

VISIT COOK COUNTY



MEDIA TOOL KIT

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VISIT COOK COUNTY

Opportunities

Mission + Vision Statement



ABOUT VISIT COOK COUNTY

Visit Cook County is the destination marketing organization for Cook County, Minnesota, representing Grand Marais, Lutsen-Tofte-Schroeder, Grand Portage, and the Gunflint Trail. We promote the area's natural beauty, outdoor adventures, cultural experiences, and vibrant events to inspire year-round tourism.

By joining Visit Cook County, your business gains access to a robust marketing network, targeting key audiences through digital campaigns, public relations, and collaborative efforts. Our work drives visitation, supports the local economy, and enhances community sustainability. Together, we create unforgettable visitor experiences while helping your business thrive in Cook County's unique and stunning destination.

WHAT WE DO

- Build Community Brand Awareness
- Digital & Traditional Marketing
- Public Relations
- Information Center
- Community Resource
- Wayfinding Materials Production
- Event Funding Support

WHO WE SERVICE

- Visitors
- Businesses
- Community Members
- Event Organizers

STATS

2.1M

Annual Visitors

12K

Info Center Visitors

285

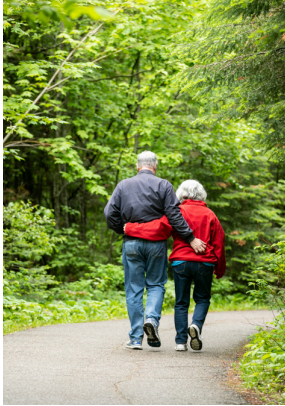
Marketing Partners

7

FTE's on staff

VISIT COOK COUNTY

ANNUAL STATS



MARKETING REACH

Through a strategic and always-on marketing approach, Visit Cook County maximizes our budget to serve an annual average of 54 Million ad impressions bringing over 577K users to our website.

This user traffic draws over 135K Business Listing Views and delivers 77K Listing Clicks to partner's websites.

Ad Impressions

54M

Total Users

577K

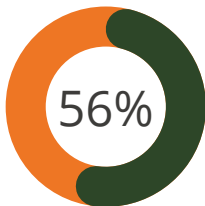
Listing Views

135K

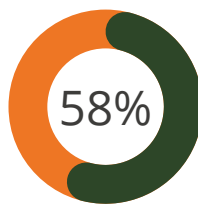
Listing Clicks

77K

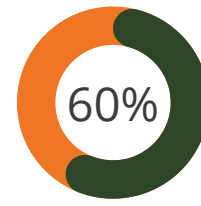
DEMOGRAPHICS



Women



Minnesota Based



35-64 yrs old

VISIT COOK COUNTY

Partnerships

Annual Marketing Partnership Opportunities



LODGING PARTNERSHIP➔ **\$0**

**This partnership is for businesses who collect lodging tax in Cook County*
Participants will receive exposure on the VCC website, which has nearly 1 million annual users; they will also be eligible to apply for 1% events grant funding, have their rack card included at the Grand Marais Information Center, and be included in branded VCC informational materials and maps, as applicable.

NON-LODGING PARTNERSHIP➔ **\$100**

Participants will receive exposure on the VCC website, which has nearly 1 million annual users; they will also be eligible to apply for 1% events grant funding, have their rack card included at the Grand Marais Information Center, and be included in branded VCC informational materials and maps, as applicable.

SPECIAL OFFERS➔ **\$300**

Post 1 special every month for 1 year on our website.
FREE for lodging properties with 150 pillows or more.

VISITOR GUIDE AD➔ **\$500**

Purchase of a Visitor Guide Ad comes with a **free marketing partnership (\$100 value)*
Ad with your business name, one image, a short description and URL (descriptions must be 25 - 30 words and are subject to editorial discretion, images or logos requested at 5+ MB as a 300 dpi JPG).

The deadline to be included in the 2025 Visitor Guide is March 1st.



For more information contact angel@visitcookcounty.com

Administrative Staff

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PARTNER PORTAL

TOOLKIT

What is the Partner Portal?

The Partner Portal is an extranet platform that allows local business members to update their business' information, contacts, imagery, amenities, view analytics, and discussion forum. To gain access for your business, you need to be a member of Visit Cook County or the Cook County Chamber.



How does this benefit you?



Any member/partner of Visit Cook County will want to use the Partner Portal in order to maintain control of the text, images, amenities, and promotional details about your business that are displayed on Visit Cook County's website. Anything that is edited under the "Accounts" section of the portal will affect the way it displays on the website.

- Keep the contacts updated at your business so you never miss out on opportunities.
- Use the Post Board to ask questions or provide updates to other Cook County businesses in a private chat room.
- Submit upcoming events so they appear with your listing information.
- Order materials from Visit Cook County to hand out to your visitors (i.e. Visitor Guide, maps, or brochures)
- View reports and meeting materials.
- Find individual performance stats from your listing's views and clicks.

Access & Logging In



Members of Visit Cook County and the Cook County Chamber are eligible for access to the Partner Portal. If you are a member, email carah@visitcookcounty.com or angel@visitcookcounty.com with the contacts that you would like to have access to your business listing information. Try it out yourself <https://cookcountymn.extranet.simpleviewcrm.com/login/#/login>