



# CITY COUNCIL PRESENTATION

DULUTH TOURISM COLLABORATIVE UPDATE

NOVEMBER 13, 2023

# AGENDA

- Quick Introductions
- Contract Outline & Record 2023 Results
- Driving Impact in 2024
- Questions & Discussion

# YOUR DULUTH MARKETING TEAM



**Megan Anderson**

Bellmont Partners  
Account Director



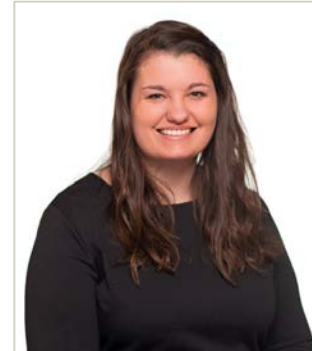
**Shelli Lissick**

Bellmont Partners  
Partner



**Laura Mitchell**

Lawrence & Schiller  
VP of Marketing



**Kyrie Bussler**

Lawrence & Schiller  
Senior Media Strategist

# COMPREHENSIVE MARKETING PLANNING

## GOALS, KEY PERFORMANCE INDICATORS (KPIs) & OVERALL STRATEGY

## Overall Business Goals

**Tourism tax revenue, STR hotel numbers, distribution throughout city, length of stay**

## Market Strategy

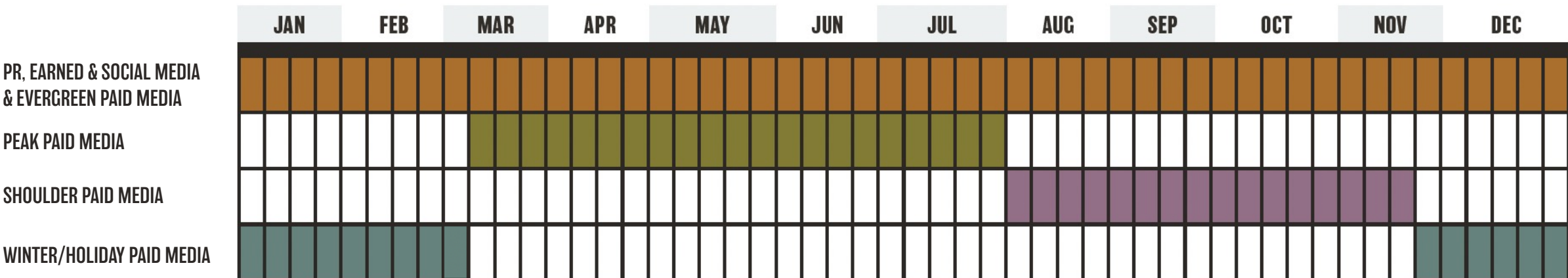
**Peak & Shoulder Efforts: 400-mile radius**  
**Winter/Holiday Efforts: 225-mile radius**  
**Evergreen Efforts: National**

## Paid Media Goals

**Media engagements, ROI info  
from OTA/travel intent,  
website traffic**

## Earned Media

**Number of clips, impressions,  
UVM, local/regional/national  
coverage**



# AUDIENCE PROFILES



**READY TO ROAM**



**UP FOR ADVENTURE**



**KIDS & CONNECTION**

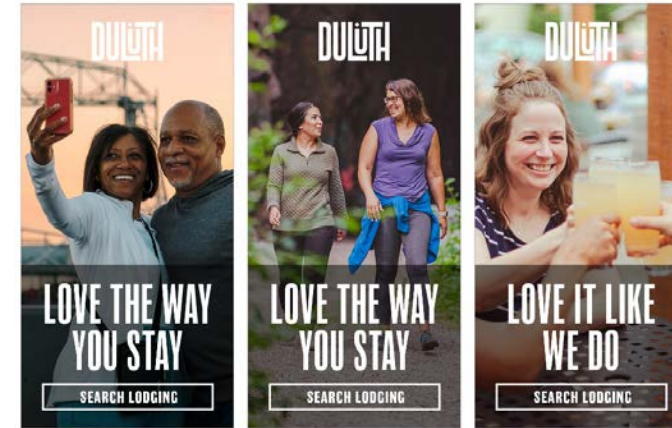
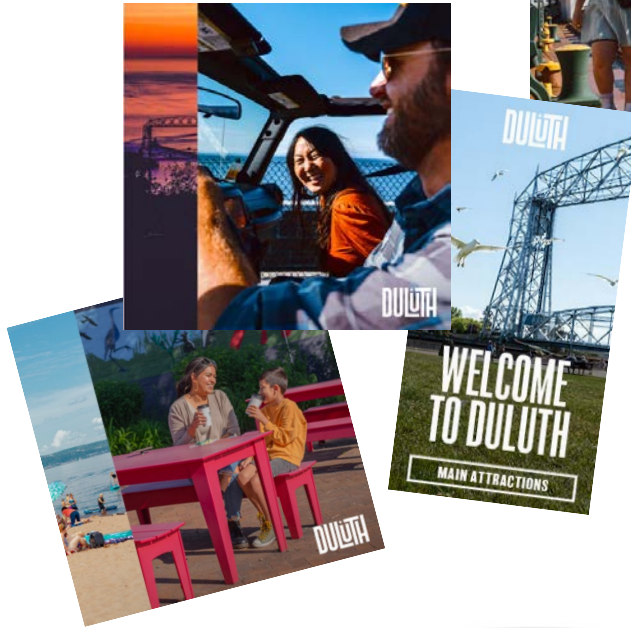




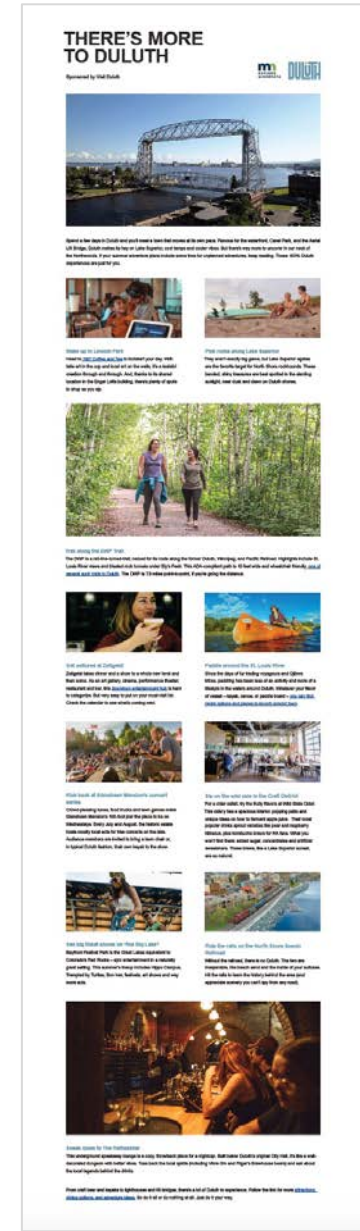
**CREATIVE CAMPAIGN DEVELOPMENT**



# PEAK 2023



- ## Campaign Highlights
- Promoting travel beyond Canal Park
  - Showcasing diversity in attractions, adventures and adventurers
  - Capturing 3 “My Duluth” videos of local voices (for release next year)








ADVERTISEMENT


## LOCAL VOICES

HERE'S WHAT DULUTH RESIDENTS LOVE ABOUT LIFE ON THE NORTH SHORE




"Along with the lake, there are beautiful waterfalls and streams throughout the city and you can lose yourself in the woods. Combine that with the arts and culture scene where you can see great plays, independent films and more - and you just can't find anywhere else like Duluth in the country."

- Tony Gomez, Delightist




"My favorite thing is probably all the historic architecture. I'm a big history nerd, so I love to see old structures so full of life."

