



Door County Tourism Zone 2023 Annual Meeting

THE TOURISM ZONE... In May of 2007, 10 Communities formed a Tourism Zone according to **WI State Statute 66.0615**. By the end of 2008, all 19 communities were a part of the Door County Tourism Zone.

WHY AND WHEN... In 2007 the Door County Tourism Zone Commission was established via grass roots efforts by a group of concerned citizens called "Door County Peninsula Strategic Marketing Coalition". They fundraised and volunteered their time to raise money for a market study. This idea didn't originate with local government officials; it began with the very people who make their livelihood in the tourism and hospitality industry in Door County.

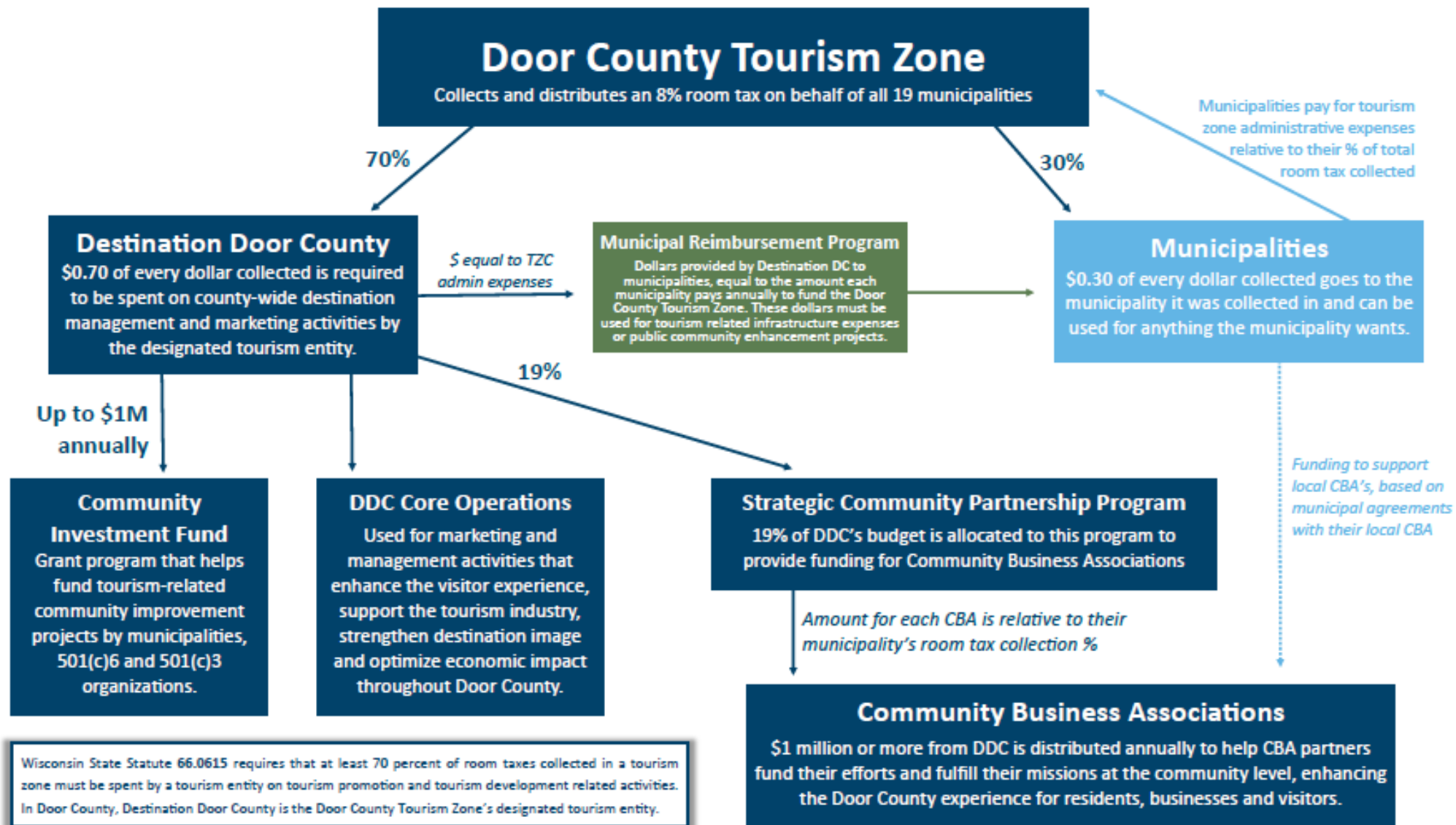
WHAT DID THE MARKET STUDY SHOW? Door County needed new revenue sources to create and implement effective marketing to stop losing tourism market share. Membership dues simply weren't enough to effectuate a modern marketing program. For Door County to remain a sought-after destination, the only option was to generate money for a broad and unified marketing campaign.

TOURISM WORKS FOR US: HOW IS MARKETING PAID FOR? Room Tax revenue provides the mechanism that ensures the ongoing funding for the marketing of Door County. In the competitive marketplace where travelers have many options, Destination Marketing Funds allow Door County to be marketed and represented. Prior to 2007, Door County's marketing entity, DDC, had marketed Door County with a marketing budget of less than \$200,000.

Lodging Entity Functions

DOOR COUNTY TOURISM ZONE	Distributes 30% of room tax back to the municipality from which it was collected.
	Distributes 70% of room tax collected to Destination Door County, the designated marketing entity for Door County.
	Operations are funded by municipalities.
	Tracks all online lodging listings in Door County and ensures compliance.
	Is responsible for permitting, collections, distribution and enforcement of local room tax ordinances.
DESTINATION DOOR COUNTY	Receives 70% of room tax collected for funding operations as the designated marketing entity for Door County.
	Distributes 19% of the 70% to the Strategic Community Partnership Program.
	All remaining room tax revenues are used to market Door County to increase interest in visitor-ship and generate overnight stays.
	Develops and executes their Annual Marketing plan and budget.
	Reimburses municipalities for their portion of the DCTZC's budget.

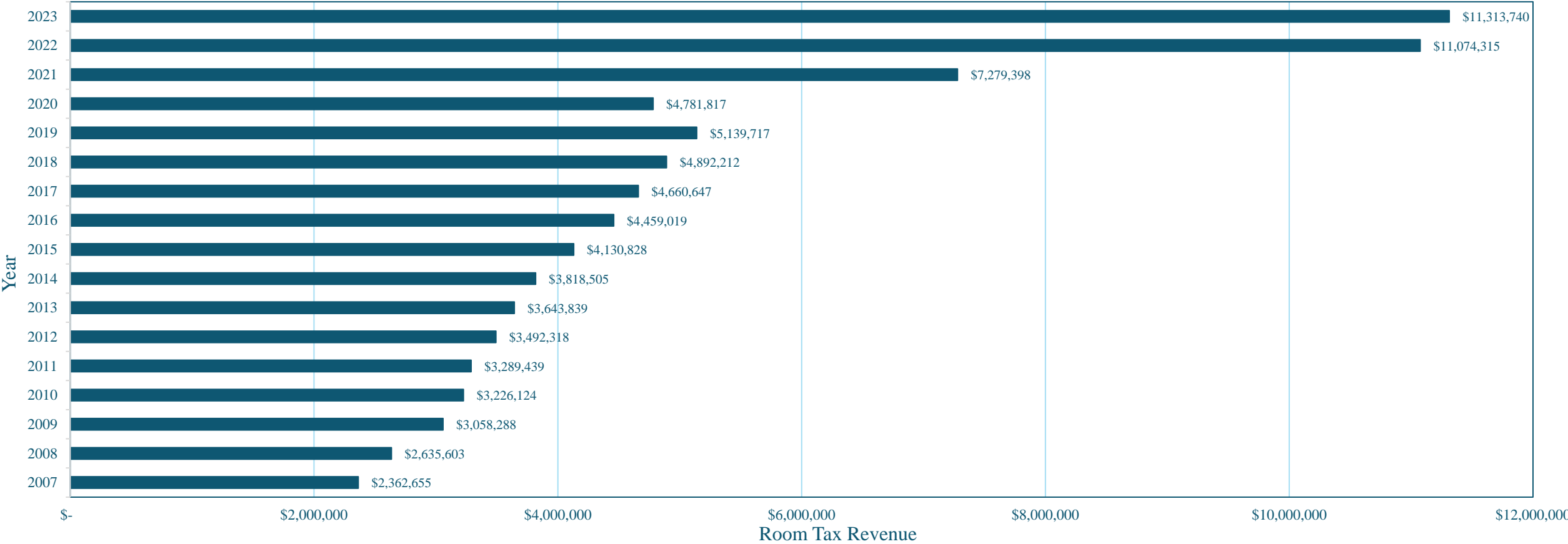
WHERE DOES ROOM TAX GO IN DOOR COUNTY?



