



CITY COUNCIL PRESENTATION

DULUTH TOURISM COLLABORATIVE UPDATE

NOVEMBER 21, 2022

◆ **BELLMONT PARTNERS AND** ◆
LAWRENCE & SCHILLER

AGENDA

- ◆ Quick Introductions
- ◆ 2022 Efforts & Contract Outline
- ◆ Looking Ahead to 2023
- ◆ Questions & Discussion

YOUR DULUTH MARKETING TEAM



Tricia Hobbs

City of Duluth
Senior Economic Developer, Planning & Economic Development



Laura Mitchell

Lawrence & Schiller
VP of Marketing



Megan Anderson

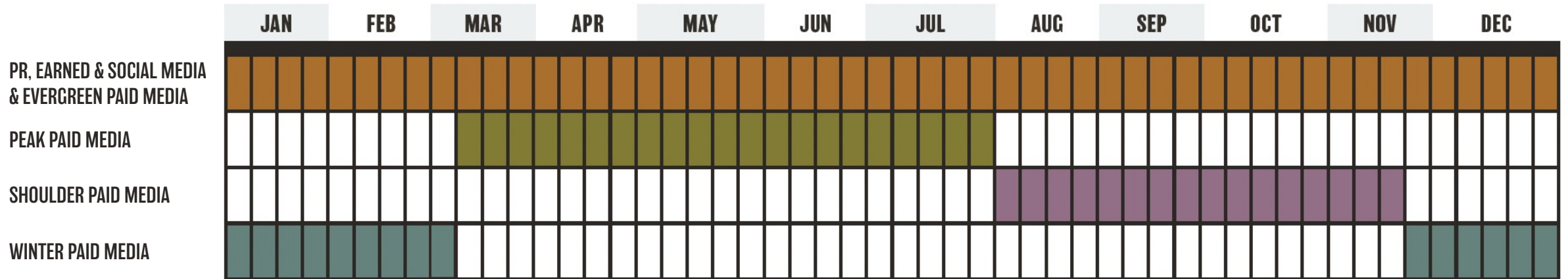
Bellmont Partners
Account Director



Shelli Lissick

Bellmont Partners
Partner

COMPREHENSIVE MARKETING PLANNING



GOALS & KEY PERFORMANCE INDICATORS (KPIs)

Overall Business Goals

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

Paid Media Goals

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

Earned Media

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

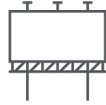
KIDS & CONNECTION

AGE: 25-44 **INCOME:** \$60,000+

TRAVEL PARTY: significant other & children

AUDIENCE FACTORS:

- Value time away from day-to-day
- Want trips that gives opportunities for quality time & connection with their children
- Frequently drive for vacation
- Most likely to travel during peak
- Influenced by their kids' interests
- Practical needs for their trip & planning



BILLBOARD

Index: 129 Vert: 63%



DIRECT MAIL

Index: 118 Vert: 63%



OOH

Index: 120 Vert: 62%



NEWSPAPER

Index: 74 Vert: 26%



TELEVISION

Index: 99 Vert: 78%



MAGAZINE

Index: 101 Vert: 72%



SOCIAL MEDIA

Index: 119 Vert: 96%



AUDIO STREAMING

Index: 140 Vert: 72%



VIDEO STREAMING

Index: 140 Vert: 86%



INTERNET USAGE

Index: 114 Vert: 98%



RADIO

Index: 111 Vert: 83%



ADS AT EVENTS

Index: 144 Vert: 36%

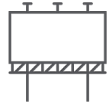
UP FOR ADVENTURE

AGE: 25-44 **INCOME:** \$45,000+

TRAVEL PARTY: significant other, friends & other couples

AUDIENCE FACTORS:

- No children in the travel party
- Focused on what can be experienced at the destination - doing is top-of-mind
- Prioritize new and unique experiences
- Interested in active outdoor recreation
- Most interest in food and drink experiences
- Passionate about travel, but may be budget conscious
- Leverage technology for trip planning and booking



BILLBOARD

Index: 128 Vert: 63%



NEWSPAPER

Index: 75 Vert: 26%



SOCIAL MEDIA

Index: 119 Vert: 96%



INTERNET USAGE

Index: 113 Vert: 98%



DIRECT MAIL

Index: 115 Vert: 61%



TELEVISION

Index: 99 Vert: 78%



AUDIO STREAMING

Index: 143 Vert: 73%



RADIO

Index: 109 Vert: 81%



OOH

Index: 124 Vert: 64%



MAGAZINE

Index: 100 Vert: 72%



VIDEO STREAMING

Index: 141 Vert: 86%



ADS AT EVENTS

Index: 142 Vert: 35%

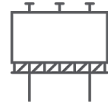
READY TO ROAM

AGE: 55+ **INCOME:** \$75,000+

TRAVEL PARTY: significant other,
potentially other couples

AUDIENCE FACTORS:

