



2024 EMT CONFERENCE

We won the 2024 Marketing Innovation Award.

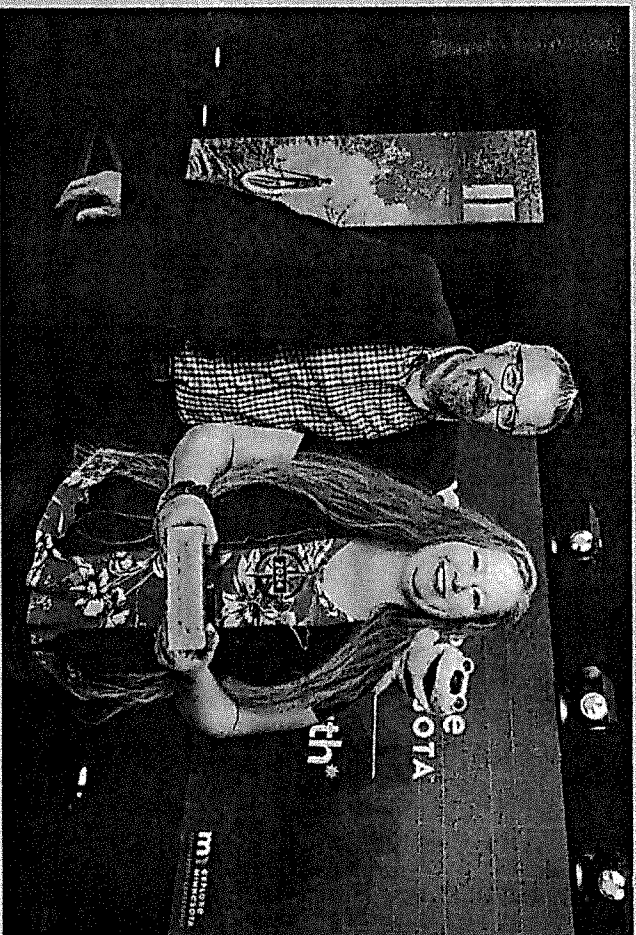


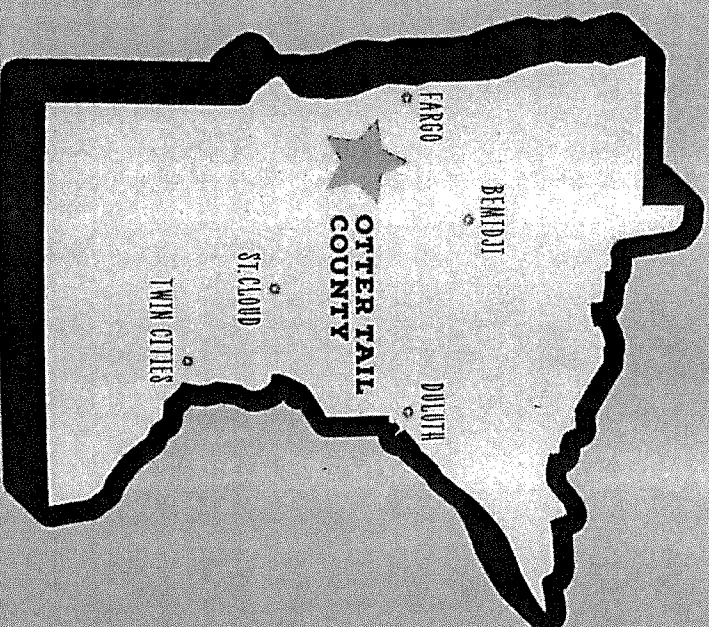
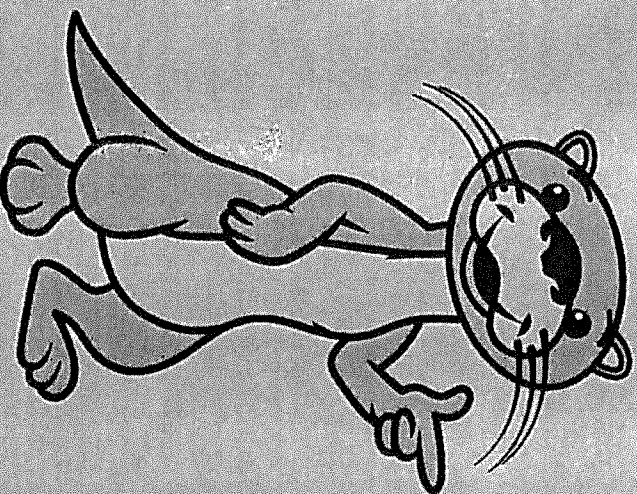
star of the north

