

December 2025

Community Outreach & Destination Alignment



DDC's annual **Hospitality Hero campaign** kicked off on November 10 and wrapped up in early December. This was the 5th year of our frontline hospitality workforce recognition efforts to show gratitude towards area hospitality workers for their hard work throughout the year. The community was asked to submit nominations of deserving individuals in the hospitality industry, and 115 nominations were received! To celebrate every nomination, they have all been posted at DoorCounty.com/hero for the public to read about some of Door County's best in hospitality. From all nominees, one randomly selected individual was recognized with Door County Gift Certificates, and that individual this year was Kristal Antholt from The Red Room in Sturgeon Bay.

Door County Trails has launched a countywide Strategic Master Plan project to guide the future of trail development, connectivity, and access across Door County. DDC board members, tourism zone commissioners and the general public are all 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>

DDC helped organize a community food drive called Project Feed Our Neighbors to ensure Door County food pantries are able to continue meeting community needs. The effort began in November and ran through December 31. Twenty-one county donation sites collected 7,292 non-perishable food items; and volunteers packed 100 lbs. of potatoes and 1,200 pounds of apples; all delivered to nine food pantries in Door County.



Sustainable Development

The latest round of Community Investment Fund grant awards were announced December 15, 2025, and included 7 impactful community projects which received a total of \$370,747, including:

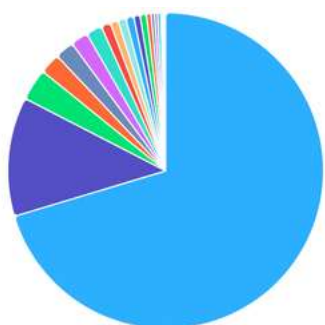
- Town of Sevastopol received \$150,000 to improve safe and accessible access to Cave Point County Park through new pedestrian and bicycle paths, including the creation of a new Schauer Road access corridor & cul-de-sac.
- Door County Maritime Museum received \$75,000 to develop new exhibit experiences in the Peterson Gallery featuring local maritime history, including an experiential exhibit with interactive activities for youth.
- Door Community Auditorium received \$50,000 for specialty audio and visual equipment in the newly constructed Annex building to grow programming and expand entertainment, cultural, and nightlife offerings for visitors and residents alike.
- Friends of Whitefish Dunes State Park received \$43,680 to purchase durable, accessible beach mats that will allow people with limited mobility to navigate the iconic beach while helping protect the fragile dune ecosystem.
- Rogue Theater received \$24,917 to purchase and install a new projector and stage lighting system to enhance year-round multimedia programming and expand offerings for visitors and the broader community.
- Friends of Potawatomi State Park received \$11,150 to acquire trail-grooming equipment that will help keep winter ski trails open as many days as possible and support summer park maintenance.
- Village of Ephraim received \$16,000 for outdoor recreation and sustainability efforts through the purchase and installation of three strategically located water-bottle filling stations throughout the village.



Values Based Marketing

Heritage Trail Pass

The trail had 3 signups in December. In total, we have seen 960 signups, and an additional 184 active users, and 69 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 **501 for the Movie Trail Pass**, bringing the total opt-ins to **744** and **1,643**, respectively. These contacts can be used to send guides and/or add to our newsletter subscription list.

PAID MEDIA

Paid Search continues to outperform industry benchmarks (SEM by 29% and SEM 'Near Me' by 63%), and both cross-network campaigns saw increases in clicks and impressions, and Google Performance Max continues to be the standout, performing 326% above the industry average. We've shifted our Paid Social strategy to optimize for time-on-site conversions instead of click volume to help drive more-engaged site traffic from this channel. The Parks campaigns continue to perform very well, with both tactics driving more clicks and Mobilefuse (MobileFuse is a mobile-first digital advertising platform that uses location and audience data to deliver highly targeted ads on mobile devices) seeing a 56% increase in CTR, performing 285% above benchmark.

EMAIL

December's email reflected a shift into late-season planning and year-end browsing, with engagement strongest among active and high-intent audiences. The Active Audience segment led overall performance with a 47.3% open rate and a 2.2% click-through rate, reinforcing that subscribers already familiar with the destination remain the most responsive as the year winds down. Full Audience performance held steady at a 40.5% open rate, though clicks softened, signaling lighter exploratory behavior typical of December inbox fatigue and holiday distractions.

LEAD GEN

Lead Gen audiences continued to show healthy baseline engagement, with Meta Lead Gen Leads delivering a 33.0% open rate and a 1.7% click-through rate, indicating sustained interest even as attention competed with holiday commitments. Bandwango subscribers (DDC digital pass platform) stood out again as a top-performing segment, posting a 46.7% open rate and a 5.0% click-through rate, significantly outperforming other audiences and underscoring the value of experience-driven acquisition sources.

