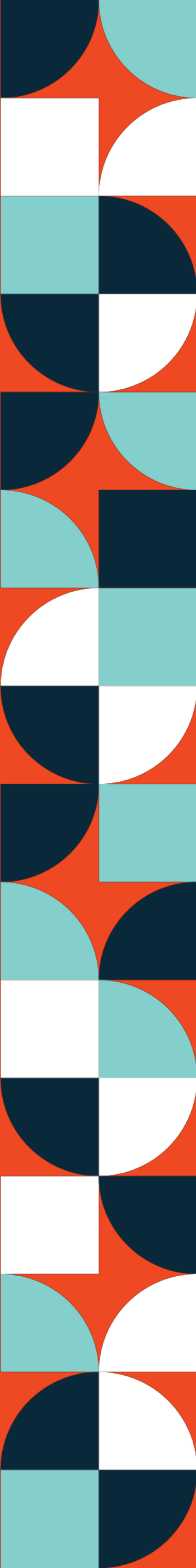


DOOR COUNTY VISITOR BUREAU
2018 VISITOR SURVEY RESULTS
NOVEMBER 28, 2018

BOELTER
+ LINCOLN

SURVEY OVERVIEW



SURVEY DETAILS

- 9,300 total responses
- Respondents included those who were signed up for the current Door County email list AND those who visited a select number of properties in the last year
- Incentivized survey with a chance to win \$500 in Door County Gift Certificates
- Open dates 11/7 - 11/20



INSIGHTS



KEY INSIGHTS

- Overwhelmingly positive responses
- Experience and service exceeding expectations
- Desire to return remains strong among visitors
- Door County continues to be an annual visit destination and tradition among those surveyed
 - + Over 95% plan to attend again in the next year



MARKETING INSIGHTS

- Marketing messages that encourage relaxation and rejuvenation are in line with what visitors are looking for
- Potential growth opportunities
 - + Groups / larger family travel
 - + Smaller community features
 - + Day trips and extended stays
 - + LGBTQ Community (less than 2% of survey respondents)



RECOMMENDATIONS

- Continue messaging relaxation and rejuvenation
- Focus on imagery that supports the activities that resonate with audience
- Shift media buy to encourage shoulder season travel (already in place for 2019)
- Continue to invest in planning tools (website, Visitor Guide, AdWords)



