

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 May 14, 2020, an invitation to take the survey was emailed to 233,540 people in Destination Door County's visitor database. Responses were collected May 14 to May 18, 2020. Completed survey responses totaled 10,432. The survey asked 13 close-ended and 4 open-ended questions, and it took participants around 4 minutes. 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. 6,248 (60%) of respondents entered to win.

KEY TAKEAWAYS

- Nearly 43% of respondents said they will travel to Door County as planned this year. 26% said they postponed their plans until later this year. 16% of respondents said they cancelled their trip due to COVID-19 concerns.
- 43% of survey respondents said they would travel to Door County between now and the end of July, and 38% said they would travel to Door County in 3-5 months. Overall, 81% of survey respondents said they would travel to Door County between now and the end of October.
- Survey respondents indicated they feel more comfortable traveling to Door County this summer than traveling in general. 59% of survey respondents said they are comfortable, very comfortable or extremely comfortable traveling to Door County this summer, while only 45% of survey respondents said they are comfortable, very comfortable or extremely comfortable traveling in general this summer.

VISITOR HIGHLIGHTS

- 34% of respondents will travel to Door County from 150-250 miles away, and 26% will travel from 50-150 miles away. Only 3% will travel from 50 miles or less to Door County.
- 58% of survey respondents said they will stay at a hotel/motel/inn when traveling to Door County. 10% said they will stay in a home rental. 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 25% saying they will stay 2 nights and 23% indicating they will stay 4-6 nights.
- 56% of survey respondents will have 2 people in their travel party when they travel to Door County this year. 15% will have 4 people in their travel party.

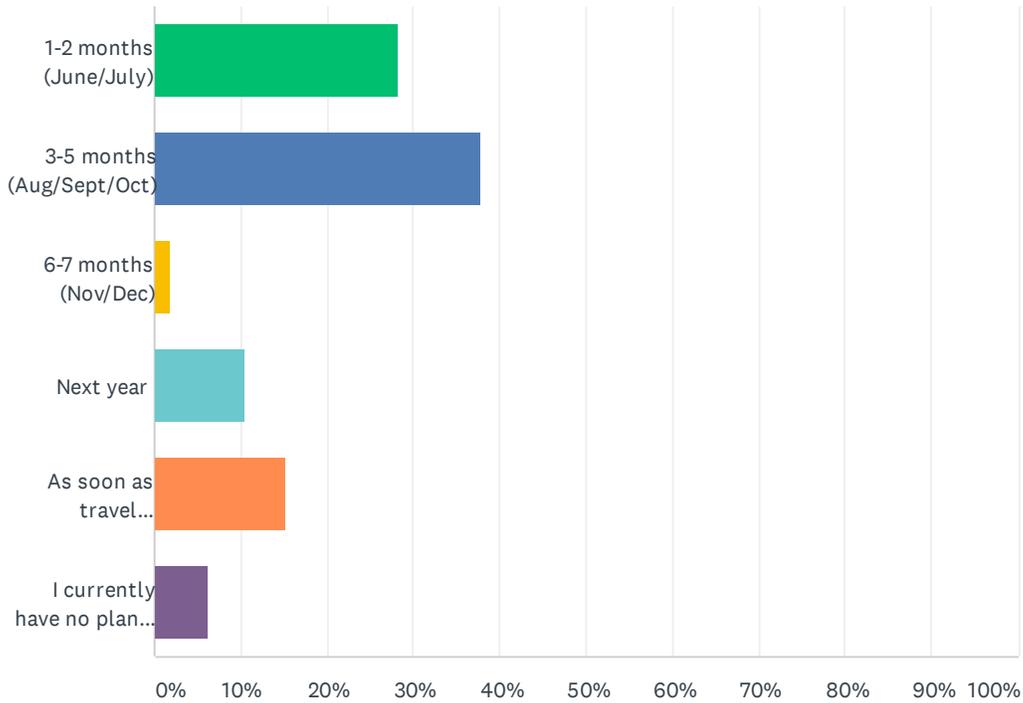
TRAVEL PRECAUTION INSIGHTS

- Nearly 75% of respondents said it was important, very important or extremely important to have **workers** wear a face covering to protect customers and coworkers this year, and 29% of those survey respondents said it was extremely important to have **workers** wear a face covering to protect customers and coworkers this year. 9% said it was not important to have workers wear a face covering to protect customers and coworkers this year.
- Nearly 72% 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 27% of those survey respondents said it was extremely important to have **visitors** wear a face covering to protect other customers and staff this year. 10% said it was not important to have visitors wear a face covering to protect other customers and staff this year.
- Just under 9 in 10 survey respondents (87%) said they would be willing to wear a face covering when visiting Door County this year.

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?

