

DESTINATION DOOR COUNTY

June 2026

COMMUNITY & WORKFORCE PILLAR

Door County Night at the Movies - We hosted a special Door County night at the movies on Monday June 1 at the Skyway Drive In Theatre. Several hundred people came out to celebrate Door County being a key part of two movies that were filmed locally over the past few years, including *Green and Gold* and *A Cherry Pie Christmas*. The free one-night-only double feature showing of the two movies was a thank you to our community for the help and assistance in helping make these movies come to life and showcase Door County.

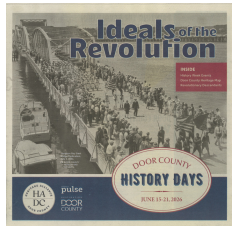


Municipal Meetings - In partnership with the Tourism Zone Administrator, we met with four municipalities in June during their monthly board meetings as part of our municipal outreach program to provide annual in-person tourism updates, information, and answer questions they may have about DDC, our programs, and the visitor economy. Meetings included the Town of Sturgeon Bay (6/8), the Town of Union (6/9), the Town of Brussels (6/9) and the Town of Liberty Grove (6/17). We have one more municipality to meet with this year, the Village of Ephraim, scheduled for Tuesday August 11.

Social Security Sign-Up Day #1 - the first of two sign-up days was held June 26 at the Ephraim Village Hall and helped 148 BridgeUSA Summer Work Travel Exchange Visitors apply for their Social Security cards. The event assisted 44 Destination Door County Partners, helping their seasonal international employees complete this important step quickly and efficiently without having to make the trip to the nearest office in Green Bay. This saved more than 22,000 miles of travel!

Door County History Days Publication ⇨

We helped sponsor the 2026 Door County History Days publication which ran in the June 12, 2026 issue of the Peninsula Pulse newspaper as part of our ongoing partnership with the Heritage Alliance of Door County. View the [digital version](#).



Community Business Associations Memorandum of Understanding

We finalized the next MOU with our CBA partners in June and sent the final version to each of the 11 current CBAs for signature by the end of July.

STEWARDSHIP & REGENERATION PILLAR

Community Investment Fund - We presented ceremonial big checks to three Community Investment Fund grant recipients in June, including the County of Door, Belgian Heritage Center and the Southern Door School District. The next round of grant awards should be announced in August, and the next application deadline is Monday September 28. Find details on every dollar invested in all grant awards at DoorCounty.com/CIF.



Water Stations - Our water stations initiative helps residents and visitors stay hydrated while reducing single-use plastic waste at community events. During 2 June events, the water stations dispensed 3,200 ounces of water into 352 compostable bamboo cups and 85 reusable water bottles. 60% of the bamboo cups were returned for local composting. Collectively, these efforts diverted approximately 200 single-use plastic water bottles from the landfill, demonstrating how small, intentional choices can make a meaningful environmental impact. Thank you to everyone who stopped by, refilled a bottle, or returned a compostable cup. Together, we're making Door County's events more sustainable—one refill at a time.

ECONOMIC VITALITY PILLAR

PAID MEDIA

Paid Search delivered strong results in June, highlighted by our Leisure SEM campaign achieving a 21.89% CTR, another new high this month. Our Cross Network campaigns saw significant growth, with Performance Max leaping to a remarkable 15.29% CTR (+20% MoM) while Demand Gen reached 2.07% (+6%). Paid Social engagement surged, driven by Facebook Prospecting (+74% CTR) and Facebook Remarketing (+70% eng. rate), while both Instagram tactics also saw notable improvements. Additional highlights include Expedia more than doubling in revenue MoM to \$322K+ and Tiki engagement nearly tripling to hit 7.6K+ clicks. Azira, AFAR, and Carvertise remained steady this month, and our State Parks campaigns saw improved engagement rates.

EMAIL

June email performance continued its strong momentum, achieving a 46.2% open rate and a 3.1% CTR, with year-over-year improvements in both engagement and click performance. Summer-focused content resonated strongly, led by 50 Must-Dos for Summer, Fishing in Door County, and Door County Islands.

Lead Gen audiences continued to perform well, delivering a 34.4% open rate and a 3.4% click-through rate, while Bandwango Leads remained one of the highest-performing segments with a 41.6% open rate and an impressive 4.9% click-through rate.

SMS June SMS campaigns focused on broad summer travel inspiration across the full subscriber audience, highlighting 50 Must-Dos for Summer and Vacation Packages. Both deployments delivered consistently strong engagement, generating 34.0% and 32.8% click-through rates, respectively.

