

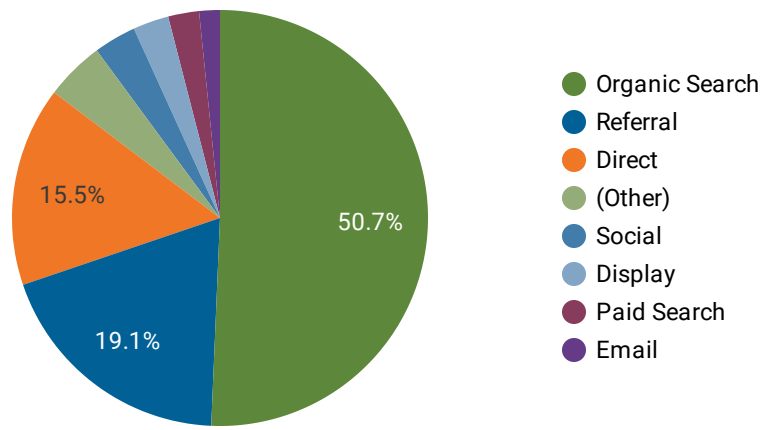
Total Website Stats - YoY

Sessions	Users	Pages / Session	Avg. Session Duration
176,312	108,784	1.84	00:02:00
↓ -9.1%	↓ -6.9%	↓ -0.1%	↓ -5.1%

Lodging Page Stats - YoY

Pageviews	Sessions	Users
27,761	7,069	10,266
↓ -3.7%	↑ 5.3%	↑ 0.4%

Top Channels



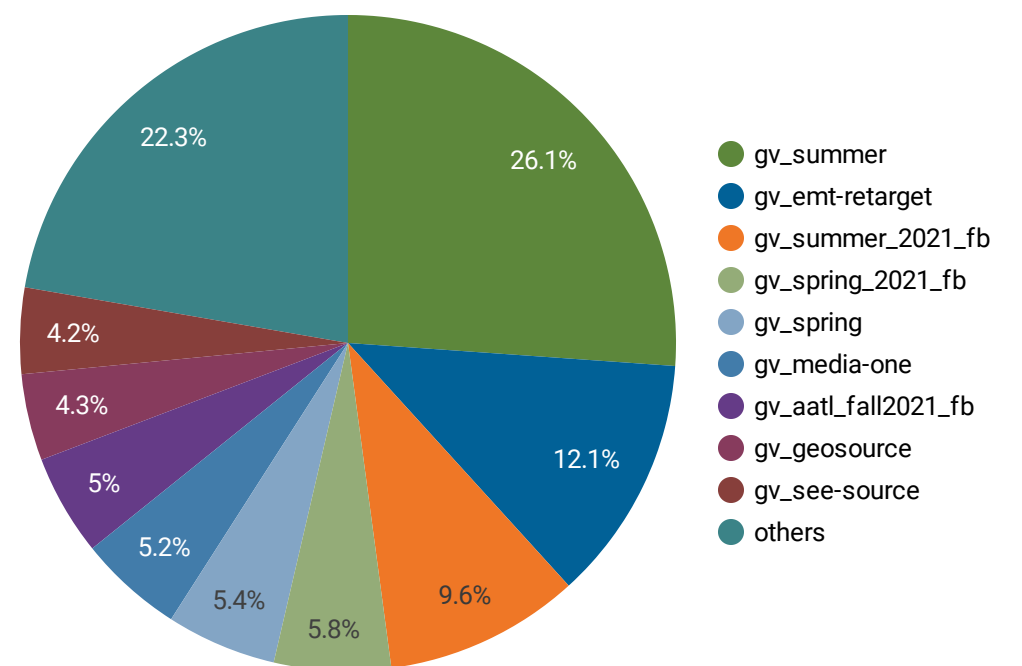
Top Sources of Paid Traffic

Source / Medium	Sessions
1. google / cpc	6,053
2. facebook / paid	3,666
3. facebook / social	1,960
4. adwords / ppc	1,686
5. media-one / native-display	1,608

Top 5 Web Sources

Source	Users
1. google	64,791
2. (direct)	13,492
3. duluthharborcam.com	5,856
4. facebook	4,981
5. lutsen.com	2,059

Campaign Traffic Volume



Top 5 Google Ads Keywords

Keywords	Clicks	CTR
1. minnesota hiking trails	594	8.96%
2. boundary waters cabins	334	4.99%
3. minnesota resorts	175	3.63%
4. summer activities in minnesota	157	2.44%
5. biking trails mn	145	7.05%