- Want to connect with the destination - have experiences true to the location
- Mature, not old - still active and excited to find what destinations offer
- Empty nesters - fewer day-to-day family responsibilities
- More likely than other audiences to travel in the fall and winter months
- More traditional media usage than other audiences



BILLBOARD

Index: 128 Vert: 63%



NEWSPAPER

Index: 127 Vert: 45%



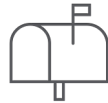
SOCIAL MEDIA

Index: 100 Vert: 80%



INTERNET USAGE

Index: 106 Vert: 92%



DIRECT MAIL

Index: 122 Vert: 65%



TELEVISION

Index: 112 Vert: 88%



AUDIO STREAMING

Index: 82 Vert: 42%



RADIO

Index: 105 Vert: 78%



OOH

Index: 115 Vert: 60%



MAGAZINE

Index: 116 Vert: 84%



VIDEO STREAMING

Index: 94 Vert: 58%



ADS AT EVENTS

Index: 106 Vert: 26%

CREATIVE CAMPAIGN DEVELOPMENT

BRAND STORY

“Welcome to Duluth” is something we say here. But it’s also something you’ll feel. The people, the pace, the place—are unapologetically original. Unique by nature. There’s a reason the air smells better. And the beer tastes better. And the folks just seem happier. It’s because they are. You will be too. When you come to Duluth, you become a part of what makes this place so special. While you’re here with us, you’re one of us. And even when you leave Duluth, it never leaves you. You’ll get it when you get here. Welcome to Duluth. Love it like we do.

BRAND POSITION

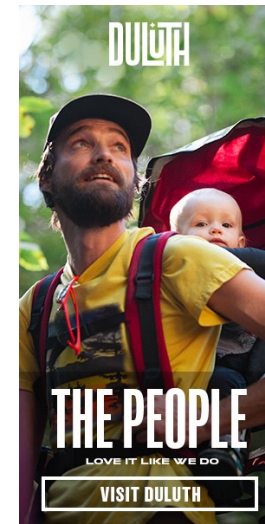
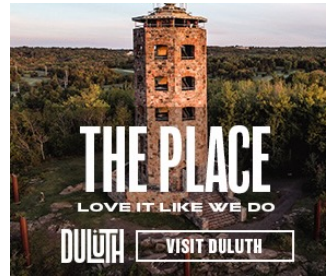
LOVE IT LIKE WE DO

FRIENDLY | UNIQUE | PROUD | HONEST | SURPRISING

DULUTH



PEAK 2022



"WELCOME TO DULUTH" is something we say here. But it's also something you'll feel. The people, the pace, the place—are unique by nature. While you're here with us, you're one of us. And even when you leave Duluth, it never leaves you. You'll get it when you get here.





46.7867° N, 92.1005° W

LOVE IT LIKE WE DO

UNIQUE BY NATURE

There's a Duluth for every season. Because Duluth loves every season. So, even though nature may change its colors, we never do. We just put on a few extra layers. You'll get it when you get here. The people. The pace. The place. Love it like we do.

VISITDULUTH.COM

DULUTH

There's a Duluth for every season.
Because Duluth loves every season.
So, even though nature may
change its colors, we never do. We
just put on a few extra layers. You'll
get it when you get here.
The people. The pace. The place.
Love it like we do.



UNIQUE BY NATURE

From the world-famous to local favorites, fall in Duluth is filled with colorful attractions. Enjoy lakeside festivals, cozy restaurants and breweries, patio firepits, migrating hawks, theater performances and over 300 miles of city trails bursting with changing leaves, cascading waterfalls and friendly faces. The people. The pace. The place. Duluth. Love it like we do.



Scan the QR Code to start planning your Duluth trip.

