

University of Wisconsin—Green Bay

Cases in Communication & Media Management

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**Executive Summary**

As a group, we were challenged to increase visitation to Door County from Millennial and Gen X generations. Throughout this process we focused on strategies that would ensure our goals would be successful in the end. We conducted a survey to learn more about the perceptions and audiences that are associated with Door County. This allowed us to understand who Door County’s current audiences are and observe any misconceptions these audiences may have. We then created a campaign that would identify and solve why Millennial and Gen X generations are not visiting Door County. In our campaign we would display tactical steps that Door County Chamber of Commerce should take to resolve this issue. We believe that we have created a strategic plan to attract Millennial and Gen X audiences to vacation in Door County.

**Introduction**

There were multiple ways to approach this case considering Millennial and Gen X generations are very large. As a group we decided that the best way to reach our audiences would be to target them based on their current perceptions. Therefore, we determined that there were four different audiences: those who know about Door County and love it, those who don’t know about Door County, those who know about Door County but have misconceptions, and potential partners for Door County.

After completing our research, we found that many individuals have heard about Door County, but hold misconceptions; the tourism industry is on the rise, but Door County worries about keeping up with the trends; and Door County is lacking general public awareness from county to person. These became the major factors in shaping our campaign for the Door County Chamber of Commerce. We have created a strategic plan to alleviate the current misconceptions and change the way people view Door County as a whole. Upon completing our suggested strategic and tactical steps, we believe the visitation rates from Millennials and Gen X generations will increase substantially.

**Background**

Before we began planning our campaign for the Door County Chamber of Commerce, we completed extensive background research. Door County is located on a peninsula between Green Bay and Lake Michigan with a total area of 2,370 square miles. It was important to note that of Door County’s total area 80% is water. In 2017 the population in Door County was about 28,000, but during the summer months (between Memorial Day and Labor Day) the population can be as high as 250,000. We believe that the influx of tourists causes the population rate to rise so high. In fact, tourism had a $442 million dollar impact on Door County’s economy in 2016. The majority of tourists and summer residents come from areas such as Milwaukee, Chicago, Madison, Green Bay, and the Twin Cities.

One of our contacts was Vicki Wilson from Door County Coffee and Tea. We had a comprehensive discussion via phone and email of what her company does to attract the Millennial and Gen X generations. After gaining key insights from Vicki about her company we were appointed to her Chief Marketing Officer, Randy Morrow, for further questions. Important conclusions were drawn from our conversation with Randy. One conclusion we came to was that a strong social media presence is key. Facebook and Instagram are especially important because Millennials and Gen X generations continue to dominate these platforms.

A second conclusion we made was to have attractive images. Randy pointed out that using people who are in the 32 to 39 age range in the images is beneficial—it’s an age that Gen Xer’s can identify with and Millennials can associate with and aspire to. Another thing Randy pointed out is to associate the images with some outdoor type of activity (hiking, biking, kayaking, yoga, etc.). These are activities that this audience truly enjoys.

A final conclusion is to attach a ‘better for the planet’ feel. Another thing these audiences are attracted to is protecting the environment. Randy stated that Door County Coffee and Tea ensures to educate their audiences of their recycling programs, that they buy locally, and the fact that their beans are Net Neutral in carbon burn to get the beans to their store. This is something that many Door County businesses can aspire to advertise making sure that Door County is known for their action to make the planet a better place.

Door County’s mission is to protect the people, economic vitality, and environment of Door County and enable its people to build productive communities, families and lives.  Deliver all county services and programs in a respectful, professional manner and manage operations consistent with available human, natural and fiscal resources (Door County, Wisconsin, n.d.). It was important that we incorporated Door County’s overall mission into our campaign as we believed it did a superior job summarizing who Door County is and what they have to offer.

**Survey**

While conducting research on Door County, The Influencers took advantage of using Qualtrics by creating a survey to receive more feedback for our PR campaign plan. In order to fulfill our research, we took a qualitative and quantitative approach by asking several multiple choice and open-ended questions. The survey was sent out via social media platforms; Facebook and Twitter. While also sent out to the University of Wisconsin-Green Bay’s Communication department via email by Professor Phil Clampitt. The survey consisted of 16 questions and successfully had 206 respondents. The purpose of this survey was to gain more insight from Millennial and Gen X generations to see their perspectives on Door County. After the survey was completed, we had analyzed a few major questions that would help conduct the campaign.

The specific demographic questions dealt with age, gender and hometown county. We had a total of 19.02% from the age of 18-20, 67.80% that were from the age 21-26, 4.39% from the age range 27-34, 34-50 and 50+. For gender, there was a total of 77.07% were female and the other 22.93% were male. As for where the individual lived, the variety of counties went from Brown County to Sheboygan County to Outagamie County.

While leading into the more target questions dealing with Door County, we had asked our participants if and how they heard about the county, how long they like to travel for, who their traveling partners entail, along with the quantity of money spent in a day on vacation. Analyzing each of these target questions led The Influencers to convey what needs to be accomplished in order to attract more Millennials and Gen X generations to Door County.

Within the survey, 97.55% of participants said they had heard about Door County before. We created open-ended questions and asked how they had heard about the county, this resulted in answers such as “family and friends”, “visiting with parents”, “living in Wisconsin”, and “camped there as a child with my grandparents”.

The next question came down to receiving results of who they have heard of Door County from which tended to be from parents, grandparents or by living in Wisconsin.

Another question we analyzed in order to better understand our participants is who they would typically travel with on vacation. When ranking this on a scale of 1, being the highest to 6, being the lowest, the typical ranking order resulted in 1. family, 2. significant other, 3. friends, 4. co-workers, 5. alone, and 6. pets.

Finally, we decided to look at the amount of money spent in a single day of vacation. The most frequently selected answer for this question was the range of $50-100 which 45.51% of participants chose.

Although we had many statistics from our results in the survey, an interesting strategy performed was making a word cloud full of all the words participants used in open-ended questions. We had accumulated words such as summer (112), family (177), wine (132), friends (142), breweries (124), weekend (124), and multiple others which are located in **Appendix C**. Creating a word cloud was an interactive activity to see what the perceptions our participants had about Door County.

Overall, the qualitative/quantitative survey created by The Influencers generated extensive insight for creating the campaign for the Door County Chamber of Commerce. By adequately researching and creating a beneficial survey, the outcome for the project was successful by all means. For further insight on this survey, please reference **Appendix C** for details.

