

# DESTINATION DOOR COUNTY

NOVEMBER 2024

## Community Outreach & Destination Alignment

An initial meeting was held with community partners including United Way, Do Good Door County, and Sunshine resources to discuss a county wide accessibility audit.

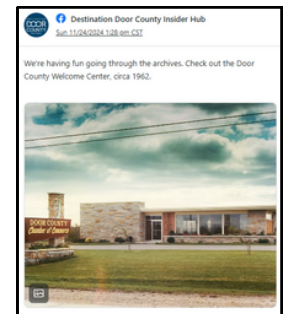
Seven Door County Stewardship Plan implementation strategies have seen progress to date including recycling and composting and trail organization development.



⇨ We kicked off our [Hospitality Hero campaign](#) on November 20. This campaign is designed to thank, recognize, and celebrate Door County's critical frontline hospitality workforce by encouraging nominations at [DoorCounty.com/hero](#) of any frontline hospitality staff that have gone above and beyond this year in an effort to create memorable moments for our guests. Nominations are open until Dec. 5. We will recognize all nominees on [our site](#), and we will randomly select one lucky nominee as the recipient of \$1,000 in Door County gift certificates.

⇨ Our partner social media efforts continue to show strong engagement. In November, we saw an increase YoY in impressions on all three channels, LinkedIn saw 22%, Instagram saw 61%, and Facebook saw 10%. Engagement increased YoY as well with LinkedIn up 18%, Instagram up 7%, and Facebook up 2%. The top performing posts were our archive raiding posts that included a 1962 photo of our office and a 1960s billboard. ⇨

Members of the Peninsula Arts and Humanities Alliance (PAHA) received a \$1,000 donation check from DDC in November, all of which was raised through the second annual Art in the Door silent auction during DDC's Annual Gathering event on October 29 in Sister Bay.



## Sustainable Development

Our seventh round of [Community Investment Fund](#) grant awards were [announced on November 20, 2024](#), and included 4 impactful community projects which received a total of \$250,000, including:

- Town of Gibraltar received support to assist with the construction of a new trail connecting the recently acquired upper bluff park land to established trails in downtown Fish Creek, creating additional transportation and recreational opportunities in Northern Door County. Investment amount: \$75,000
- Town of Brussels received support to create a more accessible town park through the construction of new ADA accessible restrooms at the much-used Brussels Town Park. Investment amount: \$75,000
- County of Door received support to help create new exhibits at the Door County Museum and Archives focused on foundational Door County industries including timber, fishing, and stone. Investment amount: \$50,000
- Village of Egg Harbor received support to repair a deteriorating break wall and install a kayak, canoe, and ice fishing access ramp, adding opportunities to use and enjoy Egg Harbor Beach Park. Investment amount: \$50,000

Any 501c3, 501c6 or local unit of government interested in applying for a [Community Investment Fund](#) grant 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 December 23, 2024.

Since the first round of grants were awarded in May 2023, the Community Investment Fund has provided 37 local projects a total of \$1,913,442 in funding assistance. A list of every grant that has been awarded through this program is available at [DoorCounty.com/CIF](#).

## Patriot Award Presented to Gilbert at November Board Meeting

Jim O’Neil, (at left in photo ⇨), a representative for Employer Support of the Guard and Reserve (ESGR), presented President/CEO Julie Gilbert a special Patriot Award on November 12, 2024, in recognition of her extraordinary support of a DDC employee, Amanda Stuck, who is serving in the Wisconsin Air/Army National Guard. Patriot Award recipients are employers who not only hire Guard and Reserve members but also demonstrate superior support to military employees and their families. The award was presented to Gilbert in a special ceremony during a recent DDC Board of Directors meeting.



## Values Based Marketing

### PAID MEDIA GENERAL LEISURE OVERVIEW & HIGHLIGHTS

In November, our paid media efforts drove **5.6 million impressions** and **71.7K clicks** to DoorCounty.com. Year-to-date, we’ve totaled **77.2 million impressions** and **1.1 million clicks**.

