



# MARKETING RECAP







## **MISSION**

The mission of Visit Cook County is to enhance and grow a sustainable tourism economy in Cook County, MN.

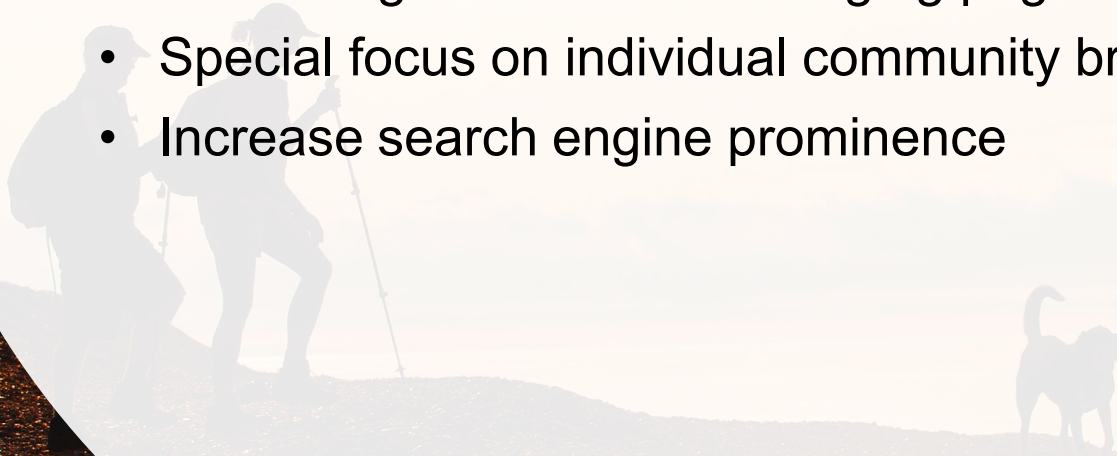
## **VISION**

Visit Cook County provides solutions to tourism and visitor related interests of the region.



## **STRATEGIC MARKETING GOALS**

- Prioritize digital/social media
- Shift from CPI to CPC reporting
- Increase general user traffic
- Increase general traffic to lodging page by 100%
- Special focus on individual community branding
- Increase search engine prominence





## OUR STRATEGY

- Prioritize digital and social media
- Expand digital marketing campaign to include: Google display, emailers, pre-roll, Pinterest, geofencing, retargeting, in-bound lead generation, sponsored content
- Create custom UTM tags for all paid media
- Condense VCC logo
- Invest in photo and video assets



# VCC Condensed Logo



# Campaign Examples

EXPERIENCE  
**SUMMER  
TRANQUILITY**

FIND LODGING [↗](#)



VISIT COOK COUNTY MN

GUNFLINT TRAIL'S BIGGEST  
**BLUEBERRY  
CONTEST**

JULY 19 - AUGUST 11 • EXPLORE MORE [↗](#)



EXPERIENCE THE  
**4TH OF JULY  
FESTIVITIES**

EXPLORE MORE [↗](#)



VISIT COOK COUNTY MN

EXPERIENCE  
**SUMMER  
TRANQUILITY**

FIND LODGING [↗](#)



VISIT COOK COUNTY MN

EXPERIENCE  
**SUMMER TRANQUILITY**

FIND LODGING [↗](#)



VISIT COOK COUNTY MN

GUNFLINT TRAIL  
**CANOE RACES**

JULY 17 • REGISTER HERE [↗](#)



VISIT COOK COUNTY MN

VISIT COOK COUNTY MN



# Campaign Examples

**EXPERIENCE  
GRAND MARAIS**  
Play hard. Rest easy. Enjoy every moment.



**VISIT  
COOK  
COUNTY  
MINNESOTA**  
*Naturally Unforgettable*

**VISITCOOKCOUNTY.COM**

**NATURALLY**  
*Unforgettable*



**Bring the Whole Family**  
Lakes. Trails. Pet-loving locals. Cook County, MN is a fun destination on two legs or four.  
Download our pet-friendly vacation guide at [VisitCookCounty.com](http://VisitCookCounty.com)

