Marketing Update | March 2017

Marketing Highlights



Survey. Full breakdown in packet. Top 5 ranked activities: Hiking, Lake Superior, BWCAW/Canoeing, Events (lutsen99er, BWCA Expo, etc.), Biking.

Also, working on a survey to send via social media as well as to stakeholders to help develop a brand tagline.



Content Calendar

Created a full year content calendar including topics for the new MONTHLY article in the Cook County News Hearld about tourism topics.



Video

Repurposing summer videos from the 2015 shoot into mini videos on vertical markets using the B-roll.



OOH. MPLS Skywalk Takeover January 11th from 11am-1pm

200 entries into the drawing | 500 Upcoming Events cards given away + VCC maps, Guide, and LMC posters + brochure. Approximately 1.5M impressions during the month it was up in January.

Visitor Guide Online Stats: http://www.visitcookcounty.com/plan-your-trip/ Lifetime stats 10,040 impressions & 317 reads (embedded on website & facebook) Past 30 Days: 607 Impressions with 53 reads. Avg. read time: 2:25 minutes.

Website Highlights

Dates: Jan. 1, 2017- March 13, 2017 vs. same period last year

72.4K+ 40%

New Users 43.7K + 25% Unique Pageviews 155K + 22%

Pages per Session

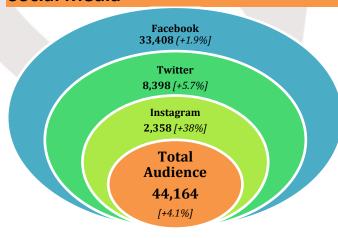
2.3

Avg. Session Duration

2:24 min

+2%

Social Media



Social Media Audience

Average weekly reach: 102K

Average weekly engagements: 52.5K

Average weekly fan base growth:

200

Public Relations Summary

Estimated PR impressions

(organic & campaign) Last 7 Weeks - (1/26 - 3/14) 145,218,075

Estimated Ad Value

\$1.343.267

Press Highlights:

Economic impact of BWCA: 116 stories (and counting) | Impressions 35,087,594 | Ad Value: \$324,560

Devil's Kettle: 31 stories | Impressions: 16,761,536 | Ad Value: \$155,044 Dogsledding – Beargrease Race | Impressions: 14,947,387 | Ad Value: \$138,263



WCCO Goin' To The Frozen Lake – February 2017

Estimated Broadcast Reach: 1.1M --> Watch the clips on www.lutsen.com/wcco

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Facebook Stats	Twitter Stats
9 Posts by WCCO to their audience of	25 Posts by WCCO to their audience of 171,319
240,928	(21 by WCCO to 150K followers, 3 by @WCCOShaffer to
	8K followers, 1 by @WCCOAmelia to 12.3K followers)
1,892 Likes, 255 Comments; 259	296 Likes; 49 Retweets; and 12 Replies
Shares Est. Video Views: 78K	
Total Social Media Results just from	WCCO:

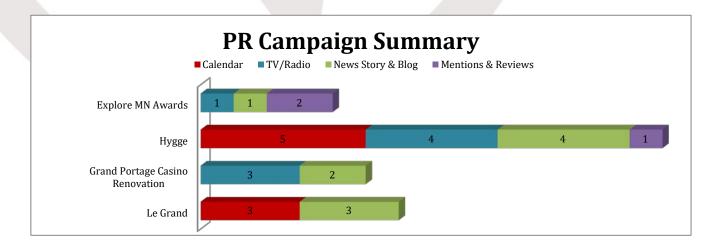
967K potential reach | 195K potential impressions | 2,763 engagements | 78K video views

OTHER Campaign Stories Find more: http://press.visitcookcounty.com/

MPR News | Solved: the mystery of Devil's Kettle Falls

http://www.mprnews.org/story/2017/02/28/hydrologists-solve-minnesota-devils-kettlefalls-mystery

