

DESTINATION DOOR COUNTY

April 2025

Community Outreach & Destination Alignment

Hosted an online JobsInDoorCounty.com education session on April 2, which included a refresher on the essential employer tools available through this free workforce recruitment source along with a presentation by Susan Welch from JobBoardHQ to show how AI-enhanced tools could help employers find the right candidates in unexpected places.

In partnership with the Tourism Zone Administrator, met with three municipalities in April during their monthly board meetings as part of the municipal outreach program to provide tourism updates and information. Meetings included Clay Banks (4/14), Brussels (4/16), Village of Forestville (4/21).

Hosted strategic planning meetings in April, including the DDC board retreat on April 8 at Peninsula State Park, as well as a Strategic Planning Committee workshop on April 10 with both DDC and Tourism Zone representatives.

Participated in two important advocacy events in April to show support for the travel industry with key U.S. and Wisconsin elected officials. DDC's President/CEO participated in Destination Capital Hill, the premier advocacy event for the U.S. travel industry in Washington D.C. April 1-2, along with Destinations Wisconsin Day at the Capital in Madison on April 29.

Sustainable Development

Took part in the Earth Day Festival on April 19 at the Kress Pavilion in Egg Harbor to provide information surrounding our stewardship activities and support.

DDC's Community Engagement Manager spearheaded a partnership between Door County Trails, One Barrel Brewing Company, and the Peninsula Pacers to serve adult beverages in aluminum cups at a series of events in the Village of Egg Harbor. This sustainable initiative supports the vision of a connected trail system and advances Stewardship Plan strategy 3.11 by generating sustainable funding for trail development and improvements.

Community Investment Fund

Community Investment Fund (CIF) projects that were presented celebratory big checks from DDC staff in April included; Peninsula School of Art (left) and the Town of Nasewaupee (right).

The following CIF projects were completed in April: the YMCA's Sturgeon Bay program center installed new swim meet signs in their natatorium; Bjorklunden finished their parking lot lighting project; and the Eagle Bluff Lighthouse stabilization work was completed.



DDC held its' first Adopt-A-Highway clean up of 2025 on Monday April 28. DDC staff collected five bags of garbage along the designated 2-mile stretch of State Highway 57 near Baileys Harbor.



Destination Door County Selected for National Destination Stewardship Study:

Destination Door County was selected to participate in a national research initiative focused on destination stewardship and sustainable tourism development. Led by the George Washington University International Institute of Tourism Studies, this study, Destination Forward, is examining how stewardship and management plans are influencing tourism policy and community outcomes across the country. Out of hundreds of destination organizations nationwide, Door County is one of only 35 invited to take part in this academic and industry collaboration. This recognition highlights the intentional efforts we've made to ensure tourism in Door County enriches our communities, environment, and overall quality of life. As part of the research, we were invited to participate in an online focus group to share insights on how our stewardship planning is shaping decision-making, fostering community engagement, and driving long-term value for residents and visitors alike. The findings from this study will help shape national best practices for destination stewardship and guide future strategies for sustainable tourism management. These insights will be included in an industry report on destination stewardship and management plans, which will be released at the end of June following the Travel & Tourism Research Association (TTRA) Conference in Galway, Ireland.

Values Based Marketing

Paid Media

In April, our Paid Search campaigns continued to perform significantly above average with both SEM campaigns at nearly double the CTR benchmark. Paid Social saw improved performance, most notably with our Meta Prospecting CTR jumping from 0.91% in March to 2.08% in April, a 129% increase. Our third-party tactics continue to see good results, with our NFL Draft campaigns bringing in an influx of impressions. Note the Workforce Recruitment campaigns also wrapped up on a strong note at the end of the month.

Email

The performance of April's emails reinforces a broader trend in your data: travelers are engaging most with seasonal highlights, destination guides, and cultural experiences. High click-through on cherry blossoms, Washington Island, and live music reflects consistent interest in timely, immersive content.