**VISIT  
COOK  
COUNTY  
MINNESOTA**  
*Naturally Unforgettable*

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

**NATURALLY**  
*Unforgettable*



**Feel the Power**  
Waterfall season in Cook County is spectacular.  
Plan your Spring getaway and download our waterfall map at [VisitCookCounty.com](http://VisitCookCounty.com)

**VISIT  
COOK  
COUNTY  
MINNESOTA**  
*Naturally Unforgettable*

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

# Campaign Examples



*Le Grand du Nord*  
Saturday, May 25

[VisitCookCounty.com](http://VisitCookCounty.com)

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

VISIT  
COOK  
COUNTY  
MINNESOTA  
*Naturally Unforgettable*



*BWCA Expo*  
Saturday, June 8

[VisitCookCounty.com](http://VisitCookCounty.com)

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

VISIT  
COOK  
COUNTY  
MINNESOTA  
*Naturally Unforgettable*



The Gunflint Trail's Biggest  
*Blueberry Contest*  
July 19-August 11

[VisitCookCounty.com](http://VisitCookCounty.com)

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

VISIT  
COOK  
COUNTY  
MINNESOTA  
*Naturally Unforgettable*



# Results – All Website

Jan 1. – Jul. 15, 2019

Default Channel Grouping	Sessions	%	Users	%	New Users	%
Organic Search	97,601	17.0% ↑	62,007	18.2% ↑	57,930	18.6% ↑
Direct	56,702	3.2% ↑	22,711	-16.7% ↓	21,958	-16.7% ↓
Display	27,380	6,956.7% ↑	19,645	20,363% ↑	19,350	37,841.2% ↑
Referral	20,641	-0.9% ↓	13,743	1.7% ↑	12,014	2.0% ↑
Social	14,225	107.4% ↑	10,111	149.8% ↑	9,229	170.6% ↑
Email	7,431	-15.0% ↓	4,983	-25.8% ↓	4,646	-26.7% ↓
(Other)	3,374	46.5% ↑	2,989	48.2% ↑	2,844	45.6% ↑
Paid Search	707	133.3% ↑	657	124.2% ↑	642	121.4% ↑
<b>Grand Total</b>	<b>228,061</b>	<b>28.3% ↓</b>	<b>131,074</b>	<b>28.2% ↓</b>	<b>128,613</b>	<b>29.9% ↓</b>

Sessions  
28.3% ↑

Users  
28.2% ↑

New Users  
29.9% ↑

Average Time on Page  
18.2% ↑

# Results – Lodging

Jan 1. – Jul. 15, 2019

Default Channel Grouping	Sessions	%	Users	%	New Users	%
Organic Search	2,270	160.3% ↑	4,723	106.6% ↑	1,432	203.4% ↑
Direct	436	-0.7% ↓	1,497	40.0% ↑	214	-31.6% ↓
Display	1,114	-	793	79,200% ↑	615	-
Referral	642	39.6% ↑	1,339	45.4% ↑	427	59.3% ↑
Social	29	-54.0% ↓	124	27.8% ↑	14	-70.8% ↓
Email	1,118	1,040.8% ↑	860	497.2% ↑	762	807.1% ↑
(Other)	123	12,200% ↑	130	983.3% ↑	107	-
Paid Search	0	-	25	257.1% ↑	0	-
<b>Grand Total</b>	<b>5,732</b>	<b>196.5% ↑</b>	<b>9,317</b>	<b>108.6% ↑</b>	<b>3,571</b>	<b>201.4% ↑</b>