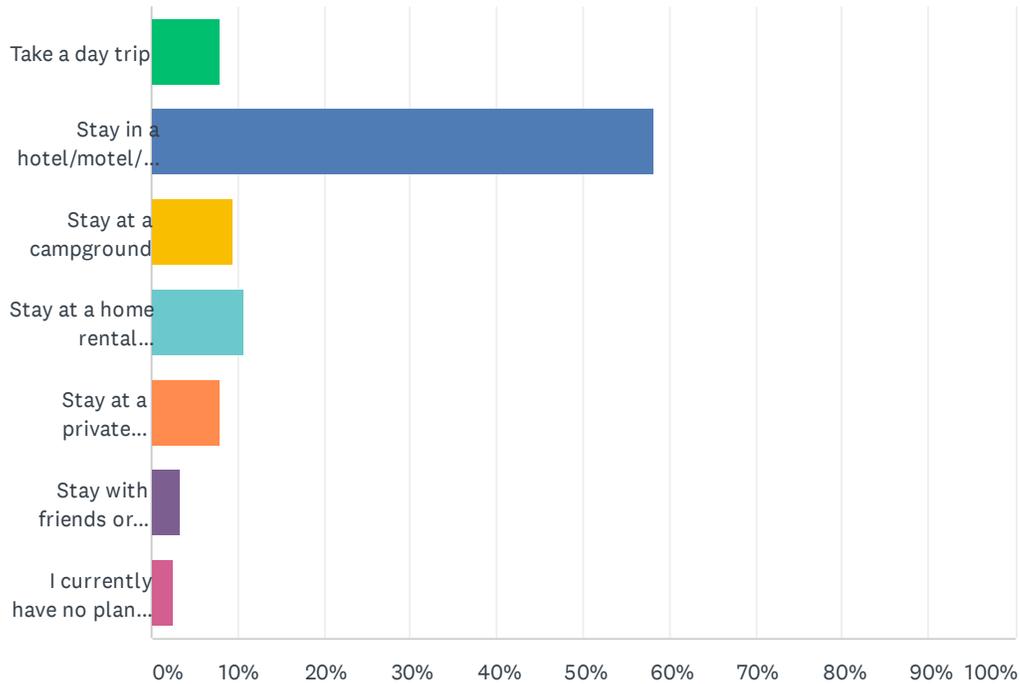
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
1-2 months (June/July)	28.21%	2,943
3-5 months (Aug/Sept/Oct)	37.85%	3,949
6-7 months (Nov/Dec)	1.96%	204
Next year	10.47%	1,092
As soon as travel restrictions are lifted	15.26%	1,592
I currently have no plans to visit	6.25%	652
TOTAL		10,432

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

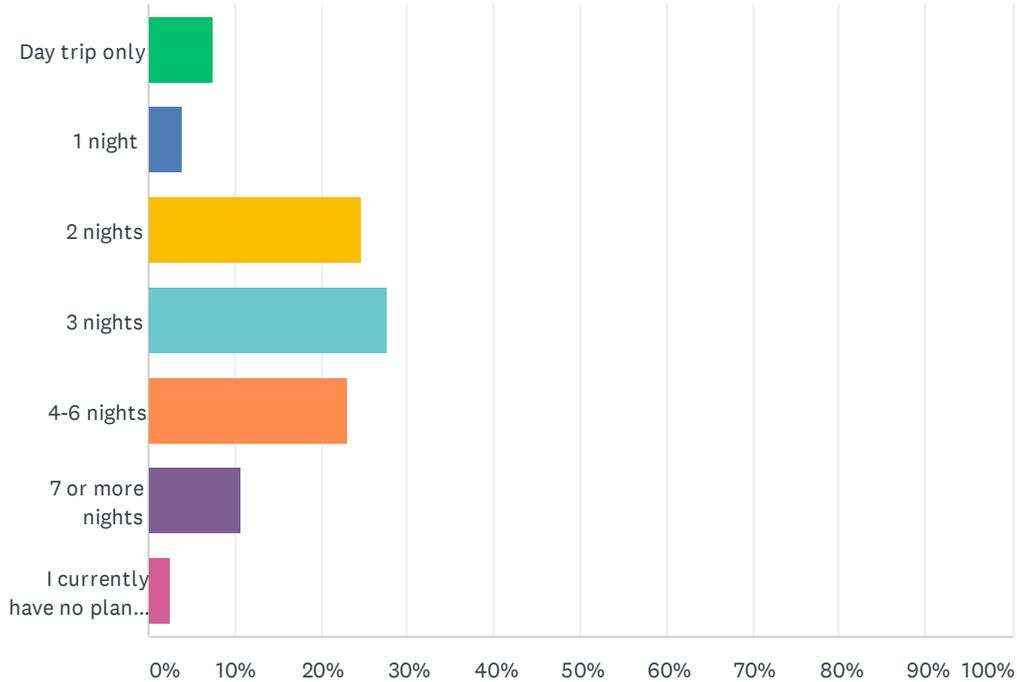
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
Take a day trip	8.00%	835
Stay in a hotel/motel/resort	58.16%	6,067
Stay at a campground	9.43%	984
Stay at a home rental (VRBO/AIRBNB, etc)	10.71%	1,117
Stay at a private property	7.96%	830
Stay with friends or family	3.32%	346
I currently have no plans to visit	2.43%	253
TOTAL		10,432

