



September 5 – October 25th, 2015

Lodging Packages

SUBMISSION DEADLINE: JULY 15th

OVERVIEW

Now that summer is underway, it's time to start planning our county-wide seasonal promotion - So Delicious, So Door County. In addition to our overall fall image campaign, we will be placing promotion specific ads online and in print, printing a culinary guide highlighting all of the delicious offerings available in Door County and featuring specials and packages designed to attract foodies and epicurean enthusiasts throughout the region.

A big part of our fall media message will be the Lodging Packages created by our members. This is your opportunity to partner with other businesses and promote your packages on our website www.doorcounty.com.

PACKAGE REQUIREMENTS

- **Lodging for one or two nights**
- **Meal for two** - breakfast, lunch or dinner (If you do not have a restaurant with which to partner, think about an innovative way to include a meal like pizza delivery or a food basket in the room)
- **A fall or culinary related amenity** (Use your imagination for the extra amenity – Door County products, golf passes, winery tour tickets, trolley rides, etc. Based on previous package success, I would encourage you to try and partner with an activity-based business for your package)
- **\$25 Door County Gift Certificate** (You'll receive a \$10 discount on each of the certificates for the promotion. All gift certificates must be paid in advance and be sure to build this cost into the price of your package.)

The above guidelines are package minimums, and if you'd like to include several activities along with lodging and a meal in your package, even better. **You can also offer more than one package.** For instance, you may want one package to reach the golf audience and another, the female shopper. Here is a link to last year's packages <http://doorcounty.com/seasonal-promotions-directory/so-delicious-so-door-county/lodging-packages> to get the wheels turning.

MATERIAL COMPONENTS

- **Package description**- Maximum of 100 words not including your phone, email and website
- **Logo & Photo** (Please indicate if you would like to use a current photo and logo from your Inonline page or send a new one with your package details)
- **Yes or no, if you would like to be included in the e-postcard campaign.** (See below for more information)
- **One or two night stay gift certificate to be used throughout the year for e-newsletter, social media contests, and trade for newspaper and/or radio advertising. You will be the featured property when that sweepstakes is running.**

To be included in the promotion, ALL of the above items need to be sent to laurab@doorcounty.com no later than July 15th.

Continue to page 2 for our added-value ePostcard campaign information.....



Submit your So Delicious So Door County packages and take advantage of our fall added-value ePostcard campaign!

We'd like to help you invite your previous guests back to Door County this year by promoting our So Delicious Packages to any of your customers who have visited Door County within the past two years and have given you permission to use their e-mail address. You must submit at least one lodging package to participate in this promotion. **Deadline to submit is July 15th.**

The average open rate for our Seasonal Promotion ePostcards is nearly 10% higher than the industry average. The professional design and carefully thought out components of each ePostcard contribute to the success of this campaign each year.

Once you have submitted your package(s), this is how our e-Postcard promotion will work:

Week of September 1st: An inviting e-mail will be sent to each addressee to verify their permission to send additional information about fall in Door County.

Week of September 15th: A "So Delicious" themed e-Postcard will be sent to let them know that businesses are open, there are many things to do in the fall, and that So Delicious So Door County packages are available.

Week of September 22nd: The third and final e-Postcard will be personalized to look like it is coming from YOUR property; with YOUR property's photo, package information and a link to YOUR website. It will be an invitation to visit during the promotion, and the upcoming autumn season.

We'll do all the work and your data will remain confidential: Within the couple weeks, you should expect a call from Baylakes Information Systems to get your permission to work with your data on your behalf. Rest assured your data WILL NOT be shared. We have asked Baylakes Information Systems to act as a third party coordinator who will prepare the addresses for eBrains, Inc. to deploy the e-Postcards on your behalf. The Door County Visitor Bureau will not have access to these addresses.

Continue to page 3 for examples of last year's emails sent via the ePostcard campaign.



2014 So Delicious, So Door County ePostcard Campaign

DOOR COUNTY
SO DELICIOUS
DOOR COUNTY
WISCONSIN

**VISIT A PLACE BRIMMING WITH
LOCAL FLAVOR.**

When the air begins to turn as crisp as a freshly picked apple, there's no better place to be than Door County. This fall, sink your teeth into a culinary adventure with dishes featuring delectable local ingredients. Sip handcrafted wine, or take a refreshing stroll through apple and cherry orchards. During Door County Restaurant Week, you can treat yourself to a favorite meal and explore new flavors. Revel in the beauty of nature at our parks, and discover something new at shops and galleries throughout Door County.

A delicious experience awaits.
You're invited to celebrate the beauty and bounty of Door County by joining us for So Delicious, So Door County. Right now, local innkeepers are selecting some of the most delightful accommodations and dining packages to help you savor every moment.

Want to get away this fall?
Sign up to receive So Delicious, So Door County news and exclusive offers.

Sign up now »

Week of Sept 1st: Invitation Email

DOOR COUNTY
SO DELICIOUS
DOOR COUNTY
WISCONSIN

**YOU'RE ONE STEP CLOSER TO A DELICIOUSLY
DELIGHTFUL GETAWAY.**

Thanks for signing up!

Local innkeepers are selecting your exclusive So Delicious, So Door County offers now and you will receive them soon.

As you anticipate your relaxing fall retreat, read the official Door County Culinary Guide and explore our Official Visitor Guide to see all there is to see and do.

Follow-up response to Invitation email

DOOR COUNTY
SO DELICIOUS
DOOR COUNTY
WISCONSIN

**GO WHERE LOCAL FLAVOR
IS ALWAYS ON THE MENU.**

From your first bite of cherry-stuffed French toast in the morning, to the last sip of award-winning wine in the evening, Door County is brimming with culinary delights. Celebrate the bountiful fall harvest at community festivals, try a new dish featuring farm-fresh ingredients, stroll through apple and cherry orchards with someone you love, and let the beauty of the changing season inspire you. See the So Delicious, So Door County packages selected by local innkeepers to help create memories to savor.

Book Your Getaway Now »

Build an Itinerary >>
Calendar of Events >>

WIN A FALL GETAWAY

**SIGN UP FOR A CHANCE TO
WIN A TWO-NIGHT STAY
AND A \$50 DOOR COUNTY
GIFT CERTIFICATE.**

Enter to Win »

The Bayview Resort and Harbor in Ellison Bay offers refuge and relaxation in our modern, spacious accommodations. Stroll along our private beach and take in the beauty of the autumn shoreline, or curl up next to the fireplace and unwind with the one you love.

Week of Sept 15th: "So Delicious" themed ePostcard

DOOR COUNTY
SO DELICIOUS
DOOR COUNTY
WISCONSIN

**GIVE YOURSELF A
DELICIOUS GETAWAY.**

Experience a place brimming with local flavor. Whether tasting cuisine prepared with the freshest locally sourced ingredients, swirling a glass of award-winning wine, or marveling at the beauty of leaves changing color, Door County is the perfect place to celebrate nature's fall bounty.

Take advantage of our exclusive So Delicious, So Door County package, which includes special amenities and rates to make your visit one to savor.

Fall Color Report »

Westwood Shores Waterfront Resort
4303 Bay Shore Dr
Sturgeon Bay, WI
Phone: (920) 748-4057 / (800) 449-4057
Email: stay@westwoodshores.net
Package: westwoodshores.net

Week of Sept 22nd: Personalized ePostcard