



Explore Minnesota Reputation & Travel Preferences Survey



April 2025

OBJECTIVES & METHODOLOGY



Objectives

Explore Minnesota partnered with Weber Shandwick and KRC Research to conduct a survey on prospective travelers' attitudes toward traveling to Minnesota, following up from the previous 2021 survey of similar topics.

In 2025, our research targeted 8 key markets as detailed on the next slide including 4 local (Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Green Bay/La Crosse-Eau Claire/Madison, Chicago) and 4 national (Denver, Detroit, Dallas, Los Angeles) markets.

The research findings will be used to deepen understanding of travelers' opinions toward taking a vacation in Minnesota in 2025-2026, to identify top attractions/travel categories to promote via ongoing earned and paid media, and overall to identify key differences in opinions and behaviors since 2021.



Methodology

KRC Research conducted a study of n=1,583 potential domestic travelers in 8 key markets in the United States via a 15-minute online survey. The survey fielded from April 4 to April 16, 2025.

Survey respondents were screened to ensure they intend to travel for vacation or leisure/personal purposes within the next 18 months.

Due to market changes, comparisons between 2021 and 2025 total and market-specific data are directional and not generalizable to their populations at large, with the exception of Chicago, Denver, and Los Angeles.

Note: all percentages are rounded in this report and differences between markets are highlighted in green and red for significantly higher or lower differences, respectively.

Market Profile

We surveyed travelers from the following markets: Fargo / Moorhead / Sioux Falls, Des Moines / Cedar Rapids, Chicago, Denver, Detroit, Dallas, Green Bay / LaCrosse-Eau Claire / Madison, and Los Angeles.

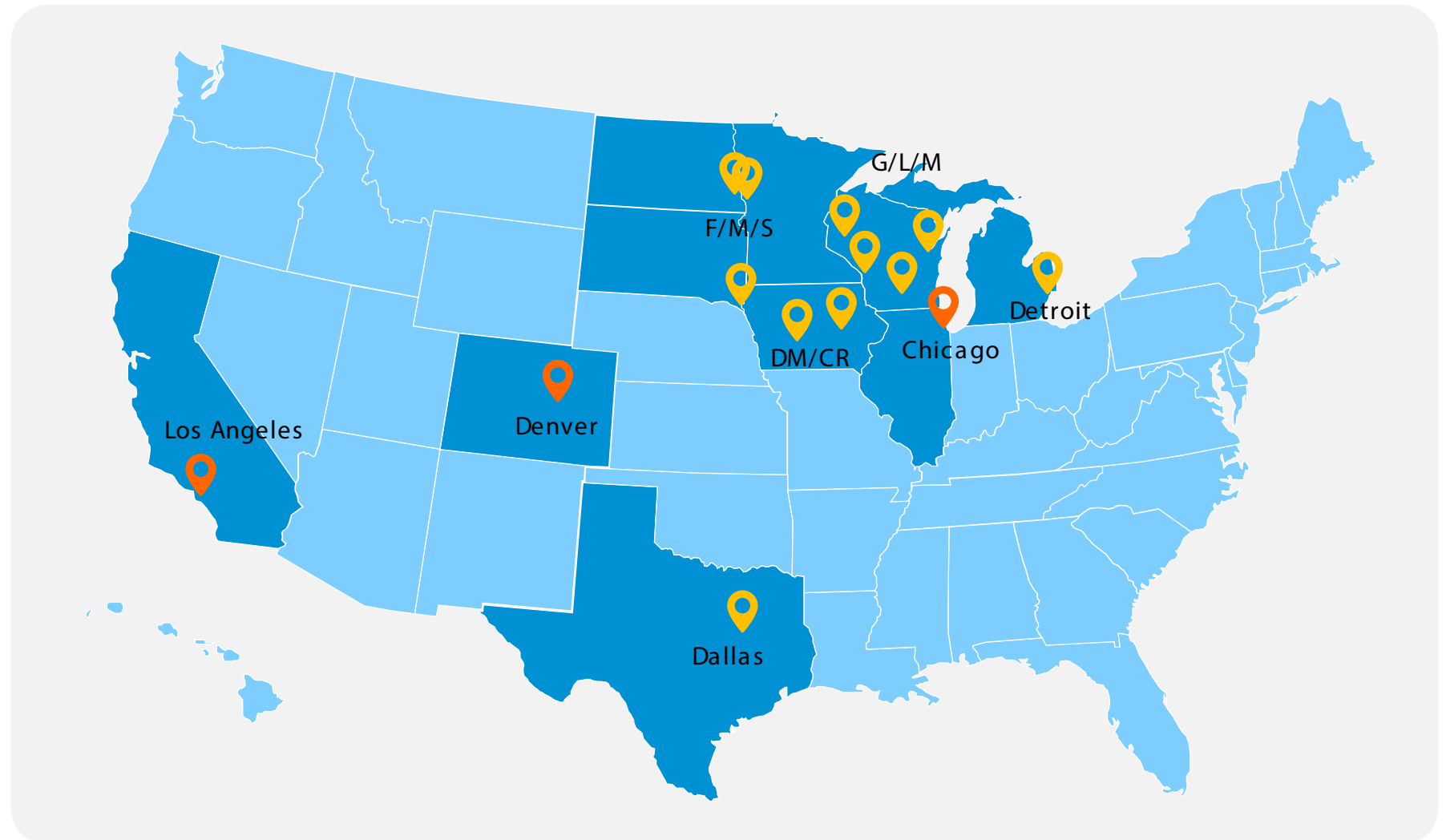
Markets Surveyed

Tracking from 2021:

- Chicago (n=200)
- Denver (n=200)
- Los Angeles (n=200)

New Markets in 2025:

- Green Bay / LaCrosse-Eau Claire / Madison (G/L/M) (n=200)
- Fargo / Moorhead / Sioux Falls (F/M/S) (n=184)
- Des Moines / Cedar Rapids (DM/CR) (n=199)
- Detroit (n=200)
- Dallas (n=200)



▶ Key Takeaways



Key Takeaways

- 1. When considering various aspects of leisure travel, prospective visitors are most interested in spending time with family and friends, spending time in nature, and enjoying local amenities like restaurants and entertainment/cultural events.**
 - Most prominent among travelers' expectations of a domestic vacation are spending quality time with friends and family, relaxing, and creating lasting memories.
- 2. Outdoor activities and family-friendly options are among the most important features when choosing a travel destination.**
 - The safety, good value, cleanliness, climate, and welcoming atmosphere of a destination are also important considerations for travelers in choosing a vacation spot.

Explore Minnesota is well positioned to communicate on its perceived associations and build the knowledge among potential travelers about all it can offer to fulfill these core desires and expectations as a leisure travel destination.



Key Takeaways

3. **The state of Minnesota is generally viewed as an attractive vacation destination. About half of potential travelers are familiar with Minnesota as a travel destination, most notably among more proximate markets like Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Green Bay, LaCrosse-Eau Claire/Madison, and Chicago.**
 - More than half of potential travelers view Minnesota favorably as a domestic leisure travel spot and a similar proportion say they would be likely to visit there in the next 18 months (prior to any exposure to marketing statements). These perceptions and intentions are stronger among the proximate markets mentioned above.
 - Those who say they've visited Minnesota in the past have had positive experiences there.
 - Almost all travelers view Minnesota and its Twin Cities as safe.
4. **Minnesota can drive interest by highlighting the features important to potential travelers that are already commonly associated with MN as a travel destination. These features include MN's natural beauty, welcoming atmosphere, clean environment, safety, and good value. These features contribute directly to the core expectations of potential travelers to spend quality time with family and friends, create memories, and relax.**
 - In both unaided and aided responses about the attractions that would draw them to Minnesota, the area's lakes, natural beauty and outdoor recreation are often mentioned. Consistent with 2021 findings, The North Shore of Lake Superior is the most appealing attraction in Minnesota. In descriptions of those top attractions, phrases about the gorgeous outdoor scenery, pristine environment, and ability to explore and relax are most appealing to potential travelers.
 - Given this interest in outdoor recreation and the strong association with Minnesota as a destination, marketing has the opportunity to highlight both the beautiful summers that offer more a temperate climate and the opportunity for extensive winter recreation.



Key Takeaways

5. Beyond outdoor excursions, Minnesota has entertainment options that appeal to those interested in family-driven activities.

- The Mall of America and Twin Cities attract potential travelers, especially among younger cohorts.
- Language that highlights family-friendly attractions like museums, aquarium, restaurants, and shopping are enticing to potential visitors.
- The opportunity to attend professional sports across leagues is a motivation and unique draw for MN among more than 1 in 4 potential travelers and appeals to the idea of creating lasting memories for families.

