

DESTINATION DOOR COUNTY

July 2025

Community Outreach & Destination Alignment

In partnership with the Tourism Zone Administrator, DDC met with two (2) municipalities in July 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 Liberty Grove (7/2) and the Village of Sister Bay (7/15). We have two more meetings scheduled in August, and we will have met with all 19 municipalities this year.

The Ad Hoc Stewardship Committee met on July 22 to review completed initiatives and discuss progress on those efforts that are still underway. View the [presentation slide deck](#) (PDF file).

The DIY Economic Impact Study on Mountain Bike Trails with DDC and Peninsula State Park is now underway. Review the study at <https://survey123.arcgis.com/share/564efc03446b4f7bb025c06390e2a885>

Our second of two Social Security Card Sign-Up Day events was held July 17 at the Ephraim Village Hall. This year, during the two events, we coordinated 77 appointment time slots for 56 Host Employers, enabling 242 Summer Work Travel (SWT) participants to complete their required Social Security application interviews locally instead of having to go to Green Bay.

Sustainable Development

The Accessibility Assessment committee met and discussed current applications. There are currently 9 applicants. The committee reviewed a list of businesses that Amanda will reach out individually to extend an invitation to apply. More information can be found at DoorCounty.com/accessibility.

Leave No Trace completed the signage that will be placed throughout the county by DDC. The signage will provide consistent language and branding to encourage positive visitor behavior. The signage has been approved by the DNR and staff is working on the printing and distribution.

DDC Water Station Impact Report

During nine July event days across five communities, our water stations dispensed a total of 14,486 ounces of water using 1,388 bamboo cups and 185 reusable water bottles. Of the bamboo cups distributed, 77% were returned for composting—exceeding our 75% goal. These efforts helped prevent an estimated 1,600 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 July included the Friends of Whitefish Dunes State Park on July 2 on the beach (at left).

CIF projects that have recently been completed include the open air pavilion at John Miles County Park and the Peninsula School of Art walkway. Learn about all of the CIF grant projects at DoorCounty.com/CIF.

The next round of CIF grants will be announced in August.

Values Based Marketing

PAID MEDIA

Paid Search continues to see very strong performance, with both Search Engine Marketing (SEM) campaigns seeing increases in clicks and Click Thru Rates (CTR) again this month, and CTRs at more than double our average benchmark. Paid Social also continued its strong performance with all tactics above benchmark and most seeing increases in clicks at similar or better CTRs. Our Parks and Meetings & Conventions campaigns both saw continued growth in July, and our co-op campaigns all continue to perform well above benchmark.

EMAIL

Email engagement remained strong in July, with open rates rising 14% YoY and partner content driving over a third of total clicks. The audience continues to respond well to seasonal features, outdoor experiences, and curated planning tools, all of which support both inspiration and conversion.

SEO

Impressions up 26% year-over-year as users embrace AI Search. These impressions mainly increased for Door County related terms, with a particular focus on "Things to Do." Google has also expanded their efforts to deliver AI-Organized search results for Things to Do queries, limiting organic results down from 10 placements per page to 2 placements per page. Overall, the website saw a 6.3% increase in Total Organic Users Y/Y, while engagement rates continue to skew downward year-over-year due to the cookie consent plugin installation in 2024. These engagement rates represent the new baseline given the cookie consent plugin, contributing to an average annual decrease in engagement rates from 57% to 45% (*When comparing monthly rates from Jan - July 2024, to monthly rates of Jan - July 2025, excluding April in both years.)

JULY TOTALS

Impressions
6,715,384

Clicks
159,137

SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Meta Prospecting - Leisure	Meta Video	Meta Lead Gen	Meta Remarketing	AZIRA Remarketing Banners
Clicks 38,066	Clicks 12,732	Clicks 37,281	Clicks 9,509	Clicks 22,378	Views 25,445	Leads 1,345	Clicks 14,413	Clicks 1,241
Impressions 190,087	Impressions 63,961	Impressions 2,676,986	Impressions 81,639	Impressions 918,165	Impressions 288,959	Clicks 2,653	Impressions 523,668	Impressions 437,775
CTR 20.03%	CTR 19.91%	CTR 1.39%	CTR 11.65%	CTR 2.44%	Clicks 6,261	Impressions 141,325	CTR 2.75%	CTR 0.28%
Avg. CPC \$0.28	Avg. CPC \$0.32	Avg. CPC \$0.09	Avg. CPC \$0.48	CPC \$0.23	View Rate 8.81%	CTR 1.88%	CPC \$0.22	CPC \$2.20
Budget Remaining 22%	Budget Remaining 46%	Avg. CPM \$1.23	Budget Remaining 48%	Budget Remaining 41%	CTR 2.17%	CPC \$0.44	Budget Remaining 52%	Budget Remaining 50.60%
Budget Remaining 48%					Budget Remaining 40%	Budget Remaining 50%		
KPI Clicks	KPI Clicks	KPI Clicks	KPI Clicks	KPI Clicks	KPI Clicks	KPI Clicks	KPI Clicks	KPI Impressions
Benchmarks 9.39% CTR	Benchmarks 9.39% CTR	Benchmarks 1.65% CTR	Benchmarks 2.97% CTR	Benchmarks 1.75% CTR	Benchmarks 1.57% CTR	Benchmarks 1.33% CTR	Benchmarks 2.22% CTR	Benchmarks 0.39% CTR

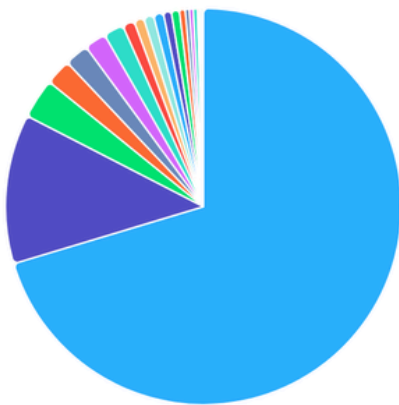
*please see additional stats below *

Values Based Marketing

AZIRA - CTV		AZIRA - INTERSTITIAL		Tiki	Epsilon
Clicks	138	Clicks	8,221	Clicks	891
Impressions	125,343	Impressions	327,735	Impressions	59,823
CTR	0.11%	CTR	2.51%	CTR	8.95%
CPM	\$37.50	CPM	\$16.25	CPC	\$1.59
Budget Remaining	48.00%	Budget Remaining	38.54%	Budget Remaining	15.41%
					Messaged Visits 153
					Budget Remaining 38.50%
KPI	Impressions	Impressions	Clicks	Impressions	
Benchmarks	0.11% CTR	1.72% CTR	8% CTR	0.10% CTR	

Heritage Trail Pass

Since launch, the trail has seen strong early interest with 696 signups, 137 active users, and 34 prizes redeemed—a promising start for this new historical experience.



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.

The pass has attracted participants from 28 U.S. states, with Wisconsin showing the strongest engagement—548 passholders have generated 429 redemptions. Illinois follows with 96 passholders and 76 redemptions, while Minnesota contributed 34 passholders and 32 redemptions. Additional participation came from states such as Texas, along with a broad geographic spread of users from across the country.

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



Values Based Marketing

Media Highlights from the work of the Destination Door County Team

AFAR, Summer 2025 issue, "Where the Lake Meets the Sky"

The 12-page feature story in the print edition includes 30 partners and has an audience of 1.1M via print and 2.5M online. The advertising value equivalency of the print version of the story is \$554,556.

AFAR also featured Door County in a social media reel to their 350k followers on Instagram and in a YouTube video that has 29k views thus far. The writer of the story, Emma John, will recount her Door County visit on AFAR's "Unpacked by AFAR" podcast later in August.