SEO

AI Mode now rolling out to all users. Google has rolled out AI Mode faster than anticipated, removing the waitlist and granting access to all users currently using a google account.

SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Meta Prospecting - Leisure	Meta Video	Meta Lead Gen	Meta Remarketing	AZIRA Remarketing Banners
Clicks 19,711	Clicks 4,880	Clicks 32,696	Clicks 5,744	Clicks 20,435	Views 13,548	Leads 904	Clicks 7,058	Clicks 1,255
Impressions 111,502	Impressions 27,886	Impressions 2,848,142	Impressions 55,582	Impressions 984,010	Impressions 353,122	Clicks 2,350	Impressions 319,860	Impressions 445,850
CTR 17.68%	CTR 17.50%	CTR 1.15%	CTR 10.33%	CTR 2.08%	Clicks 8,526	Impressions 159,177	CTR 2.21%	CTR 0.28%
Avg. CPC \$0.54	Avg. CPC \$0.84	Avg. CPC \$0.10	Avg. CPC \$0.78	CPC \$0.24	View Rate 3.84%	CTR 1.48%	CPC \$0.30	CPC \$2.22
Budget Remaining 59%	Budget Remaining 73%	Avg. CPM \$1.15	Budget Remaining 76%	Budget Remaining 72%	CTR 2.41%	CPC \$0.45	Budget Remaining 87%	Budget Remaining 83.30%
		Budget Remaining 76%			Budget Remaining 70%	Budget Remaining 78%		
KPI Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Impressions
Benchmarks 9.59% CTR	9.59% CTR	1.81% CTR	1.47% CTR	1.76% CTR	1.73% CTR	1.39% CTR	1.92% CTR	0.44% CTR

more performance stats shown on next page

Values Based Marketing

AZIRA - CTV	ClickTripz	Epsilon	Expedia
Clicks 234	Clicks 10,966	Clicks 1,480	Clicks 1,848
Impressions 229,248	Impressions 122,459	Impressions 1,127,988	Impressions 1,166,559
CTR 0.10%	CTR 8.95%	CTR 0.13%	CTR 0.16%
CPM \$37.44	CPM \$131.14	CPM \$9.00	CPM \$26.14
Budget Remaining 80.49%	Budget Remaining 59.85%	Messaged Visits 268	ROAS \$13.82
	Budget Remaining 86.46%	Budget Remaining 39.01%	
Impressions 0.09% CTR	Clicks 8% CTR	Impressions 0.10% CTR	Impressions 0.11% CTR

Organic Social

Facebook: This month, we saw a YoY increase of 167% in impressions and 388% in engagement. The significant boost in both metrics was driven by our post about the upcoming Christmas movie.

This past month between organic and paid we gained 740 new followers and 374 page likes.

Instagram: This month we saw a slight decrease in impressions, but saw a 19% increases YoY in engagement. The top-performing posts were the Christmas movie announcement and a shipwreck post. The Christmas movie post alone generated over 800 link clicks to DoorCounty.com through our bio link.



Door County Christmas Movie update

The Christmas movie, with a working title of *A Cherry Pie Christmas*, wrapped filming in Door County on April 11. A [media release was sent out the last day of filming](#) with information about the production, and got picked up both regionally and nationally. During the 5-weeks the cast/crew was in Door County, an estimated \$600,000 was spent locally, and another \$100k was spent elsewhere in Wisconsin. As they move into post-production in the coming weeks and months, we anticipate the movie being released in late 2025, and we will be sharing lots more about this project in the coming months.

Door County Press Trip Blends Travel Highlights with Movie Magic

In partnership with the Wisconsin Department of Tourism, we hosted a special Door County press trip with a bonus Christmas movie-themed twist from April 9-12, welcoming 3 journalists to Door County. The itinerary included some Door County highlights as well as an opportunity to get on the movie set of the Christmas movie during the last day of shooting (April 11).

