

# DESTINATION DOOR COUNTY

October 2025

## Community Outreach & Destination Alignment

DDC collaborated with the United Way to recognize Sober October and highlight area businesses verified by United Way that sell N/A and mocktail options to promote non-alcoholic offerings in Door County. This was a goal of the Door County Health Improvement Plan and ended up being a great partnership between the United Way, DDC and our local partnering establishments. ➡

The DIY Economic Study was completed in partnership with Peninsula State Park and the Office of Outdoor Recreation. Initial findings show the economic impact of the mountain bike trails is \$2.26 million in visitor spending. The final report will be published in early January, 2026.

Leave No Trace Signage was finalized for all 5 state parks and the Town of Washington Island. The signs were delivered in October and the parks will begin sign installation in November.

We collaborated with Door County Medical Center to host an October 22 online webinar for our partners and stakeholders that highlighted some of the new healthcare opportunities in Door County that are available for our local community.



### Annual Meeting 100th Anniversary

Destination Door County celebrated its 100th annual meeting on October 28 at Maxwellton Braes Lodge in Baileys Harbor, where more than 160 business leaders and tourism stakeholders gathered to celebrate. The event featured remarks from President/CEO Julie Gilbert, who highlighted organizational achievements and future priorities in stewardship, sustainability, and community alignment, while also honoring DDC's legacy since its founding in 1891.

Other evening highlights included a special video message from Governor Tony Evers, a 2025 Year-in-Review presentation which included a highlight video and a printed executive summary, and recognition of local artists through the Art in the Door raffle, which raised \$1,360 for the Peninsula Arts & Humanities Alliance. Guests also enjoyed a historic slideshow of organizational moments over the past several decades along with networking and tours of Maxwellton Braes historic lodge.

## Sustainable Development

### DDC Water Station Impact Report

During three October event days across two communities, our water stations dispensed a total of 11,582 ounces of water using 1,177 bamboo cups and 142 reusable water bottles. Of the bamboo cups distributed, 63% were returned for composting. These efforts helped prevent an estimated 1,448 single-use plastic bottles from entering the landfill!

Throughout 2025, 65,944 ounces of water was dispensed into 6,445 bamboo cups and 880 reusable water bottles. Approximately 8,200 plastic water bottles were saved from the waste stream. While these may be small steps, they're part of a bigger picture for a better Door County.

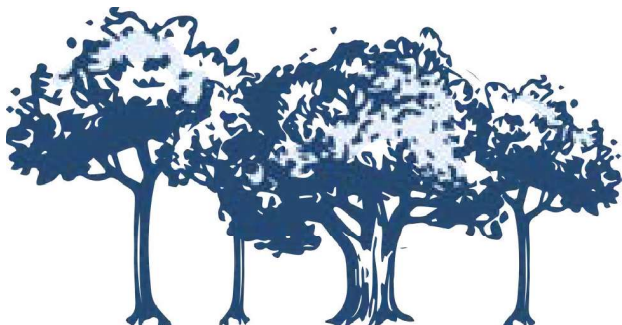
*Photo at right: Compost site in Baileys Harbor where composted bamboo cups go to be reborn ➡*



### Accessibility Assessment

There are currently 35 sites scheduled to be assessed by Wheel the World from Nov. 10-24. Sites can still be added through Nov. 24<sup>th</sup>.

The Stewardship Ad Hoc Committee convened to begin planning the 2027 Stewardship Summit.





## COMMUNITY INVESTMENT FUND



Learn more at  
**[DoorCounty.com/CIF](https://DoorCounty.com/CIF)**

### **Celebratory CIF big checks were presented in October to:**

Sister Bay Historical Society  
The Ridges Sanctuary



### **Recently completed CIF projects:** Eagle Bluff Summer Kitchen and Barn

### **Recently started CIF projects:** Ridges Sanctuary

## Values Based Marketing

### **PAID MEDIA**

Paid Search remains a standout performer with Click Thru Rates (CTRs) around double the average benchmark. Cross-network campaigns continued strong with Demand Gen serving the most impressions (2.3M+) and Google Performance Max performing more than 336% above benchmark, even higher than September. Paid Social saw increases in impressions across most tactics, with Meta Prospecting performing 49% above average. Our Display tactics saw similar MoM performance, and the Epsilon platform campaign concluded on October 31st. Both Parks campaigns had notable CTR increases, with Mobilefuse now at more than double our average benchmark.

### **EMAIL**

October engagement was driven by high-interest seasonal content, with the northern lights feature earning the most clicks overall, followed by the 48 Hours of Fall Fun itinerary. Open rates reached 51% and click-through rates climbed to 3.8%, signaling strong resonance with travelers seeking autumn experiences and visual inspiration.

**Lead Gen:** The Meta lead gen campaign continues to deliver high-quality subscribers into the email ecosystem. Among the 4,600 lead gen leads that remain active in the system, engagement remains strong months after sign-up. October segmentation to this audience produced a 36.8% open rate and 3.4% click-through rate, reinforcing that these are loyal, high-intent travelers. Using the destination guide as the lead magnet has proven effective at attracting genuinely interested prospects who seek trip-planning content, not one-time freebies.

### **SEO**

October clicks remain down compared to 2025 due to a nationwide event on October 10th and 11th where the northern lights were visible across large swaths of the continent, and a surge during Sister Bay Festival. Despite this decrease in clicks for general destination terms, the website saw an increase in clicks for annual events and related fall activities, making it clear the website continues to function as the bridge between local events and both local and away visitors. Impressions continue downward due to the removal of the num=100 URL parameter, correlating with changes in how AI Overviews are served due to the August 2025 Spam Update, resulting in "door county" terms seeing the largest decrease in impressions. Despite these changes, website engagement remains up, with a 5% increase in Engagement Rates and a 8% increase in Average Session Duration.

