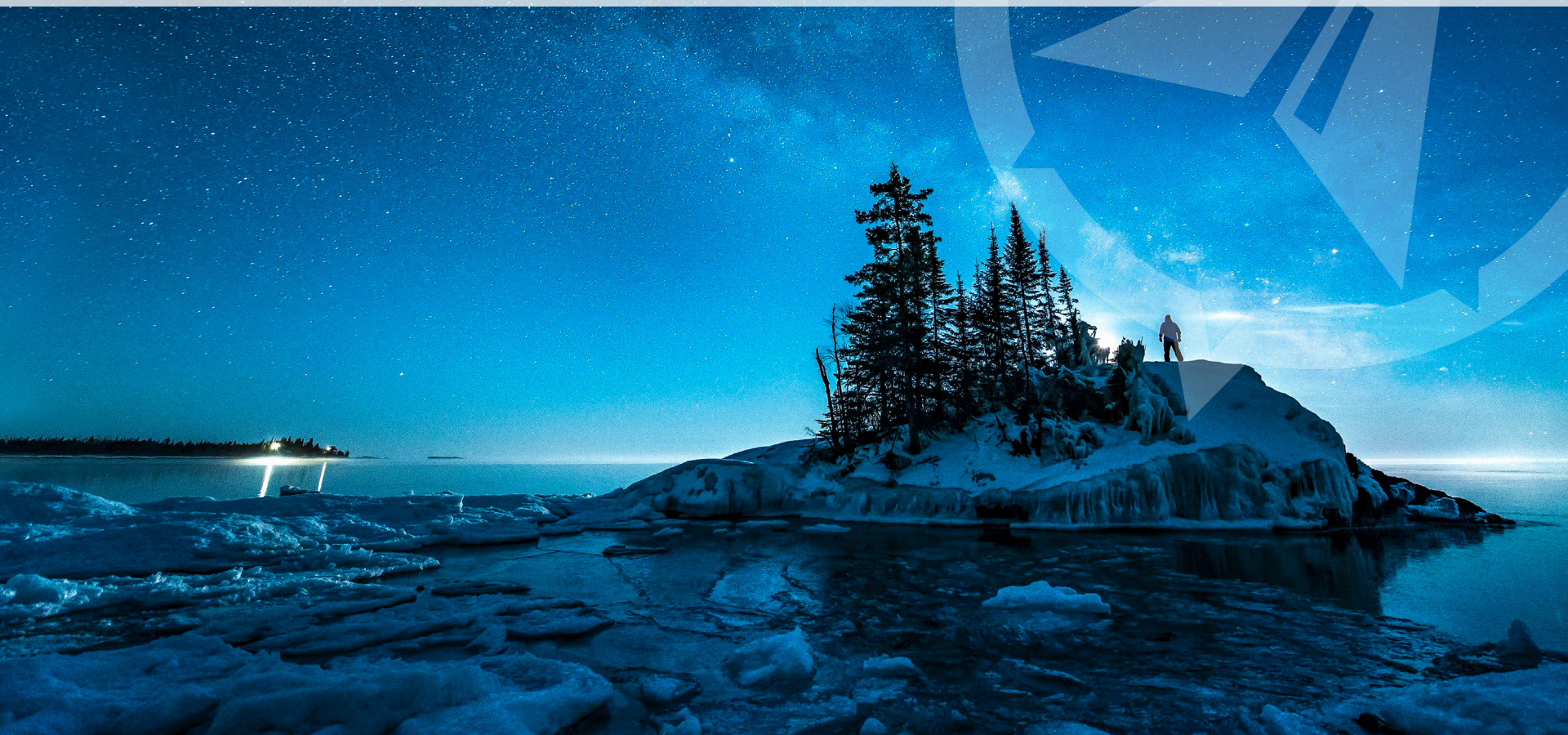




MARKETING RECAP





MISSION

The mission of Visit Cook County is to enhance and grow a sustainable tourism economy in Cook County, MN.

VISION

Visit Cook County provides solutions to tourism and visitor related interests of the region.



INSPIRATION
VCC

FACILITATION
Stakeholders

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

INSPIRATION

FACILITATION

ORIENTATION

DELIGHT

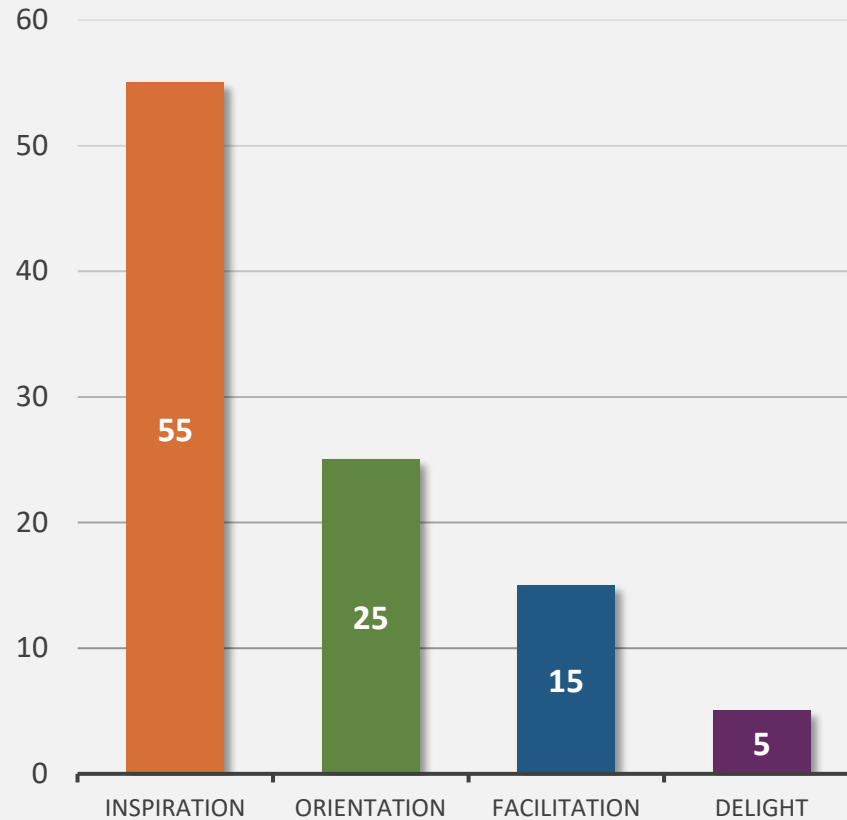
VISIT
**COOK
COUNTY**

ORIENTATION
VCC + Stakeholders

DELIGHT
Information Center +
Frontline Staff



2015 - 2018 Marketing Plan



INSPIRATION ORIENTATION FACILITATION DELIGHT

TARGET MARKET PERSONA

People 25 – 60

Female skew

Married

Have solid friend groups

Family oriented

HH income \$75,000 +

Key Twin Cities Suburbs

Like taking domestic vacations

Like road trips

Love MN

Love the great outdoors


Adventurous





SPRING 2018





**VISIT
COOK
COUNTY
MINNESOTA**
Naturally Unforgettable

Train Outside THE *Sym*

Feel the sunshine on your face, the air in your lungs and the land beneath your feet. Connect with the trail instead of the treadmill.
Book your next adventure at VisitCookCounty.com

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**VISIT
COOK
COUNTY
MINNESOTA**
Naturally Unforgettable

Welcome Neighbours!

Happy Victoria Day! Celebrate with a Cook County holiday.
Plan your weekend getaway at visitcookcounty.com

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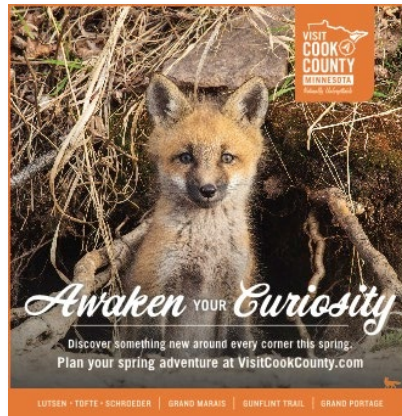


**VISIT
COOK
COUNTY
MINNESOTA**
Naturally Unforgettable

Encounter THE *Elusive*

The mysterious moose could be just around the corner on the Gunflint Trail.
With hundreds of miles of trails, the search is part of the adventure.
Plan your spring adventure at VisitCookCounty.com

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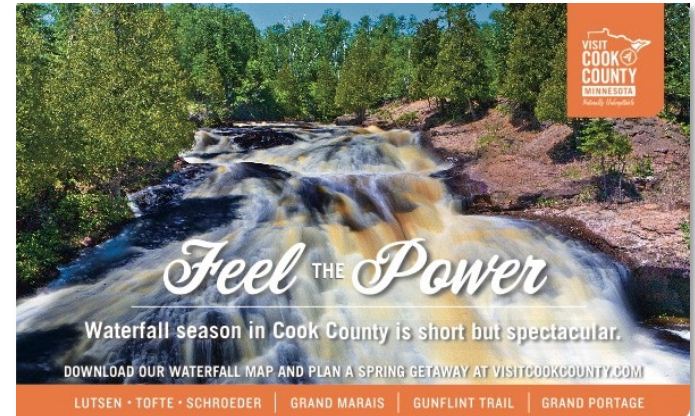


**VISIT
COOK
COUNTY
MINNESOTA**
Naturally Unforgettable

Awaken YOUR *Curiosity*

Discover something new around every corner this spring.
Plan your spring adventure at VisitCookCounty.com

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**VISIT
COOK
COUNTY
MINNESOTA**
Naturally Unforgettable

Feel THE *Power*

Waterfall season in Cook County is short but spectacular.
DOWNLOAD OUR WATERFALL MAP AND PLAN A SPRING GETAWAY AT VISITCOOKCOUNTY.COM

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DIGITAL



Grand Marais **Kite Festival**
MAY 5, 2018

Click for More Details ▶

VISIT COOK COUNTY MINNESOTA
Actually Delightful



Behold
the Beauty.

Plan your adventure ▶

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VISIT COOK COUNTY MINNESOTA
Actually Delightful



May 24 – 27, 2018

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
visitcookcounty.com/springgallerytour

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GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

VISIT COOK COUNTY MINNESOTA
Actually Delightful



m EXPLORE MINNESOTA

ONLY IN MNE

GET THE **ANGLE**
ON MINNESOTA FISHING

Minnesota offers some of the best freshwater fishing in the country. There's a great variety of water, from big lakes to scenic trout streams to the mighty Mississippi. Roaming these waters are large and smallmouth bass, trout, panfish, northern pike, muskies, and of course, walleye.

DON'T SETTLE!
Lake of the Woods Minnesota
WORLDWIDE TRAVEL AND TOURS

Minnesota's Trout Capital
Preston
Angler's Paradise

IT'S JUST YOU
THE LAKES
AND THE FISH
visit Fairmont

Come to Grand Rapids and fish our 1,007 lakes to catch fish!
GRAND RAPIDS
www.visitgrandrapids.com

Catch a trophy
Visit Cook County Minnesota
LUTSEN • TOFTE • SCHROEDER | GRAND MARAIS | GUNFLINT TRAIL | GRAND PORTAGE

Rainy Lake is twice the size of Mille Lacs Lake and offers a unique range of fish species from eelpout to lake trout, and sturgeon to muskies.
RAINY LAKE
FIND LODGING. FIND FISH.

m EXPLORE MINNESOTA

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OUTDOOR




Golf
Superior National.

VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA Naturally Uniquely

SUPERIOR NATIONAL



Discover
the beauty.

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Le Grand du Nord
Saturday, May 26

VisitCookCounty.com

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Encounter
the elusive.

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VISIT COOK COUNTY MINNESOTA Naturally Uniquely



Catch
a trophy.

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Kite Festival
May 5 - May 6

VisitCookCounty.com

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Art Along the Lake
May 25 - May 28

VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA Naturally Uniquely

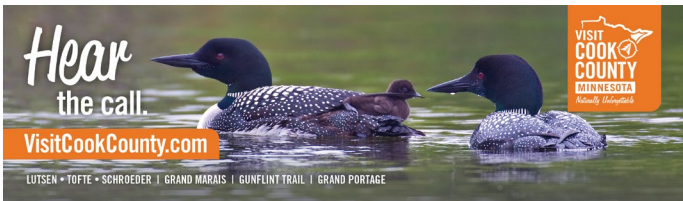


Feel
the rush.

VisitCookCounty.com

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Hear
the call.

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Train Outside
the gym.

VisitCookCounty.com

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SUMMER 2018





Hike MILES OF VARIETY

Find midweek lodging specials and trail maps at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

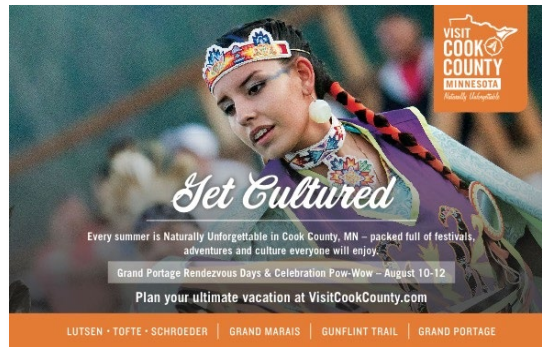


Catch A Trophy

We have hundreds of lakes and inland streams to explore in Cook County, MN.
Book your next fishing adventure at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



Get Cultured

Every summer is Naturally Unforgettable in Cook County, MN – packed full of festivals, adventures and culture everyone will enjoy.

Grand Portage Rendezvous Days & Celebration Pow-Wow – August 10-12
Plan your ultimate vacation at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



Experience THE Great Outdoors

June is national Great Outdoors Month – Celebrate all month long in Cook County with races, festivals, events and more.

Voyage North 5K and 10K – June 9 | Grand Marais Block Party – June 9
BWCA Expo – June 9 & 10
VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



Stay and Explore

TOP 5 things Lake Superior Circle Tour visitors report loving about Cook County:

VISIT High Falls - Tallest Waterfall in MN	TAKE Classes at the North House Folk School	PADDLE the BWCAW	LOOK for a Moose on the Gunflint Trail	RIDE the Gondola at Lutsen Mountains
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VISITCOOKCOUNTY.COM

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



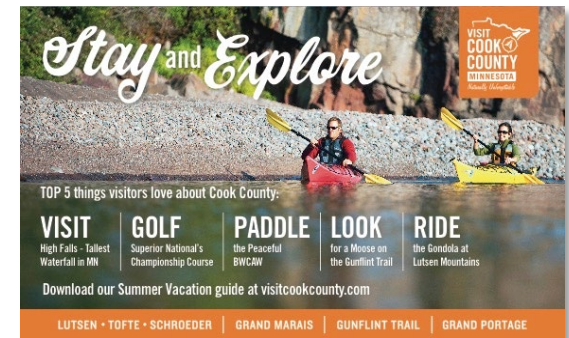
Pick YOUR Favorite

Every summer is Naturally Unforgettable in Cook County, MN – packed full of festivals, adventures and culture everyone will enjoy.

Grand Marais Art Festival July 14-15
Biggest Blueberry Contest on the Gunflint Trail July 20-August 11
Grand Portage Rendezvous Days & Celebration Pow-Wow August 10-12
Plan your ultimate vacation at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



Stay and Explore

TOP 5 things visitors love about Cook County:

VISIT High Falls - Tallest Waterfall in MN	GOLF Superior National's Championship Course	PADDLE the Peaceful BWCAW	LOOK for a Moose on the Gunflint Trail	RIDE the Gondola at Lutsen Mountains
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Download our Summer Vacation guide at visitcookcounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

DIGITAL



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Summer Fun

IN COOK COUNTY, MN

UPCOMING Events and Festivals

Summer is for Exploration

Every summer in Cook County, MN is filled with Naturally Unforgettable events, music and festivals that everyone will enjoy. [Download our Summer Vacation Guide for your ultimate vacation.](#)

4th of July Celebrations

The 4th of July is always a fun time to be up north. Start your day with the [Tofte Trek 10K](#) and wrap up with fireworks in Grand Portage, Grand Marais or Tofte.

Water Fun

June 18-July 21: Try out canoeing for free at a [Visit Your Paddle](#) event. Gunflint Trail outfitters will host an hour of free canoe paddling for anyone interested. They are held at various locations along the trail (check out the website for more). And, while you're up the Trail, be sure to participate in the [Biggest Blueberry Contest](#).

July 20-22: The Grand Marais [North Shore Water Festival](#) will have experts on-hand offering fishing, touring kayak and canoe demonstrations, stand-up paddle board (SUP) demo activities in the harbor, including SUP yoga.

Other Summer Events

- [Grand Marais Art Festival](#) July 14-15
- [Gunflint Canoe Races](#) July 18
- [North Shore Water Festival](#) Grand Marais July 20-22
- [Stars of the North Music Festival](#) July 27-29
- [Biggest Blueberry Contest on the Gunflint Trail](#) July 20-August 11
- [Fisherman's Picnic, Grand Marais](#) August 2-5
- [Grand Portage Rendezvous Days & Celebration Pow-Wow](#) August 10-12
- [Radio Waves Music Festival, Grand Marais](#) September 7-9

Experience a Naturally Unforgettable summer with us. For extra tips on planning the ultimate vacation in Cook County, download our Summer Vacation Guide.

[DOWNLOAD VACATION GUIDE](#)



#ONLY@MNE

Naturally Unforgettable Summers in Cook County, MN

EVERY SUMMER IS *Naturally Unforgettable* IN COOK COUNTY, MN – PACKED FULL OF MUSIC, EVENTS AND FESTIVALS THAT EVERYONE WILL ENJOY.

Kick things off by hitting the trails for the [Lutsen 99er](#) ultra-marathon mountain bike race on June 23rd. With 19, 39, 69 and 99-mile options, the event caters to all riding abilities.

For a more relaxed pace, check out the [Wooden Boat Show / Summer Solstice Festival](#) on June 22-24.

Roll into the best days of summer by getting out on the water. Our free [Visit Your Paddle](#) experiences occur throughout the region from June 18-July 21 and will have you ready for the Boundary Waters in no time.

The 4th of July is always a fun time to be up north.

Start your day with the [Tofte Trek 10K](#) and wrap up with fireworks in Grand Portage, Grand Marais or Tofte.



MORE SUMMER Events

Grand Marais Art Festival | July 14 - 15

Gunflint Canoe Races | July 18

Stars of the North Music Festival | July 27 - 29

Biggest Blueberry Contest on the Gunflint Trail | July 20 - August 11

Grand Portage Rendezvous Days & Celebration Pow-Wow | August 10 - 12

2018 COOK COUNTY VISITOR GUIDE



Experience a Naturally Unforgettable summer with us. For extra tips on planning the ultimate vacation in Cook County, download our Summer Vacation Guide.

[CLICK HERE TO DOWNLOAD](#)

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#ONLY@MNE




ENTER THE GUNFLINT TRAIL'S BIGGEST BLUEBERRY CONTEST!

[VisitCookCounty.com/BIGGESTBLUEBERRY](#)

Catch a trophy.




[VisitCookCounty.com](#)

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Embrace the Stillness.




[VisitCookCounty.com](#)

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

Discover hidden gems.




[VisitCookCounty.com](#)

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

Behold the beauty.




[VisitCookCounty.com](#)

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OUTDOOR





FALL 2018






Hike MILES OF VARIETY

Find midweek lodging specials and trail maps at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable



Hike MILES OF VARIETY

With over 375 miles of hiking trails, your path and destinations are endless.

Find midweek lodging specials and trail maps at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
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Hike MILES OF VARIETY

With over 375 miles of hiking trails, your path and destinations are endless.

Find midweek lodging specials and trail maps at VisitCookCounty.com

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DIGITAL



OUTDOOR



Fall on the Shore
Midweek Specials

VisitCookCounty.com

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Head North
Great Midweek Specials

VisitCookCounty.com

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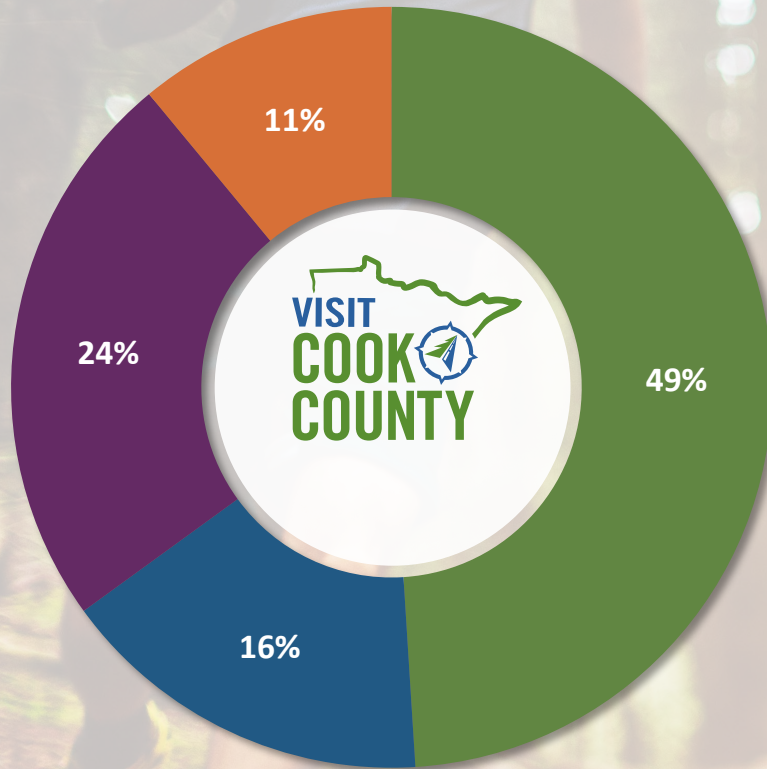


Plan Your Fall Getaway
at VisitCookCounty.com

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COUNTY
MINNESOTA
Naturally Unforgettable

SPRING/SUMMER/FALL 2018



TV
8,200,927



Online
1,462,967



Emailers
651,364



PreRoll
1,366,609



Print
6,376,880



Out of Home
7,136,044

TOTAL
Impressions
25,194,791

Avg cost per
Impression
\$.006

PRINT DIGITAL TELEVISION OUTDOOR



WINTER 2018/19





VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

GET Cozy

Relax and recharge after your Cook County winter adventures.
Find your perfect lodging style at VisitCookCounty.com

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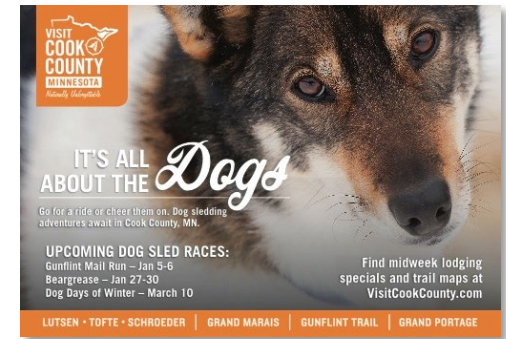


VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

Celebrate THE Night Sky

Head north for the Dark Sky Festival, December 14-15
Plan your stay and download the Dark Skies: Northern Lights Photography Guide at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

IT'S ALL ABOUT THE Dogs

Go for a ride or cheer them on. Dog sledding adventures await in Cook County, MN.

