

**Visit Cook County**  
**2015 • 2016**

Giant Voices Marketing Update





# Objectives

- Create an emotional connection with viewers
- Showcase the many wonderful adventures one can experience in Cook County
- Make a visual impact
- Reach target customers with a variety of media
- Drive traffic to [VisitCookCounty.com](http://VisitCookCounty.com)



**2015**

**SPRING • SUMMER • FALL**



# Juxtaposition





# Juxtaposition





# Print

## Publications:

- Lake Superior Magazine
- Minnesota Monthly
- Road Runner
- Pedal MN
- Biking Guides
- Lavender Magazine
- Northern Wilds
- Reader
- Walleye





# Emailers

twincities.com and Forum.com

## Focus areas:

- Family Adventures
- Biking
- Hiking
- Canoeing
- Fishing
- Food
- Romance
- Scenery
- Spa





# Out of Home: May – Sept.

**VISIT COOK COUNTY MINNESOTA**

Where **adventure** meets **awe**

LUTSEN - TOFTE - SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

[VisitCookCounty.com](http://VisitCookCounty.com)

**VISIT COOK COUNTY MINNESOTA**

Where **glee** meets **togetherness**

LUTSEN - TOFTE - SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

[VisitCookCounty.com](http://VisitCookCounty.com)

**VISIT COOK COUNTY MINNESOTA**

where **adventure** meets **forever**

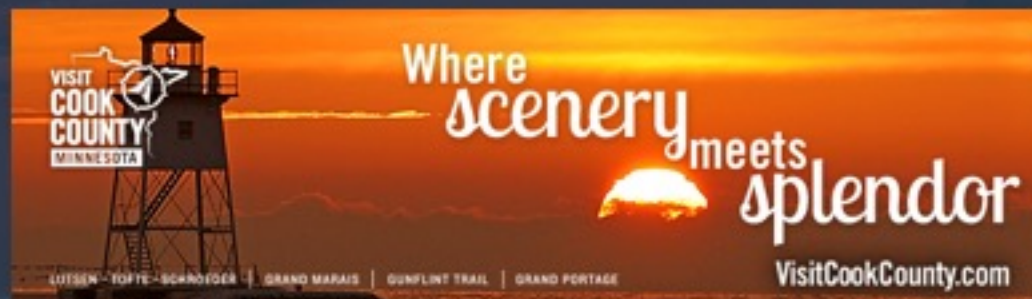
LUTSEN - TOFTE - SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

[VisitCookCounty.com](http://VisitCookCounty.com)





# Out of Home: May – Sept.



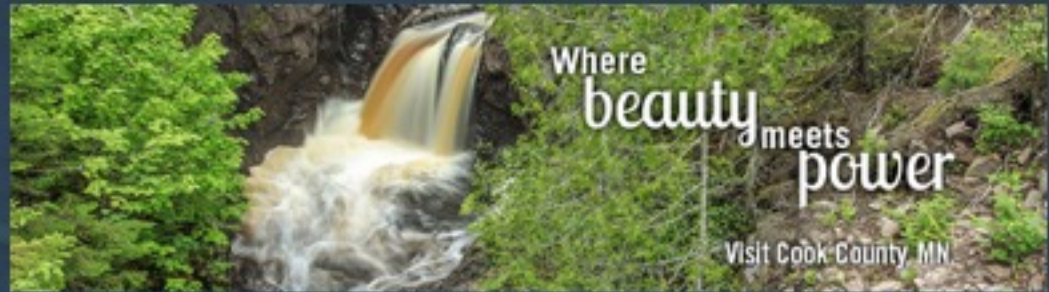


# Transit





# Web Banners





# Web Banners





# Radio

- KDWB – Twin Cities Metro
- Red Rock Radio – Northern Minnesota
- B105 – Northern Minnesota
- KOOL 101.7 – Northern Minnesota





# Events

May 22 - 24, 2015

## art along the Lake

Experience the vibrant art scene nestled by the blue waters of Lake Superior. Visit Galleries, meet artists, and engage your creative spirit.

Find the full weekend schedule at [www.visitcookcounty.com/fair](http://www.visitcookcounty.com/fair)

Printing by Dave Glensk

VISIT COOK COUNTY MINNESOTA

### Ride Minnesota's Mountains

Soar back in the Southwest Mountains. Reconnect adventures. Gentle family rides along the Lake Superior shore. Your perfect ride awaits in Cook County, MN.

