

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





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 Market Strategy Paid Media Goals Earned Media Tourism tax revenue, STR hotel Peak & Shoulder Efforts: 400-mile radius Number of clips, impressions, Media engagements, ROI info UVM, local/regional/national numbers, distribution throughout city, Winter/Holiday Efforts: 225-mile radius from OTA/travel intent, length of stay website traffic **Evergreen Efforts: National** coverage JAN MAR JUN JUL SEP FEB APR MAY AUG OCT NOV DEC **PR. EARNED & SOCIAL MEDIA & EVERGREEN PAID MEDIA** PEAK PAID MEDIA SHOULDER PAID MEDIA

WINTER/HOLIDAY PAID MEDIA

AUDIENCE PROFILES





READY TO ROAM

UP FOR ADVENTURE

KIDS & CONNECTION

CREATIVE CAMPAIGN DEVELOPMENT





FIND LODGING YOU'LL LOVE BOOK Now DULÜTH

Campaign Highlights

- Promoting travel beyond Canal Park
- Showcasing diversity in attractions, adventures and adventurers
- Capturing 3 "My Duluth" videos of ulletlocal voices (for release next year)































Along with the lake, there are beautiful waterfalls and streams throughout the city and you can lose yourself in the woods.

and you can note yoursen 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."

"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." enachick, The Deput

he activity that surrounds the lake is really

so many others. They offer great trails.



Campaign Highlights

- Introducing a voice to the ۲ memories you make in Duluth
- Featuring the local perspective in fresh ways
- **Cathering new assets to promote** • fall travel next shoulder

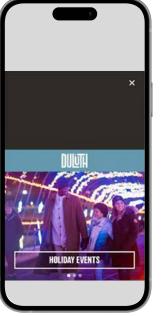








SHOULDER 2023

















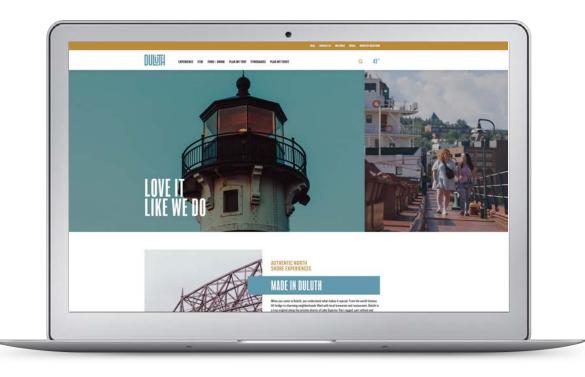
Campaign Highlights

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



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)



EARNED MEDIA Total BP placed Media Hits

156 Up 21% over YTD 2022

TOTAL BP PLACED MEDIA IMPRESSIONS **282,329,740**

NATIONAL COVERAGE HIGHLIGHTS

Forbes USA Today Insider Wall Street Journal

Travel + Leisure Reader's Digest Real Simple

ADVENTURE

Land of Plenty

Whether you want a forest, mountain, or water-based escape, these are five can't-miss American experiences. By Evie Carrick

PADDLE THE WORLD'S LARGEST FRESHWATER LAKE

WHERE On the shores of Lake Superior, Duluth, Minnesota is an unsung watersports capital.

DO Kayak Superior's northern shore with Day Tripper of Duluth (daytripperofduluth. com). You'll glide through blue-green water and past soaring cliffs, with a spectacular view of Split Rock Lighthouse. Duluth is also a two-hour drive from the L1 millionacre Boundary Waters Canoe Area Wilderness (fs.usda.gov), one of the country's most remote places.

STAY Solglimt (solglimt.com; doubles from \$272), a five-room B&B, has Lake Superior beach access. The waterfront Fitger's Inn (fitgers.com; doubles from \$252) is a town favorite.

EAT AND DRINK Visit the tasting room at Vikre Distillery (vikredistillery.com) to sample aquavit, gin, and vodka made using local grains, foraged botanicals, and, of course, pure water from Lake Superior. For a cocktall, opt for the Spruce Almighty, made with Vikre's Boreal Spruce Gin, kumquat, lemon, and pomegranate.

