

Gift Certificate



Gift Certificate



Destination Door County Gift Certificates FAQ's

Q – Do I have to be a Member to Redeem Door County Gift Certificates?

A – No, you do NOT need to be a member of Destination Door County to accept or redeem Door County Gift Certificates

Q – When do the Certificates expire?

A – Our Gift Certificates no longer expire. In 2005, Wisconsin State Law was amended to prohibit the expiration of Gift Certificates. Certificates issued prior to this amendment may contain an expiration date but it should be ignored. Destination Door County will redeem ANY Door County Gift Certificate they have issued for 100% of the face value.

Q – What if the total of the sale is less than the value of the Door County Gift Certificate?

A – Treat them like CASH! Please make change for customers using a Door County Gift Certificate for purchases less than the face value. Research shows that giving cash back increases gratuities, encourages additional spending and raises customer satisfaction.

Q – If I'm supposed to treat the certificates like cash, why do they say "Not redeemable for cash. No cash refunds."

A – When the Door County Gift Certificate program first began, it was designed as a self-supporting program wherein a 3% fee was charged to help defray the cost of printing and promotion. Now that the redemption fee has been eliminated, they should be treated like cash and change should be given for purchases less than the face value.

Q – How many certificates do I have to collect before I can redeem them?

A – There is no minimum or maximum. Feel free to submit them as you receive them or wait until you have collected a few – or a lot. That is up to you!

Q – How long does it take to redeem the Gift Certificates I have collected?

A – When you accept a Door County Gift Certificate that money is yours, which is why we process redemption checks multiple times a week. The average turnaround time is two business days upon receipt, but we strive to process them the same day if possible.

Q – How many Door County Gift Certificates are sold in a year?

A – Thousands and Thousands! From individuals and groups to corporations that include our certificates in their holiday gift giving and we have helped our Innkeepers embellish their lodging packages with our Gift Certificates to encourage additional spending while their guests are in Door County. Annually we issue almost 10,000 Door County Gift Certificates totaling more than \$250,000.

Q – Do I have to accept Door County Gift Certificates?

A – Why not? If a gift certificate holder chooses to give you their business – and we reimburse you for 100% of the face value – you have nothing to lose. We recommend you look them in the eye and graciously accept them, after all, they could have spent that money in thousands of other businesses, and they chose YOU! *(Treat that certificate like cash and you will not find a happier customer!)*

QUICK FACTS

- ✓ Redeemable at 100% face value. (There is no service fee charged to redeem the certificates)
- ✓ You do NOT have to be a member of Destination Door County in order to accept or have them redeemed.
- ✓ Gift Certificates no longer expire Even if there is an expiration date on them. We will stand by them 100%.
- ✓ Please give cash back even if the amount spent totals less than the value of the certificate. The value of the certificate in its entirety will be honored, not just what was spent.
- ✓ Buying Local -Door County Gift Certificates keeps money in Door County

Gift Certificates can be turned in for redemption at our office:
1015 Green Bay Rd, Sturgeon Bay

or

By mailing certificates in to:
Destination Door County
Attn: Director of Finance & Administration
PO Box 406
Sturgeon Bay WI 54235

*If you have any questions, please contact the Destination Door County Welcome Center at:
920-743-4456 or 800-527-3529*