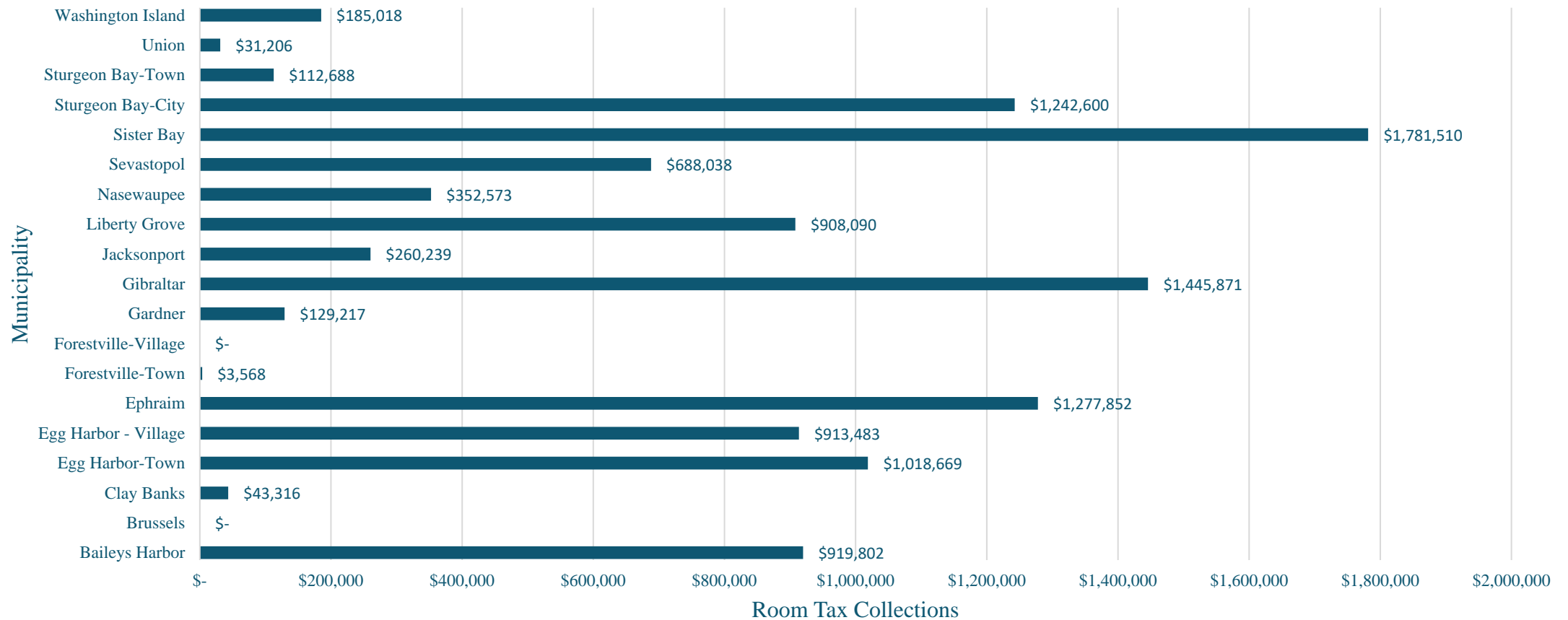
Total Room Tax Revenue Through Year-End 2023

At year-end 2023, for the period of 2007-2023 the Tourism Zone had collected \$83.2 million in room tax.

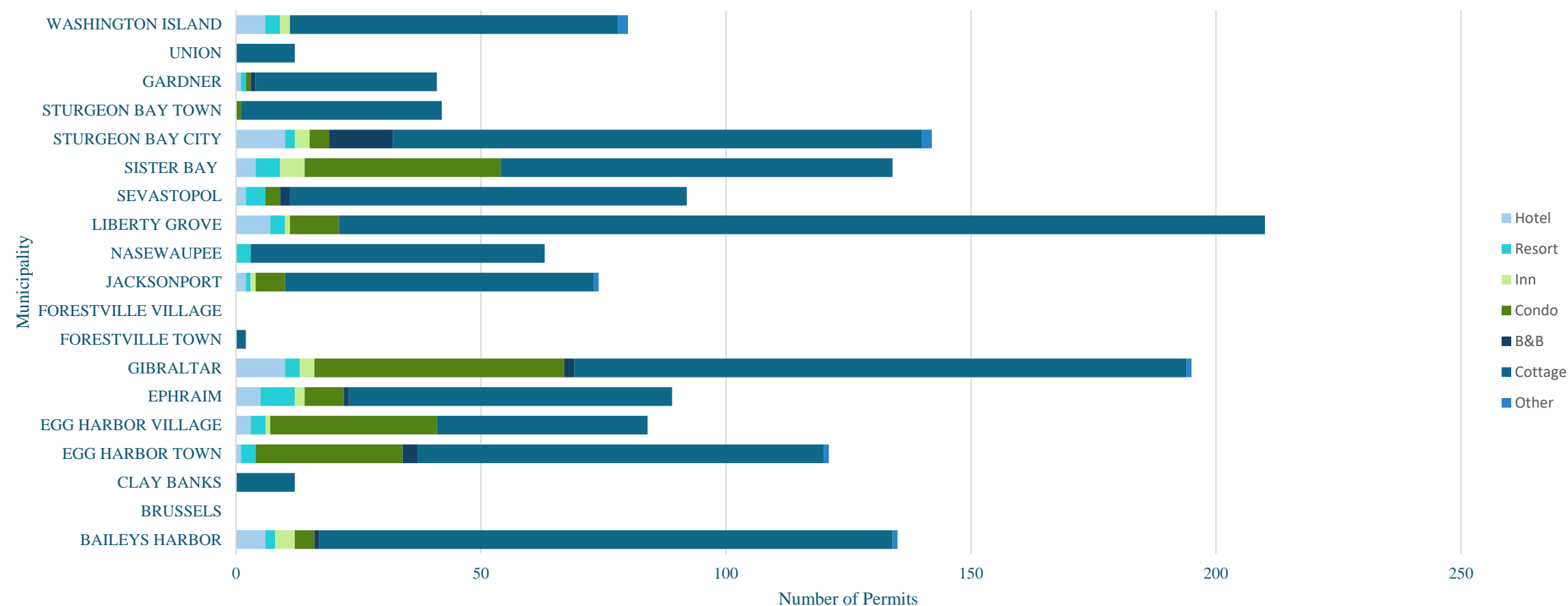
- For the same period, the Tourism Zone distributed:
 - \$55.8 million to Destination Door County.
 - \$24.9 million to member municipalities.
- Total Revenues for 2023 were \$143,378,651, a 2.38% increase over 2022.



