



# Door County Tourism Zone 2024 Annual Meeting



# Meet Our Team



Juliana Behme  
Administrator



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Tax Specialist



# Agenda

- Welcome & Introduction
- Commission Overview
- Compliance
- Tax Usage Overview
- Revenue Review
- Property Type Review
- Municipal Revenue Review
- Seasonal Analysis
- Financial Position
- Market Prediction



# Door County Tourism Zone Commission Mission Statement

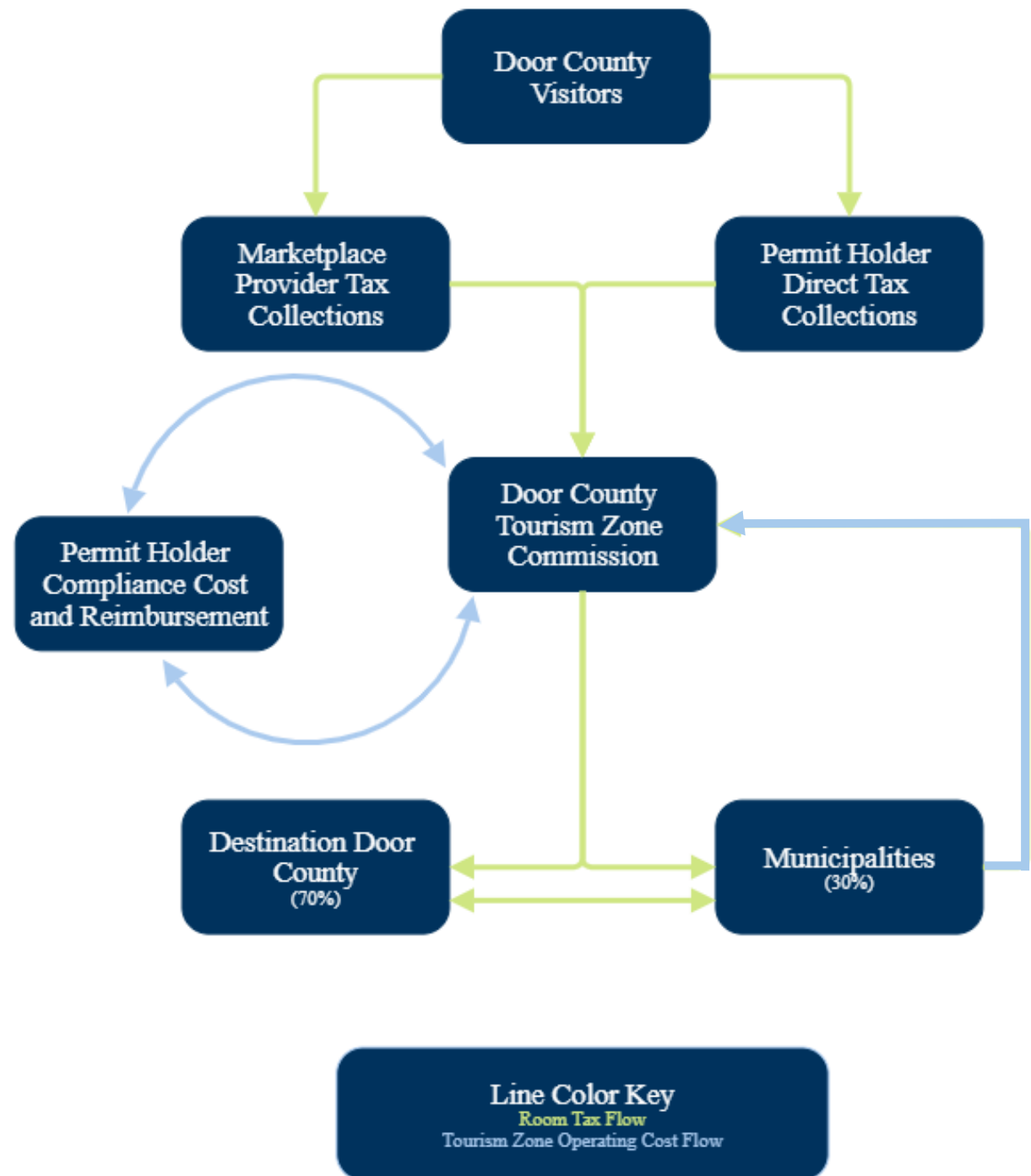
- Collect the room tax on behalf of its member municipalities in a fair and efficient manner.
- Work in partnership with the Door County Visitor Bureau to support its marketing efforts in tourism promotion and development for the Tourism Zone as a single destination for transient tourists who are reasonably likely to generate paid overnight stays.
- Keep all parties and businesses associated with the Tourism Zone and the Room Tax informed on the Commission's activities.

# Tax Usage

70% directed to Destination Door County, as the designated marketing entity is restricted to tourism promotion and development activities based on ss. 66.0615.

- Marketing projects, including advertising media buys, creation and distribution of printed or electronic promotional tourist materials, or efforts to recruit conventions, sporting events, or motorcoach groups.
- Transient tourist informational services.
- Tangible municipal development, including a convention center.

30% directed to municipalities is not restricted.







