

DESTINATION DOOR COUNTY

February 2025

Community Outreach & Destination Alignment

Partner Social

Facebook experienced a 43% increase in engagement rate (12.6%). On Instagram, we saw a great boost in followers, with 43 new followers for the month. LinkedIn also saw a significant increase, largely due to the job posting for our Director of Marketing position. In total, we achieved a 95% YoY increase in impressions and an 85% increase in engagement, which contributed to an additional 102 new followers.

Destination Door County has joined the Door County Health Assessment work group. The group is currently working on the process for the next community health assessment. This is a strategic step toward ensuring a balanced, sustainable visitor economy that benefits both residents and visitors. A healthy community directly supports a thriving tourism industry.

We are excited to welcome, onboard and collaborate with Southern Door Business Association's (SDBA), new coordinator, Karyn Stroschein. Karyn has begun connecting with local businesses to introduce herself and to learn best how to support them. DDC continues to support SDBA as they build their infrastructure to serve their communities. Our work with all our Community Business Associations (CBA's) is essential to move our visitor economy forward. We value our partnerships with each CBA and the unique contributions they bring to enhancing the visitor experience and strengthening our communities.

Sustainable Development

Destination Door County's Green Initiative schedule is set for 2025. DDC is partnering with CBAs to provide water stations at approximately 40 event days in 2025—a significant increase of 700% compared to 2024. In addition to protecting our environment from plastics, this initiative provides the benefit of hydration for our residents and visitors at our hot summer events.

Peninsula State Park became the first park to officially complete the Parks Challenge. The first phase of the mountain bike trails has been completed and met all matching requirements to receive the full parks challenge funding.

Our seventh round of [Community Investment Fund](#) grant awards were [announced on February 14, 2025](#), and included 7 impactful community projects which received a total of \$246,640, including:

- Village of Sister Bay received support to enhance the experience at the Sister Bay baseball fields by constructing an ADA-accessible bathroom with running water and changing stations, along with a sidewalk to improve mobility for individuals with limitations. Investment amount: \$75,000
- Birch Creek Music Performance Center received support to improve accessibility and safety on their campus by replacing gravel walkways with a level, paved sidewalk. Investment amount: \$50,000
- The Clearing Folk School received support to develop a natural history interpretive trail that will feature information on Door County's native flora and fauna, geology, and conservation efforts. The trail will be open to the public daily. Investment amount: \$41,000
- Town of Forestville received support to build a trail connecting Robert Baumann Memorial Park in Maplewood to the Ahnapee State and Ice Age National Scenic Trails, a recreational route that stretches through central and southern Door County and beyond. Investment amount: \$33,737
- Town of Nasewaupee received support to enhance safety and accessibility at Haines Park Beach. Planned improvements include a new buoy system, Mobi-mat, upgraded boardwalk, and improved bathroom facilities. Investment amount: \$20,059 (*this project also received an additional \$6,844 from other Funds at the Door County Community Foundation!*)
- Open Door Bird Sanctuary received support to create a more inclusive visitor experience by constructing ADA-accessible bathrooms connected to their new People Place. Investment amount: \$16,740
- Destination Sturgeon Bay received support to increase security and allow the public to use bathrooms within their building outside of staffed business hours. Investment amount: \$10,104

Sustainable Development



COMMUNITY INVESTMENT FUND

We presented a big check to the County of Door to help create new exhibits at the Door County Museum and Archives focused on foundational industries including timber, fishing and stone. ⇨



The Door County Trails group is applying for a Rural and Tribal Assistance Grant for a feasibility study for a county wide trail network. Board members met with representatives from the DOT about the proposed project. This is a significant step in enhancing sustainable tourism, outdoor recreation and community accessibility in Door County.

Values Based Marketing

PAID SEARCH

Paid Search continues to perform well overall, with our Leisure Search Engine Marketing (SEM) campaign's Click Thru Rate (CTR) increasing more than 10% compared to January (jumping from 15.02% to 16.57% in February). Paid Social wasn't running last month but is off to a good start with Leisure Prospecting seeing a similar (slightly higher) CTR despite significantly reduced spend YoY. Additionally, Meta Video saw a 111% increase in views from 61% more impressions YoY while spending 20% less.

EMAIL

In February, Door County's active audience maintained a 47% open rate, though CTR jumped to 2.3% overall. Culinary content, particularly the Best Pizza Guide, saw the highest engagement, indicating strong audience interest. Expanding with similar food guides could further boost performance.

SEO

Impressions and clicks decreased sitewide year-over-year as AI Overviews ramped up in February, with the homepage seeing a 71% increase in impressions mainly for things to do terms. Despite the decrease in clicks and impressions, total organic users increased 4% year-over-year indicating brand stickiness and increased awareness.