"I Tried It: 33 Hours on Washington Island" Milwaukee Magazine, July 2025

"These are the Best Beaches to Visit in July" The Weather Channel, July 8, 2025

Organic Social

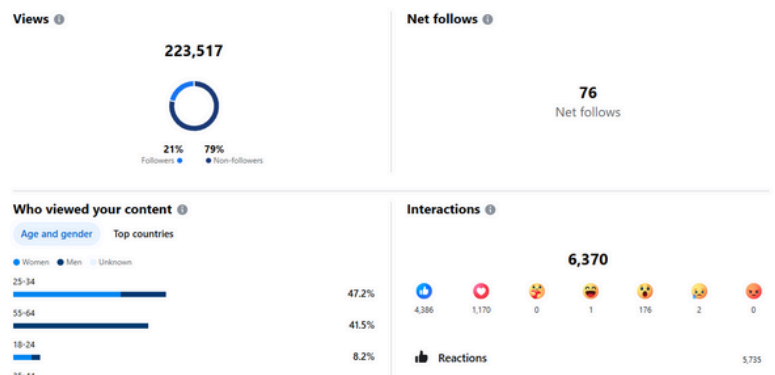
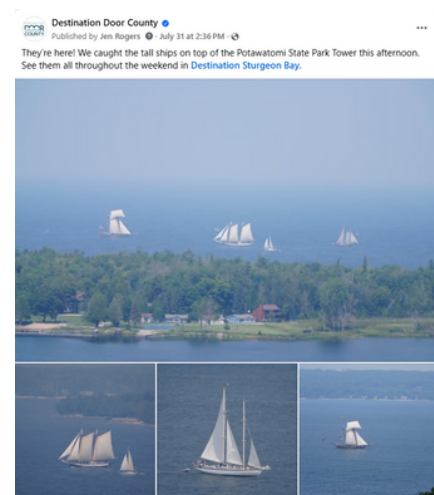
Facebook engagement was strong with a 829.2% increase YoY and a 317% increase in impressions. The large increase YoY was because we lost our social media colleague mid-July. This is not to say it was not a good month as a whole. This month saw over 1M organic impressions. In the past 5 years, we have only seen that one other time. The large increase was due to our post on the tall ships. Other large drivers were lavender and cherries.

We saw great growth to our Facebook audience with the large uptick of impressions. We had 1,247 new followers. This brings our follower count to 148,533.

Instagram was down 10% YoY in engagement and 38% in impressions. We are working with Madden in the next month to increase SEO keywords in our Instagram posts.

X continues to do well with a 95% increase YoY in engagement and 360% increase in impressions.

TikTok saw a 165% increase YoY in engagement and a 95% increase in impressions.



SAVE THE DATE

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

AUGUST 14 WEBINAR - GREAT LAKES USA PRESENTS WORKING WITH RECEPTIVE OPERATORS

OCTOBER 28 ANNUAL GATHERING- MAXWELTON BRAES LODGE

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



Media Tactic Deep Dive | July 2025

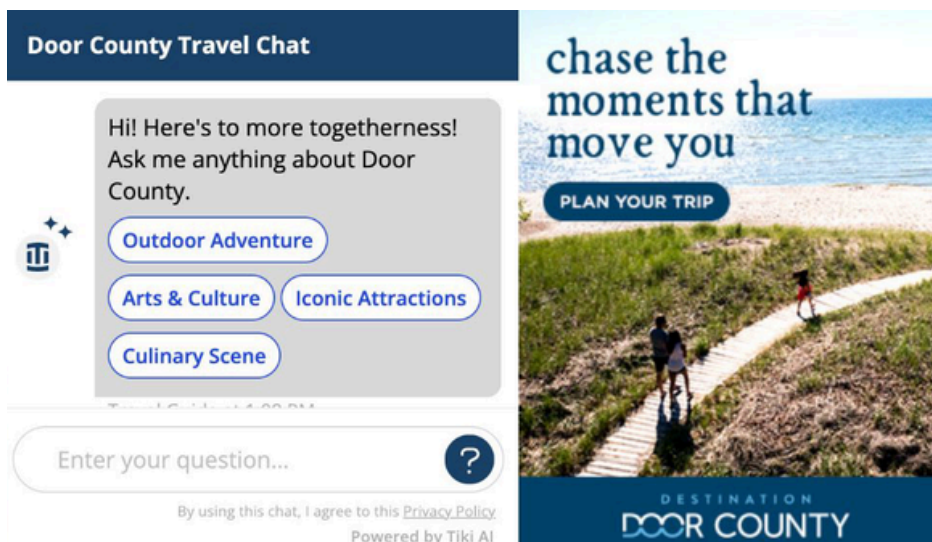
Tiki

What is it?

Tiki is an AI-powered advertising platform for Destination Marketing Organizations (DMOs), Tiki can significantly enhance Door County's marketing efforts by connecting with over 100 million active travel planners monthly. Their conversational AI technology acts as a brand ambassador, engaging potential visitors and driving high-quality leads.

Here's how Tiki's platform can elevate Door County's marketing:

- **Accelerated Engagement & Results:** Their platform is built for speed and efficiency, helping Door County businesses rapidly expand their online presence and connect with prospective travelers before they even visit a client's website. Tiki's conversational marketing campaigns are optimized for conversions, delivering quick results.
- **Precision Audience Targeting:** Leveraging Tiki's extensive network of over 200 travel publishers, they pinpoint specific demographics, interests, and travel behaviors. This ensures your campaigns reach the individuals most likely to be interested in visiting Door County, driving high-quality leads and bookings.
- **Boost Website Traffic and Engagement:** Through their AI conversational tool, Envoy, they convert traveler questions into highly relevant website visitors. By providing instant, helpful responses, Tiki drives direct interaction with your content, leading to increased inquiries and bookings.
- **Fortified Brand Presence and Community Building:** Consistent engagement across their vast publisher network helps elevate Door County's brand visibility. Tiki's conversational AI fosters a sense of community among potential and past visitors, nurturing interest and loyalty for future visits.



Door County J-1 Visa – Summer Work Travel Program – 2025 Annual Summary

Program Year	J-1's
2014	204
2015	250
2016	349
2017	435
2018	489
2019	510
2020	58
2021	166
2022	421
2023	485
2024	491
2025	556

Employer Participation and Workforce Support

The J-1 Summer Work Travel (SWT) program continues to be a key staffing solution for businesses throughout Door County. In 2025, 556 student exchange visitors participated (an all-time high). The steady growth of this program directly supports employers who rely on seasonal labor to maintain operations and meet visitor demand. This growth reflects continued trust in the program and the infrastructure supporting it, particularly resources that reduce administrative burden on employers.

Social Security Sign-Up Days: Direct Relief for Employers

A primary pain point for businesses hosting J-1 students is the federal requirement for Social Security interviews. In the absence of local options, employers are left to transport students to Green Bay, often requiring a full day off-site or an overnight stay, depending on location and schedule.

To address this, DDC coordinated two Social Security Sign-Up Days (June 12 and July 17), designed specifically to support Door County employers.

- 56 host employers participated
- 242 students completed interviews locally
- 77 appointment slots were offered

Employer Impact (Estimated)

- 13,200 miles of employer travel eliminated
- 507 gallons of fuel saved
- 1,078 hours of employer time retained — equivalent to over 27 full work weeks

These numbers represent meaningful reductions in time, cost, and disruption, particularly during peak season when staffing is already limited. For many, this avoided the need to close or scale back operations to comply with federal requirements.

*****Employers on Washington Island, for example, confirmed that participation in these events helped avoid overnight trips, logistical headaches, and staffing gaps that typically result from SSA visits in Green Bay.*****

Operational Streamlining

We worked directly with SSA staff to ensure that each appointment was handled efficiently:

- Interviews were reduced to 10–15 minutes per employer
- SSA staff processed 40+ students per hour
- Instructions provided in advance helped minimize errors and prevented returned or delayed Social Security cards

This preparation removed guesswork for employers, allowing them to send students with confidence and avoid costly delays in documentation processing.

Added Employer Support

While the event benefits students, the structure and delivery are designed to serve employers first. Through clear communication, streamlined scheduling, and reduced paperwork errors, we help employers meet compliance requirements with minimal disruption. This model also serves as an early engagement opportunity, giving employers access to local resources, support systems like Door County BRIDGES, and a consistent channel for updates and changes related to SWT participation.



IN PARTNERSHIP WITH



Social Security



Friendship
with
International
Students

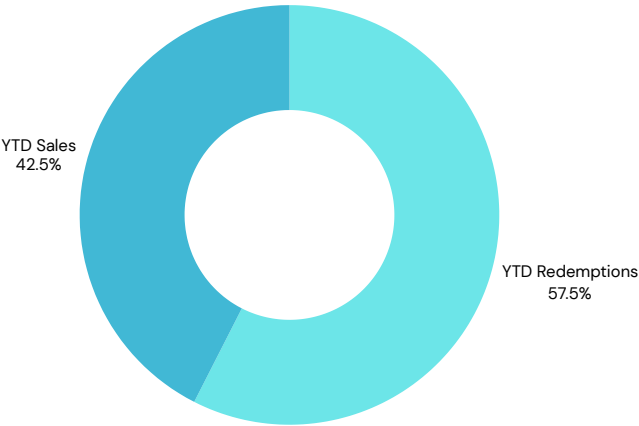
GIFT CERTIFICATE SALES & REDEMPTIONS – JULY 2025

Updated Reporting Note

Please note a correction from prior reports: the sales and redemption data were inadvertently swapped, resulting in the figures being listed under the incorrect headings. This has been corrected in the current report.

