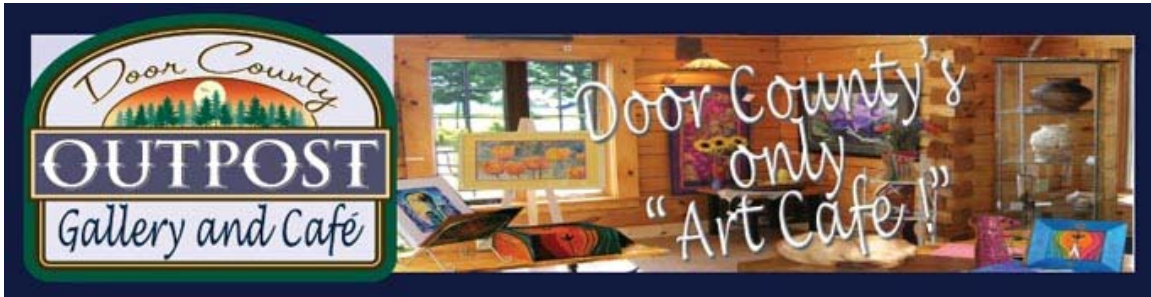


New Door County WI Business Focuses on Changing Tourism Market



Released on: December 16, 2008, 4:47 am

Press Release Author: Carl Hruza

Industry: [Retail](#)

Press Release Summary: The Door County Outpost Gallery and Cafe is a new development in Egg Harbor, Door County WI. Offering a range of services to tourists including espresso cafe, guided Kayak tours, live music, wine tasting, retail, art and more.



Press Release Body: When husband and wife team **Carl and Susan Hruza** relocated their business to Door County WI it was with a clear vision of the future. Owners of a successful Internet business and two art gallery locations in North Eastern Wisconsin, the Hruza's deliberated long and hard before deciding to move their businesses to Door

County. *"We knew that Door County would present a very different challenge to that of our base in Green Lake WI. Even though both Green Lake and Door County are geared predominantly towards the tourism market, Door County has been leading a 'refocus' on how to serve and benefit from tourism",* said Carl Hruza.

Hruza went on to explain, "tourism has taken on a different shape in recent years. Five years ago the typical family vacation to Door County would involve a leisurely drive from the suburbs of Chicago, a week-long stay at a local campground or motel, quiet walks on the beach and wandering around the many galleries and gift-shops in search of locally made merchandise. Nowadays tourists are intent on getting much more out of a shorter stay. The average stay length has fallen from 7 days to 4 and people arrive with their schedules booked in advance so they can take full advantage of their time in the area. And the changes do not end there. Most people are looking for leisure activities taking place at a faster pace than in years previous. Outdoor adventure sports are becoming popular, kayaking, cycling, kite-boarding, even scuba diving. At nights they want to combine good affordable food with live entertainment. It's a much more demanding tourist and we've setup our business to provide people with exactly what they want".



The Hruza's have leased a 3500 sq ft development a half mile south of Egg Harbor on HWY 42. **The Door County Outpost Gallery and Café** is a beautifully constructed log cabin, made from locally sourced timbers and designed with a bright, open and spacious feel.

"Inside and outside the Outpost we have a lot to offer our visitors", said **Susan Hruza**. "We run an espresso café offering

great food and coffee with locally made wines and micro-beers. We have a concert venue (The Rainbow Room), a fine art gallery (The Forte Gallery), a gift shop with soaps and sundries (Door County Soap Company), and daily wine tasting events. In addition, we are home to Door County Kayak Tours, who operate their popular cave tours from our location. When visitors arrive at the Outpost in the morning, we can keep them entertained for the whole day. Breakfast starts at 7.30 am after which visitors can head out onto the

waters with a Kayak tour and explore the caves and other popular kayaking destinations. They arrive back around noon for lunch, then take in a tour of the art gallery, shop at our gift store, indulge in a wine tasting then perhaps head back to their hotel room for an hours relaxation. At 5.30 pm on concert nights we serve dinner, after which visitors can then take in live music, often from nationally acclaimed touring artists playing acoustic folk, jazz, blues or world music". Weekend visitors to the **Door County Outpost Gallery and Café** can invariably enjoy one or more outdoor events taking place on the deck or on the 10.5 acres of lawned gardens. "We have many events on the schedule for the Summer and Fall seasons, including our Annual Labor Day Quilt Show and our Annual Juried Fine Art Fair, which lands on October 10/11 in 2009. In addition, we have regular weekend cookouts, offering the best in Wisconsin traditional foods including local beers and wines", said **Susan Hruza**.



The focus at the Outpost is to offer as much entertainment as possible, without people having to spend time in the car. "It's a four to six hour drive to Door County for many of our visiting couples and families, the last thing they want to do when they get here is spend more time in the car. We give people a great experience, the chance to see Door County from a different perspective and to spend a great day full of interesting things to do", said **Carl Hruza**.

Web Site: <http://doorcountyoutpost.com>

Visit the Door County Outpost Gallery and Café
4690 Rainbow Ridge Ct
Egg Harbor, WI 54209
or online at www.DoorCountyOutpost.com
or call 920 868 4321