

Marketing Highlights



**Survey.** All association meetings complete, and the online survey has 37 responses (11 LTTA, 10 GTA, 16 GMATA)! Top 5 ranked activities: Hiking, Lake Superior, BWCAW/Canoeing, Events (lutsen99er, BWCA Expo, etc.), Biking.



**OOH.** Giant Voices has a new location on Superior Street connected to the Skywalk. They own a portion of that skywalk and are putting VCC & LMC artwork in the skywalk at no cost!



**MPLS Skywalk Takeover** January 11<sup>th</sup> from 11am-1pm  
 - 150 entries into the drawing  
 - 500 Upcoming Events cards given away + VCC maps, Guide, and LMC posters + brochure.



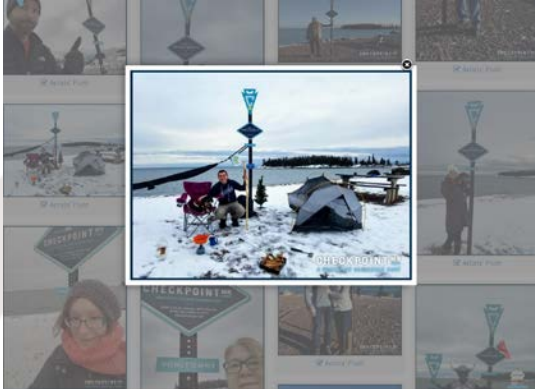
**Website traffic.** Researching tools with @aimClear to measure and track hits from VCC to local businesses.



### Video & Photos.

- Hygge Video - <https://youtu.be/GnMrlupX5hA>
- Drone Footage - plenty of snow. Just added – to be prepared and sent by a target of Friday. HOWEVER, we are receiving reports of closed XC ski trails.
- Grand Portage – new casino opening.

## Partnerships



**Checkpoint MN.** A partnership with Explore MN & Gear Junkie Checkpoint MN is a Statewide Scavenger Hunt that features 10 iconic destinations spanning the entire state.

>> **Artists' Point** is the NE MN Checkpoint | **When:** Dec. 15, 2016 – Feb. 12, 2017

- 139 Check-in's at Artists' Point



### Instagram Contest - Partnership with @makeitmn contest.

<http://makeitmn.com/warmth-instagram-contest/>

- Top 10 submissions will be printed and framed – then sent to VCC to be put on display during Hygge Week. Also, they will be featured in the upcoming February “Warmth” edition of Make It MN | around 200 total submissions

### Explore MN – International FAM tour.

6 writers (3 from the UK and 3 from German media) plus 2 hosts from Great Lake USA – Brand USA regional division. Dogsledding, XC Skiing, Snowshoe, Snowmobiling and Hygge.

## Public Relations Summary

### Estimated PR impressions

(organic & campaign)  
Last 30 Days – (12/25 – 1/25)  
**67,063,881**

### Estimated Ad Value

(organic & campaign)  
Last 30 Days – (12/25 – 1/25)  
**\$620,340**

of that, 10 articles about Beargrease and lack of snow – approx.. 855K impressions for about a \$8K hit in value

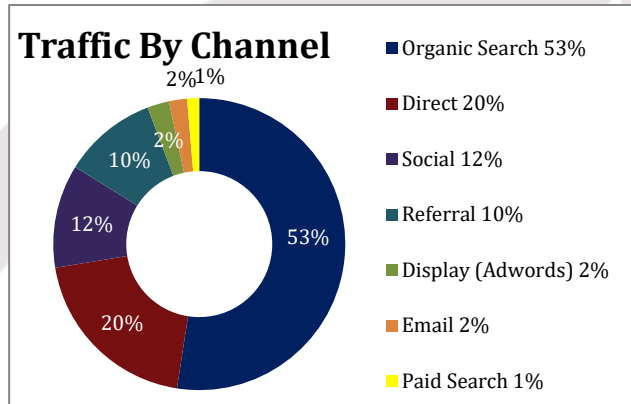
### Highlights:

- Skiing Lutsen, the Midwest answer to Aspen | Chicago Tribune
- Grand Portage Casino Ready to Reopen After Renovations | WDIO
- On the trail for trout along the Gunflint | Duluth News Tribune
- Picturesque Small Towns in Every State | USA Today <http://www.usatoday.com/picture-gallery/travel/experience/america/fifty-states/2017/01/13/picturesque-small-towns-in-every-state/96554210/>
- NEW as of today: 14 of the most romantic US getaways | Expedia Viewfinder <https://viewfinder.expedia.com/features/14-romantic-us-getaways/>

## Website Highlights

Dates: Sept. 20, 2016- Dec. 5, 2016 vs. same period last year

<b>Sessions</b> <b>68.5K</b> + 31.25%	<b>New Users</b> <b>42.7K</b> + 19.3%	<b>Unique Pageviews</b> <b>110K</b> + 22%	<b>Pages per Session</b> <b>2.3</b>	<b>Avg. Session Duration</b> <b>2:24 min</b> + 2%
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### Recent updates to the website

