



CITY OF COTTAGE GROVE  
12800 Ravine Parkway South  
Cottage Grove, Minnesota 55016  
Council Chamber - 5:00 PM

January 9, 2025

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Cottage Grove Convention and Visitors Bureau

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Adoption of Agenda
5. Approval of Minutes
6. Presentations
7. Business Items
8. Workshop
  - 1 Phase III Chandlerthinks SWOT Analysis
9. Comments
10. Adjournment

Regular Meeting

# COTTAGE GROVE



**TO:** Board of Directors, Cottage Grove Convention and Visitors Bureau  
**FROM:** Gretchen Larson, Economic Development Director  
**DATE:** December 30, 2024  
**RE:** 2024 Chandler Thinks Strategic Plan Update – Zoom Meeting

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## **Background**

Chandlerthinks site visit to the city took place on October 7 and 8. They conducted in-person meetings with the City Council, the EDA, City staff, area businesses, and the CVB boards. They also conducted meetings with the River Oaks and Parks and Recreation Department, area hoteliers, tourism-related businesses, events managers, and others. The team at Chandler Thinks also conducted virtual interviews for those who were not able to attend the in-person meetings, so that we reached as wide an audience as possible and everyone had a chance to contribute to the plan creation. On Sunday, November 10 the team at Chandler Thinks conducted their final virtual interview with the Cottage Grove Athletic Association coaches.

**Phases 1 and 2** are complete and the purpose of the January 9 meeting is to complete **Phase 3** which includes a SWOT analysis along with goal setting with the board and prioritization of goals.

**Phase 4** is the final report and tourism action plan and roadmap and that will be presented in-person by Steve Chandler of Chandlerthinks at a joint meeting of the CVB and EDA at 7:30 am on February 11 at city hall in the training room.

## **Recommendation**

Receive report.

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# Growing Our Economy Through Tourism

Cottage Grove Tourism Research Presentation



**CHANDLER**THINKS

December 9, 2024

# Project Goals and Objectives

- Ensure that funding and program development are aligned among CVB, its partners, government entities, non-profits and that the Plan meets the long-term goals of the community.
- Recommend actions to increase visitor flow across all segments (leisure, meetings, sports etc.).
- Conduct a SWOT Analysis of the effectiveness of CVB's marketing programs and recommendations to improve these initiatives.



# Our Approach

## **PHASE I – TOURISM AUDIT & ASSESSMENT**

- Site Visit, Fam Tour & Tourism Audit
- Tourism Stakeholder Interviews & Focus Groups
- Lodging & Attraction Survey — Cottage Grove Business Guests Overnight Stay Research
- Human Movement Data/Visitor Segmentation
- Marketing Assessment

## **PHASE II – EVALUATE: SWOT ANALYSIS & COLLABORATION**

- SWOT Analysis
- GAP Analysis

## **PHASE III – REVIEW OF GOALS, ASSESSMENT & PLAN DEVELOPMENT**

- Organization Goal Setting and Prioritization
- Tourism Audit and Assessment Plan Development



# Fundamentals of Tourism

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# Tourism is about stimulating your local economy



# Keys to Tourism Success

## Product

Food  
Shopping  
Lodging  
Entertainment  
Amenities

## Promotion

How do we promote?  
What do we promote?  
Where do we promote?

## Ownership

Person  
Organization  
Accountability

## Funding

Occupancy Tax  
Tourism District  
Grants (State & Federal)  
Sponsorships  
Private



# For tourism to be real, it must be real.

Must have someone to own it.

Must have the organizational structure to be accountable and provide direction.

It must have a revenue source and funding.



# Typical Role of a Tourism Agency

## **Destination Sales & Marketing**

Be the voice for why visitors (leisure, business and groups) should come to a destination.

## **Destination Leadership**

Bring partners and stakeholders together under a shared vision and destination strategy.

## **In-Destination Management**

Influence how visitors experience the destination and support sustainable development.



**What did we learn?**

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# Phase I – Research Recap

Summary of research elements:

- Familiarization tour of what Cottage Grove has to offer
- One-on-one interviews with community tourism stakeholders (15 participants)
- Six (6) focus groups (43 participants)
- Digital audit of websites, social media, search and reviews
- Cottage Grove Tourism GAP Analysis
- Annual Visitation & Overnight Stay Estimates
- Marketing Assessment and Competitive Analysis
- Review Human Movement Data/Visitor Segmentation
- SWOT Analysis



# In-market Visit

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# Key Takeaways

- **Limited Lodging** – The lack of hotels in Cottage Grove results in tourism revenue flowing to nearby communities like Woodbury and Hastings.
- **Absence of a Tourism Culture** – Cottage Grove lacks a strong culture or infrastructure to support and promote tourism.
- **No Major Attraction or Driver** – The city has limited assets that serve as significant destination draws for visitors.
- **No Central Gathering Space** – Cottage Grove does not have a defined “town center,” downtown, or main street to serve as a hub for community activities.
- **Location Challenge** – The city is not located along a primary travel corridor, which may limit its ability to attract visitors seeking convenient overnight stops.



# Key Takeaways

- **Access to the Mississippi River** – Cottage Grove benefits from its proximity to the Mississippi River, offering potential for tourism development.
- **Well-Maintained and Beautiful City** – The city is recognized for its clean, attractive, and well-maintained environment.
- **Wedding Venue Appeal with Lodging Challenges** – While Cottage Grove offers beautiful wedding venues, limited lodging options pose a challenge for accommodating out-of-town guests.
- **Sports Tournaments with Limited Lodging** – The city hosts several sports tournaments, such as softball, soccer, and hockey, but visitors often stay outside Cottage Grove due to the lack of nearby accommodations.



# Tourism in Cottage Grove described as emerging with opportunities.

Q: What words or phrases would you use to describe the business and culture of tourism in Cottage Grove?

- Weak
- Emerging/Growing
- Opportunities
- Sports & recreation (parks, outdoors)
- Weddings
- Lose to Woodbury



# Sports and Events seem to be your most recognized tourism assets

Q: If you were going to develop a brag list of tourism assets for Cottage Grove, what would the list consist of?

Attractions	Meeting Space	Retail	Lodging	Food & Beverage	Historical	Arts	Events	Natural	Sports
Wedding Venues	The Madison	Boondocks Vintage Boutique	Country Inn & Suites	Junction 70	Cedarhurst Mansion	Locally Grown Theatre	Strawberry Festival	Mississippi River	Hockey Rink
River Oaks Golf Course	Glacial Valley Park	Bride & Jewel Co.	Tree House & Corn Crib	Eagles Bar & Grill	The Madison	Dowdle Puzzle	Food Truck Festival	Grey Cloud Dunes	Girls Softball
Disc Golf Course	Hope Glen Farm	Frisbee Golf Store (AKA Gray Duck Disc Golf)	Wakota Inn	Muddy Cow	Shepard Farm		One Family Fest	County Park	Soccer Fields - Kingston Park
The Haunting Experience				Las Margaritas	Grey Cloud		CPKC Railroad Line	Afton Alps	Bike Park
				Sushi Cafe			Sports Tournaments	Close to St. Croix	River Oaks Golf Course
				Tom Moy			The Haunting Experience		Cross Country Skiing at Golf Course



# Wedding venues, parks, and sports venues are assets considered "Best in Class".

Q: What assets in Cottage Grove do you consider Best in Class?

Attractions	Meeting Space	Retail	Lodging	Food & Beverage	Historical	Arts	Events	Natural	Sports
Wedding Venues	The Madison	Boondocks Vintage Boutique	Country Inn & Suites	Junction 70	Cedarhurst Mansion	Locally Grown Theatre	Strawberry Festival	Mississippi River	Hockey Rink
River Oaks Golf Course	Glacial Valley Park	Bride & Jewel Co.	Tree House & Corn Crib	Eagles Bar & Grill	The Madison	Dowdle Puzzle	Food Truck Festival	Grey Cloud Dunes	Girls Softball
Disc Golf Course	Hope Glen Farm	Frisbee Golf Store (AKA Gray Duck Disc Golf)	Wakota Inn	Muddy Cow	Shepard Farm		One Family Fest	County Park	Soccer Fields - Kingston Park
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				Sushi Cafe			Sports Tournaments	Close to St. Croix	River Oaks Golf Course
				Tom Moy			The Haunting Experience		Cross Country Skiing at Golf Course



# Weddings, sporting events and businesses are believed to bring in the most overnight guests to Cottage Grove.

Q: What tourism asset(s) brings in the most overnight guests to Cottage Grove?

- Weddings
- Sports Tournaments
- Business
  - » Trucking industry
  - » Construction – workers at plant and new development
  - » Refinery – industry workers
  - » Logistics/Warehousing



# Sports tournaments and weddings are perceived as bringing in the most revenue to Cottage Grove.

Q: What tourism asset(s) brings in the most revenue to Cottage Grove?

- Sports Tournaments
- Wedding Venues
- Strawberry Festival



# Hotels and more attractions are opportunities to grow tourism.

Q: What opportunities do we have to grow tourism in Cottage Grove?

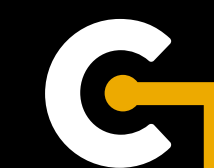
- More Hotels
- Develop unique attractions (like TopGolf in Woodbury)
- Sports Tournaments
- Change how we are marketing
- We will have more access to the Mississippi river with the new development/park coming
- Breakfast places



# Lack of lodging is the greatest barrier to tourism growth, compounded by a shortage of activities and attractions.

Q: What are the obstacles in growing tourism?

- Limited lodging
- Tough location (west/north - passing big cities - south not much population)
- No main street
- Lack identity
- Nothing to do



# Additional lodging should be a top priority for Cottage Grove.

Q: What should be the top priority for Cottage Grove?

- Lodging
- Family friendly places and spaces – there should be something for kids/families – kid-friendly restaurants, SkyZone, games, room for businesses, ice cream, apartment.
- The original main street of Cottage Grove – want small business, 60% wanted coffee shop/small plate/wine bar (Froth & Cork); ice cream place; people want something to happen
- Outdoor Activities – Hiking, pickleball, sports related, or outdoor activity related



# The expectation is for Cottage Grove Tourism to focus on stronger marketing.

Q: What do you expect Cottage Grove (the organization) does for growing tourism?

- Bring more people to come here and spend their money
- Promote more locally owned restaurants
- Promote bed and breakfast
- Building more park amenities
- Mission – raise the profile of the city within the state and the regional area of what we have to offer – and attract that overnight guest
- Increase economic impact by visitors while also increasing local participation
- Let people know that Cottage Grove is here – outdoor enthusiast
- Attract people to Cottage Grove – marketing themselves in an interesting way – direct them where to go and what to do
- Highlight our differentiators. What do we want to be known for?
- Talk about the great business here – fortune 500 companies



# Despite not having a strong *attractor*, you can still sell Cottage Grove.

## Itinerary for a mother/daughter weekend

Coming from Stillwater  
Arrive around 4pm  
Stay at the Country Inn & Suites  
Cocktail at Applebee's  
Drive to Newport  
North Pole for breakfast  
Mall of America  
Ikea  
Stop in South St. Paul – have a beer  
Stay at the Tree House  
Las Margaritas dinner

## Itinerary for a young couple with no kids

Drive in Saturday morning  
Arrive around 10am  
Couples massage  
Lunch at Las Margaritas  
Ravine Parkway  
Disc Golf  
Pickleball  
Dinner at Junction 70  
Shepard Farm - pie making class  
Check in hotel  
Get coffee  
Stroll the Mississippi River  
Rent kayak

## Itinerary for a business traveler and his wife

Gus and Henrietta of 31 years  
Bocce ball at the golf course  
Drinks on the patio  
Pie making  
Junction 70  
Trails  
Play golf  
Shopping at Boondocks



# Digital Audit

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# Key Takeaways

- The website content is not reflective of tourism-visitor information
- There are not many searches for hotels in Cottage Grove
- Nearby cities of Hastings and Woodbury have strong searches for hotels
- The parks seem to be the most highlighted on TripAdvisor
- People aren't searching for things to do in Cottage Grove



# WEBSITE



# Discover Cottage Grove Website

- Website content not reflective of tourism-visitor information. It feels like the content may not be the right place for a visitor. Examples of this are:
  - » Entire SHOPPING navigation: Building materials, discount shops, fitness & nutrition, floral, grocery & liquor, health & beauty, and pet grooming. None of these speak to visitors. They have Google Maps if they need basic services. Shopping for things they cannot find at home should be this focus. Antiques, boutiques and destination shopping.
- Make a FREE Visitors Guide global navigation on your site and require an email address to access it so that you can build an inquiry database as a top web objective.



## Free Visitor Guide

This comprehensive guide provides everything you need to know about lodging, attractions, parks and trails, upcoming events and more. Fill out the form below to request your free Cottage Grove Visitor Guide, delivered straight to your mailbox.

When you've completed this form, we'll also add you to our e-mailing list where we send out a monthly newsletter! That way you stay up to date on what's happening in the Cottage Grove area.

Email *(Required)*

Name *(Required)*

First

Last

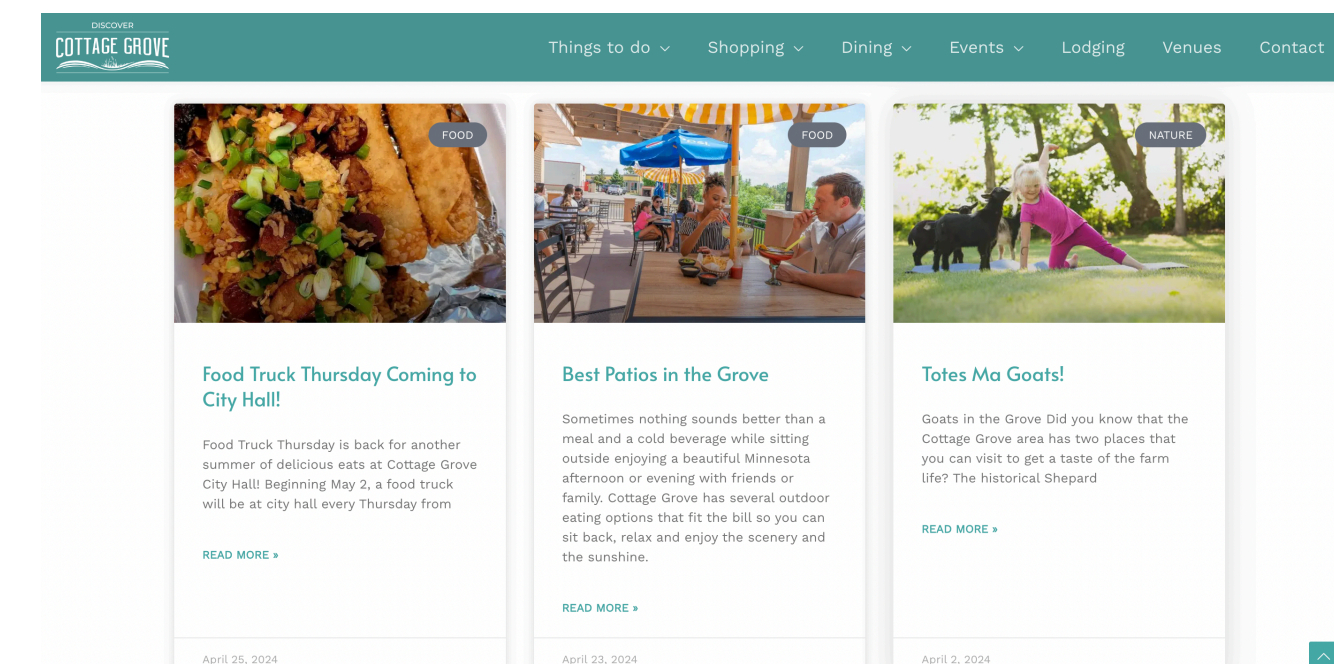
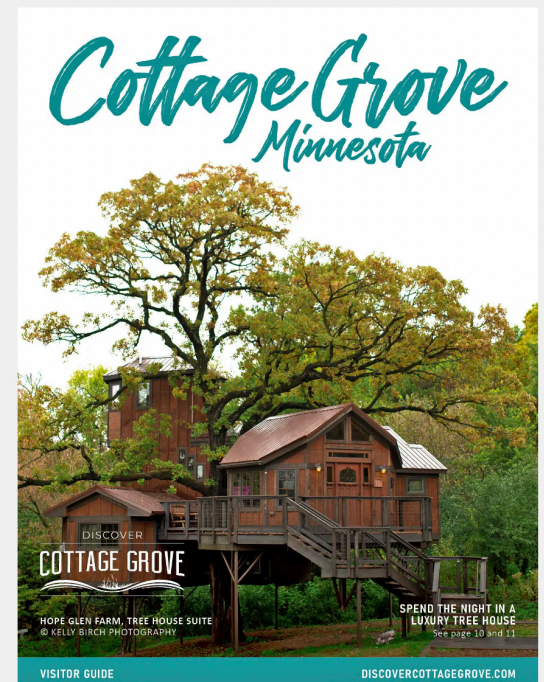
Address *(Required)*

Street Address

City

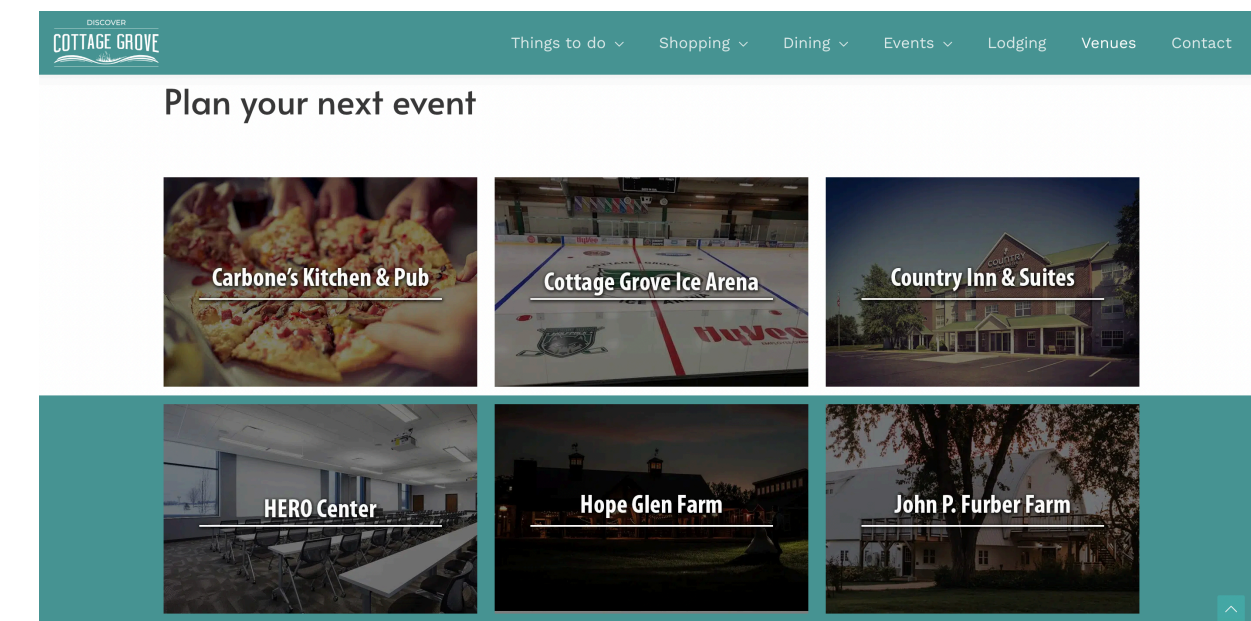
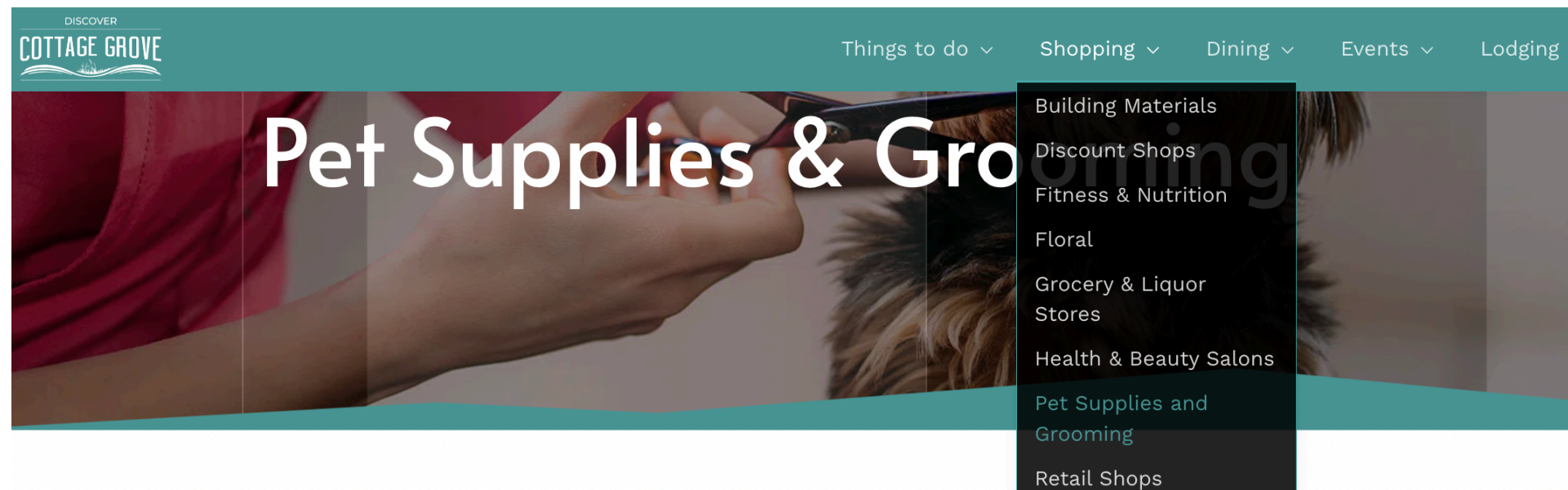
State

ZIP Code



# Discover Cottage Grove Website

- Events (and venues) page needs copy for SEO. Currently all choices take web users off of your site (not good).
- Consider a dedicated page for wedding and events. Position it as the premier outdoor-barn wedding destination in the Twin Cities.

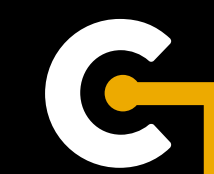


# SOCIAL MEDIA



# Social Media Followers

COMMUNITY	FACEBOOK	INSTAGRAM
Cottage Grove	4.1K	900
Woodbury	2K	N/A
Hastings	5.7K	1.6K
Redwing	18K	N/A
Visit Saint Paul	47K	71.8K
Duluth	88K	35.4K
Explore MN	295K	250K

