



Explore Minnesota Listening Session

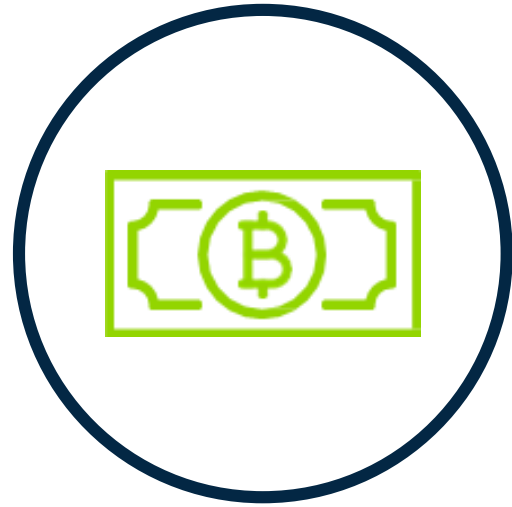
October 20 & 22, 2020

Today's Agenda

- Welcome and Housekeeping
- Get to Know You – Poll
- Year of Covid-19 – Impact on Tourism
- Explore Minnesota Mission
- Minnesota Tourism Business Operations
- Support from Explore Minnesota
- Other Discussion and Feedback

COVID-19 Impact on Minnesota Tourism Industry

Minnesota's Pre-Pandemic Tourism Industry



\$16 Billion Sales



**\$1.0 Billion in
Sales Taxes**



273,000 Jobs



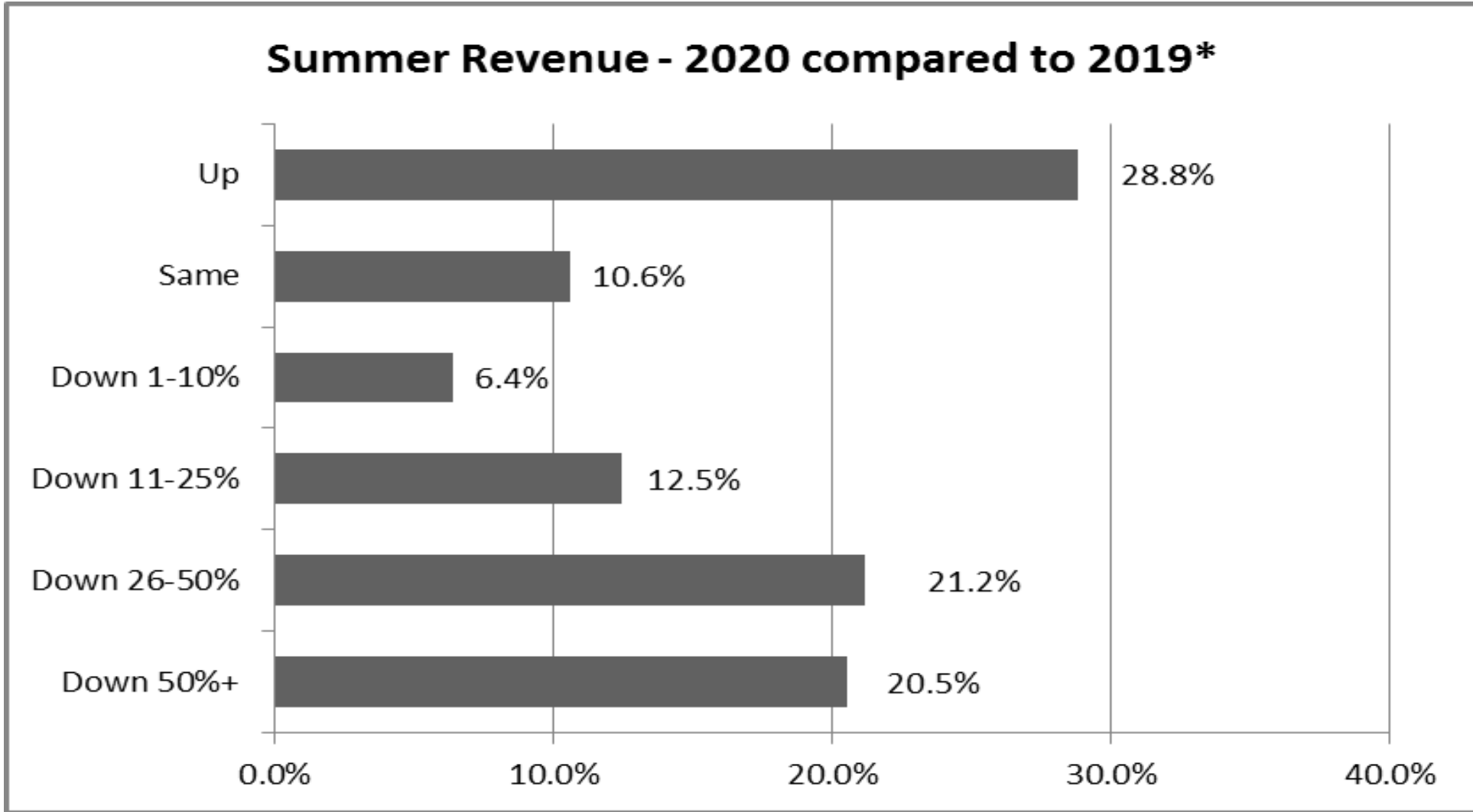
**73 Million
Visitors Annually**

Note: Sales, revenue and jobs data is for the leisure and hospitality sector 2018. Source Minnesota Department of Revenue and Longwood International

