



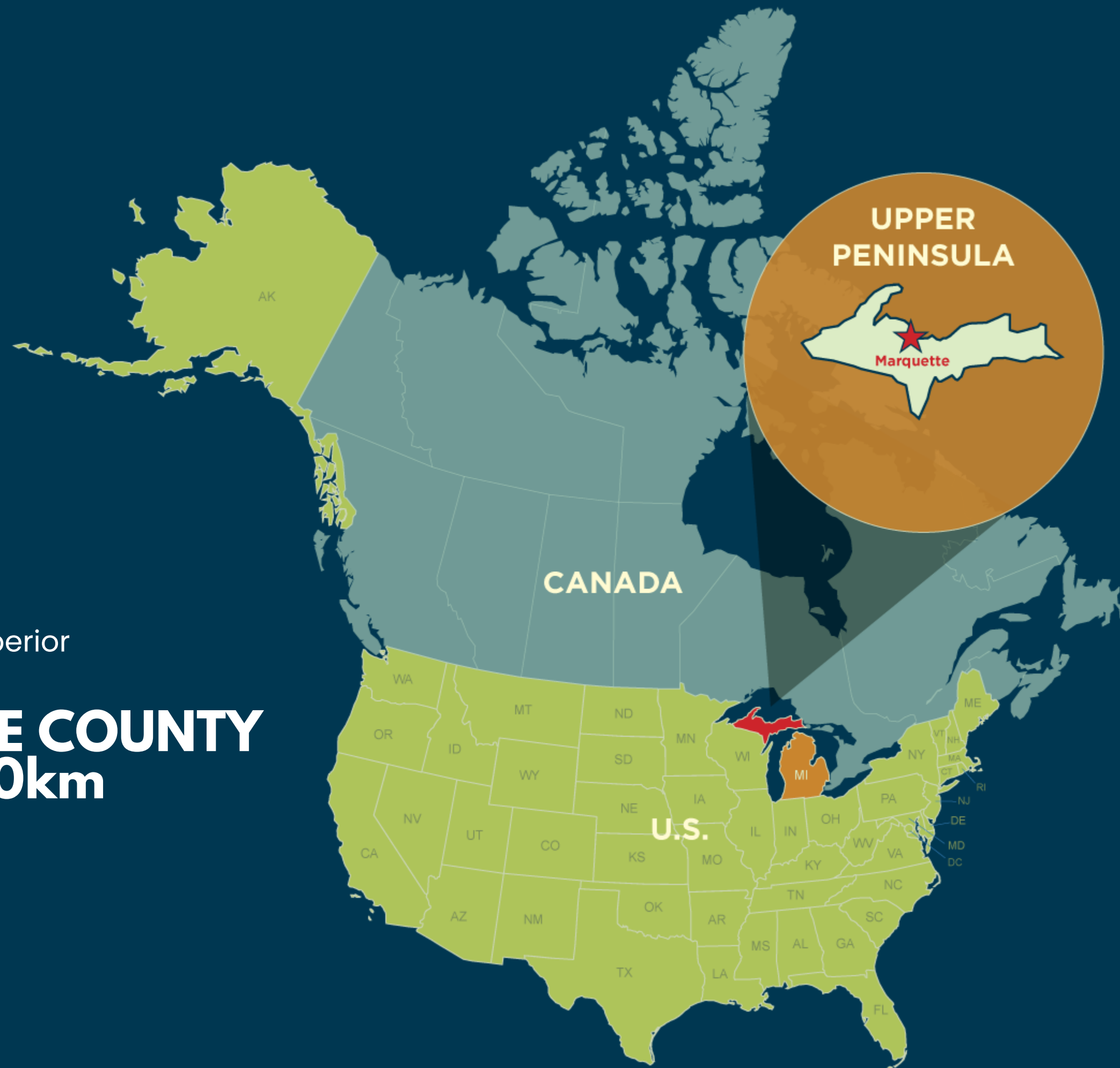
TRAVEL
MARQUETTE

TOURISM AT THE CROSSROADS

RESPECT MARQUETTE COUNTY
& DESTINATION THINK

Located on Lake Superior

MARQUETTE COUNTY
covers 4680km



Issues with Residents & Visitors During the Pandemic

OUTDOOR DESTINATION

REMOTE WORKING & SCHOOL

**LARGE VOLUME OF VISITORS
NEW TO THE OUTDOORS**

25% Day Visitors to 75% Overnight Visitors

Total Overnight Visitors Spend \$148.34

Average Visitor Stay 3.5 Days

2025 811.7K

2024 807.1K

2023 801.4K

2022 789.7K

2021 780K

2020 681.2K



RESPECT
MARQUETTE
COUNTY

**BASED ON
THE 7 LEAVE
NO TRACE
PRINCIPLES**

**30 ACTIVE PARTNERS
GUIDING US ON
REDISTRIBUTING
VISITORS**

Summer 2023

RESPECT MARQUETTE PLEDGE

1186 Pledge sign ups

A way of encouraging visitors to join us in committing to making Marquette County a great place to live, work and play by pledging to:

Acknowledge the cultural norms of the places I visit and be respectful of them.

Be cautious when it comes to weather conditions, rip currents, and other natural forces out of my control.

Be nice, say hi, and simply slow down.

Pack out my trash and my dog's waste, and help out whenever I see litter.

Stick to designated trails and campsites.

Adventure in alignment with Respect Marquette County's Leave No Trace principles- showing respect to the land, wildlife, and those that you share it with.

Leave Marquette County better than I found it.



Summer 2025

BARK RANGER

116 Bark Ranger sign ups since May 8, 2025

The BARK Ranger program started in 2015 within the National Park system as a way to raise awareness on how to explore the outdoors responsibly with your pet. We adopted this program to help share best practices for pet etiquette and encourage dogs and owners to enjoy the outdoors responsibly in Marquette County.

Travel Marquette provides Earth Rated poop bags to pet-friendly hotels for guests checking in with pets. Those who sign up their dog to be an official Marquette County Bark Ranger can visit our office to pick up a Bark Ranger pet bandana for their pup.



Summer 2025

JUNIOR EXPLORER PASS

249 sign ups & 219 check ins

