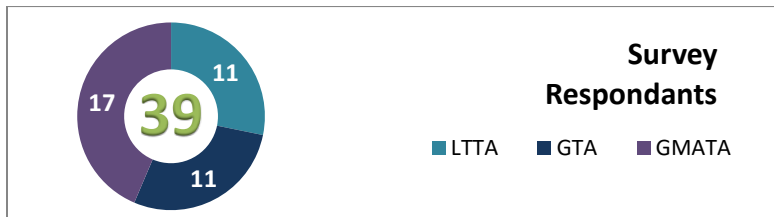


Association Directives – Survey and meeting results | January 2017



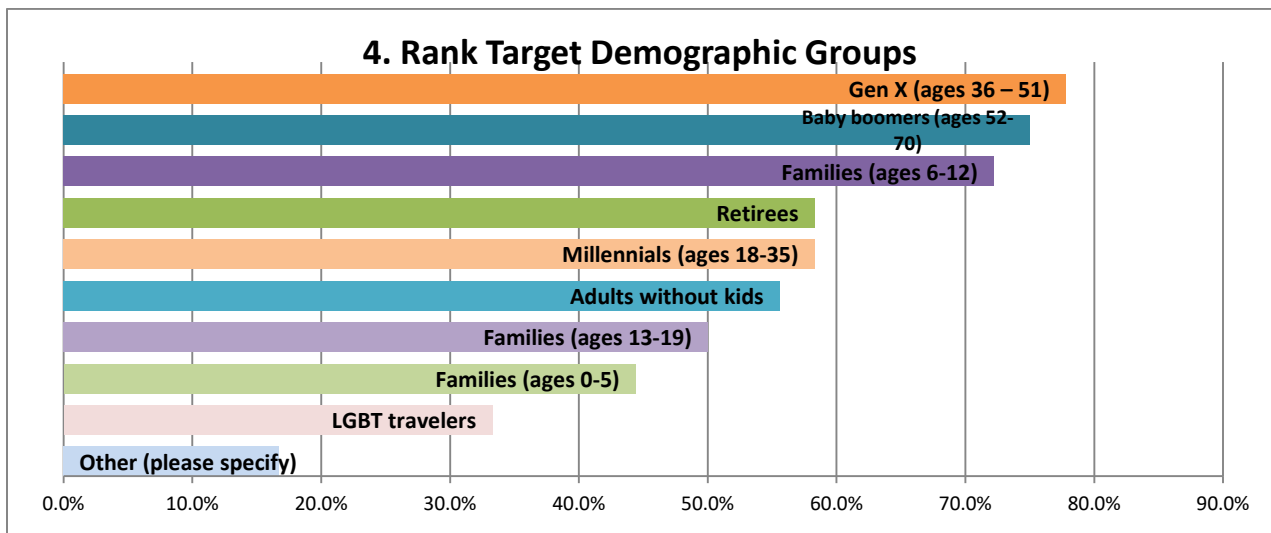
2. How would you describe SUMMER in Cook County in 5 Words?



