

DESTINATION DOOR COUNTY

June 2025

Community Outreach & Destination Alignment

In partnership with the Tourism Zone Administrator, DDC met with four (4) municipalities in June during monthly board meetings as part of the municipal outreach program to provide tourism updates and information to all municipalities. Meetings included the Town of Sturgeon Bay (6/9), Town of Gardner (6/11), Town of Sevastopol (6/16) and the Town of Jacksonport (6/24). We have two meetings in July and one in August, and we will have met with all 19 municipalities.

Our accessibility assessment project began, with a June 2 [media release](#) along with the opening of applications that day. A [community webinar was hosted/recorded](#) on June 17th with Wheel the World to promote the assessment process. All materials are available at DoorCounty.com/accessibility.

Results from the DDC [2024 Economic Impact Study](#) by Tourism Economics highlighted that the visitor economy generated \$651.2 million in overall impact for Door County. To help share these findings, a [media release](#) was issued, a [two-page fact sheet](#) was developed, and a [full-page ad](#) ran in the June 20, 2025 issue of the Peninsula Pulse.

The [2024 DDC recap report](#) was presented during the Door County Tourism Zone's annual meeting held on Thursday, June 19, 2025, at Sturgeon Bay City Hall.

DDC staff participated in the development of the Door County Community Health Assessment Survey, with community members across the county encouraged to take the survey at <https://form.jotform.com/251333991295059>

Sustainable Development

DDC Water Station Impact Report

During eight June event days across five communities, our water stations dispensed a total of 7,830 ounces of water using 726 bamboo cups and 128 reusable water bottles. Of the bamboo cups distributed, 73% were returned for composting—just shy of our 75% goal. These efforts helped prevent an estimated 500 single-use plastic bottles from entering the landfill! While these may be small steps, they're part of a bigger picture for a better Door County.



Community Investment Fund

Community Investment Fund (CIF) projects that were presented celebratory big checks from DDC staff in June included the Town of Washington (below left, on 6/18), and Destination Sturgeon Bay (below middle, on 6/3).



Adopt-A-Highway Clean Up

DDC held its second Adopt-A-Highway clean up of 2025 on (above far right, 6/26) along the designated 2-mile stretch of State Highway 57 near Baileys Harbor.

Sustainable Development



DESTINATION FORWARD RESEARCH STUDY

Destination Door County is proud to be one of only 35 destinations featured in Destination Forward, a new national industry report released in June 2025 by the GW International Institute of Tourism Studies in collaboration with Miles Media and the Coraggio Group. This groundbreaking study explores how destinations across the country are shifting toward more sustainable, community-focused tourism models.

Door County's inclusion highlights the region's ongoing efforts to balance marketing with broader goals of environmental stewardship, resident well-being, and long-term economic resilience. The report offers valuable insights—including case studies, focus group findings, and strategic takeaways—that will help guide our future planning as we continue to evolve as a destination grounded in sustainable growth and community impact. Both the [executive summary](#) as well as the [full report](#) are available now and will also be made available on DoorCounty.com.

Values Based Marketing

PAID MEDIA

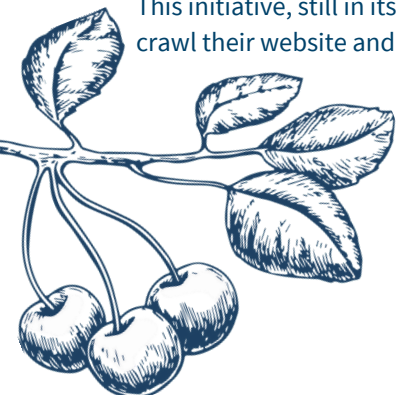
Paid Search continued strong in June with increases in both clicks and CTR, and both SEM campaigns performing significantly above the benchmark again (now more than double). Paid Social also saw continued success with similar or better CTRs across most tactics, most notably Meta Prospecting. Our Display campaigns continue to see massive reach, serving more than half of all total impressions. Art In The Door concluded along with the Fresh Coast Co-Op, and new campaigns like the Birch Creek Co-Op and Heritage Trail Azira interstitials launched this month. Across all channels, we saw a total of 17,163 booking widget submissions, up 14% YoY and 36% MoM.

EMAIL

June's email performance remained strong must-dos to cultural features, with a 42% open rate and 2.4% average CTR. Engagement was driven by a diverse content mix, from seasonal travel planning resources. Meanwhile, continued lack of engagement from inactive subscribers reinforces the need for lead archiving to protect deliverability and focus efforts on active audiences.

SEO

Overall impressions remain up year-over-year, with the website seeing a 29% increase in impressions at 6.8M overall. This increase in impressions was mostly led by Door County branded terms, with a notable increase occurring for Places to Stay, including dog-friendly lodging and cabins. 50 Must-Dos for Summer Door County grew by 258% year-over-year for impressions, as AI Mode began serving the Newsletter as a source for keywords like "in things to do in door county." The increase in visibility for this more general keyword indicates Google understands the intent behind a user's search, highlighting the need for niche content on the website. Google continues focus on being an "Answer Engine." With the release of AI Overviews, AI Mode, and even Audio Overviews, Google continues to offer users answers versus search results, indicating an increased need to source from reliable websites. Cloudflare launches first Pay-per-Crawl initiative. This initiative, still in its early phases, would prompt AI crawlers to negotiate a fee with webmasters for permission to crawl their website and access their content. If successful, this could create new business models for the Internet at scale.



