

DESTINATION DOOR COUNTY

November 2025

Community Outreach & Destination Alignment

Door County Trails has launched a countywide Strategic Master Plan project to guide the future of trail development, connectivity, and access across Door County. The public is invited to participate in a brief online survey to help shape priorities and identify opportunities for a stronger, more connected trail network. Public Survey Link:

<https://forms.office.com/r/DCMPLzqrWQ>

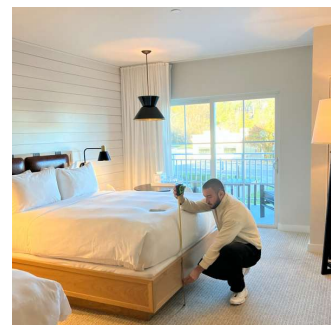
We helped organize a community food drive called Project Feed Our Neighbors to ensure Door County food pantries can continue meeting community needs. The effort began in November and runs until December 31. In November, at 21 county collection sites and through 2 collection events (11/15 at Marketplace Foods & 11/22 at DC Granary), 5,648 non-perishable food items were collected and delivered to area food pantries, and 100 lbs. of potatoes were also collected and distributed. 24 cooked turkey dinners were distributed to local families around Thanksgiving. 17 different volunteers helped pick up donations from collection sites and delivered the items to local food pantries.



DDC's annual [Hospitality Hero campaign](#) kicked off on November 10, with nominations being accepted through December 1. The campaign provides an opportunity each year to recognize Door County's frontline hospitality workforce, a critical component of the Door County guest experience. A campaign encouraging nominations at [DoorCounty.com/hero](#) of area workers who go above and beyond was promoted through local newspaper ads in the Pen Pulse and Washington Island Observer, radio spots on local stations, Pulse Picks e-newsletter ads, and through social media promotion on several channels. All nominees will be recognized on [DoorCounty.com/hero](#) and one lucky nominee will be randomly selected on December 2 as the winner of Door County Gift Certificates as a token of appreciation for their hard work and dedication.

Sustainable Development

In November, forty Door County businesses, parks, and cultural institutions [underwent detailed accessibility assessments](#) through a partnership between DDC and Wheel the World. A Wheel The World mapper was on-site and reviewed more than 200 data points related to access features such as parking, pathways, seating, signage, and restrooms. Participating sites receive a confidential report highlighting strengths and opportunities for improvement, helping businesses and organizations enhance accessibility for both residents and visitors. Thirty additional locations will be mapped in May 2026, and interested businesses and organizations are encouraged to sign up for those slots now at [DoorCounty.com/accessibility](#).



DESTINATION
DOOR
COUNTY

COMMUNITY
INVESTMENT FUND

Recently completed CIF Projects:
Open Door Bird Sanctuary
Eagle Bluff Lighthouse Summer Kitchen and Barn
Belgian Heritage Center

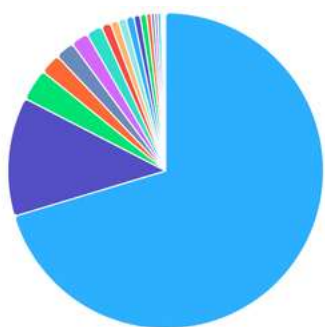
CIF projects that have started construction:
Friends of Peninsula State Park Mountain Bike Trail Phase 2
The Clearing Folk School Interpretive Trail
The Ridges Sanctuary all season restrooms
Town of Brussels ADA accessible bathrooms
Door County Museum new exhibits



Values Based Marketing

Heritage Trail Pass

The trail had 4 signups in Nov. In total, we have seen 776 signups, and an additional 182 active users, and 59 prizes redeemed. Passholders come from 33 states, with Wisconsin leading, followed by Illinois and Minnesota.



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.

Bandwango Trail Pass Opt-Ins for Marketing

As users sign up for the Heritage Trail Pass and the Door County Christmas Movie Trail Pass, they have the option to opt in to receive marketing materials from Destination Door County. In November, this resulted in **7 new opt-ins for the Heritage Trail Pass** and **1,072 for the Movie Trail Pass**, bringing the total opt-ins to **737** and **1,142**, respectively. These contacts can be used to send guides and/or add to our newsletter subscription list.

PAID MEDIA

Paid Search (Search Engine Marketing / SEM) continues to outperform industry benchmarks (SEM by 48% and SEM 'Near Me' by 61%). Both cross-network campaigns saw CTR (click-through rate) increases, and Google Performance Max continues to be the standout, performing 355% above the industry average. Paid Social had mixed results as the Fall creative became less seasonally-relevant, though Meta Video saw a notable 23% increase in CTR, performing 5% above the average. Display Advertising had a very strong month: Azira CTV (streaming TV) saw 22% more clicks and a 29% increase in CTR (performing 84% above the industry average) while the retargeting banners drove 81% more clicks and an 89% increase in CTR (more than 36% higher than the benchmark). The two remaining DDC Co-Ops digital advertising also performed very well, both 51% above the average CTR.

