

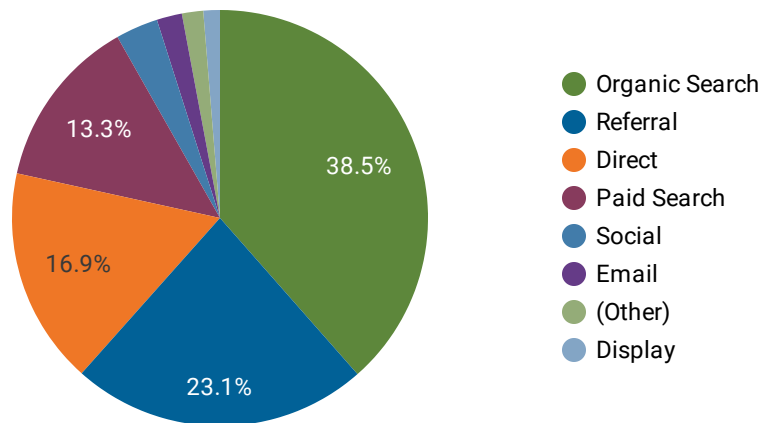
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
72,532	42,423	1.67	00:01:48
↓ -13.8%	↓ -26.6%	↑ 6.7%	↑ 32.4%

Lodging Page Stats - YoY

New Users	Sessions	Users
1,704	2,184	3,276
↑ 104.8%	↑ 80.5%	↑ 41.4%

Top Channels



Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	9,605
2. facebook / social	1,221
3. hs_email / email	768
4. lsm / enewsletter	510
5. ne-media / display	483

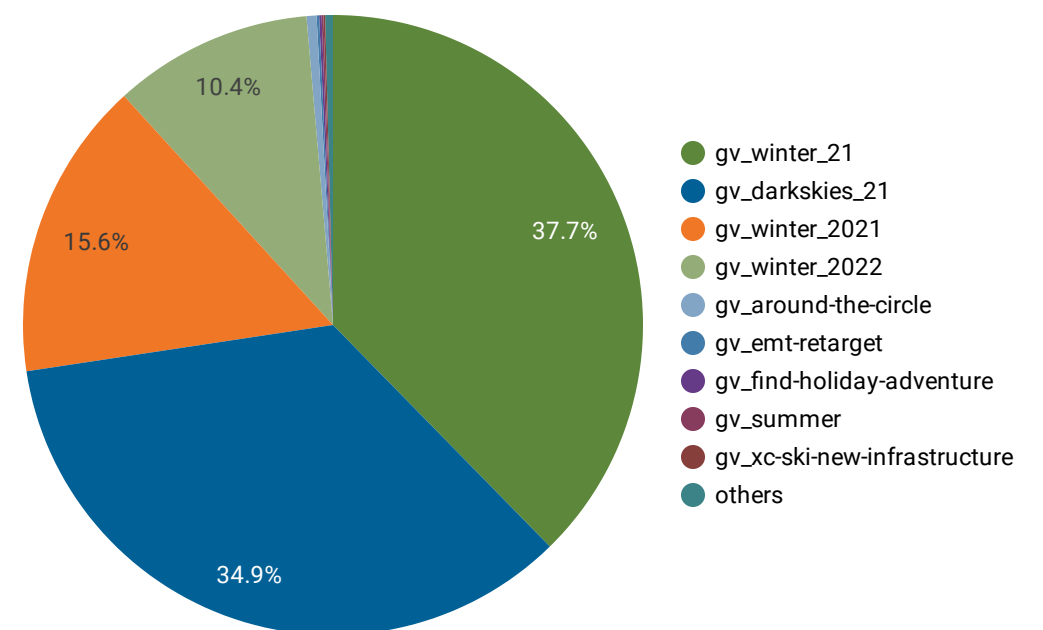
Top 5 Web Sources

Source	Users
1. google	24,228
2. (direct)	5,387
3. duluthharborcam.com	3,701
4. facebook	1,063
5. lutsen.com	786

Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. northern lights in minnesota	783	23.17%
2. things to do in minnesota	585	8.93%
3. northern lights forecast minnesota	336	22.55%
4. january vacations	308	15.59%
5. cabins in minnesota	268	6.54%

Campaign Traffic Volume



VCC Earned & Contributed Stories Hits generated by or contributed to by Visit Cook County.