SEO

The December 2025 Core Update rolled out on December 11th and wrapped up December 29th, leading to an increase in visibility for many DMO websites. In December, the website saw a 2.3% increase in impressions sitewide, with greater than 2.5 million led by queries from people wanting to know "where is door county," showing that users were hearing about Door County, with some likely learning about Door County from "A Cherry Pie Christmas." Business Directory pages saw the highest amount of growth year-over-year, with a 8.3% increase in impressions led by "St. Nick's Tree Farm" "Scandinavian Lodge," and "Cana Island."

Values Based Marketing

DECEMBER TOTALS

Impressions
4,076,695

Clicks
73,640

SEM - National	SEM - Geo-targeted	Google Demand Gen	Google Pmax	Meta Prospecting - Leisure	Meta Lead Gen	Meta Remarketing	AZIRA Remarketing Banners	AZIRA - CTV
Clicks 17,743	Clicks 5,001	Clicks 27,346	Clicks 4,657	Clicks 9,838	Leads 221	Clicks 6,920	Clicks 1,306	Clicks 148
Impressions 125,246	Impressions 27,921	Impressions 2,002,952	Impressions 41,873	Impressions 774,251	Clicks 678	Impressions 525,561	Impressions 405,407	Impressions 104,440
CTR 14.17%	CTR 17.91%	CTR 1.37%	CTR 11.12%	CTR 1.27%	Impressions 68,753	CTR 1.32%	CTR 0.32%	CTR 0.14%
Avg. CPC \$0.60	Avg. CPC \$0.82	Avg. CPC \$0.13	Avg. CPC \$0.98	CPC \$0.53	CTR 0.99%	CPC \$0.52	CPC \$1.94	CPM \$37.50
Budget Remaining 0%	Budget Remaining 0%	Avg. CPM \$1.72	Budget Remaining 0%	Budget Remaining -11%	CPC \$1.73	Budget Remaining 1%	Budget Remaining -0.45%	Budget Remaining -0.90%
		Budget Remaining 1%			Budget Remaining 2%			
KPI Clicks 10.88% CTR	Clicks 10.88% CTR	Clicks 1.68% CTR	Clicks 2.72% CTR	Clicks 1.97% CTR	Clicks 1.63% CTR	Clicks 2.04% CTR	Impressions 0.45% CTR	Impressions 0.11% CTR

Media Highlights from the work of the Destination Door County Team



"New Holiday Movie Features the Off-Season Charms of Door County, Wisconsin"

Tribune News Service, December 12, 2025 Estimated Audience: Over 5M
Story syndicated across many media outlets around the country, including:
The Sacramento Bee, Baltimore Sun, Miami Herald, Idaho Statesman + many more

"Stars of Door County Christmas Movie Return for a Community Watch Party"

WLUK, December 11, 2025 Estimated Audience: 699,982

"I experienced Door County's New Christmas Movie Trail"

Up North News, December 23, 2025 Estimated Audience: 18,321



We did 3 in-studio interviews on Green Bay TV station shows in December about the Christmas movie and the movie trail including Fox 11 Living (WLUK), Local 5 Live (WFRV) and Good Day Wisconsin (WLUK). We also did an interview with WBAY at the DC Welcome Center.



Values Based Marketing

Organic Social

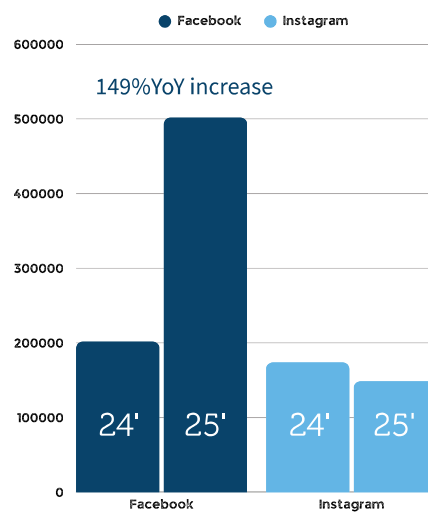
Facebook had another impressive month with over 1M organic views. This resulted in a 190% increase in impressions over last year. It was also the fourth month in 2025 with over 1M in impressions.

Our organic engagement was also up 224% over last year. With both of these increases we saw 317 new followers.

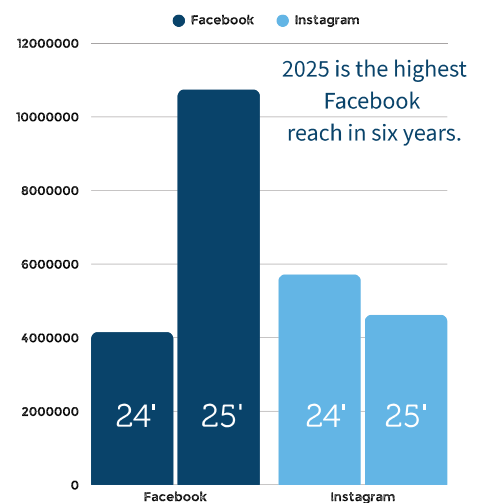
Instagram continues to decrease with a 26% decrease in engagement over last year. We had the largest increase of followers in December gaining 546 new followers.

