

2024

PEAK CAMPAIGN SAMPLES

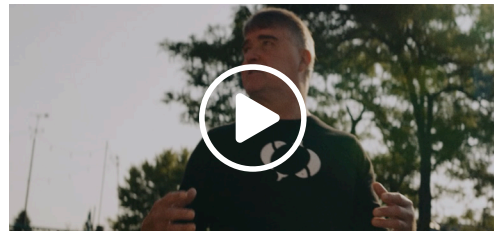
Welcome to the cool side of summer. For the peak 2024 travel season, we touted slow travel in Minnesota's chilliest lake town. For the first time, we placed creative segmented by market, showing Duluth's main attractions to out-of-state markets and deeper cuts to in-state audiences.

We also launched three new videos, each one documenting the story of a Duluth local. From unique eats to inspiring art, we showed a full picture of what it means to love it like we do.

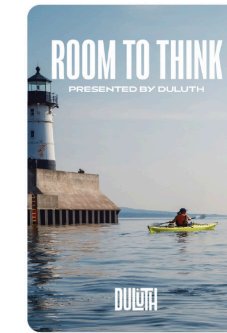
Click to watch TV spot #1



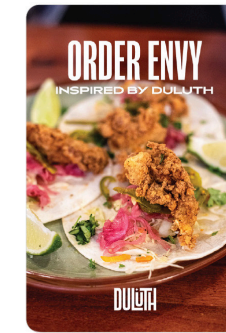
Click to watch TV spot #2



Click to watch TV spot #3



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