

# DESTINATION DOOR COUNTY

DECEMBER 2024

## Community Outreach & Destination Alignment



We published our fourth and final [Tourism News & Insights newspaper section](#) of the year, which was distributed to every household in the December 13, 2024 issue of the Peninsula Pulse newspaper. We shared the [digital version](#) of this publication across our local facing social media channels as well.

Our [Hospitality Hero campaign](#) wrapped up in December. This campaign provides us with the opportunity to recognize, thank, and celebrate Door County's critical frontline hospitality workforce. We promoted [online nominations](#) of any frontline hospitality worker that's gone above and beyond in an effort to create memorable moments for our guests, and had 72 different individuals nominated through this year. The names of each nominee and the reason for their nomination can be found online at [DoorCounty.com/hero](https://DoorCounty.com/hero). We randomly selected one of the nominees as the recipient of some Door County Gift Certificates, and congratulations goes to Kim Steger from The Clearing.

The [December 2024 edition](#) of DDC's semi-annual municipal newsletter called the *Destination Connection* was distributed to each municipal government in December and highlighted the ongoing impact of the Community Investment Fund, the Destination Stewardship Plan, an update from the Door County Tourism Zone and an article from the CEO about the impact of the visitor economy and how it supports quality of life for our residents.

December partner social saw a large increase in impressions YoY on Facebook with 87% increase and Instagram with 96% increase. Facebook engagement had a large leap with a 57% increase YoY. Numbers for LinkedIn were down YoY for December, but still very strong with an engagement rate of 9.1% for the month.

To end the year between all three partner channels we saw an increase of 100% in impressions, 75% in engagement and a 83% in audience. The bulk of this was from Facebook where we saw an increase of 107% in impressions and 56% in engagement.

We are excited that the Door County Trails group received official confirmation of their 501c3 status and has begun fundraising for trail initiatives. Keep up to date on trails progress at [DoorCountyTrails.org](https://DoorCountyTrails.org).



### ⇐ DDC GIVING TREE

DDC has put up a "Giving Tree" in our Welcome Center lobby, offering new winter hats, gloves, mittens and scarves from infants through adults for anyone who needs them. Take what you need, give what you can (new items only, please) to keep our tree "alive and giving". The tree will remain up and available 24/7 in the Door County Welcome Center lobby through the winter season.

## Sustainable Development

The Community Investment Fund's final grant application deadline of 2024 was December 23, with an anticipated announcement of the next round of grant awards in mid-February. 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 March 24, 2025.

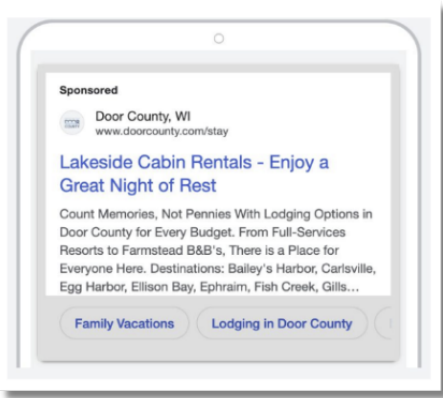
# Values Based Marketing

## PAID MEDIA GENERAL LEISURE OVERVIEW & HIGHLIGHTS

In December, our paid media efforts drove **3.6 million impressions** and **61.3K clicks** to DoorCounty.com. Year-to-date, we've totaled **80.8 million impressions** and **1.2 million clicks**.

December saw significant increases across many paid channels in clicks and book direct referrals when compared to December 2023. With an overall **YoY increase of book direct referrals of 30%**, we can attribute a lot of that success to paid search for the month of December. We shifted SEM (RLSA) funds over to the general leisure campaign which helped boost overall performance.

As we move into the new year, we are thinking of ways to keep the December momentum going in terms of book direct referrals to stay present in the minds of travelers.

