

Door County Travel Sentiment Visitor Survey

To obtain insight on the travel outlook in Door County for the remainder of 2020, Destination Door County conducted an online travel sentiment visitor survey. On August 18, 2020, an invitation to take the survey was emailed to 233,114 people in Destination Door County's visitor database. Responses were collected August 18-23, 2020. Completed survey responses totaled 8,002. The survey asked 13 close-ended and 4 open-ended questions, taking participants around 3 minutes 39 seconds to finish. Upon survey completion, participants could enter to win \$250 worth of Door County gift certificates by providing their email address at the end of the survey. 4,917 respondents (61%) entered to win.

KEY TAKEAWAYS

- 60% of survey respondents said they have plans to travel to Door County between late August and the end of October this year, while 18% indicated their next trip will be in the summer of 2021. Roughly 5% indicated plans for their next visit between November 2020 and March 2021, with another 6% saying Spring 2021 will be their next visit. 10% of respondents currently have no plans to visit.
- 30% of respondents said they will still visit this year as planned. 24% of respondents indicated they already visited this year. 14% said they postponed their plans until later this year, and 5% said they rescheduled their trip to next year. 25% of respondents said they cancelled their trip due to COVID-19 concerns.
- 67% of respondents indicated have plans to take **any** leisure trips in the next 6 months.
- Survey respondents indicated they feel more comfortable and safe traveling to Door County than traveling in general right now. 69% of survey respondents said they are comfortable, very comfortable or extremely comfortable traveling to Door County, while only 53% of survey respondents said they are comfortable, very comfortable or extremely comfortable traveling in general right now.

VISITOR HIGHLIGHTS

- 36% of respondents will travel to Door County from 150-250 miles away, and 25% will travel from 50-150 miles away. 20% will travel from 250-350 miles away, while roughly 2% will travel from 50 miles or less.
- 60% of survey respondents said they will stay at a hotel/motel/resort when traveling to Door County. 12% said they will stay in a home rental. 8% will stay at a campground and 8% said they will take a day trip.
- 28% of respondents said they will stay 3 nights on their next trip to Door County, with 27% saying they will stay 2 nights and 21% indicating they will stay 4-6 nights.
- 61% of survey respondents will have 2 people in their travel party on their next trip to Door County. 15% will have 4 people in their travel party. 9% will have 3 people and 6% will have 6 or more people.
- 89% of survey respondents indicated they have visited Door County before.

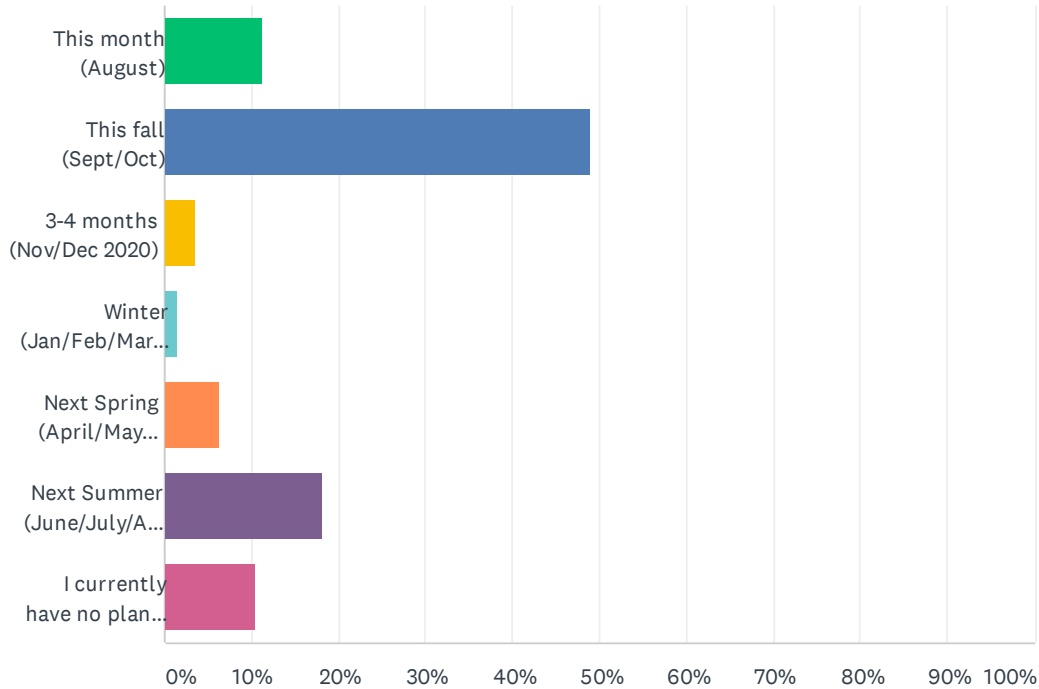
TRAVEL PRECAUTION INSIGHTS

- Nearly 86% of respondents said it was important, very important or extremely important to have **workers** wear a face covering to protect customers and coworkers, and 52% of those survey respondents said it was extremely important to have **workers** wear a face covering to protect customers and coworkers this year. 7% indicated they did not feel it was not important to have workers wear a face covering.
- Nearly 85% of respondents said it was important, very important or extremely important to have **visitors** wear a face covering to protect other customers and staff this year, and 50% of those survey respondents said it was extremely important to have **visitors** wear a face covering. 7% said it was not important to have visitors wear a face covering.
- 96% of survey respondents indicated they are willing to wear a face covering when visiting Door County.

