

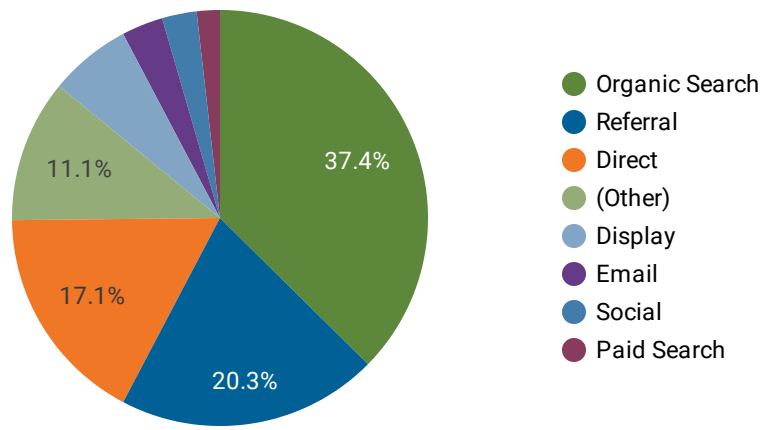
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
97,990	58,242	1.73	00:01:54
↑ 16.4%	↑ 27.5%	↑ 4.6%	↑ 5.3%

Lodging Page Stats - YoY

Pageviews	Sessions	Users
13,323	3,110	5,033
↑ 110.7%	↑ 104.9%	↑ 100.8%

Top Channels



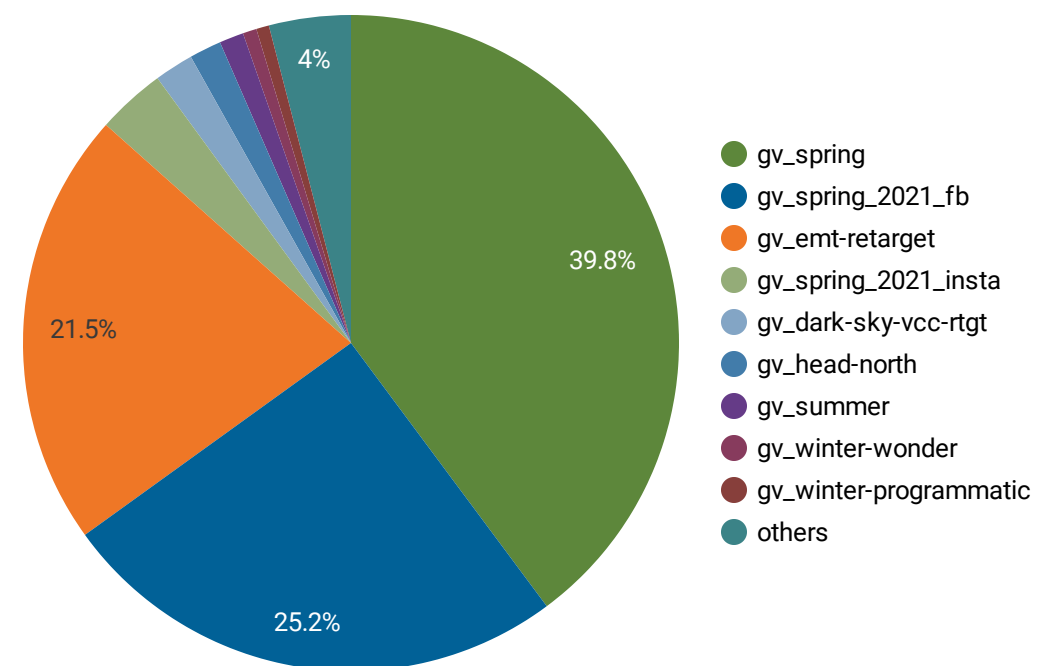
Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	7,329
2. facebook / paid	4,808
3. media-one / native-display	3,241
4. emt / digital-ad	1,708
5. orange-142 / email	1,364

Top 5 Web Sources

Source	Users
1. google	29,231
2. (direct)	7,245
3. facebook	4,650
4. duluthharborcam.com	4,070
5. media-one	2,362