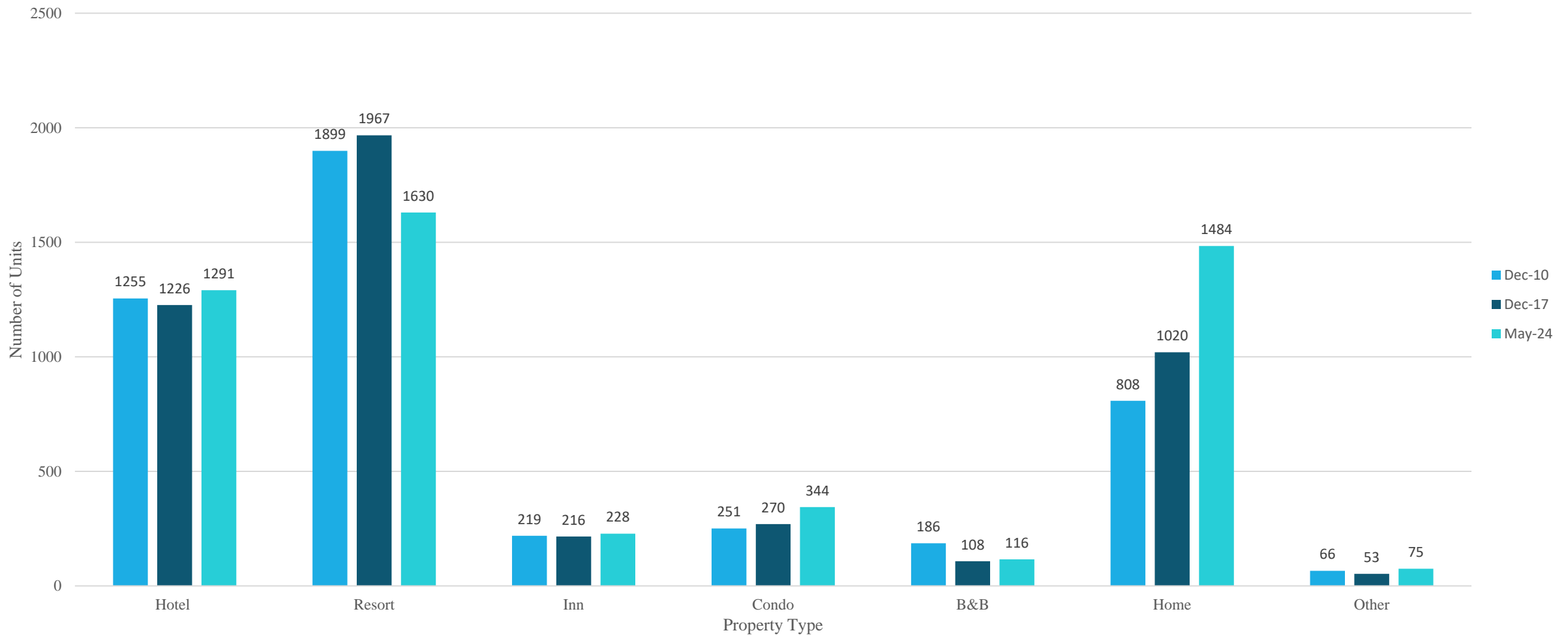
Collections By Municipality



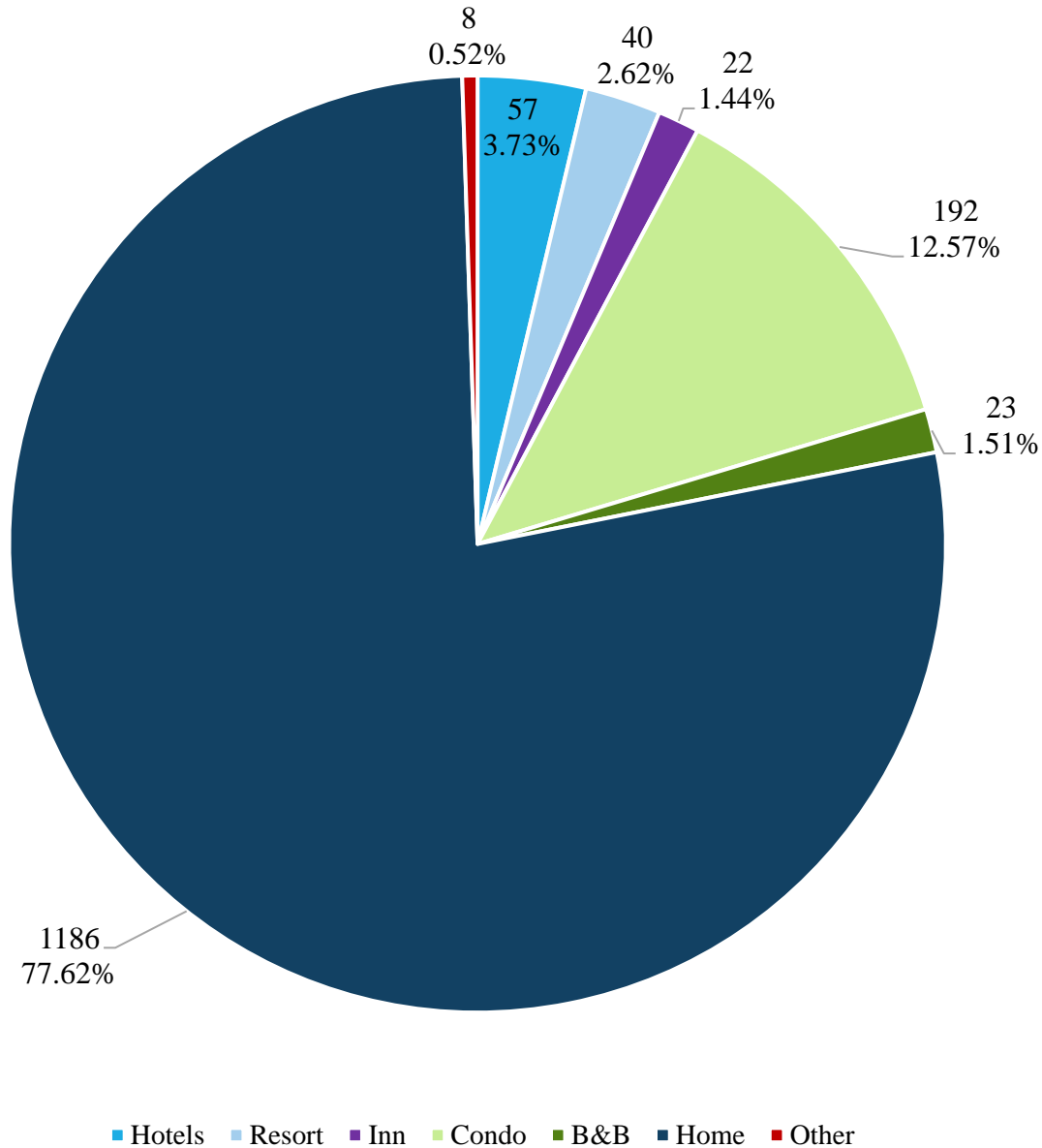
Permits By Municipality



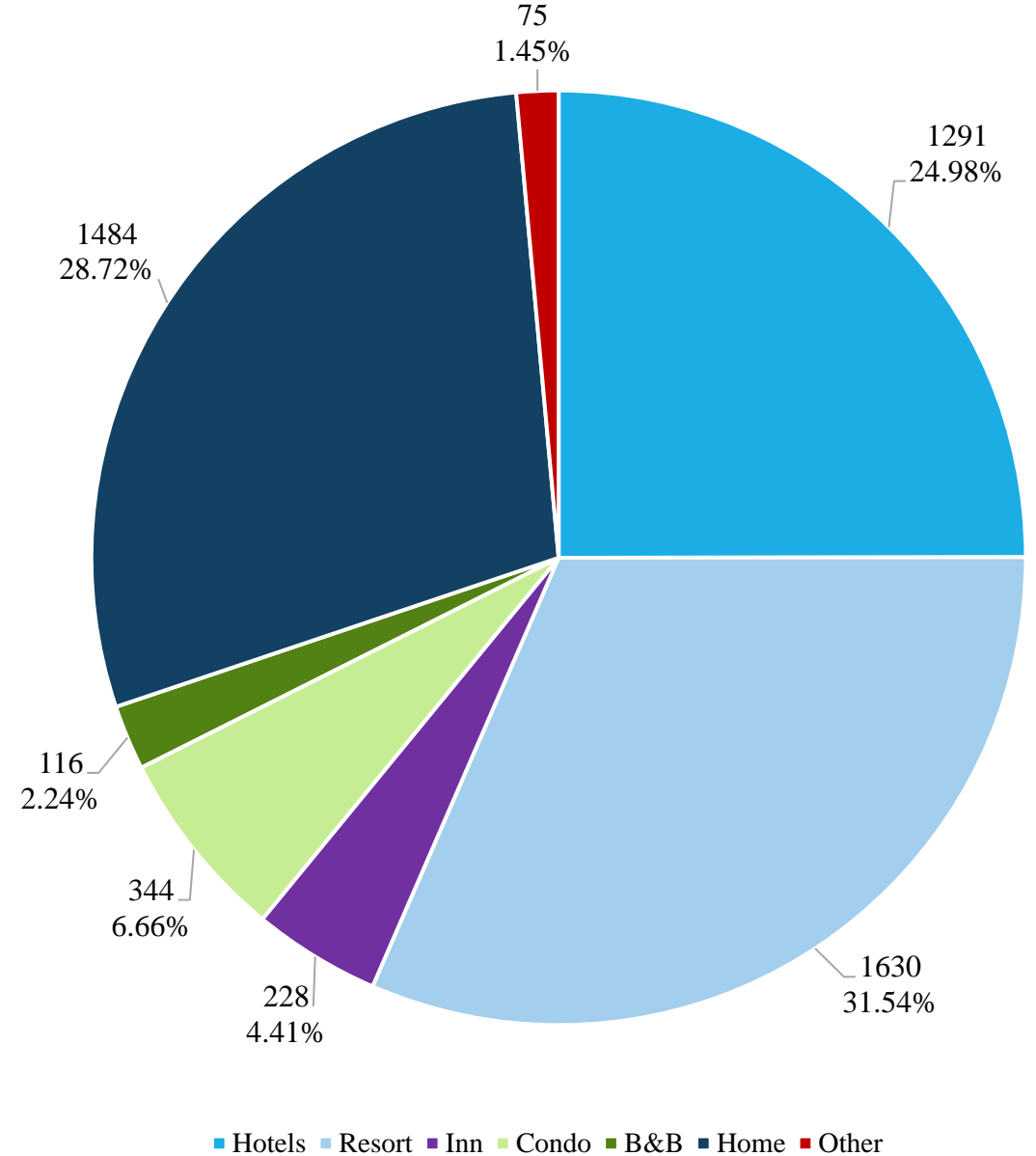
Unit Changes Over Time



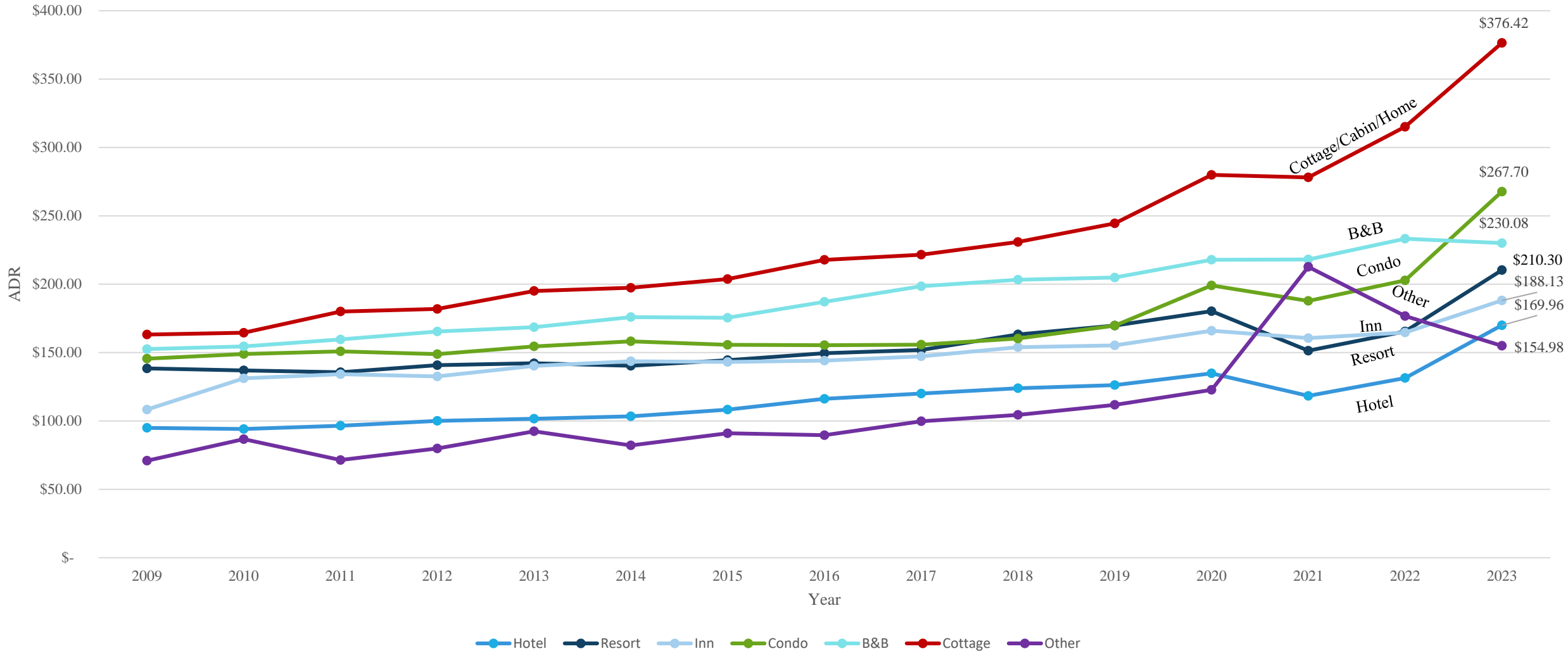
Permits By Property Type



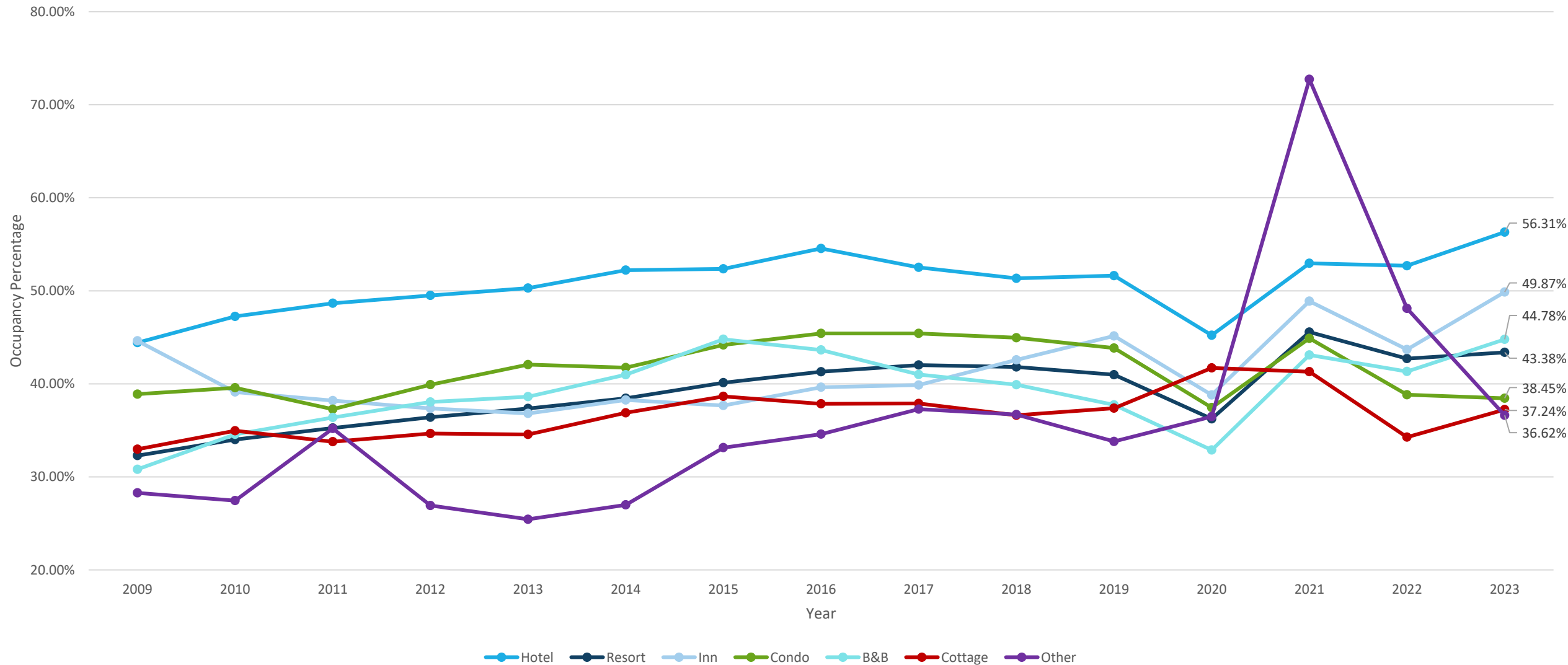
Units By Property Type



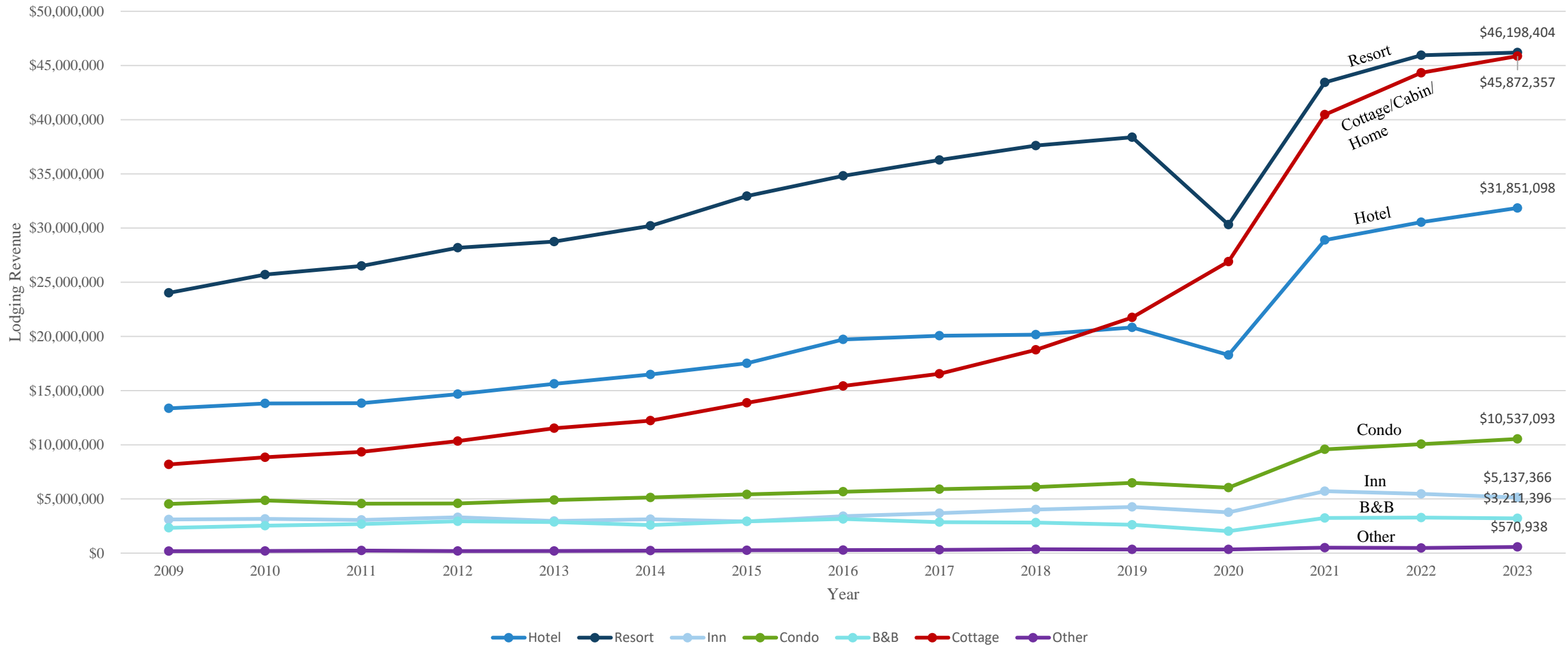
Average Daily Rate By Property Type



Occupancy By Property Type



Revenue By Property Type



Marketplace Provider Shifts

- 508 out of 1137 Airbnbs listed in Door County are guest favorites this is based on the following criteria:
 - A variety of factors help identify Guest Favorites, including:
 - At least five reviews from guests
 - Excellent reviews and ratings above 4.9 stars on average
 - High marks from guest reviews for check-in, cleanliness, accuracy, Host communication, location, and value
 - Superb record of reliability, with Host cancellations and quality-related customer service issues of 1% on average

	Marketplace Provider Collections Percentage
2020	19.19%
2021	22.82%
2022	24.89%
2023	25.30%

Enforcement Measures/Successes-2023

The Tourism Zone recovered

- \$31,250 in legal fees
- \$127,168 in late fees and interest on unpaid tax
- \$136,035 in rejected ACH and credit card tax payments
- A total of 1815 missing reports

Of the 215 properties permitted in 2023, Thirty-two permits were issued due to compliance efforts (15%).

The Commission placed twelve complaints before the court in 2023; all cases settled to date were in the Commission's favor, totaling \$79,106.

2023 Year in Review

With support from DCTZC, DDC and the Door County Community Foundation grant \$1.2 million in room tax funds to projects benefitting both visitors and residents.

Recognizing the need for improved data access, staff implements a redesign of the Tourism Zone website.

The Commission makes a commitment to preserving resources by eliminating paper usage and transitioning to online only filing.