UPCOMING DOG SLED RACES:
Gunflint Mail Run – Jan 5-6
Beargrease – Jan 27-30
Dog Days of Winter – March 10

Find midweek lodging specials and trail maps at VisitCookCounty.com

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

Hygge is NATURALLY Unforgettable

Join us in celebrating Hygge | February 8-14
Scandinavian-themed dining, live musicals, week long, fireside gatherings, candlelit skiing, guided snowshoe adventures, late night stargazing, lodging specials and more. VisitCookCounty.com/Hygge

Fireplace Tour | February 1-28

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VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

Hygge is NATURALLY Unforgettable

Join us in celebrating Hygge | February 8-14
Scandinavian-themed dining, live music all week long, fireside gatherings, candlelit skiing, guided snowshoe adventures, late night stargazing, lodging specials and more. VisitCookCounty.com/Hygge

Fireplace Tour | February 1-28

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Sled Dog Marathon

IN COOK COUNTY, MN

Hurry North for the John Beargrease Sled Dog Marathon!

Is there anything happier than a sled dog in winter? There's only one thing we can think of: humans in winter! The best way to enjoy winter is to get out and embrace it fully. Head north and see for yourself!

Experience the excitement and energy of the longest sled dog marathon in the lower 48 states. There's truly nothing quite like this incredible event – happy, hard-working dogs, determined mushers and a rab-bling nose that will keep you on your toes. This race is an island qualifier and is always incredible to see. Don't miss it!

Winter Adventures for the Whole Family

Once you make your way up to Minnesota's Arrowhead Region, there's no shortage of winter adventures for you to try. Snowshoe up to Mount Joseph's summit and take in a panoramic view of the North Shore near Grand Portage. Try ice fishing along the Gunflint Trail. Take a snowmobile into the backcountry from Lutsen/Tofte/Schroeder to Grand Marais. No matter which adventure you choose, your heart will be racing, your cheeks will be rosy and your face will be smiling – all weekend long.

Embrace Winter with Incredible Events

- January 27-29 **John Beargrease Sled Dog Marathon**
- February 1-28 **Annual Fireplace Tour**
- February 2 **Annual Snowmobile Fun Run**
- February 8-14 **Annual Hygge Festival**
- February 16 **Candlelit Snowshoe and Ski**
- February 17 **Annual Pincushion Mountain Winter Festival**
- March 10 **Dog Days of Winter**

Experience a Naturally Unforgettable winter with us. For extra tips on planning the ultimate northern getaway, download our Winter Vacation Guide.

[Download Vacation Guide](#)

Annual Hygge Festival

Pack your warmest scarves, your cable-knit sweaters, your wool socks and your favorite slippers – things are about to get cozy up in here. We look forward to our annual Hygge Festival every year because it's our chance to share the wonderful Danish concept of Hygge (pronounced hog-ya), where we celebrate contentedness and peace in the world's most beautiful winter wonderland.

Join us in Celebrating Hygge
February 8-14, 2018

- Scandinavian-themed dining
- Live music all week long
- Friends gatherings
- Candlelit skiing
- Guided snowshoe adventures
- Late night stargazing

Stay Warm with Our Winter Vacation Packing Checklist

There's a winter adventure for everyone in Cook County. Plan your trip today. We'd be happy to have you! But before you head north, make sure you pack everything you need to stay safe and warm. Download our Winter Vacation Packing Checklist for tips and ideas to make sure your winter adventure is the best experience it can be.

[Download Now](#)

Plan a Winter Getaway

- Cook County winter highlights
- Dining and shopping opportunities
- Lodging options for every taste
- Save it all in your Trip Planner

[VisitCookCounty.com](#)

NATURALLY

Unforgettable





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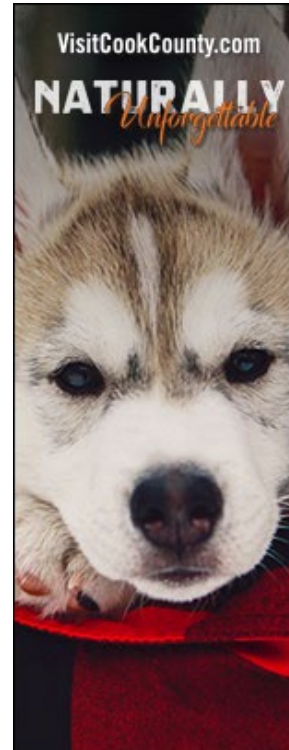



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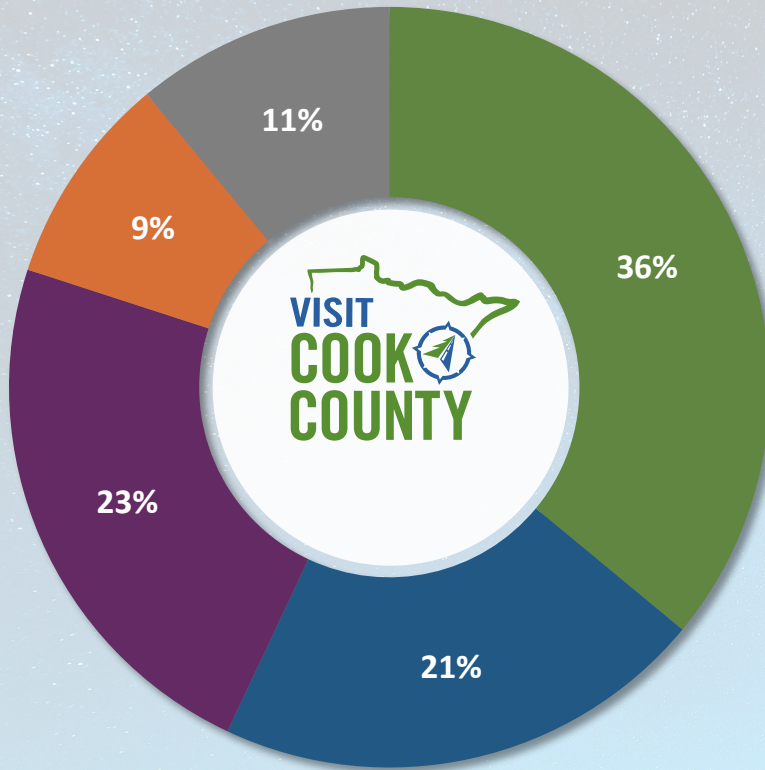


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SCHROEDER**
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GUNFLINT TRAIL
GRAND PORTAGE