SEO

Generative AI impressions are now collecting for the website, garnering 288K since June 1st, 2026. After migrating the website over to WordPress, the website saw an increase in month-over-month users and impressions as the summer season kicked off, with a 12% year-over-year increase in Engagement Rate and a 19% increase in average session duration, largely attributable to the inclusion of MindTrip on the website.

Due to migration, however, the website is also seeing a temporary decrease in year-over-year clicks and impressions due to a sitewide trailing slash ("/") returning to the website after being removed from the website in 2024, leading to a temporary drop as Google reindexes the URLs.

ART IN THE DOOR 2026

Our 2026 Art in the Door Winners have been selected!

- Julie Rohn, 2D Art Laureate
- Fred "Doc" Heide, Music Laureate
- Wendy Cooper, 3D Art Laureate
- Dan Klarer, Theatrical Arts Laureate

This fall we will spotlight each 2026 Art in the Door Laureate through a video series debuting on our social channels. The videos will provide a behind-the-scenes look at the artists and the ways they help shape Door County's vibrant arts culture.



Fred "Doc" Heide during filming in June, 2026



Julie Rohn during filming in June, 2026

June Press Trip

We welcomed seven journalists on an arts-themed press trip June 22–25. During their visit, they explored Door County's vibrant arts scene through gallery visits, live music, and theater performances. Our next press trip takes place in July and will focus on Door County's cherries, lavender, and culinary experiences.

Public Relations Society of America - Travel and Tourism Conference

We attended the PRSA Travel & Tourism Conference June 7–10 alongside destination representatives from across the state and country. It was a great opportunity to network with colleagues, meet and reconnect with journalists, and learn from industry experts. One of the most fascinating sessions explored how AI can create or amplify communication crises and what organizations can do to prepare for them.

Organic Social

June was a great month for Instagram with a 30% YoY increase in impressions and a 8% increase YoY in engagement. The most engaging content is short 5 second beauty shots.

Facebook experienced a slight YoY dip in engagement and impressions this month but continued to see strong follower growth, adding 1,142 new followers. This brought our total audience to more than 157,000 followers.

The month's most engaging content was our Top Burger Stops series, featuring recommendations from our Facebook followers. The posts took us to both partner and non-partner businesses to showcase Door County's diverse burger scene....a topic our audience is very passionate about.



Wisconsin Tourism at PRSA

Media Highlights from the work of the Destination Door County Team

[“28 Places to Go for an All-American 4th of July.” Readers Digest](#), June 25, 2026 (Syndicate - On Yahoo News and MSN)

[“These are the 10 Most Picture-Perfect Lakes Across America, According to Instagram Data” Yahoo Creators](#), June 26, 2026

PARTNERSHIP & WELCOME CENTER

Partnership – June 2026

- Coordinated Social Security appointments for 148 J-1 participants while providing J-1 and H-2B workforce guidance to local employers.
- Elevated Door County's workforce concerns through USA Today/Gannett interviews and employer surveys supporting state and federal workforce advocacy.
- Expanded partner outreach to gather real time insights on staffing, visitor activity, and business conditions while exploring new partnership opportunities.
- Advanced the Regenerative Coffee Cup and Door County Water Station initiatives through community partnerships, volunteer coordination, and summer event support.
- Strengthened collaboration with municipalities through customized tourism presentations and continued development of Board governance resources.

Welcome Center – June 2026 (Stats)

Visitors: 2,723 vs. 2,915 (2025) -6.6%

- Average daily visitors: 90.8
- Busiest day: Thursday, June 18 (129 visitors)
- Lowest traffic day: Saturday, June 13 (48 visitors)

Phone Calls: 656 vs. 610 (2025) +7.5%

Kiosk Usage

Sessions: 113

- Average session duration: 4:32
- Most Viewed Categories:
 - Things to Do (62)
 - Food & Drink (35)
 - Where to Stay (18)

Gift Certificates

Sales: \$35,890 vs. \$34,905 (2025) +2.8%

Redemptions: \$28,730 vs. \$31,427.50 (2025) -8.6%

SAVE THE DATE

JULY 16 SOCIAL SECURITY SIGN-UP DAY #2, EPHRAIM VILLAGE HALL
JULY 9-SEPTEMBER 18 2027 DESTINATION GUIDE ADVERTISING OPEN

MONTHLY DEEP DIVE | JUNE 2026

St. Louis Takeover

In April and May, we executed a high-impact campaign designed to saturate affluent zip codes and reach high-income households around St. Louis. The multi-tactic out-of-home (OOH) campaign specifically engaged Family, Weekend Getaway, and Millennial Leisure Travelers, building brand awareness and driving interest in Door County visitation.