## Values Based Marketing

## OCTOBER TOTALS

Impressions  
**5,492,717**

Clicks  
**119,629**

SEM - National	SEM - Geo-targeted	Single Demand Gen	Google Pmax	Meta Prospecting - Leisure	Meta Video	Meta Lead Gen	Meta Remarketing	AdRoll Remarketing Banner
Clicks <b>29,666</b>	Clicks <b>11,032</b>	Clicks <b>29,724</b>	Clicks <b>8,762</b>	Clicks <b>24,448</b>	Views <b>30,644</b>	Leads <b>343</b>	Clicks <b>7,794</b>	Clicks <b>1,417</b>
Impressions <b>147,543</b>	Impressions <b>55,804</b>	Impressions <b>2,321,840</b>	Impressions <b>73,788</b>	Impressions <b>833,919</b>	Impressions <b>396,565</b>	Clicks <b>1,092</b>	Impressions <b>594,524</b>	Impressions <b>409,044</b>
CTR <b>20.11%</b>	CTR <b>19.77%</b>	CTR <b>1.28%</b>	CTR <b>11.87%</b>	CTR <b>2.93%</b>	Clicks <b>4,954</b>	Impressions <b>80,326</b>	CTR <b>1.31%</b>	CTR <b>0.35%</b>
Avg. CPC <b>\$0.36</b>	Avg. CPC <b>\$0.37</b>	Avg. CPC <b>\$0.11</b>	Avg. CPC <b>\$0.52</b>	CPC <b>\$0.21</b>	View Rate <b>7.73%</b>	CTR <b>1.36%</b>	CPC <b>\$0.47</b>	CPC <b>\$1.80</b>
Budget Remaining <b>18%</b>	Budget Remaining <b>18%</b>	Avg. CPA <b>\$1.41</b>	Budget Remaining <b>19%</b>	Budget Remaining <b>10%</b>	CTR <b>1.25%</b>	CPC <b>\$1.07</b>	Budget Remaining <b>6%</b>	Budget Remaining <b>19.46%</b>
		Budget Remaining <b>20%</b>			Budget Remaining <b>10%</b>	Budget Remaining <b>21%</b>		
ROI Benchmark	Clicks 10.88% CTR	Clicks 10.88% CTR	Clicks 2.72% CTR	Clicks 1.87% CTR	Clicks 1.47% CTR	Clicks 1.65% CTR	Clicks 2.04% CTR	Impressions 0.46% CTR

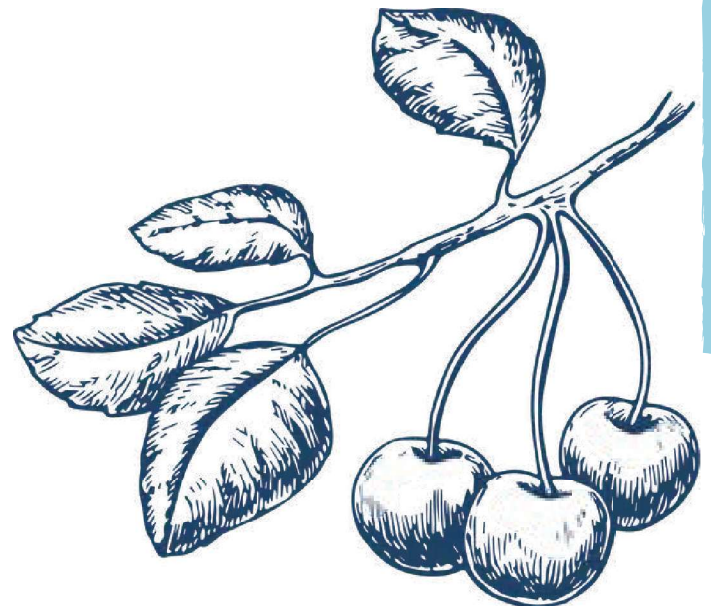
## AZIRA - CTV

## Epsilon

Clicks <b>150</b>	Clicks <b>590</b>
Impressions <b>116,826</b>	Impressions <b>462,538</b>
CTR <b>0.13%</b>	CTR <b>0.13%</b>
CPM <b>\$37.50</b>	CPM <b>\$9.00</b>
Budget Remaining <b>17.41%</b>	Message Vids <b>83</b>
	Budget Remaining <b>-0.01%</b>

Benchmark  
Impressions  
0.11% CTR

Impressions  
0.10% CTR





## Values Based Marketing

### Fall Photoshoot

Our fall photoshoot was a great success, thanks to the support of local businesses that hosted our team and the residents who participated as models. Their involvement allowed us to capture the unique spirit and seasonal beauty of Door County, providing fresh content for our marketing efforts.

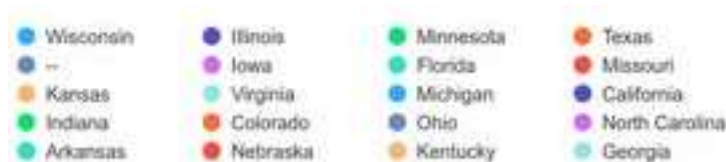
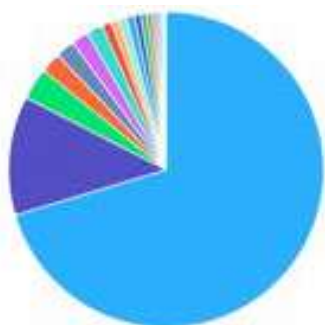
We continue to seek community participation in upcoming photo and video shoots. Engaging residents not only helps showcase the character of Door County but also strengthens our connection with the community while generating authentic marketing assets.

To sign up to be notified for future opportunities click [here](#).



### Heritage Trail Pass

The trail had 773 signups, and an additional 178 active users, and 53 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 both the Heritage Trail Pass and the Door County Christmas Movie Trail Pass, they have the option to opt in to our marketing materials through Destination Door County. As a result we have seen **443-opt ins for Heritage Trail** and **368 opt-ins for the Movie Trail Pass**. These can be used to send guides to and/or add to our Newsletter subscription list.

### Art in the Door

Destination Door County's Art in the Door program celebrates the creativity of our local arts community, showcasing original works inspired by Door County's five state parks.

This year's winners are:

- Rick Brawner, Early Morning Gulls at Whitefish Dunes (Oil)
- Olivia Donato, Peninsula State Park (Oil)
- Tom Afflerbach, Eagle Tower Ramp (Acrylic)
- Kay McKinley, Liquid Gold Tension Bay (Pastel)

At the Annual Meeting on October 28th at Maxwellton Braes, attendees supported local arts through an Art in the Door bucket raffle, raising \$1,360 for the Peninsula Arts & Humanities Alliance (PAHA). The raffle awarded the four winning paintings to lucky attendees, with three of the artists present to celebrate their work and Door County's vibrant arts scene.



