

TOURISM NEWS

By Kathleen Galas, President
Manitowoc Area Visitor & Convention Bureau

Summer is winding down, the PGA is over, school has started, and we here at the MAVCB are turning our attention to Tourism 2011. Soon you will receive our letter inviting you to participate in the 2011 Discovery Guide so please be thinking about your involvement. The Discovery Guide is our response and fulfillment piece for requests generated by MAVCB advertising. And the Discovery Guide can be viewed online at Manitowoc.info. Traveler expenditures are valued at \$119 million and tourism is the third largest industry in Manitowoc County and the state of Wisconsin. We invite you and your business to join us as we continue to drive this vital economic engine for our communities.

In late June the MAVCB applied for the new Tourist Information Center (TIC) grant funding. We were thrilled to learn recently that our application was approved with an award of \$8,606. The new TIC grant funding sponsored by the WI Department of Tourism is a reimbursement of the costs incurred by our front line work of meeting and directing Wisconsin's travelers. The Manitowoc Visitor Information Center is highly visible, conveniently located, and many times delivers the first impression of Manitowoc County to travelers and tourists. Since we opened our doors in 1993 the Manitowoc VIC has greeted 747,000 visitors!

Another reminder about the Second Annual MAVCB Photo contest. We need photos of people having fun in Manitowoc County and specifically need photos of golf, disc golf, beaches, fishing, wildlife, the Cobia, the Badger, our trails, our stunning lakeshore, our museums, activities and events, our four seasons, or anything wonderful and gorgeous that will attract travelers and newcomers. Deadline for submission is December 30, 2010.

Thanks to you Tourism Works for Manitowoc County.

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