Detailed survey results can be found in the following pages of this report.

Q1 When do you plan on taking your next trip to Door County?

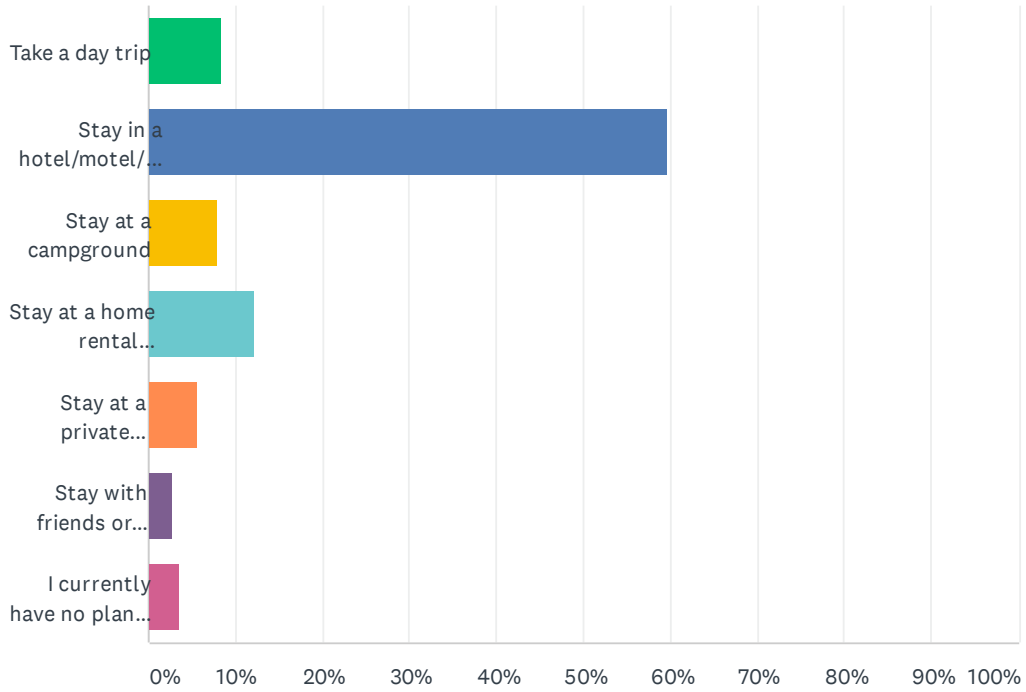
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
This month (August)	11.21%	897
This fall (Sept/Oct)	48.94%	3,916
3-4 months (Nov/Dec 2020)	3.51%	281
Winter (Jan/Feb/March 2021)	1.47%	118
Next Spring (April/May 2021)	6.29%	503
Next Summer (June/July/August 2021)	18.22%	1,458
I currently have no plans to visit	10.36%	829
TOTAL		8,002

Q2 When you come to Door County, will you...