EMAIL

November's email was powered by strong seasonal momentum, with festive content capturing 44.8% of all clicks across the deployment. *26 Ways to Celebrate Christmas* and the Movie Trail led the way, followed by food-focused and lifestyle pieces that kept readers exploring. The email generated a 2.7% CTR alongside a 44.8% open rate across all segments, reflecting solid performance as audiences shifted into holiday planning.

LEAD GEN

The Meta lead gen audience continues to perform well, generating a 39.7% open rate, 2.7% click-through rate, and 6.8% click-to-open rate in the latest deployment. These metrics show this segment remains an engaged group of subscribers who consistently interact with trip-planning content. Bandwango subscribers delivered strong results with a 52.7% open rate, 6.1% click-through rate, and 11.5% click-to-open rate. This segment remains one of the highest-engaging groups in the program and continues to outperform baseline list metrics.

SEO

In November, Door County saw a 5.8% increase in Organic Users year-over-year, with increases seen across all major search engines. Average Session Duration and Engagement Rate trended down year-over-year, mainly for events detail pages and the homepage as Google has improved search results experiences surrounding AI summaries.

Due to a spike in traffic on Election Day 2024, November's impressions are skewed down year-over-year. However, when excluding the week of elections, Door County saw an 8.3% increase in impressions year-over-year, mainly driven by the Stay page.

Values Based Marketing

NOVEMBER TOTALS

Impressions
4,214,093

Clicks
81,434

NOVEMBER 2025

SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Meta Prospecting - Leisure
<p>Clicks 17,625</p> <p>Impressions 109,315</p> <p>CTR 16.12%</p> <p>Avg. CPC \$0.61</p> <p>Budget Remaining 9%</p>	<p>Clicks 5,667</p> <p>Impressions 32,304</p> <p>CTR 17.54%</p> <p>Avg. CPC \$0.72</p> <p>Budget Remaining 9%</p>	<p>Clicks 25,402</p> <p>Impressions 1,913,879</p> <p>CTR 1.33%</p> <p>Avg. CPC \$0.13</p> <p>Avg. CPM \$1.72</p> <p>Budget Remaining 10%</p>	<p>Clicks 4,440</p> <p>Impressions 35,884</p> <p>CTR 12.37%</p> <p>Avg. CPC \$1.03</p> <p>Budget Remaining 10%</p>	<p>Clicks 12,915</p> <p>Impressions 715,346</p> <p>CTR 1.81%</p> <p>CPC \$0.40</p> <p>Budget Remaining -0%</p>
KPI Clicks Benchmarks 10.88% CTR	Clicks 10.88% CTR	Clicks 1.68% CTR	Clicks 2.72% CTR	Clicks 1.97% CTR
Meta Video	Meta Lead Gen	Meta Remarketing	AZIRA Remarketing Banners	AZIRA - CTV
<p>Views 20,725</p> <p>Impressions 304,764</p> <p>Clicks 4,692</p> <p>View Rate 6.80%</p> <p>CTR 1.54%</p> <p>Budget Remaining 1%</p>	<p>Leads 209</p> <p>Clicks 623</p> <p>Impressions 52,947</p> <p>CTR 1.18%</p> <p>CPC \$1.84</p> <p>Budget Remaining 11%</p>	<p>Clicks 7,323</p> <p>Impressions 548,168</p> <p>CTR 1.34%</p> <p>CPC \$0.49</p> <p>Budget Remaining -9%</p>	<p>Clicks 2,564</p> <p>Impressions 391,128</p> <p>CTR 0.66%</p> <p>CPC \$0.95</p> <p>Budget Remaining 9.69%</p>	<p>Clicks 183</p> <p>Impressions 110,358</p> <p>CTR 0.17%</p> <p>CPM \$37.50</p> <p>Budget Remaining 8.00%</p>
Clicks 1.47% CTR	Clicks 1.63% CTR	Clicks 2.04% CTR	Impressions 0.48% CTR	Impressions 0.11% CTR

Values Based Marketing

Media Highlights from the work of the Destination Door County Team



"This Wisconsin Cherry Destination is Starring in a New Holiday Movie"

Forbes, November 25, 2025 Estimated Audience 47,836,572

"From Door County to your screen: step into A Cherry Pie Christmas"

WFRV, November 13, 2025 Estimated Audience: 325,012

"New holiday rom-com features 16 gems of Door County"

WISN, November 14, 2025 Estimated Audience: 1,034,334

"20 Top Midwest Destinations for Unforgettable Stargazing"

Midwest Living, November 6, 2025 Estimated Audience: 229,814

← Live interview on Local 5 Live on November 13 at Door County Coffee featuring DDC, DC Coffee, and Novel Bay.

Organic Social

Facebook had an incredible month. We had 1.3M organic views. This resulted in a 299% increase in impressions over last year. Our organic engagement was also up 177% over last year. With both of these increases we saw 616 new followers.

Instagram continues to decrease with a 52% decrease in engagement over last year. While we did see this decrease we did see a large increase in followers. We gained 241 new followers.

X saw a 76% YoY decrease in engagement.