6. Despite being hot topics in 2021, travelers no longer associate Minnesota with George Floyd or politics.

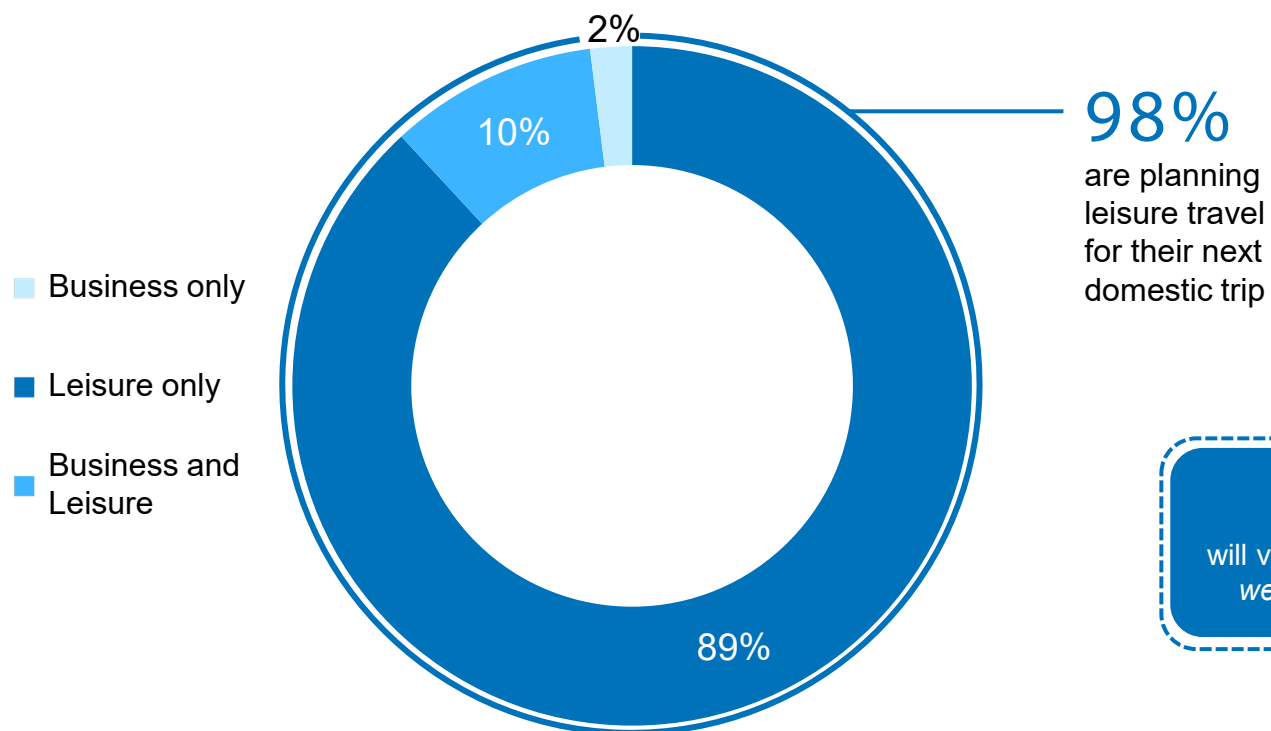
- In 2025, very few travelers associate Minnesota with George Floyd (8%).

▶ Detailed Findings

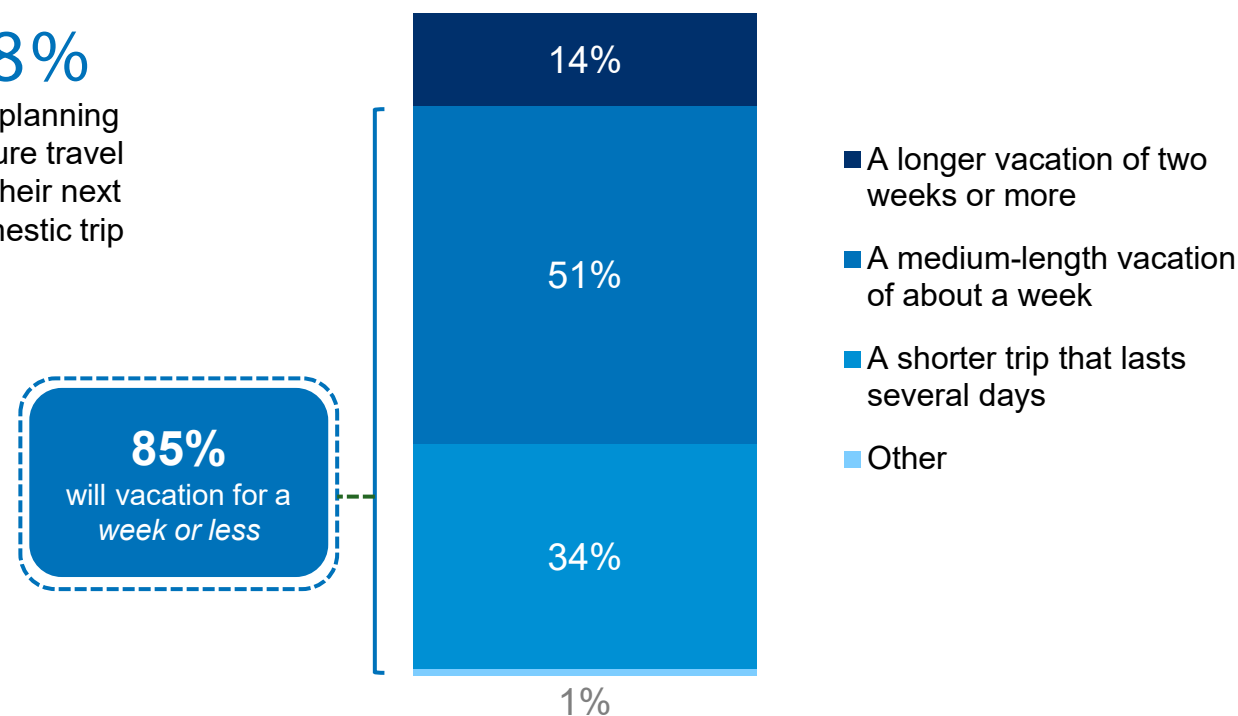
► 1. Vacation Outlook

Nearly all say they are traveling for leisure on their next domestic trip, with most planning to vacation for a week or less.