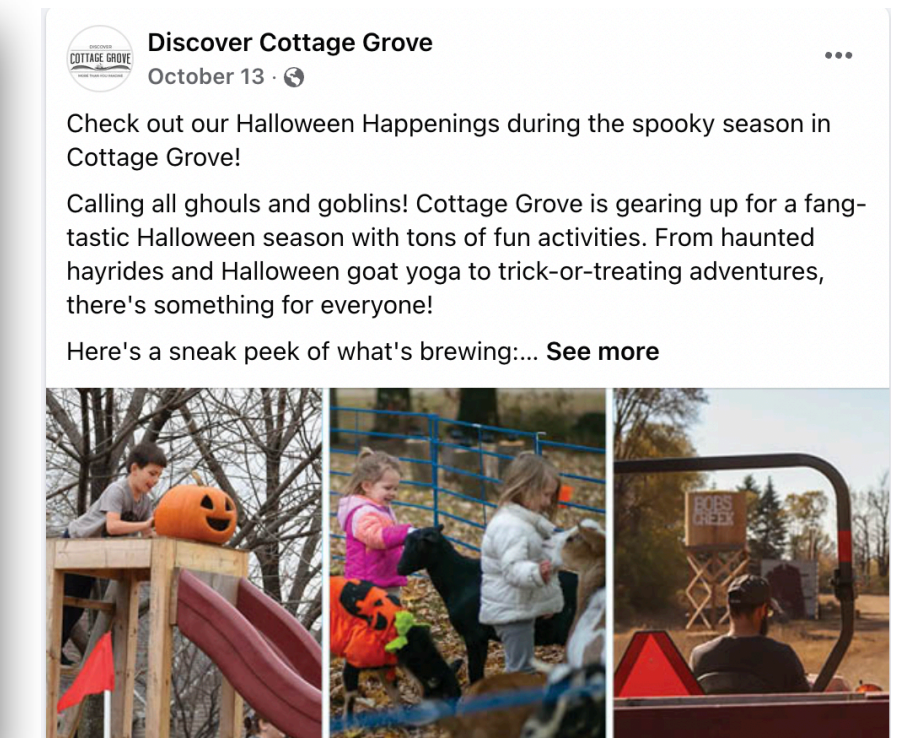
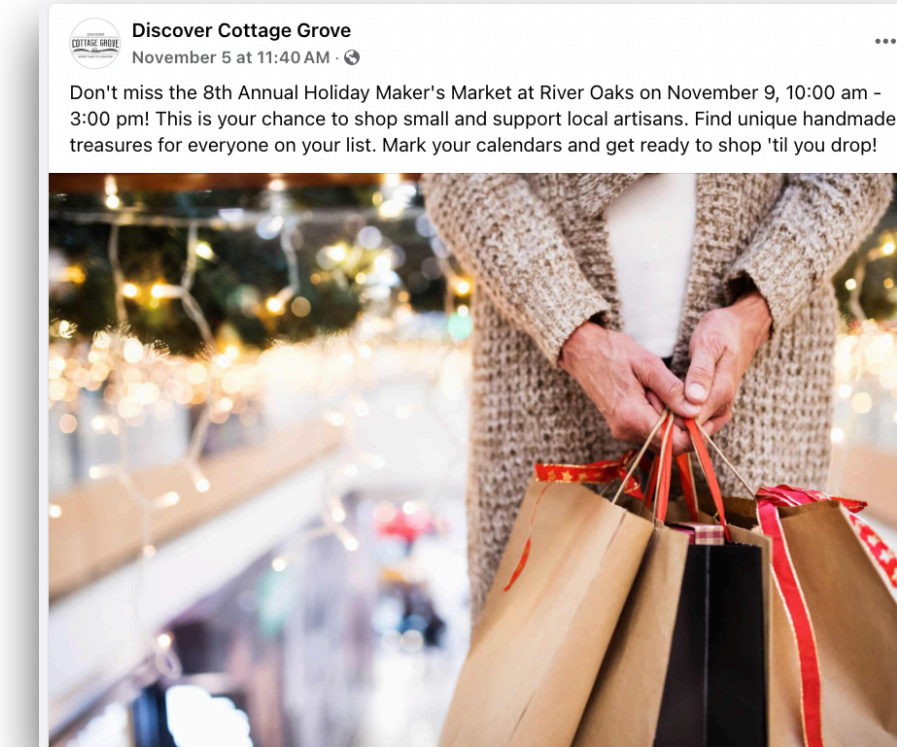
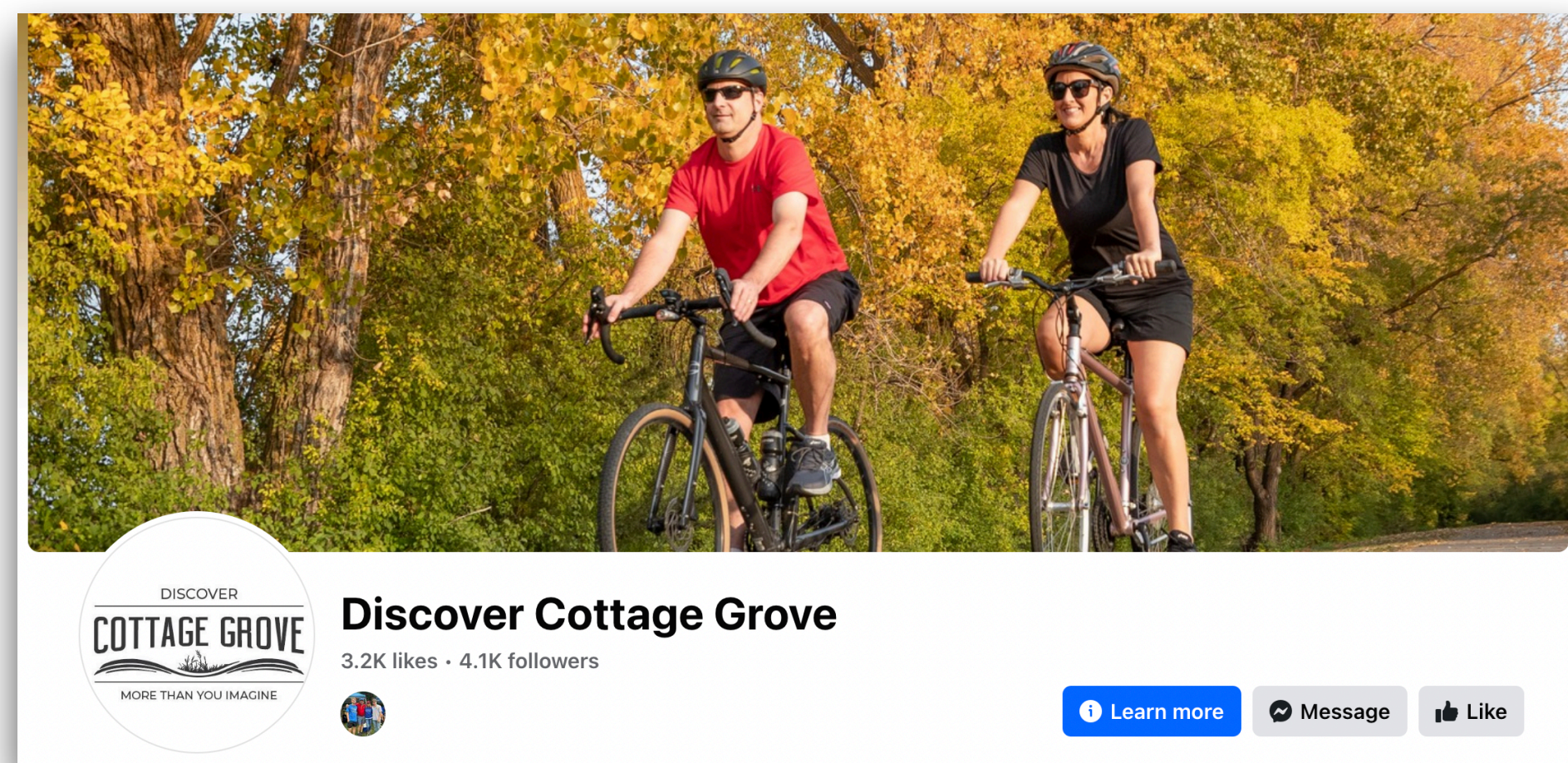


# Cottage Grove Social Media Review – Facebook

Overall the Facebook page is visually appealing. However, there are opportunities to put more focus on local attractions, events or scenic spots to help capture attention and inspire travel. Examples include:

- Update images based on seasonality - the Facebook cover image should highlight the Holiday Train.
- There could be more focus on highlighting local restaurants, businesses, and events to create a comprehensive tourism experience.
- Opportunity to package and promote experiences of things to do in Cottage Grove.

Big take-away - tourism social media requires focused attention and frequency separate from City of Cottage Grove posts.



# Cottage Grove Social Media Review – Instagram

Overall the Instagram account is visually appealing.

Not many followers and little engagement.

Same as Facebook, there are opportunities to put more focus on local attractions, events or scenic spots to help capture attention and inspire travel. Examples include:

- There could be more focus on highlighting local restaurants, businesses, and events to create a comprehensive tourism experience.
- Package and promote experiences of things to do in Cottage Grove

# Woodbury is beginning to get focused on driving tourism.

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## Destination: Woodbury

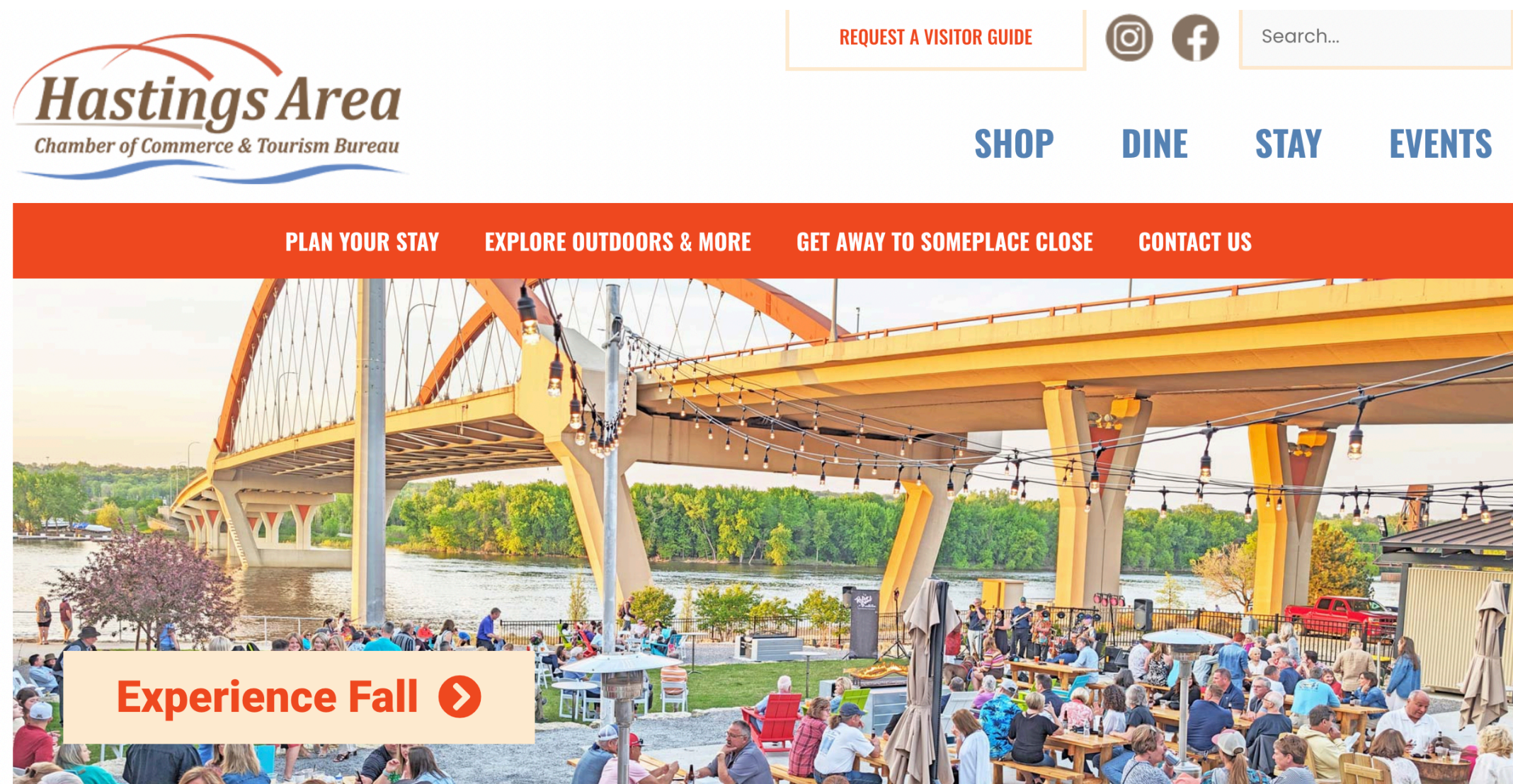


Destination: Woodbury is the new destination marketing organization (DMO) for Woodbury!

Woodbury attracts thousands of non-residents each year to its unique amenities like the sports center, Central Park and Eagle Valley Golf Course, as well as its shopping, medical care and dining opportunities. As the economic and recreation hub of the east metro, the city assembled a task force to study ways to attract more visitors and encourage visitors to extend their stays and further support the local business community through the creation of a DMO.

# Hastings is focused on driving tourism.

They are capitalizing on the fact that they are close to the Twin cities. Their Facebook page is appealing and inviting from a tourism perspective.



SEARCH



# Cottage Grove is known as a family-friendly suburban community

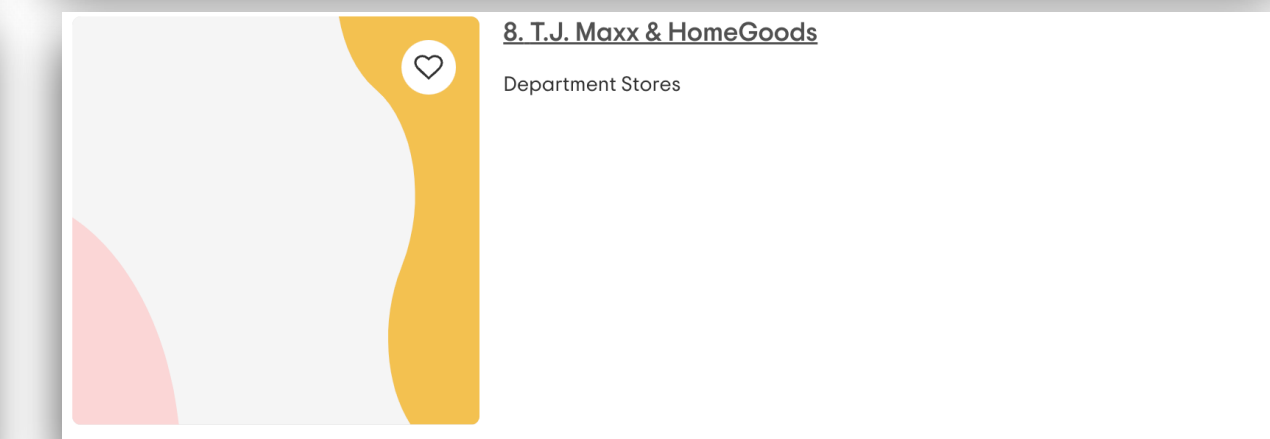
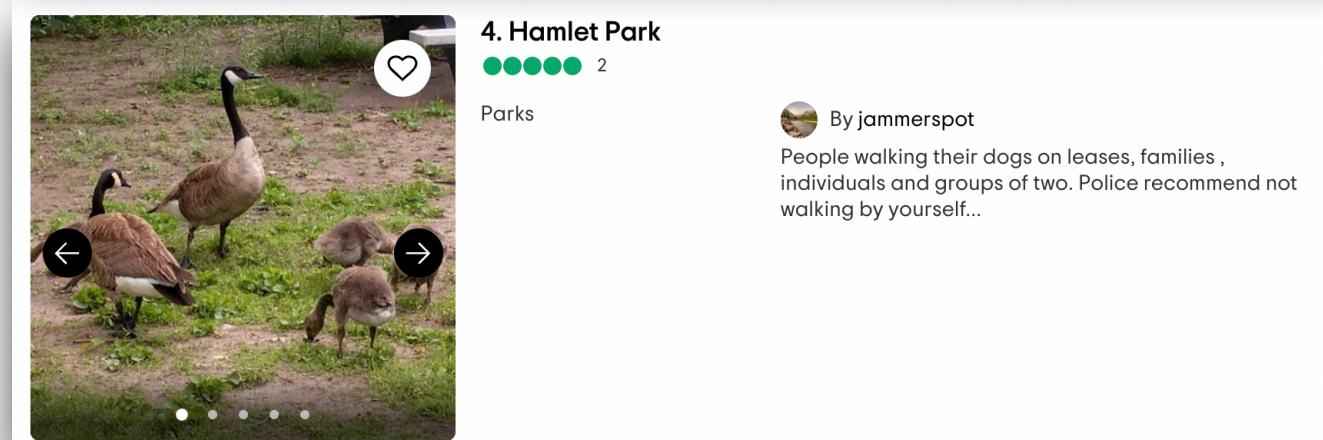
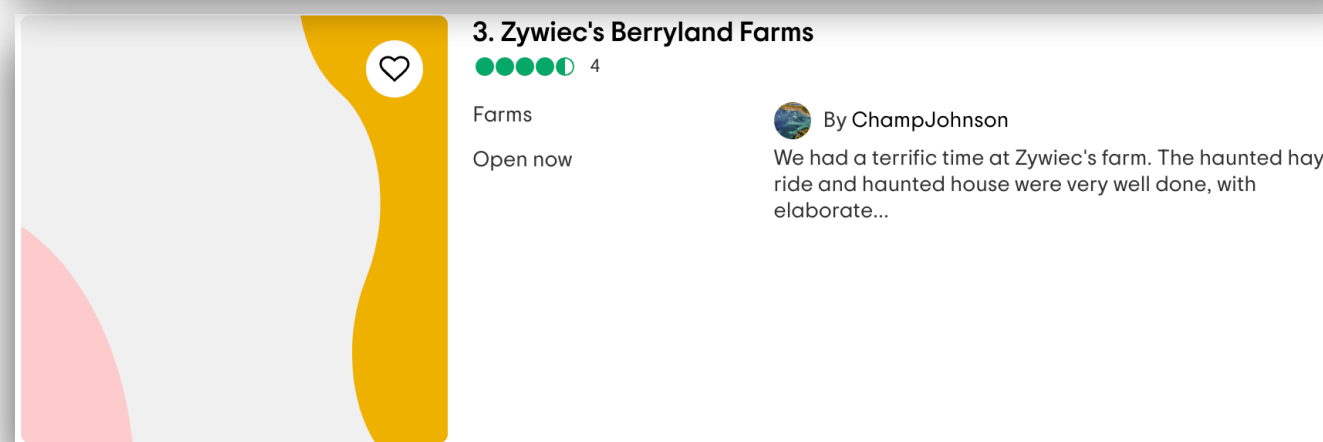
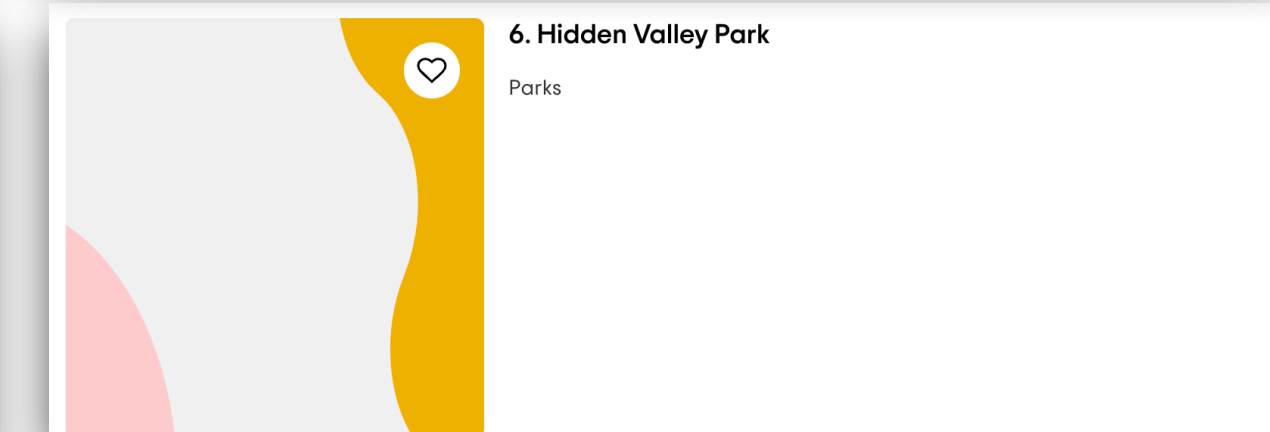
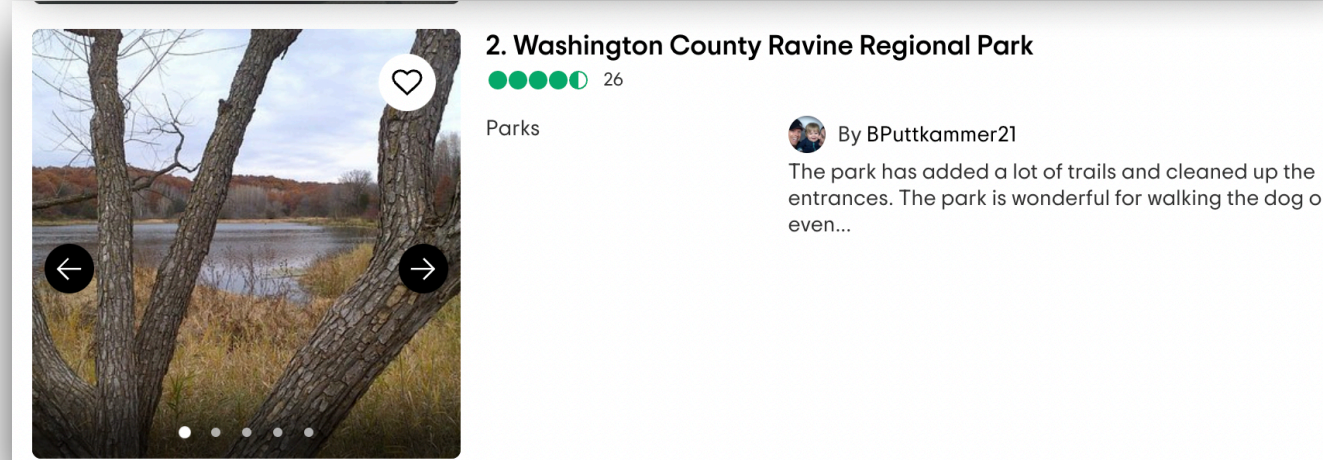
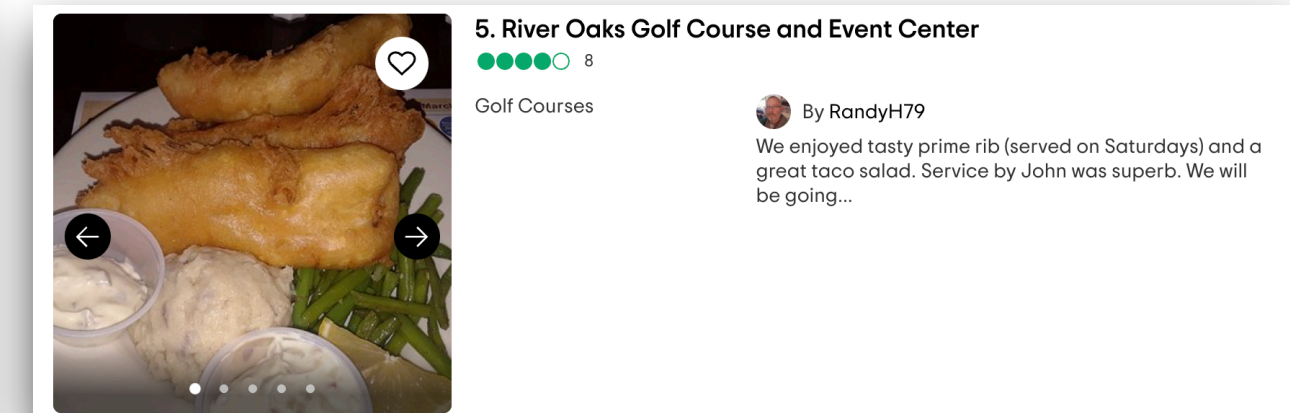
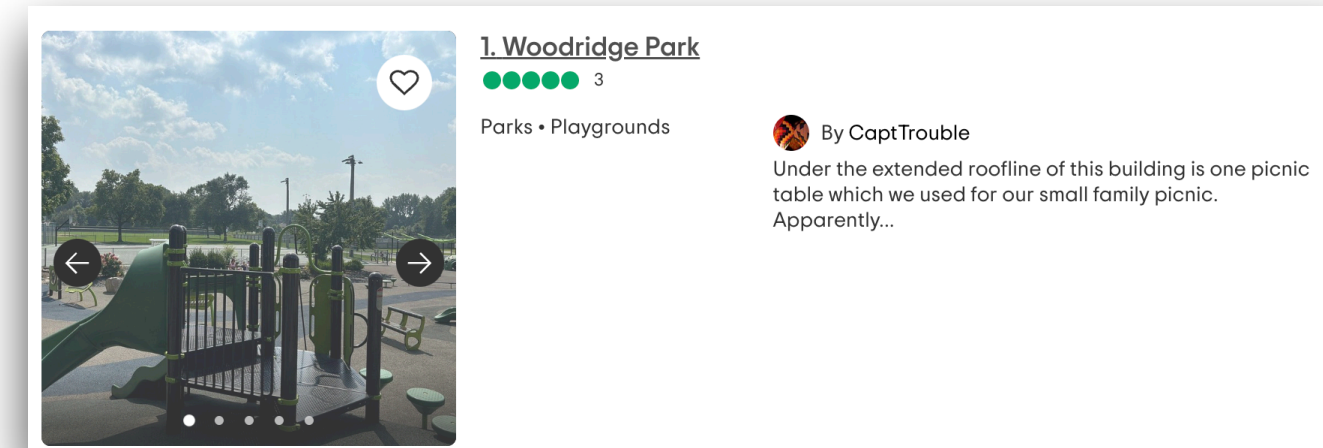
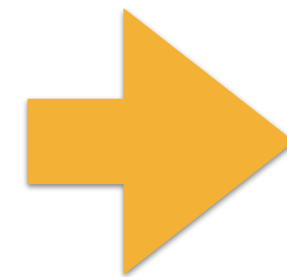
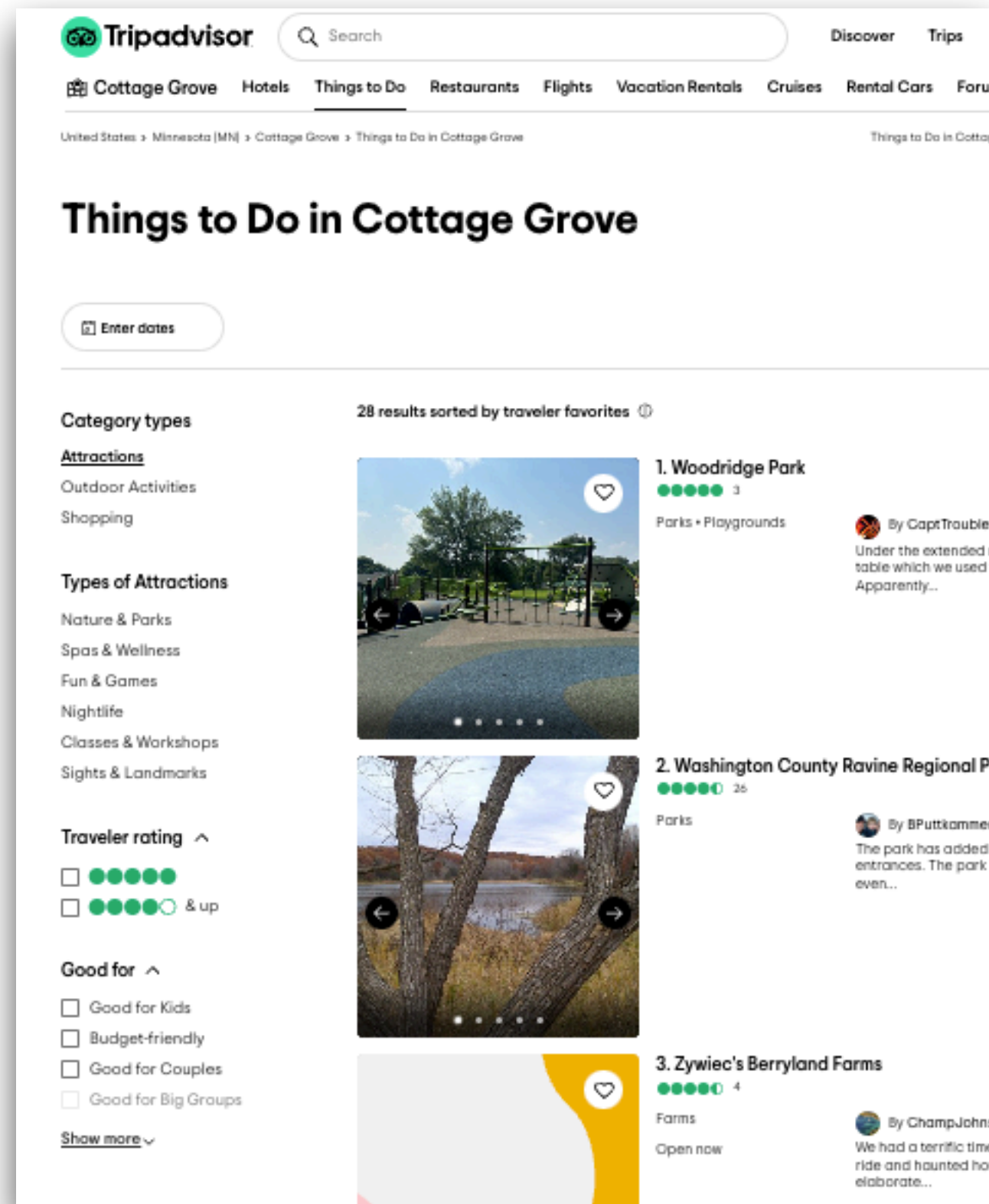
The question was asked to AI - "What is Cottage Grove known for" - Cottage Grove, Minnesota, is a suburban city located southeast of the Twin Cities (Minneapolis and St. Paul). It's known for several characteristics and features, including:

1. Historical Significance
2. Parks and Outdoor Recreation
3. Growing Suburban Community
4. Youth Sports and Activities
5. Strong industrial base with businesses in manufacturing and distribution
6. Community Events and Culture
7. Convenient Location



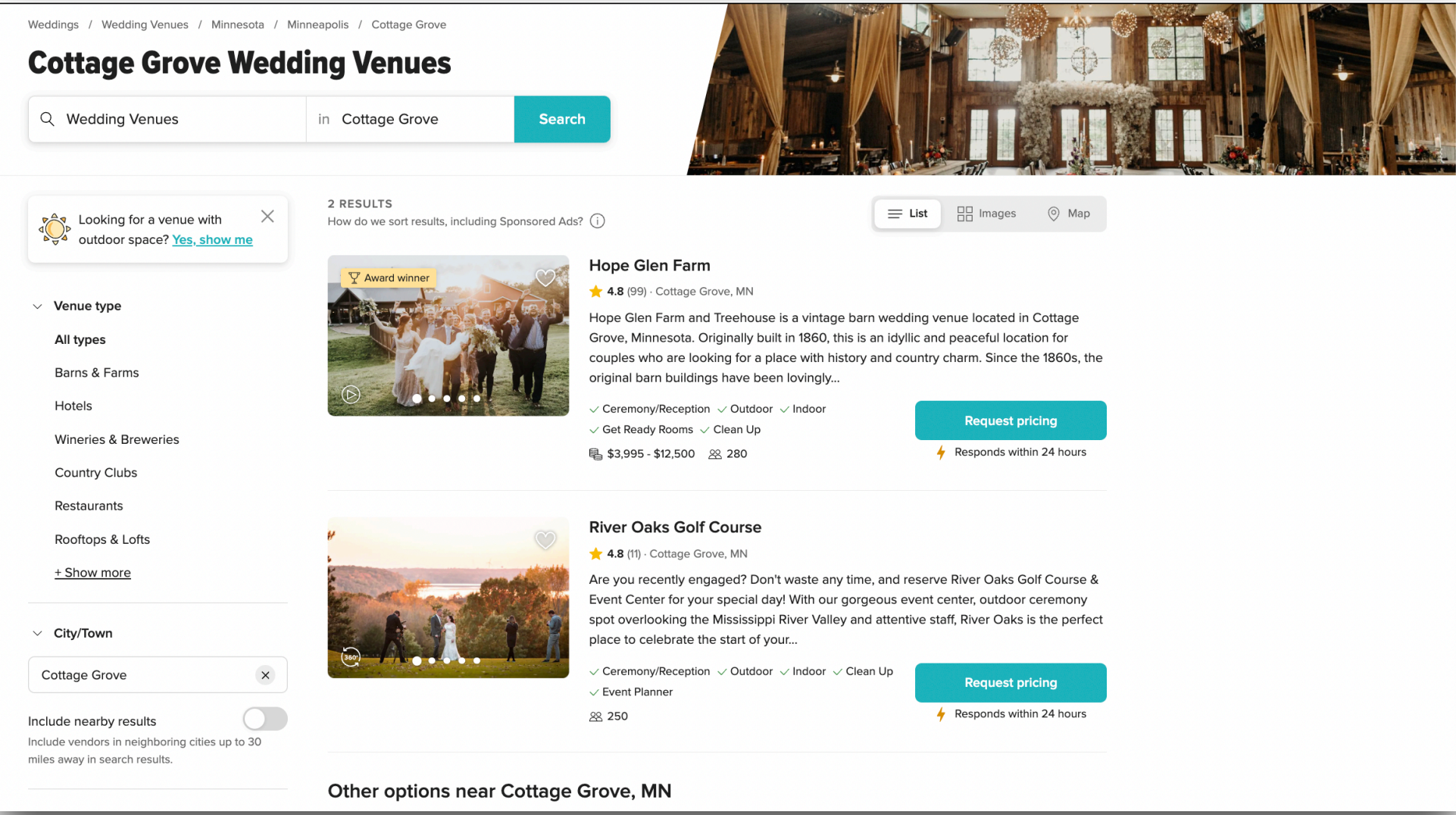
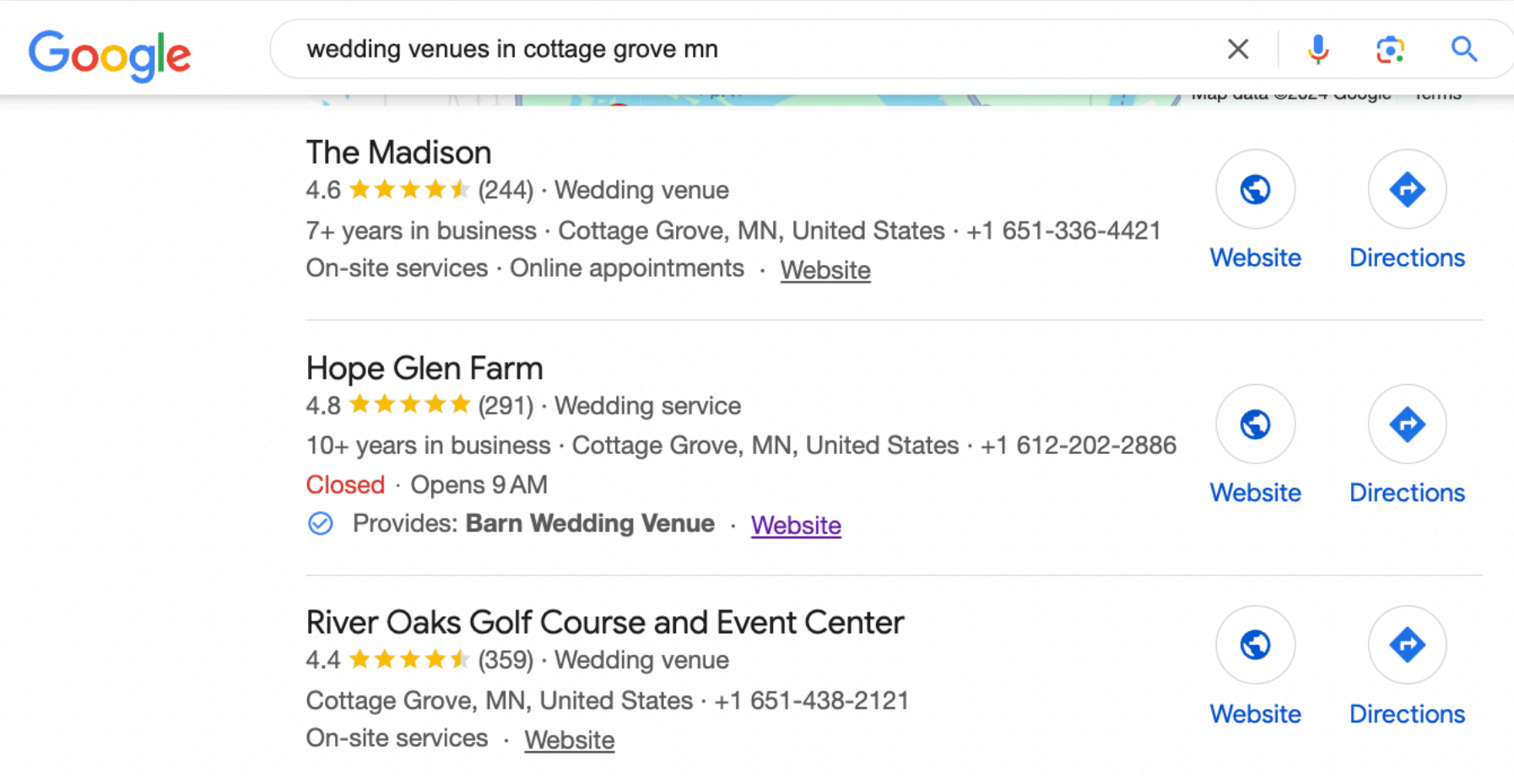
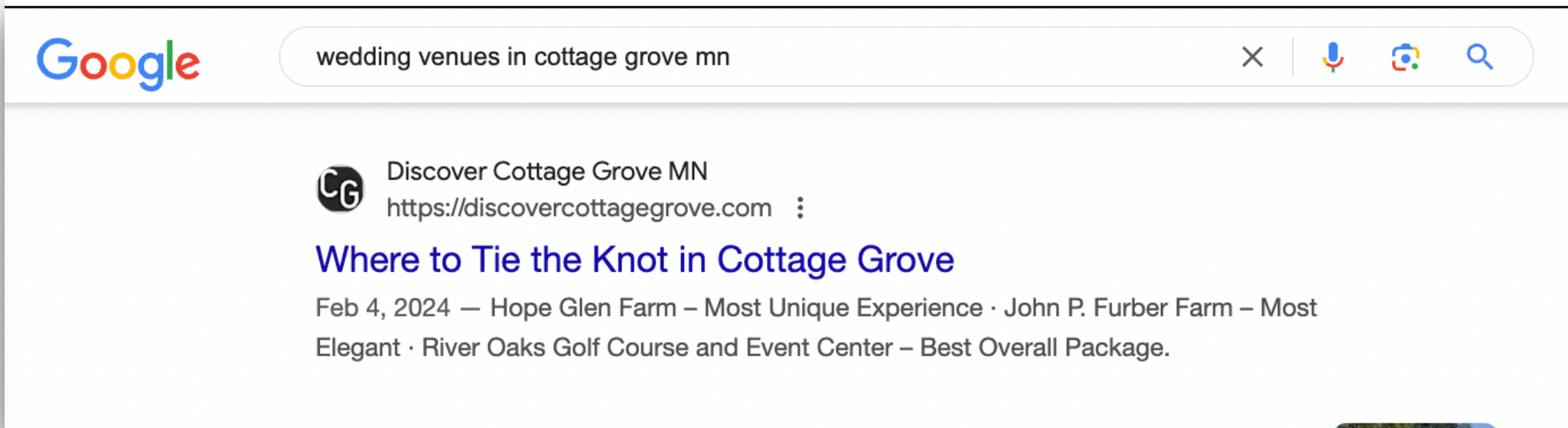
# Nobody is talking about Cottage Grove on TripAdvisor.

According to visitors there are no attractions worth reviewing. Top things to do are park and very few reviews.



# The Discover Cottage Grove website shows up in the top listings when searching for wedding venues in Cottage Grove.

Nobody is searching for Cottage Grove wedding venues.



# Not many searches for Cottage Grove MN weddings but there's a bump.

**Keyword Magic Tool: Cottage Grove MN weddings**  
Database: United States Currency: USD

**All** Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered Enter domain for personalized data

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Adv

**By number** By volume

All keywords: 30 Total Volume: 420 Average KD: 14%

<input type="checkbox"/>	Keyword	Intent	Volume
<input type="checkbox"/>	wedding venues cottage grove mn	C	320
<input type="checkbox"/>	barn wedding cottage grove mn	C	30
<input type="checkbox"/>	wedding barn cottage grove mn	n/a	30
<input type="checkbox"/>	wedding venues in cottage grove mn	C	30
<input type="checkbox"/>	wedding venue cottage grove mn	n/a	10
<input type="checkbox"/>	barn wedding in cottage grove mn	n/a	0
<input type="checkbox"/>	barn wedding venue cottage grove mn	n/a	0

**By number** By volume

All keywords	30
> venues	13
> barn	10
> farm	3
> near	3
> reception	3
> events	2
> planner	2



# Neither Saint Paul nor St Paul wedding venues receive much search.

St. Paul wedding venues

Projects > Keyword Overview > Keyword Magic Tool

### Keyword Magic Tool: St. Paul wedding venues

Database: United States Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered Enter domain for personalized data

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: 133 Total Volume: 1,510 Average KD: 26%

Keyword	Intent	Volume
st paul wedding venues	C	210
wedding venues st paul mn	C	210
st paul wedding venue	C	170
wedding venues in st paul mn	C	170
wedding venues st paul	C	140
unique wedding venues minneapolis st paul	I	70
st paul wedding reception venues	C	50
st paul mn wedding venues	n/a	40
small wedding venues st paul	C	30
wedding reception venues in st paul	C	30

Show more

Saint Paul wedding venues

Projects > Keyword Overview > Keyword Magic Tool

### Keyword Magic Tool: Saint Paul wedding venues

Database: United States Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered Enter domain for personalized data

Volume KD % Intent CPC (USD) Include keywords Exclude keywords Advanced filters

By number By volume

All keywords: 19 Total Volume: 80 Average KD: 28%

Keyword	Intent	Volume
saint paul wedding venues	C	30
wedding venues saint paul mn	n/a	20
saint paul wedding venue	n/a	10
small wedding venues saint paul mn	n/a	10
wedding venues in saint paul	n/a	10
affordable saint paul wedding venues	n/a	0
minneapolis saint paul wedding venues	n/a	0
outdoor wedding venues saint paul mn	n/a	0
saint paul mansion wedding venue	n/a	0
saint paul minnesota wedding venues	n/a	0



# Minneapolis wedding venues has over 5,000 searches a month.

The screenshot shows a keyword research tool interface. At the top, there is a search bar with the text 'Minneapolis wedding venues' and a 'Search' button. Below the search bar, the breadcrumb navigation reads 'Projects > Keyword Overview > Keyword Magic Tool'. The main heading is 'Keyword Magic Tool: Minneapolis wedding venues'. Below this, it shows 'Database: United States' and 'Currency: USD'. There are several filter tabs: 'All', 'Questions', 'All Keywords', 'Broad Match', 'Phrase Match', 'Exact Match', and 'Related'. A purple banner promotes 'AI analysis for Personal Keyword Difficulty and a potential position on SERP'. Below that, there is an 'AI-powered' section with a prompt to 'Enter domain for personalized data'. A row of dropdown filters includes 'Volume', 'KD %', 'Intent', 'CPC (USD)', 'Include keywords', 'Exclude keywords', and 'Advanced filters'. The main content area is divided into two columns. The left column has two tabs: 'By number' (selected) and 'By volume'. It lists various keywords with their respective counts, such as 'mn' (32), 'reception' (25), 'paul' (23), 'st' (22), 'best' (21), 'near' (21), 'outdoor' (20), 'small' (18), 'cheap' (13), and 'minnesota' (12). The right column shows a summary: 'All keywords: 322 Total Volume: 5,410 Average KD: 27%'. Below this is a table of keywords with columns for 'Keyword', 'Intent', and 'Volume'. The table lists several keywords with their intent (all marked as 'C') and volume values.

Keyword	Intent	Volume
wedding venues minneapolis	C	1,000
minneapolis wedding venues	C	590
wedding venues in minneapolis	C	590
wedding venues minneapolis mn	C	590
wedding reception venues minneapolis	C	390
wedding venue minneapolis	C	110
best wedding venues minneapolis	C	90
hotel wedding venues minneapolis	C	90
outdoor wedding venues minneapolis	C	90
small wedding venues minneapolis	C	90



# Very few searches for Cottage Grove MN things to do (hardly at all).

This is one of the most common searches for planning travel.

**Keyword Magic Tool: Cottage Grove MN things to do**  
Database: United States ▼ Currency: USD

All Questions All Keywords **Broad Match** Phrase Match Exact Match Related Languages beta ▼

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered ✦ Enter domain for personalized data

Volume ▼ KD % ▼ Intent ▼ CPC (USD) ▼ Include keywords ▼ Exclude keywords ▼ Advan

**By number** By volume

Keyword	Volume
All keywords	9
> free	3
> kids	2
> near	2
> around	1
> fun	1

All keywords: **9** Total Volume: **260** Average KD: **11%** +

<input type="checkbox"/> Keyword	Intent	Volume
<input type="checkbox"/> <span>+</span> things to do in cottage grove mn	<b>I</b>	140
<input type="checkbox"/> <span>+</span> things to do cottage grove mn	<b>T</b>	90
<input type="checkbox"/> <span>+</span> things to do near cottage grove mn	n/a	20
<input type="checkbox"/> <span>+</span> free things to do in cottage grove mn	n/a	10
<input type="checkbox"/> <span>+</span> cottage grove mn things to do	n/a	0
<input type="checkbox"/> <span>+</span> free things to do with kids cottage grove	n/a	0



# 1,000+ searches for Woodbury, MN things to do.

**Keyword Magic Tool: Woodbury MN things to do**  
Database: United States ▼ Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta ▼

Try out our enhanced AI analysis to get insights on **Potential Traffic** for your domain.

AI-powered ✦ Enter domain for personalized data

Volume ▼ KD % ▼ Intent ▼ CPC (USD) ▼ Include keywords ▼ Exclude keywords ▼ Advanced filters ▼

By number By volume

All keywords: **44** Total Volume: **1,060** Average KD: **25%**

<input type="checkbox"/>	Keyword	Intent	Volume
<input type="checkbox"/>	⊕ things to do in woodbury mn 📄	I C	480
<input type="checkbox"/>	⊕ things to do woodbury mn 📄	I C	260
<input type="checkbox"/>	⊕ fun things to do in woodbury mn 📄	I C	70
<input type="checkbox"/>	⊕ woodbury mn things to do 📄	I	70
<input type="checkbox"/>	⊕ things to do near woodbury mn 📄	I	50
<input type="checkbox"/>	⊕ things to do in woodbury mn this weekend 📄	n/a	30

**Summary:**

Category	Count
All keywords	44
> fun	8
> kids	8
> near	7
> today	4
> around	2
> free	2



# A small but healthy amount of search volume for Hastings, MN things to do

The screenshot displays a keyword research tool interface. At the top, a search bar contains the text "Hastings MN things to do" and a "Search" button. Below the search bar, the breadcrumb path is "Projects > Keyword Overview > Keyword Magic Tool". The main heading is "Keyword Magic Tool: Hastings MN things to do". The database is set to "United States" and the currency is "USD".

Navigation tabs include "All", "Questions", "All Keywords", "Broad Match" (selected), "Phrase Match", "Exact Match", "Related", and "Languages (beta)". A purple banner promotes "AI analysis for Personal Keyword Difficulty and a potential position on SERP". Below this, there is an "AI-powered" section with a prompt to "Enter domain for personalized data".

Filtering options include "Volume", "KD %", "Intent", "CPC (USD)", "Include keywords", "Exclude keywords", and "Advanced filters". The results are sorted by "By number" and "By volume".

Summary statistics: "All keywords: 16", "Total Volume: 980", "Average KD: 14%". A "+ Add to keyword" button is visible.

Keyword	Intent	Volume
<input type="checkbox"/> things to do in hastings mn	I T	590
<input type="checkbox"/> things to do hastings mn	I	210
<input type="checkbox"/> things to do in hastings mn this weekend	n/a	40
<input type="checkbox"/> things to do near hastings mn	n/a	30
<input type="checkbox"/> free things to do in hastings mn	n/a	20
<input type="checkbox"/> fun things to do in hastings mn	n/a	20
<input type="checkbox"/> hastings mn things to do	n/a	20
<input type="checkbox"/> things to do around hastings mn	n/a	20
<input type="checkbox"/> things to do in hastings mn today	n/a	20
<input type="checkbox"/> unique things to do in hastings mn	n/a	10



# Over 2800 searches for Cottage Grove, MN hotels each month.

Projects > Keyword Overview > Keyword Magic Tool

## Keyword Magic Tool: Cottage Grove MN hotels

Database: United States ▼ Currency: USD

All Questions All Keywords Broad Match Phrase Match Exact Match Related Languages beta ▼

Try out AI analysis for Personal Keyword Difficulty and a potential position on SERP.

AI-powered ✦✦ Enter domain for personalized data

Volume ▼ KD % ▼ Intent ▼ CPC (USD) ▼ Include keywords ▼ Exclude keywords ▼ Adva

By number By volume

All keywords: 25 Total Volume: 2,880 Average KD: 17% +

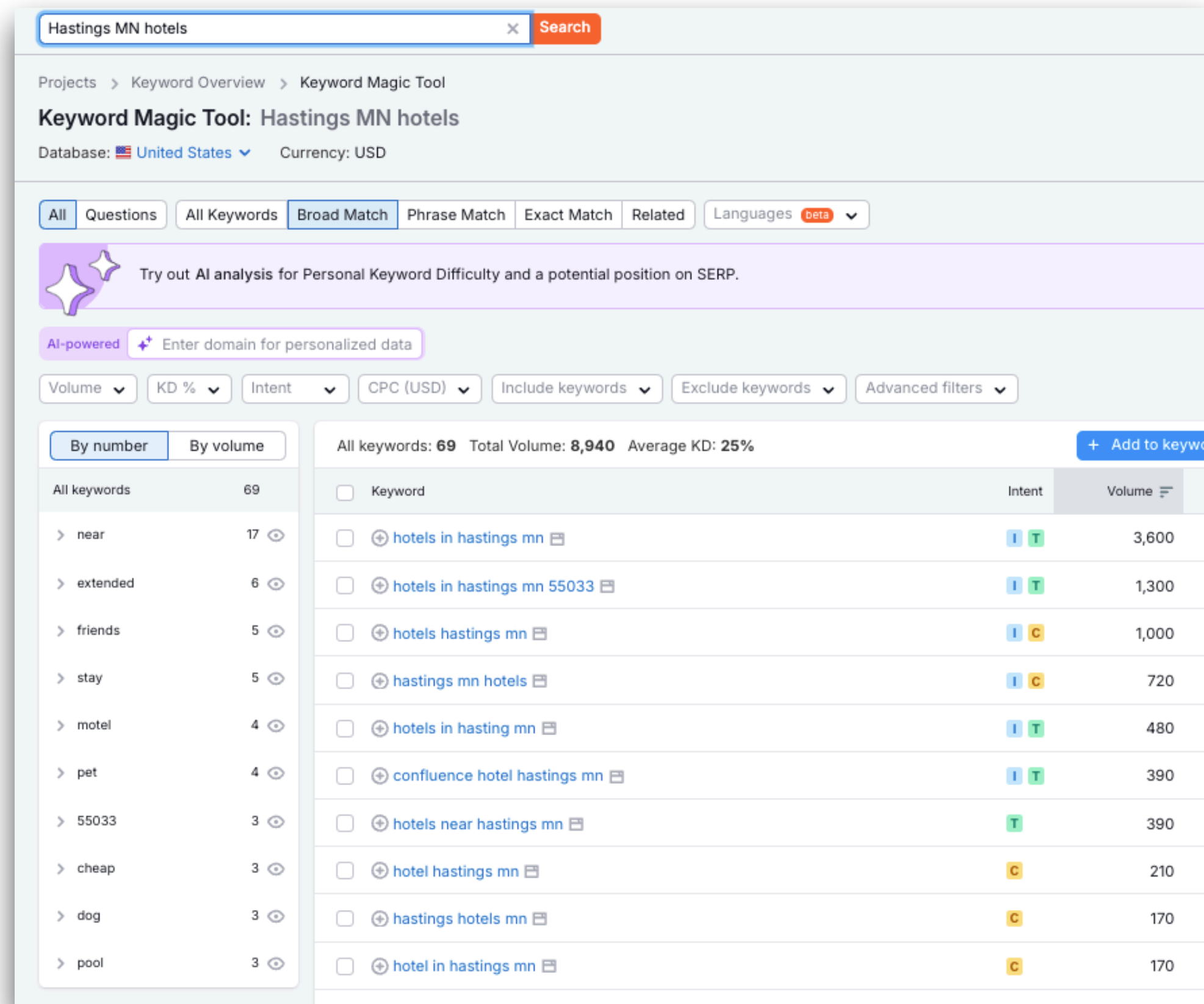
<input type="checkbox"/>	Keyword	Intent	Volume
<input type="checkbox"/>	<span>+</span> hotels in cottage grove mn <span>⌵</span>	T	1,600
<input type="checkbox"/>	<span>+</span> cottage grove mn hotels <span>⌵</span>	C	390
<input type="checkbox"/>	<span>+</span> hotels cottage grove mn <span>⌵</span>	C	320
<input type="checkbox"/>	<span>+</span> hotels near cottage grove mn <span>⌵</span>	C	320
<input type="checkbox"/>	<span>+</span> hotel cottage grove mn <span>⌵</span>	T	140

	All keywords	Count
> near	near	8
> friends	friends	4
> dog	dog	3
> cheap	cheap	2
> marriott	marriott	2



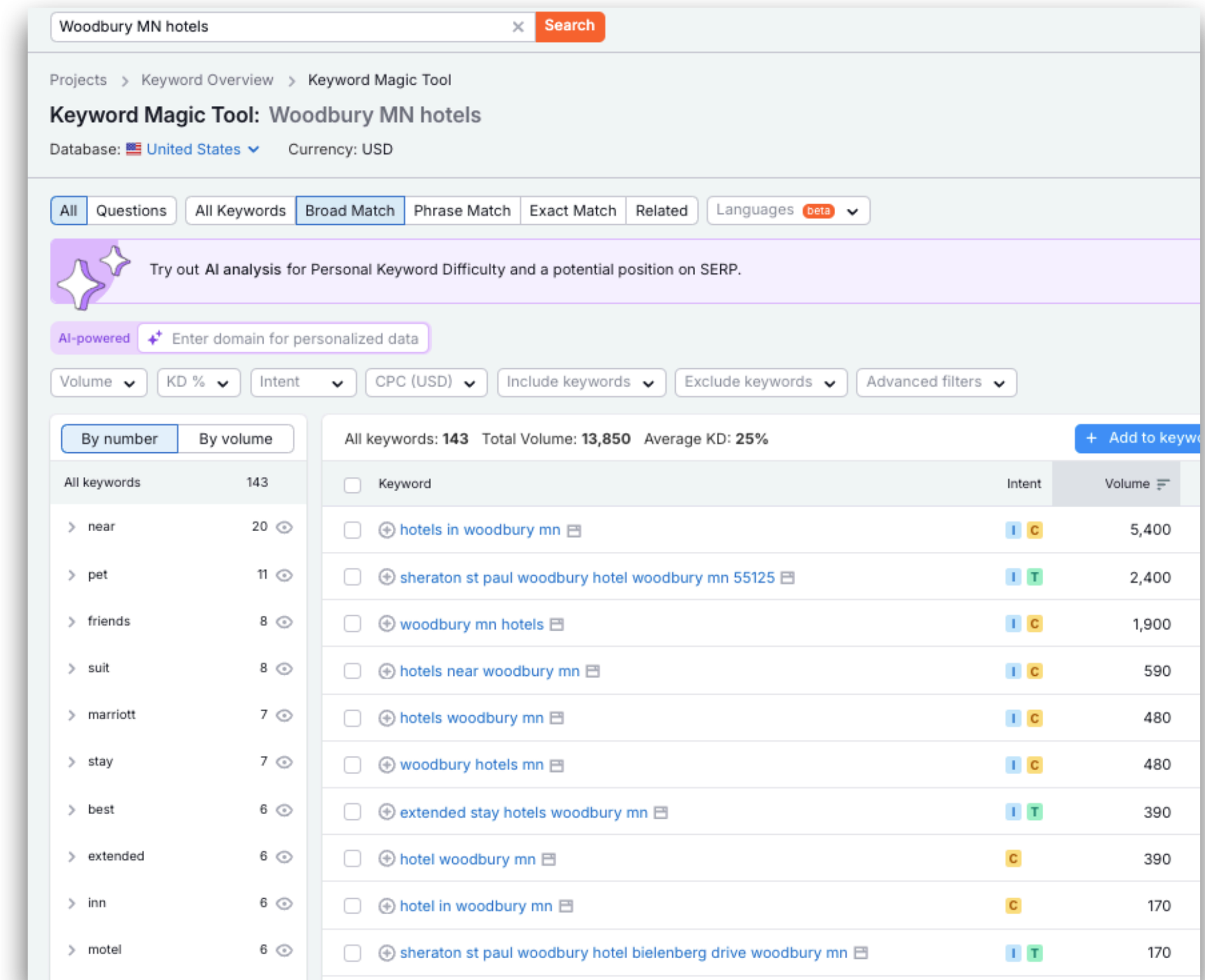
# Hastings and Woodbury have strong searches for hotels

Hastings over 8,900  
Woodbury over 13,800



The screenshot shows the Keyword Magic Tool interface for "Hastings MN hotels". The search bar contains "Hastings MN hotels" and the search button is highlighted. The interface includes navigation links for "Projects", "Keyword Overview", and "Keyword Magic Tool". The title is "Keyword Magic Tool: Hastings MN hotels" and the database is set to "United States" with a currency of "USD". The search filters are set to "Broad Match". A purple banner encourages trying AI analysis for Personal Keyword Difficulty and a potential position on SERP. Below this, there is an "AI-powered" section with a prompt to "Enter domain for personalized data". The main table shows 69 keywords with a total volume of 8,940 and an average KD of 25%. The table is sorted by volume, with the top keyword being "hotels in hastings mn" with a volume of 3,600. Other keywords include "hotels in hastings mn 55033", "hotels hastings mn", "hastings mn hotels", "hotels in hasting mn", "confluence hotel hastings mn", "hotels near hastings mn", "hotel hastings mn", "hastings hotels mn", and "hotel in hastings mn".