OUTDOOR




WINTER 2018/2019




TV
2,809,000


Online
1,866,668



Emailers
319,433


PreRoll
363,800

TOTAL
Impressions
13,228,047


Radio
473,333


Print
2,967,326


Transit
4,428,487

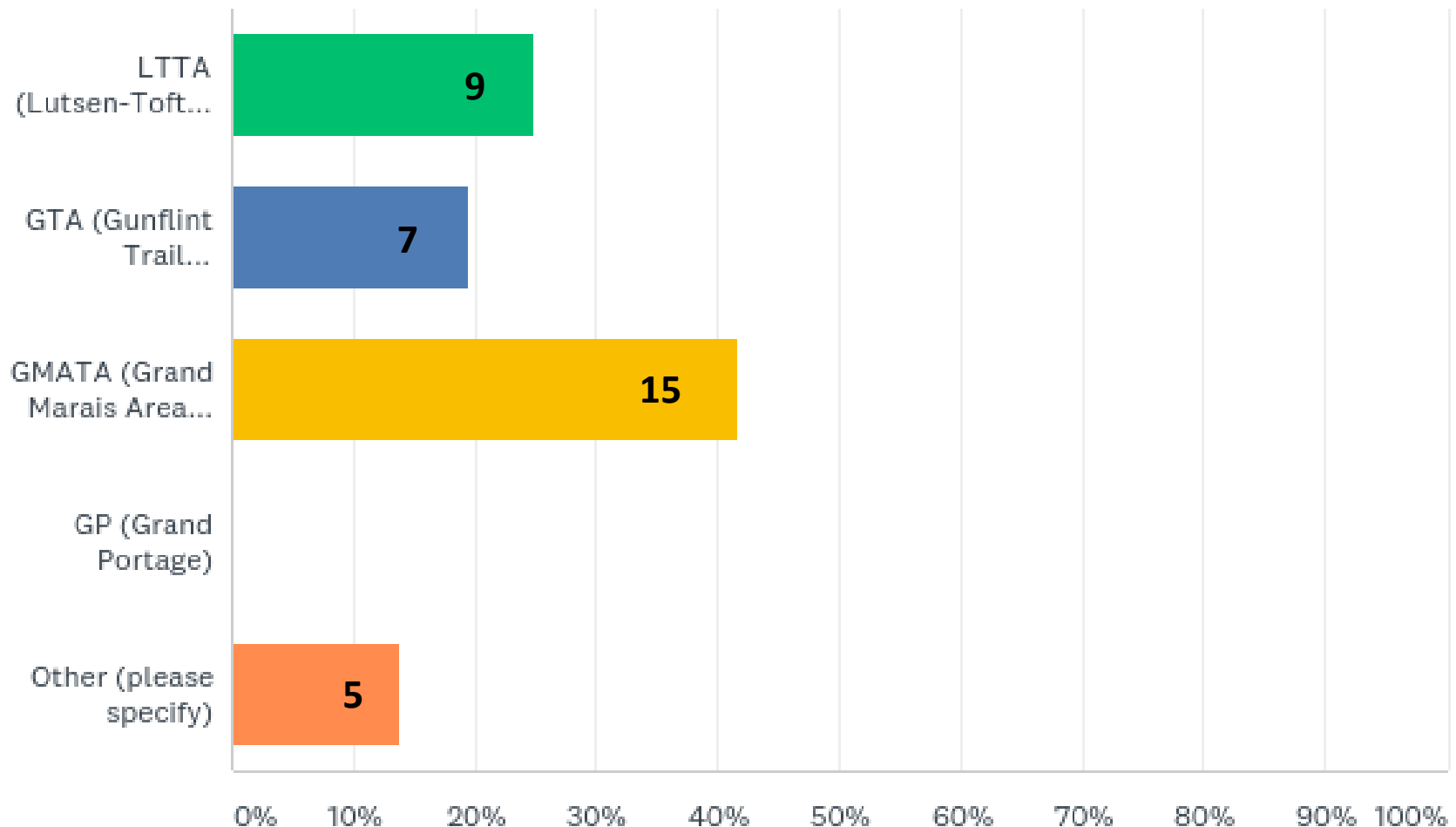
Avg cost per
Impression
\$.007

PRINT RADIO DIGITAL TELEVISION OUTDOOR

Visit Cook County MN Summer Association Directives 2019

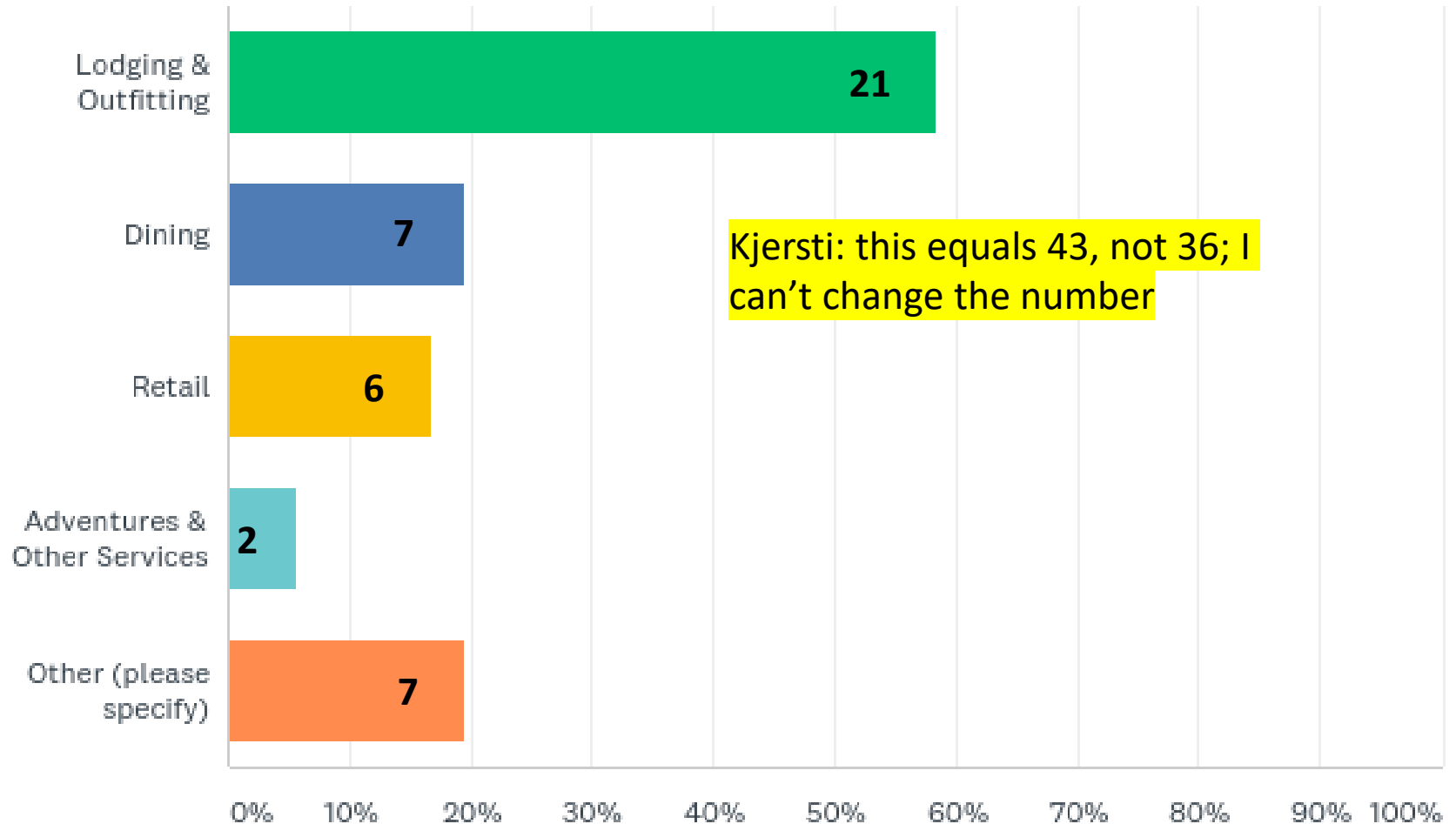
- Monday, January 21, 2019

Q1: Which Association are you a member of?



ANSWERED: 36 SKIPPED: 0

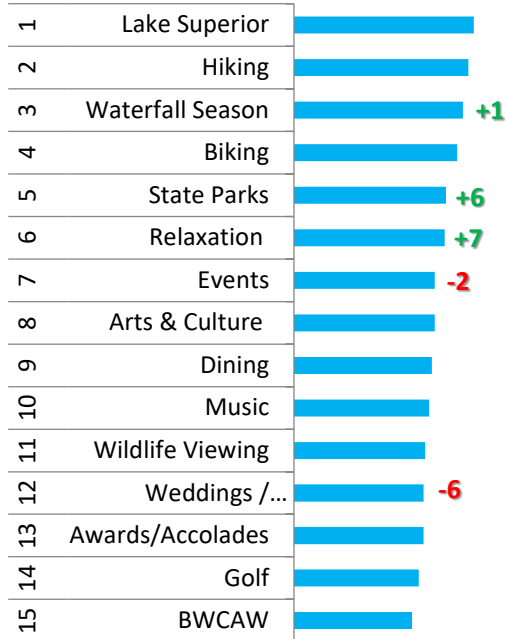
Q2: Which best describes your primary business?



ANSWERED: 36 SKIPPED: 0

Q3: Vertical Markets Top 15 by Association

LTTA Top 15

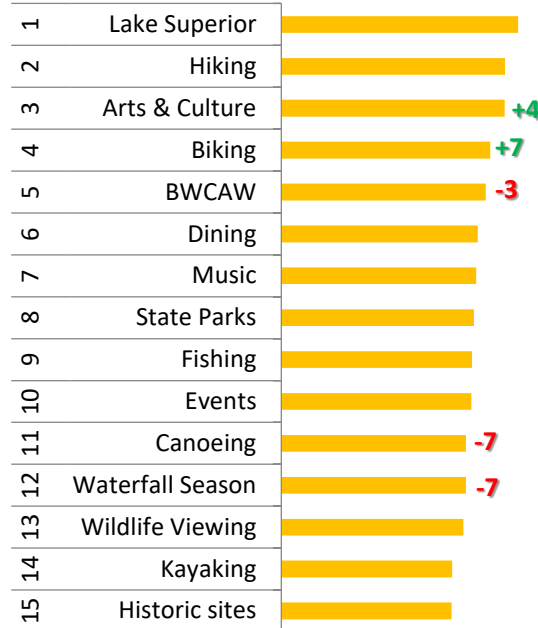


ANSWERED: 9 SKIPPED: 3

Biggest changes from 2018 to 2019:

Relaxation saw a surge over 2018, while weddings saw a slight decrease. Waterfall season remains strong.

GMATA Top 15

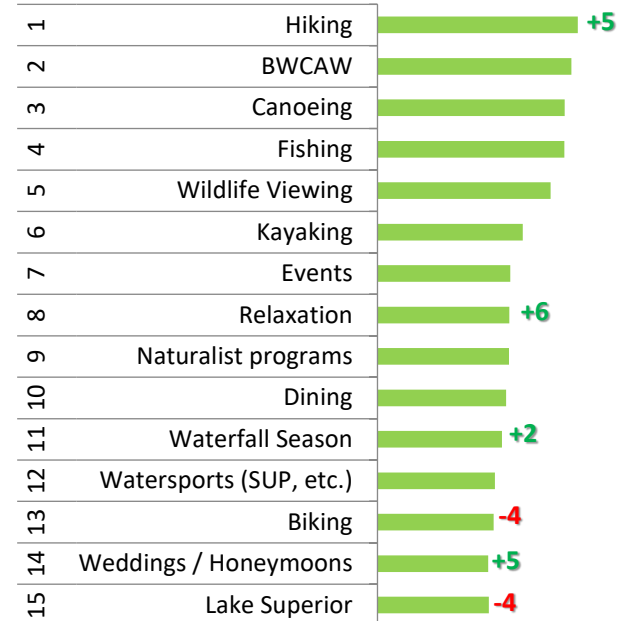


ANSWERED: 23 SKIPPED: 4

Biggest changes from 2018 to 2019:

Biking climbed up 7 spots over 2018. Both Waterfall season and canoeing dropped a few spots.

GTA Top 15



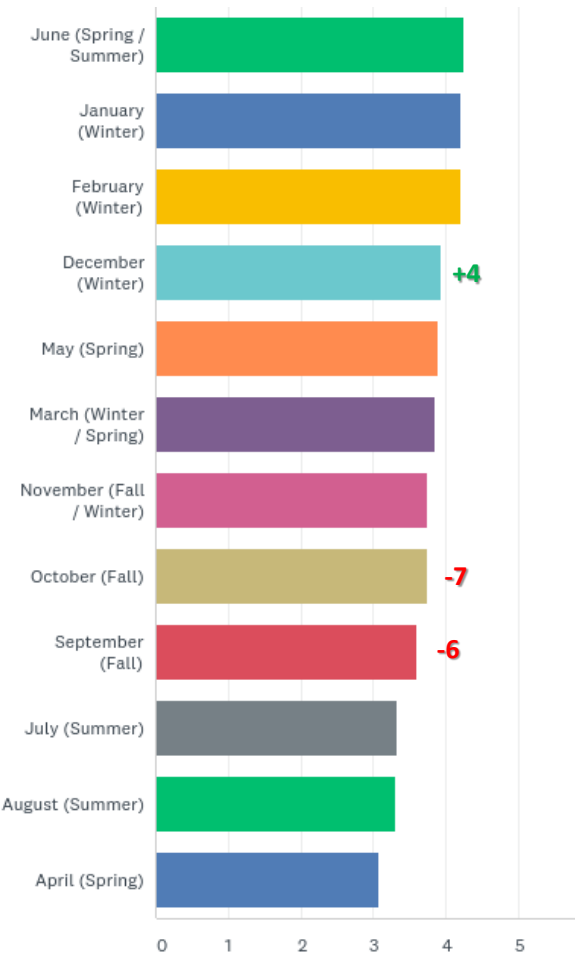
ANSWERED: 10 SKIPPED: 6

Biggest changes from 2018 to 2019:

Hiking saw the most significant growth, surpassing the BWCA as the #1 activity. Waterfall season continues to climb.

+1 = number of spots gained from LY -1 = number of spots lost from LY

Q4: What months do you think are most important to promote?



