VCC UPDATE

Budget & Website Update

BOARD PRIORITIES & GOALS FY19-20
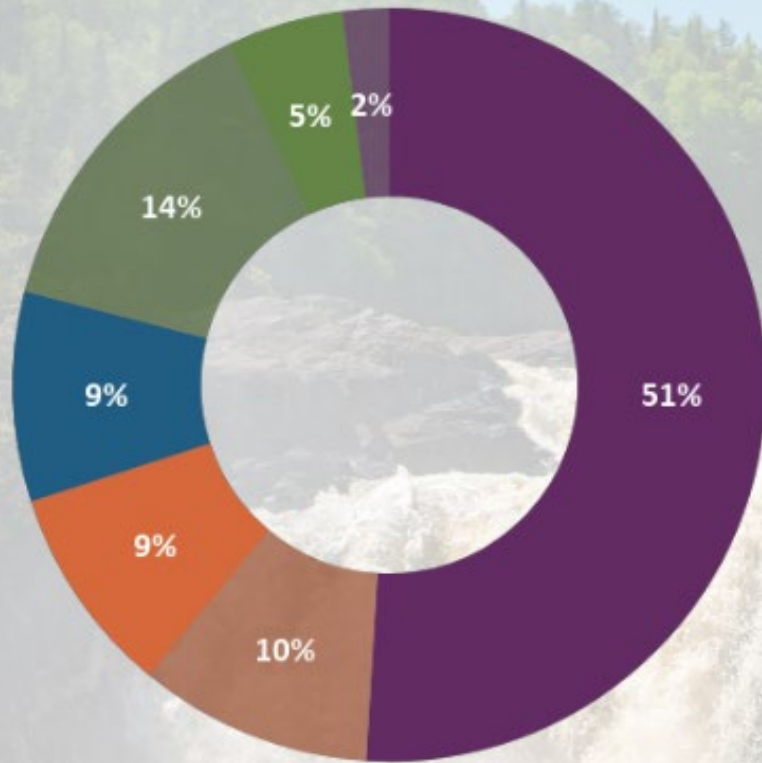
- Prioritize Digital & Social Media
- Increase User Traffic to the website
- Reinstate Lodging Tiers
- Brand & Sub-brand Research
- Increase Search Prominence

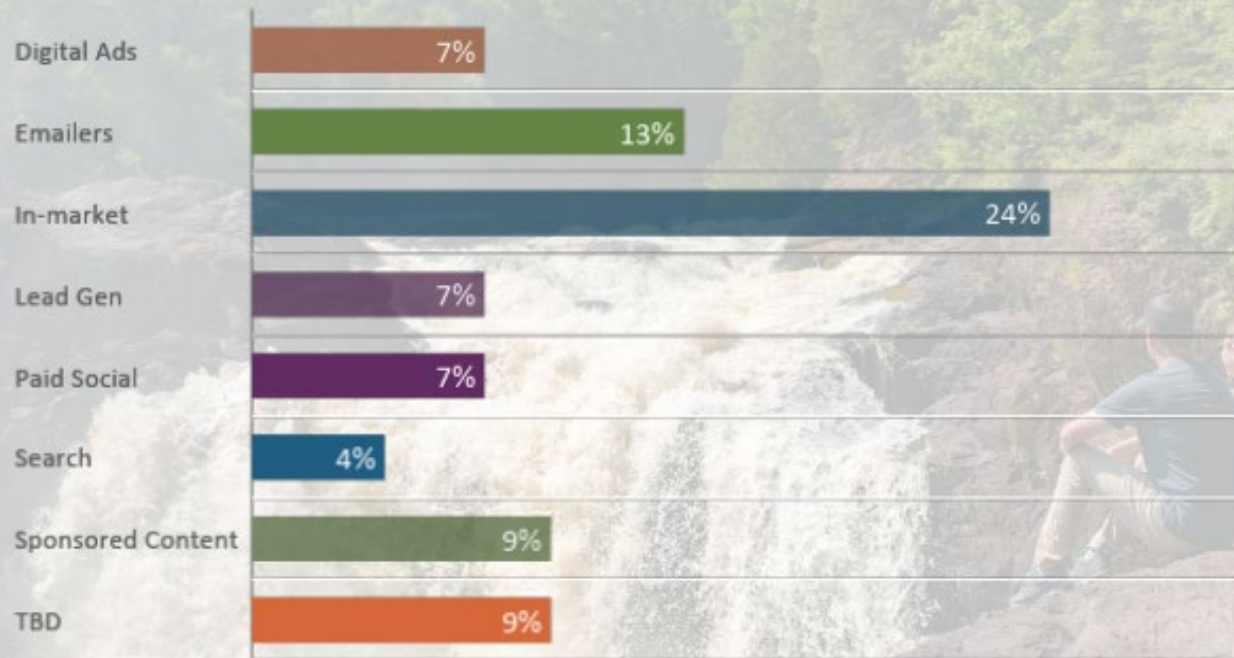# BOARD PRIORITIES & GOALS FY19-20

▶ Prioritize Digital & Social Media

Seasonal Marketing
Budget Overview

SPRING 2019 Marketing Campaign Allocation

- PUBLIC RELATIONS
- ANNUALS
- DIGITAL
- TRADESHOW
- PRINT
- OUT OF HOME
- MISC.
- PRODUCTION

51%
10%
9%
9%
14%
5%
2%

SPRING 2019 Digital Marketing Overview

Digital Ads — 7%
Emailers — 13%
In-market — 24%
Lead Gen — 7%
Paid Social — 7%
Search — 4%
Sponsored Content — 9%
TBD — 9%

SUMMER 2019 Marketing Campaign Allocation

1%
3%
17%
9%
5%
6%
7%
52%

Legend:
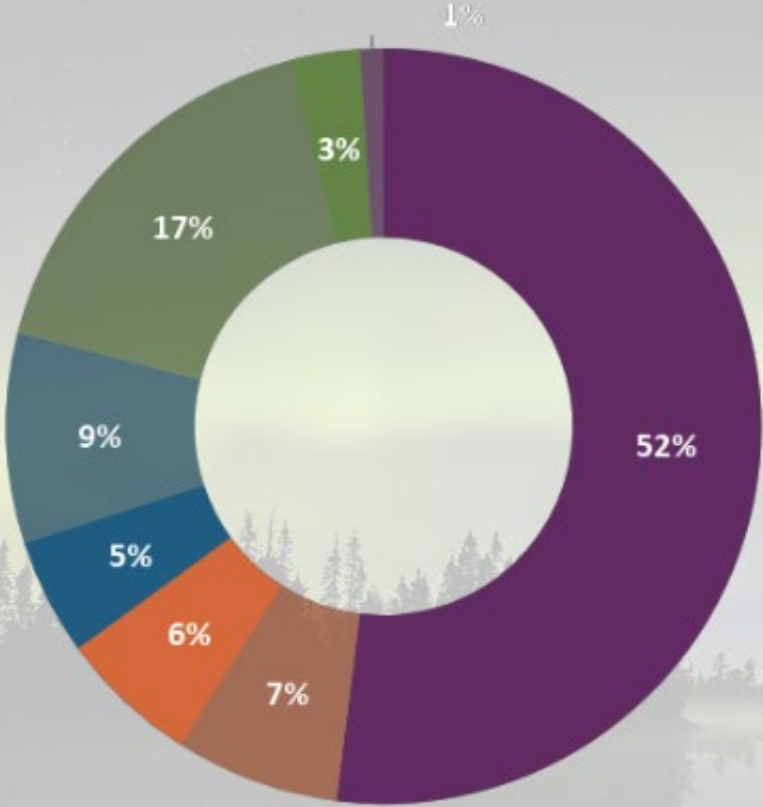- PUBLIC RELATIONS
- ANNUALS
- DIGITAL
- TRADESHOW
- PRINT
- OUT OF HOME
- MISC.
- PRODUCTION