Keyword	Intent	Volume
hotels in hastings mn	I T	3,600
hotels in hastings mn 55033	I T	1,300
hotels hastings mn	I C	1,000
hastings mn hotels	I C	720
hotels in hasting mn	I T	480
confluence hotel hastings mn	I T	390
hotels near hastings mn	T	390
hotel hastings mn	C	210
hastings hotels mn	C	170
hotel in hastings mn	C	170



The screenshot shows the Keyword Magic Tool interface for "Woodbury MN hotels". The search bar contains "Woodbury MN hotels" and the search button is highlighted. The interface includes navigation links for "Projects", "Keyword Overview", and "Keyword Magic Tool". The title is "Keyword Magic Tool: Woodbury MN hotels" and the database is set to "United States" with a currency of "USD". The search filters are set to "Broad Match". A purple banner encourages trying AI analysis for Personal Keyword Difficulty and a potential position on SERP. Below this, there is an "AI-powered" section with a prompt to "Enter domain for personalized data". The main table shows 143 keywords with a total volume of 13,850 and an average KD of 25%. The table is sorted by volume, with the top keyword being "hotels in woodbury mn" with a volume of 5,400. Other keywords include "sheraton st paul woodbury hotel woodbury mn 55125", "woodbury mn hotels", "hotels near woodbury mn", "hotels woodbury mn", "woodbury hotels mn", "extended stay hotels woodbury mn", "hotel woodbury mn", "hotel in woodbury mn", and "sheraton st paul woodbury hotel bielenberg drive woodbury mn".

Keyword	Intent	Volume
hotels in woodbury mn	I C	5,400
sheraton st paul woodbury hotel woodbury mn 55125	I T	2,400
woodbury mn hotels	I C	1,900
hotels near woodbury mn	I C	590
hotels woodbury mn	I C	480
woodbury hotels mn	I C	480
extended stay hotels woodbury mn	I T	390
hotel woodbury mn	C	390
hotel in woodbury mn	C	170
sheraton st paul woodbury hotel bielenberg drive woodbury mn	I T	170



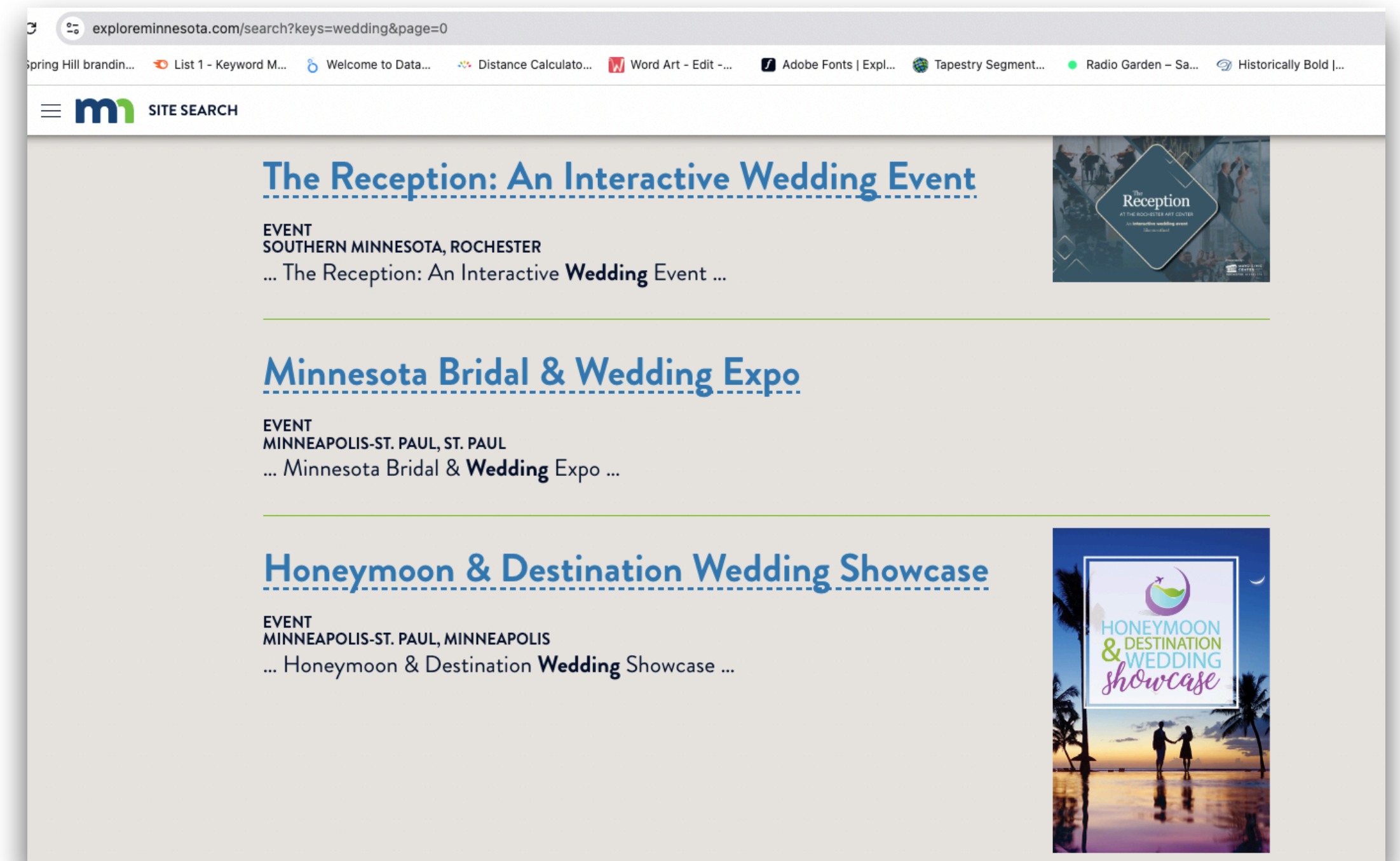
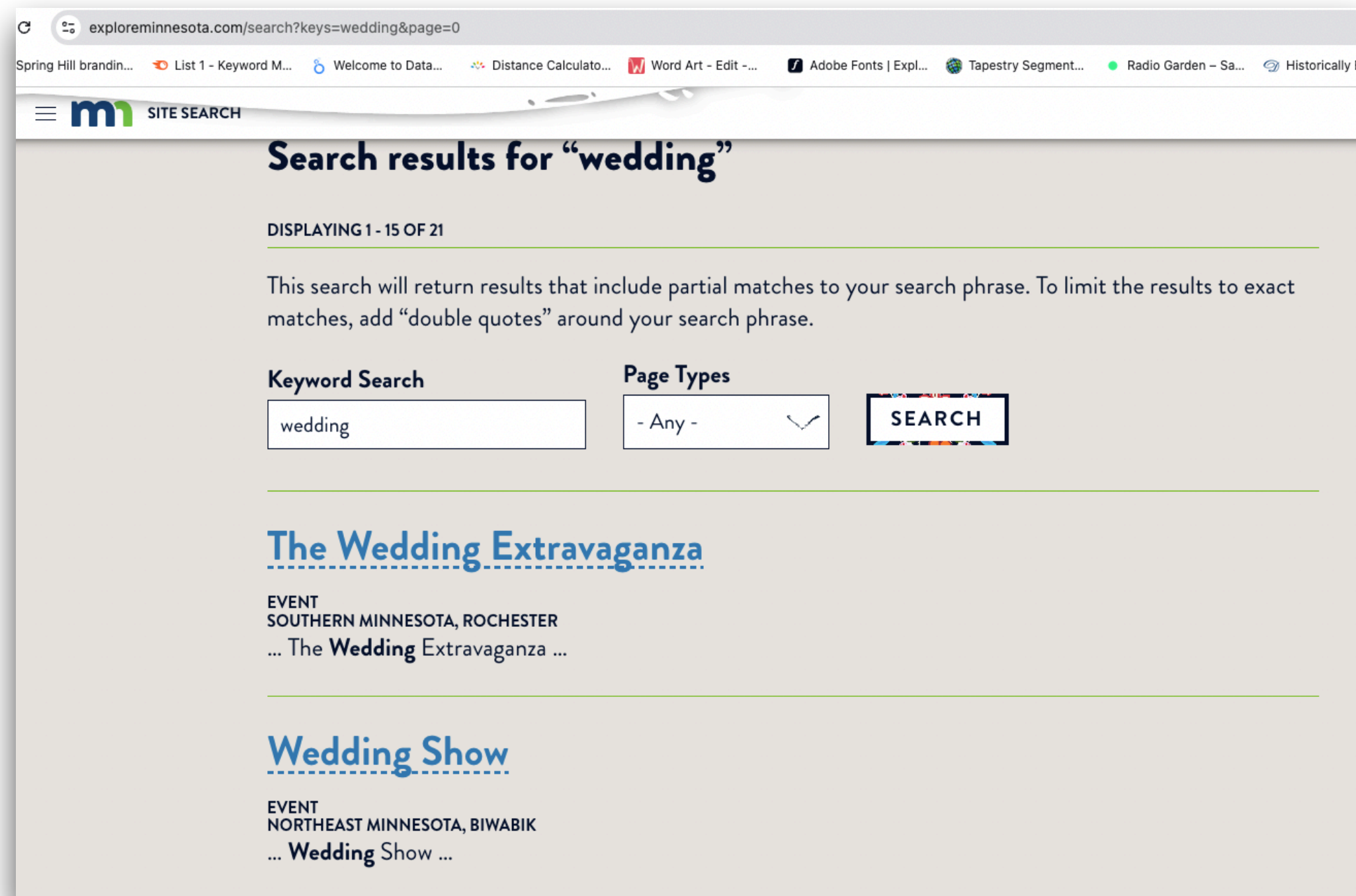
# Be the single source of tourism for Explore Minnesota

Explore Minnesota should remove the Cottage Grove Chamber as an option for visitors information.

The screenshot shows the Explore Minnesota website interface. At the top left, there is a menu icon and the logo 'mi ALL CITIES'. On the right, there is a 'SHARE' button. Below the header, there are filter options: 'REGION', 'CITY', and 'CATEGORY', each with a dropdown arrow. A 'SEARCH BY KEYWORD' section contains a text input field with 'Cottage Grove' and a 'SEARCH' button. Below the search bar is a 'CLEAR ALL FILTERS' link. On the right side of the page, there is a 'GRID' view icon. The search results are displayed in a grid. The first result is for the 'COTTAGE GROVE AREA CHAMBER OF COMMERCE', featuring a logo with stylized figures and a 'LEARN MORE' button. The second result is 'DISCOVER COTTAGE GROVE', featuring a photo of a person kayaking on a lake and a 'LEARN MORE' button.

# Tourism should be the connection between weddings and Explore Minnesota

Several wedding listings on Explore MN but none for Cottage Grove. May be an opportunity to invite them to see your venues and start promoting them.



# Outside Partner Perspectives

**CHANDLER**THINKS

A PLACE MARKETING COMPANY

# Relevant Feedback from Explore Minnesota & Visit St. Paul

**Cottage Grove lacks a single attractor for bringing guests.**

“Not much to do in Cottage Grove for visitors.”

**Cottage Grove recognized for being new to tourism. And excited for its future efforts.**

“I also want to caution them, to not be econ development and educate residents about what there is to do for the city. For example, why library member reference on back page. Why Chamber membership on inside?”

“Cottage Grove is a very nice suburb.”

“To me it’s, friends and families and weddings.”

# Audience Segmentation

## Human Movement Data

**CHANDLER**THINKS

A PLACE MARKETING COMPANY

# HUMAN MOVEMENT ANALYSIS

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To determine the visitor profile for Cottage Grove, human movement data was analyzed from these locations:

- 1) Country Inn & Suites
- 2) Hope Glen Farm & Tree House
- 3) The Madison
- 4) Afton Alps
- 5) The Confluence

Source: Placer.ai



# KEY OBSERVATIONS

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- Cottage Grove is primarily a weekend destination.
- Cottage Grove is a regional draw.
- Duluth appears to be a major visitor market.
- Overnight guests are likely to stay one to two days.
- Although your wedding and event venues are primarily a local and regional draw, they are generating some overnight guests. With only 90 rooms, hotel leakage is occurring.
- Cottage Grove visitors are down to earth people:
  - They are rural
  - They like sports (Big Ten, NASCAR and Golf)
  - Like the outdoors (Cabela's etc.)
  - Love Buffalo Wild Wings

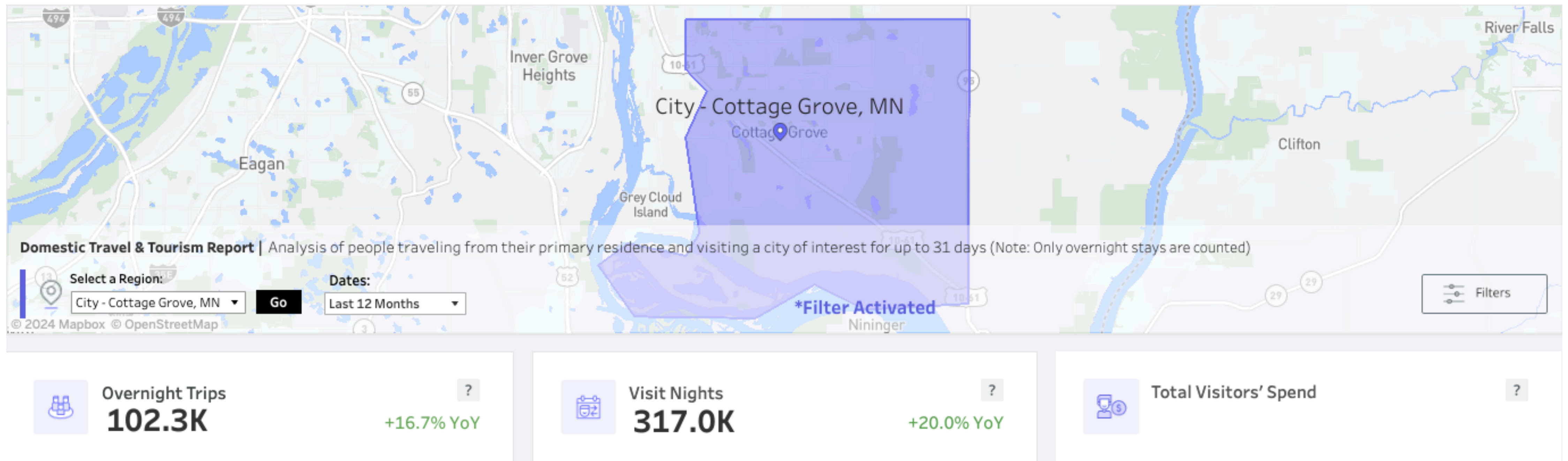


# COTTAGE GROVE



# COTTAGE GROVE VISITATION

Over 100K overnight trips annually



Visitors who residence is over 50 miles

Source: Placer.ai - Domestic Travel and Tourism Report

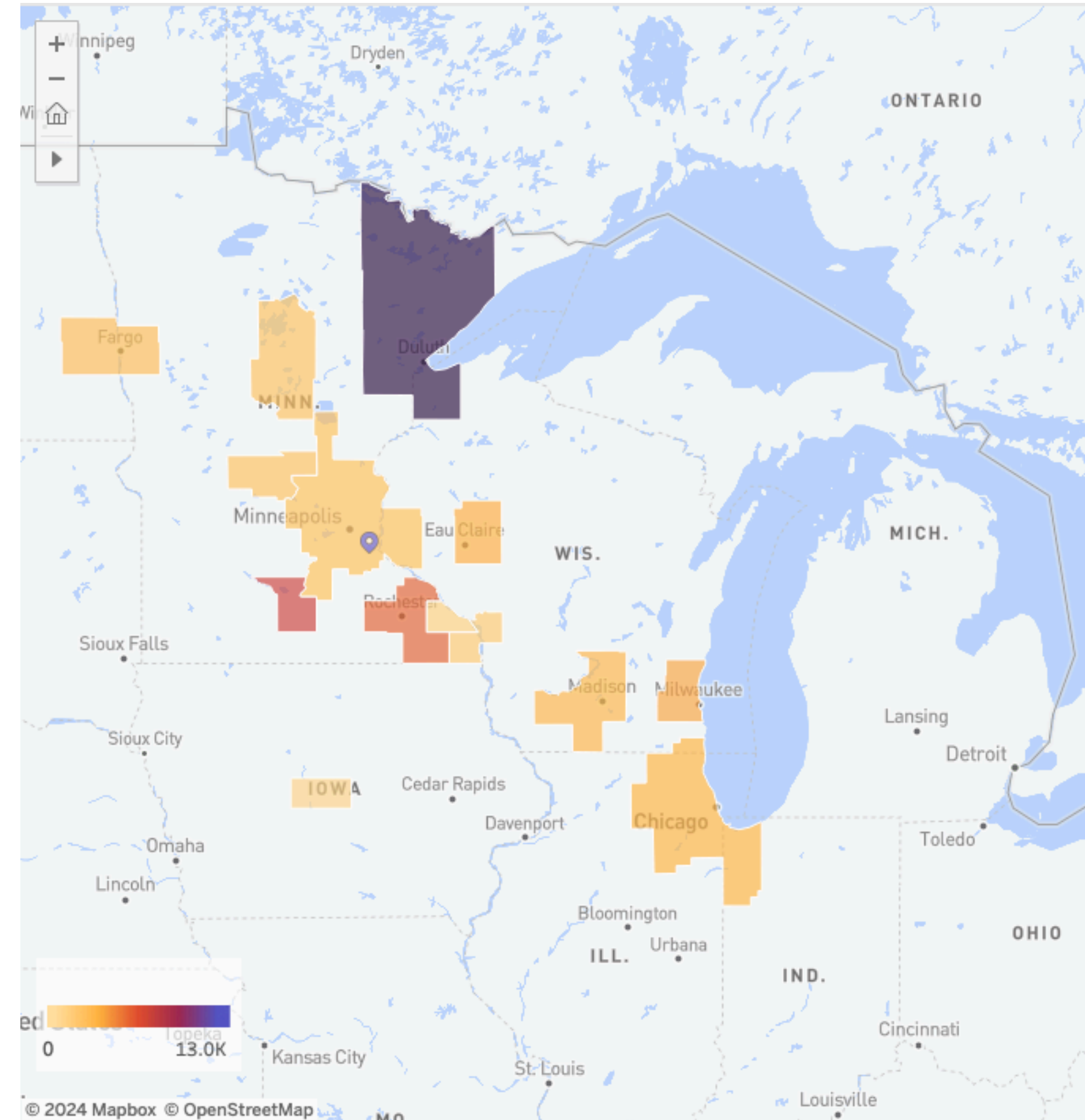


# VISITOR ORIGIN MARKETS

## Visitors Origins

Show By: By CBSA Metric: All Metrics Map By: Overnight Trips Show Top 20

CBSA	Overnight Trips					Visit Nights		
	0K	2K	4K	6K	8K	0K	10K	20K
Duluth, MN-WI	7.6K					22.8K		
Mankato, MN	4.9K					21.8K		
Rochester, MN	3.9K					10.6K		
Milwaukee-Waukesha, WI	2.8K					5.4K		
Eau Claire, WI	2.6K					7.3K		
Chicago-Naperville-Elgin, IL-IN-WI	2.6K					7.6K		
Madison, WI	2.4K					9.6K		
Phoenix-Mesa-Chandler, AZ	2.4K					11.1K		
Fargo, ND-MN	2.2K					7.2K		
Minneapolis-St. Paul-Bloomington, MN-WI	2.1K					6.8K		
Brainerd, MN	2.0K					5.8K		
St. Cloud, MN	2.0K					5.6K		
La Crosse-Onalaska, WI-MN	1.8K					3.8K		
Winona, MN	1.4K					4.8K		
Los Angeles-Long Beach-Anaheim, CA	1.4K					6.7K		
Ames, IA	1.3K					4.6K		
New York-Newark-Jersey City, NY-NJ-PA	1.3K					5.1K		



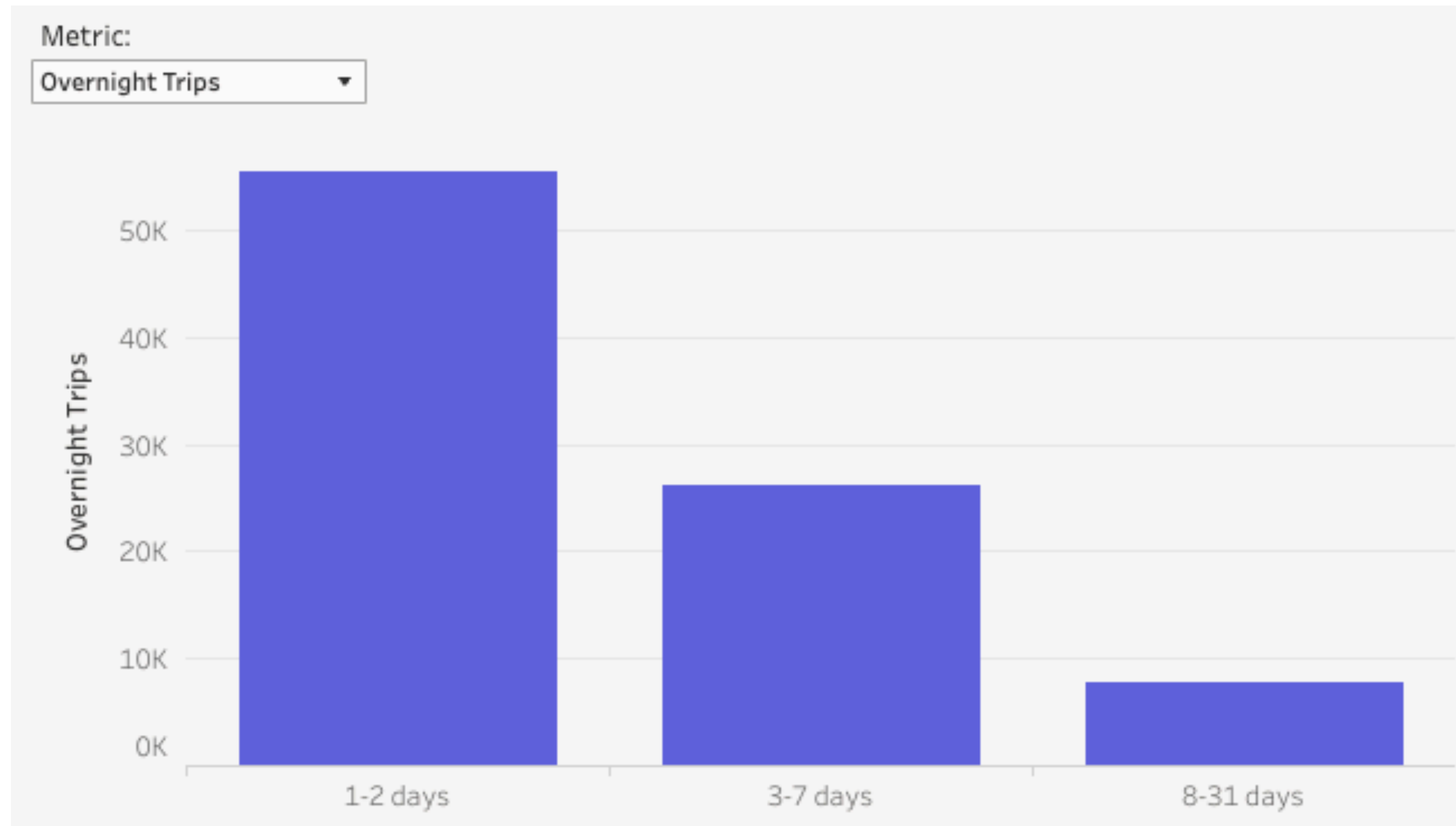
Source: Placer.ai - Domestic Travel and Tourism Report