Bis magnihicis alit que verum estius entor albea dolloptat aut et que venimus ut lat. Uttempferes maximodia venim volori omnis ea voleasit recum acil nus audigni hitatque placias dolorreus acere dolorum cominit dolore dolorerit me volectur? Quidocustati omniolorem quae nim aut uta pra c moles voleascae porum aut quant rerume posserum sum at qui dolorit

→ LOVE IT LIKE JOHN K. | LOCAL BIKE ENTHUSIAST



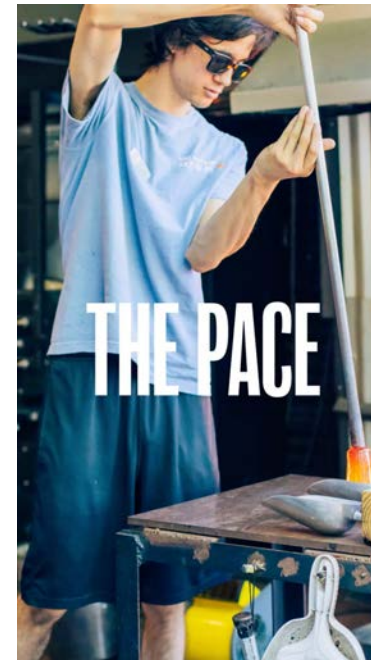
DULUTH

THE PEOPLE

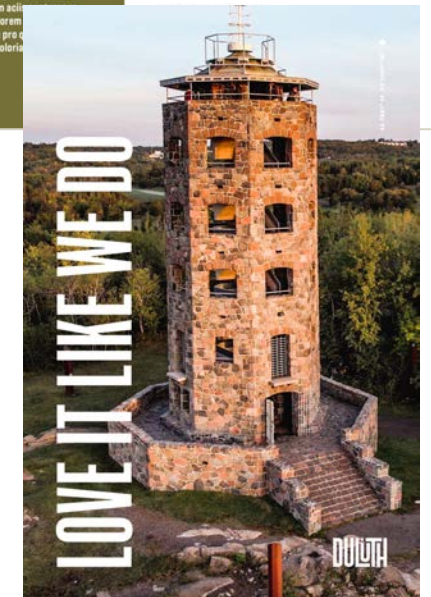
LOVE IT LIKE WE DO

VISIT DULUTH

DULUTH IS WAITING **DULUTH** **GET INSPIRED**



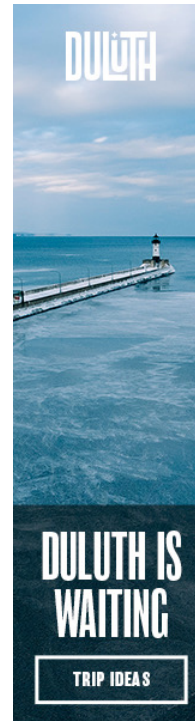
THE PACE



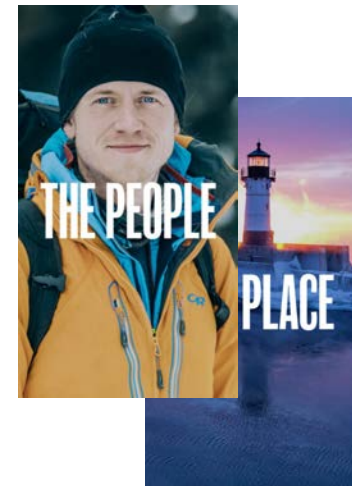
LOVE IT LIKE WE DO

DULUTH

SHOULDER 2022



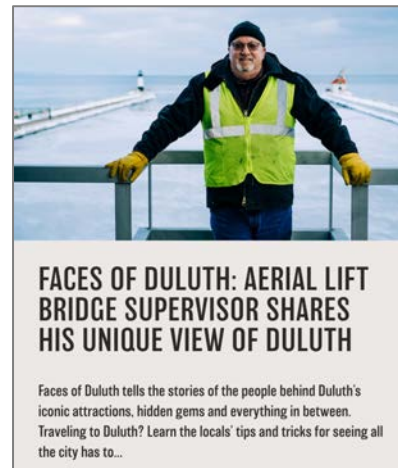
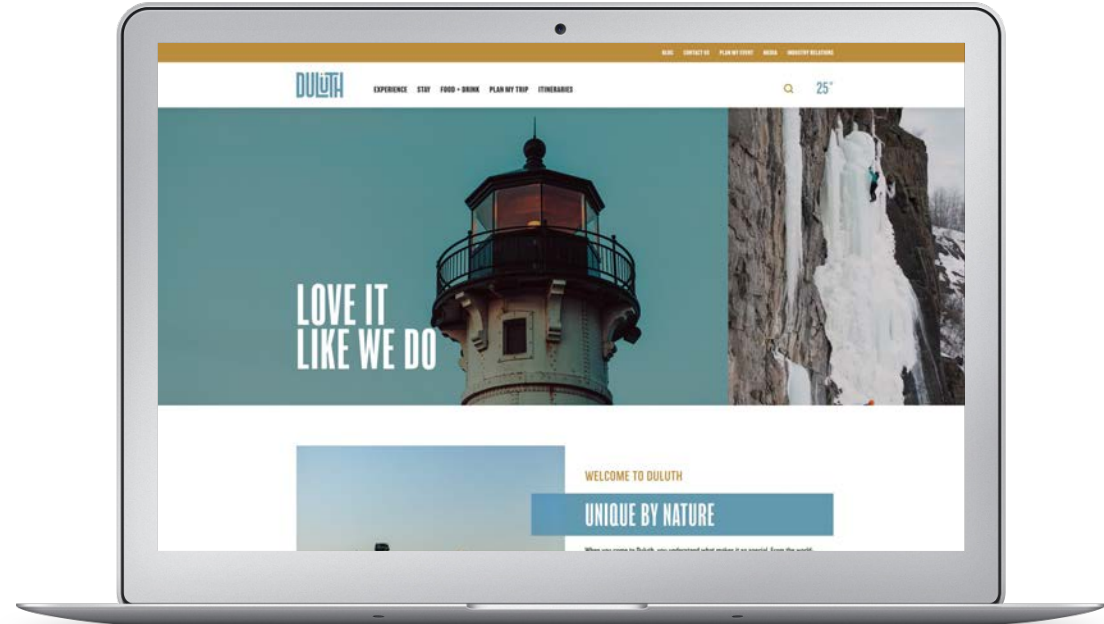
Up north, we don't hide from colder weather. We toast it. We taste it. We revel in it. Consider this your invitation to love it with us.



