

DESTINATION DOOR COUNTY

APRIL 2024

Community Outreach & Destination Alignment

During the month of April, Sue Schwartz, the new Director of Community Partnerships participated in sixteen in person meetings with eight Community Business Associations, their coordinators, staff and board members. The goal is to support CBA efforts, increase communication, leverage resources and expand collaboration between CBA's and DDC.

We sponsored a 2024 Bridge USA J-1 Host Employer Forum on Tuesday April 23. The program included opportunities to meet others involved with the program, share ideas, exchange best practices and hear from representatives of several local, state and federal agencies.

We continue to build our partner social media channels, [Facebook](#), [Instagram](#) and [LinkedIn](#). We gained 168 followers between the three channels in April. For the second month in a row the largest gain in followers came from LinkedIn with 76 new followers. Our impressions on Facebook continue to do well MoM with a 480% increase over last year. The top post of the month had 22k impressions and was a local highlight on Washington Island Ferry Captain, Joel Gunnlaugsson.

We began preparations for National Travel & Tourism Week, May 19-25, which will include an in-person event (May 22), local outreach efforts to talk about the positive impact of tourism in print, radio, social media and online, and a special tourism proclamation from the Door County Board of Supervisors.

Sustainable Development

Door County's [Destination Stewardship Plan](#) was unveiled at a special public presentation on April 24, 2024 at the Kress Pavilion and was also live streamed. The plan is the result of interviews, focus groups, resident surveys, community town halls and includes four strategic goals, including:

1. Support Environmental Sustainability
2. Develop & Enhance Experiences
3. Improve Infrastructure
4. Champion Community Stewardship

Find a [recording](#) of the special presentation, the [slide deck](#), a 4-page Destination Stewardship Plan [executive summary](#) as well as the [full length plan](#), all online at DoorCounty.com/stewardship.

We participated in the [Every Day Is Earth Day festival](#) at the Kress Pavilion in Egg Harbor on Saturday April 20, and also helped sponsor the [Door County Big Plant](#), which worked to plant more than 10,000 new trees in Door County this spring.

The next round of impactful 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.



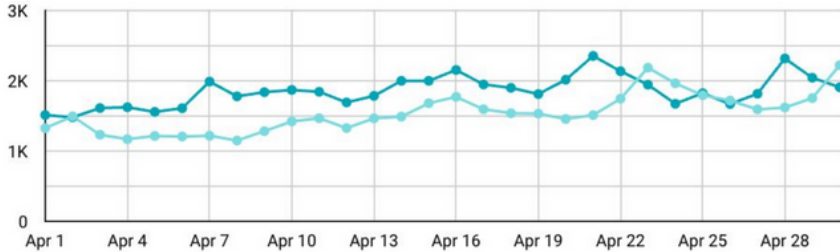
Values Based Marketing

PAID MEDIA GENERAL LEISURE:

In April, we began running our summer creative across all channels. This included the launch of our [summer video campaign](#) which uses the spoken word as an extension of our feelings campaign and to highlight the art of poetry. Year-to-date, paid media across all channels has generated nearly 300K visits to DoorCounty.com and garnered 24 million impressions.

DOORCOUNTY.COM

Sitewide, URL clicks totaled 55.7K (up 20.7% YoY) and impressions totaled 2.9 million (up 9% YoY).



Overall, Door County is experiencing an increase in organic traffic, mainly for the homepage, the Stay page, and the Events page. Also of note, the Family Attractions page saw a huge 232% increase in traffic.

ART IN THE DOOR CAMPAIGN

The total number of art submissions this year totaled 197 (up from 99 last year). The jury finalized their selections by May 9th. Next steps are to put the 8 finalists out to the public for a vote (via social media campaign) to determine our 4 winners. The call for art campaign drove 21K total users to DoorCounty.com.

APRIL MEASUREMENTS UPDATE:

- **Book direct referrals** in April totaled 1,378 (*note: due to a temporary cookies consent issue on the site, this number skews much lower than expected. Referrals still took place but we weren't able to track fully. All issues have been resolved).
- **Social media engagement** for April totaled 25K (-50% YOY due to two highly engaged posts in April 2023)
- **Website engagement** in April was 65% (+24% YOY)
 - Overall website engagement rate is up 3% due to the following traffic sources:
 - Meta Video +139% YoY
 - Meta Paid +81% YoY
 - Direct +73% YoY

DESTINATION IMMERSION VISIT

The Wisconsin Department of Tourism, also known as Travel Wisconsin, brought two of their communications team members as well as two members of their PR agency to Door County for an immersion tour. DDC Communications team staff led them on a whirlwind tour to learn more about our community so they can better pitch stories to national media.

SAVE THE DATE

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

MAY 22 *WISCONSIN HOTEL & LODGING ASSOCIATION*
INNSIGHTS PROGRAM @ GORDON LODGE RESORT

JUNE 17 *THEATER PARTNER MIXER*
MORE INFO TO COME

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