The Junior Explorers pass teaches kids the Leave No Trace principles while taking them on an adventure to different locations across the county with opportunities to answer LNT quiz questions to earn prizes.

Pass Description:

Ready for an adventure? Explore the outdoors and unlock exciting prizes along the way! The Junior Explorers Pass invites children and families to build a deeper connection with nature, learn practical stewardship skills, and explore Marquette County responsibly. Check in at locations across the county, learn about the Leave No Trace principles, and answer interactive trivia questions to earn prizes and become an official Marquette County Junior Explorer!

Complete 3 check-ins of your choice to earn a Junior Explorer Patch. Complete all 7 check-ins to score an insulated Adventure Backpack with patch!



Summer 2025

COLLECT MARQUETTE

80 bags of litter weighing over 46 Kg

Check in and pick up a pair of gloves and a trash bag. Use the digital passport to check in at geo-trageted attractions accross Marquette County.



One of 12 Founding Members

DESTINATION THINK

COLLECTIVE



MEMBERS

Åre

Aruba

Auckland

Midwest Victoria

Banff and Lake Louise

Bend

Brabant

Cape Breton

Cariboo Chilcotin Coast

Cochrane

Coffs Harbour

Copenhagen

Grand Junction

Hauraki Coromandel

Hawai'i

Indigo Shire

Indiana Dunes

Isle of Man

Jasper

Keweenaw

Kissimmee

Kootenay Rockies

Madison

Mammoth Lakes

Marquette

Nanaimo

Noosa

Park City

Port Aransas

Prince George

Queenstown

Silver Star

Taos

Thompson Okanagan

Tofino

Victoria's High Country

Whistler

Whitsundays

Winnipeg

Yarra Valley and

Dandenong Ranges

**As one of the original 12 founding members
we are proud to be in such good company**



OVER 7% CTR!!
CLICK THROUGH
RATE ACROSS TIKI'S
NETWORK

480,000

PAIDCLICKS TO THE
COLLECTIVE
LANDING PAGE



11,000
LINKEDIN
FOLLOWERS



29.6%!!
EMAIL OPEN RATE



4 ,527
PODCAST
DOWNLOADS TO
DATE!*

7 MILLION!!
TRAVELLERS
REACHED



277,940
VIDEO VIEWS



**Episodes published in 2025. Data available only accounts for downloads, not streams. Therefore, actual listens to the podcasts may be larger than the number listed here.*



