



EXPLORE
**TWO
RIVERS**
WISCONSIN

TOURISM DIRECTOR

3737 E. Park Street
P.O. BOX 87
Two Rivers, WI 54243-0087

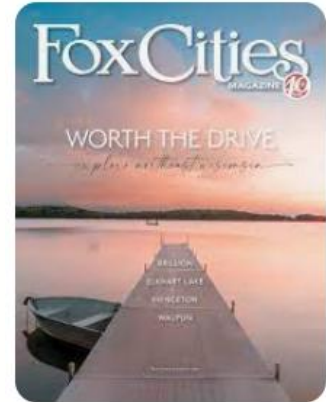
Tourism Director's Report July 2025

Marketing Initiatives

Fox Cities Magazine Partnership: For the third consecutive year, Explore Two Rivers has partnered with the Two Rivers Business Association on a full-page advertisement in the "Worth the Drive" issue of Fox Cities Magazine. This collaboration continues to be a highly cost-effective method for promoting our city in a prominent magazine across northeast Wisconsin.

New Pump Station Banner: A new banner has been installed at the Pump Station to highlight various summer activities. This banner will remain in place until the Mammoth Hike Challenge in October.

Website Performance: Our website saw significant engagement in July 2025, with a tourism-related webpage ranking as the most viewed for the first time since January 2023. This indicates a growing trend in website usage, demonstrating that we are effectively meeting the needs of both residents and visitors.



Page title and screen name	Views	Active users	Views per active user
Calendar Two Rivers Wisconsin	5690	2766	2.057122
Two Rivers Wisconsin Home Page Two Rivers Wisconsin	4440	2369	1.874209
Neshotah Park & Beach Two Rivers Wisconsin	4181	3071	1.361446
Explore Two Rivers Two Rivers Wisconsin	2094	1478	1.416779
Two Rivers HarborCam Two Rivers Wisconsin	1787	558	3.202509
Things to Do In Two Rivers Two Rivers Wisconsin	1443	973	1.483042
4th of July Celebration Two Rivers Wisconsin	1239	861	1.439024
Meetings Two Rivers Wisconsin	930	294	3.163265
Bands On The Beach: The Cougars Two Rivers Wisconsin	616	426	1.446009
Two Rivers\Manitowoc Official 2025 Visitors Guide Two Rivers Wisconsin	596	448	1.330357
Job Openings Two Rivers Wisconsin	512	322	1.590062



www.exploretworivers.com



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Room Tax Revenue

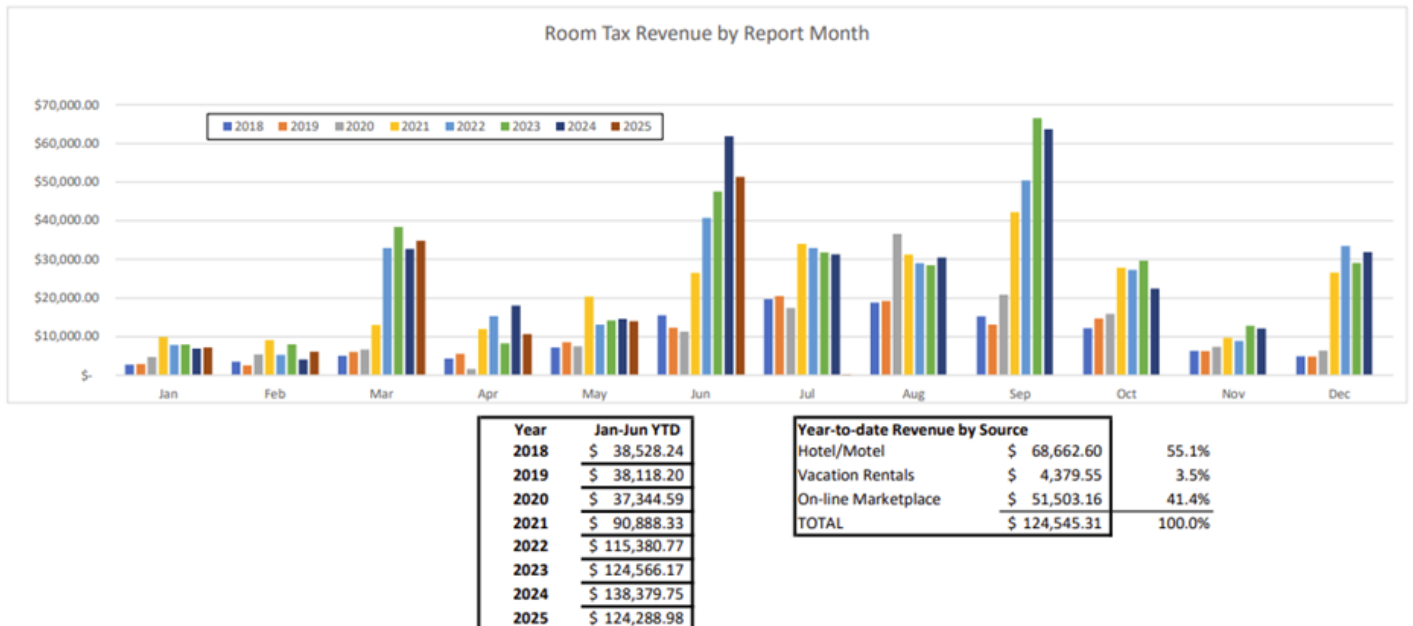
We want to inform you about a change in our accounting method for room tax fees, effective beginning in 2025. We have transitioned from a cash accounting method to an accrual accounting method.