X saw a 45% YoY decrease in engagement.

Total Organic Engagement
2024 vs 2025



Total Organic Impressions
2024 vs 2025



Door County Christmas Movie Trail Wrap-Up

- 3,000 people from 35 states signed up for the movie trail pass
- Over 1,000 completed the trail and collected the prize(s) they earned
- Over \$36,000 in sales receipts were collected

To support local businesses, we launched a “Shop the Trail” giveaway as part of the movie trail experience, which ran from November 3-January 5. Trail goers that shopped along the trail at participating businesses could turn in their receipts when they picked up their completion prize at the Welcome Center. Each turned-in receipt was an entry into a drawing for \$500 in Door County Gift Certificates, which took place in early January. Over \$36,000 in sales receipts were turned in!

We will send a survey out in January to participating businesses as well as trail participants to get feedback on the movie trail as we prepare to bring it back again in November/December 2026.

Door County Christmas Movie Community Event ⇨

The local community came together the weekend of December 12-14 to celebrate the movie “A Cherry Pie Christmas” with three showings at the Door Community Auditorium in Fish Creek. Cast, crew and community members gathered to watch the movie on the big screen and hear from the lead actors and director about what it was like filming in Door County. The packed houses experienced red carpet treatment, a display of movie memorabilia and the warmth of celebrating Door County together during the holidays.



SAVE THE DATE

JANUARY 27 NATIONAL PLAN FOR VACATION DAY

FEBRUARY 11 DDC 2026 STRATEGIC PLAN / MARKETING OVERVIEW PRESENTATION VIA ZOOM, 10:30 AM

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



Media Tactic Deep Dive | December 2025

Meta Lead Gen - What is it?

Meta Lead Gen is a specialized digital marketing tactic designed to capture high-intent traveler information directly within the Facebook and Instagram platforms. By utilizing "Instant Forms" (**see visual below**) that auto-populate with a user's contact details, Door County can streamline the lead acquisition process, making it incredibly easy for potential visitors to sign up and request visitor guides without ever leaving the app.

Here's how Meta Lead Gen can elevate Door County's marketing:

- **Frictionless Information Capture:** By removing the need for users to click through to an external landing page and manually fill out a form, Meta Lead Gen significantly reduces drop-off rates. This seamless, mobile-optimized experience allows Door County to capture valuable first-party data—such as names and email addresses—with minimal effort from the prospective traveler.
- **High-Intent Audience Acquisition:** Leveraging Meta's advanced targeting, these ads are served to individuals who have already demonstrated a strong interest in travel, outdoor recreation, or other targeted interests. This ensures that the leads generated are of high quality, representing individuals who are actively seeking more information about visiting Door County.
- **Strategic First-Party Data Collection:** In an evolving digital landscape with increasing privacy restrictions, capturing verified email addresses allows Door County to build a robust database of "owned" contacts. This reduces reliance on third-party algorithms and ensures the destination has a direct line of communication to potential visitors for future seasonal outreach and promotions.
- **Cost-Effective List Growth:** Because the experience is native to the social platform, Lead Gen ads often achieve a lower cost-per-lead compared to traditional conversion campaigns. This provides a highly efficient way to grow Door County's database, providing a pool of engaged prospects for long-term loyalty building.



Meta Lead Gen was used to capture leads for 2025 Destination Guide requests during FY25.



WELCOME CENTER TRAFFIC COMPARISON – DECEMBER 2024 VS. DECEMBER 2025

Visitor counts at the Welcome Center lobby totaled 1,560 in December 2025, compared to 925 in December 2024, representing an increase of 635 visitors, or approximately 69% year over year growth. On average, the lobby saw about 50 visitors per day, with Fridays experiencing the highest traffic and Sundays the lowest.

This increase is closely tied to the launch of the Door County Christmas Movie Trail, which attracted fans and curious travelers interested in visiting real filming locations featured in *A Cherry Pie Christmas*. The Welcome Center served as the official prize pickup location for participants who completed the Trail Pass, driving intentional and repeat foot traffic. Many visitors arrived specifically to redeem prizes, ask questions about trail stops, and engage with staff for guidance and recommendations.

While broader visitor behavior continues to trend toward digital trip planning tools, the Movie Trail created a strong incentive for in-person engagement. As a result, the Welcome Center is seeing a higher share of purpose driven, high engagement visitors seeking not only Trail Pass prizes but also personalized insights and local expertise.

PHONE CALLS

Phone calls increased from 397 in December 2024 to 438 in December 2025, representing an increase of 41 calls, or approximately 10% year over year growth. This uptick 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 prizes could be picked up.

