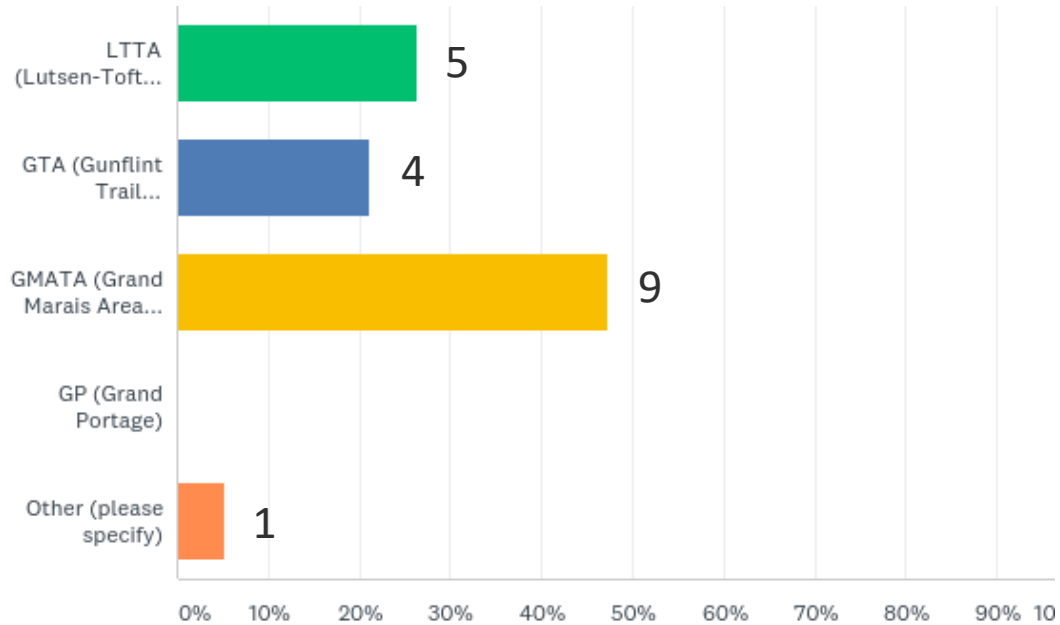


# VCC WINTER Association Directives 2017

Monday, August 20, 2018

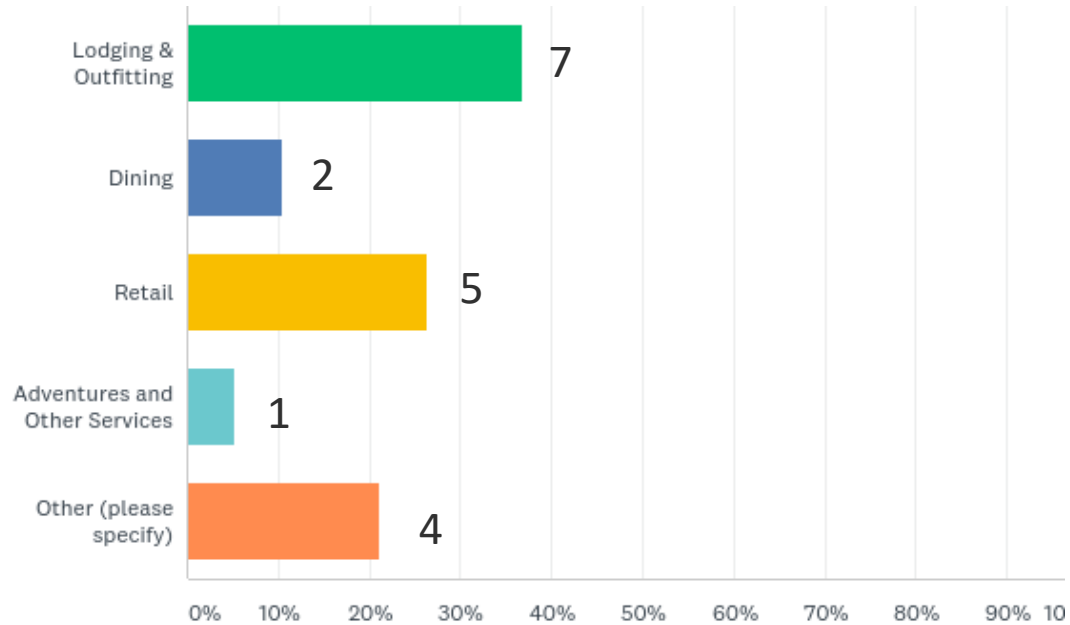
# Q1: Which association are you a member of?