- Haley Tidewick, The Depot



"The activity that surrounds the lake is really special and unique, as well as the people that make up Duluth. Most of them have been here for a long time and have great stories. I would definitely encourage visitors to talk to and interact with the community members here - they're fascinating!"

- Mauro Crowell, 1980 Women's Hockey

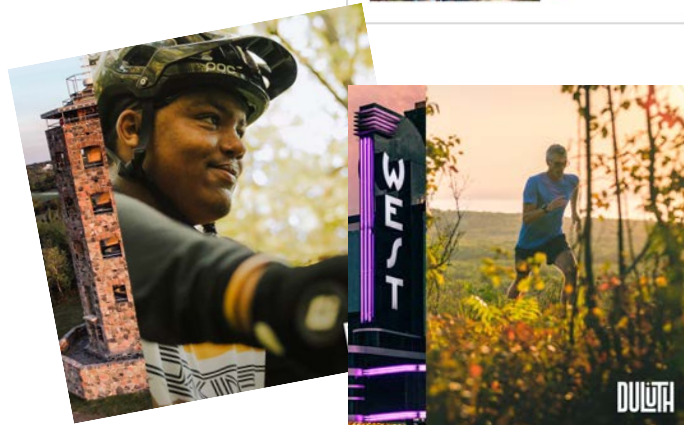
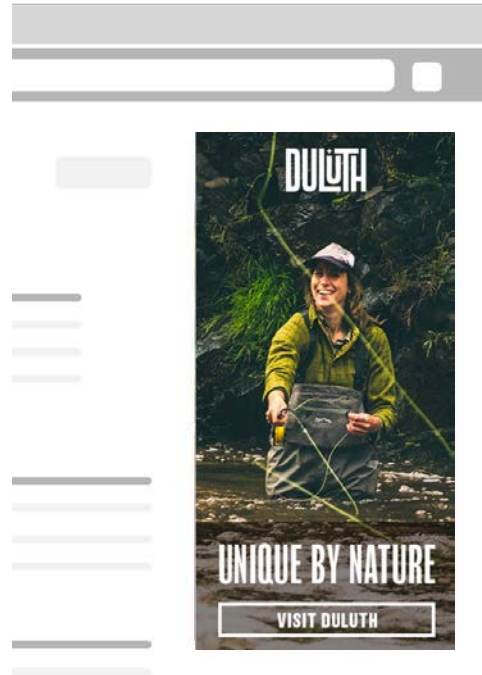


"Duluth has lots of great parks to enjoy that make it easy to be immersed in nature: Lester Park, Lincoln Park, Hawk Ridge Nature Preserve and so many others. They offer great trails, amazing views of our natural landscape and a chance to get away from the daily pressures of life."

- Bridley Edmondson, Photographer

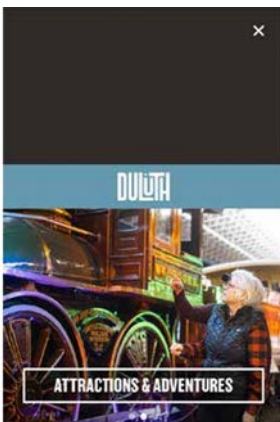
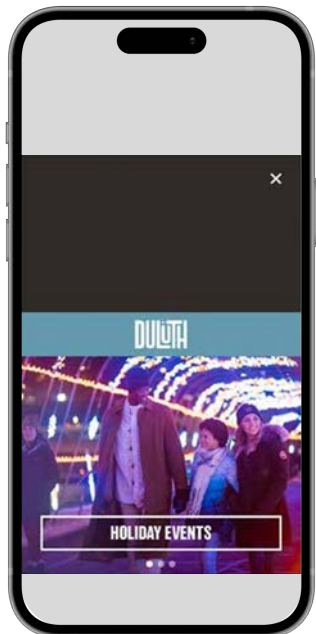
## Campaign Highlights

- Introducing a voice to the memories you make in Duluth
- Featuring the local perspective in fresh ways
- Gathering new assets to promote fall travel next shoulder

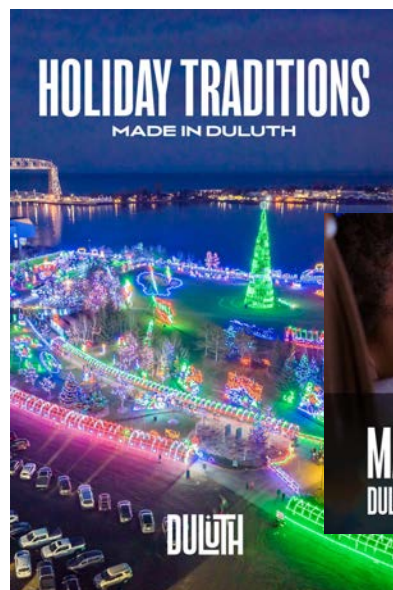
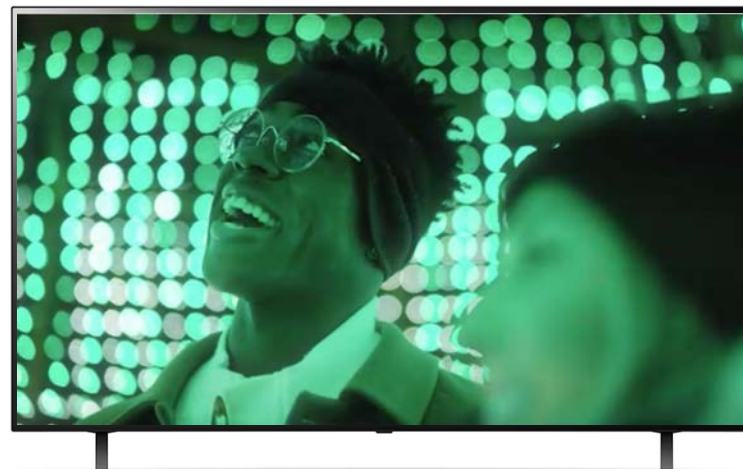


SHOULDER 2023





:15 HOLIDAY SPOT



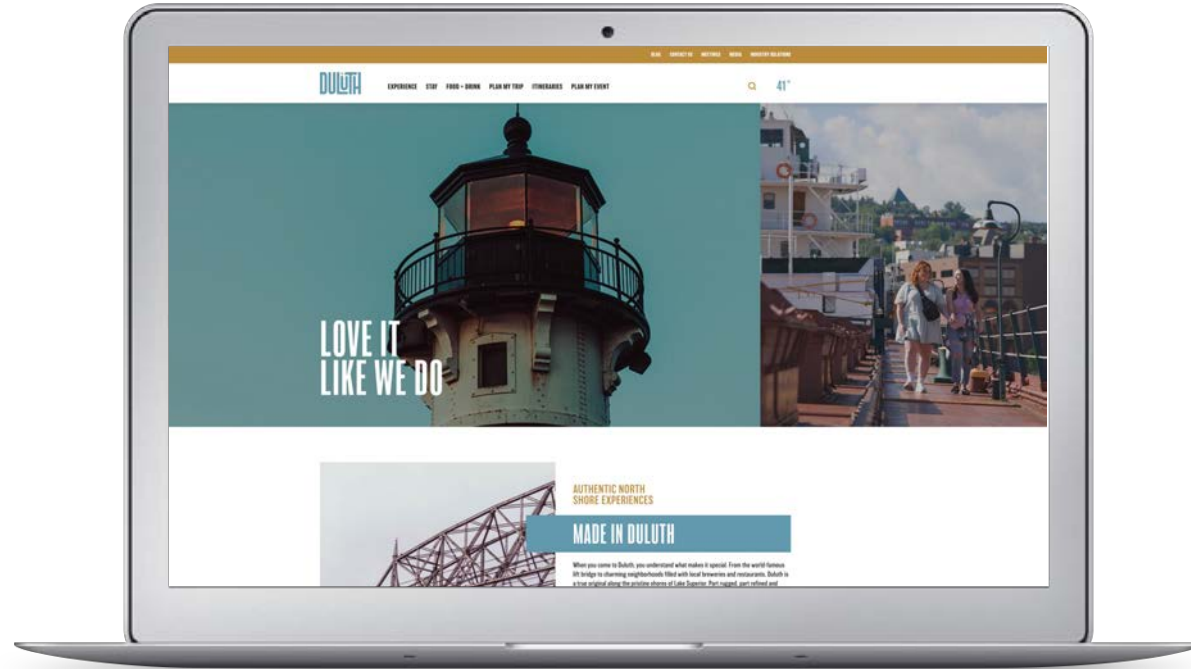
## Campaign Highlights

- Rolling out new imagery gathered last year
- Emphasizing diverse talent
- Showing visitors the way to their next favorite holiday tradition

