

IRON RANGE TOURISM BUREAU

2025 ANNUAL REPORT

DISCOVER THE
Range

WEBSITE DATA

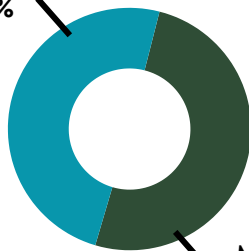
USERS

131,611

Total New Users in 2025

DEMOGRAPHICS

Female
50.6%



Male
49.4%

AVERAGE PAGE VIEWS

3.42

Per Active User

30%
YoY ↑

SESSIONS

163,483

Total Sessions

Average Session
Duration

↑ **2 min 9 secs**
+18.93% YoY

Engagement
Rate

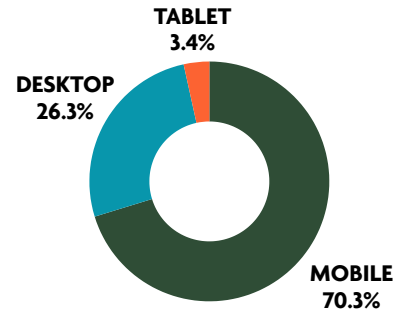
90.26% ↑
+35% YoY

ACTIVE USER ORIGINS

1. Minnesota [68,966]
2. Illinois [9,126]
3. Wisconsin [6,923]
4. Texas [6,863]
5. Iowa [3,801]

Numbers illustrate the top 5 states where active users originated from in 2025.

DEVICES



MOST VISITED PAGES

Best Mountain Bike Trails | 25,448 views
Four Routes & Fall Rides | 24,100 views
Events | 20,458 views
Deals | 19,860 views
Explore the Mesabi Trail | 15,943 views
Attractions | 14,206 views
Stay | 14,076 views
Best OHV and ATV Trails | 12,080 views
Best MN Snowmobiling | 11,395
Homepage views totaled 46,245 in 2025.

GOOGLE DATA

Impressions:
148,099

Clicks:
17,226

CPC:
\$1.98

FACEBOOK/INSTAGRAM DATA

Impressions:
1,485,574

Clicks:
128,205

CPC:
\$.23



Left to Right: Ad creative designed for the summer biking campaign, creative designed for fall ATV/OHV promotion, creative designed for winter snowmobiling campaign.

ironrange.org

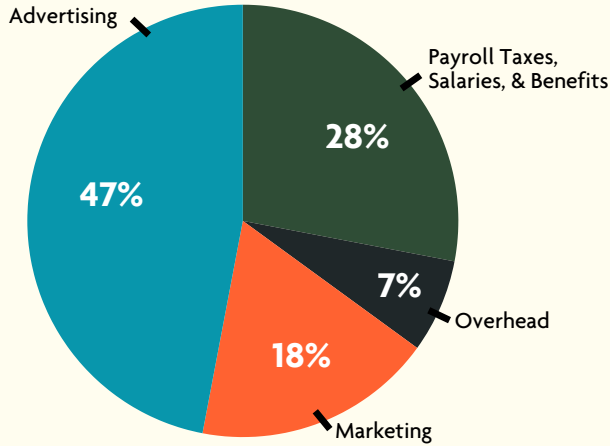
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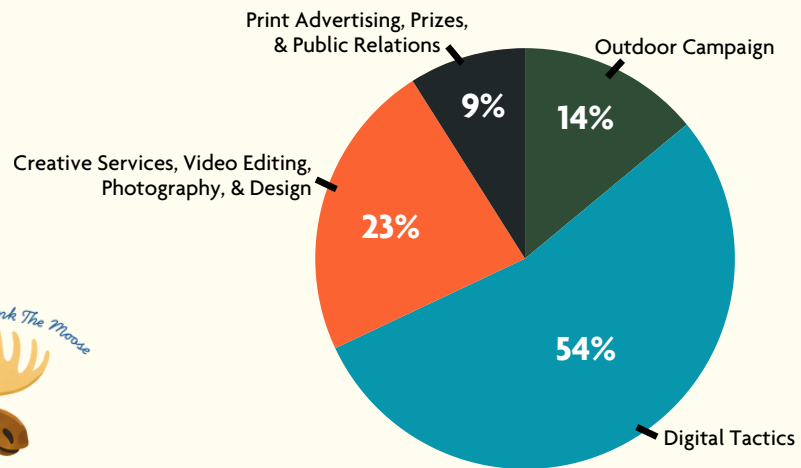
EXPENSES



Marketing includes brochure distribution, Spirit of Hospitality Awards, website maintenance and improvements, Certified Tourism Ambassador program, Ride the Range, Hello Range, partnerships, and promotional items.

Overhead includes office supplies, rent, Directors and Officers insurance, annual audit and legal fees, and board functions.

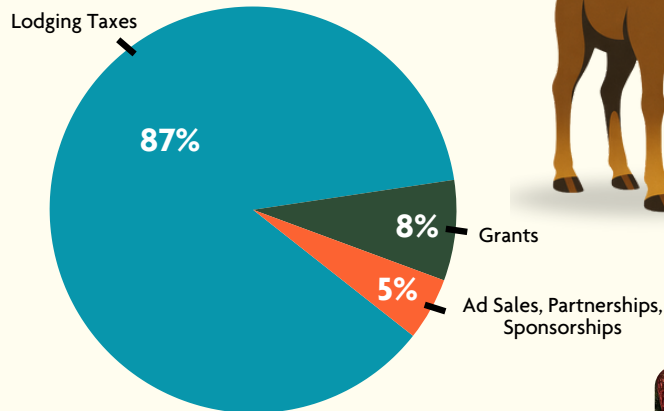
ADVERTISING EXPENSES



In 2025, between Google and Facebook, paid ad campaigns gathered over 8,400,000 ad impressions, reaching over 1,400,000 people.

Ads covered a range in topics from promoting the Mesabi Trail to highlighting the vast mountain bike and ATV/OHV trail systems the Iron Range has to offer.

INCOME



Various creative projects were completed in 2025 including designing new vinyl window decals for lodging partners, sight map for Wander the Range, and welcome items for the Pan Continental Curling event.

Additional creative items included print ads for publications, digital ads for social channels, digital billboards, and emails and promotional items for the 2025 Certified Tourism Ambassador Program.

2026 DTR TEAM

From left: Jamie Lindseth, Range Reliable Insurance; Barrett Ziemer, Range Regional Airport; Beth Pierce, Discover the Range; Steve Rahkola, North Ridge Community Credit Union; Britt See-Benes, City of Virginia; Jim Makowsky, WDA Management; Maria Hileman, Minnesota Discovery Center; Shaun Hainey, Community Economic Development Associates; Besty Olivanti, City of Hibbing; Shawn Herhusky, Iron Range Resources; Cesar Ortega, Discover the Range; Steve Biondich, City of Biwabik; Jim Beauregard, ATV Association of Minnesota