SUMMER 2019 Digital Marketing Overview

Category	Percentage
Emailers	8%
Geofencing	9%
In-market	26%
Lead Gen	4%
Paid Social	4%
Pinterest	3%
Pre-roll	17%
Search	12%
Sponsored Content	9%
TBD	8%

FALL 2019 Marketing Campaign Allocation

Pie chart segments:
- 60% — DIGITAL
- 7%
- 6% — PUBLIC RELATIONS
- 4% — PRINT
- 9% — OUT OF HOME
- 9% — MISC.
- 4% — PRODUCTION
- 1% — TRADESHOW

Legend:
- PUBLIC RELATIONS
- ANNUALS
- DIGITAL
- TRADESHOW
- PRINT
- OUT OF HOME
- MISC.
- PRODUCTION

FALL 2019 Digital Marketing Overview

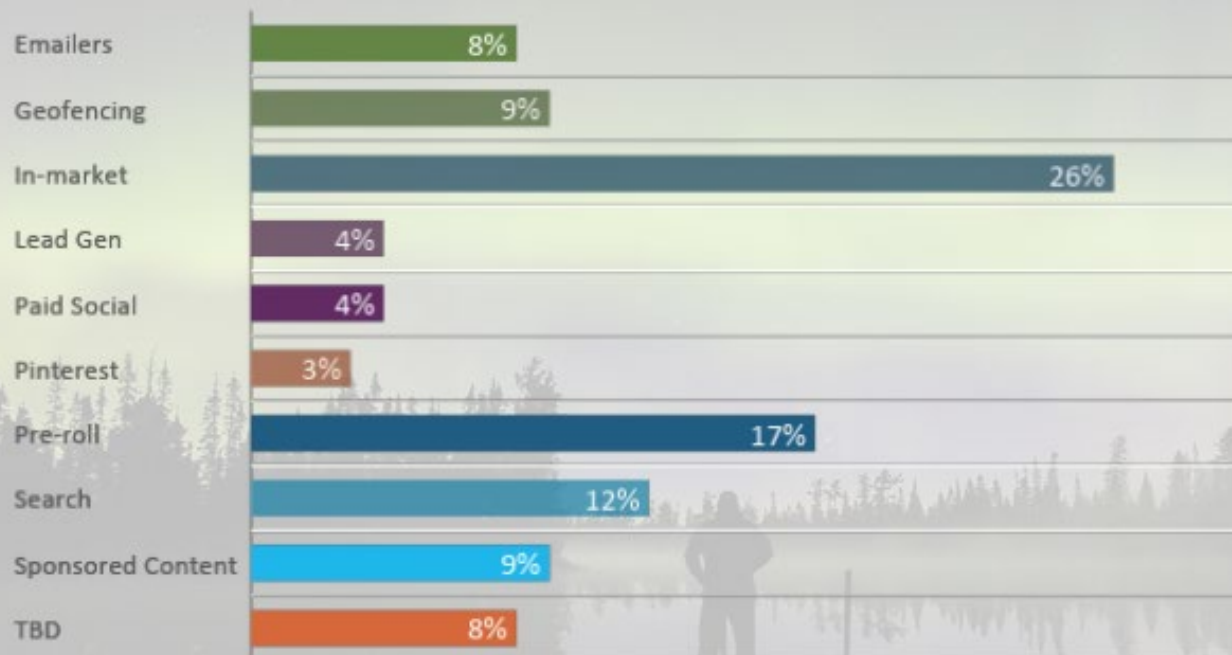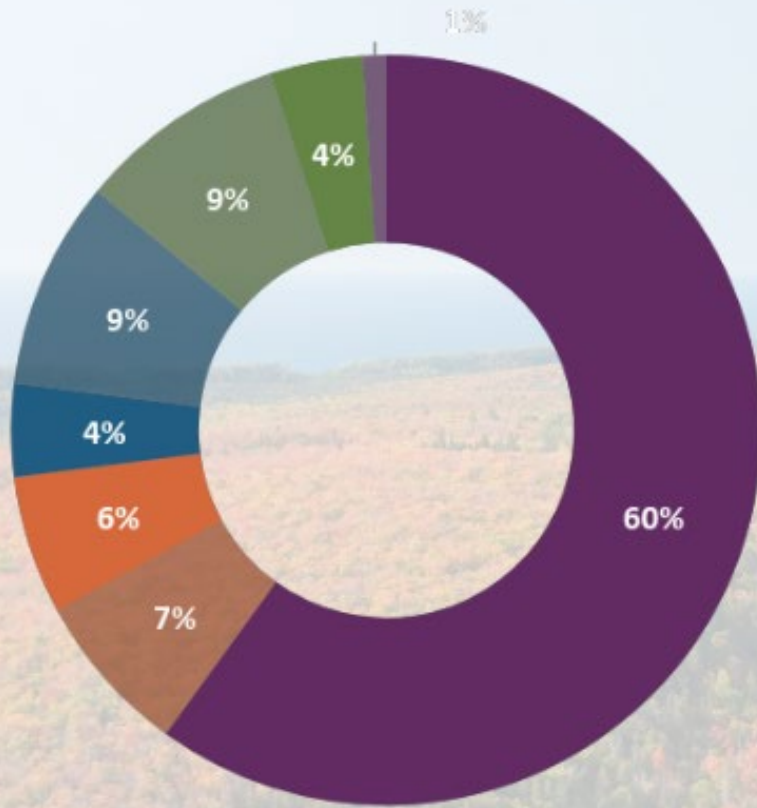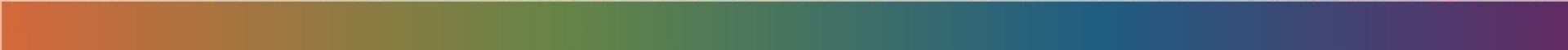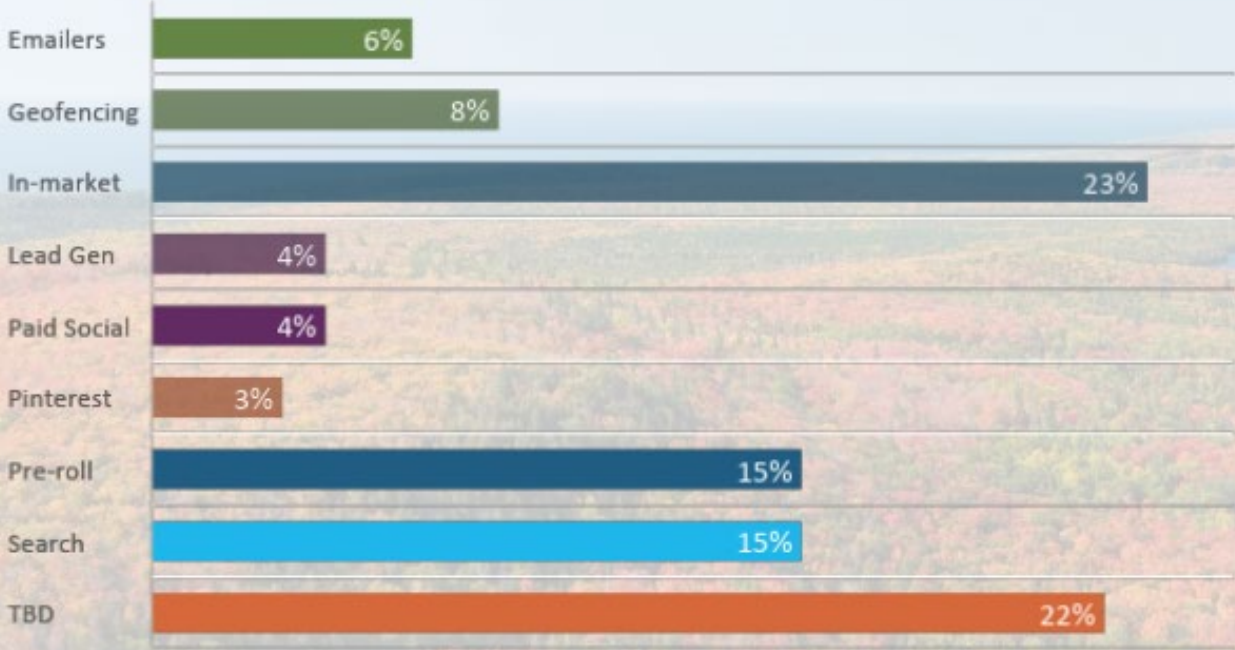| Category	Percentage
Emailers	6%
Geofencing	8%
In-market	23%
Lead Gen	4%
Paid Social	4%
Pinterest	3%
Pre-roll	15%
Search	15%
TBD	22%