	LESS IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	ABSOLUTELY IMPORTANT	TOTAL	WEIGHTED AVERAGE
June (Spring / Summer)	0.00% 0	0.00% 0	20.69% 6	34.48% 10	44.83% 13	29	4.24
January (Winter)	0.00% 0	3.57% 1	21.43% 6	25.00% 7	50.00% 14	28	4.21
February (Winter)	0.00% 0	3.57% 1	21.43% 6	25.00% 7	50.00% 14	28	4.21
December (Winter)	3.57% 1	7.14% 2	25.00% 7	21.43% 6	42.86% 12	28	3.93
May (Spring)	0.00% 0	14.29% 4	25.00% 7	17.86% 5	42.86% 12	28	3.89
March (Winter / Spring)	0.00% 0	14.81% 4	22.22% 6	25.93% 7	37.04% 10	27	3.85
November (Fall / Winter)	7.14% 2	0.00% 0	32.14% 9	32.14% 9	28.57% 8	28	3.75
October (Fall)	3.70% 1	11.11% 3	22.22% 6	33.33% 9	29.63% 8	27	3.74
September (Fall)	7.41% 2	14.81% 4	14.81% 4	37.04% 10	25.93% 7	27	3.59
July (Summer)	7.41% 2	18.52% 5	33.33% 9	14.81% 4	25.93% 7	27	3.33
August (Summer)	11.11% 3	14.81% 4	33.33% 9	14.81% 4	25.93% 7	27	3.30
April (Spring)	18.52% 5	18.52% 5	25.93% 7	11.11% 3	25.93% 7	27	3.07

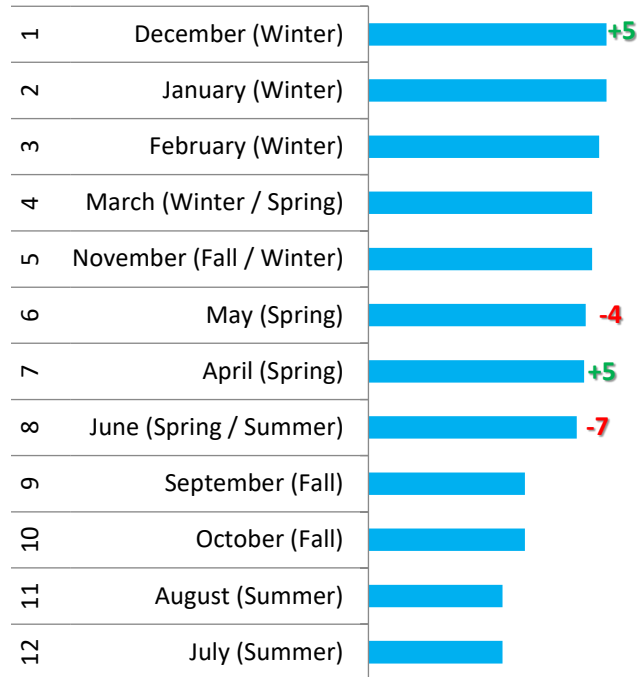
Comments:

1. I can go either way on this. Yes, it's great to promote the shoulder seasons, but considering we make the majority of our profit during the summer, let's not forget about those months. We're never going to be able to completely tip the scales on the shoulder seasons.
2. Summer promotes itself. We wouldn't need you if every season was like summer.
3. Summer is absolutely important to our business. I chose the winter months as more important for marketing because that is when we need more business, but I wouldn't encourage marketing winter at the detriment of summer business.
4. Hygge
5. Construction season

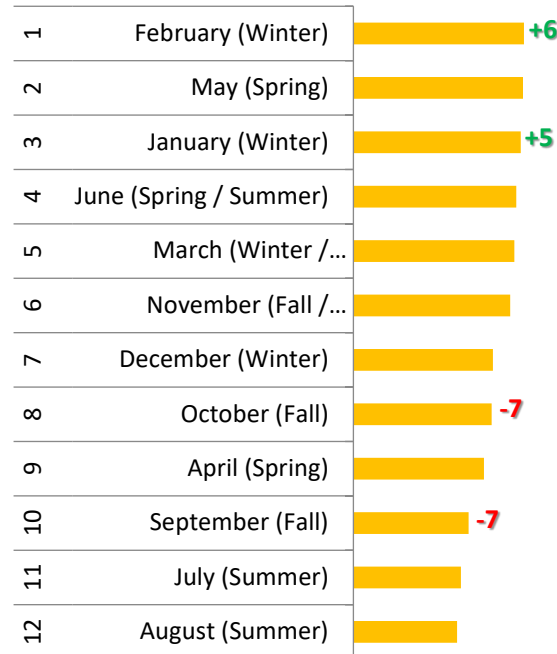
ANSWERED: 29 SKIPPED: 7

Q4: Ranking by month by Association

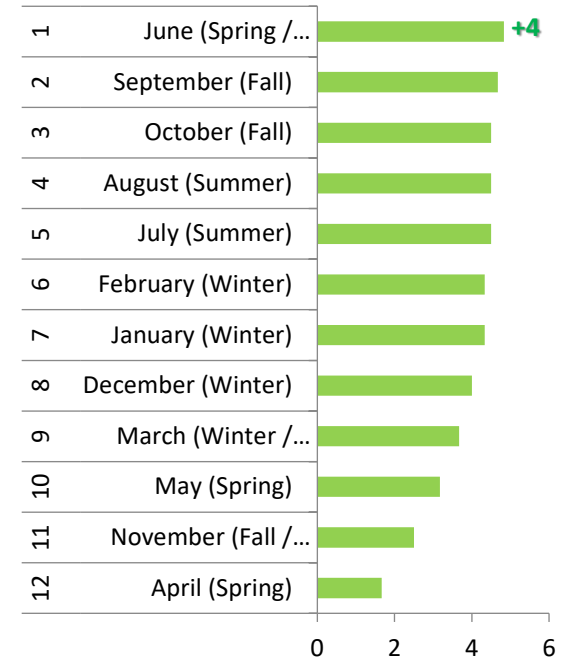
LTTA Month Rank



GMATA Month Rank

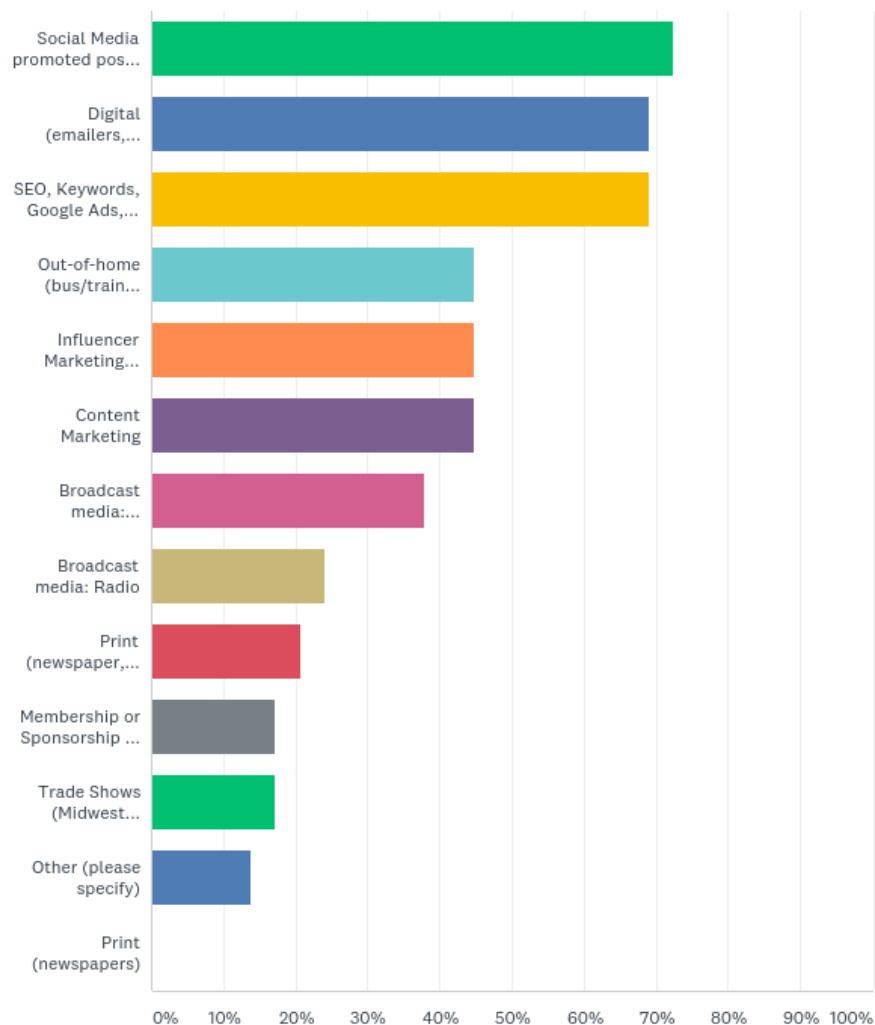


GTA Month Rank

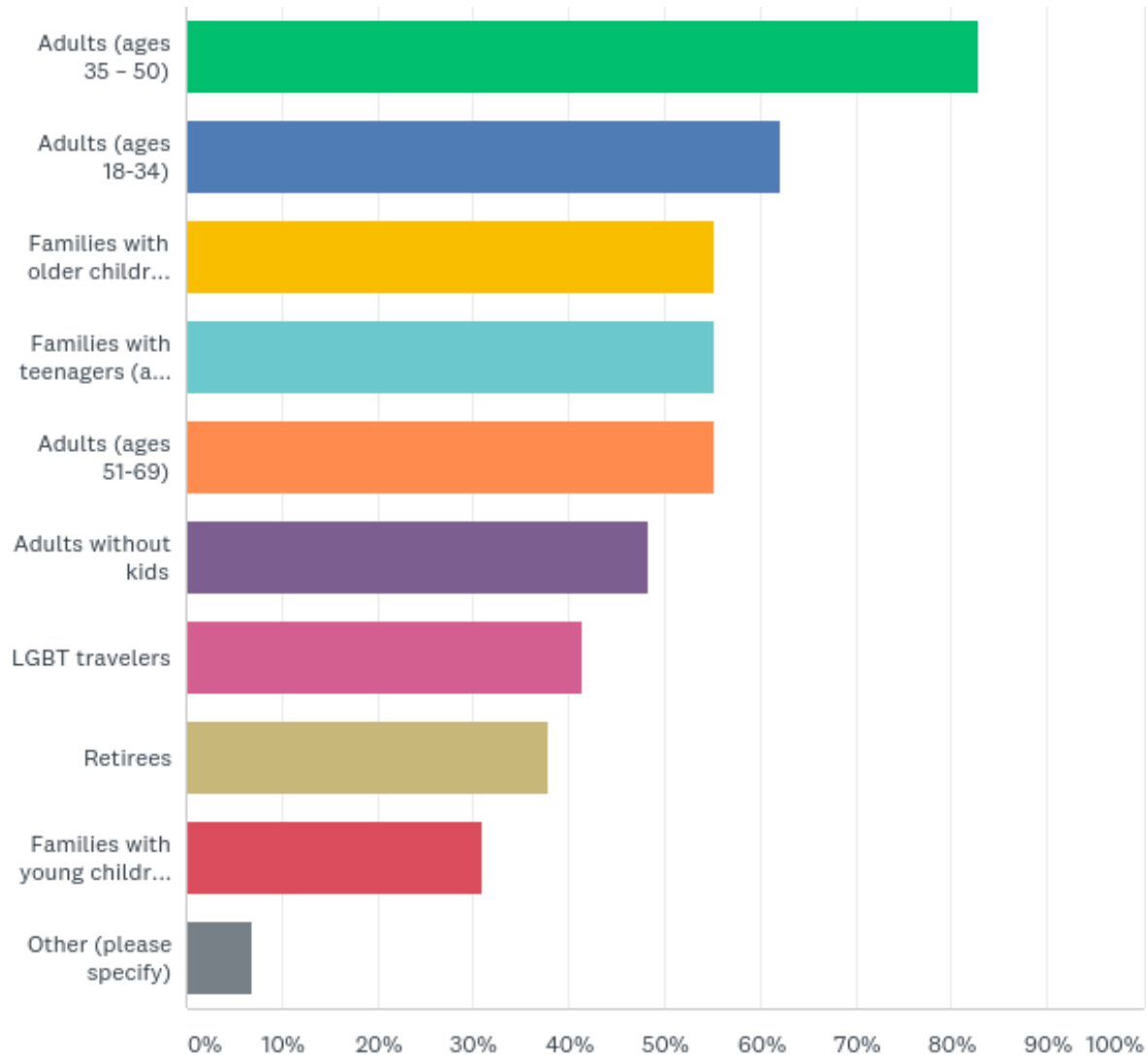


ANSWERED: 43 SKIPPED: 12

Q5: VCC uses a wide variety of marketing mediums to reach potential guests. Please select the Top 5 marketing mediums you believe are most important.



Q6: What demographic group(s) do you recommend we target?