Tactic Breakdown

- Azira DOOH: Multi-sized creative assets deployed across Azira's network of digital screens, spanning venue types including stores, gyms, office & apartment buildings, entertainment hubs, and digital billboards, capturing continuous daily impressions.
 - 800K+ impressions served to our targeted travel audiences
- Plaza Frontenac: Saturated St. Louis's premier luxury shopping audience with an immersive, high-visibility footprint. Placements included entrance window wraps outside the mall as well as a double-sided hanging banner and standees, and strategic pillar/wall signage spanning both print and digital displays.
 - 2M+ impressions served to luxury shoppers
- Carvertise: Deployed brand-wrapped rideshare vehicles strategically routed through high-value residential and retail districts. To maximize visibility, the fleet swarmed two major high-traffic events (a Cardinals home game and the St. Louis Marathon), and drivers distributed "Door County Bucket List" postcards to riders.
 - 7.3M+ impressions served to event attendees & rideshare passengers



Next Month's Deep Dive: [MindTrip on DoorCounty.com](https://www.MindTrip.com)

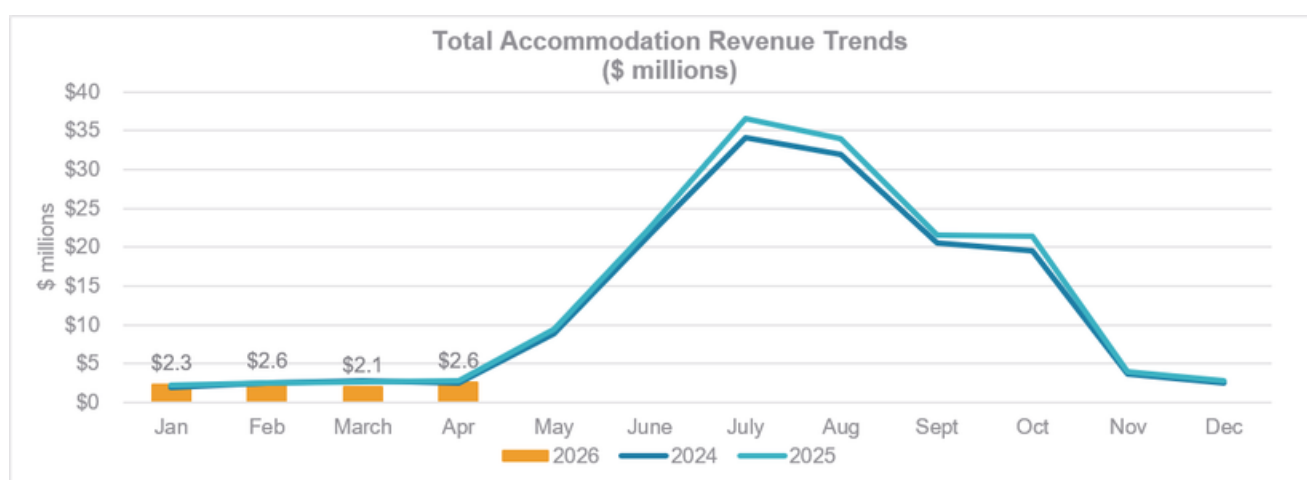
RESEARCH DATA SNAPSHOT - COUNTY-WIDE LODGING

While total accommodation revenue through the first four months of the year typically only represents 6-7% of total revenue for the full calendar year, 2026 is off to a slower start. Occupied rooms are down 10% with supply down just 1% resulting in negative revenue and occupancy. Rates continue to increase (+3%), yet not at the same trajectory as the last year or two. Through April, accommodation revenue was down 7% and room tax collections fell 6% compared to 2025.

Yet, travel remains prioritized. According to Future Partners latest State of American Traveler**, travel spending prioritization is holding at its 2025 average. When asked what they would cut first from household spending, Americans rank leisure travel fifth — behind dining out, subscriptions, entertainment, and coffee shops. At the same time, affordability remains a genuine psychological barrier. Nearly half (46%) agree that travel feels like a luxury that is hard to afford right now.

Looking toward the summer travel season, short-term rental bookings are more positive. Short-term rental bookings through late September are expected to increase by 3%, even with a 13% increase in rates resulting in a 17% increase in revenue. Short-term rental booking windows are averaging 130 days for the next 90-days, up 7% compared to 2025, potentially making short-term demand appear softer than reality.

Door County Total Lodging* Jan - April					
Metric	2025		2026		YoY % Chg
Revenue (\$ millions)	\$	10.3	\$	9.6	-7.4%
Average Daily Rate	\$	144	\$	149	3.3%
Available Rooms (000's)		361.8		358.7	-0.9%
Occupied Rooms (000's)		71.8		64.4	-10.3%
Percent Occupied		19.9%		18.0%	-9.5%



Sources

*Total lodging reported by Door County Tourism Zone Commission. Data reported monthly, latest data available is April 2026.

