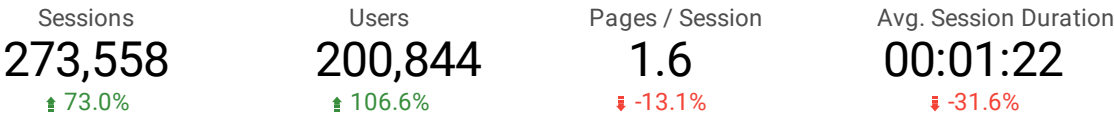
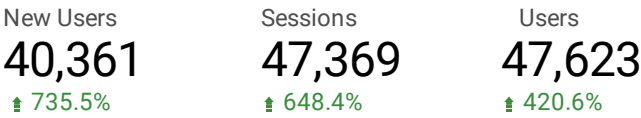


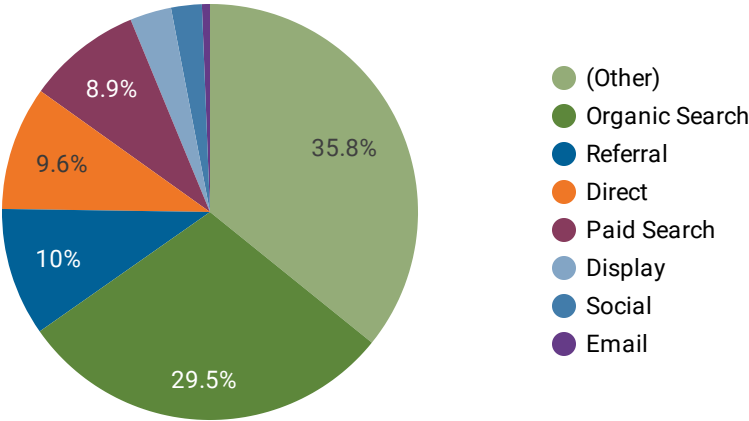
Total Website Stats - YoY



Lodging Page Stats - YoY



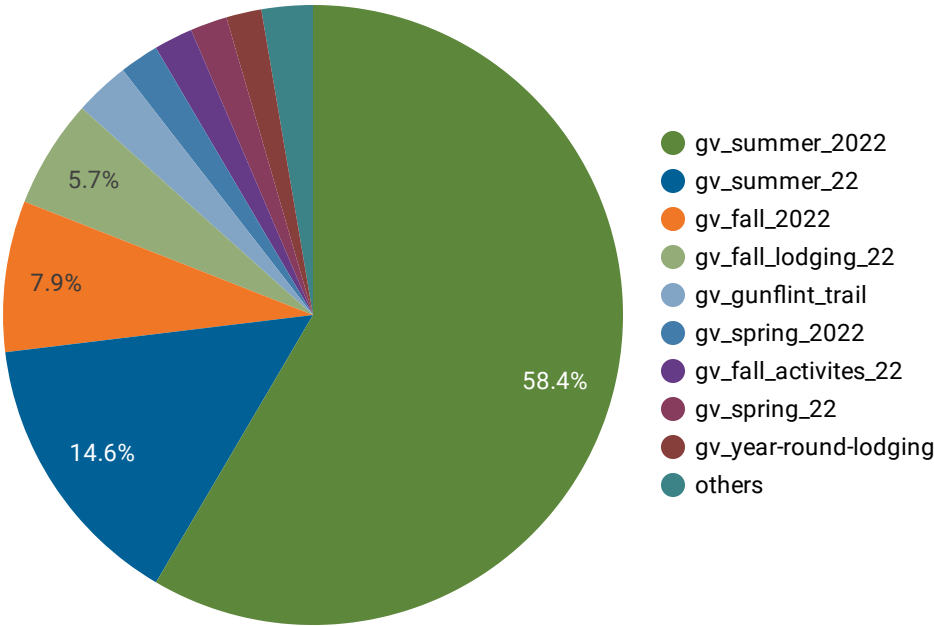
Top Channels



Top Sources of Paid Traffic

	Source / Medium	Sessions ▼
1.	drako / programmatic	51,173
2.	google / cpc	26,395
3.	facebook_instagram / psocial	21,053
4.	media-one / native-display	11,134
5.	mediaone / native-display	8,082

Campaign Traffic Volume



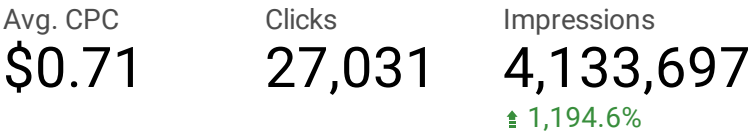
Top 5 Web Sources

	Source	Users ▼
1.	google	74,212
2.	drako	46,102
3.	facebook_instagram	18,838
4.	(direct)	13,803
5.	media-one	8,837