Campaign Traffic Volume



Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. boundary waters cabins	341	6.25%
2. minnesota hiking trails	142	4.55%
3. minnesota lakes map	83	3.88%
4. minnesota resorts	76	2.60%
5. lodging minnesota	67	3.29%

Total Lodging Clickouts
6.5K
↑ 125.1%

Unique Lodging Clickouts
6.2K
↑ 125.3%

PDF Downloads
2.9K
↑ 59.2%

Video Views
498.0
↑ 16.1%

Lodging Page Session Duration
03:29
↑ 17.6%

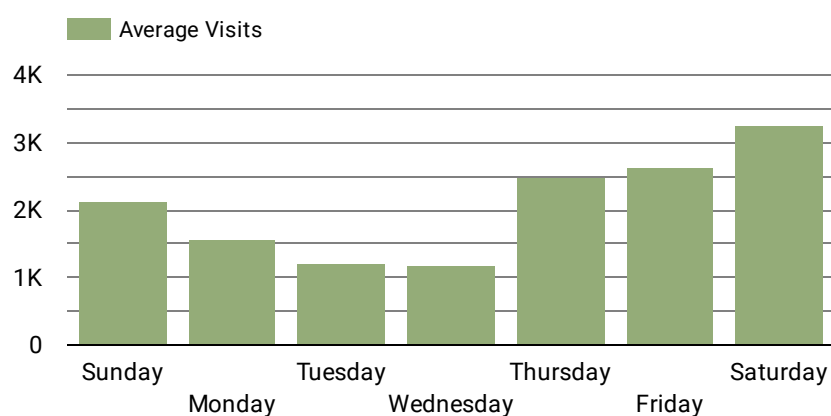
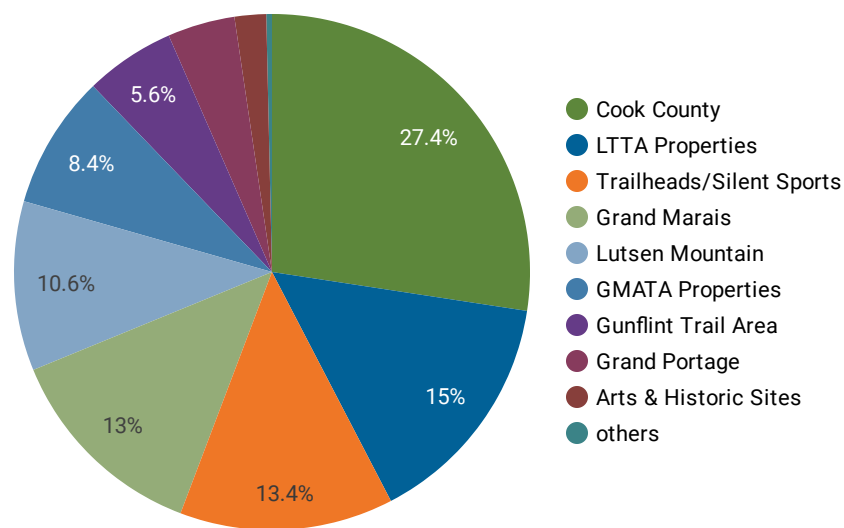
Top 5 Lodging Page Clickouts

Clicks to Partner Pages	Total Events
1. cascade vacation rentals	361
2. caribou highlands lodge	233
3. bluefin bay on lake superior	225
4. lutsen resort on lake superior	222
5. lamb's resort and campground on lake superior	218