# HOLIDAY 2023

# WEBSITE DEVELOPMENT

- In-depth business audit
- Events
- Page refreshes/optimizations:
  - Homepage, seasonal landing pages, meetings & convention content, new pages added, etc.
- Ongoing content development:
  - Blogs, Faces of Duluth profiles & itineraries



## Website Pageviews

- 1.45M - Up 23%

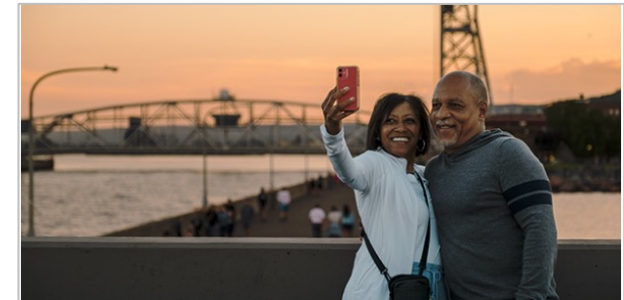
## New Users

- 530K - Up 24%



### FACES OF DULUTH: EDUARDO SANDOVAL LUNA

Eduardo Sandoval Luna is on a mission to build connections between people and cultures through food. For eight years, he's done this as the owner of Oasis Del Norte food truck, and now, he's expanded to a full fledge restaurant of the same name in Lincoln Park. This new community hub will provide authentic Mexican taqueria fare alongside art, music and camaraderie to all who visit.



### DULUTH DICTIONARY: A FIRST-TIMER'S GUIDE

A few words to know and places to go for your first time in Duluth, sorted alphabetically. Aerial Lift Bridge: the bridge connecting mainland Duluth with a long sandbar known as Minnesota Point. It raises to let boats pass underneath into port, sometimes more than 20 times per day during the peak shipping season of...

Jan - Oct 2023 compared to same period previous year.



# VIDEO & PHOTOGRAPHY

Three photo/video shoots completed:

- Holiday/Winter 2022  
(Shot Dec. 2022, for assets used in 2023/2024)
- Summer 2023 (for assets used in 2024)
- Fall 2023 (for assets used in 2024)





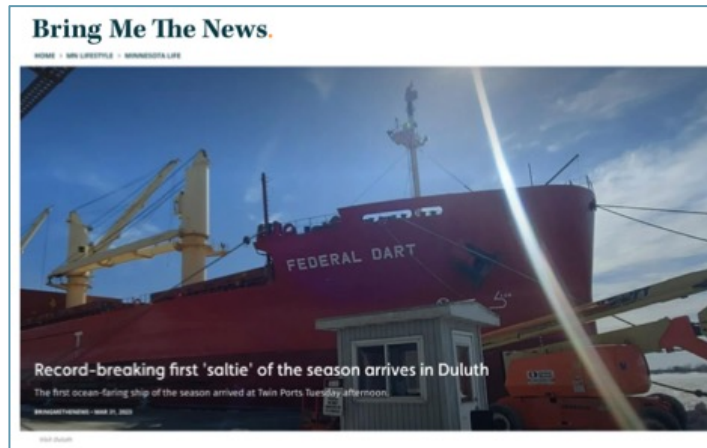




# MINNESOTA COVERAGE

## TOPICS INCLUDED:

- Beargrease
- First Ship
- FinnFest
- Dylan Fest
- Fall Events Round Up
- Minnesota Monthly
  - Bike Trails
  - Summer Events



# EARNED MEDIA

136

PLACEMENTS ON KSTP & WDIO

2,800,655

POTENTIAL AUDIENCE

50

BUSINESSES, ATTRACTIONS  
& EVENTS FEATURED

ACROSS

5

NEIGHBORHOODS

## Twin Cities Live / Minnesota Live



Top fan

**Joanne Mayne**

Great show, haven't been to Duluth for 30 + years. Now I want to make a trip up there!!!



**dariapetraglia** Enjoyed the show  
!!! Makes me want to visit Duluth



**dawn\_ellismn** 1d

It was a great show! I literally planned a trip to go up there next weekend because I want to check out all of the places you highlighted!

Reply



# SOCIAL MEDIA

- Organic Content
- Branding Incorporation

## AVERAGE IMPRESSIONS PER POST

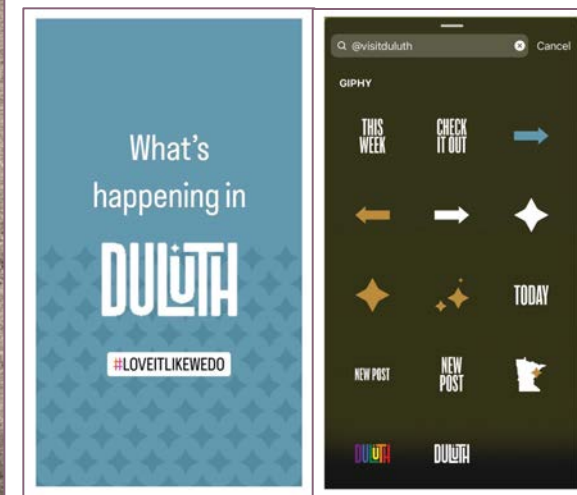
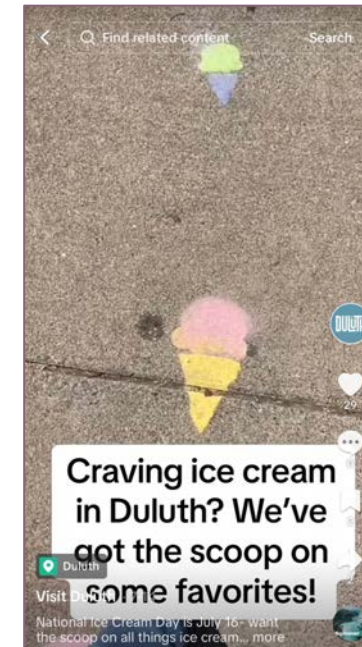
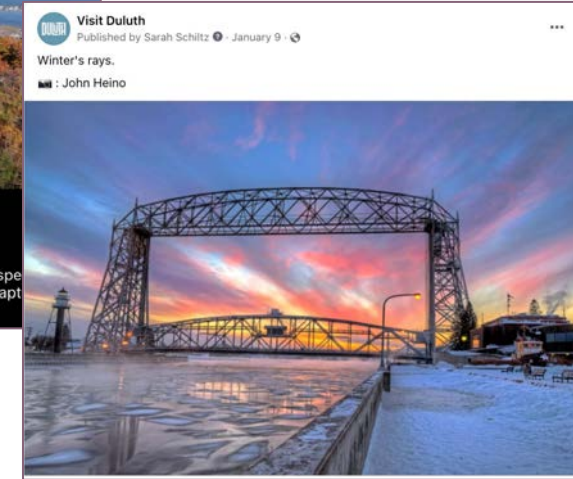
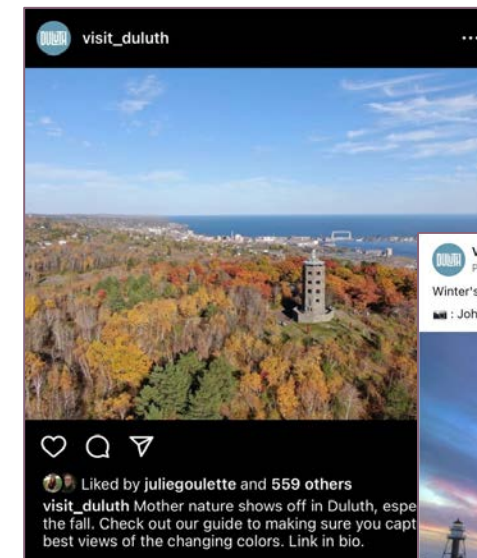
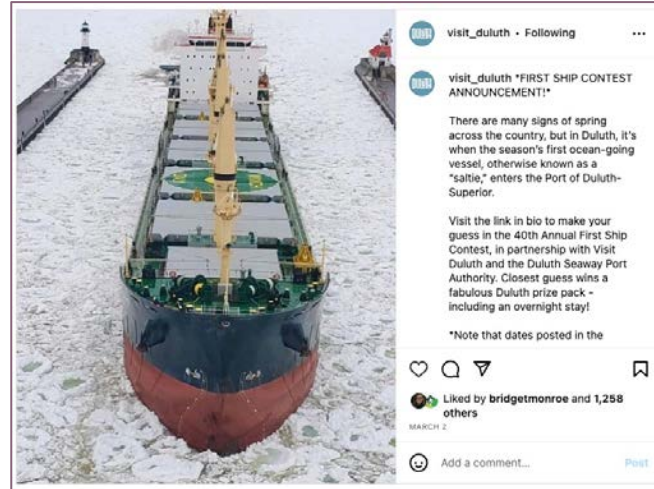
- Facebook: 17,351
- Instagram: 5,904
- Twitter/X: 747
- TikTok: 399

