

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%

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

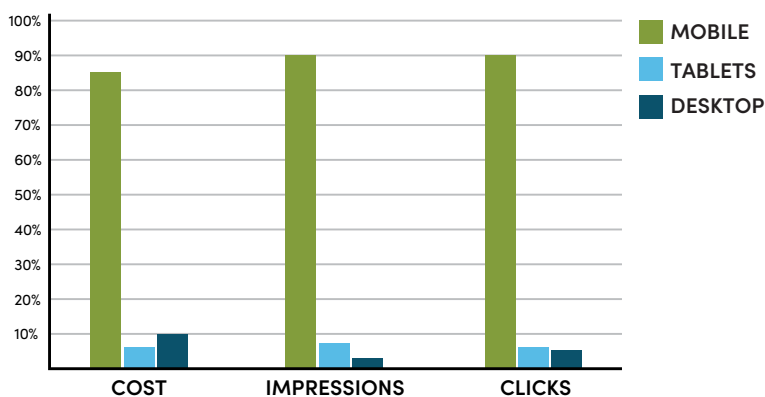
2025 GOOGLE AD DATA

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.



STATE OF MINNESOTA

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

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

2025 BOARD OF DIRECTORS & STAFF

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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