Q7: Have you noticed any changes in where your visitors are coming from? Any new markets you would like to see tested?

Comments:

1. More word of mouth and social media

Geographic

1. More one day trips from Canadians NOT from Thunder Bay. They are visiting Thunder Bay for some reason and come down to see what it's all about.
2. Thunder Bay Canada compared to Twin Cities
3. Not yet, but we are noticing increased website traffic from the Chicago area. The Twin Cities is still the largest source of our out-of-Cook-County traffic.
4. We noticed more guests this year from Chicago and Thunder Bay
5. Is the summer we have seen quite a few from Oklahoma and Alabama
6. A few from Texas and Iowa. Not always from MN
7. Indiana, Chicago
8. Every year we get more and more motorhomes from the south, looking to escape the summer heat - Florida, Texas, Cali. Again, biz specific, but we're also seeing more and more circle tourers making the loop in an RV, esp during fall colors.
9. Seems to be more Iowa and Wisconsin than past
10. It seems like there were quite a few folks from Iowa. Like big families, like they were choosing the "family reunion" location up here. Grandparents with their children and their children (not like extended family reunions with 3rd uncles). Almost like, because they had the option to have different VRBOs for space at night, they could have a big family gathering and not get sick of each other. Also, a lot of young families who had one or both parents grow up in MN, but have now moved away. Like, they chose their one big weeklong family vacation to be up north. Even though they now live on the East Coast. A surprising amount of folks who live in VT, MA and Washington DC came through the shop this summer. Many had never been to the shore. Not sure if that helps or not!

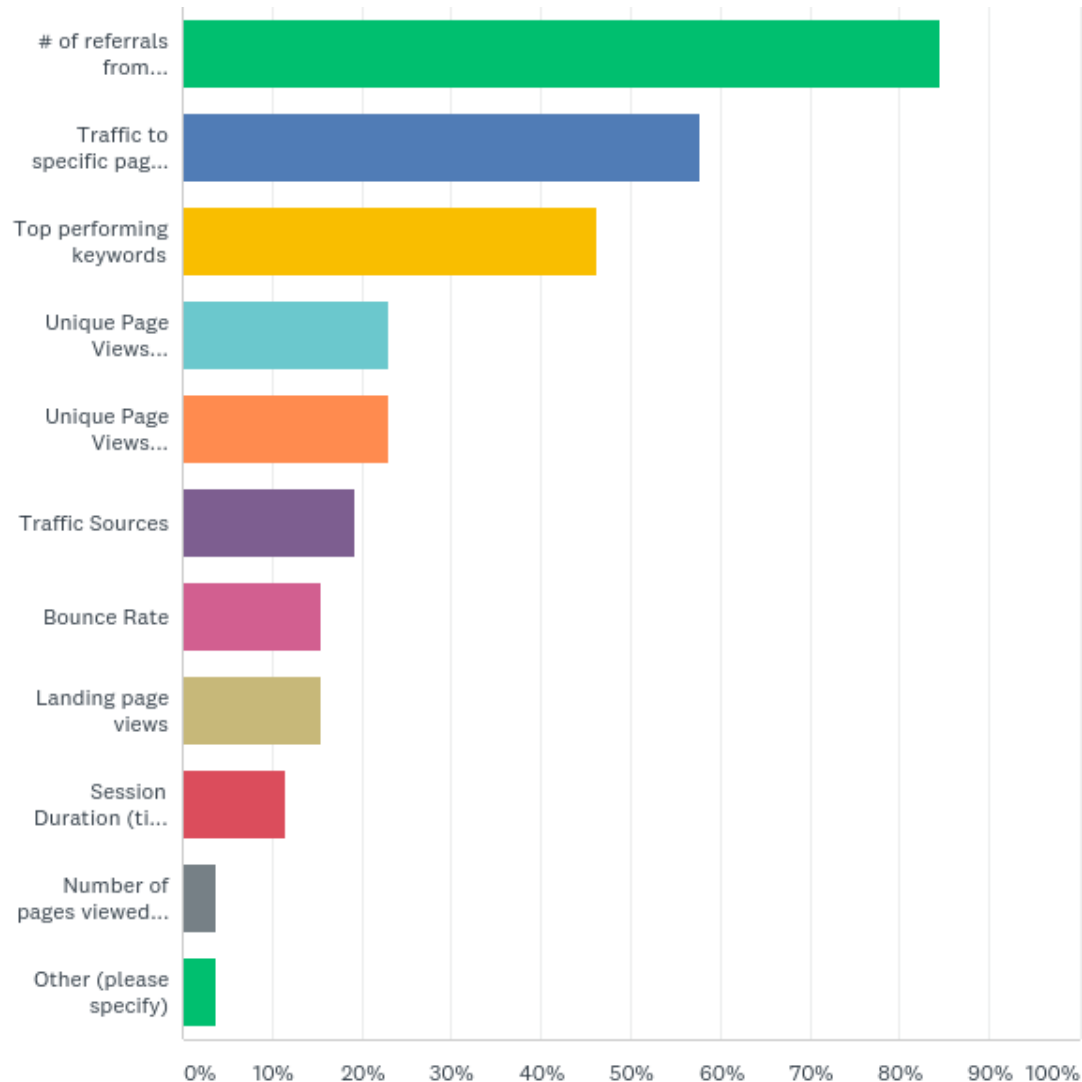
Niche Market

1. Pet Travel
2. Environmentalist-related markets

Demographic

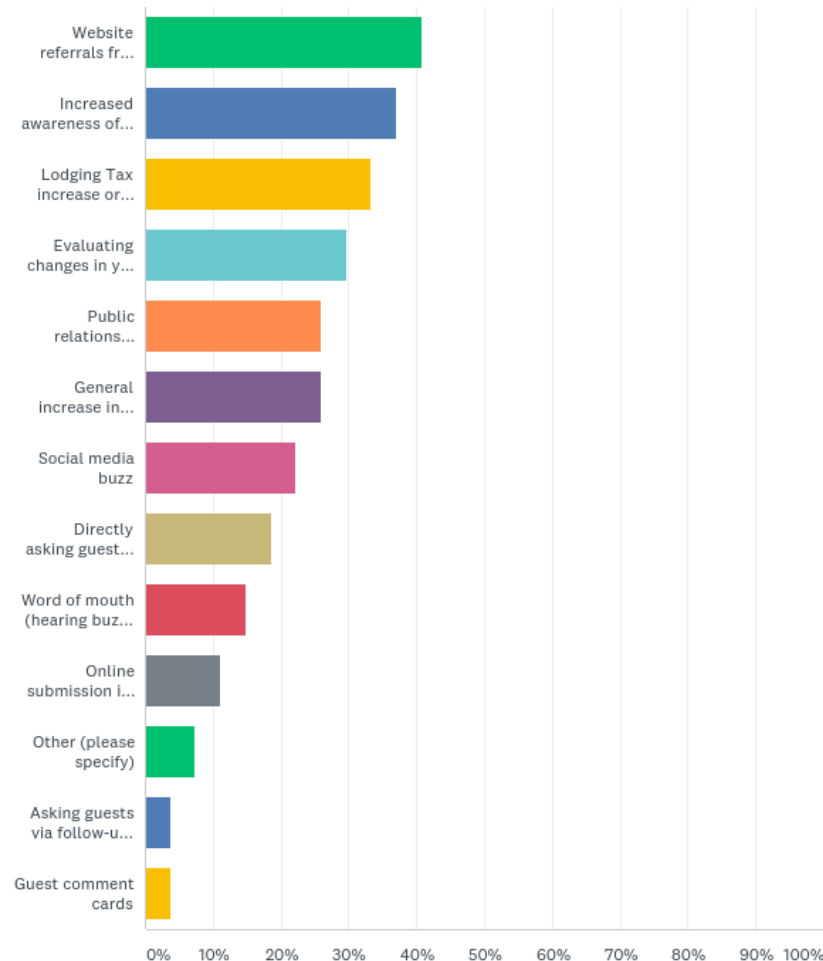
1. I think we need to work more on targeting the millennial generation. I think the outdoors, hiking, SHT, Lake Superior, etc. are all trending right now and we should capitalize on that with digital marketing tactics, social media and influencer marketing.
2. We seem to have lots more families

Q8: What website metrics are of most value to you? (Select ONLY the TOP 3 metrics)



Q9: How is your business tracking the effectiveness of Visit Cook County's marketing efforts?

(Select ONLY the TOP 3 measurements)



ANSWERED: 27 SKIPPED: 9

Q 10: Any other comments or suggestions? What else do we need to know as we approach Spring, Summer, and Fall?

Comments:

1. Small businesses and non-profits matter as well as the bigger, corporate entities. The little folks make up the community as much as the big folks.
2. I really like the idea of returning to some of our proven, geographically recognizable brands like - Grand Marais, Gunflint Trail, North Shore, Lake Superior, MN's Arrowhead. VisitCookCounty has consistently done a great job of marketing the region. I look forward to future campaigns.
3. Summer doesn't need more push -- way busy enough, and especially this year with planned traffic rebuilds. April is hopeless -- leave it alone to die. November 20 through December 31 is hopeless -- No reliable traffic beyond early downhill skiers. Focus on getting early-rez for ski season (Jan-March) rather than the late starts into January for the season. MsP folks think their green grass is OUR green grass -- that mistaken belief can be corrected by video, webcam and snow-target ads even back in in hopeless-market December
4. Keep up the great work! I love it when people complain that we have too many tourists! Nice work!
5. Will the road work in Grand Marais deter folks like the Tofte portion got lots of complaints for us down there?
6. This next year we need to talk about Hwy 61 and that it is open
7. Seek more input. Lose the word stakeholders.
8. Consider billboard in Hinckley area
9. Keep doing what you're doing. You guys are amazing. This area truly benefits from your efforts.