Minnesota Hospitality Loss Since COVID-19

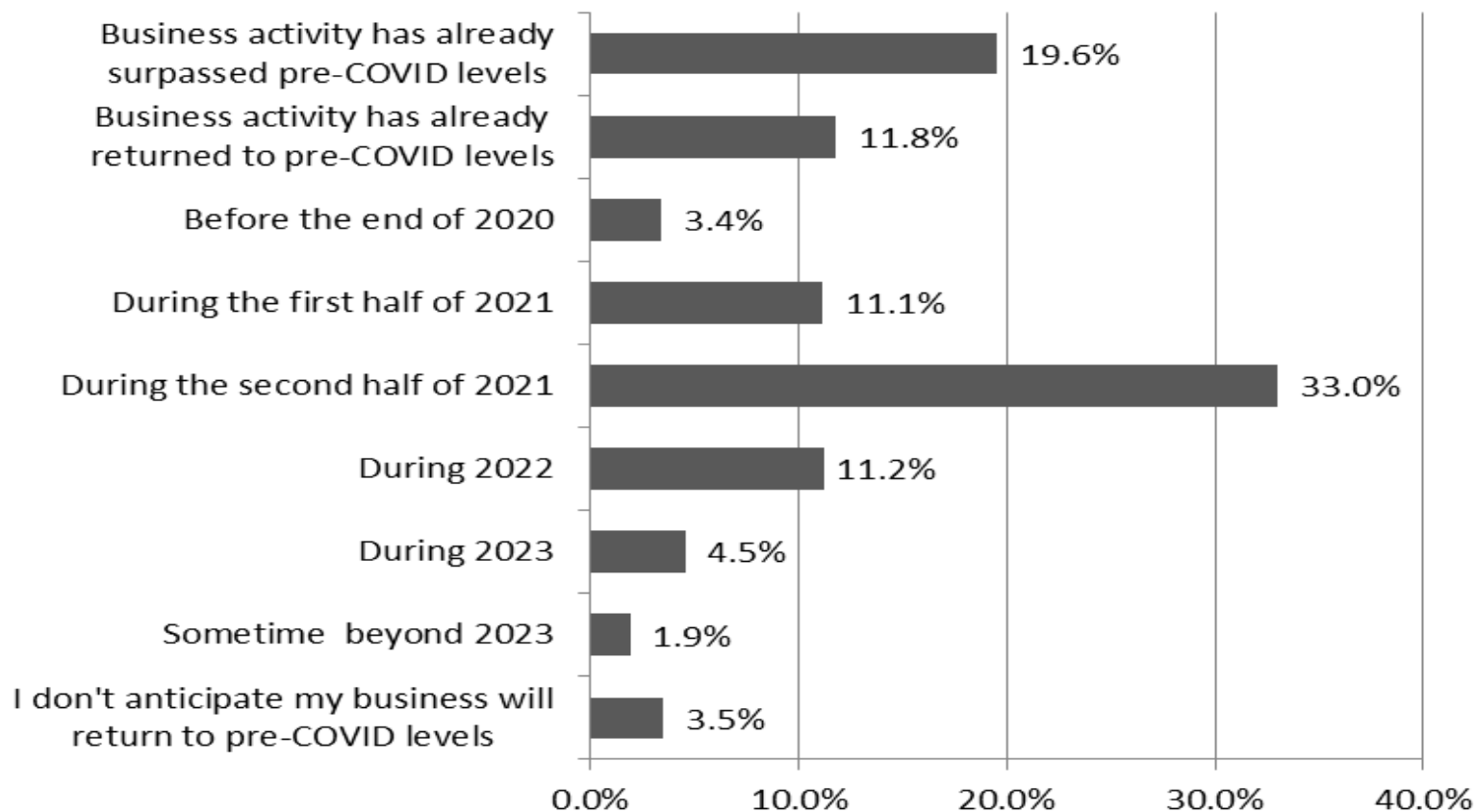
\$5.4 Billion*

*Oxford Economics – Sales in Minnesota Leisure and Hospitality Industry
March 2020 to October 2020