**Upcoming Bike Events**

Lakelse River June 27, 2015 18, 28 & 99 mile bike race	Lakelse River Bar June 28, 2015 Kids bike race
--	--

Post-race party with *Acoustic* at Pine Charter's

Get trail maps and event details at [VisitCookCounty.com/Bike](http://VisitCookCounty.com/Bike) #visitcc

UPPER MIFFLIN | SWANSON | BAKER | BAKER | WILSON TRAIL | BAKER | BAKER

Where great lake meets great events

### Fall Festivals

3 festivals...46 musicians...51 painters...infinite inspiration.

**Radio Waves**  
September 11-13

**Plain Air Festival**  
September 11-October 4

**Unplugged and Mountain Stage**  
September 17-19

VisitCookCounty.com/calendar #visitcc

UPPER MIFFLIN | SWANSON | BAKER | BAKER | WILSON TRAIL | BAKER | BAKER

SAVE THE DATE  
YOUR BWCA ADVENTURE STARTS HERE

## BOUNDARY WATERS EXPO

JUNE 12-14 2015  
ON THE GUNFLINT TRAIL

VISIT COOK COUNTY MINNESOTA

For more info go to [VisitCookCounty.com/BWCAexpo](http://VisitCookCounty.com/BWCAexpo)

### SAVE THE DATE FOR THE FIRST-EVER BOUNDARY WATERS EXPO!

JUNE 12-14, 2015  
ON THE GUNFLINT TRAIL

Featuring speakers, activities, demonstrations, and more!  
This is a family-friendly, hands-on event with fun for all ages.  
Book your stay today at [www.visitcookcounty.com/annualmeetings/gunflint-trail](http://www.visitcookcounty.com/annualmeetings/gunflint-trail)

More expo info can be found at [VisitCookCounty.com/BWCAexpo](http://VisitCookCounty.com/BWCAexpo)



# Coollest Small Town

Welcome to  
**Grand Marais**  
America's Coolest Small Town



**AMERICA'S COOLEST SMALL TOWN IN AMERICA Winner**  
Grand Marais, MN

**VISIT COOK COUNTY MINNESOTA**  
LUTSEN - TEFTE - SCHREDER | GRAND MARAIS

Download our App from the AppStore and Google Play

**VisitCookCounty.com**  
**#visitcc**

**VOTE! Early & Often!**  
For Grand Marais, MN as America's Coolest Small Town!

Vote once a day, every day through February 25th!  
The winner will be featured in an upcoming issue of Budget Travel magazine.



**AMERICA'S COOLEST SMALL TOWNS 2015**

**VISIT COOK COUNTY MINNESOTA**





# Best

**VISIT COOK COUNTY MINNESOTA** THE VOTES ARE IN...  
**America Loves Cook County**  
 Voted Minnesota's Best...\*

<b>BEST</b> Resort	<b>BEST</b> Beach	<b>BEST</b> Café
<b>BEST</b> Burger	<b>BEST</b> Restaurant	
<b>BEST</b> Pizza	<b>BEST</b> Campground	
<b>BEST</b> Place for Local Music	<b>BEST</b> Weekend Destination	

\* Lake Superior Magazine, Aug | Sept 2015

**VisitCookCounty.com**  
 Download the App and Plan Your Trip!

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

THE VOTES ARE IN... **VISIT COOK COUNTY MINNESOTA**  
**America Loves Cook County**

Voted Minnesota's Best...\*

<b>BEST</b> Resort	<b>BEST</b> Beach	<b>BEST</b> Café
<b>BEST</b> Burger	<b>BEST</b> Restaurant	<b>BEST</b> Pizza
<b>BEST</b> Campground	<b>BEST</b> Weekend Destination	<b>BEST</b> Place for Local Music

\* Lake Superior Magazine, Aug | Sept 2015

**VisitCookCounty.com**

Download our App from the AppStore and Google Play

**Download today!**

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

Voted Best Place to... **VISIT COOK COUNTY MINNESOTA**  
**Savor Lake Superior**

Resort • Beach • Resort Dining • Burger • Restaurant • Campground • Mountain Bike Race • Resort Spa • Place for Local Music • Café • Small Town for Dining • Pizza • Weekend Destination

**VisitCookCounty.com**  
**#visitcc**

f t i c e p

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE





# Impressions



**TV**  
104,360



**Online**  
273,429



**Emailers**  
279,572



**PreRoll**  
362,560



**Radio**  
1,551,426



**Print**  
4,017,065



**Out of Home**  
12,495,875



**Transit**  
19,387,820

**TOTAL**  
**Impressions**  

---

**38,399,594**

**Avg cost per**  
**Impression**  

---

**\$.0028**



# Website Traffic

YTD: January 1 – November 16, 2015

Pageviews: **↑ 12%** 1,872,724 **vs** 1,669,778

Users: **↑ 18%** 185,884 **vs** 157,559

Bounce Rate: **↓ 31%**





# Website Results

June 1 – July 27

Users: **↑ 36%** over 2014

**50,951** vs **37,499**



May 1 – October 31

- Biking Pageviews **↑ 50%**
- BWCAW Pageviews **↑ 66%**
- Northern Lights Pageviews **↑ 97%**
- Fall Colors Pageviews **↑ 308%**



