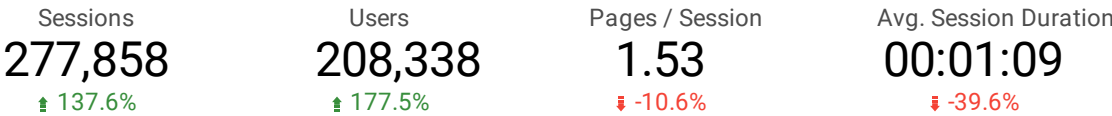


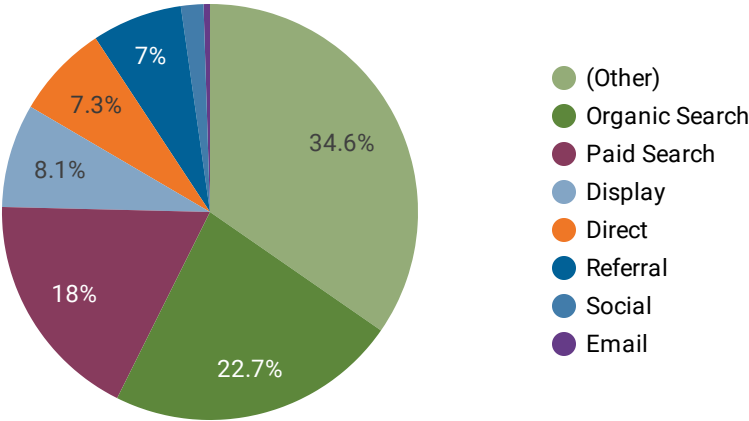
Total Website Stats - YoY



Lodging Page Stats - YoY



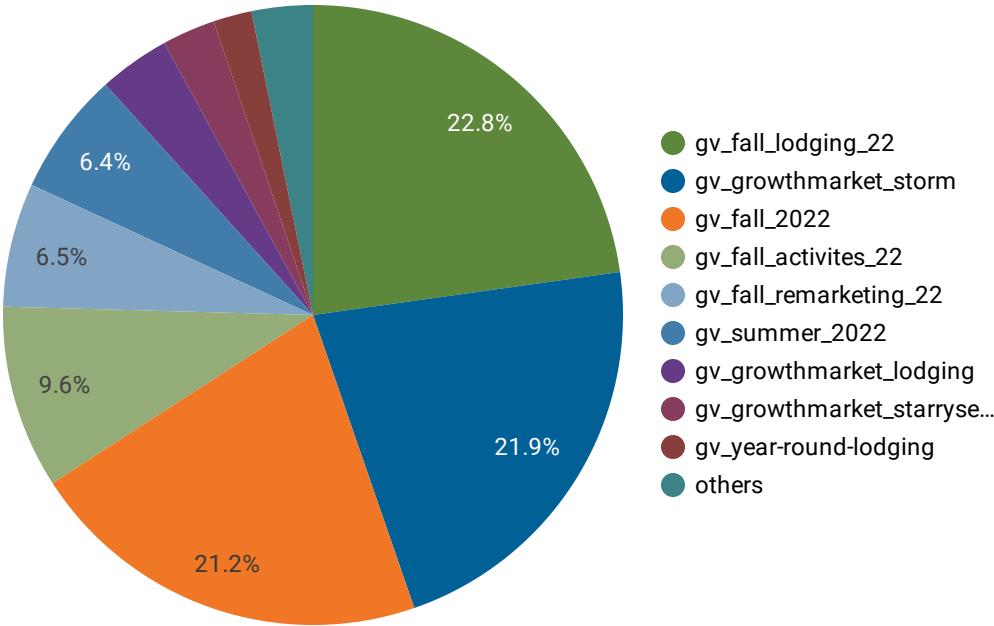
Top Channels



Top Sources of Paid Traffic

	Source / Medium	Sessions ▼
1.	drako / programmatic	62,645
2.	google / cpc	58,489
3.	facebook_instagram / psocial	20,020
4.	adwords / ppc	13,356
5.	MediaOne / facebook	5,832

