

January 2014

Suggested Focused Market Areas by Organization

Gunflint Trail

Adventure

Lutsen / Tofte / Schroeder

Adventure including biking, hiking, spring river run-off

Arts and Music

Lake Superior

Romance and Relaxation/Wine and Dine

Consider Birding

BWCA connection - doorstep away to the BWCA

GMATA

Adventure including biking, hiking, spring river water run-off

Arts and Music

Spring River Water Run-off

Motorcycle touring

Birding

Other Marketing Suggestions

Gunflint Trail

- Register for Canoecopia – Done - Madison, March 7,8, & 9
- Contact John Edman, Explore MN, regarding improving the ease in permitting to BWCA Cook County entry points.
- Test the North Dakota Market
- Endorsement of the bus wrap
- WDIO Morning Show
- Advertising in Mall of America/Airport
- Request Gunflint Trail properties to provide a sampling of where guests are coming from
- Summer Canoe Event Promotional focus
- Marketing for after the 4th of July slump

Lutsen/Tofte/Schroeder

- Fix functionality of the website - navigation and map
- Mobile Compatibiltiy
- Run TV ad again in different markets including Madison, North Dakota, Thunder Bay.
- If budget allows, consider these markets for advertising
- Make sure to budget for ongoing website maintenance/enhancements
- Mobile compatibility needs to be considered asap

GMATA

- Lutsen Ski Hill Sign – Voted to keep
- Support funding of the Bill Bally Blacksmith Shop documentary video
- Support becoming involved in the winter/summer music cultural program and property subsidy to pay for musicians
- Additional volunteer efforts toward car show and other events with the establishment of a volunteer exchange program and identification of volunteer needs for all programs

O:drive/Marketing/2014 summer campaign

Summer 2014

Arts. Culture, Music, History

Romance/Relaxation

- Couples
- Pre-wedding,/Wedding/Honeymoon

Adventure

- Fishing
- Hiking
- Biking
- Kayak/Canoeing
- Paddleboards
- Birding

An overall Lake Superior/Inland Lake/BWCA message throughout.

Focused effort on event marketing budget and event promotion.