Our top-performing post delivered impressions within 49,458 of the entire month's impressions in November 2024.

Post	Published Date	Impressions
25 Posts Nov. 1, 2024 – Nov. 30, 2024		258,118
Destination Door County This Saturday, "A Cherry Pie Christmas" comes out on free streaming platforms! Find it...	Thu, Nov 13, 2025 5:44 pm CST	208,660
Post by Jen R.		
Destination Door County You've seen the movie... now walk the set!	Sat, Nov 1, 2025 7:35 am CDT	125,109
Post by Jen R.		

Door County Christmas Movie Streaming Debut and Movie Trail

A Cherry Pie Christmas debuted on several free streaming platforms on November 15. In advance of the premiere, we launched the Door County Christmas Movie Trail on November 1, which can be found at DoorCounty.com/movie. The trail invites participants to explore 16 locations featured in the film and check in at each site to earn points toward a prize that can be collected at the DDC Welcome Center.

Before the Thanksgiving holiday, 1,888 people had signed up for the trail pass, with 382 completing. To support local businesses, we launched a "Shop the Trail" giveaway as part of the campaign, offering \$500 in Door County gift certificates. Trail goers shop along the trail at participating businesses and turn in their receipts when picking up their completion prize. The promotion has generated over \$14,000 in receipts so far, with the contest open through December 31.

Participants who check in at 10 locations receive a special "A Cherry Pie Christmas" Door County, WI mug. Those who visit 14 locations receive the mug plus a pillow pack of Door County Coffee's new "A Wisconsin Cherry Pie" blend.



SAVE THE DATE

DECEMBER 3 DESTINATION DOOR COUNTY 2026 CO-OP PRESENTATION

DECEMBER 13-14 A CHERRY PIE CHRISTMAS MOVIE COMMUNITY VIEWING EVENT AT DOOR COMMUNITY AUDITORIUM

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



Media Tactic Deep Dive | November 2025

Meta Video..... What is it?

Meta Video utilizes visually stunning, high-definition video advertising within the main Facebook and Instagram news feeds to inspire, engage, and convert potential travelers. For Door County, Meta Video is a powerful tool for interrupting the scroll, using emotional storytelling and immersive visuals to build desire and drive bookings at every stage of the travel journey.

Here's how Meta Video can elevate Door County's marketing:

- **High-Engagement, Story-Driven Reach:** Video content is highly favored by Meta's algorithm and generates significantly more engagement than static formats. By leading with visually compelling videos, Door County can quickly capture attention, build rapid brand awareness, and drive immediate action via clear calls-to-action.
- **Detailed Behavioral and Interest Targeting:** Leveraging Meta's robust targeting engine, campaigns can pinpoint audiences based on demographics, interests, behaviors, and lookalike audiences built from website visitors. This ensures high-quality, relevant video content reaches the specific travelers most likely to visit Door County.
- **Sequential Video Retargeting for Conversion:** Meta Video is key for both inspiration and direct response. The use of companion CTAs and mobile-optimized video formats drives clicks to the Door County website for deeper exploration.
- **Emotional Storytelling and Community Building:** Video is the ultimate storytelling medium. By showcasing the real-life experiences, local culture, and seasonal beauty of Door County through short-form video, the brand establishes an authentic and emotional connection. This approach fosters community and nurtures long-term loyalty, turning video viewers into first-time and repeat visitors.



WELCOME CENTER TRAFFIC COMPARISON – NOVEMBER 2024 VS. NOVEMBER 2025

Visitor counts at the Welcome Center lobby totaled 1,391 in November 2025, compared to 819 in November 2024, representing a 70% year over year increase (an additional 572 visitors). On average, the lobby saw approximately 95 visitors per day, with Fridays experiencing the highest traffic and Sundays the lowest.

This significant rise is closely tied to the launch of the Door County Christmas Movie Trail, which has attracted fans and curious travelers wanting to visit the real filming locations featured in *A Cherry Pie Christmas*. The Welcome Center has is the official prize pickup location for participants who complete the Trail Pass, which further increased intentional foot traffic. Many visitors arrived specifically to redeem prizes, ask questions about trail stops, and engage with staff for guidance and recommendations.

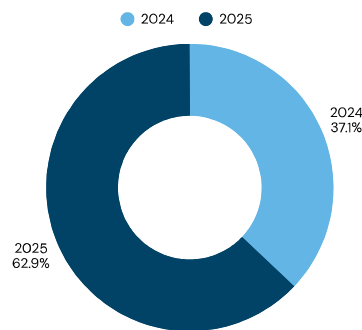
Although general visitor behavior continues to trend toward digital trip planning tools, the Movie Trail has created a strong incentive for in person engagement. As a result, the Welcome Center is seeing a growing share of purposeful, high engagement visitors seeking not only their Trail Pass prizes but also personalized insights and local expertise.