# VISITOR LENGTH OF STAY

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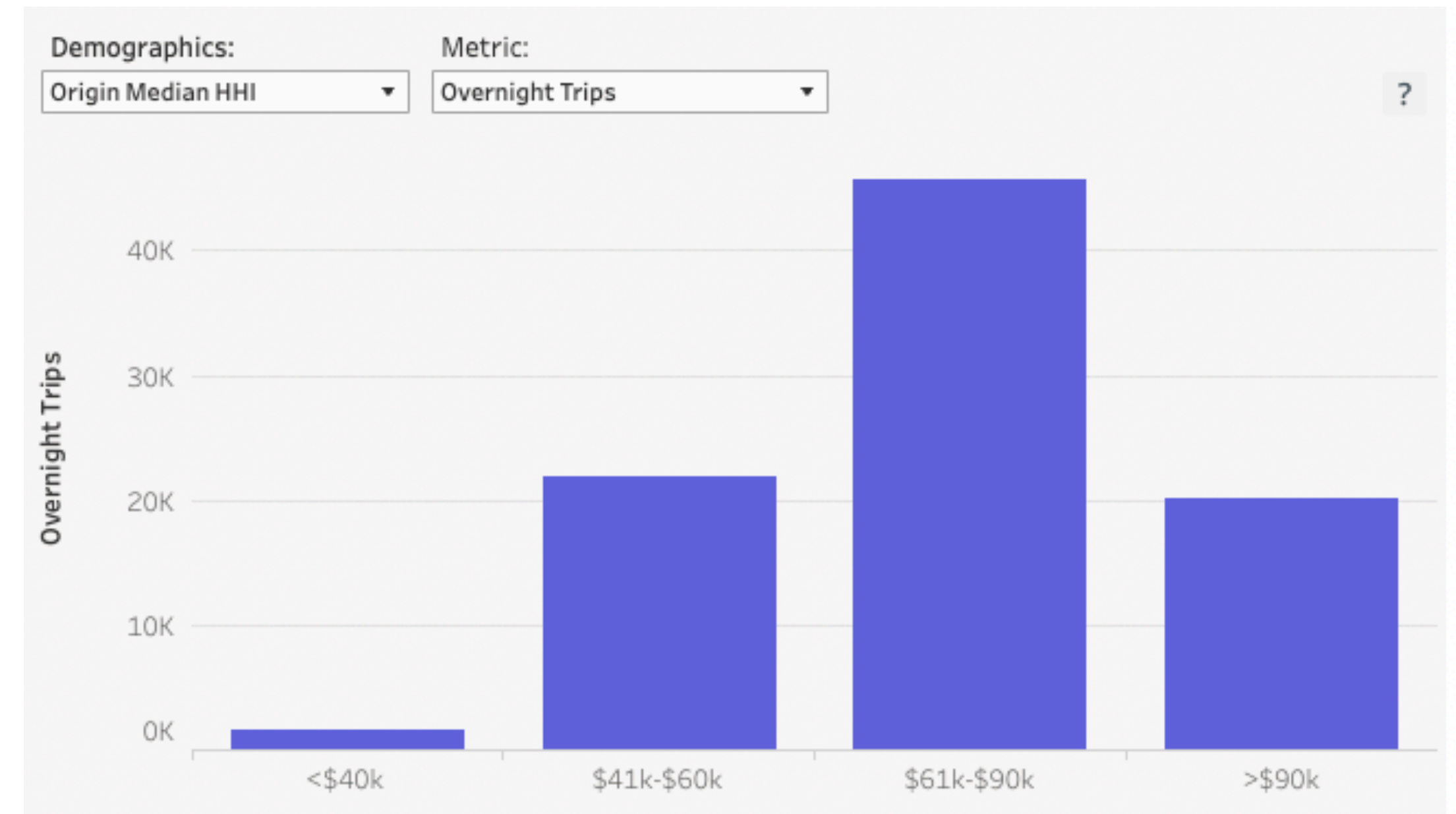
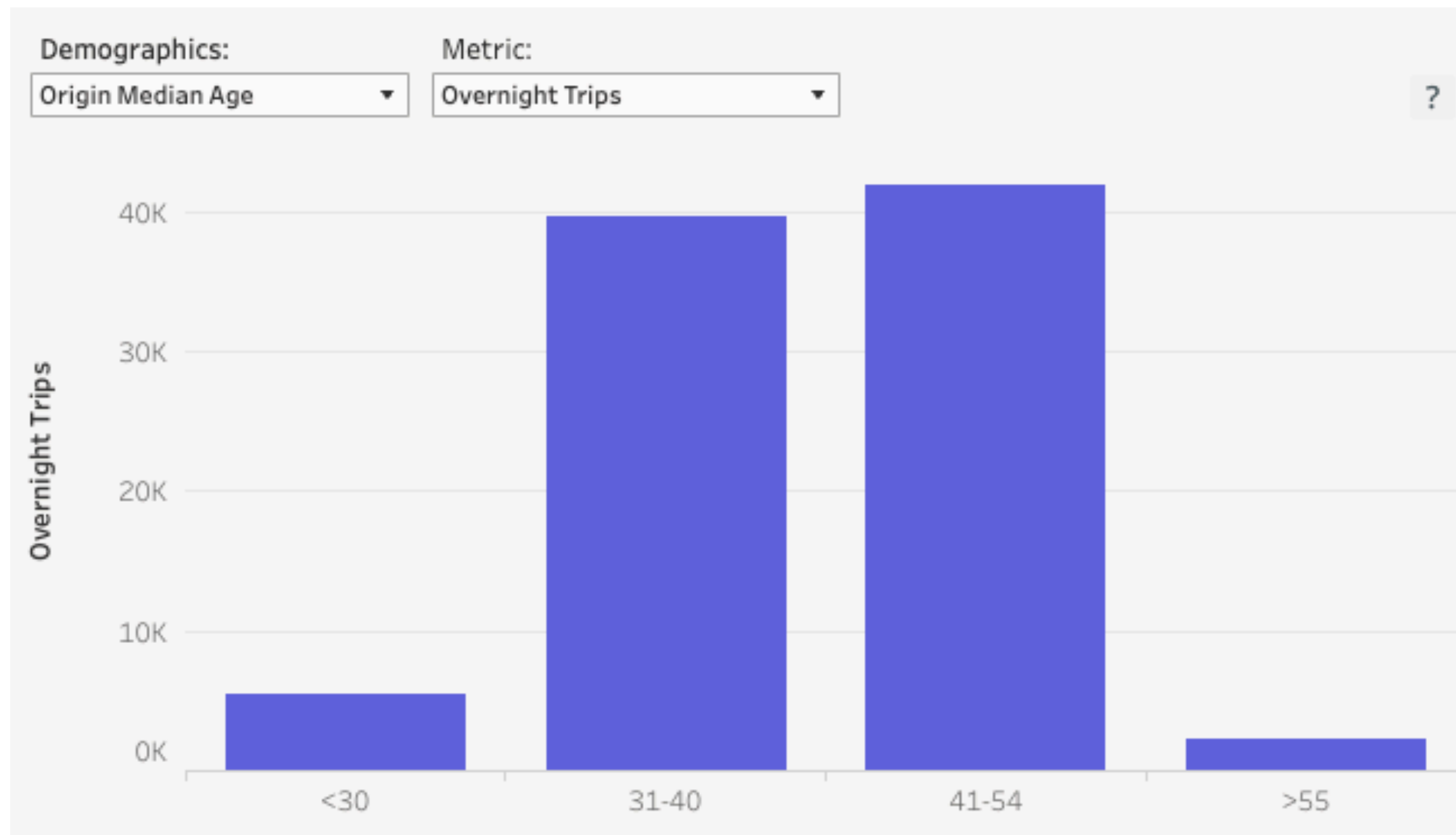
Primarily a 1-2 night stay



Source: Placer.ai - Domestic Travel and Tourism Report



# VISITOR DEMOGRAPHICS



Source: Placer.ai - Domestic Travel and Tourism Report



# HOPE GLEN FARM



# HOPE GLEN FARM

Over 3K visits annually

## Hope Glenn Farm - Wedding Venue

East Point Douglas Road South, Cottage Grove, MN 55016

Last full 12 months | Over 10 Min | Edit Filters | Home Distance / more than / 50.00 mi | Export

Hope Glenn Farm - Wedding Venue is a custom POI and only available for your account. [Learn More](#)

### Metrics

Property: [Hope Glenn Farm - Wedding V...](#)

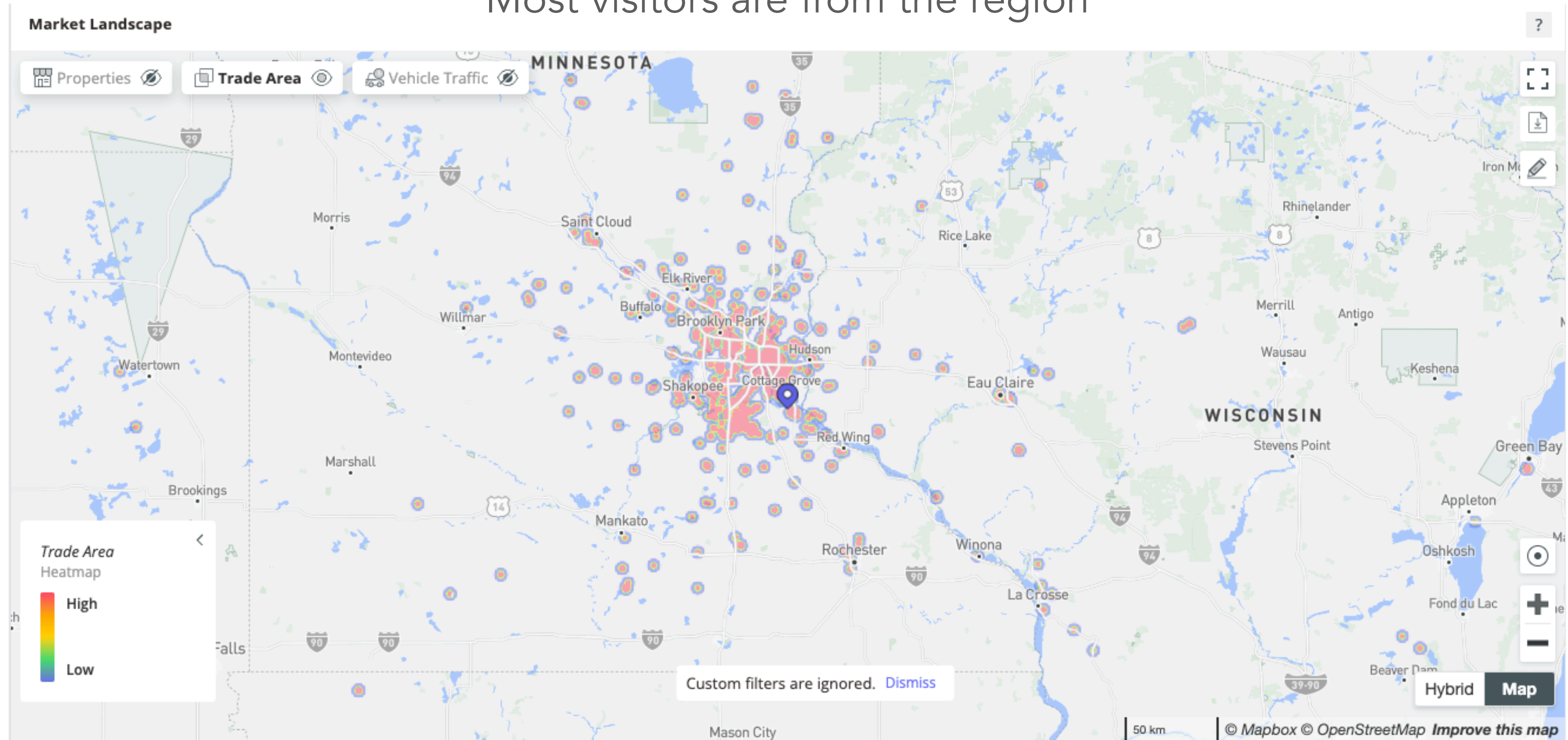
Visits	3.4K	Panel Visits	220
Visitors	2.5K	Visits YoY	-14.3%
Visit Frequency	1.32	Visits Yo2Y	-13.8%
Avg. Dwell Time	153 min	Visits Yo3Y	-10.2%

Source: Placer.ai



# HOPE GLEN FARM

Most visitors are from the region



Source: Placer.ai



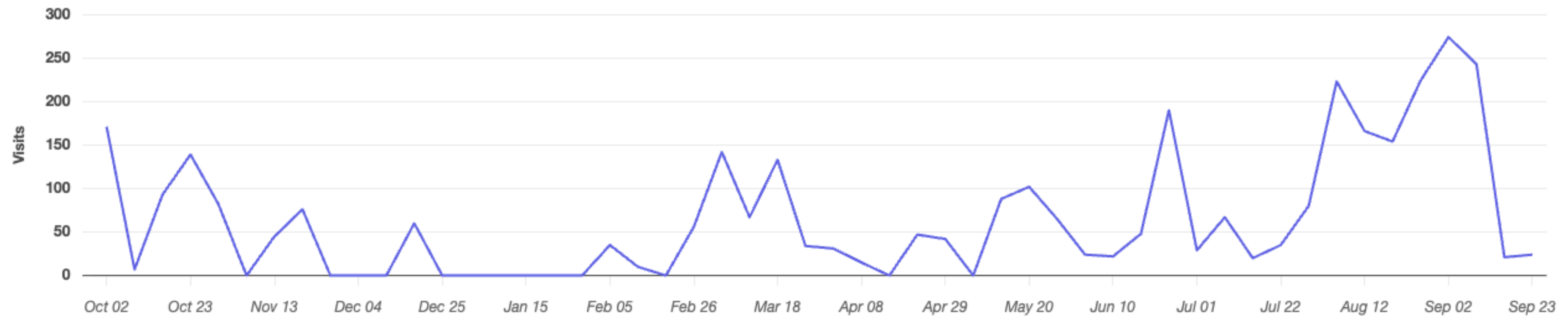
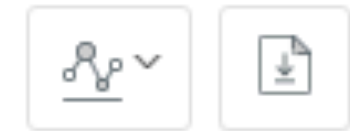
# HOPE GLEN FARM - VISITATION

Peak times from June - September

## Visits Trend



Property:    
 Metric: **Visits**   
 Aggregation: **Weekly**   
 Annual Summary:

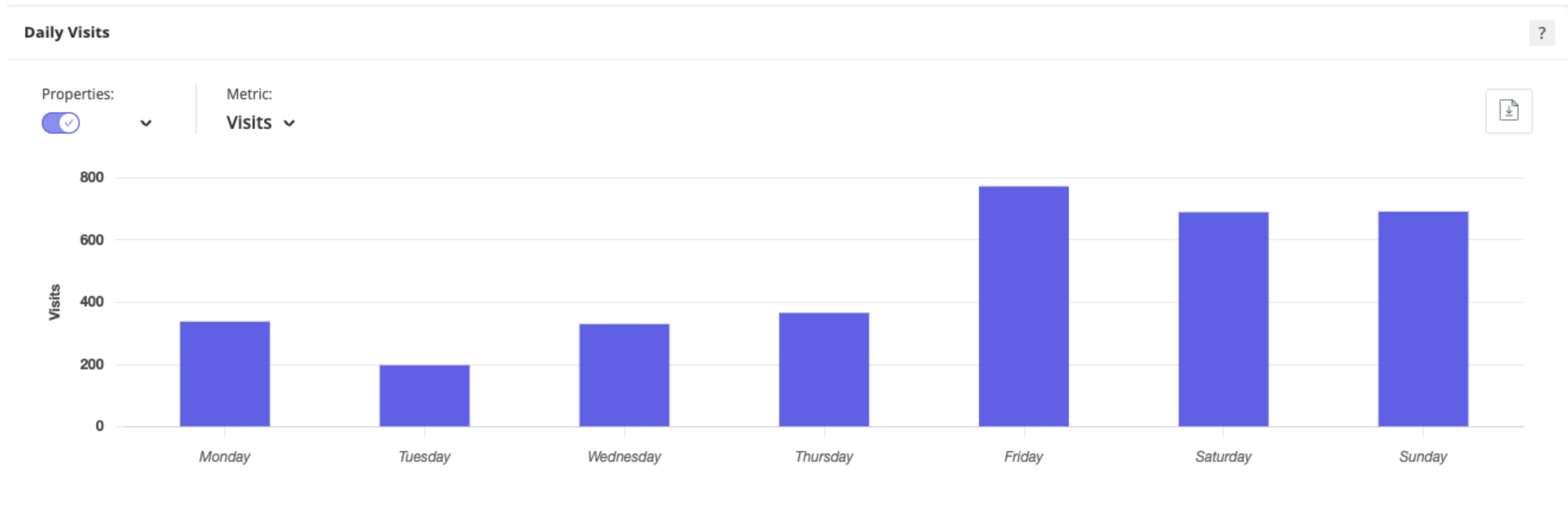


Source: Placer.ai

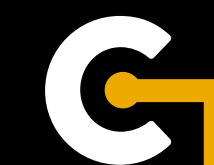


# HOPE GLEN FARM - DAILY VISITS

Most visits are during the weekend

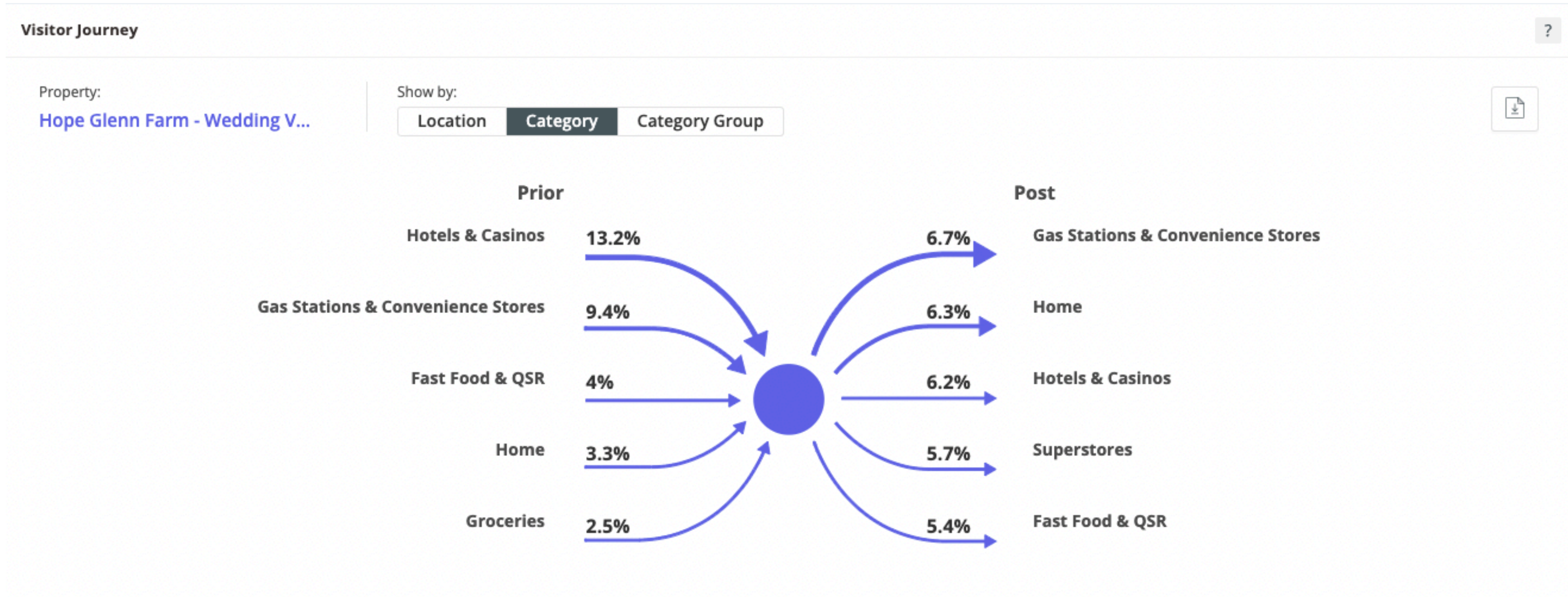


Source: Placer.ai



# HOPE GLEN FARM - VISITOR JOURNEY

Over 13% of visitors coming from hotel to Hope Glen Farm



Source: Placer.ai



# THE MADISON



# THE MADISON

Over 11K visits to The Madison

## The Madison - Cottage Grove, MN

Lamar Avenue South, Cottage Grove, MN 55016

Last full 12 months | Over 10 Min | Add Filter | Export

The Madison - Cottage Grove, MN is a custom POI and only available for your account. [Learn More](#)

### Metrics

Property: [The Madison - Cottage Grove,...](#)

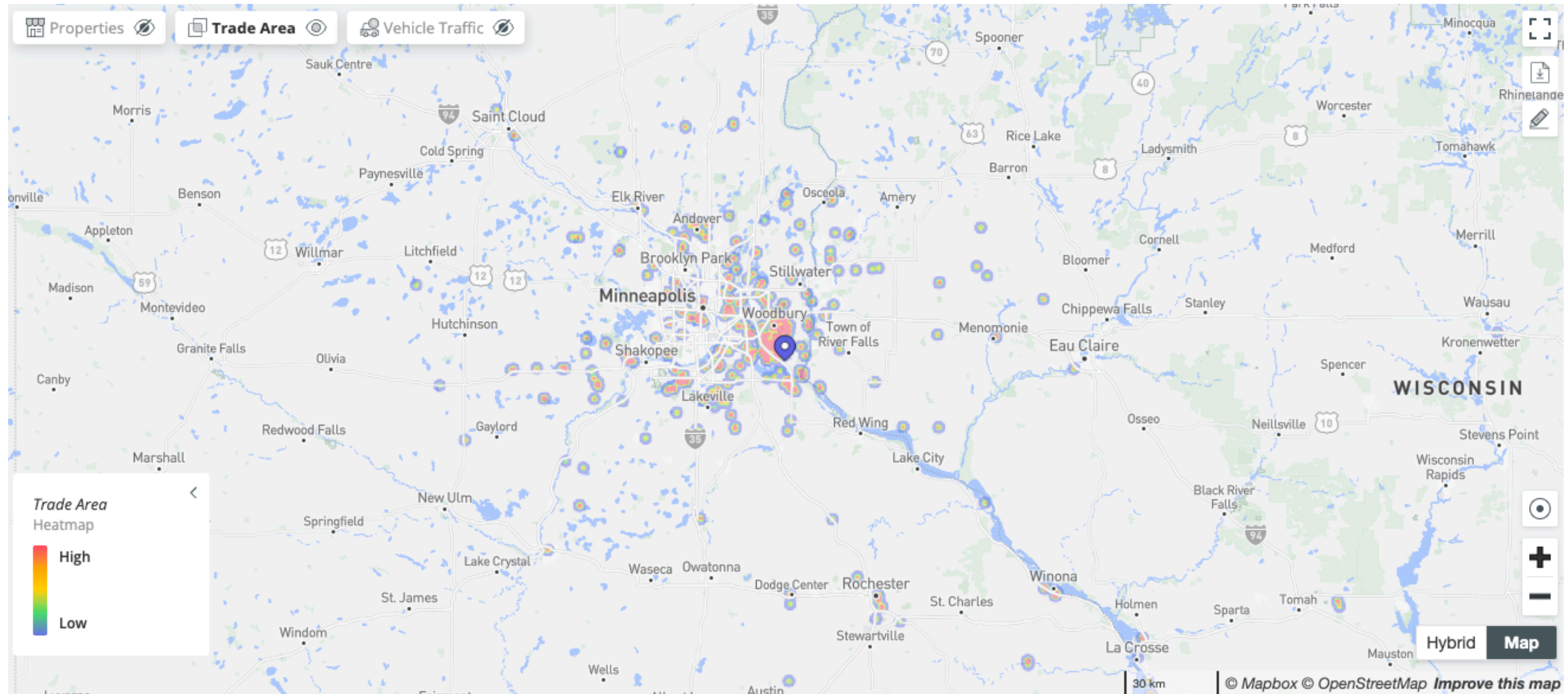
Visits	11.1K	Panel Visits	627
Visitors	7.8K	Visits YoY	-28.8%
Visit Frequency	1.42	Visits Yo2Y	-32.6%
Avg. Dwell Time	149 min	Visits Yo3Y	-34.5%

Source: Placer.ai



# THE MADISON

Most visitors are from the region



Source: Placer.ai



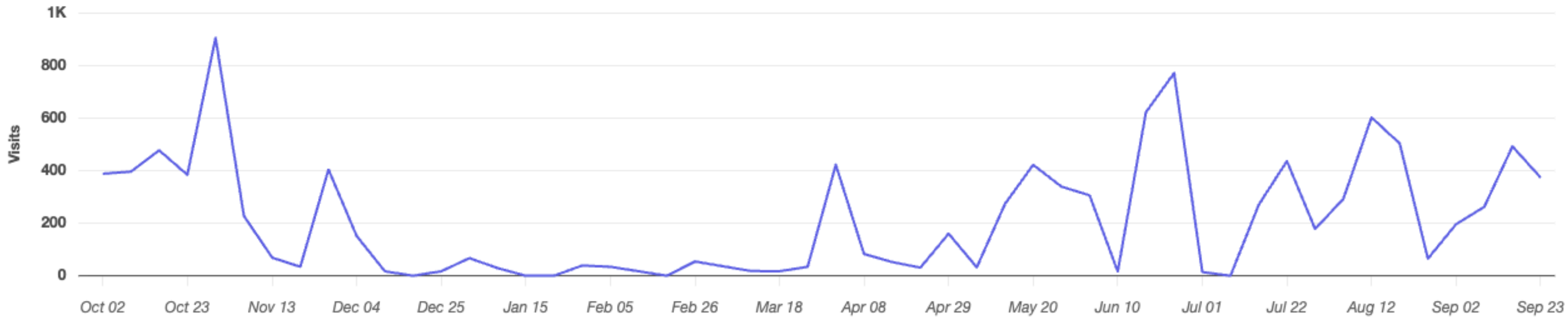
# THE MADISON - VISIT TRENDS

Peak times from March - October

Visits Trend

?

