

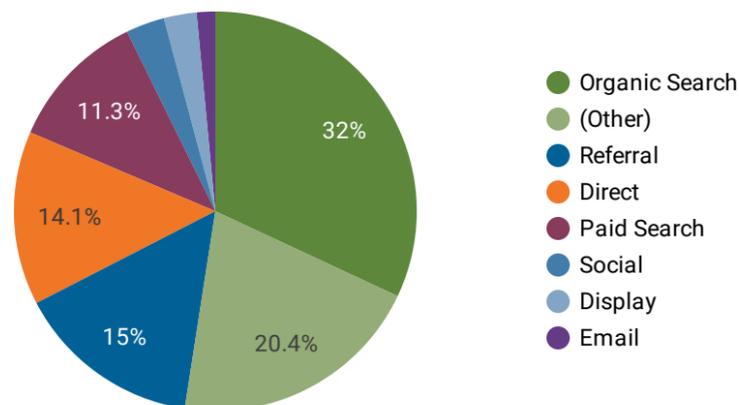
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
165,826	110,042	1.59	00:01:31
↑ 17.2%	↑ 29.6%	↓ -10.0%	↓ -20.1%

Lodging Page Stats - YoY

New Users	Sessions	Users
3,721	4,967	6,771
↑ 5.3%	↑ 5.9%	↓ -10.0%

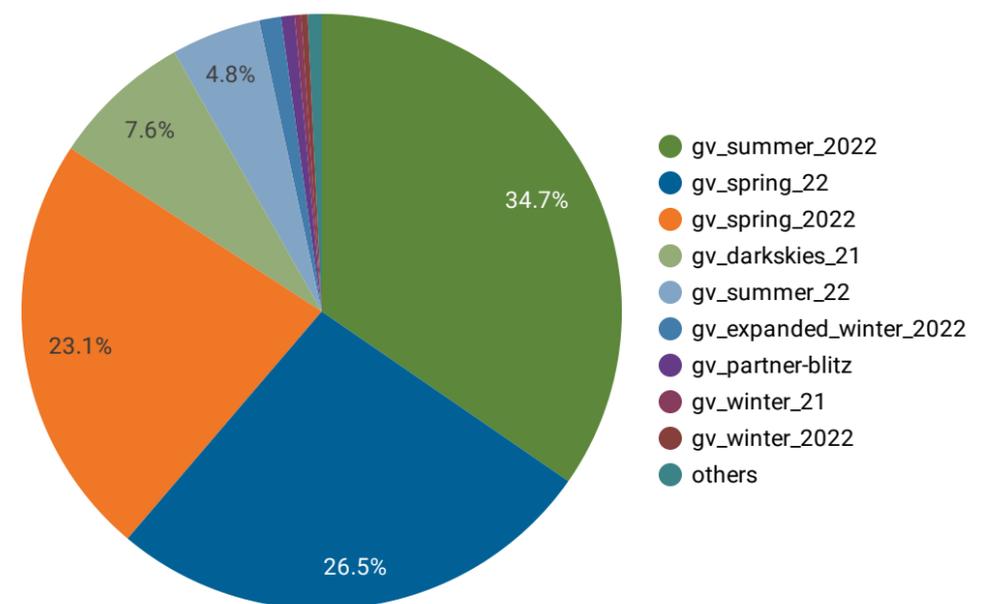
Top Channels



Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	18,665
2. drako / programmatic	16,888
3. facebook_instagram / psocial	11,408
4. mediaone / native-display	2,762
5. northeastmedia-targeteddisplay / ...	2,053

Campaign Traffic Volume



Top 5 Web Sources

Source	Users
1. google	47,066
2. drako	15,528
3. (direct)	10,509
4. facebook_instagram	10,418
5. duluthharborcam.com	5,155

Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. things to do in minnesota	1,954	8.03%
2. waterfalls in mn	1,608	9.53%
3. minnesota hiking trails	965	4.48%
4. mn state parks waterfalls	922	8.63%
5. bird watching	825	1.80%

Google Ads Data

Avg. CPC	Clicks	CTR
\$0.68	18,505	2.61%

Pageviews
264.3K

Unique Pageviews
226.5K

% New Sessions
64.8%



Total Lodging Clickouts
7.4K

Unique Lodging Clickouts
7.0K

PDF Downloads
3.5K

Video Views
20.0K

New Users
3.7K

Top 5 Lodging Page Clickouts

	Clicks to Partner Pages	Total Events
1.	cascade vacation rentals	481
2.	lutsen resort on lake superior	265
3.	gunflint lodge & outfitters	255
4.	lamb's resort and campground o...	248
5.	grand marais hotel co.	241

