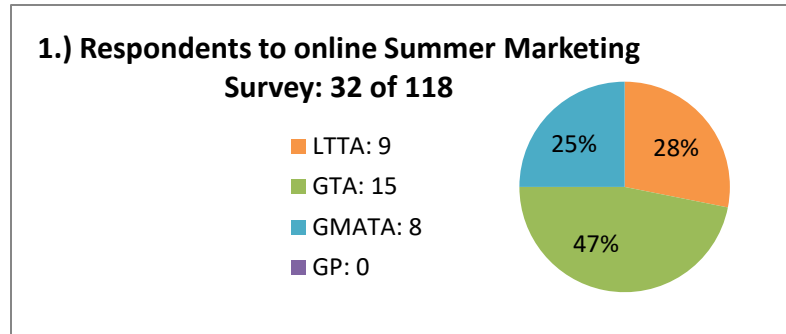


## Results from the Survey Monkey request to all lodging stakeholders for Spring, Summer, Fall 2016



### 2.) Vertical Market Focus (Comments/Additions):

**General Attributes:** Scenic drives, Camping (car camping, state campgrounds), State Parks, Outfitting Day Trips, Self-Guided Tours (Fall Colors, Rock Hunting, etc.), youth outdoors

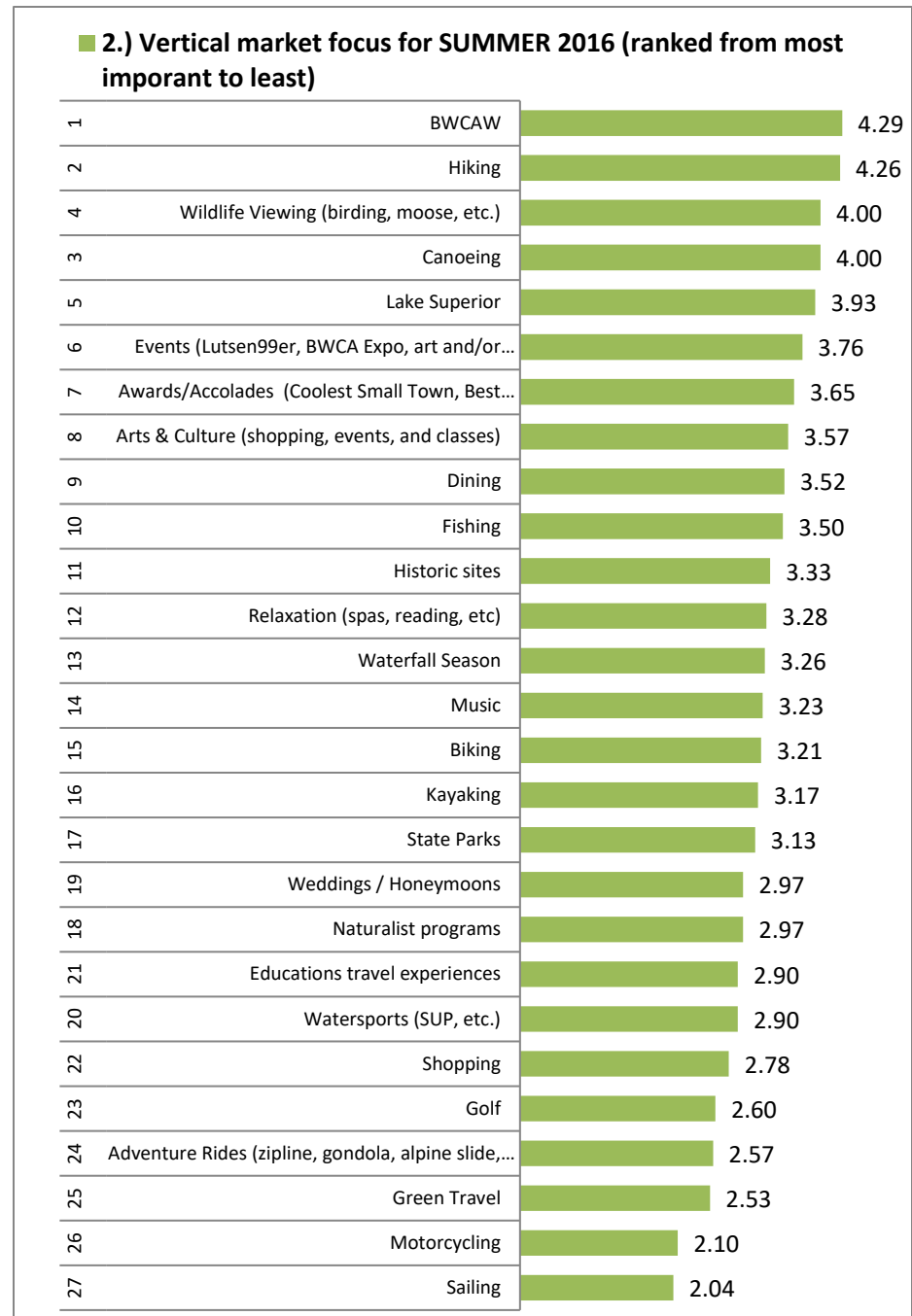
**Fall:** Fall colors, targeting some of the larger immigrant communities in the Twin Cities that have their own newspapers (It seems like there are more extended family/groups of Indian(India), Chinese/SE Asian people coming)