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

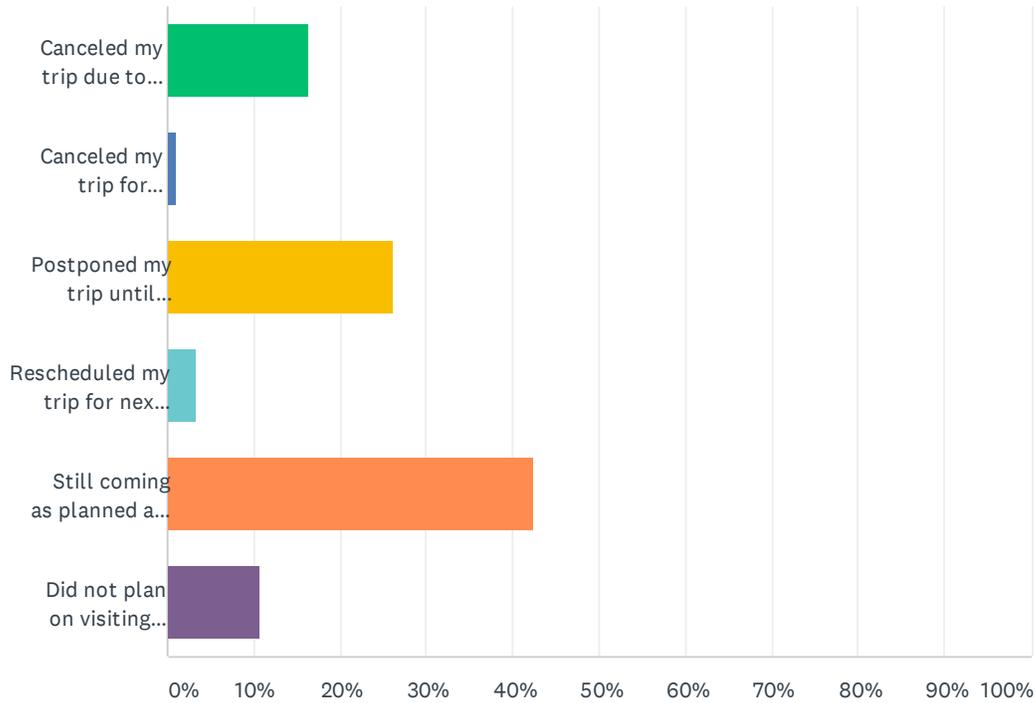
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES
Day trip only	7.63% 796
1 night	3.87% 404
2 nights	24.63% 2,569
3 nights	27.67% 2,887
4-6 nights	22.97% 2,396
7 or more nights	10.67% 1,113
I currently have no plans to visit	2.56% 267
TOTAL	10,432

