

Marketing Update | January 2018

Winter Campaign to date:

2.6 million impressions over LY with a 12% reduction in seasonal budget

New creative investments:

- Videography: creation of four :15 winter seasonal videos + six :08 billboards for dog sledding, cross country skiing, fat tire biking
- Photography: taking new images of winter scenery, family fun, sledding, kids in snow, winter romance, hygee, snowshoeing, cross country skiing and possibly snowmobiling
- Expanded seasonal campaign creative

Television impressions are up 339% from LY due to bonus impressions from KARE11 of about 1.6M. Also, increase in YouTube video preroll with new :15 second winter videos.



Partnership with SkinnySki.com: gaining more than 1.2 million impressions including press announcements.

Resulting in over 300 new online visits



Retargeting Campaign with Explore MN: focusing on people interested in a Northern MN vacation resulting in 1.18 million people reached to date

OOH Downtown MPLS Digital Display

Partnership with LMC to take over these three digital (video enabled) billboards.

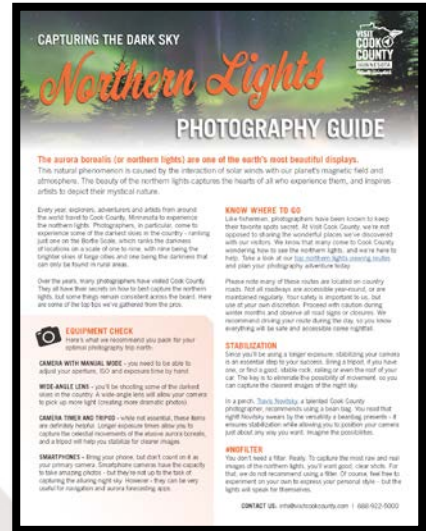
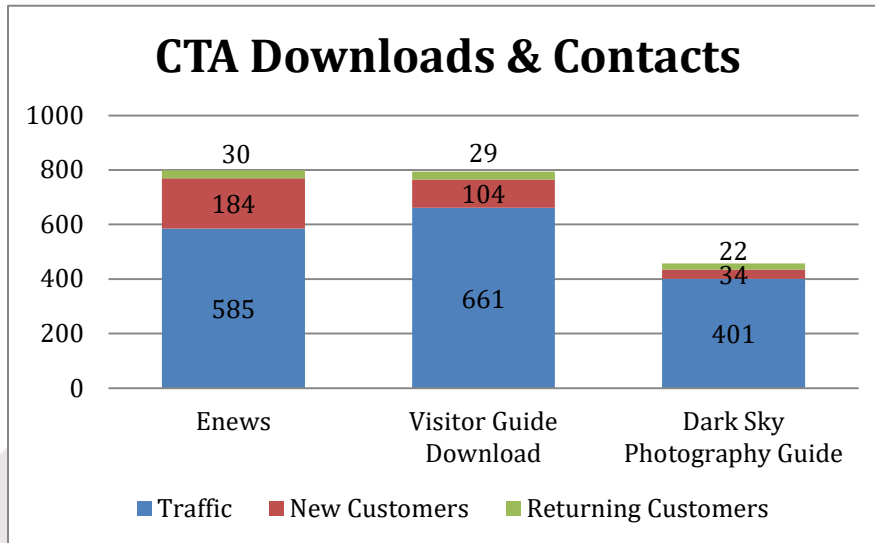
Takeover dates:
February 12-March 11, 2018

VCC will have six 8second videos on rotation.



Emailers: strongest emailer themes “Embrace Winter” and “Get Out and Enjoy Winter” received open rates over 18% Open Rate driving 2,100+ clicks to website. Intergrating Hubspot CTA’s into the emailers to move casual viewers to stronger leads.

Content Marketing: Using Hubspot, we're enabling several campaigns that gather customer data.



New CTA Downloads or Opt-in Subscribes

- Dark Sky Photography Guide & Driving Tour Map (active)
 - Results: 41.8% Open Rate with a 12.1% Click Rate
- Visitor Guide Downloads (active)
- E-newsletter subscribers (active)
- Winter Vacation Guide (new)
- Birding Guide to Cook County (new)
- More coming in spring, summer, fall

Summer Marketing Survey

Please complete the summer marketing survey ASAP <https://www.surveymonkey.com/r/B2Y3T6S>

Website Stats (Nov. 1 – Jan. 23)

YoY Traffic Highlights

- Direct Traffic has increased by 40%
 - saw a massive boost to web visits after the January waves videos was posted to social media
 - All print ad related landing page URLs have seen substantial direct traffic growth (northern lights, all communities, hygge, storm fest, events, snowmobile, stay – etc.)
- Email Traffic has increased by 300%
 - Adtaxi offering a slight traffic advantage over take5
- Overall Referral traffic has increased by 39% with Explore MN (Dark Skies, Hygge, Storm Fest), Skinny Ski (winter), BWCA.com (annual) and KSTP.com (Dark Sky) being major drivers of the increase.

