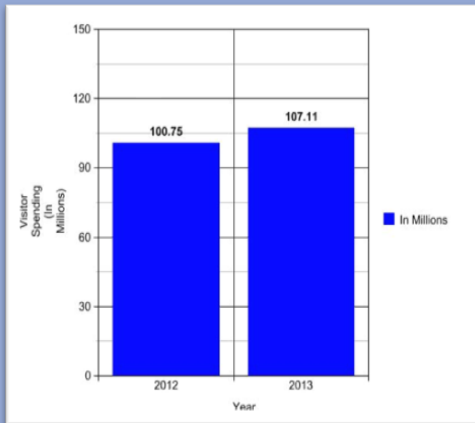


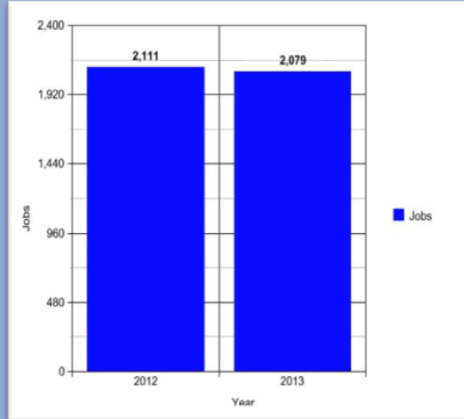
2013 Manitowoc County Tourism Report

Visitors spent \$107.11 million in Manitowoc County during 2013.

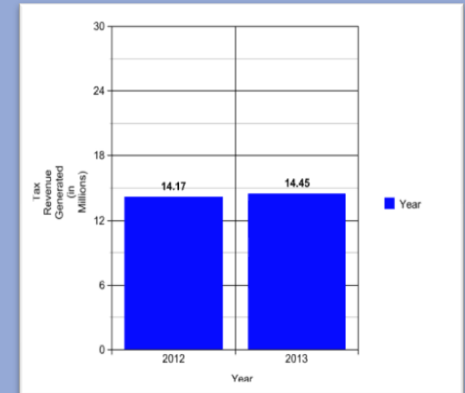
How Much Did they Spend?



How Many Jobs Are Directly Impacted By Tourism

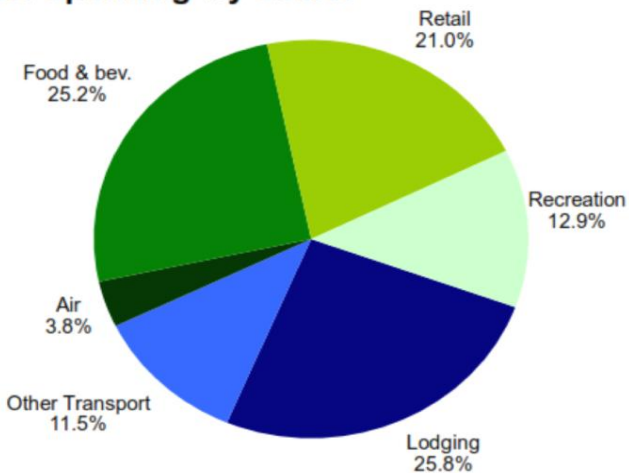


Tax Revenue Generated



How Do We Stack Up?

Visitor Spending by Sector



Sources: Longwoods International, OTTI, Stats Can, Tourism Economics

Visitors generated 1.35 billion in state and local taxes in 2013, saving Wisconsin taxpayers nearly \$590 per household!

