

3rd Quarter 2011 Update Marketing, Communications & Web

Greater *W*ilmington &
*B*randywine Valley
AMERICA'S CULTURAL GEM
Greater Wilmington Convention & Visitors Bureau

Brandywine Treasure Trail Passport

Drive Less. Do More. ***
Less time in the car means more family fun!

Save \$197
on admission to TEN attractions
with your Brandywine
Treasure Trail Passport!

Save up to \$150
on admission to TEN attractions
with your Brandywine
Treasure Trail Passport!

Spend less time in the car and more time with your family when you travel to Greater Wilmington and the Brandywine Valley. All of the area's attractions, including world-class gardens, historic colonial sites, educational museums, and professional sports, just to name a few, are less than a half-day's drive from Washington, DC or New York City.

Do great things with your family.
Visit Greater Wilmington!

GreaterWilmingtonCVB | Twitter: @GWRWilmington | Toll Free: 800-499-5944

Sample Banner Ad

Washington Post
Print Ad

102.6% increase in
Passport Sales
(2010 to 2011)

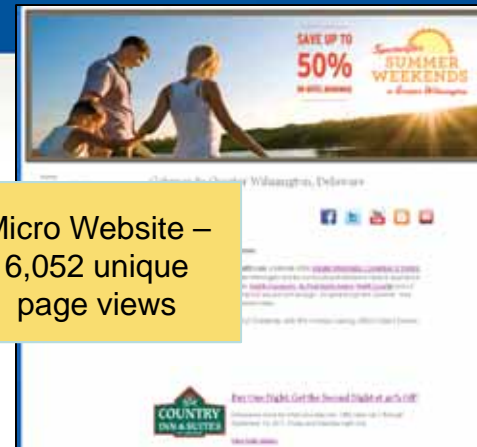
| State | Bought | |
|-------|--------|--------|
| PA | 74 | 32.0% |
| DE | 59 | 25.5% |
| NJ | 24 | 10.4% |
| MD | 24 | 10.4% |
| NY | 20 | 8.7% |
| VA | 11 | 4.8% |
| CA | 4 | 1.7% |
| DC | 4 | 1.7% |
| FL | 4 | 1.7% |
| IL | 3 | 1.3% |
| CT | 2 | 0.9% |
| LA | 2 | 0.9% |
| | 231 | 100.0% |

Spectacular Summer Weekends Campaign

July 11, 2011 - August 31, 2011

Eight participating hotels offering weekend discounts up to 50% off qualifying room nights.
Supported by:

- Micro Website – GetAwaytoWilmingtonDE.com
- (2x) Targeted Consumer Email – total send 22,985
- (2x) Consumer E-newsletter Banner Advertisement
- Escapemaker.com Consumer Email Send
- (2x) Today Media, Hudson Valley Magazine Email Send
- Google Ads Pay-Per-Click Campaign
- Social Media support via Facebook & Twitter
- Website banner ad support via:
 - VisitWilmingtonDE.com
 - Escapemaker.com
 - TripAdvisor.com
 - CourierPostOnline.com
 - APP.com (Asbury Park Post)
 - LOHUD.com (Lower Hudson Valley)
 - DemocratandChronicle.com (Rochester, NY)
 - DelmarvaNow.com (Salisbury, MD)
 - HVMag.com (Hudson Valley, NY)
 - WestChesterMagazine.com (West Chester, NY)
 - WashingtonPost.com



Micro Website –
6,052 unique
page views

Google
AdWords

78,271 impressions
1,244 clicks
1.6% CTR

BOOK THIS DEAL

64Rooms Booked
(as of 9/26: 4 of 8
hotels reporting)

Sample Banner Ad

Drive Less. Do More.

Spectacular
**SUMMER
WEEKENDS**
in
Greater Wilmington

CLICK HERE AND
**SAVE UP TO
50%**
ON HOTEL BOOKINGS!

Print Advertising

VisitWilmingtonDE.com



It's not just for visitors.

With VisitWilmingtonDE.com - the official website of the Greater Wilmington Convention & Visitors Bureau - you can plan a fun and educational family outing, map out a history filled weekend for visiting family members, or get the latest information on area events and performing arts. Serving New Castle County, Greater Wilmington and the Brandywine Valley, VisitWilmingtonDE.com is not just for visitors. Do great things. Log on today.

Scan this code with your smartphone to browse our NEW mobile website!



Stay connected with us:


 /GreaterWilmingtonCVB
  @VisitWilmington
  /VisitWilmingtonDE

Facebook, Twitter and YouTube icons are trademarks of their respective owners. Contact us: info@VisitWilmingtonDE.com or call 1-800-489-6664.