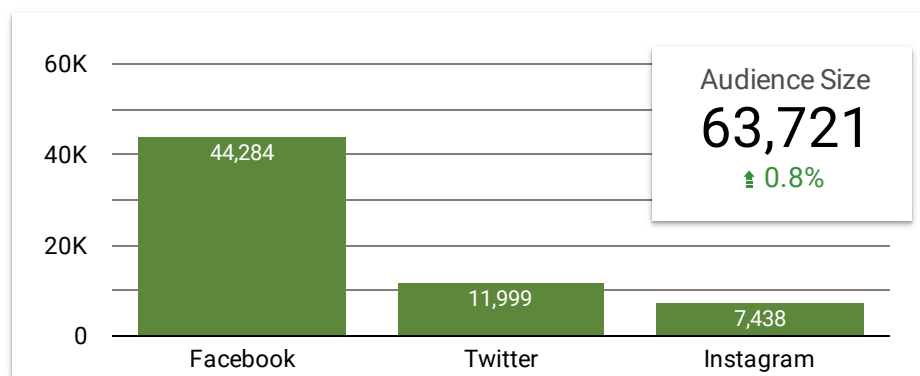
Top 5 PDF Downloads

Asset Names	Total Events
1. Download Trail Map & Details	182
2. Gunflint Trail 3 Page Hiking Guide-Pages 1 & 2	122
3. Grand Marais and Mid-Gunflint Trail OHV/ATV Map	86
4. Eagle Mountain and Brule Lake Hiking Map	76
5. Gunflint Trail 3 Page Hiking Guide-Page 3	71

Unique Visitors by POI

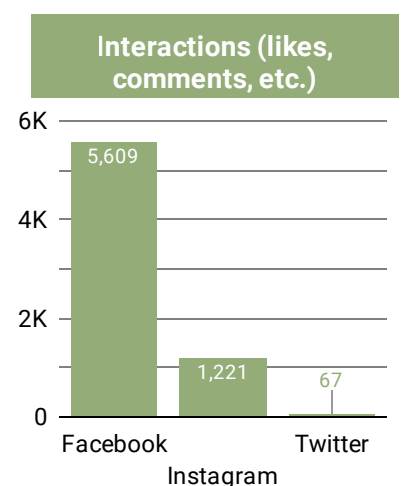
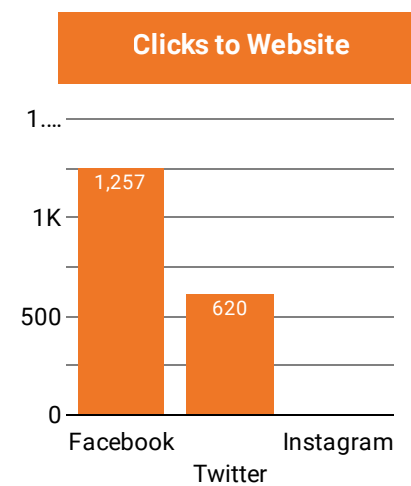
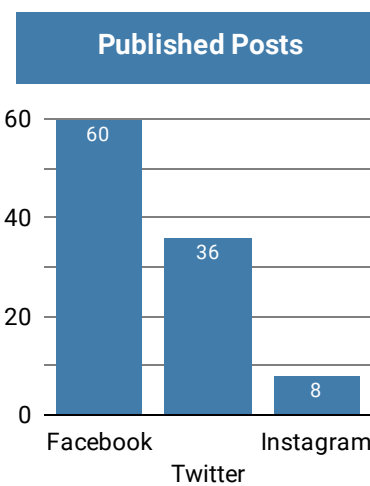


Social Media Highlights



Engagement Rate

Facebook	3.98%
Twitter	0.56%
Instagram	7.13%



Network	Impressions	Interactions	Clicks	Shares	Published Pos...
Facebook	140,956	5,609	1,257	525	60
Instagram	17,124	1,221	-	-	8
Twitter	-	67	620	14	36
Grand total	158,080	6,897	1,877	539	104