The Commission reduces Commission liability and vulnerability by improving website security, and reassessing internal controls and duties.

Tourism Zone Office Visitor Survey

- What is your favorite thing to do in Door County?
 - A. Go to the parks and beaches
 - B. Eat at unique restaurants
 - C. Visit the farmer's markets
 - D. (Write in answer)

D. 100% write-ins

"Absolutely anything but report my room tax."

Significant Operation Activities

Expanded office to two and a half staff positions

Completed digitization of Commission documents

Visited all 19 municipalities to present Commission updates

Attended Legislative Days

Attended WIGCOT

Attended trainings on local government administration and open meetings laws

Updated employee handbook

Switched to online only filing system

Updated security protocols for online system

Returned a clean audit

Participated in Community Investment Fund Governance Committee meetings

Attended Destination Door County Strategic Plan meetings

Advised three different Wisconsin communities on room tax implementation and collections procedures

Supported over 1500 permitted properties by phone, email, and in-person information sessions

Reviewed 600 properties for report accuracy

Learned basic SQL coding for use in the new data system

Significant Legislation and Rulings

School start

Two attempts have recently been made to add exceptions or entirely eliminate the current September 1 school start date requirement.

An administrative rule from the Department of Public Instruction which would expand the types of reasons for DPI to grant an early start date exception for school districts has reached the governor. These exceptions would include factors that pertain to student graduation rates, reading and mathematics proficiency, school attendance, mental health of students and staff, and recruitment and retention strategies for educators. Under the administrative rule-making process, a state agency can propose this change. After an economic impact analysis is completed, a public hearing is held and the draft rule is sent to the governor.