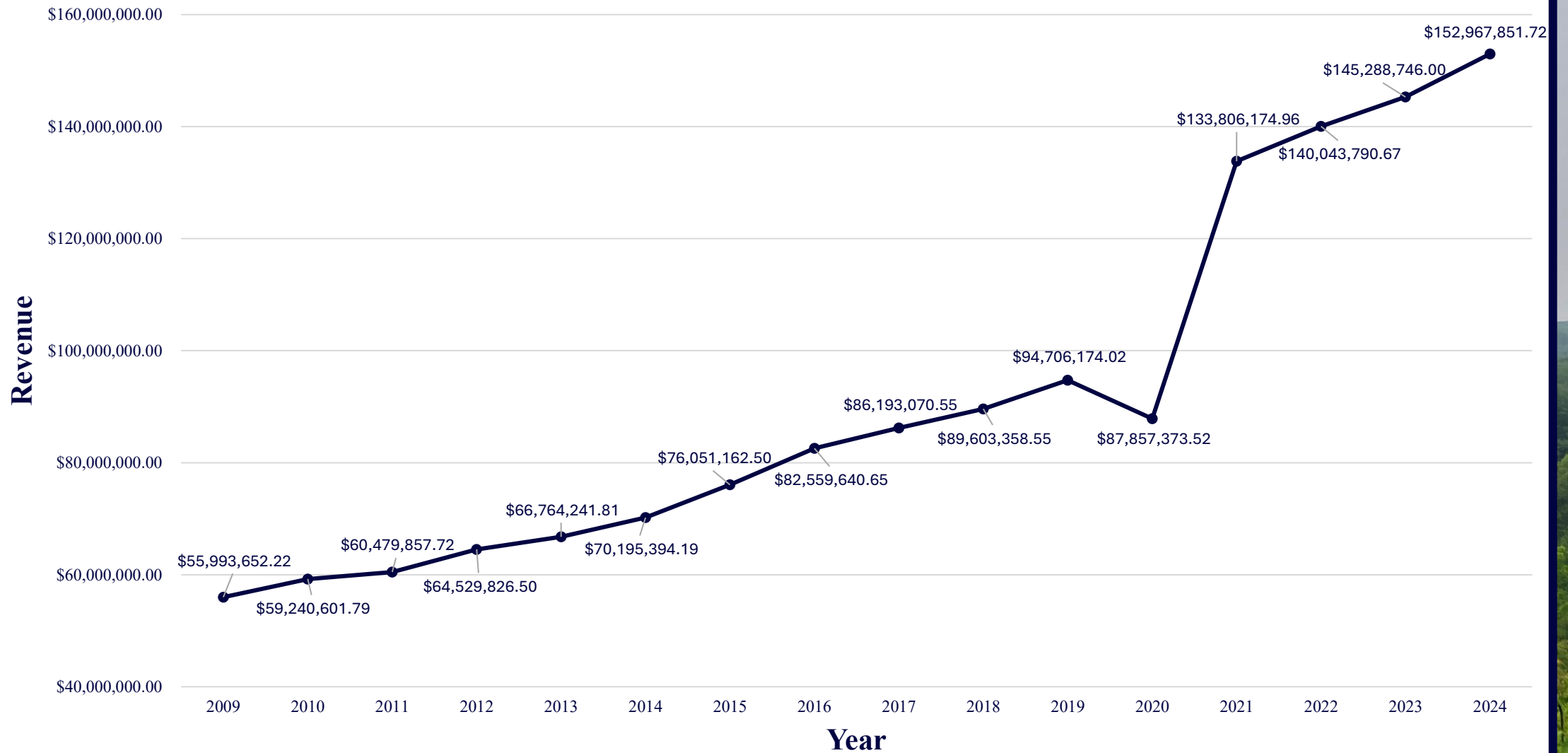
# What We Accomplished- Compliance Overview

Out of 187 permits issued in 2024, 39 were issued due to compliance efforts.

1386 late and missing reports were recovered due to compliance efforts. These reports totaled \$9.5 million in lodging revenue and \$764,395 in room tax.

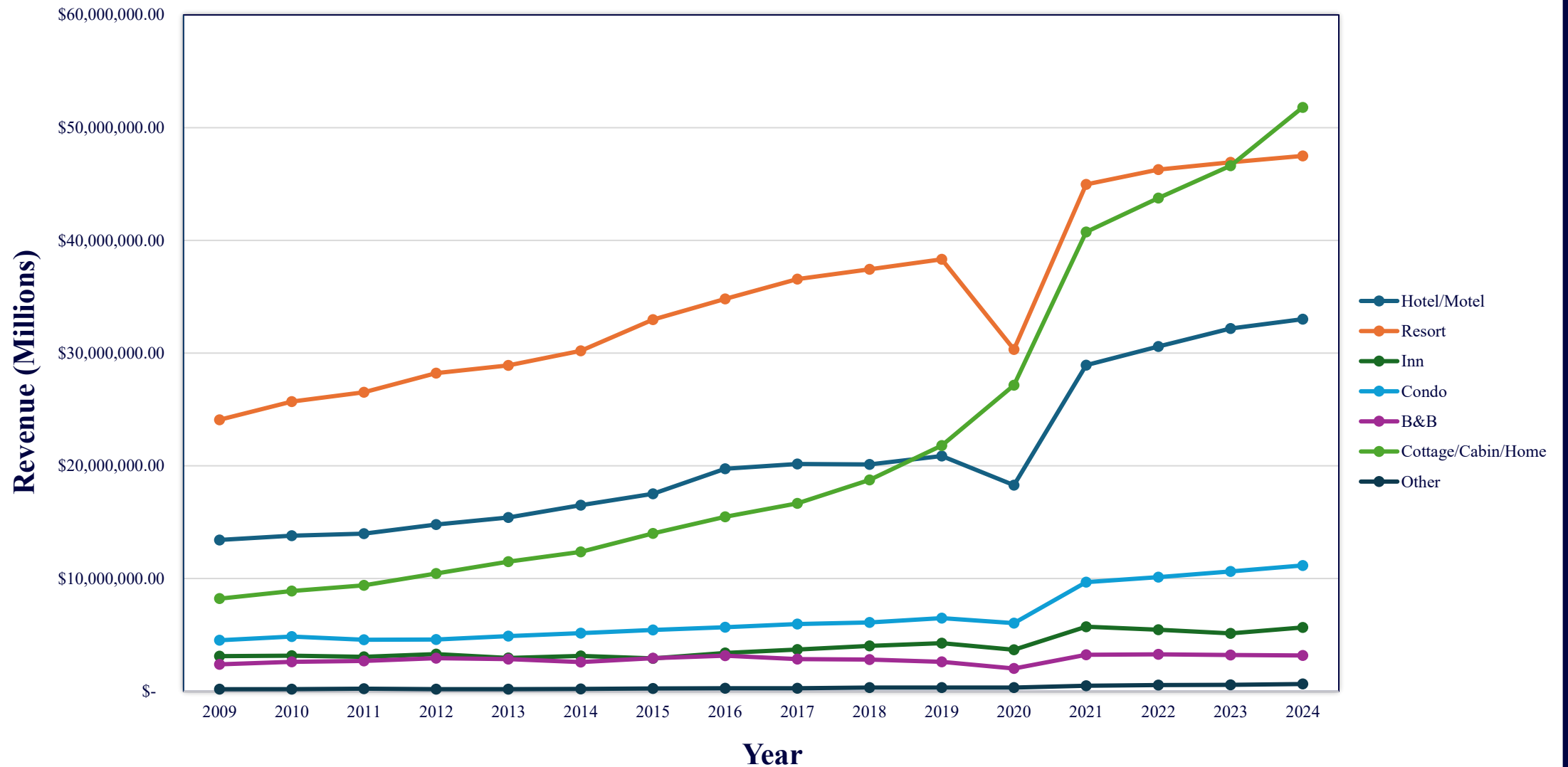
\$656,105 in legal fees, ACH rejections, unpaid late fees and penalties, and failed payment attempts were recovered by the Tourism Zone office.