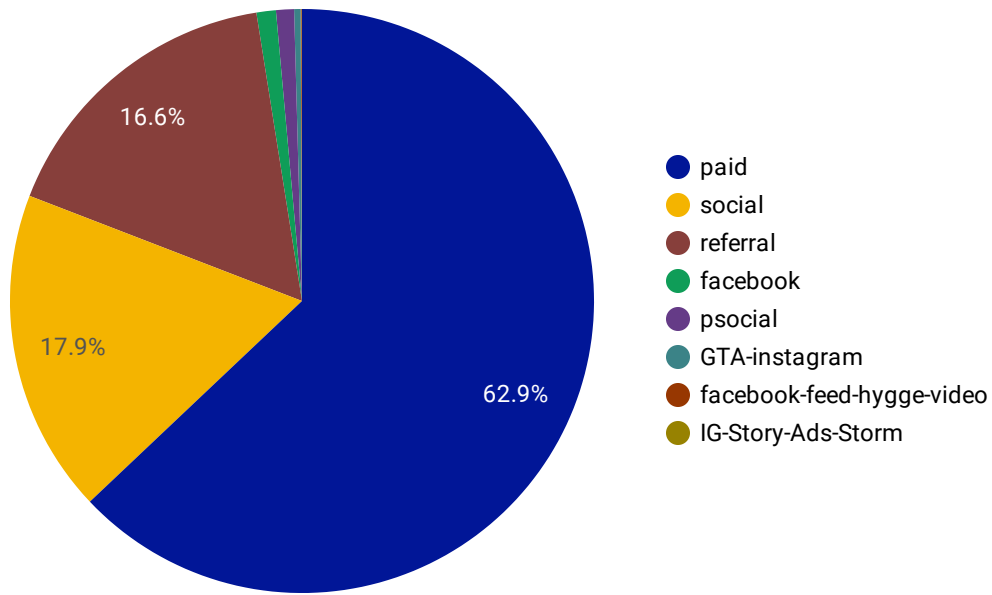
Social Media Website Performance

Source	Medium	Sessions	Pages / Sessi...	Avg. Session Dura...
1. facebook	paid	4,808	1.3	00:00:28
2. facebook	social	900	1.35	00:01:06
3. m.facebook.com	referral	530	1.51	00:00:42
4. facebook.com	referral	443	1.25	00:00:46
5. fb	social	297	1.18	00:00:09
6. twitter	social	154	2.23	00:02:40
7. l.facebook.com	referral	143	2.78	00:03:53
Grand total		7,639	1.38	00:00:42

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Social Media & Website Engagement



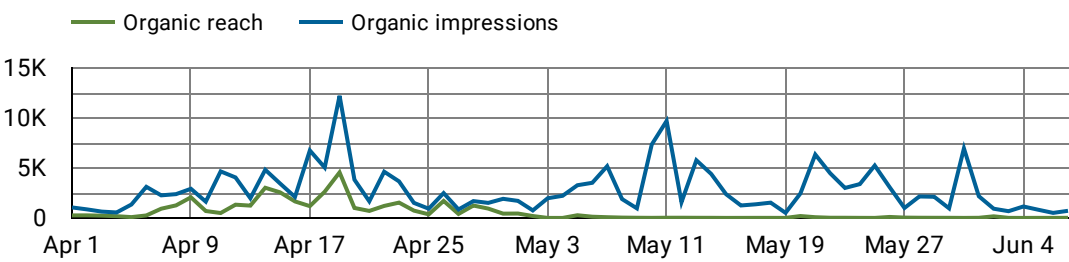
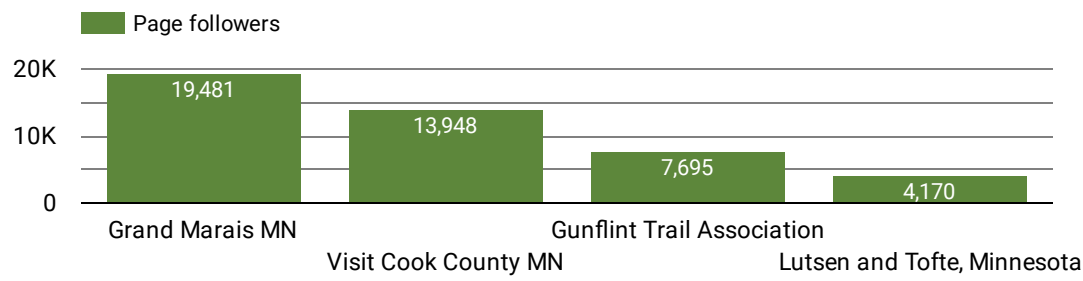
Sessions: 7,639 | Users: 5,932 | Pages / Session: 1.38 | Avg. Session Duration: 00:00:42