*That's  
A Lot!*



**2015 • 2016**  
**WINTER**

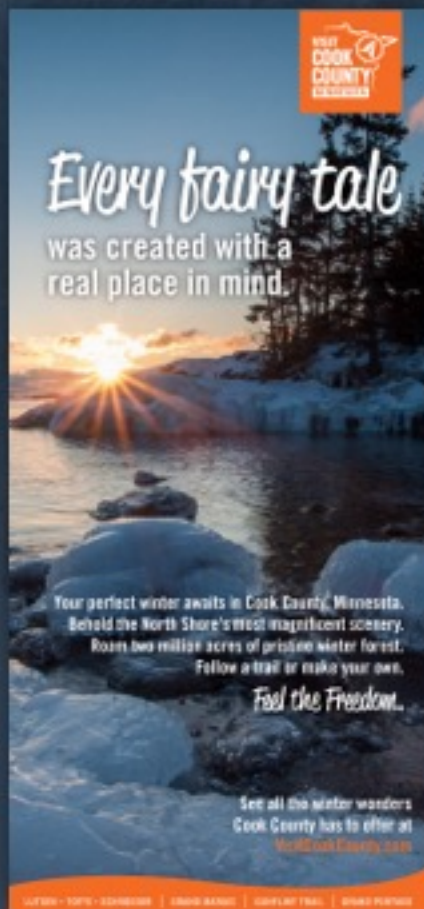


## Objectives

- Create an emotional connection with viewers
- Showcase the many wonderful adventures one can experience in Cook County
- Highlight the storybook Cook County winter
- Create synergy with Lutsen Mountains
- Bring energy, life and joy to the season



# Print



**Visit Cook County Wisconsin**

## Every fairy tale

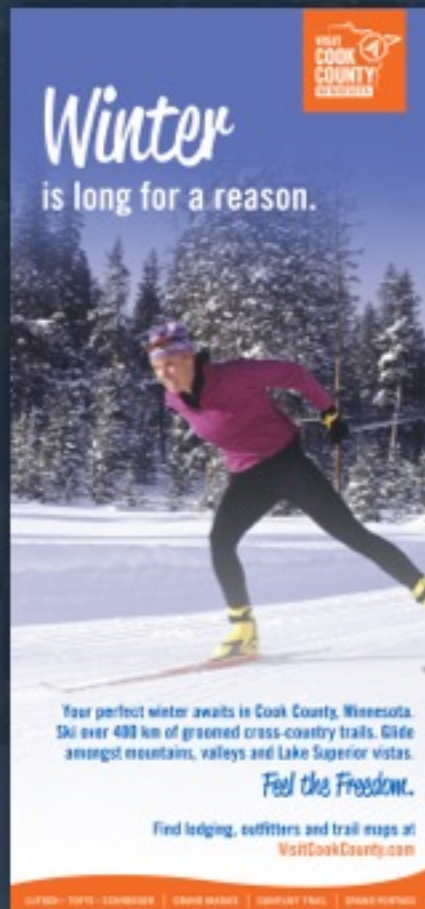
was created with a real place in mind.

Your perfect winter awaits in Cook County, Wisconsin. Behold the North Shore's most magnificent scenery. Roam two million acres of pristine winter forest. Follow a trail or make your own.

*Feel the Freedom.*

See all the winter wonders Cook County has to offer at [VisitCookCounty.com](http://VisitCookCounty.com)

LEWIS | TOWN | SCHROEDER | GRAND MARSH | SUNSHINE TRAIL | GRAND PORTAGE



**Visit Cook County Wisconsin**

## Winter

is long for a reason.

Your perfect winter awaits in Cook County, Wisconsin. Ski over 400 km of groomed cross-country trails. Glide amongst mountains, valleys and Lake Superior vistas.

*Feel the Freedom.*

Find lodging, outfitters and trail maps at [VisitCookCounty.com](http://VisitCookCounty.com)

LEWIS | TOWN | SCHROEDER | GRAND MARSH | SUNSHINE TRAIL | GRAND PORTAGE



**Visit Cook County Wisconsin**

## Dash

through a fairy tale forest.