* Weighted average results, rebalanced to reflect the distribution of results by accommodation type.

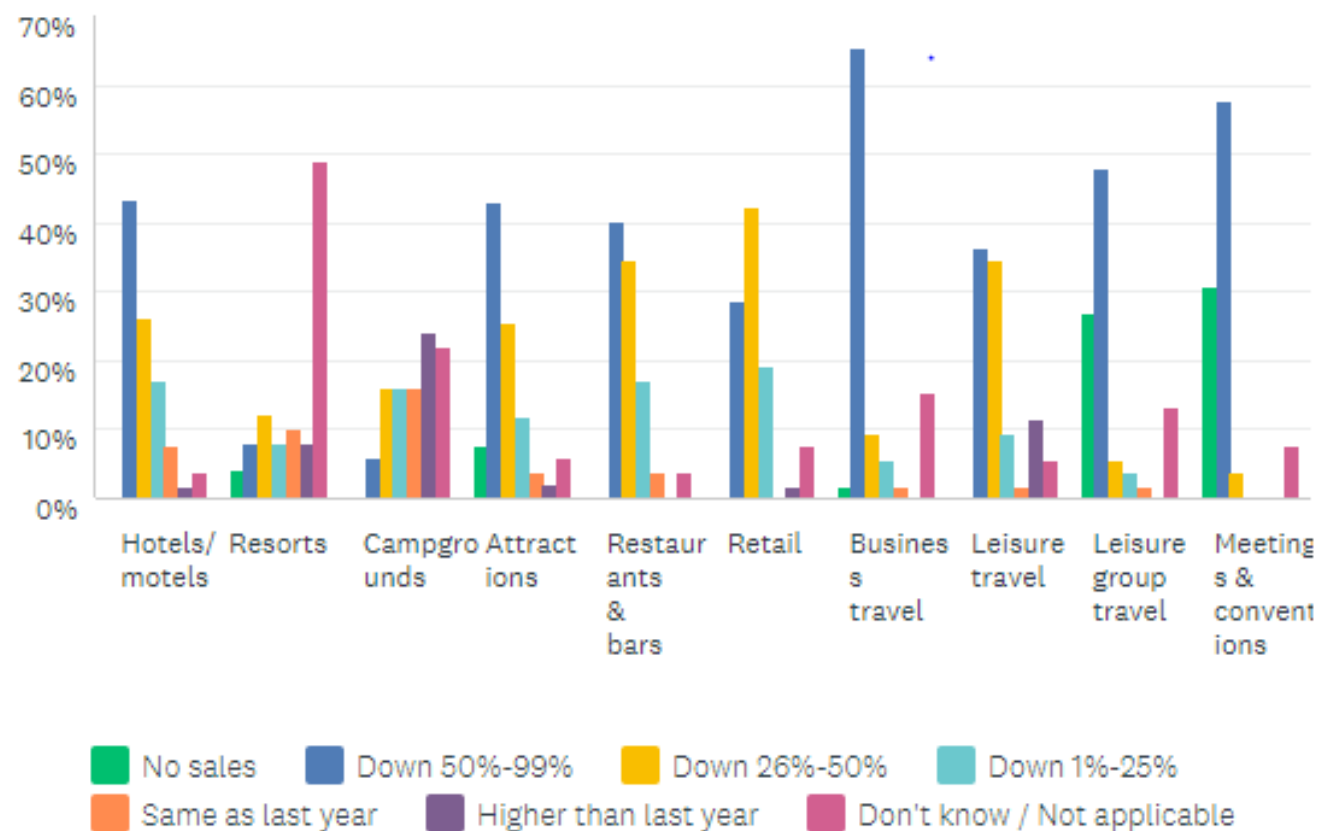
Anticipated Timing of Return to Pre-COVID Business Activity Level*