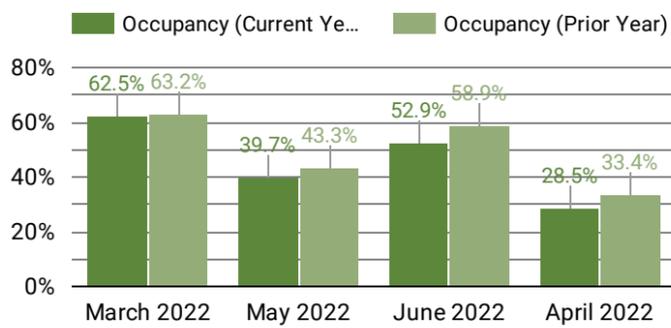
Top 5 PDF Downloads

	Asset Names	Total Events
1.	Download Trail Map & Details	192
2.	Download the Cook County ATV/OHV map	172
3.	georeferenced PDF map of the Britton Peak Tr...	161
4.	Gunflint Trail 3 Page Hiking Guide	119
5.	Eagle Mountain and Brule Lake Hiking Map	90

County-wide Occupancy, ADR & RevPar Report

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

Occupancy



ADR



RevPar



Timeframe

June 2022

Occupancy (Current Year)

52.9%

Occupancy (Prior Year)

58.9%

YoY Occupancy

-10.1%

ADR (Current Year)

\$277

ADR (Prior Year)

\$266

YoY ADR

4%

RevPar (Current Year)

\$146

RevPar (Prior Year)

\$157

YoY RevPar

-6.5%

Occupancy (Current Year)

46.8%

Occupancy (Prior Year)

50.8%

YoY Occupancy

-7.9%

ADR (Current Year)

\$240

ADR (Prior Year)

\$225

YoY ADR

6.8%

RevPar (Current Year)

\$112

RevPar (Prior Year)

