



MAKING THE MOST OF YOUR MEMBERSHIP

Your DCVB membership gives you access to value-added promotional tools to help you increase your visibility by aligning your business with the Door County brand.

DOORCOUNTY.COM:



Backed by an almost \$2.3+ million marketing campaign and combined with the features of InnLine, our website attracts more than 2.5 million visits each year as more and more travelers look to the Internet for their planning needs. In fact, The Chicago Tribune Travel Section has said that the Door County Welcome Center is among the "Best Responders" to inquiries via the Web.

Check out Door County on Facebook! "Scrapbook Door County" and a Door County Visitor Bureau Twitter and blog pages are gaining momentum and we have a whole lot of people contribution their memories, "liking us" and/or following us!

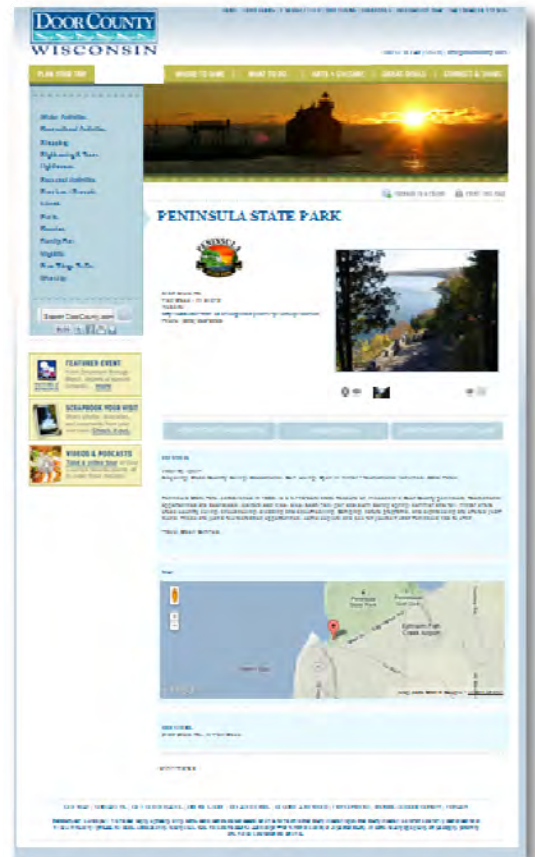
THE INNLIN SYSTEM:

The most powerful item in the membership toolbox is your customized page on DoorCounty.com. The Bureau's website receives more than 2.5 million visits each year and many members report referrals from doorcounty.com constitute more than 85% of total traffic to their business websites. This customized page on doorcounty.com is known as your "InnLine" page and you control the content. A basic page includes the following:

- One main Photo
- Your business Logo
- Contact Information
- Links to your email and website (or Facebook, etc.) address
- A Brochure PDF (a PDF of your print brochure, menu or a promotional piece or article about your business)
- Descriptive text – Up to 500 characters & spaces total text
- Custom Map / Driving Directions
- Presence on the In-County Kiosk system - Kiosks available 24/7 throughout the County

Inn Line Upgrades (Available for \$50/Feature/Year):

- Additional Photos – for a total of five photos
- Unlimited Descriptive text
- Vacancy Calendar – (Strongly suggested for lodging properties) Allows Welcome Center staff, Website and Kiosk users to search for your property by availability. (Your vacancies will not appear in date sensitive searches on DoorCounty.com unless you are using this feature.)
- Contact Page – prompts users to include details you need to assist with visitor inquiries



For assistance with your InnLine page or InnLine page upgrades, contact Martha at martha@doorcounty.com, (920) 743-4456 or (920) 493-2262

ALIAS E-MAIL ADDRESS:

As a member you may choose a branded "alias" e-mail address at DoorCounty.com (i.e. YourOfficialBusinessName@DoorCounty.com). An alias e-mail address redirects any incoming mail to your current e-mail account. Your alias makes it easy to remember your business name and automatically associates your business with Door County. Should you change your e-mail account, we can easily update your forwarding address so your customers will always find you. Contact Martha at: martha@doorcounty.com

BUSINESS DIRECTORIES: Your completed InnLine page is also tied to the online [Alphabetical Business](#) and [Yellow Page Style](#) Directories featured on DoorCounty.com. Please make sure your InnLine page is kept current and relevant so customers can find you. Contact Cathy at: cathy@doorcounty.com.

