

As many of you already know, room rates and room taxes have risen quite a bit in Door County in the last few years. Last year, we were informed by our accountant that we needed to “raise rates to support our discount programs”. It just didn’t make any sense to us, so Donna and I decided to conduct an in-depth analysis to determine how we could avoid raising rates for *any* reason. What we came up with surprised us and allowed us to actually lower rates dramatically. While we eliminated most of our promotional packages, we still are able to offer very competitive rates for the great amenities we offer. We did not do this until the 2010 summer rates were in place so it did not apply to the entire season. This year, we have extended the lowered rates to cover the entire season from May through October. Thus, the part of our mission statement that says, “Great amenities at affordable rates “carries greater meaning than ever before. We thank you for your past loyalty to Somerset Inn & Suites and hope to have the opportunity to serve you in 2011 and beyond. We encourage you to call us if you have any questions or comments.

Sincerely,

Donna and Phil