**Current Perceptions**

In order to understand the true purposes for the campaign, it was necessary to know of the current perceptions Door County held among the public. Current perceptions were identified with use of a survey, interviews with previous tourists from the county, and in-depth research about the tourism industry. The overall, general public’s perception of Door County is very positive. The county receives excellent reviews and publications across the Midwest, and is known as a top Wisconsin tourist destination, especially in the summer and fall. Those who know about the county know it for its wineries, breweries, cherries, and ‘local feel’, and have discovered it through friends and family. Although most of the perceptions are positive, there are some misconceptions as well.

The misconceptions that some held for the county were identified with the following key observations: Many survey respondents explained that they had heard of Door County but believed it was a pricey location and for family vacations. One interviewee indicated that in the summer, the streets can often fill with cars and long lines. Coming across as a stereotypical tourist destination. The second interviewee explained that many of the hotels in Door County required a three night minimum booking. However, most survey respondents were interested in the activities offered within the county.

**Audience Analysis**

After identifying the current perceptions of the county, the next step was to identify the most important audiences for the public relations campaign. The client identified two main audiences for the campaign to be Millennials and Gen X. However being ages 18 - 51, these audiences are a very broad and diverse group and need further breakdown to maximize audience reach.  The audience analysis was conducted with two main tools; a KISS Chart and a MetaComm Worksheet.

The KISS Chart, broke down our audiences by different age categories including: 18-20, 21-26, 27-34, 35-50, and 50+ (**Appendix E**). Although a diverse age range, there were few commonalities and differences to focus on for the campaign. We know that all of these age groups are heavy on social media, especially Facebook and Instagram. But, we also know our age group in the 30+ range is still heavily impacted by traditional media. We also know that our audiences have diverse incomes, with the 18-25 range having very little spending money, the 25-40 range having more flexible average family incomes, and then the income availability increasing with age.

We inferred that most of our audiences also function on a school calendar, and are more likely to going on spontaneous vacations or trips. These groups would like unique experiences, care about what their peers are saying and doing, and want flexible planning. The best things to do to reach these audiences are to use testimonials, ensure there are budget-friendly vacation options that work around the school schedule, and that the county provides vacations tailored to the individual so everyone feels as though they’re receiving a unique experience. The campaign should not to do use only traditional media, generalize the door county experience, and make a lot of planning necessary.

After completing our KISS Charts and analyzing our research we decided our primary audiences for this case are those who know about Door County and love it, those who don’t know, those who know but have misconceptions, and those who are partners with the county. The MetaComm analysis allowed us to further understand our selected audiences (**Appendix F)**.

Those who know about Door County and love it are generally our biggest lions among our selected audiences. This audience will be those who continually go to Door County and love their time. They are those who know what to do, where to go, how much they’ll spend, and when to visit. Generally, the group found out about the county through family and friends. The lions of this group are influential and active on social media, and we should use them to help influence our other audiences.

Our next audience are those who don’t know about Door County. This group lives in the Midwest region but has no previous connection with Door County. The best channels to reach them is via social media, specifically with paid advertising and promotions. Although they’re harder to reach because they’re unaware, the will look at the county with an open-mind. The communication geared toward them will be informative, visual, and targeted specifically for different sub audiences such as, families, couples, outdoor enthusiasts, etc.

The third audience are those who know about Door County but hold misconceptions. As stated earlier, there’s a large group of people who’ve heard of Door County but believe it’s expensive, “touristy”, and only for family vacations. In the case of this campaign, “touristy” can be explained as when one perceives activities as stereotypical. For example, the long lines of car and group tours.  The best lions to reach this group will be those who love the county. We know this group will likely pushback with their misconceptions about Door County, so our communication will aim to eliminate those misconceptions and make them frequent tourists of the county. We want them to understand Door County is a place with an experience tailored to them.

Finally, the last primary audience analyzed what those who are partners in the county. Which basically means the businesses of the county. The lions of this group would be those that are the most popular tourist locations and those that excelled in their social media promotion. We know their biggest concern will be how to continue making a profit and will help the chamber accomplish their goals. Our communication with them will be to generate sponsorships for promotions and partnerships to enhance the county’s tourism experience.

**Issue Identification**

The audience analysis concluded what’s known as phase one, the formative research portion of the public relations campaign. Using the results, the stated and unstated issues were identified and generated the issues that need to be addressed with the campaign. The stated issue was the one given to us by the client stating: to increase the Millenial and Gen X tourist visitors to the county. From our survey, the first unstated issue identified was that many have heard or know about Door County but hold misconceptions. The second was that the county lacked awareness among those with no previous connection within the county. The last underlying issue is that the tourism industry in Door County has been on the rise, but worries about how to keep up with the trends in the future.

**Key Insights**

There were a few key insights that guided the goals, objectives, strategies, and tactics of the public relations campaign. The census bureau indicated that the average median household income of Door County is $51,928, and the median property value is $194,100. But based on income to what one should be spending on property, the average property value is almost $64,280 higher than expected (SFGate). This makes it quite likely that many of the homes are tourist homes. Based upon the income, locations, and trends of the county we also believe that these home are generally owned by baby boomer vacationers from Chicago. Our insight from this discovery is that a potential areas of concern for Door County chamber of commerce is making sure they can maintain and exceed tourism spending, without the baby boomers in the future. To do this, they must attract more Millenial and Gen X visitors.

Our interviewees demonstrated that that Door County may come across as too touristy and require too much planning for some Millennials and Gen Xer’s. The survey gave us a few great take-aways including that many believe that the county is too expensive to vacation, it’s only for the family vacations, and that people often hear of the county through word-of-mouth. Although this seems to be a very effective channel of communication, they’re lacking when it comes to reaching audiences through other channels.

**Business Goals**

Our first business goal is a relationship management task. We want to inform people who have no prior knowledge or perception of Door County. This would help Door County because the more people who know and love Door County, the more visitation rates will rise. This would have a strong impact on gaining the attention of those who have never heard of Door County. By getting the word out about Door County from a reliable audience, the easier it is to eliminate misconceptions. By March of 2019 we would like to see 1,000 new visitors from outside of Wisconsin visiting Door County. We believe this is an achievable goal based on the 250,000 visitors Door County receives during the time between Memorial Day and Labor Day.

Our second goal is a task management goal. We would like to attract visitation from Millennial and Gen X generations. Considering this was the overall stated issue we wanted to make sure to create strategies that would overall resolve this problem. By March 2019 we would like to see a 20% increase in Millennial and Gen X visitation.

Our third and final business goal is a reputation management goal. We want to improve and clarify Door County’s reputation among Millennial and Gen X generations. From our research we found that this age group has the most misconceptions about Door County. By eliminating these misconceptions through attractive advertising (i.e. social media platforms, images containing outdoor activities, and emphasizing the ‘better for the planet’ feel) Millennial and Gen X generations will become more open to visiting Door County. We would like to improve Millennial and Gen X perceptions by 10%. We would measure this by conducting a survey prior to and following our campaign.

