



Lake of the Woods Tourism

Destination Marketing Organization (DMO) for all of Lake of the Woods County founded in 1989

Mission: The Lake of the Woods Area Tourism Bureau was formed to promote the Lake of the Woods Area, attract tourism/ related business, and enhance and contribute to the overall ideal economic stability and well-being of the Lake of the Woods County.

Goal Statement: It is the goal of the Lake of the Woods Area Tourism Bureau to develop the most effective marketing plan to promote the Lake of the Woods Area, and be a widely known and visited destination.

Halo Effect: Tourism promotion campaigns create a 'halo effect,' lifting not only visitorship but driving business development, real estate sales, purchase of second homes and new residents.

Tourism is #1 Industry in Lake of the Woods County

Annual Economic Impact in LOW County: \$107.1M

Annual Lodging in County: \$15.3M

Annual Lodging Tax: \$460k

Lodging facilities: 61

Rainy River, South Shore, NW Angle: 58

City of Baudette: 3

Awards

2022... Executive Director Joe Henry, Tourism Professional of the Year (Explore MN Tourism)

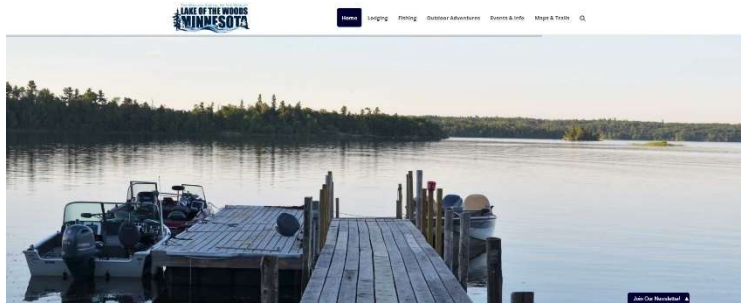
2019... Excellence in Marketing Award, Niche Targeting (Explore MN Tourism)

2019... New Event of the Year, The World Ploughing Contest (Explore MN Tourism)

2012... Award of Excellence, Travel Marketing (Explore MN Tourism)

Marketing and Promoting Lake of the Woods MN

A diverse marketing mix including TV, Radio, Print, Digital and Social



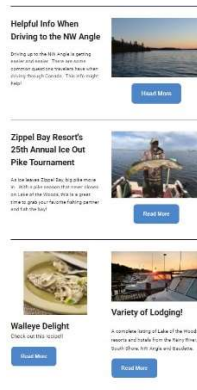
Website Stats...

LakeoftheWoodsMN.com

2021 Sessions... 588,242

2021 Users... 435,142

2021 Pageviews... 929,095



Weekly Lake of the Woods Tourism Newsletter...

3.23M emails delivered in past 12 months

Send to 45,446 weekly subscribers

Includes updated fishing report, three articles about the area and an outdoors recipe

Lake of the Woods Tourism Visitor Guides...

Print and distribute approx. 20,000 guides per year



Sportshows...

Promote, educate and distribute info to potential visitors about Lake of the Woods Area.

Seminar presenter at various shows.- St. Paul Ice Fishing Show

-Chicagoland, Schaumburg, IL

-St. Cloud

-Fargo

-Sioux Falls

Diverse Digital Marketing Strategy...



-Impression campaigns for awareness and branding

-Click through campaigns driving travelers to website

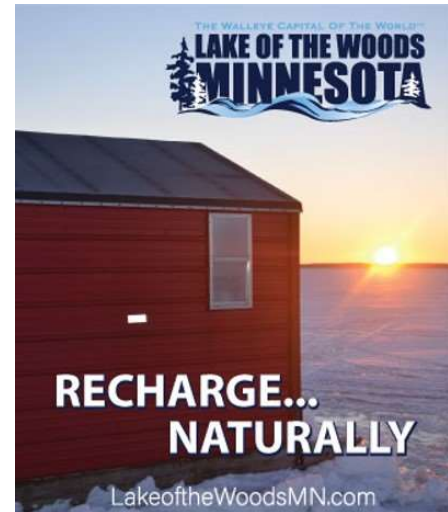
-Social Media campaigns in Facebook, Instagram, YouTube

-Retargeting, following those who

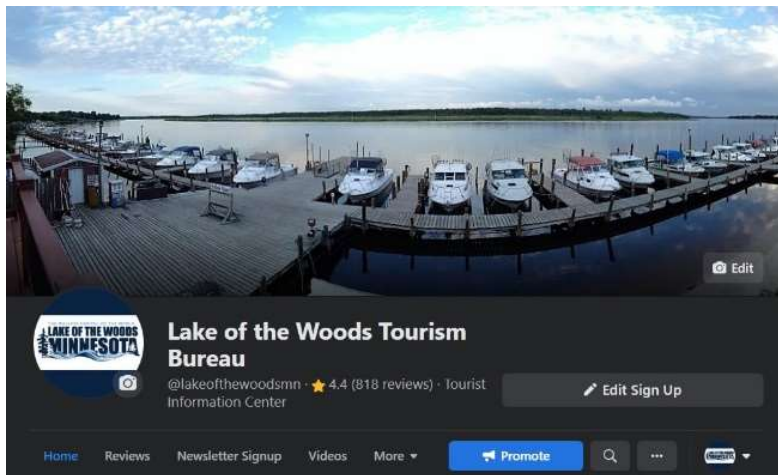
expressed interest by visiting website

-Native Advertising, imitate the editorial flow of the page

-CTV, connected TV such as Hulu, Sling and YouTube TV



Active Social Media



Facebook...

Followers... 134,586

QTR 1, 2022 Reach... 4,200,000

Instagram...

Followers... 6,357

QTR 1, 2022 Reach... 4,000,000

YouTube...

2021.. 288,682 views

Television Shows... Sharing the Lake of the Woods Story



Consistent Earned and Paid Media...

Weekly radio shows

Monthly TV shows

Monthly published articles



Events



-Numerous Fishing Tournaments, National Walleye Tour, AIM, MN Tournament Trail, MWC, NABC

-2019 World Ploughing Contest, competitors from 30 countries, strong agricultural audience, reached over 1M people



-Pay It Forward. Annual Veteran's Event

-Association of Great Lakes Outdoor Writers Annual Conference

Print

A mix of print ads influencing travelers from a variety of markets with demographics whom are most likely to visit the area.



Lake of the Woods Tourism Stakeholder Model... Instrumental for Entire Community / Region

Mutually beneficial and influential relationships with those who impact our lodging community and entire region significantly makes an important difference for lodging community and others.