HOLIDAY 2022
& WINTER 2023

WEBSITE DEVELOPMENT

- Business audit
(remove non-Duluth, add all Duluth)
- Events
- Content audit
(including SEO best practices)
- Blogs, Faces of Duluth profiles
& itineraries
- Seasonal landing pages
- Industry section



VIDEO & PHOTOGRAPHY

Three photo/video shoots completed

- Late summer 2021
(for assets used in 2022)
- Winter 2022
(Jan: for assets used in late 2022/early 2023)
- Summer 2022
(for use in 2023)



EARNED MEDIA

TOTAL BP PLACED
MEDIA HITS

129

TOTAL BP PLACED
MEDIA IMPRESSIONS

525,290,244

NATIONAL JOURNALIST VISITS

Stephanie Pearson

Matt Meltzer

VIRTUAL DESKSIDES

Stephanie Pearson

Matt Meltzer

Michele Herrmann

National Coverage:

- Washington Post
- TravelAwaits
- Livability
- TripSavvy


Regional Coverage

- MN Meetings + Events
- Midwest Living
- Pride Journeys

The Washington Post
Democracy Dies in Darkness

TRAVEL
10 great cities in the United States for outdoor adventures

By Jen Rose Smith
June 10, 2022 at 8:00 a.m. EDT



Duluth, Minn., is one of only six areas to be awarded the International Mountain Bicycling Association's gold-level Ride Center designation. (Visit Duluth)

Duluth, Minn.: Mountain biking paradise
Population: 84,904.

Just six areas on earth have earned the top-tier gold-level Ride Center designation from the [International Mountain Bicycling Association](#), and they include this Midwestern lakeport with a more than [90-mile network](#) of mountain bike trails. Day rides abound, but for post-trail bragging rights, take on the ultra-classic 40-mile [Duluth Traverse](#), a largely beginner-friendly route spanning the length of the city. It's not only about the single track in Duluth, however. Through-hikers on the approximately 300-mile [Superior Hiking Trail](#) stroll right through town, and there are paddlers of all sorts on the [St. Louis River Estuary National Water Trail](#), with designated routes that range from one to 12 miles.

Welcoming Change
THE NEW LANDSCAPE
FOR HYBRID MEETINGS

Perfect Ambiance
CHASKASKIA CREEK
RADIATES CHARM

Farm to Table
EAT FRESH
SEASONAL & LOCAL

minnesota
meetings + events
MEETINGSMADE.COM / SUMMER 2023

The MAGIC of DULUTH
GATHER ALONG MINNESOTA'S LARGEST LAKE



MATADOR NETWORK

**The Best Small
Towns in the
United States to
Visit in 2023**



trip Savvy VACATION LIKE A PRO

10 Places Food Lovers Should Visit in 2023

09 Duluth, Minnesota
of 10



Courtesy of [Pickwick Restaurant and Pub](#)

MINNESOTA COVERAGE

- Monthly Event Round-Ups
 - John Beargrease Sled Dog Marathon
 - Duluth Airshow
 - Fourth Fest
 - Kraus Anderson Bike Festival
 - Bentleyville
 - And more
- Earned Media Tips Sheet



Communicating with media outlets about your organization's news and events can be an effective way to reach potential visitors. Here are our top tips to help you share your story.