**Goals, Objectives, Strategies & Tactics**

**Goal 1:** Inform people who had no knowledge or perception of Door County

**Audience:** People who don’t know about Door County and people who know about Door County.  We targeted these two audiences because the only ones who have no knowledge of Door County are the ones who we need to inform.  Targeting the people who know and love Door County is important because we can leverage them to influence those who have no knowledge of Door County.

**Objective 1:** By March 2019 have 1,000 new visitors from out of state.  We choose to have visitors come from out of state due to they are the ones most likely to have no knowledge of Door County.

**Strategy 1:** Create informational public announcements.  We can leverage our social media to inform and reach our audiences.  We want to make sure that the people who have no knowledge of Door County are getting the information from us, that way we can avoid creating any misperceptions.

**Tactics:**

* Create tour-like videos.  These would be done through Facebook Live style videos. Those who live out of state can see some of the things that Door County has to offer without them driving the long distance to Door County.
* Release daily facts on social media platforms about Door County.  Since these are on social media they can be viewed from anyone and anywhere, and again they would be getting that information directly from Door County, and help informing about what Door County has to offer

**Strategy 2:** Leverage people who already know and love Door County to inform people who do not have any knowledge. Having the people who already know and love Door County partner with those who have no knowledge of Door County is key because they are going to have a big influence on the overall opinion of the people who have no knowledge.

**Tactic:**

* Out-of-area-acquaintance program.  This program would provide benefits for bringing a friend or acquaintance who lives out of state, to Door County.  All that needs to be done is to bring a friend who has a driver’s license from a different state to Door County and both can get a prize ranging from gift cards (to Door County stores) to Door County apparel. This would help us track and measure to see if we met our objective.

**Goal 2:** Attract more Millennial and Gen X visitors to Door County.

**Audience:** People who don’t know about Door County, people who know and love door county, people who know about Door County but have misconceptions, potential partners, residents.  We have a lot of target audiences for this goal, but targeting all of these audiences will help reach our goal.

**Objective 1:** Increase Millennial and Gen X visitation to Door County by 20% by March 2019.

**Strategy 1:** Leverage word of mouth between family and friends.  Gen X really values what their peers and families think about products and places. Leveraging that is key for attracting more Gen X visitors to Door County.

**Tactic:**

* Refer-a-Friend program.  This would work similar to the Out-of-Area-Acquaintance program.  People would get benefits/prizes for bringing a friend along to their visit to Door County.

**Strategy 2:** Leverage earned media to increase coverage of Door County.  Having Door County events seen on covered on news outlets will help increase the coverage of Door County.  Seeing events being covered may inform our audiences of events they may not of known about, which will then increase our visitation.

**Tactic:**

* Sending press releases to news outlets.  Well-done news releases that are created and sent out to the news outlets will inform them of what Door County has going on, and then they will cover what they deem newsworthy.

**Strategy 3:** Reprogram Door County’s image in key demographics. During our research we found that Door County has an image problem.  People see Door County as a place that is family oriented, a place only for old and rich people, or a place that has nothing for them to do.  Changing that image/perception is key to attracting more Millennial and Gen X visitors.

**Tactic:**

* Updated/refreshed advertisements. After looking at their own advertisements, the advertisements did nothing to help change those misconceptions.  We created two advertisements that they could use as templates/examples for a better idea of what to have in an advertisement.

**Objective 2:** 12,500 users on the DoCo app

**Strategy 1:** Partner with local businesses to promote and engage to customers.  The local businesses in Door County are one of its strong attributes, and leveraging them will help attract more Millennial and Gen X visitation.

**Tactic:**

* The DoCo app will also allow the user to create a trip itinerary, find information on local businesses, information on events, overall just an app that has all the information you need for a fun time in Door County.
* Encourage check-ins at local businesses.  This can be encouraged by the businesses who may offer a small benefit for doing so.  This will also allow us to help track overall visitation and the age group that is visiting.

**Goal 3:** Improve and clarify Door County’s reputation among Millennials and Gen X.

**Audience:** Those who don’t know about Door County and those who know about Door County, but have misconceptions.  We targeted these audiences due to these are the only two have the wrong, or no, perception of Door County.

**Objective 1:** Ten events that are covered by the media.

**Strategy 1:** Leverage earned and paid media to generate coverage.  Leveraging both of these medias will help improve Door County’s reputation due to them seeing the events that Door County has going on.  We want to use both paid and earned media due to the chance of not having every event covered by news outlets.

**Tactic:**

* Press releases.  We will send these out to news outlets to help get to the ten events being covered, and inform news outlets of the events we have and they can cover.
* Advertisements, creating and using advertisements for events will not only attract our audience but will help improve Door County’s reputation by showing unique events that are going on.

**Objective 2:** 10% misconception shift in our target audience.

**Strategy 1:** Increased engagement on review sites and social media. Engaging on social media we can try to solve any issues that someone may have, and we can stay up to date with the overall ‘rating’ that Door County has.

**Tactic:**

* Social media contests/events.  Door County could do plenty of things on social media like a photo contest/campaign, videos, and show testimonials of those who stayed and loved.  These will help clarify what Door County has to offer and we are able to track the information/data

**Strategy 2:** Monitor public perception. Doing this will show us what areas we need to focus on.  If the perception shifts to that Door County has a lot to offer, but all of it is too expensive, we can show things to do that will not break the bank.

**Tactic:**

* Social media analytics, just another tool that we can use to gauge what people are saying about Door County.
* Data collection tools (surveys, focus groups, interviews, etc.).   These will help us see what people are thinking about Door County and help us plan to see what we need to attack next.

**Strategy 3:** Create custom experiences.  A custom experience would be one tailored to whoever is visiting, and not just doing something that you see everyone else doing when they visit Door County.  Taking the time to show how other people enjoyed Door County will allow for Door County’s reputation to change.

**Tactic:**

* Testimonials from those have visited Door County and had a unique experience.  We could promote that testimonial in ads or on our social media. An example would be “I really had a great time in Door County, as a huge burger-lover Door County had so many burger places.  I wish I could have got to them all!” - John, 25. This would show that you can go to Door County and find something for anyone to enjoy.

**Key Messages**

After doing our research and putting our GOST together our group decided on three key messages that we felt were the most important to remember from our presentation. Our first message being, *Door County has endless activities for people of all ages to enjoy, on any budget.* We wanted it to be clear that Door County does have something for everyone to do. Whether you are looking for an expensive weekend getaway with your significant other, or a cheap weekend camping and hiking trip with your friends, Door County has something for everyone. We felt that this message was important to remember since it helps to break the stigma of Door County only being for rich and elderly people.