* Weighted average results, rebalanced to reflect the distribution of results by accommodation type.

What is your assessment of the level of your community's sales activity for each of the following since Memorial Day, compared with the same period last year?

Answered: 53 Skipped: 0



Year-to-Date Change through September 2020

	WNC			
	MN	U.S.	Reg	Metro
Occupancy	-41.3%	-33.6%	-33.6%	-49.4%
Rates	-20.3%	-19.5%	-15.3%	-27.2%
RevPAR	-53.2%	-46.6%	-43.7%	-63.2%
Revenue	-52.6%	-48.7%	-43.7%	-62.4%
Supply	1.3%	-4.0%	0.0%	2.1%
Demand	-40.5%	-36.3%	-33.5%	-48.4%

Explore Minnesota Mission and Goals

WHO WE ARE

As the state's tourism promotion office, Explore Minnesota pursues an entrepreneurial approach, leveraging the state's tourism investment with increased involvement by the private sector.

VISION

To elevate Minnesota as a premier travel destination through results-driven, innovative destination marketing.

MISSION

To inspire consumers and facilitate their travel to and within the state of Minnesota.

EQUITY STATEMENT

Explore Minnesota is committed to honoring the value and dignity of all individuals. Through our work, we pledge to foster an environment that respects diversity, inclusion and accessibility, so that all who travel here feel welcome.

2020-21 EXPLORE MINNESOTA

Strategic Direction



#ONLYINMNE



75 MILLION
VISITORS



\$18.1 BILLION
IN SALES



\$1.17 BILLION
IN STATE SALES TAX



281,000
JOBS



- Incremental visitation of **2.2 million** trips from visitors who saw our advertising
- Incremental traveler spending of **\$745 million** from visitors who saw our advertising
- **\$73 million** in incremental state and local taxes collected from visitors who saw our advertising

BRAND AWARENESS



- **5 million** visits to *exploreminnesota.com*
- **4 million** travelers served by travel counselors
- **5 million** engagements on social media
- **3 billion** in estimated audience reach through public relations

