

Summer 2015 Suggested Marketing Focus

Gunflint Trail

- Continue to grow and develop website opportunities
- Advertising outside of the Midwest. Tourism base from as far away as California and Washington. Should consider research our ability to reach these markets. Supporting the Duluth and Minneapolis airports as the stopping points.
- Consider the Illinois and Indiana markets.
- Consideration of a bus wrap in Rochester is strongly encouraged. International healthcare market at the medical center that we should consider.
- Fishing on the Gunflint needs to be promoted
- The Quiet Waters Symposium occurs March 7th in Lansing, Michigan. VCC was asked to research the possibility of attending this event and then traveling to Canoeopia which is scheduled for the March 13th in Madison.

Grand Marais Area Tourism Association

- Fishing including Grand Marais as base camp and gateway to recreating throughout the county
- Food and Festivals
- Walkability
- Lighthouse and maritime history
- Check into a visit by a tall ship(s)
- Lake Superior, an inland ocean
- BWCA outfitting experiences with use of old and new gear

Lutsen Tofte Schroeder Tourism Association

- Biking
- Lake Superior
- Adventure Motorcycling
- Superior Hiking Trail and Hiking in general
- Music – consider a strong spring music weekend in conjunction with the Spring Water Fall campaign
- Encourage Grand Marais to adopt the summer cultural program and subsidize music.
- It was also noted that the GTA is very in tune to the extreme out of state travel (California and Washington) because of the specific attraction of the BWCA bucket list.
- The fact that there is so much to do here.
- Day Tripping to the BWCA