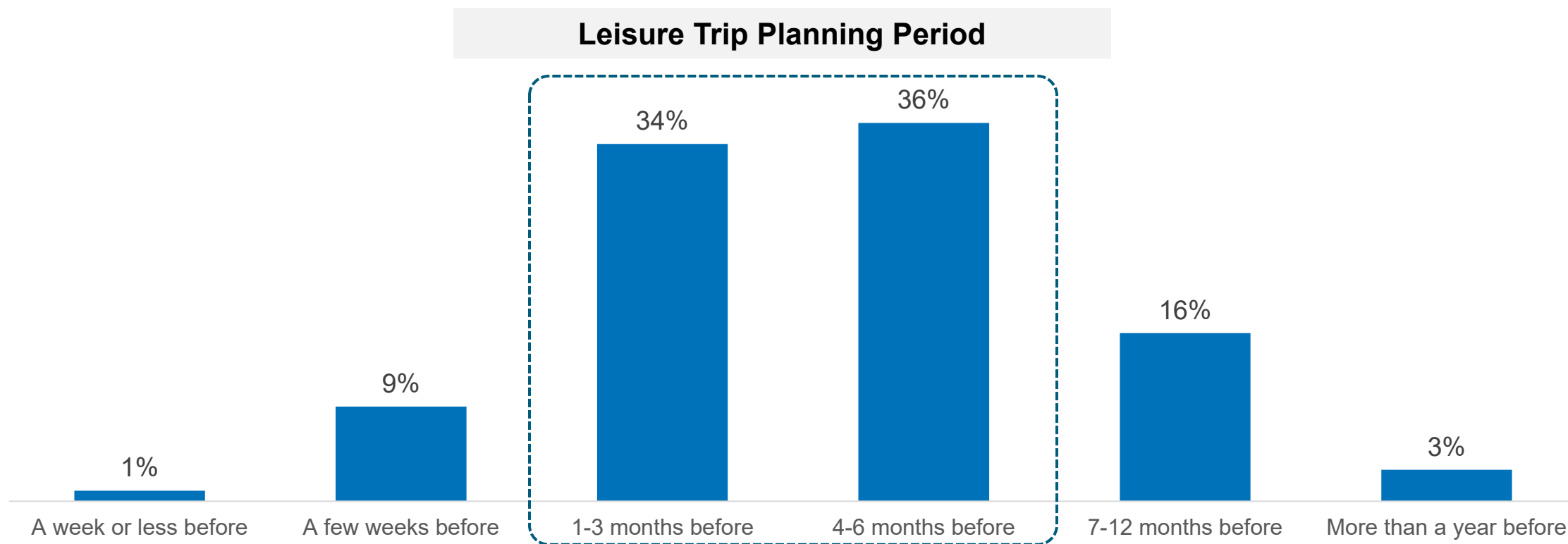
Purpose of Next Domestic Trip



Length of Next Domestic Vacation



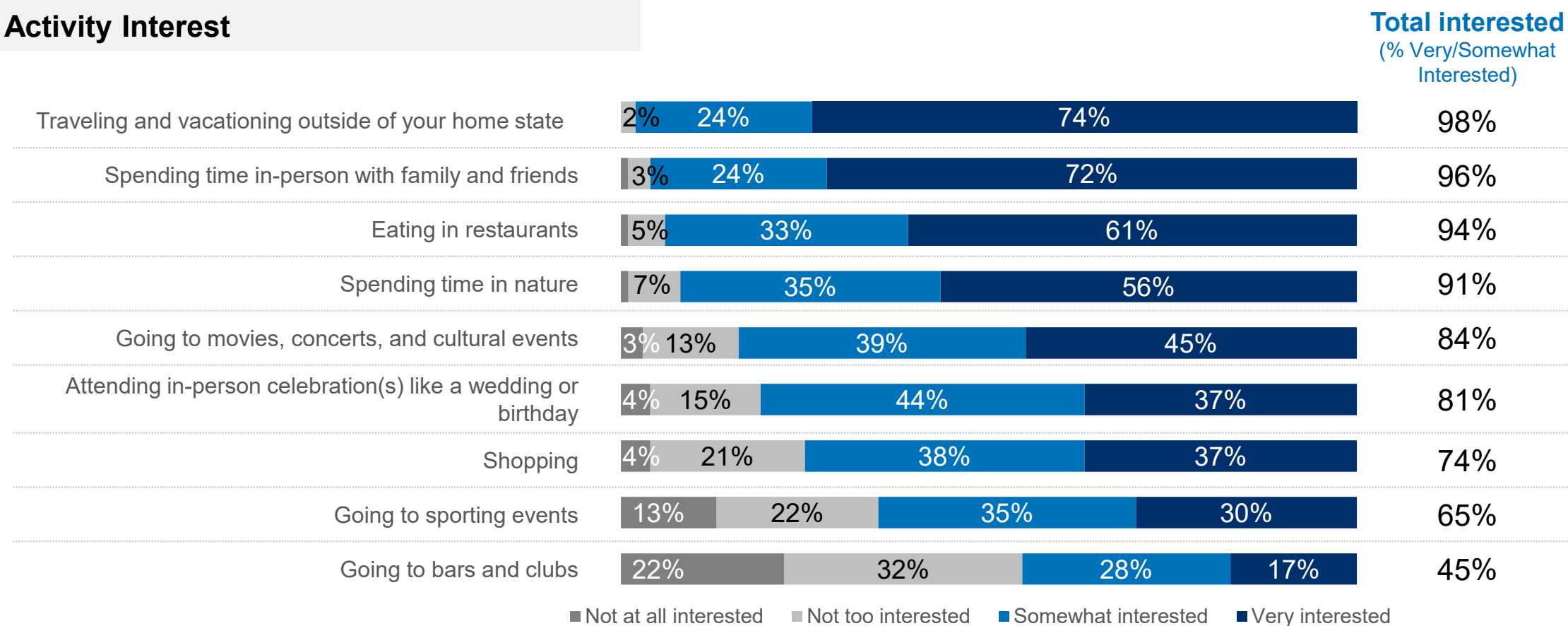
Consistent with 2021, most travelers plan their vacations between 1 and 6 months in advance though many are now planning further in advance.



The vast majority of travelers are interested in traveling outside of their home state and spending time with family and friends.

- Respondents are least interested in going to bars and clubs: less than half say they are very or somewhat interested.

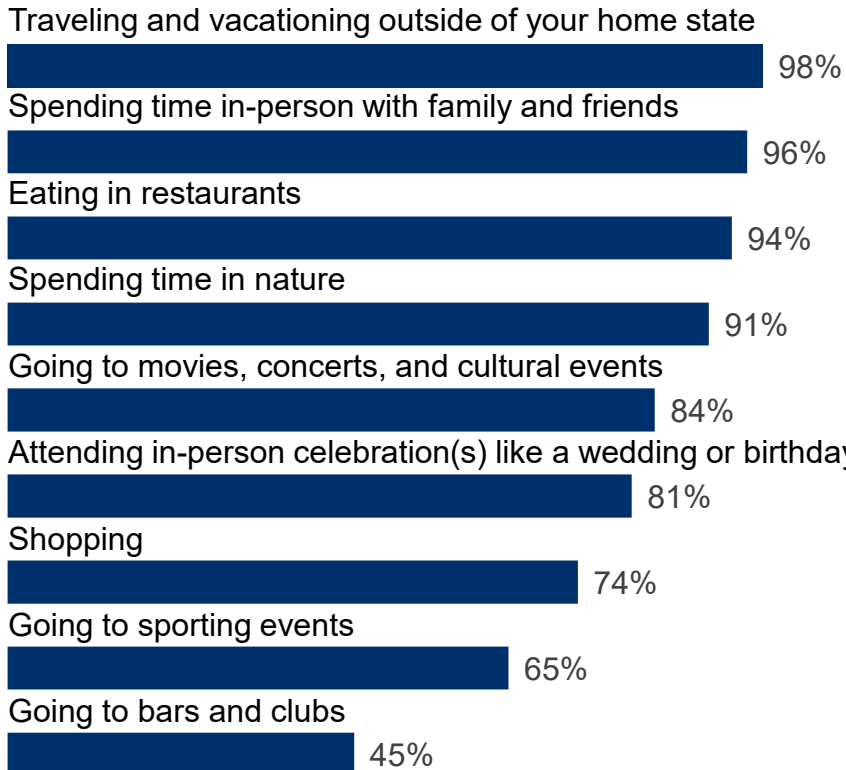
Activity Interest



Chicago and Los Angeles residents lead interest in entertainment such as movies, concerts, cultural events, and bars.

- Des Moines/Cedar Rapids residents are significantly less interested in bars and clubs.

Activity Interest (% Very/Somewhat Interested)



	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Traveling and vacationing outside of your home state	99%	99%	97%	98%	100%	96%	96%	97%
Spending time in-person with family and friends	97%	96%	96%	97%	97%	98%	96%	96%
Eating in restaurants	89%	93%	97%	95%	96%	96%	95%	95%
Spending time in nature	93%	92%	89%	93%	90%	89%	96%	90%
Going to movies, concerts, and cultural events	82%	80%	89%	83%	86%	83%	81%	89%
Attending in-person celebration(s) like a wedding or birthday	75%	83%	85%	81%	82%	82%	82%	78%
Shopping	74%	67%	80%	72%	79%	76%	72%	76%
Going to sporting events	66%	63%	70%	66%	67%	61%	61%	68%
Going to bars and clubs	41%	33%	56%	44%	48%	42%	45%	55%



Compared to other activities, going to movies, concerts and cultural events has increased the most since 2021 across all retested markets.

- Though most activities see stable or increased interest, Fargo/Moorhead/Sioux Falls and Denver travelers express less interest in attending in-person celebrations and going to bars and clubs in 2025 than in 2021.

Activity Interest (% Very/Somewhat Interested)	F/M/S*		Chicago		Denver		LA	
	2021	2025	2021	2025	2021	2025	2021	2025
Traveling and vacationing outside of your home state 98%	92%	99%	94%	97%	93%	98%	92%	97%
Spending time in-person with family and friends 96%	98%	97%	96%	96%	96%	97%	95%	96%
Eating in restaurants 94%	86%	89%	90%	97%	92%	95%	89%	95%
Spending time in nature 91%	92%	93%	88%	89%	90%	93%	88%	90%
Going to movies, concerts, and cultural events 84%	75%	82%	74%	89%	79%	83%	77%	89%
Attending in-person celebration(s) like a wedding or birthday 81%	84%	75%	78%	85%	82%	81%	77%	78%
Shopping 74%	-	74%	-	80%	-	72%	-	76%
Going to sporting events 65%	61%	66%	65%	70%	64%	66%	69%	68%
Going to bars and clubs 45%	53%	41%	52%	56%	51%	44%	51%	55%

Q12. Currently, how interested are you in each of the following? (F/M/S = Fargo/Moorhead/Sioux Falls; LA = Los Angeles)

2025 Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Chicago, n=200; Denver, n=200; Los Angeles, n=200. *Sioux Falls was added to the Fargo/Moorhead market in 2025