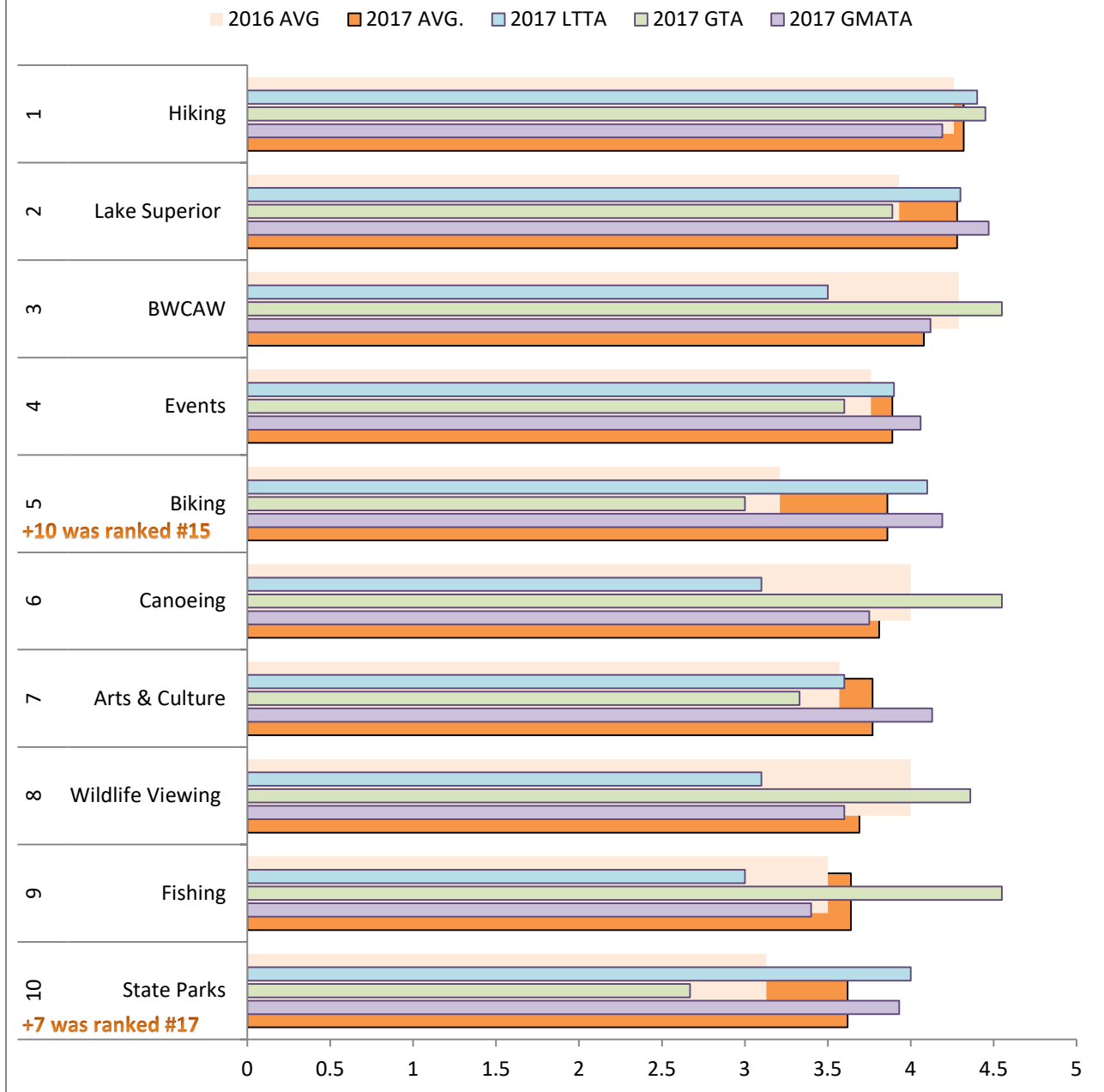
3. Where do the majority of your visitors come from?

1. Twin Cities
2. Greater Minnesota
3. Canada (Tbay)
4. Wisconsin
5. Iowa
6. Dakotas
7. Illinois
8. Duluth & N.Shore
9. Other
10. USA west coast