# Total Revenues



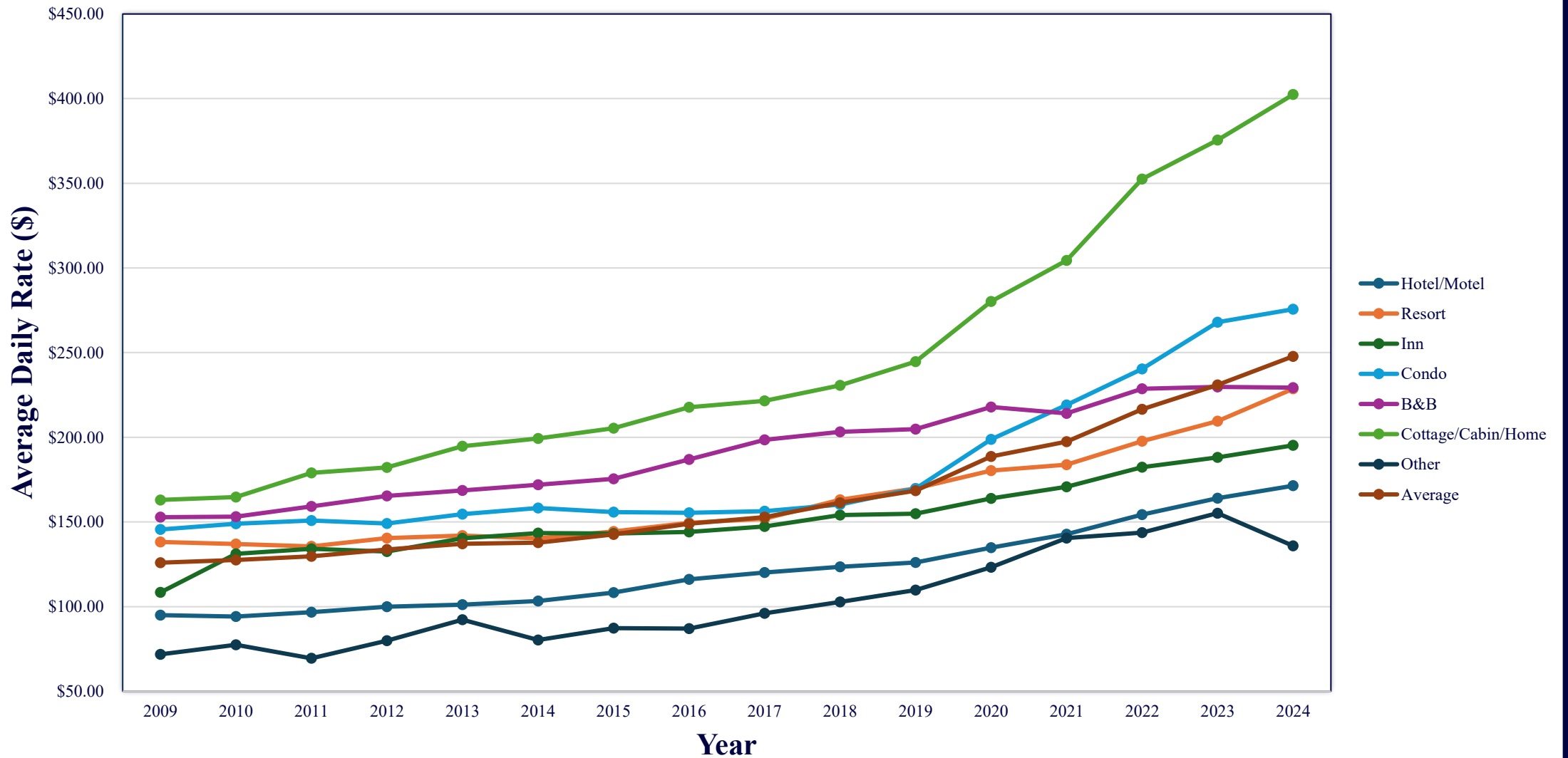


# Revenue By Property Type



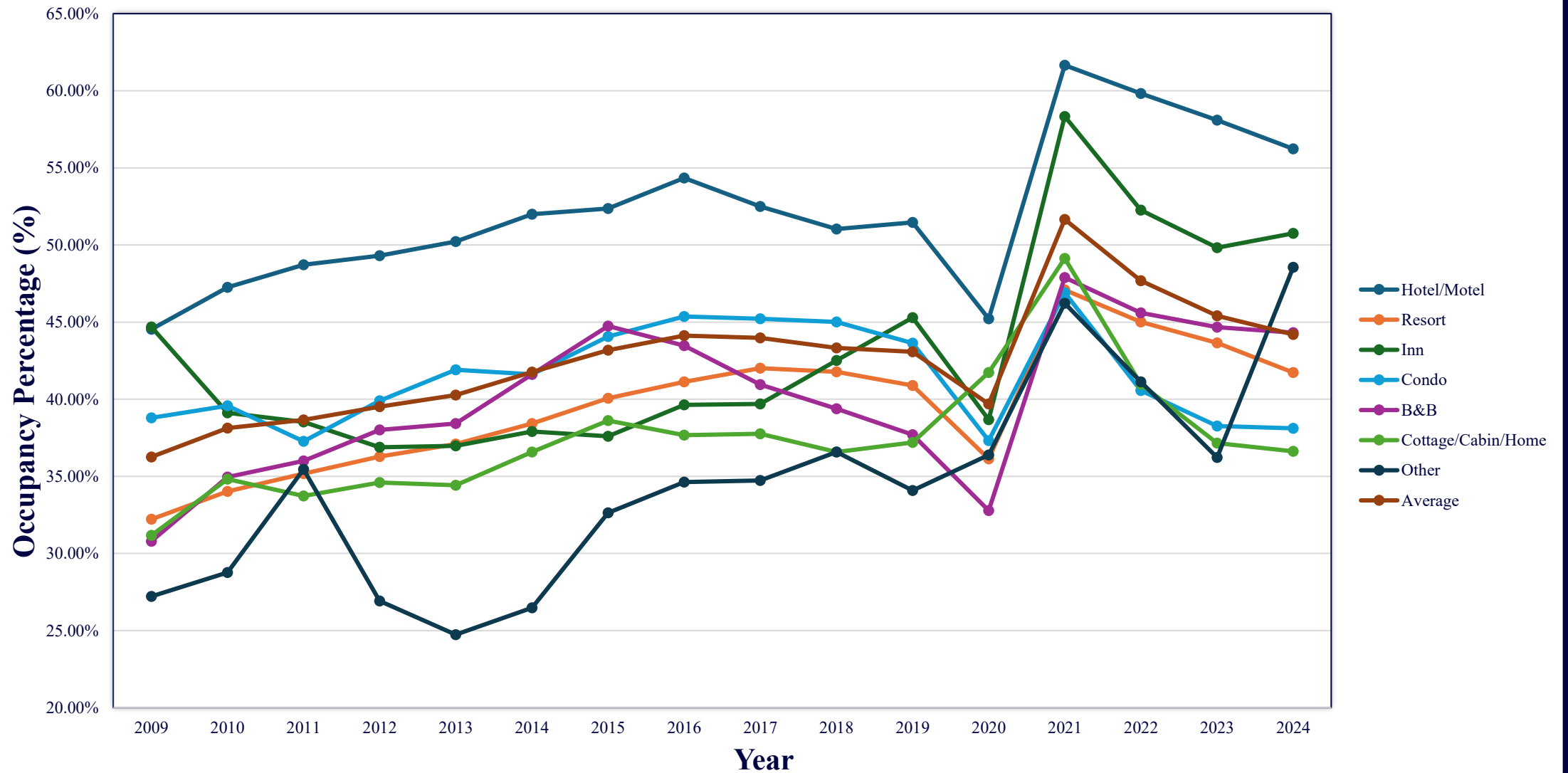


# Average Daily Rate By Property Type



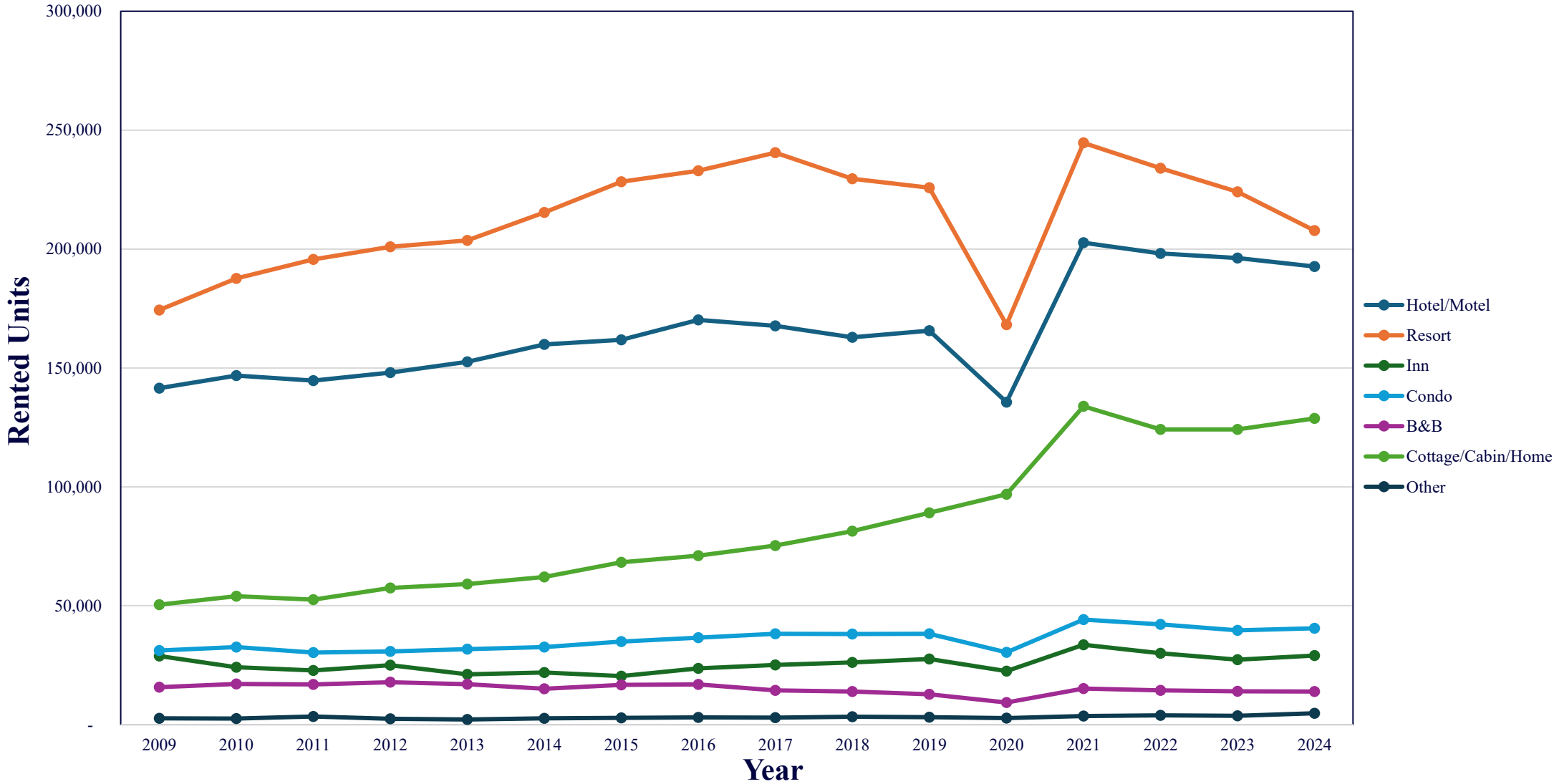