**Local Flavor:** Small local business emphasis, Authentic Travel (CC is home to real people, not just for tourists/other businesses to see: logging tours at Hedstrom's, commercial fishing, maple syrup production, dairy, brewery, coffee roaster, Christmas Tree Farm, Farmer's Market...)

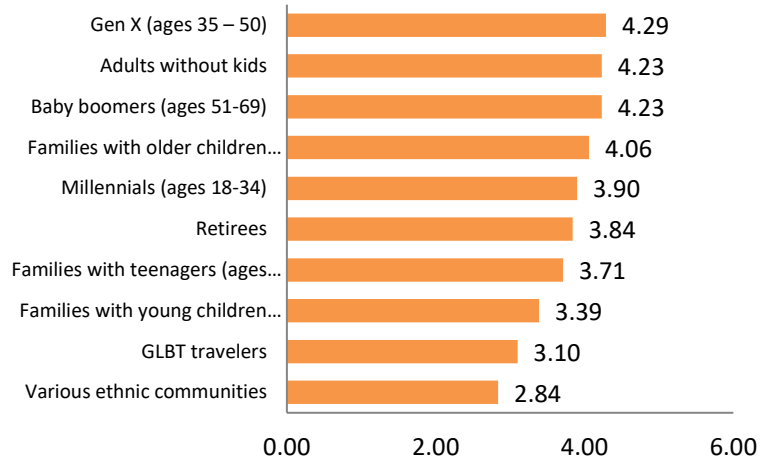
**Targets:** getting youth outside, Business meetings/retreats, high school/college spring break trips, women's groups,

### 3.) Please rank our top marketing emphasis

1. Enjoyment of natural resources
2. Outdoor recreation; trails, golf, fishing, etc.
3. Family Trips
4. Quick Trips: weekend getaways
5. Chill Out
6. Cultural trips



**4.) What target demographics do you recommend we**



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

AAA Magazine, BWCA.Com, Cabin Life, citypages.com, Duluth News Tribune, Explore MN, Lake Superior Journal, Lake Superior Magazine, Lake Superior Visitor, Midwest Living, MNMO, mntrails.com, MPR, North Shore Info, North Shore Visitor, Northern Wilds, Outside Magazine, Pioneer Press, Star Tribune, The Walleye, TravelandLeisure.com, Visit Duluth, WTIP.

**9.) What can VCC do to assist your marketing efforts?**

- Just keep being there and helping promote all we do. And we will promote what you do also.
- Support non-profit events
- Get the google search higher up and identify which one is the real Cook County site not a slammed site
- Activities:
  - More inland resort promotions, Lake Superior is a no brainer
  - Promote more daytrips in and out of BWCA (stay in cabin)

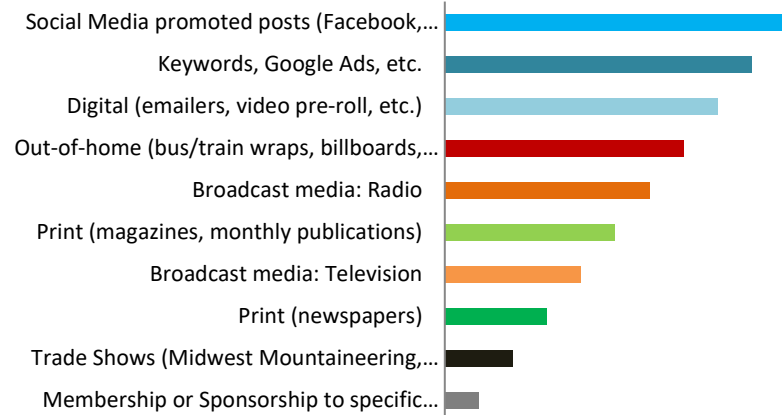
**5.) Where do the majority of visitors come from?**