2021 Sample sizes: Fargo/Moorhead, n=51, Chicago, n=205; Denver, n=204, Los Angeles, n=205

 > 5 pt increase vs. 2021

 > 5 pt decrease vs. 2021

▶ 2. What Travelers Are Looking for in a Vacation Destination

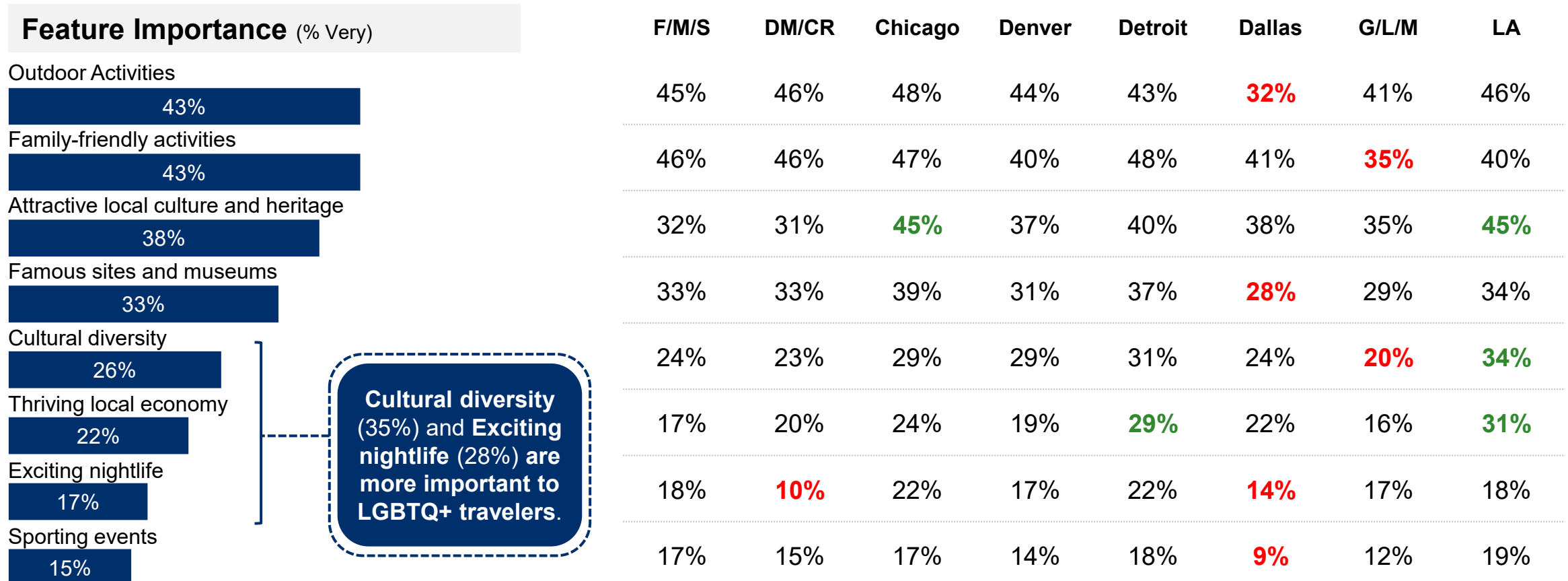
When selecting a domestic travel destination, travelers consider safety and value for their money the most important factors.

- Characteristics related to the destination's atmosphere, such as cleanliness and a welcoming atmosphere, are especially important to Chicago and Detroit residents.

Feature Importance (% Very)	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Safety 78%	78%	78%	83%	70%	82%	78%	77%	77%
Good vacation value for the money 70%	71%	67%	73%	63%	74%	68%	75%	69%
Clean 67%	65%	69%	73%	63%	76%	65%	62%	65%
Nice climate 64%	63%	64%	66%	57%	73%	62%	60%	66%
Welcoming atmosphere 60%	62%	53%	67%	54%	72%	59%	59%	57%
Ease of transportation 59%	64%	54%	63%	51%	64%	58%	55%	62%
Natural beauty 56%	51%	53%	61%	56%	54%	56%	59%	58%

Less important features include exciting nightlife and sporting events.

- Four in ten place importance on outdoor activities and/or family-friendly activities, though travelers from Dallas and Wisconsin prioritize this somewhat less.



For more than half of travelers having activities to do is the most important factor when selecting a travel destination.

- A nice climate and a safe environment were also top considerations, reflective of their top aided selections.

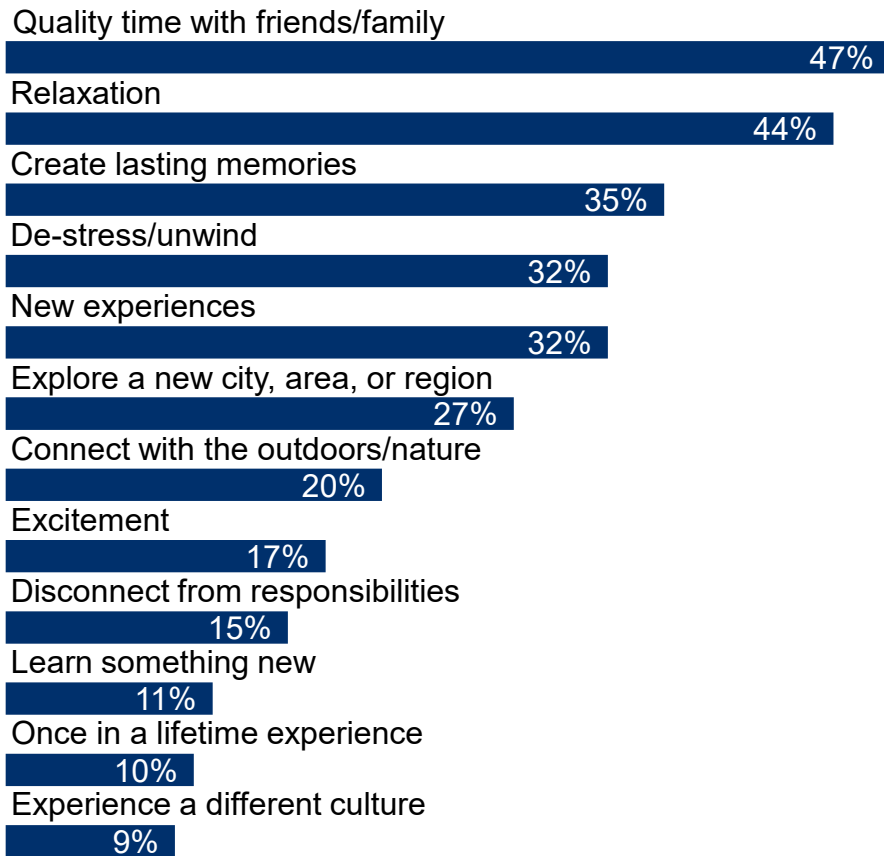
Unaided Considerations when Traveling, other than Cost



Quality time with friends and family and relaxation are the ultimate goals for travelers' next domestic vacation. These are the more emotive drivers for destination selection.

- Fewer travelers from Des Moines/Cedar Rapids and Green Bay/La Crosse-Eau Claire/Madison look for excitement during domestic vacations.

Domestic Vacation Expectations



F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
53%	51%	41%	48%	42%	47%	49%	43%
46%	48%	45%	39%	46%	45%	40%	43%
42%	39%	38%	28%	37%	34%	32%	35%
36%	36%	32%	34%	29%	29%	34%	31%
27%	30%	37%	32%	34%	32%	29%	35%
19%	26%	26%	32%	29%	29%	32%	25%
18%	22%	16%	21%	20%	16%	27%	19%
17%	12%	22%	15%	24%	19%	7%	21%
11%	14%	18%	17%	14%	16%	16%	17%
9%	9%	11%	15%	10%	13%	9%	10%
11%	7%	6%	10%	10%	12%	18%	10%
7%	6%	11%	11%	8%	9%	10%	13%



Q15. What do you typically hope to get out of a domestic vacation? Select your top 3.

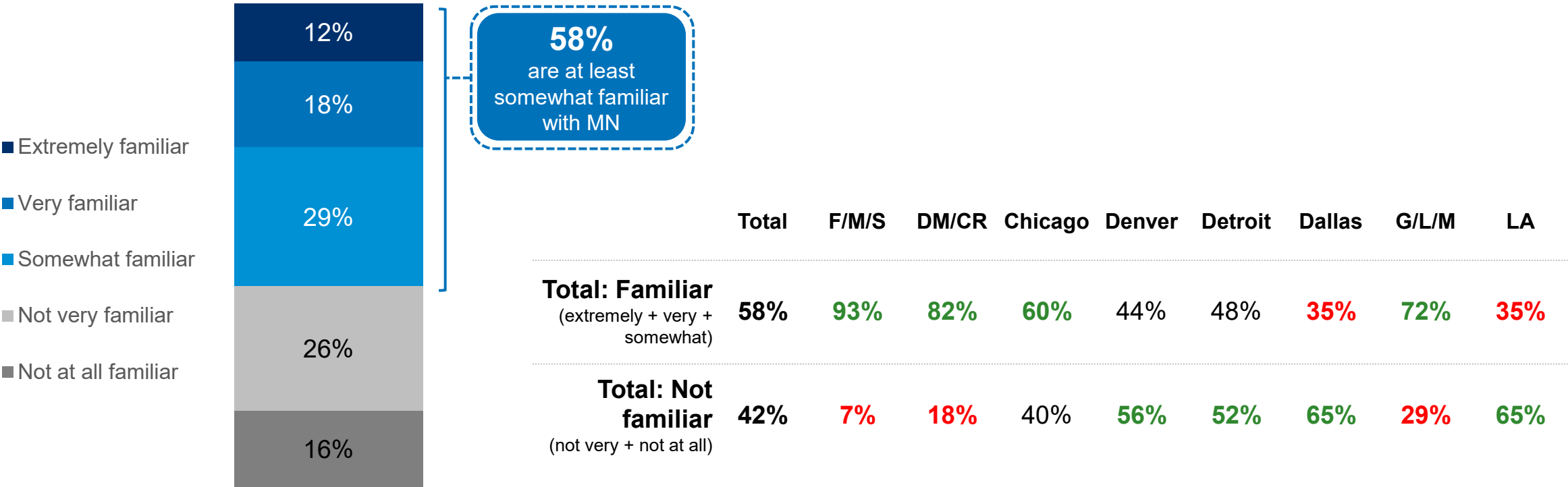
Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

▶ 3. Engagement with Minnesota as a Travel Destination

Nearly 6 in 10 prospective travelers are familiar with Minnesota.