Our second key message was, *Door County’s door is open year round.* We felt that this message was important for two reasons. The first being that it goes with our slogan of “The door is always open at Door County”. This slogan gives off a sense of belonging and a homey feel that makes people feel wanted and makes you want to go visit. The second reason this message is important is because we want people to know that Door County is open year round and not just during the Summer and Fall months. Many people get the misconception that there is only things to do in Door County during the Summer and Falls months, but we want to make sure that people know that there is things to do there year round.

Our third and final key message was, *Door County has a great impact on the economy in the community and Wisconsin as a whole. In 2016, Door County has created over 3,000 jobs and earned over $400 million in tourism spending.* We felt that this message was important because it shows how important Door County as a whole is to the state of Wisconsin. It shows that Door County can offer jobs to people as well as provide a fun and entertaining vacation and tourism spot for people.

**Timeline**

After coming up with our timeline and researching what should all be put into it our group decided that our plan would be starting in March 2019. Our plan would cover the four seasons, Spring, Summer, Fall, and Winter and it would consist of three stages to cover those four seasons. The three stages would be development, initiation, and assessment. For a complete breakdown of our timeline see appendix C.

Our first stage, development, would be all about gathering content and information. During this stage we would take pictures that would be posted on social media, plan out events to coincide with our current season, creating sound bites and videos, and creating media relations to gain exposure. Also during this stage we would be creating contests on social media where tourists can either send in photos of them doing activities at Door County or share and tag their friends in posts about Door County. They would then be entered into a drawing where we would pick winners and they could receive a gift such as Door County cash to spend. Another part of the development stage is creating both pre and post surveys to distribute to the residents in Door County. The surveys would ask questions such as what they like about living there, things they would like to see changed or improved, and their thoughts about the County. Our months of development would be March for Spring, June for Summer, September for Fall, and December for Winter.

Our second stage of our plan is the initiation stage. The initiation stage is taking what we did during the development stage and rolling it out. During this stage we would be posting the content we received during the development stage, announcing out contest winners, distributing the surveys, and gaining press coverage on our events. The months for the initiation stage would be April for Spring, July for Summer, October for Fall, and January for Winter.

Our third and final stage is our assessment stage. This stage would take place at the end of third month of the season. During this stage we would be assessing how effective our initiation and development stages were. We would take what worked well and expand on it and improve it as well as fix what did not work so well. The months when this stage would take place would be May for Spring, August for Summer, November for Fall, and February for Winter.

**Budget**

The Influencers were granted a budget of $10,000 for our campaign. After doing research we came to the decision that most of our advertising money should be spent on advertisements. Our break down of the money went as followed; $2,000 for YouTube ads, $4,000 for radio, $2,000 for our social media giveaways, and $2,000 for flex money.

We decided that most of our money should go to advertising since we felt that it was going to be the most effective way to get our message across. We decided to dedicate $2,000 for YouTube ads since using YouTube we can choose who we want to target and who we want to be seeing our ads. The $2,000 comes from it costing 20 cents per view on the ad and our goal of reaching 10,000 views. We also decided to dedicate $4,000 to radio advertising. Our goal was to spend $4,000 by running the ad as $50 per run and running it three times a day, seven days a week, for four weeks in total. We felt that radio advertisement would be most effective if ran during the morning commute, lunchtime, and when people are coming home from work.

As mentioned earlier, one of our tactics is to have social media giveaways. We decided to set aside $2,000 of our budget for these giveaways. The money would go to the winners of the giveaway in the form of Door County cash in which they could spend it at local businesses. Also, some of this money could go to the grand prize of a “weekend getaway” where the winner and one other person would win a weekend stay at one of the hotels.

To wrap up our budget we decided to dedicate $2,000 to flex money. This flex money would go to whatever we feel is doing the best for us. If we feel that the radio ads are being the most successful we would push more money into radio ads, and the same goes for the YouTube ads and the social media giveaways.

Our group also had the idea of developing an app for tourists to use while in Door County but after some research we found that an app takes around $16,000 to develop on a base level, which is a little out of our budget. We feel that this is still a great idea and came up with the idea that we could have business in Door County sponsor the app since it would help both the business and Door County as a whole. After doing some research we found that there are 1113 businesses in Door County. If every business donated approximately $100 for finding for the app we would be able to develop an app that would benefit both business and Door County.

**Rejected Solutions**

After brainstorming our ideas we came up with three rejected solutions. Our rejected solutions included breaking down our audiences by specific ages, doing focus groups, and selecting specific dates for our timeline. When we first started our audience analysis we decided to break down our age groups into very specific and broken down age groups. However, after completing our audience analysis we felt that the ranges were too broad to be effective in our campaign.

Our second rejected solution, doing focus groups, goes hand in hand with our first rejected solution. Since we changed our audience so late into the campaign we felt that we did not have enough time to conduct a successful focus group and we did not want to rush one. Also, we felt that our survey provided us with enough insights to help determine our problem and how to fix it.

Our third rejected solution was selecting specific dates for our timeline. At first, we wanted to put specific dates for each month when we felt there was something that needed to be done. After we did that we realized that it did not fit what we wanted to accomplish with our timeline so we decided to break it down into our current timeline of seasons and months.

**So What?**

Our So What's for Door County were the big takeaways from our presentation. Our three So What’s are; Door County is thriving in the tourism industry, however they can improve with how they keep up with Millennials and Gen X generations, Door County is more than just a place for couples or families to visit, and public perception is hard to change, but an important factor in success. We felt that these three points helped to sum up our campaign and are the big three takeaways.

Our first So What,  Door County is thriving in the tourism industry, however they can improve with how they keep up with Millennials and Gen X generations, is important to take away because it shows that even the most successful tourism industries like Door County can still improve in their relationships with Millennials and Gen X. While they already attract thousands of tourists a year, if they continue to build and maintain relationships with Millennials and Gen X their numbers will go up.

Our second So What, Door County is more than just a place for couples or families to visit, is important to remember because it breaks the stigma of Door County just being for a select amount of people. We wanted it to be clear that Door County is for everybody and offers a unique experience for each and every person.

Our third and final So What, Public perception is hard to change, but an important factor in success, is an important message for any business to follow. People are going to believe what they want to believe and it can be very hard to change the mind of someone when they already have their mind made up. However, if you can break through and change their perception of you, you are going to gain more and more tourists.

**Continuous Improvement**

For our continuous improvement we received three main areas of feedback. First, it was suggested that we organize our campaign differently. Initially, we organized our campaign in a way that stated our key insights before going over our audience analysis. This did not make sense because in order to conclude our insights we needed to conduct our audience analysis first. We determined that we need to state the facts, summarize the analysis and then continue with our insights. Therefore, we changed the organization of the paper that better follows our process of the campaign.

