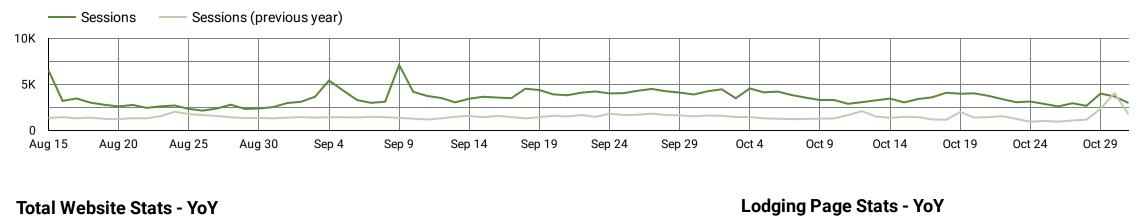
General Overview

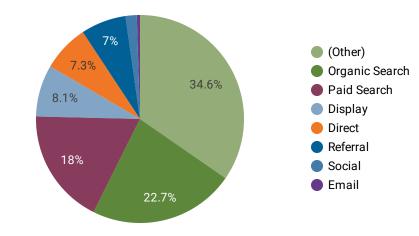
•



Total Website Stats - YoY

277,858 	Sessions 277,858 ± 137.6%	Users Pages / Session 208,338 1.53 ± 177.5% ± -10.6%	00:01:09	New Users 16,829 <u></u>	Sessions 23,181 ± 453.4%	^{Users} 27,673
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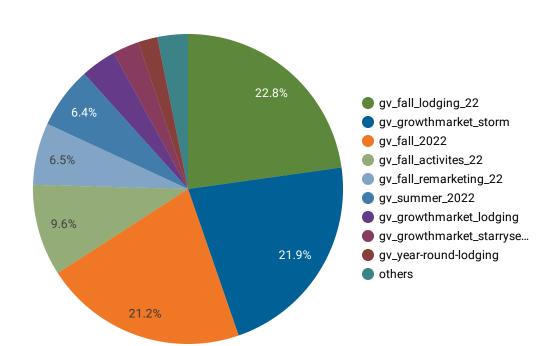
Top Channels



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



Total Website Stats - YoY

Pageviews 424.7K **112.5%**

Unique Pageviews 369.6K **122.5%**

% New Sessions 73.8% **19.7%**

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

Avg. CPC \$0.40



Website and ADR

Total Lodging Clickouts 33.6K

Unique Lodging Clickouts

PDF Downloads

Video Views

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) -

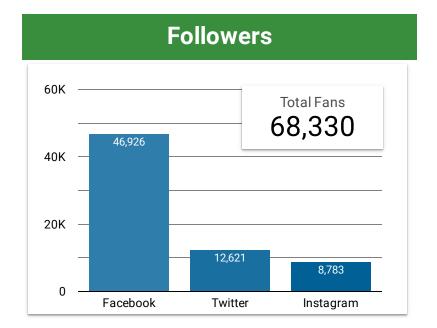
Executive Summary from DestiMetrics Report - detailed report available upon request.



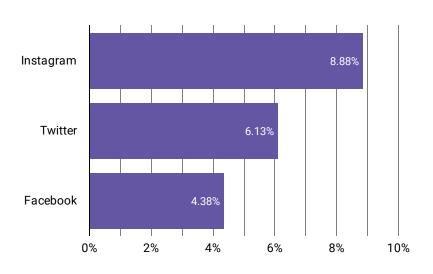
Tim	neframe 🔹	Occupancy (Current Year)	Occupancy (Prior Year)	YoY Occupancy
N	No data		53%	1.8%
		ADR (Current Year)	ADR (Prior Year)	YoY ADR
		\$299	\$290	3.1%
		RevPar (Current Year)	RevPar (Prior Year)	YoY RevPar
		\$161	\$154	5%
Occupancy (Current Year)	Occupancy (Prior Year)	YoY Occupancy	Timefra	me •
58.6%	61.6%	-5%	Past 6 N	Ionths
ADR (Current Year)	ADR (Prior Year)	YoY ADR		
\$285	\$276	3.2%		
RevPar (Current Year)	RevPar (Prior Year)	YoY RevPar		
\$167	\$170	-1.9%		