Sessions

196.5% ↑

Users

108.6% ↑

New Users

201.4% ↑

Average Time on Page

16.5% ↑



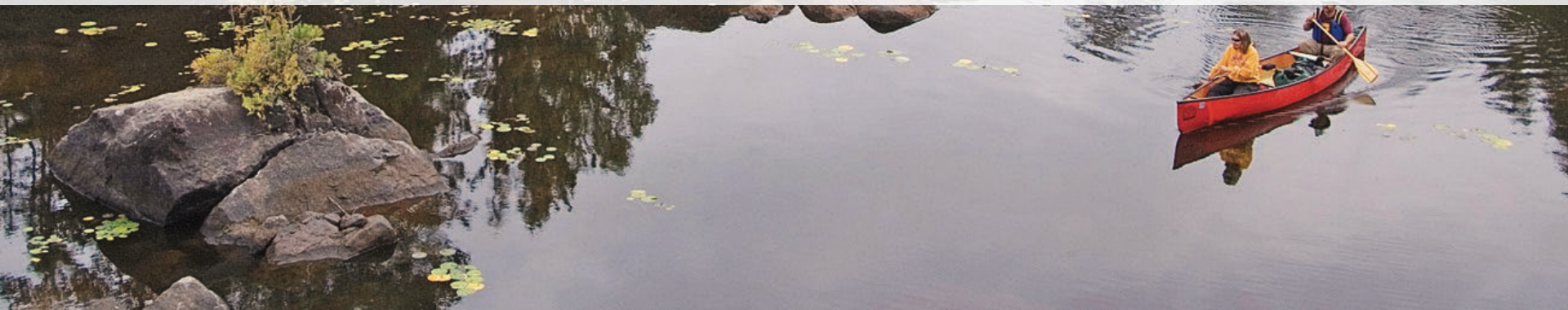
# Results

April - June, 2019

	Total Events			Unique Events		
	TY	LY	Delta	TY	LY	Delta
Grand Marais	1,316	942	39.7%	1,192	882	35.1%
Grand Portage	478	340	40.6%	442	314	40.8%
Gunflint	3,483	340	657.2%	3,107	442	602.9%
Lutsen – Schroeder - Tofte	4498	1,388	224.1%	4,142	1,276	224.6%
<b>Total</b>	<b>9,775</b>	<b>3,130</b>	<b>212.3%</b>	<b>8,883</b>	<b>2,914</b>	<b>204.8%</b>

# Top Performing Digital Media

- Google Display Ads - Biggest Volume Driver
- Take5 Emailers - Low Bounce Rate, Higher than Average Time on Site
- TCC Emailers - Consistent Volume, Lower than Average Bounce Rate
- Northern Wilds Emailer - Lower Volume but High Time on Site and Low Bounce Rate







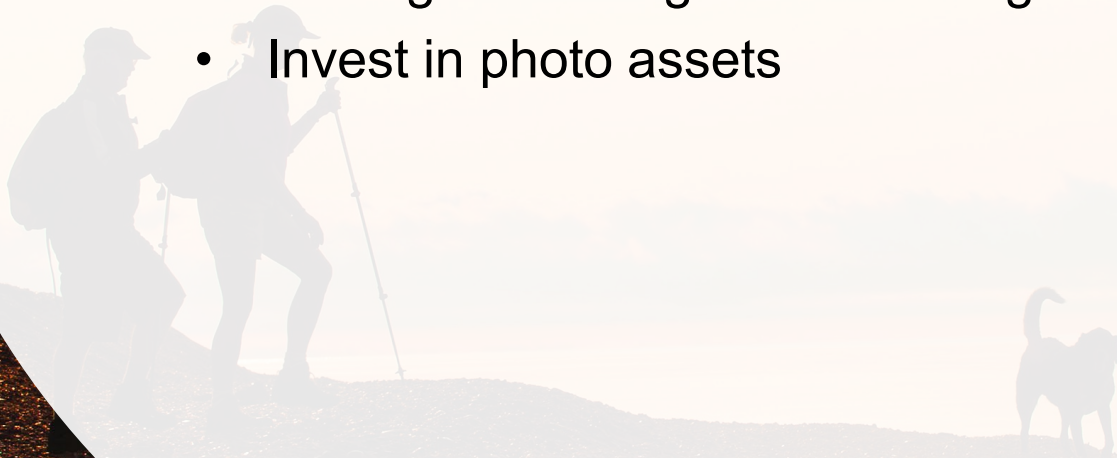
# FALL 2019





## OUR STRATEGY

- Continue to follow the course
  - Prioritize digital and social media
  - A/B testing of digital strategies
  - Testing of new digital advertising vendors
  - Invest in photo assets





