



COVID-19 INDUSTRY-WIDE CALL – APRIL 9, 2020

-TRANSCRIPT-

John Edman: WELL, WELCOME EVERYONE. MY NAME IS JOHN EDMAN AND I'M THE DIRECTOR OF EXPLORE MINNESOTA. I APPRECIATE EVERYONE BEING A PART OF TODAY'S SPECIAL CALL REGARDING MINNESOTA TOURISM AND THE IMPACT ON OUR INDUSTRY DUE TO COVID-19. THIS IS A VERY IMPORTANT MEETING FOR TOURISM IN MINNESOTA BECAUSE OF THE TREMENDOUS IMPACT THIS CURRENT CRISIS IS HAVING ON OUR INDUSTRY. THINGS SEEM TO BE CHANGING ON A NEARLY DAILY BASIS EVEN WITH THE ANNOUNCEMENT YESTERDAY WITH THE GOVERNOR FOR THE STAY-AT-HOME ORDER FOR UNTIL MAY 4TH. IT'S GOING TO CONTINUE TO CHANGE, ITS GOING TO CHANGE BASED ON HEALTH CONSIDERATIONS AND SAFETY IS OF ALL MINNESOTANS, BUT IT'S ALSO A CHANGE THAT IMPACTING OUR TRAVEL AND TOURISM INDUSTRY. THE REASON THAT WE WANTED TO HAVE THIS CALL TODAY IS TO INFORM THE TOURISM INDUSTRY WHAT WE'RE HEARING ABOUT THE IMPACT ON TRAVEL AND TOURISM AND SOME OF THE THINGS THAT EXPLORE MINNESOTA TOURISM IS DOING TO HELP RESPOND TO THESE CONCERNS AND TO RECOVER AND TO GROW OUR TOURISM INDUSTRY AND WHEN WE GET TO THE OTHER SIDE. BUT WHAT WE'RE GOING TO DO THIS AFTERNOON IS I'M GOING TO HAVE VARIOUS MEMBERS OF THE EXPLORE MINNESOTA TEAM TALK TO YOU. FIRST OF ALL PAT SIMMONS IS GOING TO EXPLAIN SOME STATISTICS AND THINGS THAT WE HEARD FROM A NATIONAL, STATE AND LOCAL LEVEL ABOUT THE IMPACT OF TRAVEL AND TOURISM AND WHAT IT MEANS FOR THE FUTURE OF MINNESOTA LEISURE AND HOSPITALITY INDUSTRY. LEANNE KISPERT IS GOING TO TALK A LITTLE BIT ABOUT SOME OF THE CONSUMER MARKETING PLAN. A LOT OF OUR PLANS HAVE BEEN ON HOLD DURING THIS TIME, BUT WE ARE PLANNING FOR A RECOVERY AND SO DIFFERENT KINDS OF MESSAGING TO CONSUMERS- DIFFERENT MARKETS, DIFFERENT TIMINGS THE TRY TO GET PEOPLE TO CONSIDER.A MINNESOTA TRAVEL VACATION IN THE NEAR TERM AND A SAFE IN A PROPER WAY. THAT'S HOW I WAS GOING TO TALK ABOUT SOME OF THE IMPACTS BUT THE INTERNATIONAL MARKETING CLIMATE AND WHAT'S HAPPENING IN MINNESOTA. CAITLIN HANNAH'S GOING TO TALK ABOUT SOME OF THE SOCIAL MEDIA

STRATEGIES AND THINGS THAT WE'VE BEEN DOING NOW AND THINGS WE CAN DO IN THE FUTURE AS WELL AND SOME VARIOUS MEDIA STRATEGIES AND THEN BETH IS GOING TO FOLLOW UP WITH SOME COMMENTS REGARDING INDUSTRY RELATIONS AND COMMUNICATIONS. THE THING THAT I DO WANT TO ANSWER THAT I THINK BETH IS GOING TO BRING THIS OUT AS WELL THAT THERE WILL BE AN OPPORTUNITY FOR QA BY THE INDUSTRY MORE QUESTIONS THAN IMMEDIATELY TODAY BASED ON THE NUMBER OF PEOPLE ON THIS CALL. WE'RE NOT GOING TO BE ABLE TO ANSWER ALL THE QUESTIONS TODAY. BUT IF YOU SEND YOUR QUESTIONS IN TO THAT EMAIL ADDRESS, WE WILL GET BACK TO YOU IN A TIMELY MANNER, AND WE ALSO HOPE TO HAVE THESE CALLS ON A LITTLE BIT MORE REGULAR BASIS. WE'RE NOT EXACTLY SURE OF THE TIMING THAT WE MENTIONED AT THE BEGINNING. THINGS ARE CHANGING AND OUR STRATEGIES AND OUR PLANS MAY CHANGE AS WELL DEPENDING ON THE INFORMATION. WE KNOW IN HOW THIS CRISIS PROGRESSES. SO LOOK FOR MORE OF THESE CALLS IN THE FUTURE. BUT BEFORE I TURN IT OVER TO PAT, I JUST WANTED TO SORT OF GROUND THIS ALL IN THE UNPRECEDENTED NATURE OF THIS CRISIS. IT'S A CRISIS THAT'S NOT JUST IMPACTING MINNESOTA. IT'S IMPACTING THE UNITED STATES AND IMPACTING THE GLOBE. US TRAVEL EXPENTITURES, OUR US INDUSTRY LEISURE HOSPITALITY INDUSTRY IS EXPECTED TO LOSE OVER 400 BILLION DOLLARS SO FAR AND WE'RE NOT EVEN TRUE WITH THIS CRISIS. INTERNATIONAL TRAVELERS SIGNIFICANTLY DOWN. WE'RE WITH LOOKING AT RESEARCH FROM ABOUT CONSUMERS ABOUT THEIR LIKELIHOOD TO TRAVEL. THEY'RE NOT AS CONFIDENT, MAYBE AS THEY USED TO BE IN TRAVEL SPENDING IS CONTINUING TO FALL. WELL, PAT WILL TELL YOU ABOUT WHAT WE'VE HEARD FROM OUR MINNESOTA TOURISM INDUSTRY. A LOT OF THEM ARE EXPECTING LOSSES, SIGNIFICANT LOSSES SHORT-TERM POTENTIALLY AND IN THE LONG-TERM AND WE'RE ALSO LOOKING AT A LITTLE BIT OF A LONGER RECOVERY IN ABOUT HALF OF THE RESPONDENTS. SO FAR EXPECT RECOVERY SOMETIME WITHIN THE NEXT THREE MONTHS, WHICH IS NOT A SWITCH THAT'S GOING TO BE FLIPPED AND ALL OF THE THINGS ARE GOING TO TURN OUT ALL RIGHT. BUT THE SITUATION IS NOT ALL BAD. PAT SIMMONS AND I HAD BEEN LOOKING AT THE RESEARCH RECENTLY THAT THAT PEOPLE ARE A LITTLE BIT ANXIOUS TO GET OUT. I THINK 67 PERCENT OF CONSUMERS COMMENTED IN A RECENT SURVEY THAT THEY CAN'T WAIT TO GET OUT OF TRAVEL THERE. THEY'RE GETTING A LITTLE TIRED OF BEING COOPED UP AND ANOTHER THREE AND A HALF WEEKS THEY MAY BE EVEN MORE. SO TO HELP US BETTER UNDERSTAND THE SITUATION THE FIRST PERSON HAS BEEN MENTIONED. I WANT TO CALL DOWN IS PAT SIMMONS, OUR CHIEF RESEARCHER,