Top 5 Google Ads Keywords

	Keywords	Clicks ▼	CTR
1.	things to do in minnesota	3,603	8.21%
2.	waterfalls in mn	1,024	9.21%
3.	Lutsen cabin rental	962	11.40%
4.	minnesota bike trails	938	8.42%
5.	things to do in north shore	929	18.35%

Google Ads Data



Pageviews

438.2K

Unique Pageviews

379.8K

% New Sessions

72.6%

Total Lodging Clickouts

14.3K

Unique Lodging Clickouts

13.6K

PDF Downloads

4.2K

Video Views

23.6K

New Users

40.5K

Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	985
2.	gunflint lodge & outfitters	585
3.	lamb's resort and campground o...	572
4.	lutsen resort on lake superior	542
5.	grand marais hotel co.	533

Top 5 PDF Downloads

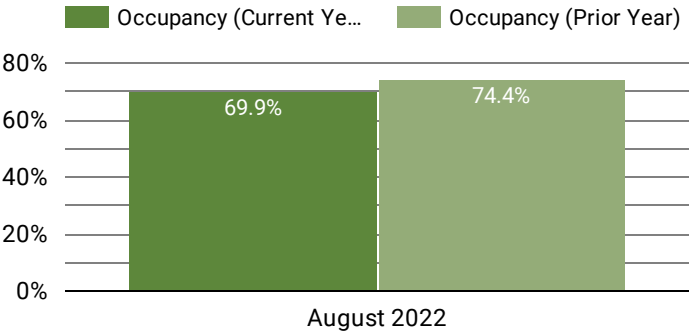
	Asset Names	Total Events
1.	georeferenced PDF map of the Britton Peak Tr...	277
2.	Download Trail Map & Details	272
3.	Download the Cook County ATV/OHV map	257
4.	Gunflint Trail 3 Page Hiking Guide	136
5.	Eagle Mountain and Brule Lake Hiking Map	100

County-wide Occupancy, ADR & RevPar Report

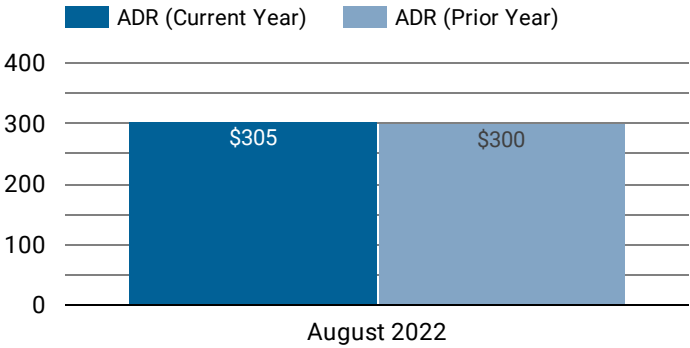
Report Recieved Month & Year: ... (1)

Executive Summary from DestiMetrics Report - detailed report available upon request.

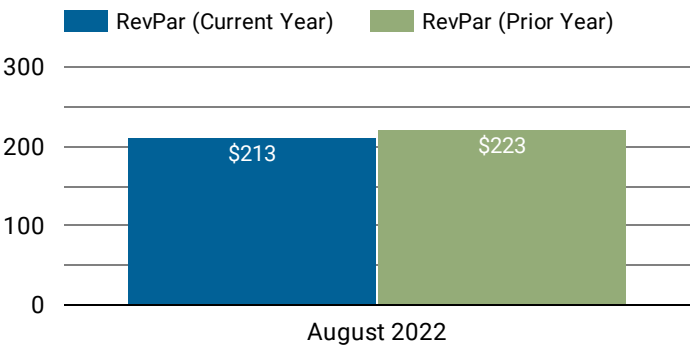
Occupancy



ADR



RevPar



Timeframe

No data

Occupancy (Current Year)

69.9%

Occupancy (Prior Year)

74.4%

YoY Occupancy

-6.1%

ADR (Current Year)

\$305

ADR (Prior Year)

\$300

YoY ADR

1.7%

RevPar (Current Year)

\$213

RevPar (Prior Year)

\$223

YoY RevPar

-4.5%

Occupancy (Current Year)

54.4%

Occupancy (Prior Year)

58.1%

YoY Occupancy

-6.3%

ADR (Current Year)