DEMOGRAPHIC DETAILS

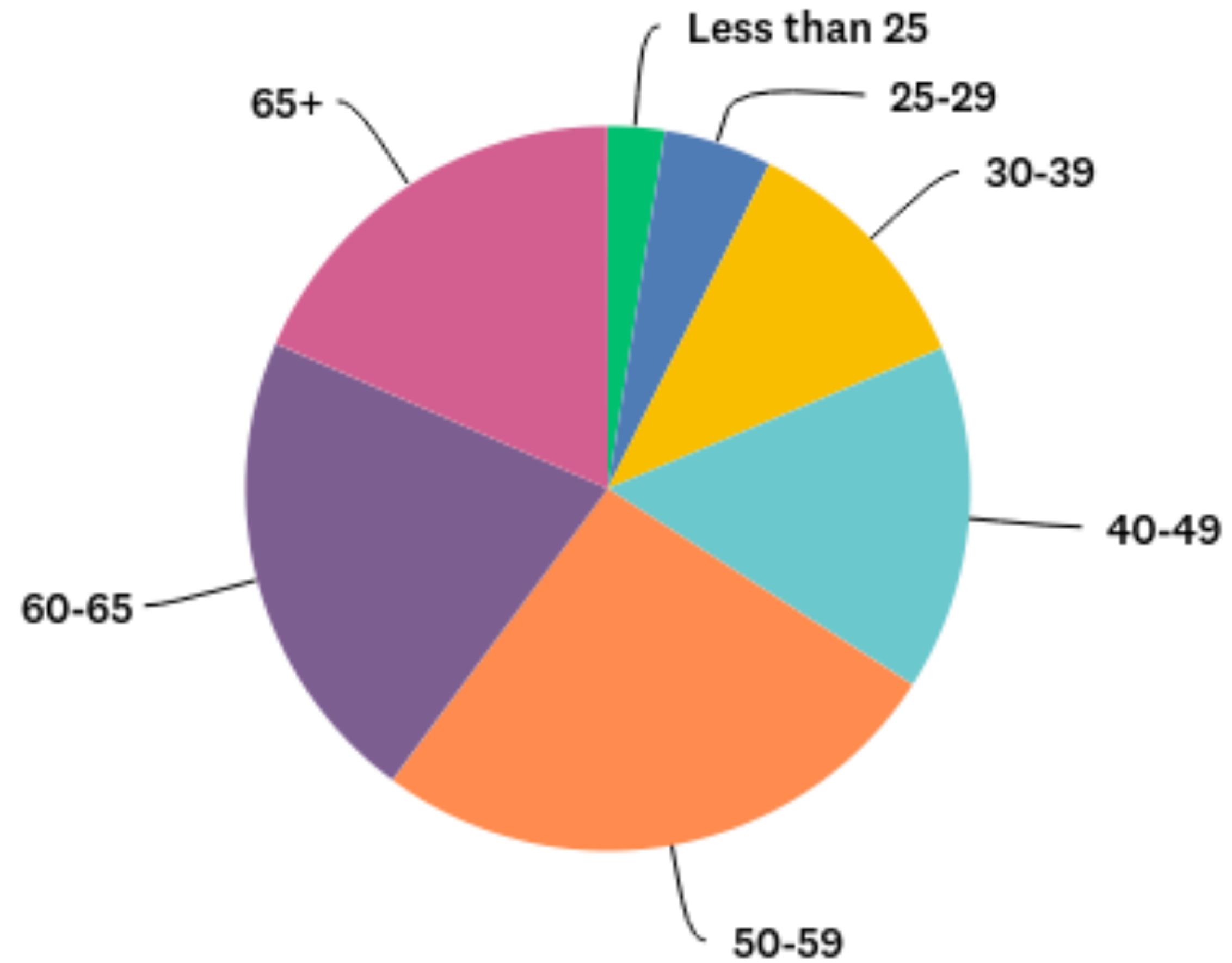


DEMOGRAPHICS

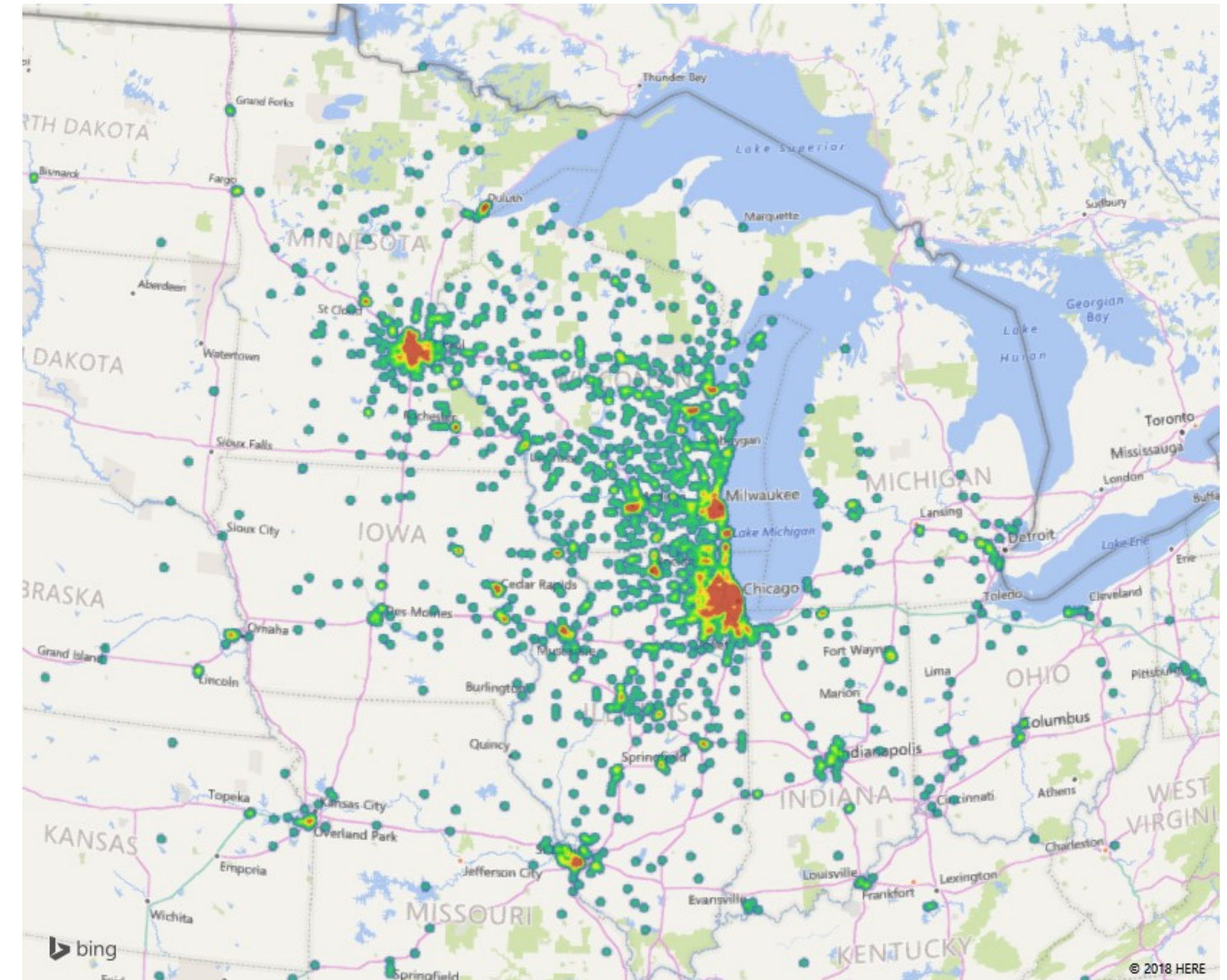
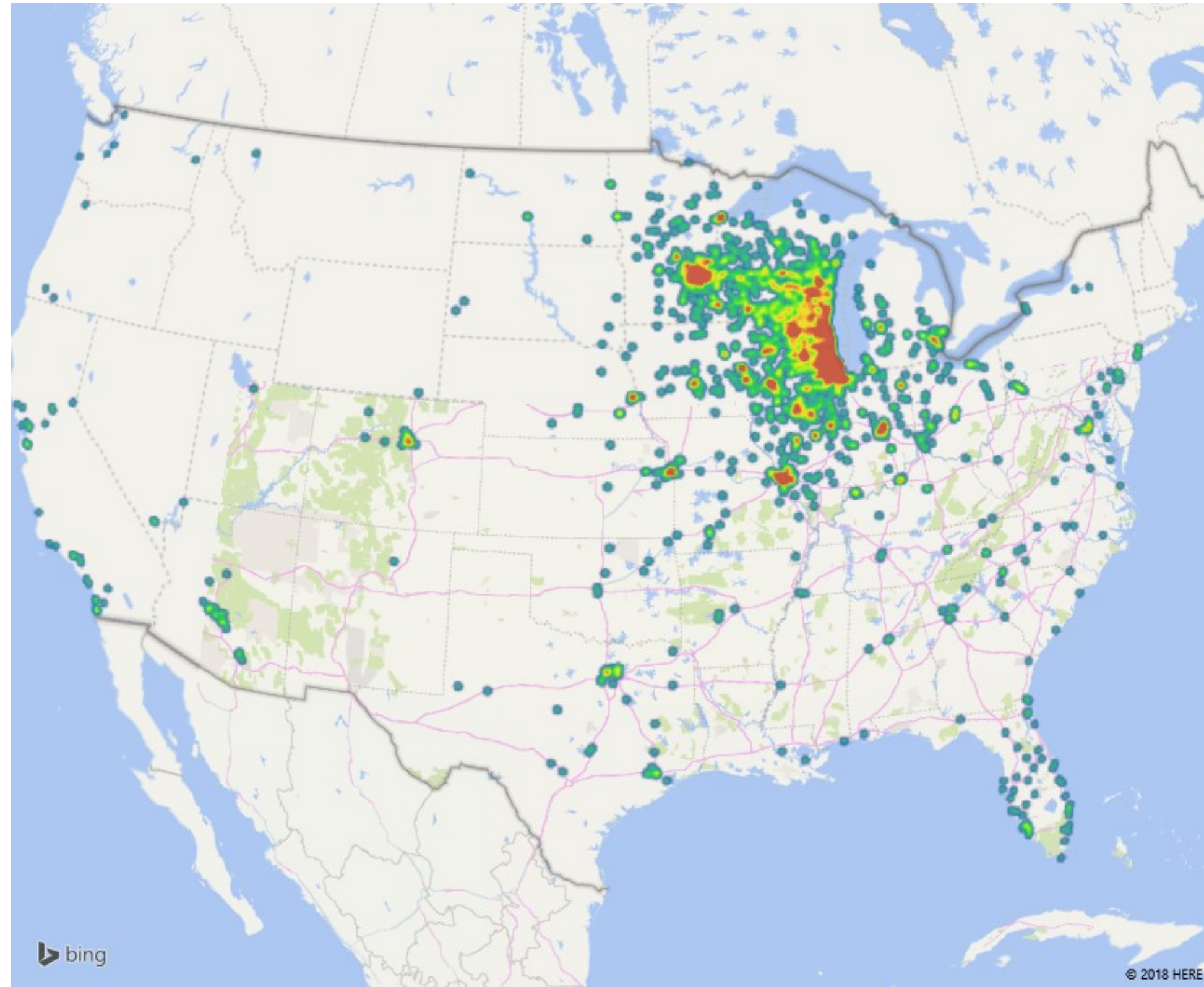
- Nearly 80% married
- Nearly 80% heterosexual
- More than 92% pursued education beyond high school
- Over 95% Caucasian / white
- More than 65% with greater than \$75K HHI



