

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

1. Home
2. Places to Stay
3. Sweepstakes
4. Event Directory
5. Things to Do
6. Explore Outdoors
7. Monthly View Calendar
8. Last Minute Openings
9. Area Attractions
10. 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

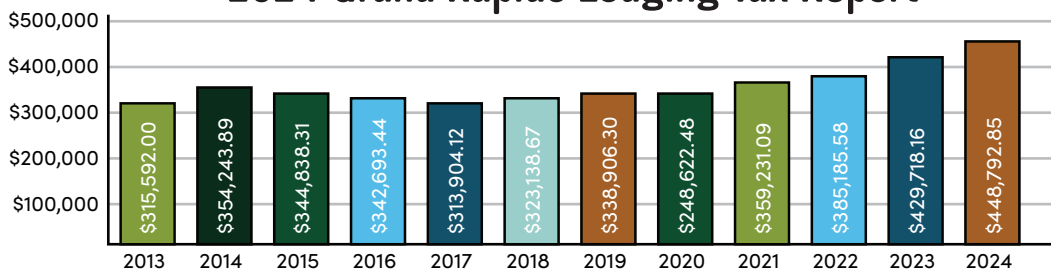
TOP 10 STATES

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

1. Chippewa National Forest
2. Tioga Recreation Area
3. Scenic State Park
4. Legion Park & Trail
5. Sugar Hills Cross Country Ski Trails

TOP CITIES VISITORS FROM

1. Mnpls/St Paul & Suburbs
2. Duluth, MN/Superior/WI
3. Fargo/Grand Forks, ND
4. Rochester, MN/Mason City, IA
5. Chicago, IL Suburbs

PLACES VISITORS SPEND TIME

1. Outdoor Recreation
2. Accommodations
3. Attractions
4. Restaurants
5. Arts/Entertainment/Attractions & Campground

WHAT THEY SPEND MONEY ON

1. Food
2. Gas
3. Retail
4. Accommodations
5. 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
Itasca	\$101,548,580	\$6,451,184	1,527
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
Region Total	\$1,176,124,816	\$75,066,967	17,082

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.

LEARN MORE: WWW.VISITGRANDRAPIDS.COM/ABOUT

*Data provided by Explore Minnesota Tourism and MN Department of Labor and Industry.