## Values Based Marketing

### Media Highlights from the work of the Destination Door County Team

#### "2025's Towns In Wisconsin That Come Alive In The Fall"

World Atlas, October 3, 2025 Estimated Audience 7,515,130

#### "Sip, savor, and explore: America's Top Cideries to Visit this Fall"

Yahoo!creators, October 5, 2025 Estimated Audience 2,326,758

#### "Holiday Film Shines A Light on Door County's Charm & Cherries"

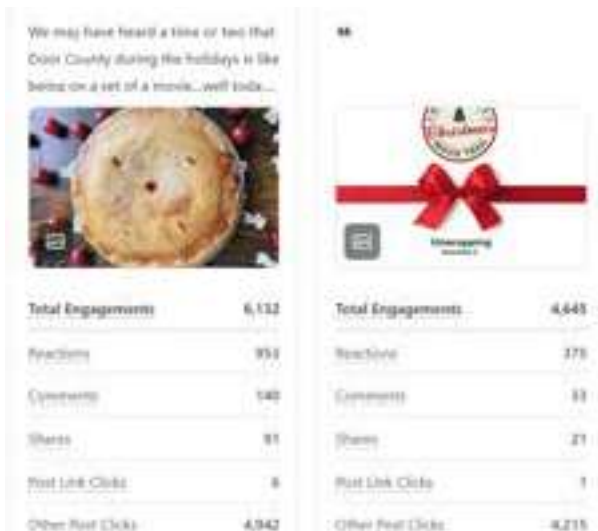
Loop North News, October 28, 2025 Estimated Audience 10,454

### Fall Press Trip - October 21-24

We welcomed 5 journalists for a fall themed press trip. Some of the locations we visited included Cana Island Lighthouse, Island Orchard Cider, Lautenbach's Orchard Country Winery & Market, Crossroads at Big Creek and Prince of Pierogi.



Journalists snap photos of Prince of Pierogi owners in Sturgeon Bay during an October '25 press trip.



### Organic Social

Facebook saw a 42% YoY increase in impressions and a 110% YoY increase in engagement.

X saw a 99% YoY increase in engagement.

Instagram saw a 48% YoY decrease in engagement.

TikTok saw a 227% YoY increase in impressions and 171% YoY increase in engagement.

(The Christmas movie was a top post on Facebook and Instagram.)

### Door County Christmas Movie Premiere

*A Wisconsin Christmas Pie*, the movie filmed in Door County in March/April 2025, saw its TV premiere on Saturday October 11, 2025 on the Great American Family network. It also began streaming exclusively on Great American Pure Flix and on GFAM+ until mid-November.

From October 6-8 leading up to the premiere, stars Katie Leclerc and Ryan Carnes appeared on 16 TV shows and 12 radio programs across the country as part of a media tour promoting the movie (and Door County!). Director John Stimpson also appeared on a few radio programs to talk about the movie and what it was like to film on location in Door County.

Beginning November 15, the movie will also become available on several additional streaming platforms under the title *A Cherry Pie Christmas*, and will also be available on other free ad-supported television (FAST) channels such as Amazon's Always Christmas channel closer to Thanksgiving.



## SAVE THE DATE

NOVEMBER 1 DOOR COUNTY CHRISTMAS MOVIE TRAIL LAUNCHES AT [DOORCOUNTY.COM/MOVIE](https://doorcounty.com/movie)

NOVEMBER 15 A CHERRY PIE CHRISTMAS MOVIE PREMIERES ON A VARIETY OF FREE STREAMING PLATFORMS

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





## Media Tactic Deep Dive | October 2025

### Azira (CTV + Display Retargeting)..... What is it?

As a leader in location intelligence and omnichannel marketing, Azira can significantly enhance marketing efforts for Destination Marketing Organizations (DMOs) by translating real-world human movement into actionable campaign strategy. By leveraging its data-driven platform and dedicated Demand Side Platform (DSP), Azira can seamlessly execute high-impact Connected TV (CTV) and retargeting campaigns for Door County, driving measurable visitation and economic impact.

- **Accelerated Engagement & Results:** Azira's platform is built for speed and efficiency, helping Door County rapidly expand its online presence. By serving captivating CTV ads on premium inventory and then following up with sequential display retargeting, campaigns are optimized for conversions, delivering quick and measurable results.
- **Precision Audience Targeting:** Leveraging Azira's vast consumer intelligence and location data, you can pinpoint specific demographics, interests, and travel behaviors at the household level. This ensures that Door County's ads reach the travelers most likely to visit, maximizing marketing ROI and driving high-quality, pre-qualified leads.
- **Boost Website Traffic and Engagement & Prove Visitation:** Azira helps destinations attract visitors by orchestrating a cohesive, multi-channel approach. Beyond driving clicks, Azira provides robust foot-traffic attribution, definitively proving how many ad-exposed viewers physically showed up in-market in Door County, linking media dollars directly to real-world visits.
- **Fortified Brand Presence and Economic Impact:** Consistent, personalized engagement across multiple devices—from the living room TV to the mobile phone—strengthens Door County's brand presence. By proving the link between ad exposure and in-market visitation, Azira provides the definitive metrics DMOs need to report on Return on Investment (ROI) and overall economic impact.



### WELCOME CENTER TRAFFIC COMPARISON – OCTOBER 2024 VS. OCTOBER 2025

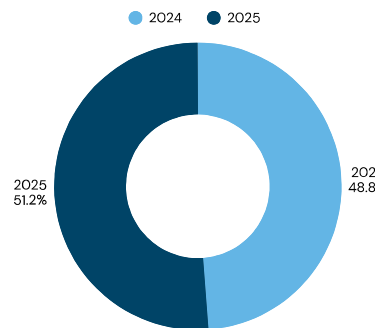
Visitor counts at the Welcome Center lobby totaled 2,844 in October 2025, up from 2,713 in October 2024, a 4.8% increase (131 additional visitors). On average, the lobby saw approximately 95 visitors per day, with Fridays seeing the highest traffic (154 visitors on October 17) and Sundays the lowest (57 visitors on October 19).

This increase was likely influenced by fall color conditions, extended warm weather weekends, and several well attended autumn festivals, all of which encouraged more spontaneous travel and day trips. Although the broader industry continues to trend toward digital trip planning tools (resulting in fewer in person visitor center interactions), overall, our lobby activity maintained consistent weekly patterns. This suggests that the Welcome Center is increasingly serving intentional visitors who arrive without firm plans and are seeking personalized guidance and tailored recommendations.

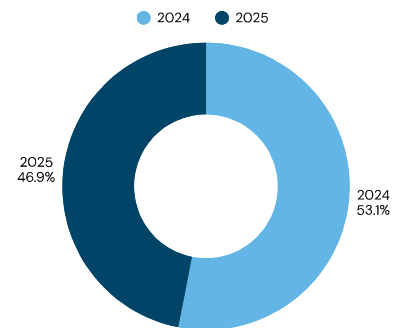
### PHONE CALLS

Phone calls declined from 677 in October 2024 to 598 in October 2025, an 11.7% decrease. This reduction aligns with the ongoing shift in traveler behavior away from traditional phone support. Increasingly, visitors prefer to access information through email, social media messaging, and digital trip planning resources, or by speaking with staff in person once they arrive. This trend is consistent with what many tourism and hospitality organizations are seeing nationwide, as digital communication continues to influence how travelers seek information and assistance.