Values Based Marketing

JUNE TOTALS

Impressions

6,150,725

Clicks

133,693

SEM - National

Clicks
32,674Impressions
166,364CTR
19.64%Avg. CPC
\$0.33Budget Remaining
34%

SEM - Geo-targeted

Clicks
10,983Impressions
55,666CTR
19.73%Avg. CPC
\$0.37Budget Remaining
55%

Google Demand Gen

Clicks
32,264Impressions
2,407,758CTR
1.34%Avg. CPC
\$0.10Avg. CPM
\$1.36
Budget Remaining
57%

Google Pmax

Clicks
9,762Impressions
81,487CTR
11.98%Avg. CPC
\$0.47Budget Remaining
57%

Meta Prospecting - Leisure

Clicks
20,695Impressions
847,574CTR
2.44%CPC
\$0.25Budget Remaining
51%

Meta Video

Views
18,692Impressions
290,629Clicks
4,514View Rate
6.43%CTR
1.55%Budget Remaining
50%

Meta Lead Gen

Leads
1,100Clicks
2,757Impressions
153,002CTR
1.80%CPC
\$0.41Budget Remaining
60%

Meta Remarketing

Clicks
12,345Impressions
443,574CTR
2.78%CPC
\$0.24Budget Remaining
65%

AZIRA Remarketing Banners

Clicks
896Impressions
419,211CTR
0.21%CPC
\$2.92Budget Remaining
61.55%KPI
BenchmarksClicks
9.39% CTRClicks
9.39% CTRClicks
1.65% CTRClicks
2.97% CTRClicks
1.75% CTRClicks
1.57% CTRClicks
1.33% CTRClicks
2.22% CTRImpressions
0.39% CTR

AZIRA - CTV

Clicks
130Impressions
123,818CTR
0.10%CPM
\$37.50Budget Remaining
58.68%

AZIRA - INTERSTITIAL

Clicks
197Impressions
12,679CTR
1.55%CPM
\$16.25Budget Remaining
97.71%

Tiki

Clicks
5,243Impressions
57,498CTR
9.12%CPC
\$1.59Budget Remaining
15.54%

Epsilon

Clicks
790Impressions
819,691CTR
0.10%CPM
\$13.61Messaged Visits
209
Budget Remaining
54.38%

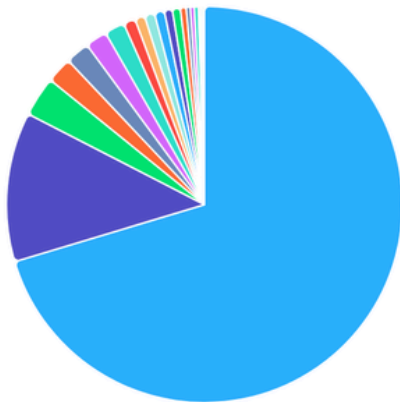
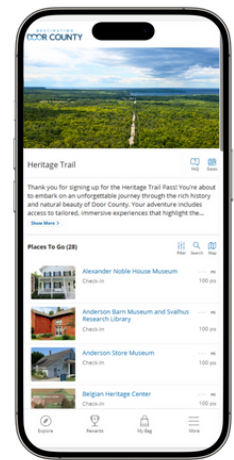
Expedia

Clicks
443Impressions
271,774CTR
0.16%CPM
\$26.24ROAS
\$34.63
Budget Remaining
1.15%Impressions
0.11% CTRImpressions
1.72% CTRClicks
8% CTRImpressions
0.10% CTRImpressions
0.11% CTR

Values Based Marketing

Heritage Trail Pass

Launched on June 16, the Heritage Trail is a free, year-round, self-guided experience designed to celebrate and share the deep history of Door County. Through a mobile pass platform, participants are invited to explore 28 historic and cultural sites across the peninsula—including lighthouses, museums, churches, and preserved homes. As users check in at each location, they unlock stories that shaped the region and earn prizes for their engagement. The trail encourages both residents and visitors to connect more deeply with Door County's heritage, while supporting local attractions and spreading visitation across seasons and communities.



- | | | | |
|-----------|----------|-----------|----------------|
| Wisconsin | Illinois | Minnesota | Texas |
| -- | Iowa | Florida | Missouri |
| Kansas | Virginia | Michigan | California |
| Indiana | Colorado | Ohio | North Carolina |
| Arkansas | Nebraska | Kentucky | Georgia |

The sections of this report may show "--". This occurs if we do not receive a zip code during the order process. There are certain third-party channels where we do not receive this information through our API integration. We still count the passes but cannot determine which city and state they are coming from.

Since launch, the trail has seen strong early interest with 540 signups, 80 active users, and 17 prizes redeemed—a promising start for this new historical experience. The pass has attracted participants from 28 U.S. states, with Wisconsin showing the strongest engagement—432 passholders have generated 214 redemptions. Illinois follows with 75 passholders and 60 redemptions, while Minnesota contributed 20 passholders and 31 redemptions. Additional participation came from states such as Texas, along with a broad geographic spread of users from across the country. A small number of users did not specify a state. This early geographic distribution highlights strong local and regional interest in the Heritage Trail, as well as growing national awareness of Door County's rich historical and cultural offerings.

For more information on the pass, visit doorcounty.com/heritage-trail.