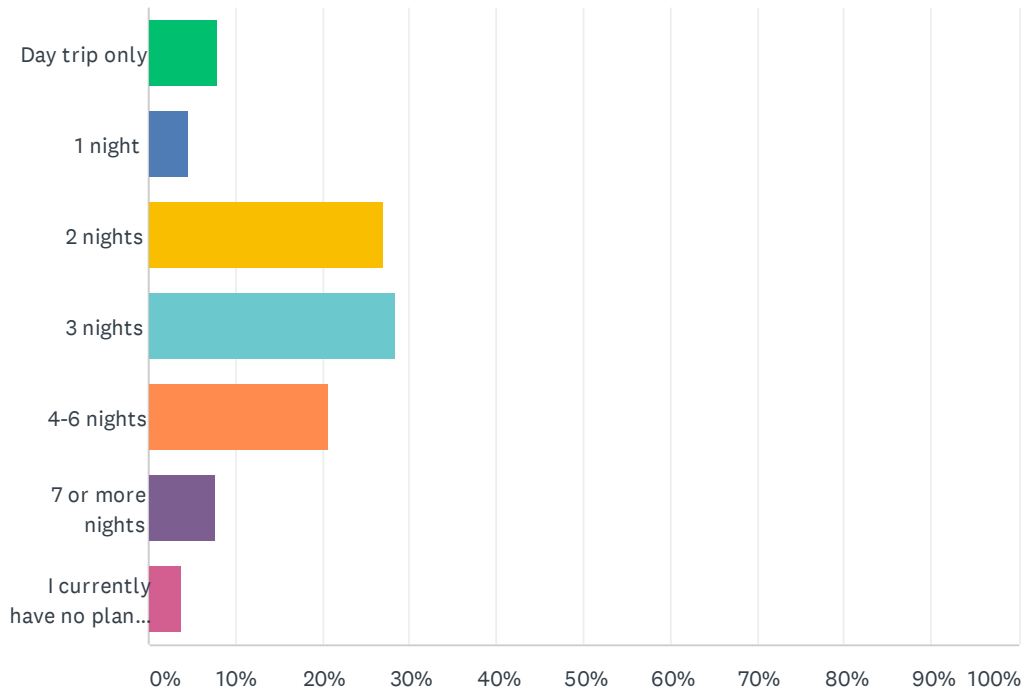
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Take a day trip	8.40%	672
Stay in a hotel/motel/resort	59.72%	4,779
Stay at a campground	7.89%	631
Stay at a home rental (VRBO/AIRBNB, etc)	12.06%	965
Stay at a private property	5.70%	456
Stay with friends or family	2.71%	217
I currently have no plans to visit	3.52%	282
TOTAL		8,002

Q3 On your next trip to Door County, how many nights will you stay?

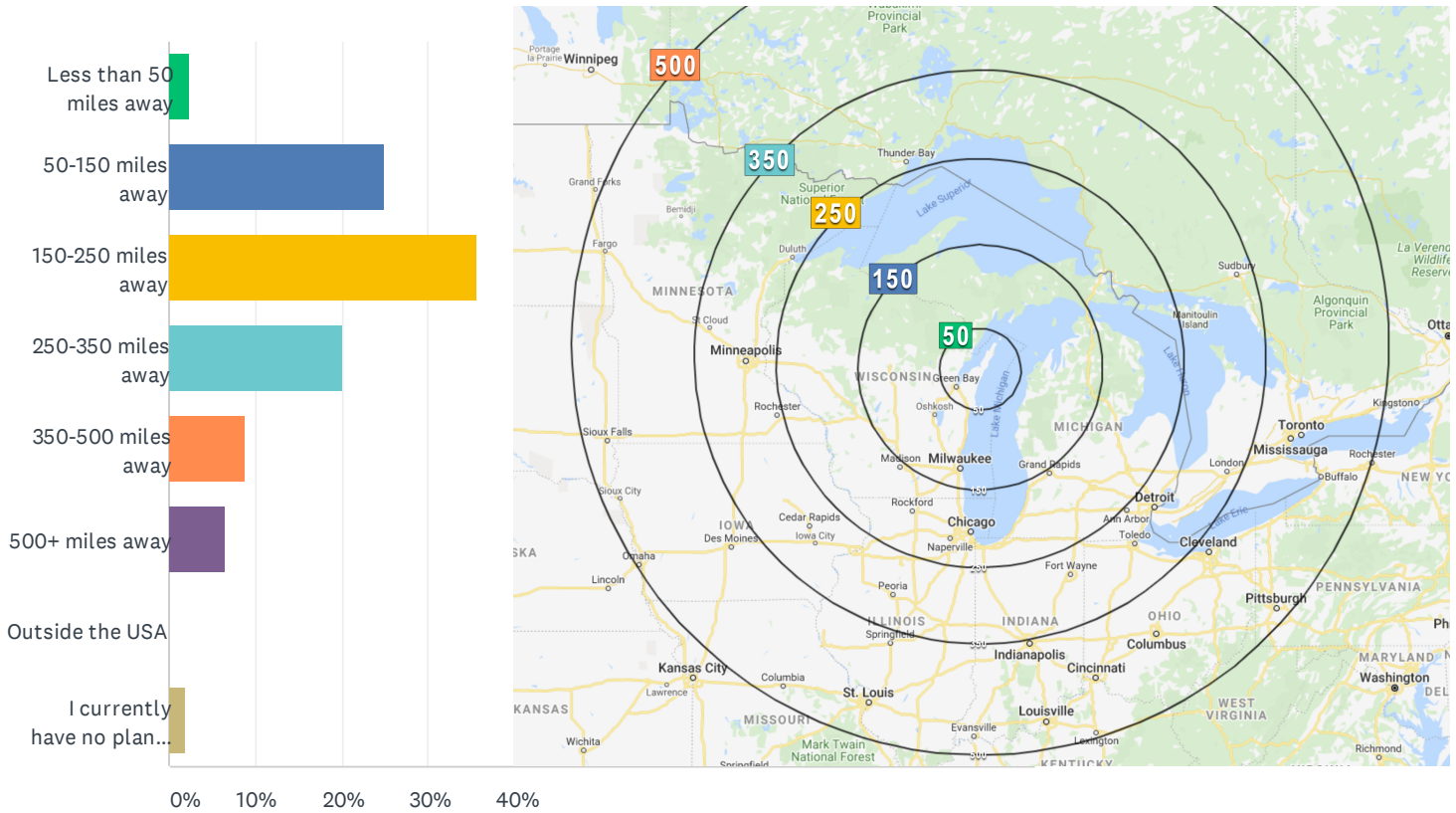
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Day trip only	8.01%	641
1 night	4.57%	366
2 nights	27.07%	2,166
3 nights	28.37%	2,270
4-6 nights	20.61%	1,649
7 or more nights	7.70%	616
I currently have no plans to visit	3.67%	294
TOTAL		8,002