## AVERAGE ENGAGEMENT PER POST

- Facebook: 402
- Instagram: 295
- Twitter/X: 15
- TikTok: 16

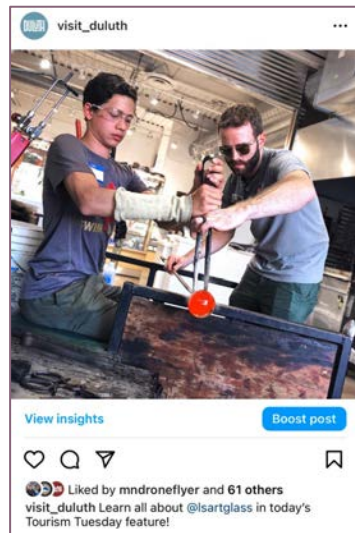
Total followers across platforms increased by 6,120 (+4.9%) in 2023.

*Data as of 10/31/2023*



# SOCIAL MEDIA PARTNERSHIPS

## TOURISM TUESDAY



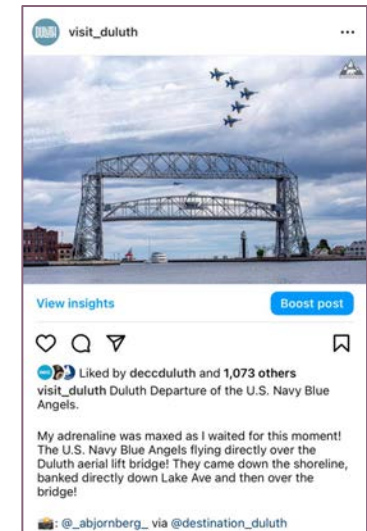
## INSTAGRAM TAKEOVERS



## INFLUENCER PARTNERSHIPS



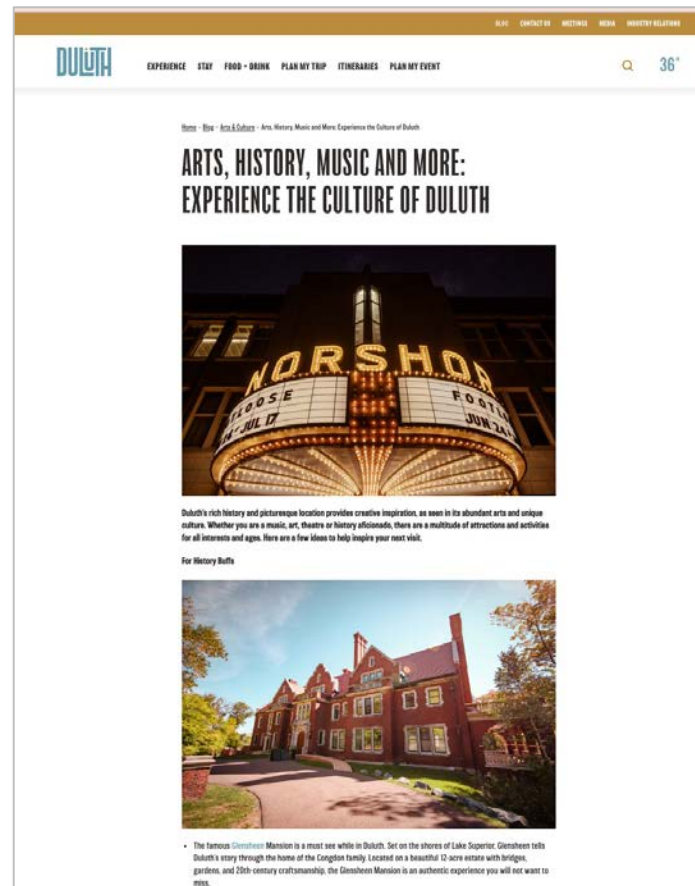
## DESTINATION DULUTH





# ART, CULTURE & HISTORY

- Blog/Itinerary Content
- Social Media Content
- Faces of Duluth Features
- Paid Media Creative



## Artistic Adventures

Live music, big events, art galleries all across town: the maker spirit is alive and well in Duluth. See what's coming to town, what's already here and what you need to put on your calendar.

[Learn More](#)



## HAILEY EIDENSCHINK

ST. LOUIS COUNTY DEPOT

"There's a lot to love about this city, but my favorite thing is probably all the historic architecture. From a big history nerd, we love to see old structures so full of life."

