

WWW.VISITGRANDRAPIDS.COM

NEW USERS
132,363
AVG PAGE VIEWS
1.78

TOTAL SESSIONS
162,554
AVG SESSION DURATION
2:15

USERS BY TYPE
55.6% female
44.4% male

USERS BY DEVICE
71.8% mobile
24.6% desktop

TOP 10 PAGES VIEWED

1. Sweepstakes
2. Home
3. Places to Stay
4. Event Directory
5. Things To Do
6. Monthly View Calendar
7. Summer
8. Spring
9. Winter
10. Event/RockFest

TOP PAID SESSIONS

Google Organic Search:	71,252
Google CPC Ads:	38,752
Direct Search:	20,456
Bing Organic Search:	4,118
Facebook Mobile:	3,410
Explore MN Facebook Ad:	3,361
Outfront Mobile Retargeting:	2,539
Yanahoo Organic Search:	1,780
Star Tribune Paid E-blast:	1,412
DuckDuckGo Organic Search:	1,102

TOP 10 CITIES

- Minneapolis
- NOT Set
- Grand Rapids
- Chicago
- St Paul
- Cohasset
- New York
- Duluth
- Maple Grove
- Hibbing

TOP 10 STATES

- Minnesota
- Texas
- Illinois
- Wisconsin
- Iowa
- Missouri
- New York
- Kansas
- North Dakota
- California

Sweepstakes Sign-ups: 6,450

Newsletter Sends: 82,560

Newsletter Open Rate: 33%

Newsletter CTR: 3%

LOGGING PROPERTY LEADS=10,583 AND ONLINE BOOKING LEADS=3,910

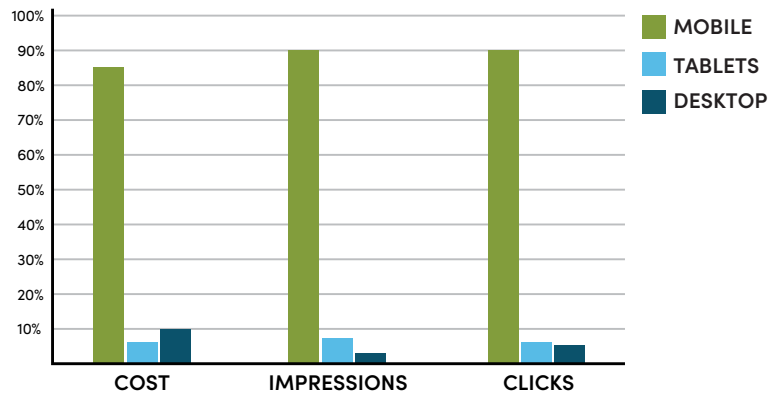
2025 GOOGLE AD DATA

Total Ad Impressions
3,743,321

Total Google Ad Clicks
76,218

Avg. Cost Per Click
.27

AD PERFORMANCE



2025 VIDEO VIEWS
429,185

WATCH TIME
1.8k hours



2025 MARKETING CAMPAIGNS & TACTICS:

AAA Living: Print, Programmatic Digital

Adams MultiMedia: Print, Programmatic Digital, Streaming Video

Biking Minnesota: Print, Programmatic Digital

Explore Minnesota Magazine: Print, Programmatic Digital, Lead Generation Program

DSM Magazine: Print

Group Travel Magazine: Native Article, Print, Programmatic Digital

MN DNR Regulations Guides (ATV, Fishing & Snowmobiling): Print

MN Meetings & Events: Native Article, Print, Programmatic Digital, E-blast

MN Monthly: Print, Programmatic Digital, E-blast

MN Snowmobile Destinations: Print, Programmatic Digital

MN Snowmobile Magazine: Print, Programmatic Digital

MN Traditions/Mississippi Headwaters Board: Paid Social, Travel Influencer, Paid Videos

MSP/St Paul Magazine: Print

Offroad Magazine: Print

Outfront Media: 18 Billboards, Mobile Retargeting through GeoFence & Heat Maps

Pride Journeys Magazine: Print, Programmatic Digital

Rider Magazine: Print

Snowgoer Magazine: Print, Programmatic Digital

Star Tribune: Programmatic Digital utilizing GeoFence, E-blast

StrikeSocial: Streaming Video

TOURISM IS VITAL IN MINNESOTA!

In 2024, visitor spending saved each Minnesota household \$1,031 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	Economic impact (millions)	Total jobs	State & local taxes (millions)
Carlton	\$129.9	783	\$11.3
Cook	\$227.7	1,769	\$27.8
Itasca	\$208.7	1,409	\$19.2
Kanabec	\$22.2	155	\$2.2
Koochiching	\$99.2	749	\$8.5
Lake	\$152.0	1,146	\$13.7
Pine	\$163.8	868	\$12.8
St. Louis	\$1,049.5	5,188	\$103.0
Region Total	\$2,053.1	12,066	\$198.4

STATE OF MINNESOTA

- 81.6 Million Visitors
- \$14.7 Billion in Gross Sales
- \$2.4 Billion in Sales Tax
- 182,435 Employed

2025 BOARD OF DIRECTORS & STAFF

PRESIDENT: Sara Thompson, Itasca County Land Department
PAST PRESIDENT: Lewis Kellin, Hotel Rapids & CoHaus
VICE PRESIDENT: Grant Prokop, Thousand Lakes Sporting Goods
SECRETARY/TREASURER: Adam Lambrecht, Rising Eagle Resort
 Kris Ives, Timberlake Lodge Hotel & Event Center
 Jeff Johns, MN Historical Society
 Jim Mack, The Reif Center
 Charlotte Jarrett, Best Western Plus
STAFF: Megan Christianson, Executive Director

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

AmericInn by Wyndham
 Balsam Lake Cabin
 Bear's Den
 Best Western Plus
 Campfire Cottage
 Birch Bay Resort
 Bowstring Shores
 Camp Hiwatha
 Country Inn & Suites by Radisson
 Doc House
 Downtown Charmer
 Dudley Cottage

Eagle Lake Retreat House
 Eagle View Lodge
 First Avenue Suite
 Forest Lake Lodge
 Forest Lake Motel
 Hatch Lake Tiny Home
 Historic Gilbert Mansion
 Hideaway on Little Jay
 Hotel Rapids
 IM Hotel
 Itasca Trails Campground
 Itascan Motel
 Jessie View Resort

Lake Loft
 Little Buck Camp
 Lone Star Lodge
 Long Lake Dome
 Long Lake Lookout
 Loon Point Resort
 Loon's Landing
 Malbay Estates
 Mallard Point
 Mid Mod Lake House
 Moose Point Look Out
 My Place Hotel
 Northland Wonderland

Pokegama Lake Resort
 Rising Eagle Resort
 Timberlake Lodge
 Tioga Basecamp
 Trout Lake Campground
 Turtle Lake Beach House
 Twin Lakes Retreat
 Two Rivers RV Park & Campground
 West Pines Motel
 White Pine Lake Home
 Wildwood Resort