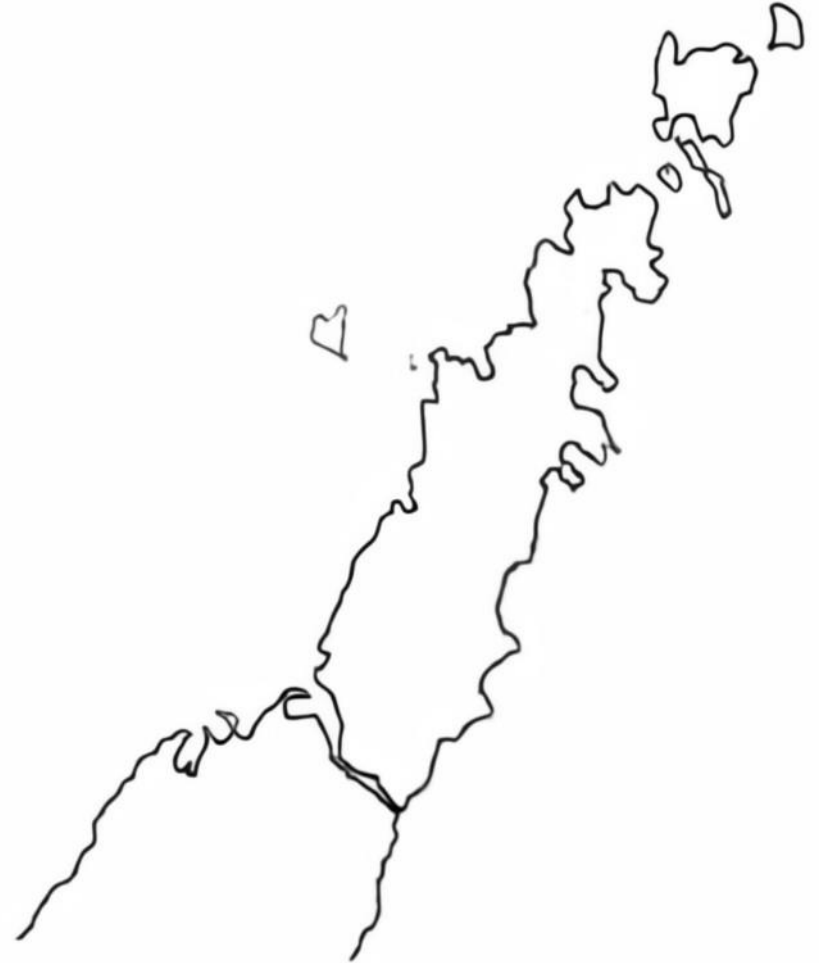
Senate Bill 429, introduced by Senator Stroebel and Assembly Bill 435, introduced by Representative Binsfeld (Plymouth), was put forward to repeal the September 1st start date in Wisconsin Chapter PI 27.03 and allow schools to start fall classes the Monday preceding Labor Day. It did not move forward when it was sent to the Assembly Committee on Education, which is chaired by Rep Joel Kitchens.

Manitowoc Ruling

A judge has ruled that the Manitowoc Tax Commission must contract with the Manitowoc Area Visitor and Convention Bureau for the purpose of obtaining staff, support services and assistance in developing and implementing programs to promote tourism. The Cities of Manitowoc and Two Rivers separated from the MAVCB in 2021 after being unable to agree on a contract. Both cities created tourism departments and withdrew funds of the MAVCB.

Looking Ahead in 2024

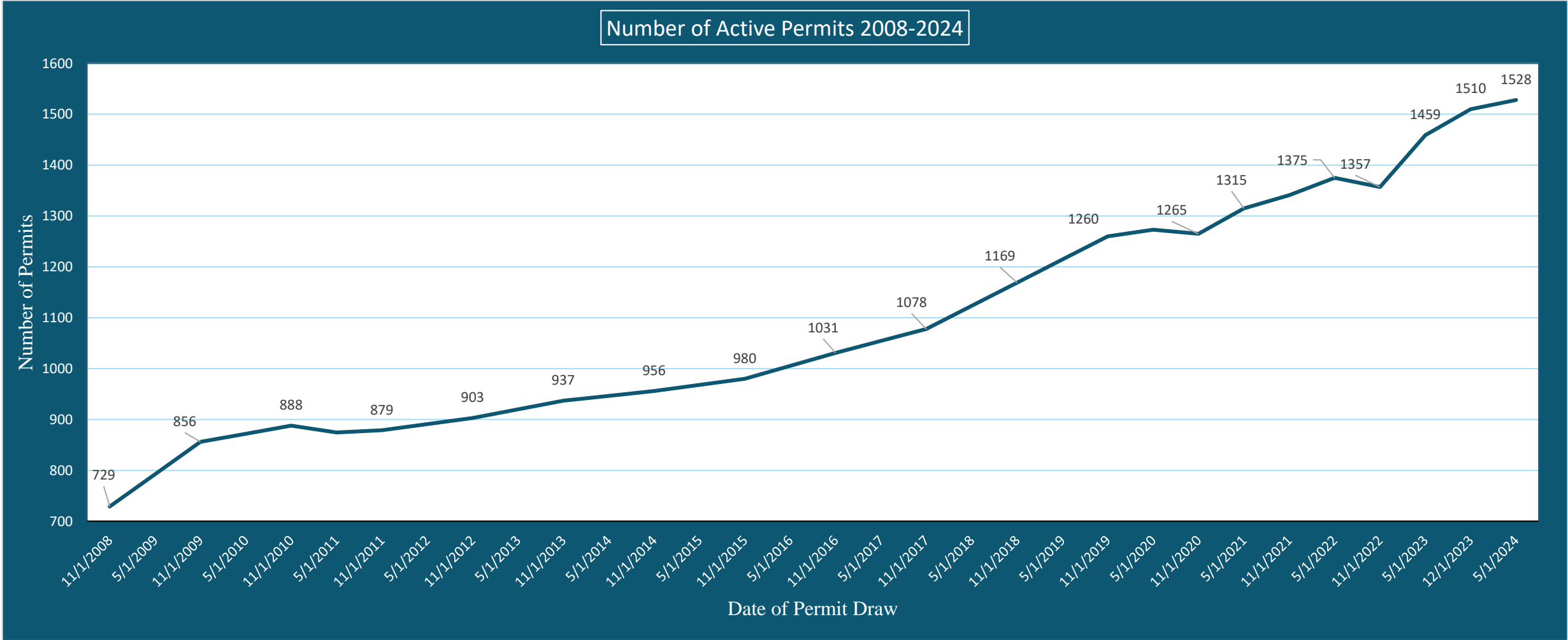
- Assist the last of our permit holders in adjusting to online filing.
- Take measures to ensure continued room tax compliance and honest reporting throughout the County
- Encourage accurate data representation and usage throughout Door County and beyond
- Prepare for the possibility of short-term rentals entering the market for the NFL draft.
- Continue to assist and partner with requests, education, and partnership with permit holders and municipalities
- Expand our reach to other Wisconsin communities looking for assistance with their commissions



A scenic view of a lake with a forested shoreline. The water is dark and calm, reflecting the sky. A small white boat is moving across the water, leaving a white wake. The shoreline is covered in dense green trees and foliage. A white rectangular box with a dark blue border is centered over the image, containing the text "Thank you!".

Thank you!

Tourism Zone Active Permits





2023 Tourism Zone Commission Annual Report

2023 Industry Highlights

- **Community Investment Fund**

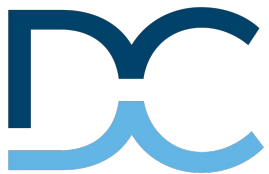
A portion of visitor generated dollars were invested into projects that enhance the visitor experience and improve the quality of life for residents.

- **Parks Initiative**

Investment in Door County Parks by partnering with local municipalities, the county parks friends group and all five state parks friends groups to provide dollars for park improvements and enhancements.

- **Door County Stewardship Plan**

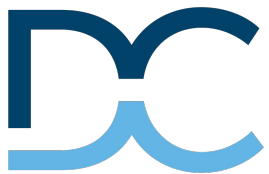
We gathered stakeholders and resident feedback to develop a planning and implementation document that was released in 2024 to help guide the sustainable growth and development in Door County for the next several years.



Economic Impact of Tourism in Door County - 2023

- \$620 million generated in total economic impact from the visitor economy
(Direct + Indirect + Induced)
- \$497 million generated in direct tourism spending
- \$51 million generated in local & state taxes
- 3,444 local jobs supported by tourism
- \$121.6 million in total labor income from tourism
- *Support to local lodging, restaurants, retail and attractions....enhancing the quality of life for residents*

Source: Tourism Economics



Primary Results: Visitor Spending in 2023

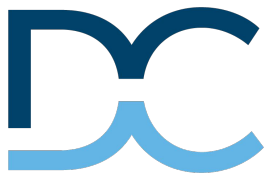
	Total Economic Impact			Direct Visitor Spending		
	Amount		%	Amount		%
	2022	2023	Change	2022	2023	Change
Wisconsin	\$23.7 billion	\$25 billion	5.4%	\$14.9 billion	\$15.7 billion	5.0%
Door County	\$586.6 million	\$619.8 million	5.7%	\$470.7 million	\$497.0 million	5.6%



Source: Tourism Economics

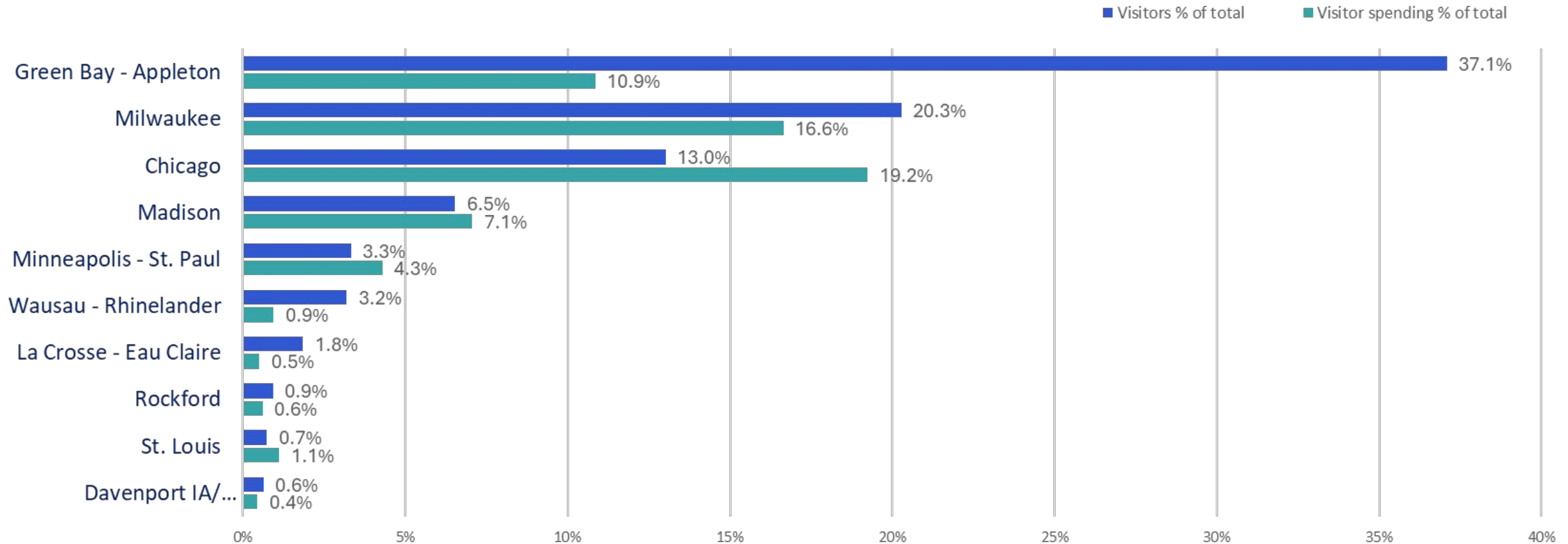
Primary Results: Visitor Economy Impact in 2023