Source	Medium	Sessions
1. facebook	paid	4,808
2. facebook	social	900
3. m.facebook.com	referral	530
4. facebook.com	referral	443
5. fb	social	297
Grand total		7,639

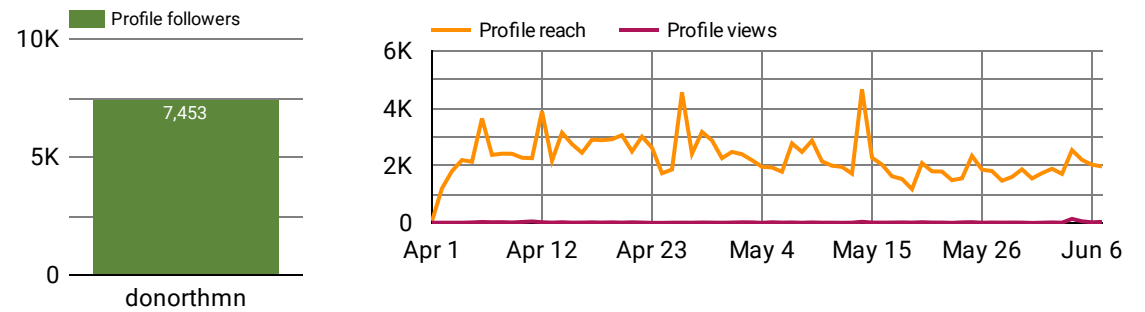
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Social Media Audience Insights & Engagements

Facebook



Instagram



Post full picture	Link to post	Post type	Post caption	Post link clicks	Total post reactions	Shares	Total reach
1.	https://...	video	Waterfa...	108	311	85	16,301
2.	https://...	share	Art thief...	429	13	8	5,553
3.	https://...	photo	Timelin...	13	30	6	2,745
4.	https://...	photo	Timelin...	13	30	6	2,745
5.	https://...	share	In the w...	127	79	6	2,264
6.	https://...	video_inline		-	71	8	1,808
7.	https://...	photo		-	42	2	1,779
8.	https://...	share	The Rur...	55	37	2	1,725
9.	https://...	share	Chik-W...	26	36	6	1,639
1...	https://...	share	Project ...	110	15	11	1,580

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Post	Post Name	Media Impr.	Media unique saves	Media reach	Like count
	Who else feels there sho...	3,185	4%	3,081	215
	Signs of spring. Last night, ...	2,964	17%	2,514	311
	While we can't vis...	2,148	25%	2,027	177
	Who says you can't have fu...	2,089	4%	1,980	117
	Happy Earth Day! Di...	1,887	0%	1,735	106
	In one week we transform f...	1,837	0%	1,760	89
	Have you ever looked at a ...	1,666	8%	1,664	99
Grand total		18,969	100%	17,872	1,291

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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. Don't have a reservation at the lake this summer? Here are your options	Star Tribune	Lisa Meyers McClintick	Jun 6, 2021	https://www.star...	6,455,917	\$46,058
2. Lack of Staff Impacting Local Business Owners Along the North Shore	FOX 21 Online	Brett Scott	May 9, 2021	https://www.fox2...	89,405	\$827
3. Visit Cook County Looks Toward Summer Fun as Restrictions Continue...	FOX 21 Online	Brett Scott	May 31, 2021	https://www.fox2...	89,405	\$827
4. Major Construction Project Underway Along Highway 61 in Grand Marais	FOX 21 Online	Brett Scott	May 5, 2021	https://www.fox2...	89,405	\$827
5. The Rural County That Kept Covid at Bay	Daily Yonder	Adam B. Giorgi	May 24, 2021	https://dailyyond...	37,672	\$348
6. James Everest talks about second Harbor Park Sound Garden	WTIP-FM	Musician Tom Carlson wi...	May 7, 2021	https://www.wtip...	12,101	\$112
7. Mountain Biking in Cook County MN	Silent Sports Ma...	Carah Thomas Maskell	May 1, 2021	https://silentspor...	-	-
8. Blueberry Season on the Gunflint Trail	Silent Sports Ma...	Carah Thomas Maskell	Jun 1, 2021	https://silentspor...	-	-