- Star Tribune | Roiling Lake Superior creates a crashing spectacle http://www.startribune.com/roiling-lake-superiorcreates-a-crashing-spectacle/415783334/
- Star Tribune | Winter camping in the BWCAW: All to yourself http://www.startribune.com/winter-camping-in-thebwcaw-all-to-yourself/415791234/
- Star Tribune | In the elements, North Shore artist balances challenges, rewards http://www.startribune.com/with-adevotion-to-plein-air-painting-north-shore-artist-balances-challenges-rewards/415239504/
- Travel & Leisure | Best Campsites in Every State (BWCA makes the list for MN) http://www.travelandleisure.com/tripideas/nature-travel/best-campsite-in-states
- Fox 21 | Grand Portage Lodge Gets Makeover http://www.fox21online.com/2017/02/27/grand-portage-lodge-getsmakeover/



Training Ground Float your boat Hidden Gems Highlights Creative Culture Culture of History of Tourism 1.) Impact of Events Volunteerism in Community 2.) Impact of PR Magnet 2.) Impact of Events Inspect of PR Magnet 2.) Arts Economy 1.) Workforce issues of Visitors in Community 2.) Impact of PR Magnet 2.) Arts Economy 2.] Arts		April	May	June	July	August	Sept.	Oct.
Waterfalls Training Ground Float your boat Hidden Gems Highlights Creative Culture Waterfalls Training Ground Float your boat Hidden Gems Highlights Creative Culture Tourism Volunteerism Volunteerism in Community 2.) Impact of PR Magnet 2.) Impact of PR Tourism Indoor Activities - Non-Weather Dependent (Spa & Wellness, Art & Culture, R&R, Fireplace, Shopping, etc.) Hiding Bishing Northern Lights & Constellations Fishing Other SSF Activities: Colf, Sailing, Kayaking, etc. Mountaincering Ham Lake, LeGrand, BWE, WHS Wooden Art Festival, MS Water Forwoov Unplugged, Art Tour Boat, USer Festival, GTA Cance Race Forwood Unplugged, Art Tour Broadcast - Radio Mountaincering Ham Lake, LeGrand, BWE & L.99er Festival, GTA Cance Race Forwoov Unplugged, Art Tour Broadcast - Radio Print Media Scotal Media Scotal Media Digital Billboards Targeted Emailers	Broad		Awakenin					
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Northern Lights & Constellations For Tire Biking Wildlife & Birding ++ Naturalist Activities Fat Tire Biking (Winter) Fishing Other SSF Activities: Golf, Sailing, Kayaking, etc. Mendown MW Extreme Ham Lake aide BWE & L.99er Festival, GTA Cance Races Powwow Unpivaged, Art Tour MW Social Media Broadcast - TV Broadcast - Radio Frint Media Digital Billboards Fastival Activities Fight Media Social Media Frint Me		Indoor Activities -	Non-Weather Depend	dent {Spa & Wellness	, Art & Culuture, R&R,	Fireplace, Shopping,	, etc.}	
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Mountaineering station station Social Media SEO & Keywords Final Media Print Media Targeted Emailers Mountaineering SEO & L.99er Broadcast - TV Broadcast - Radio Broadcast - Radio	Events	Meltdown MW Extreme	Ham Lake, LeGrand, Mem. Art	BWE, NHFS Wooden Boat, L99er	Arts Festival, NS Water Festival, GTA Canoe Races	Fish Pic, Rendezvous/ Powwow	Plein Air, R.Waves, Unplugged, Art Tour	Art Tour, Moose Madness
Secial Media SEO & Keywords Broadcast - TV Print Media Digital Billboards Targeted Emailers	Shows	MW Mountaineering	Ham Lake aide station	BWE & L.99er				Ski Shows ?
SEO & Keywords Broadcast - TV Print Media Digital Billboards Targeted Emailers		Social	Media					
Broadcast - TV Print Media Digital Billboards Targeted Emailers		SEO &	Keywords					
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