

New Dörr Hotel to Offer Dedicated Guest Experience Team to Design Door County Peninsula Tours

Sister Bay, WI – March 29th, 2021 -- From dark-sky outings with an astronomy expert to private sea cave kayaking expeditions, [The Dörr](#) will arrange immersive experiences for guests when it opens its doors in Wisconsin's Door County on May 27, 2021. A dedicated Guest Experience Team will curate unique itineraries that explore the 70 mile-long by 18 mile-wide, Wisconsin peninsula surrounded by three sides of water.

"Our seven guest experience hosts will provide a service that goes beyond the typical hotel concierge role," says James Lohmiller, Director of Guest Experiences at The Dörr Hotel. "We want to provide a truly personal Door County experience and we have selected a team of passionate professionals who love the area and want to make each guest's stay as memorable as possible."

With a combined total of more than 50 years of Door County residence, each host will serve as a local area ambassador and facilitator. To prepare for the role, each participated in the Door County Visitor's Bureau Certified Tourism Ambassador program. The training program included: required pre-class reading, attending a half day classroom session, and completing an open book examination.

According to Yvonne Torres, Director of Administration for [Destination Door County](#), the program was implemented in 2009 and is designed to increase regional tourism by inspiring front-line employees and volunteers to turn each visitor encounter into a positive experience. "We're delighted that The Dörr is embracing the program and helping guests navigate the abundance of opportunities in the Peninsula," said Torres.

In a recently released expedia.com survey, the village of Sister Bay (population 700) was named the [second friendliest city](#) in the United States.

"We so look forward to creating the very best Door County experience for our guests whether that be curating private tours for those who wish stay in their bubble to acknowledging a guest's desire to simply relax with a nice glass of wine in hand," concluded Lohmiller.

The Dörr's Guest Experience team looks forward to assisting guests with a variety of activities including:

- Mushroom and ramps foraging expedition
- Dark Skies Discovery Tour in Newport State Park (named a dark-sky preserve in 2017)
- Private nature hikes with an area naturalist in one of their area's five State Parks
- Lighthouse and ice photography expeditions
- Painting, pottery, and glass blowing classes
- Golfing arrangements at 11 area golf courses
- E-bike touring
- Shipwreck scuba diving and snorkeling excursions
- Sea cave kayaking
- Walleye, Bass and Salmon fishing charters
- Peninsula sailing
- Bird watching expeditions

- Art gallery & studio visits (more than 100 in the area)
- Private wine tasting tour at seven area wineries
- Private wellness session (yoga, cooking class, health, and wellness coaching)
- Tickets to Peninsula Players and Northern Lights Outdoor Theatre performances
- Restaurant recommendations and reservations

Details

The Dörr is now taking reservations. Room rates range from \$155 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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