PHONE CALLS

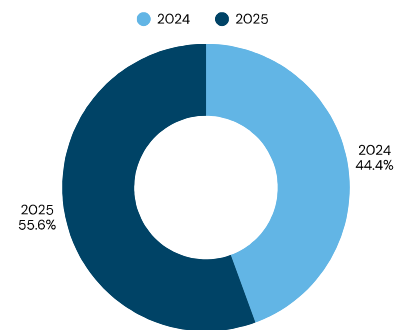
Phone calls increased from 243 in November 2024 to 304 in November 2025, a 25.1% rise. This increase is primarily tied to heightened interest in the Door County Christmas Movie Trail, with many visitors calling to ask how the Trail Pass works, where to begin, and where to pick up prizes.

While most travelers continue shifting toward digital trip planning tools, the Movie Trail created a notable spike in live inquiries from visitors seeking quick, personalized information.

LOBBY TRAFFIC
NOV. 2024 VS.
NOV. 2025



PHONE CALLS
NOV. 2024 VS.
NOV. 2025



WELCOME CENTER KIOSK SUMMARY

The Omni Kiosk recorded 68 sessions in November, with visitors viewing an average of 4 screens per session and spending about 2 minutes on the kiosk.

Top areas of interest were Food & Drink, Things to Do, and Where to Stay, with popular listings including Gloria's Authentic Mexican Restaurant, The Yoga Womb, Bluefront Café, and Door County Candy. Seasonal interest was strong as well, with the Merry Time Festival of Trees receiving the most event views (13).

Searches reflected high curiosity around treats, attractions, and the Movie Trail, confirming continued interest in new holiday programming. Visitors also added items like Ahnapee State Trail and Sunset Retreat to their itineraries, showing the kiosk remains a helpful tool for on site trip planning.

GIFT CERTIFICATE SALES & REDEMPTIONS – NOVEMBER 2025

Gift certificate sales totaled \$313,505 in 2025, compared to \$382,185 in 2024. The year-over-year decline is primarily due to Door County Medical Center's biennial bulk employee gift certificate order, which significantly increased November 2024 sales (\$126,280) but did not occur in 2025 (\$43,190). Apart from this expected fluctuation, monthly sales patterns followed typical seasonal trends with strong activity in December, May/June, and September.

Gift certificate redemptions increased from \$379,135 in 2024 to \$413,420 in 2025, a 9% rise. Consistent redemption levels throughout summer and fall highlight the program's continued importance as a driver of spending at local businesses. Overall, even with the off year impact from the biennial bulk purchase, the gift certificate program remains a steady and valuable contributor to the local economy.

2024 Gift Certificate Sales

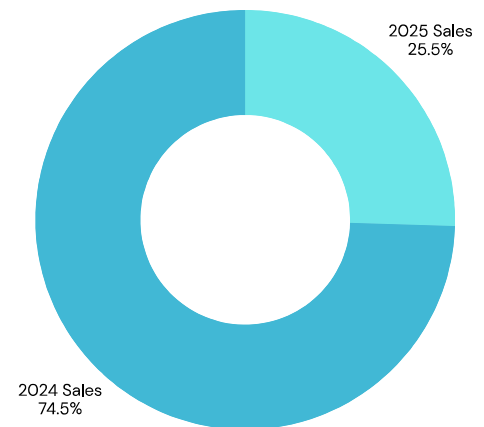
January \$18,495
February \$15,000
March \$24,995
April \$19,615
May \$40,185
June \$26,435
July \$30,710
August \$27,770
September \$28,840
October \$23,860
November \$126,280

YTD TOTAL \$382,185

2025 Gift Certificate Sales

January \$23,870
February \$13,255
March \$18,130
April \$22,435
May \$34,435
June \$34,905
July \$29,395
August \$28,575
September \$35,535
October \$29,780
November \$43,190

YTD TOTAL \$313,505



2024 Gift Certificate Redemptions

January \$53,635
February \$28,830
March \$19,665
April \$14,760
May \$26,975
June \$28,460
July \$36,250
August \$30,620
September \$44,835
October \$52,775
November \$42,330

YTD TOTAL \$379,135

2025 Gift Certificate Redemptions

January \$55,165
February \$31,465
March \$30,890
April \$31,860
May \$21,600
June \$31,275
July \$36,460
August \$57,680
September \$36,825
October \$47,145
November \$33,055

YTD TOTAL \$413,420



New Partner Report: November 2024 vs. November 2025 Comparison

As of this reporting period, 6 new partners have joined in 2025, compared to 3 during the same timeframe in 2024, representing a 100% increase. While overall new business formation in the county remains steady rather than rapidly expanding, this growth reflects the impact of our focused outreach efforts and the increased exposure generated by the Door County Christmas Movie Trail, which has elevated visibility for local businesses and expanded community interest in partnership opportunities.

The Partnership Team's proactive touchpoints, check-ins, and presence at community events continue to reinforce the value of participation. Each new partner strengthens the network and highlights the ongoing importance of relationship-based engagement in sustaining Partner Program growth.