This change was implemented to more accurately reflect when room tax fees are collected by hotels and short-term rentals (STRs). Under the previous cash basis, revenue reporting may have been skewed, as hotels and STRs have up to 45 days after the close of each month to submit collected room tax. Accrual accounting will provide a more accurate picture for each month and correct any timing issues in payments moving forward.

All previous years' reports will continue to be based on a cash accounting method.

City of Two Rivers
Room Tax Revenues by Report Month

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2018	\$ 2,741.75	\$ 3,560.22	\$ 5,036.50	\$ 4,366.85	\$ 7,245.00	\$ 15,577.92	\$ 19,712.52	\$ 18,853.37	\$ 15,279.77	\$ 12,198.46	\$ 6,371.00	\$ 4,952.07	\$ 115,895.43
2019	\$ 2,947.91	\$ 2,604.63	\$ 6,052.63	\$ 5,568.34	\$ 8,607.82	\$ 12,336.87	\$ 20,505.69	\$ 19,244.25	\$ 13,170.07	\$ 14,719.81	\$ 6,332.72	\$ 4,914.66	\$ 117,005.40
2020	\$ 4,765.02	\$ 5,384.00	\$ 6,690.51	\$ 1,637.77	\$ 7,534.11	\$ 11,333.18	\$ 17,396.97	\$ 36,594.28	\$ 20,866.20	\$ 15,875.69	\$ 7,424.84	\$ 6,397.04	\$ 141,899.61
2021	\$ 9,915.56	\$ 9,132.48	\$ 13,003.38	\$ 11,933.75	\$ 20,379.78	\$ 26,523.38	\$ 34,033.35	\$ 31,281.39	\$ 42,231.85	\$ 27,843.12	\$ 9,706.00	\$ 26,581.50	\$ 262,565.54
2022	\$ 7,885.94	\$ 5,277.50	\$ 32,957.52	\$ 15,335.28	\$ 13,161.21	\$ 40,763.32	\$ 32,990.01	\$ 29,030.51	\$ 50,458.52	\$ 27,284.90	\$ 8,921.16	\$ 33,532.24	\$ 297,598.11
2023	\$ 8,034.70	\$ 8,041.02	\$ 38,440.40	\$ 8,257.44	\$ 14,202.39	\$ 47,590.22	\$ 31,797.51	\$ 28,509.44	\$ 66,568.74	\$ 29,650.62	\$ 12,820.73	\$ 29,071.41	\$ 322,984.62
2024	\$ 6,952.56	\$ 4,128.21	\$ 32,737.53	\$ 18,067.70	\$ 14,614.42	\$ 61,879.33	\$ 31,312.76	\$ 30,512.26	\$ 63,685.25	\$ 22,475.82	\$ 12,145.57	\$ 31,926.37	\$ 330,437.78
2025	\$ 7,252.65	\$ 6,103.19	\$ 34,845.55	\$ 10,683.52	\$ 14,040.25	\$ 51,363.82	\$ 256.33						\$ 124,545.31





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Activities

July 2: Photo shoot at Sauve's Auto and social media post on the City of Two Rivers Facebook page to promote their new addition.

July 4-9: Vacation.

July 14: Attended the 2026 Manitowoc – Two Rivers Visitor Guide kick-off meeting and the Destination Wisconsin Membership Committee meeting.

July 16: Attended the TRBA Social Committee event at Eastwin Valley Golf Course.

July 17-18: Attended the Destinations Wisconsin quarterly meeting.

July 21: Attended the Two Rivers City Council meeting.

July 22: Attended a joint meeting with Two Rivers Parks and Recreation and NOAA to discuss partnership opportunities.

July 24: Attended the Two Rivers Economic Vitality meeting.

July 25: Attended the Circle Wisconsin preparation meeting for the Going on Faith national tourism convention.

July 28: Attended the introductory Bike Friendly Community meeting hosted by Healthiest Manitowoc County.

July 29: Attended a joint meeting with the Lakeshore Chapter of the Ice Age Trail Alliance and Visit Manitowoc to discuss the marketing plan for the Mammoth Hike Challenge in October. I also attended the Circle Wisconsin quarterly board meeting and the Two Rivers Room Tax Commission joint meeting with the Explore Two Rivers Board.

July 30: Conducted a site visit of the facilities at Voyageur Park in De Pere.

July 31: Attended a joint marketing meeting with Mishicot MAGIC.

Submitted August 5, 2025

Joseph L. Metzen - Tourism Director



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