Second, we created a word cloud to include in our campaign with information directly pulled from our survey results. However, it was suggested that we connect the word cloud to our insights and explain what this means. This would be more beneficial for our audience to better understand what we found while conducting our survey. Therefore, we connected our word cloud to our insights and conclusions we made after analyzing our results in the paper.

Finally, we continued to use the term “touristy” throughout our campaign without unpacking what we actually meant by it. Considering Door County is considered a tourist destination in Wisconsin we want to make sure our audience understands exactly what that means. To eliminate any confusion we identified and explained what we meant by “touristy” and how it relates to our campaign in the paper.

**Conclusion**

With the following research that was conducted through 100 facts, audience analysis and other relative models, The Influencers concluded a few major key points. In order to increase visitation in Door County from Millennials and Generation X generations, affordable and convenient activities, along with intriguing and attention grabbing advertisements on social media will have to be taken into large consideration. By doing so, we can make sure to keep the confident slogan “the door is always open at Door County”.

**Appendix A**

**100 Facts**

Door County Facts

1. Door County Government, established in 1851, provides services to the County's 30,000 year round residents.
2. Door County's over 300 miles of shoreline, five state parks, and nineteen county parks.
3. Activities are endless - art galleries, live music and theatre, cherry and apple orchards, golfing, boating, fishing, hiking, snowmobiling, cross country skiing, and the list goes on.
4. Mission of Door County Government: Protect the people, economic vitality, and environment of Door County and enable its people to build productive communities, families and lives.
5. Vision statement: We are a government that listens to its people, promotes a diverse and vital economy, values fiscal responsibility and enhances the natural and aesthetic qualities that have for so long made Door County a premier place to live, work, and visit.
6. Values: Respect, integrity, openness and accessibility, fiscal responsibility, strategic priorities.
7. About six different lighthouses to explore and a least a dozen businesses offer tours of them by trolley, boat, or kayak.
8. Three top performing art centers: Northern Sky Theater, Peninsula Players, and Birch Creek Music Performance Center.
9. Lake Michigan shore park, Whitefish Dunes attracts more annual visitors than any other day-use park in WI Beech forest and wetlands, and 1.5 miles of beaches and 1.5 miles of rocky shoreline
10. **Shoreline Charters** trips, ranging in length from 45 minutes to more than 2 hours, give visitors a chance to view Door County's lovely coastline from the water
    * 1. Sights include Peninsula State Park's limestone cliffs and caves; Chambers, Horseshoe and Little Strawberry islands; multimillion-dollar vacation homes; and historic Eagle Bluff Lighthouse (pictured).
11. The Ridges Sanctuary preserves ancient dune ridges that are home to dozens of rare and threatened wildflowers, including more than 25 species of native orchids. In fact, this 1,600-acre plot is believed to be the most biologically diverse area in Wisconsin, with more than 475 [plant](http://www.ebay.com/sch/i.html?_nkw=plant) species.
12. Hands on Art Studio - artists can choose from projects including fused glass, metal sculpture, mosaics and ceramic pieces.
13. Accessible by a 40-minute ferry ride from Northport Pier and Gills Rock, the 35-square-mile Washington Island offers beaches, museums and farms.
14. The entire 900-acre Rock Island is a forested state park, where visitors discover great spots for hiking, fishing, picnicking and camping. No cars or bikes are allowed; access is by private boat or a passengers-only ferry from Washington Island.
15. Many local restaurants offer fish boils; among the best-known is the **White Gull Inn** in Fish Creek, which hosts fish boils four nights a week during the summer (and on Fridays the rest of the year).
16. The **Plein Air Festival**, in late July. It's an ideal time to catch artists in action, painting at easels set up in Door County harbors, along the wooded shore or above favorite vistas
17. The rolling land in the middle of the Door Peninsula is home to several wineries.
18. Tours at **Simon Creek Vineyard and Winery** (pictured), the largest vineyard in Wisconsin, are free
19. Door County's famed Montmorency cherries are picked, packaged and made into wine at **Lautenbach's Orchard Country Winery and Market**, which offers free wine tastings (up to six per person).
20. Al Johnson's, in Sister Bay, serves Swedish staples in a log building known for live goats on the grass roof.

Millennials

1. 1982-2003 36-15
2. Largest living generation my population size (79.8 million in 2016)
3. As of 2016, Millennials (ages 18 to 35 in 2016) headed only 28 million households, many fewer than were headed by Generation X (ages 36 to 51 in 2016) or Baby Boomers (ages 52 to 70).
4. They want uniqueness. The best thing you can tell them is ‘we need to make sure we get you something that’s one of a kind.’
5. The best way to reach millennials in a five-step explanation is to start with #5 first and work your way back. They want to see the outcome first.
6. Millennials are visual learners. Show them specific example of what you expect of them. Take a photo or a video to gain interest.
7. **They’re older** than most people assume. The oldest millennials are turning 40 this year, while most believe they’re around 25 years old. They’re the most diverse generation in history.
8. They have more college degrees than any other generation and, as a result, more student loan debt. This debt delays major life decisions.
9. The best ways to communication with millennials is, in order, text messaging, email, and social media.
10. They’re not necessarily tech-savvy, but they are technology-dependent.
11. Millennials reflect [$200 billion in annual buying power](https://www.forbes.com/sites/danschawbel/2015/01/20/10-new-findings-about-the-millennial-consumer/#114b2d128a87), but they are among they might be the most difficult generation for marketers to understand.
12. Ambitious and self-reliant, they are also more likely to live at home with their parents. Pew researchers say a challenging job market is to blame, in addition to the high cost of housing. More than 11 million Americans spend [more than half of their income](http://money.cnn.com/2016/06/22/real_estate/rent-affordability-housing-harvard/) on rent.
13. Known to spend their incomes on experiences over “things,” they are socking just as much money away for retirement as Boomers are.
14. Young adult workers (ages 24 to 36) today earn a median income of $40,581. Adjusted for inflation, that’s about $10,000 less than their parents were making at the same age.
15. A recent survey found that [84 percent of millennials](https://www.cnbc.com/2015/12/08/millennials-are-more-generous-than-you-think.html) make annual charitable donations and 70 percent volunteer their time and talents to the causes they care most about. [Blackbaud’s Next Generation of American Giving report](http://www.usatoday.com/story/news/nation/2013/12/11/millennials-most-giving/3962781/) found that the average millennial donates nearly $500 to charity each year.
16. A recent survey found that [84 percent of millennials](https://www.cnbc.com/2015/12/08/millennials-are-more-generous-than-you-think.html) make annual charitable donations and 70 percent volunteer their time and talents to the causes they care most about. [Blackbaud’s Next Generation of American Giving report](http://www.usatoday.com/story/news/nation/2013/12/11/millennials-most-giving/3962781/) found that the average millennial donates nearly $500 to charity each year.
17. Think concerts are just for young people? Think again. According to [a Ticketmaster study](http://www.billboard.com/articles/business/6671232/millennials-and-boomers-love-experiences-but-who-attends-more-concerts). Interestingly, despite their standing as the “Netflix-and-Chill” generation,” Millennials over-index in movie-going of all things.
18. Their average incomes have fallen 8% since the recession began in 2007.
19. By 2015, their annual spending is expected to be $2.45 trillion and by 2018, they will eclipse boomers in spending power at $3.39 trillion.
20. 63% stay updated on brands through social networks.
21. 46% count on social media when buying online, but 55% of Gen Y share bad experiences.
22. 43% have liked more than 20 brands on Facebook.
23. 77% participate in loyalty reward programs.
24. 44% are willing to promote products or services through social media in exchange for rewards.
25. 84% report that user generated content on company websites at least somewhat