Q4 In 2020 I planned on visiting Door County, but

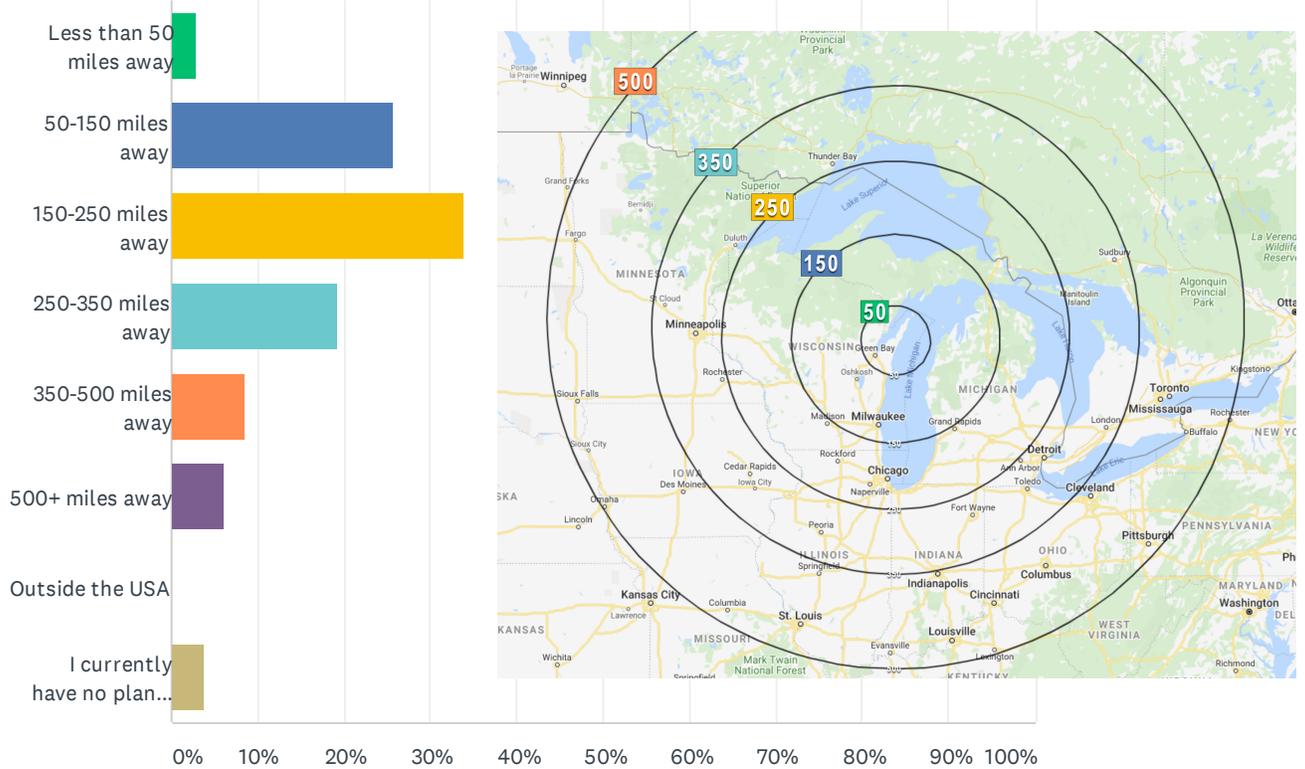
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
Canceled my trip due to Covid-19 concerns	16.37%	1,708
Canceled my trip for another reason	1.09%	114
Postponed my trip until later this year	26.05%	2,718
Rescheduled my trip for next year	3.31%	345
Still coming as planned and can't wait!	42.55%	4,439
Did not plan on visiting Door County this year	10.62%	1,108
TOTAL		10,432

Q5 When traveling to Door County in 2020, I will be coming from...

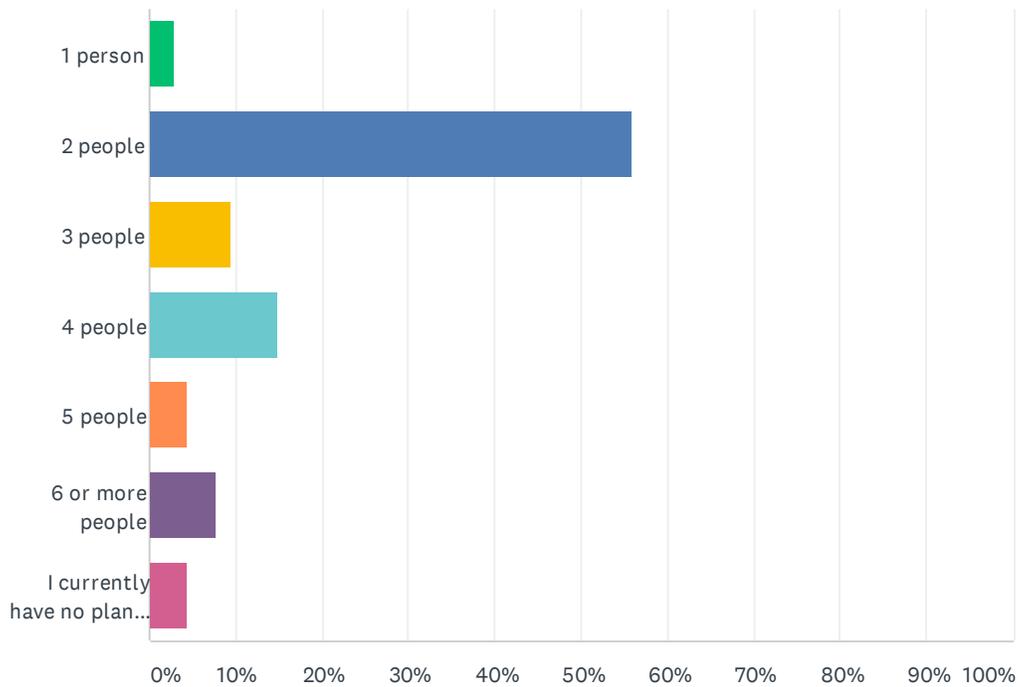
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES
Less than 50 miles away	2.91% 304
50-150 miles away	25.66% 2,677
150-250 miles away	33.88% 3,534
250-350 miles away	19.14% 1,997
350-500 miles away	8.58% 895
500+ miles away	6.06% 632
Outside the USA	0.09% 9
I currently have no plans to visit	3.68% 384
TOTAL	10,432

Q6 When traveling to Door County in 2020, how many people will be in your travel party?

