

HANKR

DOOR COUNTY'S NEWEST VISUAL FOOD GUIDE

The Door County Visitor Bureau is excited to announce our plans for a new visual, online guide to the best food from our partner restaurants — including yours!

WHAT IS HANKR?

hankr transforms your standard online restaurant listings into food-first visual experience that connects visitors with what they want to eat --- whatever they like to eat. In short, it's online food guide designed to make every visit to Door County more delicious.

Like every destination marketing organization, we've always offered an online listing of our partner restaurants. Now we're going beyond basic restaurant listings to create a searchable, visual guide to hundreds of the actual dishes being served right now at your restaurants — from bakery to fish boils, and everything in between.

As you know, dining has a huge impact on our local economy, and having great information about dining in Door County is essential to our mission to inspire and guide every visitor to the most memorable experience.

WHAT WILL THIS LOOK LIKE?

hankr pioneered visual food search in Madison, Milwaukee, and other cities on www.hankr.com, and has since partnered with destinations like Minocqua, Oshkosh, Cedarburg, and Eau Claire to create destination-specific visual food guides. You can see what they've built for Minocqua at <http://minocqua.hankr.us>. Our experience will be relatively similar in concept, but we are working with our digital partners to fully integrate this visual search directly into DoorCounty.com

HOW DO I PARTICIPATE?

We're creating this resource with hankr's help as a service to our visitors, and all active Door County Visitor Bureau partner restaurants are included. hankr will be providing professional photography for each restaurant — all you have to do is set up an appointment to come in to take photos of 10-12 of your best and most popular dishes. Together with hankr, we'll handle all the rest!

WHAT IS THE COST?

Your active membership entitles you to have your restaurant and up to 12 of your menu items included in this guide
AT NO ADDITIONAL COST

If you don't already have high-quality photography, hankr will professionally photograph your food and your space, and can revisit your restaurant throughout the year to get new photos if your menu changes so that you always have current dishes featured in the guide.

If at any point your membership isn't renewed, however, your restaurant and food will be removed from the visual food search experience and from our website overall.

DO I OWN THE PHOTOS HANKR TAKES OF MY FOOD?

To keep the base cost of the program as affordable as possible, the price we've negotiated does not include full copyright ownership of the photos taken by hankr. If you wish to have the hi-resolution photos for use on your own website and other marketing materials, you may purchase those from hankr for \$500.

WHEN IS THIS HAPPENING?

The team from hankr will begin reaching out to restaurants in late January to set up photoshoots, and our goal is to photograph all restaurants that are open in the winter by the end of February. hankr has photographed food at over 700 restaurants of all kinds, and most photoshoots take about 90 minutes.

As businesses begin re-opening for the season, our goal is to have every partner restaurant photographed by June 1.

QUESTIONS?

If you have questions about this project, you can contact Michelle Rasmusson at the DCVB at michelle@doorcounty.com or 920-743-4456.



MAKING EVERY VISIT MORE DELICIOUS



burgers **cheesy** classic comforting crispy deep fried dessert dippable eggs filling finger food fish fresh fresh sandwiches from afar german gluten free healthy hot sandwiches italian meaty nutty only



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