TRAVEL MARQUETTE

TRAVEL BEYOND SPONSORED CONTENT 2025 WRAP-UP

H
I
N
K
T

OBJECTIVES

- Develop high-quality video, written and Travel Beyond podcast content that can tell the story of the value of tourism in Marquette, including Marquette's stewardship activities.
- Maximize viewership of this content through paid and earned media.
- Build a platform for future content that positions Marquette as a leading destination, working with a global collective to aid in educating residents.

DELIVERABLES

Deliverables:

- In-market film shoot and production
- Post-production, script development, and writing
- 1 short film
- 6 social media video cutdowns
- 1 cutdown used for local TV spot
- 5-season podcast series
- 5 blogs about each episode published on DestinationThink.com

Promotional Activity:

- Landing page development support
- Copywriting for landing page
- Joint subscriber collection effort
- Creative development for paid media
- Media strategy
- Ad management with Tiki & Sojern
- \$75,000+ media buy

Cost: \$75,000 | Value: \$150,000+

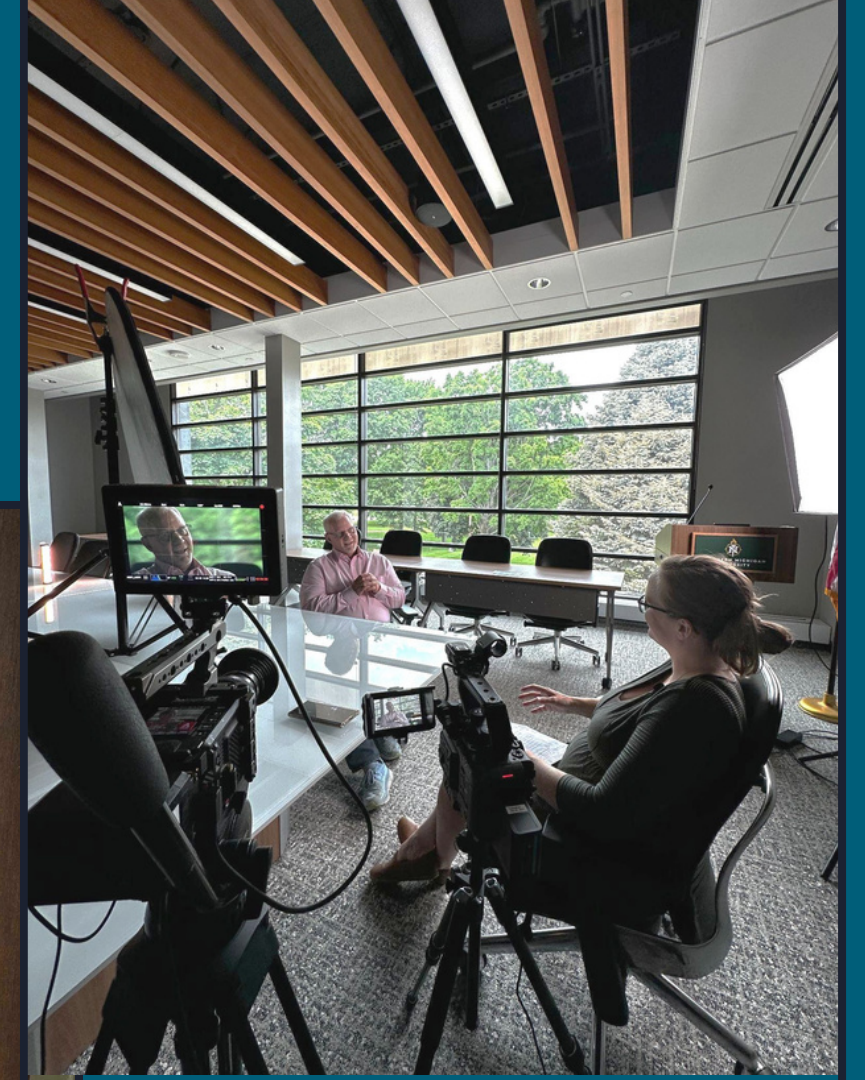
IN-MARKET FILM SHOOT, PODCAST & VIDEO PRODUCTION

Members of the DT team travelled to Marquette to record interviews with key community members and industry leaders and collect B-roll. Five of these interviews were selected to become podcasts.