# Occupancy By Property Type



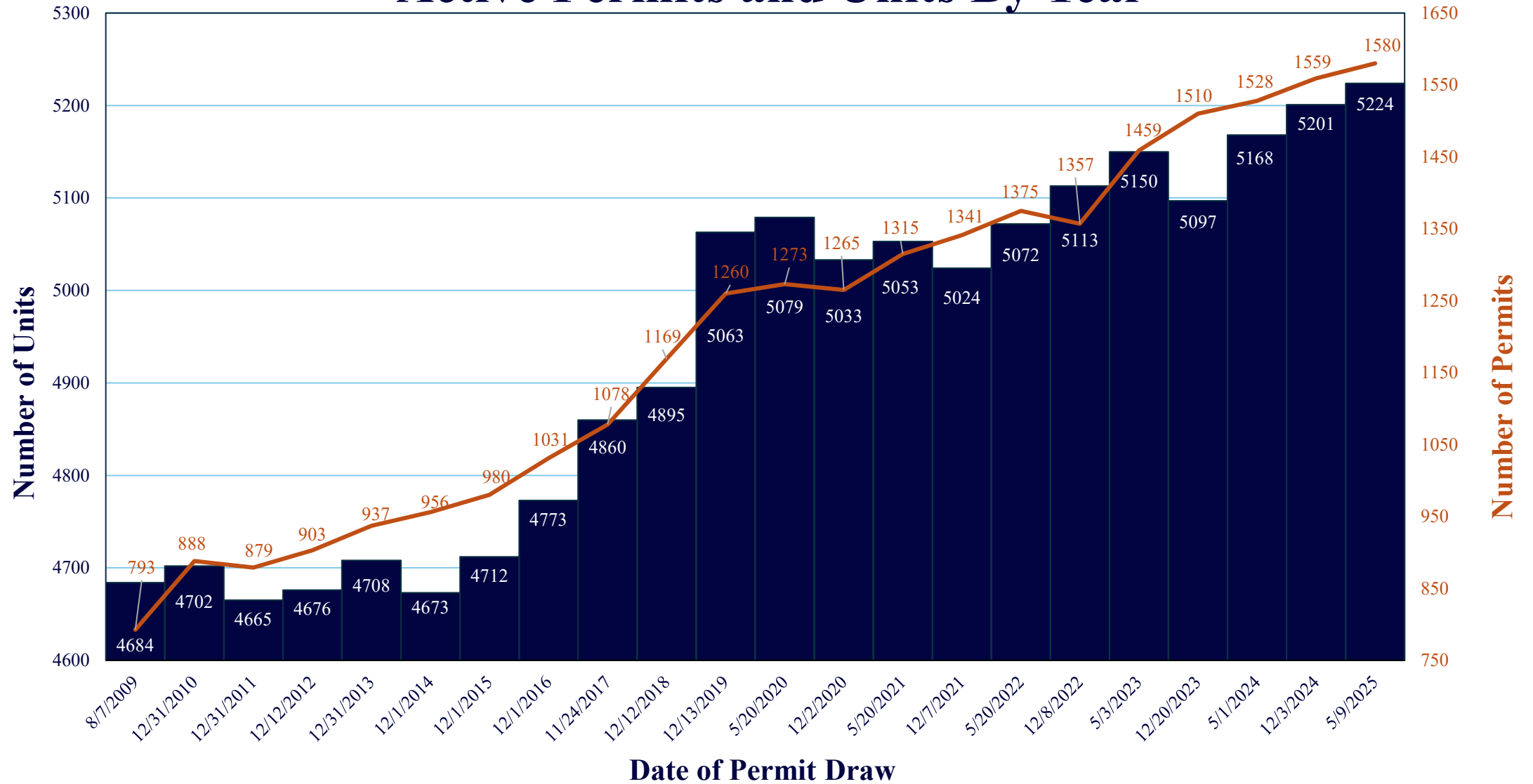


# Rented Units By Property Type



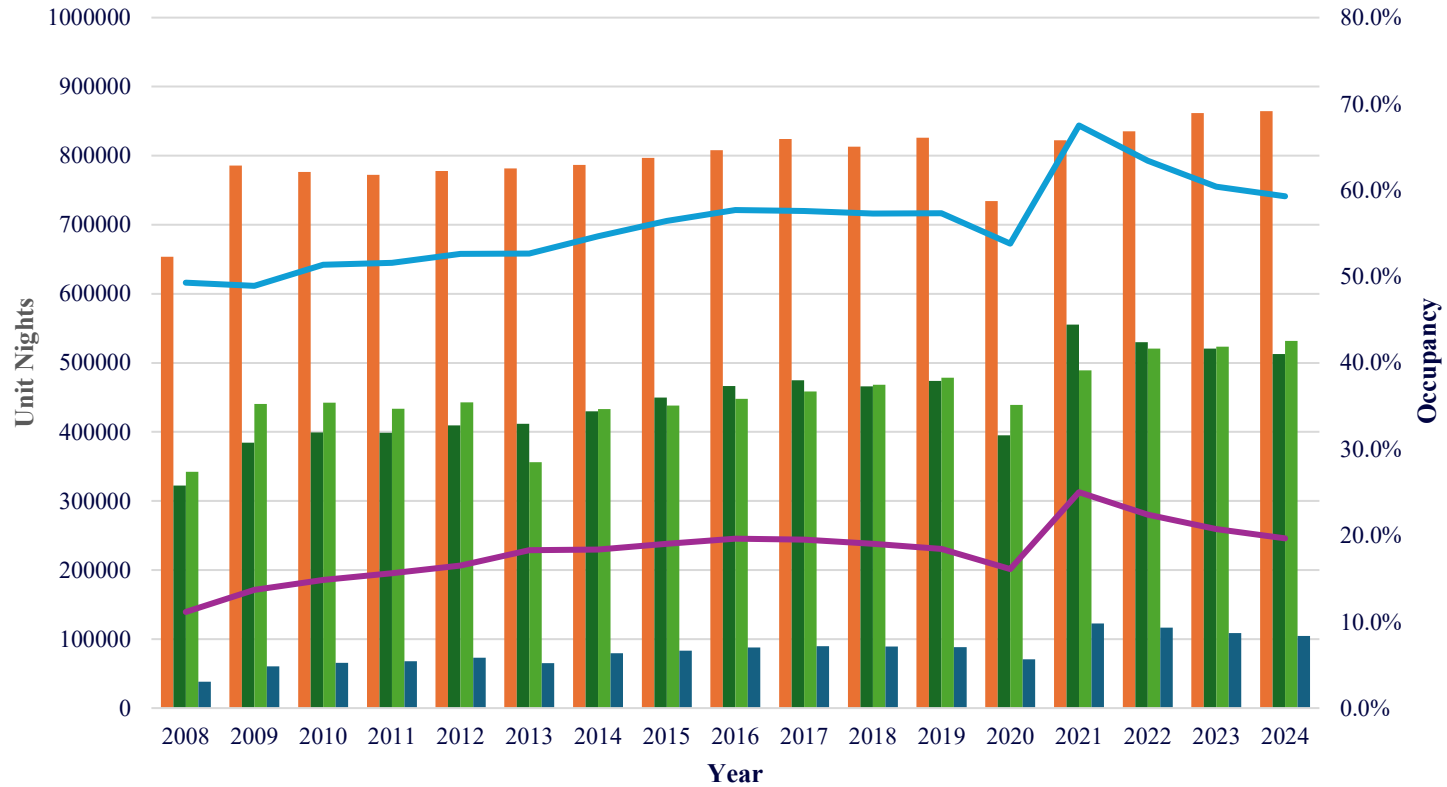


# Active Permits and Units By Year

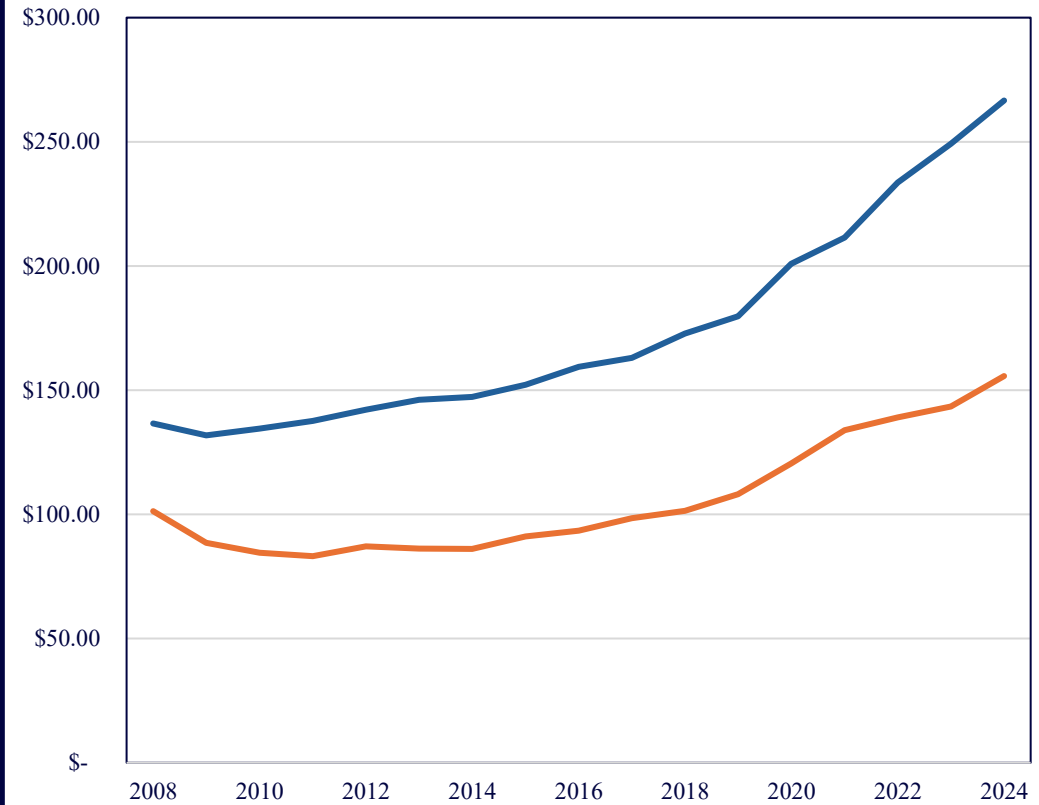