- Travelers from more proximate areas like Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Green Bay, LaCrosse-Eau Claire/Madison, and Chicago are naturally most familiar with Minnesota as a travel destination.

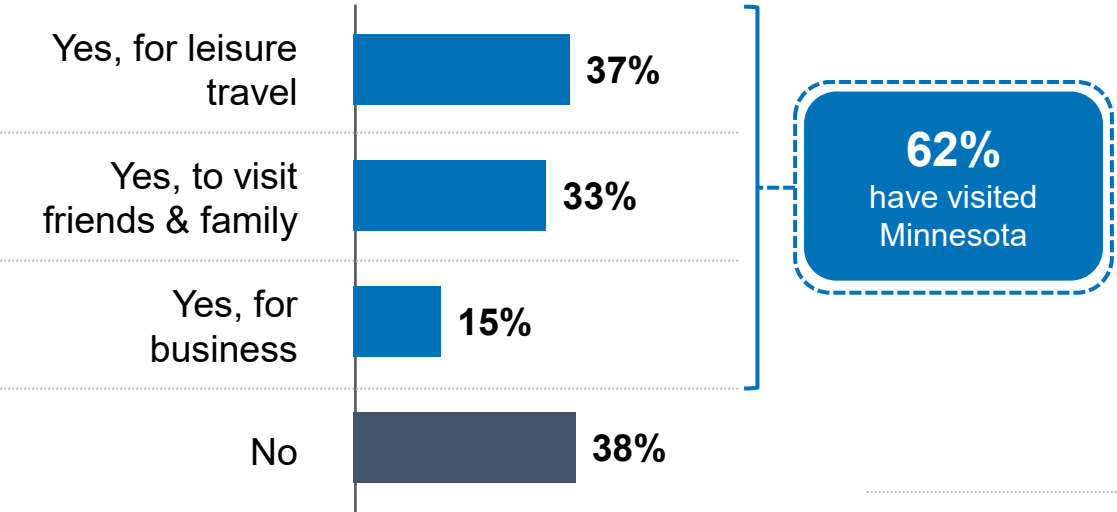
Familiarity with MN



Among the two thirds of travelers who have visited Minnesota, the vast majority had a positive experience.

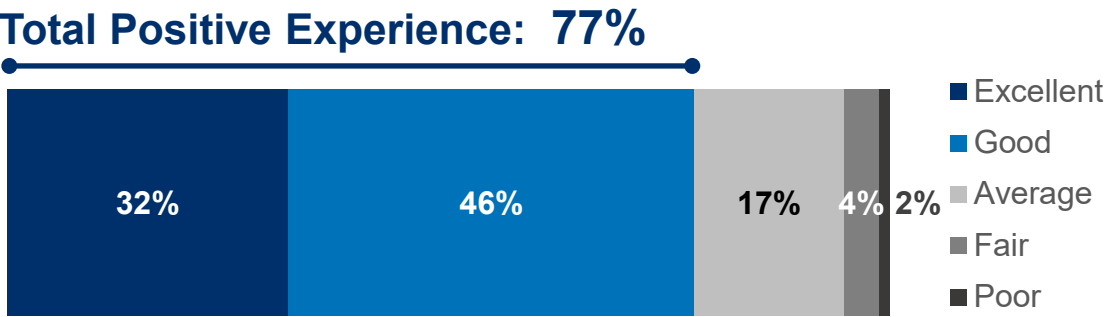
- Naturally, fewer travelers from farther regions have visited Minnesota.

Visited Minnesota



only 40% of travelers from markets not in proximity to Minnesota have **EVER** been to the state (LA 30%, Dallas 37%, Detroit 44%).

Experience: Last Trip to Minnesota (Among those who have traveled to MN)



	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Excellent/good	83%	78%	77%	72%	74%	80%	75%	73%
Average	13%	18%	19%	20%	19%	11%	19%	17%
Fair/poor	3%	4%	3%	8%	7%	9%	6%	10%

More than half of prospective travelers know someone who lives in Minnesota with higher propensity among those in closer markets.

- Despite not being in proximity, about one in three travelers from Dallas, Detroit and LA also know someone in the state.

Know Someone Who Lives in MN

	Total	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Yes	51%	88%	69%	48%	46%	31%	34%	66%	28%
Yes, a close relative	20%	53%	33%	19%	10%	8%	9%	23%	6%
Yes, a distant relative	11%	13%	13%	10%	13%	7%	8%	14%	10%
Yes, a friend or close colleague	28%	46%	36%	25%	28%	20%	22%	38%	15%
No	49%	13%	31%	52%	55%	69%	66%	34%	73%

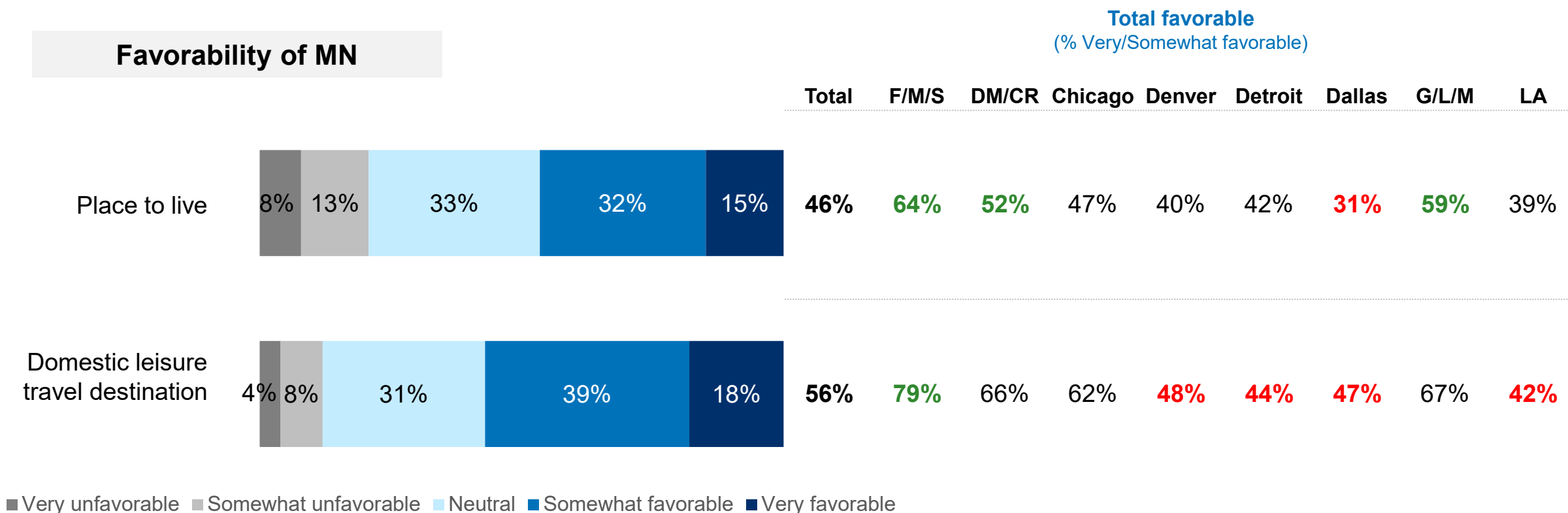


Q24. Do you personally know anyone who lives in Minnesota? Select all that apply.

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

More than half of prospective travelers view Minnesota favorably as a domestic leisure travel destination.

- Travelers from Fargo/Moorhead/Sioux Falls are top supporters of Minnesota not only as a travel destination but as a place to live. Travelers from Dallas, Detroit and LA have the weakest perceptions of Minnesota.



While reasons for favorability vary, many travelers mention the state's natural beauty, lakes, and outdoor activities.

Unaided Reasons for Favorability	Total	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Favorable Reasons*									
Beautiful/natural beauty/nice scenery	15%	12%	14%	10%	12%	11%	19%	24%	17%
Experience there/lived there/visited before/ family lives there	10%	16%	16%	8%	9%	4%	5%	14%	6%
Many things to do (non specific)	9%	12%	19%	6%	4%	5%	3%	14%	3%
Lakes/many Lakes	8%	15%	10%	6%	8%	3%	4%	7%	7%
Nice place to visit (general)	7%	5%	7%	8%	6%	14%	8%	4%	6%
Friendly/welcoming people	7%	8%	11%	8%	8%	3%	7%	6%	6%
Outdoor activities	6%	6%	6%	7%	5%	3%	6%	5%	5%
Easy to travel to/close to home	5%	7%	17%	1%	2%	2%	0%	7%	0%
Nature/outdoors (non specific)	4%	2%	1%	5%	3%	2%	7%	4%	6%
Mall of America/shopping	4%	7%	3%	6%	6%	4%	2%	5%	1%
Lots to see/sightseeing	4%	5%	7%	4%	2%	2%	1%	5%	2%
Unfavorable Reasons*									
Cold/too cold/weather extremes	10%	4%	8%	9%	15%	13%	17%	4%	16%
Boring/not enough to do/nothing of interest there	7%	1%	3%	8%	9%	14%	7%	3%	11%

Q21. Please explain why you view Minnesota as [INSERT Q20 RESPONSE].