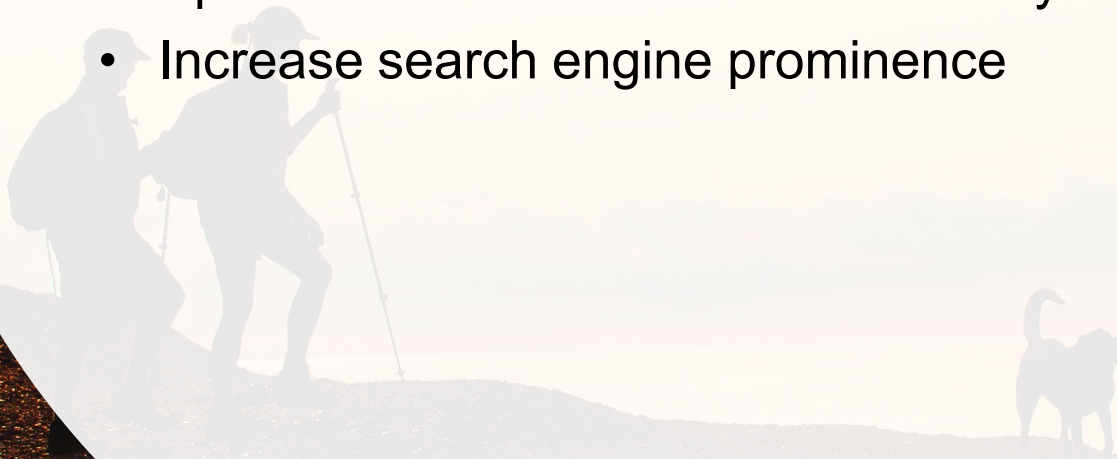
2019 CONCEPTS





STRATEGIC MARKETING GOALS

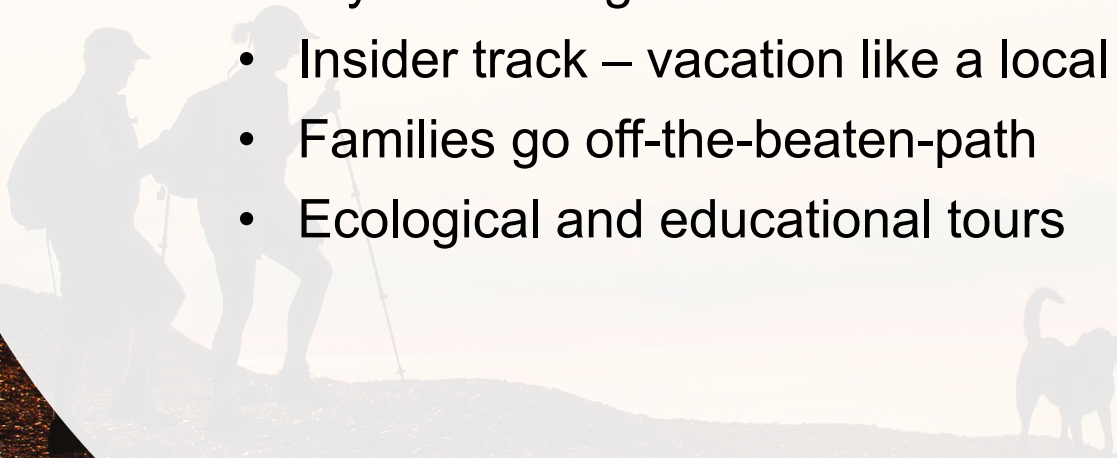
- Prioritize digital/social media
- Shift from CPI to CPC reporting
- Increase user traffic
- Special focus on individual community branding
- Increase search engine prominence



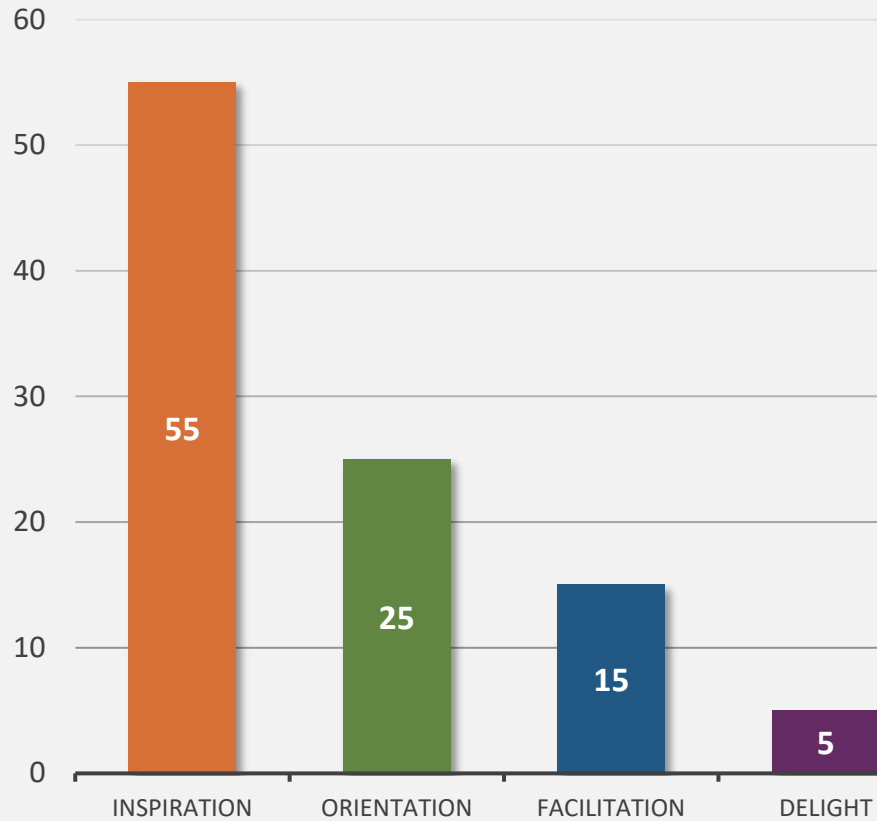


DESTINATION MARKETING TRENDS

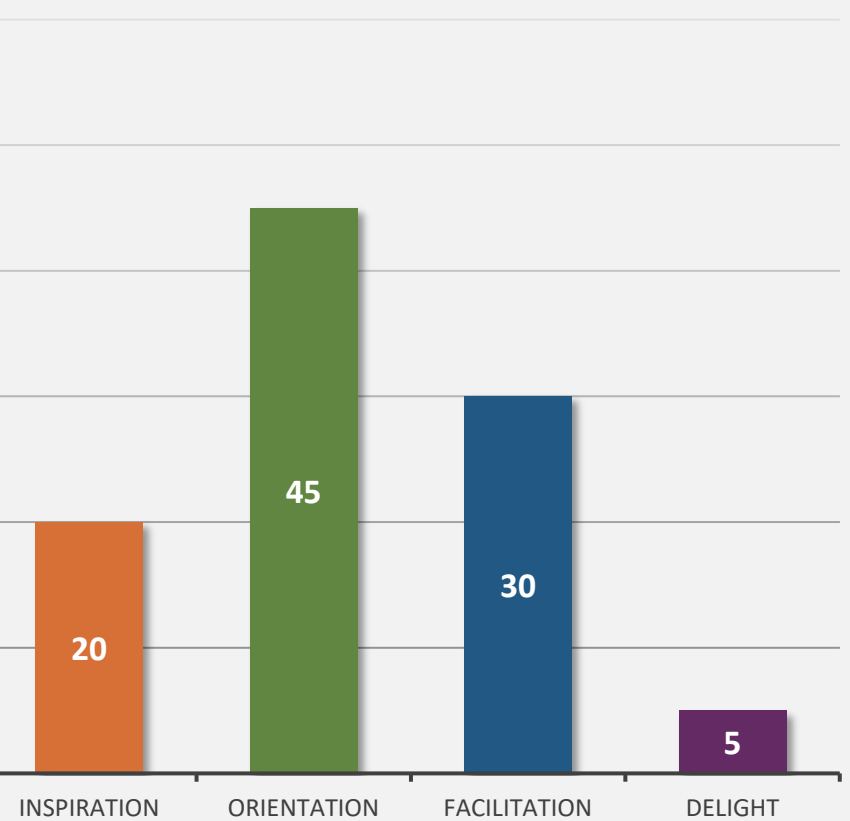
- Weekend and mini trips
- Culinary tourism
- Pet tourism
- Try something NEW
- Insider track – vacation like a local
- Families go off-the-beaten-path
- Ecological and educational tours



2015-18 Marketing Plan



2019 Marketing Plan



INSPIRATION ORIENTATION FACILITATION DELIGHT



SOCIAL MEDIA

- Planned and organic posts
- Paid and boosted posts
- LIVE event posting
- 360 degree video
- Create community pins
- Community Snapchat filters

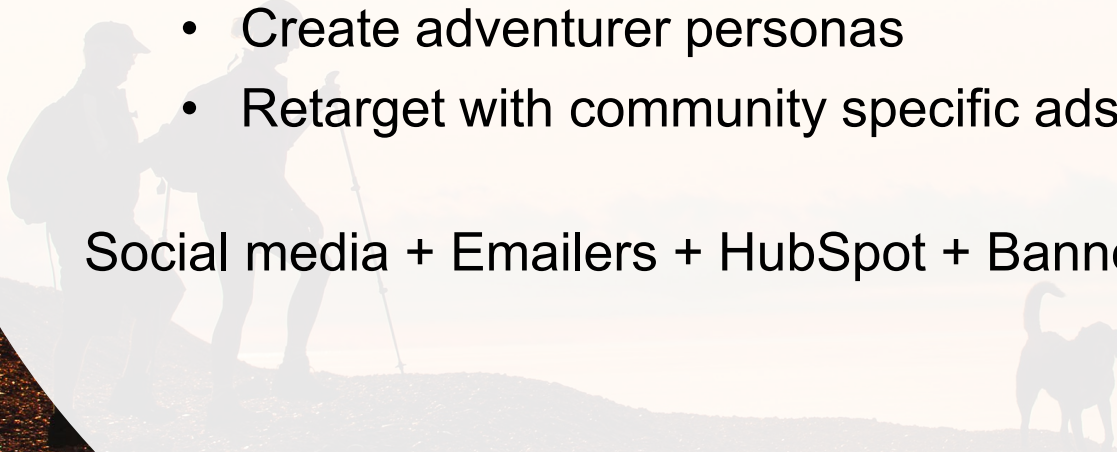




WHAT TYPE OF COOK COUNTY ADVENTURER ARE YOU?

- Drip campaigns focused on each of the four communities
- Social media quiz
- Create adventurer personas
- Retarget with community specific ads

Social media + Emailers + HubSpot + Banner ads





YOUTUBE MARKETING

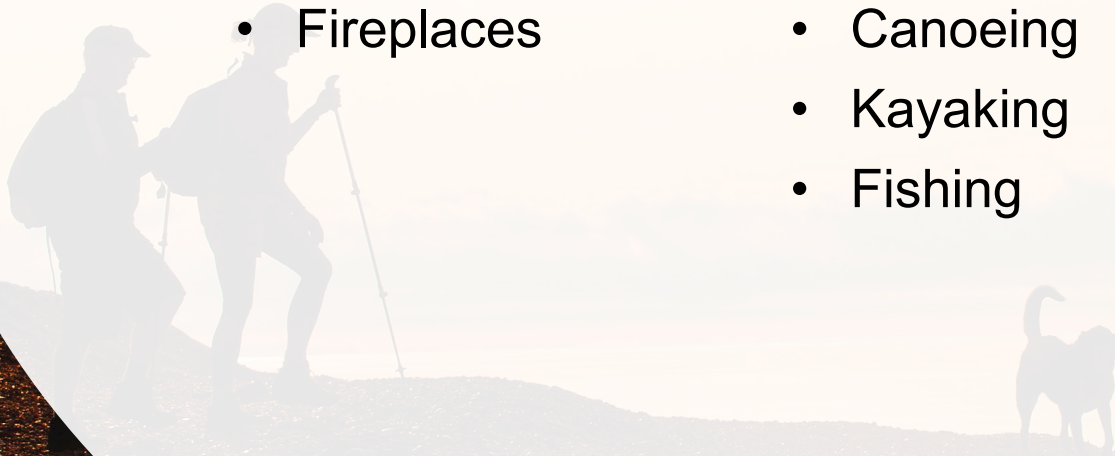
INSIDER VIDEO TRACK

TOURS

- Waterfall
- Fall colors drives
- Fireplaces

ADVENTURES

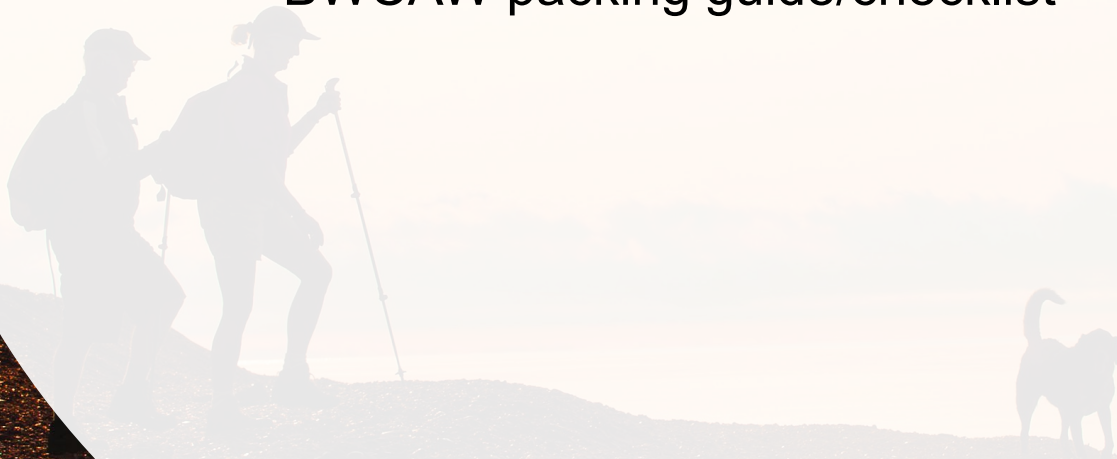
- SUP
- Training rides
- Canoeing
- Kayaking
- Fishing