BOARD PRIORITIES & GOALS FY19-20

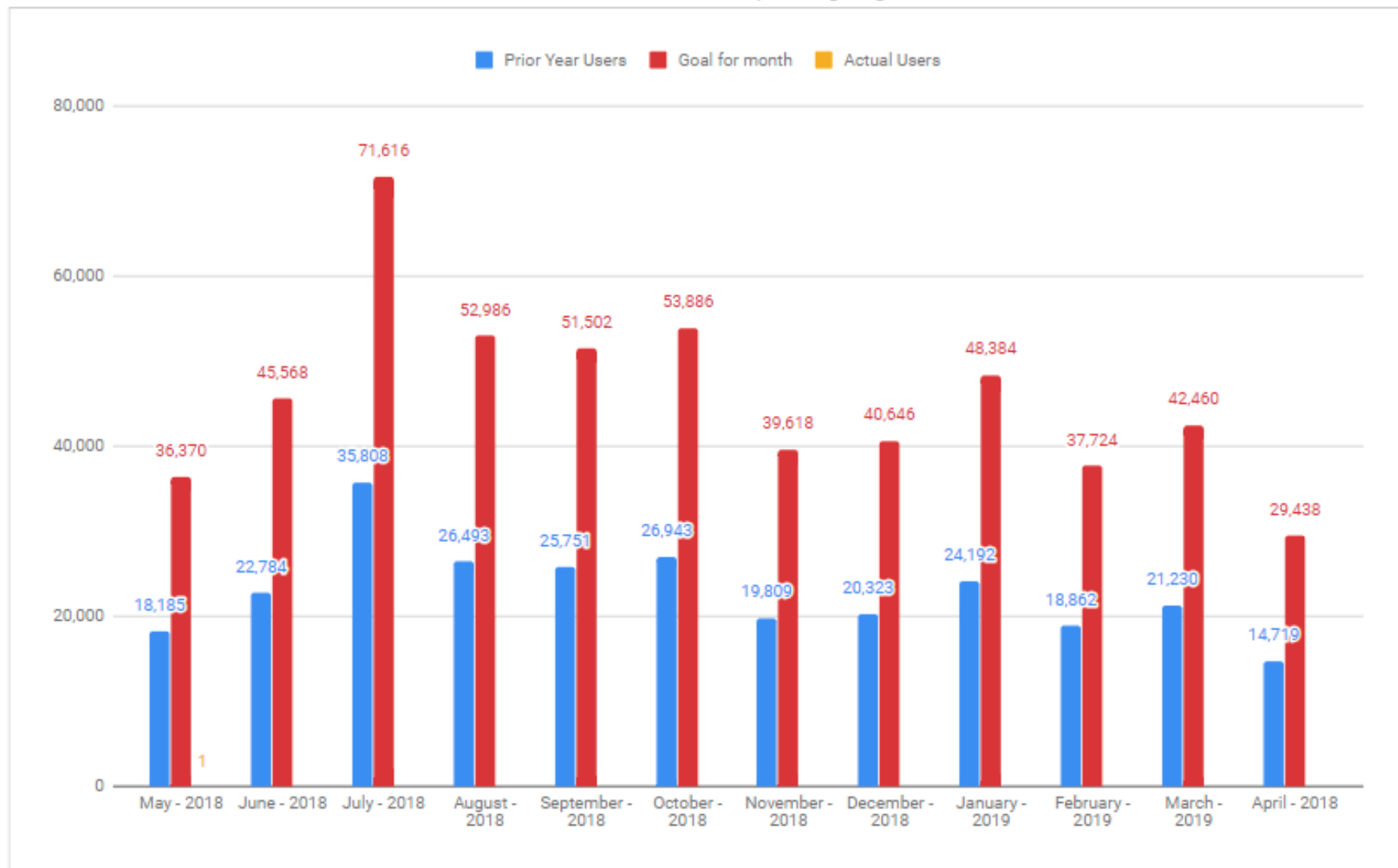▶ Increase User Traffic to the website

User Traffic Report

Visit Cook County Website Goal Tracker

May 1, 2019 - May 1, 2020:   *550,198*

percentage of goal met to date: 0.00%

Legend: ■ Prior Year Users ■ Goal for month ■ Actual Users

Month	Prior Year Users	Goal for month	Actual Users
May - 2018	18,185	36,370	1
June - 2018	22,784	45,568	
July - 2018	35,808	71,616	
August - 2018	26,493	52,986	
September - 2018	25,751	51,502	
October - 2018	26,943	53,886	
November - 2018	19,809	39,618	
December - 2018	20,323	40,646	
January - 2019	24,192	48,384	
February - 2019	18,862	37,724	
March - 2019	21,230	42,460	
April - 2018	14,719	29,438	