Values Based Marketing

2025 NFL Draft Wrap-Up

Held in Green Bay, April 24-26, 2025, we used the event as an opportunity to target draft-goers with messages about Door County and an invitation to come back again to visit!

The DoorCounty.com Draft pages garnered over 5.1K impressions from January 1st, 2025, through April 30th, 2025, with the landing page for the /2025-draft-guide being the most popular, followed by a page focused on /2025-draft-transportation and then the /draft-pass.

Find a more detailed overview and creative from some of our 2025 Draft marketing efforts [here \(PDF file\)](#). One of our tactics was to wrap some Lyft vehicles with Door County messaging as those ride-share vehicles drove around Green Bay during the event.



Bandwango: Draft Pass

The 2025 Draft Pass was a limited-time tasting tour that encouraged residents and visitors to explore local food and drink establishments across the county. The pass ran from April 17-30 and offered a \$10 Door County Gift Certificate to participants who visited at least five of the featured businesses. Gift certificates were distributed on a first-come, first-served basis at the Door County Welcome Center.

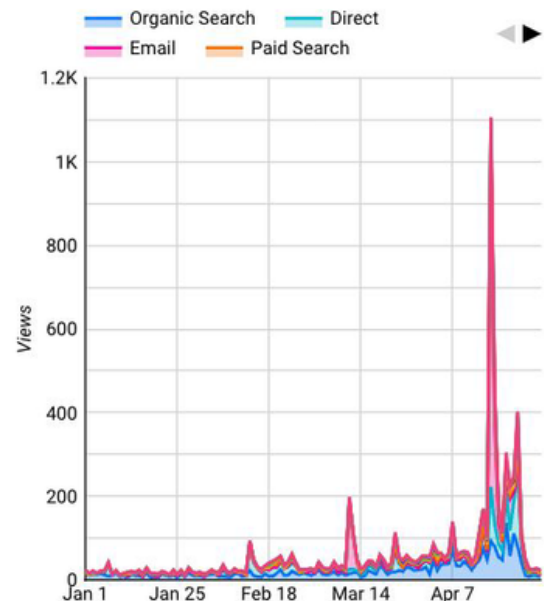
A total of **103 people signed up**, with **12 participants completing redemptions**. The program included **21 participating local partners**, ranging from restaurants and cafes to bars and markets.



Paid Media Draft Takeaways | April 2025

Paid Media Efforts

- **The Numbers**
 - Impressions - 5.1M
 - Clicks - 2.1K
- **Highlights**
 - Draft related tactics drove **47 booking widget submissions** throughout March and April.
 - **Digital tactics also drive over 4k site users** to the website throughout the two month period.
 - Users also **visited on average 1.42 pages** while on the site with 25 new newsletter sign ups.
 - Additionally there were **11 views on the Door County Visitor Guide** from draft related paid media.
 - Overall, we saw a nice boost in site engagement and users due to the 2025 NFL Draft.



SAVE THE DATE

LEARN MORE AT [DOORCOUNTY.COM/RSVP](https://doorcounty.com/rsvp)

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

MAY 8 J1 / SUMMER WORK TRAVEL ONLINE FORUM

JUNE 11 VIRTUAL SEARCH ENGINE OPTIMIZATION WORKSHOP - 10 AM

Stay in the know!
Subscribe to DDC's
partner newsletter.



Media Tactic Deep Dive | April 2025

Media Tactic Deep Dive

Meta Advertising (Prospecting + Remarketing - Paid Social)

What is It?

Meta Advertising, encompassing platforms like **Facebook and Instagram**, is a digital marketing strategy that utilizes paid advertisements to enhance visibility and engagement on these social media networks. For Door County, strategically employing Meta Advertising offers a valuable avenue to connect with potential visitors and cultivate interest in the region.