Campaign Traffic Volume



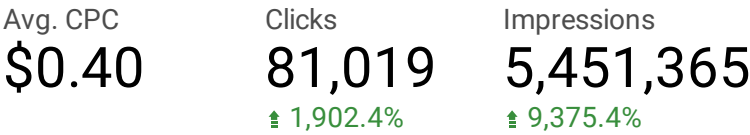
Top 5 Web Sources

	Source	Users ▼
1.	google	84,455
2.	drako	55,326
3.	facebook_instagram	18,201
4.	(direct)	11,572
5.	adwords	11,483

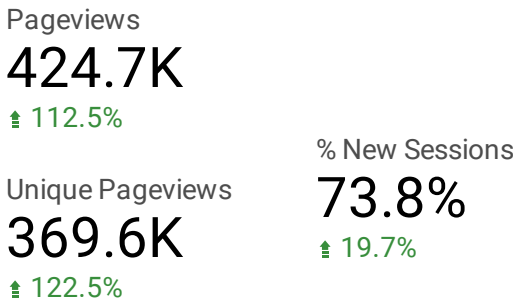
Top 5 Google Ads Keywords

	Keywords	Clicks ▼	CTR
1.	things to do in minnesota	5,620	9.86%
2.	tent camping in minneso...	2,281	12.89%
3.	fall leaves minnesota	1,572	15.79%
4.	Lutsen cabin rental	1,241	11.97%
5.	places to stay north shore	1,010	12.10%

Google Ads Data - YoY



Total Website Stats - YoY



Total Lodging Clickouts

33.6K

Unique Lodging Clickouts

28.8K

PDF Downloads

4.3K

Video Views

16.0K

New Users

17.2K

Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	Listings	19,553
2.	Widget - Slider	1,775
3.	cascade vacation rentals	849
4.	lamb’s resort and campground o...	596
5.	lutsen resort on lake superior	526

Top 5 PDF Downloads

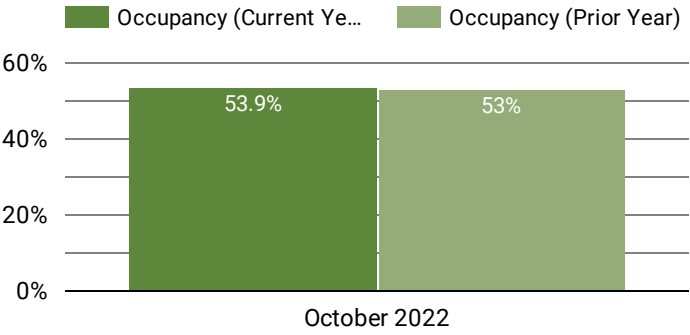
	Asset Names	Total Events
1.	Download the Northern Lights Map (PDF)	480
2.	Download a PDF map of the favorite Fall Colo...	280
3.	Download the Cook County ATV/OHV map	185
4.	Route 1 on Fall Color map	184
5.	Download the Lake Superior Facts & Info Guide	184

County-wide Occupancy, ADR & RevPar Report

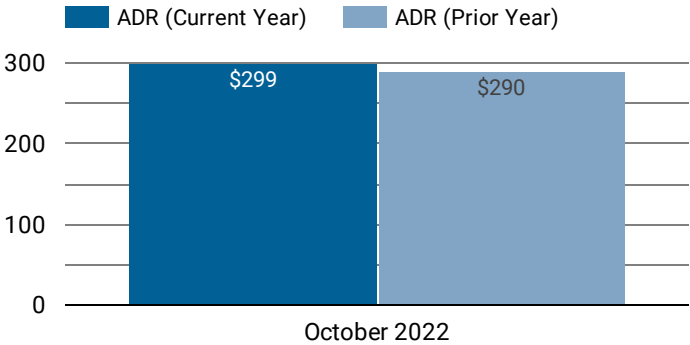
Report Recieved Month & Year: ... (1)

Executive Summary from DestiMetrics Report - detailed report available upon request.