While most travelers continue to shift toward digital trip-planning tools, the Movie Trail generated a noticeable increase in live, direct inquiries from visitors seeking quick, personalized information and confirmation before visiting in person.

YEAR OVER YEAR OVERVIEW: LOBBY TRAFFIC & PHONE CALLS (2024–2025)

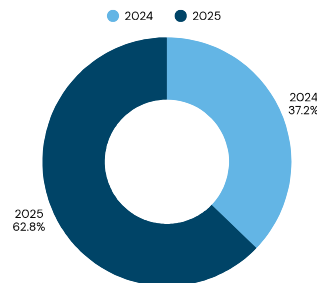
Overall interaction with the Welcome Center increased in 2025, with growth in both lobby visits and phone calls compared to 2024.

Lobby traffic accounted for a slightly larger share of total activity in 2025, representing 50.4% of visits, up from 49.6% in 2024. This indicates a modest increase in in-person engagement, with more visitors stopping into the Welcome Center for assistance, directions, and local recommendations.

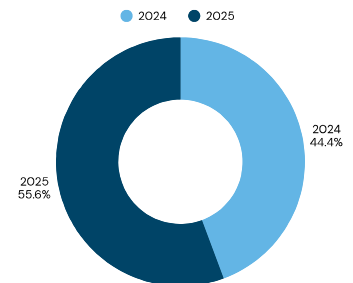
Phone calls remained relatively steady year over year. While 2024 represented a slightly higher share overall (51.4% compared to 48.6% in 2025), call volume increased during key periods in 2025. Many callers reached out for quick, practical information and help finalizing plans.

Taken together, the data shows that while many travelers continue to rely on online planning tools, the Welcome Center remains an important point of contact for visitors seeking direct support, whether in person or by phone.

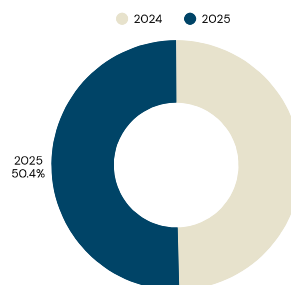
LOBBY TRAFFIC
DEC. 2024 VS.
DEC. 2025



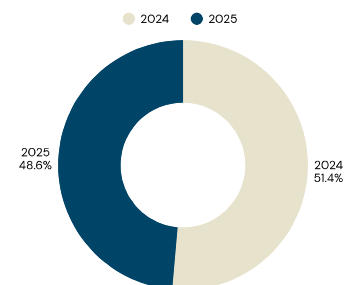
PHONE CALLS
DEC. 2024 VS.
DEC. 2025



LOBBY TRAFFIC
2024 & 2025



PHONE CALLS
2024 & 2025



WELCOME CENTER KIOSK SUMMARY

The Omni Kiosk was used 68 times in December. Food and dining were the most popular, followed closely by things to do and places to stay. Most popular listings included Crave Cuisine, Kitty O'Reilly's Irish Pub, Stone Ridge Baileys Harbor, Brygga Plates & Pours, and Door County Fire Company during the month of December.

Local events also drew strong interest, with the Merry-Time Festival of Trees topping the list. Many visitors saved restaurants and lodging to their itineraries, showing the kiosk is doing what it's meant to do, helping people make simple, on the spot plans while they're already here.

Overall, the Omni Kiosk continues to be a friendly, easy way for visitors to explore Door County and turn ideas into plans and for us to understand how visitors engage when they arrive.

PARTNERSHIP ENGAGEMENT SUMMARY

Throughout December, the Partnership team focused on keeping partners connected, informed, and supported, while advancing community coordination and preparing for the 2026 season. The department served as a steady link between municipalities, businesses, nonprofits, and internal teams, helping shared efforts move forward smoothly and in alignment.

Early outreach ensured timely communication across the network. Information related to 2026 Co-op Marketing Opportunities reached more than 2,100 partners, giving businesses early insight into upcoming programs and time to plan. The team managed registration, hosted a live webinar, and provided follow-up recordings and materials, while also responding directly to partner questions from businesses such as Fairisle, Peninsula Players Theatre, and Third Avenue PlayWorks.

Community support efforts remained active throughout the month. Working closely with organizations including the Door County Food Pantry Coalition, Door County Community Foundation, Lakeshore CAP, and business partners such as Walmart, the team helped coordinate food collection and delivery across the county. These coordinated efforts resulted in thousands of food items and fresh produce delivered to nine county food pantries, supporting local families during a high-need period.

December also advanced stewardship and sustainability efforts with partners such as the Climate Change Coalition of Door County, the Southern Door Business Association, and Ephraim area businesses. Conversations focused on practical next steps, including reusable serviceware, group purchasing options, and future service projects, helping set the stage for implementation during the 2026 visitor season.