WHO'S GOING TO TALK TO YOU A LITTLE BIT IN MORE DEPTH ABOUT WHAT WE'VE HEARD FROM OUR INDUSTRY AND WHAT WE'RE HEARING THROUGHOUT THE THROUGHOUT THE COUNTRY SO PAT, I'LL TURN IT OVER TO YOU.

Pat Simmons: VERY GOOD, THANK YOU JOHN. I'M GOING TO START WITH A THANK YOU TO THOSE OF YOU WHO ARE ON THE LINE WHO HAVE BEEN RESPONDING TO SURVEYS THAT HAVE BEEN COMING UP FROM EXPLORE MINNESOTA. THOSE ARE COMING OUT ON BEHALF OF OUR WHOLE OFFICE. I'M THE PERSON THAT'S BEHIND PUTTING THOSE SURVEYS TOGETHER AND THEN WORKING WITH THE RESULTS AS THEY COME IN AND NOW TO TRY AND UNDERSTAND AS BEST AS POSSIBLE WHAT EXPLORE MINNESOTA CAN DO, THINGS THAT YOU ARE HOPING TO SEE FROM US. IT'S GOING TO HELP SUPPORT YOU AND THE REST OF THE INDUSTRY AS BEST AS POSSIBLE. WE'VE HAD TWO OF THOSE SURVEYS SO FAR. THERE'S A THIRD ONE THAT'S IN THE FIELD RIGHT NOW WITH A RESPONSE DEADLINE AT THE END OF THE DAY TO DAY AS PART OF OUR ONGOING COMMUNICATIONS, WHICH IS WHAT I'M SAYING THAT WE'RE HEARING FROM RESPONSES IN THIS SURVEY IS A NEED FOR INCREASED COMMUNICATIONS, THAT THE INDUSTRY MEMBERS WE ARE HEARING FROM, CLAMORING FOR US TO BE A CONDUIT FOR AS MUCH INFORMATION THAT IS GOING TO BE SPECIFIC TO THE TRAVEL AND TOURISM AS POSSIBLE, WE ARE INTENDING TO DO THAT AS BEST AS WE CAN, LOOK FOR RESULTS FROM THIS THIRD SURVEY TO BE PROVIDED AS PART OF OUR NEXT EMT EXPRESS, WHICH IS COMING OUT IN THE NEXT WEEK. SO THESE SURVEYS THAT I'M GOING TO FOCUS ON INITIALLY ARE -- ESSENTIALLY TWO PRIMARY PURPOSES, ONE AS I MENTIONED TO GATHER INFORMATION ABOUT HOW WE CAN BEST SUPPORT YOU AND THE REST OF THE INDUSTRY. THE OTHER IS AS BEST AS POSSIBLE TO GET A HANDLE ON, HOW ARE THE CURRENT CONDITIONS IMPACTING YOU AND THE REST OF THE INDUSTRY. JOHN CITED SOME OF THE STATISTICS OUT OF THE RESULTS THAT WE'VE SEEN SO FAR, WE HAVE TWO QUESTIONS THAT REALLY ADDRESS, WHAT HAVE WE SEEN SO FAR IN THE LAST 30 DAYS AND WHAT ARE YOUR EXPECTATIONS FOR THE UPCOMING 30 DAYS? AND WE ARE STARTING TO SEE A LEVELING OUT OF THE ANTICIPATED IMPACTS COMING UP, WE ARE ALSO STARTING TO SEE AS THAT 30-DAY PERIOD THAT PEOPLE ARE REFLECTING ON OF THE IMPACT THAT THEY FELT SO FAR THAT THOSE IMPACTS ARE STARTING TO PILE UP. AS OF THE LAST SURVEY THAT WE CONDUCTED WHICH WAS AT THIS POINT 2 WEEKS AGO, WE HAD OVER HALF OF THE BUSINESSES THAT RESPONDED SAYING THAT THEY WERE FEELING IMPACTS IN THE LAST 30 DAYS THAT WERE A