Property:  Metric: Visits Aggregation: Weekly Annual Summary:



Source: Placer.ai



# THE MADISON - DAILY VISITS

Most visits are during the weekend

Daily Visits

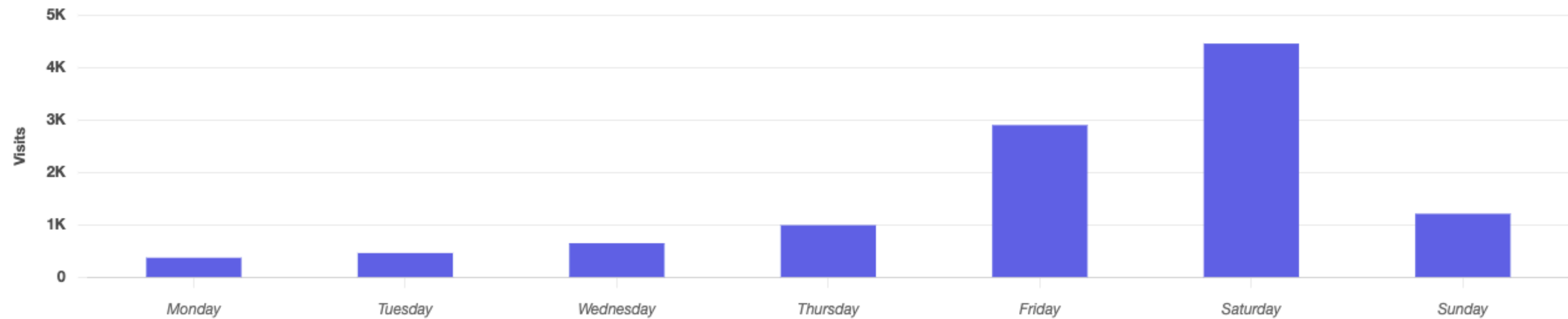
?

Properties:



Metric:

Visits



Source: Placer.ai



# THE MADISON - VISITOR JOURNEY

It is a local/regional venue with limited overnight guests.

Visitor Journey



Property:

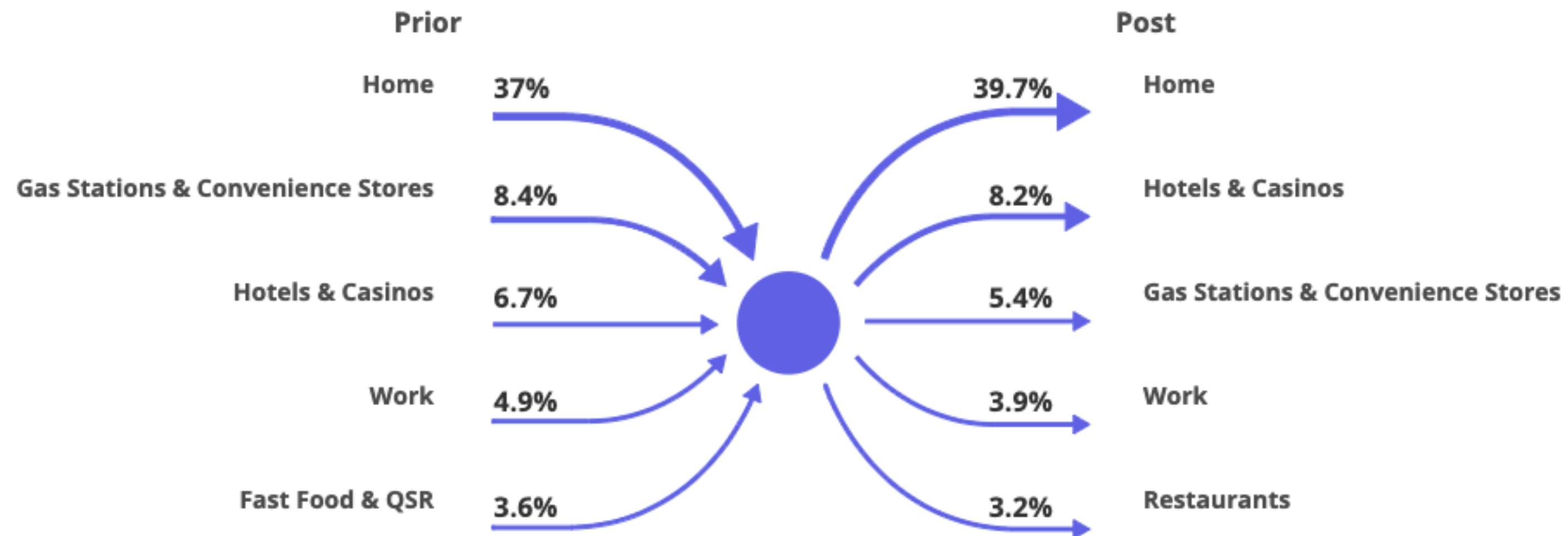
The Madison - Cottage Grove, ...

Show by:

Location

Category

Category Group



Source: Placer.ai



# COUNTRY INN & SUITES



# COUNTRY INN & SUITES

Over 55K visits annually

## Country Inn & Suites - Cottage Grove, MN

8350 E Point Douglas Rd S, Cottage Grove, MN 55016

Last full 12 months | Over 10 Min | Add Filter | Export

Country Inn & Suites - Cottage Grove, MN is a custom POI and only available for your account. [Learn More](#)

### Metrics

Property: [Country Inn & Suites - Cottage...](#)

Visits	55.7K	Panel Visits	3.6K
Visitors	17.6K	Visits YoY	+2.5%
Visit Frequency	3.16	Visits Yo2Y	+6.6%
Avg. Dwell Time	426 min	Visits Yo3Y	+37%

Source: Placer.ai



# COUNTRY INN & SUITES - VISIT TRENDS

Peak times from April - October

Visits Trend

?

Property:



Metric:

Visits

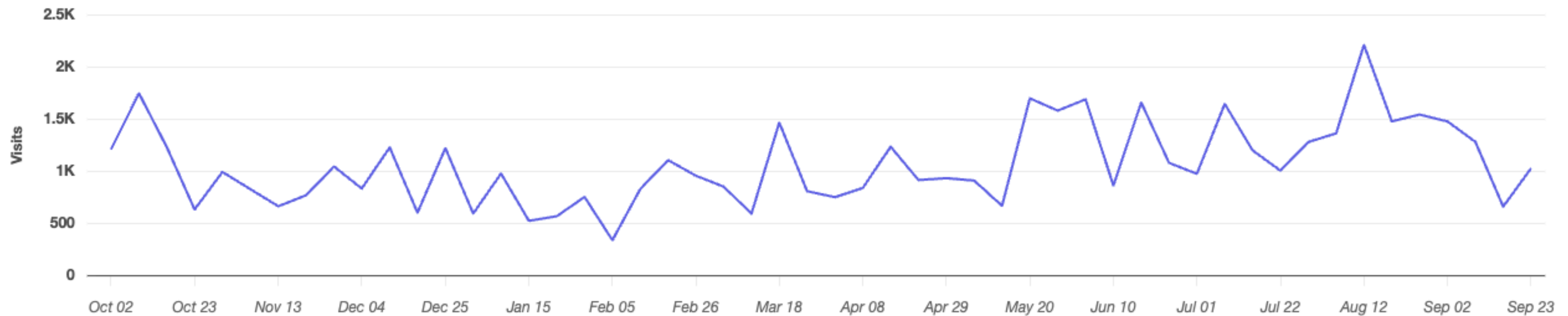


Aggregation:

Weekly



Annual Summary:

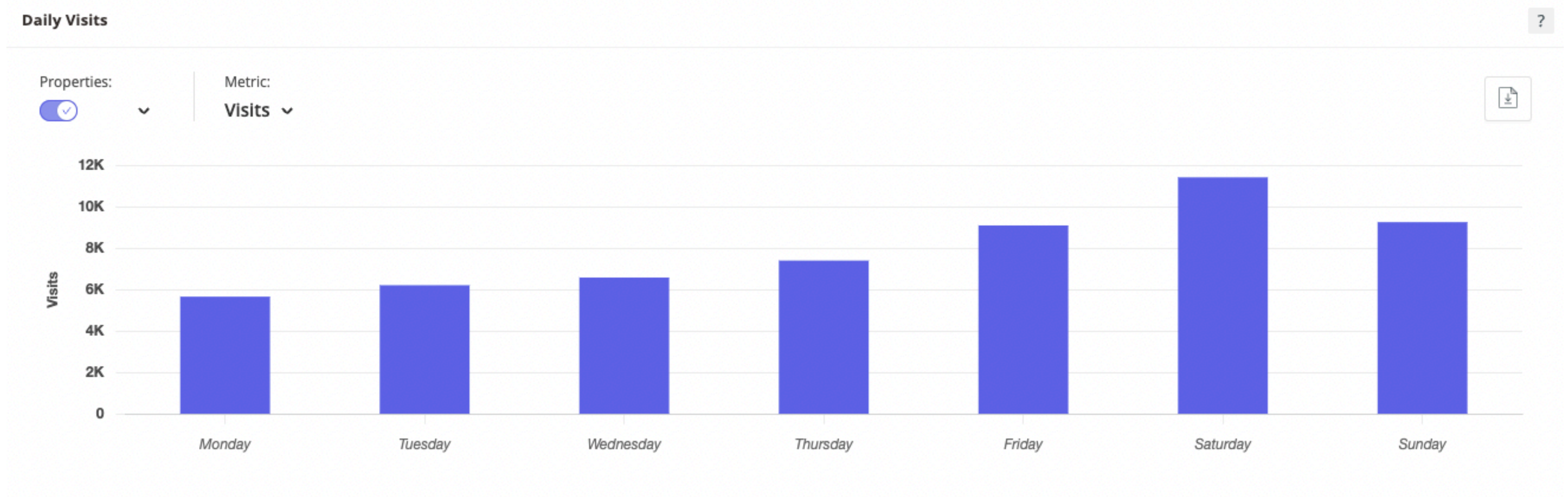


Source: Placer.ai



# COUNTRY INN & SUITES - DAILY VISITS

Most visits are during the weekend – weekday are more likely business travelers



Source: Placer.ai



# COUNTRY INN & SUITES - VISITOR JOURNEY

Visitors are getting fuel or eating then coming to the hotel

## Visitor Journey

?

Property:

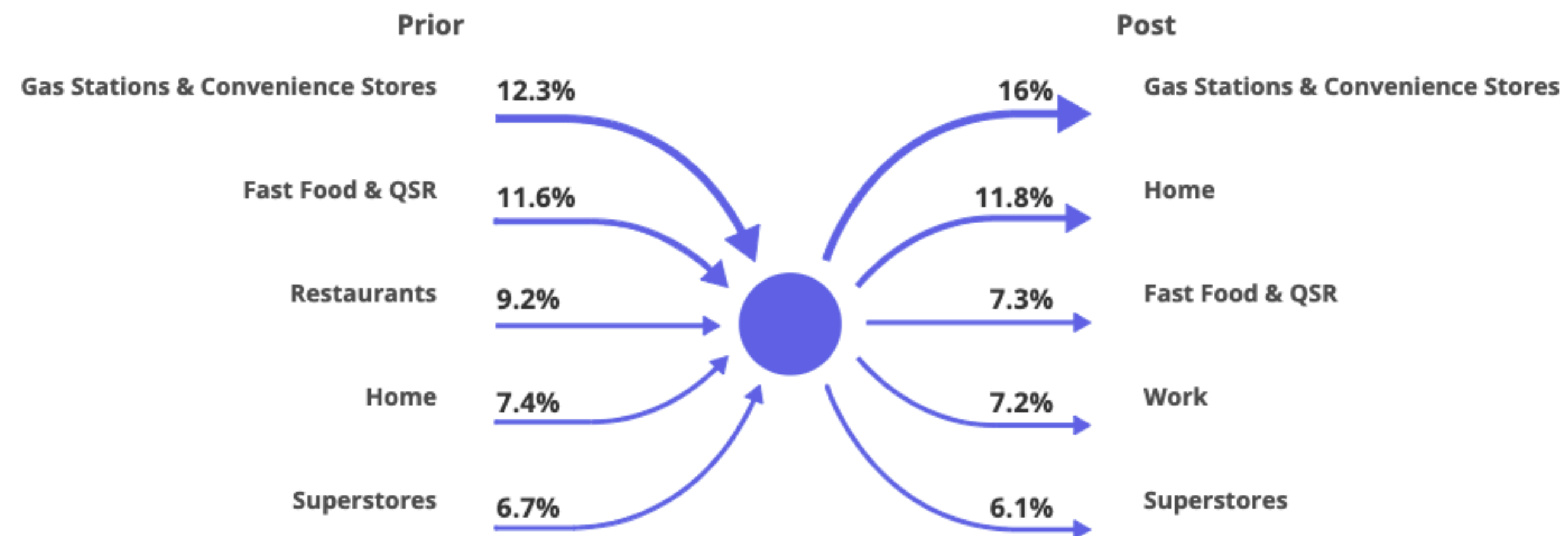
Country Inn & Suites - Cottage...

Show by:

Location

Category

Category Group



Source: Placer.ai

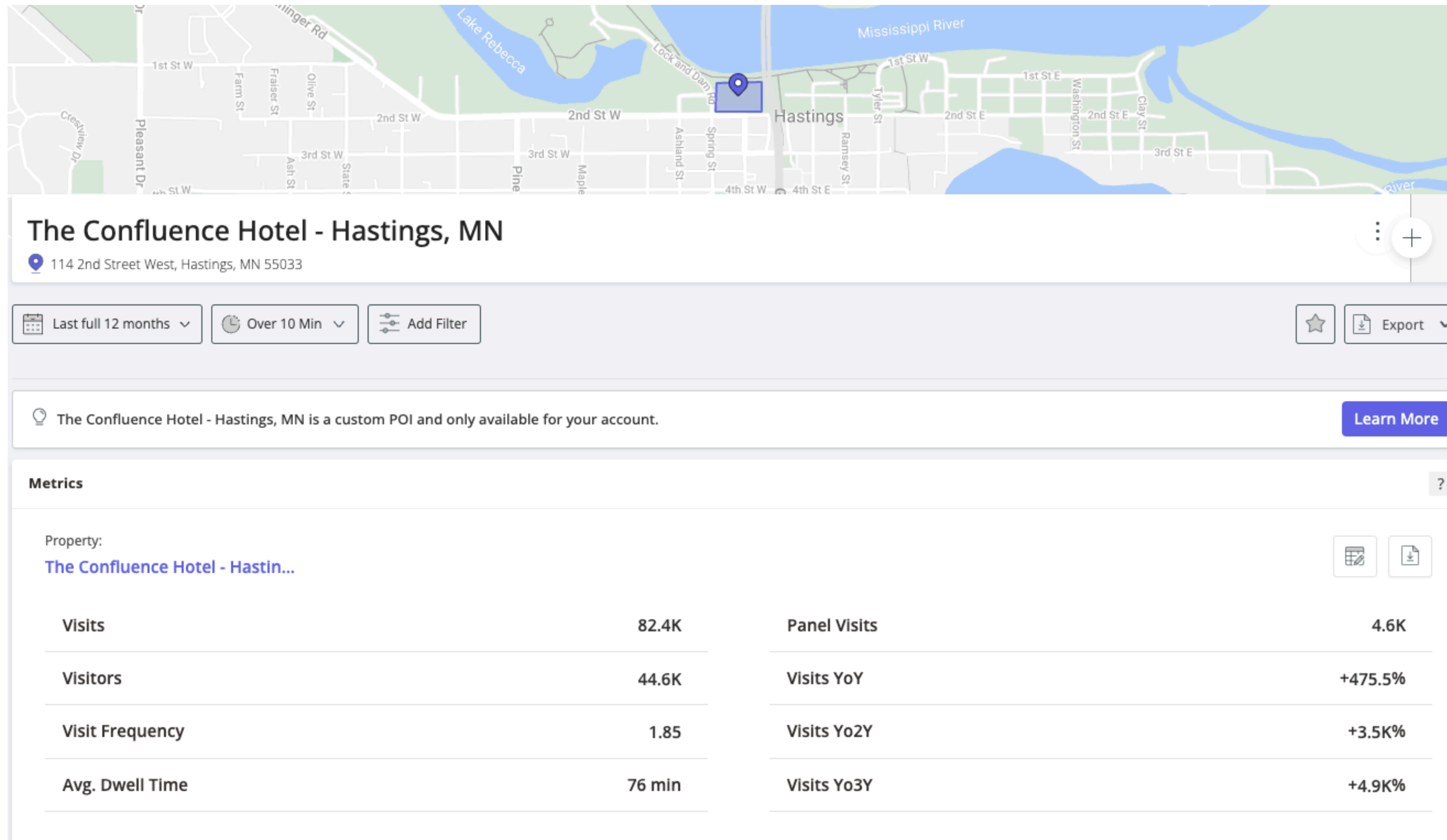


# THE CONFLUENCE HOTEL



# THE CONFLUENCE HOTEL

Over 80K visitors per year

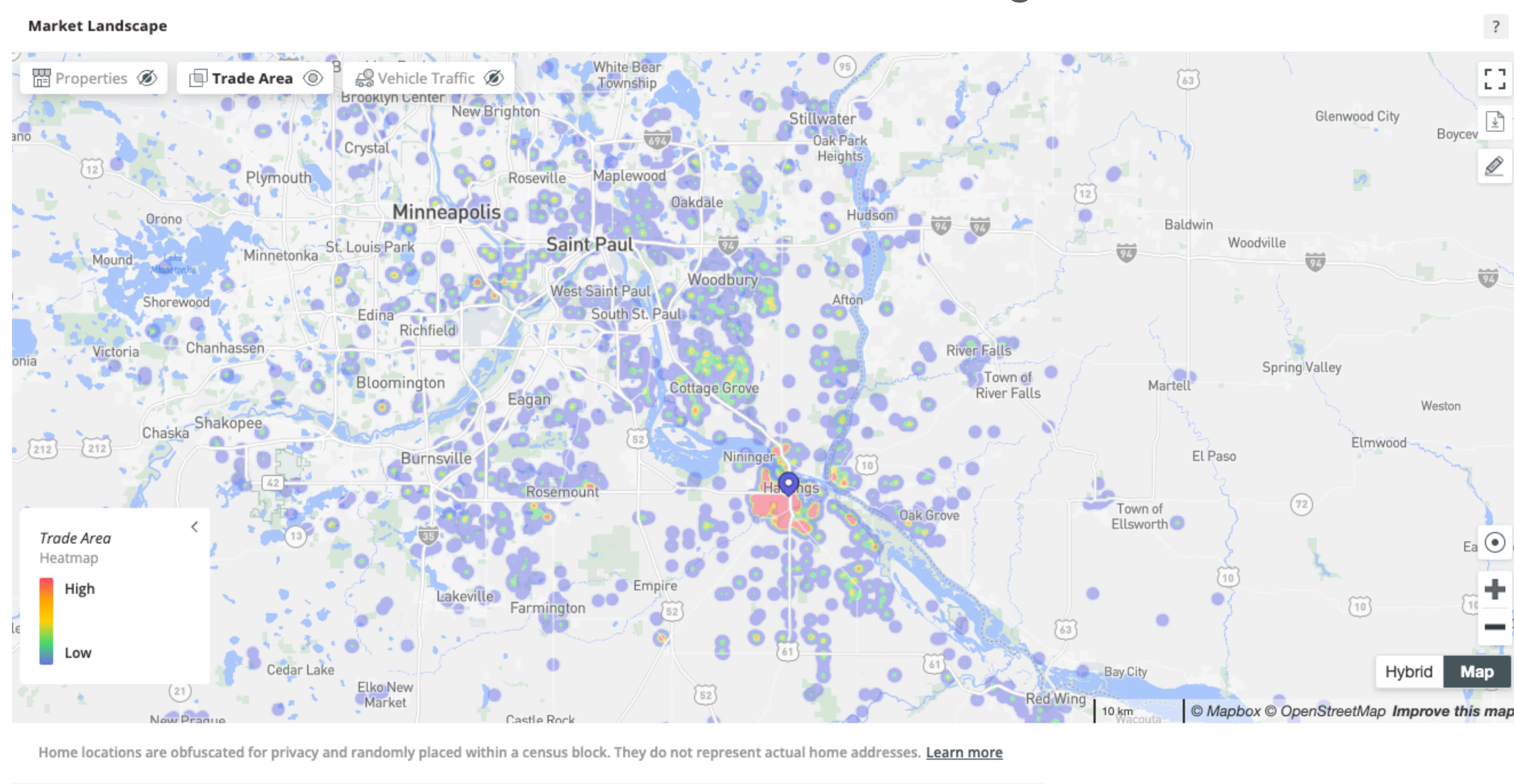


Source: Placer.ai



# THE CONFLUENCE HOTEL

Most visitors are from the region

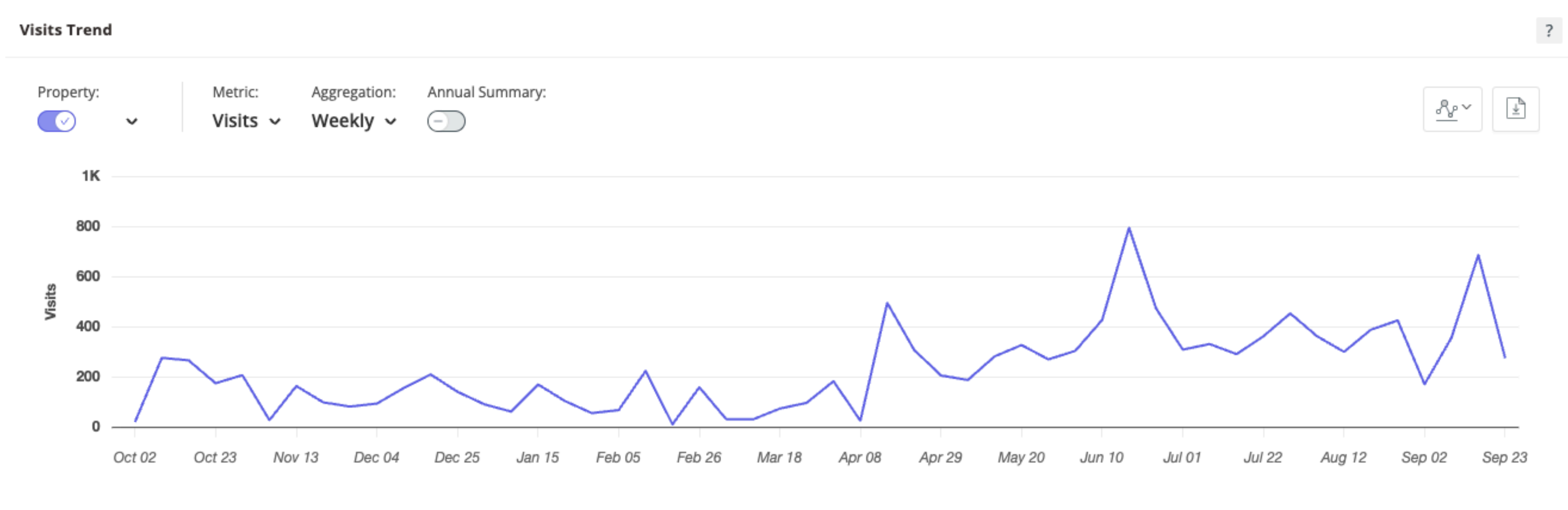


Source: Placer.ai



# THE CONFLUENCE HOTEL - VISIT TRENDS

Peak times from April - October



Source: Placer.ai



# THE CONFLUENCE HOTEL - DAILY VISITS

Most visits are during the weekend – weekday are more likely business travelers/meetings

Daily Visits

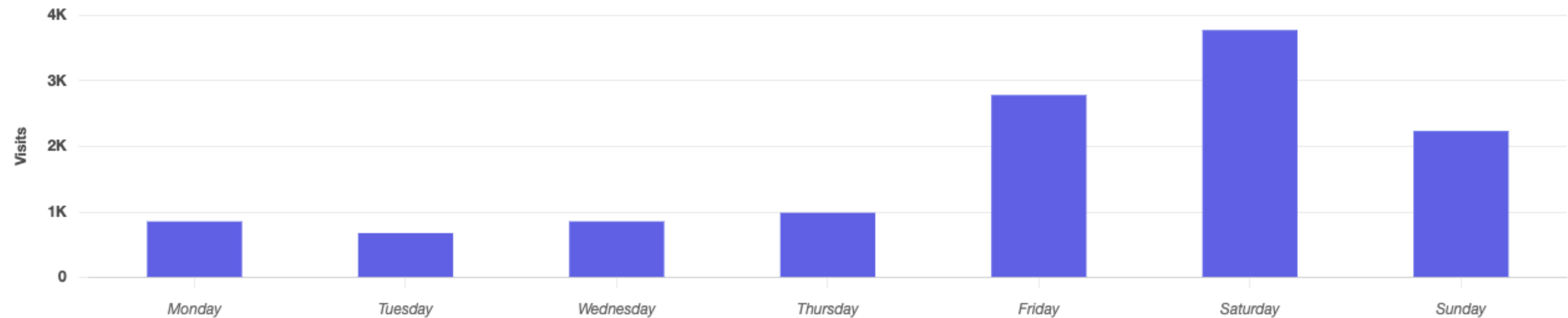
?

Properties:



Metric:

Visits



Source: Placer.ai



# THE CONFLUENCE HOTEL - VISITOR JOURNEY

Visitor Journey

?

