



TARGET AUDIENCES

Through our research, we have developed three key target audiences - Kids & Connection, Up for Adventure, and Ready to Roam. By targeting these audiences in similar ways, your business can help expand our efforts to drive greater results towards keeping Duluth top-of-mind as a visitor destination.



KIDS & CONNECTION

Typically ages 25-44, this audience is more likely to travel during Peak season with their significant other and children.

- How you can help target this audience:**
- Billboard
 - Direct Mail
 - Out-of-Home
 - Social Media
 - Audio/Video Streaming



UP FOR ADVENTURE

This audience often travels with their significant other, friends and other couples - without children in their travel party. Experience is top-of-mind for these travelers who typically range in age from 25-44.

- How you can help target this audience:**
- Billboard
 - Out-of-Home
 - Social Media
 - Audio/Video Streaming



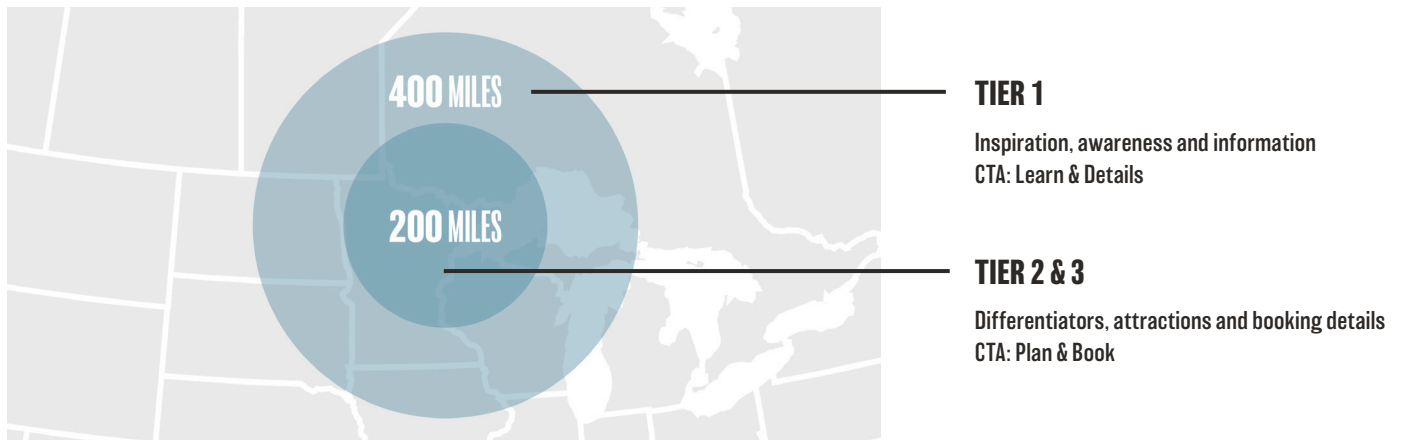
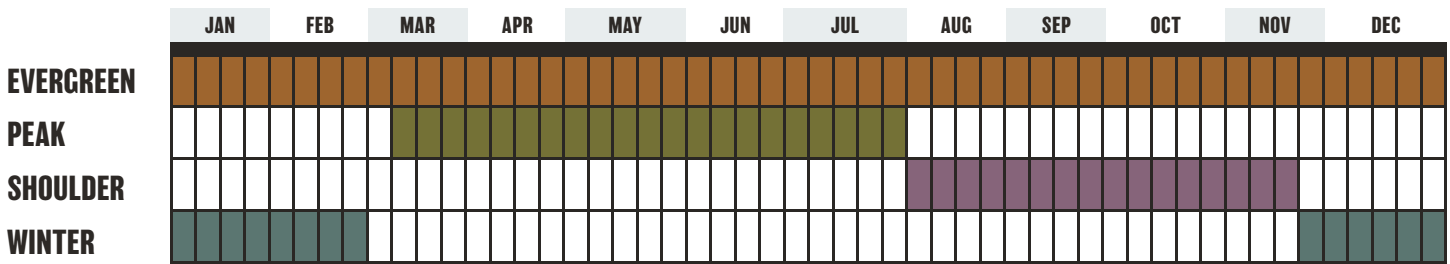
READY TO ROAM

More of a mature audience (55+), these travelers want to connect with the destination above anything. They often travel with their significant other and potentially with other couples.

- How you can help target this audience:**
- Direct Mail
 - Television
 - Magazine Publications

WHEN & WHERE TO TARGET

Below is the campaign timing our marketing strategy is rooted in, along with the geographic radius of our target markets and messaging strategy. Utilizing similar strategies as you look to develop your business' marketing materials will help target visitors in the same timeframes and places when they are most likely to travel - collectively working together to drive visitors to Duluth.



STRATEGY OPPORTUNITIES

- Leverage well-known attractions and then introduce others to increase length of stay
- Create deliberate pathways for visitors to discover neighborhoods and attractions outside of the waterfront
- Show past visitors different experiences and entice repeat visits

FAVORITE PART OF THE TRIP

Thinking about your previous Duluth trip, what did you like most about the experience?

Lake Superior	28%
Scenery	20%
Outdoor Recreation	18%
Cultural Experiences	13%
Food/Drink	12%
General - Positive	12%
Attractions/Activities	11%
Friendly Locals	6%
Attend Event	5%
Train	3%

WHAT DIFFERENTIATES DULUTH

In your opinion what makes Duluth different from other travel destinations?

