

**TOURISM ACTION NEWS**

By Kathleen Galas, President  
Manitowoc Area Visitor & Convention Bureau

The PGA is just around the corner, August 9-15, at Whistling Straits. Are you ready? Visit the MAVCB website [www.manitowoc.info](http://www.manitowoc.info) for a wealth of information to get prepared. Our “Welcome PGA Visitors” splash page includes the following: The popular “information binder” pages updated by the Economic Development Corporation – a useful tool for the lodging community, restaurants and retail businesses; the official PGA traffic route map; daily shuttle service schedule to and from Whistling Straits by North East Wisconsin Coaches; PGA yard signs and welcome banners available from B.C. Signs; free storefront welcome signs available from the MAVCB; a list of special events during the PGA as well as other useful information and, of course, a link to the PGA website.

The *2010 Manitowoc-Two Rivers Discovery Guide* is now interactive on the MAVCB website. View it online where you can selectively print the pages of most interest such as lodging, dining or shopping. And as an added service to our members, all websites listed are linked and DG advertisers are listed in the table of contents.

The Port Cities has enjoyed some great publicity recently. The *Get-Away-Guys* wrote a great article on Manitowoc at Chicago.com; *Wisconsin Trails* included Two Rivers in their “Dawn to Dusk” daytrips; *Wisconsin Journeys* featured both Manitowoc and Two Rivers in their summer edition; *Itineraries Midwest* provided a complimentary full page, two-day itinerary on Manitowoc-Two Rivers for bus tours; *Fox Cities Magazine* featured the CCC in an article on opera houses; *One-Tank Trips* series featured Manitowoc-Two Rivers in a video; *Milwaukee Journal Sentinel* Travel Section featured Manitowoc-Two Rivers as a getaway entitled “Manitowoc Two Rivers, Maritime Twins”; *American Road Magazine* boasted our historic Sputnik IV crash site in a special section called “Starry Sites That Are Out of This Word”. This all helps increase the economic impact of tourism!

Traffic is brisk at the Visitor Information Center serving about 100 people on week days and about 125 or so on weekends. Our VIC volunteers are a valuable asset to the MAVCB and we appreciate their generosity of donating many hours to help us welcome these travelers.

Remember.....be a tourist in your own home town! Visit local attractions, shop locally, attend our many festivals and events..... and above all be courteous and friendly to our visitors.

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