Interviews were conversational in format and worked to showcase how the work of the DMO affects the local community from multiple angles.

Interviewees:

- *Susan Estler*
- *Jim Koski*
- *Randy Larson*
- *Libby Nelson*
- *Andrew Rickauer*
- *Kevin Thomsen & Paige Du Bois*
- *Aaron Peterson*
- *Andi Pernsteiner*

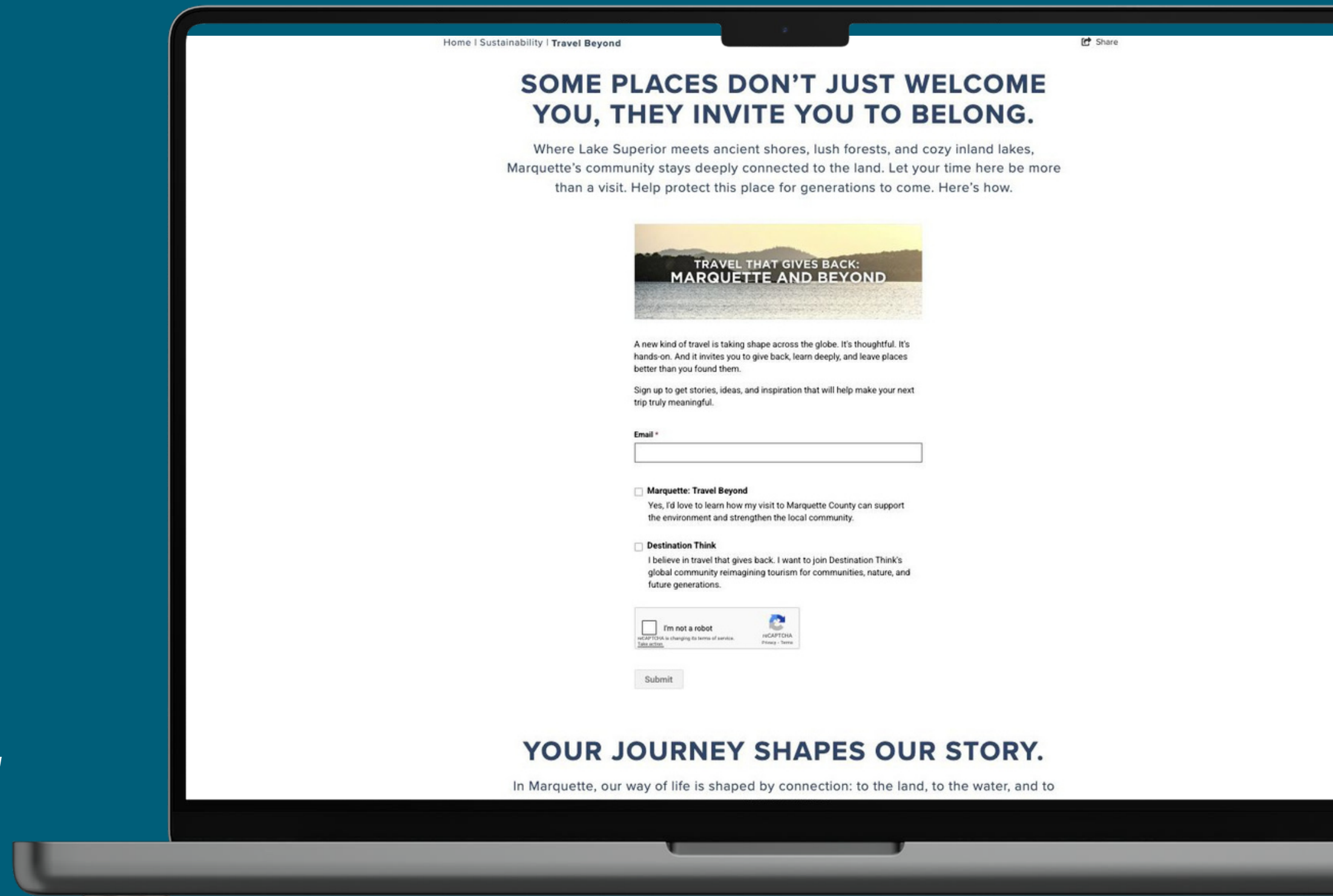


LANDING PAGE

The DT team worked with Travel Marquette to create a landing page language aligned to the Travel Beyond program and respectful of the existing Travel Marquette brand. The page also included a sign up sheet for joint newsletter collection, and a place where visitors could watch the new short film.

Key messages:

- *“Some places don’t just welcome you, they invite you to belong.”*
- *“Your journey shapes our story.”*
- *“Where Lake Superior meets ancient shores, lush forests, and cozy inland lakes, Marquette’s community stays deeply connected to the land.”*
- *“Let your time here be more than a visit. Help protect this place for generations to come.”*

