

DESTINATION DOOR COUNTY

January 2025

Community Outreach & Destination Alignment

January partner social saw a large increase in engagement with a 121% increase YoY. This was largely because of the news from the producers of “Green and Gold” successfully securing Sturgeon Bay’s cinema to screen the movie. We also did our first “giveaway” on partner social for National Plan for Vacation Day. Instagram had a great month with a 247% increase in impressions and a 104% increase in engagement YoY. We’ve been seeing a steady increase in new followers to Instagram. Numbers for LinkedIn were all up YoY.

Door County Trails held several community outreach events at Door County Coffee, Kick Ash, and at the Ridges. These events were well attended and increased awareness of trail efforts in Door County. The first municipal meeting with representatives from all the municipalities was held in regard to trail development. Fundraising efforts have also started and have been very successful.

Wheel the World has been selected officially for the Accessibility Audit and planning has started.

Most municipality presentations are scheduled for 2025 with an anticipated completion date in mid-July. We are excited to welcome, onboard and collaborate with two new coordinators, Door County North’s new coordinator is Sandy Smith, and Jacksonport Area Business Association’s new coordinator is Annie Geitner. Sandy spent an afternoon meeting DDC staff and learning their roles.

Planning and scheduling the green initiatives with the Community Business Associations is underway for the upcoming season. A volunteer committee has been formed to increase our bandwidth and serve more communities.

Sustainable Development

The DDC team was able to present ceremonial big checks to three Community Investment Fund grant recipients in January. Julie presented to the City of Sturgeon Bay for a pedestrian/bicycle trail, Sue presented to the Town of Brussels for new accessible restrooms at the town park, and Jon presented to the Village of Egg Harbor for break wall restoration and a kayak, canoe and ice fishing access ramp to the bay. The first grant application deadline of the year is Monday March 24, 2025. Find all grant awards at DoorCounty.com/CIF.



Values Based Marketing

PAID MEDIA

Paid search was down Year over Year (YoY) but so was the overall number of campaigns and spend. In January 2024 we had already launched 'near me' (A Google SEM (Search Engine Marketing) "Near Me" Campaign is a type of paid advertising on Google that helps businesses show up in search results when people nearby are looking for their services.) and 'RLSA' campaigns (RLSA stands for Remarketing Lists for Search Ads. It's a Google Ads feature that allows businesses to retarget people who have previously visited their website by showing them customized search ads when they search for relevant terms on Google again.) as well. The 'near me' campaign launched in February this year. We are not running the 'RLSA' campaign this year due to performance reasons. We're moving budget to SEM (Search Engine Marketing), because it's seeing much better performance. We still saw growth among the general leisure campaigns clicks to the website YoY with an increase of 15%. We expect things to pick up as more campaigns launch in February.

EMAIL

In January, Door County's active audience maintained a 47% open rate, though CTR (click thru rate) dipped to 1.7%, partly due to reduced partner content. Due to a delayed budget approval, there were no sign-ups for the Co-op Business Spotlight or the local events and highlights feature in January. To boost CTR in months, we will begin highlighting upcoming events and initiatives aligned with Door County's 2025 goals in the Spotlight or Events Sections of the email.

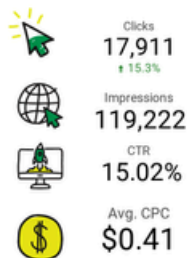
SEO

Impressions and clicks remained flat year-over-year, with Newsletter pages and Things to Do pages seeing a decrease after January 19th. Events traffic continues to be a major driver of traffic, as Google continues to rely on Destination Door County for unique information it cannot get anywhere else. Interestingly, Google is ranking newsletter pages higher for "Things to Do" terms than the /experience section itself.

GOOGLE SEARCH ENGINE MARKETING

1/01/25-1/31/25

CAMPAIGN PERFORMANCE



INSIGHTS

The 'general' lodging ad group drove the most conversions with 454 while the 'airbnb' ad group came in second with 91. Top conversion-producing keywords this month were heavily lodging-focused and included places to stay in door county, door county lodging, door county pet-friendly lodging, and best places to stay door county.

Overall, booking widget submission conversions from this campaign were down, however spend was also down YoY which could be contributing to the decrease.

YoY, click KPI performance is up by 15% with 17,911 clicks in January 2024.

Search keyword	Clicks	Ad group	Clicks
1. What's happening in Door C...	1,115	1. Events	4,028
2. Door County events calendar	800	2. General	2,321
3. Things to do in Door County	705	3. Trip Styles - Winter WonderL...	1,818
4. door county event calendar	693	4. Experience	1,693
5. Door County winter getaways	624	5. Camping	1,368
6. Door County winter trips	466	6. Dining	881
7. Door County campgrounds	351	7. Cottages & Houses	826
8. visit door county	344	8. Trip Styles - Family Friendly	802
9. Door County travel guide	319	9. Discover	780
10. Door County weekend events	314	10. Cabins	588

Campaign	Clicks	Metro area	Clicks
Destination Door County (AOR WDOOR25) Google SEM Leisure - Lodging	9,826	1. Green Bay-Appleton WI	15,232
Destination Door County (AOR WDOOR25) Google SEM Leisure - Explore	8,085	2. Milwaukee WI	458
		3. Madison WI	340

January SEO Updates

HIGHEST ESTIMATED JANUARY TRAFFIC IN 5-YEAR DATASET

- **More total keywords ranked in positions 1-3.** Keyword ranked in positions 1-3 increased 90% from January 2023 to January 2024, with over 3,128 keywords ranked in these top positions.
- **Increased impressions for Discover, Stay, and Events pages.** likely due to fluctuations and volatility within Search Results Pages.
- **Impressions down for Things to Do, Food & Drink, and Newsletter pages.** as Search Engines rely on Door County for unique information not found anywhere else.

