

# 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
Google Adwords (XC skiing)	361,587	0.28%	\$0.54	\$554.18
Google Adwords (snowmobiling)	30,258	1.82%	\$0.74	\$408.36
Total:	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% [1559vs. 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 NOT xyz@boreal.org

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

Questions? Kjersti@visitcookcounty.com Saved: 0:\Marketing\Dashboards & Reports\2016

# Spring Campaign - highlights (summer coming in May)

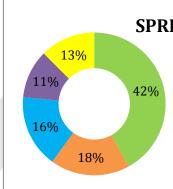
**Spring Focus** (April 1 – May 31) - \$20,000

Topics: Waterfalls, spring hiking, Creative Community, Culinary experiences, summer trip planning.

Events (Marketing & PR): Midwest Extreme, Fishing Opener, Beaver House Family Fish Festival, LeGrand Du

Nord, Art on the Shore, BW Expo

Highlights: Coolest Small Town anniversary



## SPRING Budget - \$20,000

- Print: includes some Summer Ad crossover
- Radio: LIVE with Kratt Duluth Region
- Digital: banner ads, StarTrib or City Pages Takeovers
- Digital: Targeted Emailers
- Contest: capitalizing on Coolest Small Town





Spring & Summer: retaining the award winning "Juxtaposition" theme from last summer.



### Contest coming in April! #ilovegrandmarais

1 year ago Grand Marais won the title of "America's Coolest Small Town" to celebrate we are creating a video and photo submission contest asking fans to share their love for Grand Marais (and surrounding communities). Submissions accepted using #ilovegrandmarais on Facebook, Twitter, Instagram, and YouTube. More details to come.



### **Survey Results**

We asked for feedback - you responded. See summary of ranking by community attached.



#### **Summer**

Planning underway – more to be presented in May. Also, voice-over being created to add to summer videos for variety.

Event Photos - Lutsen 99er, LeGrand Du Nord, and Boundary Waters Expo (coming soon).

# **General Marketing Updates**



### **Arts Economy Retreat**

Working with local artists, business owners, city and county government, and

tourism leaders to identify ways to help bolster the arts economy and keep our community "America's Coolest."

→ Take away – How can we integrate the arts into our promotional outreach without losing an emphasis on outdoor recreation?

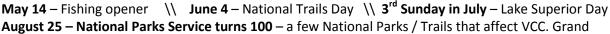


### **New Event! Kite Festival**

Possible new event in March 2017. See attachment.







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: <a href="www.findyourpark.com">www.findyourpark.com</a>

### **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	
Sessions	1351 iOS 270 Android	Total 1621	840 iOS 153 Android	Total 993	2053 iOS 490 Android	Total 2543	1091 iOS 174 Android	Total 1265
New Users	269 iOS 121 Android	Total 390	110 iOS 58 Android	Total 168	250 iOS 109 Android	Total 359	96 iOS 55 Android	Total: 151
Average	22 iOS		15 iOS		11 iOS		11 iOS	
Daily Users	7 Android		4 Android		4 Android		3 Android	
Median	1 min 9 sec iOS		57 sec iOS		55 sec iOS		49 sec iOS	
Session	3 min 31 sec 3 min 7		3 min 7 sec	Android	2 min 36 sec		1.1 Android	
Duration	Android				Android			

# **Public Relations 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 exhist 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" <a href="https://www.facebook.com/atlasobscura/videos/10153827119287728/">https://www.facebook.com/atlasobscura/videos/10153827119287728/</a>
- **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" <a href="http://www.slopefillers.com/lutsen-gondola-session/">http://www.slopefillers.com/lutsen-gondola-session/</a>
- Numerous stories on the boundary waters both about Dave and Amy Freeman as well as Govn.
  Dayton.

Find all of these and more: <a href="http://press.visitcookcounty.com/">http://press.visitcookcounty.com/</a>

