

DESTINATION
DOOR COUNTY
2021 Community Feedback

In the fall of 2021 Destination Door County requested community and stakeholder input that would serve as a foundation for the 2022 Strategic Marketing & Management plan. The survey was sent to members, business owners, government officials, residents and anyone else that wanted to provide ideas and feedback. 306 responses were received.



RESPONDENTS

76% of all respondents were **full-time residents**. Followed by 14% seasonal residents and 10% visitors.

RESIDENT BREAKDOWN

Of the residents that responded **42 %** identified themselves as **business owners**, 39% as retirees, 36% as volunteers, 15% as Non-Profit and 8% as government officials.



8 OUT OF 10

80% of all respondents agreed that Destination Door County should continue to market to a specific type of traveler in order to draw a higher-valued visitor that is invested in sustainability and stewardship of our county.

Seasonal Marketing



77% of all respondents agreed it is important **not** to market during times with peak occupancy and instead promote non-peak periods to even out the flow of business and workforce demand to bring more stability to the local economy.



Infrastructural Support

70% of all respondents see the value in tourism but believe the communities do not have the necessary infrastructure to support extended visitation.



66% of all respondents were not familiar with the current DDC board or the business/organization they represent.



47% of all respondents were not familiar with each of the community business associations and their efforts.

Inclusivity



When asked on a scale of 1-5 (1 not at all important to 5 very important) how important it is for a destination they visit or live in to be inclusive to all, the average rating was **4.3**.



78% of all respondents agreed that DDC should use their funding to promote the Door County brand and **encourage responsible visitation and support initiatives that help to reverse the negative impacts** on our society.

19% of all respondents said it was important but to make sure it doesn't hinder the overall goal of getting people here.

3% of all respondents said to use any means necessary to promote travel to the area.



Welcome Centers

80% of respondents said they find value in the welcome centers around the county.