HISTORIC ATTRACTIONS



Carousel/Slider

Link: <https://visitduluth.com/experience/attractions/history-culture/>



# DATA, ANALYTICS AND REPORTING

## 2023 KPIs/Goals:

1. Drive Visitation to Duluth
2. Spread Visitors Throughout the City
3. Show a Variety of Things to Do Throughout the City
4. Show Duluth as a Community Welcoming to All



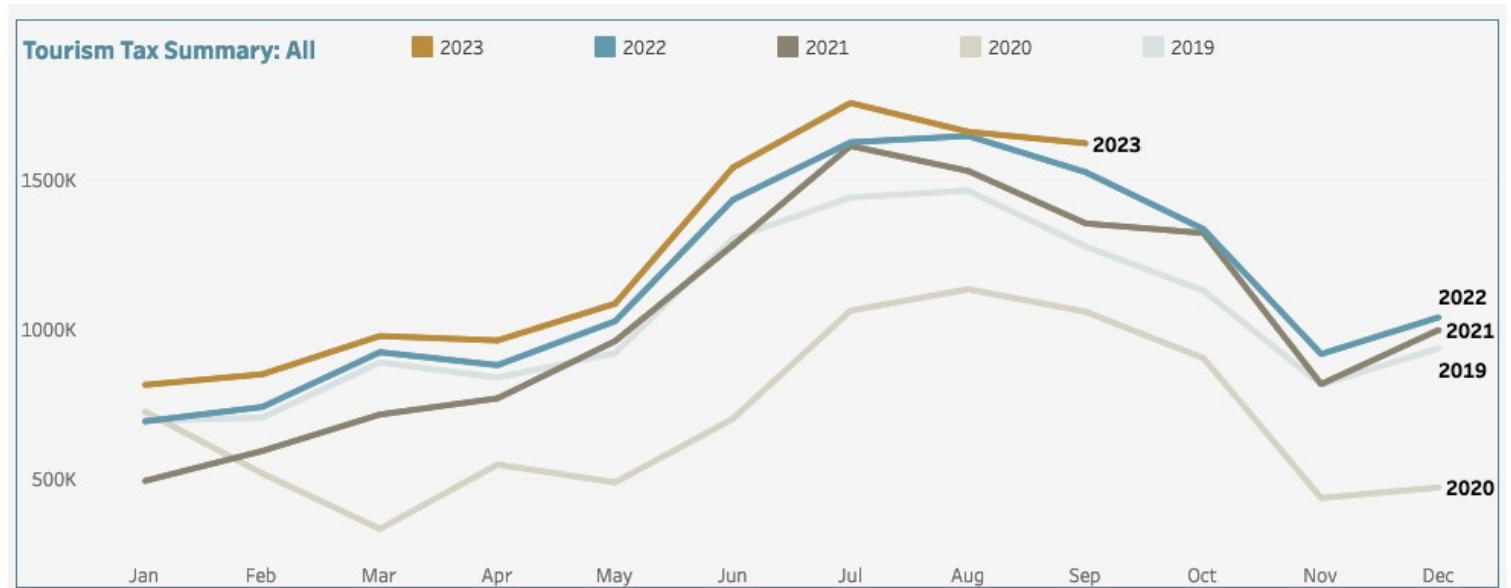
## QUARTERLY REPORT Q2 2023



# 1. DRIVE VISITATION TO DULUTH

- Bring visitors to the city, get them to stay longer and spend their time and dollars here
- Tourism tax, hotel indicators/revenue, attractions volume, paid media metrics

## JANUARY – SEPTEMBER INDICATORS



The rate of inflation in the United States was 3.7% for the 12 months ending on September 30, 2023.

TOURISM TAX YTD: \$11,269,899

- Up **7.4%** compared to record 2022
- Up **18.2%** compared to 2019

ATTRACTIONS VISITATION (reported by partners)

- Up **10%** compared to last year

# 1. DRIVE VISITATION TO DULUTH

## JANUARY – SEPTEMBER INDICATORS

### STR HOTEL INDICATORS

HOTEL OCCUPANCY  
RATE FLAT

**-1%**

60.4% vs 61.4%

HOTEL ROOM  
REVENUE UP

**+5.5%**

\$101M vs \$95.7M

AVERAGE DAILY  
RATE UP

**+6.9%**

\$173 vs \$161



# 1. DRIVE VISITATION TO DULUTH

## JANUARY – SEPTEMBER INDICATORS

### WINTER & PEAK CAMPAIGN RESULTS

TOTAL IMPRESSIONS: 60,231,424

#### TRAVEL INTENT ROI

- Winter: \$29 to \$1 ROI
- Peak: \$19 to \$1 ROI
- Combined 2,131 hotel stays

#### EXPEDIA ROI

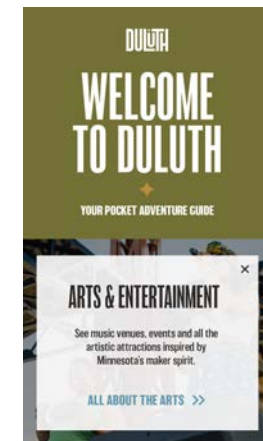
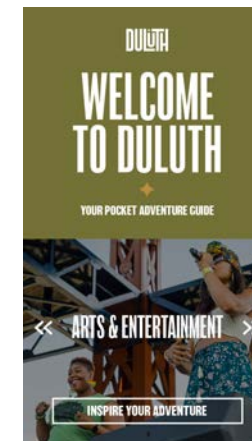
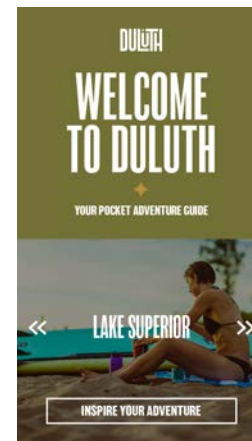
- Winter: \$17 to \$1 ROI
- Peak: \$22 to \$1 ROI
- Combined 3,735 hotel stays

#### ARRIVAL LIFT: +39%

- Visitors are 39% more likely to travel to Duluth after ad exposure

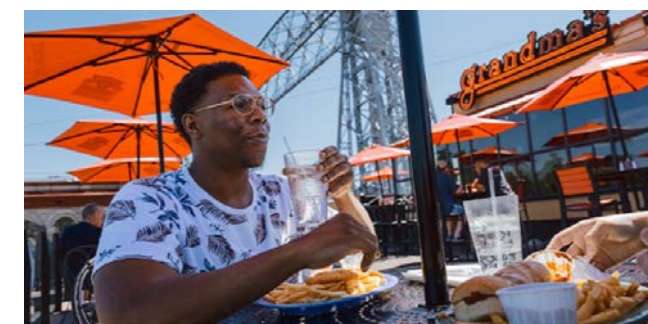
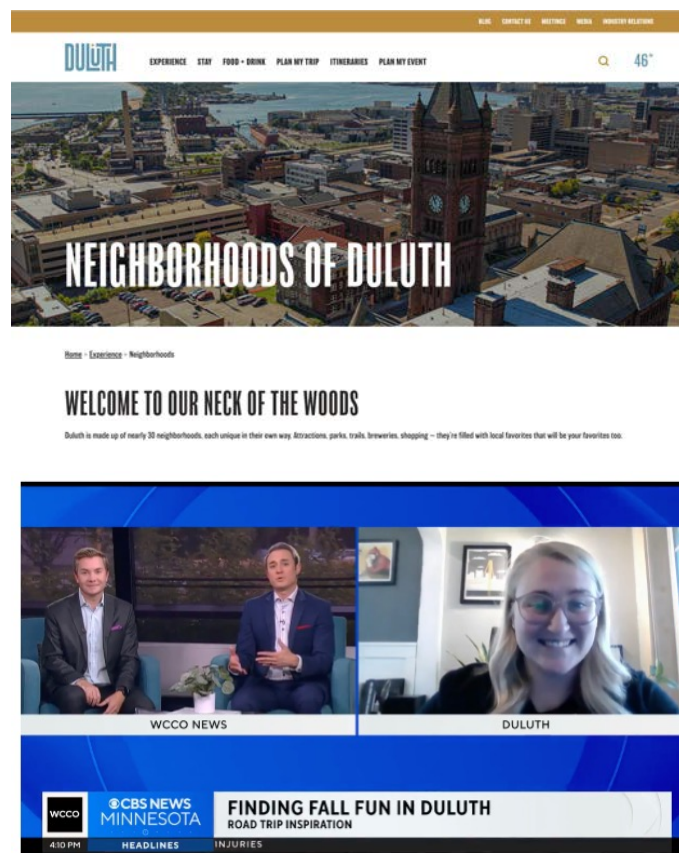
#### STAY LIFT: +32%