\$114

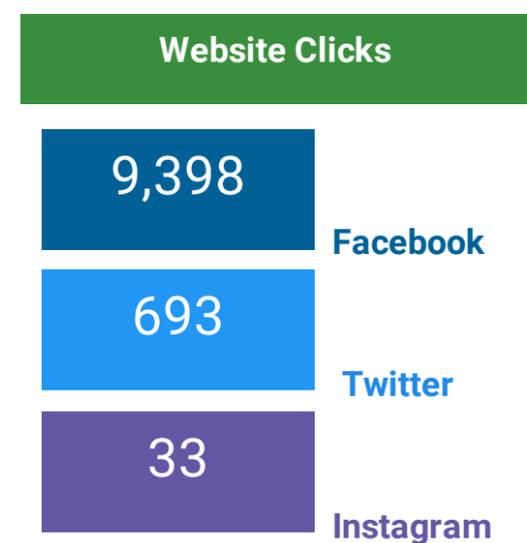
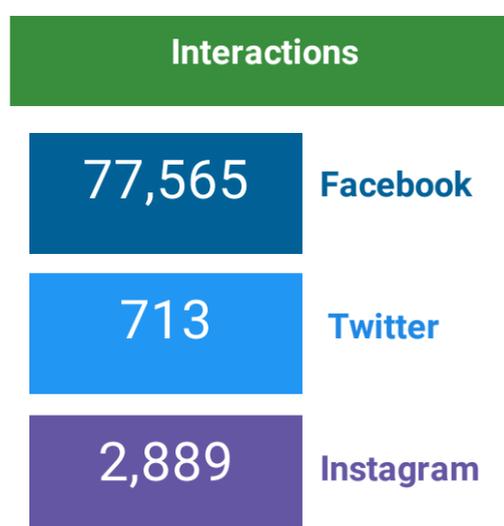
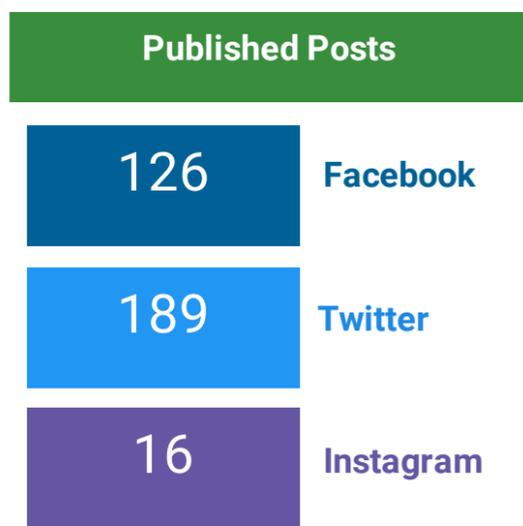
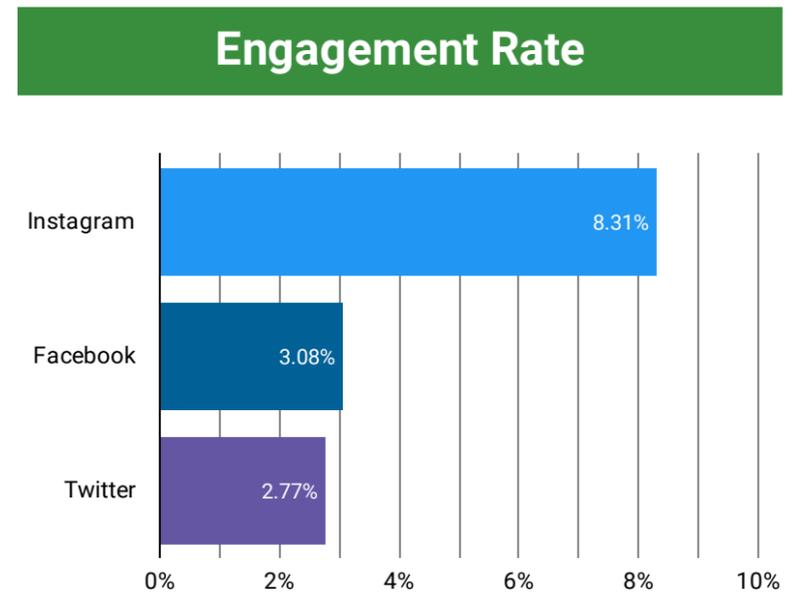
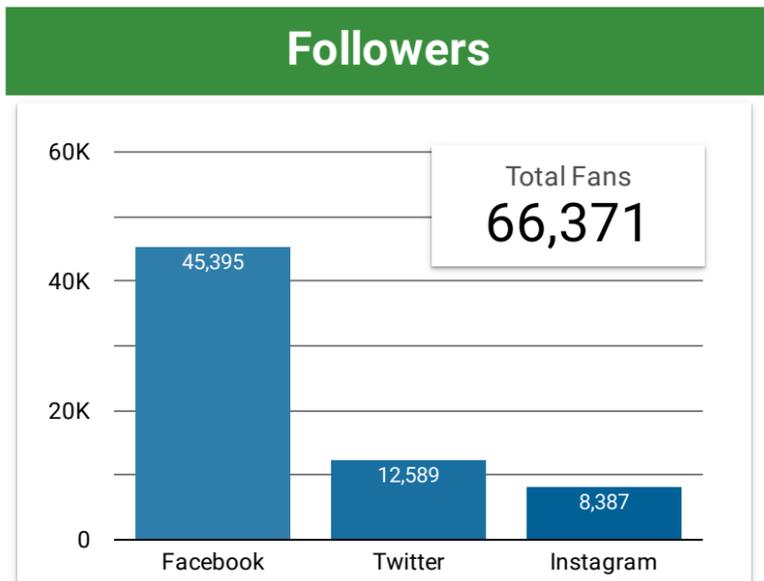
YoY RevPar