Answered: 19 Skipped: 0



## Q2: Which best describes your primary business?

Answered: 19 Skipped: 0





## Q4: What did you think of our Winter Marketing campaign last year? View overview of 2016-17 Winter campaign here: <http://bit.ly/2sJCgTq>

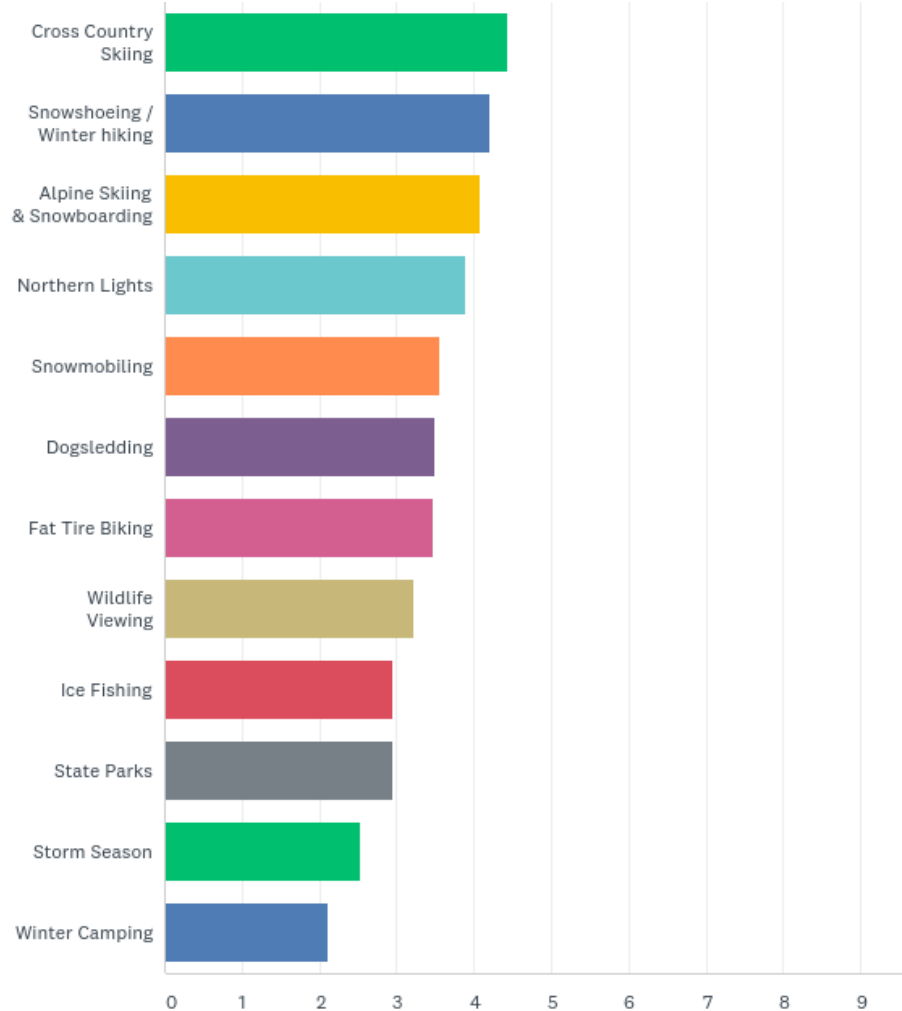
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Answered: 18 Skipped: 1