- Visitors stay 32% (10 hours) longer in Duluth after ad exposure



# 2. SPREAD VISITORS THROUGHOUT THE CITY

- Focus on showing all neighborhoods of Duluth
  - Growth in 15 out of 23 neighborhoods in 2022 (Arrivalist)
- Highlight in creative, earned media and website/social content



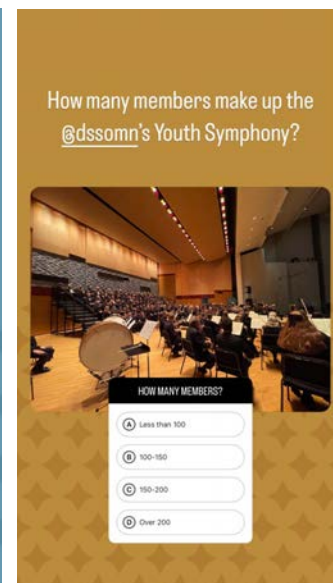
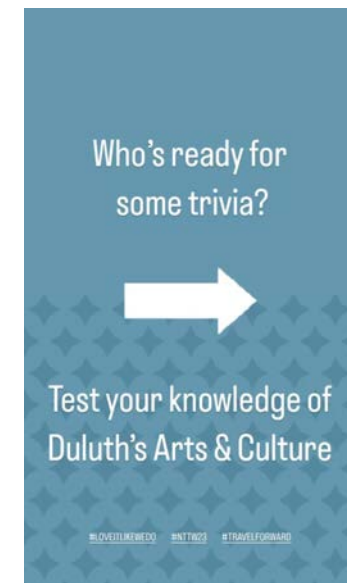
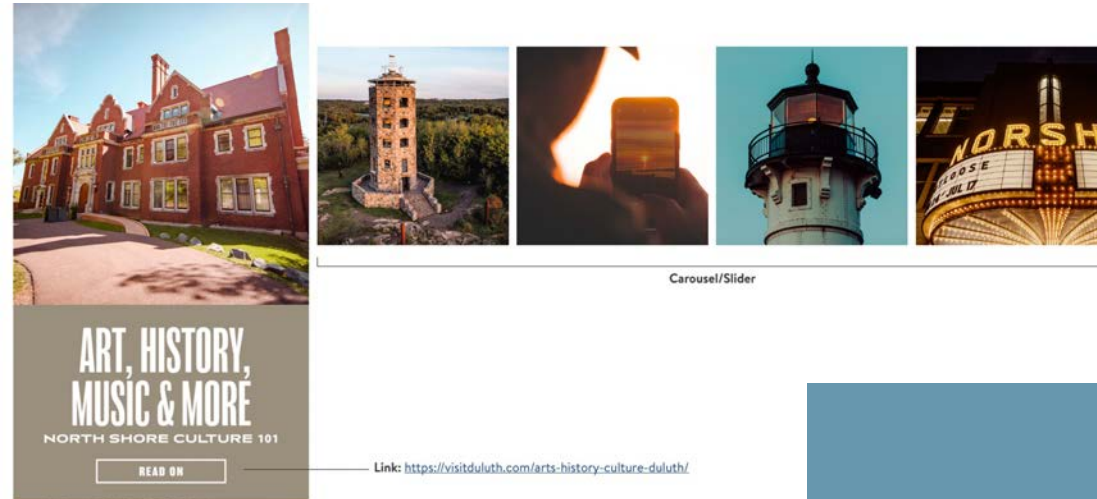
## THE LONGEST DAY IN DULUTH

Celebrating the summer solstice with 15 hours, 51 minutes and 55 seconds of adventure. For anyone hanging out north of the equator, June 21 is the summer solstice, AKA the longest day of the year. And when you reach latitudes like you'll find in Northern Minnesota, the days get pretty long. Real long, like just...



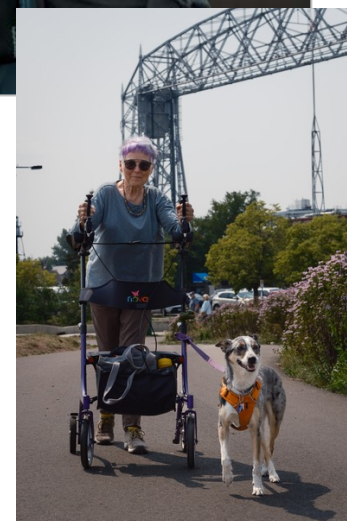
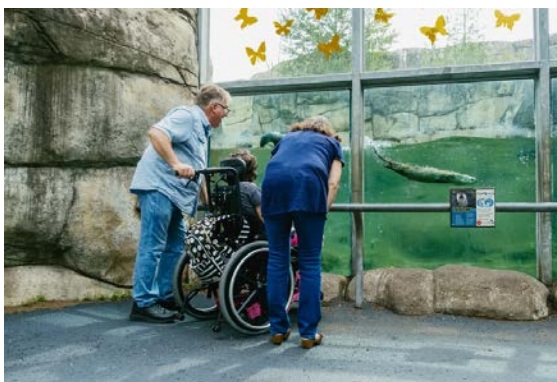
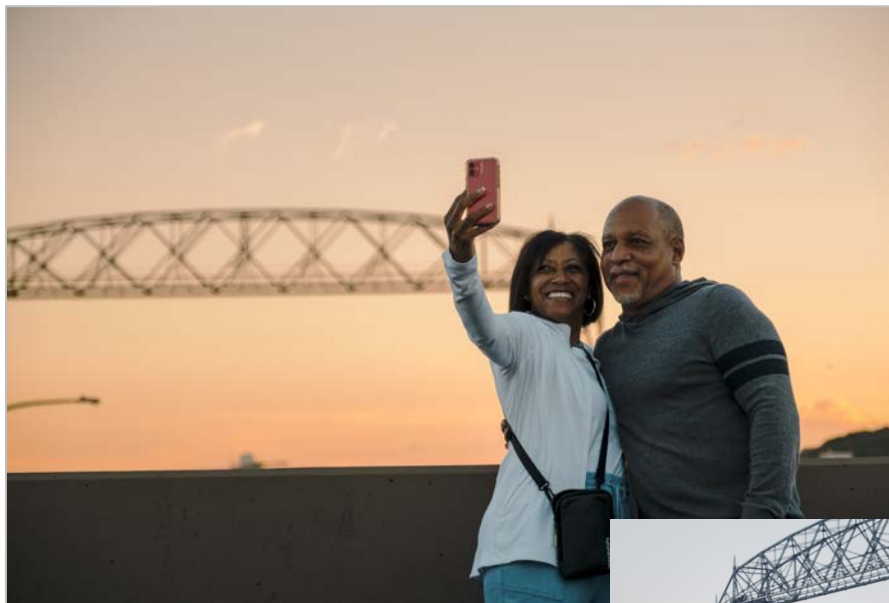
# 3. SHOW A VARIETY OF THINGS TO DO THROUGHOUT THE CITY

- Uplift Arts, Culture and History
- Highlight a variety of things to do in creative elements, content, etc.