As reflected in the updated data, redemptions are currently outpacing sales, which is typical for this time of year. Visitors are actively using gift certificates that were purchased earlier in the year, particularly as they travel to the county during the busy summer months. Historically, we anticipate gift certificate sales to surge again heading into the holiday season, when certificates are commonly purchased as gifts or for future travel plans.

Gift Certificate Redemptions	Gift Certificate Sales
January \$55,165	January \$23,870
February \$31,465	February \$13,255
March \$30,890	March \$18,130
April \$31,860	April \$22,435
May \$21,600	May \$34,435
June \$31,275	June \$34,905
July \$36,460	July \$29,395
YTD TOTAL \$238,715.	YTD TOTAL \$176,425



PARTNERSHIP ENGAGEMENT SUMMARY – JULY 2025

Visits were conducted with businesses in Sister Bay, Egg Harbor, and Sturgeon Bay, offering assistance with business listing updates, login issues, and gift certificate questions. Conversations also included guidance on hiring J-1 students, onboarding Summer Work Travel (SWT) participants, and preparing for the 2026 Visitor Guide. This hands on approach ensured partners received timely help and stayed informed about available tools and resources.

The team also worked to maintain visibility and build connections within the community, with the water stations serving as a significant draw for interaction and relationship building. These stations have created consistent opportunities to engage with both partners and residents, fostering goodwill and awareness of Destination Door County’s work. In addition, the team facilitated introductions between businesses and nonprofits when appropriate, helping to spark collaboration and new opportunities.

Collectively, these efforts reflect the ongoing work of the partnership team to keep partner information accurate, remain responsive to community needs, and engage meaningfully across the county.

WELCOME CENTER

Updates Completed

Our Welcome Center updates are officially complete with the installation of two new interactive kiosks. These kiosks bring DoorCounty.com directly to our lobby guests, offering itinerary builders, interactive maps, and more. They also assist our Destination Specialists in providing a more hands-on, engaging approach to visitor support.

The best part? We can now track which features visitors interact with most, valuable data that will help inform future co-op opportunities and marketing strategies.

Our refreshed layout improves lobby flow and includes comfortable seating, while all partner's materials remain easily accessible. Overall, this update enhances the visitor experience and provides us with a powerful tool for understanding guest interests.



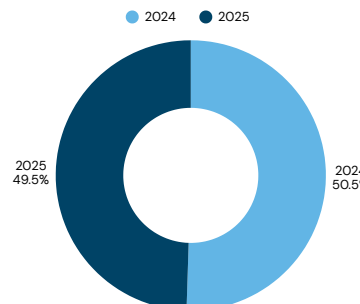
Lobby Traffic Comparison – July 2024 vs. July 2025

Visitor counts at the Welcome Center lobby remained consistent in July 2025, with a total of 3,770 tracked entries compared to 3,847 in July 2024. This represents a modest decrease of 77 visits, or approximately 2%. Daily trends remained in line with prior years. Fridays continued to draw the highest foot traffic, while Sundays were typically the slowest. Despite the slight dip, overall lobby use remains steady and reflects predictable seasonal patterns year over year.

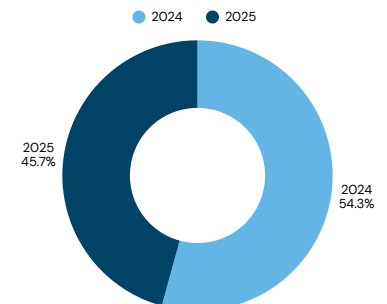
Phone Calls

Phone calls decreased slightly from 930 in June 2024 to 784 in July 2025, a reduction of approximately 15.7%. 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
JULY 2024 VS. JULY
2025



PHONE CALLS
JULY 2024 VS. JULY
2025



New Member Report: July 2024 vs. July 2025 Comparison

As of this reporting period, 12 new member partners have joined in 2025, compared to 9 in the same timeframe in 2024, a 33% increase. While the growth is modest and 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 (261 partners)
Hotels/Motels/Resorts: (104 Partners)
- Recreation & Entertainment (195 partners)
- Retail (177 partners)

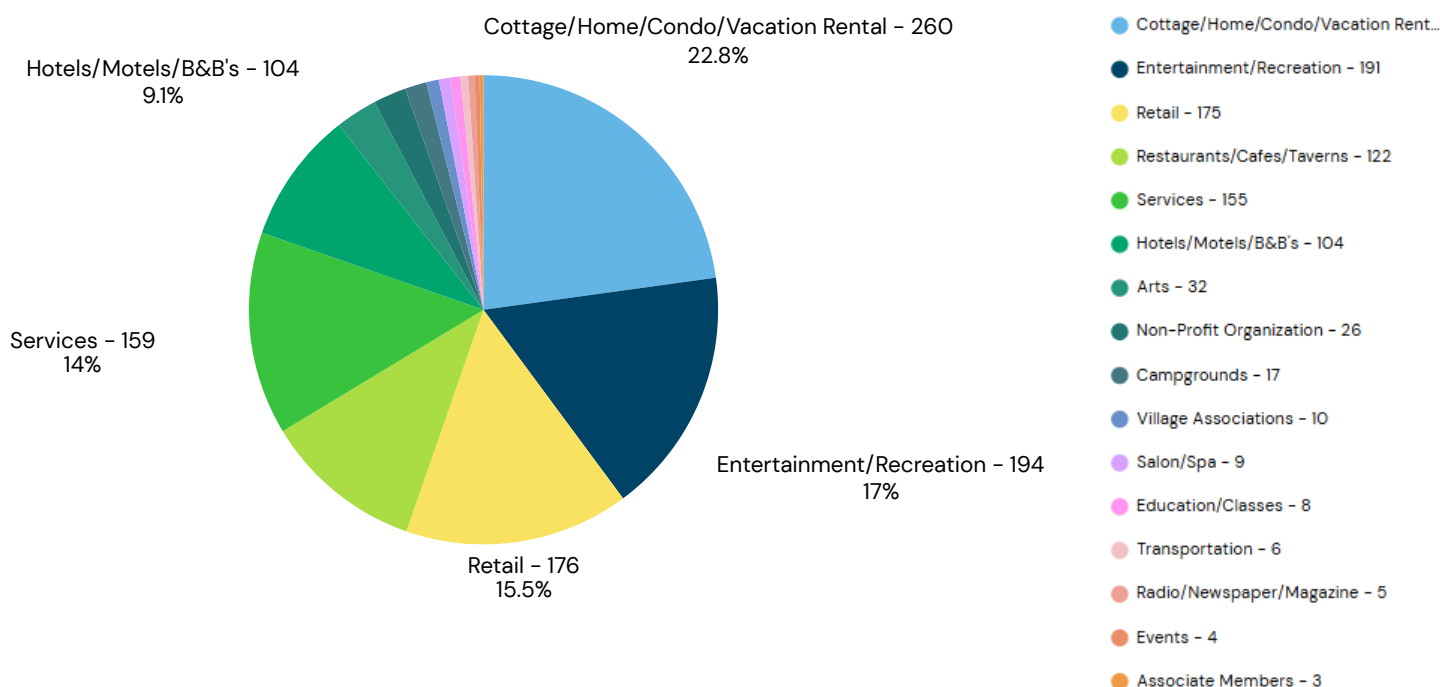
These numbers reflect what our visitors consistently seek out, places to stay, things to do, and local shops to explore. It also shows where we have the strongest connections, which can help guide future outreach, programming, and promotion.

Top 5 Industries Represented in 2025 New Member Growth:

1. Vacation Rentals (Cottage/Home/Condo) – 29 new members
2. Restaurants, Cafés, and Taverns – 16 new members
3. Services (e.g., wellness, professional, personal care) – 16 new members
4. Entertainment & Recreation – 1 new members
5. Retail – 11 new members

Considering the size of the county, the steady addition of new members significantly strengthens our representation across all communities. By removing the financial barrier of membership dues, we've effectively eliminated partner attrition, ensuring our website remains robust and offers a nearly complete picture of Door County's travel and tourism landscape, as well as a growing number of businesses outside the traditional tourism sector.

TOTAL PARTNERS BY CATEGORY* 2025 (TO DATE)



Disclaimer: Partner categories are determined by each partner's primary category listing. While some partners may fall under multiple categories, these counts reflect only their main category designation.