REDUCTION OF MORE THAN HALF OF THEIR REVENUE OVER THAT PERIOD. THAT'S PRETTY SUBSTANTIAL, AND AS WE GO ON AND LOOKING AT THE RESPONSES THAT HAVE COME IN SO FAR, THAT NUMBER IS INCREASING, IT'S GOING TO BE HIGHER FOR THIS THE CURRENT WAVE OF THE SURVEY. AND THE EXPECTATIONS FOR UPCOMING LOSS OF THE BUSINESS OVER THE UPCOMING 30 DAYS IS ALSO AT THE PART THAT'S LEVELING OUT. AS OF TWO WEEKS AGO, PEOPLE WERE ALREADY PROJECTING PRETTY SUBSTANTIAL DECLINES IN THEIR REVENUE AND CUSTOMERS OVER THE UPCOMING 30-DAY PERIOD WITH ABOUT THREE QUARTERS SAYING TODAY WE WERE GOING TO BE DOWN AT LEAST A HALF. WE ALSO ASKED PEOPLE, AS JOHN MENTIONED, HOW LONG TO ANTICIPATE BEFORE BUSINESS STARTS TO INCREASE AND ABOUT HALF WERE SAYING, UP TO THREE MONTHS AND BEYOND THREE MONTHS, THERE WERE A SUBSTANTIAL NUMBER THAT THEY WERE THINKING IT WOULD TAKE UP TO SIX MONTHS, THESE ARE MOVING TARGETS. I LIKEN IN THE SITUATION THAT WE ARE IN. TO A FIRE HOSE OF INFORMATION COMING AT US. THE INFORMATION WE ARE ALL GATHERING INDIVIDUALLY, THAT KIND OF CHANGES THAT ARE HAPPENING DAY-TO-DAY AND PROJECTIONS BEING REFLECTED IN HOW WE ARE LOOKING AT OUR OWN INDIVIDUAL SITUATIONS. THE BROADENING OUT TO THE NATIONAL LEVEL, JOHN ALLUDED TO SOME OF THE THINGS WE'VE BEEN FINDING OUT FOR THE U.S. AS A WHOLE, WE'RE LOOKING AT A SUBSTANTIAL DECLINE IN INTERNATIONAL TRAVEL THAT'S GOING TO WORK ITS WAY TO DECLINES IN TRAVEL IN MINNESOTA. AS OF A COUPLE WEEKS AGO, I'M SURE WE WILL BE GETTING UPDATES ON THIS VERY SOON. THERE WAS A PROJECTION OF 400 PLUS BILLION DOLLARS IN TRAVEL SPENDING IN 2020. AMOUNTING TO A \$62 BILLION TAX DECREASE IN WHAT'S BEEN COMING IN. SOME OF THAT HAS BEEN REFLECTED ALL THE WAY DOWN TO LODGING TAXES THAT ARE IMPACTING BUSINESSES AND EVEN MORE SO, DMOS THAT ARE DEPENDING ON LODGING TAXES FOR THEIR FUNDING. THE LIKELIHOOD OF RESIDENTS TAKING A LEISURE TRIP IN THE NEXT SIX MONTHS THAT ALSO HAVE LEVELED OUT, THERE'S A COMPANY CALLED LONGWOODS INTERNATIONAL THAT SOME OF YOU HAVE BEEN FAMILIAR WITH THAT ADDRESSES SOME OF THOSE KINDS OF MEASURES IN THE FIELD, LOOKING AT CONSUMERS AND WHAT THEY HAVE TO SAY. AND THE LIKELIHOOD OF RESIDENTS TAKING A LEISURE TRIP IN THE NEXT SIX MONTHS HAS DECLINED BY ABOUT A HALF, 82% IN FEBRUARY AND 39%, FROM 39% IN MARCH THEY'RE SAYING THAT THEY'RE LIKELY TO TAKE A LEISURE TRIP IN THE NEXT SIX MONTHS. ON THE FLIP SIDE OF THAT, WE HAVE, JOHN ALSO ALLUDED TO THIS, THERE IS ANOTHER SURVEY THAT HAS BEEN DONE RECENTLY THAT DID PROVIDE

ONE OF THE FEW BRIGHT SPOTS, WHICH WAS I THINK WE ARE ALL HOPING THAT THERE'S GOING TO BE A PENT-UP DEMAND AND THAT IS REFLECTED IN THE SURVEY RESULTS THAT SET ABOUT 69% OF THE RESPONDENTS TO THE SURVEY WERE SAYING THAT THEY CAN'T WAIT TO GET OUT AND TRAVEL AGAIN AND THAT NUMBER WAS UP FROM THE PREVIOUS WEEK. AND STILL AT THE SAME TIME, ABOUT 53% OF TRAVELERS SAY THEY EXPECT THEY EXPECT TO BE TRAVELING IN THE FALL. AND SO WE ARE LOOKING FORWARD TO A TIME WHERE FOLKS WILL START -- ACTING ON THOSE PENT-UP DEMANDS, IT STILL REMAINS TO BE SEEN HOW THE CONCERNS ABOUT SOCIAL DISTANCING WILL PLAY OUT IN TERMS OF PEOPLE'S COMFORT LEVEL, AND BEING IN DIFFERENT SITUATIONS WHERE THEY CAN BE TAKING PART IN TRAVEL ACTIVITIES. SO AGAIN, THANK YOU FOR THOSE OF YOU WHO HAVE RESPONDED TO SURVEYS, KEEP AN EYE OPEN FOR THOSE IN THE FUTURE AS WELL AS COMMUNICATIONS ABOUT THEM, THANK YOU.

