

Beloit to be featured in travel special

By Whitney Helm whelm@beloitdailynews.com | Posted: Tuesday, August 11, 2015 4:00 pm

Sometimes you need a refresher course for the things in your own backyard. For Stateline residents that course may come in the form of a Discover Wisconsin special on downtown Beloit.

The Discover Wisconsin TV show filmed a “Girlfriends Getaways” episode in Beloit recently, highlighting some key places that girls can have fun in Beloit.

Discover Wisconsin partnered with VisitBeloit to feature underrated places in Beloit, as well as elsewhere in the state for its latest series of tourism stops.

“We wanted to find unique destinations that typically fly under the radar,” said Mariah Haberman, host of the longest running tourism show in the United States at 28 years.

“This show has been my favorite episode of the show,” Haberman said.

Haberman was able to go away with her friends to enjoy four different cities including Beloit, Fox Cities, Racine and Waupaca.

While in Beloit, the ladies were able to visit the Ironworks hotel, Music at Harry’s Place in Riverside Park, and Northwoods Premium Confections, among other venues in the downtown area.

“It took me by surprise in the best possible way,” Haberman said. “People were really proud to be from Beloit. It was exciting to see that kind of spirit.”

Erin Clausen, director of marketing and public relations at VisitBeloit, said the organization was already looking to shoot a getaway segment and the partnership with Discover Wisconsin was perfect timing. Clausen said VisitBeloit provided Haberman with a list of activities to film and places to visit while in the city.

“We really wanted to push that there’s so much to do in walking distance,” Clausen said.

Clausen said there are many things to be a part of in downtown Beloit, such as the Farmer’s Market and Lucy’s #7 Burger Bar.



Getaway to Beloit

A band performs during one of Friends of RiverFront’s Music at Harry’s Place on Friday nights. This summertime event is one of the many features highlighted in a new travel feature that includes Beloit.

The episode is schedule to air in April 12, 2016. It will then air three times throughout the year, in the spring and summer months in eight different states.