Total Lodging Clickouts
15.0K
↓ -18.4%

Unique Lodging Clickouts
14.2K
↓ -18.5%

PDF Downloads
5.4K
↓ -30.9%

Video Views
11.5K
↑ 770.8%

Lodging Page Session Duration
03:38
↓ -15.7%

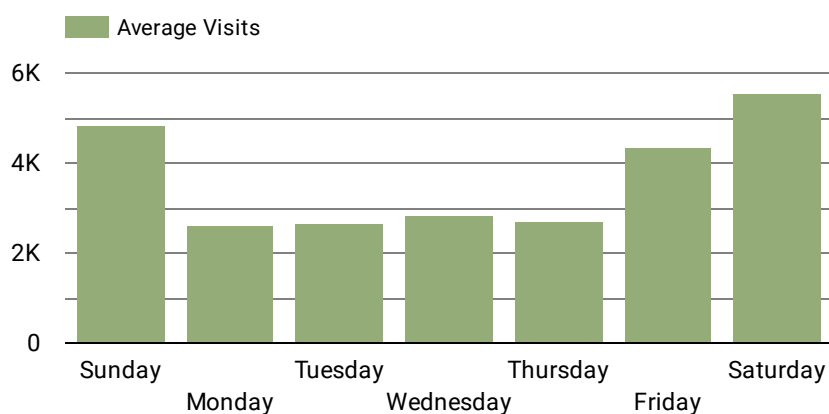
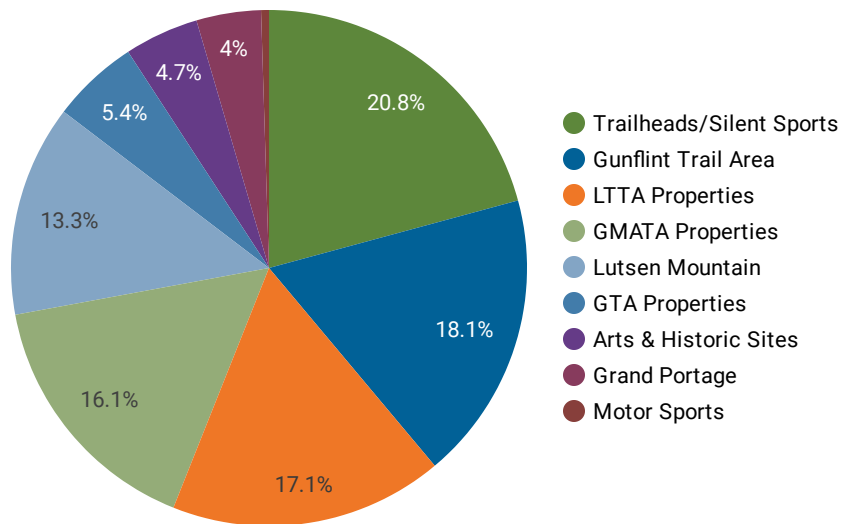
Top 5 Lodging Page Clickouts

Clicks to Partner Pages	Total Events
1. cascade vacation rentals	860
2. caribou highlands lodge	631
3. grand marais hotel co.	593
4. best western plus superior inn	559
5. lutsen resort on lake superior	541

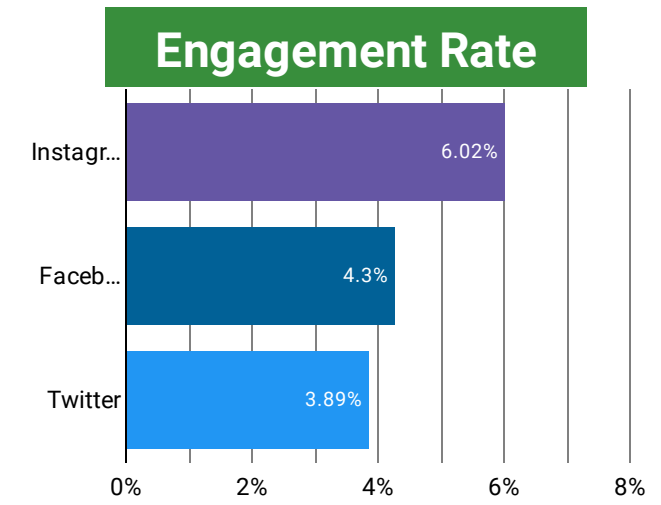
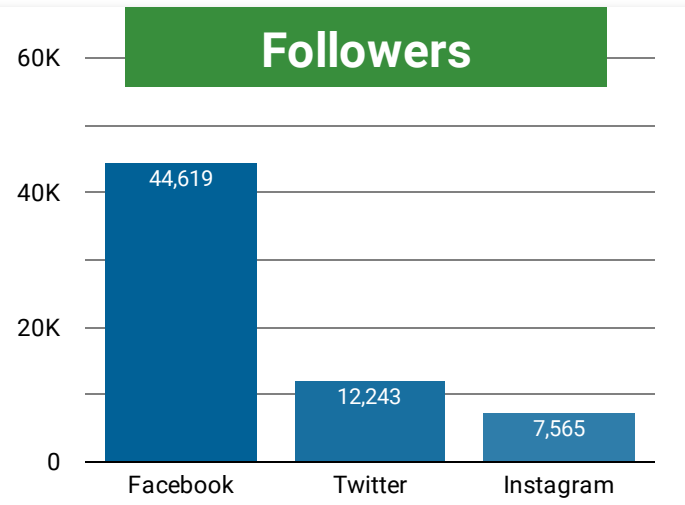
Top 5 PDF Downloads