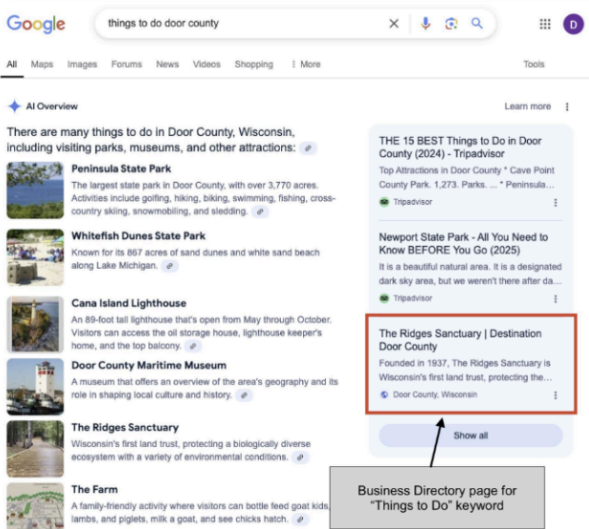


## PAID SEARCH

Book Direct referrals were up **111% YOY** due to the general leisure paid search campaign. Site clicks for the general leisure campaign were also up **82% YoY**. Book direct referrals were up **230% YOY** within the Near Me paid search campaign, although clicks were down YoY. Of note, the Near Me campaign is solely optimizing for book direct referrals. In contrast, the general leisure campaign is split 70/30 (budget-wise) between optimizing toward book direct referrals and optimizing toward website clicks. Overall, paid search had a successful month to finish the year strong.

## META

Meta continued to reach **790K users** in December, with **over 19K clicks** to the website across all campaigns. The efficient reach that Meta can generate is unlike our other platforms. The top performers this month continued to be the remarketing and parks campaigns, with overall **CTRs of 1.11% and 0.85%**, respectively.



## SEO

Sitewide clicks totaled **31K (down 6.5% YoY)** and impressions totaled **2.4 million (up 6.8%)**, with top-performing pages focusing on the homepage, events, and winter-related content. To stay competitive within search results, we'll encourage local businesses and partners to update their listing information so it's accurate and relevant. This will ensure AI crawlers and search engines can pull information from a trustworthy, high-authority website like DoorCounty.com.



# Values Based Marketing

## End of Year Campaign Performance

SEM - National	SEM - Geo-targeted Near Me	SEM - RLSA	Google Prosp + Responsive Display	Google Video	Meta Prospecting - Leisure	Meta Remarketing	Meta Prospecting - Parks	Meta Prospecting - Visitors Guide	Meta Video	
262,251 Clicks	57,385 Clicks	87,579 Clicks	181,369 Clicks	944 Clicks	163,967 Clicks	58,534 Clicks	48,865 Clicks	32,215 Clicks	97,710 Clicks	
1,360,545 Impressions	291,582 Impressions	797,624 Impressions	18,170,845 Impressions	2,145,214 Impressions	20,096,707 Impressions	4,912,669 Impressions	6,427,200 Impressions	2,934,611 Impressions	4,440,678 Impressions	
19.28% CTR	19.68% CTR	10.98% CTR	1.00% CTR	1,283,444 Views	0.82% CTR	1.19% CTR	0.73% CTR	1.10% CTR	423,227 Views	
\$0.41 CPC	\$1.04 CPC	\$0.38 CPC	\$1.05 CPM	60% View Rate	\$0.51 CPC	\$0.41 CPC	\$0.36 CPC	\$0.45 CPC	50,740 Video Plays 95%	
COMPLETE	COMPLETE	COMPLETE	COMPLETE	\$0.01 CPV COMPLETE	COMPLETE	COMPLETE	COMPLETE	COMPLETE	2.20% CTR COMPLETE	
<b>KPI Benchmark</b>	<b>Clicks</b> 8.40% CTR	<b>Clicks</b> 8.40% CTR	<b>Clicks</b> 9.21% CTR	<b>Impressions</b> 1.06% CTR	<b>Views</b> 40.95% View Rate	<b>Clicks</b> 1.59% CTR	<b>Clicks</b> 1.72% CTR	<b>Clicks</b> 1.59% CTR	<b>Clicks</b> 1.59% CTR	<b>Impressions</b> 1.20% CTR