### PAID SEARCH

Paid search continues to show strong year-over-year growth in book direct referrals. In November, book direct referrals from the general leisure campaign were **up 31% YoY**, with clicks also increasing **by 24% from 2023**. Within the Near Me paid search campaign, book direct referrals saw a **177% increase YoY**. Notably, the Near Me campaign focuses exclusively on optimizing book direct referrals, while the general leisure campaign allocates 70% of its budget toward book direct referrals and 30% toward website clicks.

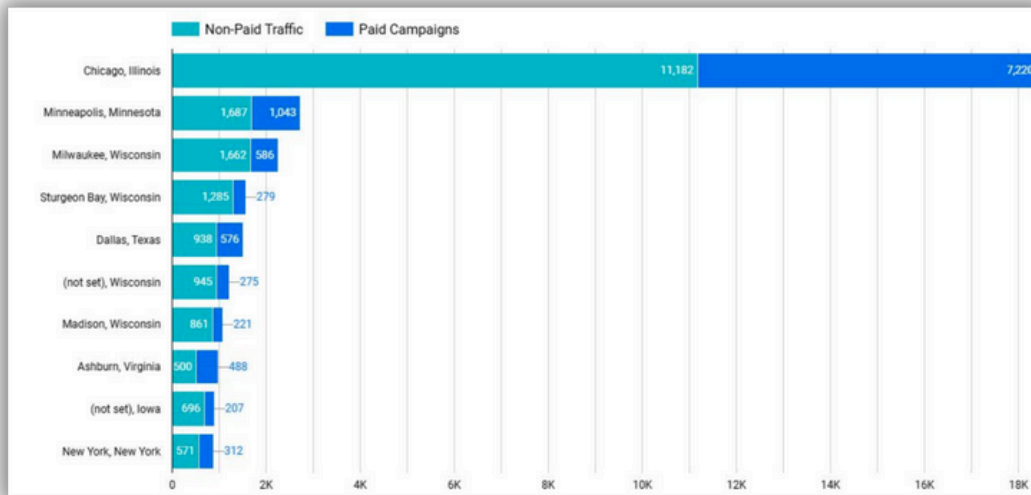
### META

Meta campaigns **reached over 889K** people in November, driving over **20K clicks to the website**. Meta’s ability to deliver efficient reach remains unmatched. Remarketing and parks campaigns were top performers, achieving CTRs of 0.85% and 1.28%, respectively. The parks campaign, following targeted refinements, reached its **highest CTR to date at 1.28%**. Remarketing ads also showed standout performance, with several ads **surpassing a 1% CTR** in November.

	SEM - National	SEM - Geo-targeted	SEM - RLSA	Google Prop * Responsive Display	Meta Prospecting - Leisure	Meta Remarketing	Meta Prospecting - Parks	MobileFuse - Leisure	MobileFuse - Parks	Azira CTV
	14,405 Clicks	2,638 Clicks	61 Clicks	25,314 Clicks	10,909 Clicks	4,860 Clicks	4,256 Clicks	7,364 Clicks	1,969 Clicks	2 Clicks
	80,756 Impressions	13,236 Impressions	353 Impressions	2,135,511 Impressions	1,573,923 Impressions	570,247 Impressions	332,353 Impressions	520,498 Impressions	172,652 Impressions	218,009 Impressions
	17.84% CTR	19.93% CTR	17.28% CTR	1.19% CTR	0.69% CTR	0.85% CTR	1.28% CTR	1.41% CTR	1.14% CTR	0.01% CTR
	\$0.60 CPC	\$1.92 CPC	\$0.52 CPC	\$1.17 CPM	\$0.65 CPC	\$0.49 CPC	\$0.32 CPC	\$13.13 CPM	\$15.81 CPM	\$30 CPM
	14% Budget Remaining	9% Budget Remaining	1% Budget Remaining	COMPLETE	10% Budget Remaining	11% Budget Remaining	12% Budget Remaining	14% Budget Remaining	8% Budget Remaining	2% Budget Remaining
<b>KPI</b>	Clicks	Clicks	Clicks	Impressions	Clicks	Clicks	Impressions	Clicks	Impressions	Impressions
<small>Benchmark</small>	8.40% CTR	8.40% CTR	9.21% CTR	1.03% CTR	1.59% CTR	1.72% CTR	1.20% CTR	0.10% CTR	0.42% CTR	0.09 CTR