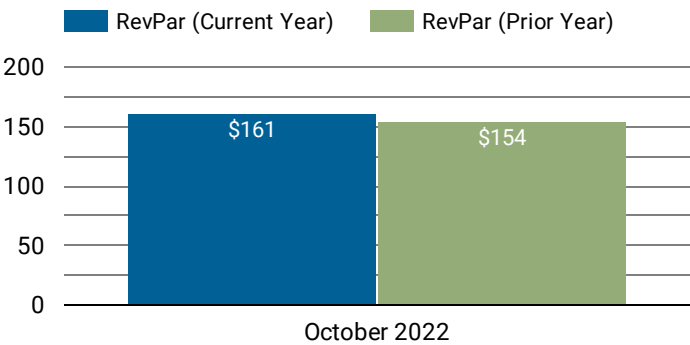
Occupancy



ADR



RevPar



Timeframe

No data

Occupancy (Current Year)	Occupancy (Prior Year)	YoY Occupancy
53.9%	53%	1.8%

ADR (Current Year)	ADR (Prior Year)	YoY ADR
\$299	\$290	3.1%

RevPar (Current Year)	RevPar (Prior Year)	YoY RevPar
\$161	\$154	5%

Occupancy (Current Year)	Occupancy (Prior Year)	YoY Occupancy
58.6%	61.6%	-5%

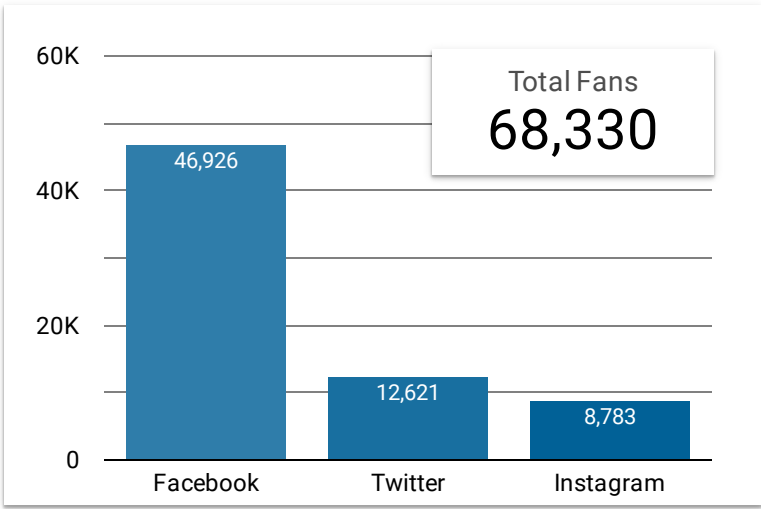
ADR (Current Year)	ADR (Prior Year)	YoY ADR
\$285	\$276	3.2%