Asset Names	Total Events
1. Download Trail Map & Details	327
2. Gunflint Trail 3 Page Hiking Guide-Pages 1 & 2	202
3. Grand Marais and Mid-Gunflint Trail OHV/ATV Map	148
4. georeferenced PDF map of the Britton Peak Trails i...	137
5. Gunflint Trail 3 Page Hiking Guide-Page 3	121

Unique Visitors by POI



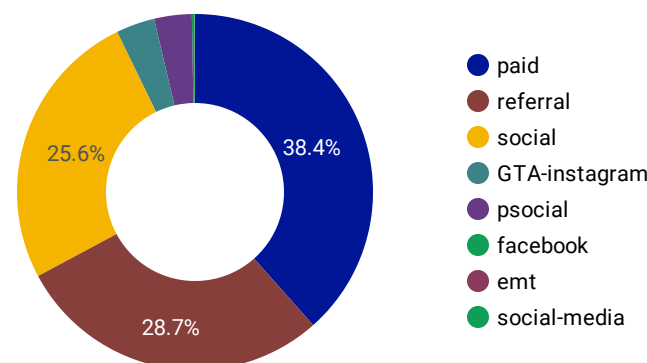
Social Media Highlights



Platform	Published Posts	Interactions	Website Clicks
Facebook	112	7,620	4,186
Twitter	81	126	300
Instagram	9	1,271	30

Social Media Website Performance

Source	Campaign	Medium	Users	Pages / Session	Avg. Session Duration
1. m.facebook.c...	(not set)	referral	1,595	1.36	00:00:38
2. facebook	Events	social	1,447	1.8	00:01:02
3. facebook	gv_summer_2021_fb	paid	835	1.45	00:00:51
4. facebook	gv_spring_2021_fb	paid	607	1.31	00:00:26
5. facebook	gv_aatl_fall2021_fb	paid	508	1.35	00:00:37
6. facebook	gv_summer_2021_insta	paid	373	1.12	00:00:27
7. twitter	Events	social	361	2.19	00:03:02
8. facebook	gv_fall_2021_fb	paid	340	1.52	00:00:41
9. Instagram	GTA-instagram	GTA-instag...	284	2.1	00:01:27
Grand total			7,882	1.59	00:01:04



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. Tourists returning to Minnesota resorts but workers are not	Associated Pres...	Star Tribune	Jul 4, 2021	https://apnews.c...	21,806,929	\$201,714.1
2. 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
3. Hoping for a post-COVID boom, Minnesota resorts face severe labor sh...	Star Tribune	By John Reinan, Star Trib...	Jul 3, 2021	https://www.star...	3,840,982	\$35,529.08
4. 5 Trips to Plan Around America's Great Lakes	Condé Nast Trav...	Ashlea Halpern	Jun 28, 2021	https://www.cntr...	2,837,545	\$26,247.29
5. Arrowhead resorts see spike in cancellations despite no imminent wild...	Bring Me The Ne...	Melissa Turtinen	Sep 2, 2021	https://bringmet...	1,010,770	\$9,349.62
6. Fall Travel: Minnesota LIVE	KSTP TV	Chris Egert	Sep 13, 2021	-	942,260	\$8,715.91
7. Fall Road Trip to Minnesota's North Shore	Midwest Living	Hannah Agran	Jul 30, 2021	https://www.mid...	393,231	\$3,637.39
8. Lack of international workers hits Grand Marais businesses hard	KBJR 6	Quinn Gorham	Jul 1, 2021	https://kbjr6.co...	135,173	\$1,250.35
9. Hospitality Workers Get a Free Cup of Coffee Courtesy of Visit Cook Co...	WTIP-FM	-	Sep 9, 2021	https://www.wtip...	45,383	\$419.79
10. Northshore Resorts In Minnesota Facing Flood Of Cancellations Due To...	KBMX-FM	Jeanne Ryan	Sep 3, 2021	https://mix108.c...	26,264	\$242.94

