

2017 Manitowoc County Tourism Report

2017 Room Tax Collections

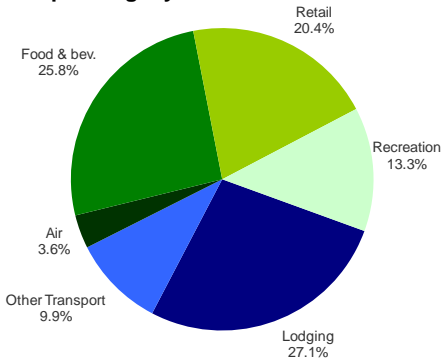
Budgeted - \$540,000
 Current – \$502,427 (Jan-Sep)
 Projected - \$630,000

Room Tax Collections 2013-2017

2013 - \$506,035
 2014 - \$537,718
 2015 - \$638,280
 2016 – \$615,234

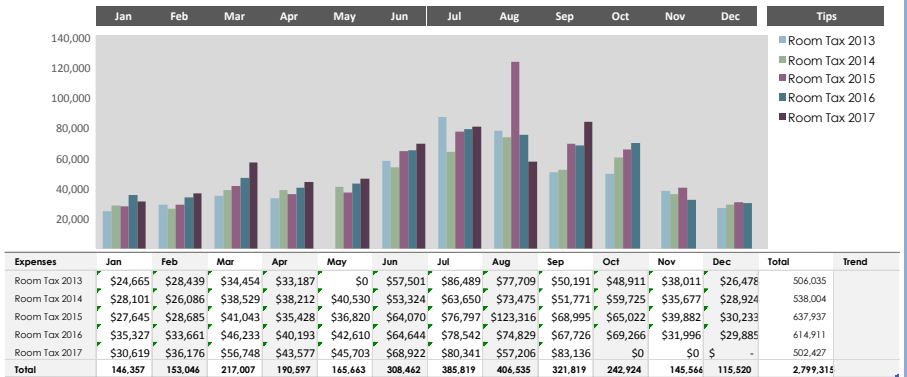
Where Did They Spend It?

Visitor Spending by Sector



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

Manitowoc Room Tax Comparison



Visitors generated 1.5 billion in state and local taxes in 2017, saving Wisconsin taxpayers nearly \$650 per household!

Marketing

The MAVCB Marketing Committee worked hard in 2017. Continuing with our brand Coast, we worked to promote a few of the niche markets in our community, birding, running and culinary tourism to list a few.

With the popularity of social media the MAVCB budgeted dollars to boost posts promoting popular Manitowoc Area Events throughout the year. Average interactions were in the range of 30,000 – 40,000 per post.

Partnerships – We are able to leverage MAVCB resources by partnering with the S.S. Badger, WI Maritime Museum & Wisconsin Harbor Towns Association, WI Dept of Tourism & others.

This has been the year of the TV filming. We hired Discover Media to film a 30 minute episode of Discover Wisconsin to Air in June 2018. Filming is almost complete. Also filming was Around the Corner with John McGivern and this show will premier in March 2018.

Leisure Travel

Weather played a large role in a busy summer season. Activities like, walking, biking, kayaking, swimming, camping and other outdoor activities helped make this a good year for leisure visitors.



In 2017 the VIC welcomed guests from 45 states and 22 foreign countries.

- 13,342 Walk-ins at Visitor Information Center (Jan-Nov)
- 7,251 Visitor Kits Mailed
- 67,490 brochures distributed

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 2017 we welcomed 11 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 198

Sales

Manitowoc was host to over 10,000 meeting and convention delegates in 2017. The MAVCB played a role making joint sales calls, bid assistance, and by providing services to convention planners. Below are a few of the groups coming in 2018-2020.

- WI State Invitational Girls Basketball Tournament
- WI Farm Bureau- Leadership Institute March
- WI State Boys Basketball Tournament
- WI Saengerbezirk
- OpenAir Classic
- Salvation Army Youth Council
- State Historical Society Board of Curators
- WI Assn for Home and community Education
- WI Child Support Enforcement Assn
- WI Pharmacy Society Pharmacy –Technician Education Forum