HOW TO TELL IF YOUR STORY IS NEWSWORTHY

Journalists receive between 51 and 100 email pitches in a single week. That's why when reaching out to media contacts, it's important to make sure your message is newsworthy and relevant - is it a story the outlet would typically cover?

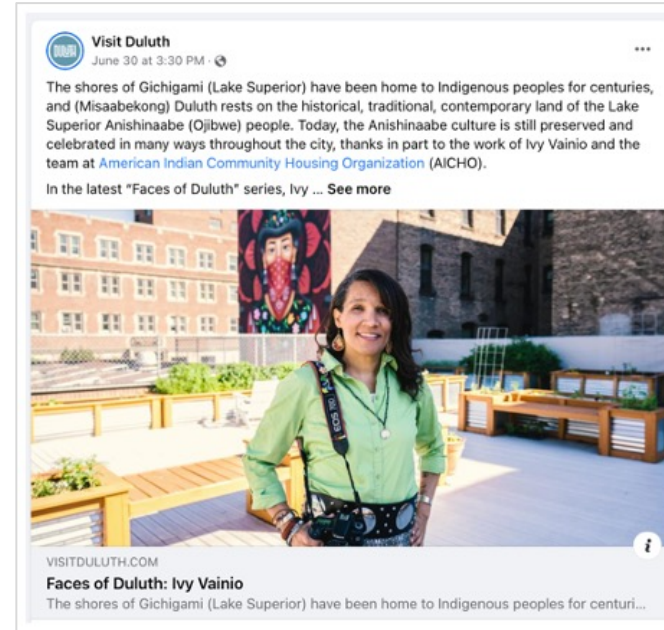
- **Timeliness** - New or just happened or upcoming?
- **Significance** - Affects a large group of people
- **Proximity** - The closer to home, the more relevant to media
- **Prominence** - Someone or something famous is involved
- **Uniqueness** - Quirky, original, never been done before
- **Usefulness** - Changes someone's life
- **Human interest** - Appeals powerfully to emotions and evokes strong responses such as laughter, sadness, urgency or need for help

DEVELOPING AND SHARING STORY IDEAS

- Create a media list by researching the local news outlets in the area you want to reach, and the contacts at each outlet who typically cover the type of news you are sharing.
- Draft a story idea or "pitch" for media that succinctly summarizes the story you'd like a journalist to cover. Answer the questions who, what, when, where, why and how in the pitch. This pitch should be customized to each reporter and the type of outlet they work for (print, online, radio, television). Include a photo or other visual if you can, showing your business/event or an image that is relevant to your story idea. Let media know if you have b-roll video and high-res photos available, especially if they're located in the Twin Cities or other markets, to increase the likelihood of coverage.
- If the story idea is quick and to the point, a short email pitch works. If you want to share more specific details, consider drafting a longer-form press release along with a quick note inviting media to consider covering it. Be sure to start with the most important/relevant information first, then provide additional details. Press releases can be copied and pasted into an email, or attached as a PDF (although many media outlets prefer no attachments in email, so pasting into an email is the preferred method).
- Send story idea pitches and/or press releases to reporters in individual emails. Most journalists strongly prefer to communicate via email vs. phone.
- If you do not receive a response within a week, it's ok to follow up once with an email. However, do not continue contacting media repeatedly about the same story idea if you do not hear back. They will let you know if they are interested in doing a story.
 - If there are interesting new details or developments to the story after you first pitched the idea, it's ok to follow-up with these updates. But again, limit follow-ups as too many follow-ups is a pet peeve of most journalists.

SOCIAL MEDIA

- Social Media Strategy and Playbook:
 - Inspire, educate, plan + book
- Follower Growth (as of 11/16)
 - Facebook +9.1% (+7,279)
 - Instagram +3.9% (+1,285)
 - Twitter +1.8% (+198)
- Partnerships
 - Destination Duluth
 - Shrpa
 - Influencers



ART, CULTURE & HISTORY

- Blog Content
- Itineraries
- Faces of Duluth Features
 - 7 of 10 profiles featured those in the arts/history
- Paid Media Creative

DULUTH

EXPERIENCE

STAY

FOOD + DRINK

PLAN MY TRIP

ITINERARIES

27°


Home

Itineraries

Duluth in the Fall

DULUTH IN THE FALL

Fall is a great time to visit Duluth. Lake Superior has a unique climate effect on the region, with cool autumn days and brilliant fall colors popping around mid-September. So pack your layers and your camera - here's a sample itinerary for a fun fall weekend in Duluth.