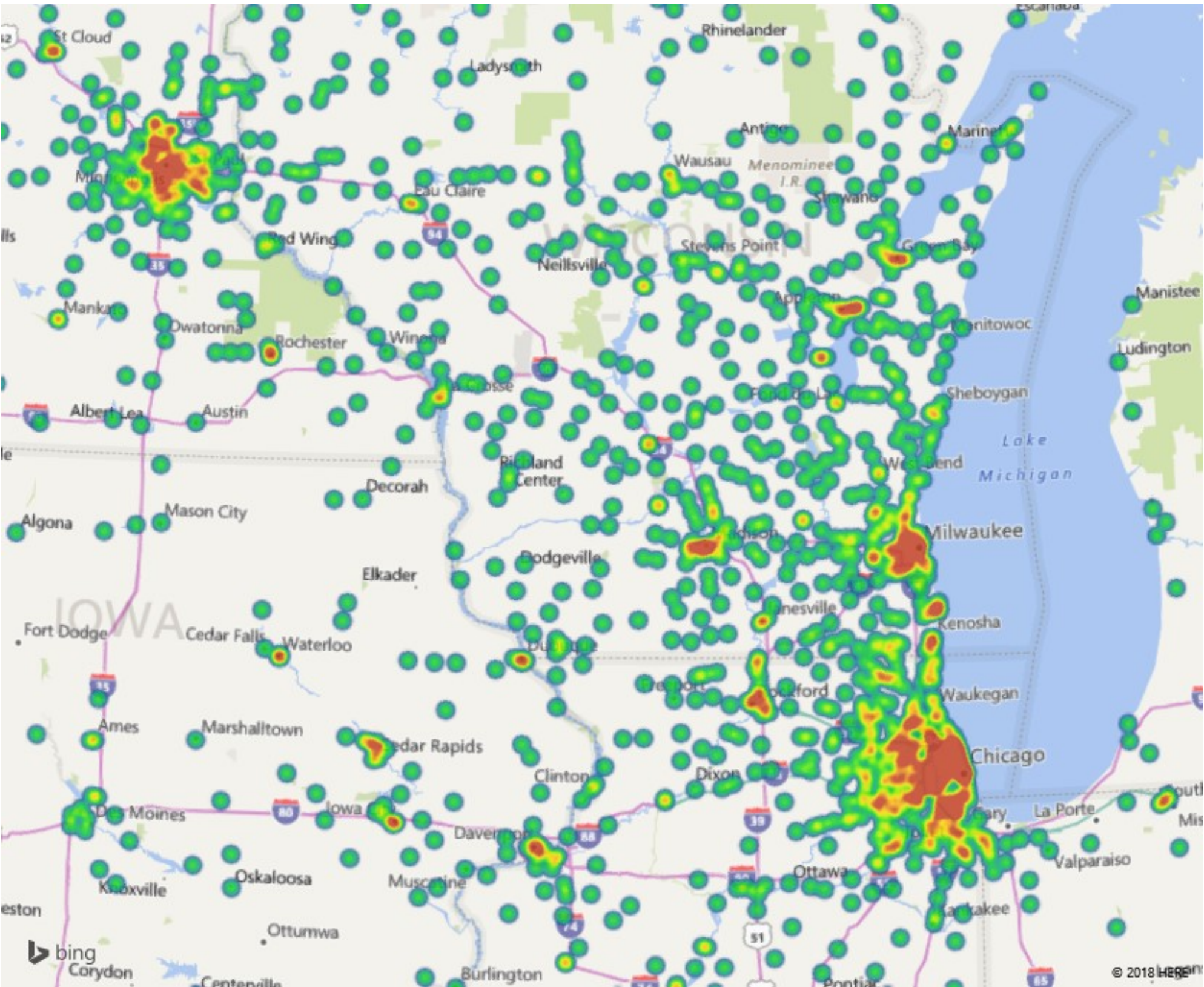
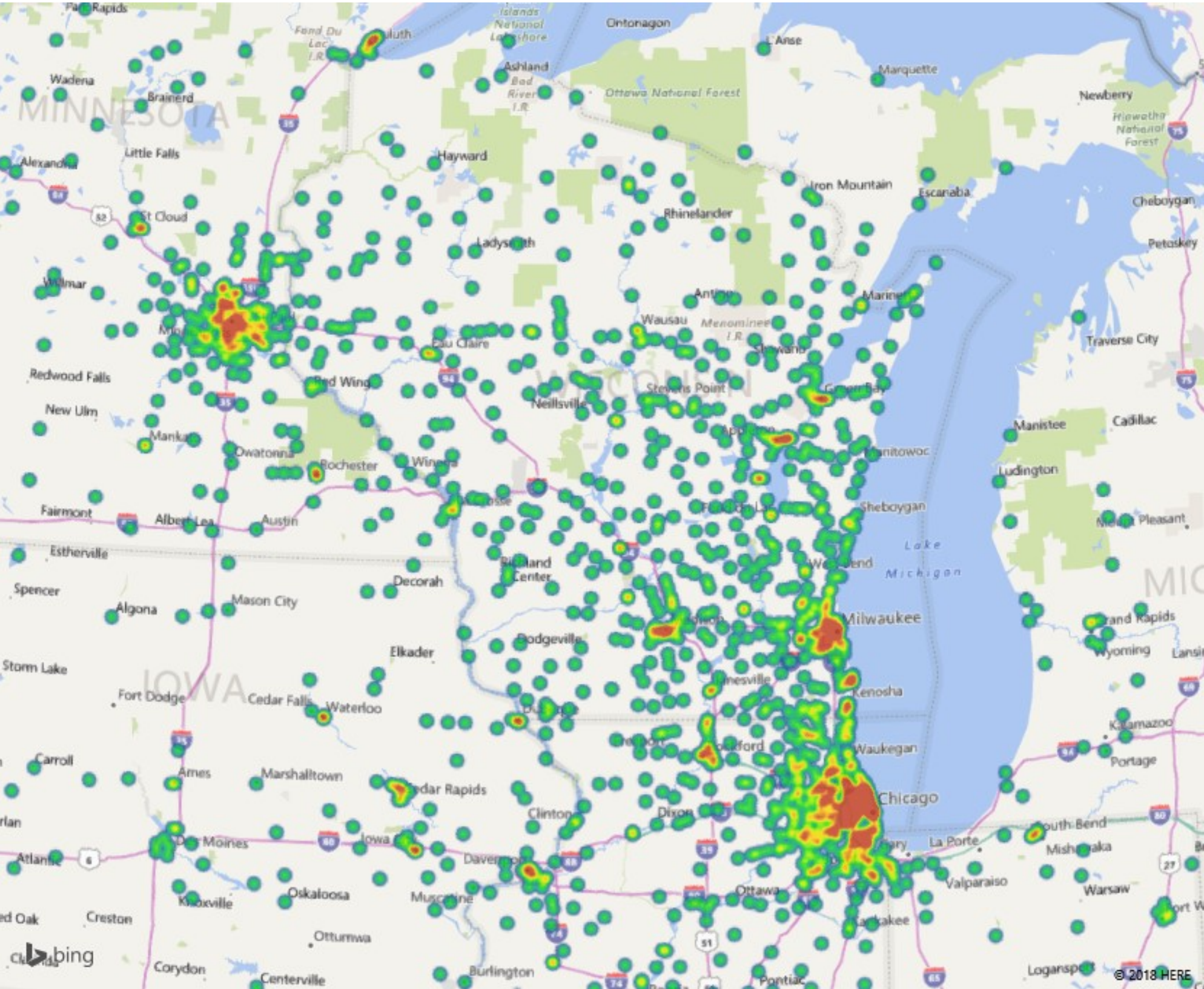
AGE BREAKDOWN