Q4 When traveling to Door County on your next trip, will you be coming from...

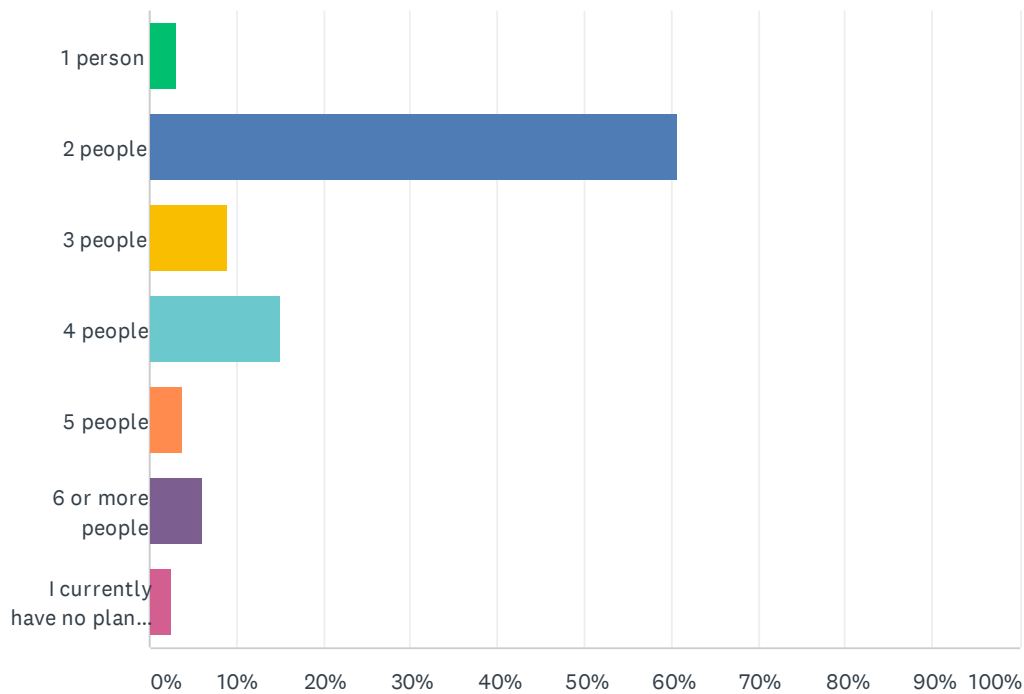
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 50 miles away	2.21%	177
50-150 miles away	24.83%	1,987
150-250 miles away	35.67%	2,854
250-350 miles away	20.06%	1,605
350-500 miles away	8.80%	704
500+ miles away	6.47%	518
Outside the USA	0.05%	4
I currently have no plans to visit	1.91%	153
TOTAL		8,002

Q5 When traveling to Door County on your next trip, how many people will be in your travel party?