### LOBBY TRAFFIC OCT. 2024 VS. OCT. 2025



### PHONE CALLS OCT. 2024 VS. OCT. 2025



### WELCOME CENTER KIOSK SUMMARY

Kiosk usage in October shows that visitors continue to use the stations for real time trip planning once they arrive in Door County.

#### Top Menu Selections:

- Things to Do (71)
- Events & Festivals (52)
- Food & Drink (42)

These categories confirm that kiosk users are often day of planners looking for quick, activity focused guidance.

#### Top Viewed Events

- Sister Bay Fall Fest (9)
- Pumpkin Patch Festival (8)
- Night Hike / Atomic Bingo (5 each)
- Fall Fun Fest & Cider Pressing Party (4)

Festival and fall season events drove the most interest, aligning with weekend visitor traffic.

#### Send-to-Phone Activity

Visitors used the kiosks to save or act on information, including Eagle Bluff Lighthouse, lodging listings, zipline tours, and spa services.

## GIFT CERTIFICATE SALES & REDEMPTIONS – OCTOBER 2025

Gift certificate activity continues to trend upward year-over-year. Sales increased from \$255,905 in 2024 to \$270,315 in 2025, reflecting a 5.6% increase. The strongest sales periods continue to align with seasonal travel planning and gift giving cycles, with notable peaks in January, May/June, and September. Redemptions also rose significantly, from \$336,805 in 2024 to \$380,365 in 2025, a 13% increase, indicating that certificates are not only being purchased but actively used. The highest redemption months continue to fall during late summer through fall, when visitation is at its peak and visitors are engaging in dining, lodging, and experiential activities across the county. The relationship between increased sales and higher redemption rates reinforces that the gift certificate program remains a meaningful economic driver for local businesses, encouraging spending that directly supports the community.

### 2024 Gift Certificate Sales

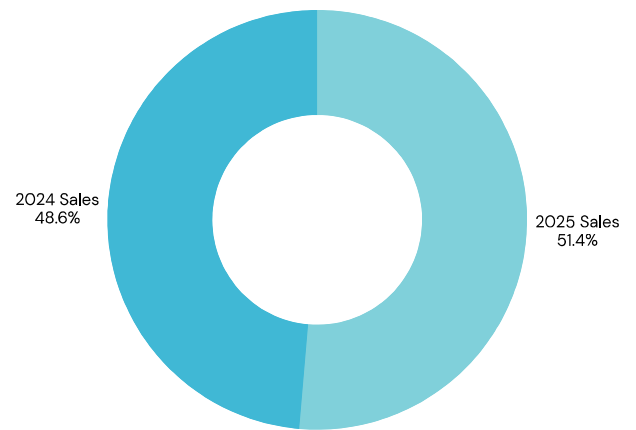
January \$18,495  
February \$15,000  
March \$24,995  
April \$19,615  
May \$40,185  
June \$26,435  
July \$30,710  
August \$27,770  
September \$28,840  
October \$23,860

**YTD TOTAL \$255,905**

### 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

**YTD TOTAL \$270,265**



### 2024 Gift Certificate Redemptions

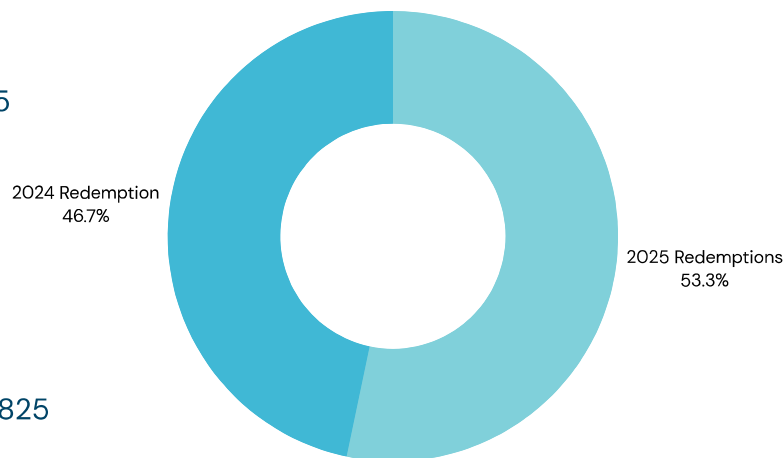
January \$53,635  
February \$28,830  
March \$19,665  
April \$14,760  
May \$26,975  
June \$28,460  
July \$36,250  
August \$30,620  
September \$44,835  
October \$52,775

**YTD TOTAL \$336,805**

### 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

**YTD TOTAL \$380,365**





### New Partner Report: October 2024 vs. October 2025 Comparison

As of this reporting period, 10 new partners have joined in 2025, compared to 7 during the same timeframe in 2024, representing a 43% increase. While overall new business formation in the county remains steady rather than rapidly expanding, this increase demonstrates the effectiveness of our focused member engagement and outreach efforts. The Partnership Team's proactive touchpoints, check ins, and visibility at community events continue to reinforce the value of participation. Each new partner added further 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 (178 partners)