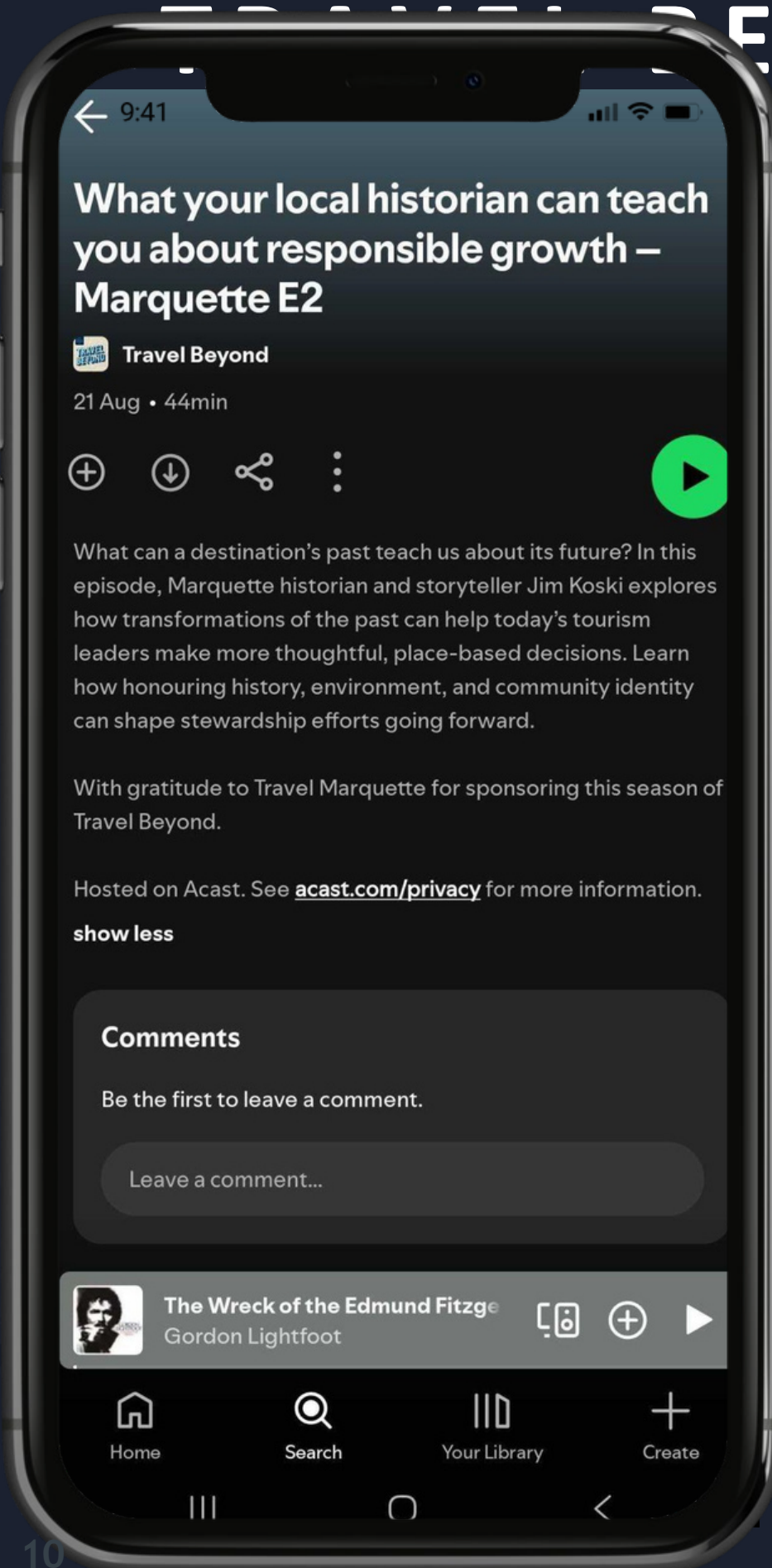


BEYOND PODCAST

The Travel Beyond podcast brings a largely industry audience the travel industry's most exciting innovations that address the greatest challenges facing communities and the planet.

Destination Think published 5 Marquette podcasts in August and September, 2025. These episodes featured 5 community members

- Rooted in respect: How Travel Marquette leads with care and collaboration (Susan Estler)
- What your local historian can teach you about responsible growth (Jim Koski)
- From promotion to purpose: Storytelling for responsible tourism (Aaron Peterson)
- From taproom to watershed: A brewery rooted in place and responsibility (Andi Pernsteiner)
- Valuing the workforce: Supporting hospitality workers through local partnerships (Andrew Rickhauer)



SOCIAL CUTDOWNS AND TV SPOT



The footage was also utilized in 6 social media cutdown videos and 1 TV spot that Travel Marquette broadcast on local TV channels.

In late Summer 2025, Travel Beyond content featuring Marquette...

***APPEARED ON 200+ TRAVEL WEBSITES
REACHED NEARLY ONE MILLION TRAVELERS
ACTIVELY PLANNING TRIPS***

***DIRECTED MORE THAN 75,000 CLICKS TO
TRAVEL MARQUETTE'S WEBSITE***

996,419

PAID ADVERTISING