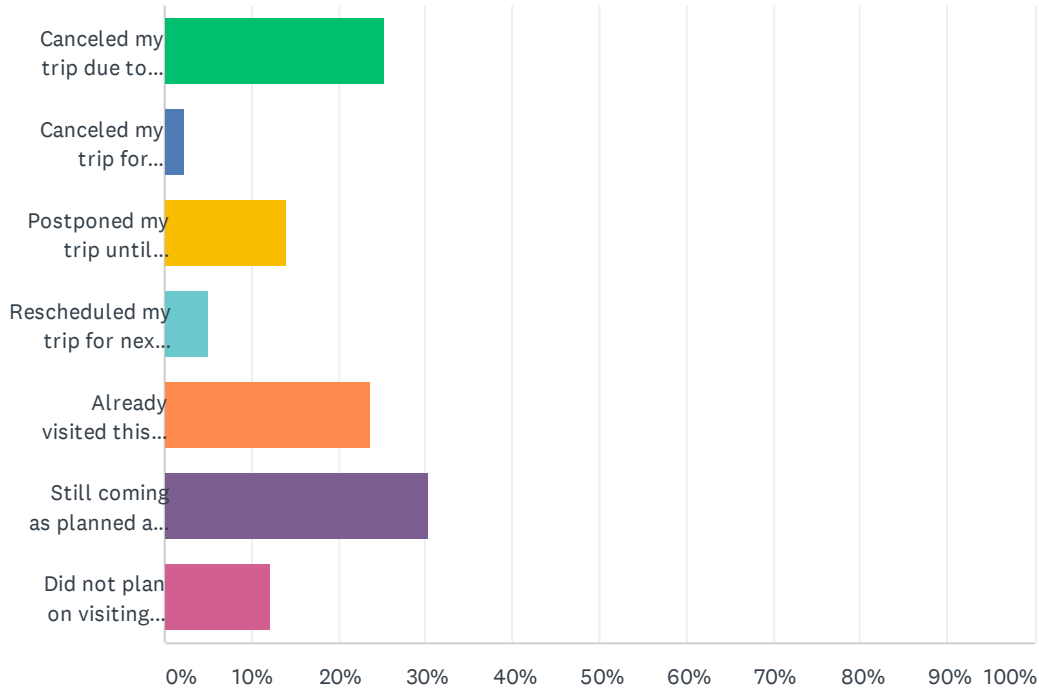
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 person	3.22%	258
2 people	60.62%	4,851
3 people	8.96%	717
4 people	15.06%	1,205
5 people	3.66%	293
6 or more people	5.99%	479
I currently have no plans to visit	2.49%	199
TOTAL		8,002

Q6 In 2020 I planned on visiting Door County, but:(select all that apply)

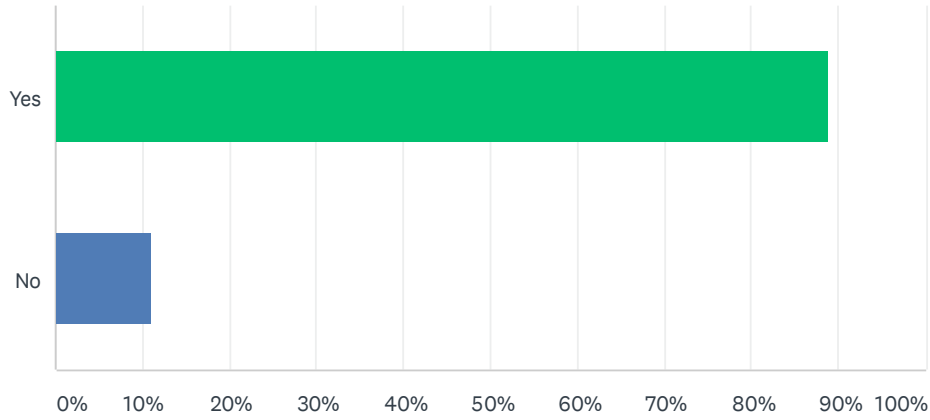
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Canceled my trip due to Covid-19 concerns	25.22%	2,018
Canceled my trip for another reason	2.35%	188
Postponed my trip until later this year	13.93%	1,115
Rescheduled my trip for next year	5.00%	400
Already visited this year as planned	23.63%	1,891
Still coming as planned and can't wait!	30.24%	2,420
Did not plan on visiting Door County this year	12.18%	975
Total Respondents: 8,002		

Q7 Have you ever visited Door County?

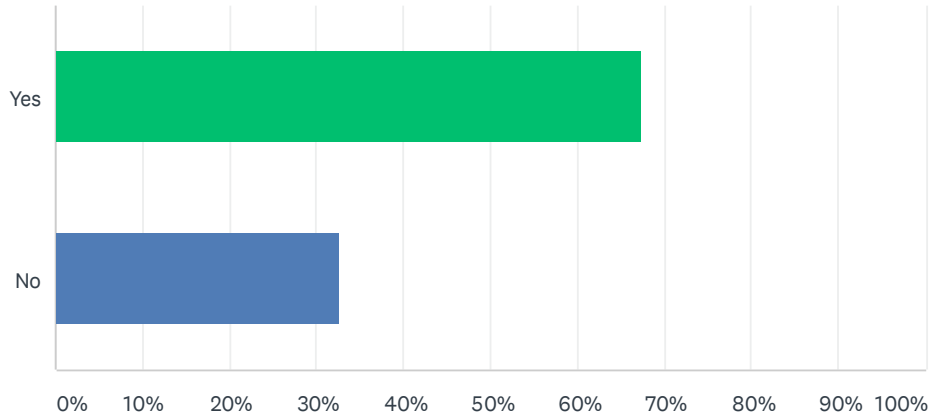
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	88.93%	7,116
No	11.07%	886
TOTAL		8,002

Q8 Do you plan to take any leisure trips in the next 6 months?