\$264

ADR (Prior Year)

\$253

YoY ADR

4.4%

RevPar (Current Year)

\$144

RevPar (Prior Year)

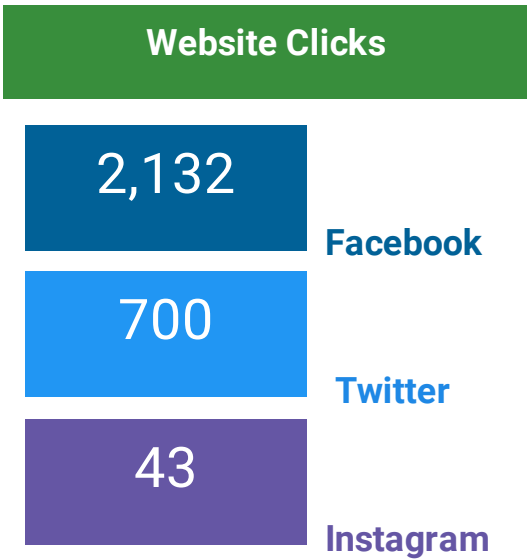
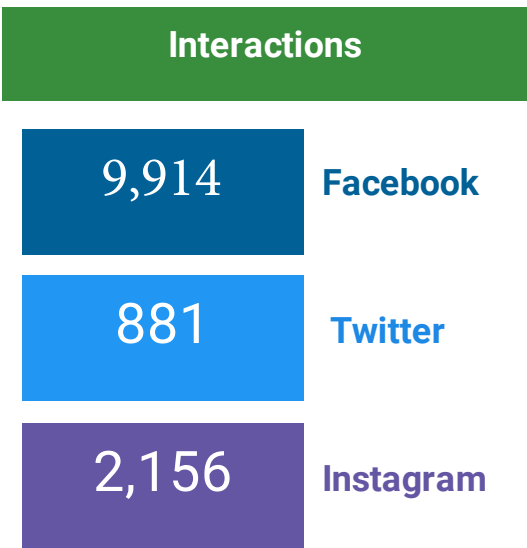
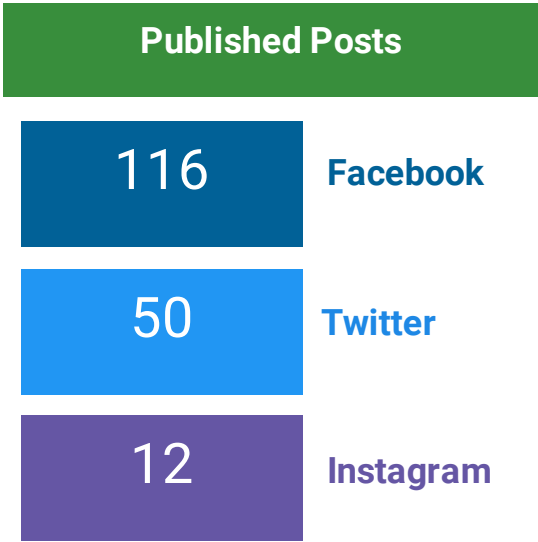
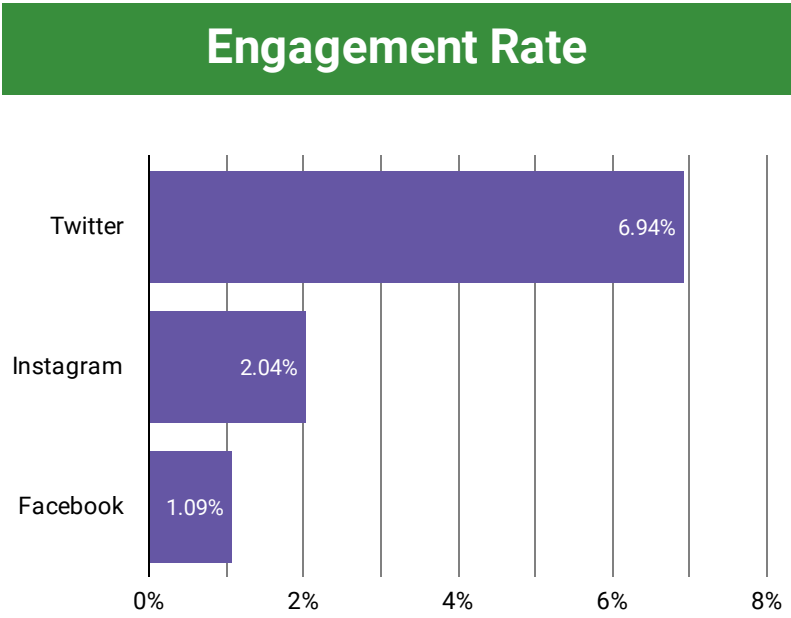
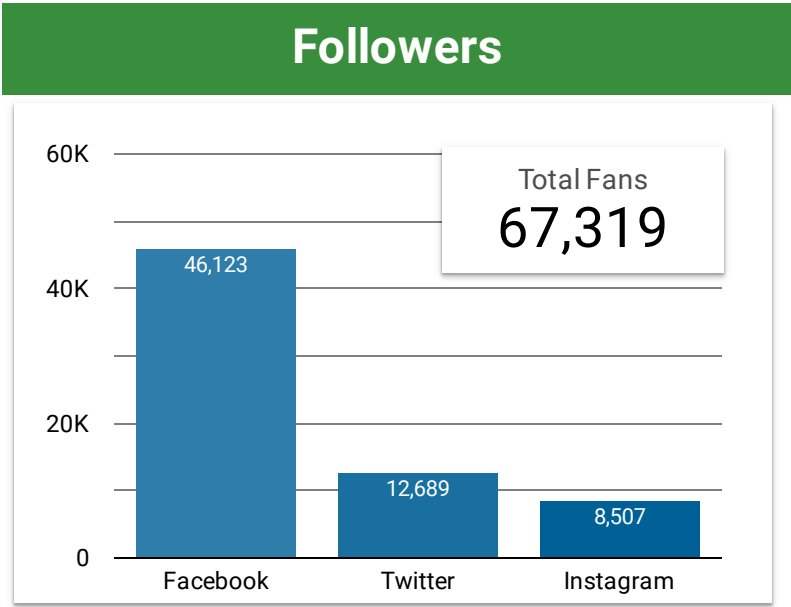
\$147