IMPRESSIONS FOR
MARQUETTE

75,620

POTENTIAL
TRAVELERS CLICKED
THROUGH TO THE
LANDING PAGE

7.7%

CLICK-THROUGH
RATE

18%

ENGAGEMENT RATE
ON LANDING PAGE

252*

PODCAST
DOWNLOADS TO
DATE**

30

NEW EMAIL
SUBSCRIBERS

ADS FEATURED ON
200 +
TRAVEL BOOKING
SITES

2,800+

VIDEO VIEWS ON
YOUTUBE*

**A download is counted when at least 60 seconds of the episode is requested from the hosting server*
***Data pulled 10/3/25*

**YouTube promotion ongoing through 12/15/2025 which will increase video views dramatically.*

PROMOTIONAL CONTENT SAMPLES



*PLANNING
YOUR NEXT TRIP?*
**MAKE IT ONE
THAT GIVES
BACK**

Learn simple ways to support the
places and people you visit.

JOIN US

 **TRAVEL
MARQUETTE**



**YOUR NEXT
TRIP CAN BE
PART OF
SOMETHING
BIGGER**

Join travelers taking action to protect
the planet... one journey at a time.

HERE'S HOW

 **TRAVEL
MARQUETTE**



*DISCOVER HOW
YOUR NEXT TRIP
CAN MAKE A
DIFFERENCE*

Join a global community using travel
to create real, lasting impact.

JOIN US

 **TRAVEL
MARQUETTE**

SHORT FILM



A 3-minute film explores Marquette's past and shows how tourism is helping the community thrive by respecting the environment through collaboration, celebrating local culture, and supporting small businesses.

MERCI