*Note: Reach & Estimated Ad Value are set by media monitoring software

Headline	Source	Influencer / Writer	Date (Date & Time)	URL	Reach	Estimated Ad Value
1. 5 Space Tourism Experiences You Can Book In 2022	Forbes	Valerie Stimac	Dec 31, 2021	https://www.forb...	132,935,372	\$1.23M
2. Grand Marais' landmark Ben Franklin store sold	Star Tribune	Jana Hollingsworth Star	Jan 4, 2022	https://www.star...	3,770,156	\$34.87K
3. Cook County, the tip of Minnesota's arrowhead, leads in COVID-19 fight	Star Tribune	John Reinan Star	Dec 25, 2021	https://www.star...	3,770,156	\$34.87K
4. Sven and Ole's pizza lives, but its Grand Marais home is up for grabs	Star Tribune	Jana Hollingsworth Star	Jan 5, 2022	https://www.star...	3,770,156	\$34.87K
5. Minnesota Brief: Lutsen Mountains swaps hands, while keeping it in the...	Star Tribune	Jana Hollingsworth Star	Jan 8, 2022	https://www.star...	3,770,156	\$34.87K
6. 2022 postage stamp series will honor renowned Minnesota artist Geor...	TwinCities.com -...	Andee Erickson	Dec 2, 2021	https://www.twin...	985,723	\$9.12K
7. Upcoming events in Cook County - Norpine, LMC, Hygge, Beargrease	KSTP	-	Jan 10, 2022	-	942,260	\$8.72K
8. Lutsen Mountains co-owner purchases full ownership interest	Duluth News Tri...	-	Jan 6, 2022	https://www.dulu...	634,707	\$5.87K
9. Cook County celebrates the night sky Dec. 9-11	Duluth News Tri...	-	Dec 2, 2021	https://www.dulu...	525,690	\$4.86K
10. Charles Skinner Now Owns 100% of Two of the Midwest's Best Ski Areas	Unofficial Netwo...	Matt Lorelli	Jan 9, 2022	https://unofficial...	411,180	\$3.8K
11. View The Amazing Night Sky In Northern Minnesota Anytime You Want!	KROC News	paulshea	Dec 17, 2021	https://krocnews...	96,096	\$888.89
12. Wild-Ice Skating Is Choice...If You Can Find It	Minnesota Mont...	Christopher Pascone	Jan 4, 2022	https://www.min...	86,953	\$804.32
13. Inside/Out: 2022 Winter Things to Do in Minnesota	Minnesota Mont...	Amy Nelson	Jan 10, 2022	https://www.min...	78,376	\$724.98
14. Norpine Fat Bike Classic returning to Lutsen	WDIO Duluth	-	Jan 7, 2022	https://www.wdi...	72,678	\$672.27
15. Lutsen to Host Norpine Fat Bike Classic Starting Mid-January	Fox21 Duluth	Brett Scott	Jan 10, 2022	https://www.fox2...	72,678	\$672
16. Visit Cook County Hosting Annual Dark Sky Festival	KQDS-TV	Brett Scott	Dec 8, 2021	https://www.fox2...	72,678	\$672.27
17. View The Amazing Night Sky In Northern Minnesota Anytime You Want!	KDHL-AM	Paul Shea	Dec 14, 2021	https://kdhlradio...	21,144	\$195.58
18. Minnesota Brief: Lutsen Mountains swaps hands, while keeping it in the...	Title Press	Jana Hollingsworth Star	Jan 9, 2022	https://tittlepress...	-	-

Grand total **152,016,159** **\$1.41M**

Media Hits (Earned & Organic)