Midwest Living Feature Drives 484 Travel Guide Requests

Following Door County's inclusion in Midwest Living's 2025 Road Rally, interest in the region continues to grow—resulting in 484 travel guide leads since June 1. This strong response highlights the value of high-profile editorial coverage and the ongoing demand for planning resources among prospective visitors.

As the final stop in the five-day Road Rally, Door County was featured alongside Lake Geneva and Milwaukee in an itinerary developed with Travel Wisconsin. Editors explored the area's scenic shorelines, local flavors, and creative culture, both online at midwestliving.com and in the print issue that hit newsstands on May 16.



The full feature is available at midwestliving.com, and the print version hit newsstands on May 16.

Values Based Marketing

Organic Social

Facebook engagement was strong with a 194% increase YoY and a 107% increase in impressions. The first half of 2025 engagement and impressions has surpassed all of 2024.

Instagram was down 8% YoY in engagement and 48% in impressions.

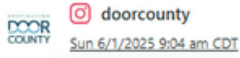

X continues to do well with an 89% increase YoY in engagement and 16% increase in impressions.

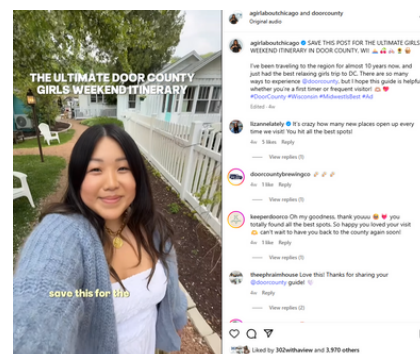
TikTok saw a 72% increase YoY in engagement and a 58% increase in impressions.

The top post for engagement on Facebook and Instagram was our Pride post. Our Instagram reel with the Strawberry Moon was featured as a news story on two out of state radio stations:
<https://97zokononline.com/strawberry-moon-illinois/>

We partnered with Sarah Yi @agirlaboutchicago to produce a girls weekend reel on Instagram. The reel has over 109k views, 4.4k shares, and 4.6k saves. She did a bonus reel featuring bars and restaurants that has over 3.9k shares. Sarah is a longtime visitor of Door County and often shares Door County with her audience when she visits.

	
<p>Door County is a place where everyone is welcome. We're proud to support love, diversity, and inclusion throughout our...</p>	
	
Total Engagements	14,106
Reactions	3,908
Comments	397
Shares	118
Post Link Clicks	1
Other Post Clicks	9,682

	
<p>Door County is a place where everyone is welcome. We're proud to support love, diversity, and inclusion throughout our...</p>	
	
Total Engagements	2,404
Likes	2,044
Comments	67
Shares	259
Saves	34



Media Highlights from the work of the Destination Door County Team

"In Door County, Cherries are still Tops" *Wisconsin Natural Resources Magazine*, Summer 2025

"Despite travel season uncertainty, Door County official, business owner express optimism"

Wisconsin Public Radio, June 2, 2025

"Door County farmers expect sweet cherry harvest despite rain" *Spectrum News 1*, July 2, 2025

"Take 5 - Will Travel for Food" *Better Homes & Gardens*, July/August 2025 (pictured ⇨)

"Island Adventure" *Great Lakes Scuttlebutt*, July/August 2025



SAVE THE DATE

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

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

JULY 17 SOCIAL SECURITY SIGN-UP DAY EVENT FOR J-1 EXCHANGE STUDENTS - EPHRAIM VILLAGE HALL



Media Tactic Deep Dive | June 2025

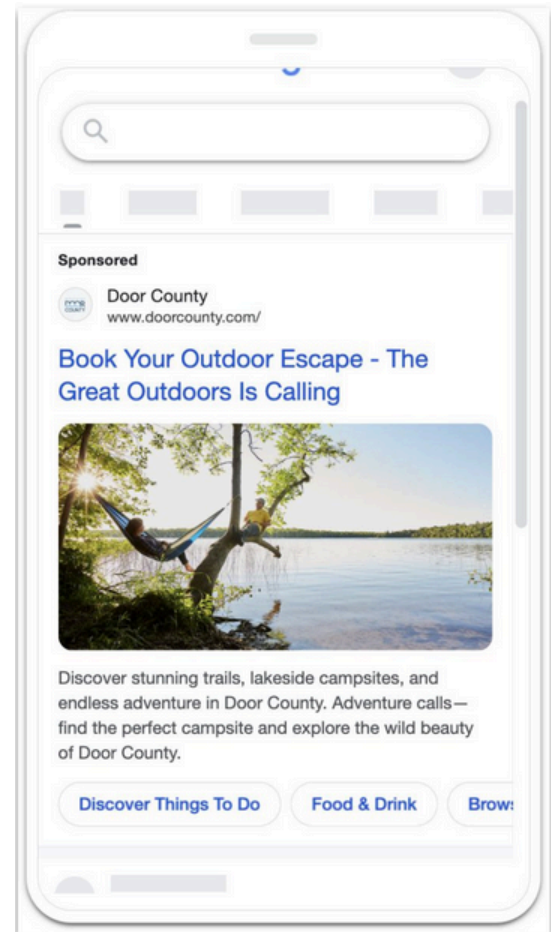
Google Performance Max

What is it?

Google Performance Max is a powerful, all-in-one campaign type designed to maximize your digital marketing results by running ads across Google's entire network. This includes YouTube, Display, Search, Discover, Gmail, and Maps. For Door County, Performance Max can significantly boost visibility and engagement, connecting you with potential visitors more effectively than ever.