# 4. SHOW DULUTH AS A COMMUNITY WELCOMING TO ALL

- Celebrate the diversity of Duluth's citizens and potential travelers
- Diversity in photo/video shoots, media pitches, content curation



**CELEBRATE AND HONOR  
INDIGENOUS CULTURE IN  
DULUTH**



**DULUTH**



# ACCOUNT MANAGEMENT

## IMPLEMENTATION OF MARKETING SERVICES

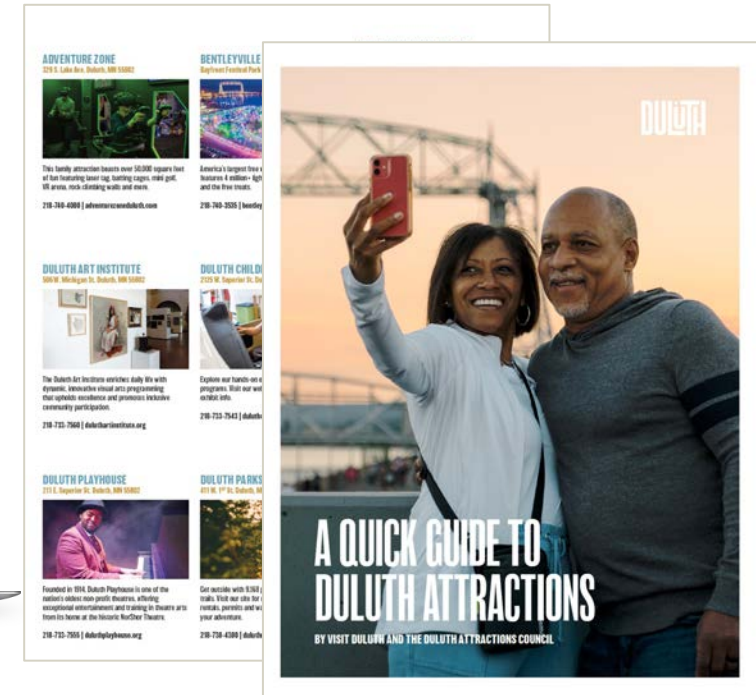
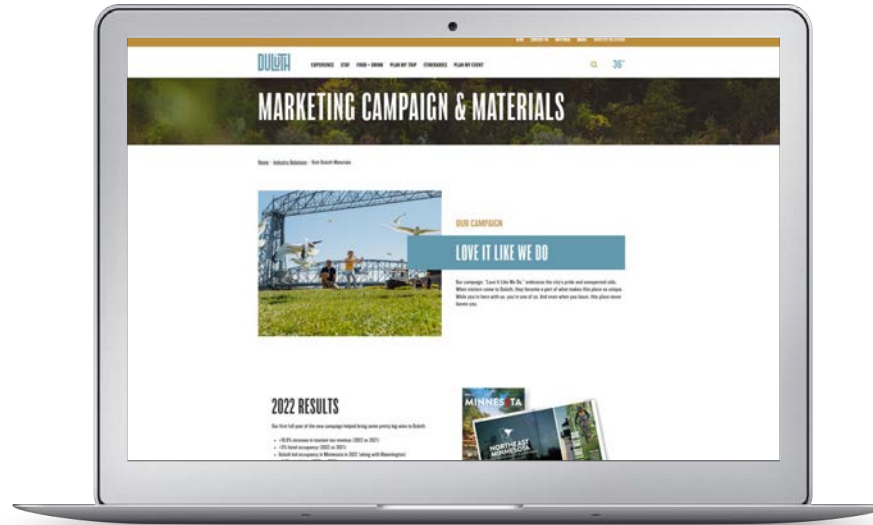
- Weekly calls with city
- Vendor coordination and negotiation
- Regular correspondence with Visit Duluth & Tourism Advisory Board

## MANAGEMENT OF STRATEGIC PARTNERS AND FREELANCE CONTRACTORS

- Local partnerships:
  - DECC
  - Visit Duluth
  - Local photographers
  - Old Saw Media talent/videography
  - Destination Duluth

# ADDITIONAL TACTICS

- Industry Relations
  - Quarterly industry updates and listening sessions
  - Lunch & Learn webinars
  - Tourism Tuesday social series/social takeovers
  - Ongoing industry resources (ex. Attractions handout)
- Additional Partnerships
  - ESTO/US Travel
  - Explore Minnesota Tourism
- Other Marketing
  - Email Marketing
  - Visitor Guide Support





# AREAS OF IMPROVEMENT & ONGOING LEARNINGS

**TRAVEL INTENT / ONLINE TRAVEL AGENCIES EFFORTS – ROI REVIEW**

**PAID MEDIA – RETARGETING STRATEGY**

**PAID SOCIAL MEDIA – INSTANT EXPERIENCE AUDIENCE**

**ORGANIC SOCIAL – INFLUENCER PLATFORM**

**EARNED MEDIA – FAM TOURS WITH EXPLORE MINNESOTA**

**INDUSTRY RELATIONS – ADDITIONAL TOUCHPOINTS**

**ARTS + CULTURE – CONTINUING TO INCREASE VISIBILITY**

# DRIVING IMPACT IN 2024

## OVERALL GOALS

- Continue to uplift entire city while focusing on equity versus equality
- Continue partnerships with Visit Duluth and the DECC
- Additional photo & video shoots prioritizing diversity
- Continue expanding focus/budget into slower occupancy timeframes (shoulder/winter months, weekday pushes, etc.)
- Ongoing presence of online travel agencies (OTAs), paid search, retargeting interested visitors
- Incorporate more authentic Duluth personalities in various mediums (new “My Duluth” creative series introduction, Faces of Duluth, etc.)
- Continue to provide various resources & opportunities to the Duluth tourism industry members
- National FAM tours: journalists and influencers
- Grow organic social channels with engaging, on-trend content (video, user-generated content, etc.)



# 2024 BUDGET

TOTAL: \$1.8 MILLION

## MEDIA - \$1,254,300 (70%)

- Paid, earned, social, email marketing, Destination Duluth, and Twin Cities Live partnerships

## CREATIVE/CONTENT - \$366,500 (20%)

- Paid media creative, photo/video shoots, Visit Duluth creative services, ongoing website maintenance, content development and hosting

## STRATEGY/PLANNING - \$72,000 (4%)

- Strategic planning, market evaluation, goal review, etc.