Media Performance

February 2025

Branded Impressions
3,840,454

Branded Clicks
55,482

AZIRA Workforce Recruitment

Clicks
1,463
Impressions
233,990
CTR
0.63%
CPM
\$6.25
Budget Remaining
71%

KPI Benchmarks
Impressions 0.37% CTR

SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Google Workforce Recruitment	Meta Prospecting - Leisure	Meta Video	Meta Lead Gen
Clicks 15,265	Clicks 4,540	Clicks 17,244	Clicks 1,696	Clicks 112	Clicks 8,297	Views 47,000	Leads 494
Impressions 92,099	Impressions 31,587	Impressions 1,642,488	Impressions 22,752	Impressions 15,239	Impressions 1,207,691	Impressions 531,609	Clicks 1,295
CTR 16.57%	CTR 14.37%	CTR 1.05%	CTR 7.45%	CTR 0.73%	CTR 0.69%	Clicks 5,570	Impressions 62,999
Avg. CPC \$0.48	Avg. CPC \$0.80	Avg. CPC \$0.10	Avg. CPC \$1.40	Avg. CPM \$5.04	CPC \$0.48	View Rate 8.84%	CTR 2.06%
Budget Remaining 92%	Budget Remaining 92%	Avg. CPM \$1.09	Budget Remaining 95%	Budget Remaining 98%	Budget Remaining 92%	CTR 1.05%	CPC \$0.35
Budget Remaining 95%		Budget Remaining 95%				Budget Remaining 92%	Budget Remaining 96%
KPI enchmarks	Clicks 8.40% CTR	Clicks 8.53% CTR	Clicks 1.20% CTR	Clicks 1.11% CTR	Impressions 0.65% CTR	Views 16.79% View Rate	Clicks 1.36% CTR

Press Trip

Six journalists joined us for a winter themed press trip February 6 - February 9. Some of the places we visited were Open Door Bird Sanctuary, Door County Maritime Museum, and Peninsula State Park. We have three remaining trips this year.

May 15-18 - Cherry Blossom and Scandinavian Culture

August 25-28 - Outdoor Recreation and Golf

October 22-25 - Fall and Maritime Heritage

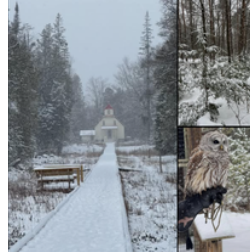
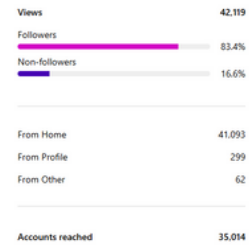
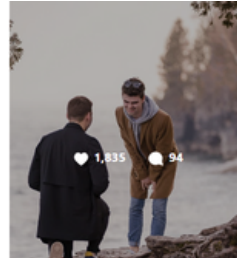
Values Based Marketing

Organic Social

Facebook: This month we saw a YoY increase in impressions of 110%. Our most engaged post had 210k views with over 10k engagement. We had some great engagement on a number of posts this month.

Instagram: Instagram had a great month for engagement. With an increase of 48% YoY and a 82% YoY for engagement rate (4.9%).

We slowly started posting again on TikTok. X numbers were down this month and we are looking into posting sporadically on BlueSky.



2025 NFL Draft Update

On February 21 we put out a call to all Door County businesses and organizations for 2025 Draft related packages, food and beverage specials, themed-events or activities, shuttle/transportation opportunities and more through email, social media posts and a media advisory. The call to action was to a special [online form](#) that we're using to capture any and all draft-related things that we can promote online, in a special email blast, on our social media channels, and other places. We will begin posting these things on our [DoorCounty.com/draft](#) page in March as the ramp up to the April 24-26 event continues. We are also planning a special Food & Beverage Draft Pass using the Bandwango platform, which will help visitors (and residents) easily find food and beverage related specials in Door County surrounding the 2025 Draft event. We also shared our marketing plans for the 2025 Draft during the 2025 strategic planning presentation on Feb. 27.

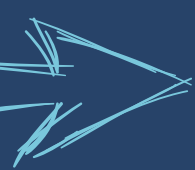
Door County Christmas Movie

We continued preparations for the production of a Christmas Movie in Door County, with filming set to take place in March & April. We continue to work closely with the film company to connect local businesses for lodging, dining, and film locations and will also be helping with other components of the production. We anticipate the movie being released in late 2025.

2025 Strategic Plan Presentation

We hosted a public presentation of our 2025 strategic plan on Thursday February 27 on Zoom, and have key components of the presentation available for anyone who is interested that couldn't join us posted on our partner social media channels as well as our [Partnership page](#) on DoorCounty.com. For your convenience, direct links are also available from this report here:

- [Watch the Meeting Recording \(recorded 2/27/2025\)](#)
- [View the Slide Deck \(PDF\)](#)
- [View the Executive Summary \(PDF\)](#)



SAVE THE DATE

MAR 9-11 WISCONSIN GOVERNORS CONFERENCE ON TOURISM - LACROSSE

MAY 6 NATIONAL TRAVEL & TOURISM WEEK BREAKFAST EVENT @ STONE HARBOR, STURGEON BAY

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