Attractions

1. Door County is home to 53 beaches.
2. Waterfront Park is the largest public beach in Door County.
3. In the summertime you can fish for salmon, trout, and walleye.
4. There are nearly 50 charter boats in Door Country that you can take for deep sea fishing.
5. During the winter time you can spend your time in ice shanty’s ice fishing for whitefish.
6. Door county home to five state parks and nineteen country parks.
7. The most popular country park is Cave Point, with cliffs protruding out over picturesque sea caves.
8. There are 11 trolley in Door County that you can take around to tour.
9. Door County is known for major organized road biking events throughout the year that attract serious riders to the region.
10. Door County is home to 11 different golf courses.
11. Some courses stay open year long
12. Door county offers both kayaking as well as stand up paddle boarding.
13. Home to the oldest lighthouse in Wisconsin.
14. 500 acres of horseback trails.
15. Field Wood Farm offers riding lessons, trail rides, and programs to educate visitors on the rare Icelandic horses.
16. You can explore sunken ships and go diving.
17. Offers boats to take you to the deep waters to see shipwrecks.
18. More than 2,500 acres of cherry orchards across the county and 500 acres of apple orchards.
19. Door County offers a variety of free wine tastings.
20. There are 3 types of memberships available - Platinum, Silver, and Associates.

Door Co. Coffee & Tea

1. Founded in 1993, we are a family-owned, artisan coffee roaster located in the heart of Door County – right in Carlsville directly between Sturgeon Bay and Egg Harbor.
2. Daily 7:30-5, drive-thru 6:30-5 year round
3. 4.75/5 Facebook Review
4. Door County Coffee is a 22 year tradition in the making.
5. Company size:51-200 employees
6. Headquarters location: Sturgeon Bay
7. Mission statement: Has always been to produce the best-tasting, quality coffee and deliver it to our customers with an unsurpassed level of customer service.
8. More than 100 coffees - all roasted, packed and shipped right here at our cafe & roasting facility.
9. Door Co. Coffee & Tea is in about 30 states
10. Vicki says “lived in a dairy farmer’s town. Goal was to do wholesale business-->food service, restaurants, and gift shops. Everyone loved the coffee.http://kcbx.org/post/rural-wisconsin-coffee-company-crafts-nationwide-presence#stream/0
11. Vicki says “loving customers and the service they need is what they need. People share success. It’s a win/win.”http://kcbx.org/post/rural-wisconsin-coffee-company-crafts-nationwide-presence#stream/0
12. Vicki says “coffee competition is tough. Keep the eye on the prize. We just try to do our best job we possibly can. It’s paid off. 52 employees in the middle of nowhere.”
13. Vicki says “cafe is 3500 sq. ft. serves coffee/breakfast/lunch/baked goods.” FULL LINE coffee roaster – carrying more than 100 varieties of coffees. Non-Flavored, Flavored, Point of Origin, Organic, Fair Trade and limited time only Seasonal Coffees.
14. Our cups, lids and java jackets are fully recyclable
15. We offer full training programs – valued at $1,000+ – at no charge.
16. We have put together a year-long coffee rotation plan that includes seasonal coffees along with everyday single origins and blends
17. We have a full frappe and smoothie program.
18. We can provide marketing and support materials to enhance the look/feel of your locations!
19. We work with you to establish pricing for all drinks – based on competition in your area.
20. We also can provide you with references from your peers in the industry – the folks who work in colleges and universities and manage many of the same situations you do!
21. Complete coffee list:  <https://www.doorcountycoffee.com/customer-service/our-complete-coffee-list/>
22. 4.5/5 review on Trip Advisor.
23. #1 of 5 Coffee & Tea companies in Sturgeon Bay.
24. #5 out of 68 places to eat in Sturgeon Bay.