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

*Reasons mentioned less than 4% of the time not shown



Across the board, general impressions of Minnesota have not changed over the last year.

Minnesota Impression Change Over Last Year

	Total	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Improved	17%	18%	15%	21%	19%	13%	15%	17%	17%
Stayed the Same	77%	75%	75%	77%	76%	82%	78%	74%	77%
Declined	7%	7%	10%	3%	6%	6%	7%	10%	7%



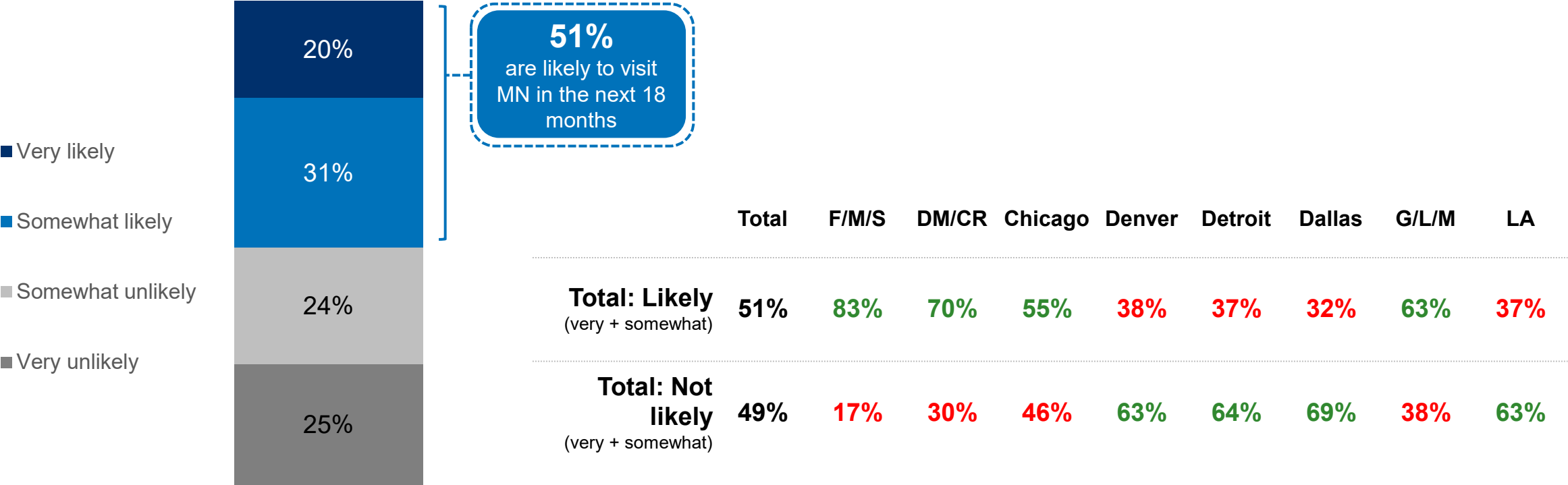
Q23. Has your impression of Minnesota as a travel destination improved, declined or stayed the same over the past year?

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

Before being exposed to marketing statements about Minnesota, half of potential travelers say they would be likely to travel there for leisure in the next 18 months.

- Travelers from more local areas like Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Green Bay, LaCrosse-Eau Claire/Madison, and Chicago are more likely to visit Minnesota soon. Those from Denver, Dallas, LA, and Detroit are less likely to visit MN in the near future.

Likelihood to Visit Minnesota (Next 18 months)



While high across the board, travelers from Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Chicago, and Green Bay/La Crosse-Eau Claire/Madison have especially favorable impressions of Minnesota.

Engagement Tracking (2021 – 2025)

		Total*	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Overall Minnesota Impression:										
Favorable	2025	56%	79%	66%	62%	48%	44%	47%	67%	42%
	2021	59%	83%		60%	50%				67%
Impression Change This Past Year:										
Improved/Stayed the Same	2025	93%	93%	90%	97%	95%	95%	93%	91%	94%
	2021	85%	80%		83%	84%				87%
Likelihood of Visiting Minnesota in Next 18 Months:										
Likely	2025	51%	83%	70%	55%	38%	37%	32%	63%	37%
	2021	52%	81%		54%	37%				58%



Q20. Overall, what is your impression of Minnesota as a domestic leisure travel destination? | Q23. Has your impression of Minnesota as a travel destination improved, declined or stayed the same over the past year?
 Q22. How likely are you to visit Minnesota as a domestic leisure travel destination in the next 18 months? | Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200. *Comparing total data is directional only since different markets were surveyed in 2021 and 2025.

► 4. Perceptions of Minnesota as a Travel Destination

Natural attractions and outdoor activities are top of mind associations for potential travelers to the area.

- The Mall of America is also frequently mentioned, particularly among those already familiar with Minnesota as a travel destination. Among those who are unfamiliar with Minnesota, travelers mention cold winters more than those who are familiar.

Unaided Attribute Associations with MN



Travelers, especially those from Fargo/Moorhead/Sioux Falls and Des Moines/Cedar Rapids, associate Minnesota with its lakes.

Unaided Mentions of Minnesota

Outdoor Mentions*

	Total	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
10,000 Lakes/a lot of Lakes/beautiful Lakes/Lake superior/land of Lakes	35%	57%	52%	33%	34%	23%	22%	42%	19%
Cold/snow/cold winters	20%	12%	18%	24%	24%	24%	23%	8%	27%
Beautiful/beautiful scenery/natural beauty	8%	7%	10%	10%	5%	5%	12%	6%	11%
Trees/forest/woods/green	6%	6%	6%	8%	6%	3%	7%	7%	6%
Nature/outdoors (nonspecific)	5%	4%	4%	3%	5%	5%	6%	5%	7%
Fishing	4%	8%	11%	7%	3%	2%	2%	3%	1%
Flatland/prairie/open land/rural/wide open spaces	4%	2%	3%	5%	7%	6%	4%	2%	6%
Rivers/water	3%	2%	6%	2%	3%	2%	4%	5%	2%
Outdoor activities (nonspecific)	3%	3%	4%	2%	4%	4%	2%	3%	2%

Other Positive/Neutral Mentions*

Football/Vikings/Minnesota Vikings/Minnesota Golden Gophers	12%	15%	9%	6%	8%	13%	14%	19%	15%
Mall of America/big mall/shopping	12%	13%	21%	12%	9%	9%	5%	21%	5%
Friendly people/nice people	5%	4%	4%	7%	7%	3%	6%	5%	5%
Twin cities	4%	4%	4%	4%	3%	3%	3%	9%	6%
Minneapolis	3%	2%	7%	2%	2%	3%	2%	7%	4%
Twins/Minnesota Twins	3%	5%	5%	1%	1%	3%	2%	3%	3%