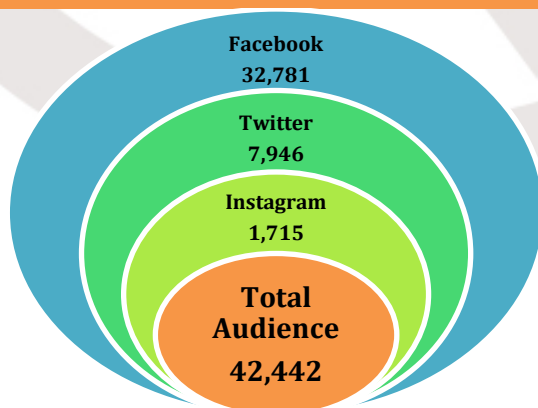
- A. Northern Lights Drives Page | coming soon
- B. Hygge & Quiet Season Page | coming soon
- C. Fat Tire Biking
- D. Optimizing pages for SEO + Site Improve
- E. Restaurant & retail hours

## Keywords & Google Ads | partnership with @aimClear

Remarketing: targeting people who have visited our website, or similar sites, in the past 30 days.

Month	Theme	Impressions	CTR	CPC	Total Spend
March 2016	Spring Calls, Waterfalls	87,210	0.28%	\$0.76	\$186.93
April 2016	Spring Calls, Waterfalls	250,357	0.27%	\$0.50	\$340.52
May 2016	Adventure (BWCA Expo)	321,924	0.85%	\$0.12	\$339.50
June 2016	MN Biking Paradise	235,483	1.11%	\$0.12	\$322.03
July 2016	Superior Golfing	176,091	1.68%	\$0.12	\$345.10
August 2016	Chill vibes & boat rides	162,643	1.56%	\$0.11	\$288.44
Sept. 2016	Fall colors	76,407	2.26%	\$0.35	\$599.54
Oct. 2016	Storm Season	163,039	0.59%	\$1.06	\$1,027.24
<b>Grand Total</b>	Remarketing: Keyword & Image	<b>1,233,708</b>	<b>0.95%</b>	<b>\$0.16</b>	<b>\$3,449.30</b>

## Social Media



### Social Media Audience

**Average weekly reach:**

95K

**Average weekly engagements :**

13.5K

**Average rate of weekly fan base growth:**

150

# Public Relations Summary

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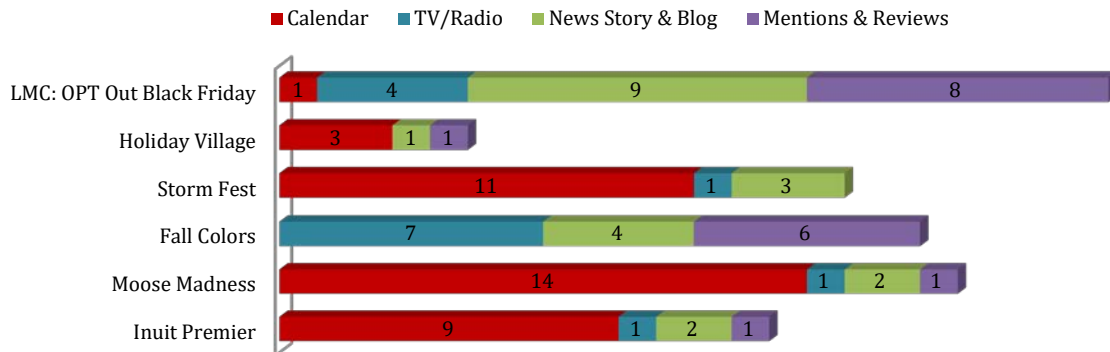
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## PR Campaign Summary



### OTHER Campaign Stories

- **Lake Time Magazine** | Fall Edition | Grand Marais: I love My Lake Town - pg. 17  
[https://issuu.com/laketimemagazine/docs/65800\\_laketime\\_soft](https://issuu.com/laketimemagazine/docs/65800_laketime_soft)
- **Lake Time Magazine** | Winter Edition | Publication due out any day
  - Dark Sky Season Story – written by VCC
  - Hygge Time Story – written by Abby Tofte
- **Explore MN** | Where Minnesota’s Most Famous Go on Vacation  
<http://www.exploreminnesota.com/travel-ideas/where-minnesotas-most-famous-go-on-vacation/>
- **Star Tribune** | Schafer: In Cook County, simple pleasures suffer from a lack of help  
<http://www.startribune.com/schafer-in-cook-county-they-are-pushing-the-hygge/404322296/>
- **Business North** | Workforce shortage weighs on North Shore business  
[http://www.businessnorth.com/businessnorth\\_exclusives/workforce-shortage-weighs-on-north-shore-business/article\\_aa7ee566-a2a5-11e6-b519-f7714828a068.html](http://www.businessnorth.com/businessnorth_exclusives/workforce-shortage-weighs-on-north-shore-business/article_aa7ee566-a2a5-11e6-b519-f7714828a068.html)
- **MPLS / St. Paul Magazine** | Upstate MN Brings North Loop-Cool to Grand Marais <http://mspmag.com/shop-and-style/upstate-mn/>

Find all of these and more: <http://press.visitcookcounty.com/>