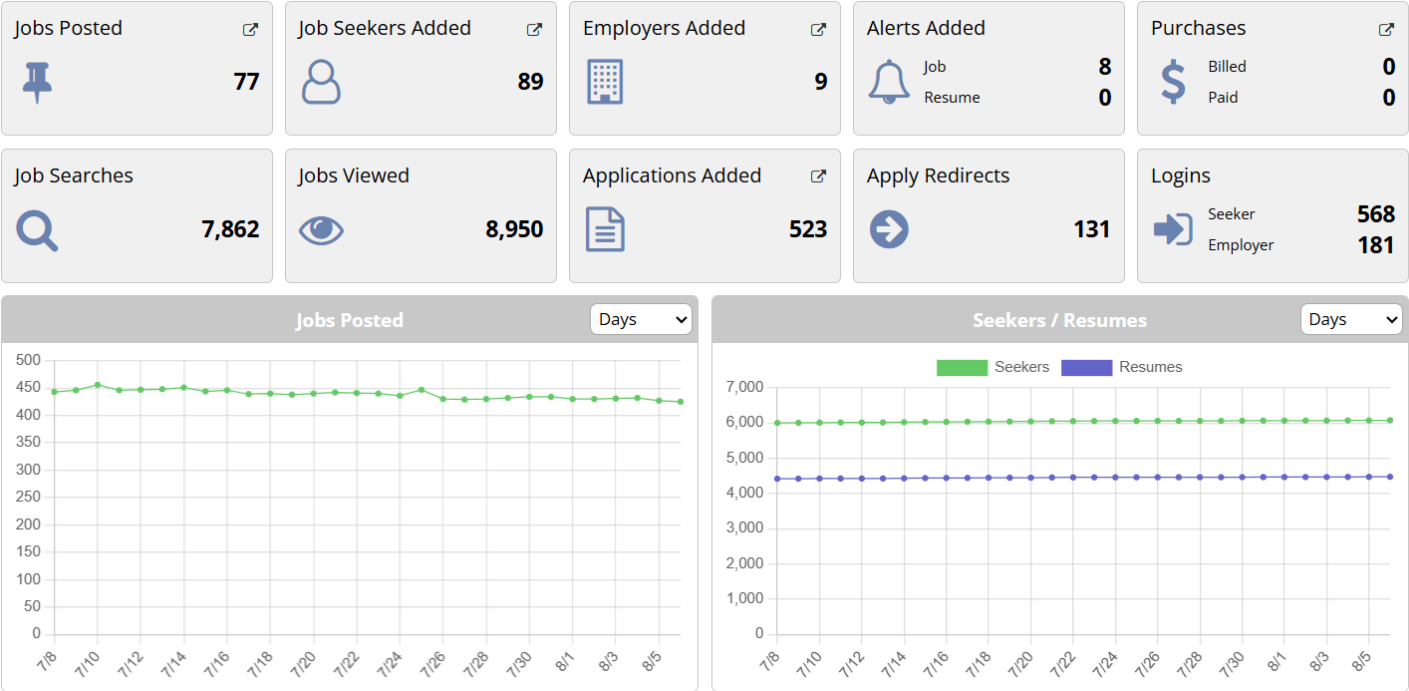
JOB IN DOOR COUNTY.COM

Job Search Activity – July 2025 Summary

Job board usage remained steady throughout July, with daily unique user counts ranging from 63 to 139. Users conducted multiple searches per session, resulting in consistently high search volumes. Search activity focused largely on hospitality related roles, including server, cook, housekeeper, bartender, and innkeeper.

The “Housing” filter appeared nearly every day, alongside frequent searches for ZIP codes and communities such as Sturgeon Bay, Sister Bay, Fish Creek, Ephraim, and Egg Harbor.

Several users conducted 10 or more searches in a single day, with one instance of 30 searches on July 27. Job categories ranged from Restaurant and Hospitality to Office/Admin, Tourism Services, and Agriculture. Activity was recorded daily, with no gaps in usage.

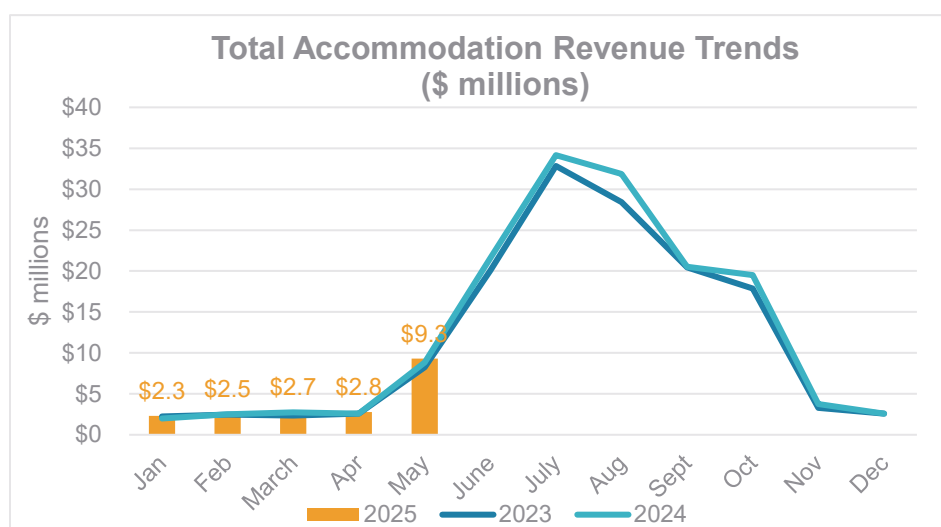


Door County Accommodation and Short-Term Rental Growth Continues in 2025, Supported by Positive Visitor Spending Trends

Through May, total accommodation performance in Door County has been remarkably strong with revenue up 5% and occupied rooms up 1.5%. Revenue generated from short-term rentals was also up 10% through June, 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 October are robust, with nights booked up 12% and rental revenue up 26% over the next 90 days (as of August 4th).

Total Accommodation: January - May 2025 Comparable to 2024



Lodging performance was strong through the first five months of 2025 with revenue up 5%, occupied rooms up 1.5% and occupancy rate up 1.2% compared to the same time frame in 2024.

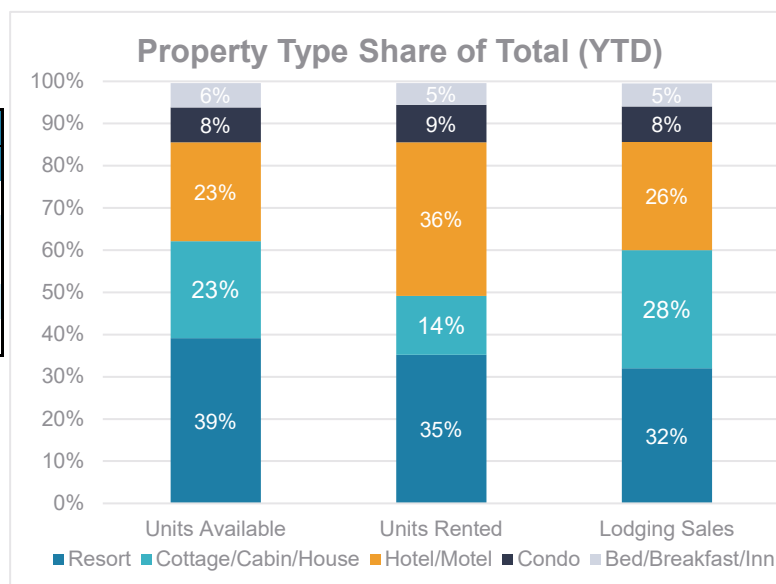
April and May lodging revenue was up 6% to kick off a strong Q2.

Through the first five 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 followed by hotels/motels increased the most. Average daily rates at cottage/cabin/homes experienced the largest increases.