6 Dog-Friendly Activities To Enjoy in Duluth



Forbes

Ready for a getaway with your best friend? Look no further than Duluth. Minnesota. The port eity on Lake Superior is a popular getaway for Midwesterner throughout the year, and has recently seen a population surge to do its perception as a refuge from climate crisis.



RD.COM - Travel - Vacations - Destinations

The 14 Most Underrated U.S. Travel Destinations to Visit Now



CLUBHOUSEARTS/GETTY IMAGES

Duluth, Minnesota

With an architecturally stunning downtown, trendy lakeside neighborhoods and outdoor adventures around every corner, Duluth is a great alternative to busier Midwestern towns such Minneapolis and Chicago, or even Denver in the west. *Outside* magazine and the *Washington Post* named it one of the country's best cities for outdoor adventures, and mountain biking, in particular, is a big draw here. But from museums to boat tours to ballgames, there's no shortage of attractions to explore in this underrated U.S. travel destination.

INSIDER

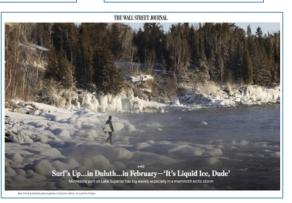
The best 'green' vacation spot in all 50 states for people who care about planet-friendly travel Moty Offen Just 2022, 452 PM CDT

Duluth, Minnesota — described as a "climateproof" destination — takes sustainability seriously.



Leasted literally on the shore of Lake Superior, this houd, built in the 4000 and literal on the Nykinet Registrar of Illitoria Tiesan, was none a between Jia machaniza and water tower are insufmarka. Inside, find exposed bried, 64 imbidduilty styled comous and lake views. With these restaurants, a doin and ap spa and two inglightlishs, thereiy plotty in key you kawy. Wany you're ready to waterner out, strid low the bourboalts and get to know the laketion. Bouws: The limit is part of a sharpping complex, which is home to the resovated Figure's Bouwer.

Check into history: These classic buildings avoided the wrecking ball,



USA

Fitger's Inn

Duluth, Minnesoto

turned into hotels

Sarah Sekula Special to USA TODA



UNE 2023 REAL SIMP

Big Food Scenes in Small Cities to to town at one of these underroted restauren destinations. Pock your stretchy pantsi Head to Duluth for... the tap water! The city has won multiple awards for the best-tasting water in Minnesota.

th, Minnesota to Duluth for, the tap w rd on the shores of Lake t ty has won multiple awa

Where we need with all that finds the second second

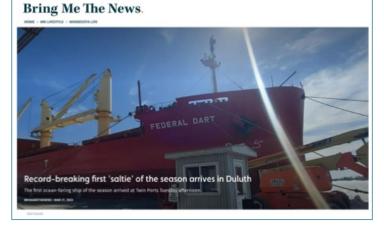
Totals as of 10/31/2023

MINNESOTA Coverace

TOPICS INCLUDED:

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













VISIT DULUTH



2,800,655 **POTENTIAL AUDIENCE**

50 BUSINESSES, ATTRACTIONS & Events featured

ACROSS

NEICHBORHOODS

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

C

SOCIAL MEDIA

- **Organic Content**
- **Branding Incorporation** •

AVERAGE IMPRESSIONS PER POST

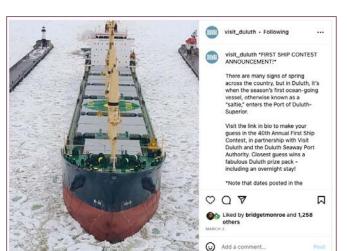
- Facebook: 17,351
- Instagram: 5,904
- Twitter/X: 747 •
- TikTok: 399 •

