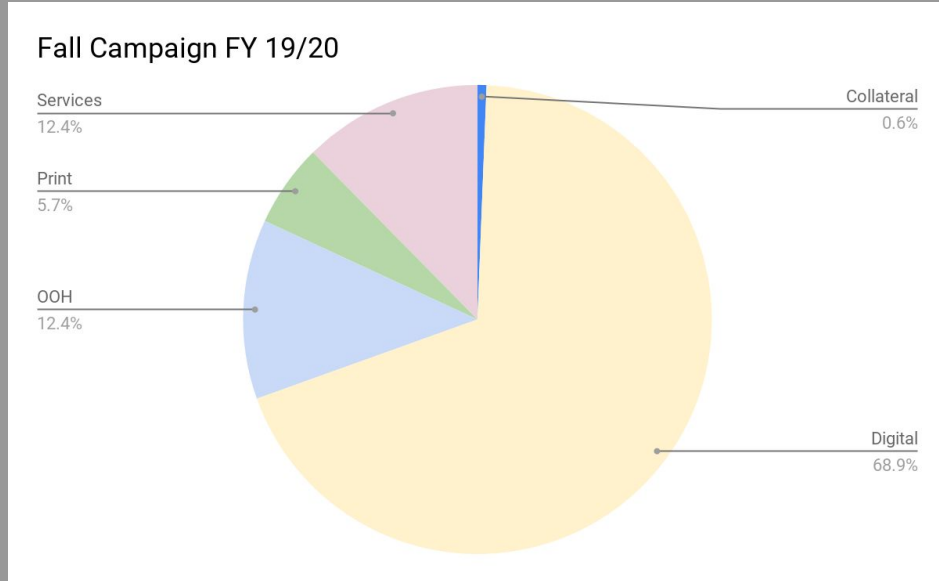

Marketing Report

Visit Cook County Board Update -
January 2020

Agenda

- Review of Fall Campaign
- Preview of Winter Campaign
- Marketing & PR wins
- Website Highlights
- Summer Survey