# Campaign Examples

**90.7 WTIP'S 12TH ANNUAL  
RADIO WAVES  
MUSIC FESTIVAL**

30+ awesome North Shore musicians.

SEPTEMBER 6 - 8




**VISIT  
COOK  
COUNTY  
MINNESOTA**  
*Naturally. Deliciously. Careless.*

[VISITCOOKCOUNTY.COM](http://VISITCOOKCOUNTY.COM)

**LAKE SUPERIOR  
STORM  
FESTIVAL**

Celebrate our Lake's wild side.

NOVEMBER 8 - 10



**VISIT  
COOK  
COUNTY  
MINNESOTA**  
*Naturally. Deliciously. Careless.*

[VISITCOOKCOUNTY.COM](http://VISITCOOKCOUNTY.COM)

# Campaign Examples

ART ALONG THE LAKE  
**FALL STUDIO TOUR**  
SEPTEMBER 27 - OCTOBER 6 • EXPLORE MORE ↻



VISIT COOK COUNTY MN

EXPLORE THE  
**BOUNDARY WATERS**  
PLAN YOUR ADVENTURE ↻



VISIT COOK COUNTY MN

LAKE SUPERIOR  
**STORM FESTIVAL**  
NOVEMBER 8 - 10  
EXPLORE MORE ↻




VISIT COOK COUNTY MN

EXPERIENCE  
**FALL COLORS**  
EXPLORE MORE ↻



VISIT COOK COUNTY MN

EXPERIENCE  
**FALL COLORS**  
FIND LODGING ↻



VISIT COOK COUNTY MN



# Campaign Examples

EXPERIENCE  
**INCREDIBLE  
VISTAS**

VISITCOOKCOUNTY.COM 



NORTH SHORE FALL  
**MIDWEEK  
SPECIALS**

VISITCOOKCOUNTY.COM 



EXPERIENCE  
**SUPERIOR  
FALL COLOR**

VISITCOOKCOUNTY.COM 



PLAN YOUR  
**FALL  
GETAWAY**

VISITCOOKCOUNTY.COM 



EXPERIENCE  
**PERFECT  
VIEWS**

VISITCOOKCOUNTY.COM 



DISCOVER  
**BEAUTIFUL  
FALL COLOR**

VISITCOOKCOUNTY.COM 



LAKE SUPERIOR  
**STORM  
FESTIVAL**  
NOVEMBER 8 - 10

VISITCOOKCOUNTY.COM 



ART ALONG THE LAKE  
**FALL STUDIO  
TOUR**

SEPTEMBER 27 - OCTOBER 6

VISITCOOKCOUNTY.COM 







# WINTER 2019/20







## OUR STRATEGY

- Launch campaign in early October
- Continue with Google display, pre-roll, emailers, retargeting and geofencing campaigns
  - A/B test general winter, adventure and lodging display ads
  - Expand out-of-state reach to include key demos in Chicago and Iowa
- Create alert campaigns for snow fall and northern lights
- Create campaigns around outdoor and indoor adventures
- Expand bucket list content
- Collaborate with community partners to share video content
- Host LIVE marketing events
  - UMD, Bentleyville

# Campaign Examples

**CELEBRATE THE  
DARK SKY  
FESTIVAL**

See the aurora like never before.

DECEMBER 13 - 14

VISIT  
COOK  
COUNTY  
MINNESOTA  
*Naturally Unforgettable*

VISITCOOKCOUNTY.COM





# MARKETING RECAP

Thank you



# Seasonal Marketing Budgets