**Viewable:** https://www.visitcookcounty.com/resources/media-room/website-analytics/

BOARD PRIORITIES & GOALS FY19-20

▶ Reinstate Lodging Tiers

Pillow Count Review & Lodging Tiers

PILLOW COUNT
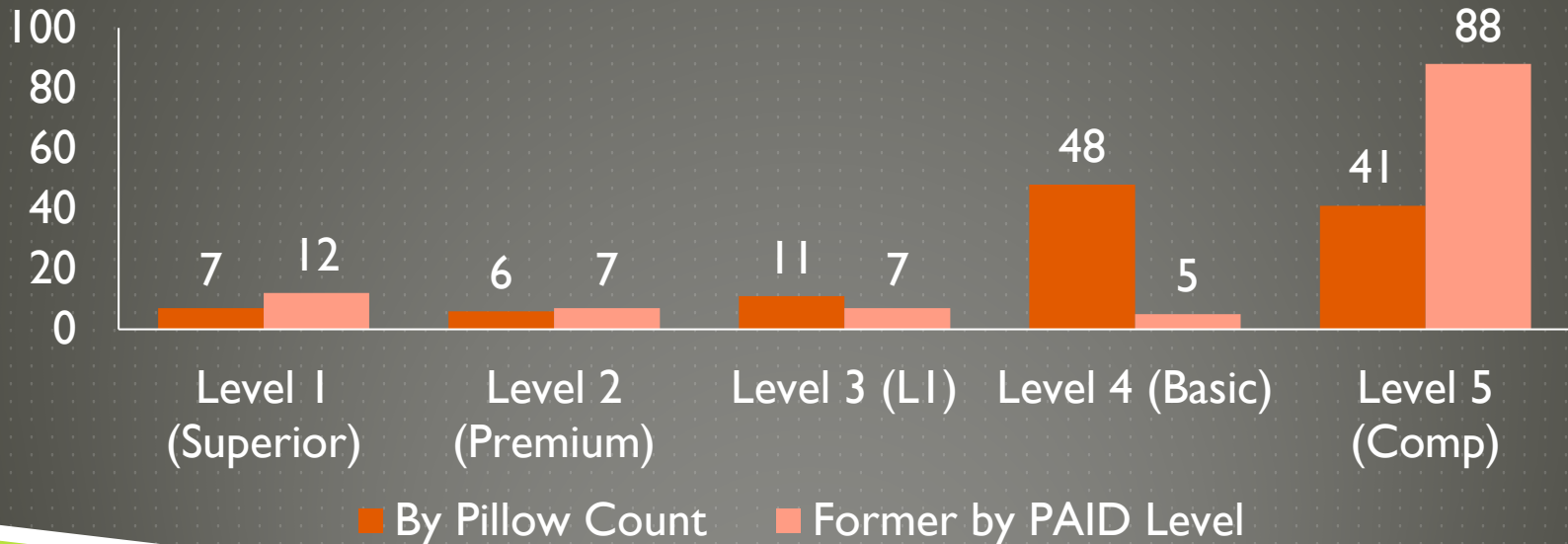
- Methodology
  - Email Survey & Follow-up Calls
- Classification
  - 2 pillows Queen / King / Dbl
  - 1 pillow Twin
  - 1 pillow Sofa Bed / Futon
- Dramatic increase
  - More VRBO/Vacation Rentals
  - Added/Renovated Rooms
  - Consistent methodology and comprehensive outreach
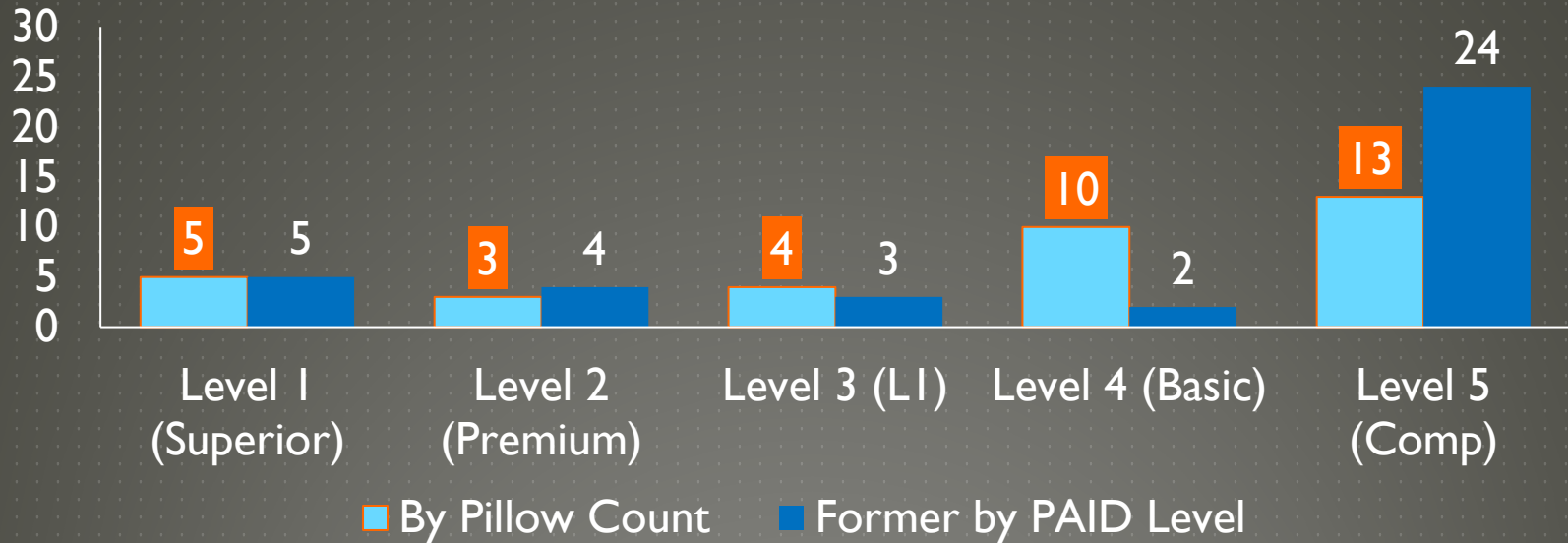- Number of Private Bedrooms: 2,815

Pillow Count bar chart: 2016 = 5,837; 2019 = 8,008
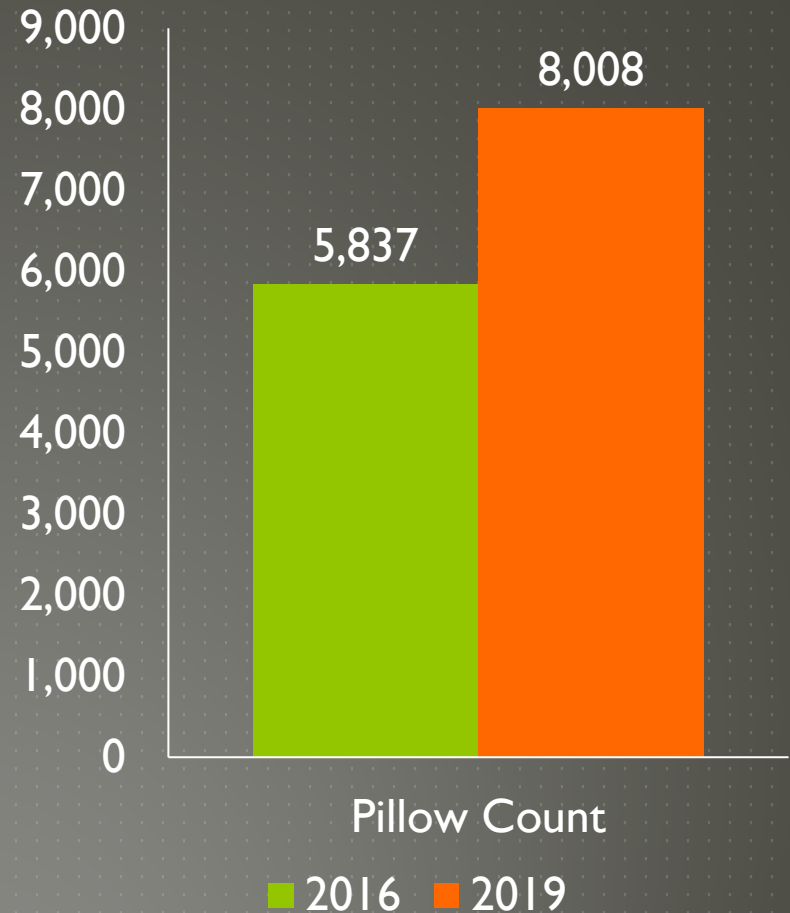
PILLOW COUNT

Levels by Pillow Count

Level 1 250+ Pillows	**Level 2** 150 -249 Pillows	**Level 3** 75 - 149 Pillows	**Level 4** 15 – 74 Pillows	Level 5 0 – 14 Pillows
• 7 properties	• 6 properties	• 11 properties	• 48 properties	• 41 properties