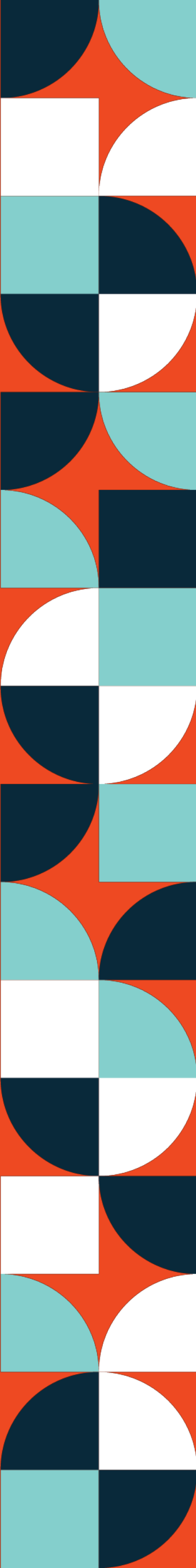
ZIPCODE BREAKDOWN - NATIONAL



ZIPCODE BREAKDOWN - KEY MARKETS



VISITOR RESPONSES



TRAVEL DETAILS

- Top 3 planning tools used:
 - + Internet search
 - + Door County Visitor Guide (#1 among 50+)
 - + DoorCounty.com
- Nearly 70% book a month or more in advance
 - + 18-24 are more likely to book last minute (less than a week in advance) trips



TRAVEL DETAILS

- Majority of travel was for adult (couple + friends) getaway or family vacation
- Highest percentages of travel were July - October
 - + May & June slightly higher among 50+
- 53% traveled by themselves or with one other person
 - + 27% traveled with 2-3 other people



TRAVEL DETAILS

- 40% stayed 3-4 nights
 - + 32% stayed 1-2 nights
 - + Over 50+ tends to stay longer
- Over 54% stayed in commercial lodging (ie. hotel, motel, condo)
- Nearly 80% had been to Door County before



TRAVELING DECISION MAKING

TOP 5 REASONS VISITORS CHOOSE TO TRAVEL

- Have a quiet getaway
- Reduce stress
- Get re-energized
- Reconnect with family and friends
- Experience a sense of adventure



TOP COMMUNITIES VISITED

TOP 5 COMMUNITIES VISITED

- Fish Creek
- Egg Harbor
- Sister Bay
- Ephraim
- Baileys Harbor



TOP ACTIVITIES

TOP 5 ACTIVITIES*

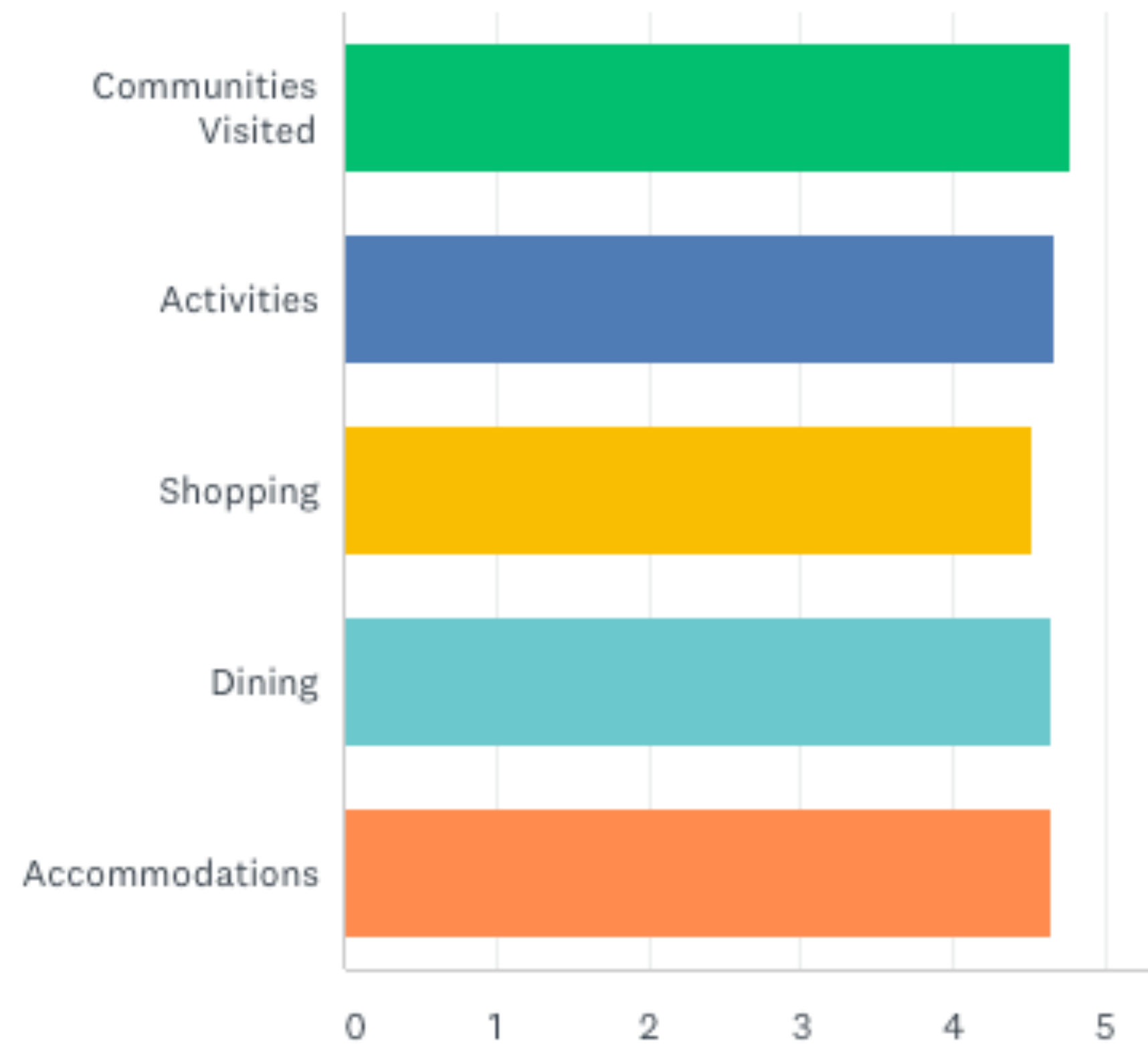
- Shopping
- Orchard/Farmer's Market
- Winery/Brewery/Distillery
- Hiking/Biking
- Art Gallery