DAY 1

MORNING

Coffee and waterfalls. Grab a [cup of coffee](#) from a signature Duluth roaster to keep you warm while [chasing waterfalls](#) before they freeze over for the year.

NOON

Take a [lunch cruise](#). Go for a cruise to see the beautiful fall colors from beyond the shore on Vista Fleet's [Lunch & Loaves cruise](#). Enjoy lunch from MidCoast Catering while taking in the fall views along the St. Louis River system.

AFTERNOON

Attend a [fall event](#). Shorter days and longer nights don't slow Duluthians down, as there are plenty of events throughout the fall season, including the [Duluth Oktoberfest](#), [NorthShore Inline Marathon and Skate Fest](#), [Coffee Fest](#), [Duluth Summer Film Festival](#), [Caravino Content Festival](#), the [Williams & Travis Haunted Ship Tours](#), ["Bow on the Zoo"](#) at Lake Superior Zoo, [St. Louis County Depot Haunted History Tours](#) and more. Check out the [full list of fall events here](#).

EVENING

Get cozy on a [patio](#). Post-event, cozy up by an outdoor heater or firepit with a seasonal cocktail, brew or cider on one of [Duluth's countless patios](#).

Hunker down for the night. There are plenty of [lodging options](#) in Duluth for you to relax and recharge.



MURAL HUNTING IN DULUTH

Are you looking for more Instagram-worthy content on your next trip to Duluth? Maybe you'd like to check out some new neighborhoods, experience amazing art and snap a few fun profile pics while you're at it? Here are some of the largest and most colorful art murals you'll find throughout the city to brighten your feed.

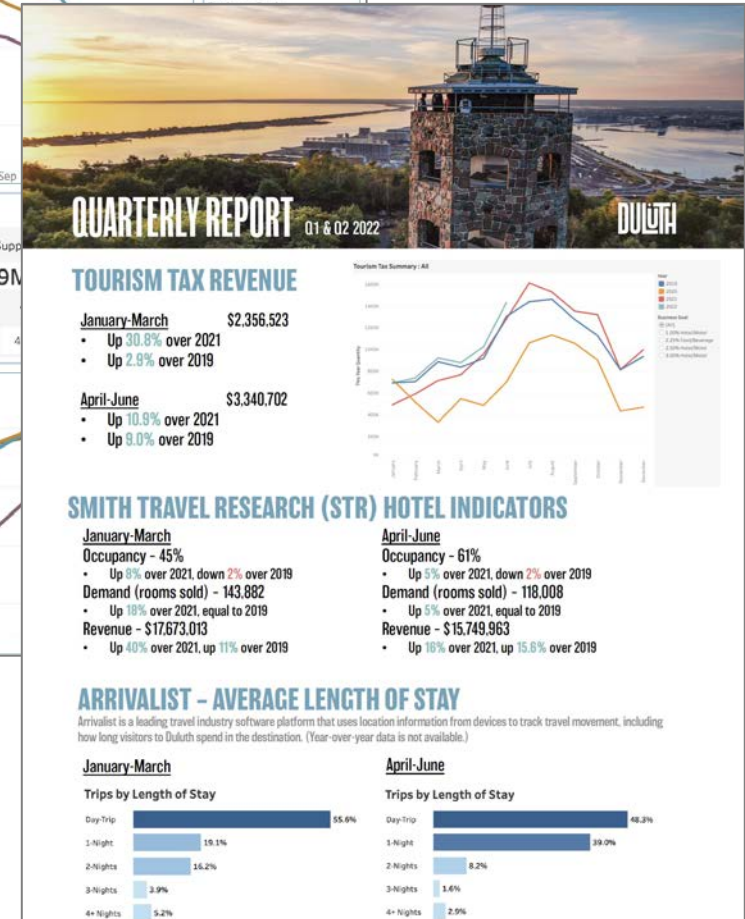
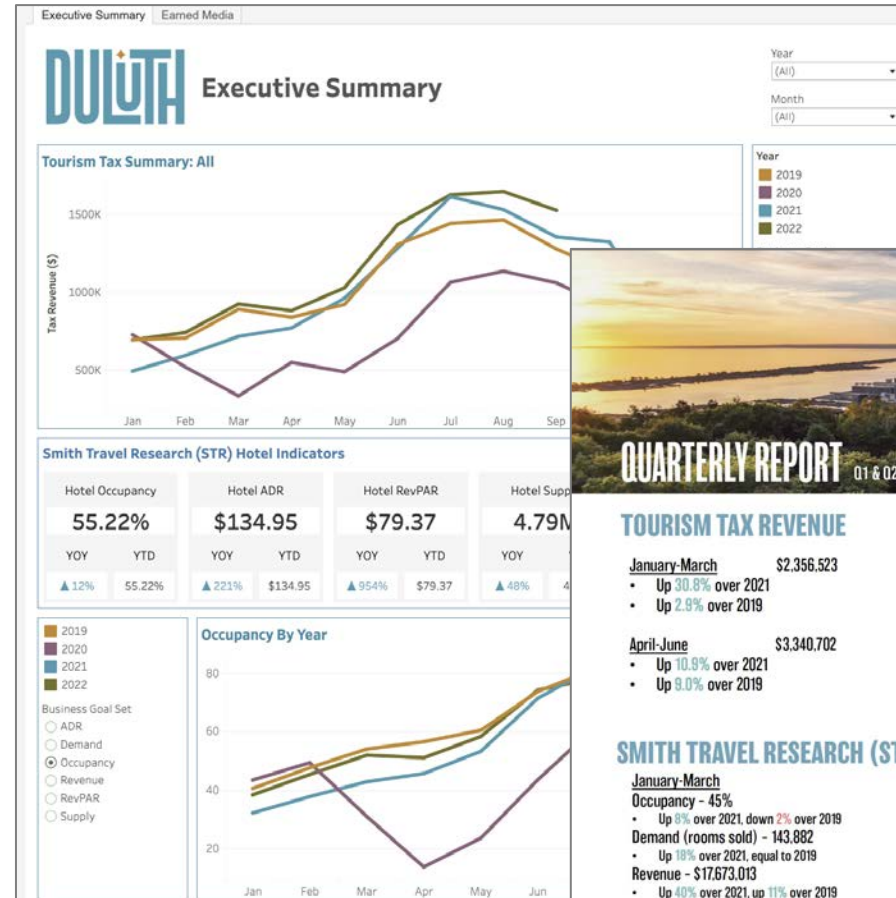