Delaware Today

We've got **20,000** reasons to bring your next meeting to Greater Wilmington...

and the venues are pretty incredible too.




Take advantage of our \$20,000 Transportation Incentive!

You provide the meeting or event and we'll provide the transportation, incredible backdrops and outstanding venues. The Greater Wilmington Convention & Visitors Bureau in partnership with the City of Wilmington, Delaware is offering the largest transportation incentive in the Mid-Atlantic region. Receive up to \$20,000 towards your transportation needs when Greater Wilmington is your first location. You'll also enjoy the select tax on meeting room rentals, food and beverage, a strategic east coast location, and convenient access via air, rail and auto.

Do great things. Bring your next meeting to Greater Wilmington.

VisitWilmingtonDE.com/Incentive

Contact a meeting and events specialist today at 1.800.489.6664




*Funding is awarded on a first come first serve basis and is not guaranteed. Restrictions and qualifications apply. See website for details.

Meetings Focus East

Make History.


Amongst History.



"...like visiting Williamsburg before it was restored and commercialized"

Biography Magazine on Historic New Castle

From our founding fathers, to the Wyeths, to the du Ponts, Greater Wilmington and the Brandywine Valley is rich with history. The area's earliest settlers date back to 1638 and today Greater Wilmington is home to some of the finest examples of 18th and 19th century living - second only to Colonial Williamsburg in the number and authenticity of its historic structures.



Do Great Things. Visit Greater Wilmington.

To get a copy of our visitors guide and discover more about our area, log on to:

VisitWilmingtonDE.com/History

1.800.489.6664
info@VisitWilmingtonDE.com

Preservation Magazine

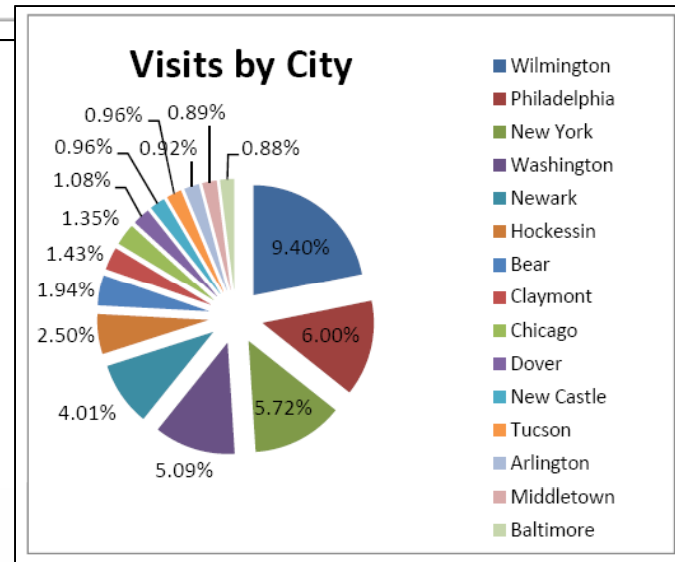
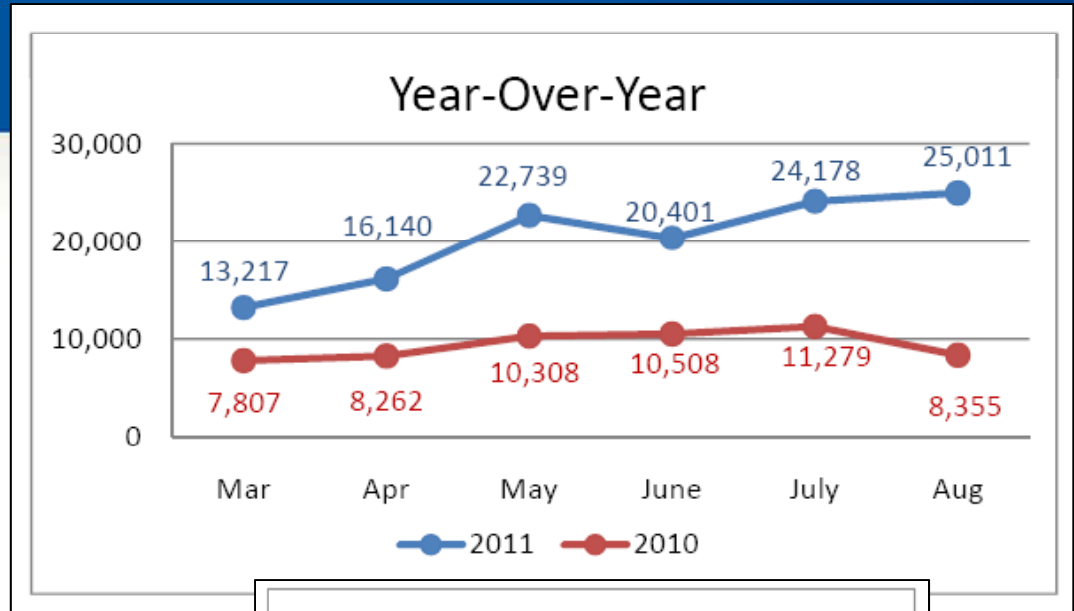
Website Traffic