-1.7%

Timeframe

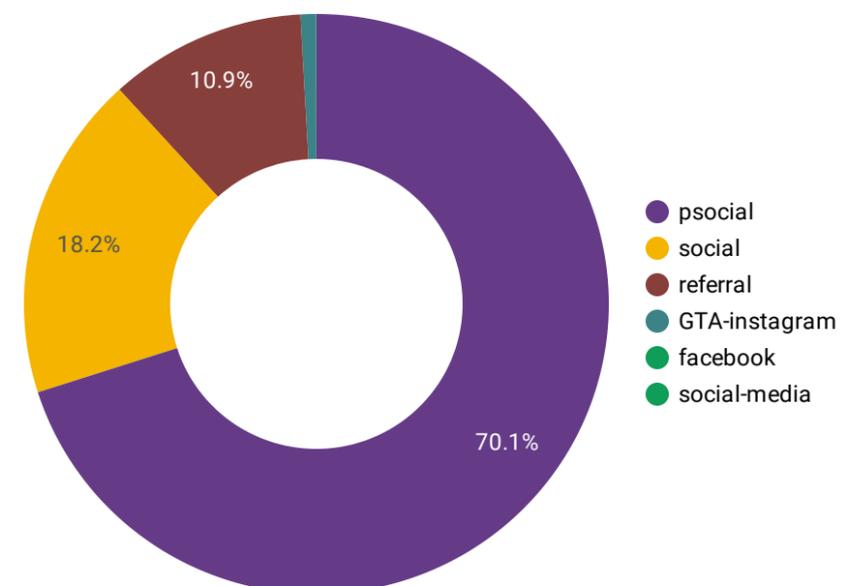
Past 6 Months





Social Media Website Performance

	Source	Medium	Users	Pages / Session	Avg. Session Duration
1.	facebook_instagram	psocial	10,418	1.2	00:00:12
2.	facebook	social	1,342	1.31	00:01:55
3.	startribune	social	1,273	1.33	00:00:22
4.	m.facebook.com	referral	798	1.35	00:00:25
5.	l.facebook.com	referral	286	1.86	00:01:51
6.	t.co	referral	225	1.35	00:01:24
7.	lm.facebook.com	referral	201	1.76	00:01:03
8.	facebook	psocial	131	1.46	00:01:00
9.	Instagram	GTA-instagram	128	1.82	00:01:37
10.	twitter	social	121	1.87	00:01:17
11.	facebook.com	referral	40	1.02	00:00:08
	Grand total		14,971	1.27	00:00:31



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. Joynes Ben Franklin on Good Morning America	Good Morning A...	-	Apr 15, 2022	https://www.goo...	5,791,019	\$53.57K
2. Best Beach Towns	Coastal Living	Tracey Minkin	Apr 5, 2022	Coastal Living	4,434,248	\$41.02K
3. Epic Waterfalls Flowing on North Shore - FRONT PAGE PLACEMENT	Star Tribune	Jana Hollingsworth	Apr 14, 2022	https://www.star...	3,437,022	\$31.79K
4. Spectacular Waterfall Season - Multiple airings	Kare 11	Laura Betker	Apr 7, 2022	Kare 11 - Weather	2,524,702	\$23.35K
5. Staff-strapped Grand Marais businesses brace for a tourist boom	MPR News	Dan Kraker	Apr 5, 2022	https://www.mpr...	1,290,782	\$11.94K
6. Waterfalls in Cook County MN - Sunday Morning on air segment	MPR News	Dan Kraker	Apr 17, 2022	https://www.mpr...	1,290,782	\$11.94K
7. Spectacular waterfall forecast along the North Shore	Minnesota Publi...	Paul Huttner	Apr 7, 2022	https://www.mpr...	1,290,782	\$11.94K
8. North Shore rivers rage after heavy rain on top of snowmelt	TwinCities.com -...	John Myers	May 13, 2022	https://www.twi...	997,426	\$9.23K
9. Rivers Along North Shore Overflowing After Large Rainfall	WCCO-TV	WCCO-TV Staff	May 13, 2022	https://minnesot...	921,592	\$8.52K
10. Rivers Along North Shore Overflowing After Large Rainfall	WCCO-TV	WCCO-TV Staff	May 14, 2022	https://minnesot...	921,592	\$8.52K
11. Lutsen owner buys U.P.'s Big Snow Resort	Duluth News-Tri...	Staff reports	May 29, 2022	djp:publicid:DNT...	508,670	\$4.71K
12. Looking for the new stamps of Native American artist George Morrison...	Wicked Local	Tamora Israel	May 10, 2022	https://www.wick...	413,763	\$3.83K
13. Looking for the new stamps of Native American artist George Morrison...	Cape Cod Times	Tamora Israelwickedlocal...	May 10, 2022	https://www.cap...	249,142	\$2.3K
14. Minnesota's Summer Art Fairs	Mpls. St. Paul M...	Cynthia Maya	Jun 15, 2022	https://mspmag...	126,319	\$1.17K
15. 28 Things to Do in Minnesota in Summer 2022	Minnesota Mont...	Kaitlyn Doolittle	Jun 3, 2022	https://www.min...	86,109	\$796.51
16. Minnesota Ski Resort Offers One Last Day To Hit The Slopes	KROC - Rocheste...	Kim David	May 4, 2022	https://krocnews...	27,103	\$250.7
17. North Shore waterfall season at its peak; here's a map of the best spots	CBS 3 Duluth	Molly Wasche	Apr 11, 2022	https://www.cbs...	19,462	\$180.02
18. Checking in with Cook County Chamber lobbyist	WTIP-FM	-	Apr 16, 2022	https://wtip.org/...	15,216	\$140.75
19. Donovan Dahmen honored at dedication of his artwork at the Grand P...	WTIP-FM	-	May 2, 2022	https://wtip.org/...	15,216	\$140.75
Grand total					24,379,248	\$225.51K