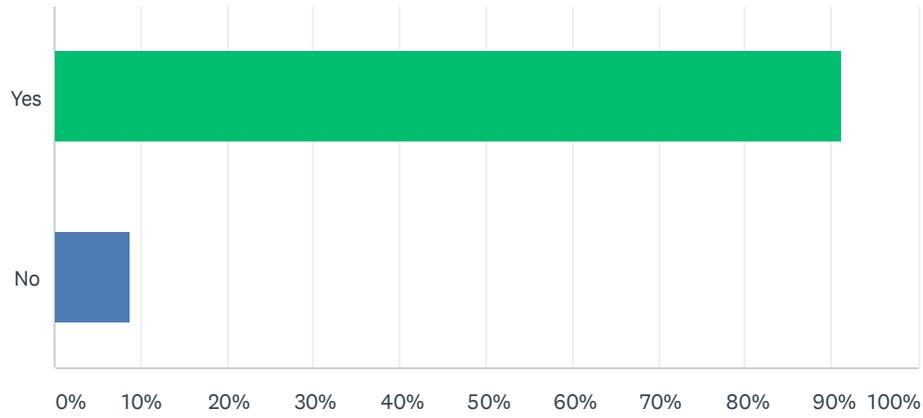
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 person	3.02%	315
2 people	55.93%	5,835
3 people	9.52%	993
4 people	14.91%	1,555
5 people	4.44%	463
6 or more people	7.82%	816
I currently have no plans to visit	4.36%	455
TOTAL		10,432

Q7 Have you ever visited Door County?

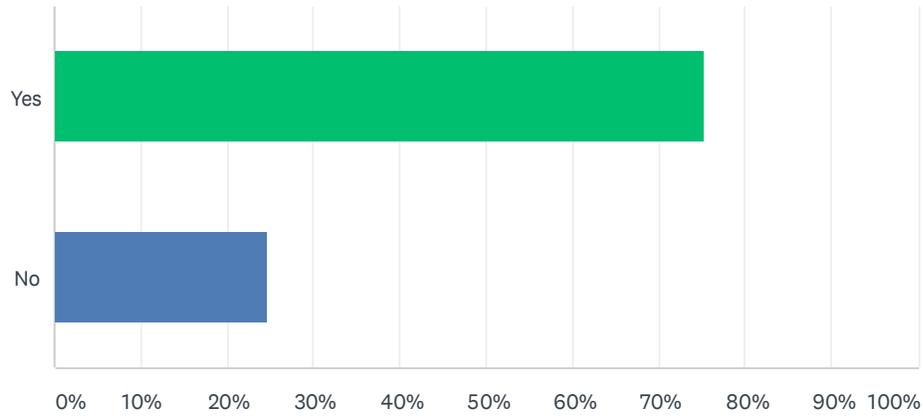
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	91.26%	9,520
No	8.74%	912
TOTAL		10,432