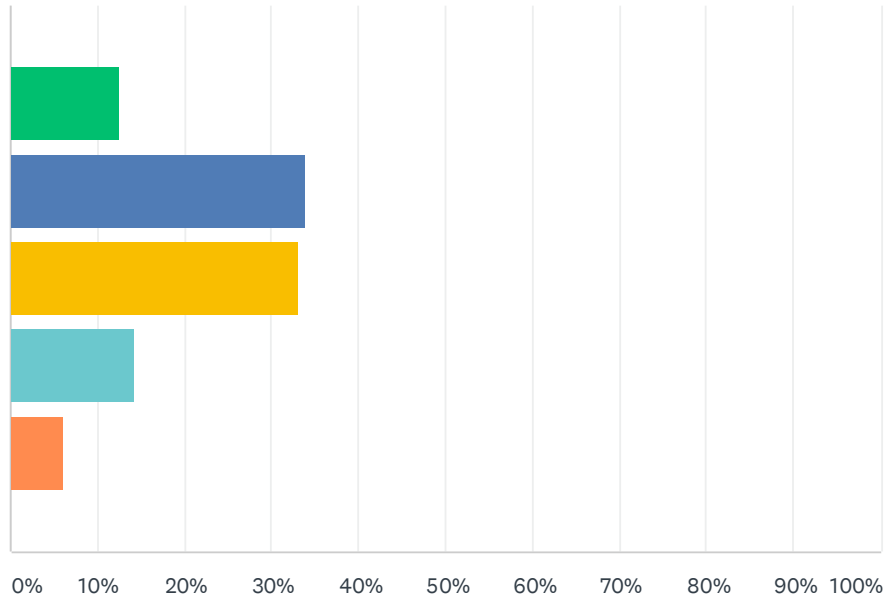
Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	67.31%	5,386
No	32.69%	2,616
TOTAL		8,002

Q9 How comfortable and safe do you feel traveling in general?

Answered: 8,002 Skipped: 0

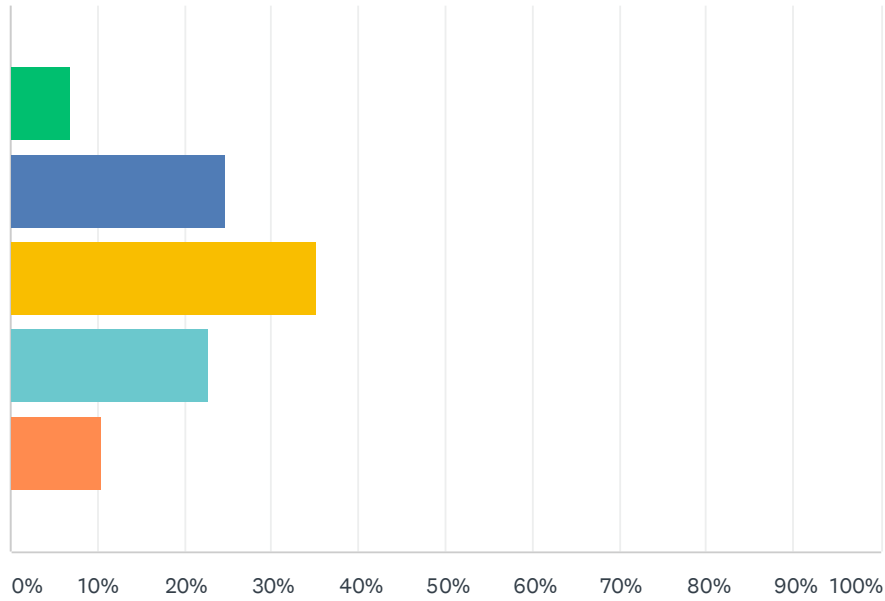


■ Not Comfortable
 ■ A Little Comfortable
 ■ Comfortable
■ Very Comfortable
 ■ Extremely Comfortable

	NOT COMFORTABLE	A LITTLE COMFORTABLE	COMFORTABLE	VERY COMFORTABLE	EXTREMELY COMFORTABLE	TOTAL	WEIGHTED AVERAGE
(no label)	12.62% 1,010	33.93% 2,715	33.15% 2,653	14.28% 1,143	6.01% 481	8,002	2.67

Q10 How comfortable and safe do you feel traveling to Door County?