John Edman: WELL THANK YOU, PAT. FOR THOSE OF YOU LISTENING, THIS IS JUST THE TIP OF THE ICEBERG. AS PAT MENTIONED IT'S SORT OF DRINKING OUT OF A FIRE HOSE, THERE'S SO MUCH INFORMATION OUT THERE TO CONSUME, BUT IF YOU'RE LOOKING FOR MORE IN-DEPTH ABOUT THOSE INDUSTRY SURVEYS THAT'S AVAILABLE ON THE EXPLORE MINNESOTA INDUSTRY SITE OR IF YOU HAVE ANY QUESTIONS, PLEASE LET US KNOW. SO WHAT ARE WE GOING TO DO WITH THIS INFORMATION AND HOW ARE WE MARKETING MINNESOTA? I MENTIONED EARLIER THAT WE HAD TO DO A PAUSE ON ON ALL OF OUR MARKETING ON OUR SPRING CAMPAIGN THAT DID NOT LAUNCH AS WE ORIGINALLY INTENDED, OBVIOUSLY. BUT WE ARE LOOKING AT MORE OF A TRANSITIONAL CAMPAIGN IN EFFERT TO TRY TO JUMP-START OUR INDUSTRY, AND TO TALK ABOUT THAT AND SOME OTHER THINGS IS LEANN KISPERT, OUR SR. BRAND MANAGER AT EXPLORE MINNESOTA. AND SO I'LL TURN IT OVER TO YOU, LEANNE.

Leann Kispert: THANK YOU. AS JOHN MENTIONED, EVERYTHING IS CURRENTLY PAUSED. DURING THIS TIME IN A TYPICAL YEAR, APRIL AND MAY WOULD BE OUR HEAVIEST MEDIA BUYS OF THE ENTIRE YEAR, PLANNING FOR SUMMER VACATIONS. RIGHT NOW EVERYTHING IS OFF WITH THE EXCEPTION OF SOME VERY TARGETED SPENDS AGAINST SEM AND SOME PAID SOCIAL PROMOTIONS. BUT DURING THIS PAUSE, WE ARE STRATEGIZING ON A NEW TRANSITIONAL CAMPAIGN AND TO TALK ABOUT THE DETAILS OF THAT, IS KATHERINE KELLY FROM OUR MARKETING AGENCY, CREATIVE ADVENTURE.

Katharine Kelly: THANK YOU, LEANN. SO AS LEANNE JUST SAID, WHEN IT BECAME CLEAR THAT RUNNING OUR TRADITIONAL SPRING/SUMMER CAMPAIGN WAS NOT GOING TO BE POSSIBLE RIGHT NOW, WE STARTED VERY QUICKLY WORKING ON THIS TRANSITIONAL CAMPAIGN. OUR GOAL REALLY IS TO CONNECT WITH CONSUMERS IN THEIR CURRENT EMOTIONAL MIND-SET, AS PAT WAS TALKING ABOUT. WE KNOW THAT PEOPLE ARE IN THIS STATE OF RECOVERY AND THEY ARE GOING TO BE FOR THE NEAR FUTURE HERE. WE ARE REALLY TAKING A LOOK AT HOW WE CAN CONNECT WITH OUR RECOVERY MESSAGE THAT WILL THEN LEAD INTO A MORE OF A RELIEF AND GET OUTSIDE A MESSAGE THAT WILL EVENTUALLY LEAD US BACK INTO REDISCOVERING ALL THE ACTIVITIES THAT WE LOVE. SO FOR THIS TRANSITIONAL CAMPAIGN, WE'RE REALLY WORKING ON STRIKING THE RIGHT TONE WHICH IS ENTLY OPTIMISTIC, WITH THIS VERY CLEAR MESSAGE THAT WHEN IT IS TIME TO TRAVEL AGAIN, MINNESOTA IS READY TO WELCOME YOU. OUR GOAL IS TO HAVE PEOPLE CONTINUE TO KEEP MINNESOTA IN THEIR MINDS AND WE'RE WORKING ON THIS. OUR PRIMARY ASSET FOR THE TRANSITIONAL CAMPAIGN WILL BE A 30 SECOND VIDEO SPOT THAT WILL RUN IN BROADCAST AND DIGITAL, THEY'LL BE PAID SOCIAL AND SOME DIGITAL BANNERS AND OUR GOAL IS REALLY TO STRIKE THE RIGHT BALANCE BETWEEN WE ARE IN THIS TOGETHER AND WE ARE HERE WHEN IT'S TIME TO COME BACK OUTSIDE AND TRAVEL AGAIN. WE ARE AIMING TO REACH A LARGE AUDIENCE WITH THIS AND RIGHT NOW THE PLAN IS THAT THIS WILL BE IN-MARKET BEGINNING MAY 4TH. AND IT'S PLANNED TO RUN INTO MID-JUNE AND OUR GOAL RIGHT NOW, WE ARE HOPING THAT WE WILL BE ABLE TO START TRANSITIONING INTO OUR SUMMER MESSAGING WHILE THIS MESSAGE OF WELCOMING AND RECOVERY IS STILL IN MARKET. BUT ONE OF THE THINGS WE REALLY LIKE ABOUT DOING THE TRANSITIONAL MESSAGE IS THAT IT ALLOWS US TO POTENTIALLY CARRY THAT THROUGH A LITTLE BIT LONGER IF WE NEED TO, AS JOHN SAID, THINGS CHANGE EVERY DAY, SO IF IT BECOMES CLEAR THAT PEOPLE ARE NOT GOING TO BE STARTING TO PLAN A TRIP AND IT'S NOT GOING TO BE SAFE FOR PEOPLE TO GET BACK OUTSIDE AS SOON AS WE WERE HOPING, WE CONTINUE TO RUN THIS RECOVERY MESSAGE TO KEEP MINNESOTA AT TOP OF MIND FOR PEOPLE AS SOON AS IS TIME TO GET BACK OUTSIDE. AND FROM THERE, WE ARE GOING TO BE VERY INTENTIONALLY TRANSITIONING INTO THAT SUMMER METHOD WHICH I WILL TURN BACK OVER TO LEANNE TO TALK ABOUT THAT.

