



EXPLORE
**TWO
RIVERS**
WISCONSIN

TOURISM DIRECTOR

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

Tourism Director's Report March 2025

Community Outreach

- * Attended meetings for both the Two Rivers Business Association (TRBA) and the Mishicot Business Association (MBA).
- * Participated in the Downtown Listening Session on March 5, 2025, hosted by Two Rivers Main Street, where discussions included the consensus for improved wayfinding in the community.
- * On March 6, 2025, consulted with the School District of Two Rivers regarding their new branding initiative, sharing insights from the City of Two Rivers' branding process and guidebooks, which Explore Two Rivers has continued.
- * Partnered with Visit Manitowoc at a booth during Cornucopia from March 7-9, 2025, showcasing our new Hike, Bike & Paddle Two Rivers marketing materials and information on the Wisconsin Shipwreck Coast. Caitlin Zant from NOAA volunteered at the booth.
- * Co-hosted the Circle Wisconsin booth with Shelly Harms from Visit Sheboygan at the Governor's Conference on Tourism in La Crosse from March 9-12.
- * Attended the State of Wisconsin Agriculture Tourism Annual Meeting in Green Bay, focusing on the growth of agricultural tourism in the state and the potential impact of events like the NFL Draft.
- * Hosted a booth and sponsored the Lakeshore Wedding Expo on March 23, 2025.
- * Hosted a booth at the Lakeshore Business Expo on March 26, 2025, in partnership with TRBA, the Chamber of Manitowoc County, Progress Lakeshore, Visit Manitowoc, and Two Rivers Main St.

Marketing Initiatives

- * Continued to collaborate with Travel Wisconsin to update the Two Rivers landing webpage, local attractions, and event listings.
- * Maintained daily social media presence with content on Facebook, Instagram, and Flickr.
- * Designed and submitted advertisements to Road Trip Wisconsin, Fox Cities magazine, and Experience Wisconsin.
- * Authored an article on charter fishing in Two Rivers, which will be featured in the May/June 2025 issue of On Wisconsin Outdoors magazine.



www.exploretworivers.com



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* ExploreTwoRivers.com Updates:

Updated social media icons on all ExploreTwoRivers.com webpages to link directly to Explore Two Rivers' social media platforms. Currently developing an Explore Two Rivers YouTube channel with direct links from ExploreTwoRivers.com.

Activities

03/02/2025 – Attended Two Rivers Business Association meeting.

03/02/2025 – Held a joint meeting between Parks and Rec. and the Tourism Department.

03/05/2025 – The City of Two Rivers Room Tax Commission met and received a presentation on Short Term Rental (STR) tracking and geofencing options. The Commission has authorized the Tourism Director to spend the next 90 days researching options for both STR tracking and geofencing data platforms.

03/07-03/09/2025 - Exhibited at Canoecopia in Madison, Wisconsin.

03/09-03/12/2025 – Attended the Governor's Conference on Tourism in La Crosse, Wisconsin.

03/11/2025 – Explore Two Rivers Board of Directors meeting.

03/17/2025 – Interviewed by FOX 47 about the Ice Age Trail's impact on the local economy.

03/17/2025 – Attended Two Rivers City Council meeting.

03/18/2025 – Participated in a tour of the new Violet Inn, Lounge & Spa.

03/19/2025 – Met with Two Rivers Council Member Shannon Derby to discuss tourism and strategies for growing this sector in 2025.

03/20/2025 – Attended the State of Wisconsin Agriculture Tourism Meeting.

03/23/2025 – Participated in the Lakeshore Wedding Expo.

03/26/2025 – Met with Mishicot MAGIC to discuss marketing partnership opportunities. The initial collaboration will be a full-page ad in the September issue of Fox Cities magazine, highlighting "Fall on the Shore."

03/26/2025 – Participated in the Lakeshore Business Expo.

03/27/2025 – Attended Two Rivers Economic Development meeting.



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