Bar chart values:

- Level 1 (Superior): By Pillow Count 7, Former by PAID Level 12
- Level 2 (Premium): By Pillow Count 6, Former by PAID Level 7
- Level 3 (L1): By Pillow Count 11, Former by PAID Level 7
- Level 4 (Basic): By Pillow Count 48, Former by PAID Level 5
- Level 5 (Comp): By Pillow Count 41, Former by PAID Level 88

■ By Pillow Count   ■ Former by PAID Level

PILLOW COUNT BY COMMUNITY | LTTA

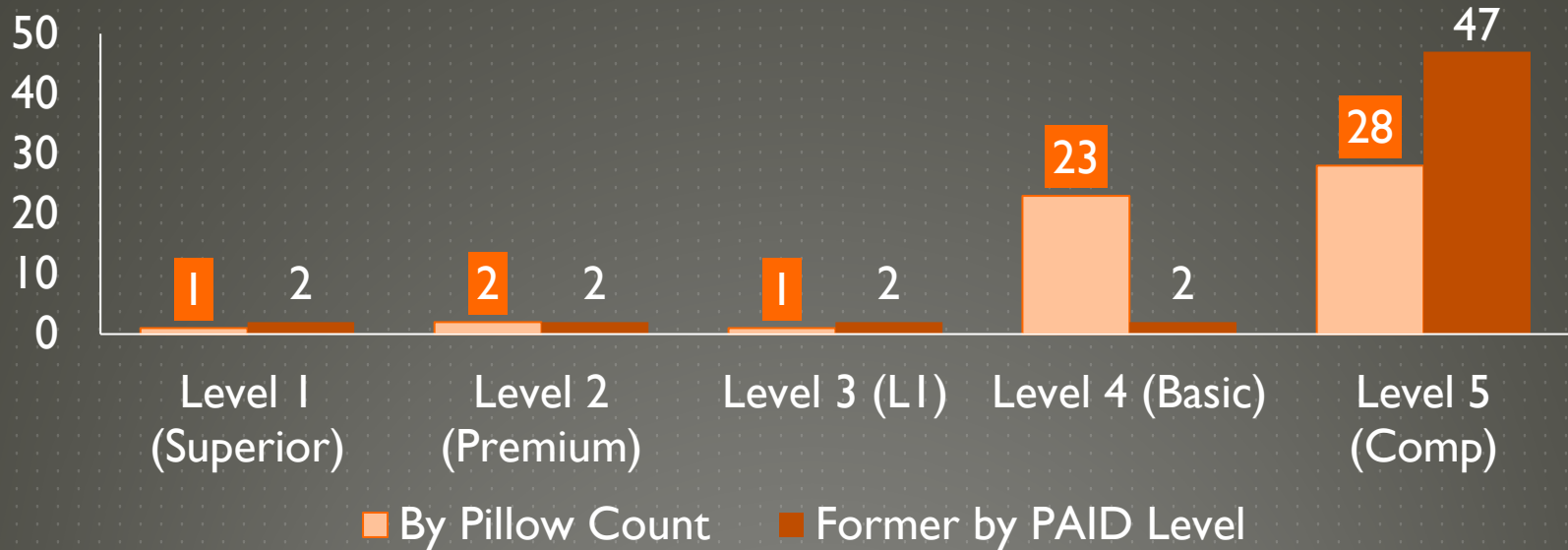|	Level 1 (Superior)	Level 2 (Premium)	Level 3 (L1)	Level 4 (Basic)	Level 5 (Comp)
By Pillow Count	5	3	4	10	13
Former by PAID Level	5	4	3	2	24

Legend: By Pillow Count · Former by PAID Level

14 out of 37 paid to be at a higher level in FY 18-19
$14,700 in total sales FY 18-19

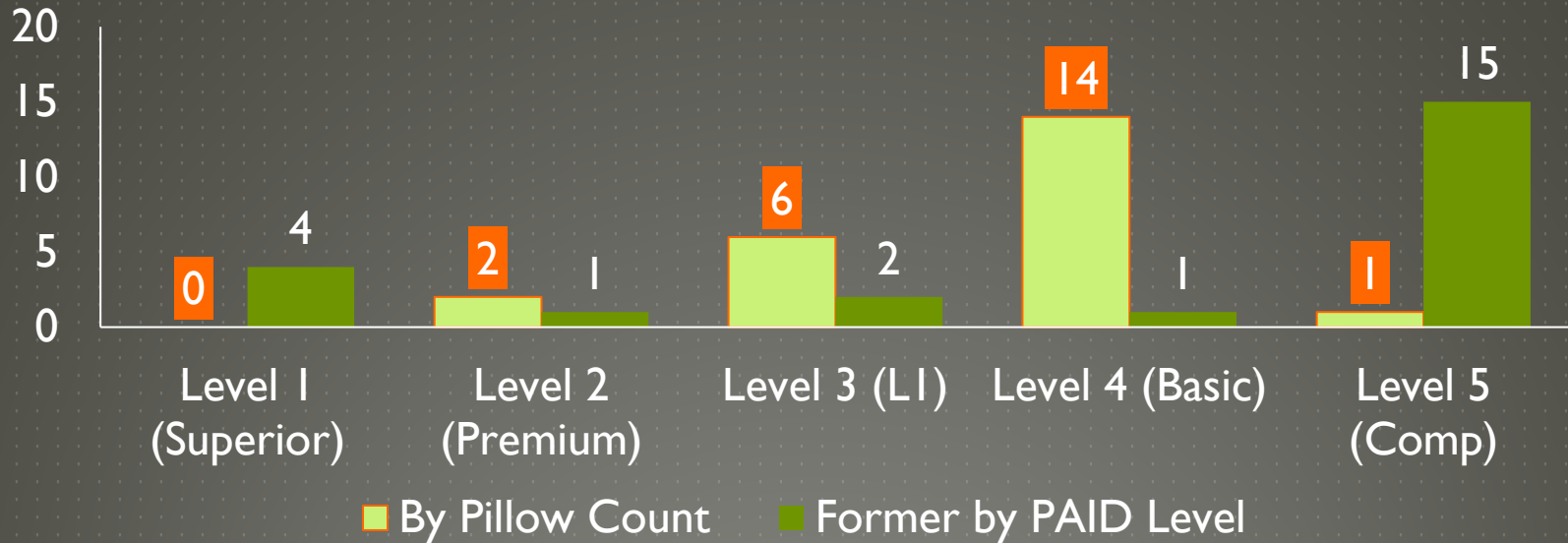Total Pillow Capacity: 4,273
A 34% increase over 2016: 3,189

PILLOW COUNT BY COMMUNITY | GMATA

Chart legend:
- By Pillow Count
- Former by PAID Level

	Level 1 (Superior)	Level 2 (Premium)	Level 3 (L1)	Level 4 (Basic)	Level 5 (Comp)
By Pillow Count	1	2	1	23	28
Former by PAID Level	2	2	2	2	47

8 out of 55 paid to be at a higher level in FY 18-19
$7,700 in total sales FY 18-19

Total Pillow Capacity: 1,920
A 24% increase over 2016: 1,552

PILLOW COUNT BY COMMUNITY | GTA

Legend:
- By Pillow Count (light green)
- Former by PAID Level (dark green)

Level	By Pillow Count	Former by PAID Level
Level 1 (Superior)	0	4
Level 2 (Premium)	2	1
Level 3 (L1)	6	2
Level 4 (Basic)	14	1
Level 5 (Comp)	1	15

8 out of 23 paid to be at a higher level in FY 18-19
$10,250 in total sales FY 18-19