4. Rank Target Demographic Groups

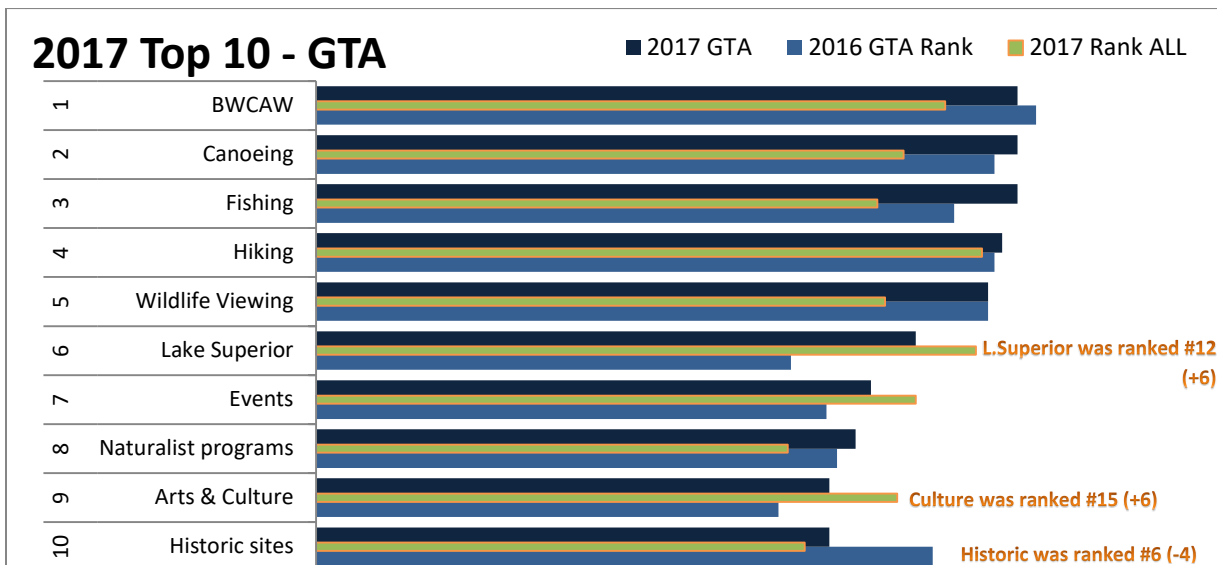
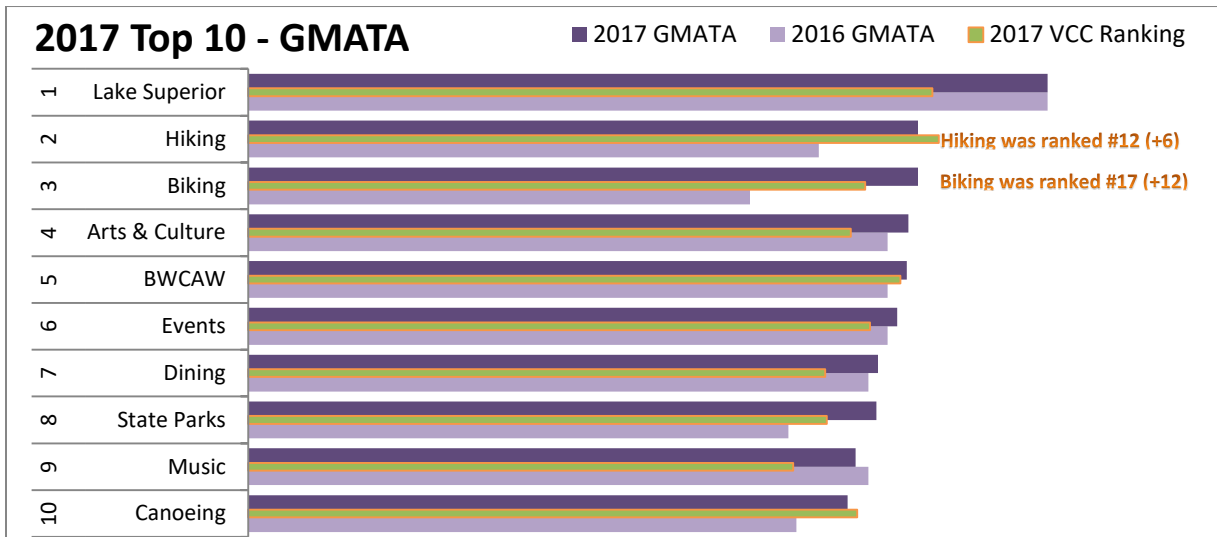
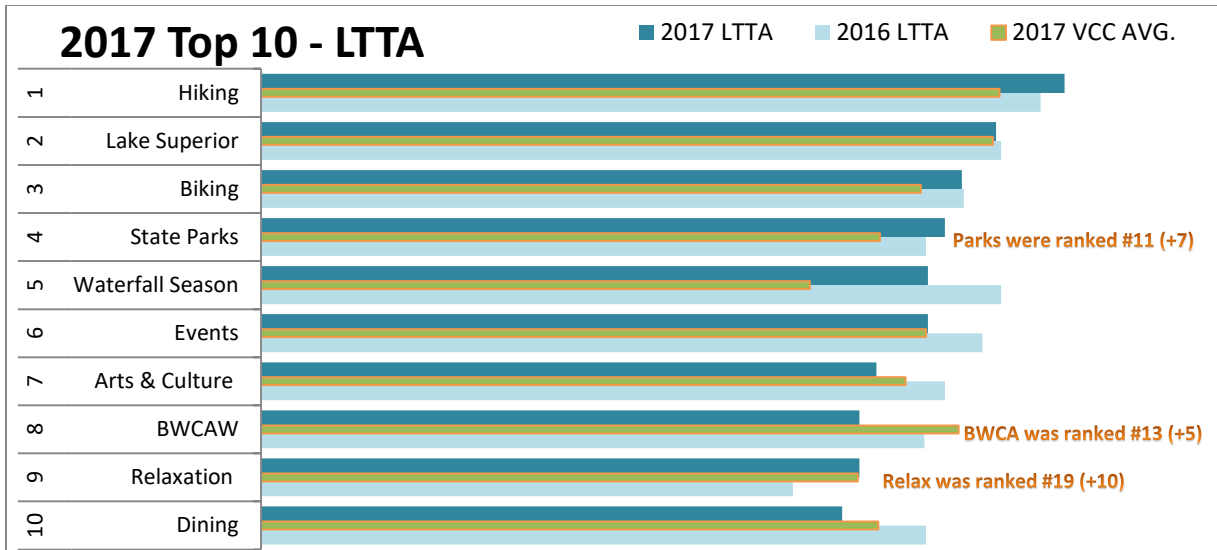


