



## Breakout Session Takeaways

**Session Title:** Duluth as a Destination: A Grandma's Marathon Story

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1. We know YOU love your race. Destination marketing starts with understanding why RUNNERS love your race.
2. Utilize Data to understand who and where your “most likely” runners are coming from and lean into that in your marketing.
3. Leverage and Utilize Partnerships to tell your story. You already have many natural ambassadors in the community to help boost your brand.