

WWW.VISITGRANDRAPIDS.COM

## 2024 WEBSITE DATA\*

NEW USERS  
**167,292**  
AVG PAGE VIEWS  
**1.6**

TOTAL SESSIONS  
**207,638**  
AVG SESSION DURATION  
**1:55**

USERS BY TYPE  
**69.9%** mobile **23.8%** desktop  
**55.7%** female **44.3%** male

### TOP 10 PAGES VIEWED

- Home
- Places to Stay
- Sweepstakes
- Event Directory
- Things to Do
- Explore Outdoors
- Monthly View Calendar
- Last Minute Openings
- Area Attractions
- Places to Eat

### TOP PAID SESSIONS

Google Organic	83,920
Google CPC Ads	53,452
Direct	32,018
BING Organic	3,524
Facebook Mobile	1,948
Star Tribune E-Blast	1,933
Yahoo Organic	1,709
Star Tribune Social Clicks	1,346
Star Tribune Banner	1,209
Group Travel UTM	1,155

### TOP 10 CITIES

- Minneapolis
- Chicago
- NOT SET
- Dallas
- Grand Rapids
- Warsaw
- Cohasset
- St.Paul
- New York
- Duluth

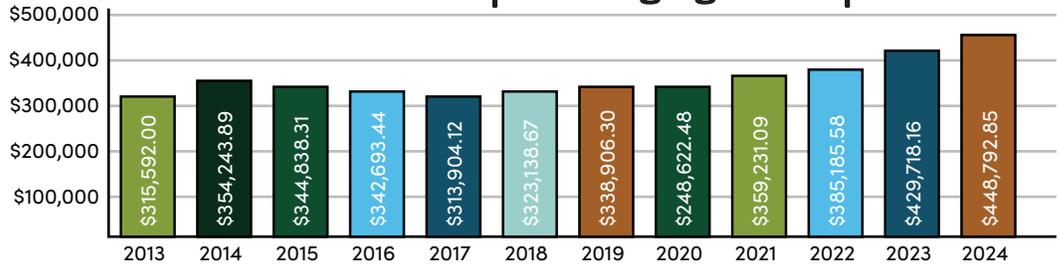
### TOP 10 STATES

- Minnesota
- Illinois
- Texas
- Wisconsin
- Iowa
- Michigan
- North Dakota
- Missouri
- New York
- NOT SET

\*Monthly SEO, and Paid PPC and Google Adwords by: Sandpieper Designs.

**GOOGLE AD DATA ANNUAL REVIEW**  
Total Ad Impressions  
**5,719,739**  
Total Google Ad Clicks  
**92,984**  
Avg. Cost Per Click  
**.10**

## 2024 Grand Rapids Lodging Tax Report



The **NUMBER ONE REASON** people come here to vacation is **OUTDOOR RECREATION**.  
The **TOP LOCATION** that visitors enjoy **OUTDOOR RECREATION** is the **CHIPPEWA NATIONAL FOREST**.

### TOP OUTDOOR REC LOCATIONS

- Chippewa National Forest
- Tioga Recreation Area
- Scenic State Park
- Legion Park & Trail
- Sugar Hills Cross Country Ski Trails

### TOP CITIES VISITORS FROM

- Mnpls/St Paul & Suburbs
- Duluth, MN/Superior/WI
- Fargo/Grand Forks, ND
- Rochester, MN/Mason City, IA
- Chicago, IL Suburbs

### PLACES VISITORS SPEND TIME

- Outdoor Recreation
- Accommodations
- Attractions
- Restaurants
- Arts/Entertainment/Attractions & Campground

### WHAT THEY SPEND MONEY ON

- Food
- Gas
- Retail
- Accommodations
- Entertainment/Attractions/Events Dam & Campground

Average SPEND BY VISITORS while here on vacation is **\$187/person**.

# TOURISM IS VITAL IN MINNESOTA!

In 2023, visitor spending saved each Minnesota household \$1,002 in state and local taxes.

Explore Minnesota has developed a comprehensive model to quantify Minnesota's visitor economy and better detail the far-reaching impacts of visitor spending.

Scan the QR code for a complete report by Tourism Economics.



## NE MINNESOTA TOURISM ECONOMIC IMPACT

County	Gross Sales	State Sales Tax	Employment
Carlton	\$77,721,048	\$4,878,383	1,021
Cook	\$88,413,748	\$5,796,983	829
<b>Itasca</b>	<b>\$101,548,580</b>	<b>\$6,451,184</b>	<b>1,527</b>
Kanabec	\$22,063,130	\$1,372,503	350
Koochiching	\$48,741,904	\$2,909,158	639
Lake	\$48,348,302	\$3,192,861	726
Pine	\$77,399,554	\$4,407,005	1,178
St. Louis	\$711,888,550	\$46,058,890	10,812
<b>Region Total</b>	<b>\$1,176,124,816</b>	<b>\$75,066,967</b>	<b>17,082</b>

## STATE OF MINNESOTA

- 80.2 Million Visitors
- \$14.1 Billion in Gross Sales
- \$2.3 Billion in Sales Tax
- 180,473 Employed

## 2024 BOARD OF DIRECTORS & STAFF

- Dan Tembruell** President Nevaeh Properties  
**Lewis Kellin** Past-President Hotel Rapids  
**Grant Prokop** Vice President  
 Thousand Grand Lakes Sporting Goods  
**Rhonda Lambrecht** Secretary/Treasurer  
 Rising Eagle Resort  
**Kris Ives** Timberlake Lodge  
**Tim Oxborough** Sugar Lake Lodge  
**Jeff Johns** MN Historical Society  
**Sara Thompson** Itasca Land Department  
**Megan Christianson** Executive Director since 2012

# TOURISM IS VITAL AND VIBRANT IN THE GRAND RAPIDS, MN AREA.



Visit Grand Rapids does this through conducting destination marketing to attract new visitors to vacation here. Funding for this comes from 3% lodging tax that is paid by visitors when they stay overnight, NOT local taxpayers. The following lodging properties collect lodging tax to be a part of the collective destination marketing conducted by Visit Grand Rapids.

- AmericInn by Wyndham
- Best Western Plus
- Birch Bay Resort
- Bowstring Shores Resort
- Brewed Air B&B
- Camp Hiwatha
- Country Inn & Suites by Radisson

- Doc House
- Eagle Lake Retreat House
- Firefly Cabin
- First Avenue Suite
- Forest Lake Motel
- Green Heron Bed & Breakfast
- Hotel Rapids
- IM Hotel
- Itasca Trails Campground
- Itasca Motel

- Jessie View Resort
- Lake & Co.
- Loon Point Resort
- Loon's Landing
- Malbay Estates
- McKinney Lake Retreat
- Moose Lake Resort
- Moose Point
- Moose Point Look Out
- My Place Hotel

- Pokegama Lake Resort
- Rising Eagle Resort
- Sugar Lake Lodge
- The Hideaway
- Timberlake Lodge
- Tioga Basecamp
- Two Rivers RV Park & Campground
- West Pines Motel
- White Pine Lake Home
- Wildwood Resort

**MISSION STATEMENT:** To generate a positive economic impact through destination marketing, and tourism and hospitality advocacy in the greater Grand Rapids, Minnesota area.