TikTok - Savor the Flavor	Azira CTV	MobileFuse - Parks	MobileFuse - Leisure	Epsilon	
26,876 Clicks	54 Clicks	18,706 Clicks	40,503 Clicks	6,520 Clicks	
1,118,308 Impressions	1,543,150 Impressions	1,660,543 Impressions	3,672,080 Impressions	6,666,577 Impressions	
2.40% CTR	0.01% CTR	1.13% CTR	1.10% CTR	.10% CTR	
\$0.54 CPC	\$30 CPM	\$15.82 CPM	\$13.08 CPM	\$9 CPC	
COMPLETE	COMPLETE	COMPLETE	COMPLETE	COMPLETE	
<b>KPI Benchmark</b>	<b>Clicks</b> 0.51% CTR	<b>Impressions</b> 0.06% CTR	<b>Impressions</b> 0.47% CTR	<b>Impressions</b> 0.47% CTR	<b>Impressions</b> 0.10% CTR

# Values Based Marketing

## Organic Social

Impressions were up in all of our social channels YoY for December except for X. TikTok saw a large increase YoY in impressions and engagement with a heavy push of holiday videos on the platform.

Facebook: This month we tried a giveaway on our page asking followers to “give love to their favorite Door County businesses.” The post did well with an engagement of 2.3k and over 540 comments. Our most viral shared post this month was a Christmas post, “In case anyone was wondering...I wear a size 7-day Door County vacation. The post was shared 135 times.

Instagram: Our most engaging posts this month were short 5-10 second moments in nature, one at Cave Point and the other at The Ridges Sanctuary. We continue to share more in our stories and reshare content that our followers would enjoy.

## 2025 Draft Update Meeting

We worked with the Discover Green Bay team to host a 2025 Draft update meeting for interested Door County stakeholders on Tuesday December 17. We had 89 participants in the meeting. The Zoom meeting recording is [available to view online](#), as is a new 2025 Draft [business resource kit](#) that was introduced and shared during the meeting.

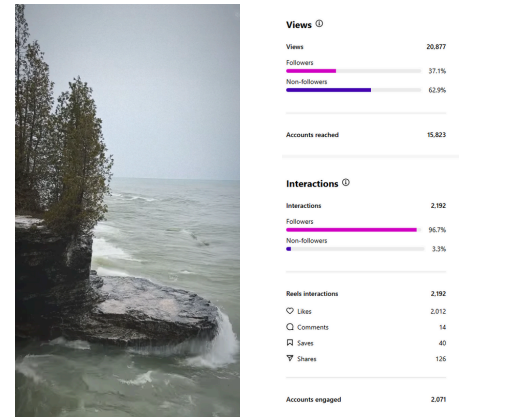
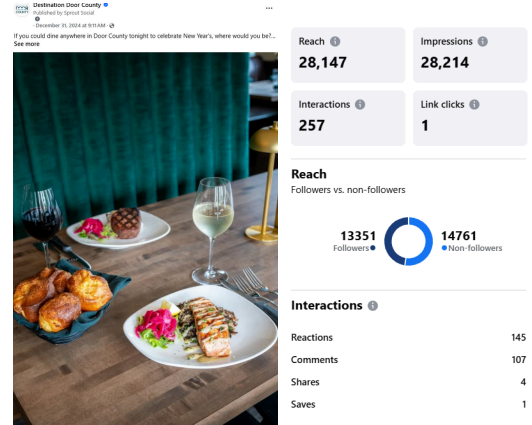
During the meeting we also discussed opportunities that will be available to local businesses to promote their draft related events and specials that will be offered in Door County, and we shared some of the marketing related activities we’re planning to conduct in April to appeal to visitors in Green Bay during the draft and to invite them back to experience Door County another time.

WFRV highlighted our Draft page on their December 17 story titled “Destination Door County and Discover Green Green Bay prepping for 2025 Draft” ⇨



## ⇨ December Press Trip

We hosted six journalists from across the United States and Mexico for a holiday themed press trip. Some of the themed activities they did while in Door County were Christkindlmarkt, Al Johnson’s Julbord, St. Nick’s Tree Farm, Door County Historical Village’s “A Glimpse of Christmas Past,” and Door County Maritime Museum’s “Merry-Time Festival of Trees.” Our next press trip is February 6-9, 2025.



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