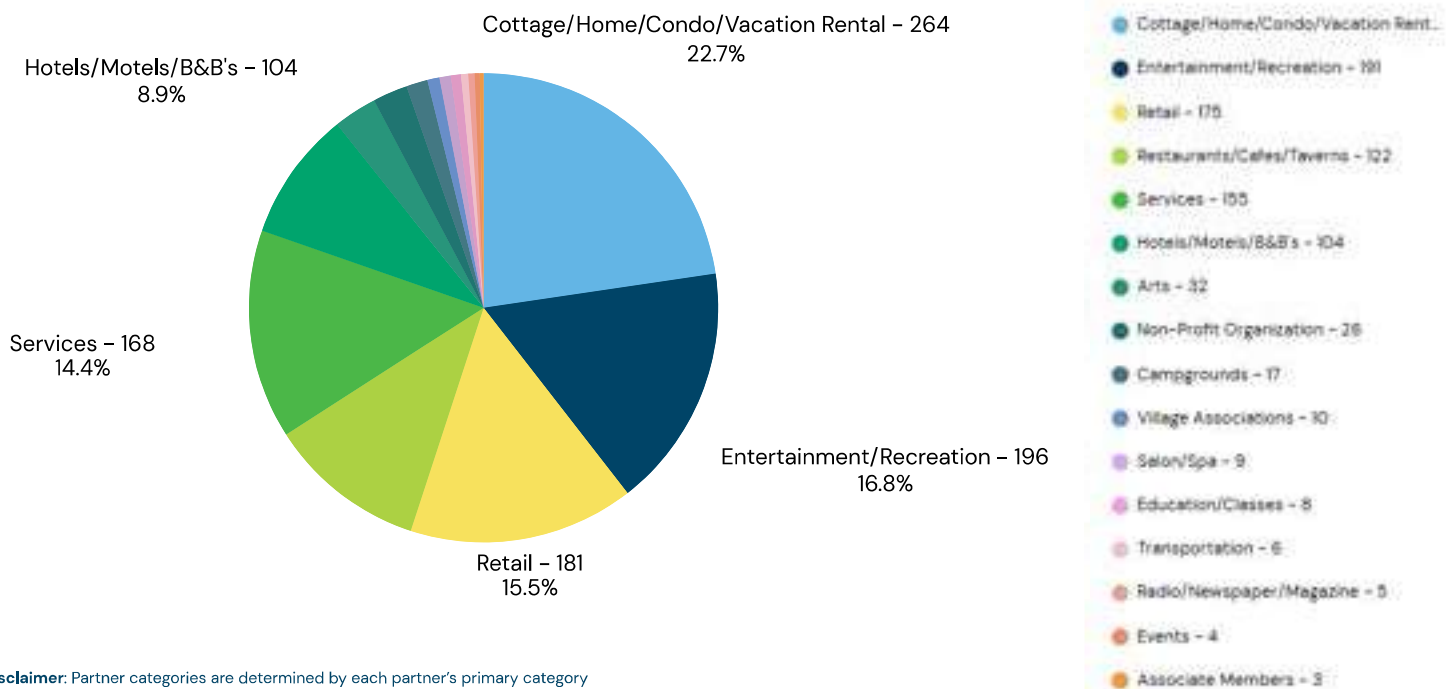
These numbers reflect what our visitors consistently seek out, places to stay, things to do, and local shops to explore. It also shows where we have the strongest connections, which can help guide future outreach, programming, and promotion.

### Top 5 Industries Represented in 2025 New Partner Growth:

1. Vacation Rentals (Cottage/Home/Condo) – 33 new partners
2. Restaurants, Cafés, and Taverns – 18 new partners
3. Services (e.g., wellness, professional, personal care) – 25 new partners
4. Entertainment & Recreation – 2 new partners
5. Retail – 16 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 – OCTOBER 2025

October focused on continued business outreach, onboarding new partners, and advancing sustainability and community project planning for 2026. Direct visits provided insight into how the 2025 season concluded for a range of businesses and helped identify areas where partnership support may be beneficial.

Several established businesses reported steady or increased activity. The Vault experienced similar revenue to last year after adjusting staffing levels, while Charlie's Smokehouse saw significantly higher fall traffic and anticipates a strong winter season. Other businesses, including Hedgehog Gifts and Simply Scandinavian, noted a decline in in-store purchases and expressed interest in partnership to increase visibility and marketing support. Top O' Thumb shared how changes to the passenger ferry schedule shifted customer patterns and discussed opportunities to promote annual events through partnership channels. Cuesta Coffee also plans to join as a partner, with interest in promoting community events connected to the business.

Evy's Craft Shed was welcomed as a new partner this month. The business will now be included separately from the owner's additional enterprises, reinforcing the accessibility of partnership to small and independent businesses.

Progress continued in expanding local sustainability partnerships. Meetings with Mighty Wind Farms and Brey Beef Family Farms confirmed both sites as future compost partners beginning in 2026. Each farm is engaged in ongoing land stewardship practices and expressed interest in participating in broader sustainability and educational efforts.

Fall Fest provided opportunities to engage directly with residents and visitors, many of whom expressed appreciation for the water station program. The Sister Bay Advancement Association offered storage capacity for equipment beginning in 2026, helping ensure uninterrupted service during future events.

Community support coordination also continued. The Boys & Girls Club and Washington Island School worked together to provide winter coats for students. Write On, Door County confirmed hosting the April 2026 Board Retreat as well as additional service projects throughout the year.

By month's end, one new partner had joined and another is in the process of onboarding, both tied to stewardship initiatives. The month reinforced the value of ongoing communication, direct engagement, and collaborative planning to support local businesses and community priorities.

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

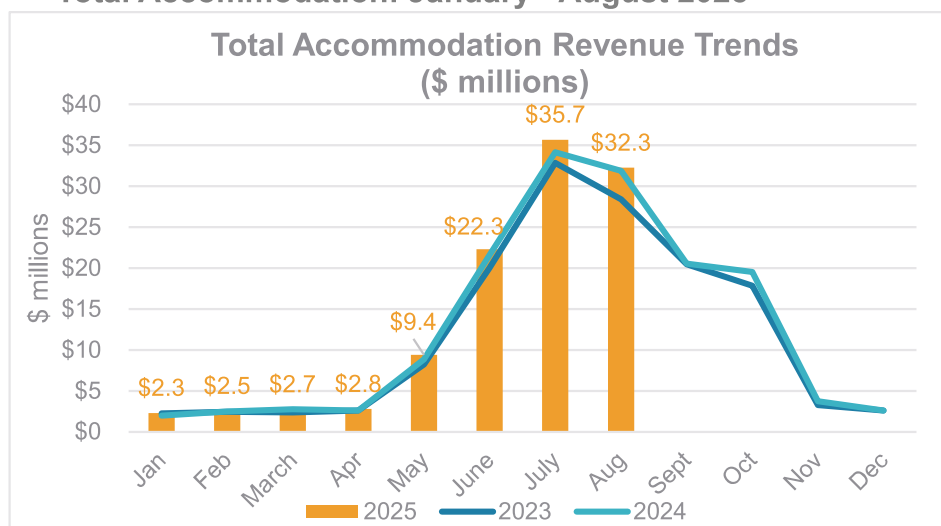
Job board activity from October shows consistent daily usage, with most visitors browsing broadly rather than searching for specific keywords. The strongest pattern across all days is the continued demand for jobs that offer employee housing, followed by interest in Full Time positions. Location based searches are most common for Sturgeon Bay (54235) and Sister Bay (54234), reflecting where job seekers are most focused. When specific roles are searched, they cluster around hospitality and service positions (housekeeping, kitchen, server, bartender, and innkeeping) with smaller but steady interest in office/admin, marketing, healthcare, and skilled trades.

## Heading into the Winter Travel Season, Sales and Lodging Tax Collections are Strong and Stable

Lodging tax collections continued an upward trend through August and were up 3% for the summer season. Rates were also up 8% for July and August compared to the prior year. Year-to-date, total lodging revenue was up 3%, driven by a 4% increase in rates. Available rooms were essentially flat, and occupied rooms were down 1.6% through August. While short-term rental revenue and rates continued to increase, occupancy was down 3.4%.

