



# Minnesota Spring/Summer ROI – Follow Up Analysis

December 2025

# Overall Halo Effect

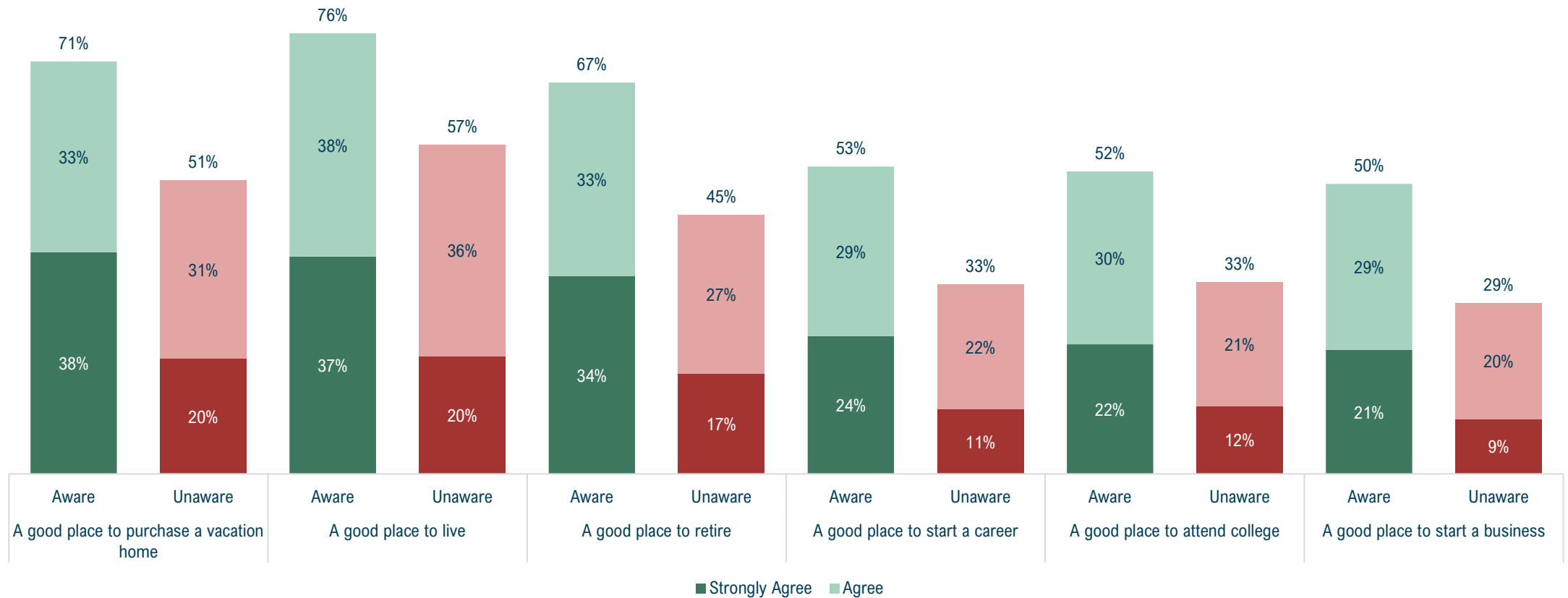
## All Non-Residents

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

