



New Member SPOTLIGHT



STURGEON BAY'S BEST-KEPT SECRET: **Island Rides & Dor Cros Inn**

When Laura & Cory Anders married 23 years ago, they found their jobs kept them apart more than together. The long hours they each put in – Laura as a physical fitness trainer and Cory's in commercial masonry restoration, made them realize that wanted something different... something more. So, they asked themselves one simple question, "When were we our happiest?" The answer was easy. "On vacation." That began a five year search in 1995 for an Inn and they knew it had to be in Door County. When asked why they chose the Lodging industry, Cory explained that it was because of "the opportunity to get to know your customers". They finally found what they were looking for on Washington Island in Door County during the summer season of 2000 at The Dor Cros Inn. This was the beginning of their lodging careers and the friendships made over the years have been priceless.

During their first season on the Island, they found that some of their guests wanted to explore the Island at a much slower pace than their cars had to offer and hadn't had room to bring their bicycles. So Laura and Cory insisted their guests use their personal bicycles. They joke that those guests must have told every Islander they ran into about these complimentary wheels, because the following week Islanders starting dropping off their bicycles. This began the task of getting them ready, fixing them up and setting them out in a communal and complimentary bicycle rack for their guests. This tradition next to others like complimentary campfires we offer, became just another of the reasons their guests return to the Dor Cros Inn year after year for their Island getaway. "They always felt like they were bringing everything but the kitchen sink and now they had room for that too."

Offering Bicycles to the public back in 2008-2009 had more to do with the down turn in the economy. "The new business has helped out financially but has also brought this slower paced... truly enjoyable mode of transportation right to any Island visitor ... And with that, Island Rides Bicycle Rentals was born." They deliver anywhere on the Island for individuals or large groups. They meet with their customers and besides making sure their bicycles are a comfortable fit they layout a self-guided tour (with hills mostly in their favor).

When asked why they became a Member of the Door County Visitor Bureau, Laura and Cory simply said, "the only way we can be successful is if all our neighbors in Door County are successful."

COMMUNITY
building
THROUGH
positive
PARTNERSHIPS

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