MARKETING INNOVATION

Discover St. Louis Park
Iron Range Tourism Bureau
Meet Minneapolis
Minnesota Zoo
Otter Tail Lakes Country
Roseau Convention & Visitors Bureau
Twin Cities Gateway Tourism
Visit Saint Paul
Visit Winona

mi EXPLORE
MINNESOTA
2024 TOURISM CONFERENCE





OTTER TAIL BOARD MEETING 3-25-24

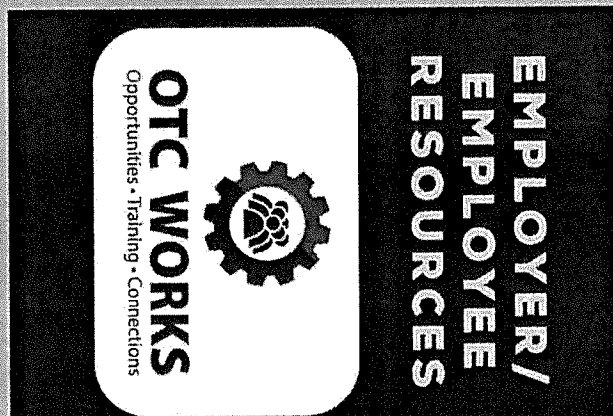
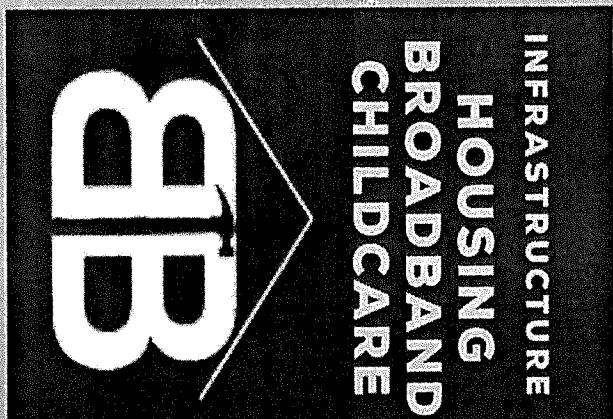
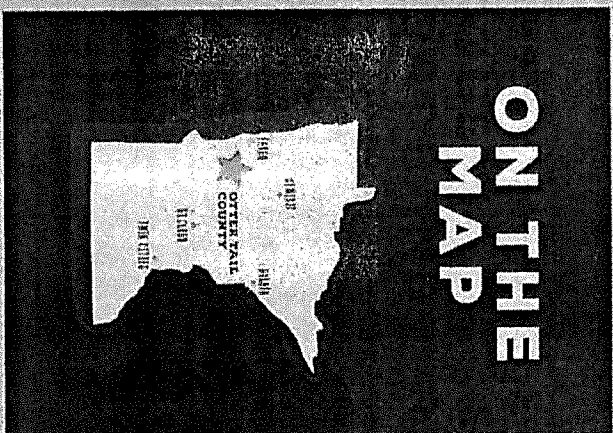
Putting Otter Tail County, MN on the map.