2017 Top 10 Overall



What came off the Top 10 List? Both “Awards & Accolades” as well as “Dining” moved off of the overall Top 10 list from 2016 to 2017.

Want more? The top 10 breakdown by association is on the next page. Want even more? Complete survey results can be provided by request.



What trends are you noticing?

- **Multi-Outdoor Sport Enthusiasts and “Northern Culturists”**
 - eclectic, not necessarily committed to 1 sport or another, always art and culture and adventure, a 'northern' experience
 - People who are excited to be outside and are looking for unique outdoor experiences.
 - Relaxation Traveler, increased biking interest, Most are looking to "get away from people"
 - Biking – MANY comments about an increase in bikers in all seasons
- **Technologically Savvy Visitors**
 - Seeing an increased use of technology (customers using apps and cool stuff). Complete dependence on smart phones. Luxury over nature.
- **Sightseeing and Quiet Time Travelers – Less weather dependent**
 - Thousands of new people just here for a drive. No outdoor recreating at all.
 - We have seen an increase in people coming in the off seasons specifically because it's quiet.
 - Groups of 20-somethings last minute adventures.
 - Bird watching, rock hounds for thomsonite and agates. Especially in the spring
 - We also have an increase in students taking classes at the North House Folk School
 - Retirees
- **Intergenerational Travel**
 - The tie to past family experiences is big. Increase of repeat customers who want to feel like they are a part of here.
 - Lots of millennial and Gen Xs using the BWCAW and adults with children returning to the area after experiencing the area as a teenager/young adult themselves.

What else? Additional survey comments and notes from the association meetings

- **Increase/Refine VCC communication with stakeholders**
 - We need an e-mail with various roll outs ahead of roll out so we can support it
 - Send out Marketing Reports
 - Who's open in spring and when?
 -
- **Growing Pains**
 - Our new, #1 complaint from June to October is now ""You guys have gotten way too busy, and we: can't get our favorite spot, can't get decent service downtown, can't get anything to eat, etc..." I worry our marketing creates expectations that are not able to be met, esp. in light of the reality of not having enough good seasonal help that can work May - Nov.
 - July and August are busy and Sept, October except midweek. May and early June need a concentrated marketing effort to bring business in!
- **Tourism, History & Authenticity**
 - Tourism is really a part of our history, how to celebrate it?
 - Historical society scavenger hunt – plaques around businesses with historic info
 - “It’s not just the place, it is the people in it” WE are part of the draw. Our friendliness, our stories, our enthusiasm, our neighborhoods. Places were visitors feel like a local.
- Keep a close eye on Duluth and to promote the "real" North Shore as up here, not down there.
- Get some TV Channel to do a reality show up here so we get on the "world's map" - or something off the wall.