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

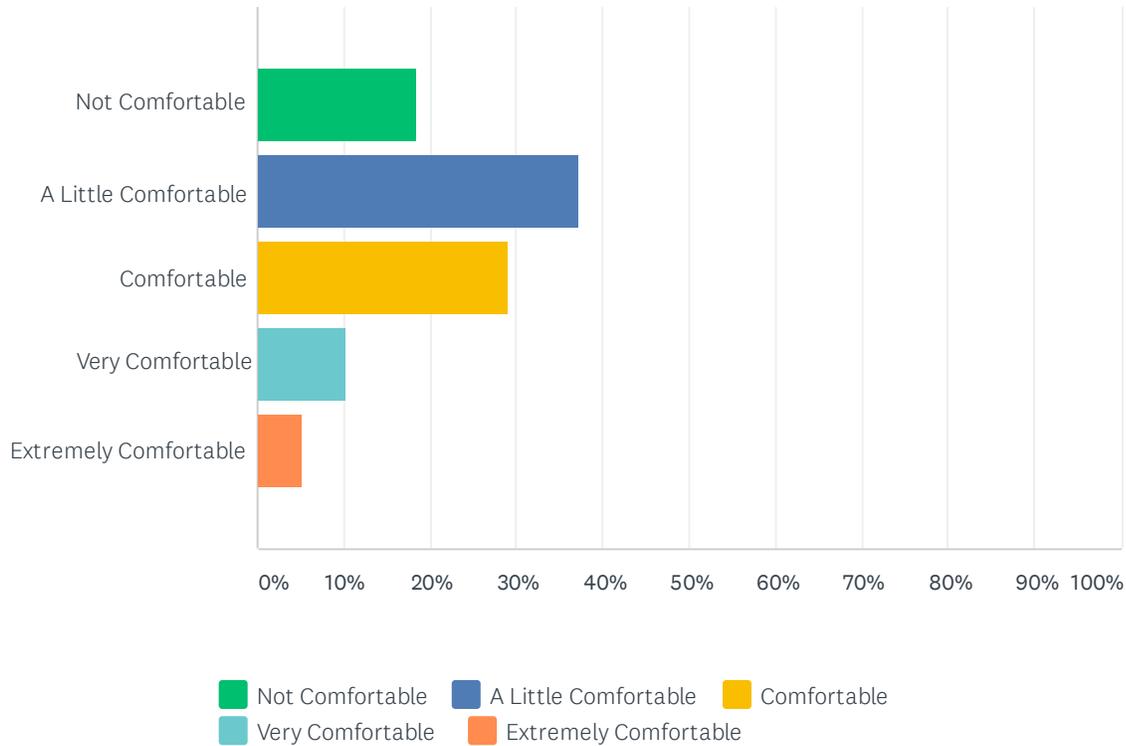
Answered: 10,432 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	75.26%	7,851
No	24.74%	2,581
TOTAL		10,432

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

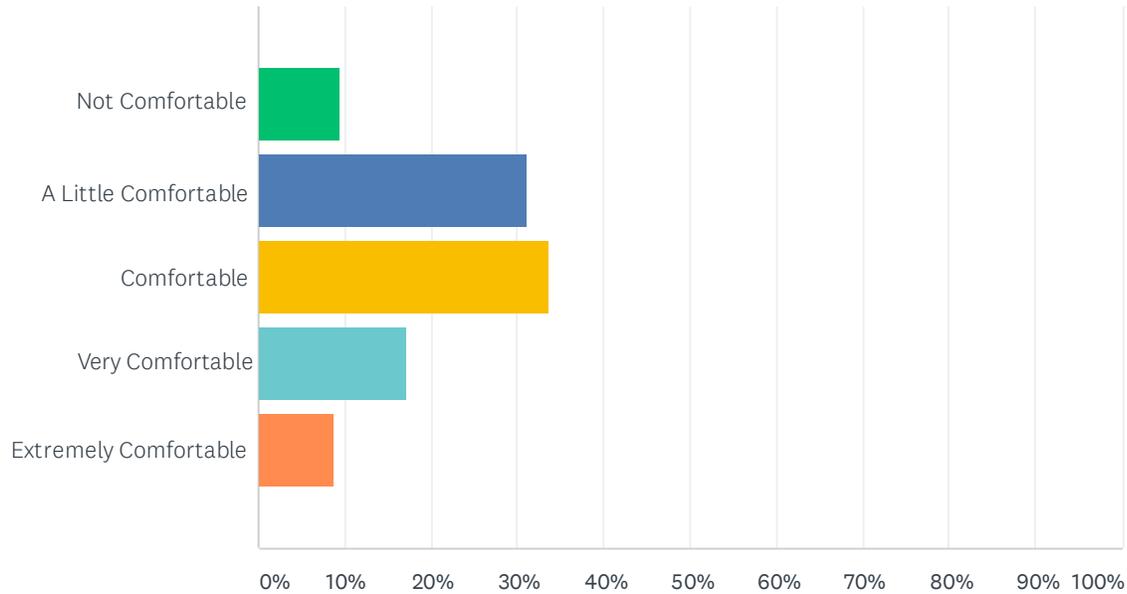
Answered: 10,432 Skipped: 0



	NOT COMFORTABLE	A LITTLE COMFORTABLE	COMFORTABLE	VERY COMFORTABLE	EXTREMELY COMFORTABLE	TOTAL	WEIGHTED AVERAGE
(no label)	18.31% 1,910	37.18% 3,879	29.09% 3,035	10.21% 1,065	5.21% 543	10,432	2.47