In addition to broader initiatives, the Partnership team provided ongoing, one-on-one support to individual businesses and organizations. This included assisting Third Avenue PlayWorks and Emerson Chiropractic with program questions, helping Kitty O'Reilly's navigate workforce documentation concerns, and walking partners through participation in the Door County Gift Certificate program and reimbursement process.

Overall, December reflected the Partnership department's role in strengthening relationships, supporting shared community goals, and keeping partners engaged and informed. Through consistent communication and coordination with named organizations and businesses across Door County, the team helped ensure that both community-focused initiatives and future planning efforts continued to move forward.

ANNUAL OVERVIEW: GIFT CERTIFICATE SALES & REDEMPTIONS (2024–2025)

Gift certificates continued to play an important role in supporting local businesses and encouraging visitor spending across both years. In 2024, gift certificate sales totaled \$581,485, with particularly strong purchasing during the holiday season. Redemptions reached \$431,075, showing steady use of certificates throughout the year and into peak travel periods.

In 2025, sales totaled \$497,385. While overall sales were lower than 2024, purchasing was more evenly spread throughout the year, with solid performance during spring, summer, and a strong December. Redemptions increased to \$454,480, exceeding 2024 redemptions and representing a larger share of total activity. Overall, the data shows that gift certificates continue to convert visitor spending into direct support for local businesses, with strong redemption activity reinforcing their value as a year round economic tool.

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
December \$164,400

YTD TOTAL \$581,485

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
December \$183,880

YTD TOTAL \$497,385



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
December \$51,940

YTD TOTAL \$431,075

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
December \$41,060

YTD TOTAL \$454,480



New Partner Report: December 2024 vs. December 2025 Comparison

As of this reporting period, 6 new partners have joined in 2025, compared to 2 during the same timeframe in 2024, representing a 200% 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.

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 (183 partners)

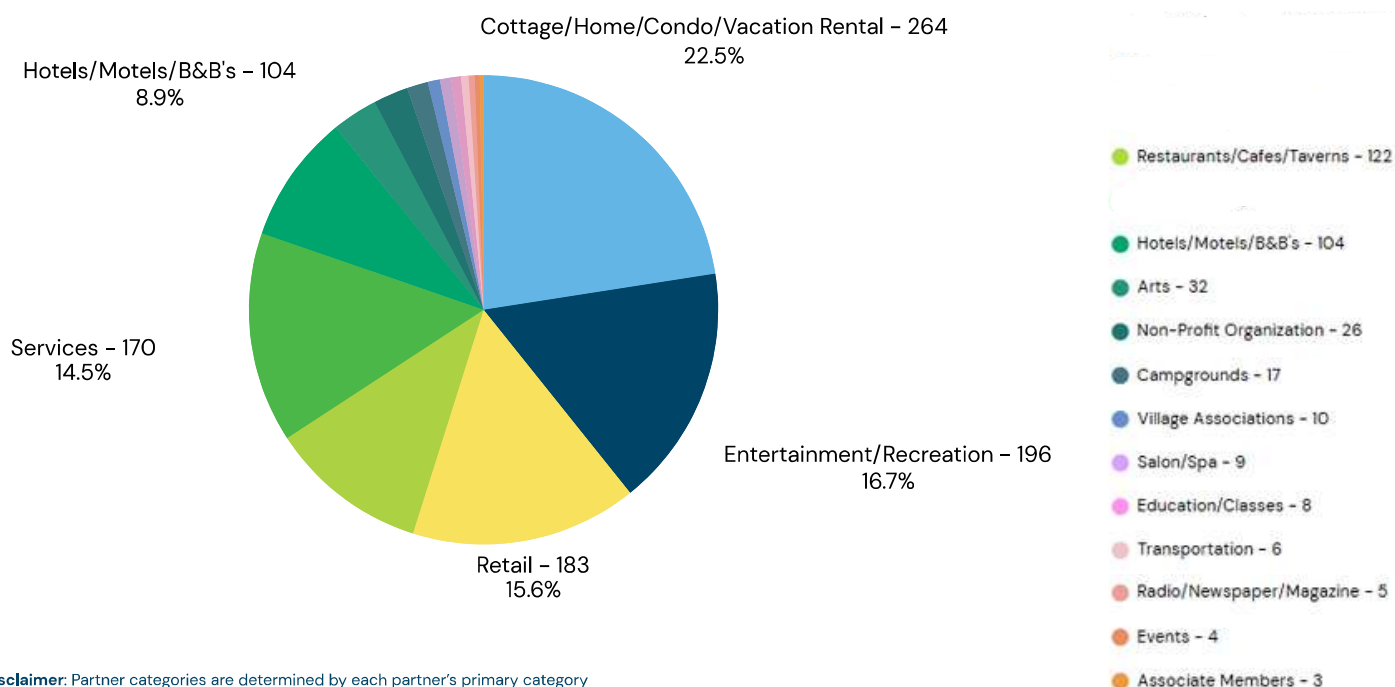
These numbers reflect what our visitors consistently seek out, places to stay, things to do, and local shops to explore. It also shows where we have the strongest connections, which can help guide future outreach, programming, and promotion.