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| 1. Twin Cities                   | 12. USA West Coast                   |
| 2. Minnesota (outside the metro) | 13. USA Southwest                    |
| 3. Wisconsin                     | 14. USA East Coast                   |
| 4. Iowa                          | 15. International (excluding Canada) |
| 5. Illinois                      |                                      |

**6.) Top 5 Zipcodes**

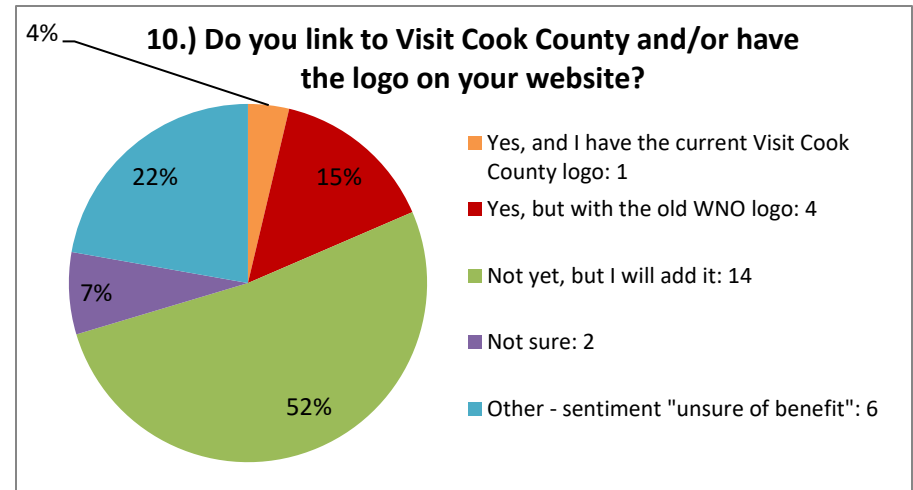
Edina, Eden Prairie, South & Southwest Minneapolis, Duluth, North Mpls/St Paul suburbs. West Mpls suburbs. South Mpls/St Paul suburbs, 55105, 55901, 55113, 55112, 55402, 55405, 55411, 55801, 55424, 554-- , 553-- , 551--

**7.) Rank the marketing mediums you feel are MOST Important to LEAST important**



## Association Directives Summary: Summer 2016

- Promote honeymoons – most are in May, Jun, Sept, and Oct.
- Emphasize and begin promoting the sawbill trail as a scenic drive destination. Emphasize the concept of wilderness and visiting the bwca. Promote wilderness fishing.
- Print & Handouts
  - Update downtown GM map
  - Support materials - video about the area, maps of the area, things to do, calendars of events (a more comprehensive and easy to view/share version would be great!!)
- Markets
  - Market more in Iowa and Texas – they come for a week rather than a weekend.
- How can VCC Help
  - Keep us email informed of events with a simple collateral to put up for our guests or link to. Continue to stress the vacations that are relaxing, fun and beautiful.
  - Put out a best practices/best locations ideas piece to help those who are not marketing pros.



### Comments from LTTA:

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Authentic – the real Minnesota. Healthy families – wellness, gondola rides. Wellness Weekends: co-op with local resorts with YMCA or Stone Harbor to lead a variety of weekend trips for active living like Trail Running, Lake Swimming, Biking, etc. endurance focus.

### Comments from GMATA:

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“We’ve always been cool” – a history of being awesome while remaining unassuming. You are all insiders who are ahead of the curve, you’ve always know GM was cool, now the rest of the world knows it too. Authenticity in this small eclectic town. Historically cool is now thriving, a new upgraded experience.

### Comments from GTA:

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Nature RX (see for inspiration: <http://www.nature-rx.org/>). The wellness benefits to spending time outdoors. Chill out, nature fix, renewed, rejuvenated. Reach out to 25-50 year old market (making new clients) – possible ways to reach them via employer, via breweries, The Current Duluth.

### Overall Trends:

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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.

**Vertical Market Summer Focus 2016 - All associations compared**