Door County Total Lodging* YTD Jan - May				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 18.7	\$ 19.6	5.0%	
Average Daily Rate	\$ 153	\$ 157	2.6%	
Available Rooms (000's)	96,046	97,374	1.4%	
Occupied Rooms (000's)	23,075	23,430	1.5%	
Percent Occupied	22.8%	23.1%	1.2%	

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



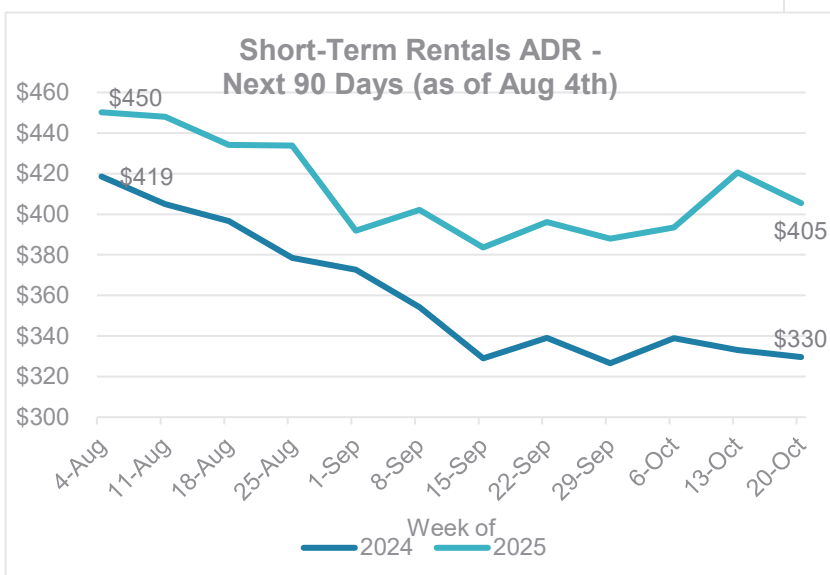
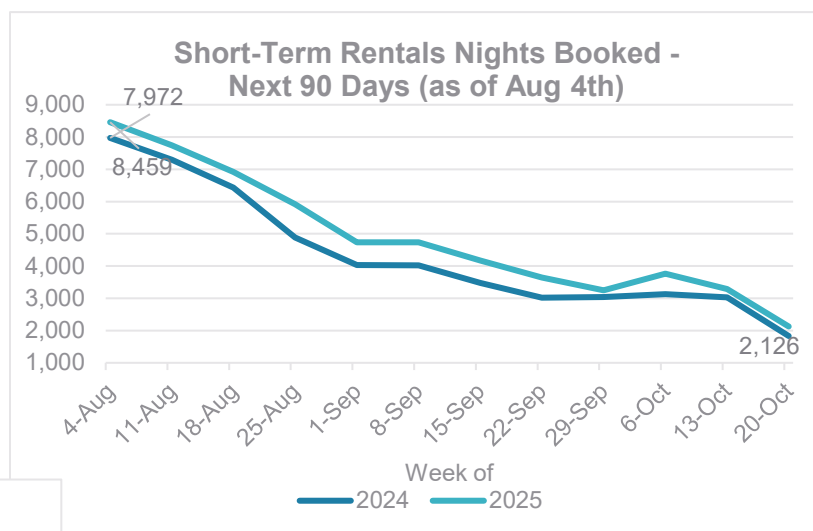
Short-Term Rental** Snapshot:

- Through June 2025, short-term rental revenue was up 10% compared to 2024—**totaling \$24.0 million**.
- Short-term rental ADR continues to be higher than all lodging and YTD increased 5%, versus 3% for all lodging ADR.
- While revenue and ADR were positive the first six months of the year, the occupancy rate for short-term rentals was down 6% 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 - June				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 21.8	\$ 24.0	10.4%	
Average Daily Rate	\$ 297	\$ 313	5.4%	
Percent Occupied	20.9%	19.7%	-5.7%	
Avg Active AirBNB Listings	1,194	1,232	3.2%	
Avg Booking Window	62.8	58.6	-6.6%	
Avg Length of Stay	3.3	3.2	-3.3%	

Short-Term Rental Outlook—Next 90 Days

- As of early August, compared to the same time frame in 2024, short-term rental bookings are trending positive and are up 12% across the next 90-days.
- 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 119 days from booking to stay date and an average stay of 3.5 nights.



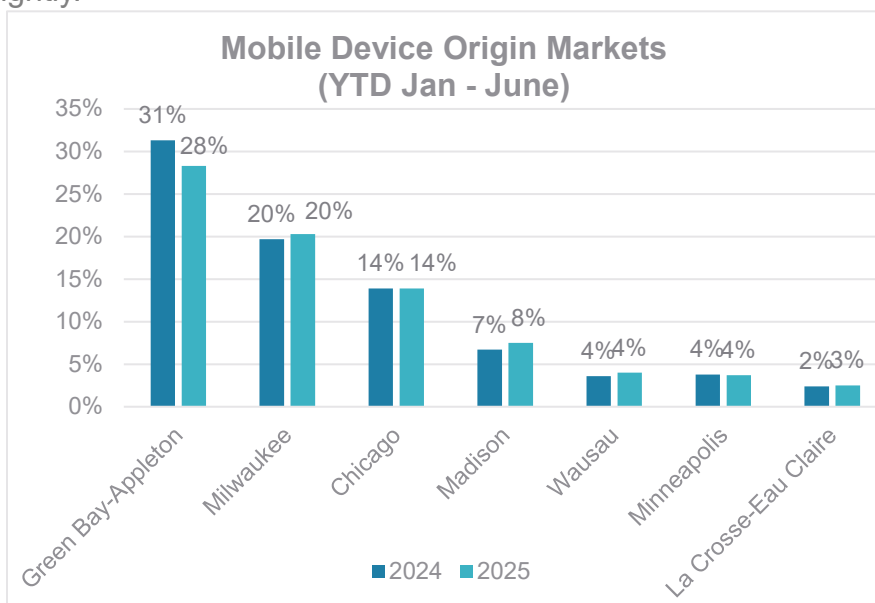
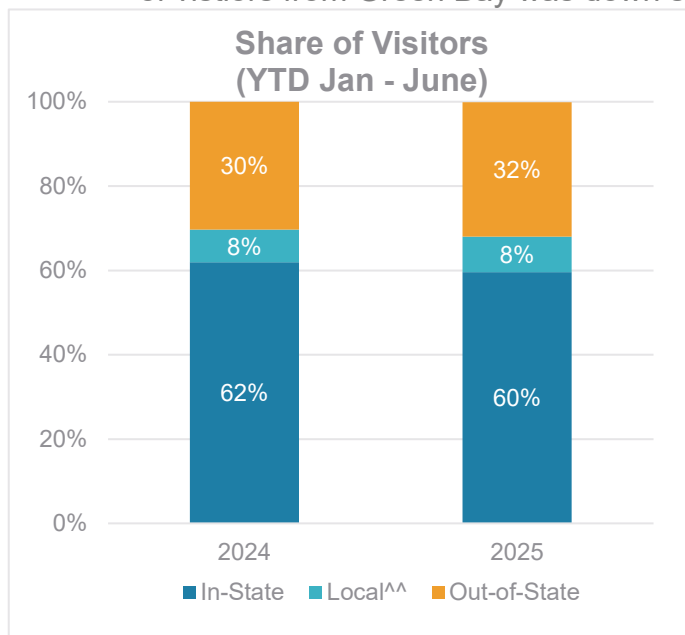
Total revenue generated from short-term rentals is up 10% YTD and predicted to continue to increase, up 26% over the next 90 days.

Short-term rental rates also continue to increase and are up 13% over the next 90 days, remaining around a \$400 average rate even into October.

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

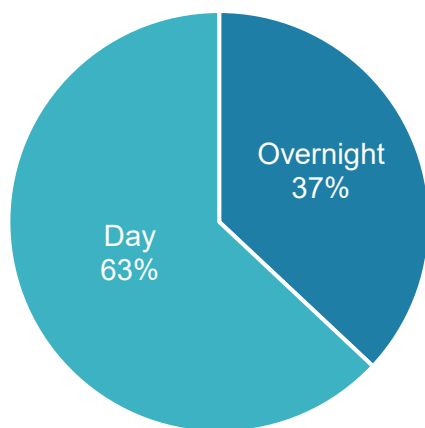
Visitor Behavior via Mobile Location Data^

- Through the first half 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, **37% of all visitors** and 42% out-of-state travelers **stayed overnight**.