Gen X

1. 1968-1983 (35-50 year olds)
2. Gen Xers, like many in the general public, are concerned about job loss and maintaining their standard of living. This has prompted the pragmatic Gen Xers to spend more time and energy making smart financial decisions at work. Gen Xers are taking steps to become more educated about financial topics, and the majority acknowledge the need for a personal safety net.
3. Gen Xers say the defining characteristics of their generation are hardworking (8%) and lazy (5%).
4. 82% are home owners and their homes have an average value of $238,000.
5. 74% use the Internet for banking, 72% use it to research products or companies, and 81% have made purchases online.
6. 62% read newspapers, 48% listen to radio and read magazines, and 45% regularly consume TV programming online.
7. 95% have a page on Facebook, 35% have LinkedIn profiles, and 25% regularly post to Twitter.
8. Items that they buy most online are books (38%), clothing and accessories (33%), event tickets (26%), and videos and DVDs (20%).
9. According to results of the Institution of Social Research's longitudinal study, reading and accessing information are the main reasons Gen Xers regularly go to the Internet. Ninety percent use the Web to obtain maps and directions, 88 percent to obtain weather information, and 80 percent to obtain health and medical information.
10. "They read a lot. They read it on a screen rather than in print, but they're definitely reading," Miller explains. "The Internet is an enormous electronic library, and this generation knows how to manage it better than anyone."
11. Gen Xers are also very well educated. Half of this generation has completed a postsecondary degree, and 43 percent have earned at least a bachelor's degree, according to the Institution of Social Research's study. "They're doing exactly what the American stereotype has always been," Miller says. "They stayed in school and got good jobs."
12. For many, this has meant delaying marriage, which has led to smaller families. But there has also been a greater emphasis on keeping the family together and doing things as a family, mainly because their Baby Boomer predecessors weren't around very much, either because of divorce, working long hours, or both.
13. But that has come with a price. Gen Xers typically aren't earning as much money as their Baby Boomer parents. "They have a much lower net worth because their priorities are not the same," Schroer explains. "They're not as concerned about working longer hours to climb the corporate ladder. They do not believe that they will be rewarded for their loyalty to the company where they work."
14. And because they're earning less, they're not given to excess the way Boomers have been. "This is a generation where they are less likely to buy big luxury items," Chung states. "There's a greater amount of spending on family than on individual purchases."
15. And it's led to a strong mistrust of government and corporate America. As a result, Gen Xers are less likely to gravitate to big-name brands, and are more likely to go for smaller, niche brands, or even store brands, says Jay Ehret, founder and dean of marketing know-how at TheMarketingSpot, a Texas-based marketing education and resource center.
16. In most cases, that means researching a product—almost to the point of excess—before making a purchase. And, as you might expect, most of that research takes place online.
17. Gen Xers are not going to the Yellow Pages to find a company; they're going to Google or Yahoo! instead. They're also going to Facebook and Twitter, looking for reviews from their family, friends, and others in their social networks. And they're going to review sites like Yelp, Amazon.com, Angie's List, Epinions, and CNET. "Their peers are immensely influential," Chung says.
18. The bottom line: If one Gen Xer thinks you are offering a great deal, expect to see his friends as word spreads. For them, value sells.
19. But, as any successful organization knows, selling is only part of the customer relationship. Another big component of the relationship is service, and this generation's attitude toward service has forced organizations to take notice. The support a company’s employees provide is perceived as just as important as what they say by Gen Xers. This is a generation that is constantly "looking for an affinity and a sense of connection," Schroer points out. "So be warm and pleasant and talk to them as a peer rather than an authority."
20. Gen Xers also want to reach you on their own terms. "They want service to be available when they want and need it," Schroer adds. "They want to be able to reach someone in tech support at midnight, so you probably will want to look to extended hours, nights, and weekends."
21. Marketers also need to provide a compelling reason to get Gen X to buy their products. Money-back guarantees go a long way toward helping Gen X get past its innate skepticism. Marketing experts agree that to effectively reach Gen-X consumers, companies need to be clear about what their product is and what it does. "They're skeptical. If something in your offer is not clear, they will shy away from it," Ehret suggests.
22. Ads targeting Generation X should showcase family entertainment, independence, and escapism. Ads that are authentic, family-oriented, and unique work best when reaching out to this generation.
23. Experts also warn against ads that appeal to a broader sense of heritage, history, and tradition, because Gen X doesn't go for that. After all, this is a generation that watched *Beavis and Butthead*, not *Leave It to Beaver*.
24. Gen X is also a multicultural generation—about 35 percent of the people in this age group are minorities—so any marketing outreach that embraces that diversity will be well received.
25. This points to a key fact about Gen X that is universally accepted. Not only are Gen Xers active, but they're serious readers and active information seekers. "You have to treat them as very informed consumers," Miller asserts. "Always assume that you're dealing with someone who's done his homework."

**Appendix B**

**Agendas**

January 31, 2018

* Called primary source for the Door County Chamber of Commerce.
* Created a survey on Qualtrics and posted on Facebook and Twitter.
* Went over 100 facts that were created before meeting time.
* Discussed next steps of project/next meeting.

February 7, 2018

* Analyze survey results.
* Create business/communication goals.
* Create KISS chart.
* Begin GOST.
* Complete MetaComm Worksheet.

February 14, 2018

* Biggest bang for our buck – focus, most impact for success, who/what/where/when/how & the ‘so what’.
* Discuss Objectives, Strategies & Tactics.
* Budget.
* Timeline.
* Create PowerPoint presentation.

February 21, 2018

* Rejected solutions.
* Continuous improvement.
* Complete Objectives, Strategies & Tactics.

February 26, 2018

* Create key messages.
* Made changes to PowerPoint.
* Practiced presenting.

February 27, 2018

* Presentation day – group 2.

**Appendix C**

**Word Cloud**

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**Survey**

You are invited to join a research study to answer questions about Door County. The decision to join, or not to join, is up to you. If you decide to participate you will be asked to answer the following questions. We think this will take you 5-8 minutes.

**Risks:** This study involves minimum risk.

**Benefits:** It is reasonable to expect the following benefits from this research: how much this specific platform affects your personal communication. However, we can’t guarantee that you will personally experience benefits from participating in this study. Others may benefit in the future from the information we find in this study.

**Precautions:** We will take the following steps to keep information about you confidential.  Protect it from unauthorized disclosure, tampering, or damage: this data will be used specifically for this research and will not be shared. Since this is a survey, this will be kept anonymous. Data will be kept on a secure password protected platform and only investigators in this research will have access to it.

Participation in this study is voluntary. You have the right not to participate at all or to leave the study at any time. Deciding not to participate or choosing to leave the study will not result in any penalty or loss of benefits to which you are entitled, and it will not harm your relationship(s) with any peers, educators, and/or employers.

**Contact:** Email Sara Darr at darrse31@uwgb.edu if you have questions about the study, any problems, unexpected physical or psychological discomforts, any injuries, or think that something unusual or unexpected is happening.

What is your age?

* 18-20
* 21-26
* 27-34
* 35-50
* 50+

What is your gender?

* Female
* Male
* Other: \_\_\_\_\_\_\_\_\_\_

Which of the following describe your background most?

* White
* Hispanic or Latino
* African American
* Native American
* Asian
* Other

What is your hometown county? (e.g. Brown County)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you ever heard of Door County?

* Yes
* Maybe
* No

How did you hear about Door County?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Have you ever been to Door County?

* Yes
* Maybe
* No

Where have you been in Door County? Please provide specifics.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What kinds of activities are you interested in? Select the following that are applicable.

* History
* Outdoor/Adventures
* Art
* Restaurants/Dining
* Wineries/Breweries
* Other: \_\_\_\_\_\_\_\_\_\_

What's the ideal trip length for you?

* Day trip
* Weekend
* Week
* Other: \_\_\_\_\_\_\_\_\_\_

Who do you typically travel with?

* Family
* Significant other
* Friends
* Co-workers
* Alone
* Pets

On average, how much would you say you spend for a single day on vacation?

* $50 or less
* $50 - $100
* $100 - $150
* $200 - $250
* $250 plus

What is the ideal travel time from home for a weekend long vacation?