Leann Kispert: THANK YOU KATHARINE, AS SHE MENTIONED, WHEN WE ARE OUT OF PHASE IN THE RECOVERY WHERE BUSINESSES ARE REOPENING AND WE CAN SEE THAT RESTRICTIONS ARE BEING LIFTED, WE WILL RE-INTRODUCE THE "FIND YOUR TRUE NORTH" CAMPAIGN INTO MARKET. WE WILL MONITOR THE SITUATION WITH REGARDS TO EVENTS AND GATHERINGS VERY CLOSELY AND MAKE ANY NECESSARY ADJUSTMENTS THAT WE NEED TO THE CREATIVE IF THAT'S NECESSARY. WE DO HAVE A NEW TV SPOT THAT WE ARE PUTTING INTO THE CAMPAIGN THIS YEAR THAT FOCUSES ON FAMILY CONNECTIONS AND OUTDOOR RECREATION. SO THE TIMING FOR THAT EXPERIENCE COULDN'T BE MORE PERFECT. WE ALSO HAVE NICHE CAMPAIGNS READY TO GO, THE ACTIVITIES FOR THIS SUMMER WILL FOCUS ON FISHING AND FALL AND WE ALSO HAVE CREATED READY FOR ARTS AND CULTURE BUT HERE AGAIN, WE ARE JUST GOING TO BE VERY MINDFUL OF WHAT THE SITUATION IS TO DETERMINE IF OR WHEN WE CAN ACTUALLY PULL THE TRIGGER ON THAT CAMPAIGN. AND FOR RIGHT NOW REGARDING MEDIA, WE ARE PLANNING TO TARGET WITHIN A 500-MILE RADIUS OF MINNESOTA, WE SEE THAT IS THE PERFECT DRIVING DISTANCE, NOT KNOWING EXACTLY HOW PEOPLE ARE GOING TO FEEL ABOUT AIR TRAVEL. SO THAT IS ANOTHER SITUATION THAT WE ARE JUST OBSESSING ON A WEEKLY BASIS TO SEE IF THOSE SENTIMENTS ARE CHANGING AT ALL WITH CONSUMERS. AND THEN I JUST WANT TO MAKE A MESSAGE THAT -- REGARDING THE WEB SITE, WE HAVE ADDED A BANNER AT THE TOP OF EVERY PAGE ON EXPLOREMINNESOTA.COM, THAT DIRECTS PEOPLE TO A COVID-19 INFORMATION PAGE AND THAT PAGE IS UPDATED REGULARLY WITH ANY DETAILS OF THE STAY-AT-HOME ORDER, ANY TRAVEL GUIDELINES WE ARE RECEIVING. RESTRICTIONS AND CLOSURES, INFORMATION AT A HIGH LEVEL ABOUT WHAT'S OPEN AND NOT OPEN. AND THEN A LIST OF OTHER RESOURCES FOR RESIDENTS AND TRAVELERS. AND SO THAT WILL BE CONTINUALLY UPDATED WITH ANY NEW RESOURCES OR TALKING POINTS THAT WE ARE GETTING AND NEED TO PASS ON TO THE TRAVELING PUBLIC. AND THAT IS ALL I HAVE SO WITH THAT I WILL PASS IT OVER TO BETH HELLE, OUR SENIOR MANAGER OF INDUSTRY RELATIONS.

Beth Helle: THANKS, LEANNE. JUST BRIEFLY, TOUCHING ON INTERNATIONAL MARKETING, I JUST WANTED TO GIVE A LITTLE BIT OF BACKGROUND TO INTERNATIONAL MARKETING AND MARKET DEVELOPMENTS, EXPLORE MINNESOTA RETAINS AN INTERNATIONAL MARKETING REPRESENTATION CONTRACT FOR TOURISM DEVELOPMENT FROM CHINA WITH A COMPANY CALLED EAST-WEST MARKETING, BASED IN CHINA. WE ALSO HAVE

