



EXPLORE  
**TWO  
RIVERS**  
WISCONSIN

## TOURISM DIRECTOR

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

### Tourism Director's Report April 2025

#### Community Outreach

I attended meetings for both the Two Rivers Business Association (TRBA) and the Mishicot Business Association (MBA).

I participated in Circle Wisconsin's Midwest Marketplace event in Dubuque, Iowa. This event facilitates connections between destinations and motorcoach tour providers nationwide. An average 40-person motorcoach tour with an overnight stay in Two Rivers generates approximately \$10,000 to \$12,000 in local revenue, covering lodging, dining, tours, shopping, and other activities.



**Pictured: Kevin from London Dairy Alpaca Ranch meeting with a tour provider.**

Explore Two Rivers hosted a booth at the Ice Age Trail Alliance Annual meeting, which had over 300 attendees. We also provided a raffle basket for the event. The Ice Age Trail is a significant year-round attraction for the lakeshore. Cobble Stone Inn and Suites and the Village Inn and RV Park are offering discounted stays to hikers in 2025 as part of the Hike, Bike & Paddle Two Rivers promotion.

#### Marketing Initiatives

Collaboration with Travel Wisconsin continues to update the Two Rivers landing webpage, local attractions, and event listings.

A daily social media presence has been maintained with content on Facebook, Instagram, and Flickr.

An article on charter fishing in Two Rivers has been written and will be featured in the May/June 2025 issue of On Wisconsin Outdoors magazine.



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



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Fall/Winter ads have been produced and approved that will appear in Travel Wisconsin's promotional materials later this year.

Details for Two Rivers' first National Travel and Tourism event, scheduled for May 8th at Sepia Wedding and Event Venue, have been finalized.

### Activities

- 04/03/2025 – Attended Two Rivers Business Association meeting.
- 04/04/2025 – Volunteered to call BINGO at the Community House.
- 04/04/2025 – Attended the Shipwreck Coast Film Festival in Manitowoc.
- 04/05-04/08/2025 – Met with over 40 motorcoach tour providers from across the United States and Canada at Circle Wisconsin's Midwest Marketplace event in Dubuque, Iowa, to promote motorcoach tour travel to Two Rivers.
- 04/08/2025 – Explore Two Rivers Board of Directors meeting (attended via Google Meetings).
- 04/09/2025 – Attended Two Rivers Parks and Recreation Advisory Committee meeting.
- 04/11/2025 – Hosted a Hike, Bike & Paddle Two Rivers booth at the Ice Age Trail Alliance Annual meeting in Stevens Point.
- 04/16/2025 – Attended Two Rivers Department Head's meeting.
- 04/17/2025 – Participated in the Chamber of Manitowoc County Marketing Committee meeting.
- 04/21/2025 – Attended Two Rivers City Council meeting.
- 04/24/2025 – Attended the TRMS Economic Vitality Committee meeting.
- 04/28/2025 – Attended Two Rivers City Council Work Session meeting.



**Ice Age Trail Alliance Annual Meeting in Stevens Point, Wisconsin.**



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