Here's How Meta Advertising can bolster Door County's marketing endeavors:

- **Rapid Engagement:** Meta Advertising campaigns can yield swift results, enabling Door County businesses to quickly expand their online presence and connect with prospective travelers actively using these platforms.
- **Granular Audience Targeting:** Meta's robust targeting capabilities allow Door County organizations to pinpoint specific demographics, interests, and behaviors, ensuring their ads reach individuals most likely to be interested in visiting.
- **Increased Website Referrals and Engagement:** By strategically placing visually appealing and engaging advertisements, Meta Advertising campaigns can drive relevant traffic to Door County websites and encourage direct interaction with content.
- **Strengthened Brand Presence and Community Building:** Consistent engagement through Meta Advertising helps elevate Door County's brand visibility and fosters a sense of community among potential and past visitors, nurturing interest and loyalty.

Destination Door County  ... 



Sponsored · 


Ever felt spoiled by a meal? You will when you sip a perfectly crafted cocktail and indulge in the freshest seafood in Door County.




doorcounty.com
Brought to You by Door County

[Learn more](#)

Destination Door County  ... 

Sponsored · 

Ever felt the perfect mix of anticipation and tradition? You will when you stand by the fire, waiting for the iconic fish boil spectacle in Door County. What are you waiting for?



doorcounty.com
Find Your Feeling
Plan Your Trip

[Learn more](#)

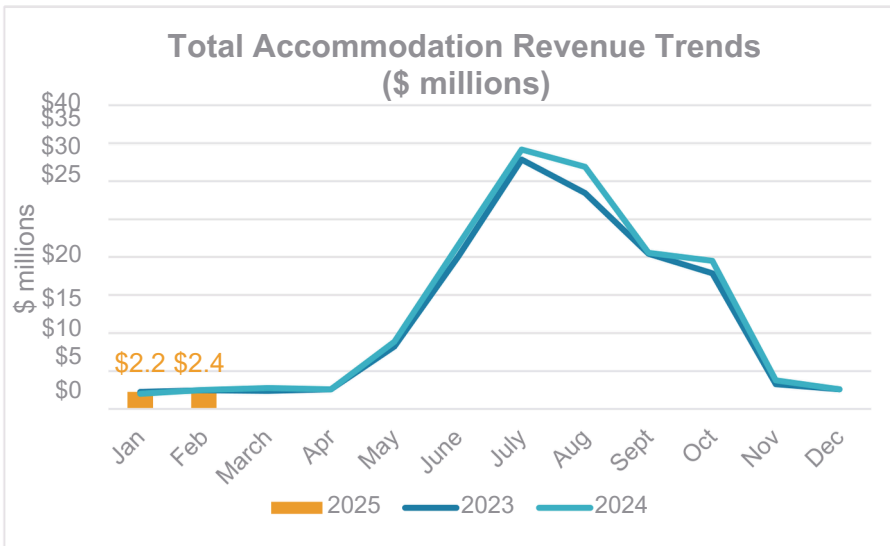
Latest Data Insights and Highlights

Positive Tourism Growth Kicks Off 2025 Following Record-Breaking 2024

Building on the momentum of 2024 as measured by record sales and lodging tax collections, Door County started 2025 on a high note. With continued growth in lodging revenue, rates and occupancy the first two months of the year have sustained the positive trajectory established last year.

Heading into the summer season, forward-looking short-term rental bookings look strong and comparable to last year with nights booked flat, and supply up 6%. Revenue also continues to grow, primarily driven by increasing rates.