Over the next 60 days, forward-looking short-term rental bookings through December are down 1%, yet revenue and rates remain positive and increasing (as of October 30<sup>th</sup>).

### Total Accommodation: January - August 2025



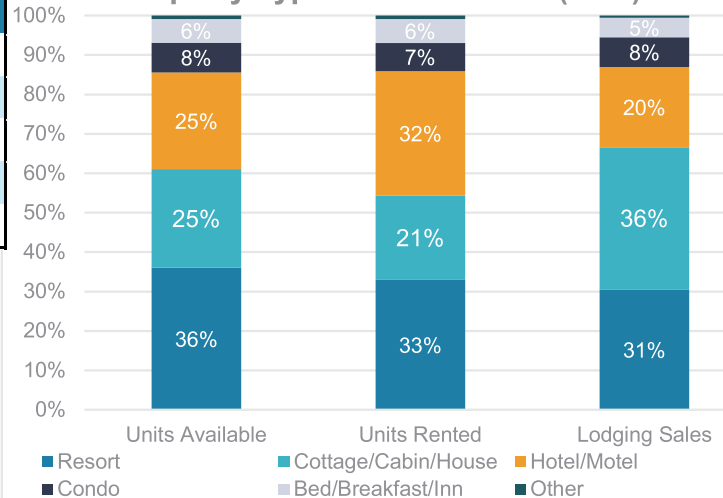
Through the first eight months of the year, lodging performance showed positive growth compared to the prior year with revenue up 3%. Both available and occupied rooms declined in July and August. Room tax collections are up 4% year-to-date and revenue remained positive although they were up just 1% compared to last year in August.

### Door County Total Lodging\* YTD Jan - Aug

Metric	2024	2025	YoY % Chg
Revenue (\$ millions)	\$ 106.3	\$ 110.0	3.4%
Average Daily Rate	\$ 203	\$ 211	4.3%
Available Rooms (000's)	115,436	115,939	0.4%
Occupied Rooms (000's)	52,515	51,678	-1.6%
Percent Occupied	40.0%	39.9%	-0.3%

Hotels/motels made up nearly one-third of property units rented year-to-date, yet sales are under-represented at 20%. Cottage/cabin/houses contribute a higher share of sales than supply or demand.

### Property Type Share of Total (YTD)



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



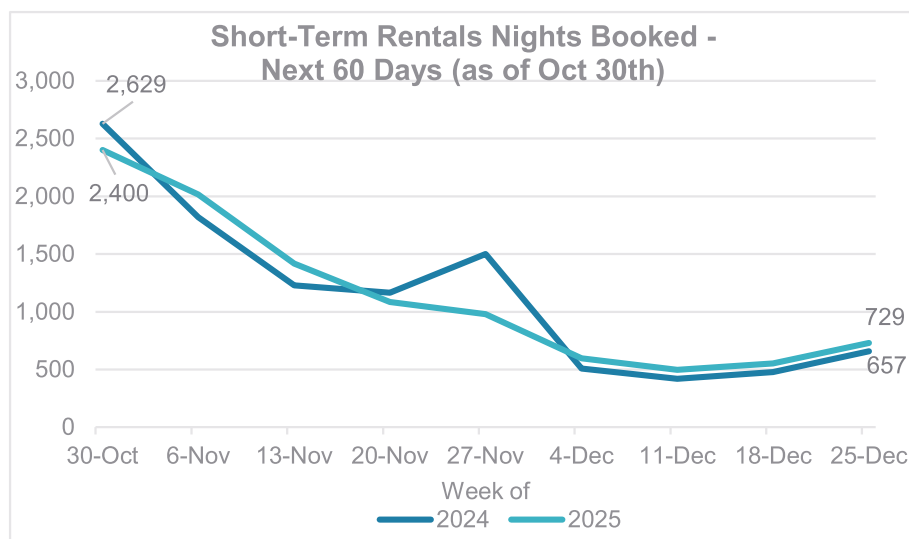
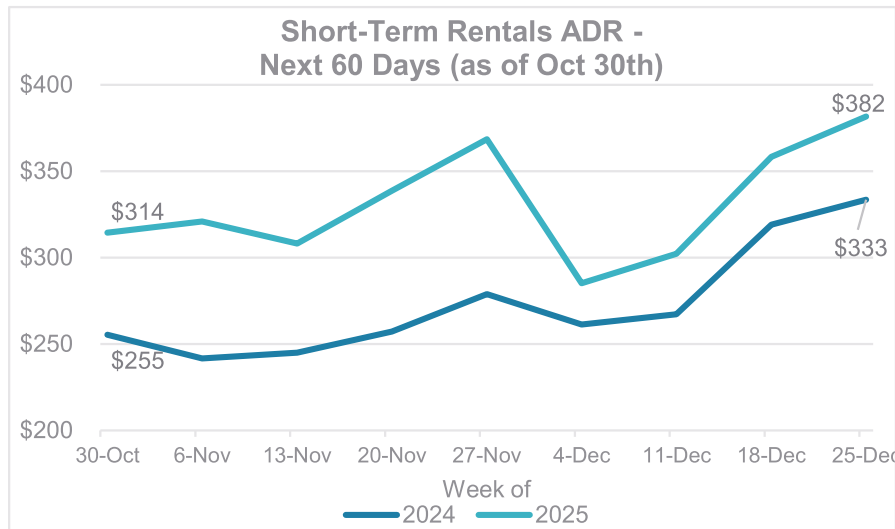
## Short-Term Rental\*\* Snapshot:

- Through September 2025, short-term rental revenue was up 14% compared to 2024—**totaling \$66 million.**
- Short-term rental ADR continues to surpass other types of lodging and YTD increased 8%, versus 4% for all lodging ADR.
- While revenue and ADR were positive for the first nine months of the year, the occupancy rate for short-term rentals was down 3.4% and the booking window is about three days shorter than last year.

Door County Short-Term Rentals** YTD Jan - Sept				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 57.7	\$ 65.9	14.2%	
Average Daily Rate	\$ 351	\$ 378	7.8%	
Percent Occupied	30.7%	29.7%	-3.4%	
Avg Active AirBNB Listings	1,238	1,239	0.1%	
Avg Booking Window	77.4	74.4	-3.9%	
Avg Length of Stay	3.4	3.3	-1.5%	

## Short-Term Rental Outlook—Next 60 Days

- As of late October, compared to the same time frame in 2024, short-term rental bookings showed some signs of weakness and were down 1% 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.