Total Overnight Share 2025 YTD (Jan - June)

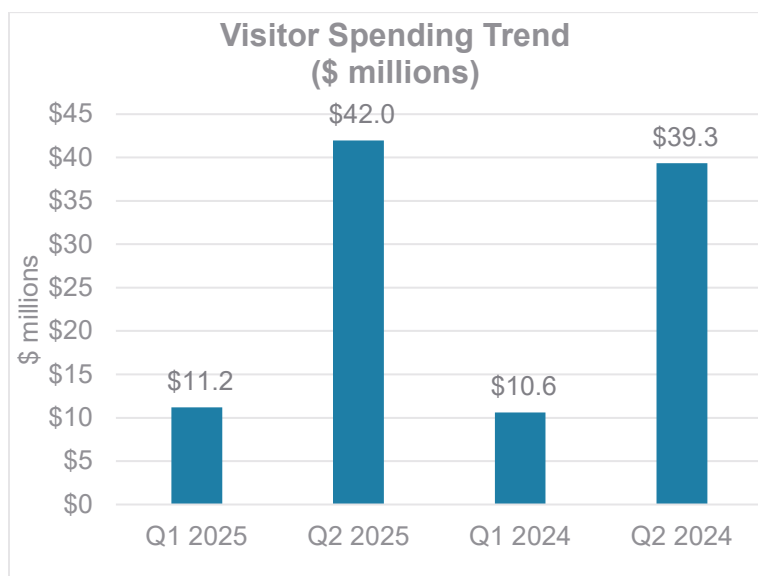
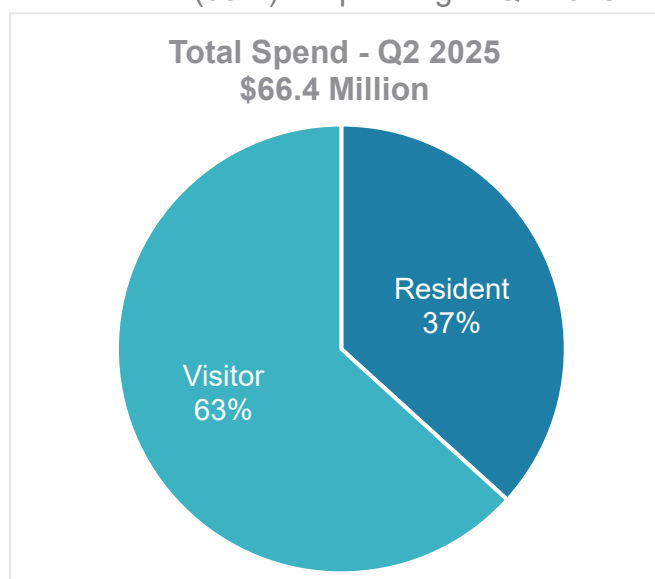


Overnight Share YTD (Jan - June)	2024	2025	YoY % Chg
In-State	39%	38%	-2%
Out-of-State	44%	42%	-5%

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

Q2 2025 Spending Snapshot: Visa Spending

- According to Visa spending data, Door County residents and visitors **spent \$66.4 million in Q2 2025**—an increase of 6.4% compared to Q2 2024.
- Q2 visitor spending increased 6.7%**—totaling \$42.0 million.
- Year-to-date, visitor spending was up 6.2% through June. Visitors contributed to nearly two-thirds (63%) of spending in Q2 2025.

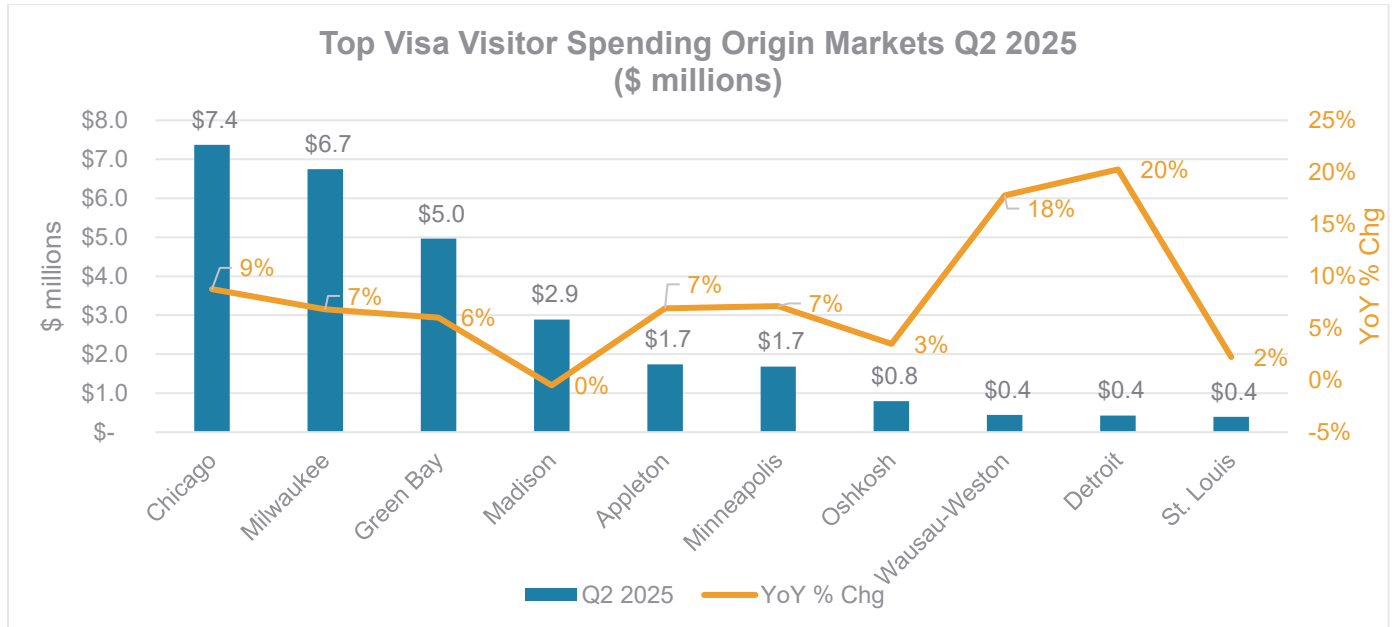


Core Target Markets: Chicago and Milwaukee Visitors Contributed to One-Third of Visa Visitor Spending in Door County in Q2 2025

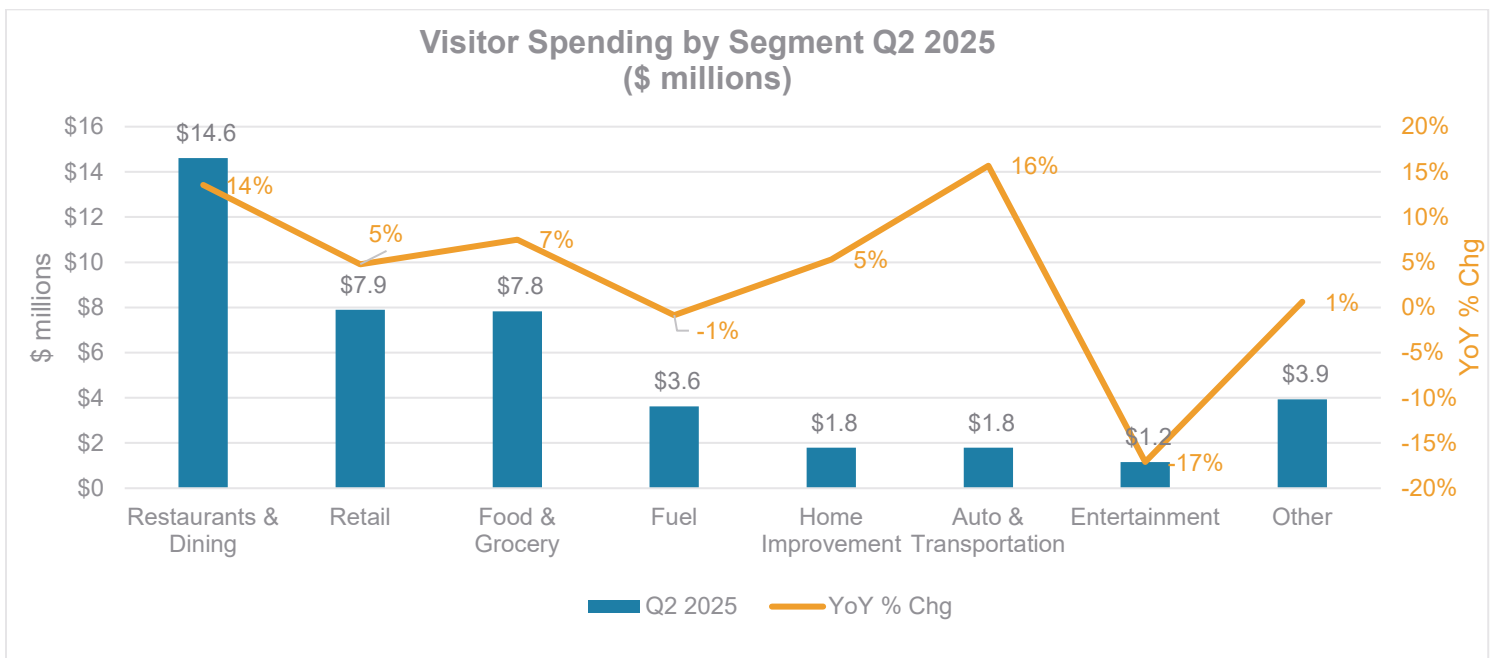
- In-state visitors contributed to 55%** of Visa spending in Q2 2025—up 6% from the prior year.
- Spending increased across most origin markets in Q2 2025.
- Visitors originating in Chicago increased their spending 9% in Q2 2025 while Madison visitor spending was flat compared to the prior year.