# Seasonality

## Seasonal Occupancy



## ADR



Available Units May-October

Units Sold May-October

Available Units Jan-Apr, Nov, Dec

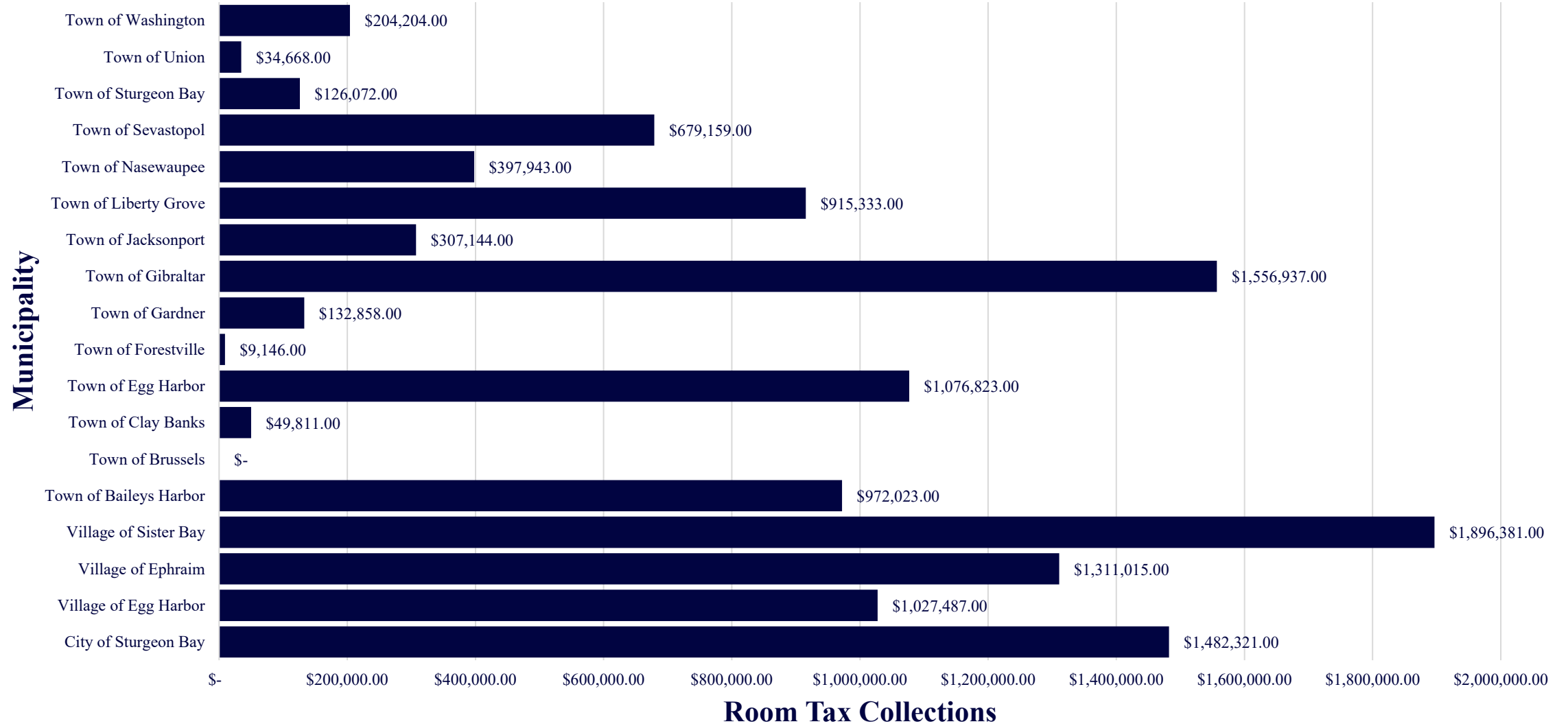
Units Sold Jan-Apr, Nov, Dec

Occupancy May-October

Occupancy Jan-Apr, Nov, Dec



# Collections By Municipality





The image features a serene landscape of a lake seen through the branches of tall evergreen trees. The scene is split by a dark vertical band in the center, which serves as a background for the text. The left and right sides show the natural beauty of the water and foliage, with sunlight filtering through the leaves.