*Other than hiking/biking, all other physical activities ranked in the single digits

EXPERIENCE RATINGS

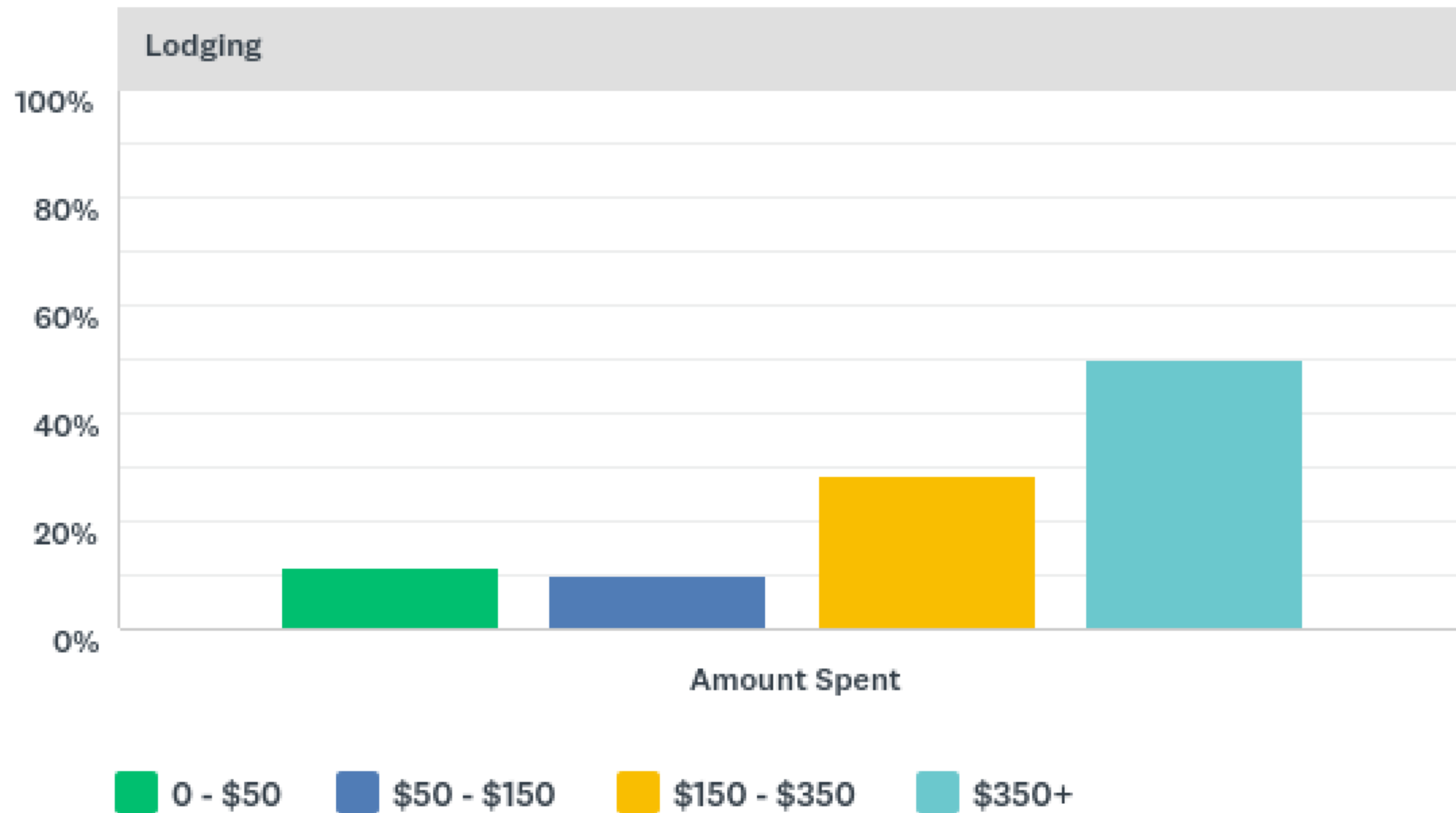
1= POOR 5= EXCELLENT



VISITOR SPENDING



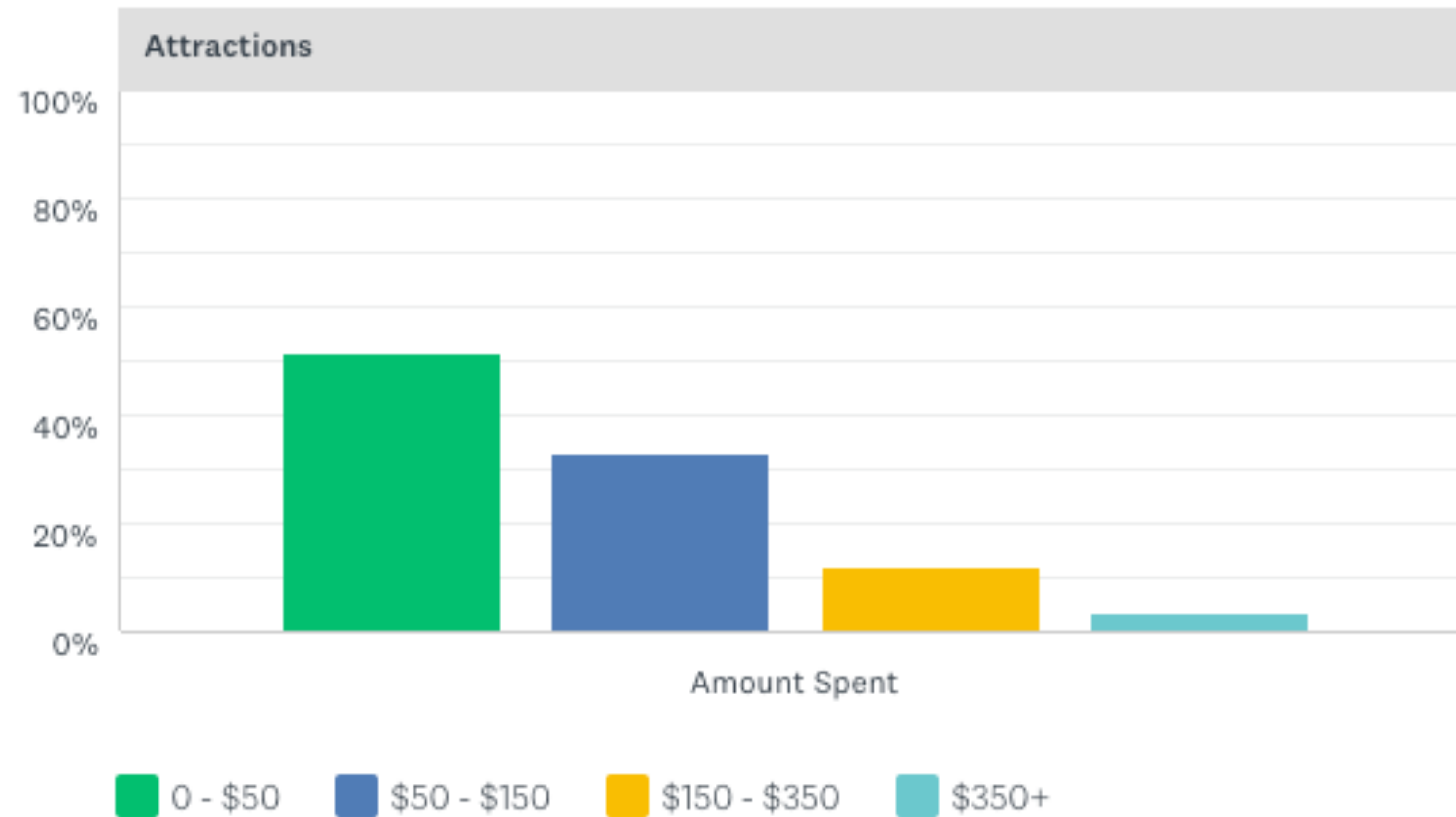
SPENDING - LODGING



