

Find the perfect lodging in Door County



PERSONAL, CUSTOMIZED
Assistance in Finding Lodging
Based on Your Preferences and
Desires

[START NOW >](#)

And staffed by
Door County locals!

2020 Door County Lodging Membership

\$400-500 annual | \$300-400 seasonal | \$200 listing only

What is Door County Lodging?

DoorCountyLodging.com is a fully responsive website, locally owned and operated by real human beings with experience in the lodging industry, and focused on promoting our member properties through Social Media interaction, Last Minute Lodging & Seasonal Blogs, Lodging Specials & Events Calendar, and our Free Concierge Service, connecting members with potential guests who are actively looking for lodging in Door County, WI.



DoorCountyLodging.com can help you...

- ☑ **Drive Traffic to YOUR Website!** Since 1997, our website has been designed to drive traffic to *your* website for more information and reservations. Relaunched in 2014 the Door County Lodging website features a **Responsive Web Design**, which means it displays well on computers, smartphones, and tablets.
- ☑ **Be Found by Door County Visitors** with our **searchable member listings**. Be found by Village or Lodging Type, or by searchable keywords from your listing.
- ☑ **Connect with Potential Guests** with our **Free Concierge Service!** This unique feature is highly utilized by visitors to assist them in finding lodging options for specific dates or needs. Receive requests by email from potential guests and respond with your availability and options to suit their needs.
- ☑ **Engage with Customers Online** with our robust **Social Media Presence**, sharing your posts, events, lodging specials, and booking links, as well as DC Lodging blogs featuring your #lastminutelodging options & specials as busy weekends approach.

Annual Membership Includes:

- ✓ **FULL LISTING** on DoorCountyLodging.com
 - Logo, Photo & Descriptive Text
 - Location & Phone Number
 - Your Website & Social links
- ✓ **PARTICIPATION in our Concierge Service!**
 - **FREE for guests** to use to connect with our members!
 - Receive **Lodging Inquiry Emails** and reply if you can accommodate the request.
 - DC Lodging staff **Communicates** lodging options to the interested parties and puts them in contact with properties whose accommodations suit their needs.
- ✓ **Social Media INTERACTION**
 - We **Share** our **Blogs, Member Specials, and Events** for maximum visibility
 - We **Follow You & Share** Your Posts, Photos & Tweets
 - **Feature Posts** available a la carte (*see rates below*)
@DoorCountyLodging on Facebook (7,800+)
@DoorCounty on Twitter (3,760+)
@DoorCounty411 on Instagram (600+ New in 2019!)



JOIN NOW & RECEIVE ONE FREE INSTAGRAM FEATURED IMAGE

***\$100 value!** Complete Social Media page to claim.*

- ✓ **INCLUSION in DCL Blogs & Events Calendar**
 - **Respond to emails** for Open Rooms to be included in holiday & festival weekend **#LastMinuteLodging Blogs**
 - Be included in **Specials & Packages Blogs** highlighting seasonal offerings, packages & discounts.
 - **NEW in 2020! Lodging Specials Calendar:**
Your lodging packages and specials are discoverable by keyword search from our Specials & Events Calendar!

*First of all, thank you for doing all the leg work finding accommodation options for us for this weekend. We were able to secure reservations... Looks like a great place right on the water. I may even get a little fishing in. We're all looking forward to an enjoyable and relaxing time in Door County and we have you to thank for it. Once again, thanks for your help. ~ **George G.***

**Join NOW! Call Jon at (920) 868-15082 or
Email marybeth@doorcountylodging.com**



What Do Our Concierge Service Users Love?

"The staff is very friendly and responsive."

"They do the searching for you!"

"Wide varied of lodging choices."

"Fast and easy to use!"

"Being able to get recommendations based on specific needs saves a lot of time and phone calls."

(2019 User Survey Sampling)

DoorCountyLodging.com Google Analytics

Online since 1997

Since new site launched in 2014:

Over 500,000 Hits

Over 170,000 Sessions

Over 3,300 Concierge Requests

Over 20,000 Visits in 2019

Average Monthly Traffic

4,085 Hits & 1,795 Sessions

Traffic Acquisition:

53.6% = Organic Search Results

13.4% = Social Referrals (*primarily Facebook – blog & event link clicks*)

Lodging: _____
 Street Address: _____
 Village: _____ Zip: _____
 Website: _____
 Reservations Email: _____
 Reservations Phone: _____
 Contact: _____
 Billing Address: _____

EMAIL YOUR LISTING INFO!

to marybeth@doorcountylodging.com:

1. **Logo + Main Photo** (JPEG, PDF, or PSD)
2. ***Photos** (10+ for use in Social Media & Blogs)
3. **Social Media Links** (Facebook, Twitter, Instagram, Pinterest, TripAdvisor, Yelp, RSS Feed)
4. **Descriptive Text for Listing**
(50-75 words is best – max 125 words)
5. **Amenities List** (on-site & in-room)

Signing this contract gives DCL permission to use your social media and/or website images to promote your business.

