

DESTINATION

DOOR COUNTY

Together, we can open doors.

Destination Door County's mission is to inspire travel that drives community enhancement. Through innovation and partnerships, we share stories of Door County's people and places, deliver world-class experiences, strengthen the industry, work to ensure all travelers feel welcome, and preserve Door County's way of life and its natural resources.

Partnership with Destination Door County is free, easy, and open to all businesses located in Door County. We are proud to promote a vibrant business community, a healthy local economy, and a renewed sense of place for those who call Door County home. The whole is greater than the sum of its parts — join us on our mission.

ANNUAL DIGITAL & MEDIA STATISTICS

Overall Web Visits
2 million

Social Media Impressions
25 million

Press Tour Program Results
Earned Media Value
\$32.9 million

TOURISM IMPACT STATISTICS

Visitor Spending
Direct visitor spending in Door County
totaled **\$304.2 million** in 2020

Tax Revenue
Tourism generated **\$32.5 million**
in state & local taxes in 2020

PERKS OF A PARTNERSHIP WITH DDC:

Digital & Web

- Directory listing and presence on DoorCounty.com
- Calendar of Events on DoorCounty.com
- Inclusion on TravelWisconsin.com

Media Exposure

- Inclusion opportunities on media tours & press trips
- Opportunities to host travel writers, journalists, and influencers

Networking Opportunities

- Partner mixers
- National Travel & Tourism Week Breakfast
- Annual meeting

Advertising Opportunities

- Official Destination Guide
- Supplemental Winter Guide
- Co-op Advertising Program

Training & Employer Resources

- JobsInDoorCounty.com
- Door County Gift Certificate program
- BridgeUSA (J-1 Visa) Summer Work Travel support programming
- Certified Tourism Ambassador Program & Continuing Education Sessions
- Display rack cards or brochures in Destination Door County Welcome Center

CONTACT:

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LET'S GET STARTED
DoorCounty.com/Partnership

