages and dishes. Door County fish boil was mentioned many times throughout the night!



SAVE THE DATE

APR 10 SECURING YOUR BUSINESS EDUCATION SESSION
12:00 PM AT STONE HARBOR RESORT

APR 23 BRIDGE USA J-1 HOST EMPLOYER FORUM
8:30 AM AT KRESS PAVILION IN EGG HARBOR

APR 24 PUBLIC STEWARDSHIP PLAN PRESENTATION
9:00 AM AT KRESS PAVILION IN EGG HARBOR

MAY 22 NATIONAL TRAVEL AND TOURISM WEEK EVENT
6:00 PM AT DOOR COUNTY GALA

MAY 22 WISCONSIN HOTEL & LODGING ASSOCIATION- INNSIGHTS PROGRAM

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