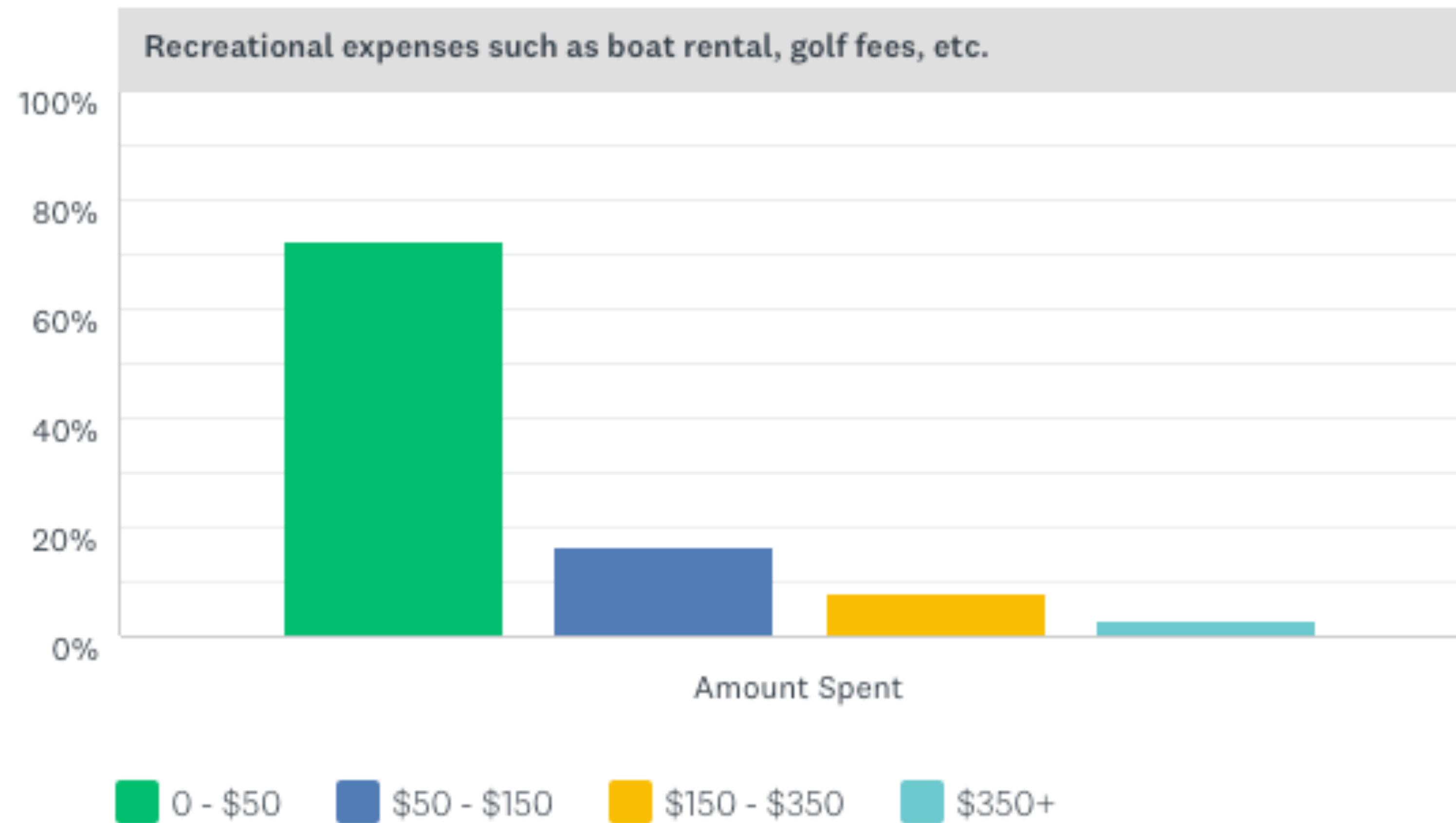
SPENDING - MEALS/FOOD/GROCERIES



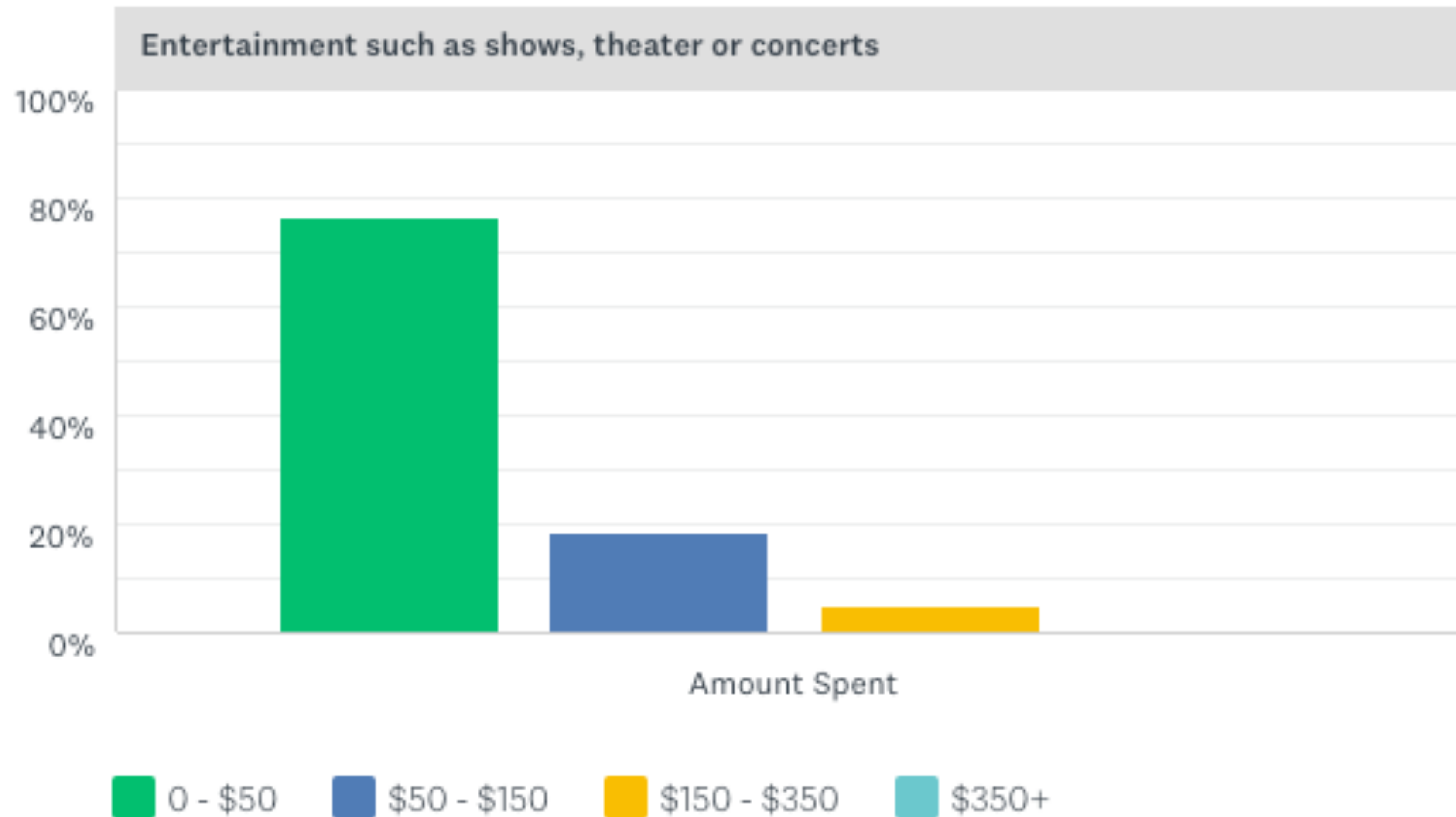
SPENDING - ATTRACTIONS



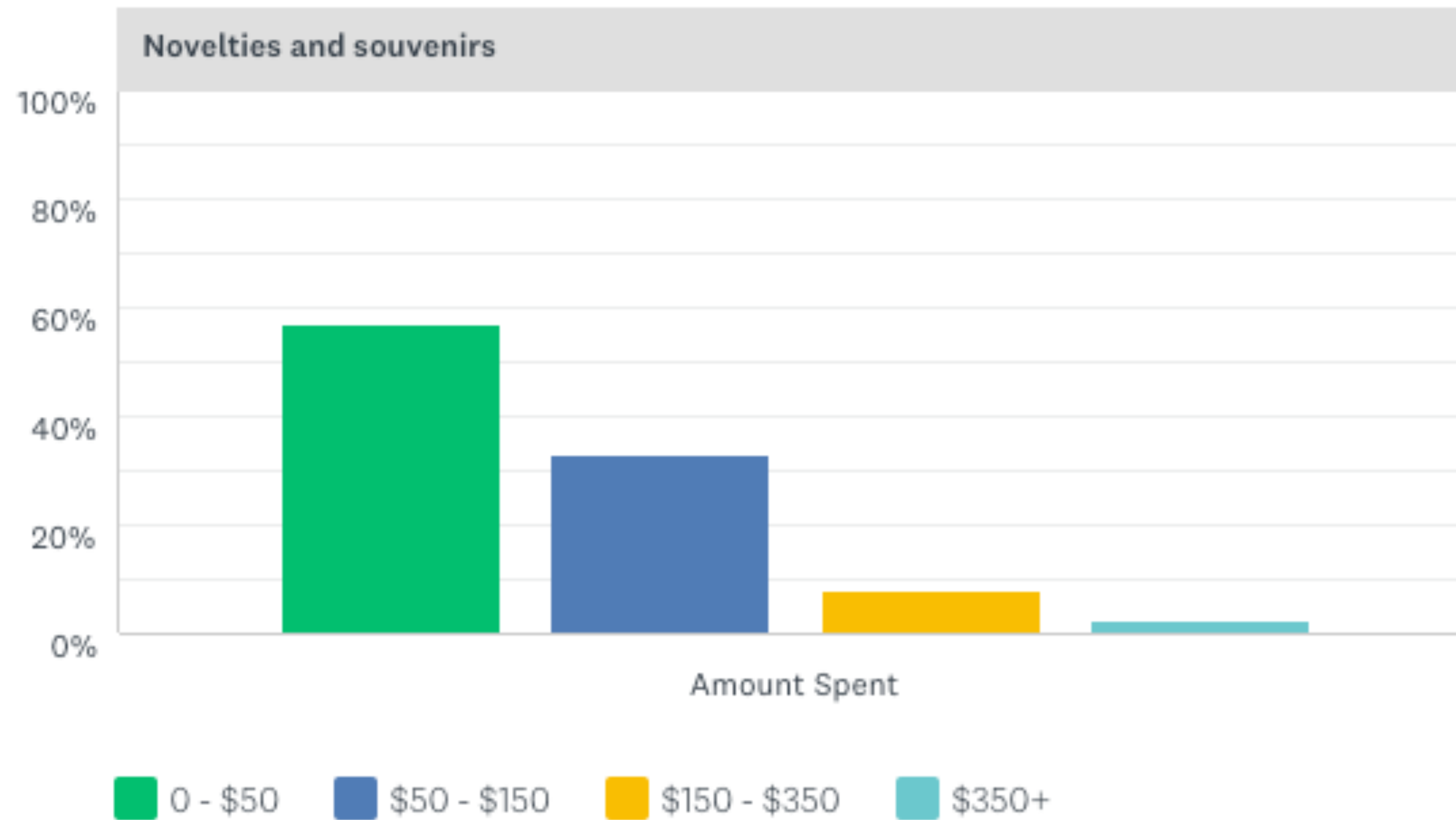
SPENDING - RECREATIONAL EXPENSES



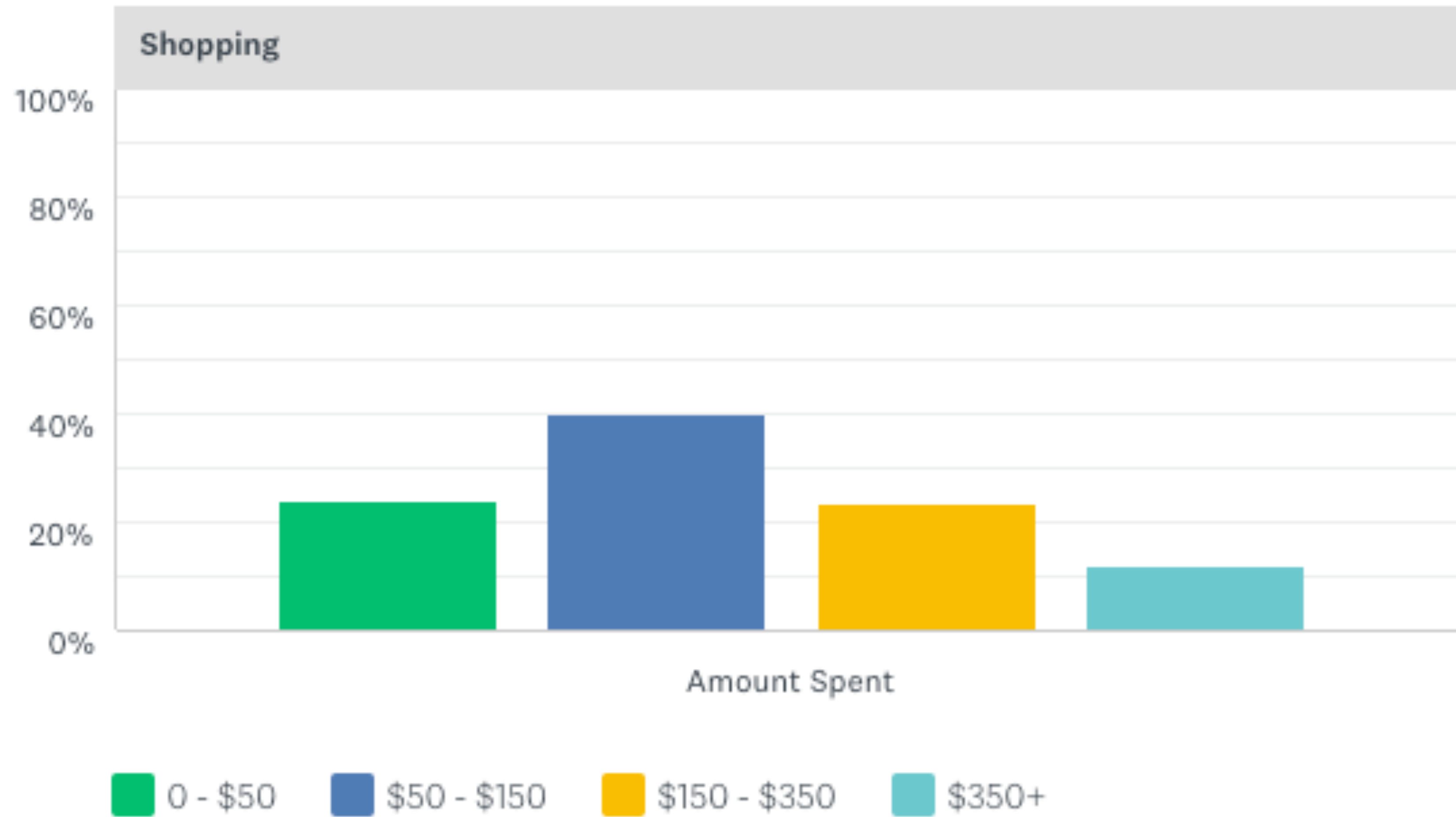