- Beautiful visuals. Comprehensive in winter activities. We always recommend guests visit the CCVB website prior arrival to contact providers
- Imagery is great. Font does not match with adventure shown.
- Need some snowshoeing and ore x-country skiing pictures, not racers!!
- Good
- We had a nice busy winter!
- Loved the Hygge especially and the fireworks and parade
- Impressive
- Adequate
- I nordic skiing should be targeted to specific trail areas. And that we should be advertising in Cross Country Skier magazine.
- Overall very nice. IMO - too many sled dogs, not enough snowmobiles
- Looks nice
- Well done
- Love the "Winter is long for a reason" . I noticed lots of focus on outdoor activites, it would be nice to highlight the coziness/lodge/fireplace/hygge more.
- I like last year's campaign. I note, however, that it is all action/adventure related and didn't see anything just showing folks relaxing by a fire, having a meal, drinking wine etc. Lets not forget about his
- No particular comments - we focus on reliable snow and XC ski access, rather than special events
- Amazing
- Good

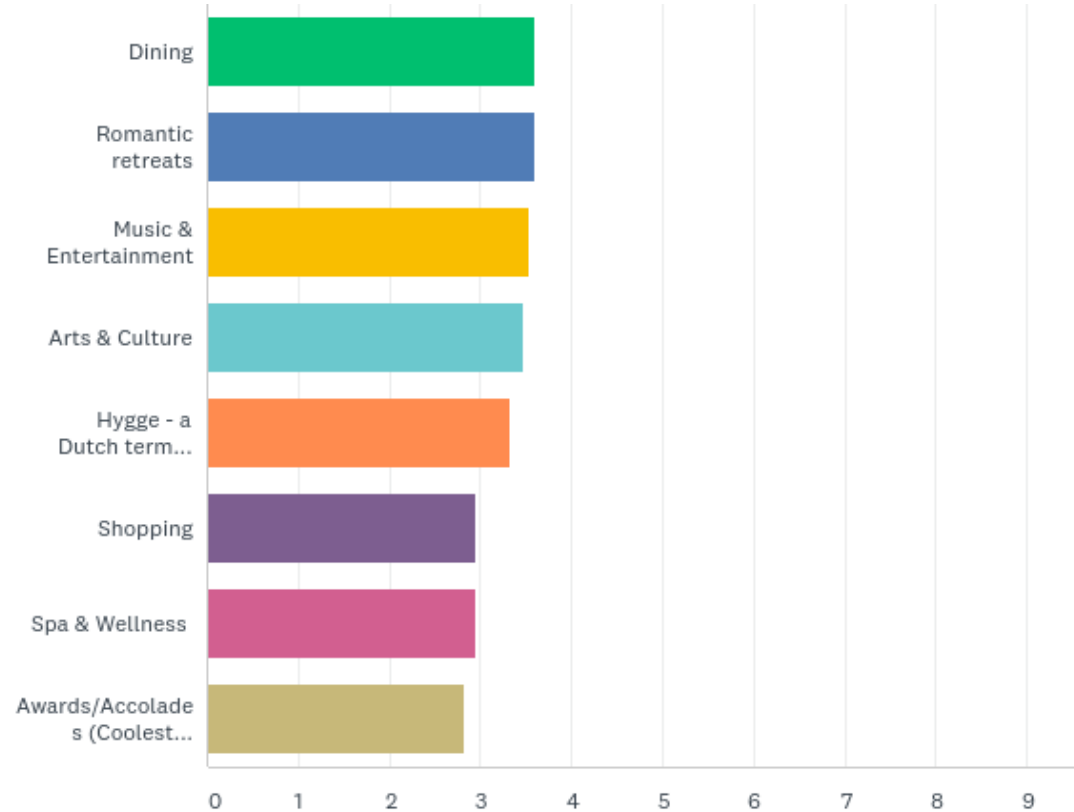
## Q6: Please rate the WINTER Outdoor Activities to focus on for Winter (2017-18).