PART OF A BIGGER PICTURE

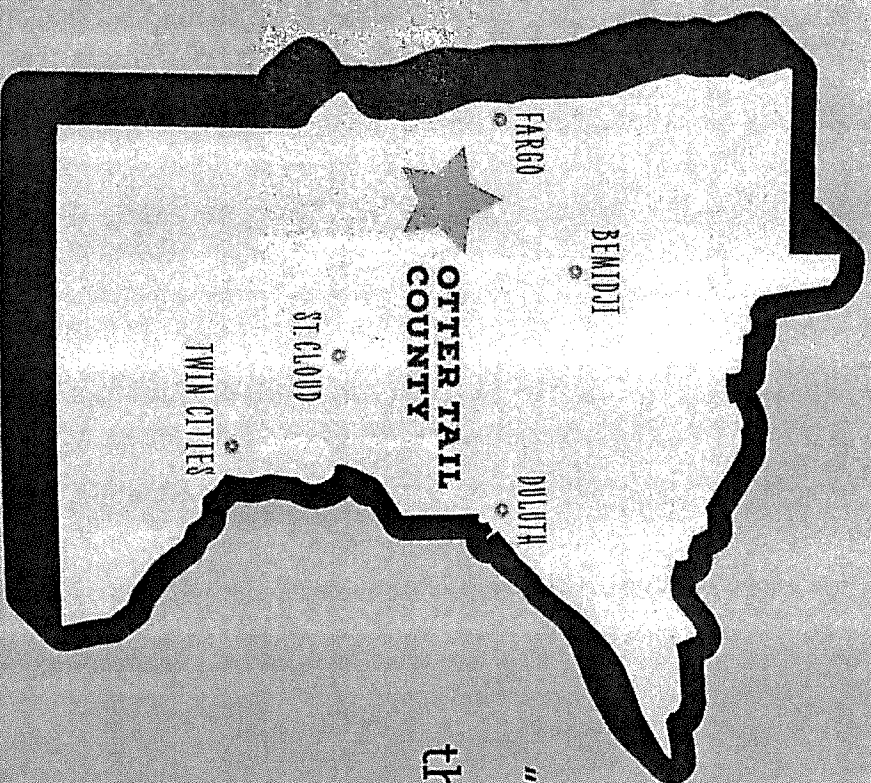


WE DON'T OPERATE IN A SILO



- Halo effect, people live here for the same reasons they visit here (ad+visit=131% image lift)*
- made the decision in 2017 to blend visitor (60%) & resident (40%) recruitment effort

*source: EMT 2018 advertising ROI research conducted by Longwoods International



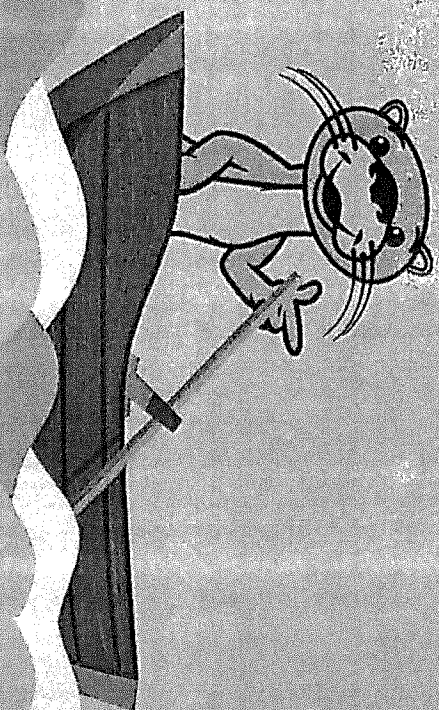
OUR WHY

"We are passionate about promoting this **region** that we live, work and play in each and every day. We have an added responsibility to the **member organizations** who help to fund our efforts."

**Our purpose is to put
Otter Tail County, MN on the map.**



- online signup/payment
- platinum, gold, silver, bronze
- one membership form
- 212 members in 2024
- 40 new members, 35 dropped
- member rev. up \$20k vs 2023



A rising tide lifts all boats.

OTTER TAIL LAKES COUNTRY 2024 ANNUAL MEMBERSHIP BENEFIT PACKAGES

FEATURES

Website: www.OtterTailLakesCountry.com

Reserve your Private

Advertising Opportunity in OTTC Magazine

Ad Discount

Lost & Found Program

Membership Coordinator

OTTC Gift Cards & Pouch

Danvers Community Center as a member gift means for you!

Special Photo Pouch

Member Gift Pouches Available

Free OTTC "Member Visit"

Member "Swag"

Member Gift Card, Member Gift, Member Gift Pouch

Additional information regarding these benefits is available on
memberships and benefits page

PLATINUM
OTTER
\$1,500

GOLD
OTTER
\$1,000

SILVER
OTTER
\$500

BRONZE
OTTER
\$250

25

12

10%

25

25

25

25

25

25

25

25

25

25

8

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10%

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— IN NH —

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OTTER TAIL COUNTRY MEMBERSHIP

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