Answered: 8,002 Skipped: 0

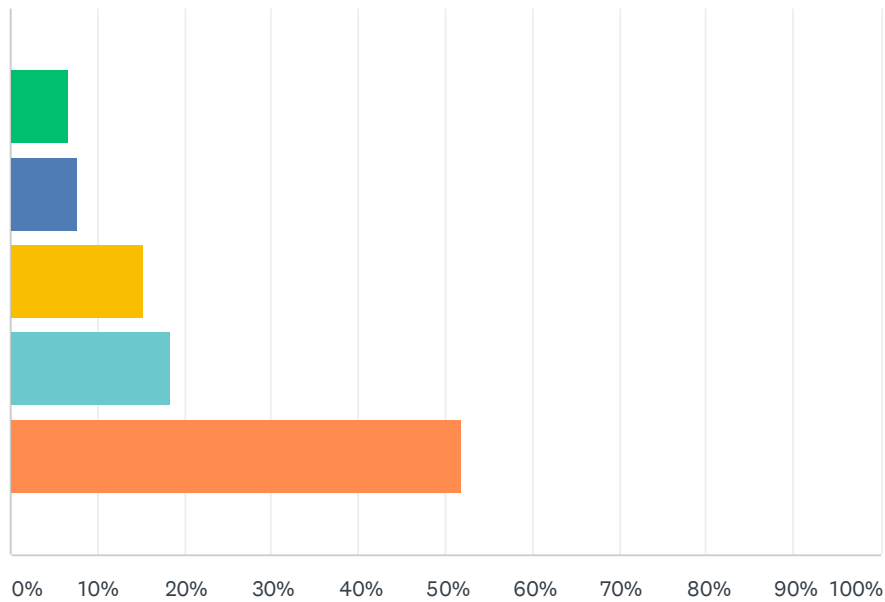


■ Not Comfortable
 ■ A Little Comfortable
 ■ Comfortable
■ Very Comfortable
 ■ Extremely Comfortable

	NOT COMFORTABLE	A LITTLE COMFORTABLE	COMFORTABLE	VERY COMFORTABLE	EXTREMELY COMFORTABLE	TOTAL	WEIGHTED AVERAGE
(no label)	6.85% 548	24.64% 1,972	35.22% 2,818	22.74% 1,820	10.55% 844	8,002	3.05

Q11 When visiting Door County in 2020, how important do you feel it is to have workers wear a face covering to protect customers and co-workers?

Answered: 8,002 Skipped: 0

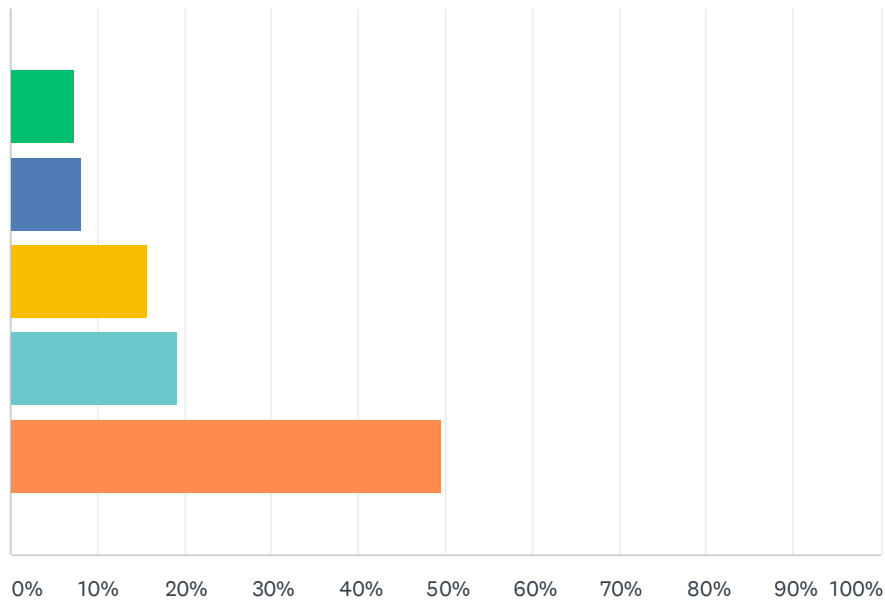


■ Not Important
 ■ Sort of Important
 ■ Important
 ■ Very Important
■ Extremely Important

	NOT IMPORTANT	SORT OF IMPORTANT	IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	6.61% 529	7.75% 620	15.28% 1,223	18.50% 1,480	51.86% 4,150	8,002	4.01

Q12 When visiting Door County in 2020, how important do you feel it is to have visitors wear a face covering to protect other customers and staff?