Grand total **6,773,905** **\$48,999**

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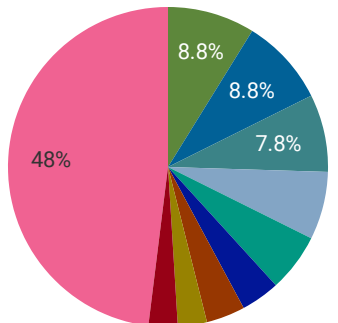
Media Hits (Earned & Organic)

Headline	Source	Influencer / Writer	URL
1. Don't have a reservation at the lake this summer? Here are your options	Star Tribune	Lisa Meyers McClintick	https://www.startribune.com/dont-have-a-reserv...
2. Another movie shoot coming to Minnesota's North Shore	Star Tribune	By Brooks Johnson Star Tribune	https://www.startribune.com/another-movie-sho...
3. Take a road trip to these 3 seasonal favorites	Star Tribune	By Rick Nelson Star Tribune	https://www.startribune.com/take-a-road-trip-to-...
4. North Shore to add model train depot to its tourist stops	Star Tribune	By Jana Hollingsworth Star Tribune	https://www.startribune.com/north-shore-to-add...
5. Art thief makes off with a piece of Grand Marais history	Star Tribune	-	https://www.startribune.com/art-thief-makes-off...
6. 3 seasonal favorite restaurants in Minnesota, Wisconsin worthy of a road trip	Star Tribune	By Rick Nelson Star Tribune	https://www.startribune.com/3-seasonal-favorit...
7. St. Paul development changes how affordable housing is built	Star Tribune (Pre...	Jim Buchta	tribune:MS:St. Paul development changes how a...
8. Brooks: Art thief makes off with a piece of Grand Marais history	Star Tribune (Pre...	Jennifer Brooks	tribune:MS:Brooks: Art thief makes off with a pie...
9. Perfect 72-Hour Backcountry Adventures	Outside	Shawnté Salabert	https://www.outsideonline.com/2424124/backc...
10. This Veteran Paddler Says Teenage Girls Need Adventure	Outside	Julie Ellison	https://www.outsideonline.com/2421977/natali...
11. Passport' highlights small businesses along the North Shore	Kare11.com	Jennifer Austin	https://www.kare11.com/article/news/local/kar...
12. On Lake Superior's north shore, Duluth is an outdoor lover's dream	Matador Network	-	https://matadornetwork.com/read/lake-superior...
13. Art Hounds: Northwoods painting and improv for all ages	MPR News	Emily Bright	https://www.mprnews.org/story/2021/04/01/ar...
14. 7 Classic Midwest Road Trips to Drive This Year	AFAR	-	https://www.afar.com/magazine/the-best-midw...
15. Heading up to the North Shore this summer? Be aware of Highway 61 work	Bring Me The Ne...	Shaymus McLaughlin	https://bringmethenews.com/minnesota-lifestyl...
16. There's a new Sinclair Lewis exhibit at the History Center. Here are 5 things to know abou...	TwinCities.com	By Kathy Berdan	https://www.twincities.com/2021/04/15/sinclair...
17. Brewery giving away white pine seedlings for planting on North Shore	Duluth News Tri...	-	https://www.duluthnewstribune.com/northland-...
18. How to get your mandatory BWCAW training	Duluth News Tri...	John Myers	https://www.duluthnewstribune.com/northland-...
19. Take a Minnesota mom fishing May 8-9 — no license needed	Duluth News Tri...	-	https://www.duluthnewstribune.com/northland-...

Total Media Exposure Earned and Organic

Reach
77.8M

Estimated Ad Value
\$6.20M



- Yahoo news
- Star Tribune
- WTIP-FM
- Duluth News Tribune
- CBS 3 Duluth
- KBJR 6
- FOX 21 Online
- WWJO-FM

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