Answered: 19 Skipped: 0



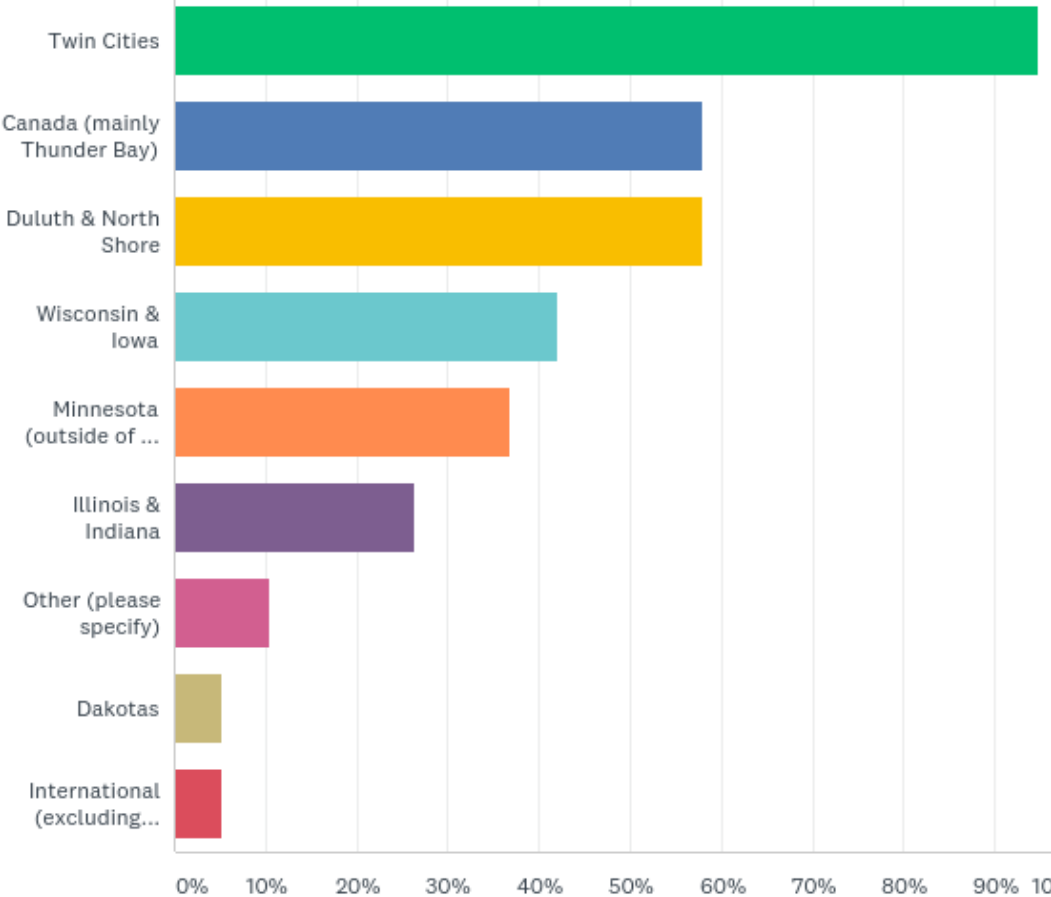
## Q7: Please rate non-weather related activities to focus on this Winter (2017-18).