Property:

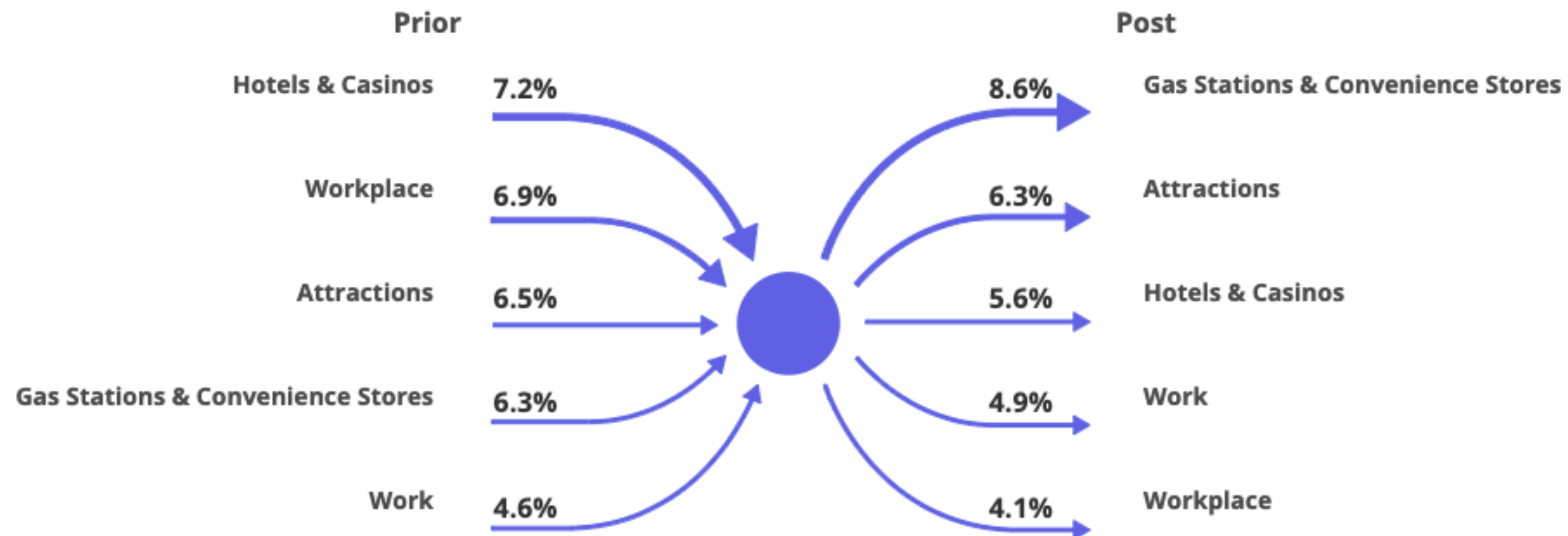
The Confluence Hotel - Hastin...

Show by:

Location

Category

Category Group



Source: Placer.ai

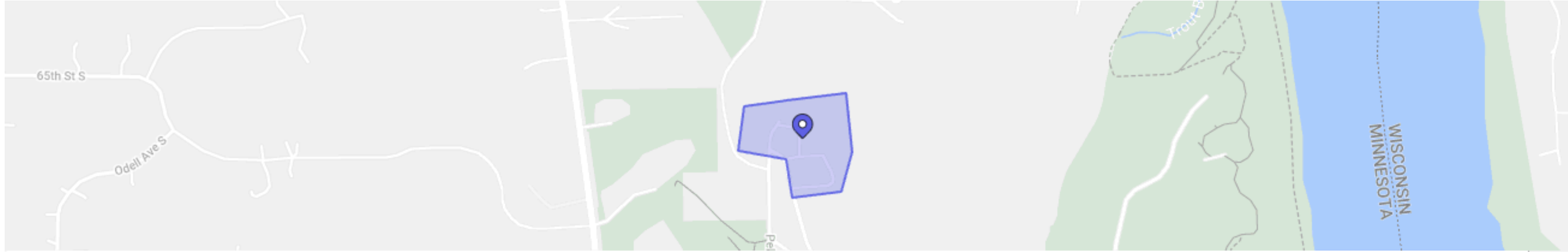


# AFTON ALPS



# AFTON ALPS

Over 20K visitors per year



**Afton Alps - Cottage Grove, MN**  
Peller Avenue South, Basswood Grove, MN 55033

Last full 12 months | Over 10 Min | Add Filter | Export

Afton Alps - Cottage Grove, MN is a custom POI and only available for your account. [Learn More](#)

**Metrics**

Property: [Afton Alps - Cottage Grove, M...](#)

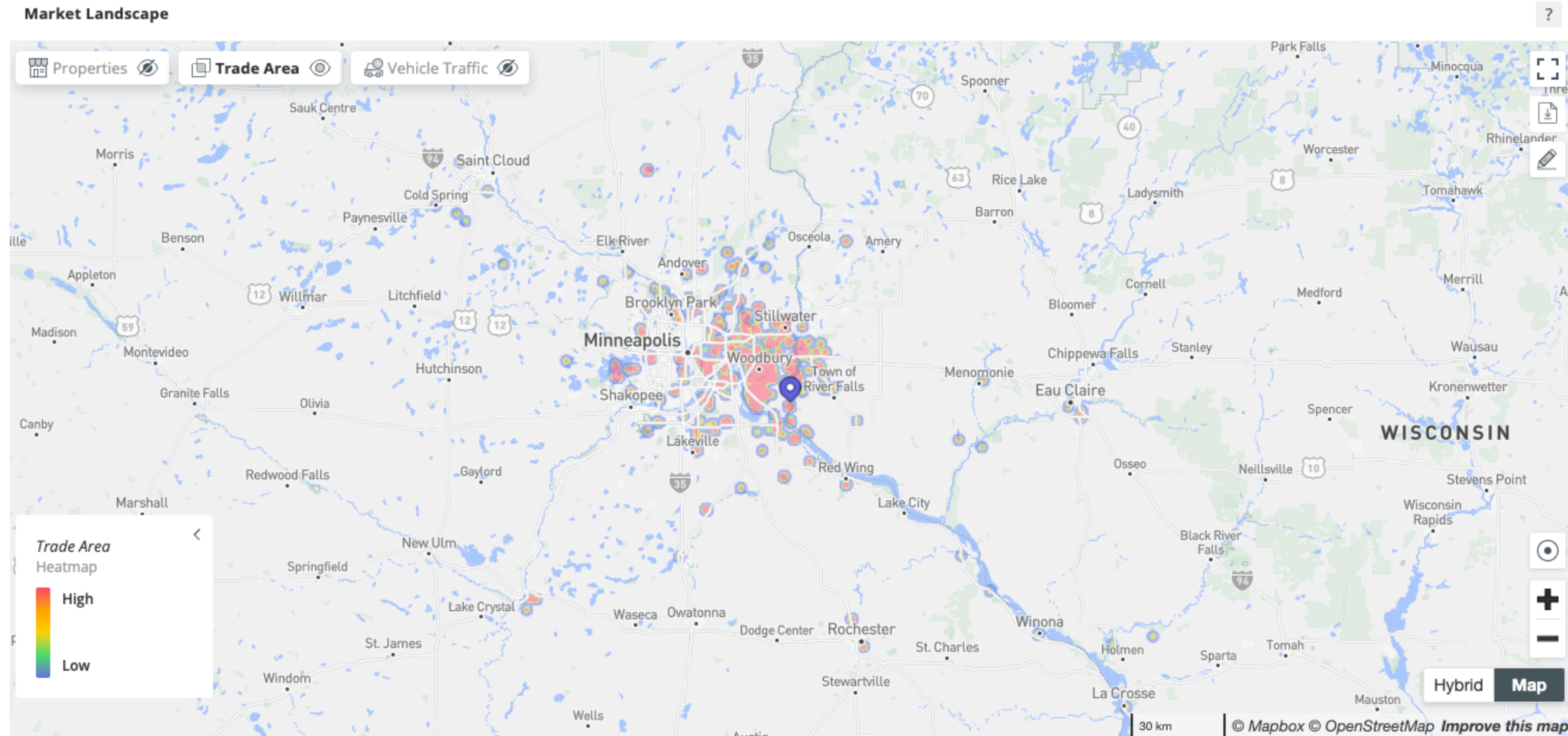
Visits	20.5K	Panel Visits	1K
Visitors	6.1K	Visits YoY	-46.7%
Visit Frequency	3.35	Visits Yo2Y	-39.5%
Avg. Dwell Time	32 min	Visits Yo3Y	-58.4%

Source: Placer.ai



# AFTON ALPS

Most visitors are from the region



Source: Placer.ai



# AFTON ALPS

Peak times from November - February

Visits Trend

?

Property:



Metric:

Visits

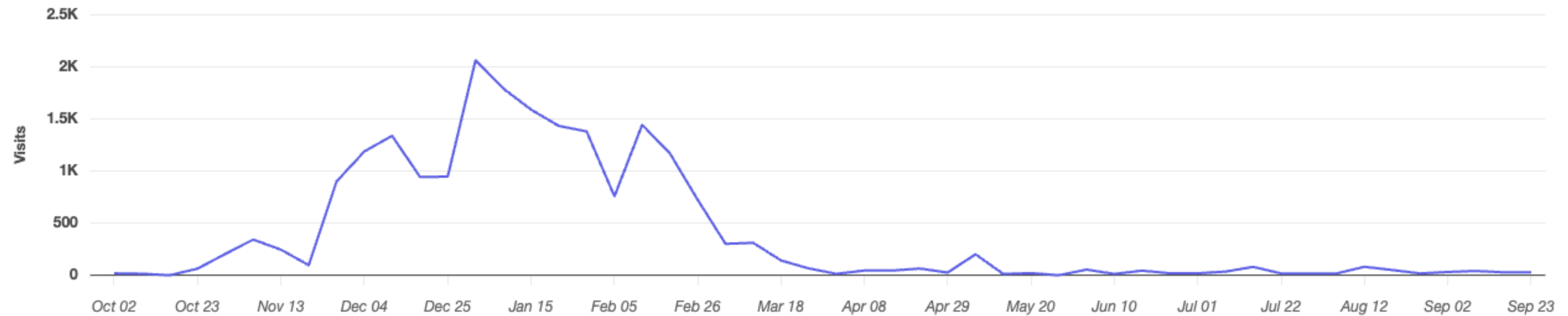
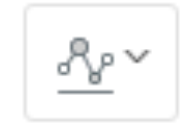


Aggregation:

Weekly



Annual Summary:



Source: Placer.ai



# AFTON ALPS - DAILY VISITS

Weekday visitation occurs but most visits are on the weekend

Daily Visits

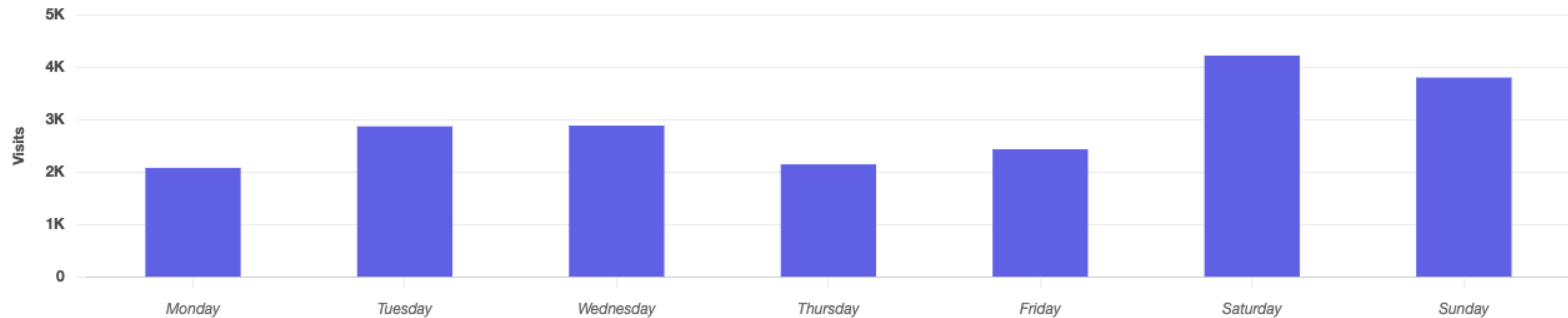
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Properties:



Metric:

Visits



Source: Placer.ai



# AFTON ALPS - VISITOR JOURNEY

Visitors are primarily to and from home and work.

Visitor Journey

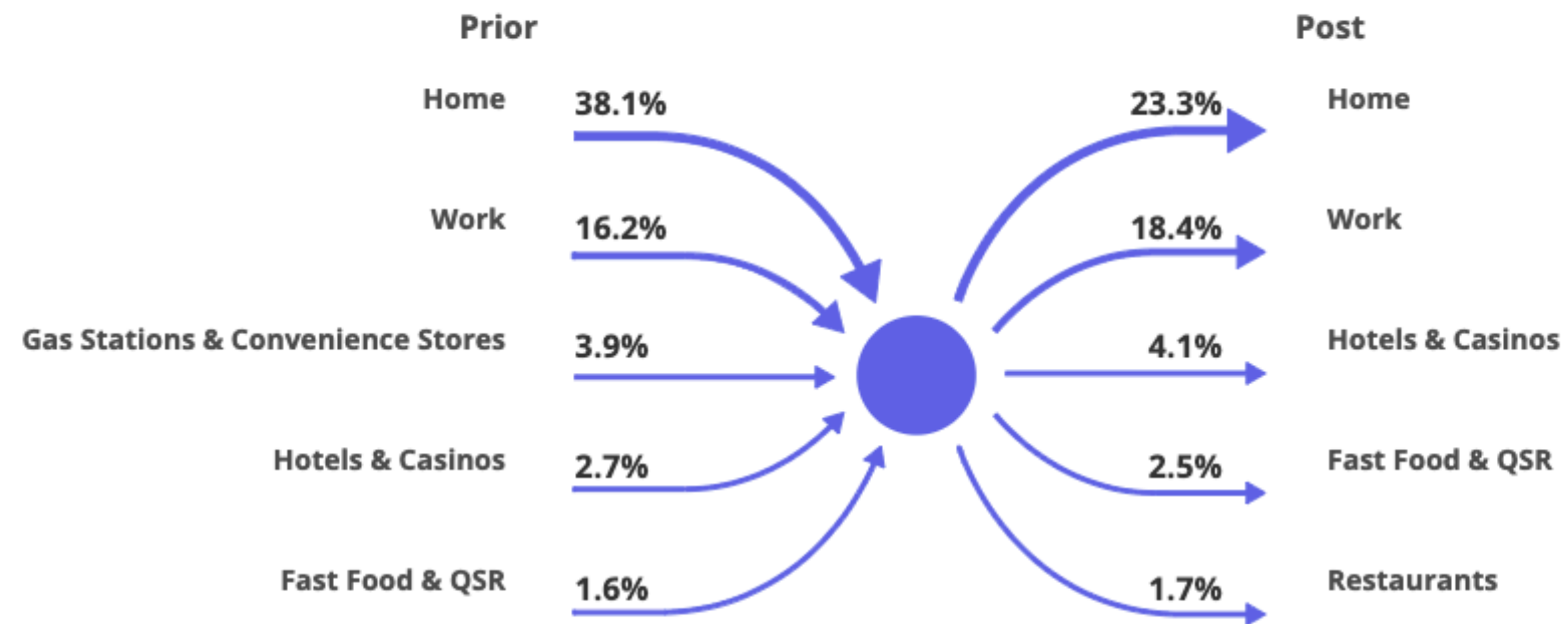
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Property:

Afton Alps - Cottage Grove, M...

Show by:

Location **Category** Category Group



Source: Placer.ai

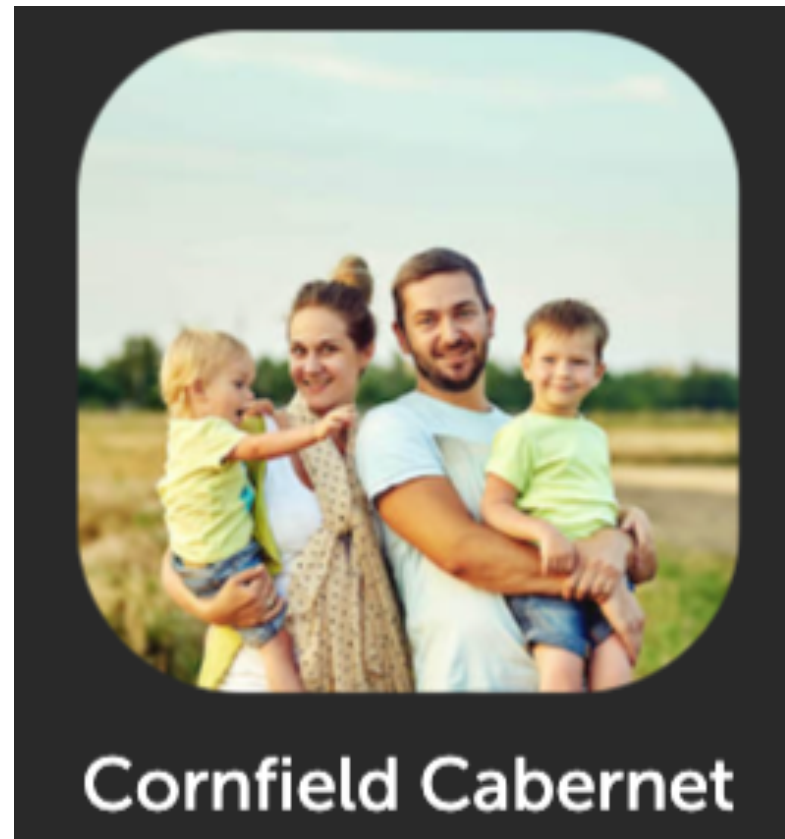


# VISITOR PROFILE



# COTTAGE GROVE - VISITOR PERSONAS

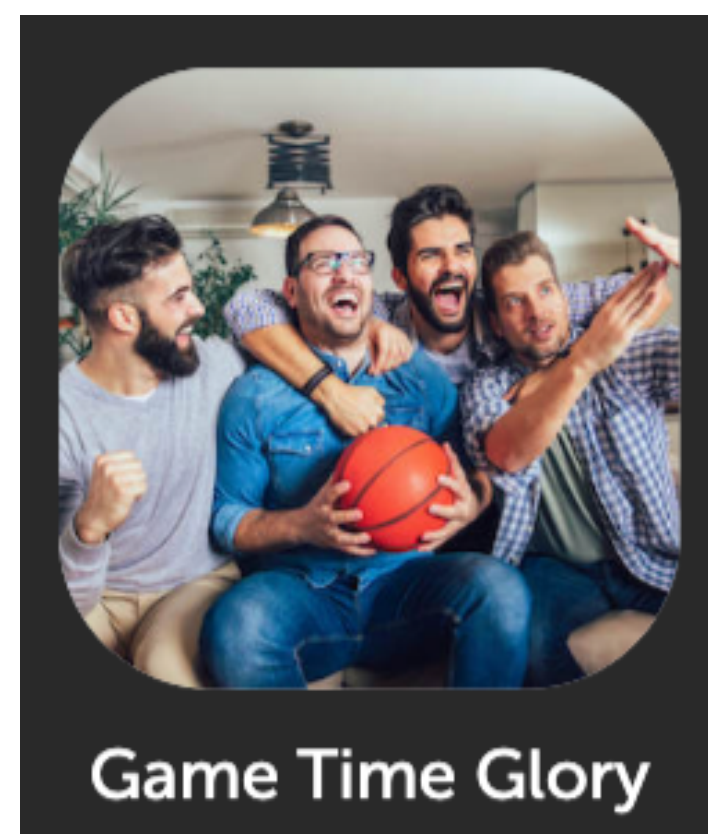
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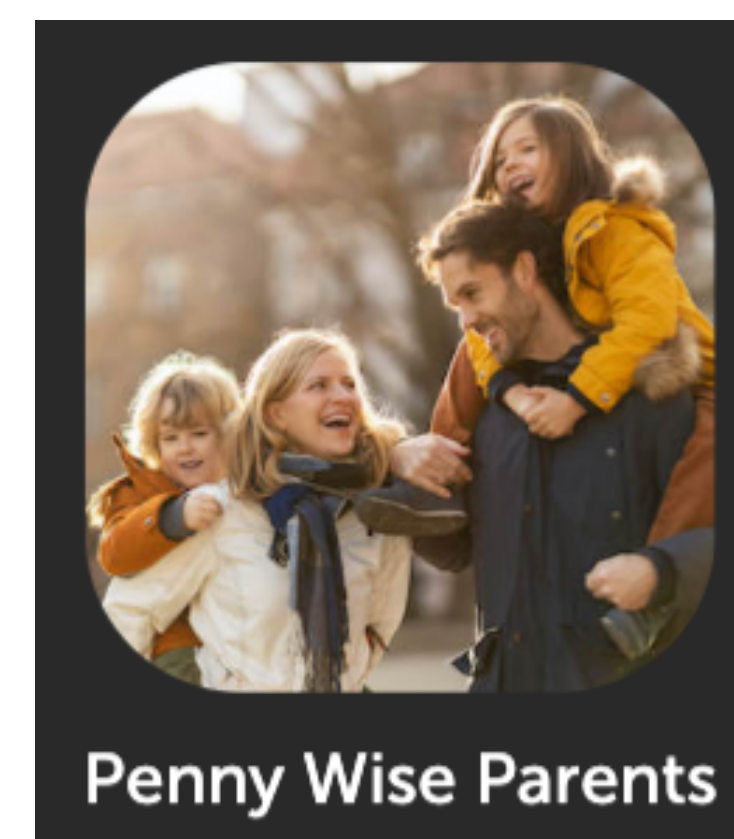
Farming and blue-collar couples living their best lives in the country.



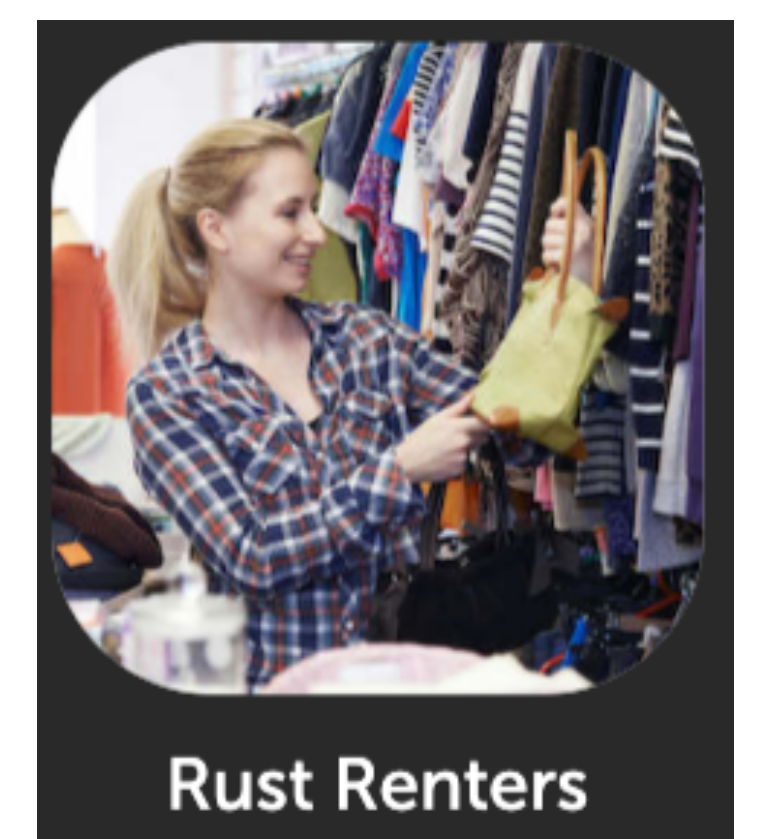
Older ruralites satelliting small towns in blue-collar, farm, and service professions finding time to enjoy the simple things.



Younger singles and couples living in mixed blue and white-collar neighborhoods near cities.



Young families living in affordable neighborhoods near cities and small towns.



Young, white, and lower-income renters scattered across 2nd and 3rd tier cities.

Source: Placer.ai



# HUMAN MOVEMENT ANALYSIS

Country Inn & Suites		%	Index
B - Wealthy Suburban Families	B04 - Babies Burbs & Blessings	8.861%	259
F - Blue Collar Suburbs	F01 - Game Time Glory	7.471%	409
B - Wealthy Suburban Families	B03 - Backyard Bliss	6.153%	264
C - Upper Suburban Diverse Families	C02 - Family & Faith	6.054%	278
C - Upper Suburban Diverse Families	C01 - Good Life Citizens	5.991%	243
F - Blue Collar Suburbs	F03 - Penny Wise Parents	5.213%	417
L - Rural High Income	L02 - Cornfield Cabernet	5.066%	251
O - Small Town	O01 - Small Town Sattelites	4.622%	271
I - Young Urban Singles	I03 - Rust Renters	4.535%	251
A - Ultra Wealthy Families	A05 - Suburb Chic	4.433%	177
		<b>58.40%</b>	

Source: Placer.ai



# HUMAN MOVEMENT ANALYSIS

## The Madison

Segment		%	Index
L - Rural High Income	L02 - Cornfield Cabernet	18.721%	927
F - Blue Collar Suburbs	F01 - Game Time Glory	14.549%	796
F - Blue Collar Suburbs	F03 - Penny Wise Parents	9.643%	772
O - Small Town	O01 - Small Town Sattelites	8.706%	511
B - Wealthy Suburban Families	B03 - Backyard Bliss	6.614%	284
B - Wealthy Suburban Families	B04 - Babies Burbs & Blessings	6.604%	193
I - Young Urban Singles	I03 - Rust Renters	5.816%	322
		<b>70.65%</b>	

Source: Placer.ai



# HUMAN MOVEMENT ANALYSIS

Hope Glen Farm		%	Index
<b>B - Wealthy Suburban Families</b>	B03 - Backyard Bliss	16.174%	694
<b>L - Rural High Income</b>	L02 - Cornfield Cabernet	15.815%	783
<b>O - Small Town</b>	O01 - Small Town Sattelites	7.819%	459
<b>F - Blue Collar Suburbs</b>	F01 - Game Time Glory	5.393%	295
<b>M - Rural Average Income</b>	M01 - Wide Open Spaces	4.813%	546
<b>F - Blue Collar Suburbs</b>	F03 - Penny Wise Parents	4.554%	365
<b>L - Rural High Income</b>	L01 - Northern Lights	3.519%	240
<b>M - Rural Average Income</b>	M04 - Kids & Country	3.143%	109
<b>O - Small Town</b>	O02 - Main Street USA	2.994%	144
<b>I - Young Urban Singles</b>	I03 - Rust Renters	2.965%	164
		<b>67.19%</b>	

Source: Placer.ai



# TOP PERSONAS



## Cornfield Cabernet

Farming and blue-collar couples living their best lives in the country. They adorn their tables with fresh-cut flowers, and they enjoy hobbies like quilting, archery, and antiquing. TV and sports drive much of the in-home entertainment watching Big Ten, truTV, and Nascar. They frequent farm goods stores, drive Jeeps and Buicks, order Godfathers Pizza, and eat at Bob Evans. They follow brands like Cabela's and Jimmy Johns, listen to country music, and hashtag things like #preach, #tacobell, and #countryliving.