	Employment			Total Labor Income			State and Local Taxes		
	Total		%	Millions		%	Millions		%
	2022	2023	Change	2022	2023	Change	2022	2023	Change
Wisconsin	174,623	178,045	2.0%	\$6,525.7	\$6,820.2	4.5%	\$1,518.0	\$1,605.8	5.8%
Door County	3,331	3,444	3.4%	\$113.3	\$121.6	7.3%	\$47.8	\$51.0	6.6%



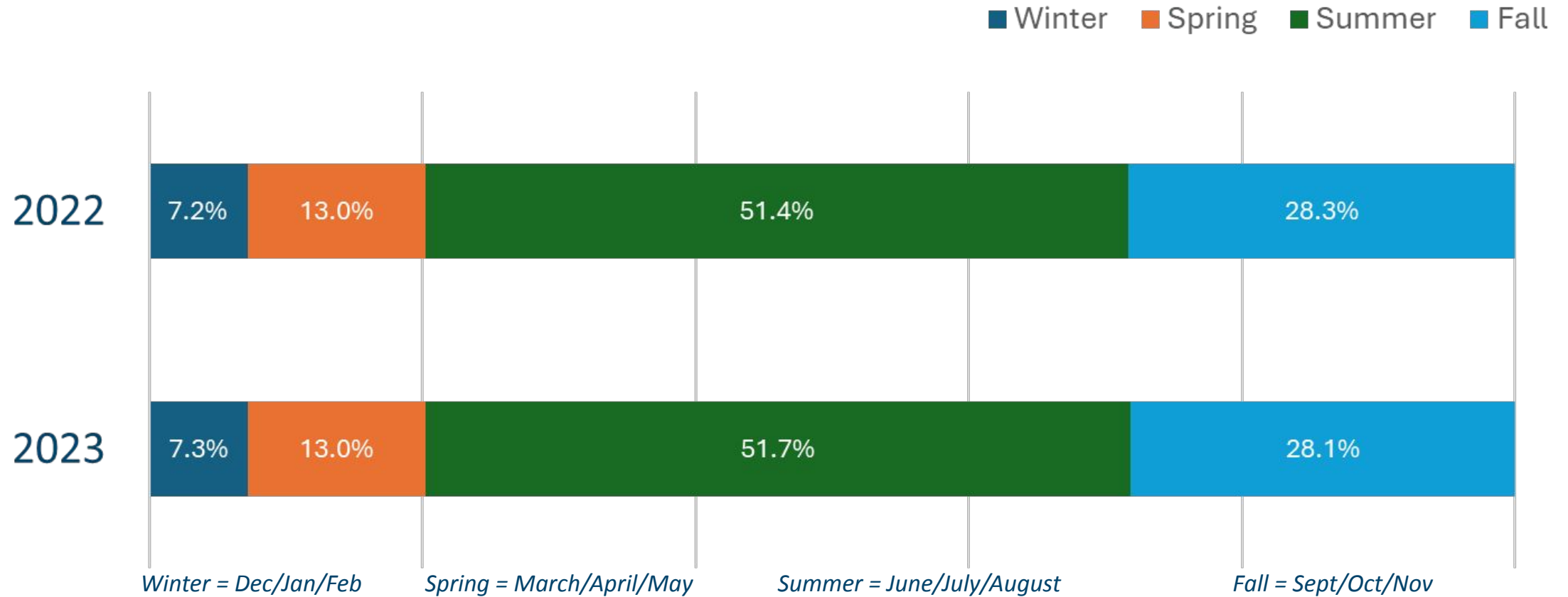
Source: Tourism Economics

Primary Results: 2023 Visitation & Spend by DMA



Source: Azira/Visa

Primary Results: Spend Distribution by Season



Source: Visa

Values-Based Marketing

GOAL #1

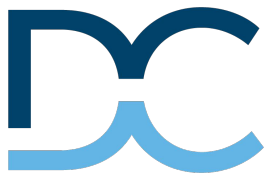
Be bold, creative, and action-focused, supporting transparency and measurable outcomes.

GOAL #2

Encourage stewardship by elevating Door County and its communities' authentic character, creative energy, and brand.

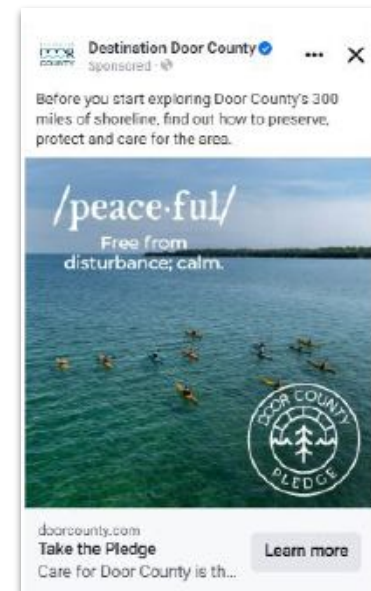
OBJECTIVES

- Create incremental growth for the local economy by promoting, developing, and expanding a united visitor industry
- Implement targeted promotions to disperse visitation and optimize economic impact by considering visitor capacity, passions, and market trends.
- Execute integrated efforts to generate economic benefits for Door County through marketing, communications, sales and research.
- Tell authentic, honest stories that accurately reflect both the past and present, intersecting our community's identities, cultures and shared values.



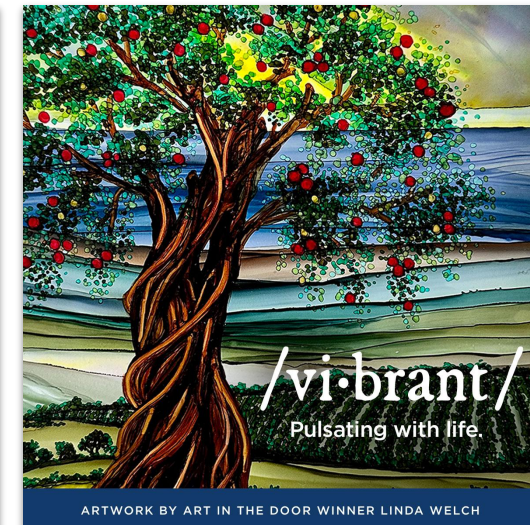
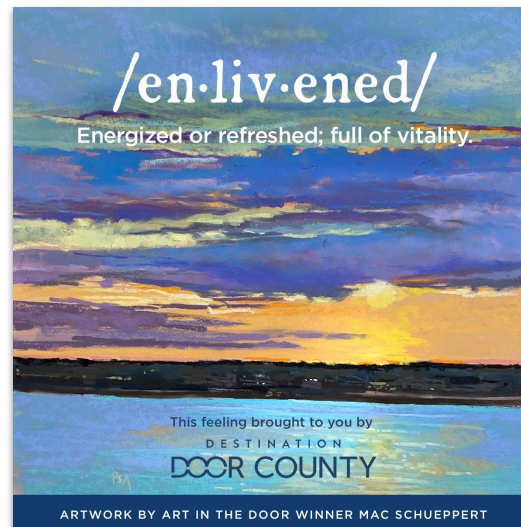
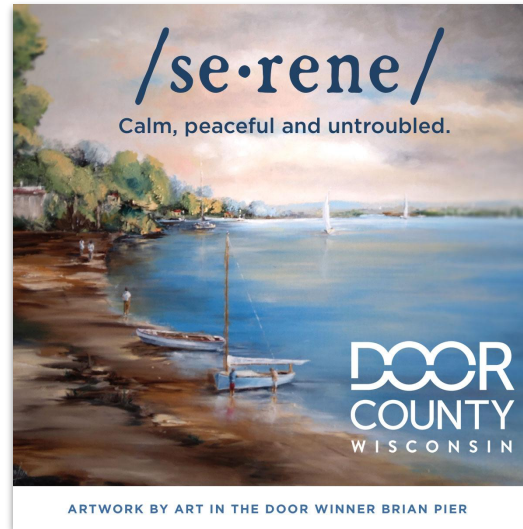
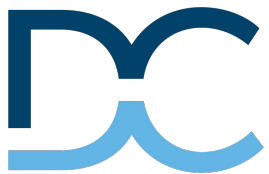
Feelings Campaign

Our ad campaign highlighted the emotions a visitor might feel while traveling from community to community along the peninsula to deliver an aspirational and inspirational brand lifestyle experience, touching all seasons and experiences across our 19 communities. We reached our target audiences through digital, social media, print, and billboards.



