



The Dörr Hotel to Open in Wisconsin's Door County Peninsula in Late May 2021 *Reservation System Now Open for Bookings*

Sister Bay, WI (January 26, 2021) --Wisconsin's Northern Door County peninsula will welcome a brand-new hotel in the village of Sister Bay in late May of 2021. [The Dörr Hotel](#) features 47 contemporary rooms and suites, a two-story cedar beamed lobby with fireplace and welcoming lobby bar, a large outdoor courtyard with fire pit and lawn games, and a guest experience team who will design Door County touring itineraries. The Dörr is the area's first newly built hotel in almost 20 years.

Just a short walk from the shores of Lake Michigan's Bay of Green Bay and Sister Bay Beach, the hotel combines cozy charm with contemporary design. Inspired by the area's Scandinavian heritage, the four-story cobalt blue building, with a gabled roof with inset balconies, features modern Nordic-inspired interiors with 45 guest rooms and suites offering bay facing balconies. The hotel's nine suites will feature fireplaces and outdoor terraces with waterfront views.

According to The Dörr's principal owner Christopher Schmeltz, who frequently visited Door County while growing up and now calls the area home, The Dörr will embody a sense of Hygge, a Danish term that refers to coziness and contentment. "In designing the hotel, we were continually inspired by the area's heritage, natural beauty and relaxed atmosphere," said Schmeltz. "We set out to create a modern hotel with a warm and inviting ambiance that celebrates Door County."

The Dörr will feature a dedicated Director of Guest Experiences and a team of hosts who will serve as area ambassadors and be available to customize each guest's stay and create personalized area tours year-round.

Guest Room Features and Services

Designed by Chicago based Aria Interior Designers, The Dörr's guest rooms, including suites, will feature white shiplap walls and natural oak, custom built furnishings with black tile and white quartz bathrooms. All rooms will offer a 50-inch flat screen SMART TV, Bluetooth speakers, Keurig coffee machines, glass front refrigerators and bathrobes.

Guests will enjoy a complimentary welcome drink upon arrival along with free WI FI and a daily breakfast snack. Guests can also order customized food baskets for guest room delivery.

For guests and visitors, The Dörr will offer a wine and beer selection along with small plates in the lobby from 3 to 9 p.m. daily. Outdoor beverage service will be available.

Working with neighboring restaurant CHOP, The Dörr can offer meeting space for up to 100 guests.

Recreation opportunities abound in the Door County area. The hotel will provide a limited number of house bicycles, tennis and pickle ball equipment, snowshoes, walking poles and a selection of beach chairs for guest's complimentary use.

Door County Area

The Door County Peninsula is the narrow thumb of Wisconsin which juts out into Lake Michigan in Northeast Wisconsin. Located 85 miles from Green Bay, the area is known for its stunning beauty and miles of shoreline. The early French explorers referred to the area as Porte des Mortes due to the treacherous waters between the tip of Door Peninsula and Washington Island. More than 250 shipwrecks occurred and today scuba divers and snorkelers can explore some of these ancient wrecks.

With 298 miles of shoreline, 11 light houses and five State Parks, the area has long been a favorite vacation retreat for those who enjoy the great outdoors. Miles of trails abound offering year-round hiking and cross-country skiing and snow shoeing opportunities. Culturally, Door County features more than 100 galleries and art studios and is home to the Peninsula School of Art and two theatre companies - Peninsula Players and Northern Sky Theater – that offer outdoor summer performances. Extensive shopping and dining opportunities are available throughout the area which strongly supports independent retail stores and restaurants. The Dörr will be home to an independently owned clothing boutique.

Details

The Dörr is now taking reservations. Room rates range from \$175 to \$440 per night. For further information, call 844-944-0354 or to make a reservation go to www.thedorrhotel.com. Free onsite parking is available along with an electric vehicle car charging station.

About The Dörr

Door County's newest hotel and the area's first newly built hotel in nearly 20 years, the 47-room property offers cozy charm and Nordic-inspired contemporary design near Lake Michigan's Bay of Green Bay. Featuring a guest experience team dedicated to creating personalized experiences and touring opportunities, the hotel showcases Door County as a year-round destination and is ideal for romantic getaways, weekend gatherings, weddings and corporate retreats. For more information, visit www.thedorrhotel.com.

Covid-19 Precautions at The Dörr

During this time of concern over the Covid-19 virus, The Dörr will take extra precautions upon opening to help assure guest's health and safety. The hotel has partnered with ECOLAB and room 360 to ensure the highest-level cleaning and sanitizing methods along with supplying guests and employees with all necessary PPE. All staff will be following CDC and American Hotel and Lodging Association recommended practices relative to cleaning protocol, physical distancing and PPE along with implementing additional cleaning procedures in rooms and common areas.

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