



EXPLORE
**TWO
RIVERS**
WISCONSIN

TOURISM DIRECTOR

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

Tourism Director's Report June 2025

Community Outreach



Explore Two Rivers recently attended the first annual **Wisconsin Governor's Outdoor Industry Impact Awards** in Madison on June 26, 2025. We're proud to announce that Willie Bee Charters, Wildflower Outdoors, and Paddlepalooza, all local to Two Rivers, received nominations for their outstanding contributions to promoting outdoor activities in Wisconsin. While we didn't have any winners this year, the nominations provided excellent exposure for these businesses, events, and our community.

Our board continues to collect valuable data through the **Two Rivers Business Owner Tourism Impact Survey**. To date, we've received 29 responses from various business sectors. The Explore Two Rivers Board will review the survey process at our next meeting on August 12, 2025, to determine the next steps for data collection. If you haven't yet completed the survey, you can find it at <https://forms.gle/are5YfgqkMmbJ3427>

In June, Explore Two Rivers began gathering video and photo content of the nearshore shipwrecks located within and around Two Rivers, which are part of the **Wisconsin Shipwreck Marine Sanctuary**. This content will be used to:

- * Create dedicated webpages for each shipwreck. These pages will feature blue and white marker buoys to assist paddlers of all types in exploring the shallow shipwrecks.
- * Produce two-person podcasts using AI technology (NotebookLM) that will delve into the story of each shipwreck and the history of the sanctuary. The Explore Two Rivers Board of Directors is also leveraging AI for meeting minutes, supporting



www.exploretworivers.com



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materials, and other marketing content. This helps us onboard new board members efficiently and create a comprehensive historical record of the board's and staff's work.

* Develop a print and digital rack card to market the nearshore shipwrecks as a unique attraction for exploring the sanctuary and the waters around Two Rivers. This rack card will be launched at Canoecopia in March 2026 and will include the following information for each shipwreck:

- * Name of the shipwreck and the date it sank
- * Longitude and latitude
- Parking access points
- * Distance a paddler needs to travel to reach the shoreline launch point
- * Distance from the shoreline launch point to the shipwreck
- * An evergreen QR code linked to ExploreTwoRivers.com and the shipwreck's audio podcast



Marketing Initiatives

We are continually collaborating with Travel Wisconsin to update the Two Rivers landing webpage, local attractions, and event listings. **Please note that there is an August 29, 2025, deadline to update the next six months of events and business information on their website**, as they are transitioning to a new platform. If you would like your business or event listed or updated on the Travel Wisconsin website, please contact us at tourism@two-rivers.org.

TRAVEL WISCONSIN

Places to Stay Things to Do Dining Events Places to Visit Stories Plan Your Vacation

TWIN RIVERS 2ND ANNUAL PADDLEPALOOZA

Event Date
Sep 13, 2025. Starts at 8am and is complete by 3pm.

Veterans Park, Two Rivers
1200 35th Street - Two Rivers, WI 54241

Information: 920-793-5591

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Features



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Daily social media presence is maintained across Facebook, Instagram, and Flickr. **You can access the Explore Two Rivers Flickr page at <https://www.flickr.com/people/200576022@N05/> No username or password is required to visit this site.** Our Flickr page is designed as a tourism-oriented resource, showcasing all seasons and various activities in Two Rivers.

Print and digital ads were completed and submitted for the summer issues of Silent Sport Magazine, Wisconsin Road Trip, and On Wisconsin Outdoors. **On Wisconsin Outdoors featured a special article on Two Rivers Charter Fishing in their May/June edition.**

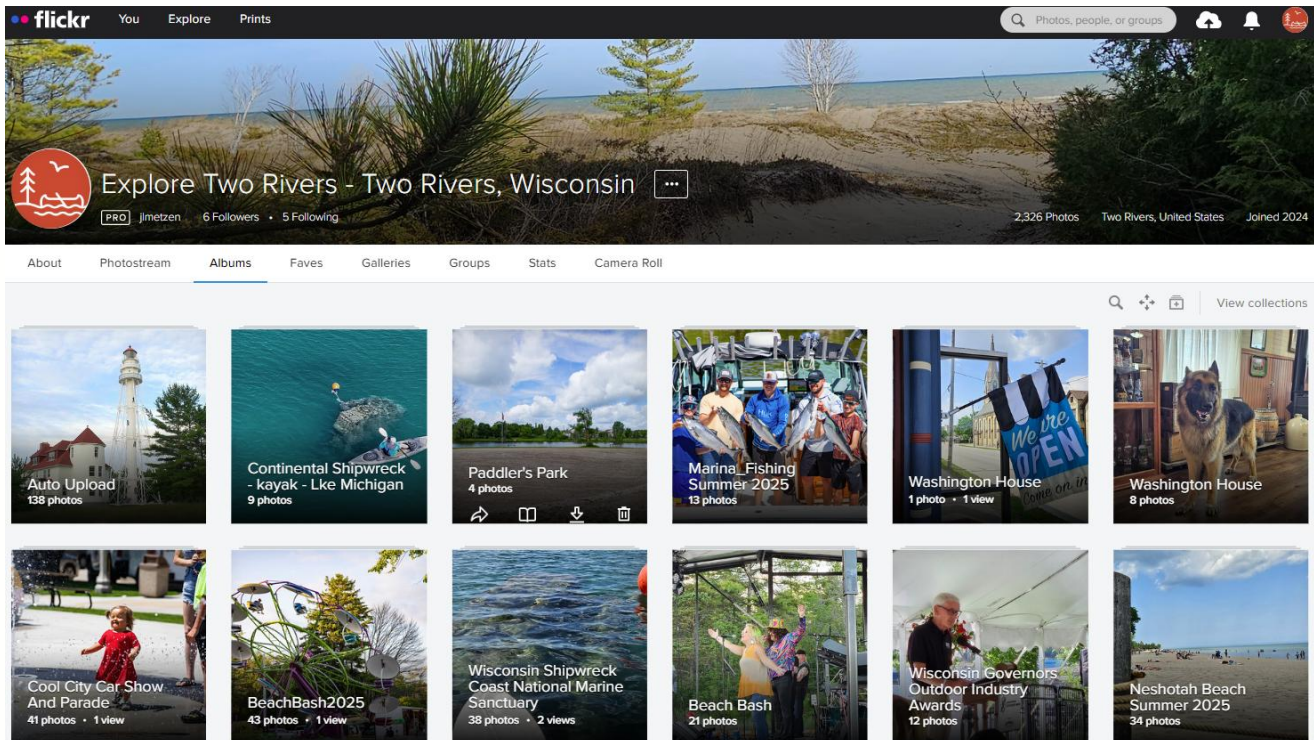
Lift Station banners successfully promoted the 25th Annual Cool City Car Show and the 50th Snowfest event, both taking place in July 2025.

Distribution of Explore Two Rivers Dog Friendly Business window clings continues, and spotlighting dog-friendly businesses on our Facebook and Instagram pages.

Submitted July 16, 2025

Joseph L. Metzen - Tourism Director

Explore Two Rivers



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