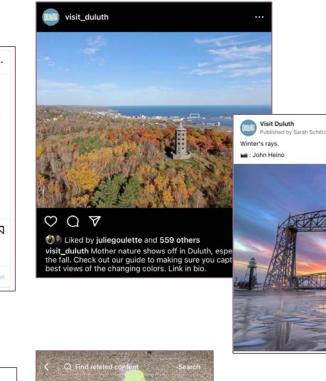
AVERAGE ENGAGEMENT PER POST

- 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

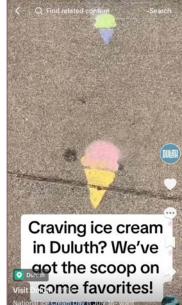




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SOCIAL MEDIA PARTNERSHIPS

TOURISM TUESDAY



INSTAGRAM TAKEOVERS

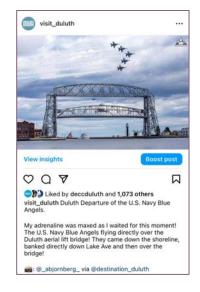


INFLUENCER PARTNERSHIPS



DESTINATION DULUTH





ART, CULTURE & HISTORY

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

EDPENDER STAF 7408- BAINE PLANMYTHEP ITMERABLES PLANMYTHEFT

ALL CONTRET OF INSTANTS MEANS INDUSTRY BELITION

Q 36"



Dubth's rish history and picturences location provides creative inspiration, as seen in its abundant arts and unique culture. Whether you are a music, art, theatre or history affoinceds, there are a multitude of attractions and activities for all interests and ages. Here are a few ideas to help impire your next visit,

For History Buffs

NIIUTI



The famous Geneticer Mansion is a must see while in Duluth. Set on the shores of Lake Superior. Glestaheen tells Duluth's stary through the home of the Coogdon family Located on a beautiful 12-acre estate with bridges, gardens, and 20th century craftsmanship, the Glessheen Mansion is an authentic experience you will not want to



