Iron Range Tourism Bureau is a Destination Marketing Organization (DMO)

**Initiatives:**
- Spirit of Hospitality Awards
- Trails Task Force
- St. Louis County Tourism Collaboration
- Iron Range Attractions Council

**Partnerships:**
- Giants Ridge
- Minnesota Arrowhead Association
- Explore Minnesota Tourism
- Minnesota Association of Convention & Visitors Bureaus

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**Coverage**
- Crane Lake
- Kabetogama
- International Falls/Rainy River
- Grand Rapids
- Lake Vermillion
- Orr/Pelican Lake
- Cook County
- Two Harbors
- Silver Bay
- Grand Portage
- Duluth
- Proctor
- Ely

**Changes in lodging tax receipts in recent years:**
- 2012 +9.5%
- 2013 -2%
- 2014 +7%
- 2015 +6%

**Funded by a 3% lodging tax collected from 24 properties/800 units including:**
- 2 B&Bs
- 2 group facilities
- 7 flag properties
- 8 independents
- 3 guest cottages
- 6 campgrounds
- 2 vacation homes

**Spent on travel to the Iron Range in 2015:** $62 million

- Total spent by visitors on Lodging in 2015: $13 million
- Total spent by visitors on Food: $14.5 million
- Total spent by visitors on Retail: $10.5 million
- Total spent by visitors on Activities: $10 million (recreation, events, museums)

**Expenditure by season (based on 2015 numbers):**
- Winter (Dec–Mar) 29%
- Spring (April–May) 12%
- Summer (June–August) 34.5%
- Fall (Sept–Nov) 24.5%

**How do we stack up?**

- Duluth, in one month (July), collects more than three times what the IRTB collects in one year

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**Visit Grand Rapids 2015**

$ $ $ $ $$

**Visit Duluth July 2015**

$ $ $ $ $$
By law, lodging tax receipts must be used to promote the area in which they are collected. What does that look like?*

**Advertising** allocations:
- 70% digital media
- 24% outdoor
- 6% print

Digital delivery platforms:
- 23% social media
- 19% email blasts
- 17% Adwords/SEO
- 15% online display ads
- 10% native content
- 8% geo-fencing
- 8% other

*Based on 2016 budget

**Website Users**
January 1st – December 31st 2016
- 157,659 Sessions ↑26% over last year
- 120,151 Users ↑2.2% over last year
- 4:55 Average time spent on site ↑55% over last year

**Top Pages:**
- Maps
- ATV/OHV Trails
- Attractions
- Recreation
- Places to Stay
- Events

**New vs Return Visitors**
- 73% New Visitors
- 27% Return Visitors

**Social Media**
- 10,000+ Facebook Fans
- 2,200+ Twitter Followers