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## Marketing Update | March 2016

### Winter Campaign Highlights (full recap coming in May)

**Winter focus (November – April) - \$98,600**

**Topics:** Storybook winter, winter activities (xc skiing, snowshoing, dogsledding, snowmobiling), Alpine skiing/boarding, winter landscape

**Events (marketing & PR):** Storm Festival, Christmas Holiday, LMC new gondola, Dogsledding events (Beargrease / Gunflint Mail Run / Dog Days of Winter), Best winter conditions ever (still lots of snow) ...



#### Video Pre-roll

Completed views of the video pre-roll campaign are trending at **80.49%**. CTR is .84% which is 33% higher than fall and 26% higher than summer.



#### City Pages website take-over

City Pages purchase resulted in 169,439 impressions and a .60% click through rate. City Page's standard CTR is .05% meaning **we beat their average by 55%!**



#### TwinCities.com

We have received 30% bonus impressions to date resulting in 30,000 additional, targeted emails sent at no cost to the VCC! Also, the Cross Country Skiing emailer returned the best results at 12.81% open rate and 733 clicks!



#### Clear Channel Outdoors

Our relationship with Clear Channel outdoor is exceeding expectations by...67.76%. As of 3/06 we had received 318,749 spots and only paid for 190,000.



#### Keywords & Google Ads

VCC ran an independent adwords campaign in January & February highlighting Snowmobiling and Cross Country Skiing.

January 2016 – February 2016	Impressions	CTR	Cost Per	Total Spend
<b>Google Adwords</b> <i>(XC skiing)</i>	361,587	0.28%	\$0.54	\$554.18
<b>Google Adwords</b> <i>(snowmobiling)</i>	30,258	1.82%	\$0.74	\$408.36
<b>Total:</b>	391,845	0.61%	\$0.61	\$962.54

VCC will be working with @aimClear again in 2016 to amplify remarketing, SEO, and social media ads thanks to an Explore MN "Adwords Grant."

### Website Highlights: Stats - January 1, 2016 – March 21, 2016 (vs) October 13, 2015 - December 31, 2015



Sessions +12% [57,509 vs. 51,489]  
 Users +15% [36,491 vs. 31,655]  
 Unique pageviews +24%  
 [109,460 vs. 88,064]



#### Individual Page stats (2014/15 vs 2015/16):

XC ski +580% [1559 vs. 229]  
 Snowmobile +233% [2225 vs. 669]  
 Northern Lights +74% [6104 vs 3515]

Also, as of March 15 we are using a new hosting site – should reduce number of times the website offline and could boost speed. **Which also means all emails are now [xyz@visitcookcounty.com](mailto:xyz@visitcookcounty.com) NOT [xyz@boreal.org](mailto:xyz@boreal.org)**

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

Questions? [Kjersti@visitcookcounty.com](mailto:Kjersti@visitcookcounty.com)

Saved: O:\Marketing\Dashboards & Reports\2016





### Important dates

**May 14** – Fishing opener \ \ **June 4** – National Trails Day \ \ **3<sup>rd</sup> Sunday in July** – Lake Superior Day  
**August 25** – **National Parks Service turns 100** – a few National Parks / Trails that affect VCC. Grand Portage National Monument, Isle Royale (technically not ours yes, but people have to travel via VCC to get there), and North Country National Trail. Learn more about the event: [www.findyourpark.com](http://www.findyourpark.com)

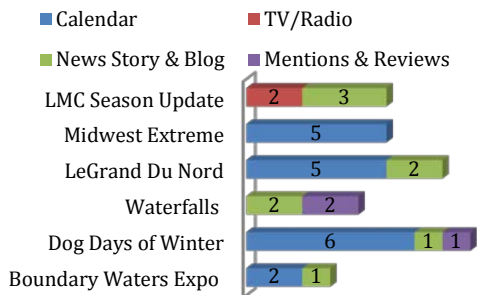
## VCC Mobile App



	7/20/15 – 8/20/15		8/20/15 - 9/23/15		9/24/15 – 1/18/16		1/19 – 3/21/16	
<b>Sessions</b>	1351 iOS 270 Android	Total 1621	840 iOS 153 Android	Total 993	2053 iOS 490 Android	Total 2543	1091 iOS 174 Android	Total 1265
<b>New Users</b>	269 iOS 121 Android	Total 390	110 iOS 58 Android	Total 168	250 iOS 109 Android	Total 359	96 iOS 55 Android	Total: 151
<b>Average Daily Users</b>	22 iOS 7 Android		15 iOS 4 Android		11 iOS 4 Android		11 iOS 3 Android	
<b>Median Session Duration</b>	1 min 9 sec iOS 3 min 31 sec Android		57 sec iOS 3 min 7 sec Android		55 sec iOS 2 min 36 sec Android		49 sec iOS 1.1 Android	

## Public Relations Summary

### PR Summary



**Lisa Meyers McClintick – visited twice in February and several stories are being created so far.**

1. Grand Marais in Winter – Northern Fibers Retreat at North House Folk School & Grand Marais Art Colony | Midwest Living Magazine – Nov/Dec 2016 issue
2. Pet Friendly vacations – for Explore Minnesota - to be inserted in Star Trib travel flier on possibly March 30, 2016
3. Scenic Waterfalls Always Enthrall – Explore Minnesota story
4. Lutsen Mountains transformation - TBD

### Other Stories:

- **CBS Minnesota:** “5 things in Minnesota that exist nowhere else in the US” <http://minnesota.cbslocal.com/top-lists/5-things-in-minnesota-that-exist-nowhere-else-in-the-us/>
- **MPLS/St.Paul Magazine:** April 2016 “A North For All Seasons”
- **Atlas Obscura (online):** “Half of this waterfall disappears into a hole never to be seen again” <https://www.facebook.com/atlasobscura/videos/10153827119287728/>
- **Duluth News Trib:** “DuLutsen: A club show while you’re on vacation”
- **Star Trib:** “State briefs: North House Folk School in Grand Marais is expanding”
- **MinnPost:** “In 2016, it’s not your mother’s North Shore” <https://www.minnpost.com/business/2016/02/2016-its-not-your-mother-s-north-shore>
- **SlopeFillers.com:** “A long lift, a music venue, and the brilliant concept behind Lutsen’s Gondola Sessions” <http://www.slopefillers.com/lutsen-gondola-session/>
- **Numerous stories on the boundary waters both about Dave and Amy Freeman as well as Govn. Dayton.**

Find all of these and more: <http://press.visitcookcounty.com/>

Summary of Vertical Marketing ranking