YoY RevPar

-2.2%

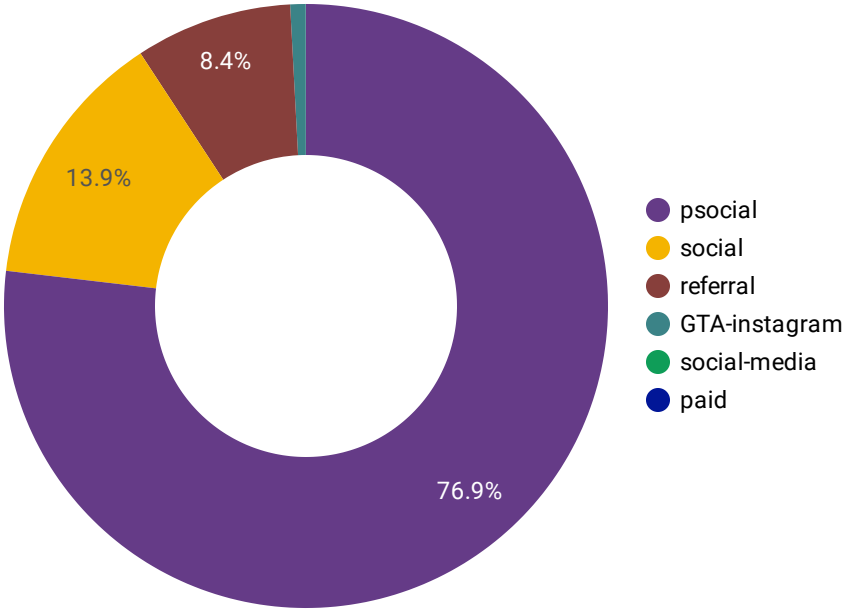
Timeframe

Past 6 Months



Social Media Website Performance

	Source	Medium	Users	Pages / Session	Avg. Session Duration
1.	facebook_instagram	psocial	18,838	1.39	00:00:26
2.	facebook	social	2,040	1.74	00:00:59
3.	m.facebook.com	referral	1,186	1.43	00:00:47
4.	startribune	social	1,005	1.44	00:00:37
5.	l.facebook.com	referral	436	2.03	00:02:12
6.	twitter	social	398	2.14	00:01:36
7.	lm.facebook.com	referral	304	1.57	00:00:57
8.	Instagram	GTA-instagram	203	2.18	00:01:46
9.	facebook	psocial	150	1.56	00:01:07
10.	t.co	referral	63	1.75	00:01:58
11.	pinterest.com	referral	47	1.58	00:01:52
12.	facebook.com	referral	24	1.2	00:00:24
13.	instagram	psocial	12	1.63	00:01:53
14.	l.instagram.com	referral	11	1.09	00:00:25
15.	tripadvisor.com	referral	8	3.67	00:08:47
16.	snapchat.com	referral	6	1.43	00:03:41
	Grand total		24,231	1.47	00:00:36





LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

Summer 2022

Summer Page Metrics - YoY

New Users	Pageviews	Users	Sessions
43,125	53,628	44,231	49,352
⬆ 5,719.8%	⬆ 4,433.2%	⬆ 4,202.6%	⬆ 6,015.5%

New GA4 Metrics

Engaged sessions	Engagement rate	Sessions per user
124.0K	44.7%	1.4
Entire Site	Summer Page	

Top Pages

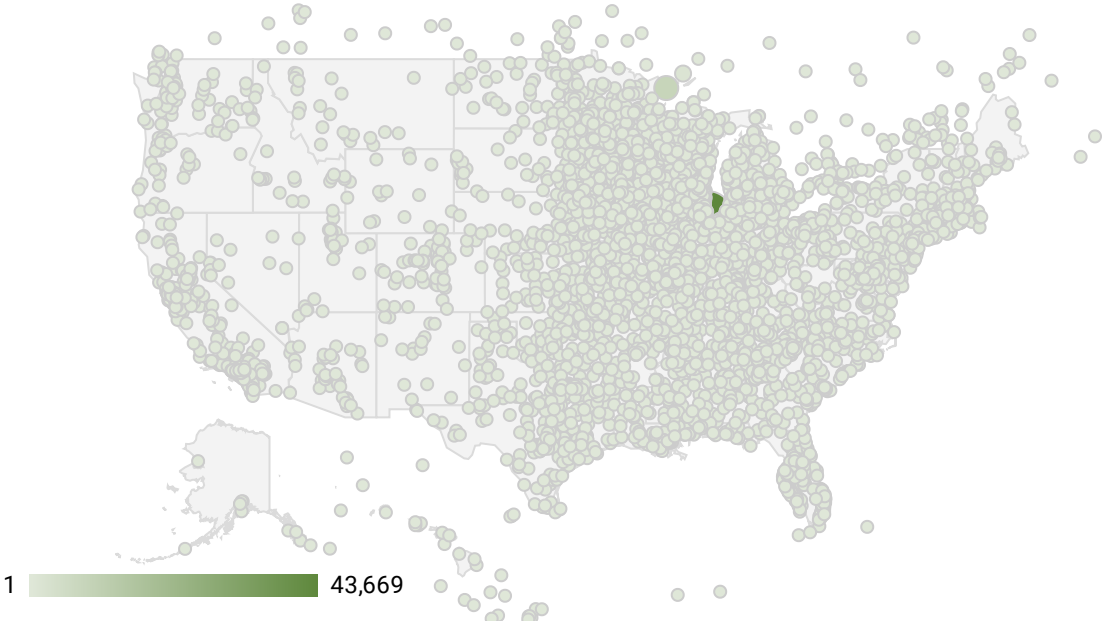
Page	Sessions	Pageviews	Total Events	Avg. Time on Page
www.visitcookcounty.com/lodging/	38,397	45,461	28,965	00:02:20
www.visitcookcounty.com/resources/webcams/	36,469	45,906	531,030	00:07:16
www.visitcookcounty.com/season/summer/	28,587	30,822	79,702	00:05:11
www.visitcookcounty.com/adventures/northern-lights/	14,942	18,197	99,558	00:03:50
www.visitcookcounty.com/	10,812	17,216	78,632	00:01:28
www.visitcookcounty.com/season/fall/	9,805	10,237	19,308	00:01:48
www.visitcookcounty.com/community/grand-marais/	8,491	12,588	69,233	00:01:39

Organic Search
Lodging Pageviews
Unique Pageviews

26,000 Sessions SoS
2,100% SoS
2,300% YoY

Summer Page Demographics
52% of visitors were men during summer
21% of traffic was between ages of 35 - 44
18% was between 25 - 34 & 45 - 54

Website Visitors



Planned vs Actual vs Bonus Impressions

Category	Booked Impressions	Actual Impressions	Bonus Impressions
Display/Programmatic	23,393,481	25,684,332	2,290,851
Outdoor	7,412,000	7,116,785	-295,215
Social Media	1,400,000	4,413,528	3,013,528
Google	-	3,874,654	-
Print	1,803,000	1,803,000	0
Broadcast	625,000	700,000	75,000
Grand total	34,633,481	43,592,299	8,958,818