# Values Based Marketing

## Overall Website Traffic



## Paid Campaign Site Traffic

Campaign	Source / Medium	New Users	Engaged Sessions	Conversions
Google SEM National Explore	Google/CPC	6,068	5,232	3,211
Google SEM National Lodging	Google/CPC	3,665	3,164	3,591
Google SEM Near Me	Google/CPC	1,572	1,452	916
Google RLSA	Google/CPC	22	42	47
Google Prospecting + Responsive	Google/CPC	1,553	325	134
Meta Prospecting	Meta/Paid	3,999	773	185
Meta Video	Meta/Paid	2,330	530	123
Meta Remarketing	Meta/Paid	1,898	528	90
MobileFuse	MobileFuse/Display	3,260	949	414

## SEO

Sitewide clicks totaled **31.4K (up 2.9% YoY)** and impressions totaled **2.9 million (up 35.5%)**, with top-performing pages focusing on the homepage, events, and winter-related content. Google Search Console data shows increases in traffic, particularly to "Where to Stay" and "Discover" pages.

Top Query	Clicks	% Δ	URLs	Clicks	% Δ
1. door county	1,708	-15.5% ↓	1. /	2,885	22.3% ↑
2. door county wisconsin	1,167	16.7% ↑	2. /events	1,342	17.3% ↑
3. door county wi	296	96.0% ↑	3. /winter	1,091	26.6% ↑
4. washington island	277	-12.6% ↓	4. /experience	697	1.6% ↑
5. door county gift certificates	161	11.0% ↑	5. /stay	688	-30.3% ↓

## EMAIL

November email campaigns maintained consistently high **open rates overall at 33%**, exceeding industry average of 20% without major fluctuations. Click-through rates (CTR) remain strong at **2.2%**, consistently above 2% industry average within the engaged audience segment. Ongoing tests for time-of-day deployments indicate afternoon send times (5 PM CT) are yielding the best engagement for opens and in-email interaction.

## Values Based Marketing

### Organic Social

All our social channels, Facebook, Instagram, X, and TikTok had greater impressions than last year for November. It was exciting to see our engagement rate for Facebook and Instagram more than double YoY for November.

### Engagement Rate

Instagram Nov 23' vs Nov 24'

**2.0**      **4.8**

Facebook Nov 23' vs Nov 24'

**1.6**      **3.5**

Facebook: We had two posts that performed really well this month. Our cherry pie post garnered 45k impressions, 1k likes, and 57 shares. Our North Pierhead Light post had nearly 39k impressions, 451 likes, and 18 shares.

Instagram: Our top performing post for November was an inviting Christmas shot at White Gull Inn. We had 24k views, 1.k likes, 264 shares, and 49 saves.



## BridgeUSA Summit



It was an honor to represent Door County at the BridgeUSA Summer Work Travel Community Support Group Summit, our first in-person gathering since 2019. This valuable event provided opportunities to connect with representatives from the U.S. Department of State, Social Security Administration, and destinations nationwide to address shared challenges and exchange solutions.

A highlight was meeting Ethan Bursofsky, Branch Chief of Summer Work Travel, and his team in person to discuss concerns and advocate for increased participant placements in Door County. Key sessions covered topics such as crisis management, housing, transportation, participant mental health, Social Security, intercultural competencies, and DEIA.

I'm now collaborating with Stacie Tollakson (Intrax) to engage partners interested in becoming J-1 Host Employers. We're also coordinating with sponsors to offer a webinar about the opportunities and responsibilities of hosting J-1 participants.

## SAVE THE DATE

DEC 17      2025 DRAFT UPDATE MEETING FOR DOOR COUNTY STAKEHOLDERS  
1:00 PM ON ZOOM - [HTTPS://US02WEB.ZOOM.US/J/83219498655](https://us02web.zoom.us/j/83219498655)

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