SPENDING - ENTERTAINMENT



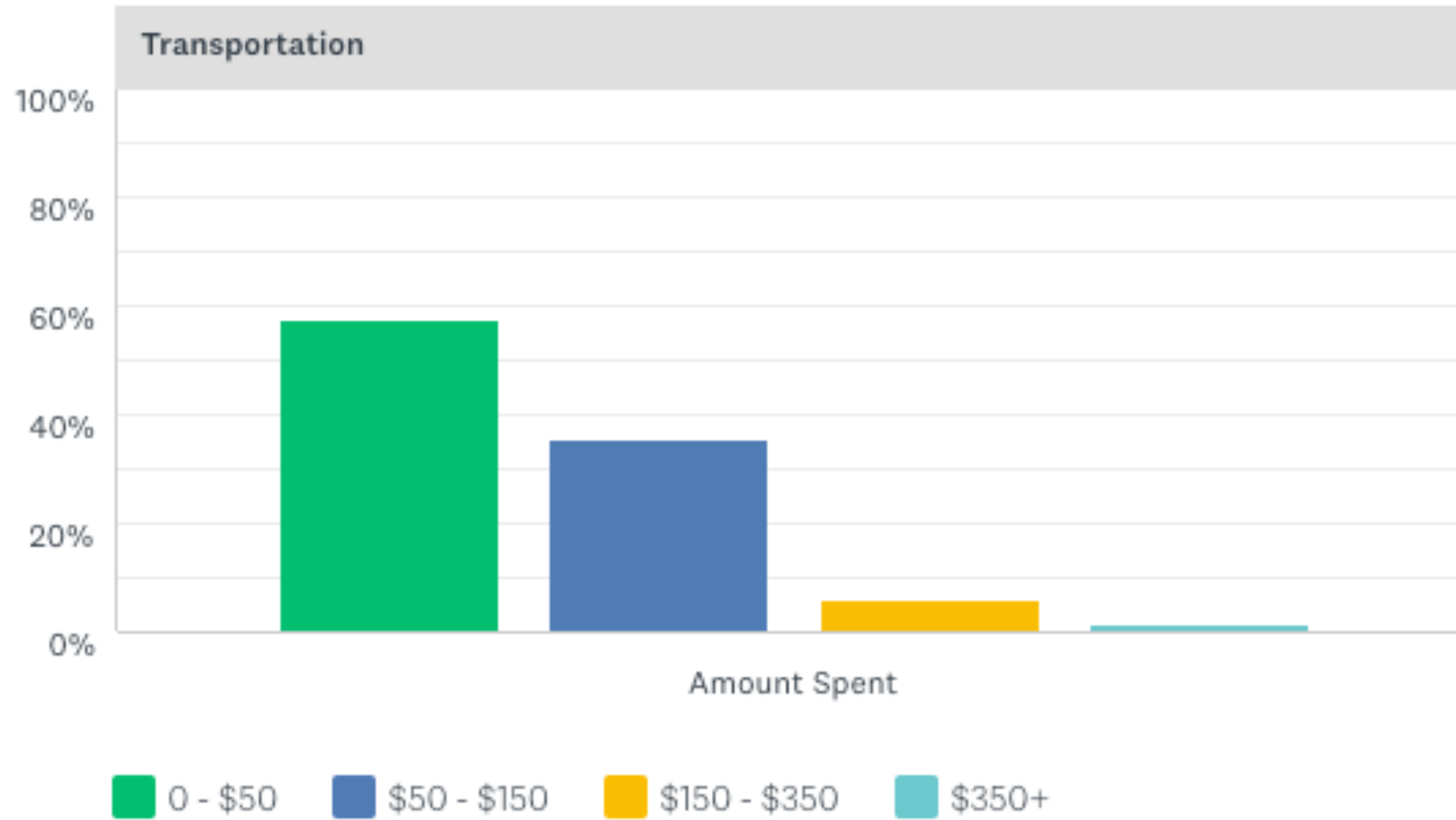
SPENDING - NOVELTIES AND SOUVENIRS



SPENDING - SHOPPING



SPENDING - TRANSPORTATION



NON-VISITOR RESPONSES



NON-VISITOR RESPONSES

REASONS WHY PEOPLE DIDN'T CHOOSE DOOR COUNTY

- 52% Schedule did not allow time
- 32% Decided to vacation elsewhere
- 10% Could not find accommodations (planned too late)
- 4% Decided not to spend money on a trip
- 3% Door County did not align with trip desires





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