

B E C O M E A VISIT COOK COUNTY MEMBER



LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

Visit Cook County is the official and only destination management and marketing organization solely dedicated to Cook County, Minnesota. Launched in 2010, Visit Cook County is a strong collaboration of the existing tourism associations, the Cook County Events and Visitors Bureau and other voluntary organizations and communities. The organizations joined because they're stronger together and your business can leverage this reach by joining this tourism partnership as a member.

MEMBER BENEFITS

REGIONAL, NATIONAL AND INTERNATIONAL BRANDING

From Visit Cook County's own branding and marketing efforts to partnerships with Explore Minnesota and Brand USA, members benefit from heightened brand awareness.

VISITCOOKCOUNTY.COM LISTING AND DEALS

Members will receive their own listing at VisitCookCounty.com. Be a part of the new and improved website, which will launch in 2022.

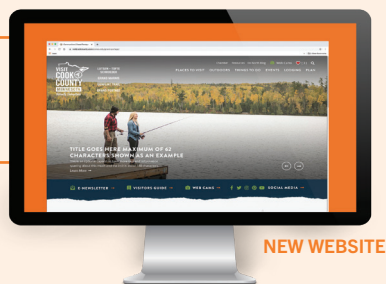
360,000+ Website Users

1,000,000+ page views

2,000 Viewers per month to events calendar

Ability to **list your
deals & packages**

30,000+
Partner Referrals



NEW WEBSITE

OFFICIAL COOK COUNTY VISITOR GUIDE & RACK CARD

This is the ultimate print guide for information on what to see and do and where to stay in Cook County. It's distributed at our Visitor Information Center, events, local lodging, Explore Minnesota welcome centers across the state, MSP International Airport, Mall of America and other key locations.

20,000

Visitor Guides Printed
and Distributed

17,000

Visitor Guide
Digital Impressions

VISITOR GUIDE



Members are also able to have a 4" x 9" rack card for their business displayed at the Visit Cook County Visitor Information Center located in downtown Grand Marais. Members also have access to visitor maps, events newsletters, visitor guide and other print collateral for their business.

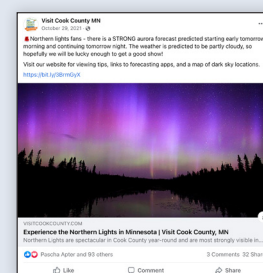
SOCIAL MEDIA

Visit Cook County manages multiple social media accounts for the county, driving traffic to VisitCookCounty.com. Members and their events are included in posts on Facebook, Twitter and Instagram.

25,000+

Followers across platforms

12% Average
Engagement Rate



SOCIAL MEDIA POSTS



ADVERTISING

Visit Cook County advertises in a variety of ways to promote our destination, including print, digital, social, videos, radio, TV, emails, signage, promotional products, tradeshow and more.



PUBLIC RELATIONS SUPPORT

The staff at Visit Cook County is passionate about our region and works to share stories of the people, places and culture of Minnesota's North Shore. Members have the potential of being included in earned and paid media placements through distribution of press releases, hosting travel writers and pitching stories.

EVENT MARKETING & OPPORTUNITIES

Visit Cook County members receive event marketing support such as VisitCookCounty.com calendar listings, social media promotion, potential inclusion in printed events newsletter and more. Additionally, Visit Cook County members are able to make financial requests for support of visitor events.

MEMBERSHIP OPPORTUNITIES

Cook County Lodging..... FREE to lodging tax collectors

- Listing on VisitCookCounty.com
- Listing in Official Cook County Visitor Guide
- Access to Partner Portal to adjust listing, see website traffic, reporting and more
- Ability to list packages & deal on VisitCookCounty.com
- Rack Card inclusion at Grand Marais Visitor Information Center
- Can apply to receive financial support for events
- Eligible for some live music reimbursement if in Grand Marais, Lutsen, Tofte or Schroeder

Other Cook County Businesses & Nonprofits \$100

- Listing on VisitCookCounty.com
- Listing in Official Cook County Visitor Guide
- Access to Partner Portal to adjust listing, see website traffic, reporting and more
- Ability to list packages & deals on VisitCookCounty.com
- Rack card inclusion at Grand Marais Visitor Information Center
- Can apply to receive financial support for events
- Eligible for some live music reimbursement if in Grand Marais

Non-Cook County Business \$250

- Rack Card inclusion at Grand Marais Visitor Information Center

**For More
Information
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Our Mission: The mission of Visit Cook County is to enhance and grow a sustainable tourism economy in Cook County, MN.

Our Vision: Visit Cook County provides solutions to tourism and visitor-related interests of the region.