Rank	County	Direct Visitor Spending		
		2012	2013	Change
	Wisconsin	\$10,395.45	\$10,848.78	4.36%
1	Milwaukee County	\$1,636.21	\$1,696.77	3.70%
2	Dane County	\$971.44	\$1,044.11	7.48%
3	Sauk County	\$857.23	\$888.48	3.65%
4	Waukesha County	\$630.94	\$664.85	5.37%
5	Brown County	\$550.82	\$568.29	3.17%
6	Walworth County	\$455.07	\$477.57	4.94%
7	Outagamie County	\$286.36	\$300.11	4.80%
8	Door County	\$289.05	\$299.01	3.45%
9	Winnebago County	\$207.46	\$219.04	5.59%
10	Racine County	\$208.73	\$216.46	3.70%
11	La Crosse County	\$205.99	\$214.36	4.06%
12	Marathon County	\$217.16	\$212.68	-2.06%
13	Vilas County	\$195.42	\$203.14	3.95%
14	Sheboygan County	\$191.25	\$198.92	4.01%
15	Oneida County	\$185.87	\$196.96	5.97%
16	Eau Claire County	\$188.82	\$195.80	3.70%
17	Rock County	\$185.57	\$192.97	3.99%
18	Adams County	\$176.33	\$185.70	5.31%
19	Kenosha County	\$161.80	\$167.84	3.73%
20	Marinette County	\$134.22	\$139.64	4.04%
21	Fond du Lac County	\$111.11	\$119.49	7.55%
22	Columbia County	\$106.42	\$110.58	3.90%
23	Manitowoc County	\$100.75	\$107.11	6.31%
24	Washington County	\$100.27	\$106.28	5.99%
25	Portage County	\$100.27	\$104.31	4.02%
26	Barron County	\$84.74	\$88.79	4.78%
27	St. Croix County	\$80.98	\$87.85	8.48%
28	Ozaukee County	\$79.31	\$84.72	6.82%
29	Jefferson County	\$79.22	\$82.51	4.16%
30	Douglas County	\$74.37	\$81.98	10.24%

Marketing

The MAVCB Marketing Committee worked hard in 2013. With a new brand set to guide us a new website was developed with Boettcher Communications. This new site using WordPress allows our staff to do so much more with the design and content of the site.

This year we saw unique visits to the MAVCB website grow to 86,699 visits. The most popular page being the events calendar, followed by attractions, lodging and dining.

Partnerships – The limited budget of the MAVCB benefits strongly by partnerships with the S.S. Badger, WI Maritime Museum & Wisconsin Harbor Towns Association, WI Dept of Tourism & others.

This year we have started our investment in Discover Media to film a 30 minute episode of Discover Wisconsin to Air in 2015. Script-writing took place this year with filming to be done in 2014 primarily filming in the summer.

Two communities, forever tied together as one by the most glorious stretch of pristine Lake Michigan shoreline you'll find anywhere in Wisconsin. Six miles of unspoiled everything, and a path that takes you from Point A to Point B on foot or on bike. Rest on sandy beaches with room to spread out. Explore the woodland dunes. Camp at the majestic state forest where you can hear yourself breathe. Wade out to the sand bars. Walk the piers and take in the lighthouses. Picnic in the parks. Soak up views of the sailboats moored at the marina. Watch the country's last remaining passenger steamship emerge on the horizon at night lit up like an ocean liner with travelers eager to disembark. Be soothed by clean breezes off the lake that keep summers cool and turn the fall season into an explosion of color. With no pressure to stay on any schedule, move easily from the beaches to the green spaces to the quaint downtowns where the draw of the lake is still pervasive, in an authentic fishing village, a museum that merges maritime past with future, even the shops that invite you to slow down with an ice cream sundae or pop in to buy a kite. Be lulled to sleep by the sound of waves. We're the refreshing stretch of Lake Michigan.

Marketing Partners

We value our partners and work hard to communicate opportunities to them that help promote their businesses. Our monthly newsletter updates partners and community stakeholders.

In 2013 we welcomed 15 new Marketing Partners who have made an investment in the MAVCB and who play an active role in marketing our destination to visitors, bringing our total to 191.

Leisure Travel

Winter provided us a great deal of snow. While this increased sports like skiing and snowmobiling, other activities like theater and events were affected when winter road conditions made travel difficult.



In 2013 the VIC welcomed guests from all 49 states and 16 foreign countries. (missing only Idaho)

- 17,166 Walk-ins at Visitor Information Center
- 6,384 Visitor Kits Mailed
- 84,607 brochures distributed

Sales

Manitowoc was host to over 8,320 meeting and convention delegates in 2013. This was more than 16 large meetings & conventions for our area.

- VFW Midwinter Ladies Auxiliary Conf.
- Midwest Dairy challenge
- Professional Firefighters
- WI Assn of Home, Community and Education
- Women of the Moose
- WI Coroners and Medical Examiners
- Lions District Mtg.
- American Legion Baseball Tournament
- Happy Pig Collectors Club