Here's how Google Performance Max can significantly enhance Door County's marketing efforts:

- **Accelerated Engagement & Results:** Performance Max campaigns are built for speed and efficiency, helping Door County businesses rapidly expand their online presence and connect with prospective travelers actively searching and browsing on Google's platforms. You can see quick results and optimize your campaigns for conversions.
- **Precision Audience Targeting:** Leverage Google's sophisticated targeting capabilities to pinpoint specific demographics, interests, and behaviors. This ensures your ads reach the individuals most likely to be interested in visiting Door County, driving high-quality leads and bookings.
- **Boost Website Traffic and Engagement:** Through compelling and strategically placed advertisements, Performance Max campaigns can drive highly relevant traffic to Door County websites and encourage direct interaction with your content, leading to increased inquiries and bookings.
- **Fortified Brand Presence and Community Building:** Consistent engagement across Google's vast network helps elevate Door County's brand visibility across a broad audience. This fosters a sense of community among potential and past visitors, nurturing interest and loyalty for future visits.



New Member Report: June 2024 vs. June 2025 June Comparison

As of this reporting period, 16 new member partners have joined in 2025, compared to 21 in the same timeframe in 2024 — a 24% decrease. While the decline reflects limited new business formation and high existing enrollment, each new partner remains valuable and highlights the importance of continued outreach.

Partner Category Overview

Our current partner list includes 1,173 businesses and organizations across a mid range of categories. The three most represented sectors are:

- Lodging: Vacation Rentals (260 partners)
Hotels/Motels/Resorts: (104 Partners)
- Recreation & Entertainment (194 partners)
- Retail (176 partners)

These numbers reflect what our visitors consistently seek out, places to stay, things to do, and local shops to explore. It also shows where we have the strongest connections, which can help guide future outreach, programming, and promotion.

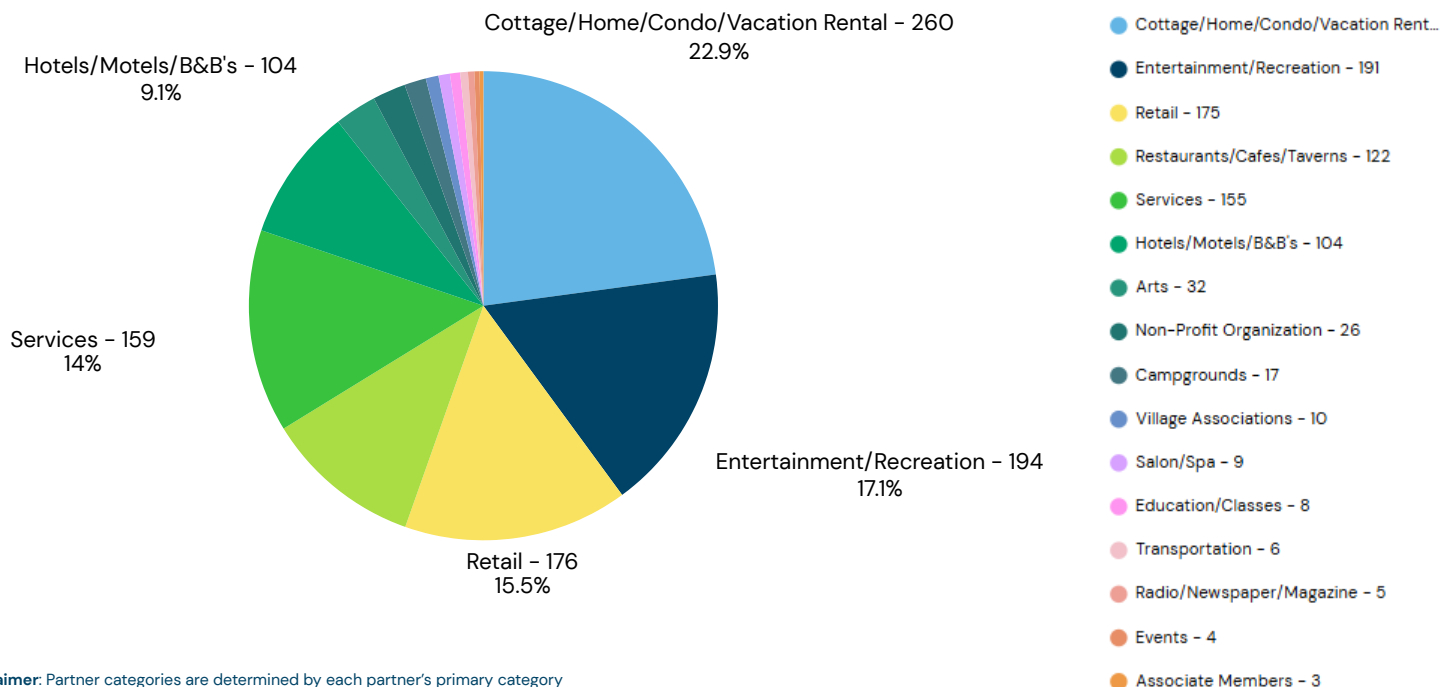
Top 5 Industries Represented in 2025 New Member Growth:

1. Vacation Rentals (Cottage/Home/Condo) – 28 new members
2. Restaurants, Cafés, and Taverns – 13 new members
3. Services (e.g., wellness, professional, personal care) – 15 new members
4. Entertainment & Recreation – 8 new members
5. Retail – 8 new members

This mix underscores strong engagement from businesses that directly shape the visitor experience, especially in lodging and dining. The presence of service based and recreational businesses also suggests that our partnership benefits are resonating beyond traditional tourism sectors.