RevPar (Current Year)	RevPar (Prior Year)	YoY RevPar
\$167	\$170	-1.9%

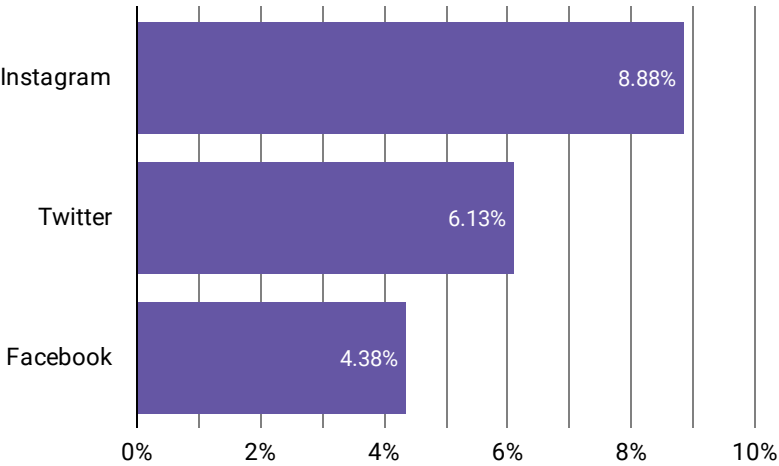
Timeframe

Past 6 Months

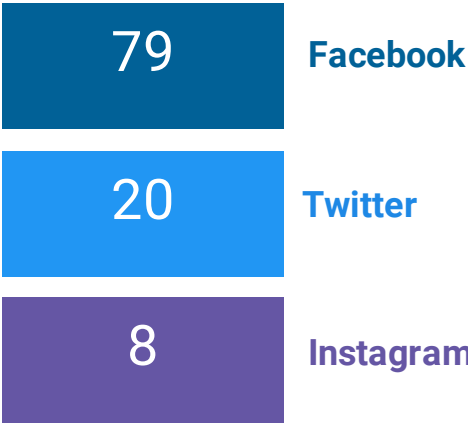
Followers



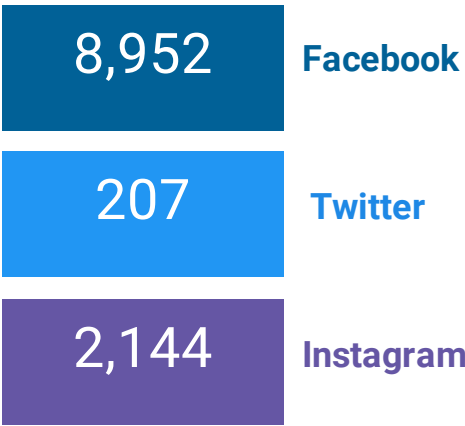
Engagement Rate



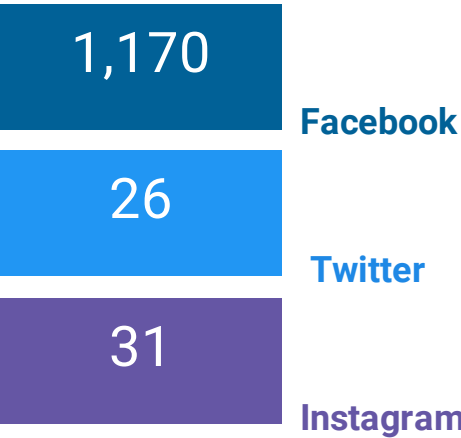
Published Posts



Interactions

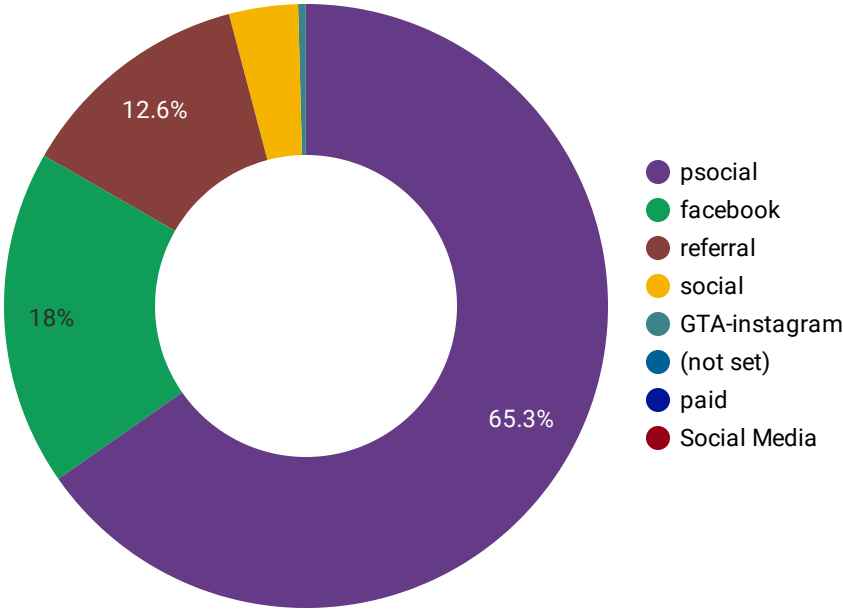


Website Clicks



Social Media Website Performance

	Source	Medium	Users	Pages / Session	Avg. Session Duration
1.	facebook_instagram	psocial	18,562	1.45	00:00:32
2.	MediaOne	facebook	5,110	1.37	00:00:28
3.	m.facebook.com	referral	2,200	1.28	00:00:34
4.	facebook	social	875	1.73	00:01:18
5.	l.facebook.com	referral	691	1.78	00:01:51
6.	lm.facebook.com	referral	495	1.69	00:01:13
7.	twitter	social	179	1.84	00:01:43
8.	Instagram	GTA-instagram	114	2.48	00:01:37
9.	l.instagram.com	referral	55	1.32	00:00:24
10.	linkedin.com	referral	37	1.15	00:00:19
11.	facebook.com	referral	35	1.37	00:00:27
12.	pinterest.com	referral	34	1.44	00:00:33
13.	tagged.com	referral	17	-	-
14.	t.co	referral	16	1.59	00:01:30
15.	instagram.com	referral	15	1.56	00:00:57
16.	disqus.com	referral	7	1	00:00:00
	Grand total		27,541	1.45	00:00:36





LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

Fall 2022

August 15 - October 31

Fall Page Metrics - YoY

New Users	Pageviews	Users	Sessions
34,829	49,107	37,342	44,903
⬆ 1,150.6%	⬆ 1,129.8%	⬆ 1,060.4%	⬆ 1,314.7%

New GA4 Metrics

Engaged sessions	Engagement rate	Sessions per user
108.4K	38.0%	1.4
Entire Site		

Top Pages

Page	Sessions	Pageviews	Total Events	Avg. Time on Page
www.visitcookcounty.com/season/storms/	18,070	19,394	36,878	00:05:06
www.visitcookcounty.com/plan/seasons/storm-season/	17,121	19,017	41,083	00:04:01
www.visitcookcounty.com/resources/webcams/	17,042	21,563	248,597	00:07:12
www.visitcookcounty.com/adventures/northern-lights/	16,099	19,365	103,384	00:04:13
www.visitcookcounty.com/season/fall/	16,002	16,911	31,418	00:01:48
www.visitcookcounty.com/lodging/	10,986	15,473	24,000	00:01:46
www.visitcookcounty.com/plan/seasons/storm-season/?hsa_acc=6215311020&hsa_ad=62294...	10,891	11,732	20,379	00:02:56

Social Media Results

Campaign	Impressions	Clicks ▾	CTR
1. Fall 2022 Campaign	4,070,421	20,561	0.51%

1 - 1 / 1



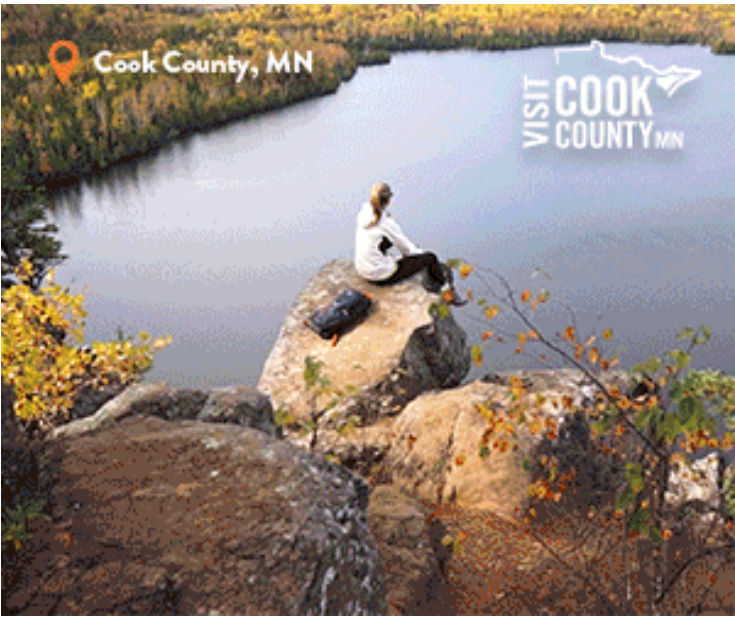
Direct Traffic	4% YoY
Lodging Pageviews	486% YoY
Homepage Sessions	9% YoY
Visitor Guide Pageviews	3,700% YoY
New Visitor Sessions	184% YoY