Origin State	Q2 2025 Visitor Visa Spend (\$ millions)	YoY % Chg	% of Total
Wisconsin	\$23.0	6%	55%
Illinois	\$7.8	6%	19%
Minnesota	\$2.0	3%	5%
Florida	\$1.3	16%	3%
Michigan	\$0.8	10%	2%
Iowa	\$0.7	21%	2%

Source: Visa – spending includes residents and tourists, debit and credit card spend IN DESTINATION. Data is refreshed quarterly, latest data is Q2 2025.



- Similar to Q2 2024, more than half of Visa visitor spending (54%) was allocated to restaurant/dining and retail spending. Restaurant and dining visitor spending increased 14%, retail increased 5% in Q2 2025 while entertainment declined 17%.
- Within the entertainment category, while visitors increased their spending at golf courses, recreation services and member clubs, spending at tourist attractions declined from Q2 2024.



Source: Visa – spending includes residents and tourists, debit and credit card spend IN DESTINATION. Data is refreshed quarterly, latest data is Q2 2025.



DESTINATION
DOOR COUNTY

2025 Quarterly Reports
Q1 + Q2

GOALS

Be bold, creative, and action-focused, supporting transparency and measurable outcomes.

Encourage stewardship by elevating Door County and each of its communities' authentic character, creative energy, and brand.

OBJECTIVES

Create incremental growth for the local economy by developing, expanding, and promoting a united visitor economy.

Implement targeted promotions to disperse visitation seasonally, throughout all communities, and optimize economic impact by considering visitor capacity, passions, and market trends.

Execute integrated efforts to generate economic benefits for Door County through research, marketing, communications, and sales.

Tell authentic, honest stories that accurately reflect both the past and present, intersecting our community's identities, cultures and shared values.

STRATEGIES

Develop a multichannel marketing plan that prioritizes key objectives for Destination Door County, emphasizing overnight stays.

Drive core and growth market visitation, where we see high overnight visitation and a high propensity to spend to ensure steady visitation and economic impact generation throughout the year.

Elevate the Door County brand through impactful storytelling, including but not limited to website content creation via SEO and keyword search data, monthly newsletters, programmatic and traditional media, and enhanced earned media efforts.

Introduce a top-of-funnel strategy to drive consumers to local community-focused content and information, providing awareness and inspiration.

Values-Based Marketing

Q1, 2025: Overview

Q1 saw impressions increase by 6.8% indicating a boosted presence on Google.

Email marketing showed significant YOY increases in driving book direct referrals. Jan. saw a 775% YOY in email-driven book direct referrals. This trend continued into March with a 971% YOY increase.

A 10% YOY Increase in organic search traffic and book direct referrals (driven by organic search).

Highlighting event focused content and keywords consistently drove website traffic and clicks up in both SEO and Paid Search.

Welcome Email campaign continued to perform well with high open and click thru rates throughout the quarter. The addition of ReCaptcha helped in filtering out non-engaged signups, leading to increased email metrics.

Search Engine Marketing (SEM) "near me" campaign garnered 10,130 clicks, 65,293 impressions with a 15.51% click thru rate (CTR) beating the avg benchmark of 9.59%

Through February 2025 Door County had a 3% increase in occupancy

We welcomed six journalists to Door County on a winter themed press trip from Feb. 6-9.

2025 Measurements	Q1	Q2	Q3	Q4	YE
Increase Book>Direct referrals to lodging partners throughout the calendar year	✓				
Increase the percentage of occupied rooms throughout the year, while recognizing the potential impact of uncontrollable environmental and economic factors	✓				
Increase engagement on brand channels by effectively promoting the destination's values and creative messaging	✓				
Increase awareness and visibility for community-specific content and campaigns across paid and owned media channels.	✓				

Next Steps

- As the season progresses towards summer, the call to action (CTA) will shift on retargeting ads (Epsilon and Azira) from "Explore Now" to Book Now to encourage more direct bookings.
- The consistently high CTR's and increasing volumes in Paid Search indicate a continued strong reliance on this channel for driving traffic and conversions so we will Increase efficiencies and volume of paid search.
- The addition of AI Overview tracking to GA4 allows us to track visits from AI summaries so we can see what people do on our site and use that info to make their experience better and increase engagement.
- The Heritage Trail, a collaboration between DDC and the Heritage Alliance of Door County, is set to launch in mid-June for History Week. Alongside the digital pass, a printed brochure is being created to enhance the experience, with custom prizes like a tote bag and sticker pack to encourage participation.

Values-Based Marketing

Q2, 2025: Overview

Website engagement continued to decrease.. YoY comparisons are skewed due to a cookie consent form installed in 2024 and GA4 issues in April 2024, leading to artificially large increases in some metrics and skewed engagement rates. Engagement across Facebook led the way with a 274% increase, while Instagram had a slight increase of 7.6%. X grew by 43%, and TikTok saw a 14% increase. Total engagement across all social channels had a 141% increase from last year and email was up as well.

SEO Visibility: Overall website impressions continued to increase year-over-year, with a 29% increase in June.

AI powered Tiki (platform) delivered great results, consistently performing above its CTR benchmark and seeing a notable increase in chatbot queries, especially after the addition of "bubbles" (suggested prompts) in May.

Google Performance Max continued to show outstanding results, with a CTR more than four times the benchmark in June, and substantial month-over-month increases in clicks and impressions.

Since launch, the Heritage Trail Pass has shown strong early interest with 686 signups, 132 active users, and 31 prizes redeemed. Participants span 28 states, led by Wisconsin (535 passholders, 416 redemptions), followed by Illinois and Minnesota. The geographic mix signals strong local and regional engagement, along with growing national awareness of Door County's historical offerings. With continued marketing, participation and redemptions are expected to grow.

We welcomed six journalists to Door County on a spring themed press trip from May 15-18.

Occupied rooms through May were up 15%

2025 Measurements	Q1	Q2	Q3	Q4	YE
Increase Book>Direct referrals to lodging partners throughout the calendar year	✓	✓			
Increase the percentage of occupied rooms throughout the year, while recognizing the potential impact of uncontrollable environmental and economic factors	✓	✓			
Increase engagement on brand channels by effectively promoting the destination's values and creative messaging	✓	✓			
Increase awareness and visibility for community-specific content and campaigns across paid and owned media channels.	✓	✓			

Next Steps

- Fall seasonal swap for our digital promotions are currently in production.
- Implementing strategic page enhancements to improve user engagement metrics.

GOALS

Cultivate an environment where Door County's tourism industry can lead by example through championing tourism's benefits, helping mitigate its impacts and connecting the community to its regenerative capabilities.

Foster our local spirit, history and culture, our values, our sense of place, and the well-being of our community — residents, employers, employees and visitors alike.

OBJECTIVES

Invest in unified community messaging to highlight demands and opportunities of the visitor economy.

Increase residential awareness on the benefits of tourism.

Amplify community and industry partnerships to strengthen destination product offerings and foster entrepreneurial development.

Collaborate with local stakeholders and organizations to align mutual interests and harness the passion people have for Door County to help make it an even better place.

STRATEGIES

Engage with residents through in-person events, local media, social media and owned-media channels to highlight the benefits of the visitor economy.

Leverage the momentum of the Door County Destination Stewardship Plan to increase collaboration among residents, stakeholders, government officials and organizations in Door County.

Analyze resident sentiment while providing additional opportunities for residents/stakeholders to share thoughts and ideas.

Cultivate new partners and conduct activities that support existing partners and our Community Business Association partners.

Community Outreach & Destination Alignment

Q1, 2025: Overview

Our first municipal meeting of 2025 occurred on March 20 with the town of Nasewaupée. We also began planning and scheduling the remaining 18 municipal meetings for 2025, which we hope to complete by the beginning of Q3 if schedules align. The purpose of these meetings is to inspire dialogue with local elected officials and provide them with pertinent information.