Total Pillow Capacity: 1,384
A 30% increase over 2016: 1,061

TIERED LISTINGS

Level	Pillow	Standard Listing Features	Images	Text	Add. Text Amenities	Cost to upgrade
Level 1	250+	- **Website Link** - **Phone #** - **VCC Icon Amenities** (inland lake, lake superior, pet friendly, pool & wellness, restaurant/bar, ski in/out, wifi)	5 images / video*	150 words	10	$3,000
Level 2	150 – 249		3 images / video*	75 words	7	$2,000
Level 3	75 – 149		2 images / video*	50 words	5	$1,000
Level 4	15 – 74		1 images / video*	25 words	0	$250
Level 5	0 – 14	*In search not visual*	1 images / video*	0 words	0	$0

Add-on's

Hot Deals – ala carte
- $75/month (was $150)
- $375 for 6 months
- $750 for 12 months

Video*– ala carte
- $500

*Video contingent upon adding this feature to SOW in the website edits

EXAMPLE – LEVEL 1
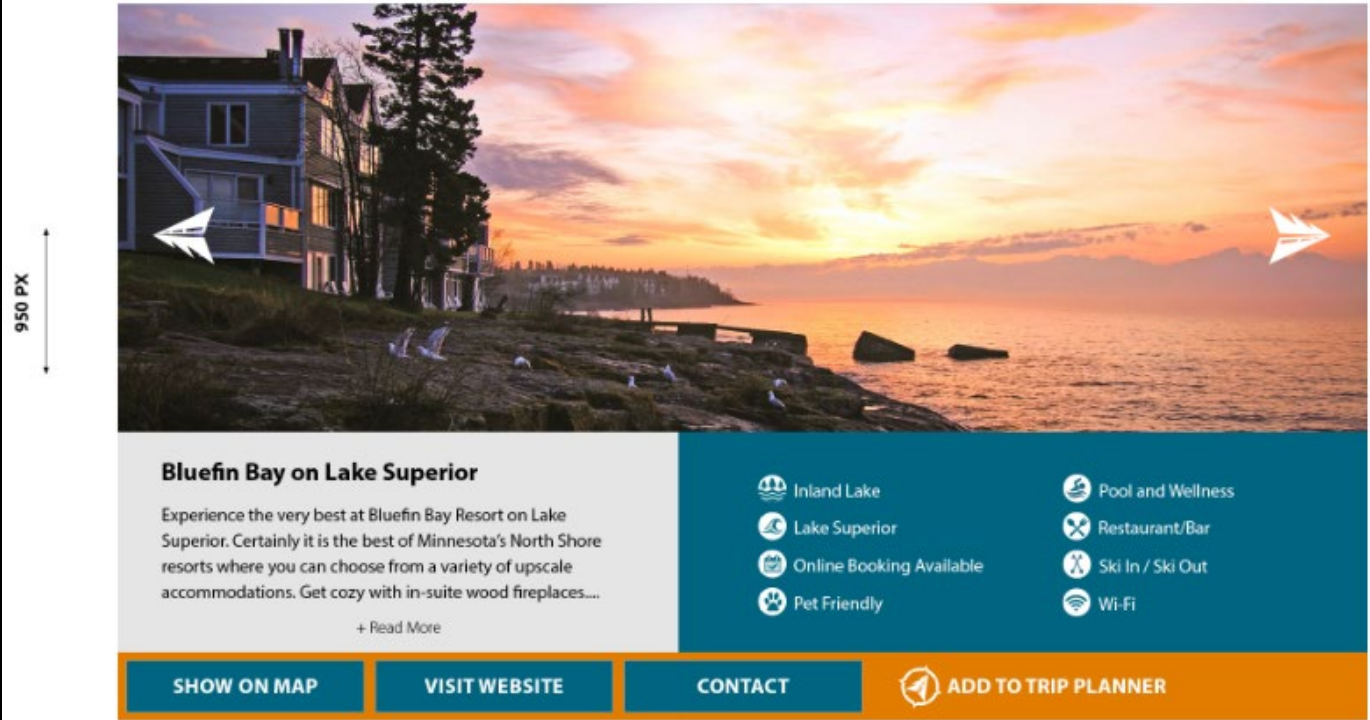
Level 1

- VCC Standard Features
- 5 photos
- 150 words
- 10 text amenities

Bluefin Bay on Lake Superior

Experience the very best at Bluefin Bay Resort on Lake Superior. Certainly it is the best of Minnesota's North Shore resorts where you can choose from a variety of upscale accommodations. Get cozy with in-suite wood fireplaces....

+ Read More

- Inland Lake
- Lake Superior
- Online Booking Available
- Pet Friendly
- Pool and Wellness
- Restaurant/Bar
- Ski In / Ski Out
- Wi-Fi

SHOW ON MAP | VISIT WEBSITE | CONTACT | ADD TO TRIP PLANNER

950 PX

▶ Randomized within tier

EXAMPLE – LEVEL 2

Level 2

- VCC Standard Features
- 3 photos
- 75 words
- 7 text amenities

▶ Randomized within tier
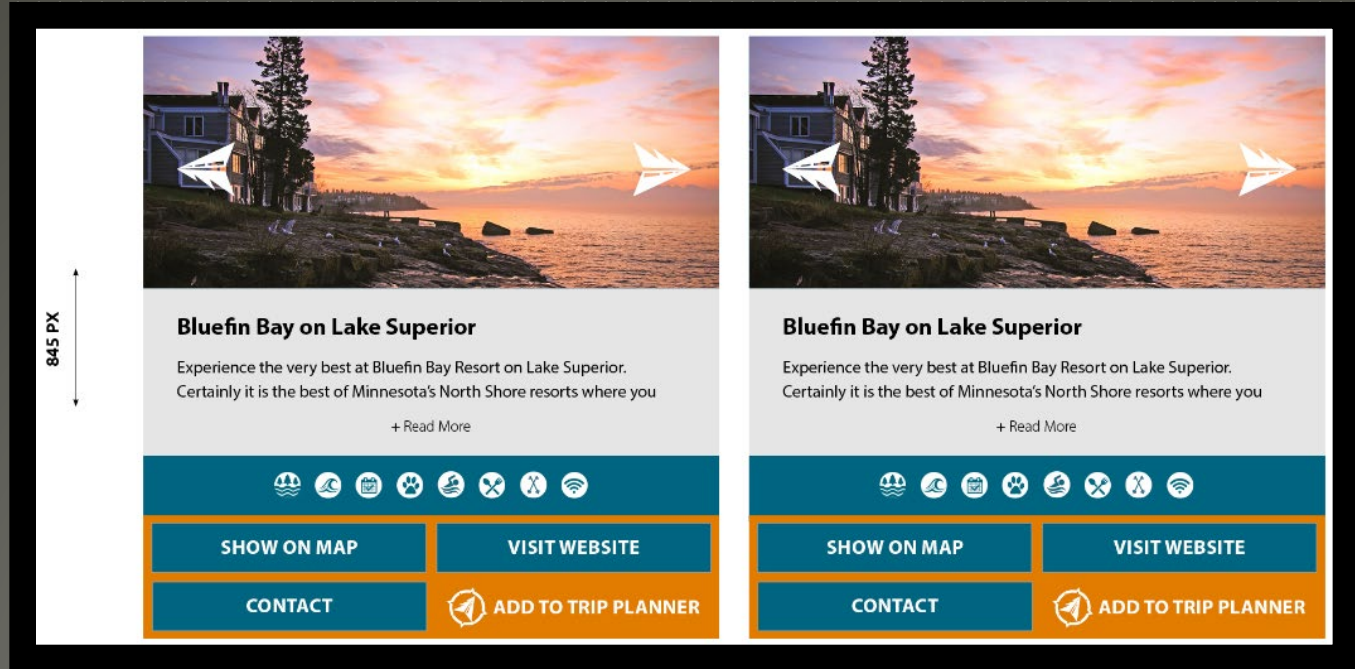
EXAMPLE – LEVEL 3