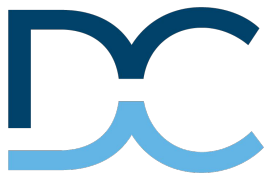
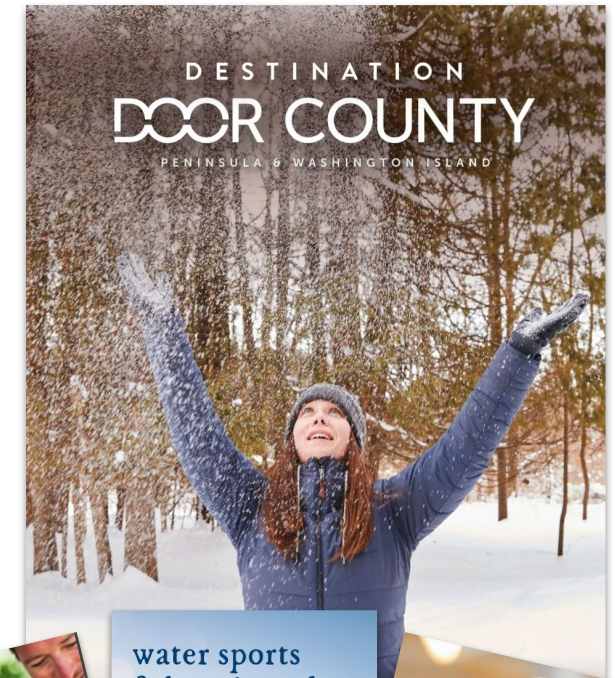
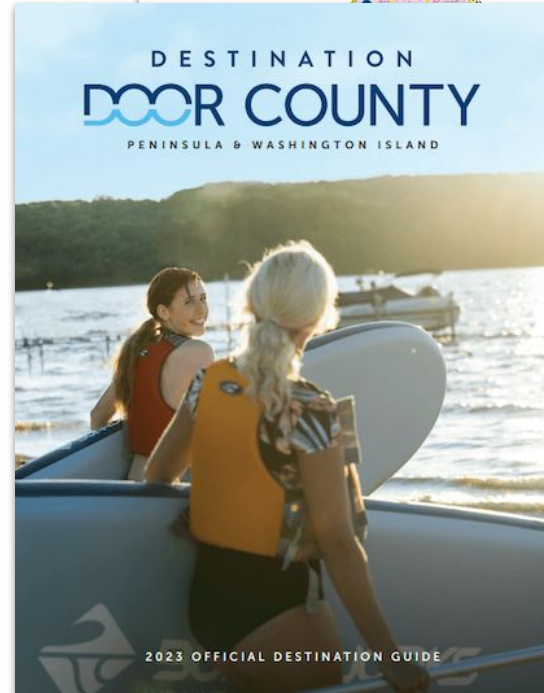
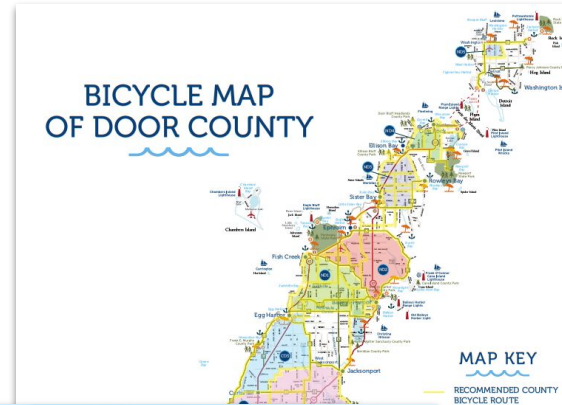
Art in the Door

We launched Art in the Door, a contest designed to highlight the artists of Door County. Their winning masterpieces are featured in current Door County campaigns targeted to Green Bay, Appleton, Milwaukee, Madison, Minneapolis and Chicago.



Inspirational Guides

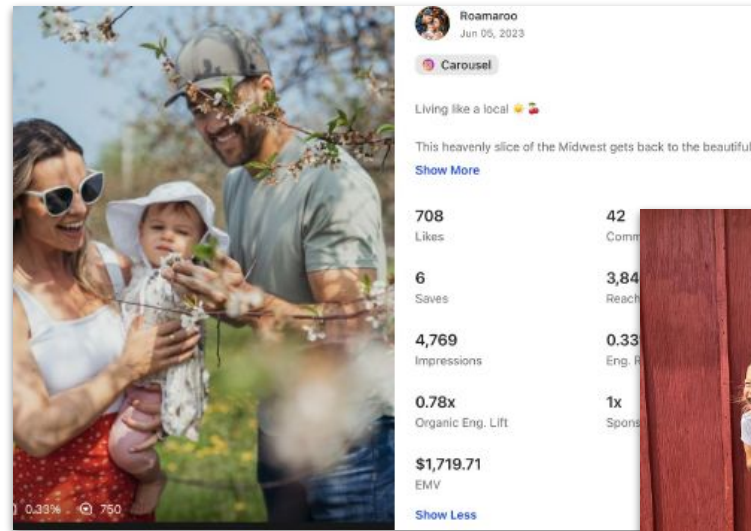
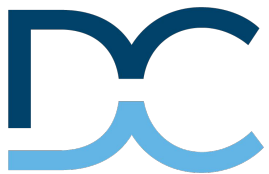
Our beautiful annual and winter guidebooks and niche brochures inspire visitation, highlight our business partners, and help travelers plan their trip.



Influencer Program

We partner with influencers to come and experience our destination while sharing it with their engaged followers.

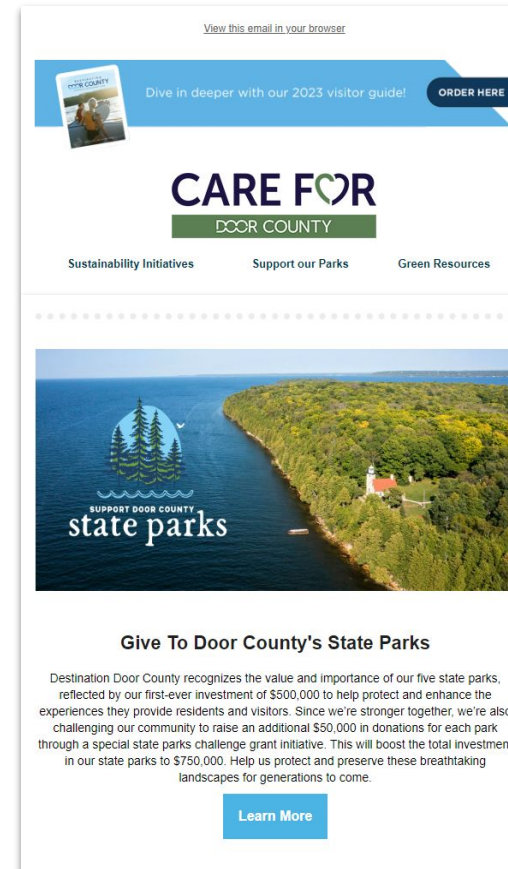
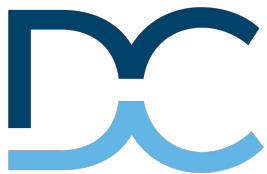
Our most innovative influencer program to date was with Lands' End, which coupled influencers with our destination to create not only engaging social content but visuals you'll see in upcoming Lands' End and Door County marketing.



State Parks Challenge

Began messaging for the Parks Challenge grant initiative to help the 5 state parks friends groups raise \$50K each.

- Local print (Peninsula Pulse, Door County Living and Washington Island Observer)
- Local digital billboard
- Incorporated into sustainability-focused newsletter drip campaign



Owned Media Results

DoorCounty.com

- 2.3 million visitors to site
- 247K searches for lodging through Book Direct

eNewsletter

- Average monthly subscribers: 158K
- Total Clicks: 70K
- Total newsletter opens: 841K

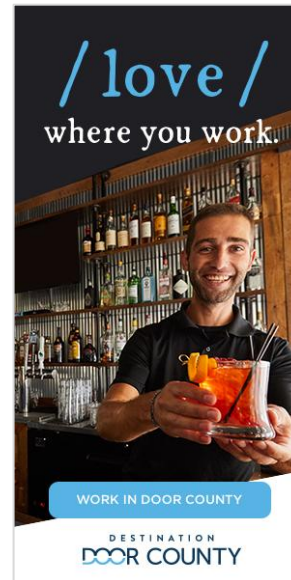
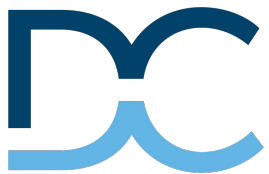
Social Media

- Total Impressions: 9.6 million (Facebook, Instagram, Twitter, TikTok)
- Total Audience Engagement: 263K
- Promoted 29 DDC partner businesses through co-op advertising



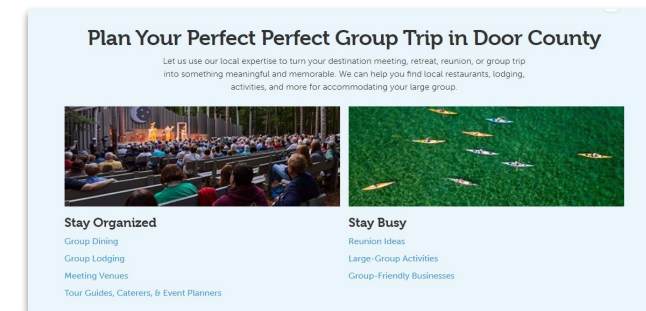
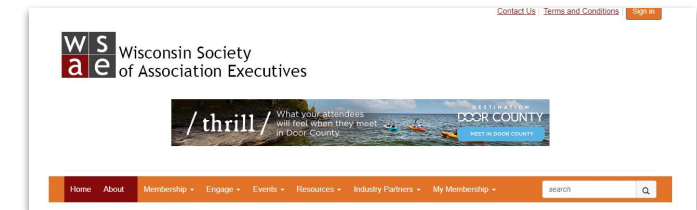
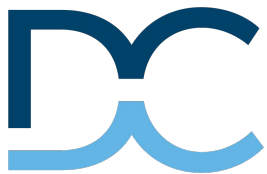
Paid Media Results

- Total Impressions: 99.2 million
- Paid Traffic: 1 million users to DoorCounty.com
- Ad placement included:
 - ◆ Digital interactive
 - ◆ Paid social
 - ◆ Google Adwords
 - ◆ Out of Home
 - ◆ Video
- Key Markets: Green Bay/Appleton, Milwaukee, Chicago, Madison and Minneapolis/St. Paul



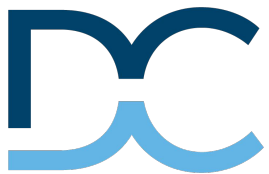
Meeting & Group Sales

- Group and Meeting Pageviews: 30K
- Shows Attended: American Bus Association (Detroit, MI), Midwest Marketplace (Wisconsin Dells), IPW (San Antonio, TX)
- Represented Door County and provided group market updates to 100+ tour operators & travel buyers
- Continued membership with Circle Wisconsin and volunteer position on Board of Directors
- Joined Wisconsin Society of Association Executives (WSAE) to gain access to and build relationships with state-wide associations
- Executed Meetings Campaign through Mobilefuse and LinkedIn



Earned Media Results

- Hosted 53 journalists during 6 themed press trips between February & December in 2023
- 143 articles and stories were reported as a result of our PR efforts
- \$2,842,692 in earned media value (*measured in terms of ad value equivalency*)
- 1,515,268,479 impressions were generated through the resulting media coverage



Earned Media Highlights



Community Outreach & Destination Alignment

GOAL #1

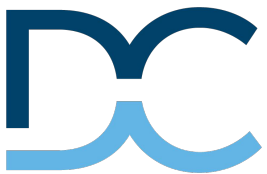
Cultivate an environment where Door County's tourism industry can lead by example, championing tourism's benefits, helping mitigate its impacts and connecting the community to its regenerative capabilities.

