



EXPLORE  
MINNESOTA<sup>SM</sup>

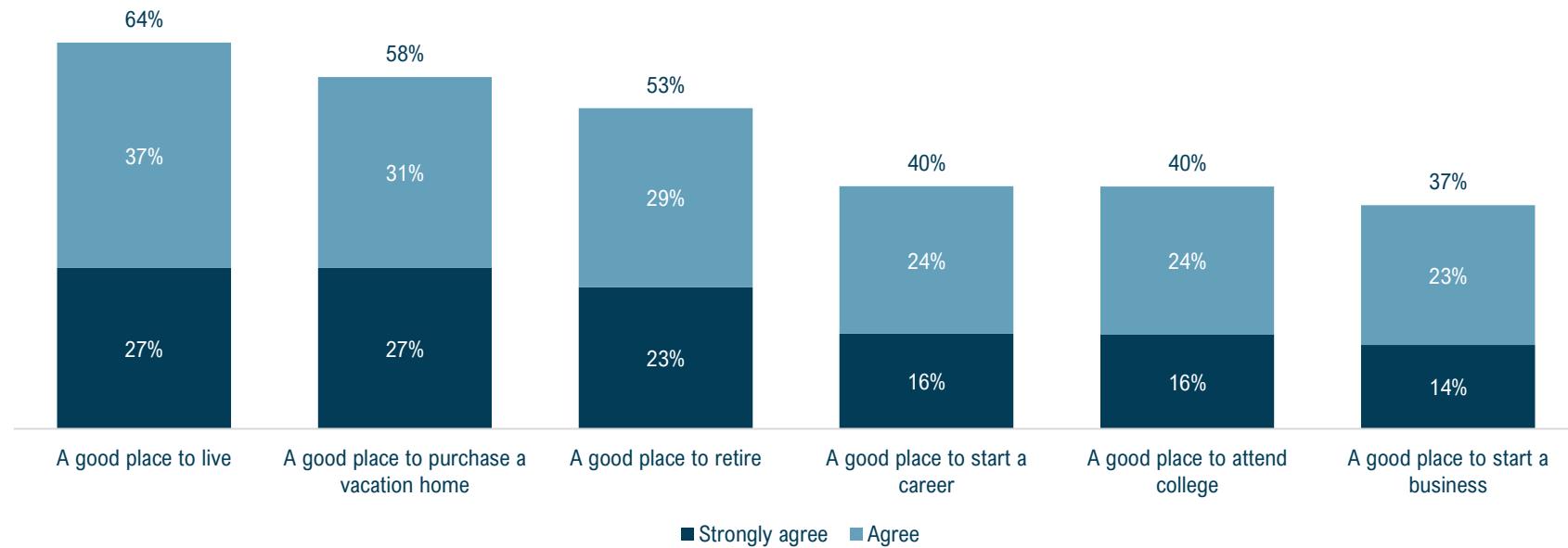
## Minnesota Spring/Summer ROI – Follow Up Analysis

December 2025

# Overall Halo Effect

## All Non-Residents

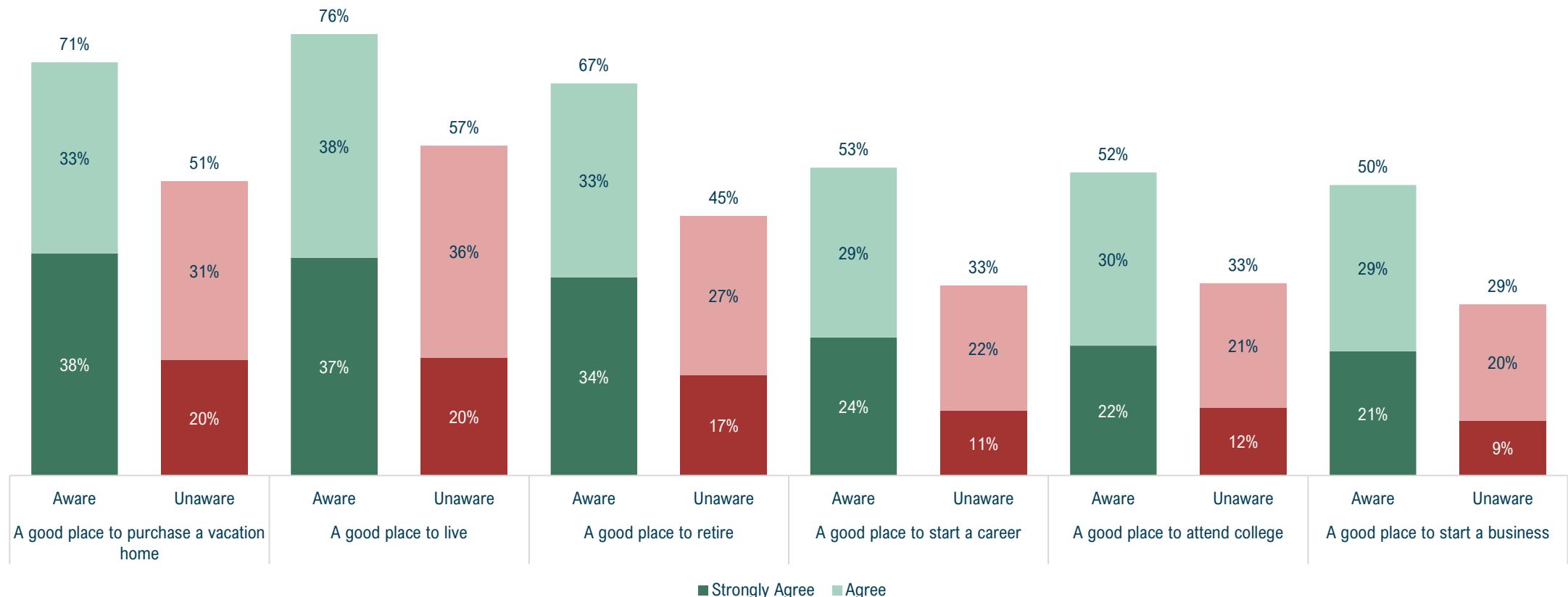
Overall Halo Effect  
All Non-Minnesota Residents



# Halo Effect

## By Awareness

Halo Effect by Awareness



# Halo Effect

## By Awareness + Visitor Status

Halo Effect Comparison of Aware Visitors and Unaware Non-Visitors

