

Marketing Update | April 2016

Spring Focus (April 1 – May 31) - \$20,000

Topics: Waterfalls, spring hiking, Creative Community, Culinary experiences, summer trip planning.

Events (Marketing & PR): Midwest Extreme, Fishing Opener, Beaver House Family Fish Festival, LeGrand Du Nord, Art on the Shore, BW Expo

Highlights: Coolest Small Town anniversary



BEST TOWN contest by Outside Magazine

We've been nominated for another contest. This one is different, it is like March Madness bracket. There are four categories: Mountain, River, Beach, and Culture – we are in the category of Beach.

Currently, we are ahead at 51.91% with 2,928 votes. Looking at the future competition (Miami, FL or Duxbury, MA) their lead performer is at only 2,570 votes.

Interestingly, it appears you can vote as many times as you want. **Please VOTE, SHARE, and Repeat!**

<http://bit.ly/BestTownGrandMarais>

Round 1: April 25-29 (vs Bolinas, CA)

Round 2: April 30 – May 4 (___ vs Miami, FL or Duxbury, MA)

Round 3: May 5 – May 9

Round 4: May 10 – May 14

Round 5 (semi-final): May 15 – May 19

Round 6 (final): May 20 – May 27



#ilovegrandmarais contest update

Around 40 submissions so far and one fabulous video, contest will continue for a few weeks.

Submissions accepted using #ilovegrandmarais on Facebook, Twitter, Instagram, and YouTube.

<http://www.visitcookcounty.com/contest/>



Videos – Waterfall Videos

With the purchase of a GoPro in February, the ability to grabbing more dynamic photos and video has increased substantially with several new videos on waterfalls posted recently. The recent waterfall videos have been used by various TV stations for promotion (Kare11: <http://www.kare11.com/news/its-waterfall-season/100237620>). Find the full playlist of waterfall videos here:

https://www.youtube.com/playlist?list=PLuvF_zJ96qN50mwaDeOkvA8IM2Fs576OO. Feel free to embed and use on your website or social media page.



Tall Ship “The Mist of Avalon” – Coming to Grand Portage National Monument – Friday, August 12 – Sunday, August 14, 2016

FREE rides from the dock at the monument out to the boat will be available ONLY on Saturday on a 1st come 1st serve. More details to come.



Arts Economy Retreat

Working with local artists, business owners, city and county government, and tourism leaders to identify ways to help bolster the arts economy and keep our community “America’s Coolest.”

Join the VCC team and Arts Economy group at **Voyageur Brewing on Wednesday, May 11 at 5pm** for a presentation and open dialogue about the arts economy.



Marketing Opportunities with Visit Cook County

New pricing structure and new format but overall similar to previous years. 1st attempt at streamlining sales opportunities, boost sales, and incorporate the new LURE directory. View attachment.



Keywords & Google Ads

VCC is working with @aimClear again in 2016 to amplify remarketing, SEO, and social media ads thanks to an Explore MN “Adwords Grant.”

Also, working on a SEO and Keyword audit of our website to improve overall ranking and search functionality.

	January 2016 – February 2016	Impressions	CTR	Cost Per	Total Spend
January - February	Google Adwords <i>(XC skiing)</i>	361,587	0.28%	\$0.54	\$554.18
January - February	Google Adwords <i>(snowmobiling)</i>	30,258	1.82%	\$0.74	\$408.36
March – April	Google Remarketing <i>(Waterfalls)</i>	201,376	0.23%	\$0.79	\$365.33
April - May	Google Remarketing <i>(Waterfalls)</i>	TBD			
	Total:	593,221	0.34%	\$0.69	\$1,327.87

Public Relations Summary

TBEX Conference – VCC tour

Explore MN asked us to participate in the “Explore Northeast Minnesota” post event FAM trip. The 7 participants have been vetted by Explore MN, all are national or international bloggers. They will be led around NE MN by the Explore MN PR staff person Alyssa Ebel (who has never been here!)

Learn more about the event here: <http://tbexcon.com/2016-north-america/>

Tentative itinerary – Arrival date: June 2nd (arriving from a night Duluth)

1. 11am - private Gondola ride at Lutsen Mountains with picnic lunch
2. 1pm – hike at Cascade River State Park
3. 2:30pm – visit North House & Grand Marais Art Colony
4. 4pm – explore on your own in Grand Marais (dining guide provided by VCC)
5. Depart June 3rd at 8am - heading toward Ely and Iron Range cities

Itinerary by request of Explore MN to cover waterfalls, arts and culture, and no more than 3 scheduled stops.

Other Stories:

- **Kare11 – 4/23/16** – Visiting Cook County this Summer – Live interview with Linda Kratt <http://www.kare11.com/life/-visiting-cook-county-this-summer/151187471>
- **Star Tribune:** “Warming temps will squeeze North Shore ski season, but bring surge in May” <http://www.startribune.com/earth-science-loving-a-warmer-north-shore/375808621/>
- **Livability:** “Why the 7 Natural Wonders Are Actually in Minnesota” <http://www.livability.com/minnesota/why-the-7-natural-wonders-are-actually-in-minnesota>
- **Star Tribune’s “Best of Minnesota”**
 - o **Best Mountain Bike Race: Lutsen99er:** <http://www.startribune.com/best-mountain-bike-race-lutsen-99er/375768871/>
 - o **Best Resort Spa: Surfside Resort:** <http://www.startribune.com/best-resort-spa-surfside-on-lake-superior-tofte-best-of-mn-2016/375761961/>
 - o **Best Resort Dining Room: Naniboujou Lodge:** <http://www.startribune.com/best-resort-dining-room-the-naniboujou-lodge-grand-marais-best-of-mn-2016/375759031/>
 - o **Best Small Town for Dining: Grand Marais:** <http://www.startribune.com/best-small-town-for-dining-grand-marais/375763601/>
- **Gear Patrol:** “Learning How to Build a Boat, Forge a Blade and Tan a Hide in Northern Minnesota” : <http://gearpatrol.com/2016/04/21/the-quirky-builders-of-the-north-house-folk-school/>

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