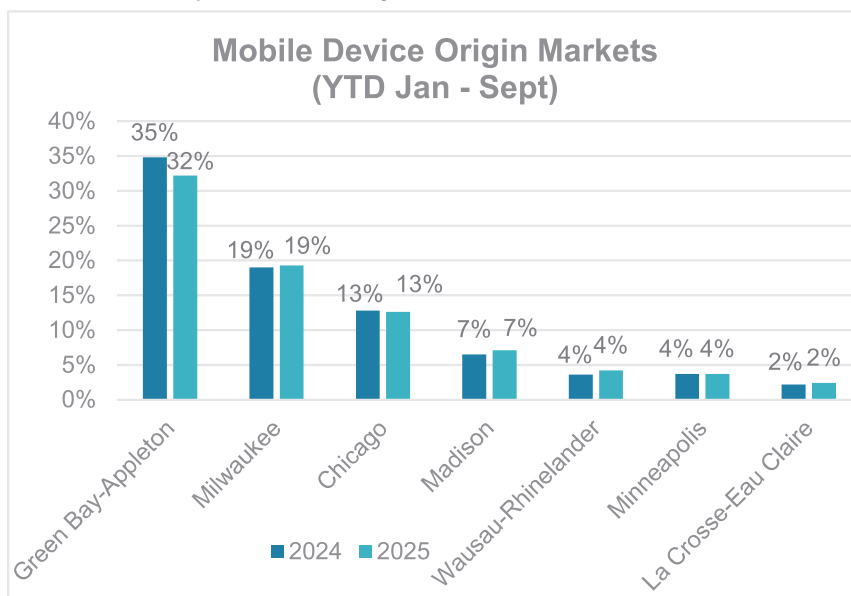
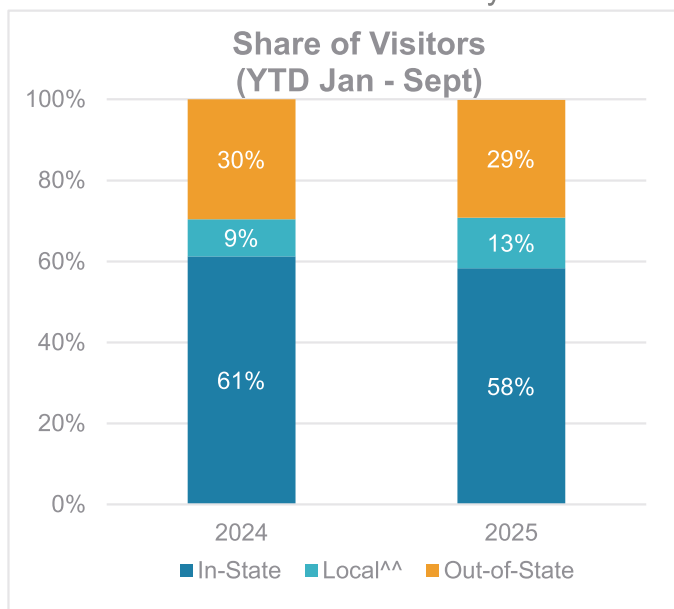


- Short-term rental rates also continue to increase and are up 24% over the next 60 days, averaging \$327 through the end of December.

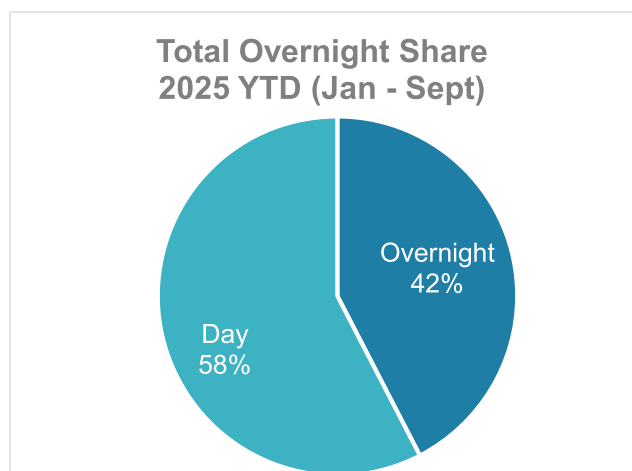
\*\*Short-term rentals sourced to KeyData. Data reported monthly, latest data available is September 2025.

## 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 September 2025.
- 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, **42% of all visitors** and slightly less than half of out-of-state travelers **stayed overnight**.
- 



Overnight Share YTD (Jan - Sept)	2024	2025	YoY % Chg
In-State	43%	41%	-5%
Out-of-State	49%	46%	-6%

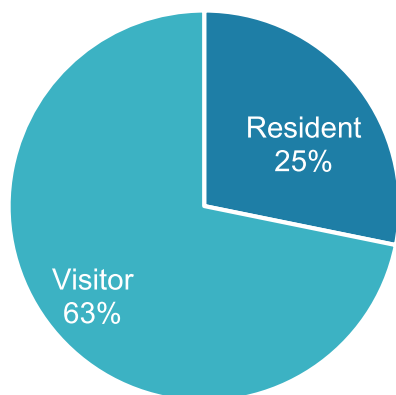
<sup>^</sup>Source: Azira mobile location data is collected through the usage of phone mobile apps. It is completely privacy compliant and allows tourism organizations to understand visitor behavior while in destination. Data reported monthly, latest data is September 2025.

<sup>^^</sup>Locals defined as Door County residents.

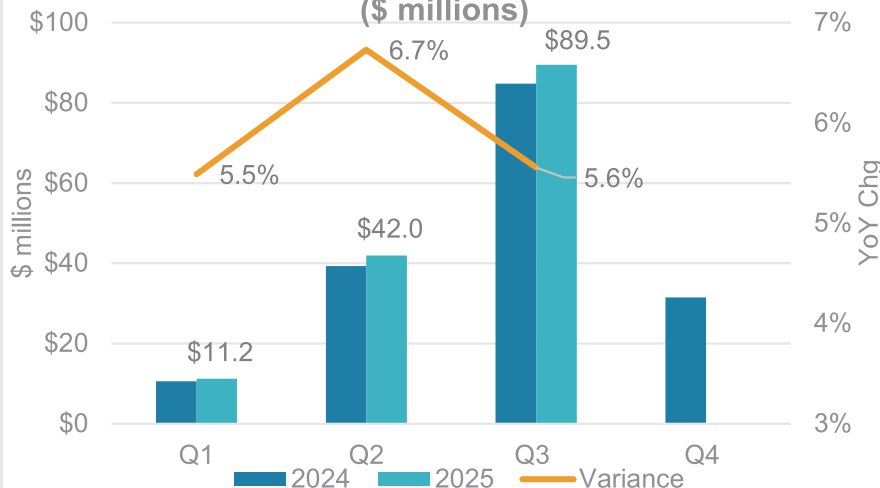
## Q3 2025 Spending Snapshot: Visa Spending

- Sales tax collections are up 8.6% year-to-date, through August 2025, totaling \$5.7 million.
- According to Visa spending data, Door County residents and visitors **spent \$119.1 million in Q3 2025**—an increase of 5.6% compared to Q3 2024.
- **Visitor spending also increased 5.6%**—totalling \$89.5 million.