Level 3

- VCC Standard Features
- 2 photos
- 50 words
- 5 text amenities
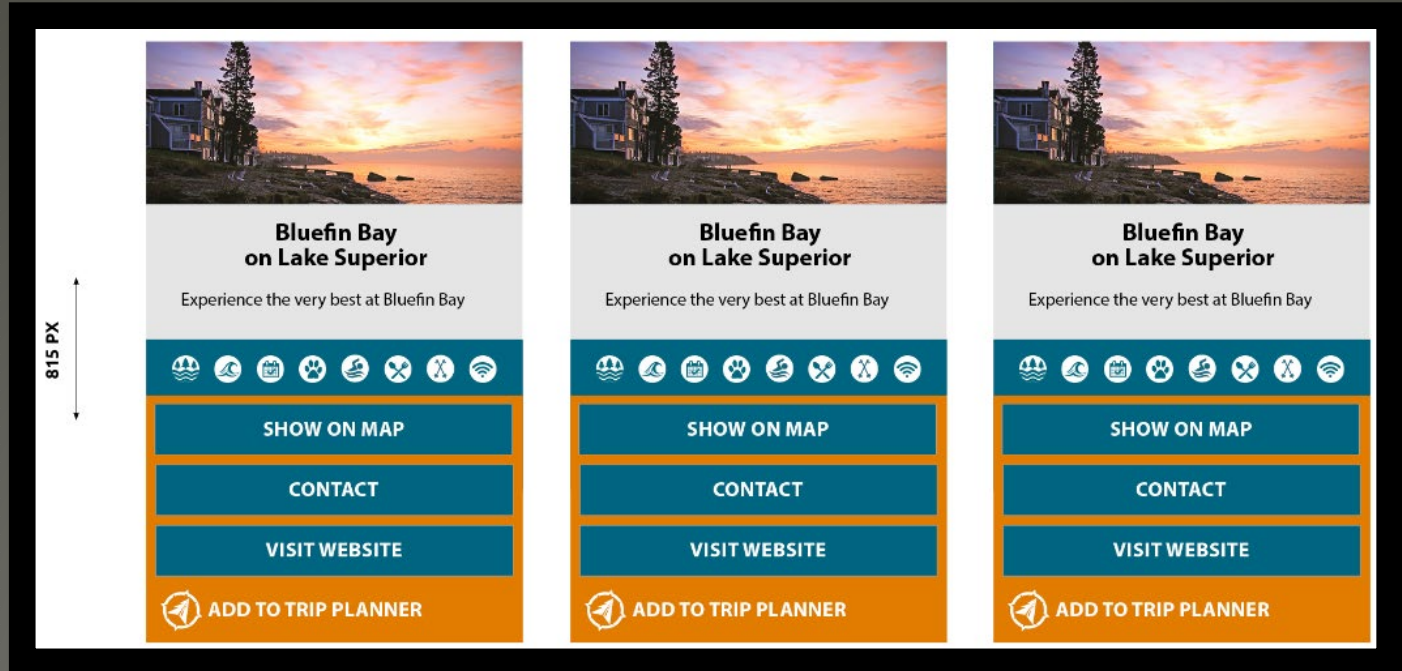

▶ Randomized within tier

EXAMPLE – LEVEL 4

Level 4

- VCC Standard Features
- 1 photos
- 0 words
- 0 text amenities

▶ Randomized within tier

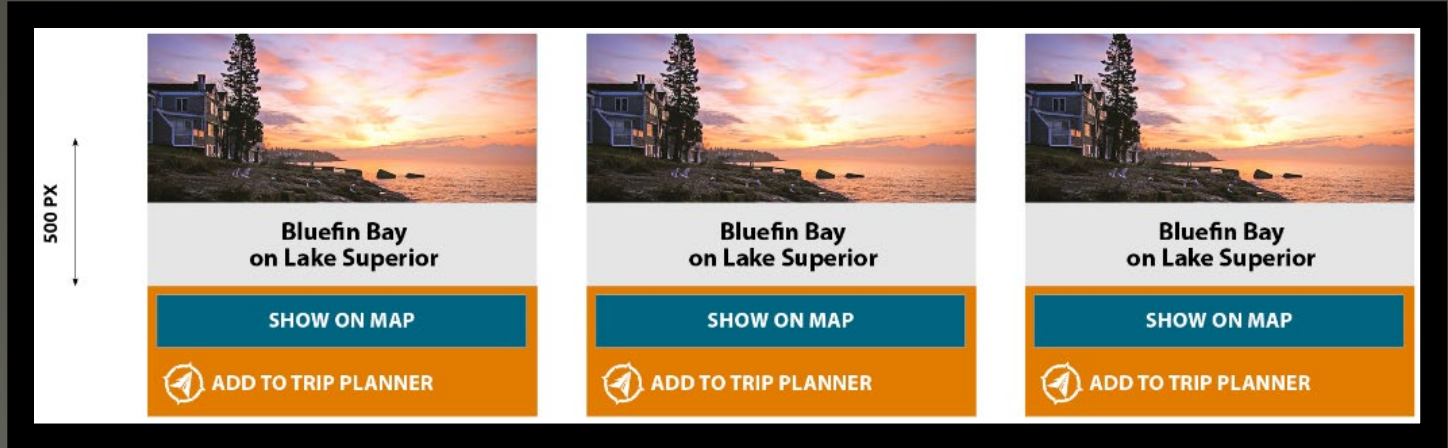# EXAMPLE – LEVEL 5

Level 5

- VCC Standard Features
- 1 photos
- 0 words
- 0 text amenities

▶ Randomized within tier

EXAMPLE – TEXT AMENITIES

Eagle Ridge Resort at Lutsen Mountains

Featuring a variety of studio and condominium units, Eagle Ridge Resort is set amidst the peaceful Sawtooth Mountain where guests play by day and relax by night. Each of our units has been designed to complement the natural beauty of the surrounding Superior National Forest. All rooms overlook Moose Mountain and the Poplar River Valley. Eagle Ridge Resort is within walking distance to all Lutsen Mountains amenities and services.