REPRESENTATION WITH OUR PARTNERSHIPS COVERING THE U.K., GERMANY, JAPAN, AND CHINA, THROUGH GREAT LAKES USA AND MISSISSIPPI RIVER COUNTRY. WE HAVE THESE PARTNERSHIPS WITH BRAND USA, WHICH IS ESSENTIALLY THE NATIONAL TOURISM PROMOTION AGENCY FOR THE UNITED STATES, ALONG WITH VARIOUS VISIT USA COMMITTEES AROUND THE WORLD. SINCE JANUARY, WE'VE BEEN MONITORING THE SITUATION IN CHINA REALLY CLOSELY WITH OUR CONTRACTS, AND THROUGH OUR PARTNERSHIP WITH EAST-WEST MARKETING. AND AS A RESULT OF THE INFORMATION WE RECEIVED EARLY THIS YEAR, WE PAUSED ALL MARKETING ACTIVITIES IN CHINA IN LATE JANUARY. WITH THE EXCEPTION OF A FEW MESSAGES OF SUPPORT POSTED ON CHINESE SOCIAL PLATFORMS, WEIBO AND WECHAT, WE CONTINUE TO MONITOR THE SITUATION IN EUROPE THROUGH AGAIN, OUR GREAT LAKES PARTNERSHIP WITH OFFICES IN GERMANY AND THE U.K. AND BASED ON THAT INFORMATION, ALL OF THE PARTNERS THAT WE HAVE, LIKE BRAND USA AND VISIT USA, WE HAVE PAUSED EVERYTHING INTERNATIONALLY, MARKETING ACTIVITIES AS OF EARLY MARCH. AND AS WE CONSIDER THE FUTURE, WE WILL WAIT TO GET OUR CUES FROM ALL OF THOSE FOLKS, PRIMARILY THE AIRLINES THAT ARE ALSO SERVING OUR INTERNATIONAL MARKETS COMING INTO MINNESOTA AS WELL AS FROM BRAND USA. WHEN AND WHERE THEY RESUME SERVICE, RESUME MARKETING ACTIVITIES AND THEIR PARTNER OPPORTUNITIES ARE AVAILABLE WILL REALLY HELP GUIDE OUR FUTURE PLANS IN INTERNATIONAL MARKETING. THANK YOU.

John Edman: GREAT, THANK YOU. GO AHEAD. THIS IS CAITLIN, OUR SOCIAL MEDIA MANAGER AT EXPLORE MINNESOTA.

Caitlin Hannah: THANKS, JOHN. LIKE LEANNE SAID, EXPLORE MINNESOTA HAS CURRENTLY PAUSED OUR FEED EFFORTS ON OUR SOCIAL MEDIA PLATFORM AND WE ARE PUTTING ALL OF OUR FOCUS ONTO OUR ORGANIC STRATEGY. SO ON FACEBOOK AND INSTAGRAM, WE ARE CONTINUING TO SHARE INSPIRATIONAL CONTENT BUT AVOIDING STRONG CALLS TO ACTION. WE ARE ALSO AVOIDING THE PROMOTION OF ACTIVITIES, ATTRACTIONS, EVENTS ARE CANCELED, CLOSED, OR PROHIBITED AS TO NOT CREATE CONFUSION AMONG CONSUMERS. TWITTER IS OUR MOST ACTIVE CHANNEL, WE'RE SHARING INDUSTRY POSTS DAILY, SO BE SURE TO TAG US ON YOUR TWEETS, USE HASHTAG #OnlyInMN OR SEND ME A DIRECT MESSAGE, SO I CAN SEE IT AND SHARE IT RIGHT AWAY. WE'RE CREATING NEW CONTENT FOR OUR WEBSITE AND SOCIAL PAGES, YOU MAY HAVE SEEN OUR NEW EXPLORE MINNESOTA AT A DISTANCE, WHICH PROMOTES SOCIAL

DISTANCING ACTIVITIES LIKE VIRTUAL TOURS, WEBCAMS, HOW TO SUPPORT YOUR FAVORITE LOCAL BUSINESSES AND MORE. IF THERE IS SOMETHING YOU ARE DOING THAT YOU THINK BE A GOOD FIT FOR THAT ARTICLE, PLEASE LET ME KNOW. WE ARE PLANNING UPCOMING CONTENT LIKE HOW TOURISM BUSINESSES ARE PIVOTING THEIR CURRENT BUSINESS STRATEGIES TO HELP DURING THE CRISIS. HOW CAN THE INDUSTRY BE INVOLVED IN THAT? TWITTER IS OUR MOST ACTIVE PLATFORM RIGHT NOW SO BE SURE TO TAG US AND LET ME KNOW WHAT YOU HAVE GOING OUT WITH YOUR PLANS. IF YOU HAVE A CURRENT COVID-19 STRATEGY, PLEASE LET ME KNOW SO WE CAN SHARE IT ON SOCIAL OR INCLUDED IN OUR WEEKLY EMT EXPRESS ROUND UP. JUST A LITTLE BIT OF SOCIAL STRATEGY FOR YOU, WHAT SHOULD YOU BE DOING CURRENTLY WITH YOUR SOCIAL MEDIA PLANS? YOU SHOULD BE SENSITIVE AND SMART. NOW IS NOT THE TIME TO BE SELF-SERVING, YOU SHOULD AVOID STRONG CALLS TO ACTION TO VISIT YOUR DESTINATION, ATTRACTION, OR BUSINESS. WE DO NOT WANT PEOPLE TO CANCEL THEIR TRIPS, JUST POSTPONE. YOU SHOULD CONSIDER WHAT IS VALUABLE TO YOUR LOCALS. FOR EXAMPLE, NEWS ABOUT RESTAURANTS OFFERING DELIVERY, TAKE-OUT, OR CURBSIDE PICKUP, RETAILERS THAT ARE OFFERING ONLINE SHOPPING OR SPECIAL INCENTIVES. YOU SHOULD AVOID PROMOTING ACTIVITIES, ATTRACTIONS, OR EVENTS THAT ARE CANCELED OR CLOSED OR PROHIBITED DURING THAT CURRENT STAY AT HOME. YOU SHOULD HIGHLIGHT INDIVIDUALS IN YOUR COMMUNITY DOING GOOD THINGS DURING THE CRISIS SUCH AS DISTILLERIES MAKING HAND SANITIZER, BUSINESSES PROVIDING FREE MEALS TO HOSPITAL STAFF OR FAMILIES. YOU SHOULD ALSO USE THIS TIME TO PLAN FOR FUTURE MARKETING EFFORTS AND HAVE YOUR SOCIAL MEDIA STRATEGY READY FOR ONCE PEOPLE ARE READY TO TRAVEL. YOU CAN FIND A LIST OF MORE IDEAS AND MORE TIPS ON OUR INDUSTRY SITE. AND A LITTLE MEDIA UPDATE, WE HAVE UPDATED MEDIA TALKING POINTS AND OUR RESOURCES BASED ON THE CURRENT STATE MANDATES ON THE INDUSTRY WEB SITE. WE ALSO HAVE THE MEDIA TALKING POINTS ON SAFE SOCIAL DISTANCING IDEAS AND TALKING POINTS. EXPLORE MINNESOTA AND JOHN EDMOND ARE ACTIVELY PARTICIPATING IN MEDIA INTERVIEWS AS TO KEEP TOURISM TOP OF MIND AND THESE ARE HAPPENING ALMOST DAILY. WE ARE PROMOTING SOCIAL DISTANCING APPROVED ACTIVITIES LIKE WALKING, HIKING, BIKING AND WAYS TO SUPPORT LOCAL BUSINESSES. WE ARE ENCOURAGING TRAVELERS TO RESCHEDULE THEIR TRIPS AND NOT CANCEL THEM. WE ARE HIGHLIGHTING MINNESOTA ATTRACTIONS, DESTINATIONS, AND BUSINESSES DURING VIRTUAL TOURS, WEBCAMS, AND MORE. AND JUST A REMINDER, ALYSSA HAYES, WHO IS