BUS TOURS, GROUPS & MEETINGS:

As we focus more effort towards group & meeting travel, we are looking for businesses that are able to host larger groups of people such as motor coaches, reunions, meetings, weddings and specialized niche group travel. To learn more about our group & meeting efforts, contact Michelle at: michelle@doorcounty.com or (920) 243-1127.

INSIDER TIP NEWSLETTER:

Over 4 Million copies of our monthly Insider Tip will land in the in-boxes of people who have voluntarily signed up to receive our popular newsletter. You can only imagine the popularity of the monthly contests we run! Each of these contests offers an opportunity for you to promote your business by spot lighting your product or service as one of the prizes!

Contact Michelle at michelle@doorcounty.com or (920) 243-1127 to find out how you can participate.



TRAVEL WRITER PROGRAM:

This is one of our single most effective promotional programs to date and the ROI has been phenomenal! The goal of this program is to introduce respected and prolific travel writers to Door County and it's all about the experience when they get here. While we can't guarantee they'll write about your business, your chances are certainly increased by participating.

Contact Traci Klepper at: traci.klepper@geigerpr.com to find out how you can help make their experience more memorable. Traci is our Door County Coordinator for the Geiger & Associates' media tours. Geiger & Associates is a leading coordinator of Travel Writers and we are honored to be among their clients.

ON-LINE EVENTS CALENDAR:

As a Bureau member you can promote your events on our on-line Calendar of Events by e-mailing your information to Cathy Lynch at cathy@doorcounty.com

WELCOME CENTER:

Our lobby is open 24/7 to welcome guests whenever they arrive and our Information Specialists are on hand to answer questions and help with directions almost every day. Over 64,000 visitors enter our lobby annually and our Welcome Center Staff personally respond to more than 20,000 e-mail inquiries in addition to tens of thousands of phone calls.



PRINTED BROCHURES/RACK CARDS:

A benefit of membership is your ability to reach visitors who use our Welcome Center annually. Printed materials need to fit easily into a 4" x 10.5" holder and we have enough room to store up to 500 pieces at a time for re-stocking. If you are printing your own brochures, feel free to drop off a few at a time but keep in mind that distribution hits its peak when you are busiest. **Plan ahead to keep your brochures available year round.** Questions about brochures should be directed to Yvonne at: (920)743-4456 ext. 117 or via e-mail at: yvonne@doorcounty.com

NICHE BROCHURES:

In response to our most frequently asked questions by visitors, the DCVB began printing a select number of niche brochures in 2009. These brochures cover topics like the arts, dining, outdoor recreation, lighthouses, golf courses, etc. and are a quick and easy reference guide when answering visitors' questions. These brochures are made up early in the year in quantities meant to last us through to the next year. They are available from the Bureau office and they're also posted on www.doorcounty.com/plan-your-trip/brochures



MEMBER SOCIAL EVENTS:

Every year we strive to sponsor four or five member social events to encourage our membership to meet, mingle and discuss their product or service with other members. These member social events often are either completely free of charge or at a substantially reduced rate, feature a fun activity or venue, and allow you to promote your product or service to business owners and prominent members of our tourist and service community. It's important to let people know who you are and what you have to offer, whether it's a tourist-related product or something more geared to year around residents.

INTRODUCE YOUR PROPERTY TO OUR INFORMATION SPECIALISTS:

Our Information Specialists would love to have you stop in to introduce yourself, share photos of your property or sample a signature or new product you feature. Our dedicated staff does their best to know as much as they can about each member businesses and putting a face to your business helps create a better top-of-mind awareness.

1-800-52-RELAX/1-800-527-3529:

Our toll free lines are answered by friendly, experienced staff always ready to help in any way that they can.