Resort Amenities

- *Restaurant*
- *Swimming Pool*
- *Conference Room*

Room Amenities

- *Sauna*
- *Free WiFi*
- *Kitchen*
- *Whirlpool*
- *Fireplace*

- Read Less

HOT DEALS   SHOW ON MAP   VISIT WEBSITE   CONTACT

▶ Applies to Level 1, 2 & 3

PIXEL ATTRIBUTION TRACKER

▶ A tracking pixel is a code snippet which loads when a user visits a website

　　▶ Can be embedded with the VCC logo or can be placed in the code in the header of a webpage

Pixel Tracker
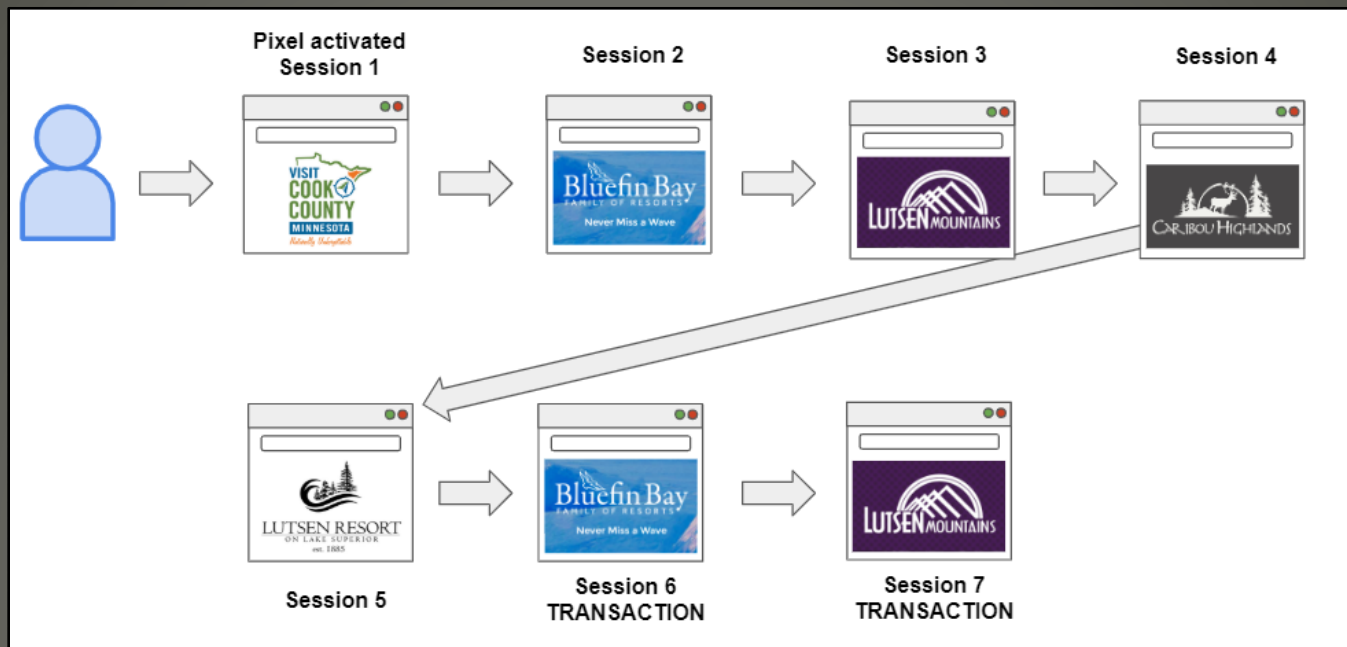
PIXEL TRACKER

▶ **Challenge**
Currently, visibility into the customer journey is highly-limited and only shows a small subsection of what has been shown to be a long research, planning and purchase process.
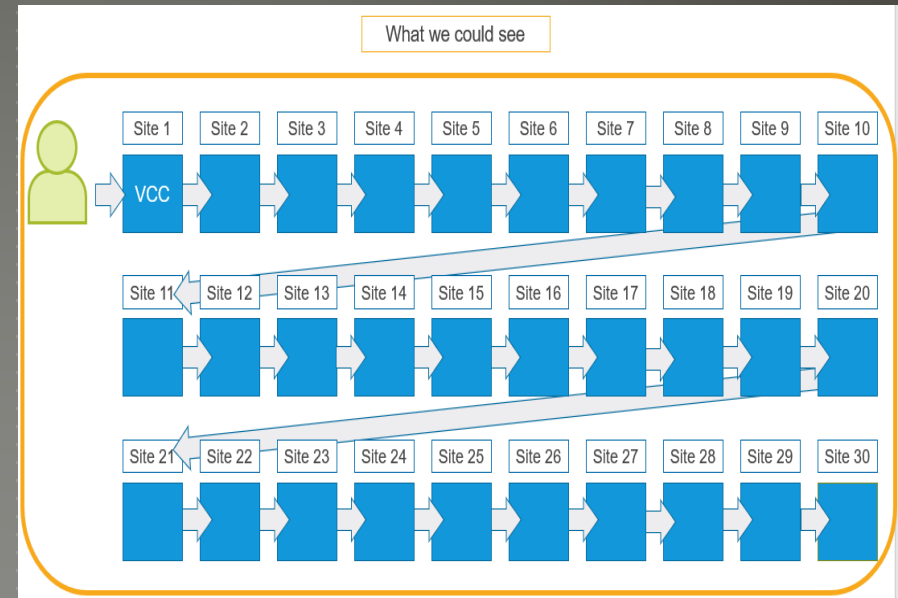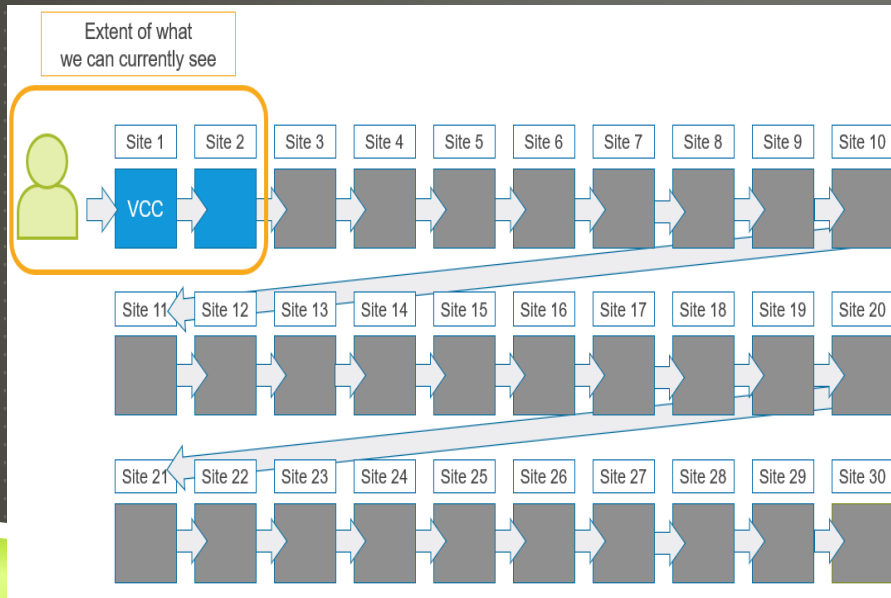
PIXEL TRACKER

▶ Goal – to deepen the understanding of the vacation planners journey

PIXEL TRACKER

Phase 1
Prove the Concept

- Develop tracking pixel
- Publish implementation instructions
- Build data infrastructure
- Test & refine metrics tracking
- Build report views & dashboards
- Release pixel to partners
- Verify installation
- Monitor & support data aggregation
- Education & strategic planning

Duration: up to 60 days
Agency fee: $6,480
BI License: $1,800
Total: $8,280

Phase 2
Scale Users

- Build & launch paid campaigns
- Audience targeting development
- Creative support & implementation
- Optimize for active researchers
- Refine reporting & analysis
- Data collection & monitoring
- Analysis recommendations & next steps
- Education & strategic planning

Duration: up to 60 days
Agency fee: $5,220
Media: $7,500
Total: $12,720

Phase 3
Track Revenue

- Custom integration with 1 business' ecommerce platform
- Revenue specific reporting & analysis
- Data collection & monitoring
- Advanced attribution reporting established
- Monitor & support data aggregation
- Education & strategic planning

Duration: up to 60 days
Agency fee: $8,460
Total: $8,460

Focusing on Phase 1 only at this time.

UPCOMING CAMPAIGNS

- Foodie Fridays – May
- National Get Outdoors Month - June
- Guest Book Video – starts monthly in June
- Great outdoor family experience – PR & Content
- Weddings (download) - July

Shared Goals