**Future Partners, State of the American Traveler, June 2026. <https://futurepartners.com/blog/the-state-of-the-american-traveler-in-june-2026/>

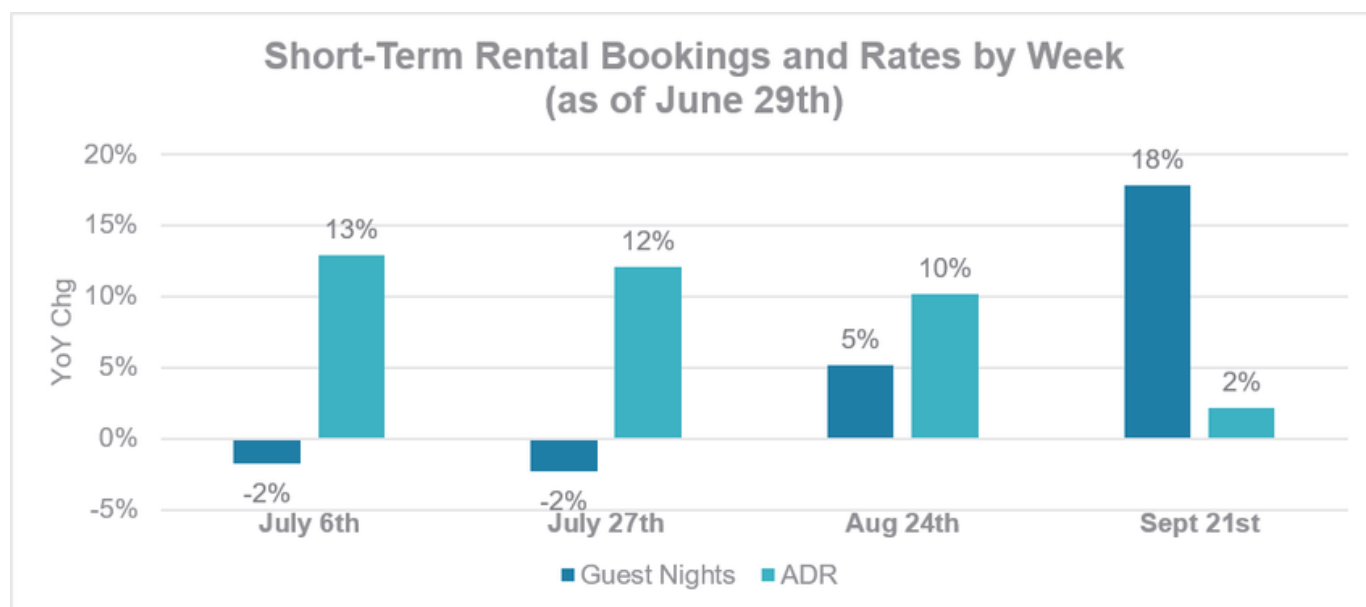
RESEARCH DATA SNAPSHOT - SHORT TERM RENTALS**

- Through May, short-term rental revenue was down 4% compared to 2025.
- Rates were up slightly compared to the prior year but while night supply was down 4%, demand declined 5%, resulting in negative occupancy.
- The booking window is comparable to 2025, averaging 45 days.

Door County Short-Term Rentals** Jan - May				
Metric	2025		2026	
				YoY % Chg
Revenue (\$ millions)	\$	16.4	\$	15.8
Average Daily Rate	\$	327	\$	330
Percent Occupied		16.0%		15.8%
Avg Active AirBNB Listings		1,143		1,146
Avg Booking Window		44.5		45.0
Avg Length of Stay		3.1		3.0

Short-Term Rental Outlook - Next 90 Days

- As of late June, short-term rental bookings for the next 90-days were up 3% compared to the same time frame in 2025.
- While guest nights remain positive, demand growth is weaker compared to rate growth— particularly in the near-term throughout July.
- While occupancy is up 3%, a 13% increase in rates drove up revenue +17%.
- ADR is estimated to be above \$500 for much of July and August—10 to 15% above 2025 rates.