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) – 32 new partners
4. Entertainment & Recreation – 4 new partners
5. Retail – 18 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



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 – December 2025 and Annual Summary

Throughout the year, job board activity has consistently reflected how job seekers navigate Door County’s employment landscape, favoring broad exploration over narrow, title specific searches. Users regularly browse available opportunities, suggesting that decisions are shaped not just by job titles, but by a combination of location, industry, and overall feasibility.

One theme has remained constant across the year: housing matters. Housing-supported positions continue to be among the most frequently selected filters, reinforcing that access to housing is not a secondary benefit, but a central factor influencing workforce participation. December’s data clearly mirrors this year-long pattern, with housing supported jobs again standing out as a primary point of interest.

Geographic focus has also remained consistent. Sturgeon Bay and Sister Bay continue to draw the highest level of job seeker attention, reflecting where opportunity clusters exist and where workers perceive the greatest likelihood of finding sustainable employment. December’s activity aligns closely with this trend, with both communities remaining the most searched locations.

While hospitality and service roles dominate when users search for specific positions, such as front desk, server, seasonal roles, chefs, bartenders, and kitchen support, the job board also shows steady, ongoing interest in office and administrative roles, healthcare, manufacturing, warehouse and production, marketing, and skilled trades. This broader mix of searches highlights a workforce ecosystem that extends well beyond tourism alone. Taken together, the job board data over the year (and reinforced by December’s activity) tells a story of an engaged, adaptable workforce that is actively evaluating opportunity through the lens of housing access, location, and long term sustainability. It underscores the importance of aligning workforce development, housing initiatives, and employer support to meet the realities job seekers face across Door County.

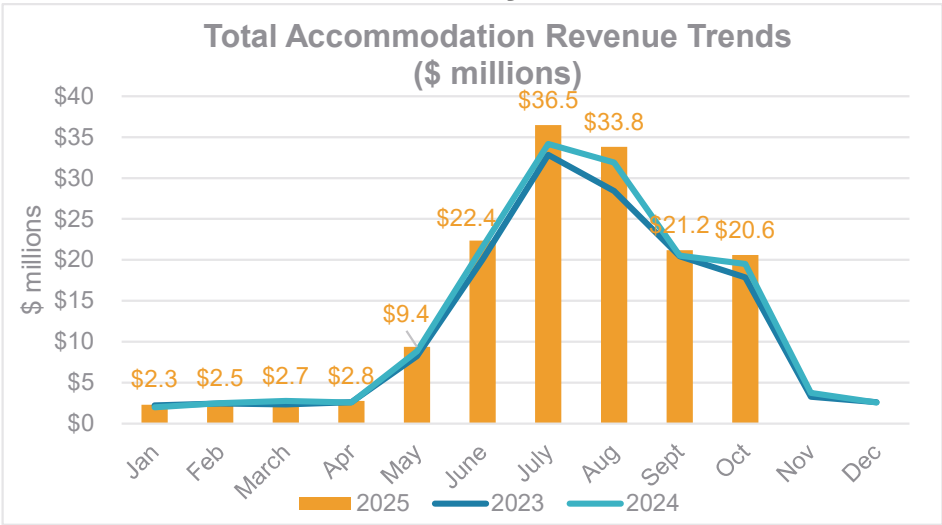
Solid 2025 Accommodation Performance Meets More Measured Start to 2026

Year-to-date through October 2025, Door County’s lodging sector continued to perform well, with lodging tax collections up 5%—closely aligned with overall accommodation revenue growth. While both available and occupied rooms declined in September and October, supply contracted more than demand. This dynamic pushed occupancy down 1% in September but allowed for a rebound to +5% in October. Room rates remained a key strength, rising 7% in Q3 and 5% YTD.

Short-term rentals also closed out 2025 on a positive financial note: revenue increased 15% for the year and average rates rose 11%. However, occupancy softened, ending the year down 3.5%.

Looking ahead, early 2026 indicators suggest a more tempered start. Forward short-term rental bookings through the end of March are trailing the same period last year. At the same time, booking windows have stretched to nearly 80 days for the next three months, likely making near-term demand appear weaker than it ultimately may be.