Your perfect winter awaits in Cook County, Wisconsin. Travel through a fairy tale forest the old-fashioned way: on a dog sled.

*Feel the Freedom.*

Find dogsledding adventures at [VisitCookCounty.com](http://VisitCookCounty.com)

LEWIS | TOWN | SCHROEDER | GRAND MARSH | SUNSHINE TRAIL | GRAND PORTAGE



**Visit Cook County Wisconsin**

## Roam

pristine landscapes.

Your perfect winter awaits in Cook County, Wisconsin. Let snowshoes set you free. Explore the vast beauty of the North Shore, Sawtooth Mountain Range and the Superior National Forest. Follow a trail or make your own.

*Feel the Freedom.*

Find lodging, outfitters and trail maps at [VisitCookCounty.com](http://VisitCookCounty.com)

LEWIS | TOWN | SCHROEDER | GRAND MARSH | SUNSHINE TRAIL | GRAND PORTAGE



# Out of Home: Digital Billboards

Winter is long  
for a reason.

[VisitCookCounty.com](http://VisitCookCounty.com)

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

VISIT  
COOK  
COUNTY  
MINNESOTA

Roam  
2 million acres of beauty.

[VisitCookCounty.com](http://VisitCookCounty.com)

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

VISIT  
COOK  
COUNTY  
MINNESOTA



# Out of Home: Digital Billboards

*Experience life*  
inside a snow globe.

[VisitCookCounty.com](http://VisitCookCounty.com)

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

VISIT  
COOK  
COUNTY  
ILLINOIS

*Ride*  
450 miles of "WOW".

[VisitCookCounty.com](http://VisitCookCounty.com)

LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

VISIT  
COOK  
COUNTY  
ILLINOIS





# Transit

## Markets:

- Metro





# Web Banners

*Roam*

the endless landscape. All 2 million acres of it.

*Every fairy tale*

was created with a real place in mind.

*Ride*

450 miles of "WOW".



# Radio

- KQDS – Northern Minnesota
- B105 – Northern Minnesota
- Cities 97 – Twin Cities
- KCLD – St. Cloud



# Other

**EXTREME RACES. EXTREME FUN.**  
Midwest Extreme Snowmobile Challenge  
at Lutsen Mountains  
Hillbush • Hilltop • Cross Country  
April 16-17, 2016

VisitCookCounty.com/MidwestExtreme  
#visitcc

Presented by Our Partners  
Hosted by Lutsen Mountains

LUTSEN • TOPS • SCHWABER | GRAND MARSH | SUNFLY TRAIL | GRAND PORTAGE

**Explore**  
Cook County  
like a local.

Find trail grooming reports,  
lodging, dining, events and  
more....

Download from the App  
Store and Google Play  
VisitCookCounty.com

LUTSEN • TOPS • SCHWABER | GRAND MARSH | SUNFLY TRAIL | GRAND PORTAGE

**Dash**  
Through a fairy tale forest.

**Dog Days of Winter**  
March 12-13, 2016 | Gunflint Trail  
Sled Dog Races, Skiing, Snowcat/Snow  
Sculpture Competitions, and more!

*Feel the Freedom.*  
Find lodging, outfitters and trail maps at  
VisitCookCounty.com/dogsledding

LUTSEN • TOPS • SCHWABER | GRAND MARSH | SUNFLY TRAIL | GRAND PORTAGE



# Photo Contest

## SHARE YOUR GONDOLA MEMORIES

We're celebrating 25 years of gondola awesomeness at Lutsen Mountains. Coming November 2015: New 8-passenger gondola.

SHOW US YOUR LUTSEN MOUNTAINS GONDOLA PHOTO!  
Your photo could be the featured Visit Cook County MN Fan Photo of the Month! You can brag about that for life.



**LIKE US TO GET STARTED!**  
VISIT COOK COUNTY MN PHOTO CONTEST



LUTSEN - TOTTEN - SCHROEDER | GRAND MARAIS | SUNNYLIFT TRAIL | GRAND PORTAGE

## HAVE YOU EVER BEEN

Lutsen, Tofte, Schroeder - Grand Marais - the Sunnylift Trail - Grand Portage?

Show Us Your Nice Ice Photo Taken in Cook County, MN! Enter Now - Taken 2 Minutes!

- 1 Find your favorite nice ice photo taken in Lutsen, Tofte, Schroeder, Grand Marais, Sunnylift Trail or Grand Portage.
- 2 Upload your photo using the easy entry form below.