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

Answered: 10,430 Skipped: 2

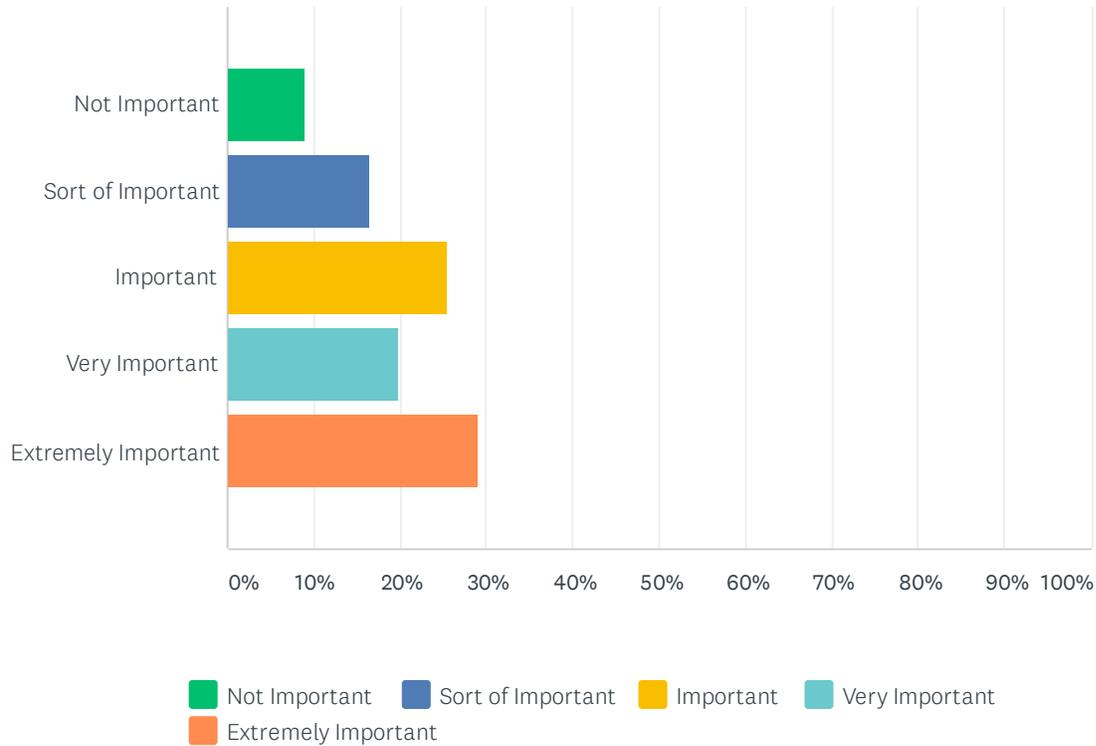


■ Not Comfortable
 ■ A Little Comfortable
 ■ Comfortable
■ Very Comfortable
 ■ Extremely Comfortable

	NOT COMFORTABLE	A LITTLE COMFORTABLE	COMFORTABLE	VERY COMFORTABLE	EXTREMELY COMFORTABLE	TOTAL	WEIGHTED AVERAGE
(no label)	9.42% 983	31.14% 3,248	33.63% 3,508	17.08% 1,781	8.72% 910	10,430	2.85

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?