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Media Hits (Earned & Organic)

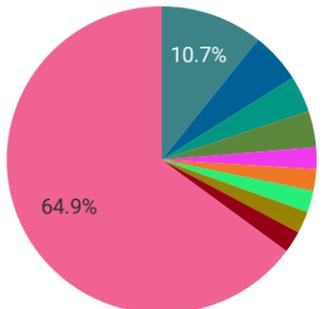
Headline	Source	Influencer / Writer	URL
1. Family travel 5: Pack up the family and head to 1 of these top vacation spots	MSN.com	Lynn O'Rourke Hayes	https://www.msn.com/en-us/travel/tripideas/fa...
2. Charming retro diners in every state	MSN.com	-	https://www.msn.com/en-us/foodanddrink/fo...
3. These fish statues point the way to a big catch	MSN.com	Dennis Anderson	https://www.msn.com/en-us/travel/tripideas/th...
4. Anderson: 43 years after catch, Minnesota record walleye moving back to Gunflint Trail	Yahoo! News	Dennis Anderson	https://news.yahoo.com/anderson-43-years-cat...
5. Our 7 Favorite Outdoor Love Stories Recounted by Outside Readers	Yahoo! Lifestyle	Patty Hodapp	https://www.yahoo.com/lifestyle/7-favorite-outd...
6. Joynes Ben Franklin on Good Morning America	Good Morning A...	-	https://www.goodmorningamerica.com/news/vi...
7. Take This Road Trip To The Most Charming Highway 61 Towns In Minnesota	Only In Your State	Betsy Rathburn	https://www.onlyinyourstate.com/minnesota/hi...
8. Best Beach Towns	Coastal Living	Tracey Minkin	Coastal Living
9. The 2-Hour Road Trip Along The North Shore's Waterfall Trail Is A Glorious Spring Adven...	Only In Your State	Betsy Rathburn	https://www.onlyinyourstate.com/minnesota/n...
10. Historic Gunflint Lake cabin destroyed by fire	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/historic-gunflint-la...
11. Epic Waterfalls Flowing on North Shore - FRONT PAGE PLACEMENT	Star Tribune	Jana Hollingsworth	https://www.startribune.com/epic-waterfalls-flo...
12. POINT THE WAY // Follow the state's fish sculptures when in search of your next watery ...	Star-Tribune - Po...	DENNIS ANDERSON	djp:publicid:MSP:MSP0000020220603ei5t00012
13. Reports are solid for panfish in Otter Tail area, walleyes in Chisago City area	Star Tribune	Joel Rippel Star	https://www.startribune.com/fishing-minnesota-...
14. Coming up in Duluth: Tacos, macarons and, of course, beer	Star Tribune	Jana Hollingsworth Star	https://www.startribune.com/coming-up-in-dulu...
15. Highlights of a bigger-than-ever Twin Cities Pride Week 2022	Star Tribune	Jenna Ross Star	https://www.startribune.com/highlights-of-a-big...

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Total Media Exposure Earned and Organic