FACES OF DULUTH: DIONA JOHNSON

If you're in tune with the music scene in Duluth, you've likely heard of AfroGeode, or maybe the band AfroGeode and the Gemstones. Diona Johnson is the artist behind AfroGeode. Not only is she an independent musician, Johnson is also a Licensed Independent Clinical Social Worker at the College of Saint Scholastica, working as a Mental Health Therapist and Intercultural Specialist. We spoke with Johnson about her Duluth experience.

DATA, ANALYTICS AND REPORTING

- Overall KPIs
- Ongoing reporting (monthly slides, quarterly report, end of campaign reports)
- Visitation partnership
- Alignment with EMT reporting



WINTER & PEAK EFFORTS

- TOTAL IMPRESSIONS: 47,706,544
- TRAVEL INTENT ROI
 - Winter: \$15 to \$1 ROI
 - Peak: \$35 to \$1 ROI
 - Combined 3,205 hotel stays
- EXPEDIA ROI
 - Winter: \$7 to \$1 ROI
 - Peak: \$45 to \$1 ROI
 - Combined 4,726 hotel stays

JANUARY - SEPTEMBER INDICATORS

TOURISM TAX
REVENUE UP

13.9%

HOTEL ROOMS
SOLD UP

5.8%

HOTEL ROOM
REVENUE UP

13.8%

The rate of inflation in the United States was 8.2% for the 12 months ending on September 30, 2022.

ACCOUNT MANAGEMENT

IMPLEMENTATION OF MARKETING SERVICES

- Weekly calls with city
- Vendor coordination and negotiation
- Regular correspondence with Visit Duluth & Tourism Advisory Board
- Industry relations
 - 35+ meetings with industry groups/businesses
 - Lunch & Learns
 - Industry resources (brand toolkit, social media playbook, audience and media tips sheet, etc.)