Grand total **37,570,864** **\$333,658.53**

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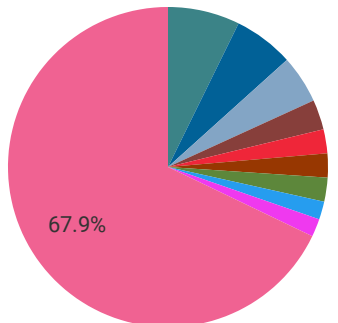
Media Hits (Earned & Organic)

Headline	Source	Influencer / Writer	URL
1. Lost in the Boundary Waters, a Minnesota couple found each other	Yahoo news	Madison Karas, Star Tribune	https://news.yahoo.com/lost-boundary-waters-...
2. Tourists returning to Minnesota resorts but workers are not	Associated Pres...	Star Tribune	https://apnews.com/article/mn-state-wire-minn...
3. The Definitive Guide to the Country's Most Stunning Spots for Fall Foliage	Yahoo! Lifestyle ...	-	https://www.yahoo.com/lifestyle/definitive-guid...
4. The 10 Best Lake Towns in the U.S.	BobVila.com	By Alexa Erickson	https://www.bobvila.com/slideshow/the-10-best...
5. 18 of the Most Romantic Resorts in the World	Reader's Digest	Leah Groth	https://www.rd.com/list/most-romantic-resorts/
6. 14 Winter Survival Tips from the Coldest Parts of the Country	Reader's Digest	Lauren Bettenga	https://www.rd.com/list/winter-survival-tips/
7. Beautiful Photos of All 50 States	House Beautiful	Angel Madison	https://www.housebeautiful.com/lifestyle/g368...
8. Grand Portage Band may acquire beach near Grand Marais	Star Tribune	By Brooks Johnson Star Tribune	https://www.startribune.com/grand-portage-ban...
9. Cabin life was uncharted, but North Woods project has been worth it	Star Tribune	By Craig Anderson	https://www.startribune.com/cabin-life-was-unc...
10. 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...
11. Hoping for a post-COVID boom, Minnesota resorts face severe labor shortage	Star Tribune	By John Reinan, Star Tribune staff	https://www.startribune.com/hoping-for-a-post-...
12. Final season for the Grand Marais Coast Guard station	Star Tribune	By Jana Hollingsworth, Star Tribune	https://www.startribune.com/final-season-for-th...
13. Lost in the Boundary Waters, a Minnesota couple found each other	Star Tribune	By Madison Karas Star Tribune	https://www.startribune.com/lost-in-the-bounda...
14. For chair of Cook County's Oral Health Task Force, dental health is overall health	Star Tribune	-	https://www.startribune.com/for-chair-of-cook-c...
15. Minnesota's extreme drought brings a muted fall color palette	Star Tribune	By Jana Hollingsworth, Star Tribune	https://www.startribune.com/minnesota-s-extre...
16. 5 Trips to Plan Around America's Great Lakes	Condé Nast Trav...	Ashlea Halpern	https://www.cntraveler.com/story/trips-to-plan-a-...
17. Top 10 Luxury Cabins In Minnesota, USA	Trip101	Leonora	https://trip101.com/article/luxury-cabin-rentals-...
18. Art Hounds recommend summer sweets	MPR News	Emily Bright	https://www.mprnews.org/story/2021/07/01/ar...
19. Cooler weather, rain showers aid crews working to contain Minnesota wildfires	MPR News	MPR News Staff	https://www.mprnews.org/story/2021/09/05/co...

Total Media Exposure Earned and Organic

Reach
199.4M

Estimated Ad Value
\$1.83M



- WTIP-FM
- Star Tribune
- Duluth News Tribune
- Inforum
- KRFO Radio
- FOX 21 Online
- Yahoo news
- Travel - msn - MSN.com

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