GOAL #2

Foster our local spirit, our values, our sense of place, and the well-being of our community - residents, employers, employees, and visitors alike.

OBJECTIVES

- Invest in unified community messaging to highlight the demands and opportunities of the visitor economy.
- Increase residential awareness on the benefits of tourism.
- Amplify community and industry partnerships to strengthen destination product offerings.
- Collaborate with local stakeholders and organizations to align mutual interests and harness the passion people have for Door County to help make it an even better place.



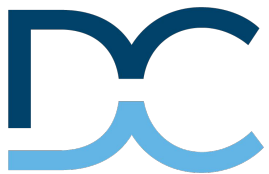
Community Engagement

- Had 249 local media outreach interactions
- Hosted 20 activations in 8 different communities in 2023
- Initiated 58 engagements with local municipalities
- Helped sponsor Door County History Days and supported local organizations in playbills and other support materials



Industry & Partner Support

- Helped welcome and support 479 J-1 students that worked in Door County in 2023
- Assisted 54 local businesses by helping their J-1 students get Social Security cards in Door County
- Provided workforce assistance for job seekers and employers through JobsInDoorCounty.com



Sustainable Development

GOAL #1

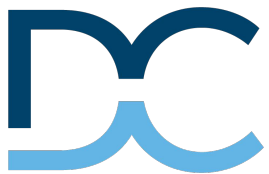
Nurture social, cultural, and economic resilience for a more sustainable, balanced, and equitable visitor economy.

GOAL #2

Advocate for the preservation and protection of our environment and natural resources.

OBJECTIVES

- Work with groups, organizations, and local government to advocate for investments which preserve the shore, land, and forests, and encourage responsible development.
- Maximize environmental resources to help maintain essential ecosystems and conserve biodiversity.
- Accentuate tourism's benefits and pursue the reduction of tourism's negative impacts.
- Support the well-being of our people and local culture.



Community Investment Fund

DESTINATION
DOOR
COUNTY

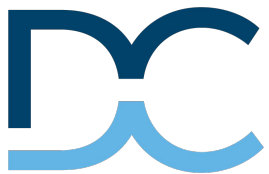
COMMUNITY
INVESTMENT FUND

We launched a new Community Investment Fund program. Through the program we were able to financially support 18 different community projects in 2023 by investing a total of \$828,917 in room tax dollars back into those impactful community projects.



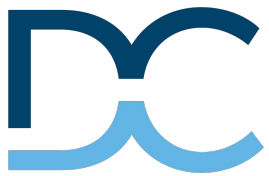
Leave No Trace Spotlight

- We hosted a special Spotlight program with *Leave No Trace Center for Outdoor Ethics* at Peninsula State Park from June 8-10, 2023.



Volunteer Hours

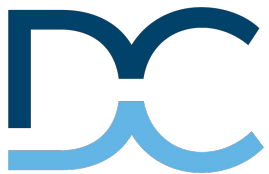
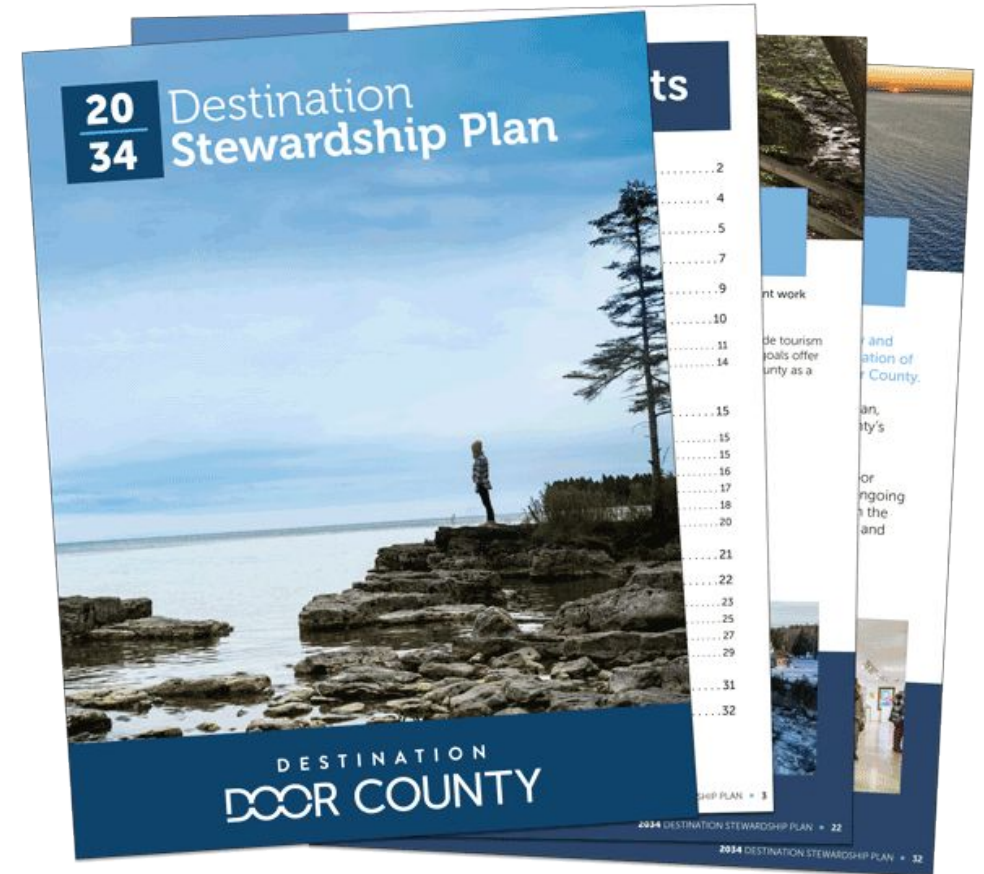
- We contributed 126 volunteer hours in the community throughout 2023.



Destination Stewardship Plan

- In 2023, we worked towards finalizing our first ever Destination Stewardship Plan by conducting research, gaining local insight and listening to residents, businesses and the community at large...all in anticipation of sharing the plan with the community in 2024.

DoorCounty.com/Stewardship

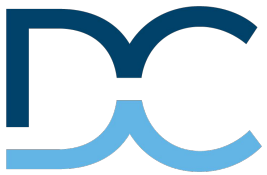


Welcome Center

- \$490,389 Gift Certificate Sales
- 25,943 Visitors to the Welcome Center
- 25,253 Destination Guide Requests



1015 Green Bay Rd - Sturgeon Bay, WI



DESTINATION

DOOR COUNTY

2023 Year-In-Review

2023 Year-In-Review Video Link on YouTube: <https://youtu.be/Lr5xoUKqHMI>

Looking Ahead to 2024

Community Outreach & Destination Alignment

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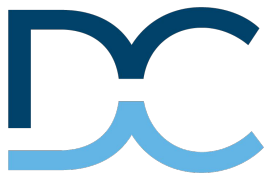
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- Increase residential awareness on the benefits of tourism.
- Amplify community and industry partnerships to strengthen destination product offerings and foster entrepreneurial development.
- Collaborate with local stakeholders and organizations to align mutual interests and harness the passion people have for Door County to help make it an even better place.



Looking Ahead to 2024

Sustainable Development

GOAL #1

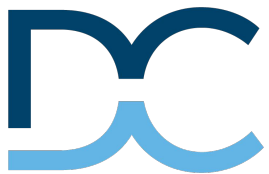
Nurture social, cultural, and economic resilience for a more sustainable, balanced, and equitable visitor economy.

GOAL #2

Advocate for the preservation and protection of our environment and natural resources.

OBJECTIVES

- Work with groups, organizations and local government to advocate for investments which preserve the shore, land, and forests, and encourage responsible development.
- Maximize environmental resources to help maintain essential ecosystems and conserve biodiversity.
- Accentuate tourism's benefits and pursue the reduction of tourism's negative impacts.
- Support the well-being of our people and local culture.



Looking Ahead to 2024

Values-Based Marketing

GOAL #1

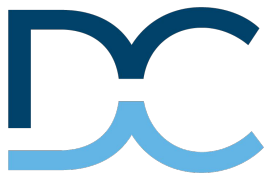
Be bold, creative, and action-focused, supporting transparency and measurable outcomes.

GOAL #2

Encourage stewardship by elevating Door County and its communities' authentic character, creative energy, and brand.

OBJECTIVES

- Create incremental growth for the local economy by developing, expanding, and promoting a united visitor economy.
- Implement targeted promotions to disperse visitation and optimize economic impact by considering visitor capacity, passions, and market trends.
- Execute integrated efforts to generate economic benefits for Door County through research, marketing, communications, and sales.
- Tell authentic, honest stories that accurately reflect both the past and present, intersecting our community's identities, cultures, and shared values.



DESTINATION
DOOR COUNTY

THANK YOU!