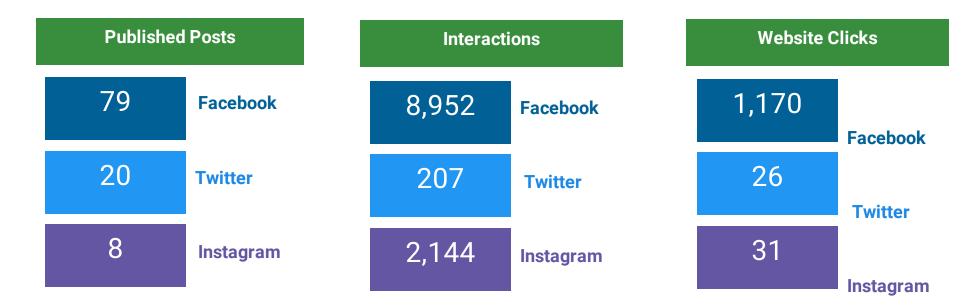
Social Engagement

•



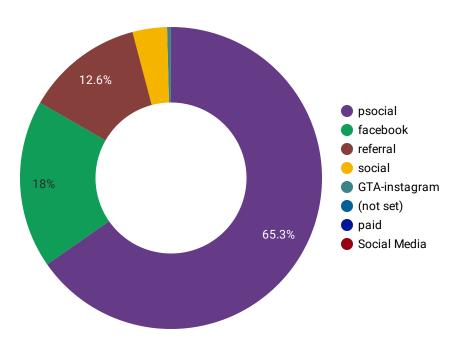
Engagement Rate





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
б.	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



Seasonal Review



August 15 - October 31

SCHROEDER GRAND MARAIS GUNFLINT TRAIL

Fall Page Metrics - YoY

38.0%

New Users	Pageviews	Users	Sessions
34,829	49,107	37,342	44,903
≜ 1,150.6%	<u>∎</u> 1,129.8%	≜ 1,060.4%	1 ,314.7%

New GA4 Metrics

Engaged sessions 108.4K Entire Site

Engagement rate Sessions per user 1.4

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

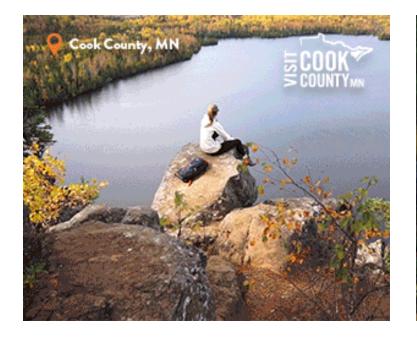
Campaig	า	Impressions	Clicks -	CTR	Direct Traffic	4% YoY
I. Fall 2022 C	ampaign	4,070,421	20,561	0.51%	Charles and the second s	
			1 - 1 / 1	1 < >	Lodging Pageviews	486% YoY
					Homepage Sessions	9% YoY
					Visitor Guide	3,700% YoY
					Pageviews	
					New Visitor Sessions	184% YoY
Planned vs	S Actual vs B	Sonus Impressions				