Total Accommodation: January – October 2025

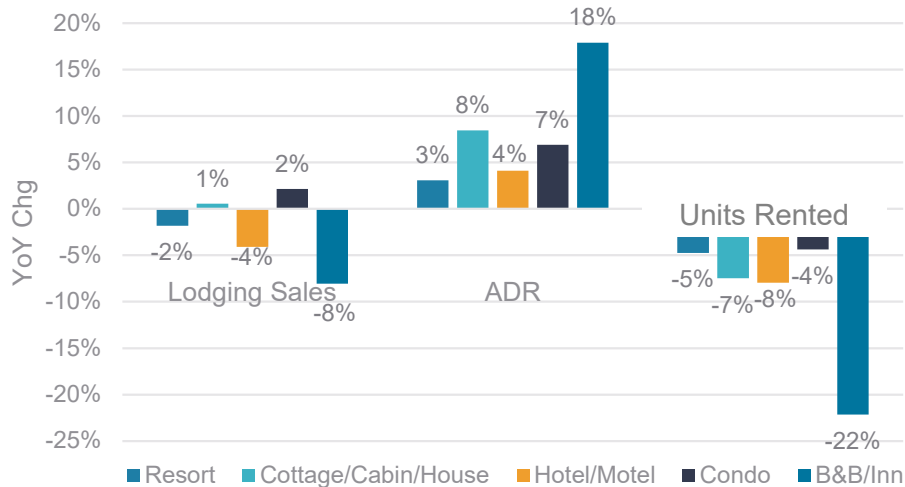


Through the first ten months of 2025, lodging performance showed positive growth compared to the prior year with revenue up 5%. Available and occupied rooms were essentially flat year-to-date, resulting in static occupancy rates.

Door County Total Lodging* YTD Jan - Oct					
Metric	2024		2025		YoY % Chg
Revenue (\$ millions)	\$	146.4	\$	154.2	5.3%
Average Daily Rate	\$	212	\$	222	4.7%
Available Rooms (000's)		120,897		121,567	0.6%
Occupied Rooms (000's)		58,095		57,997	-0.2%
Percent Occupied		43.3%		43.3%	0.1%

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

Q3 Financial Performance by Property Type



In Q3, positive accommodation revenue growth was driven mostly by cottage/cabin/homes and condos while B&B's and Inns have experienced the steepest drop in lodging sales as well as demand. All property types decreased their units available in Q3 with B&B/Inns down the most. Still, hotel/motels and condo properties drove positive occupancy in Q3 2025.

Short-Term Rental** Snapshot:

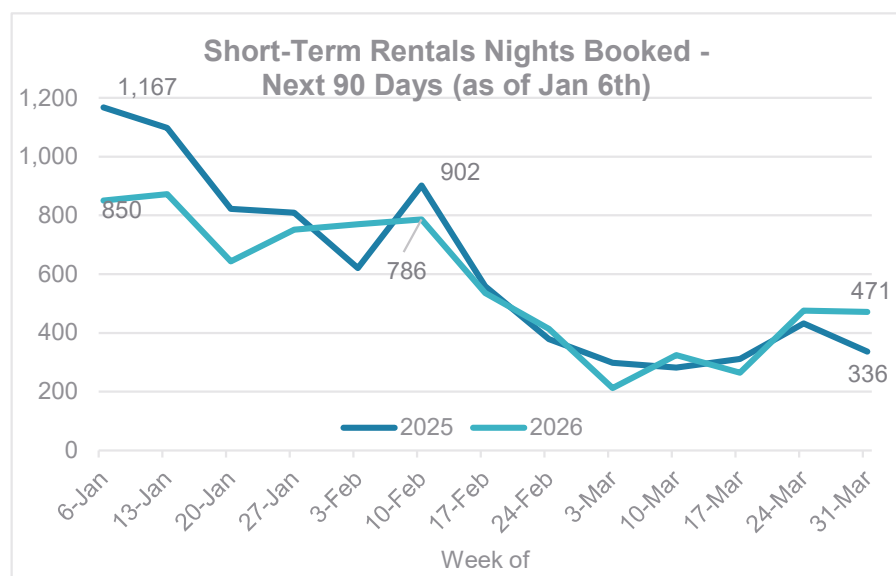
- Through the end of the year, short-term rental revenue was up 15% compared to 2024—**totaling \$81 million**.
- Short-term rental ADR continues to surpass other types of lodging and YTD increased 11%, versus 5% for all lodging ADR.
- While revenue and ADR remained positive in 2025, the occupancy rate for short-term rentals was down 3.5%—even with diminished supply.

Door County Short-Term Rentals** YTD Jan - Dec				
Metric	2024	2025	YoY % Chg	
Revenue (\$ millions)	\$ 70.2	\$ 80.5	14.7%	
Average Daily Rate	\$ 339	\$ 376	11.0%	
Percent Occupied	28.4%	27.4%	-3.5%	
Avg Active AirBNB Listings	1,246	1,222	-1.9%	
Avg Booking Window	73.9	72.7	-1.6%	
Avg Length of Stay	3.3	3.2	-1.2%	

