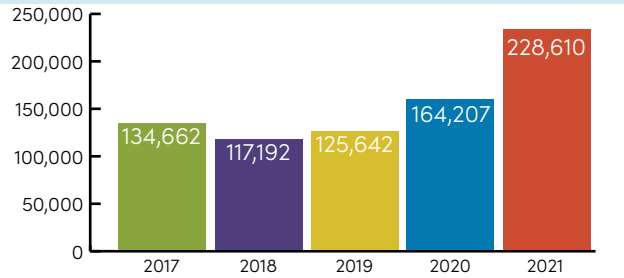
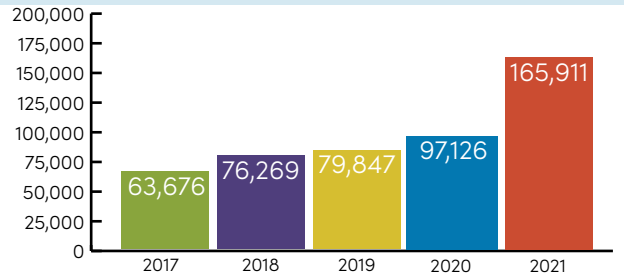


OWNED

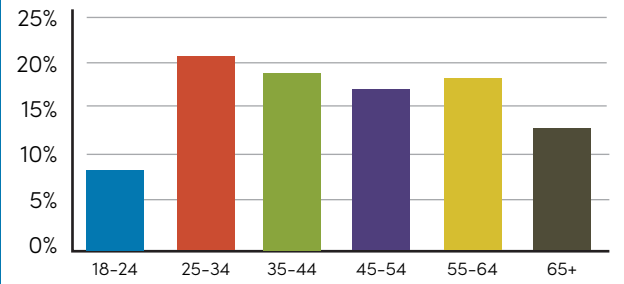
Website Visits



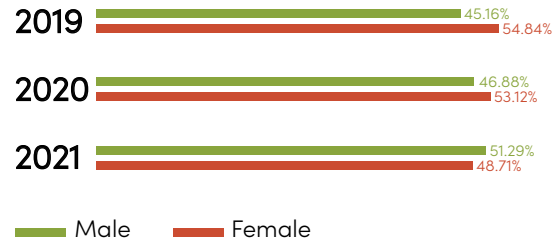
Mobile Visits



Age of Users



Gender of Users



Top Countries

1. United States	87,323
2. Canada	1,972
3. Mexico	381

Top States

1. Minnesota	96,537
2. Illinois	29,762
3. Michigan	11,395
4. Wisconsin	10,093
5. Iowa	5,436
6. North Dakota	3,427
7. California	3,191
8. Texas	3,112
9. South Dakota	2,715
10. Indiana	2,346

Top 10 Pages

1. Places to Stay	6. Visitor Guide
2. Home Page	7. Festival/Events
3. Things To Do	8. Hiking
4. Events Calendar	9. Snowmobiling
5. Book>Direct	10. ATV/OHV

EARNED



Likes
2019 21,394
2020 21,482
2021 21,656



Organic Reach
2020 1,225,688
2021 1,846,380



Followers
2019 1,112
2020 1,350
2021 1,991



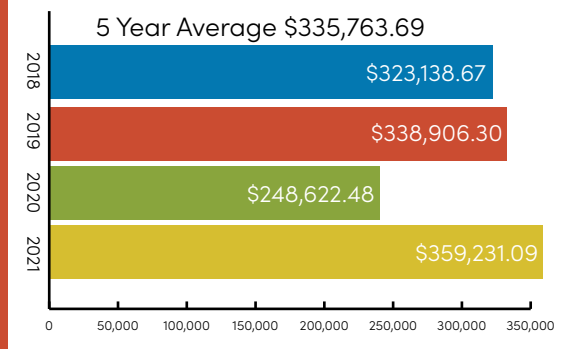
TikTok
2021
289 Followers
722 likes

Book>Direct Data

Searches 18,309

\$198,133.76 booked through top states:
MN, IL, MI, WI, ND, IA, OH, TX, CA, CO

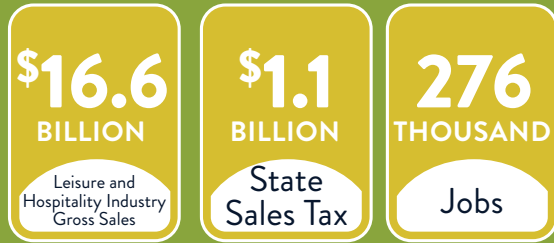
LODGING TAX



MISSION

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

TOURISM'S ECONOMIC IMPACT ON MINNESOTA



2019



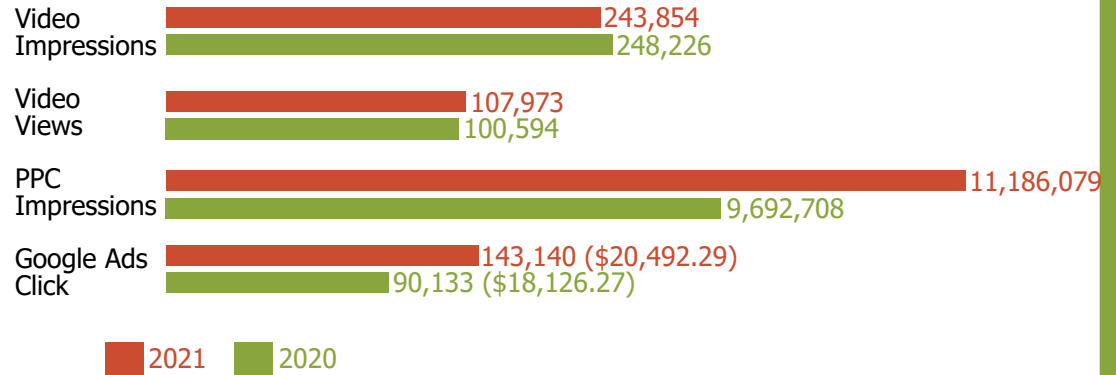
2020

TRAVEL AND TOURISM IN NE MINNESOTA

NORTHEAST REGION	Gross Sales	State Sales Tax	Private Sector Employment
Carlton	\$49,412,312	\$3,185,631	917
Cook	\$67,897,385	\$4,453,808	773
Itasca	\$69,954,973	\$4,358,173	1,259
Kanabec	\$14,595,215	\$984,821	274
Koochiching	\$31,056,022	\$1,968,264	528
Lake	\$37,670,370	\$2,443,071	571
Pine	\$51,230,209	\$2,816,908	815
St Louis	\$436,164,247	\$28,508,724	8,701
Region Total	\$757,980,733	\$48,719,400	13,838

Year	Gross Sales	Jobs
2018	\$76,695,437	1,524
2019	\$79,946,569	1,501
2020	\$69,954,973	1,259

PAID DIGITAL ADS



SCAN THE QR CODE TO ACCESS THE INTERACTIVE VISITOR GUIDE



For More Information Contact:

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www.visitgrandrapids.com

Check-Out NEW Website →