

# 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.

**168** Attraction/activity partners have hosted media

**96** Restaurant partners have hosted media

**73** Accommodations partners have hosted media

## PROGRAM RESULTS

**1,087**

Travel journalists have visited for editorial research.

**2,459**

Articles generated in print, radio or online media.

**5 billion**

Consumers reached by earned editorial coverage.

**\$32.9 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 2022!

DDC and G&A would be delighted to work with you in hosting media on an upcoming media tour in 2022:

February 17-20 Winter

May 5-8 Maritime & nautical offerings

June 20-23 Family-friendly/summer

August 28-31 Eco & Outdoor recreation

September 18-21 Arts & culinary

October 23-26 Fall harvest

December 8-11 Holidays & heritage

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