Lodging and Short-Term Rentals: 2025 Starting Strong



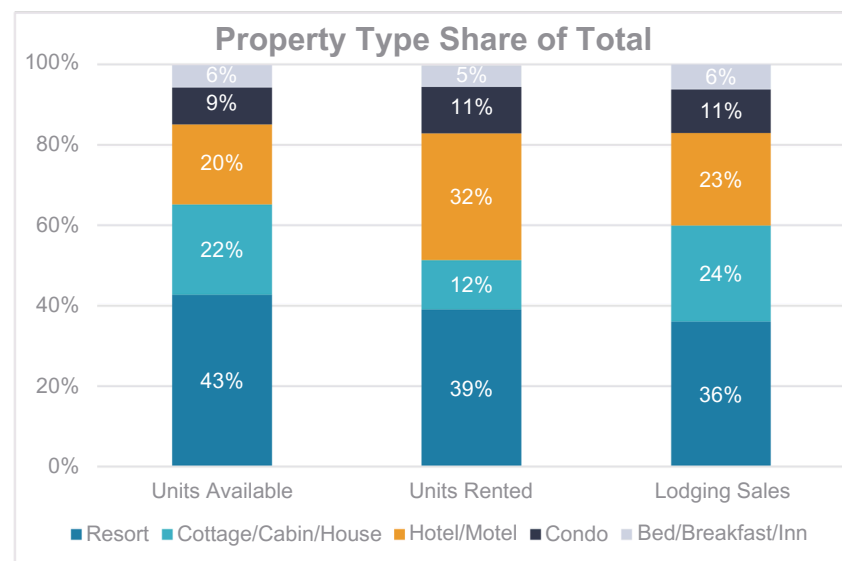
Through the first two months of 2025, lodging performance was strong with all metrics increasing except for available rooms, which declined substantially in February.

Lodging revenue totaled \$4.6 million through the first two months of the year, up 3% compared to last year. Even with average daily rate up 4.5% compared to the same period in 2024, occupancy was up 3%.

While resorts make up more than four in 10 of total units available in the first two months of the year, cottage/cabins/houses make up a greater share of revenue generated compared to the supply and demand, driven largely by higher rates.

Door County Total Lodging* YTD Jan - Feb				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 4.5	\$ 4.6	3.3%	
Average Daily Rate	85,025	83,050	4.5%	
Available Rooms (000's)	15,460		-2.3%	
Occupied Rooms (000's)			0.1%	
Percent Occupied	18.2%	18.8%	3.0%	

Source: *Total lodging reported by Door County Tourism Zone Commission. Data reported monthly, latest data available is February 2025.



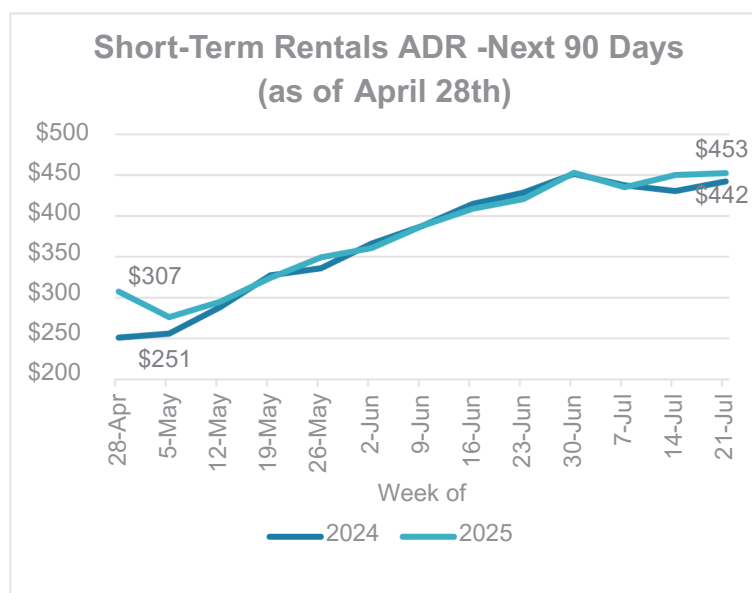
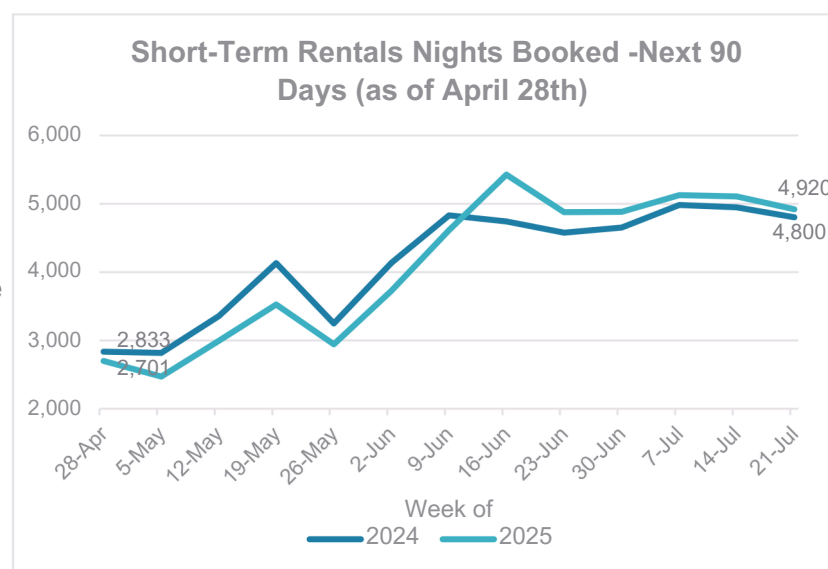
Short-Term Rental** Snapshot:

- The revenue generated from short-term rentals is increasing more rapidly than lodging overall in Door County.
- While short-term rental occupancy is below overall lodging, at \$230 short-term rentals average daily rate is nearly \$100 more than total lodging.
- Through the first quarter of 2025, short-term rental revenue was up 11% compared to 2024—**totaling \$5.1 million.**

Door County Short-Term Rentals** YTD Jan - March				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 4.6	\$ 5.1	11%	
Average Daily Rate	\$ 222	\$ 230	3%	
Average AirNB Active Listings	1,151	1,222	6%	
Percent Occupied	11.9%	11.7%	-2%	

Short-Term Rental Outlook—Next 90 Days

- As of late April, compared to the same time frame in 2024, short-term rental bookings are down 1% for the next 90-days, while nights available are up 6%.
- The week of June 16th appears to have the highest demand although rates are comparable to 2024.
- Booking windows are increasing, likely driven by some consumer uncertainty and averaging 131 days for the next 90 days, up 5% compared to the same time frame last year.
- Booking windows for the second half of June are averaging 142 days—higher than average.



Overall occupancy for the next 90 days is trending down 7%, but increased supply is likely contributing to occupancy declines.

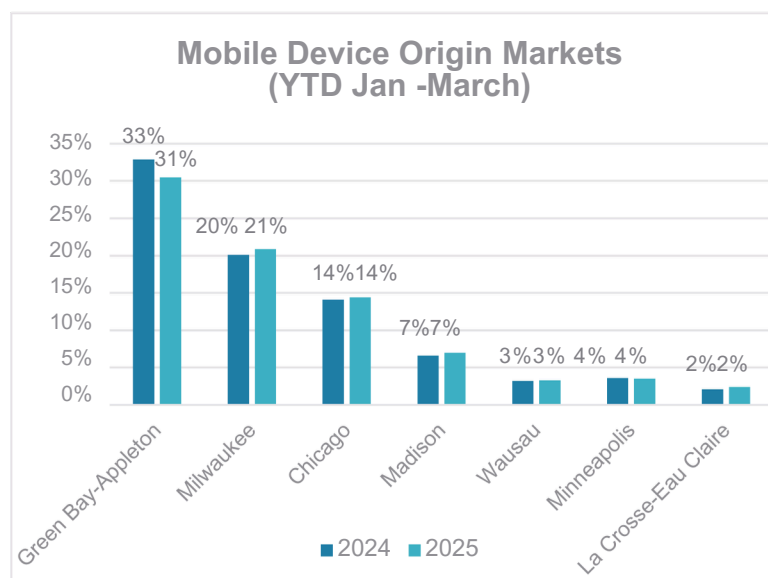
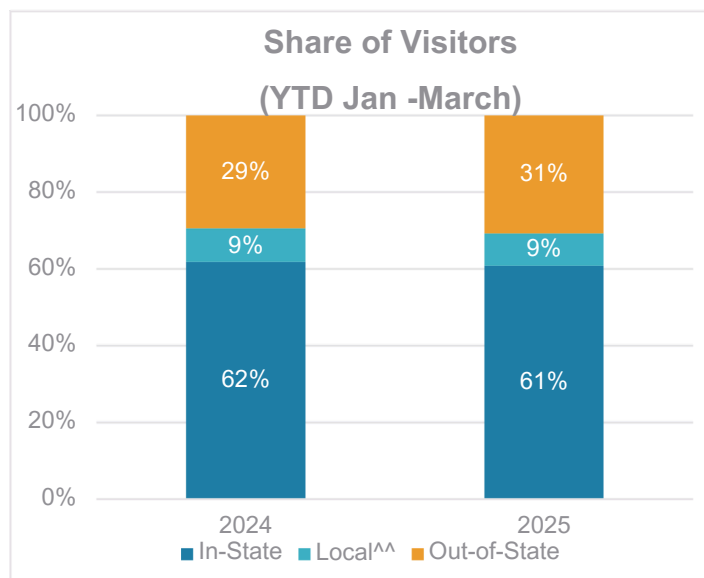
Average length of stay is comparable to 2024 at 3.8 days with the length of stay increasing slightly starting in late June through July.