HUBSPOT

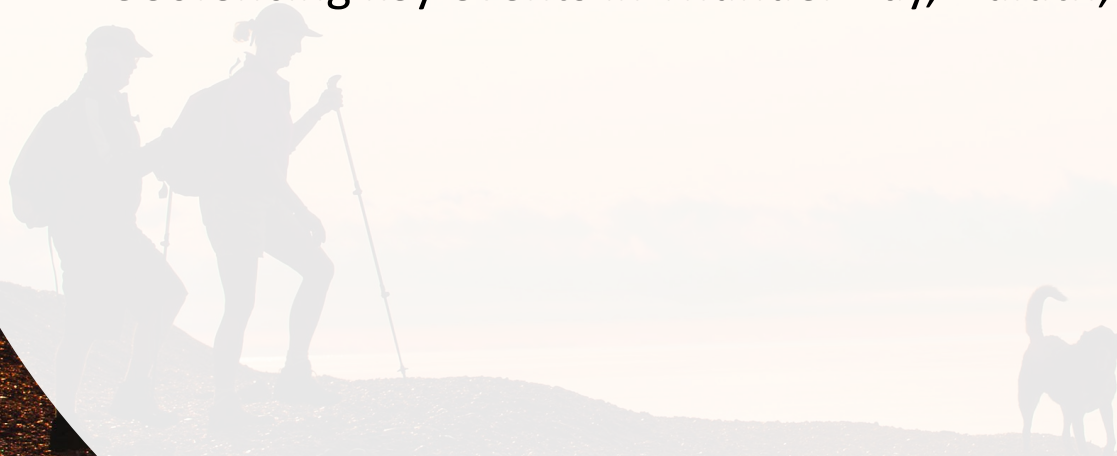
- Mini trip planners
- Have a pet friendly adventure
- Summer adventure guide
- BWCAW packing guide/checklist





SEARCH ENGINE MARKETING

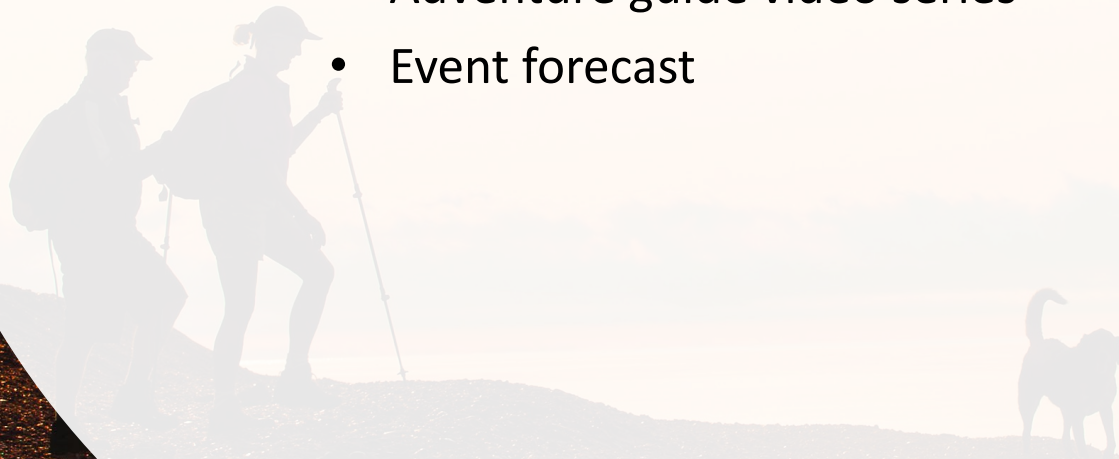
- AdWords – connecting keywords to campaigns
- Retargeting visitors to lodging pages that didn't convert
- Retargeting visitors to top competing destinations
- Geofencing key events in Thunder Bay, Duluth, other





EMAIL CAMPAIGNS

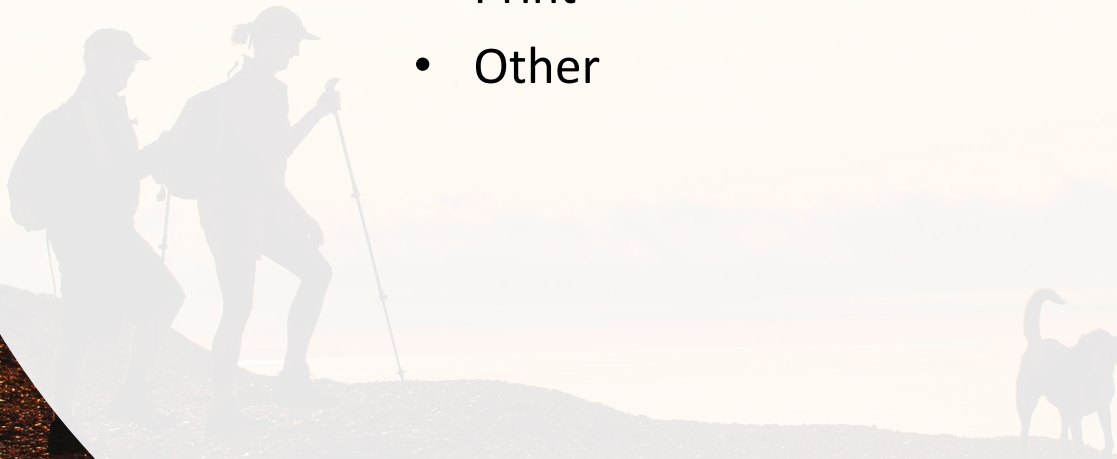
- Listology by community
- Bucket lists by community
- Pet friendly vacation guide
- Adventure guide video series
- Event forecast





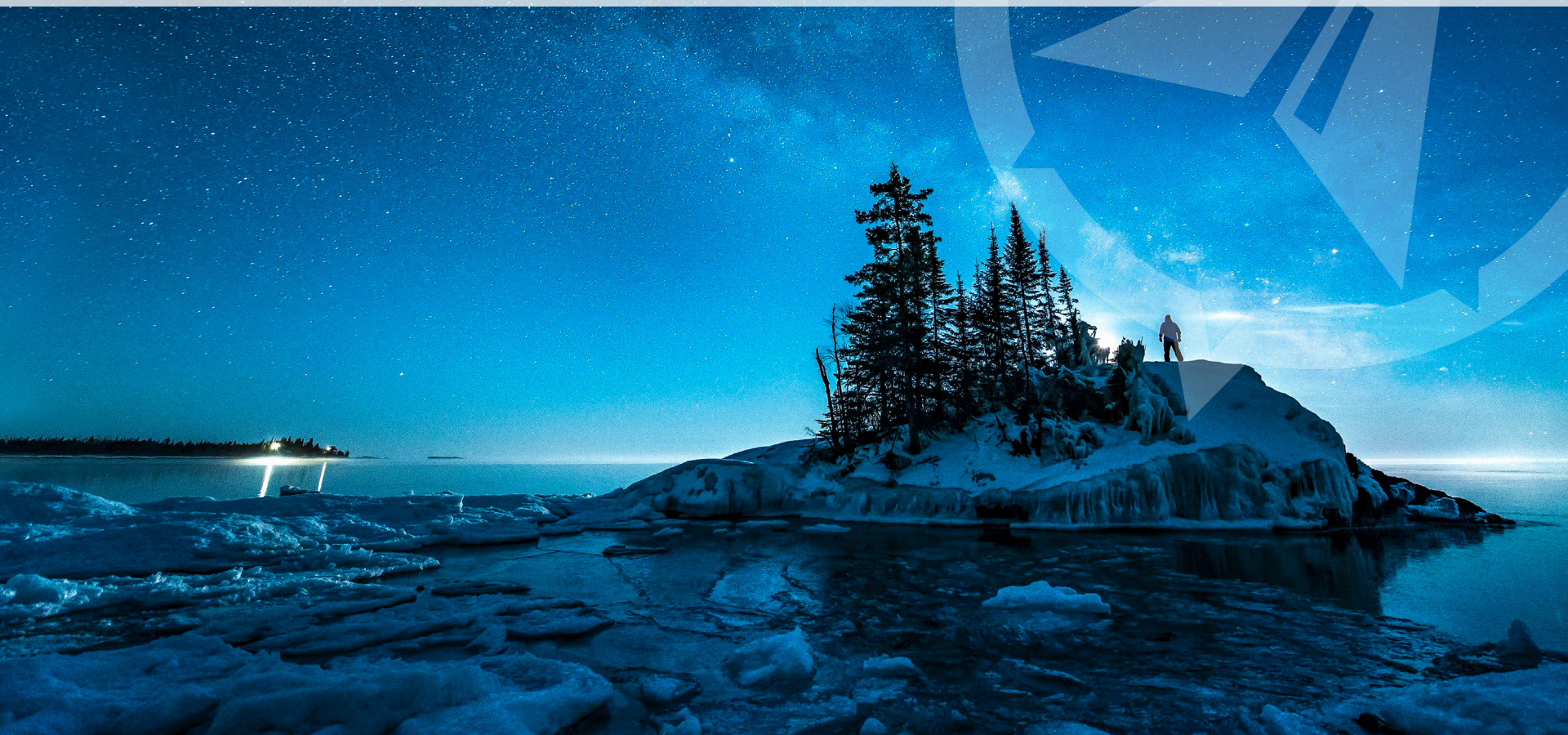
OTHER

- Video pre-roll
- Outdoor
- Influencer campaigns
- Print
- Other





COLLABORATION



THE BAHAMAS

Case Study



Bahamas Branding Challenge

- Bahamas were interchangeable with other Caribbean Islands
 - Perceived to be a "stereotypical paradise"
- Goals:
 - Increase reservations
 - Differentiate the Bahamas from other Caribbean destinations
 - Market all islands
- Key Differentiators:
 - Number of islands
 - Diversity of experiences – each island offers different experiences, food, flora and fauna, etc.



Bahamas Branding Challenge

- Strategy
 - Rebrand Bahamas
 - Focus on Bahamas – all 700 islands to brand under one, universal identity (a collection of diverse islands)
 - Once prospects choose to visit the Bahamas, then orient them to the ideal island to fit their needs
 - Lastly, direct people to lodging, adventures, etc. to round out their itinerary
- Marketing tactics
 - Television
 - Out-of-home
 - Story telling + digital amplification
 - Influencer campaigns, social media advertising, earned media

