



EXPLORE
**TWO
RIVERS**
WISCONSIN

TOURISM DIRECTOR

1717 E. Park Street
P.O. BOX 87
Two Rivers, WI 54241-0087

Tourism Director's Report September 2024

Marketing

- Registered Explore Two Rivers with the Wisconsin Hotel & Lodging Association as a CVB/DMO/Chamber member.
 - o CVB/Chamber Member benefits including:
 - Free listing online at WisconsinLodging.org and in the annual Wisconsin Lodging Directory.
 - Monthly occupancy reports from STR - the leading provider of data benchmarking and analytics for the lodging industry.
 - Subscriptions to member publications including the weekly Wisconsin Lodging Insider e-newsletter, and InnTouch quarterly magazine.
 - Access to exclusive WHLA marketing programs, discounted ad rates, and member pricing for events.
- Ads placed in Fox Cities Magazine, Wisconsin Road Trip and Silent Sports Magazine
- Updated events, accommodations and places of interest on Travel Wisconsin website.
- Continued work on the Explore Two Rivers webpage and social media platforms.
- Continued work on the 2025 Visitor Guide in partnership with Visit Manitowoc. This publication will be ready for circulation the third week in January 2025.
- Evaluated marketing data from 2024, YTD and revenue projections to form a preliminary marketing plan for 2025 in conjunction with the City of Two River's budget cycle.

Community Outreach

- I have been nominated to serve as Circle Wisconsin Board Treasurer for 2025. I would be stepping down as the Board Vice President of this organization to serve in this role.
- Took part in PaddlePalooza capturing images on the water and at the event' Hosted an Explore Two Rivers booth.
- Toured the Kewaunee Visitor Center and met with their staff member to see if there are opportunities to cross promote, partner and be a resource for marketing the Lakeshore.
- Attended the Circle Wisconsin Board of Directors meeting to work on the 2025 budget, marking efforts in 2025 and strategic marketing for group tour international travel and regional growth through 2028.



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Government Outreach

- Attended Destinations Wisconsin Strategic Planning Meeting to work on goals for 2025 and 2026, review legislation around room tax revenue and conduct quarterly board meeting.

Activities

- 09/03/2024 – Two Rivers City Council Meeting
- 09/05/2024 – Two Rivers Business Association Meeting
- 09/10/2024 – Explore Two Rivers Board Meeting
- 09/10/2024 – Manitowoc County Business Expo Event in TR Planning Meeting
- 09/11/2024 – Mishicot Business Assoc. Meeting
- 09/11/2024 – Ice Age Trail Alliance Meeting- Trail Cities Update
- 09/11/2024 – Attended Two Rivers City Director's Meeting
- 09/13/2024 – Attended Vibrant Spaces Informational Grant Webinar
- 09/13/2024 – Met Kewaunee Chamber Commerce
- 09/14/2024 – Attended Paddle Palooza Hosting a Booth
- 09/17 to 9/18/2024 – Attended Circle Wisconsin Board Meeting
- 09/18/2024 – Travel Wisconsin Fall Marketing Webinar
- 09/19 to 09/20/2024 – Attended Destinations Wisconsin Strategic Goals Meeting/Board Meeting
- 09/24/2024 – Met with Explore Two Rivers Marketing Committee Chair
- 09/25/2024 – Attended Picnic Hill Park Disc Golf Revitalization Meeting
- 09/28/2024 – Attended Cool City Christmas Meeting



www.exploretworivers.com



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