Source: Placer.ai





L02  
Cornfield Cabernet

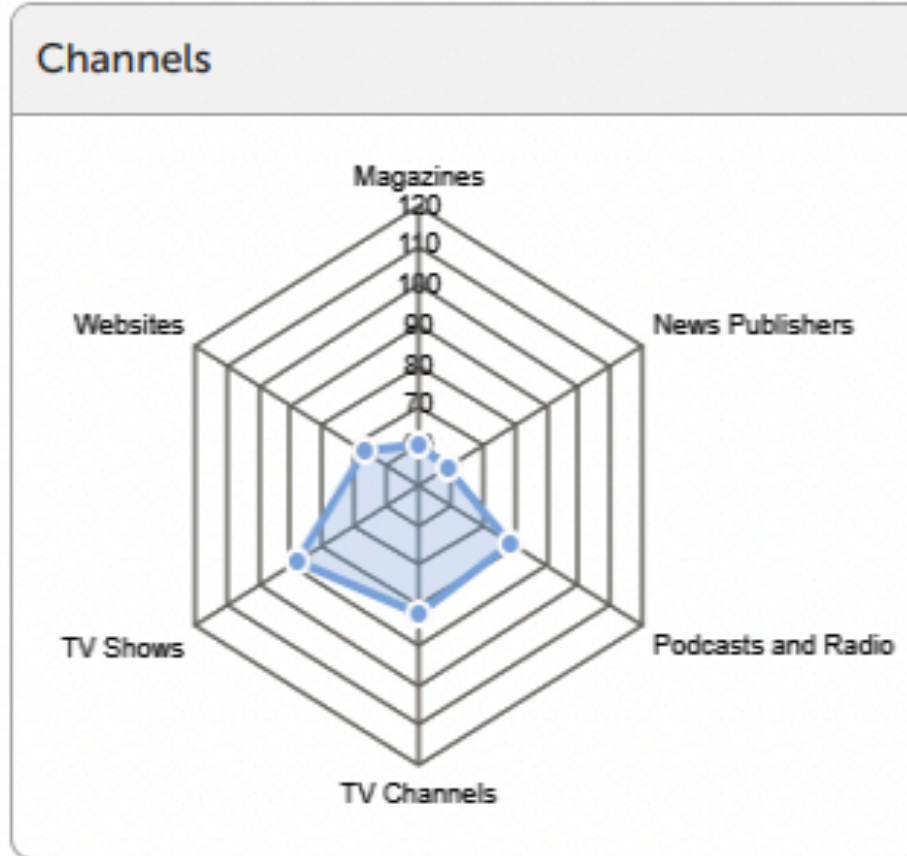
Head of Household Age  
45-54 years

Est. Household Income  
\$75k - \$100k

Live Taxonomy

## Media Following

Indexes measure this segment's propensity to follow channels and personalities on social media compared to the national average (100).



Top News Preferences

	Newsmax	138
	RSBN	128
	One America News	121
	The Epoch Times	112
	Conservative Review	111

Top Online Magazines

	The Country Daily	134
	Golf Digest	123
	EdTech K-12 Magazine	123
	Baseball America	116
	Sports Illustrated Swimsuit	115

Top Podcasts & Radio Stations

	SiriusXM The Highway	188
	Call Her Daddy	181
	Fore Play	179
	Pardon My Take	158
	Starting 9	154

Top TV Channels

	Big Ten Network	325
	Fox: NASCAR	163
	NASCAR on NBC	149
	FOX College Football	149
	CMT	143

Top TV Shows

	Dan Patrick Show	171
	NCAA March Madness	166
	Duck Dynasty	166
	Herd w/Colin Cowherd	157
	NASCAR Xfinity	155

Top Websites

	theCHIVE	174
	Barstool Sports	158
	Edudemic	155
	NFLTradeRumors.co	147
	Br_betting	145

Top Blogs

	Pro Football Rumors	131
	MindShift	124
	PFF Fantasy Football	122
	This Old House	121
	ProFootballTalk	110

# TOP PERSONAS

## Small Town Satellites

Older ruralites satelliting small towns in blue-collar, farm, and service professions finding time to enjoy the simple things. They read Golf Digest, and Country Living, watch A&E and USA. Favorite shows include Duck Dynasty and Nascar. They eat at wallet-friendly and southern-style restaurants like Bob Evans, Perkins, and Dairy Queen. Their online interests indicate they find time for the simple things like crocheting and wood carving. They enjoy visiting breweries and cinemas and stay healthy by visiting Snap Fitness, Weight Watchers, and YMCA. They hashtag #boots, #espn, and #veteransday.



Source: Placer.ai





O01  
Small Town Sattelites

Head of Household Age  
55-59 years

Est. Household Income  
\$35k - \$50k

Live Taxonomy

☆ Brand Following

Indexes measure this segment's propensity to follow brands on social media compared to the national average (100).

Top Overall Brands		
	Sheetz	361
	Cabela's	192
	Daytona International Speedway	192
	Gander RV & Outdoors	190
	Mountain Dew	177

Top Restaurant Brands		
	Sheetz	361
	Arby's	167
	Steak 'n Shake	167
	Buffalo Wild Wings	164
	Dairy Queen	158

Top Apparel Brands		
	Ivory Ella	164
	American Eagle	159
	Hot Topic	152
	Kohl's	146
	JCPenney	139

Top Beauty Brands		
	IPSY	141
	Dollar Shave Club	136
	Boxycharm	134
	Too Faced Cosmetics	133
	Morphe	132

Top Fitness Brands		
	Nike Golf	134
	Callaway Golf	133
	Planet Fitness	130
	TaylorMade Golf	129
	Gymshark	123

Top Grocery & Superstore Brands		
	Aldi Usa	170
	Big Lots	153
	Walmart	133
	Wegmans Food Markets	131
	Walmart World	131

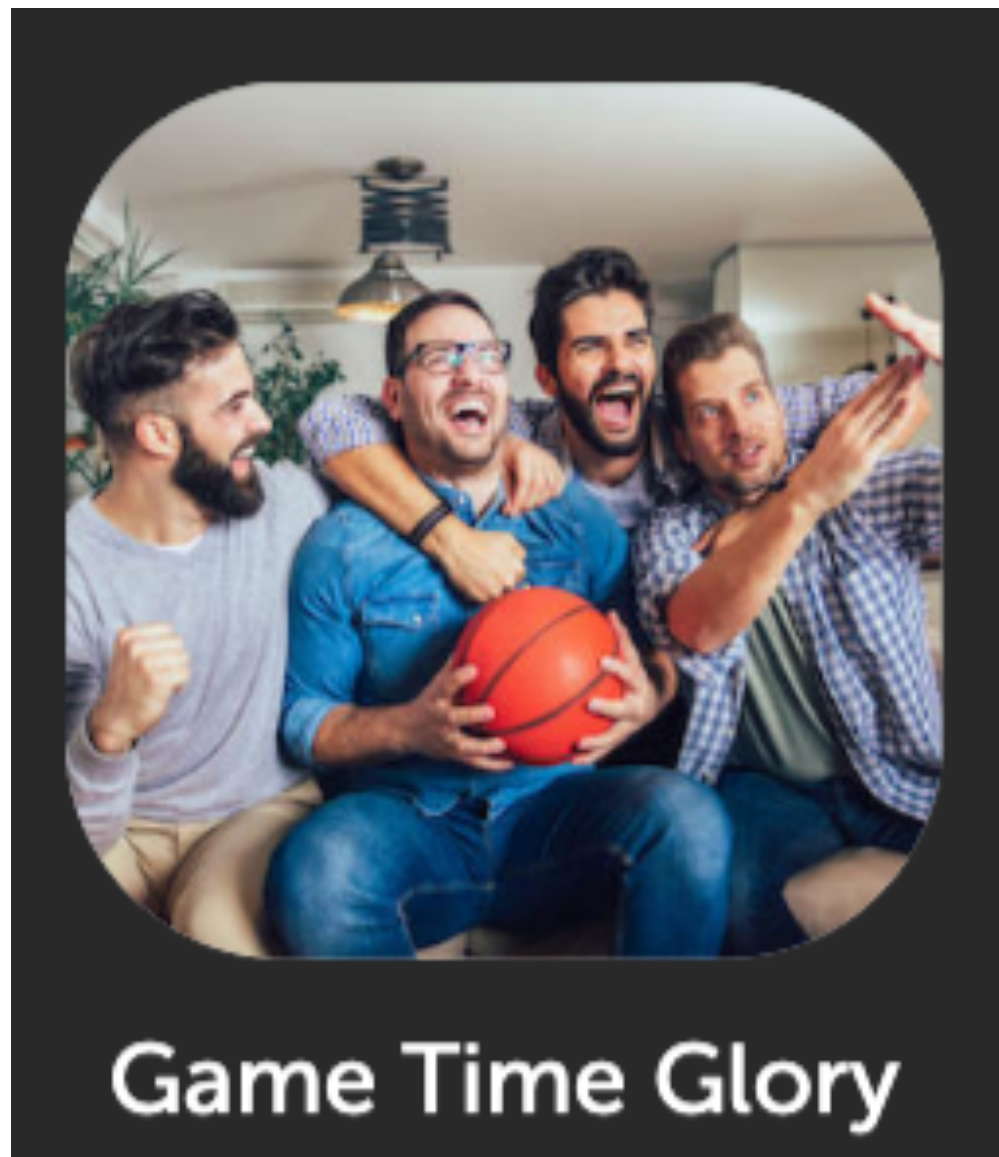
Top Food & Beverage Brands		
	Mountain Dew	177
	G Fuel	173
	Monster Energy	173
	Little Debbie	165
	Klondike	155

Top Auto Brands		
	Chevrolet	154
	Dodge	141
	General Motors	128
	Jeep	128
	Ford Motor Company	123

# TOP PERSONAS

## Game Time Glory

Younger singles and couples living in mixed blue and white-collar neighborhoods near cities. These sports-loving, second-hand thrifters like to shop at Clothes Mentor and Plato's Closet. They drive Dodge, and Subaru, buy budget gym memberships, and visit breweries. They follow Sports Podcasts and news like PFTCommenter and ESPN. Big Ten Network and SEC fans, you'll find them cheering on their local teams at stadiums. They follow Twenty One Pilots and James Corden on social media and post about #merica, #marchmadness, and #beastmode.



Source: Placer.ai





F01  
Game Time Glory

Head of Household Age  
35-44 years

Est. Household Income  
\$50k - \$60k

Live Taxonomy

☆ Brand Following

Indexes measure this segment's propensity to follow brands on social media compared to the national average (100).

Top Overall Brands	Top Restaurant Brands	Top Apparel Brands	Top Beauty Brands
Untappd 165	Jimmy John's 151	New Era Cap 130	Dollar Shave Club 111
Jimmy John's 151	Moe's Southwest Grill 133	Ivory Ella 130	IPSY 110
Black Diamond 151	Sheetz 132	MVMT 127	Harry's 108
EA Sports NHL 148	Buffalo Wild Wings 129	Life is Good 124	Ulta Beauty 105
Topps 146	Chipotle 121	Alex and Ani 123	Too Faced Cosmetics 97
Top Fitness Brands	Top Grocery & Superstore Brands	Top Food & Beverage Brands	Top Auto Brands
Hoka One One 143	Aldi Usa 144	Planters Peanuts 121	Subaru USA 119
Callaway Golf 139	Wegmans Food Markets 143	MoonPie 121	Jeep 111
TaylorMade Golf 137	Kroger 137	Pop-Tarts 118	Chevrolet 108
Titleist 135	HelloFresh US 126	Diet Coke 117	Honda 107
Nike Golf 132	Target Deals 112	Chobani 112	McLaren 106



# TOP PERSONAS

## Penny Wise Parents

Young families living in affordable neighborhoods near cities and small towns. Working blue-collar jobs, these people are looking for the best deal for the entire family. They shop at off-price department stores, get haircuts at Cost Cutters, and get fit on budget gym memberships. They feed the family at the Piggly Wiggly and Godfather's Pizza and haul the kids around in Jeeps and GMC's. Waterparks are ideal for family fun. They listen to talk radio by Pat McAfee and NPR's Up First. They follow Luke Combs and Twenty One Pilots on social media and hashtag #dad, #timeflies, #jeeplife, and #grind.



Source: Placer.ai





F03  
Penny Wise Parents

Head of Household Age  
35-44 years

Est. Household Income  
\$50k - \$60k

Live Taxonomy [↗](#)

☆ Brand Following

Indexes measure this segment's propensity to follow brands on social media compared to the national average (100).

Top Overall Brands		
	G Fuel	190
	Aldi Usa	178
	Gander RV & Outdoors	174
	Buffalo Wild Wings	169
	Jimmy John's	168

Top Restaurant Brands		
	Buffalo Wild Wings	169
	Jimmy John's	168
	Sheetz	152
	Dairy Queen	147
	Steak 'n Shake	145

Top Apparel Brands		
	Kohl's	146
	Ivory Ella	144
	AE American Eagle	141
	New Era Cap	138
	Vspink	135

Top Beauty Brands		
	IPSY	144
	Boxycharm	133
	Dollar Shave Club	126
	Morphe	118
	Kylie Cosmetics	117

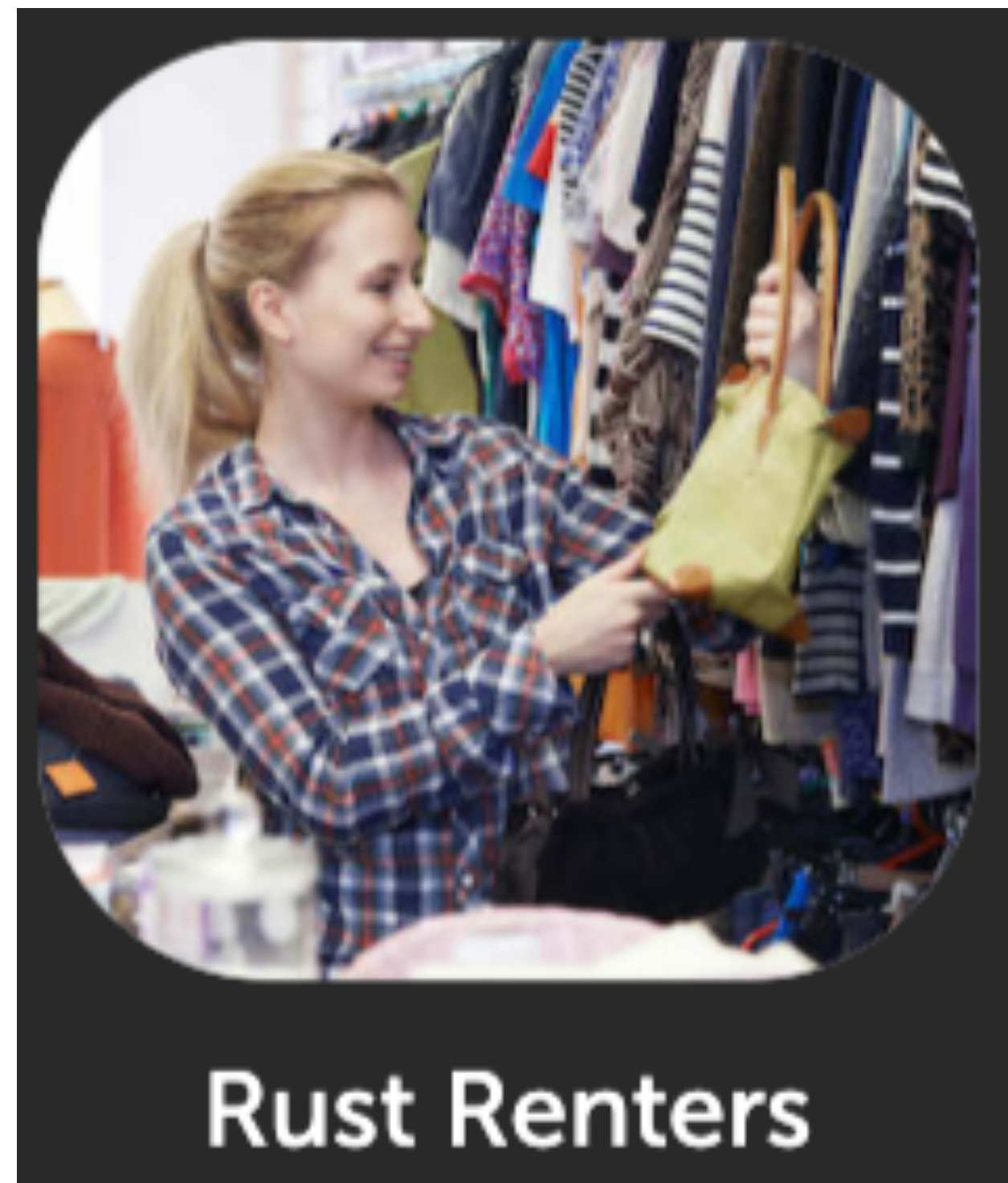
Top Fitness Brands		
	Callaway Golf	143
	Planet Fitness	142
	TaylorMade Golf	142
	Titleist	136
	Nike Golf	132

Top Grocery & Superstore Brands		
	Aldi Usa	178
	Kroger	149
	Big Lots	139
	Wegmans Food Markets	118
	Target	113

Top Food & Beverage Brands		
	G Fuel	190
	Monster Energy	155
	Mountain Dew	152
	Dr Pepper	147
	Pop-Tarts	143

Top Auto Brands		
	Chevrolet	124
	Ford Motor Company	120
	Subaru USA	118
	Dodge	117
	Jeep	112

# TOP PERSONAS



## Rust Renters

Young, white, and lower-income renters scattered across 2nd and 3rd tier cities. Big fans of college football, they also watch other popular American TV like Parks and Rec and The Big Bang Theory. They follow outdoor brands like The North Face and Black Diamond. These people are consignment connoisseurs, shopping at Plato's Closet, Uptown Cheapskate, and ClothesMentor. They follow Bob Goff and Elijah Wood on social and use terms like #TheForceAwakens, and #SharkWeek.

Source: Placer.ai





I03  
Rust Renters

Head of Household Age  
25-34 years

Est. Household Income  
\$35k - \$50k

Live Taxonomy

☆ Brand Following

Indexes measure this segment's propensity to follow brands on social media compared to the national average (100).

Top Overall Brands	Top Restaurant Brands	Top Apparel Brands	Top Beauty Brands
Bonnaroo 156	Moe's Southwest Grill 139	ModCloth 153	IPSY 131
ModCloth 153	Jimmy John's 138	TOMS 125	Dollar Shave Club 124
MoonPie 144	Buffalo Wild Wings 120	Ivory Ella 120	Benefit Cosmetics US 109
Untappd 143	Chipotle 119	Lilly Pulitzer 117	Tarte Cosmetics 109
Moe's Southwest Grill 139	DoorDash 118	BABE 115	e.l.f. Cosmetics 108
Top Fitness Brands	Top Grocery & Superstore Brands	Top Food & Beverage Brands	Top Auto Brands
Planet Fitness 134	Aldi Usa 133	MoonPie 144	McLaren 108
Brooks Running 118	Kroger 131	Diet Coke 121	Volkswagen USA 107
MyFitnessPal 115	HelloFresh US 126	Little Debbie 117	Subaru USA 100
Titleist 113	Wegmans Food Markets 115	G Fuel 115	Jeep 96
Fitbit Support 113	Target Deals 107		Honda 95



# SWOT Analysis

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# Strengths

- Access to the Mississippi River - Cottage Grove benefits from its proximity to the Mississippi River, offering potential for tourism development
- Well-Maintained and Beautiful City - The city is recognized for its clean, attractive, and well-maintained environment
- Wedding Venue Appeal - Cottage Grove offers beautiful wedding venues
- Sports Tournaments - The city hosts several sports tournaments, such as softball, soccer, and hockey
- Positive attitude towards tourism's future
- Some events, particularly Strawberry Festival, create strong attendance

# Weaknesses

- Limited Lodging – The lack of hotels in Cottage Grove results in tourism revenue flowing to nearby communities like Woodbury and Hastings.
- Absence of a Tourism Culture – Cottage Grove lacks a strong culture or infrastructure to support and promote tourism.
- No Major Attraction or Driver – The city has limited assets that serve as significant destination draws for visitors.
- No Central Gathering Space – Cottage Grove does not have a defined “town center,” downtown, or main street to serve as a hub for community activities.
- Location Challenge – The city is not located along a primary travel corridor, which may limit its ability to attract visitors seeking convenient overnight stops.
- Tourism website and social media lacks focus and distracting with content unrelated to tourism.
- Low search inquiry volume and TripAdvisor results indicate Cottage Grove is very low on awareness as a destination.
- Wedding venues and local businesses all indicate their “guests” stay at hotels in other communities.

# Opportunities

- Adding more lodging seems to be a strong possibility. In fact, search inquiry volume shows people are actively searching for Cottage Grove hotels (and hotels near Woodbury and Hastings) each month.
- Although lacking an attractor, Cottage Grove has the ability to assemble like assets for packaged experiences near Minneapolis.
- Minneapolis wedding venues are a very active search inquiry.
- There is enough in the region to fill more overnight stays. Half of all visitors to Cottage Grove are staying in the Country Inn & Suites.
- Develop Old Cottage Grove as a tourism destination

# Threats

- Current lodging shortfalls help tourism for other communities, making Cottage Grove events great marketing for others more than local.
- Woodbury is developing a strong with a destination marketing plan.

# Tourism Gap Analysis

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# TOURISM GAP ANALYSIS

	Cottage Gove	Hastings	Woodbury	Red Wing
Lodging	 2 hotels	9 hotels	12 hotels	11 hotels 4 B&B's 3 Campgrounds
Ice Arena	Cottage Grove Ice Arena (3 sheets)	Hastings Civic Center (2 sheets)	M Health Fairview Sports Center (2 sheets)	Prairie Island Ice Area (1 Sheet)
Venues	River Oaks Hope Glen Farm The Madison	The Wexford at Emerald Green Almquist Farm Little Log House Pioneer Village Schaar's Bluff Gathering Center Confluence Hotel	The Loft Stage	Round Barn Farm Willow Brooke Farm The Skyroom
Outdoor Recreation	Kayaking Mississippi River Cottage Grove Bike Park River Oaks Golf Course	Afton State Park (skiing/biking) Bellwood Oaks GC Emerald Greens GC Hastings GC Hidden Greens GC	Eagle Valley GC Prestwick GC Skate Park	Sturgeon Lake Kayaking/Canoeing 2 Golf Courses Mississippi River Cruise
Festivals/Events	One Family Strawberry Festival Food Truck Festival	Rivertown Days Classic Car Show	Music in the Park	Big Turn Music Fest River City Days Rolling River Music Festival
Active Downtown		Historic Downtown Hastings		Downtown Red Wing



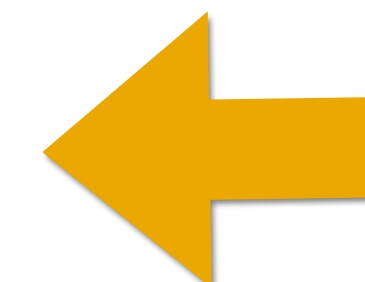
# New Hotel Analysis

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# NEW HOTEL POTENTIAL

# of rooms	90
Total Rooms nights	32,850
Occupancy Rate	65%
Room Nights Sold	21,353
Avg. Daily Rate (ADR)	\$125
<b>Overall Hotel Revenue Generated</b>	<b>\$2,669,063</b>
MN Sales Tax Generated (6.85%)	\$182,831
Cottage Grove City Tax (.28%)	\$7,473
<b>Lodging Tax Generated (3%)</b>	<b>\$80,072</b>



# Leakage Projections

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# Informal survey sent to Cottage Grove Businesses

Objective - Gauge an approximate understanding of the amount of overnight guests generated through our local business community and perspectives on choice of overnight accommodations.

Seven companies responded.



1. Approximately, how many out-of-town guests (vendors, off-site employees, partners, etc.) visit your campus-offices each year? A rough estimate is perfectly fine.

**RESPONDING BUSINESSES**

AVEKA	Hohenstein's	Cogen	3M	Anderson Corp.	AirGas	Fab Choice
15	50	20	Significant	1,200	10	150



## 2. What percentage of those guests would you estimate stay overnight?

### RESPONDING BUSINESSES

AVEKA	Hohenstein's	Cogen	3M	Anderson Corp.	AirGas	Fab Choice
80%	100%	100%	??	Most	90%	100%



### 3. Of those that stay overnight, what percentage stay in Cottage Grove vs Woodbury?

#### RESPONDING BUSINESSES

AVEKA	Hohenstein's	Cogen	3M	Anderson Corp.	AirGas	Fab Choice
90+% elsewhere (not Cottage Grove)	10% elsewhere	All elsewhere	All elsewhere due to brands	All stay elsewhere	Most elsewhere (Woodbury)	Most in Woodbury or airport



“None, most stay in Woodbury, the remainder by the airport.”

“Our visitors prefer a 3 star national chain, specially Hilton or Marriott.”

“All visitors stay in Woodbury because of the national chains located there.”

“I can tell you that they would currently not be staying in Cottage Grove (no offense). They would stay in Woodbury or St Paul with our current Hotel partners which I believe includes Hilton and Sheraton. ”



# Hotel Leakage Projections

	Respondent Projections		CG Business Park (23 Businesses) Projections	
Number of guests staying overnight as a result of Cottage Grove businesses		2,000		45,000
% staying not in Cottage Grove		90%		90%
# overnights stays		1,800		40,500
ADR	\$	125.00	\$	125.00
Hotel revenue	\$	225,000	\$	<b>5,062,500</b>
Local sales tax .28 revenue	\$	630	\$	<b>14,175</b>
Occupancy tax revenue	\$	<b>6,750</b>	\$	<b>151,875</b>
Outside spending \$100 per day (food/gas/retail)	\$	180,000	\$	<b>4,050,000</b>
Local sales tax .28 revenue	\$	504	\$	<b>11,340</b>

\*Chandlerthinks conservative estimates.



# Event Venue Hotel Leakage Projections

	The Madison	Hope Glenn	Combined Event Venues
# of guests over 50 miles	2200	3500	5,700
Guests staying in hotels (29%)	638	1015	1,653
Guests staying in CG Country Inn Suites (41%)	262	416	678
Guests staying in hotels out of CG (59%)	376	599	975
Guests staying in hotels out of CG (59%)	975		
ADR	125		
<b>Hotel revenue</b>	<b>\$121,909</b>		
Local sales tax .28 revenue	\$341		
<b>Occupancy tax revenue</b>	<b>\$3,657</b>		
<b>Outside spending \$100 per day (food/gas/retail)</b>	<b>\$97,527</b>		
Local sales tax .28 revenue	\$273		

*\*Chandlerthinks conservative estimates.*



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# Growing Our Economy Through Tourism

Cottage Grove Tourism Research Presentation



**CHANDLER**THINKS

December 9, 2024