## TOOLS/MEMBERSHIP - \$49,500 (3%)

- Arrivalist, US Travel Membership/ESTO awards

## REPORTING - \$22,000 (1%)

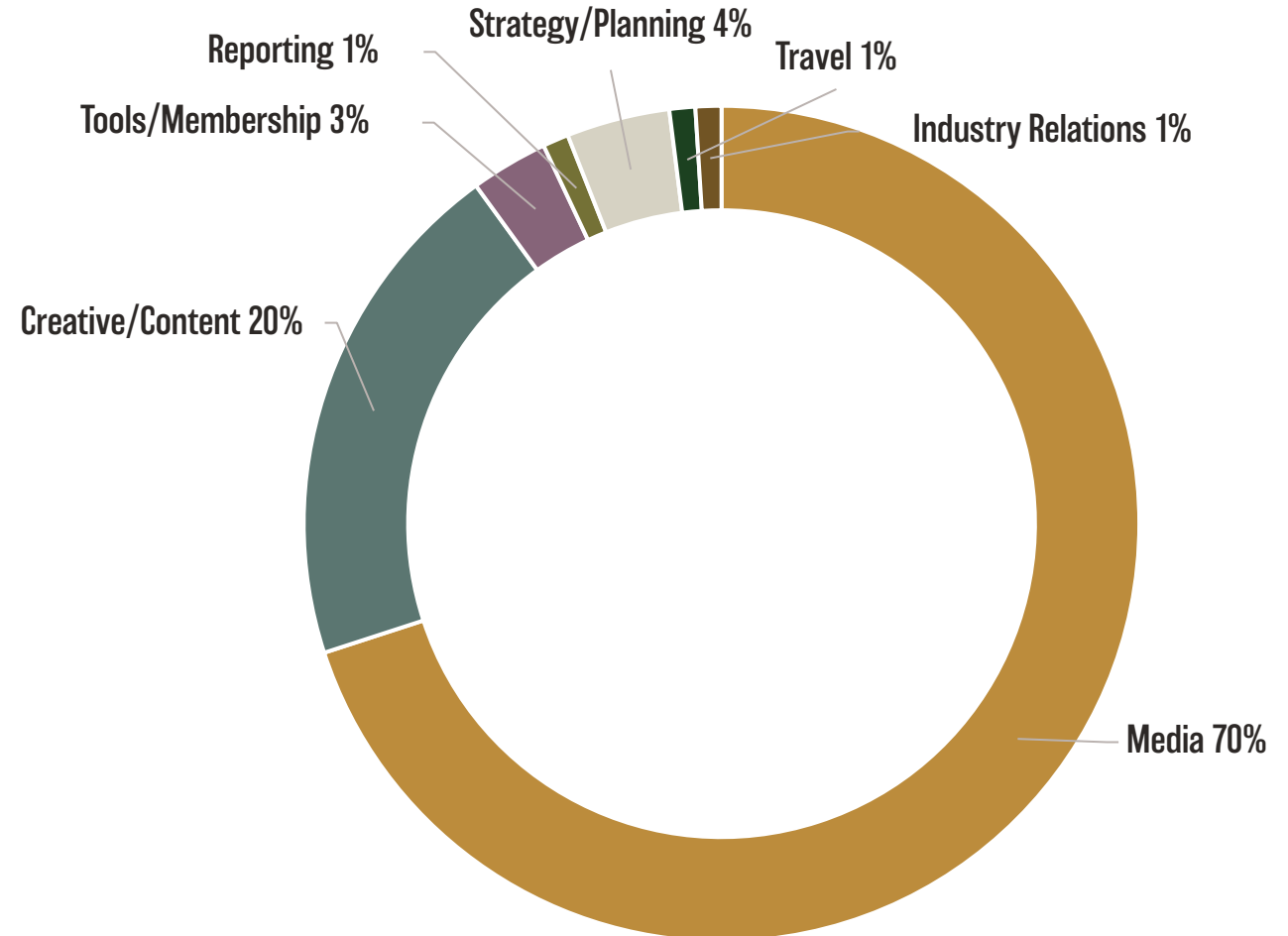
- Quarterly reporting, dashboard, and other misc. reporting needs

## INDUSTRY RELATIONS - \$21,000 (1%)

- Lunch & Learns, listening sessions, monthly newsletters, industry coordination and communication, etc.

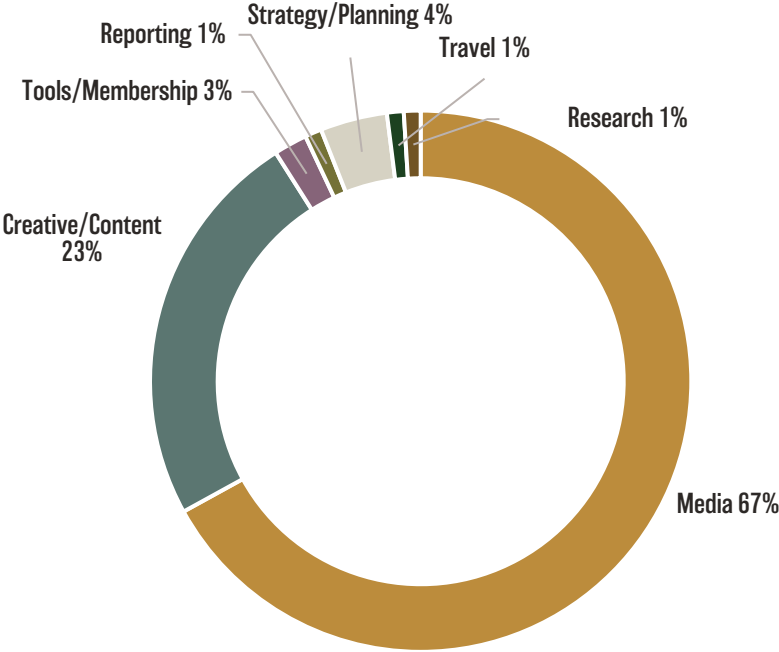
## TRAVEL - \$14,700 (1%)

- FAM tours, photo/video shoots, meetings, etc.

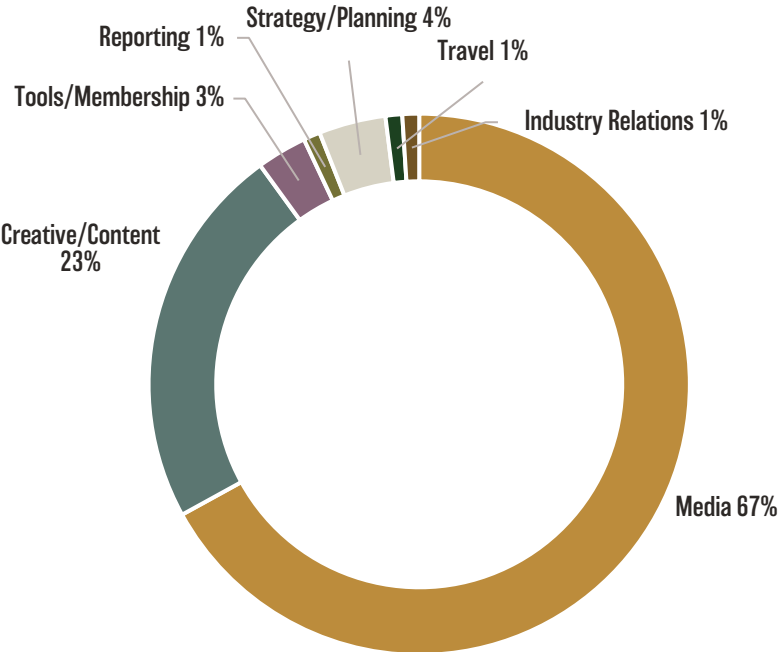


# ANNUAL BUDGET EVOLUTION

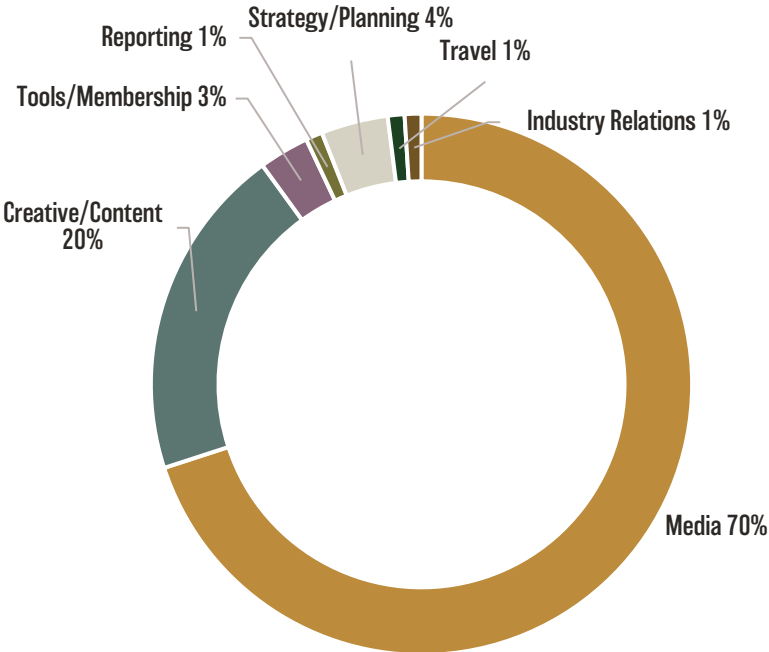
2022



2023



2024





# ✦ QUESTIONS & DISCUSSION ✦

DULUTH