Annual Membership + one-time set-up fee of \$95	Seasonal Membership + one-time set-up fee of \$95	A La Carte Services	Multiple Properties?
<input type="checkbox"/> Standard: \$500/year	<input type="checkbox"/> Standard: \$400/year	<input type="checkbox"/> Full Listing \$200/year Max 3 Categories.	Save on Annual Rates with Bundle Memberships!
<input type="checkbox"/> B&B: \$400/year (fewer than 12 rooms)	<input type="checkbox"/> B&B: \$300/year (fewer than 12 rooms)		
Year-Round Services: <ul style="list-style-type: none"> ✓ Concierge Service Emails ✓ Social Media Interaction ✓ Full Listing on Website ✓ Specials & LML Blogs ✓ DC Events Calendar ✓ Changes or updates as needed Unlimited Applicable Categories.	Year-Round Services: <ul style="list-style-type: none"> ✓ Concierge Service Emails ✓ Full Listing on Website May-October Services: <ul style="list-style-type: none"> ✓ Social Media Interaction ✓ Specials & LML Blogs ✓ DC Events Calendar Unlimited Applicable Categories.	<input type="checkbox"/> Social Media Featured Posts \$100/each Max 1 Featured Post per member per platform per week. See next page to select.	For More Info Call (920) 256-1873 or Email marybeth@doorcountylodging.com

SEARCH CATEGORIES (Highlight, Circle or X in the boxes that apply.)

*Open in Winter	Homes & Cottages	Resorts & Conference Centers
Bed & Breakfasts	Inns, Hotels & Motels	Suites & Condominiums

LODGING AMENITIES (Highlight, Circle or X in the boxes that apply.)

*Dog Friendly	Outdoor Pool	Free Wi-Fi	On-Site Dining	Live Music
*Adults Only	Indoor Pool	In-Room Fireplaces	Full Kitchens	Waterfront
Wheelchair Accessible	Hot Tub/Whirlpool	In-Room Whirlpools	Continental Breakfast	Group Discounts

SIGN & DATE

 _____ / _____ / 2020







PRINT & MAIL

Membership Sheets & Payment to:

Door County Lodging
 PO Box 1033
 Sister Bay, WI 54234

DOOR COUNTY LODGING – SOCIAL MEDIA FEATURED POSTS

	Select Platform	Create Post Content	Request Post Date	Quantity & Rate / Post
Facebook  Featured Post	<input type="checkbox"/> @doorcountylodging <input type="checkbox"/> @doorcounty411 Limitations: Max 1 featured post per week per member Max 3 featured per week @DoorCountyLodging Max 3 featured per week @DoorCounty411	<input type="checkbox"/> Up to 50 words of text <input type="checkbox"/> High Resolution Image or Video <input type="checkbox"/> URL <input type="checkbox"/> Facebook handle <input type="checkbox"/> Requested Post Date for each post <i>*No logos or text on image (jpeg, png, mov, mp4)</i>		_____ x \$100 = \$ _____
Instagram  Featured Image	<input type="checkbox"/> @doorcounty411 Limitations: Max 1 featured post per week per member Max 3 featured per week @DoorCountyLodging Max 3 featured per week @DoorCounty411	<input type="checkbox"/> Up to 50 words of text <input type="checkbox"/> High Resolution Image or Video <input type="checkbox"/> Location <input type="checkbox"/> Hashtags <input type="checkbox"/> Instagram handle <input type="checkbox"/> Requested Post Date for each image <i>*No logos or text on image (jpeg, png, mov, mp4)</i>		<input type="checkbox"/> CLAIM ONE FREE! _____ x \$100 = \$ _____
Twitter  Featured Tweet	<input type="checkbox"/> @doorcounty Limitations: Max 1 featured Tweet per week per member Max 1 featured per day @DoorCounty	<input type="checkbox"/> 140 characters of text (includes spaces) <input type="checkbox"/> High Resolution Image <input type="checkbox"/> URL <input type="checkbox"/> Location and Hashtags <input type="checkbox"/> Twitter handle <i>*No logos or text on image (jpeg, png)</i>		_____ x \$100 = \$ _____
Email Post Content & Requested Post Dates/Weeks to marybeth@doorcountylodging.com <i>*Note: Social Media Invoices must be paid 30 days prior to post-date.</i>			Total Due: \$ _____ <i>Social Media Posts Invoiced separately from Membership.</i>	