OR  
Post a photo on Instagram, Twitter or the Visit Cook County MN Facebook page using the hashtag **#niceiceCC**



LUTSEN - TOTTEN - SCHROEDER | GRAND MARAIS | SUNNYLIFT TRAIL | GRAND PORTAGE

## #SUPERIORBIRDS OF COOK COUNTY, MN: WHAT'S THE BEST BIRD PHOTO?



VOTE FOR YOUR FAVE NOW.



LUTSEN - TOTTEN - SCHROEDER | GRAND MARAIS | SUNNYLIFT TRAIL | GRAND PORTAGE



# Impressions



**TV**

**27,629,100**



**Online**

**560,368**



**Emailers**

**162,194**



**PreRoll**

**364,981**



**Radio**

**750,320**



**Print**

**3,205,740**



**Out of Home**

**13,475,00**



**Transit**

**9,839,000**

**TOTAL  
Impressions**

**55,426,335**

**Avg cost per  
Impression**



**\$0.0017**



# Website Traffic

**YTD: November 1 – May 19, 2016**

Compared to the same period in 2015

Unique Pageviews:  **7%**    242,535  259,570

Average Session Durations:  **19%**    2:13  2:38

Snowmobiling  **373%**

XC Ski  **25%**

Snowshoeing  **81%**



*That's  
A Lot!*



**Lutsen Mountains**  
**2015 • 2016**







# Print

**95 runs. Infinite memories.**

Lutsen is where families have more fun. Skiing with your kids is quality time you'll all enjoy. Check out the view from the four summits, ride lifts and the new high-capacity gondola, glide down 15 runs, and explore new places. Together.

**FIND YOUR True NORTH**

877-LUTSEN  
LUTSEN.COM

**COOK COUNTY DISTRICT**  
LUTSEN 10001 | SCARBOROUGH 10000 | GRAND HAVEN 10000 | GRAND MARSH 10000

**LUTSEN.COM**

The people you love  
in the place you love.

Lutsen is where families have more fun. Skiing with your kids is quality time you'll all enjoy. Check out the view from the four summits, ride the express chair and lift gondola, glide down 15 runs, and explore new places. Together.

**FIND YOUR True NORTH**

877-LUTSEN  
LUTSEN.COM

**LUTSEN.COM**

**2015-16 Family Ski Packages**

**Family Vacation Package**  
Kids 6-12 \$69 Free, Four Free  
Gas Fares, Park Free  
Valid for 4 or more days  
Package runs from Feb. 2015 - 03/01/2016

**Family Weekend Breakdown**  
Lift Tickets, Lodging, Activities  
2 Adults/Day from \$225/person  
FREE lift transfer upon request!

May 2015 - 03/01/2016  
\$111 - \$249/AD  
\$14 - \$120/CH  
\$19 - \$120/CH

**First-Time Family Package**  
Complete Package for Beginners  
2 Adults/Day from \$245/person  
Includes lift, lodging, all meals  
9 runs for the whole family  
Valid 1/17 - 03/01/2016

**COOK COUNTY DISTRICT**

**LUTSEN.COM**  
877-LUTSEN

**BEHOLD.**  
2 Million Acres of  
**TRUE NORTH ADVENTURES**

**COOK COUNTY DISTRICT**

**LUTSEN.COM**



# Digital Ads

Lutsen.com  **\$100 OFF** **SEASON PASSES**  
THRU SEPT 30 [CLICK HERE](#)

**NEW GONDOLA**  
THROUGH NOVEMBER 15  
**SKI & SAVE**  
UP TO **\$200**  
FIND YOUR **TrueNORTH**  
LUTSEN Mountains

LUTSEN Mountains **FAMILY VACATION PACKAGES** THE **TrueNORTH**  
Ski FREE, Stay FREE, Eat FREE, Rent FREE • Kids 6-12  
**95 runs, infinite memories**  
LUTSEN Mountains  
LUTSEN • FORTY • SCHNEIDER • BOARD WALKS • SUNLINE TRAIL • GRAND PORTAGE

FIND YOUR **TrueNORTH** Ski FREE, Stay FREE, Eat FREE, Rent FREE • **KIDS 6-12**  
**FAMILY VACATION PACKAGES** LUTSEN Mountains



# Out of Home: Digital Billboards

**FAMILY VACATION PACKAGES** FIND YOUR *True*NORTH  
Ski FREE, Stay FREE, Eat FREE, Rent FREE • Kids 6-12



**95 runs, infinite memories** **LUTSEN** Mountains

WINNIPEG COUNTY LUTSEN • TOTE • ... AIS • SUNFLINT TRAIL • GRAND PORTAGE

Ski FREE, Stay FREE, Eat FREE, Rent FREE KIDS 6-12

**FAMILY VACATION PACKAGES**



**LUTSEN** Mountains

FIND YOUR *True*NORTH [lutsen.com](http://lutsen.com)



# Transit: Bus Wrap





# Elevator Wrap

**95 Runs.  
Infinite memories**

Lutsen is where families have more fun. Skiing with your kids is quality time you'll all enjoy. Check out the view from the four summits, ride the express chair and NEW gondola, glide down 95 runs, and explore new places. Together.

