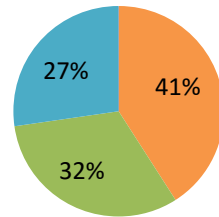


Results from the Survey Monkey request to all lodging stakeholders for WINTER 2016-17

1.) Respondents to online Summer Marketing Survey: 32 of 118

- LTTA: 9
- GTA: 7
- GMATA: 6
- GP: 0



2.) What trends are you seeing in winter? What are your guests coming to do? Are people coming to do specific activities?

- Trend: Traffic was up overall
- Primary Activities: Skiing (Alpine & XC), Snowshoeing, R&R, fishing – Generally, Active Outdoor Silent Sports
- Trending upward: Fat Biking, Snowmobiling (due to good snow last year), Non-weather related vacation experiences (NHFS/GMAC classes, reading, book club retreats), Evening Entertainment (music, drinks, talks)
- Concerns: not many new guests, older demographic – shorter stays, weather / global warming how will that effect ski season?

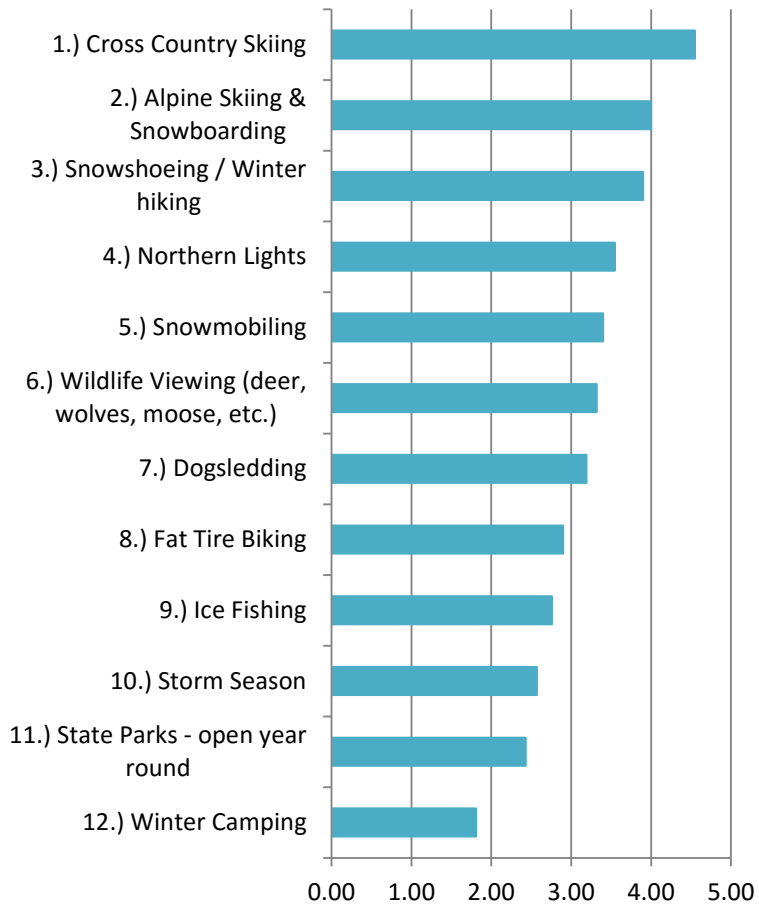
3.) Public Relations are an important part of VCC overall marketing plan. Any story suggestions?

- A winter resorters life on the trail - survival aspect, adaption etc.
- Lynx viewing!
- Anything related to wildlife viewing. Dogsledding, races and places you can go dogsledding.
- How hard it is to keep trails open, and how costly. I'm tired of people calling during a snowstorm and asking of the trails are groomed. It takes time and there is a natural process, with limited funds, we concentrate on weekends.
- Lots of snow up here when none in metro. Push that awareness - Mpls is not Grand Marais
- Music tangled with adventure. Quiet or Loud. Active or Rejuvenate. Just the drive alone... beauty.
- Enjoy the solitude of the off-season (In Grand Marais). Experience the thrill of the mountains (Lutsen)
- River hiking/Ice Climbing
- Emphasize "getting away from it all" there are still events, activities and plenty of things to do in the off season. Especially on the weekends. Emphasize visiting waterfalls and riverways while they are frozen for a unique view and the ability to get up close in ways you cannot in the summer
- Music scene beyond Papa Charlies...its everywhere. Amazing XC ski trails. Snowshoeing. Downhill skiing obviously. The winter wonderland concept.
- Winter up here is magic - frozen river skiing, hiking and fat biking.
- The new fat tire bike race