**Total Spend - Q3 2025**  
**\$119.1 Million**



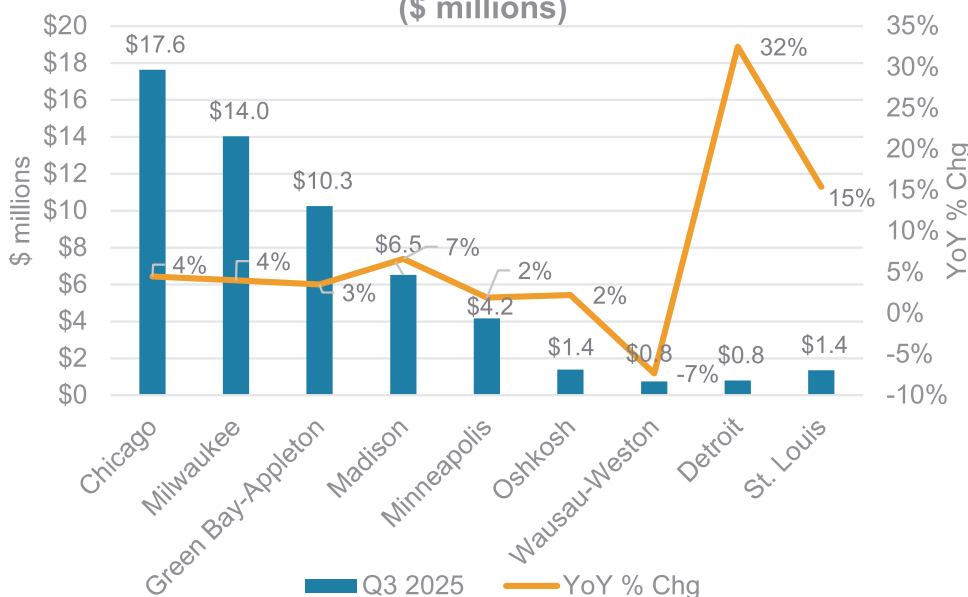
**Visitor Spending Trend**  
**(\$ millions)**



## Core Target Markets: Green Bay-Appleton, Milwaukee and Chicago Visitors Contributed to Nearly Half of Visa Visitor Spending in Door County in Q3 2025

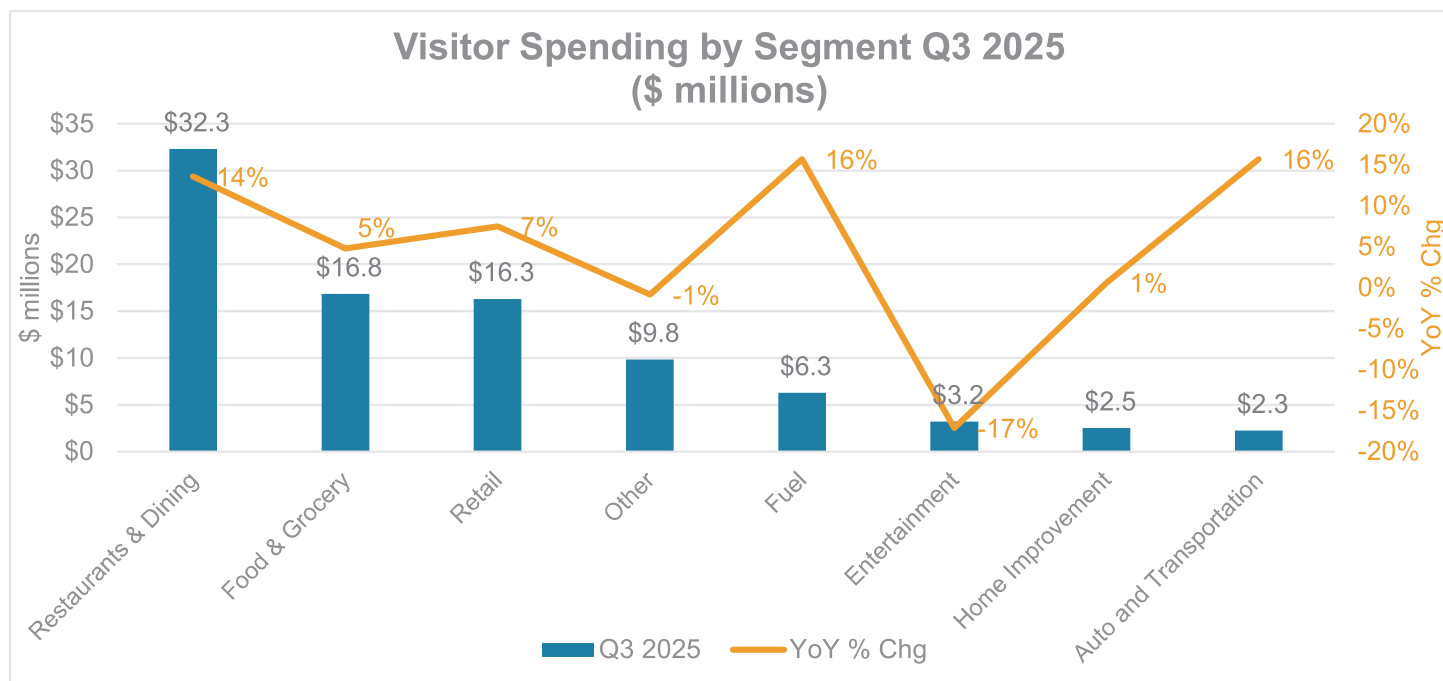
- Spending increased across nearly all origin markets in Q3 2025 with the exception of Wausau-Weston.
- Spending increased 32% from visitors originating in Detroit, and Madison visitor spending was up 7% from Q3 2024.

**Top Visa Visitor Spending Origin Markets Q3 2025**  
**(\$ millions)**



Source: Visa – spending includes residents and tourists, debit and credit card spend IN DESTINATION. Data is refreshed quarterly, latest data is Q3 2025.





- More than one-third (36%) of total visitor spending was allocated to restaurants and dining which increased 14% to \$32.3 million in Q3 2025.
  - Spending at bars/taverns increased 49% from Q3 2024.
- Fuel and auto/transportation spending also increased while entertainment spending was down 17%.
  - Spending at tourist attractions fell the most this quarter, down 22%.

Source: Visa – spending includes residents and tourists, debit and credit card spend IN DESTINATION. Data is refreshed quarterly, latest data is Q3 2025.