Book your trip at [Lutsen.com](http://Lutsen.com)

VISIT COOK COUNTY MINNESOTA

**FIND YOUR True NORTH**

877-345-7274

**More terrain...  
More tricks.**

Lutsen offers more terrain - and terrain features - than any other Midwest destination. In addition to miles of backcountry trails filled with timber features, cliff drops and off-glide adventures, Lutsen Progression Parks offer jibs and jumps on all four mountains.

Book your trip at [Lutsen.com](http://Lutsen.com)

VISIT COOK COUNTY MINNESOTA

**FIND YOUR True NORTH**

877-345-7274

**The people you love,  
in the place you love.**

Lutsen is where families have more fun. Skiing with your kids is quality time you'll all enjoy. Check out the view from the four summits, ride the express chair and NEW gondola, glide down 95 runs, and explore new places. Together.

Book your trip at [Lutsen.com](http://Lutsen.com)

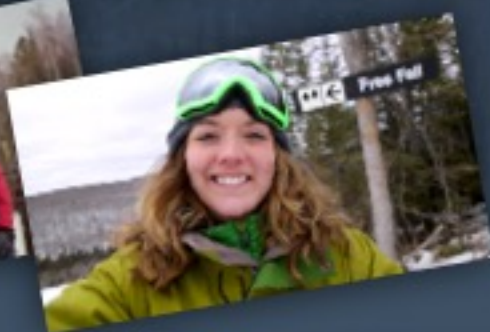
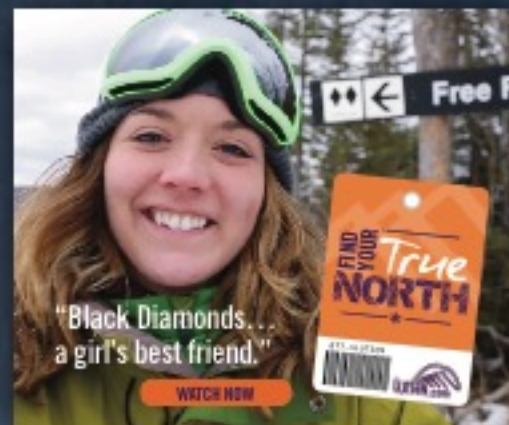
VISIT COOK COUNTY MINNESOTA

**FIND YOUR True NORTH**

877-345-7274



# Selfie Video





# Events

**YOU ARE INVITED**  
TO BE A PART OF  
COOK COUNTY HISTORY

**LUTSEN Mountains**

**SAVE THE DATE**

**GONDOLA DEDICATION**  
FRIDAY, DECEMBER 18, 2015  
11AM AT SUMMIT STATION  
LUTSEN MOUNTAINS  
467 SKI HILL ROAD – LUTSEN, MN

Dear Cook County Advocate,

Lutsen Mountains is pleased to invite you to attend the dedication ceremony for our new \$7 million dollar, high-speed Doppelmayr gondola. This project is part of a 10-year, \$25 million transformation that has evolved Lutsen Mountains into a state-of-the-art destination ski resort. We look forward to celebrating this important milestone of the Lutsen Mountains experience with you.

Sincerely,  
Lutsen Mountains co-owners – Charles Skinner and Tom Rider

Meet at 10:45 at the gondola loading station; ride the gondola to the summit for the dedication ceremony. Refreshments at Summit Chalet following.



**GONDOLA DEDICATION**  
FRIDAY, DECEMBER 18, 2015  
11AM AT SUMMIT GONDOLA STATION  
LUTSEN MOUNTAINS  
467 SKI HILL ROAD – LUTSEN, MN

**WELCOME AND INTRODUCTIONS**  
Linda Kratt, Executive Director, Visit Cook County

**REMARKS**  
Charles Skinner, Lutsen Mountains Co-Owner  
Minnesota State Senator Tom Bakk  
Mark Phillips, IRRRB Commissioner

**REFRESHMENTS**  
Summit Chalet



**2016**

**SPRING • SUMMER • FALL**





# Objectives

- Build upon success of Juxtaposition campaign
  - Bold imagery meets clever copy
- Expand media opportunities
  - Expand reach
  - Test new partners
- Tell the Cook County story