Reach
755.6M

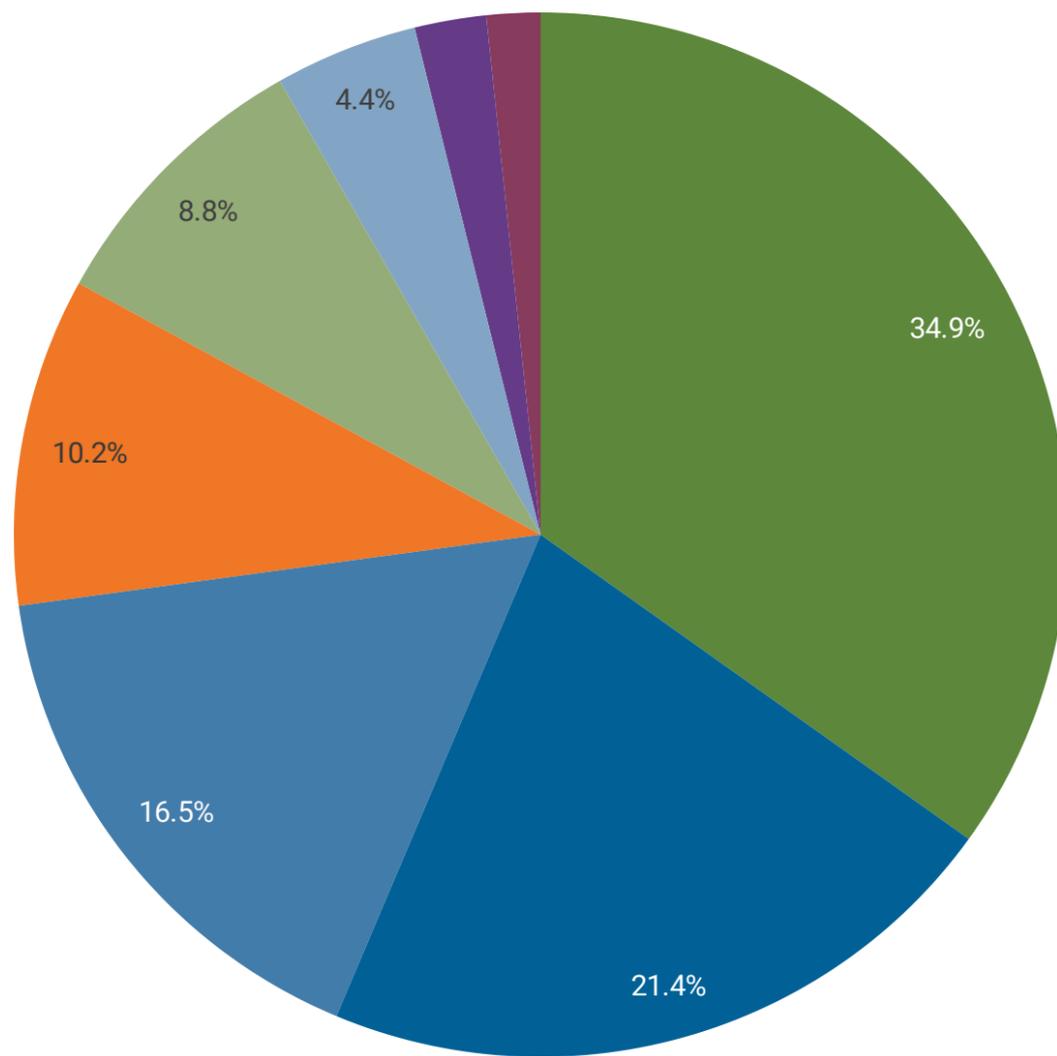
Estimated Ad Value
\$6.99M



- WTIP-FM
- Star Tribune
- CBS 3 Duluth
- MSN.com
- newsexplorer.net
- Duluth News-Tribune - Powe...
- Minnesota Public Radio: Blo...
- KRFO-AM