July Overview

- Total Visits increased 114% over July 2010
- unique Visitors increased 126% over July 2010
- Total Pageviews increased 92% over July 2010
- Organic search traffic increased 38% over July 2010

August Overview

- Total Visits increased 199% over August 2010
- Unique Visitors increased 215% over August 2010
- Total Pageviews increased 123% over August 2010
- Organic search traffic increased 99% over August 2010



Note: September Website results not available at time of report.

Having trouble viewing this email? [Open in browser](#)

VisitWilmingtonDE.com

September 2011



The Official Newsletter of the Greater Wilmington Convention and Visitors Bureau

Curtain Rises on Greater Wilmington Theatre Season



As the fall season takes center stage so does Greater Wilmington's theatre season. This year's lineup includes everything from Broadway classics to classic Shakespeare including the 77th season of Newark's Chapel Street Players. Please read on to learn more about this season's offerings from three popular Greater Wilmington area theatre venues. [More >>](#)

Explore

Getaway Packages

Coupons

Itineraries

Events

Attractions

Restaurants

Be Social



Connect with us!

Download Our Digital Visitors Guide



You just can't miss...



Consumer E-News

July 2011

| | |
|-----------------------------|--------|
| Total Delivered | 11,078 |
| Unique Opens | 1,574 |
| Unique Open Rate | 14.21% |
| Unique Click Through Rate * | 3.54% |

August 2011

| | |
|---------------------------|--------|
| Total Delivered | 12,355 |
| Unique Opens | 2,001 |
| Unique Open Rate | 16.20% |
| Unique Click Through Rate | 4.48% |

September 2011

| | |
|---------------------------|--------|
| Total Delivered | 11,646 |
| Unique Opens | 1,675 |
| Unique Open Rate | 14.38% |
| Unique Click Through Rate | 4.65% |



wilmington delaware

About 14,200,000 results (0.12 seconds)

Everything

Images

Videos

News

▶ [Wilmington DE Attractions - Attractions, Museums, Parks & More](#) 🔍

Find All Things To Do in **Wilmington**

www.visitwilmingtonde.com/Attractions

[Historic Districts](#)

[Riverfront Wilmington](#)

[Museums & More](#)

[Upcoming Events](#)

Pay Per Click

| Campaign | Clicks | Impressions | Click-Through % |
|-------------|--------|-------------|-----------------|
| July 2011 | 6,833 | 165,805 | 4.12% |
| August 2011 | 6,560 | 170,887 | 3.84% |
| Total | 13,393 | 336,692 | 3.98% |

Note: September PPC results not available at time of report.

Communications



- 7-page full-color article about Wilmington which in the October/November issue of *Preservation Magazine*. The author, Arnold Berke, participated in the Brandywine Museums & Gardens Alliance FAM Trip in Spring, 2010 and returned to Wilmington in May for three days.
- Recent articles about the area have appeared in:
 - *USA Today*
 - *Family Circle*
 - *American Spirit*
 - *Pittsburgh Tribune-Review*
 - *Travel Video News*
 - *Meetings Focus East*
- During the past quarter, we have hosted five writers for a total of 11 days. Thanks to all our members who assisted these writers and provided admission, accommodations or food.

traveler

Small Wonder: Wilmington

This city in the second-smallest state boasts a huge trove of historic landmarks

BY ARNOLD BERKE PHOTOGRAPHY BY PAUL S. BARTHOLOMEW



Above: The 1930 Artisan's Savings Bank on Market Street, now the research library for the Delaware Historical Society. Opposite: The Wilmington Public Library on Rodney Square was dedicated in 1922. Henry B. du Pont and Lamont du Pont Copeland both served as managers of the library.

60 PRESERVATION September/October 2011

Every so often, a new city comes along to impress me, making me wonder: Where have you been all my life? That was my reaction to Wilmington, Del., a historic city I'd often seen from Anstrak or the interstate but always passed through. Until recently, that is, when growing curiosity finally lured me into town.

The largest city in the second-smallest state, Wilmington grew from a Swedish settlement in 1638 to an industrial port that made flour, textiles, railroad cars, ships—and gunpowder,

Preservation Magazine