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





FACES OF DULUTH: GABE MAYFIELD







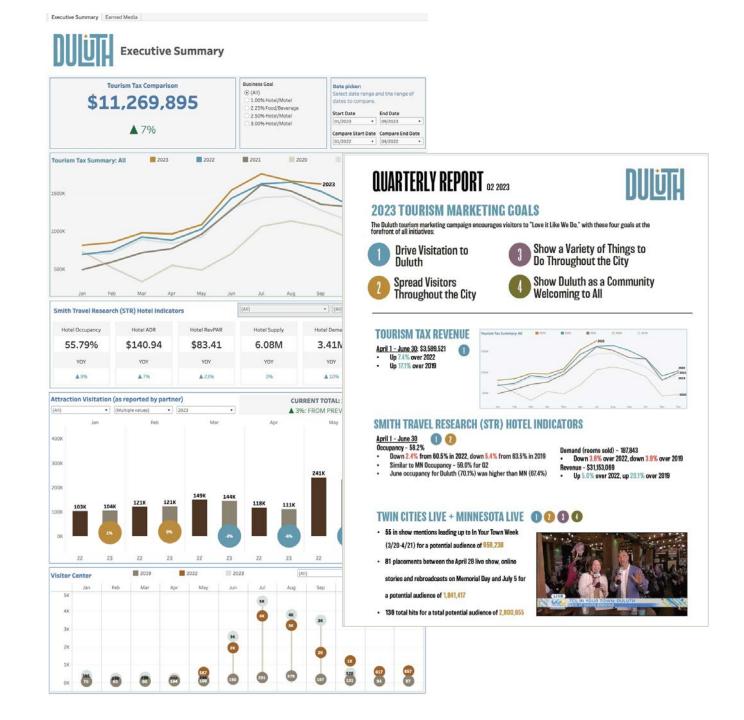
Carousel/Slider

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

DATA, ANALYTICS AND REPORTING

2023 KPIs/Goals:

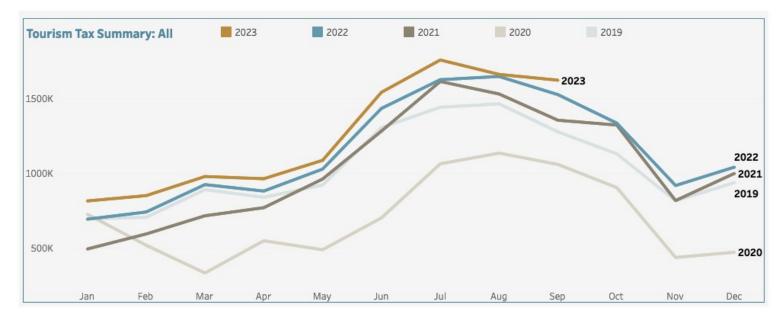
- 1. Drive Visitation to Duluth
- 2. Spread Visitors Throughout the City
- 3. Show a Variety of Things to Do Throughout the City
- 4. Show Duluth as a Community Welcoming to All



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



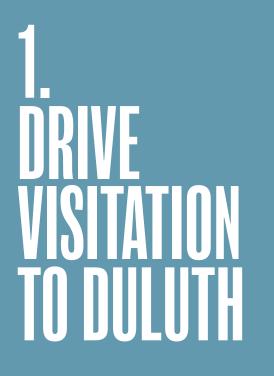
The rate of inflation in the United States was 3.7% for the 12 months ending on September 30, 2023.

TOURISM TAX YTD: \$11,269,899

ATTRACTIONS VISITATION (reported by partners)

- Up 7.4% compared to record 2022
- Up 10% compared to last year

• Up 18.2% compared to 2019



JANUARY - SEPTEMBER INDICATORS

STR HOTEL INDICATORS

HOTEL OCCUPANCY RATE FLAT HOTEL ROOM REVENUE UP

AVERAGE DAILY RATE UP

-1% 60.4% vs 61.4%

+**5.5%** \$101M vs \$95.7M +**6.9%** \$173 vs \$161

JANUARY - SEPTEMBER INDICATORS

WINTER & PEAK CAMPAIGN RESULTS

TOTAL IMPRESSIONS: 60,231,424

TRAVEL INTENT ROI

- Winter: \$29 to \$1 RO ullet
- Peak: \$19 to \$1 ROI ٠
- Combined 2,131 hotel stays ٠

EXPEDIA ROI

- Winter: \$17 to \$1 ROI •
- Peak: \$22 to \$1 ROI •
- Combined 3,735 hotel stays ٠



ARRIVAL LIFT: +39%

Visitors are 39% more likely to travel to ٠ Duluth after ad exposure

STAY LIFT: +32%

DUIUTH

YOUR POCKET ADVENTURE CUI

RTS & ENTERTAIN

RE YOUR ADVENTUR

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



- 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



Home - Experience - Neighborhoods

WELCOME TO OUR NECK OF THE WOODS

Duluth is made up of nearly 30 neighborhoods, each unique in their own way. Attractions, parks, trails, breweries, shopping - they're filled with local favorites that will be your favorites too.





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...

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





DULUTH ATTRACTIONS BY AGE

Whether your kids are 5 or 15, there is an abundance of engaging and exciting activities for every little (or not so little!) one to enjoy. Families of all sizes, interests and abilities can make memories in many Duluth spots Who's ready for some trivia?

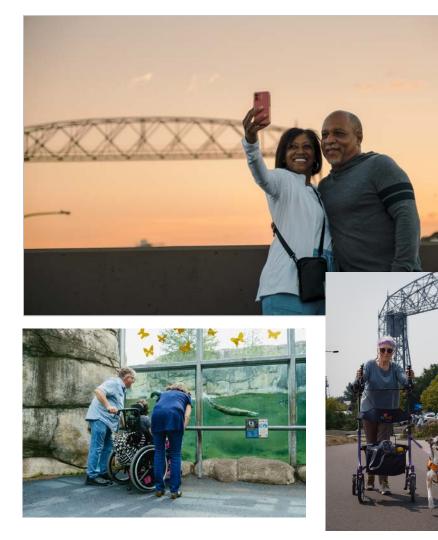


#LOVEITLIKEWEDD #NTTW23 #TRAVELFORWARD

How many members make up the <u>@dssomn</u>'s Youth Symphony?



