



MAKE 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. We look forward to helping however we can.

DOORCOUNTY.COM: Backed by almost \$2 million marketing campaign and combined with the features of InnLine, our website attracts more than 3 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.

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 3 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:

- Main Photo
- Business Logo
- Contact Information
- Links to your e-mail and website address
- Brochure PDF (printer-friendly version of your brochure or rack card)
- Descriptive Text – up to 500 characters/spaces.
- Custom Map & Driving Directions
- Presence on the In-County Kiosk System (Kiosks available 24/7 at: Door County Visitor Center, Northport Pier, Egg Harbor, Sister Bay, Fish Creek and Baileys Harbor)

INNLIN UPGRADES: Additional enhancements are available at a cost of \$50/year, per feature:

- Additional Photos – for a total of 5 photos
- Unlimited Descriptive Text
- Vacancy Calendar - Allows Welcome Center staff (and Website and Kiosk users) to share your availability with potential guests.
- Contact Page – prompts users to include details you need to assist with visitor inquiries.

Contact Martha for assistance. (920) 493-227-2140 or martha@doorcounty.com

Online Store: For only \$125/yr, your merchandise can be featured on our Online Store. This offers you the convenience and security of an encrypted shopping cart feature so you can sell or introduce your signature items over the Internet on DoorCounty.com and/or your own website. Contact Cathy at (920) 227-2159 or via e-mail at: cathy@doorcounty.com

EVENTS CALENDAR: As a Bureau member you can promote your events on our online Events Calendar by e-mailing your information to Cathy 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 40,000 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. Our Welcome Center served more than 14,000 people in July 2010 alone!!!

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

BROCHURE PDF: Another benefit to membership is your ability to post a printable PDF of your Brochure/ Rack Card/Menu/Rate Sheet, on your InnLine page. E-mail your PDF to Phil at: phil@doorcounty.com. *PLEASE NOTE: Total file size needs to be kept under 500KB. Reducing graphic/photo resolution to 72dpi really helps. Search for "FREE Photo Resizer" tools online to instantly make your graphics and photos ready for web use. If you don't have Adobe Acrobat to create your PDF search for one of these FREE PDF programs available online: doPDF; PrimoPDF; PDF Converter or PDF995.*

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. 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 who are always ready to help in any way that they can. Their goal isn't complete until each caller has everything they need to make plans for their next visit to Door County.

GIFT CERTIFICATES: The popularity of Door County Gift Certificates continue to soar with over \$100,000 worth of certificates issued each year and, 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 like cash. Research shows that giving change back for purchases less than the certificate's value, actually encourages additional spending and generous tipping. Contact the Welcome Center with questions 743-4456 or visit www.DoorCountyVisitorBureau.org for details and visual examples.



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

THE WINTER ACTIVITY GUIDE: To encourage winter business, the Winter Activity Guide promotes a comprehensive list of activities and businesses available to visitors and residents. Even if your hours are reduced, this guide will help customers find you ready to welcome them. Contact Yvonne with your winter hours by calling (920) 743-4456 or Yvonne@doorcounty.com

BUSINESS DIRECTORIES: Your completed InnLine page is also tied to the online 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.

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. 109

GROUP TOUR MARKETING: As we focus more efforts towards group travel, we are looking for businesses that are able to: A.) Provide parking and easy ingress and egress for a tour bus. B.) easily serve large groups of people at once. (The average bus holds 48 passengers) To learn more about our Group Tour programs, please 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 inboxes of people who have voluntarily signed up to receive our popular newsletter so, 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 Rasmussen: 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 control if they will write about your business or not, 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 counted among their clients.



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

MEMBER-ONLY ADVERTIZING OPPORTUNITIES

OFFICIAL 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 a visit to Door County. This guide is the primary fulfillment piece for the extensive marketing campaigns launched to promote Door County and is the ONLY guide that is mailed free of charge to anyone planning a trip to Door County. In addition to nearly a quarter million printed 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 that if they could only afford to advertise in one spot, that spot would be the Official Visitor Guide. Listings are \$225; additional formatted ads start at \$850 and pre-designed ads start at \$1,300. Advertising [contract](#) deadline is October 1st. Contact Cathy@doorcounty.com or Martha@doorcounty.com

SEASONAL PROMOTIONS: As part of our mission to establish a more stable and sustainable local 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 (920) 243-1127.

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) 493-2262 or martha@doorcounty.com
Phil Berndt, Membership Director: (920) 227-2140 or phil@doorcounty.com
Toll free 1-800-5273529