

Marketing Update | March 2017

Marketing Highlights



Survey. Full breakdown in packet. Top 5 ranked activities: Hiking, Lake Superior, BWCAW/Canoeing, Events (lutsen99er, BWCA Expo, etc.), Biking.

Also, working on a survey to send via social media as well as to stakeholders to help develop a brand tagline.



Content Calendar

Created a full year content calendar including topics for the new MONTHLY article in the Cook County News Herald about tourism topics.



Video

Repurposing summer videos from the 2015 shoot into mini videos on vertical markets using the B-roll.



OOH. MPLS Skywalk Takeover

January 11th from 11am-1pm
200 entries into the drawing | 500 Upcoming Events cards given away + VCC maps, Guide, and LMC posters + brochure. Approximately 1.5M impressions during the month it was up in January.

Visitor Guide Online Stats: <http://www.visitcookcounty.com/plan-your-trip/>

Lifetime stats 10,040 impressions & 317 reads (embedded on website & facebook)

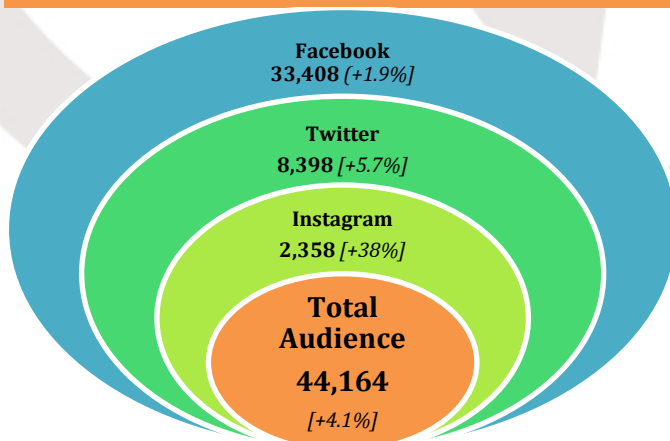
Past 30 Days: 607 Impressions with 53 reads. Avg. read time: 2:25 minutes.

Website Highlights

Dates: Jan. 1, 2017- March 13, 2017 vs. same period last year

Sessions 72.4K + 40%	New Users 43.7K + 25%	Unique Pageviews 155K + 22%	Pages per Session 2.3	Avg. Session Duration 2:24 min + 2%
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Social Media



Social Media Audience

Average weekly reach: 102K

Average weekly engagements: 52.5K

Average weekly fan base growth: 200

Public Relations Summary

Estimated PR impressions

(organic & campaign)
Last 7 Weeks - (1/26 - 3/14)
145,218,075

Estimated Ad Value

(organic & campaign)
Last 7 Weeks - (1/26 - 3/14)
\$1,343,267

Press Highlights:

Economic impact of BWCA: 116 stories (and counting) | Impressions 35,087,594 | Ad Value: \$324,560
Devil's Kettle: 31 stories | Impressions: 16,761,536 | Ad Value: \$155,044
Dogsledding – Beargrease Race | Impressions: 14,947,387 | Ad Value: \$138,263