Answered: 8,002 Skipped: 0

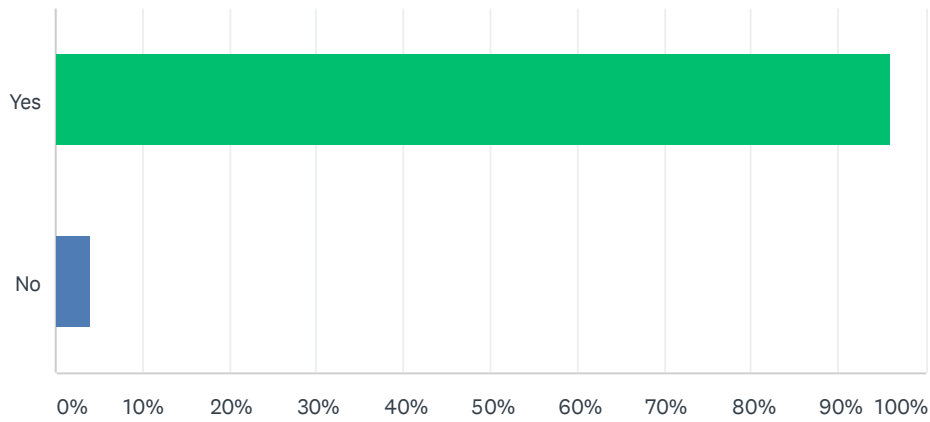


■ Not Important
 ■ Sort of Important
 ■ Important
 ■ Very Important
■ Extremely Important

	NOT IMPORTANT	SORT OF IMPORTANT	IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	7.29% 583	8.20% 656	15.78% 1,263	19.17% 1,534	49.56% 3,966	8,002	3.96

Q13 When visiting Door County in 2020, are you willing to wear a face covering?

Answered: 8,002 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	95.93%	7,676
No	4.07%	326
TOTAL		8,002

Q14 What can hotels and lodging establishments be doing to make you feel safe?

Answered: 5,691 Skipped: 2,311

Answer Word Cloud

things towels door regularly employees job public lobby taking
Offer limit Nothing feel us CDC ensure surfaces open people
service good frequently common Continue Provide need
guidelines measures safe know staff customers
Follow day disinfecting daily sanitizer
Thorough Extra often guests thoroughly social
COVID distancing Deep wear time masks
place cleaning sanitation sanitizing spaces
rooms visitors face precautions Keep everyone
areas leave hand Post Make possible stay touch
sure policies coverings stations everything
washing require high available rules use every
procedures already Enforce bedding wipes visit well
sanitizers practices establishment cleanliness proper protocols air
hotel frequent etc lodging safety check

To read ALL responses to this question,
[click here](#) to access a PDF file.

Q15 What can restaurants and bars be doing to make you feel safe?

Answered: 6,004 Skipped: 1,998

Answer Word Cloud

available Maintain feet socially options Also patrons allow take
need provide procedures gloves sanitation enforce protocols
use Nothing guests will employees serving areas often
people things Require time make wipe eating
door Limit number coverings see dining go
staff drinking sanitize well outdoor capacity
tables practices wear CDC distancing
servers masks curbside cleaning washing
social everyone seating everything face chairs
spacing feel Keep disposable outside cleanliness
hand surfaces apart safety customers place
Follow inside offer open safe carry sanitizer etc sure
Continue extra service restaurants proper disinfecting
COVID bars indoor menus t guidelines stay possible crowded
good wait food workers

To read **ALL** responses to this question,
[click here](#) to access a PDF file.

Q16 When I return to Door County, I am most looking forward to...

Answered: 6,173 Skipped: 1,829

Answer Word Cloud

taking come outside weather away stores Spending scenic area art
good offer places drinking sunsets fresh relaxation new lake
around favorite markets biking things dining never going
local fish driving nature Washington colors tasting
County natural beauty looking parks people
beautiful friends food golf visiting boat
enjoying quiet Relaxing activities
shopping exploring scenery tours hiking
Peace restaurants sites seeing Island eating
kayaking fall sightseeing Door Bay time fun
outdoors year water Staying Everything atmosphere
wineries air wine towns views lighthouses beach trip
outdoor feel great s walking coffee State Harbor family
wonderful boil home sights trails cherry orchards Peninsula love

To read ALL responses to this question,
[click here](#) to access a PDF file.

Q17 Additional comments

Answered: 2,193 Skipped: 5,809

Answer Word Cloud

always 2021 hoping happy place fall Sister Bay DC years ago day know planned
even best love DC family Please next year pandemic things wait
miss soon need canceled places stay safe t wait home enjoy
many make one safe going Door hope great stay feel
visiting Door keep time place visit go shops visit
Door Co love much love Door area
Door County want year trip Door
Looking forward vacation will still people
beautiful Thank relaxing trip miss Door
wearing masks Wisconsin coming Door love visit
None everyone travel forward visiting take felt safe Covid also
every year masks favorite place restaurants summer well
see wait come come back go back S week us try feel safe open
times year face masks come now businesses live social distancing
husband

To read ALL responses to this question,
[click here](#) to access a PDF file.

Q18 Thank you for completing this survey. To be entered into a drawing for \$250 in Door County Gift Certificates, add your email address in the box below. A random winner will be drawn from all entries submitted, and the winner will be notified by email.

Answered: 4,917 Skipped: 3,085