Overall, this increase in new member participation (despite a relatively stable and saturated market) demonstrates the continued relevance and reach of our programming.











TOTAL PARTNERS BY CATEGORY* 2025 (TO DATE)

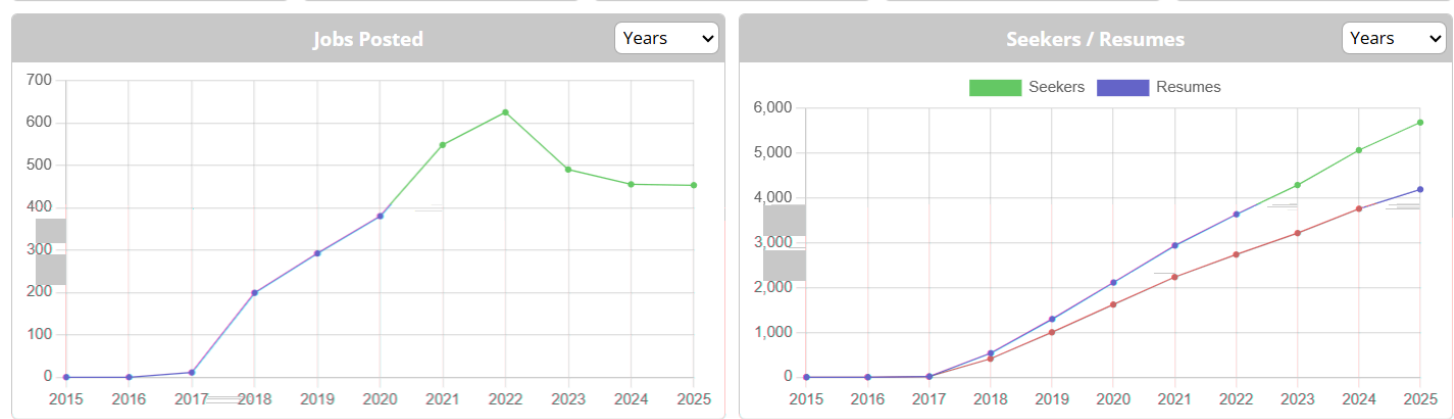


JOB IN DOOR COUNTY.COM

Job Search Activity – June 2025 Summary

The platform averaged over 120 unique users per day in June, with steady search activity throughout the month. “Housing” remained one of the most common filters, highlighting continued interest in positions offering accommodations. Top job categories included hospitality, restaurant service (front and back of house), cleaning, and healthcare. Sturgeon Bay led location-based searches again, followed by Sister Bay, Egg Harbor, and Fish Creek.

<div>Jobs Posted</div> <div>58</div>	<div>Job Seekers Added</div> <div>114</div>	<div>Employers Added</div> <div>11</div>	<div>Alerts Added</div> <div>Job Resume30</div>	<div>Purchases</div> <div>Billed0Paid0</div>
<div>Job Searches</div> <div>8,066</div>	<div>Jobs Viewed</div> <div>9,120</div>	<div>Applications Added</div> <div>535</div>	<div>Apply Redirects</div> <div>95</div>	<div>Logins</div> <div>Seeker629Employer211</div>



WELCOME CENTER

Lobby Traffic Comparison – June 2024 vs. June 2025

Visitor counts at the Welcome Center lobby remained steady in June 2025, with a total of 2,915 tracked entries, compared to 3,106 in June 2024. This represents a slight decrease of 191 visits, or about 6%.

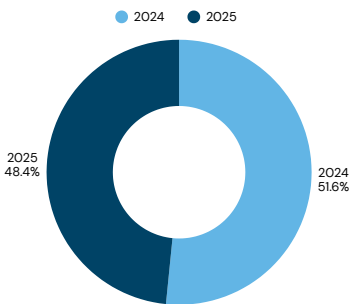
Daily patterns continued to follow similar trends, with Fridays typically seeing the highest traffic and Sundays the lowest.

Overall, lobby usage remains consistent year over year, with no significant fluctuations in visitor behavior.

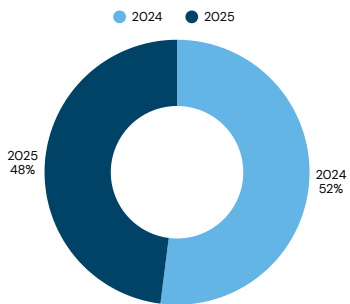
Phone Calls

Phone calls decreased slightly from 661 in June 2024 to 610 in June 2025, a reduction of roughly 8%. This ongoing decline suggests that visitors continue to shift toward engaging via email, social media, and in-person interactions rather than phone support.

LOBBY TRAFFIC
JUNE 2024 VS. JUNE
2025



PHONE CALLS
JUNE 2024 VS. JUNE
2025



GIFT CERTIFICATE SALES & REDEMPTIONS 2025

Gift certificate activity remained strong in June 2025, with \$34,905 in sales and \$31,275 in redemptions. Sales showed a slight increase over May, continuing a strong early summer trend as visitors and locals purchase certificates for seasonal experiences and gifts.