WCCO Goin' To The Frozen Lake – February 2017

Estimated Broadcast Reach: 1.1M --> Watch the clips on www.lutsen.com/wcco

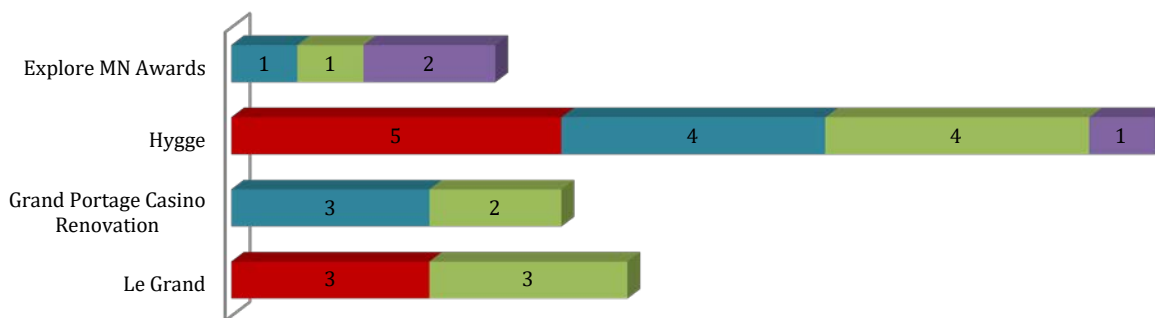
Facebook Stats	Twitter Stats
9 Posts by WCCO to their audience of 240,928	25 Posts by WCCO to their audience of 171,319 (21 by WCCO to 150K followers, 3 by @WCCOShaffer to 8K followers, 1 by @WCCOAmelia to 12.3K followers)
1,892 Likes, 255 Comments; 259 Shares Est. Video Views: 78K	296 Likes; 49 Retweets; and 12 Replies
Total Social Media Results just from WCCO: 967K potential reach 195K potential impressions 2,763 engagements 78K video views	

OTHER Campaign Stories Find more: <http://press.visitcookcounty.com/>

- **MPR News** | Solved: the mystery of Devil's Kettle Falls <http://www.mprnews.org/story/2017/02/28/hydrologists-solve-minnesota-devils-kettle-falls-mystery>
- **Star Tribune** | Roiling Lake Superior creates a crashing spectacle <http://www.startribune.com/roiling-lake-superior-creates-a-crashing-spectacle/415783334/>
- **Star Tribune** | Winter camping in the BWCAW: All to yourself <http://www.startribune.com/winter-camping-in-the-bwcaw-all-to-yourself/415791234/>
- **Star Tribune** | In the elements, North Shore artist balances challenges, rewards <http://www.startribune.com/with-a-devotion-to-plein-air-painting-north-shore-artist-balances-challenges-rewards/415239504/>
- **Travel & Leisure** | Best Campsites in Every State (BWCA makes the list for MN) <http://www.travelandleisure.com/trip-ideas/nature-travel/best-campsite-in-states>
- **Fox 21** | Grand Portage Lodge Gets Makeover <http://www.fox21online.com/2017/02/27/grand-portage-lodge-gets-makeover/>

PR Campaign Summary

■ Calendar ■ TV/Radio ■ News Story & Blog ■ Mentions & Reviews



	April	May	June	July	August	Sept.	Oct.
Broad Theme	<p>Quieter Times</p> <p>Awakenings</p> <p>Summer's Bests</p> <p>Autumn</p>						
Primary Theme	Waterfalls	Training Ground	Float your boat	Hidden Gems	Highlights	Creative Culture	Migration
Business	Intro Talking Tourism	Culture of Volunteerism	History of Tourism in Community	1.) Impact of Events 2.) Impact of PR	1.) Musician Magnet 2.) Impact of Visitors	1.) Workforce issues 2.) Arts Economy	Beyond Borders - the digital community
Featured Activities	<p>Indoor Activities - Non-Weather Dependent {Spa & Wellness, Art & Culture, R&R, Fireplace, Shopping, etc.}</p> <p>Hiking</p> <p>Biking</p> <p>Northern Lights & Constellations</p> <p>Endurance Training</p> <p>Canoeing & BWCWA</p> <p>Wildlife & Birding ++ Naturalist Activities</p> <p>Fat Tire Biking (Winter)</p> <p>Fishing</p> <p>Other SSF Activities: Golf, Sailing, Kayaking, etc.</p>						
Events	Meltdown MW Extreme	Ham Lake, LeGrand, Mem. Art	BWE, NHFS Wooden Boat, L99er	Arts Festival, NS Water Festival, GTA Canoe Races	Fish Pic, Rendezvous/ Powwow	Plain Air, R.Waves, Unplugged, Art Tour	Art Tour, Moose Madness
Shows	MW Mountaineering	Ham Lake aide station	BWE & L.99er				Ski Shows ?
Media	<p>Social Media</p> <p>SEO & Keywords</p> <p>Broadcast - TV</p> <p>Broadcast - Radio</p> <p>Print Media</p> <p>Digital Billboards</p> <p>Targeted Emailers</p>						