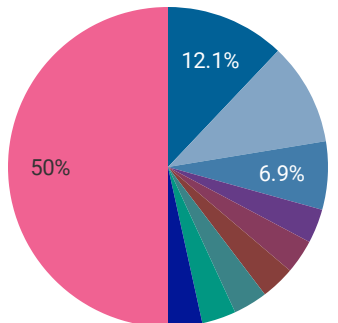
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Headline	Source	Influencer / Writer	URL
1. 5 Space Tourism Experiences You Can Book In 2022	Forbes	Valerie Stimac	https://www.forbes.com/sites/valeriestimac/20...
2. 12 Gardening and DIY Camps and Workshops for Adults	BobVila.com	Steph Coelho	https://www.bobvila.com/articles/gardening-diy...
3. Sven and Ole's pizza lives, but its Grand Marais home is up for grabs	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/sven-and-oles-pizz...
4. Grand Marais' Hungry Hippie Tacos adds location in Duluth	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/grand-marais-hun...
5. Grand Marais' landmark Ben Franklin store sold	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/grand-marais-land...
6. Cook County, the tip of Minnesota's arrowhead, leads in COVID-19 fight	Star Tribune	John Reinan Star	https://www.startribune.com/covid-19-cook-cou...
7. Minnesota Brief: Lutsen Mountains swaps hands, while keeping it in the family	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/minnesota-briefs-d...
8. After hedge fund owner closed its newspaper, International Falls got a new one	Star Tribune	John Reinan Star	https://www.startribune.com/international-falls-...
9. The Coolest Airbnb in Every State, From Floating Tiki Huts to Desert Marvels	Condé Nast Trav...	-	https://www.cntraveler.com/gallery/best-airbnbs...
10. Northern Minnesota Digging Out From Big Snow Storm	WCCO-TV	-	https://minnesota.cbslocal.com/video/6168812...
11. North Shore Residents Embrace Snow Amid Frigid Cold	WCCO-TV	-	https://minnesota.cbslocal.com/video/6169049...
12. North Shore Residents Embrace Snow Amid Frigid Cold	WCCO-TV	Finland News	https://minnesota.cbslocal.com/2021/12/07/n...
13. Weekend Winter Blast: North Shore Residents Digging Out From Under More Than A Foo...	WCCO-TV	Kirsten Mitchell	https://minnesota.cbslocal.com/2021/12/06/wi...
14. After 80 years, family behind beloved North Shore five-and-dime sells to new owner	Bring Me The Ne...	Declan Desmond	https://bringmethenews.com/minnesota-lifestyle!...
15. The last county in Minnesota without a COVID-19 death has reported its first	TwinCities.com -...	Forum News	https://www.twincities.com/2021/12/01/the-las...

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Total Media Exposure Earned and Organic

Reach **187.4M** Estimated Ad Value **\$1.73M**



- Star Tribune
- Duluth News Tribune
- WCCO-TV
- MinnPost
- BusinessNorth
- KROC News
- Forbes
- KBMX-FM



*Note: Reach & Estimated Ad Value are set by media monitoring software

Total Lodging Clickouts
3.0K
↑ 16.4%

Unique Lodging Clickouts
2.9K
↑ 14.4%

PDF Downloads
1.5K
↓ -19.9%

Video Views
15.2K
↑ 66.3%

New Users
1.7K
↑ 104.8%

Top 5 Lodging Page Clickouts

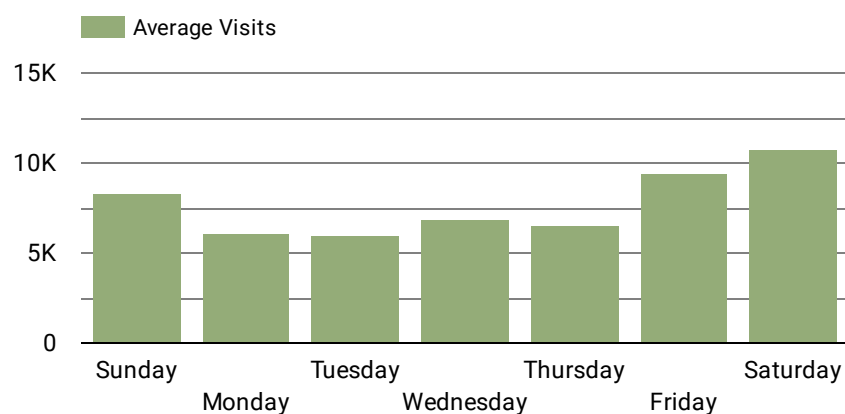
Clicks to Partner Pages	Total Events
1. cascade vacation rentals	232
2. caribou highlands lodge	172
3. lutsen resort on lake superior	141
4. gunflint lodge & outfitters	140
5. bluefin bay on lake superior	107