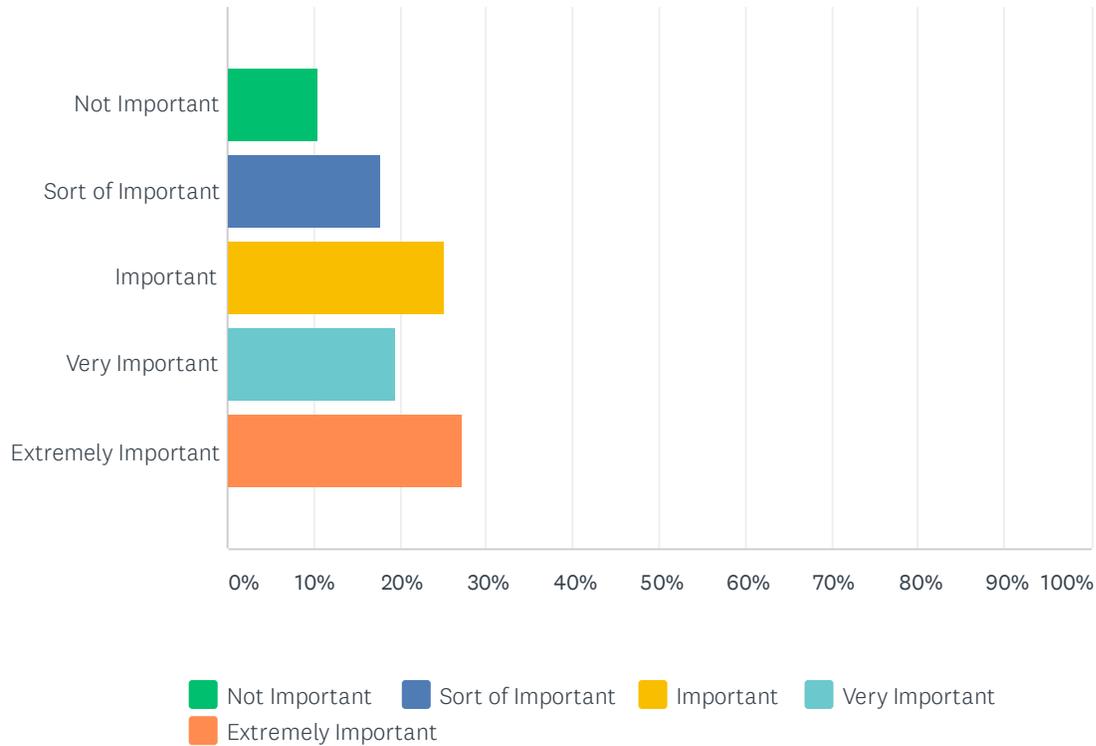
Answered: 10,432 Skipped: 0



	NOT IMPORTANT	SORT OF IMPORTANT	IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	8.96% 935	16.55% 1,726	25.42% 2,652	19.89% 2,075	29.18% 3,044	10,432	3.44

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?

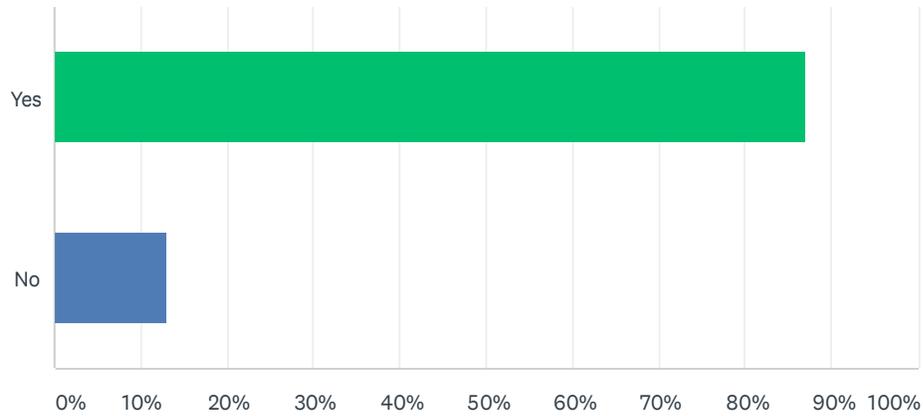
Answered: 10,430 Skipped: 2



	NOT IMPORTANT	SORT OF IMPORTANT	IMPORTANT	VERY IMPORTANT	EXTREMELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	10.48% 1,093	17.77% 1,853	25.00% 2,608	19.47% 2,031	27.28% 2,845	10,430	3.35

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

Answered: 10,430 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	87.09%	9,083
No	12.91%	1,347
TOTAL		10,430

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

Answered: 7,522 Skipped: 2,910

Answer Word Cloud

place come procedures lodging door need cleanliness everyone
etc supplies good offer coverings bedding sanitation us
things customers employees frequently surfaces Increase
everything always limit sanitizers staff breakfast use
every available CDC stay touch Make disinfectant
areas number face washing guests daily
social thoroughly wear day rooms well
sanitizing know cleaning public masks
Post distancing often hand precautions
sanitizer measures disinfecting safety Keep
thorough Extra protocols sure spaces wipes leave
safe open Follow Require people establishment
Provide possible common Nothing taking Ensure time
lobby gloves handles guidelines workers practices pools
check stations hotel frequent Deep enforce feel Continue will visitors

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

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

Answered: 7,931 Skipped: 2,501

Answer Word Cloud

good need eating serving food procedures allow close feet pickup
coverings service outside CDC time pick guests stay
Extra reservations restaurants See sure Continue
patrons Require make place take go number etc
apart open hand options outdoor workers
people establishment sanitizing chairs space
feel wear will tables washing cleaning wipes
distancing cleanliness masks provide
social disposable seating possible Limit
servers face spread Keep crowded gloves one
customers carry safe surfaces staff door
sanitizer less employees things use everything
Follow sanitation disinfecting inside bars waiting menus
well areas Nothing Offer often dining measures capacity delivery
practices safety guidelines touch available curbside

To view 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: 8,302 Skipped: 2,130

Answer Word Cloud



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

Q17 Additional comments

Answered: 3,292 Skipped: 7,140

Answer Word Cloud

family season still even every social visitors Covid-19 DC work
things next need Please us since keep state see distancing
enjoy concerned Thank sure best also feel know travel
Wisconsin open beautiful people think forward one
place fall time s wait None safe area year
really love day County hoping Door everyone
will wear visit return come able hope now
going may looking Covid stay vacation trip
restaurants back away plan great want shops make live
t June summer much businesses safety take well
cancel first masks face soon comfortable home normal always
last miss health virus residents favorite many

To view 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: 6,248 Skipped: 4,184