



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## TOURISM DIRECTOR

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

### Tourism Director's Report December 2024

#### Marketing

- Continued work with Travel Wisconsin to update the Two Rivers landing webpage, local attractions and events listings.
- Continued daily social media posts.
- Added a "Birding" page to ExploreTwoRivers.com to promote that outdoor activity in and around the Two Rivers area.  
<https://www.exploretworivers.com/explore/page/birding>
- Placed awareness ad in Bird Watchers Digest for their April/May 2025 issue.
- Placed a Lakeshore Wedding Expo ad in Fox Cities Magazine in partnership with Sepia Chapel.
- Renewed membership with Wisconsin Agriculture Tourism Association and Farm Fresh Atlas as a destination for "Fun on the Farm".
- Placed ad in the summer issue of Travel Wisconsin magazine.

#### Community Outreach

- Sent a survey postcard to all individuals who requested a visitor packet in 2024. The survey included:
  - o Did you visit Two Rivers in 2024?
  - o Have you visited Two Rivers in the past? If yes, how many times have you been to Two Rivers?
  - o Where did you stay while you were in Two Rivers? Multiple choice.
  - o How did you hear about Two Rivers? Multiple choice.
  - o What were your top activities while visiting Two Rivers?
  - o Cobblestone Hotel and Suites - Two Rivers provided a free overnight stay to be sued as a prize that all survey participants have a chance to win as an incentive to complete the survey.
- Attended Circle Wisconsin Board of Directors Meeting hosted by Visit Sheboygan.
- Attended TRBA and Mishicot Business Association meetings.
- Continued work with TRBA, Chamber of MTWC Co., Progress Lakeshore and Visit Manitowoc on a Business Expo in March 2025.



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### Activities

12/2/2024 – Attended City of Two Rivers Common Council Meeting.

12/4/2024 – Circle Wisconsin Executive Committee Meeting.

12/5/2024 – Two Rivers Business Association meeting.

12/6/2024 – Room Rax Commission meeting.

12/10/2024 – Attended Chamber of Manitowoc County Holiday event.

12/12/2024 – Two Rivers Department Director's meeting.

12/12/2024 – Mishicot Business Assoc. meeting.

12/12/2024 – Attended and presented at virtual meeting with Lakeshore Chapter of Ice Age Alliance.

12/13/2024 – Attended Two Rivers City Director's meeting.

12/14.2024 – Attended Circle Wisconsin Board Meeting hosted by Visit Sheboygan.

12/16/2024 - Two Rivers City Council meeting.

12/23/2024 – Two Rivers City Council Work Session.



[www.exploretworivers.com](http://www.exploretworivers.com)



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