Redemptions also rose in June, reflecting the busy summer season and higher visitor spending at local businesses. Overall, these figures highlight sustained interest in the gift certificate program and its value as both a promotional tool and a way to support local partners.

Gift Certificate Sales

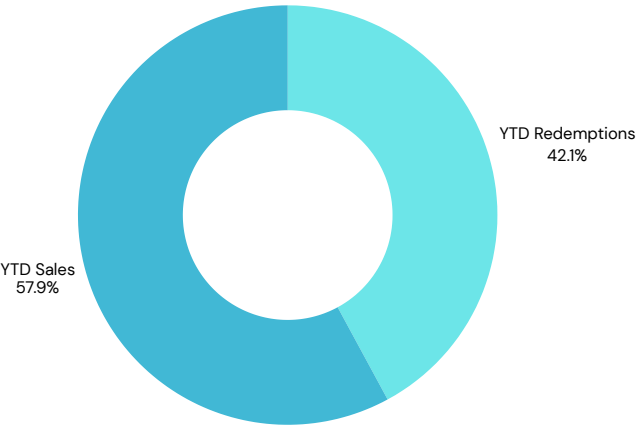
January \$55,165
February \$31,465
March \$30,890
April \$31,860
May \$21,600
June \$31,275

YTD TOTAL \$202,255.00

Gift Certificate Redemptions

January \$23,870
February \$13,255
March \$18,130
April \$22,435
May \$34,435
June \$34,905

YTD TOTAL \$147,030



Community & Partner Engagement — June 2025

June was a busy month for community and partner engagement, with many in person visits and conversations to support local businesses and organizations. Our Community & Board Liaison connected with a wide range of partners, including businesses, nonprofits, and event organizers.

Highlights included helping recruit volunteers for events like Tall Ships and Ellison Bay Day, advising on sustainability efforts, and assisting with new marketing materials and merchandise collaborations. Several partners shared positive feedback on DDC’s environmental initiatives and the water station program.

There was also continued work to encourage new partnerships, share resources, and help businesses with questions about events and funding.

In addition, there are currently 36 appointment requests from Door County businesses that our Director of Partner Services is coordinating for the upcoming J-1 Social Security sign-up days. These sign-up days have been instrumental in supporting local businesses, helping them meet workforce needs for both front-line and back-of-house roles.

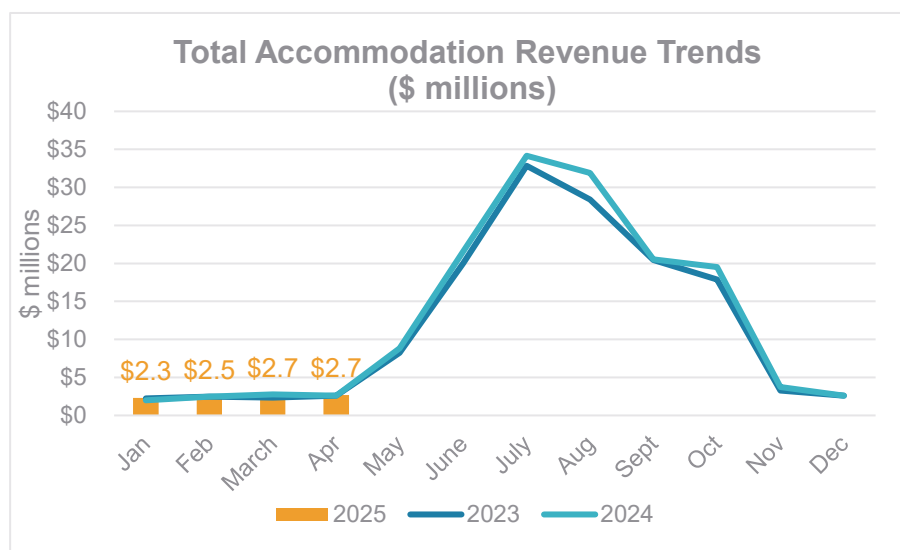
Overall, these efforts strengthen relationships and help businesses feel more supported throughout the busy summer season.

Door County's Accommodation Sector Shows Strong Performance in Early 2025 with Positive Trends in Short-Term Rentals and Visitor Behavior

Through April, total accommodation performance in Door County has been remarkably strong with revenue up 4% and occupied rooms up 2%. Revenue generated from short-term rentals was also up 11% through May although short-term rental booking windows are shorter than 2024, indicating some hesitancy from consumers before committing to travel plans.

Forward-looking short-term rental bookings through September are robust with nights booked up 10% and rental revenue up 17% over the next 90 days (as of June 27th).

Total Accommodation: January - April 2025 Comparable to 2024



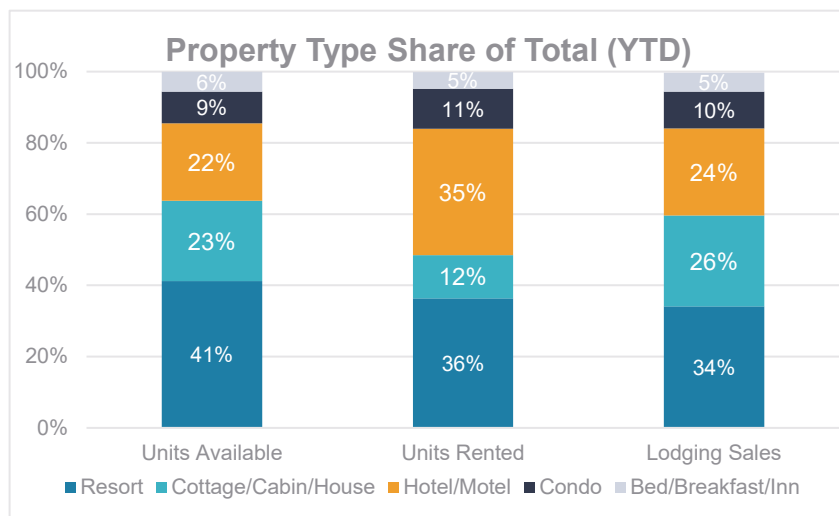
Lodging performance was strong through the first four months of 2025 with revenue up 4%, occupied rooms up 2% and occupancy rate holding steady compared to the same time frame in 2024.