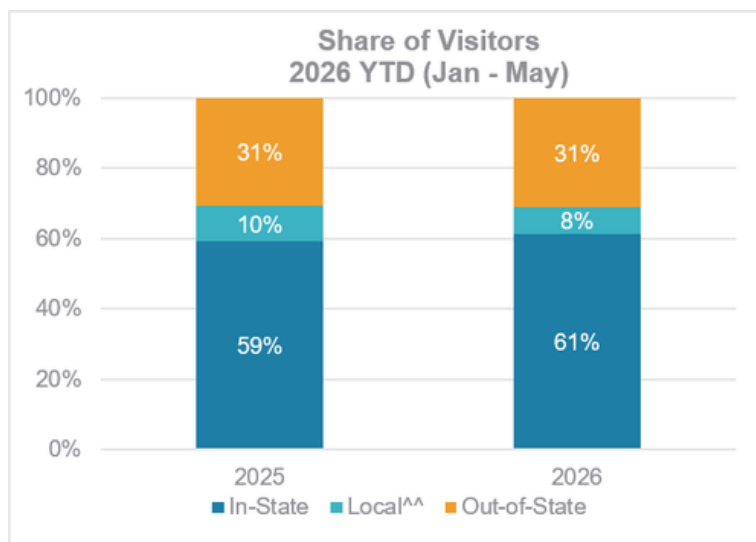
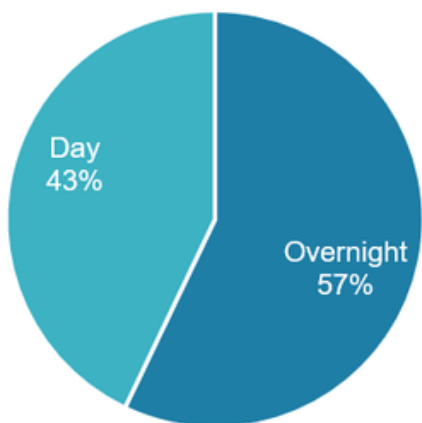
**Short-term rentals sourced to KeyData. Data reported monthly, latest data available is May 2026.

RESEARCH DATA SNAPSHOT - VISITOR BEHAVIOR

Visitor Behavior via Mobile Location Data^

- Compared to the first five months of 2025, the share of in-state visitors increased slightly while the share of locals declined. ➡
- Year-to-date, 57% of all visitors stayed overnight —increasing from 42% the same time frame last year. ↓

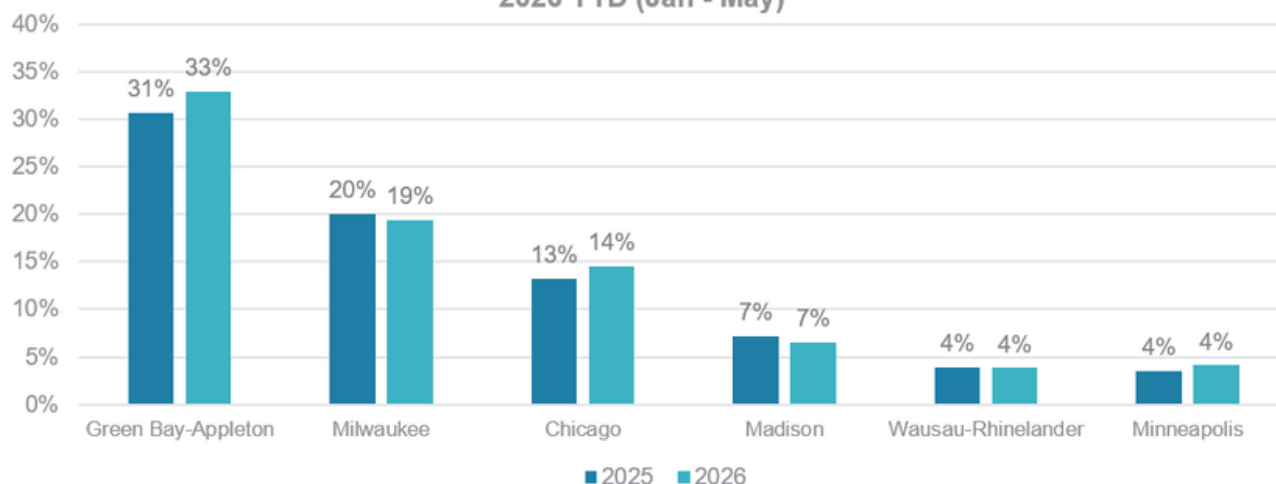
Total Overnight Share
2026 YTD (Jan - May)



Mobile Device Origin Markets

- Through May 2026, the share of visitors originating in Green Bay-Appleton continue to increase compared to 2025. The share originating in Chicago is also now higher, compared to the same time period in 2025.
- The share of visitors originating in Milwaukee, Chicago and Madison were slightly lower.

Mobile Device Origin Markets
2026 YTD (Jan - May)



^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 from May 2026. ^^Locals defined as Door County residents.