**2016**  
**SPRING**



# Print

## Publications:

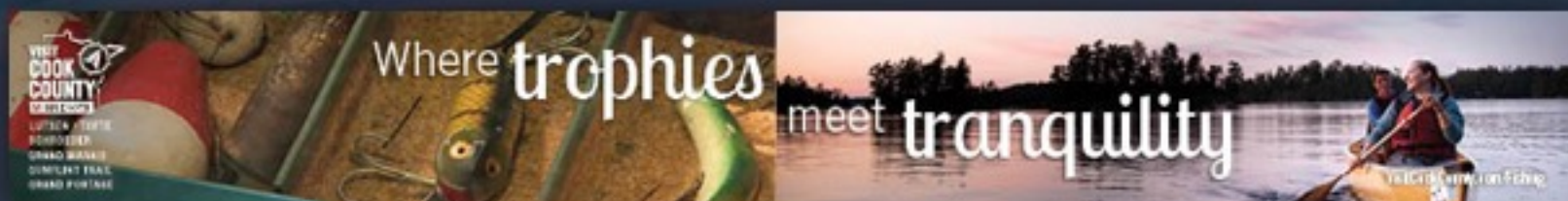
- Lake Superior Circle Tour
- Lake Superior Magazine
- Lake Superior Angler
- MNMO
- MSP/St.Paul
- Road Runner





# Digital

- Have Fun Biking
- Matador Network
- MNMO
- MSP/St.Paul
- Iowa Sportsman





# Emailers

- Take 5 Media
- TC.com



There's always something happening in Cook County, MN.  
Freshwater days and campfire nights, cool events and new adventures. Follow your heart north.

**mi** EXPLORE  
OF MINNESOTA

**#ONLY IN MN**

## Summer

is calling you

There's always something happening in Cook County, MN. Freshwater days and campfire nights, cool events and new adventures.

Follow your heart north.

**BEAVER HOUSE FAMILY FISHING FESTIVAL**  
May 21-22

**ART ALONG THE LAKE**  
May 27-28

**MEMORIAL DAY WEEKEND**  
May 27-30

**LE GRAND DU NORD GRAVEL CYCLING RACES**  
May 28

**BOUNDARY WATERS EXPO**  
June 11-12

**SEE EVENTS & LODGING DEALS >**

LUTSCH • TOFFE • SCHROEDER | GRAND MARAIS | SUNFLINT TRAIL | GRAND PORTAGE

**mi** EXPLORE  
OF MINNESOTA

**#ONLY IN MN**

Things to do in Cook County MN

- 21-22 Beaver House Family Fishing Festival
- 27-28 Art Along the Lake
- 27-30 Memorial Day Weekend
- 28 Le Grand du Nord Gravel Cycling Races
- 11-12 Boundary Waters Expo



**SEE EVENTS AND LODGING DEALS >**

LUTSCH • TOFFE • SCHROEDER | GRAND MARAIS | SUNFLINT TRAIL | GRAND PORTAGE



© 2014 Take 5 Media Group. All rights reserved. We encourage our readers to look at our Privacy Policy.  
TAKE 5 MEDIA GROUP | 2385 NW Executive Center Drive • Suite 200 • Boca Raton, FL 33431



# Radio

- KQDS – Northern Minnesota
- B105 – Northern Minnesota
- Kool 101.7 – Northern Minnesota





# Coollest Small Town Contest

**Thank You** for entering the America's Coolest Small Town Anniversary contest!

**YOUR NEXT STEP**

GIVE YOUR FRIENDS THE CHANCE TO VOTE for your entry using the entry information shared below. You could be featured as an America's Coolest Small Town Best Fan Photo! Video (and your Instagram) rights are ours.

**WEST COOK COUNTY MINNESOTA**

ESTABLISHED 1858  
GRAND MARAIS  
CONFLUENT TRAIL  
GRAND PORTAGE

**Why Do You Love Grand Marais?**

It's been one year since Grand Marais was voted "AMERICA'S COOLEST SMALL TOWN." To celebrate, we're hosting a fun contest to hear why you truly love our quiet small town.

**Enter Now – Just 3 Steps**

- 1 Record a short video or share a photo that demonstrates why YOU love Grand Marais!
- 2 Use [#lovegrandmarais](#) to submit your entry automatically via Instagram, Twitter, or Facebook OR submit via this contest page.
- 3 Share your entry and tell your friends to vote!