After a somewhat slow start to the year, April revenue increased 4%, totaling \$2.7 million.

Through the first four months of the year, resorts followed by cottage/cabin/home properties

contributed the most to revenue compared to the same time period in 2024, while revenue generated from condos increased the most and cottage/cabin/homes ADR increased the most.

Door County Total Lodging* YTD Jan - April				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 9.8	\$ 10.2	4.2%	
Average Daily Rate	\$ 144	\$ 147	2.1%	
Available Rooms (000's)	86,436	87,977	1.8%	
Occupied Rooms (000's)	17,191	17,590	2.3%	
Percent Occupied	19.9%	20.0%	0.6%	



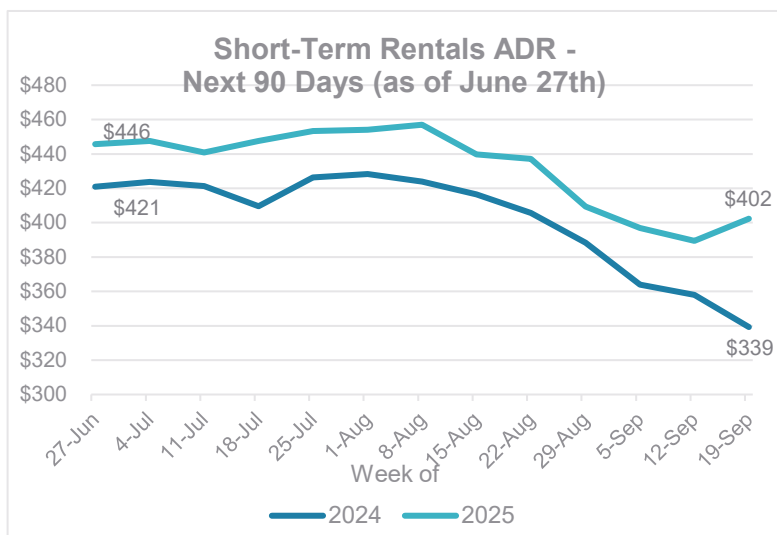
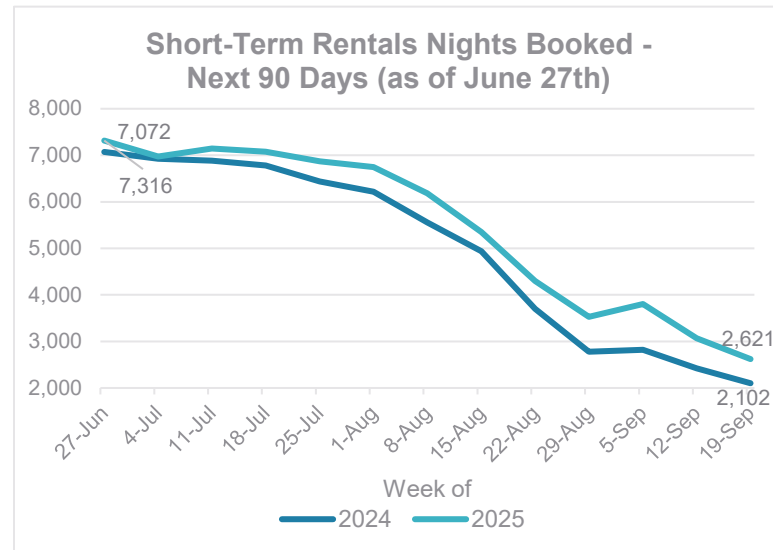
Short-Term Rental** Snapshot:

- Through May 2025, short-term rental revenue was up 11% compared to 2024—**totaling \$12.8 million**.
- Short-term rental ADR continues to be notably higher than all lodging and YTD increased at a faster rate (6%) compared to all lodging ADR (2%).
- While revenue and ADR were positive the first five months of the year, occupancy rate for short-term rentals was down 5% and the booking window shortened, likely a result of many consumers feeling uncertain about the economic environment and their finances.

Door County Short-Term Rentals** YTD Jan - May				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 11.5	\$ 12.8	11.2%	
Average Daily Rate	\$ 250	\$ 265	6.1%	
Percent Occupied	15.7%	14.9%	-5.1%	
Avg Active AirBNB Listings	1,176	1,226	4.3%	
Avg Booking Window	49.3	43.9	-11.0%	
Avg Length of Stay	3.2	3.1	-3.4%	

Short-Term Rental Outlook—Next 90 Days

- As of late June, compared to the same time frame in 2024, short-term rental bookings are trending positive and are up 10% across the next 90-days.
- Rates as well as demand are highest the beginning of August.
- While booking windows have compressed some YTD, over the next 90 days, average length of stay and the booking window are fairly comparable to the same period of time in 2024, averaging 129 days from booking to stay date and an average stay of nearly 4 nights.