- 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

Visit Duluth August 28 · 🕲



Happy Pride, Duluth! From art to live performances to the parade, celebrate 37 years of Pride



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

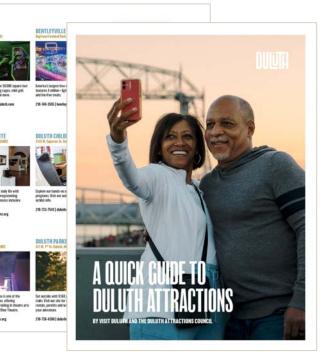
ADDITIONAL TACTICS

- 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.)



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%)

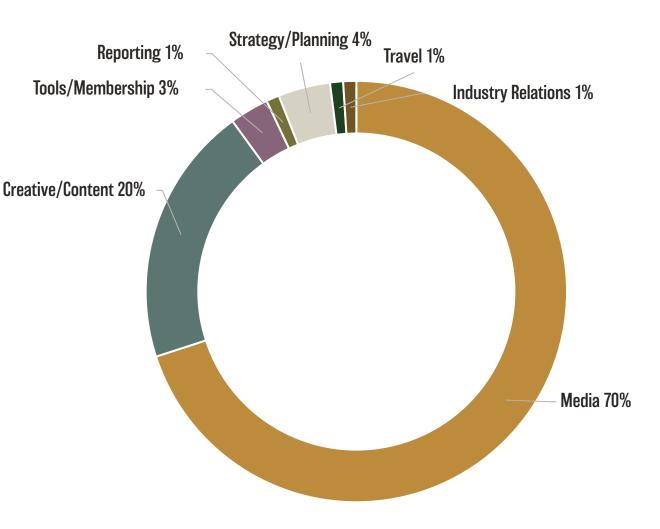
• Quarterly reporting, dashboard, and other misc. reporting needs

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

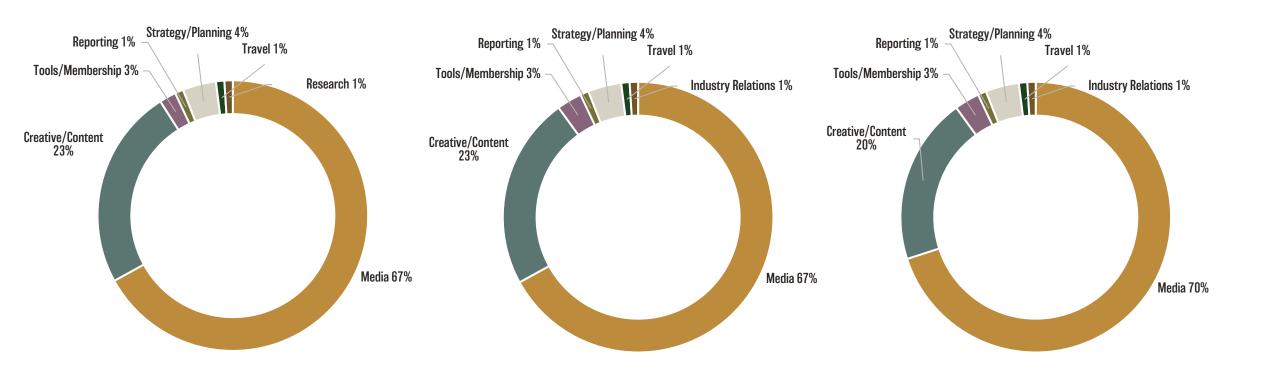
Lunch & Learns, listening sessions, monthly newsletters, industry coordination and communication, etc.

TRAVEL - \$14,700 (1%)

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



ANNUAL BUDGET EVOLUTION



♦ QUESTIONS & DISCUSSION