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

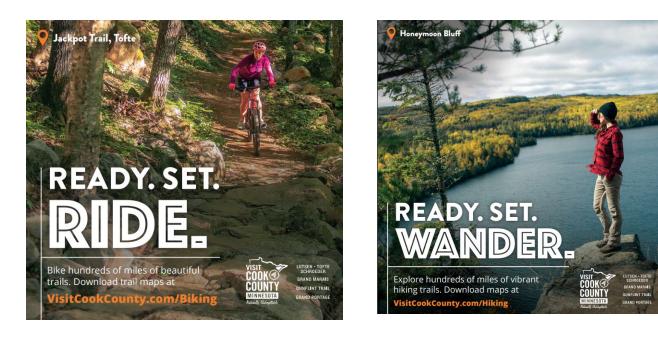
Fall Creative

GIF Ads

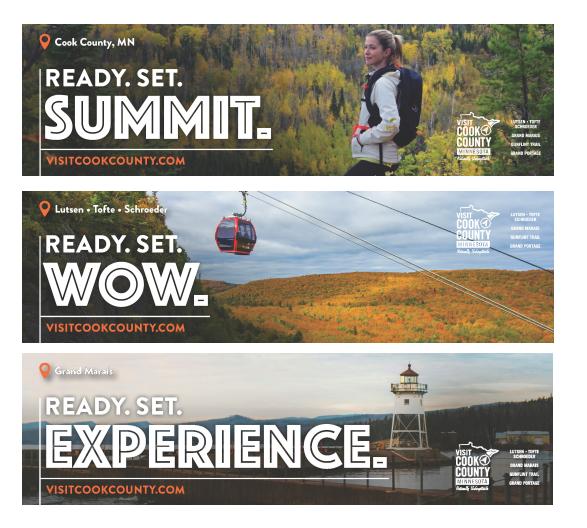




Print Ads

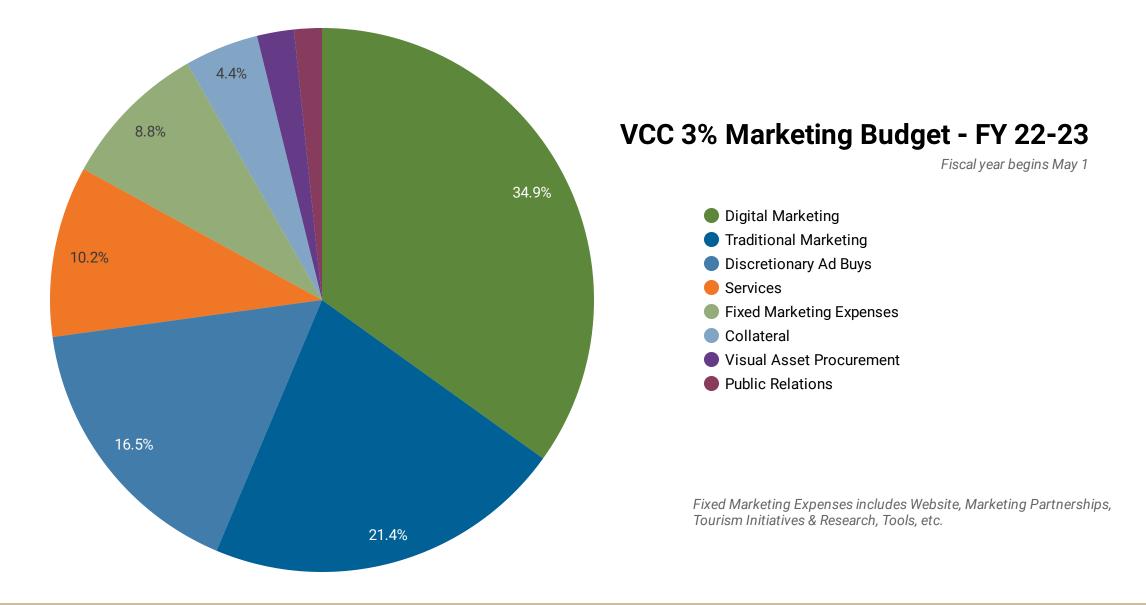


Static Ads





3% Marketing Budget

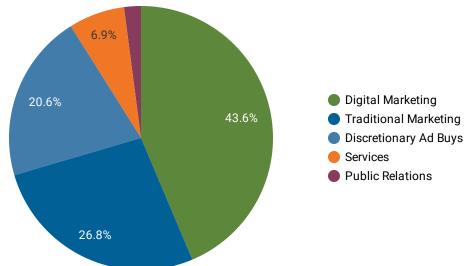


Marketing Budget By Season



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





Growth Market -Flight 1 - Storms

September 9 - October 29

Growth Market

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

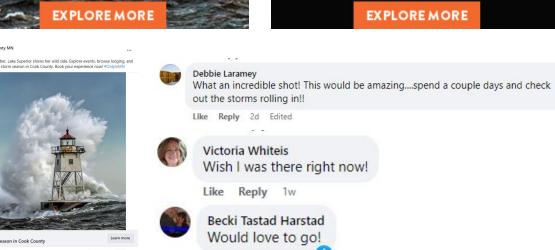
1-2/2 < >

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



Cook County, MN add THI TO YOUR VACATION PLAYLIST. EXPLORE MORE

1 - 98 / 98 🛛 🔇 >



Like Reply 2w

PAID SOCIAL

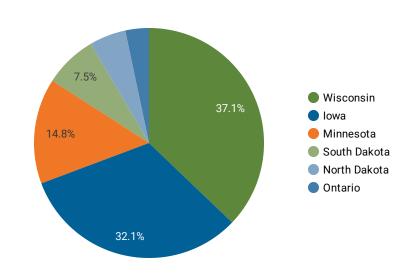
Campaign	CTR	Clicks	Cost	Impres	Reach		
Growth Campaign Flight 1	0.57%	9,984	\$0.77	1,738,329	350,334		
				1-1/1			