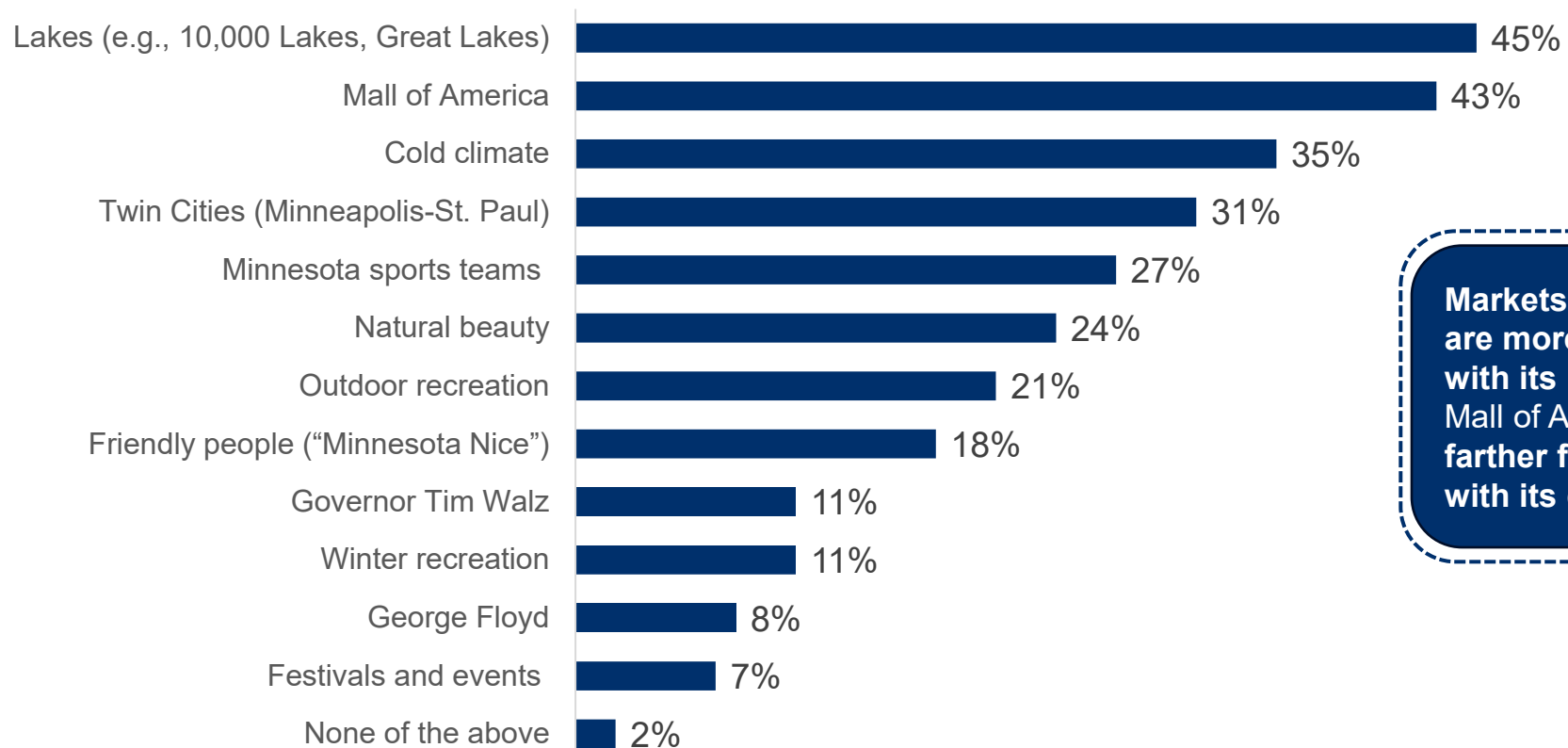
Q17. What words, images, or phrases come to mind when you first think of Minnesota? (F/M/S = Fargo/Moorhead/Sioux Falls; DM/CR = Des Moines/Cedar Rapids G/L/M = Green Bay/LaCrosse-Eau Claire/Madison; LA = Los Angeles)

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

*Unaided words, images or phrases mentioned less than 3% of the time not shown

On an aided basis, Lakes again top the list of associations, followed by Mall of America.

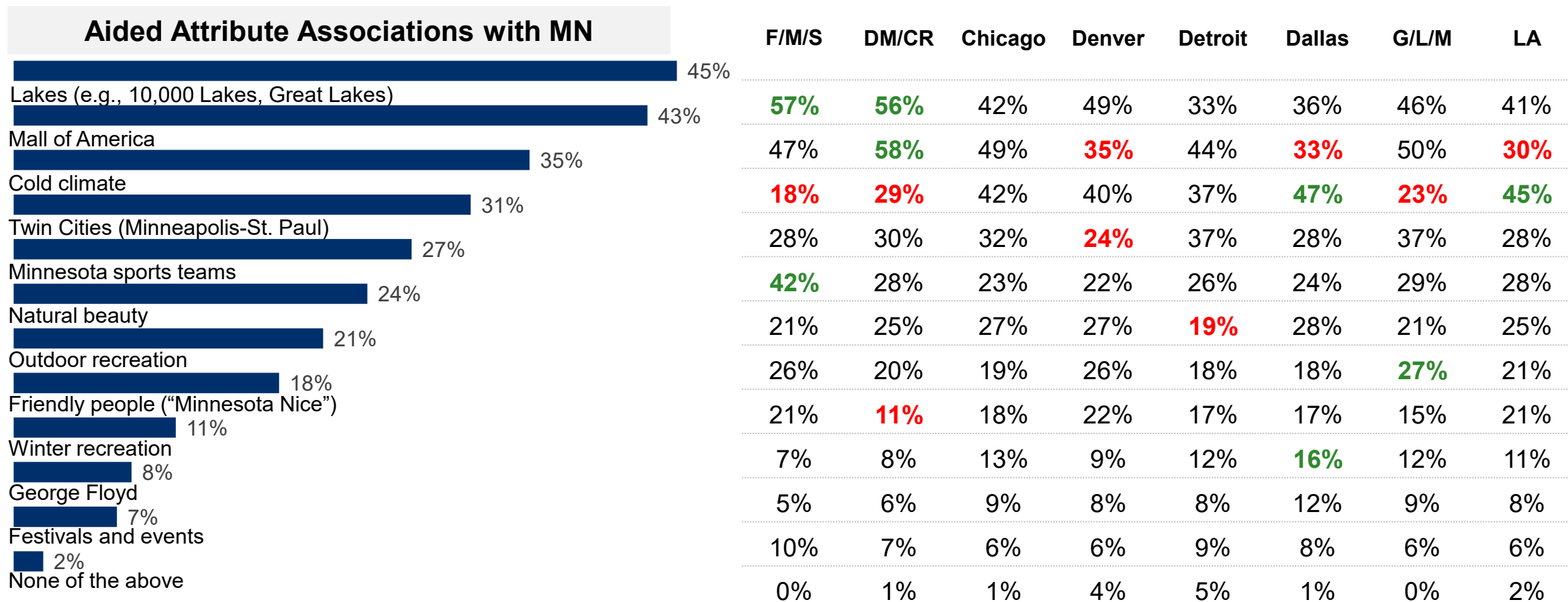
Aided Attribute Associations with MN



Markets in closer proximity to MN are more likely to associate the state with its popular attractions (Lakes, Mall of America), while markets farther from MN more so associate it with its colder climate.

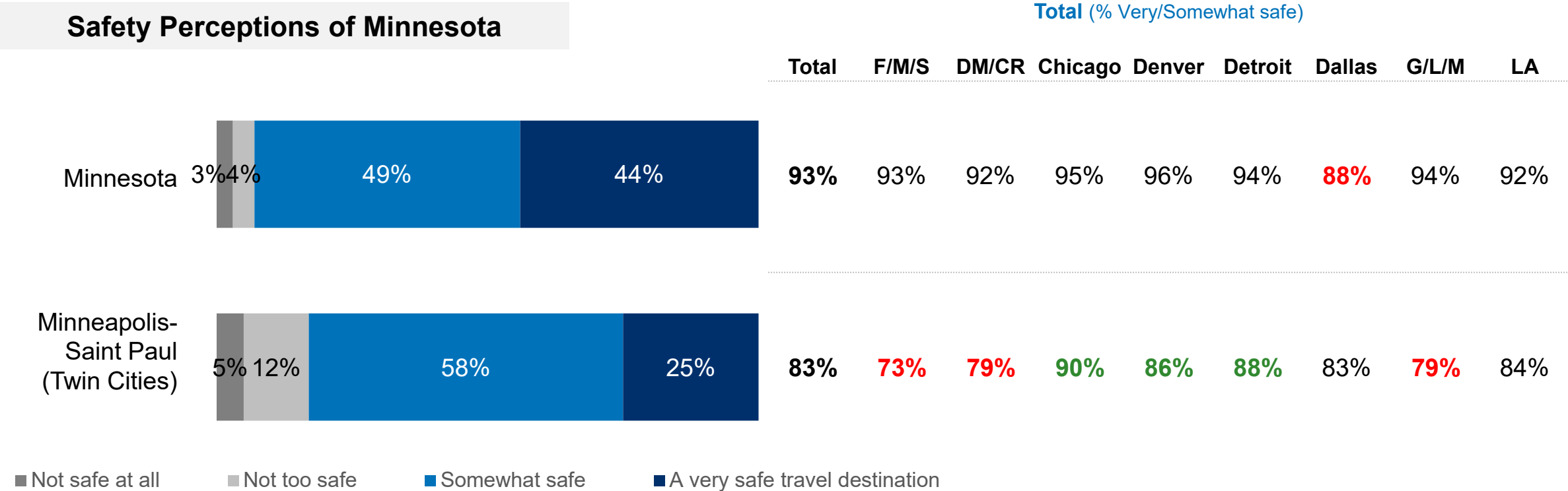
Travelers in proximity to Minnesota were more likely to associate the state with its lakes and the Mall of America, both of which are top attractions.

- Travelers from Dallas and Los Angeles especially associate the state with its cold climate.



Almost all travelers consider Minnesota to be a safe place.