* No more than a two hours
* No more than a five hours
* No more than a day
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

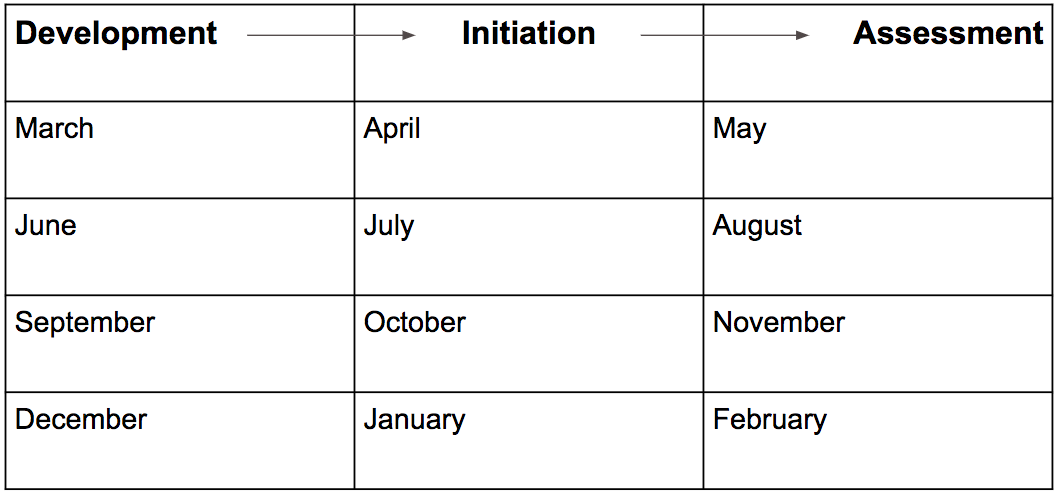
What stops you from going on vacation? Rank the following.

* 1Cost of travel
* 2Work availability
* 3Distance from home
* 4Fear of safety
* 5No interest in traveling
* 6Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

What's your ideal season to travel?

* Spring
* Summer
* Fall
* Winter

**Appendix D**

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**Appendix E**

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| --- | --- | --- | --- | --- |
|  | **K** | **I** | **S** | **S** |
| 18-20 | * Minimal disposable income * Very active on social media * Supported by family since fresh out of HS * Time management skills aren’t strong * Living on own for first time * Not of age (21) | * Free and affordable activities * Hear about events through * Events/activities (weekends) time sensitive to school hours (weekdays) * Transportation assistance * Events for underagers | * Create inexpensive, alcohol-free events * Provide transportation from certain locations (gas station, local park) * Advertise all events on social media platforms (Snapchat, Twitter, Instagram) | * Only provide expensive, inefficient travel times/days * Events surrounded by wineries/breweries |
| 21-26 | * Minimal disposable income * Short attention span * More priorities * Technologically driven * Visual learners | * Need “bang for your buck” * Like free and fun activities * What’s in it for them * Want results fast * Hear about events through social media * Need hands on experiences * Want unique experiences * Don’t want to take off of work/school | * Create events that are inexpensive * Advertise events on social media platforms * Identify uniqueness of DoCo. * Promote weekend long stays. * Display benefits of visiting DoCo. * Create 21+ events. | * Only family events. * Create expensive events. |
| 27-34 | * Active on social media. * Main platform is Facebook. * Paying loans off. * In the market for a family. * Buying first home. | * Busy. * Things to do that are close to home are easier. * Don’t have time to plan a vacation. | * Create events that are family friendly. * Advertise that traveling is a stress relief. * Promote why kids should see DoCo. | * Waste their time. |
| 35-50 | * Active on social media * Working * Homeowners * Going to do their research before making decisions | * ‘Smart’ Financial decisions * Care about reviews/what their peers say | * Work around their work  schedule * Easy access to information * Compelling reason to make the decision | * Use bad mediums for advertising (radio, newspapers, etc.) |
| 50 + | * More free time * More of a disposable income * Less technically driven * Interested in more than just “night life” | * Events and activities don't have to be as time sensitive * Don’t mind paying for events * Enjoy sightseeing, museums, and scenery | * Create events that can cater to families * Advertise museums, sights, and camps | * Make events more night life focused * Make events technology focused |

**Appendix F**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Audiences (groups)** | How will the group be impacted? | Who are the “lions” in the group? | What are the channel preferences of the group? | What do group members know or think they know? | What will be the group’s likely concerns or resistance points? | **Communication objectives for the group** |
| Gen X | New place to visit and do activities | Friends/Family | Online review/engagement  Social Media  Traditional Media | Whatever their friends, family, or what they read from review websites say. | Bad reviews (or no reviews), cost, & time |  |
| Potential Business Partners | More visitors to Door County would result in increased revenue. | The ‘higher-ups’ within the businesses (Owner/CEOs) | Face-to-face , social and traditional media | They think they know that they are already doing their job correctly due to the amount of visitors/money (use the door county revenue facts that we found… the 3 billion dollar revenue or whatever it was that was made last year) | $$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$$ (Money/Cost is going to be what they are concerned about the most) |  |
| People who know about DoCo & love it | More flow of visitors to businesses or areas they like to go.    New opportunities to visit (i.e. new programs, events, activities)    More awareness in their home community in DoCo.    Opportunities to talk about their experiences in DoCo. | Business owners.    People who live in DoCo.    People who work for DoCo companies.  Bloggers  Business leaders  “Reviewers” (i.e. those who provide constant reviews) | Millennials: Social media (FB & Instagram).    Gen X: Traditional media (news, newspaper, posters, email) Social media (FB). Word of mouth. | Know the good/bad about DoCo.  Know what places are busy and when.  Know where to go to get your money worth.  Know where to go for certain interests (i.e. DoCo Coffee & Tea for good coffee).  What places are more expensive/inexpensive  Unique places in the area. | Expenses.  What’s in it for me?  Why should I go to DoCo more than once?  Where is my money going? |  |
| People who do not know | Will be made aware of something that they had no previous knowledge on. | Family/Peers who do know about Door County | Millennials: Social media (FB & Instagram).  Blogs    Gen X: Traditional media (news, newspaper, posters, email) Social media (FB).  Word of mouth.  (Hard to be unaware of Door County and have access to these channels!) | They do not know anything about Door County.  Not a bad thing since they are a ‘clean slate’ and don’t have any negative/positive opinions. | Hard to convince someone to do something they have no experience on.  People fear what they do not know. |  |
| People who know but have misconceptions | Influenced by word-of-mouth  Are already aware of DoCo  Opportunity to change perceptions by showing different DoCo activities | Previous tourists excited about the county  Residents who love their home  Seasonal families of the county  Bloggers/social media activists | Millennials: Social media (FB & Instagram).  Blogs    Gen X: Traditional media (news, newspaper, posters, email) Social media (FB).  Word of mouth. | Door county is expensive  Door county is for families vacations  It is extremely busy and touristy | Essentially the same as what they know already... | Inform on cheap DoCo activities  Inform on non-family activities |
|  |  |  |  |  |  |  |

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