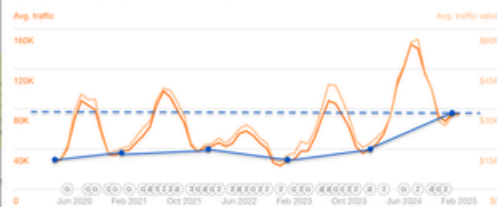
Search impressions decreased for generalized keywords, such as:

- o Orchard
- o Aurora urgent care
- o Ephraim
- o Door county wisconsin
- o Door county coffee

This was largely due to a temporary decrease in rankings which impacted the site on the 19th and the 28th. Rankings have since stabilized and increased year-over-year.

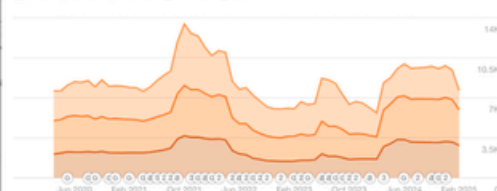
Organic traffic

☒ Avg. traffic ☒ Avg. traffic value ☐ Avg. Impressions



Organic keywords

☒ 1-3 ☒ 4-10 ☒ 11-20 ☐ 21-50 ☐ 51+



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
KPI	Clicks	Clicks	Clicks	Impressions	Views	Clicks	Clicks	Clicks	Clicks
Benchmark	8.40% CTR	8.40% CTR	9.21% CTR	1.06% CTR	40.95% View Rate	1.59% CTR	1.72% CTR	1.59% CTR	1.59% CTR
									Impressions
									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
KPI	Clicks	Impressions	Impressions	Impressions
Benchmark	0.51% CTR	0.06% CTR	0.47% CTR	0.47% CTR
				0.10% CTR

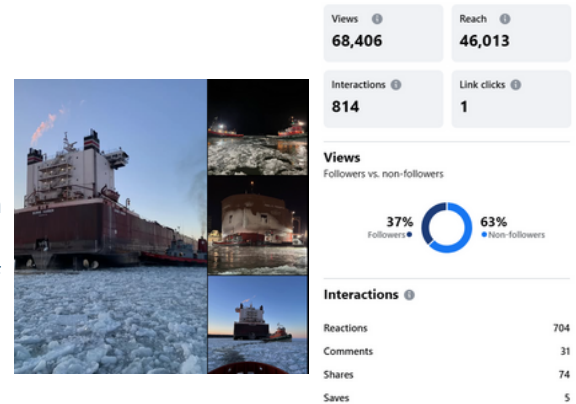
Values Based Marketing

Organic Social

Impressions were up in all of our social channels YoY for January, minus TikTok as we took a small break. Engagement was also up on all our channels, TikTok had a small 2% decrease over last January.

Facebook: This month we saw a YoY increase in impressions of 98% and 25% in engagement. We saw great engagement from a post that had us sharing photos taken by a tugboat captain. The post was viewed 68k times and 63% of the viewers were non-followers.

Instagram: We saw lots of engagement on our Instagram this month! An increase of 79% YoY. With posts getting lots of shares and saves. The top posts include an ice sunset photo, "Green and Gold" post provided by the production, and a round-up of all the luminary hikes in Door County.



2025 NFL Draft Update

We will have opportunities for local businesses to share information about anything they may be doing, such as draft-related specials, special lodging packages, food or beverage specials, shuttle information, events, etc. We will share a link to an online form we're working on later in February that local businesses and organizations will use to submit information to us, which we in-turn will share on our draft page and also on social media posts, media updates, and other places. We hope to begin posting this information to our Draft page in early March. This aligns with March 4, 2025, the date that we are told is when the NFL's marketing efforts will kick off for the event. As we gear up for that date and beyond, we will share additional information with our Door County stakeholders as it becomes available.

We also encouraged any Door County business planning to provide any shuttle services to the draft event in Green Bay to complete a special [online form](#) that event organizers have asked us to share with Door County stakeholders. The information submitted will help give organizers an idea of how many shuttles there may be and also be used to communicate important information to shuttle providers leading up to the event.

Door County Christmas Movie

We got to work in earnest on a Christmas movie project that will highlight Door County. Filming is scheduled to take place late-March to mid-April, with a film release date anticipated in late 2025. More to come on this project.



International Media Marketplace (IMM) North America

⇐ Jon Jarosh attended the International Media Marketplace North America event in January to represent Door County and pitch story ideas to journalists, photographers and creators during 17 different individual desk-side meetings. There also was a contingent in attendance from several other Wisconsin destinations as well as the Wisconsin Department of Tourism ⇨

IMM North America is the largest networking event of the year connecting travel industry professionals with editors, journalists, broadcasters, and content creators.



SAVE THE DATE

FEB 27 DESTINATION DOOR COUNTY 2025 MARKETING PLAN PUBLIC PRESENTATION
10 AM ON ZOOM - [HTTPS://US02WEB.ZOOM.US/J/84874470808](https://us02web.zoom.us/j/84874470808)

MAR 9-11 WISCONSIN GOVERNORS CONFERENCE ON TOURISM - LACROSSE

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DoorCounty.com/rsvp