Answered: 19 Skipped: 0



# Q8: Where do the majority of your WINTER visitors come from?(Check all that apply)

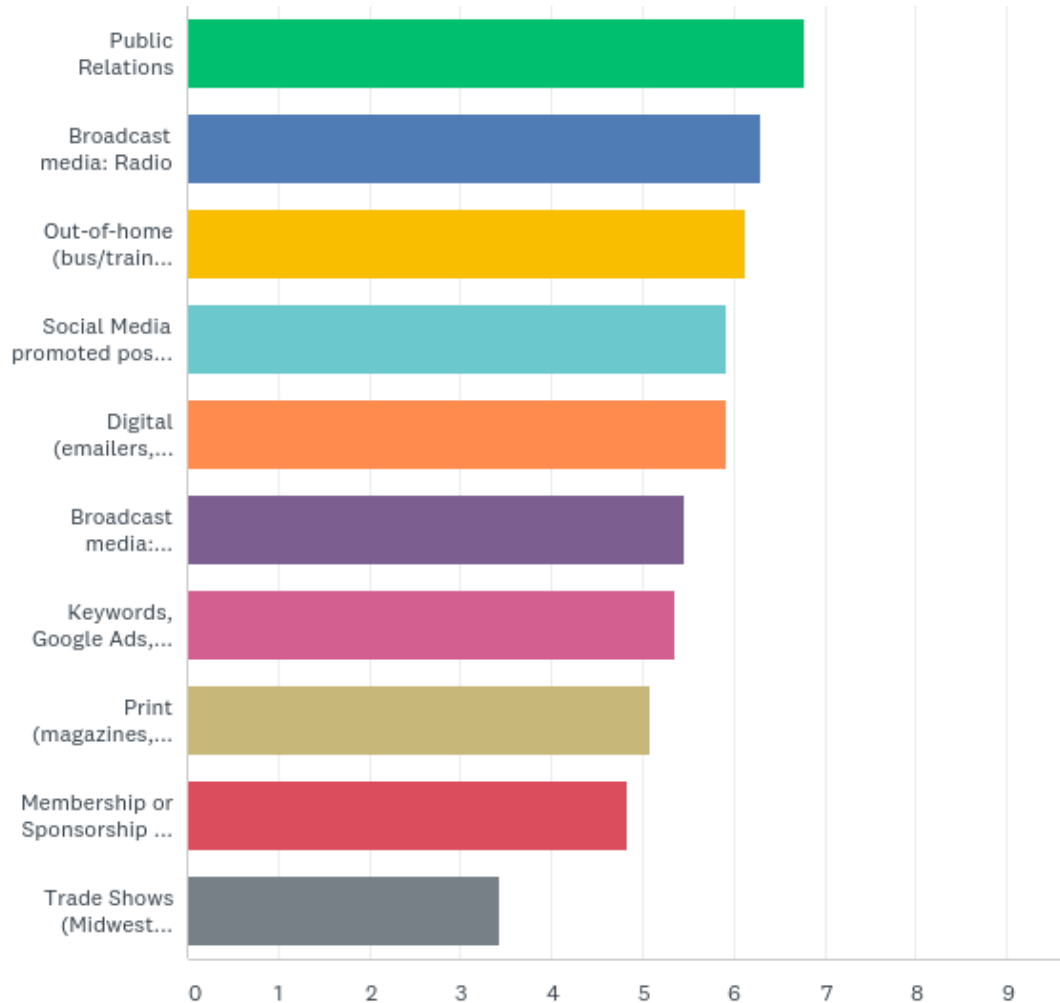
Answered: 19 Skipped: 0





# Q9: VCC uses a wide variety of marketing mediums to reach potential guests. Please rank the marketing mediums you feel are most important or effective.

Answered: 16 Skipped: 3



## Q10: Public Relations are an important part of Visit Cook County's overall marketing plan. Do you have any suggestions for WINTER specific stories?

Answered: 9 Skipped: 10

- find stories about resting and writing, relaxing, recovering, works with the hygge idea
- Readings, writers, artists who paint outside in winter, the many colors of winter "white".
- Winter Photography, nowhere in the country can you get photographs of snow and open water...We are number 1 in that Dept.
- It would be nice to feature in commercials and radio about the few retailers that stay open year around. There are lots of commercials featuring the ski area at Lutsen. That is fine but everyone knows Lutsen. People do not know the few places that stay open year around
- Press release or alerts to media on special event and happenings and weather alerts on snow events where it occurs in areas of the county.
- Like summer in Cook County? Give winter a try.
- Snow storms are awesome and the news/weather media should be lobbied to promote such "bad weather". The message is often stay at home and don't travel. Hwy 61 is one road is even during bad weather conditions, it is well maintained.
- Peaceful getaways. General non-downhill getaways like snowshoeing, xc skiing, dog sledding. done them before but lots of folks haven't seen it. General stories about its fun to play in the snow and at night you can relax, listen to music, eat good food and drink wine. Dark skies, big lake sounds, resorts make it easy to access the outdoors through activity staff, onsite equipment etc.
- Snow. We have snow December through end-March

## Q11: Any other comments or suggestions?

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Answered: 6 Skipped: 13

- Thank you for your good work.
- The most important thing that we always have is abundant snow when other areas don't. A word of caution to people dependent on GPS---check with someone first to make sure they are on a plowed road and now a snowmobile Trail!
- Keep up the great work! We need to grow winter, esp. in Grand Marais.
- the rating scale for question 9 needs to be changed. the rating should suggest something like, effective, not effective, don't know, or bundle responses into different categories
- Use another way of measuring #9. Its time consuming and difficult to number things 1 to 10 and makes me not want to respond. I also feel my answers are somewhat inaccurate.
- There is a mismatch between what metro folks think is happening (best example, no snow) and what is actually here. They are given no reason to believe that there IS snow without proof, and as snow vanishes there, they think of Acapulco rather than GrM to get through March-April.