# Financial Position and Future Plans

- The Commission's net position at the end of 2024 was \$679,617, which exceeds our goal of 30% reserve. In the coming months, the Commission will discuss the direction of those excess funds.
- The current Marketplace Provider liability is \$951,832.
- A \$42,000 budget surplus from 2024 was applied to the 2025 budget.
- \$1.4 million is currently held in the Restricted Fund



# Market Research

A May 2025 study of domestic travelers showed the following:

- 22% of American travelers plan to spend less on their summer trips
- 25% plan to spend more on their summer travel
- Economic uncertainty continues to be a major influence on travelers' planning and intentions. Domestic trips have maintained low or slightly downward growth rates (Longwoods International).
- REAL ID requirements have had little impact on air travel so far (US Travel Association).

The top activities for US travelers are visiting friends and family and beach/waterfront vacations, and road trips (Longwoods International).

Hotel performance has been flat or shown single-digit changes in occupancy and revenue compared to 2024 (US Travel Association).

Consumer sentiment declined 3% in May from April and is well below levels at the start of the year (University of Michigan).

Inflation and unemployment rates remained steady in April, and job growth continued (Bureau of Labor Statistics).

Prices for travel-related goods and services have not increased disproportionately compared to overall inflation (US Travel Association).

Gas prices in April were 12% lower than 2024, fueling a record 38 million projected auto trips for Memorial Day weekend (US Travel Association).



## Visitor Economy Trends

Key indicators suggest that growth in Wisconsin visitor activity continued to normalize in 2024, as the fading effects of pandemic recovery and the impact of persistently high inflation on consumer behavior contributed to a widespread slowdown in growth.

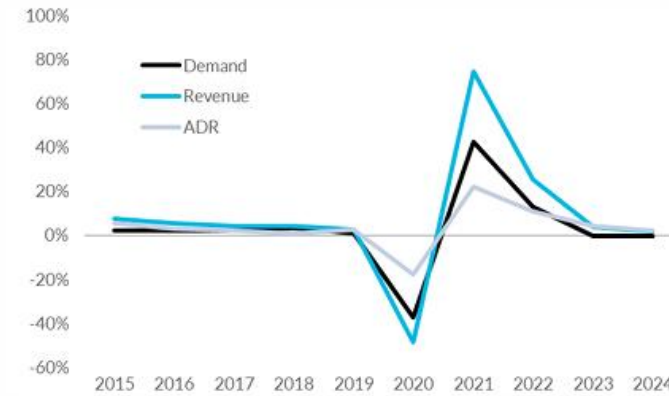
According to STR, lodging revenue grew 1.6% in 2024, reflecting a pullback after several years of strong post-pandemic growth. Despite this slowdown, lodging revenue remained healthy in 2024, measuring 19% above 2019 levels.

Room demand dipped slightly in 2024 due to a weak start to the year, but a rebound in the second half provided positive momentum heading into 2025. Further, stronger growth in lodging sales tax collections and bed taxes indicates that overnight demand performed better than suggested by the STR data in 2024.

Sales tax collections in key visitor-centric industries reflected continued direct visitor spending gains, albeit at a more moderate pace than in recent years. While restaurant sales tax growth slowed to 1.7% after a double-digit increase in 2023, entertainment and recreation collections rose by a stronger 4.2% year-over-year.

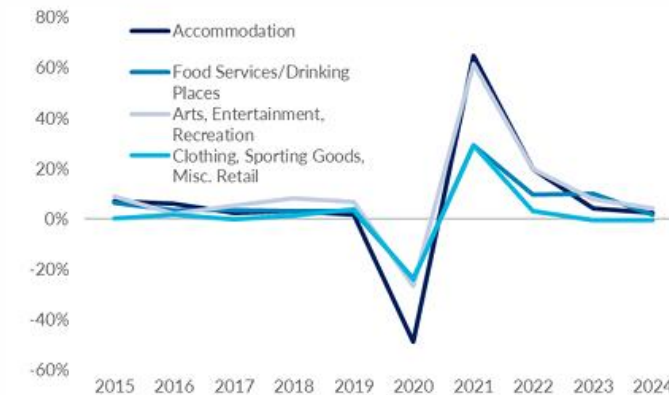


**Lodging Performance Indicators**  
year-over-year percent change



Source: STR

**Taxable Sales in Tourism-Related Industries**  
year-over-year percent change



Source: Wisconsin DOR



# Tourism Impact

County	Total Economic Impact			Direct Visitor Spending			Employment			Total Labor Income			State and Local Taxes		
	Millions		%	Millions		%	Total		%	Millions		%	Millions		%
	2023	2024		2023	2024		2023	2024		2023	2024		2023	2024	
Door County	\$620	\$651	5.10%	\$497.00	\$523.20	5.30%	3,444	3,524	2.30%	\$121.60	\$124.30	2.20%	\$51.00	\$53.30	4.40%

# 2024 Accomplishments

In 2024 the Door County Tourism Zone moved its office from the Village of Sister Bay to the City of Sturgeon Bay. This move has allowed us to obtain additional employees and more easily engage with Destination Door County, as well as “splitting the gap” between northern and southern Door County.

2024 was the first full year of online-only filing for our permit holders. We observed a decrease in the number of notices required to compel missing filings.

We hired our first full-time tax specialist.

Staff visited all 19 municipalities with Destination Door County to present lodging data and update our partners on Zone activities.

Three municipal representative seats were added to the Zone as a result of lodging revenue increases.

The Zone was contacted by five different counties and municipalities around Wisconsin with requests to provide compliance training and share internal processes to improve room tax reporting procedures.





Thank you!