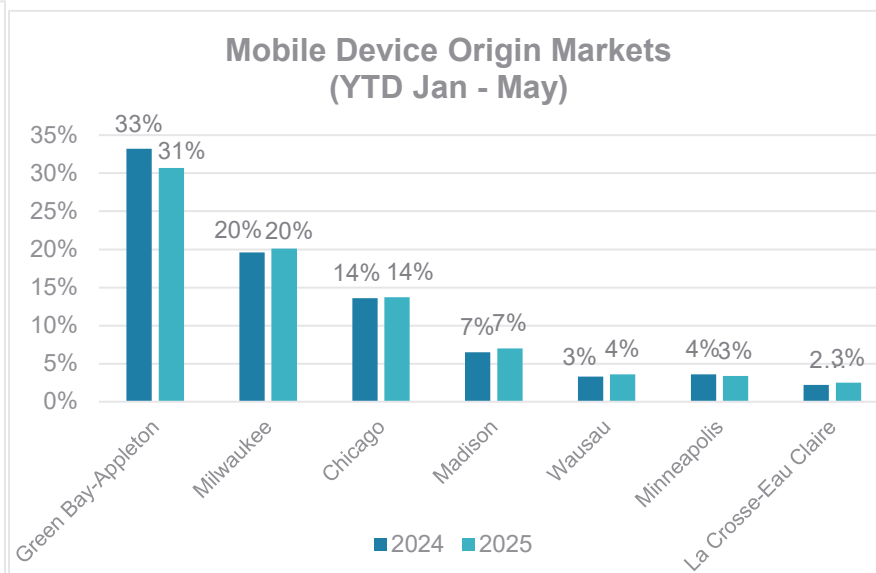
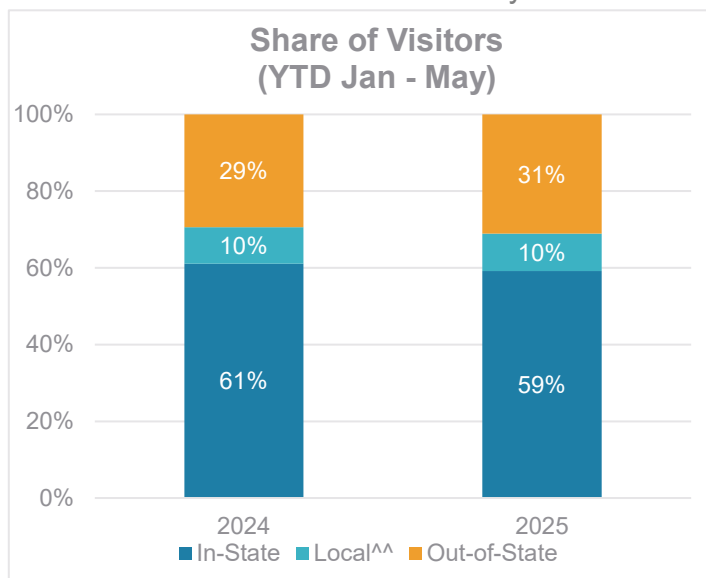
Total revenue generated from short-term rentals is up 11% YTD and predicted to continue to increase, up 17% over the next 90 days.

Short-term rental rates also continue to increase and are up 7% over the next 90 days reaching a high of \$457 in August.

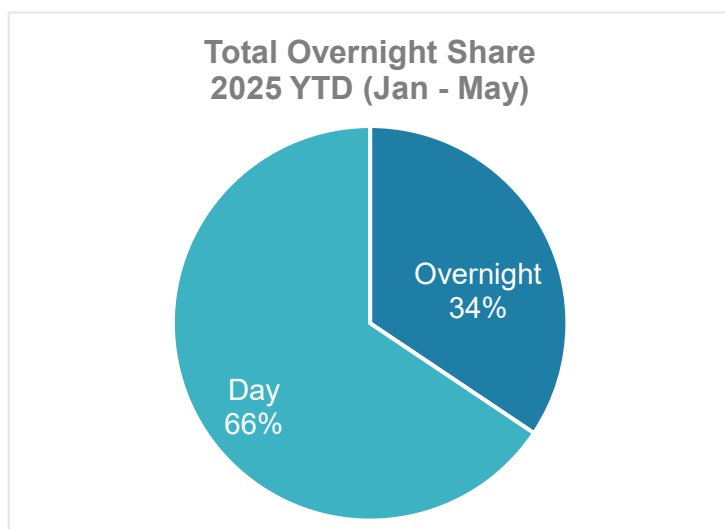
**Short-term rentals sourced to KeyData. Data reported monthly, latest data available is May 2025.

Visitor Behavior via Mobile Location Data^

- Through the first five months of 2025, visitor segments remained fairly similar as 2024 although out-of-state visitation increased slightly in 2025.
- Overnight visitor origin markets were largely consistent with the prior year although the share of visitors from Green Bay was down slightly.



- Slightly lower than the same time period in 2024, **34% of all visitors** and nearly four-in-10 out-of-state travelers **stayed overnight**.



Overnight Share YTD (Jan - May)	2024	2025	YoY % Chg
In-State	37%	35%	-3%
Out-of-State	42%	39%	-6%

[^]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 May 2025. ^{^^}Locals defined as Door County residents.