Short-Term Rental Outlook—Next 90 Days

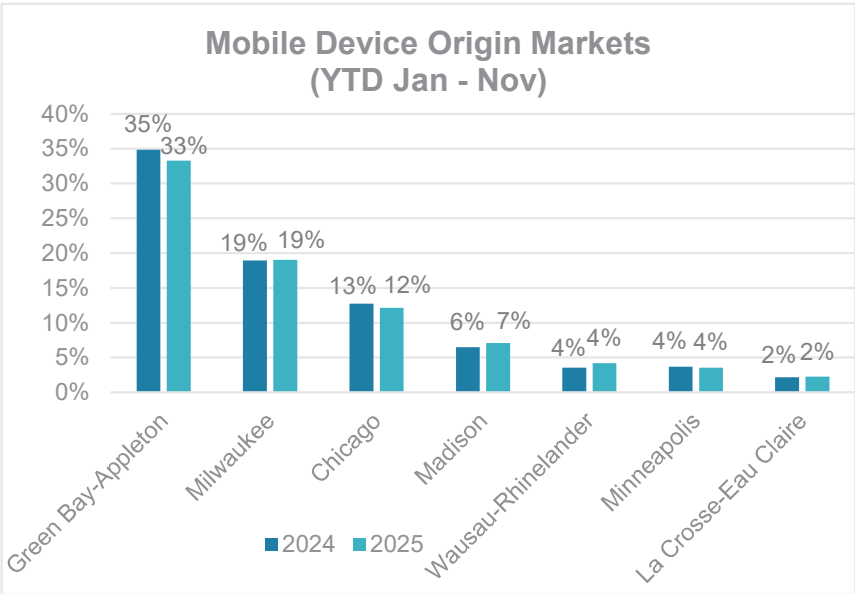
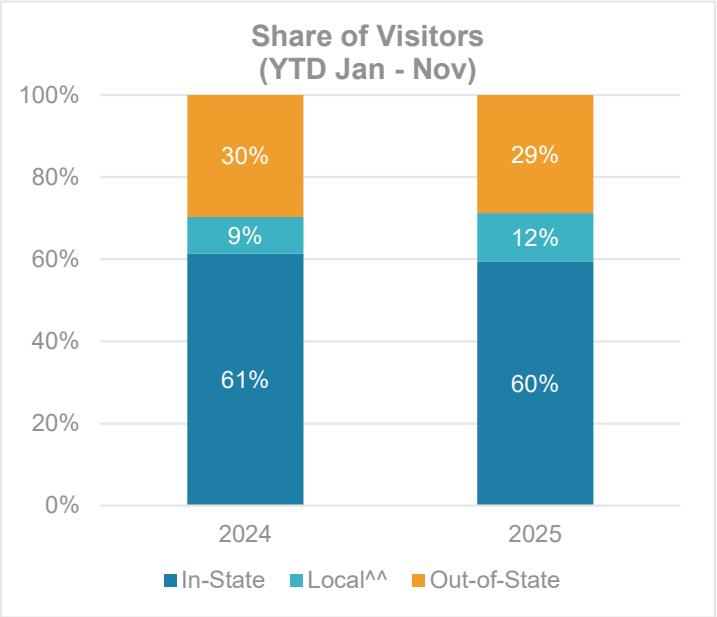
- As of early January, compared to the same time frame in 2025, short-term rental bookings in Q1 2026 showed some signs of weakness and were down 8% across the next 90-days.
- Anticipated revenue and rates were also down compared to the same time period in 2025 heading into the new year.

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

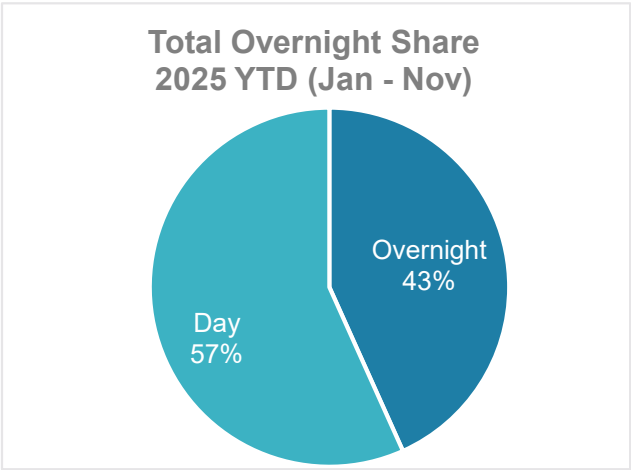


Visitor Behavior via Mobile Location Data^

- Year-to-date, the share of out-of-state visitors to Door County was on-par with 2024, representing 29% of visitors through November 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, while the share of visitors originating in Madison is higher compared to last year.



- Slightly lower than 2024, **43% of all visitors** and 47% of out-of-state travelers **stayed overnight**.



Overnight Share YTD (Jan - Nov)	2024	2025	YoY % Chg
In-State	43%	42%	-3%
Out-of-State	49%	47%	-4%

^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 November 2025.

^^Locals defined as Door County residents.