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



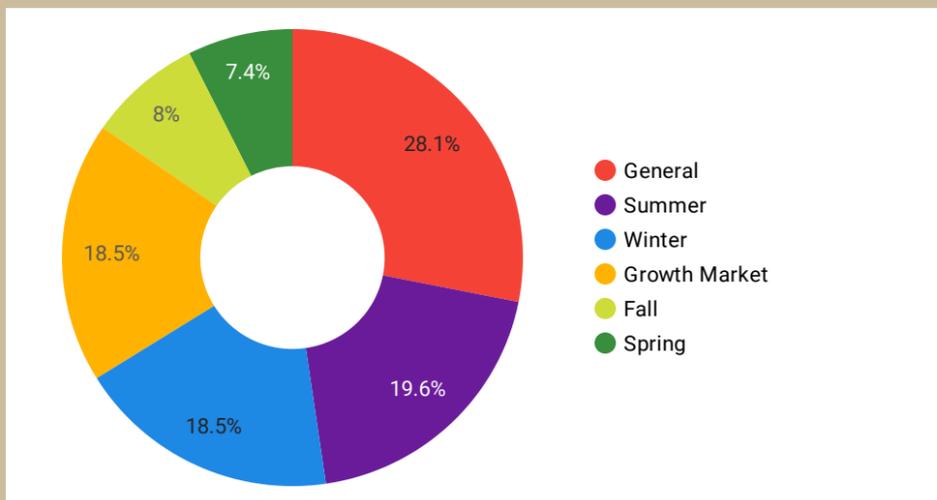
VCC 3% Marketing Budget - FY 22-23

Fiscal year begins May 1

- Digital Marketing
- Traditional Marketing
- Discretionary Ad Buys
- Services
- Fixed Marketing Expenses
- Collateral
- Visual Asset Procurement
- Public Relations

Fixed Marketing Expenses includes Website, Marketing Partnerships, Tourism Initiatives & Research, Tools, etc.

Marketing Budget By Season

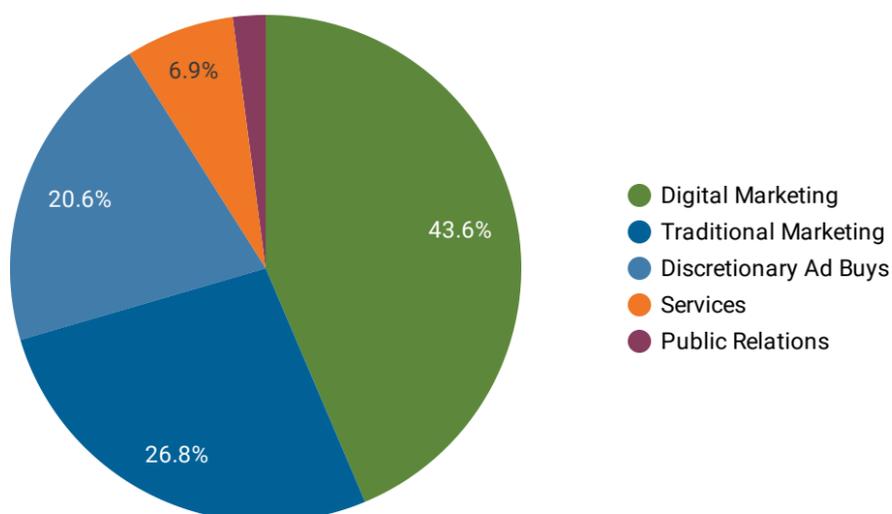


Season	Target Budget
1. General	\$511,500
2. Summer	\$356,000
3. Winter	\$336,000
4. Growth Market	\$336,000
5. Fall	\$145,600
6. Spring	\$134,400
Grand total	\$1,819,500

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Note: General includes some media & creative marketing spends for general digital/traditional promotions in addition to all fixed marketing expenses.

Media & Creative Breakdown Percentage Within Seasons



GIF Ads



Print & Display Ads

Judge C.R. Magney State Park

READY. SET. FLOW.

See, hear and feel the roaring rage of waterfall season in Cook County.

[VisitCookCounty.com/Adventures/Waterfalls](https://www.visitcookcounty.com/Adventures/Waterfalls)

VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

Jackpot Trail, Tofte

READY. SET. RIDE.

A biking paradise with 2,000+ miles of potential rides. Find trails and maps at [VisitCookCounty.com/Biking](https://www.visitcookcounty.com/Biking)

VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

Gunflint Trail

READY. SET. PADDLE.

[VISITCOOKCOUNTY.COM](https://www.visitcookcounty.com)

VISIT COOK COUNTY MINNESOTA
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LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

GET HOOKED IN COOK COUNTY

[PLAN YOUR TRIP](#)

VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

LUTSEN • TOFTE
SCHROEDER
GRAND MARAIS
GUNFLINT TRAIL
GRAND PORTAGE

READY. SET. TRAVEL.

It's been a while since many have taken a real vacation. Now. Is. The. Time! And Cook County is just the place. We provide the setting. The adventure is up to you.

BOOK YOUR NEXT VACATION AT [VISITCOOKCOUNTY.COM](https://www.visitcookcounty.com)

VISIT COOK COUNTY MINNESOTA
Naturally Unforgettable

Quote from a Twitter user in response to the new GIF ads :-)



Link01
@Link01T

Replying to @CookCoVisitors

I've been on twitter for almost 3 years now and I think this is the first ad for something I actually want.

1:20 AM · Apr 7, 2022 · Twitter Web App

6 Likes