MANAGEMENT OF STRATEGIC PARTNERS AND FREELANCE CONTRACTORS

- Local partnerships:
 - Local photographers
 - Old Saw Media talent
 - Intern - UMD student
 - Destination Duluth
- Duluth office

ADDITIONAL TACTICS

- Visitor guide design
- Email marketing
- Visit Duluth creative elements
- Additional photo and video shoots



LOOKING AHEAD TO 2023

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
- Evaluate paid media timing emphasis (Peak, Shoulder or Winter)
- Ongoing presence of OTAs, paid search, retargeting interested visitors
- Quarterly listening sessions for industry
- December 2022: industry survey
- FAM tours: journalists and influencers
- Alignment on cruising



2023 BUDGET

TOTAL: \$1.8 MILLION

MEDIA - 67%

- Paid, earned, organic social, Destination Duluth and Shrupa partnerships

CREATIVE ASSET DEVELOPMENT - 16%

- Campaign production, photo and video shoots

WEBSITE, CONTENT CREATION, EMAIL MARKETING - 7%

- Ongoing updates, maintenance, blogs, itineraries

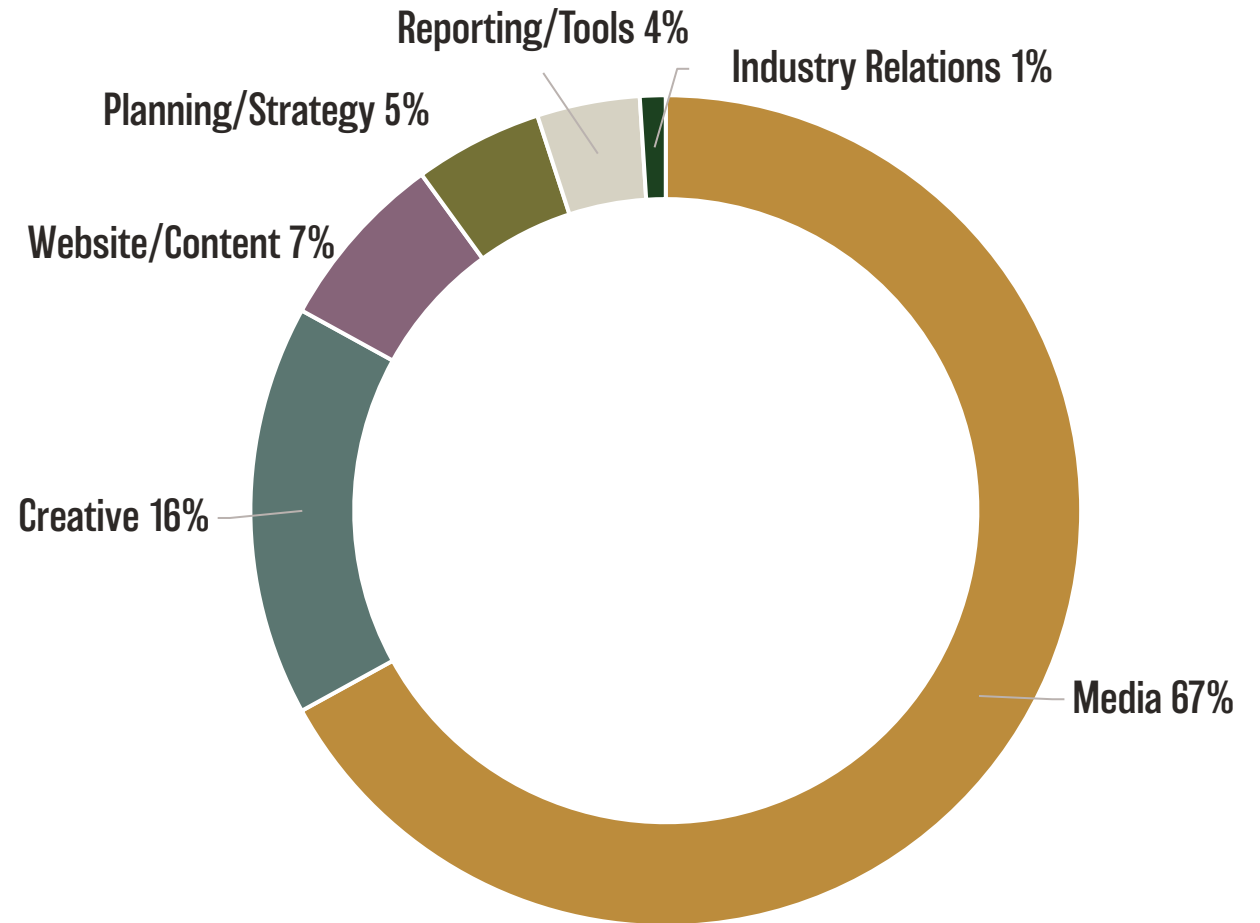
AGENCY PLANNING, STRATEGY - 5%

REPORTING & TOOLS - 4%

- Ongoing reporting, visitor tracking resources, US Travel Association

INDUSTRY RELATIONS - 1%

- Lunch & Learns, listening sessions, etc.



✦ QUESTIONS & DISCUSSION ✦

DULUTH