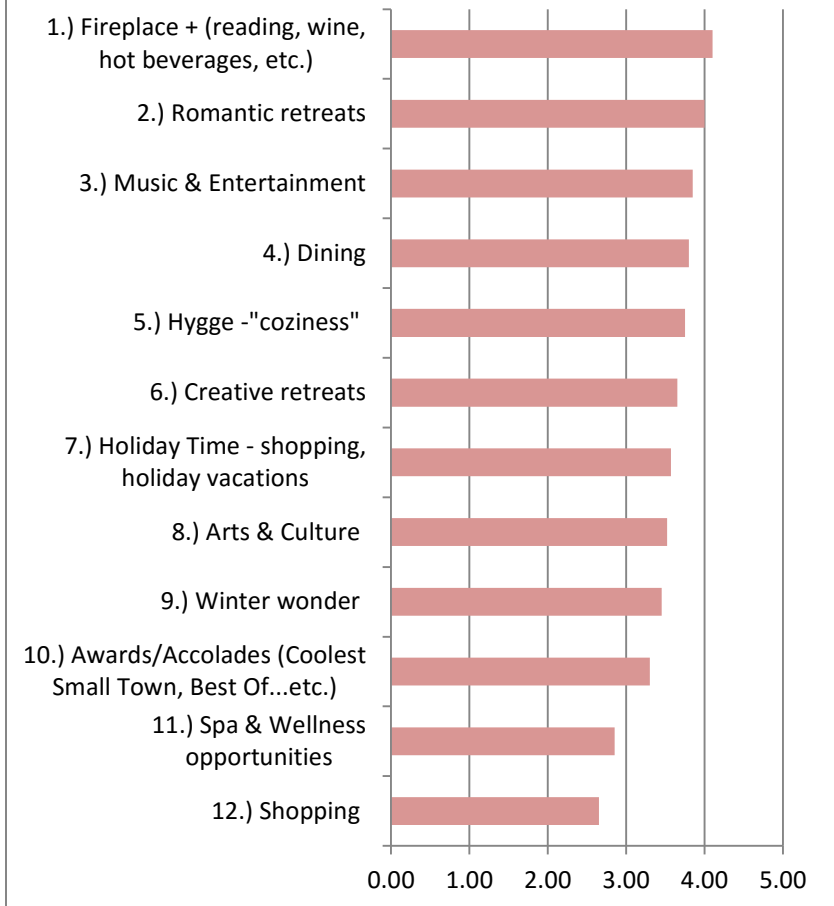
4.) Where do the majority of visitors come from?

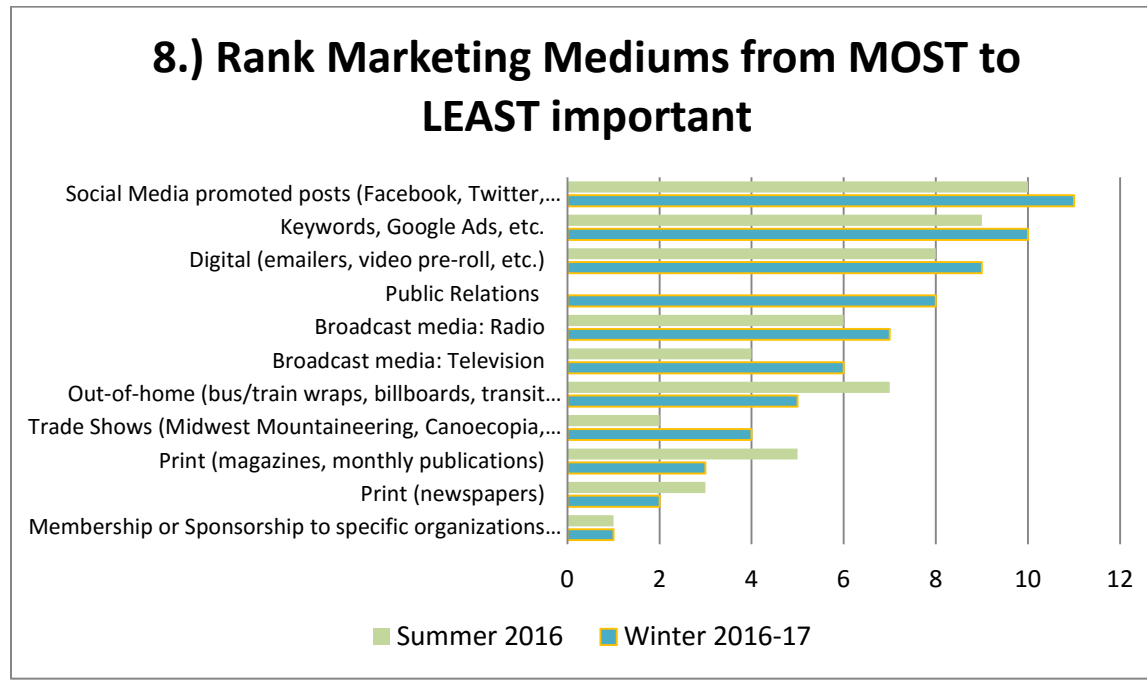
1. Twin Cities
2. Wisconsin
Minnesota (outside the metro)
3. Duluth & N.Shore
4. Canada (mainly Thunder Bay)
5. Iowa
6. Illinois
7. Dakotas
8. Michigan & UP
9. Indiana
10. International (excluding Canada)