DIGITAL

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 🔇 > 0





VISIT CODKY COUNTY MINNESOTA Kanly Ukuyatak												Date: 9/13/2022
GROWTH MARKET 2022-23 MEDIA	TOTAL BUDGET: \$327,000	SEPTE			OCTOBER	~	NOVEMBER		MBER	JANUARY		IMPRESSIONS
	Торіс	5 12	19 26	3	10 17 24	31	7 14 21 28	5 12	19 26	2 9 1	•	
PROGRAMMATIC/DISPLAY/RETARGETING Geotargeting, Website, Keyword + GPS Retargeting	0										\$210,000	50,883,333
PAID SEARCH/GOOGLE	9										\$210,000	50,005,555
Paid Search/Google											\$34,000	
PAID SOCIAL											φ04,000	
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		N/A									\$2,500	N/A
MISCELLANEOUS											·	
Partners TBD		TBD									\$15,500	
PRODUCTION											405.000	
Giant Voices		N/A									\$25,000	N/A
TOTALS											\$327,000	
KEY											Average Cost Pe	Improceion
	Storms Flight										Average Cost Pe	mpression
	Starry Skies, Northern Lights Flight											
	Winter Flight											
	Work Not Flight-Specific											

VISIT	LUTSEN • TOFTE SCHROEDER GRAND MARAIS
COUNTY	GUNFLINT TRAIL
MINNESOTA Nationally Universitable	GRAND PORTAGE

WINTER 2022 MEDIA	TOTAL BUDGET: \$327,000	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	COST	IMPRESSIONS
Media	Topic / Tactic	31 7 14 21 28	5 12 19 26	2 9 16 23 30	6 13 20 27			
PRINT								
Vidwest Rider and Wisconsin Snowmobile News	(Co-op) Nov. 2022 Print Ads in both, inclusion in Virtual Issue						\$500	200,00
owa Sportsman	(Co-op) Dec. 2022 Print Ad, Banner Ad on iowasportsman.com for 30 days, inclusion in the Digital Issues						\$360	100.00
Snowgoer	(Co-op) Jan. 2023 Print Ad, Emailers in November, December						\$600	127,00
Silent Sports	January 2023, February 2023 Print Ads, Digital Ads						\$500	25,00
Print Total							\$1,960	452,00
OUTDOOR								
Clear Channel	Digital Billboards in Twin Cities Metro (14 week run)						\$20,000.00	3,731,19
PAID SOCIAL								
Facebook, Instagram							\$25,000	1,200,00
StarTribune	(Co-op) Social Media Clicks Campaign						\$2,440	150,00
Paid Social Total							\$27,440	1,350,00
IV (Traditional and Digital)								,,.
KARE 11	Premium OTT and OTT Retargeting						\$32,625	1,466,95
 KBJR	Christmas City of the North Parade Commercials						\$1,830	Not available
TV Total							\$34,455	1,466,95
PAID SEARCH/GOOGLE								<u> </u>
Paid Search/Google	Responsive, Paid Search, Display						\$20,000	2,240,00
PROGRAMMATIC/DISPLAY/RETARGETING								
Drako	Programmatic Display: Website, Audience and Keyword Targeting, GPS Retargeting						\$140,360	21,009,80
Drange142	Programmatic Display and Retargeting Ads on Travel Sites only						\$12,200	1,226,19
Northeast Media	(Co-op) Repeat Visitor Targeting program						\$4,880	1,300,00
Bring Me The News	Sponsored Article, Newsletter Native Ads (x 3), Newsletter banner Ad (x 1)						\$2,440	85,00
Digital Total							\$159,880	23,620,99
VIDEO PRE-ROLL								
MediaOne	YouTube Pre-Roll and (Co-op) EMT YouTube						\$35,000	315,45
EMAILERS								
Star Tribune	(Co-op) Targeted Emailer						\$1,220	30,00
EARNED MEDIA								
skinnyski.com	4 promotional Press Releases (December - March), 8 weeks of Multi-Page Rotation Sidebar ads, 2 weeks of Front Page Full Size Banner ads						\$2.045	175,00
PRODUCTION							¢2,010	110,00
Giant Voices							\$25,000	
TOTALS							\$327,000	33,381,59
								,,
							Average Cost	Per Impression
							Stage Soot	\$0.0
								2010