DOOR COUNTY GIFT CERTIFICATES:

The popularity of Door County Gift Certificates continues to soar with over \$174,000 worth of certificates sold in 2011. Door County Gift Certificates are redeemable for 100% of their face value! Please instruct your employees to not only accept them but to treat them as cash; research shows that giving change back for purchases actually encourages additional spending and generous tipping. [Print out this handy information sheet for your register!](#) Contact Carol Butler in the Welcome Center with questions (920) 743-4456.



WWW.JOBSINDOORCOUNTY.COM:

In cooperation with the Door County Economic Development Corporation, we are able to offer online Job Posting and Application/Resume resources free of charge to our Members. No matter the job or employee you are looking for, make sure you have posted it here. *HINT:* When you create your employer profile, e-mail Phil with your logo to enhance your listing, and/or a request to activate your profile. phil@doorcounty.com

THE OFFICIAL DOOR COUNTY VISITOR GUIDE:

A tremendous amount of thought and research goes into the design of the Official Visitor Guide to appeal to today's sophisticated traveler before, during and after their visit to Door County. This guide is the primary print publication about Door County and it is the **ONLY** guide that is mailed free-of-charge to anyone outside the county that requests one. In addition to the quarter of a million copies distributed each year throughout the County, State and beyond, an [interactive copy](#) of the guide is featured on doorcounty.com for instant access. No other guide makes its way into the hands of your customers than the Official Visitor Guide, and that's why so many of our members agree if they could only advertise in one place, this would be it. Listings are \$225 and additional formatted ads begin at \$850. Advertising contracts go out in August with deadlines in October.

For additional information contact Cathy at cathy@doorcounty.com or Martha at martha@doorcounty.com



NEED VISITOR GUIDES FOR YOUR CUSTOMERS?

Visitor Guides are available in boxes of 25 each and can be delivered to your door. Contact Jennifer at: jennifer@doorcounty.com or 743-4456 ext. 209

THE DOOR COUNTY WINTER GUIDE:

In response to the request of a few loyal year-around businesses and with the intention of promoting Winter activities in Door County, we've created a full-sized Winter Guide Activity Guide to point up those tourist activities that are available in Winter. This new full color guide features all the same benefits as the old half-sized guide did, but also offers members the opportunity to advertise and full color ads draw more attention to the advertisers and the County.



SEASONAL PROMOTIONS:

As part of our mission to establish a more sustainable and stable economy, the Door County Visitor Bureau has created seasonal promotions to help drive business into the county when you're open for business during off peak travel periods throughout the year. To learn more about participating in our seasonal promotions, contact Michelle at michelle@doorcounty.com or call (920) 243-1127.

CO-OP ADVERTISING OPTIONS:

The Door County Visitor Bureau's Co-op Campaign focuses on creating select new opportunities for travel partners to participate in low-cost, high-impact, value-added advertising and promotion that might not otherwise be economically feasible. Opportunities include a new landing page on the e-newsletters, a 12 month data building promotion, Midwest Living insert, online advertising and Fox Cities Time Warner Cable. These opportunities will assist in generating additional inquiries, reservations and revenue across all or select seasons. If you have an interest in print media, contact Michelle Rasmusson at michelle@doorcounty.com

MEMBER-TO-MEMBER PROMOTION:

Bring our business community up-to-date with your business or event by sending out a Member-to-Member e-mail blast. Our list reaches almost 1,000 business members who have expressed an interest in receiving Member-to-Member news and Event information - all for only \$25. (Public announcements only - no hard solicitations) Stay in the know by subscribing to our member e-mail list. Contact Phil at: phil@doorcounty.com or (920) 227-2140.

We are always ready to help you take full advantage of everything we have to offer. Please feel free to contact Martha or Phil with any questions you may have.

**Door County Visitor Bureau
1015 Green Bay Rd or PO Box 406
Sturgeon Bay, WI 54235**

Martha Beller -Membership Liaison:
(920) 743-4456/ (920) 493-2262 or martha@doorcounty.com

Phil Berndt, Membership Director:
(920) 227-2140 / (800) 527-3529 or phil@doorcounty.com