NORMALLY OUR MEDIA P.R., IS ON MATERNITY LEAVE AND JUST A LITTLE POSITIVE AND UPBEAT NEWS, SHE GAVE BIRTH TO A HEALTHY BABY BOY ON MARCH 31ST NAMED JEDD ROBERT HAYES, AND IN THE INTERIM WHILE SHE IS ON MATERNITY LEAVE, MEDIA REQUESTS WILL BE HANDLED INTERNALLY BY MYSELF, LEANN KISPERT, AND JAKE JULIOT, AS WELL AS ONGOING ASSISTANCE FROM OUR P.R. AGENCY BELMONT PARTNERS. THANK YOU.

John Edman: WELL THANK YOU VERY MUCH, CAITLIN, AND ALL YOUR WORK YOU'RE DOING WITH SOCIAL. A LOT OF HER POSTS, EVEN MY DAUGHTER, WHO'S IN COLLEGE, CAME UP TO ME THIS MORNING, AND I WAS GOING TO POINT OUT A POST THAT CAITLIN PUT OUT ABOUT THE SOUND OF LOONS REMINDING YOU OF SUMMER. AND MY DAUGHTER SAID "OH YEAH, I ALREADY SAW THAT." "OOH I THINK I MAY CALL CAITLIN" AND MADE MYSELF SMILE WITHOUT EVEN TELLING HER ABOUT. BUT THERE IS A LOT OF THOSE THINGS, ENGAGE CONSUMERS IN THE IDEA OF TRAVEL EVEN THOUGH WE ARE NOT DOING THE HARD SELL AT THIS PARTICULAR TIME. SO I THINK ONE OF THE LAST PRESENTERS, BACK TO YOU BETH, TALKING A LITTLE BIT ABOUT INDUSTRY RELATIONS, COMMUNICATIONS AND HOW TO REACH US.

Beth Helle: THANKS, JOHN. PARTNER RELATIONS- AS PAT MENTIONED EARLIER, THIS IS A TIME OF INFORMATION OVERLOAD, SO WE ARE JUST TRYING TO BRING THE MOST PERTINENT INFORMATION TO YOU THROUGH STREAMLINED COMMUNICATION. PRIOR TO LAST MONTH, EMT EXPRESS, THE INDUSTRY NEWSLETTER THAT MANY ARE FAMILIAR WITH, WAS A BIWEEKLY PUBLICATION, IT IS NOW A WEEKLY PUBLICATION AND SENT OUT EVERY MONDAY AFTERNOON. ALONG WITH AGENCY UPDATES, THERE ARE NEW RESOURCES FOR INFORMATION, EDUCATIONAL OPPORTUNITIES THROUGH WEBINARS, TOOLS AND BEST PRACTICES THAT WE LIKE TO SHARE. WE ARE ALSO TRYING TO SHARE ALSO IDEAS OF WHAT'S WORKING FOR THE INDUSTRY AND MINNESOTA COMMUNITIES. SO WE INVITE YOU TO CONTINUE TO SHARE INFORMATION WITH US TO BE INCLUDED IN EMT EXPRESS. WE HAVE CREATED A COVID-19 INDUSTRY HUB LOCATED ON OUR INDUSTRY WEB SITE WHICH ARE REFERRED TO SEVERAL TIMES DURING THIS CALL, THIS IS A HARD ADDRESS. [MN.GOV/TOURISM-INDUSTRY](https://mn.gov/tourism-industry) OR JUST GOOGLE MINNESOTA TOURISM INDUSTRY AND IT'LL TAKE YOU THERE. THE TEAM ACTIVELY UPDATES THESE RESOURCES ON THE HUB, FROM THE GOVERNOR'S OFFICE, FROM OUR AGENCY, SISTER AGENCIES LIKE DEED AND THE DEPARTMENT OF HEALTH, ALONG WITH OTHER HEALTH AND

