

DESTINATION DOOR COUNTY

PRESS TOUR PROGRAM

Destination Door County has worked with Geiger & Associates Public Relations since 2007 to implement a comprehensive earned media marketing and public relations program. The longevity and success of this joint effort is evident in the outstanding media coverage generated and the effective partnership with local tourism industry sponsors.

The main objective of this program is to position Door County as the Midwest's premier vacation destination, and one of the most attractive parts of the U.S. by generating earned media coverage in targeted magazine, newspaper, online and radio markets.



NATIONAL
high circulation and recognition publications



MIDWEST
regional publications in drive markets



DIGITAL
high-impact websites



EMERGING
non-traditional publications that would be cost-prohibitive for advertising



NICHE
focused lifestyle and interest-based national publications

LOCAL INDUSTRY SUPPORT

Door County's tourism industry is overwhelmingly supportive and involved, providing hosted or complimentary lodging, meals and activities for media tour participants in exchange for the opportunity to be featured in resulting publicity.

196 Attraction/activity partners have hosted media

109 Restaurant partners have hosted media

75 Accommodations partners have hosted media

PROGRAM RESULTS

1,205

Travel journalists have visited for editorial research.

2,842

Articles generated in print, radio or online media.

10.4 billion

Consumers reached by earned editorial coverage.

\$42 million

Total value of this publicity had it been purchased in the form of paid advertising.

PUBLICITY LIBRARY



<http://tinyurl.com/yafamdpg>

GET INVOLVED IN 2024!

DDC and G&A would be delighted to work with you in hosting media on an upcoming media tour in 2024:

- February 22-25 Winter Wonders
- May 16-19 Cherry blossom season, Culinary & Wedding
- June 25-28 Eco, Watersports & Outdoor recreation
- July 29-August 1: Cherry and Washington Island lavender harvest
- August 25-28: Summer Arts and Theater
- October 22-25 Fall harvest

For more information, please contact Jen Rogers, Senior Media Relations Manager:
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