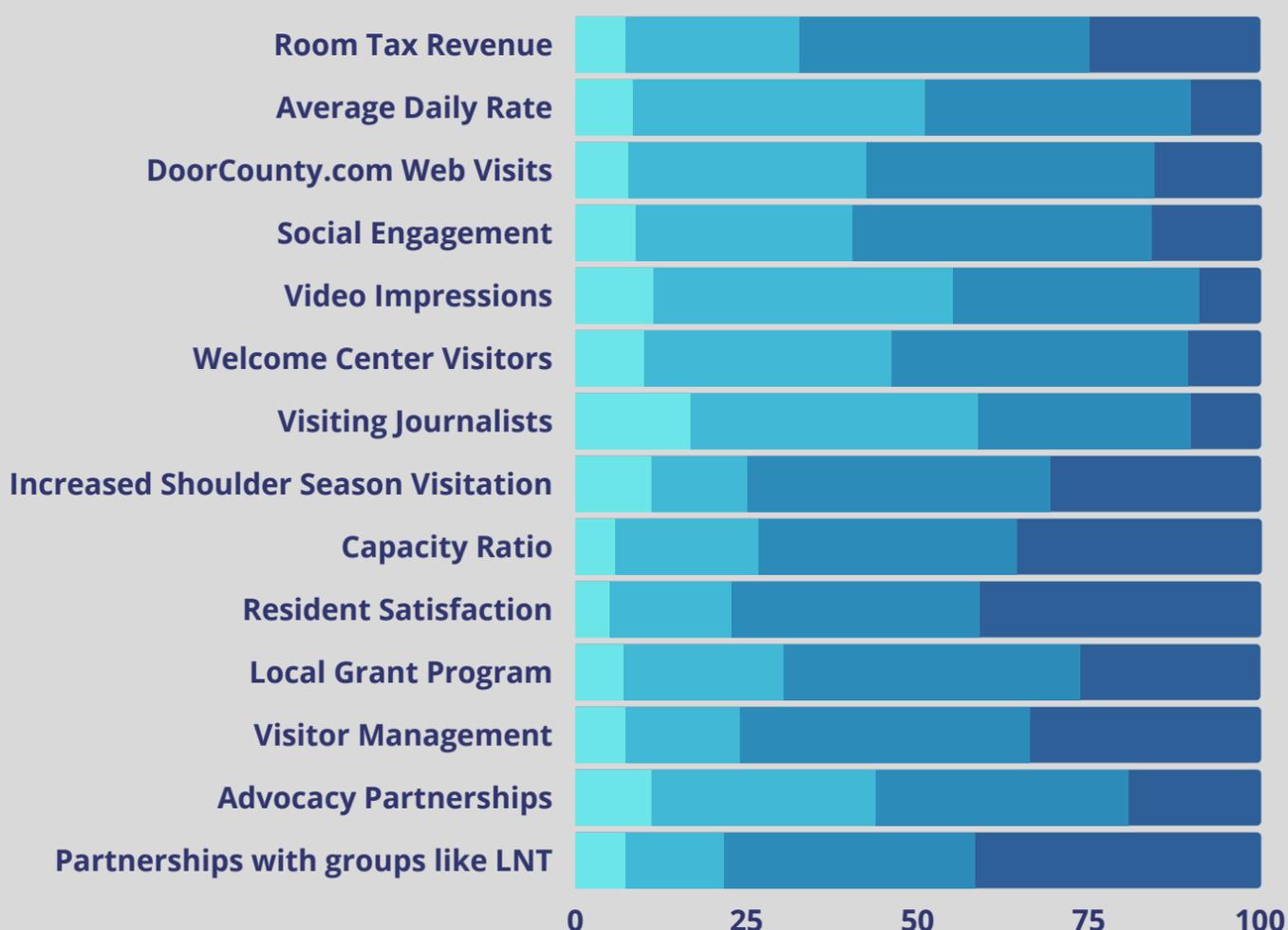
8 out of 10 respondents

felt that DDC, local community associations, local and county government, local businesses and non-profits should prioritize sustainability, stewardship, economic growth and cultural preservation when developing new strategies and initiatives that impact local stakeholders.

MEASUREMENTS

Ranked from not important to very important, respondents weighed key measurables by how important they deemed DDC's successes and opportunities.

■ Not Important
 ■ Somewhat Important
 ■ Important
 ■ Very Important



Workforce Development

When asked how DDC could better support the ever growing need for workforce development to support visitation and resident way of life.

(Ranked by most selected)

Partner with DCEDC to support their efforts that include affordable housing, broadband and business development.



Continue to advocate for and use the J-1 visa program.



Continue to build and promote JobsinDoorCounty.com to fill jobs and support local businesses.



Invest in recruitment campaigns early in the season to encourage workers to live, work and play in Door County.



Opportunities & Input

When asked what else we could do that would support DDC's 5 Imperatives; Optimize Economic Impact, Support & Empower Door County's Tourism Industry, Strengthen Destination Image, Enhance the Visitor Experience and Provide Sufficient Returns Given Available Resources.

More focus on the environment, climate and sustainability. **HOUSING.** Target more young people. **PROMOTE CULTURE AND ENVIRONMENTAL AWARENESS.** More electric vehicle charging stations. **MORE PERSONAL ENGAGEMENT.** Continue the great initiatives in the last year. **DATA.** Public discussions. **RECYCLING PROGRAMS.** Infrastructure support for communities. **PROMOTE SPECIALTY TOURS.** Off road bike trails. **GREEN INITIATIVES.** More partnerships with community non-profits. **MAKE DC A YEAR ROUND "LIVABLE" DESTINATION. Transportation.** GEOTOURISM TRAINING. Limit festivals. **PEDESTRIAN ONLY AREAS WITH OUTDOOR WALKING AND SHOPPING. Green Tier.** ADVERTISE SUSTAINABLE INITIATIVES THROUGHOUT THE COUNTY IN ORDER TO EDUCATE VISITORS AS TO WHAT THEY SHOULD BE DOING TO SUPPORT THESE EFFORTS. **Support environmental groups.** VISITOR AND RESIDENT SATISFACTION. **Sustainable tourism.** LIMIT SHORT TERM VACATION RENTALS. Protect quality of life. **CAPACITY STUDIES.** Workforce development and recruitment. **MARKET TO RESIDENTS THE VALUE OF TOURISM.** Focus on marketing and only marketing. Put more dollars toward partnerships with organizations engaged in preserving the natural resources. **INTERNSHIPS. Voluntourism.** COLLABORATE WITH DCEDC. **Positive press on what tourism brings to the area.** PARTNER WITH ORGANIZATIONS FOCUSED ON NATURE, ARTS, CULTURE, MUSIC, MARITIME HISTORY, LIGHTHOUSES AND NATURAL HISTORY. **Help regulate short term rentals, festivals, breweries and large hotels.** ADVOCATE FOR INCREASED FUNDING FOR OUR PARK SYSTEM. Monitor and publicize how municipalities spend their lodging tax. **INCLUDE AN ENVIRONMENTAL REP ON THE BOARD. End Covid.** PARKING OPTION UPDATES. Promote opportunities for families with special needs. **GRANTS FOR MUNICIPALITIES TO IMPROVE INFRASTRUCTURE.** Wayfinding signage throughout the county. **BETTER SUPPORT FOR STRs. Focus on a master comprehensive plan for the County.** Presentations to town boards to answer questions and clear up misconceptions. **HELP TOWNS THAT DON'T HAVE COORDINATORS.** No membership. **WATER BOTTLE FILLING STATIONS.** Leave No Trace (LNT). **WELCOME CENTER UPDATES.** Public restrooms. **INFORMATIONAL KIOSKS IN EACH COMMUNITY.** Grants for eco-travel programs. **ENVIRONMENTAL EDUCATION SIGNAGE.**

To view all survey results and questions go to bit.ly/3pQ00eC