YoY Landing Page Highlights

- Northern Lights has increased by 51.1% and has moved slightly ahead of the Homepage
- Hot Deals has increased by 320%! With over 2K unique views in 2017-18
- Trail Conditions has increased by 75%
 - Cross Country Trail Conditions: +61.4%
 - Snowmobile Trail Conditions: +40%
 - Winter Biking Conditions (new): 400+ views

Public Relations Summary

Talking Tourism Article Recap



2017 April – Intro Article “who is VCC” – Linda Jurek

2017 May - Making Headlines - Economic Stimulus – Linda Jurek

2017 June - Make your voice smile – by Linda Jurek

2017 July - Creating a Giant Brand - By Pascha Apter – CEO Giant Voices, Inc.

2017 July – Creating Buzz, PR is intentional - By Lynn Ingrid Nelson – LINPR

2017 August – Economic Impact of Events – by Katie Krantz

2017 August – Building a New Website – by Kjersti Vick

2017 September – The Scenic Route has the Best Stories – by Anna Klobuchar

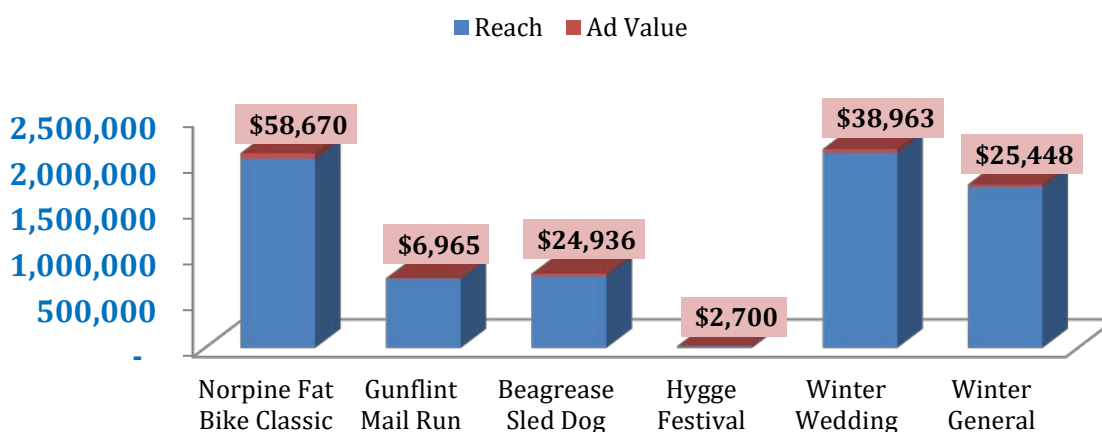
2017 October – Embracing Resilience, Post-Summer Stampede – by Linda Jurek

2017 November – The Superbowl of Marketing – by Maggie Barnard

2017 December – 2017 Year in Review – by Linda Jurek

2018 January – Lodging Tax - Leveraging Lodging Tax Dollars for Success – by Molly O’Neill

Public Relations Media Hits December 1, 2017 - January 18, 2018



Fox 21 “On The Mountain” Series



Live from Lutsen Mountains with Brett Scott and Brittany Merlot (December 11, 2017): <https://www.visitcookcounty.com/in-the-news/kqds-fox-21-broadcasts-live-from-lutsen-mountains/>

Christmas morning with Brittney Merlot (12/25/2017):

<https://www.visitcookcounty.com/in-the-news/kqds-fox-21-duluths-brittney-merlot-live-christmas-morning/>

Several other stories of merit

<http://www.startribune.com/more-minnesota-couples-saying-i-do-to-winter-weddings/468872093/>

<http://www.kbjr6.com/story/36967588/visit-cook-county-november-storm-photo-contest-winner-announced>

<http://www.cosmopolitan.com/uk/entertainment/travel/g15388137/best-airbnbs-instagram/>

<https://www.afar.com/magazine/where-to-travel-in-2018-according-to-your-astrological-sign>