**WEST COOK COUNTY MINNESOTA**

ESTABLISHED 1858  
GRAND MARAIS  
CONFLUENT TRAIL  
GRAND PORTAGE

**WHICH ONE IS THE BEST GRAND MARAIS FAN ENTRY?**

**VOTE FOR YOUR FAVE NOW.**

**VISIT WEST COOK COUNTY MINNESOTA**

LUTSEN • TOFTE  
SCHROEDER  
GRAND MARAIS  
CONFLUENT TRAIL  
GRAND PORTAGE



# MN Getaway Mailers

**Results:** 5,122 leads

That's  
A Lot!







# Explore MN



EXPLORE **m** MINNESOTA™



**2016**  
**SUMMER**



# Print

- Lake Superior Magazine
- MNMO
- USA Today – Go Escape





# TV

- WCCO
- Thunder Bay
- Northland's News Center
  - Cook County Co-op Opportunity



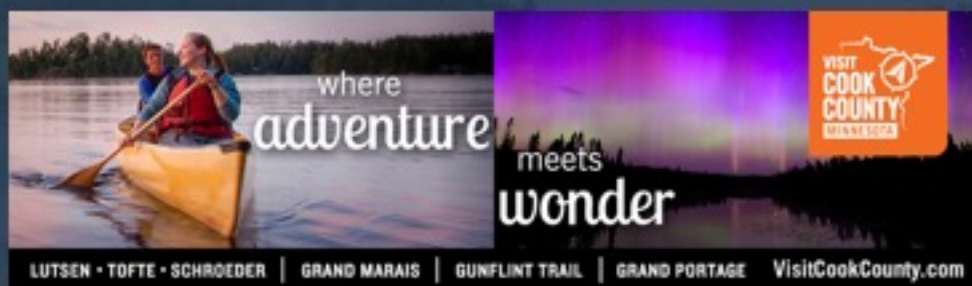


# Emailers & Digital Ads

- Take 5
- Star Tribune
  - Travel list emailer
  - Travel page take over
- TC.com
- MNMO travel list
- WCCO
  - Travel list emailers
  - Banner ad campaign



# Out of Home: Digital Billboards





# Transit

LETTERS | TOPIC | ADDRESS | PHONE NUMBER | EMAIL OR FAX | WEBSITE

delight  
SouthCookCounty.com

**Minneapolis - 40' Low Floor Gillig Hybrid USK**

Model: 40' Low Floor Hybrid  
Year: 2012  
Location: Minneapolis, MN

**ART DOES IN ART LAYER ONLY**  
Refer to Vehicle Wrap Point Spec when placing art into template. Important graphics may shift up to 4 inches upon installation.

Art extends to bleed line.

LETTERS | TOPIC | ADDRESS | PHONE NUMBER | EMAIL OR FAX | WEBSITE

adventure  
romance  
SouthCookCounty.com

**Minneapolis - 40' Low Floor Gillig Hybrid USK**

Model: 40' Low Floor Hybrid  
Year: 2012  
Location: Minneapolis, MN

**ART DOES IN ART LAYER ONLY**  
Refer to Vehicle Wrap Point Spec when placing art into template. Important graphics may shift up to 4 inches upon installation.

Art extends to bleed line.

LETTERS | TOPIC | ADDRESS | PHONE NUMBER | EMAIL OR FAX | WEBSITE

glee  
togetherness  
SouthCookCounty.com

**Minneapolis - 40' Low Floor Gillig Hybrid USK**

Model: 40' Low Floor Hybrid  
Year: 2012  
Location: Minneapolis, MN

**ART DOES IN ART LAYER ONLY**  
Refer to Vehicle Wrap Point Spec when placing art into template. Important graphics may shift up to 4 inches upon installation.

Art extends to bleed line.



# Elevator Wraps







# Lure Piece



## Community Spotlights



## Headline Subhead for Position Only

**M**ore than 100,000 people visit the island each year, and it's not just for the lighthouse. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

**SEMPER DORICENTUM MAJIS**  
The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

more than 100,000 people visit the island each year, and it's not just for the lighthouse. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

**SEMPER DORICENTUM MAJIS**  
The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

more than 100,000 people visit the island each year, and it's not just for the lighthouse. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

### SEMPER DORICENTUM MAJIS

The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.



more than 100,000 people visit the island each year, and it's not just for the lighthouse. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

## LUTSEN • TOFT • SCHROEDER

## 10 TOP TEN EVENTS & ATTRACTIONS

More than 100,000 people visit the island each year, and it's not just for the lighthouse. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean. The island is a beautiful place to visit, with a lighthouse, a museum, and a beautiful view of the ocean.

1. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
2. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
3. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
4. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
5. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
6. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
7. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
8. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
9. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.
10. HEADLINE FOR POSITION ONLY  
Description for position only. Do not include subhead.



Visit Cook County  
**Thank you**