Planned vs Actual vs Bonus Impressions

Category	Booked Impressions	Bonus Impressions	Actual Impressions ▾	Actual Clicks
Display & Programmatic	6,400,000	6,112	6,406,112	11,094
Social Media	720,000	3,350,421	4,070,421	20,561
Google	-	-	2,619,638	25,540
Print	1,670,000	0	1,670,000	974
Broadcast	1,222,667	433	1,223,100	-
Outdoor	1,052,666	89,998	1,142,664	-
Grand total	11,065,333	6,066,602	17,131,935	58,169

Fall Creative

GIF Ads

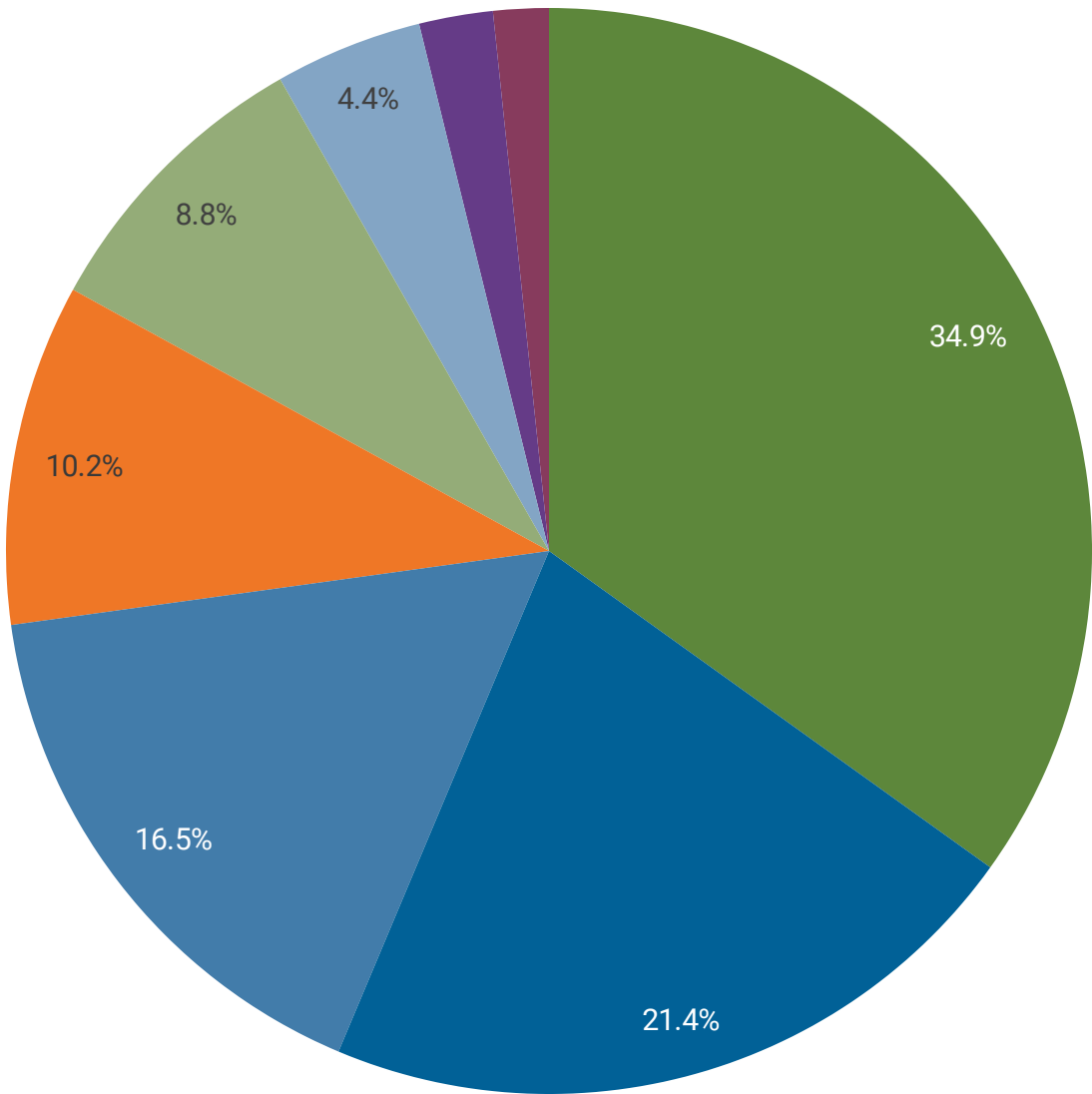


Print Ads



Static Ads





VCC 3% Marketing Budget - FY 22-23

Fiscal year begins May 1

- Digital Marketing
- Traditional Marketing
- Discretionary Ad Buys
- Services
- Fixed Marketing Expenses
- Collateral
- Visual Asset Procurement
- Public Relations

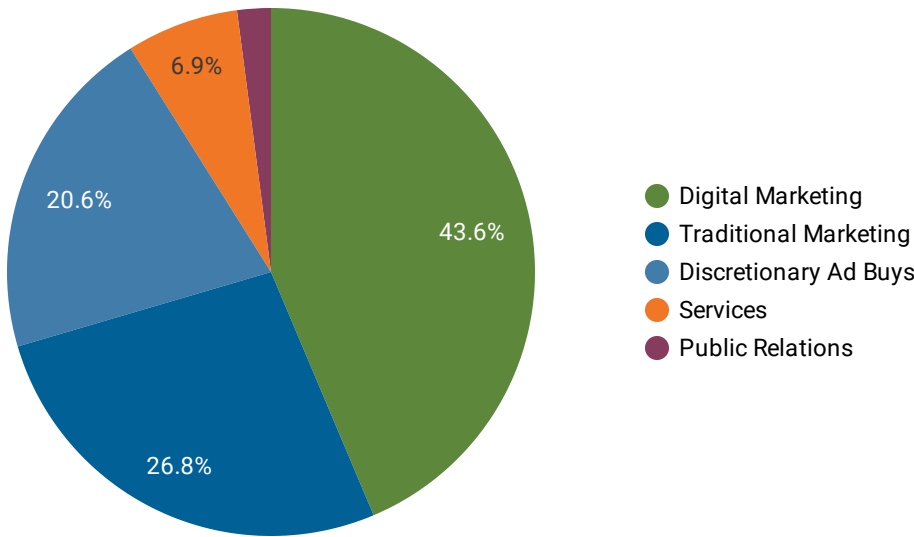
Fixed Marketing Expenses includes Website, Marketing Partnerships, Tourism Initiatives & Research, Tools, etc.

Marketing Budget By Season



Note: General includes some media & creative marketing spends for general digital/traditional promotions in addition to all fixed marketing expenses.

Media & Creative Breakdown Percentage Within Seasons





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GRAND PORTAGE

Growth Market - Flight 1 - Storms

September 9 - October 29

Storm Season Page Metrics

New Users	Pageviews	Users	Sessions
29,726	38,731	30,627	35,201

Google Ads Results

Campaign	Impressions	CTR	Clicks	Conversions
gv_new_growth_markets_display_22	3,351,775	0.67%	22,344	402
gv_new_growth_markets_22	13,122	11.67%	1,531	266

