

DESTINATION DOOR COUNTY

JULY 2024

Community Outreach & Destination Alignment

DDC's community engagement manager has been involved with DCEDC Attainable Housing Committee as part of the Door County, County Health Improvement Plan. As part of this she has been researching how Door County could receive HUD Difficult to Develop Area status to provide that information to the committee for consideration.

The DDC team along with the Administrator from the Door County Tourism Zone met with 3 municipalities in July (Villages of Ephraim and Egg Harbor, Town of Gardner), providing updates on DDC related programming, receiving positive feedback and support.

The [July 2024 edition](#) of DDC's semi-annual municipal newsletter called the *Destination Connection* highlighting the impact of the Community Investment Fund, the 2023 Tourism Impact Report, the Stewardship Plan and the 2025 (NFL) Draft in Green Bay was distributed July 2.

DDC attended 2 events in July with a special DDC information booth with visitor info and DDC related programming info. The events included Food Trucks and Floaties in Baileys Harbor and Sturgeon Bay Sidewalk Sales.

We gained 85 followers between our three partner social channels [Facebook](#), [Instagram](#) and [LinkedIn](#) in July. LinkedIn was the largest growth with 51 new followers. Our Facebook engagement rate this month was the best it has been all year with a rate of 12.7%. Year to date Facebook engagement and impressions have surpassed last year with 5 months left for the year. The top audience of our Facebook is located in Sturgeon Bay, which tells us our channel is great for local outreach.

Sustainable Development

We launched a new [Accessibility Mini-Grant Program](#). Awards up to \$1,000 are available to any Door County business, non-profit organization, or government entity increasing accessibility to the public.

DDC hosted a State Parks Challenge Grant program update meeting on July 8 with the state park friends groups to provide the latest on what DDC is doing to assist with the fundraising campaign and also to hear what sorts of projects are being considering for funding assistance through the program.

The next (sixth) round of [Community Investment Fund](#) grants will be announced in early August.

FOX 11

DDC staff has had a busy summer out in the community! Clockwise from top, Adopt-A-Highway clean up; Food Trucks and Floaties in Baileys Harbor; Egg Harbor Farmers Market.



Values Based Marketing

PAID MEDIA GENERAL LEISURE OVERVIEW

In July, our paid media efforts drove 9 million impressions and 119K clicks to DoorCounty.com. Year-to-date, we've totaled 50.2 million impressions and 683K clicks.

SAVOR THE FLAVOR CAMPAIGN

Our Savor the Flavor paid media campaign ended in July and year-to-date received 4 million impressions and 59K clicks across both Meta and Tik Tok. This campaign performed very well, driving users to explore Door County restaurants and enter a sweepstakes to win \$250 in Door County gift certificates. We will continue to promote the campaign through the end of the year through owned-media channels only (social media and newsletter).

SEM (Search Engine Marketing)

July marked a successful full month under the Max Conversions bid strategy (an optimization made in the later part of Q2 to prioritize referrals and engagement). All three SEM campaigns—Leisure, Near-Me, and RLSA—delivered impressive YoY book direct referral growth, with Leisure leading the charge at 686% increase. A deeper dive into analytics reveals paid search users are spending more time on site and engaging more deeply. This suggests that this new strategy is effectively attracting more high-quality leads.

SEO (Search Engine Optimization)

Sitewide, URL clicks totaled 138K (down 5.2% YoY) and impressions totaled 6.7 million (up 4.8% YoY). Zero-click searches (user's search shows a result that directly answers the query on the search engine results page) continue to impact all search results. Clicks for 'Things To Do' queries are up 14% YoY with the following communities leading the way for 'Things to do in...' searches: Washington Island, Fish Creek WI, Sister Bay WI, Sturgeon Bay, and Baileys Harbor.

GOOGLE DISPLAY CO-OP ADVERTISING

While a few campaigns remain yet this year, YTD digital display ads for our participating partners have garnered a total of 11 million impressions and 41K clicks to their websites.

ENEWSLETTER

In July, our email open rates stayed above the industry average (20%) at 32%, with the click-through rate (CTR) reaching 2.2%, making it the second highest for a monthly email in 2024. To boost site engagement, we resent the July email campaign to all non-openers. This resulted in an additional 64,261 opens and 1,484 total clicks, with 1,097 of those clicks directing users to DoorCounty.com.

JULY PRESS TRIP

We hosted 7 journalists from both the USA and Canada on a cherry and lavender themed press trip, July 29-August 1. Journalists experienced Door County's cherry culture and lavender offerings, along with activities including a scenic boat tour and delectable culinary offerings, from Southern Door to Washington Island. Journalists also got to spend the night on Washington Island in addition to 2-nights on the peninsula. Coordinators from Sister Bay and Ephraim were able to join while journalists were in their communities.

Partner Services

J-1 SUMMER WORK TRAVEL WORKFORCE INITIATIVES

This year, 47 Partners facilitated Social Security card applications for 210 first-time J-1 visa SWT participants and H-2B visa employees at our Ephraim Sign-up Days. This initiative, unique to Door County since 2014, is made possible through our partnership with the Social Security Administration office in Green Bay. By organizing local, 10-minute group appointments, we saved 31,920 miles of travel, 1,277 gallons of gas, \$4,366.66 in fuel costs, and 1,260 hours of lost productivity - while also reducing the workload for SSA staff. This collaboration highlights the impact of our collective efforts.

SAVE THE DATE

AUG 21 -22 DDC 2025 DESTINATION GUIDE OPEN HOUSE SESSIONS
DOOR COUNTY WELCOME CENTER

OCT 29 DDC ANNUAL GATHERING EVENT
LOCATION TBD

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