Short-term rental rates are comparable to 2024, but also begin to increase and are higher the second half of July.

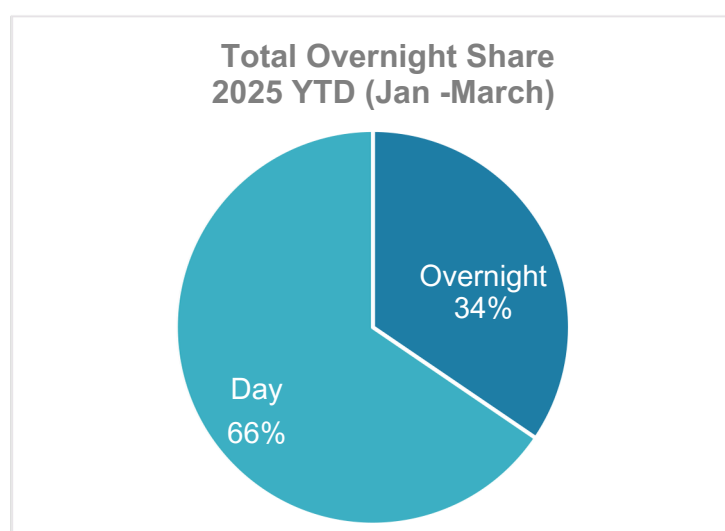
**Short-term rentals sourced to KeyData. Data reported monthly, latest data available is March 2025.

Visitor Behavior via Mobile Location Data[^]

- Through the first quarter of 2025, visitor segments remained fairly similar as 2024 with **seven in 10 visitors to Door County** originating from within Wisconsin.
- Door County saw a **slightly higher share of visitors from Milwaukee** the first three months of 2025 as compared to 2024, while visitation from Green Bay was down slightly.



- Slightly less than Q1 2024, **34% of all visitors** and nearly four-in-10 out-of-state travelers **stayed overnight**.
- Average length of stay was also slightly shorter** in Q1 2025, averaging 13.6 hours down from 15.1 hours in Q1 2024.



Overnight Share YTD (Jan - March)	2024	2025	YoY % Chg
In-State	36%	35%	-2%
Out-of-State	41%	39%	-4%

[^]Source: Azira mobile location data is collected through the usage of phone mobile apps. It is completely privacy compliant and allows tourism organizations to understand visitor behavior while in destination. Data reported monthly, latest data is March 2025. ^{^^}Locals defined as Door County residents.