Fall Campaign



Spend: \$85,068

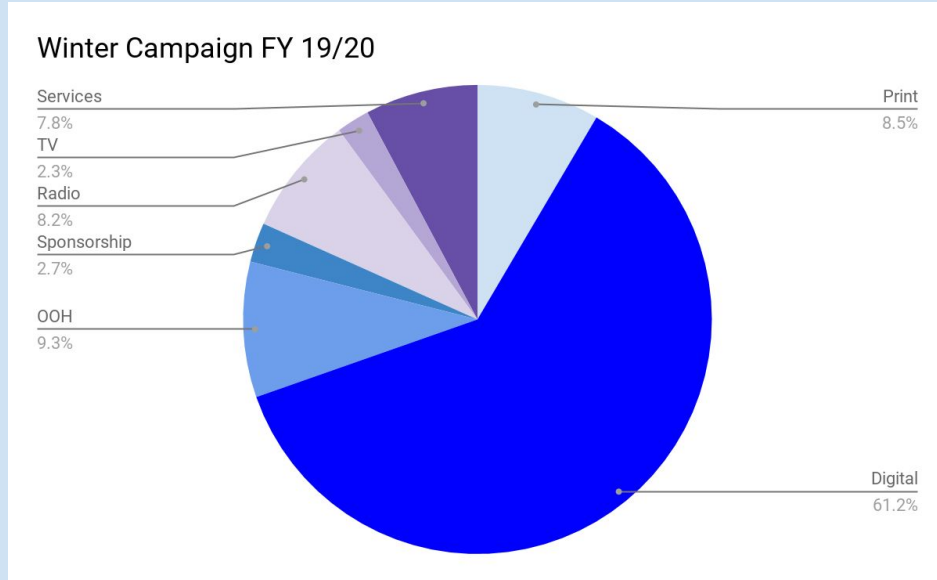
Users to site: 98K

Cost Per User: \$1

Top Performing Campaigns:
Google ads, Media One, MSP
Mag emailer

Winter 19-20

Winter Campaign



Spend: \$128,500

New: Co-op social with EMT, native programmatic display

Campaign focus: winter wonder, northern lights, family trips, trails

Highlights: refining digital campaign,

Wins

Marketing & PR Wins

PR Wins

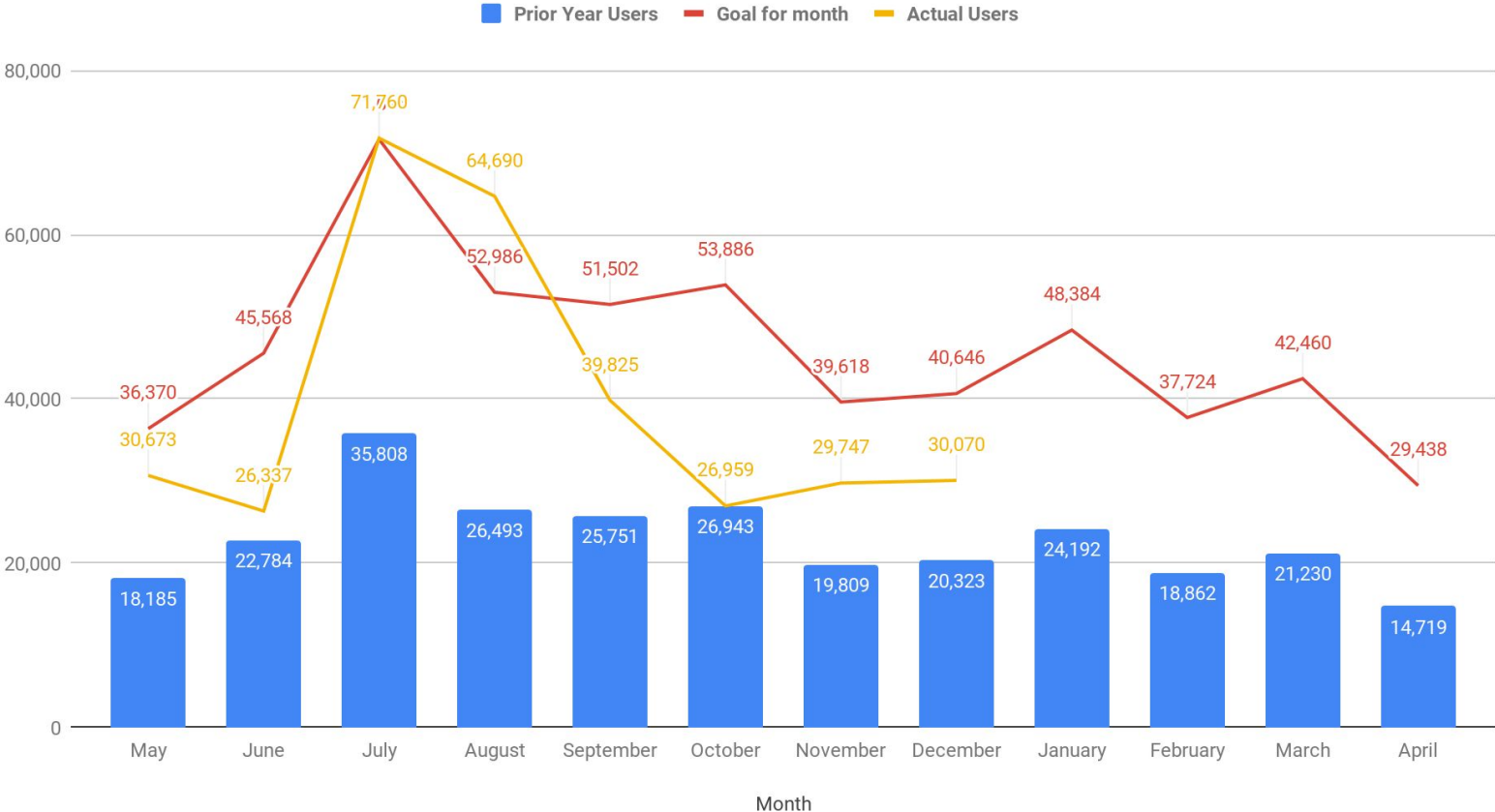
- Star Tribune "For 2020, New Travel Spots"
- Hygge in Milwaukee Sentinel Journal
- Gunflint Mail Run
 - ◆ Musher on Kare11
 - ◆ Viral story on Frank Moe (MPR, City Pages, People Mag)
- Upcoming: MN Bound

Marketing Wins

- Paid meets earned media
- Media One
- Google ads refinement
- Refined campaign analysis

Website

Prior Year Users, Goal for month and Actual Users



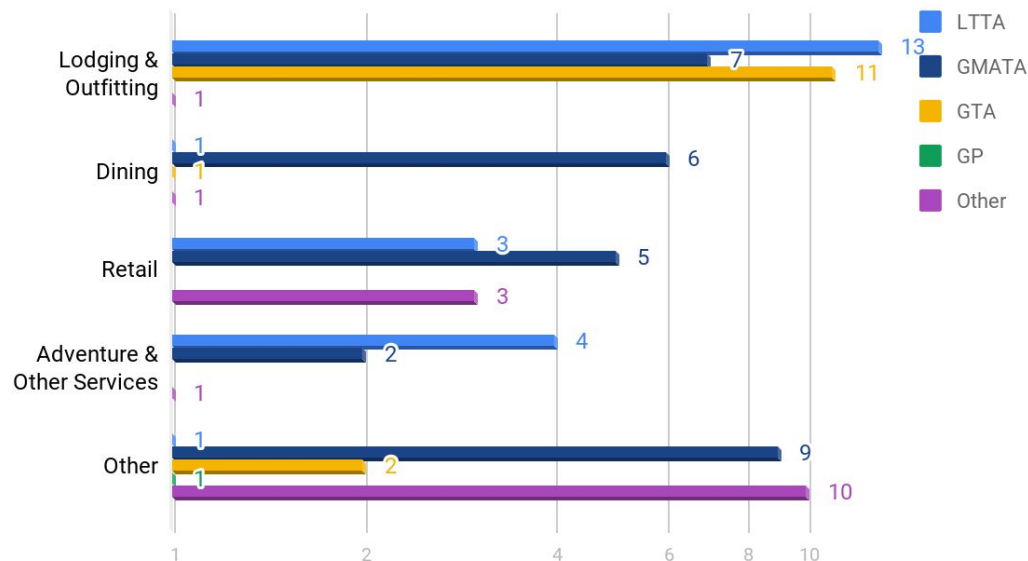
Summer Survey

Summer Survey

Deadline: February 2, 2020

- ★ Sent to all stakeholders
- ★ Great Response!
 - 71 respondents
 - 68% completion rate
 - 9 minutes average completion time
 - More than half chose to provide name
- ★ Lodging Partners make up the greatest portion of respondents

Survey Respondents - as of 1/22/20



Thank You!