HOSPITALITY RESOURCES AND HOPEFULLY HELPFUL INFOGRAPHICS FOR YOUR STAKEHOLDERS AS WELL. AND FINALLY, AND THE MOST IMPORTANT THING IS, WE ARE HERE TO HELP YOU. WE ARE COMMITTED TO RESPOND TO ALL INQUIRIES FROM EVERY SOURCE. IF YOU HAVE A CONTACT AT EMT, REACH OUT TO THEM. IF YOU GO THROUGH THE INDUSTRY HUB, IF YOU GO THROUGH OUR CONSUMER SITE, WE ARE HERE TO HELP YOU AND TO THOSE INQUIRIES ARE OUR PRIORITY. IF YOU NEED HELP, YOU HAVE COMMENTS, QUESTIONS, SUGGESTIONS, ANYTHING YOU'D LIKE TO SHARE OR ASK, WE'VE SET UP A NEW EMAIL BOX THAT THE INDUSTRY RELATIONS TEAM AND MANAGEMENT IS MONITORING, SO THAT EMAIL IS QUESTIONS.EXPLOREMINNESOTA@STATE.MN.US. AGAIN, IT'S QUESTIONS.EXPLOREMINNESOTA@STATE.MN.US. THAT EMAIL ADDRESS WILL BE POSTED ON OUR INDUSTRY WEB SITE AND HIGHLIGHTED IN EVERY ISSUE OF EMT EXPRESS AND ALL THE INDUSTRY COMMUNICATIONS YOU RECEIVE FROM US. SO AGAIN, JUST REACH OUT TO US, WE ARE HERE TO HELP YOU. THANK YOU.

John Edman: ALLRIGHT. WELL, THANK YOU BETH. AND THANK YOU FOR THE TEAM AT EXPLORE MINNESOTA, THIS IS NOT EVERYTHING WE ARE INVOLVED WITH RIGHT NOW BUT WE WANT TO USE THIS CALL TO KIND OF GIVE YOU A SNAPSHOT OF SOME OF THE THINGS WE ARE HEARING, SOME OF THE THINGS WE'RE PLANNING AND SOME OF THE THINGS WE MAY BE SUGGEST THAT ALL OF YOU DO. THIS IS NOT GOING TO BE THE LAST OF THESE CALLS THAT WERE GOING TO HAVE, AS I MENTIONED EARLIER, WE ARE GOING TO HAVE THESE PERIODICALLY WHEN WE HAVE MORE INFORMATION AND MORE SUGGESTIONS FOR HOW WE CAN GET OUR INDUSTRY BACK TO FULL STRENGTH. THESE ARE VERY UNPRECEDENTED TIMES, WE'VE NEVER EXPERIENCED THIS EVER AT ANY OTHER POINT IN THE HISTORY OF MINNESOTA TOURISM BUT IT IS A VERY FLUID SITUATION, AND TO KIND OF REPEAT SOME OF THE MESSAGES FROM THE GOVERNOR, IT'S VERY IMPORTANT THAT WE KEEP THE SAFETY OF MINNESOTANS IN MIND THROUGH ALL OF THIS, WE DON'T WANT TO COME OUT OF THIS RECOVERY AND ALL OF A SUDDEN GET BACK TO WHERE WE WERE A COUPLE WEEKS AGO. SO THERE WILL BE A GRADUAL RECOVERY, BUT WE ALSO RECOGNIZE HOW IMPORTANT THIS TOURISM INDUSTRY IS, IT'S A \$16 BILLION INDUSTRY AFFECTING EVERY SINGLE CORNER OF THE STATE OF MINNESOTA, WE DON'T SOMETIMES RECOGNIZE HOW IMPORTANT IT IS UNTIL SOME KIND OF DISASTER, FIRE OR FLOOD OR SOMETHING ELSE HAPPENS BUT THIS IS EVEN BEYOND ALL OF THAT SO WE HAVE TO KEEP OUR BUSINESSES STRONG, WE HAVE

TO HELP OUR INDUSTRY ON THE ROAD TO RECOVERY. WE CAN'T DO IT ALONE BUT WE CAN DO IT TOGETHER WITH ALL OF YOU. THE OTHER LAST THING I'LL MENTION IS THAT THE EXPLORE MINNESOTA TOURISM COUNCIL WILL BE HAVING A SPECIAL MEETING, I THINK IT'S NEXT WEEK TO TALK A LITTLE BIT MORE ABOUT THE TIMING AND SOME OF THE OTHER THINGS WE HEARD HERE TODAY AND MORE REFINEMENT OF THESE PLANS AND APPRECIATE THEIR INVOLVEMENT AS WE MOVE FORWARD INTO THE FUTURE. SO THAT'S ABOUT IT. THANKS EVERYBODY FOR YOUR TIME, I KNOW IT'S A LOT OF INFORMATION COMING AT YOU RATHER QUICK BUT WE WANTED TO LET YOU KNOW WHAT'S HAPPENING, WE WANT TO GET YOUR INPUT AND WE WANT TO WORK WITH YOU VERY MUCH IN THE FUTURE TO TOGETHER TRY TO RECOVER OUR TOURISM INDUSTRY AND KEEP OUR INDUSTRY STRONG, NOT JUST FOR THIS YEAR BUT FOR MANY YEARS TO COME. ALL RIGHT, THANK YOU, EVERYBODY. APPRECIATE YOUR PARTICIPATION IN THE CALL AND I LOOK FORWARD TO TALKING TO YOU ALL SOMETIME VERY SOON. THANKS, AND HAVE A GREAT AFTERNOON.