1 - 2 / 2 < >

Search keyword	Clicks	CTR	Impressions
aurora borealis viewing	470	14.82%	3,171
northern lights in minnesota	209	22.12%	945
aurora forecast minnesota	129	29.52%	437
lake superior storms	79	8.14%	970
see aurora borealis	70	11.04%	634
storm season	66	3.43%	1,925
lake superior shipwrecks	58	4.33%	1,338

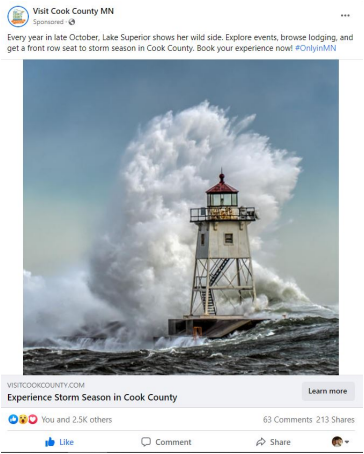
1 - 98 / 98 < >

PAID SOCIAL

Campaign	CTR	Clicks	Cost	Impres...	Reach
Growth Campaign Flight 1	0.57%	9,984	\$0.77	1,738,329	350,334

1 - 1 / 1 < >

DIGITAL





Debbie Laramey

What an incredible shot! This would be amazing....spend a couple days and check out the storms rolling in!!

Like Reply 2d Edited



Victoria Whiteis

Wish I was there right now!

Like Reply 1w



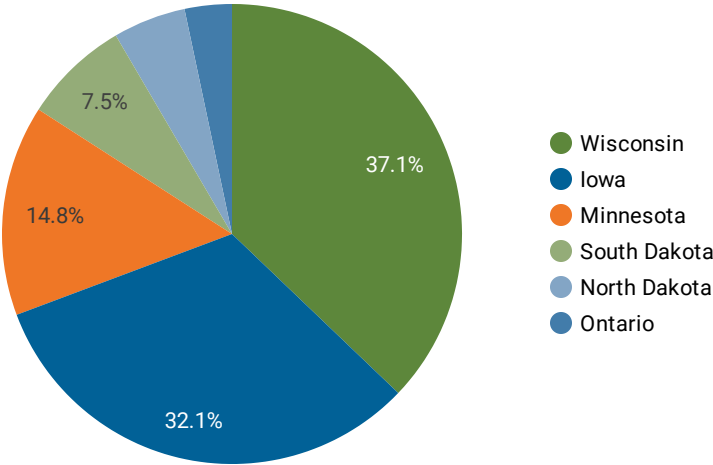
Becki Tastad Harstad

Would love to go!

Like Reply 2w

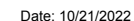
Campaign	CTR	Clicks	Impressions
Visit Cook County - Growth Market Campaign 2022 - Website Retargeting	0.17%	4,454	2,684,706
Visit Cook County - Growth Market Campaign 2022 - Geotargeting	0.13%	17,326	13,681,819
Visit Cook County - Growth Market Campaign 2022 - Keyword Targeting	0.06%	1,280	2,103,974

1 - 3 / 3 < >





GROWTH MARKET 2022-23 MEDIA		TOTAL BUDGET: \$327,000				SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				JANUARY			BUDGET	IMPRESSIONS
Media	Topic	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16						
PROGRAMMATIC/DISPLAY/RETARGETING																											
Geotargeting, Website, Keyword + GPS Retargeting																							\$210,000	50,883,333			
PAID SEARCH/GOOGLE																											
Paid Search/Google																							\$34,000				
PAID SOCIAL																											
Facebook, Instagram																							\$25,000	3,000,000			
CONTENT DEVELOPMENT																											
Landing Page																							\$5,000	N/A			
Downloads																							\$5,000	N/A			
EMAILERS																											
Partners TBD																							\$5,000				
STOCK PHOTOGRAPHY																											
Local Vendors																							\$2,500	N/A			
MISCELLANEOUS																											
Partners TBD																							\$15,500				
PRODUCTION																											
Giant Voices																							\$25,000	N/A			
TOTALS																								\$327,000			
KEY																								Average Cost Per Impression			

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