

TOURISM NEWS

By Kathleen Galas, President
Manitowoc Area Visitor & Convention Bureau

Tourism is in full swing in Manitowoc County! School is out, the S. S. Badger steams in and out of our port daily, the 2011 Wisconsin State H.O.G. Rally is coming right up and the weekend of June 23-25, will be one of the busiest ever for the lakeshore. Our lodging facilities, restaurants, downtowns, and parks and playgrounds will be bursting with activities. We're off to a great start for the summer season.

The Joint Services Agreement to promote tourism for Manitowoc and Two Rivers through the Manitowoc Area Visitor & Convention Bureau was renewed for another five years on May 31, at the Hamilton Community House in Two Rivers. Manitowoc and Two Rivers have worked together to promote area tourism since 2006. This Tourism Services Agreement is working well and we're proud to continue this valuable partnership into 2016!

Be sure to invite your friends and family to participate in the Third Annual MAVCB Digital Photo Contest. Our contests have yielded stunning front cover scenes for the Manitowoc-Two Rivers Discovery Guide. Winning contest photos and the 2011 photo contest rules can be reviewed at www.manitowoc.info.

The MAVCB recently celebrated National Tourism Week by hosting the 13th Annual Tourism Breakfast May 12. Tourism continues to be a powerful economic generator for Manitowoc County, who is ranked #27 out of our 72 counties in the state for traveler spending. The following are Manitowoc County 2010 traveler economic impact stats:

- Travelers spent an estimated \$120.2 million in Manitowoc County, up 1.68% from 2009
- Tourism supported 2,831 full-time equivalent jobs and \$59.7 million in wages and salaries
- Traveler spending in Manitowoc County generated a total impact of \$4.9 million in taxes and other fees for local government
- Travelers generated \$12.6 million in state revenues (lodging, sales, excise and meal taxes, etc.)

Source: *The Economic Impact of Expenditures by Travelers on Wisconsin 2010*, Davidson-Peterson & Associates.

The tourism industry provides work across the spectrum of employment from entry level and part-time jobs to management and executive level positions. Our thanks to the tourism industry of Manitowoc County – it works!

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