6.) WINTER Outdoor Activities Ranking - Winter (2016-17)



7.) INDOOR or non-weather Ranking - Winter (2016-17)





9.) Suggested publications, website, organizations, blogs, etc. to advertise with:

Skinny ski (suggested a few times as VERY important for clubs and organizations). NorthStar XC, Artful Living, Retailers (like the House, Erik’s Bike Shop, REI), DoNorthShore.com, Outdoor News, MSPN, ExploreMN, North Shore Visitor, Northern Wilds, Lutsen Mountains, Midwest Weekends, News blogs: twitter with big names like Jimmy Fallon, Dr. Phil “whomever we can get noticed by.”

10.) Any other comments or suggestions? What else do we need to know about as we approach winter?

- Ice house rentals? Will this attract more ice fishermen/fisherwomen? We would love to provide that on Loon Lake.
- Be a part of the Mail Run Dog Sled Race promotions.
- Gear more towards Flat Tire bike riding. Our X-Skiing has died over the last couple of years need something new to bring them here. Not everyone ski's
- Is the great PR Grand Marais is experiencing pulling from Lutsen? Would like to see more access to summer packaging through Lutsen Mountains. With CCVB driving general traffic to Lutsen.com in all seasons, neighboring resorts (not Eagle Ridge exclusive) should be able to package with their activities.
- It's much, much different than summer....
- We have pushed for single ski day ski and stay packages for years but have never been able to get them. I think it would add revenue to all eligible properties as well as the ski hill. Skiing has gotten pretty spendy. Many can't afford 2 days especially for a family that wants to do other things.

Comments from LTTA:

- R&R is critical. Activities that do not require great weather.
 - Possibly bringing some of the Art Colony or NHFS to the west end.
- Remoteness, quite. “iceberg of the country” embrace the cold
- XC skiing, the “Lutsen Cold Shoulder” fat bike race, spas with a view
- Snowmobile clubs, encourage better signage.
- Increase PR efforts. PR invitational – bring in brand ambassadors and showcase the glory of winter.

Comments from GMATA:

- Fat Tire biking
- Book clubs – event a “salon” – reach out to groups by targeting people on Good Reads
- Ice Fishing
- Snowmobiling – continue to promote but figure out ways to make snowmobile routes more clear and work with locals to cut down on guiding tourists incorrectly. Possibly build snowmobile routes through town – marking them with flags.
- Promote visiting our website via GEO Targeting snowmobilers up north.
- Months to focus on: January + March (avoid February – generally busy enough).
 - Early December – reach out to Tbay as a good shopping time
 - Possibly avoid the first part of November – or change the messaging to imply limited services.
- Northern Lights + astrotourism
- Ice photography – working with local resorts to host various photographers.
- Bro-cations.
- So different from summer – “same great place ... just cooler”

Comments from GTA:

- We always have snow, every year the Gunflint will ALWAYS have snow even when the shore or LMC does not.
- Truly superior xc skiing – a number 1 focus of the lodges on the GTA is to maintain pristine XC trails.
- Pre-Christmas (post Thanksgiving) needs help getting people here.
- Northern Lights Week(s)? Picking a select timeframe, perhaps around pre-xmas to emphasis the Northern Lights and Astrotourism
- Excited about the idea of preselected bloggers / writers to come up in winter (FAM tours organized by VCC)
- GeoTarget XC Regional Ski Races (Loppet, Berkie, etc.) to send VCC XC skiing ads

Overall Trends:

Authenticity – the real Cook County. Trendsetters – always have been ahead of the curve. Wellness – mind, body, and soul benefits from outdoor time. Family & Tribe - your friends, children, grandchildren. Rustic modern – a taste of rugged culture with comfy beds and great food.