

# 2022 END OF YEAR REPORT

# DULUTH

## TOURISM TAX REVENUE

# \$13,786,351

JAN-DEC 2022

# +10.8%

OVER 2021

# +11.04%

OVER 2019

Duluth experienced larger growth and recovery compared to communities like Cook County, Lake County and Bemidji.

### National Trends and Considerations

Inflation for 2022 ended at 6.5%

2022 National Travel Spending\*  
90% of 2019 spending

2022 Duluth Travel Spending\*\*  
103% of 2019 spending

\*According to US Travel

\*\*Adjusted for inflation using the Travel Price Index

## HOTEL INDICATORS

(JAN-DEC 2022)

# \$124,572,135

### REVENUE

+11.0% over 2021

+18.4% over 2019

# 59.8%

### OCCUPANCY

vs: 56.8% in 2021

vs: 61.5% in 2019

# 772,252

### DEMAND (ROOMS SOLD)

+3.1% over 2021

+0.5%\*\*\* over 2019

**Duluth led occupancy in Minnesota in 2022**  
(along with Bloomington)

\*\*\*When talking about the decrease compared to 2019, it's important to note that supply (rooms available) is up 3.4% in 2022 compared to 2019. So, the percentage of rooms available in 2022 vs 2019 increased at a higher rate than the percentage of rooms sold (up 0.5%) which would explain the lower occupancy % comparing 2022 and 2019.

## AVERAGE LENGTH OF STAY

(JAN-DEC 2022)

### TOTAL TRIPS

# +4.2%

compared to trips in 2021

### TOTAL OVERNIGHTS

# +1.3%

compared to trips in 2021

**15 out of 23** neighborhoods saw positive visitation.



## EARNED MEDIA

(JAN-DEC 2022)

# 138

TOTAL COORDINATED  
PLACEMENTS

# 533,367,753

TOTAL POTENTIAL  
AUDIENCE

**THRILLIST:** Scenic Driving Routes You Have to Experience This Fall

**MATADOR NETWORK:** The Best Small Towns in the United States to Visit in 2023

**WASHINGTON POST:** 10 Great Cities in the United States for Outdoor Adventure

**WCCO:** Holiday Activities to Do in Duluth



## PAID MEDIA

(JAN-DEC 2022)

# 66,550,644

TOTAL IMPRESSIONS

# 8.48%

INTERACTION RATE

# 0.27%

CONVERSION RATE

TRAVEL INTENT  
DISPLAY DROVE:

# 2,583

Hotel Bookings

EXPEDIA  
EFFORTS DROVE:

# 5,361

Room Nights Booked

PRICELINE  
EFFORTS DROVE:

# 4:1

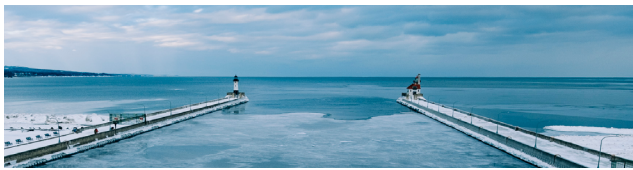
Return on Spend

# 23:1

Return on Spend

# 20:1

Return on Spend



## VISITDULUTH.COM

# 550,000+

USERS

# 5,353

VISITOR GUIDE  
DOWNLOADS

# 43,756

CLICKS TO LODGING  
PARTNER SITES

# 4,493

VISITOR GUIDE  
DIGITAL VIEWS

## VISITOR CENTER DATA

# 13,717

VISITORS

+765% over 2019

# 70

VISITORS PER DAY

(Since opening in April 2022)

# 197

DAYS OPEN

## CRUISING RETURNS

# 9

CRUISE SHIP  
ARRIVALS

# 5,000+

NEW  
VISITORS

# +\$250,000

IN SPENDING AT LOCAL  
ATTRACTIONS AND BUSINESSES

## CONVENTIONS, MEETINGS, SPORTS, & ENTERTAINMENT

# 58

MEETINGS, EVENTS  
& CONVENTIONS

(49 hosted at the DECC)

# 31

SPORTING  
EVENTS

Resulting in:

# 22,919

HOTEL ROOMS  
FILLED

# 23

ENTERTAINMENT  
EVENTS & SHOWS

(Hosted at the DECC)

Resulting in:

# 66,877

ATTENDEES