CONSUMER ENGAGEMENT

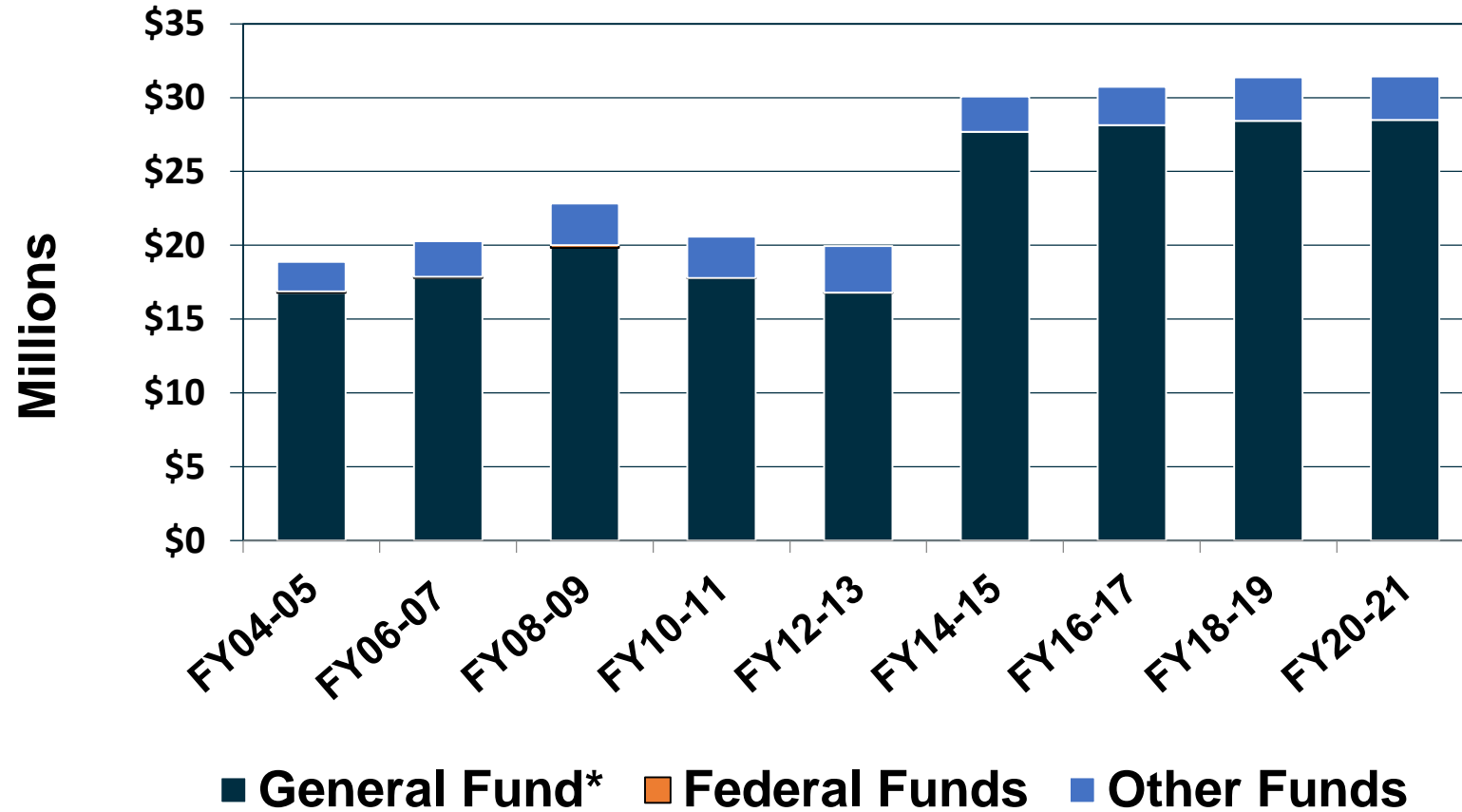


- **\$10 million** in match value from public/private partnerships
- **\$2.2 million** in funding to communities through grants and co-op programs

PARTNER COLLABORATION

*Projections to 2021

EMT Budget



* Does not include pass-through funding

Industry Questions and Discussion

Question #1

How is your business or organization evolving to meet the challenges of today and planning for the future?

Question #2

How can Explore Minnesota best support the evolution of the tourism industry in Minnesota?

Question #3

What other issues or concerns should Explore Minnesota communicate to others?

Other Industry Comments and Feedback



THANK YOU

John.Edman@state.mn.us

651-757-1844