Partner Category Overview

Our current partner list includes 1,178 businesses and organizations across a mid range of categories. The three most represented sectors are:

- Lodging: Vacation Rentals (264 partners)
Hotels/Motels/Resorts: (104 Partners)
- Recreation & Entertainment (196 partners)
- Retail (179 partners)

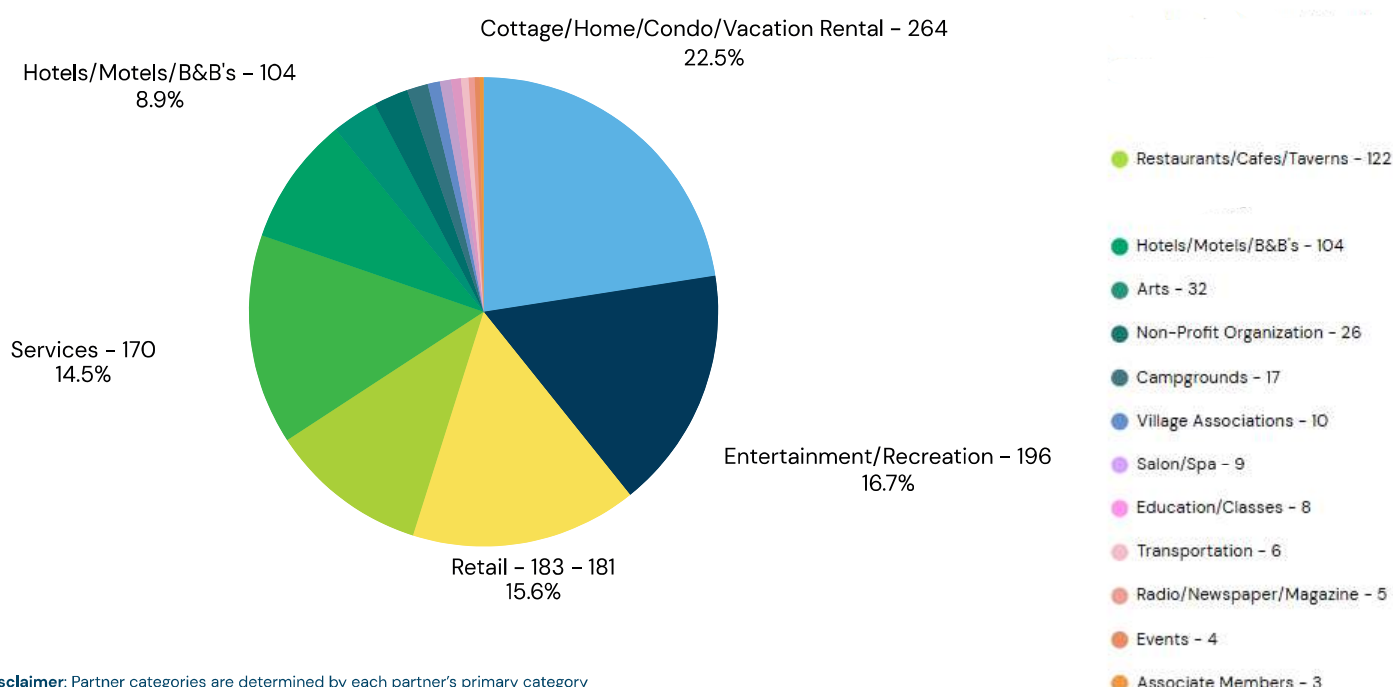
These numbers reflect what our visitors consistently seek out, places to stay, things to do, and local shops to explore. It also shows where we have the strongest connections, which can help guide future outreach, programming, and promotion.

Top 5 Industries Represented in 2025 New Partner Growth:

1. Vacation Rentals (Cottage/Home/Condo) – 33 new partners
2. Restaurants, Cafés, and Taverns – 19 new partners
3. Services (e.g., wellness, professional, personal care) – 27 new partners
4. Entertainment & Recreation – 2 new partners
5. Retail – 17 new partners

Given the size of the county, the steady addition of new partners meaningfully enhances our representation across all communities. Eliminating partnership dues has removed a key financial barrier, which in turn has virtually eliminated partner attrition. As a result, our website continues to present a comprehensive view of Door County's travel and tourism landscape, while also showcasing a growing number of businesses beyond 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.

PARTNERSHIP ENGAGEMENT SUMMARY – NOVEMBER 2025

In November, Destination Door County played a key role in connecting partners and coordinating community support across the county. By bringing people and resources together, we helped make sure food drives, winter gear efforts, and holiday support reached those who needed it most.

We worked with 21 businesses and organizations who served as food collection sites, including Tadych's Marketplace, Walmart, Main Street Market, Happy Coffee, Healthy Way, Lawless Coffee, Peach Barn Brewery, The Pearl of Door County, Write On Door County, and others. With their help, and through our coordination, we completed 53 pickups and deliveries, moving nearly 6,000 food items from collection sites to 9 local pantries.

Two major food drive days, at Tadych's Marketplace and the Door County Granary, resulted in more than 1,800 items delivered with the support of volunteers we helped organize. We also connected Bluefront Café with donated turkeys and pies so they could prepare 24 full Thanksgiving meals for local families. Beyond food support, we worked with partners to meet winter needs. We coordinated the delivery of 22 new coats with matching hats and gloves to Washington Island School and helped volunteers provide 32 handmade hats and 10 pairs of mittens. We also connected Krowas Farms with local pantries to donate 100 pounds of potatoes.