Top 5 PDF Downloads

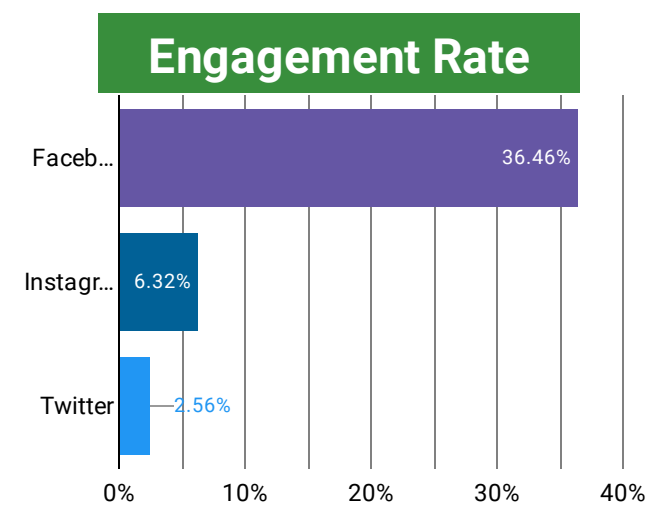
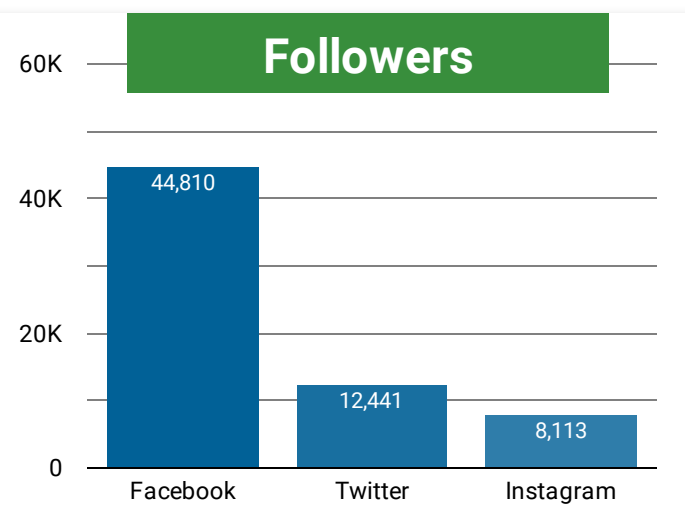
Asset Names	Total Events
1. Download Trail Map & Details	308
2. PDF DOWNLOAD Snowmobile Trail Map	113
3. Snowshoe & Winter Hiking Trails General Guide	101
4. DOWNLOAD – 2018 CC Ridge Riders Snowmo...	87
5. George Washington Pines Winter Recreation ...	41

Unique Visitors by POI

No data



Social Media Highlights



Published Posts	Interactions	Website Clicks
37 Facebook	3,640 Facebook	1,709 Facebook
189 Twitter	713 Twitter	693 Twitter
6 Instagram	2,932 Instagram	58 Instagram

Social Media Website Performance

Source	Medium	Users	Pages / Session	Avg. Session Duration
1. facebook	social	789	1.46	00:02:04
2. m.facebook.com	referral	305	1.38	00:00:40
3. facebook	paid	277	1.2	00:00:12
4. l.instagram.com	referral	165	1.6	00:00:29
5. l.facebook.com	referral	116	1.63	00:01:04
6. lm.facebook.com	referral	97	1.43	00:00:53
7. Instagram	GTA-instagram	95	2.02	00:01:33
8. youtube.com	referral	70	1.31	00:00:39
9. twitter	social	69	2.19	00:01:27
10. facebook.com	referral	47	0.93	00:01:09
Grand total		2,117	1.49	00:01:21

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