DDC helped sponsor and had staff participate in the 2025 Door/Kewaunee Legislative Days event March 19-20 in Madison.

Partner social media efforts during Q1 included a full time resident staycation giveaway for "National Plan for Vacation Day." The post had an engagement rate of 31%. We started sharing more posts from other organizations to share community information.

DDC staff participated in a number of local media interviews in Q1 to talk about projects, programming and the positive impacts of both the organization and the county's hospitality industry. DDC maintains a regular monthly schedule for local communication, including monthly partner newsletters, a monthly CEO column in the Peninsula Pulse, and a monthly talk show on WDOR radio.

2025 Measurements	Q1	Q2	Q3	Q4	YE
Conduct 250 local/social media outreach activities	200				
Host 4 partner outreach events					
Host 3 Bridge USA events					
Track Door County Destination Stewardship Plan progress	✓				
Monitor resident sentiment					

Next Steps

- JobsInDoorCounty.com information workshop scheduled for April 2.
- NTTW Breakfast partner outreach event scheduled for May 6.
- BridgeUSA J1 Host Employer Forum scheduled for May 8.
- Additional municipal meeting presentations have been scheduled.
- Continue with ambitious partner social media initiatives that lead to enhanced local stakeholder awareness and engagement.
- Planning and preparation continues for additional programming that is scheduled to occur later in the year.

Community Outreach & Destination Alignment

Q2, 2025: Overview

In partnership with the Tourism Zone Administrator, DDC staff met with fourteen (14) municipalities in Q2 as part of the municipal outreach program to provide tourism updates and information to all municipalities annually at one of their monthly board meetings.

We hosted 4 partner outreach events in Q2, including educational webinars on April 2 and June 11, an accessibility assessment informational webinar on June 17, and a National Travel & Tourism Week community tourism breakfast event on May 6.

We hosted a BridgeUSA J1 Host Employer Forum on May 8 along with the first of two Social Security Sign-Up day events on June 17.

We ran a special [4-page publication](#) in the May 9, 2025 issue of the Peninsula Pulse newspaper to highlight organizational efforts, marketing insight and other happenings with the community.

We shared the results of the [2024 Economic Impact Study](#) from Tourism Economics, which included a [media release](#), social media posts, radio interviews and a [full page ad](#) in the Peninsula Pulse.

Partner social media highlighted our "Ask a Local" section from the 2025 Official Destination Guide. Two of the highest engaged posts of Q2 highlighted our board retreat (33%) and National Travel and Tourism Week breakfast event (36%).

We provided our Community Business Association partners with the first quarter community business reports, reflecting data points specific to their individual communities.

We distributed the first of two "*Destination Connection*" municipal newsletters to all 19 municipalities in June.

2025 Measurements	Q1	Q2	Q3	Q4	YE
Conduct 250 local/social media outreach activities	200	179			
Host 4 partner outreach events		4			
Host 3 Bridge USA events		2			
Track Door County Destination Stewardship Plan progress	✓	✓			
Monitor resident sentiment					

Next Steps

- BridgeUSA J1 Social Security Card Sign-Up Day on July 17 in Ephraim.
- 4 remaining municipal meeting presentations have been scheduled.
- We are coordinating with other groups on a community survey that will be utilized to monitor resident sentiment along with other community issues.
- Planning 100th Annual Gathering partnership event on October 28, 2025.
- Will host a Stewardship Committee update meeting in Q3 to review progress on the Destination Stewardship Plan.
- Continue with ambitious partner social media initiatives that lead to enhanced local stakeholder awareness and engagement.

GOALS

Nurture social, cultural, and economic resilience for a more sustainable, balanced, and equitable visitor economy.

Advocate and facilitate for the preservation and protection of our environment and natural resources.

Advocate and facilitate for historic preservation.

OBJECTIVES

Work with groups, organizations, and local governments to advocate for investments which preserve the shore, land and forests and encourage responsible development.

Maximize environmental resources to help maintain essential ecosystems and conserve biodiversity.

Accentuate tourism's benefits and pursue the reduction of tourism's negative impacts.

Support the wellbeing of residents, local culture and historical infrastructure.

STRATEGIES

Utilize digital platforms to expand local sustainability messaging such as Care for Door County, and education to visitors throughout the travel planning process and while in-market.

Identify stewardship initiatives that educate and expand sustainability efforts among tourism and community stakeholders as well as residents.

Enhance environmental stewardship activities to broaden community impact as referenced in the Door County Destination Stewardship Plan.

Provide financial support to community stakeholders for impactful projects that benefit residents and visitors.

Sustainable Development

Q1, 2025: Overview

Community Investment Fund grants (7th round) were announced on February 14, with 7 projects receiving \$246,640 in funding. With this round of grants, the total dollar amount of all investments surpassed the \$2 million mark since the program began in 2023.

DDC staff presented 8 ceremonial big checks to CIF grant recipients during Q1.

Wheel the World was selected to conduct the Accessibility Audit for Door County, and planning started with a multi-step process to conduct up to 70 individual audits in the fall of 2025.

Peninsula State Park and their friends' group became the first to officially complete the State Parks Challenge. The initial phase of their mountain bike trail project met all matching requirements and they received the full parks challenge funding amount.

The Door County Stewardship Plan Ad Hoc Committee held its inaugural organizational meeting. This committee will meet quarterly to strategize and message on the Door County Stewardship Plan. The committee is comprised of community leaders representing the different strategic goals of the plan.

Destination Door County staff presented at the semi-annual Green Tier Summit in Egg Harbor on March 14, highlighting a range of green initiatives led or supported by DDC that will take place throughout 2025 at a variety of local community events.

2025 Measurements	Q1	Q2	Q3	Q4	YE
Help facilitate the creation of the Door County Trail Initiative 501(c)3 organization	✓				
Award grant dollars in 2025	\$246,640				
Generate 120 hours of community volunteer time	20				
Explore opportunities to convene community partners for a regional stewardship summit in 2026					
Investigate opportunities to provide community project funding through the Spirit of Door County 501(c)3					

Next Steps

- Adopt-A-Highway cleanup #1 scheduled for April 28.
- Finalize planning and initiate a comprehensive water station program at more than 30 community events in Door County to provide both hydration and education to our visitors and residents.
- Continue working to finalize details and specific locations for the Accessibility Audit.

Sustainable Development

Q2, 2025: Overview

Community Investment Fund grants (9th round) were announced on May 12, with 4 projects receiving \$250,00 in funding. With this latest round of grants, the total dollar amount of all investments tallied more than \$2.4 million since the program began in 2023. We continued presenting ceremonial big checks to grant recipients along with progress of previously funded projects.

We kicked off a new community focused accessibility assessment project in June by hosting a webinar and accepting applications from any Door County business, organization or park to be assessed by Wheel The World in the fall of 2025.

We began an ambitious water station schedule in Q2 to provide free water in compostable bamboo cups at community festivals and events in Door County in an effort to help minimize single use plastic bottles. During 11 event days across 6 communities, our water stations dispensed a total of 10,665 ounces of water using 1,034 bamboo cups and 152 reusable water bottles. Of the bamboo cups distributed, 68% were returned for composting-just shy of our 75% goal. These efforts helped prevent an estimated 1,195 single-use plastic bottles from entering the landfill!

Destination Door County staff conducted two Adopt-A-Highway cleanup sessions in Q2, April 28 & June 26, to keep DDC's assigned 2-mile stretch of Hwy 57 south of Baileys Harbor looking good.

We continued assisting the Door County Trails group with their efforts, including ongoing fundraising & organizational support.

2025 Measurements	Q1	Q2	Q3	Q4	YE
Help facilitate the creation of the Door County Trail Initiative 501(c)3 organization	✓	✓			
Award grant dollars in 2025	\$246,640	\$250,000			
Generate 120 hours of community volunteer time	20	54			
Explore opportunities to convene community partners for a regional stewardship summit in 2026		✓			
Investigate opportunities to provide community project funding through the Spirit of Door County 501(c)3		✓			

Next Steps

- Adopt-A-Highway cleanup #3 scheduled for fall 2025.
- We have 23 water station event days scheduled for the remainder of 2025.
- Recruit and finalize specific locations for the Accessibility Assessment, with the assessment actually taking place during Q4.
- We will continue exploring opportunities for a future stewardship summit
- 2 more Community Investment Fund grant cycles remain in 2025, and we are planning a meeting of the CIF Governance Committee in Q3 or Q4.