We continued building relationships for future projects as well. Conversations with the Southern Door Business Association explored ideas for 2026 events and off season efforts. Our Green Tier presentation brought together about 20 attendees and led to follow up meetings around sustainable visitor materials for next season. We also stayed in close contact with the Door County Community Foundation and the Food Pantry Coalition to stay aligned on pantry needs. Overall, November highlighted our strength as a connector, linking partners, volunteers, and resources, and as connectors who helps make sure good work happening across Door County comes together in a meaningful, organized way.

JOBS IN DOOR COUNTY.COM – Job Search Activity – November 2025 Summary

The November job board data shows steady daily use, with most visitors browsing broadly rather than entering specific keywords. Housing supported jobs continue to be one of the most frequently selected filters across multiple days. Searches also consistently center around Sturgeon Bay (54235) and Sister Bay (54234), which remain the top locations job seekers focus on.

When specific roles are searched, they are mostly hospitality and service positions, including front desk, server, seasonal roles, chef, bartender, and kitchen support. The data also shows lighter but steady interest in office/admin, clerical, healthcare, manufacturing, warehouse/production, marketing, and skilled trades.

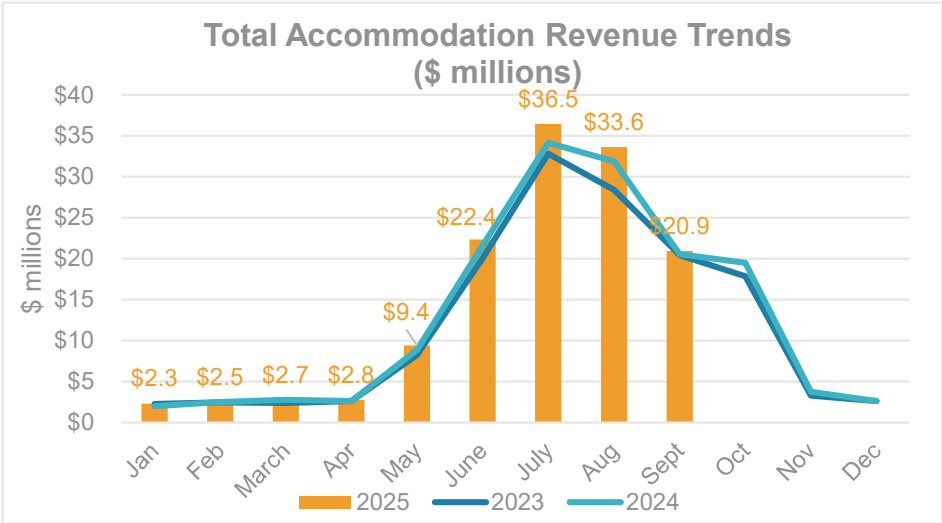
Overall, November activity reflects broad browsing habits, strong interest in housing supported opportunities, and a continued focus on job availability in the Sturgeon Bay and Sister Bay areas.

High Summer Travel Season Ended on a Positive Note—More Muted Growth Expected in the Coming Months

Lodging tax collections remained strong through the summer travel season and were up 5% year-to-date. September room tax collection was up 2% from the prior year while rates continued to be elevated up 7% and 8% for August and September, respectively. Year-to-date, total lodging revenue was up 5%, driven by a 4% increase in rates. Available rooms were up just 1%, and occupied rooms were essentially flat through September. While short-term rental revenue and rates continued to increase, occupancy was down 4%.

Looking ahead, through the end of January, forward-looking short-term rental bookings are down 3%, yet revenue and rates remain positive and increasing (as of December 2nd).

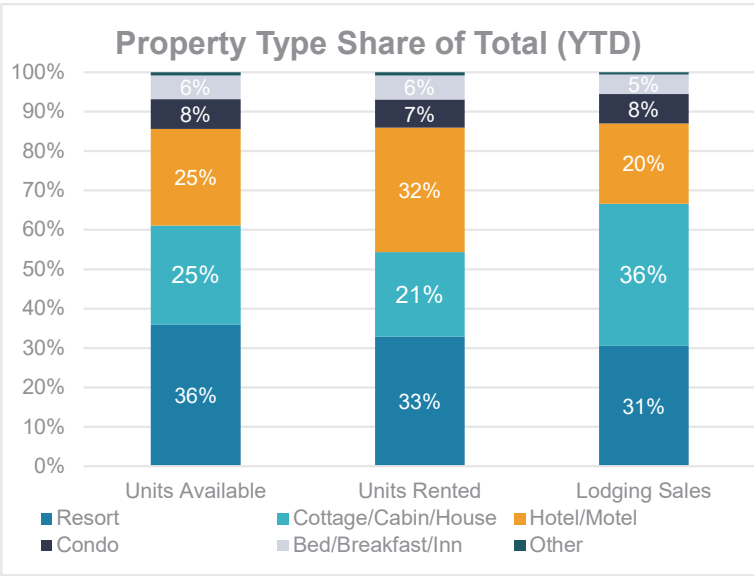
Total Accommodation: January – September 2025



Through the first nine months of the year, lodging performance showed positive growth compared to the prior year with revenue up 5%. Available and occupied rooms were essentially flat compared to last year from June through August and September was down 5%.

Door County Total Lodging* YTD Jan - Sept				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 126.8	\$ 133.1	4.9%	
Average Daily Rate	\$ 208	\$ 217	4.4%	
Available Rooms (000's)	118,672	119,853	1.0%	
Occupied Rooms (000's)	55,881	55,680	-0.4%	
Percent Occupied	41.9%	41.7%	-0.4%	

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



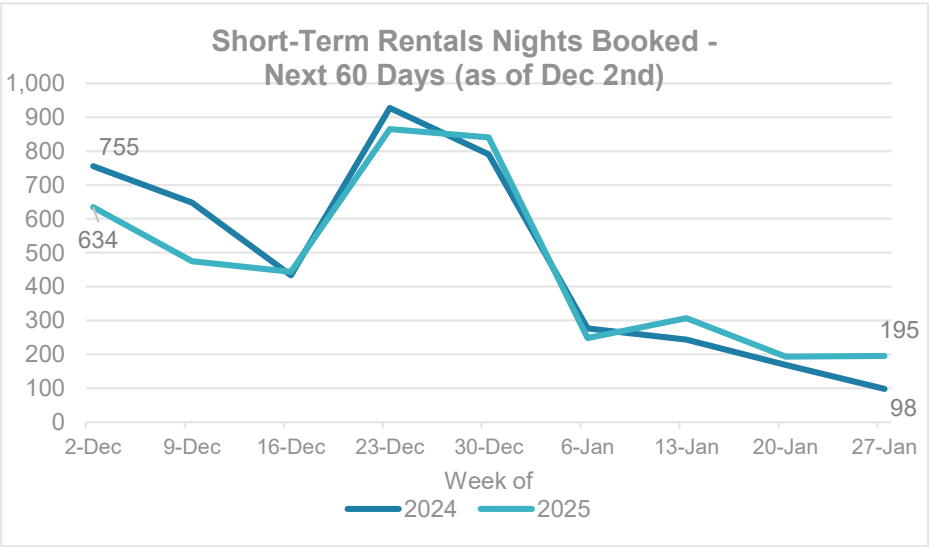
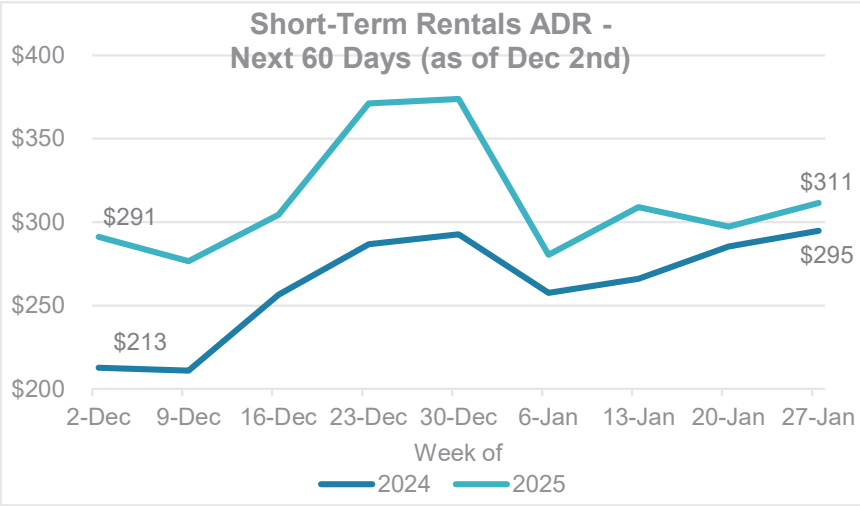
Short-Term Rental** Snapshot:

- Through October 2025, short-term rental revenue was up 14% compared to 2024—**totaling \$75 million.**
- Short-term rental ADR continues to surpass other types of lodging and YTD increased 10%, versus 4% for all lodging ADR.
- Year-to-date, while revenue and ADR remained positive, the occupancy rate for short-term rentals was down 4.3%.

Door County Short-Term Rentals** YTD Jan - Oct				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 65.9	\$ 75.4	14.4%	
Average Daily Rate	\$ 346	\$ 380	10.0%	
Percent Occupied	31.7%	30.3%	-4.3%	
Avg Active AirBNB Listings	1,245	1,231	-1.1%	
Avg Booking Window	76.7	75.4	-1.7%	
Avg Length of Stay	3.3	3.3	-1.2%	

Short-Term Rental Outlook—Next 60 Days

- As of early December, compared to the same time frame in 2024, short-term rental bookings showed some signs of weakness and were down 3% across the next 60-days.
- Yet, revenue generated from short-term rentals is up 14% YTD and predicted to continue to increase, up 22% over the next 60 days.

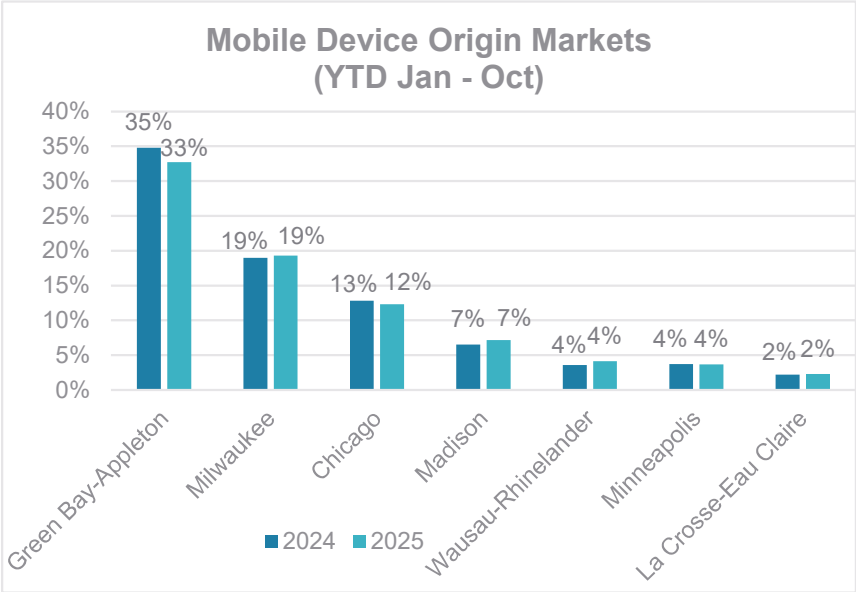
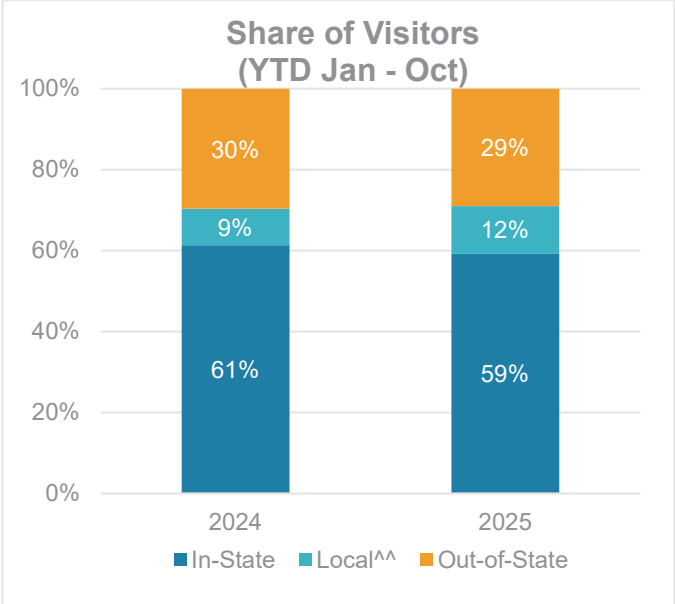


Short-term rental rates also expected to increase 26% over the next 60 days, reaching a high of \$374 the week of December 30th and averaging \$326 through the end of January.

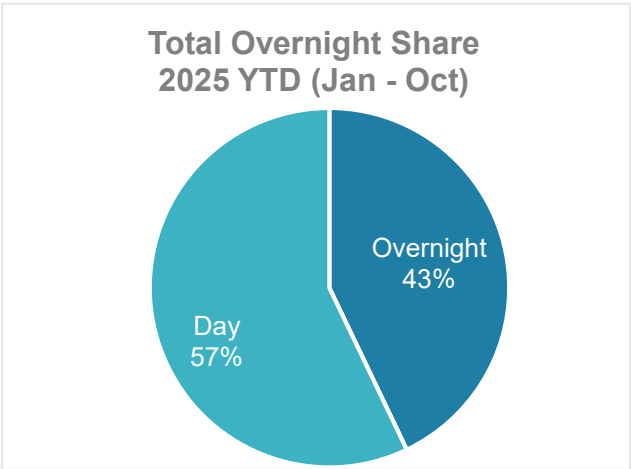
**Short-term rentals sourced to KeyData. Data reported monthly, latest data available is October 2025.

Visitor Behavior via Mobile Location Data^

- Year-to-date, the share of out-of-state visitors to Door County was on-par with 2024, representing 29% of visitors through October 2025.
- The share of local visitors has increased some year-to-date and now represent 12% of total visitors in Door County.
- Overnight visitor origin markets were largely consistent with the prior year although the share of visitors from Green Bay continues to be lower compared to last year.



- Slightly lower than the same time period in 2024, **43% of all visitors** and less than half of out-of-state travelers **stayed overnight**.



Overnight Share YTD (Jan - Oct)	2024	2025	YoY % Chg
In-State	43%	41%	-4%
Out-of-State	49%	46%	-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 October 2025. ^^Locals defined as Door County residents.