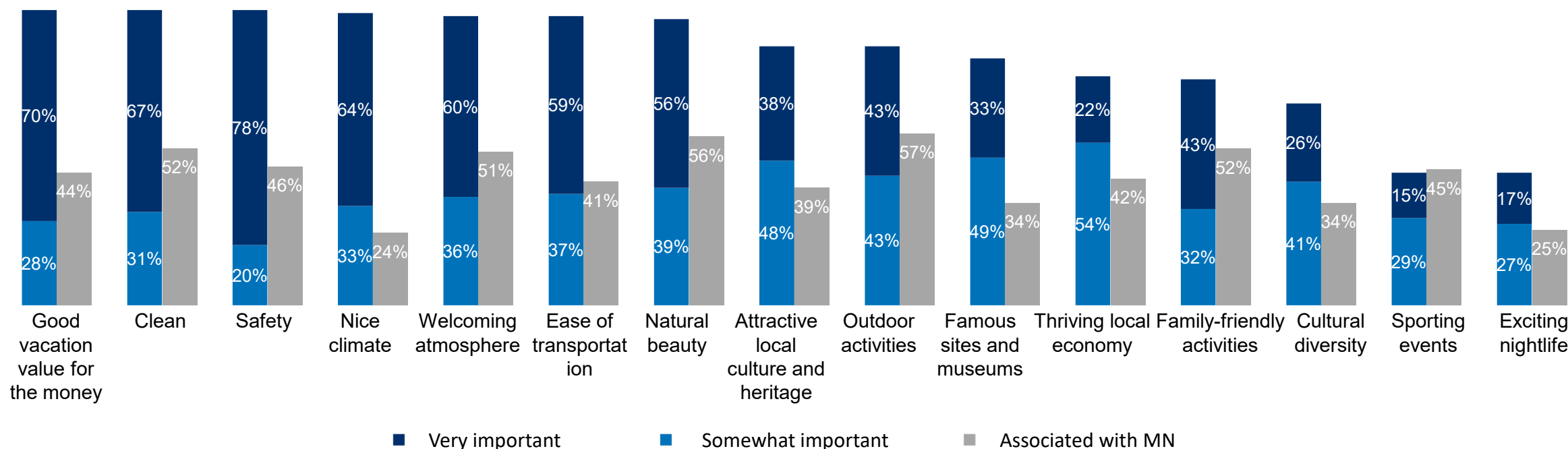
- Safety perceptions of the Twin Cities trail that of the state overall, particularly among markets in closer proximity.



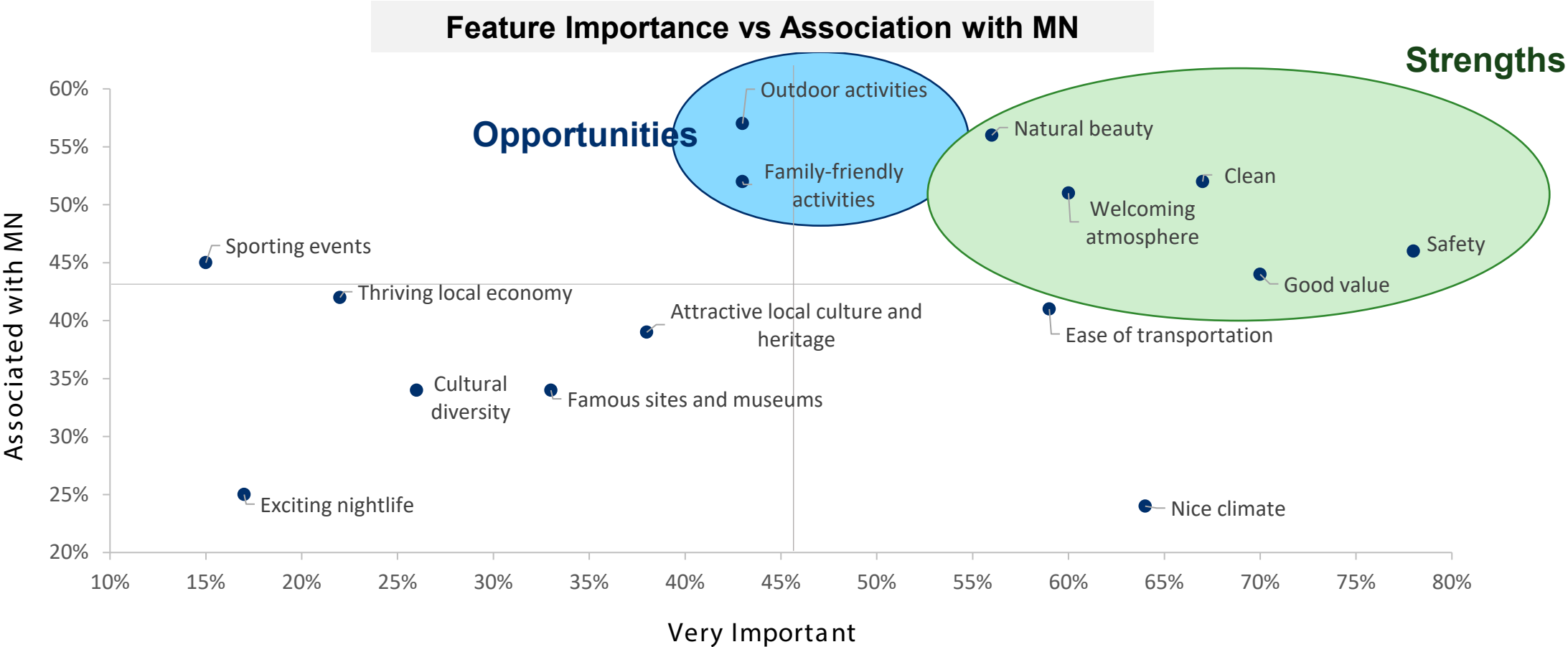
Q27. Do you consider Minnesota to be... / Q28. Do you consider Minneapolis-Saint Paul (Twin Cities) to be...
Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

Outdoor activities, natural beauty, and cleanliness are important travel destination features associated with Minnesota.

Feature Importance vs Association with MN



Minnesota strengths lie within strong perceptions of safety, value, cleanliness, welcoming atmosphere and natural beauty. Family-friendly, outdoor activities and climate are potential opportunity areas.



Q14. How important are the following features when choosing a possible domestic travel destination? / Q16. Which of the following states, if any, do you associate with the following features? Please select the state(s) that you believe these features describe.

Sample size: Total, n=1583

▶ 5. Awareness and Appeal of Minnesota Attractions

Top attractions include the North Shore of Lake Superior and The Great Outdoors.

- The Twin Cities are the weakest draw among attractions tested.

Attraction Appeal

North Shore of Lake Superior



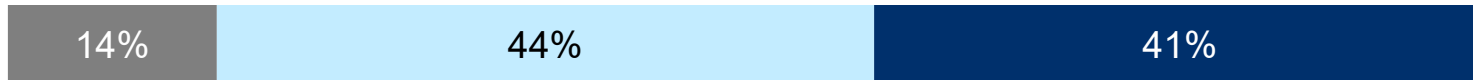
The Great Outdoors



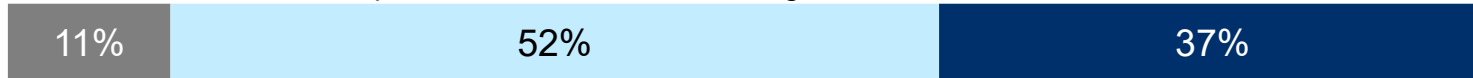
Central Minnesota Resorts/Lake Life



Mall of America



The Twin Cities of Minneapolis-St. Paul and surrounding area



■ Unappealing (1-2) ■ Neutral (3-5) ■ Appealing (6-7)

Younger travelers – Gen Z (51%) + Millennials (49%) – find Mall of America more appealing than older travelers – Gen X (41%) + Boomers (32%).

For most markets, the Twin Cities and surrounding areas are the least appealing attraction.

- Detroit was the exception, with significantly more travelers from the region finding this attraction appealing.
- Dallas is most interested in the Great Outdoors.

Most Appealing Attraction (% appealing (6-7))

	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
North Shore of Lake Superior	57%	49%	51%	53%	47%	54%	52%	46%
The Great Outdoors	52%	45%	52%	53%	45%	57%	47%	48%
Central Minnesota Resorts/Lake Life	48%	40%	46%	48%	43%	45%	43%	47%
Mall of America	42%	40%	47%	34%	44%	44%	34%	47%
The Twin Cities of Minneapolis-St. Paul and surrounding area	34%	38%	41%	32%	44%	36%	32%	38%



Q31. The following are various attractions and destinations the state of Minnesota has to offer. Please indicate how appealing each is to you as a traveler.

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

Prospective travelers are most enticed by language describing the beauty of Minnesota’s lakes.



North Shore of Lake Superior

n=291

This magnificent body of water looks like an ocean, living up to its status as the largest freshwater Lake in the country, bigger than the other four Great Lakes combined. Start in Duluth and continue your journey up the North Shore Scenic Byway and you'll discover the gorgeous scenery and charming Lakeside towns that make this 154-mile stretch one of Minnesota's top vacation destinations.



The Great Outdoors

n=291

Minnesota is home to some of the America’s most beautiful and remote places, including the Boundary Waters Canoe Area Wilderness [BWCAW], Voyageurs National Park, 75 state parks and recreation areas, and the headwaters of the Mississippi River.. Accessible primarily by canoe, the BWCAW in northeast Minnesota extends 150 miles along the U.S.-Canada border, covering more than 1 million acres, 1,100 Lakes and 1,500 miles of canoe routes.



Words and phrases that were highlighted most frequently



Words and phrases that were highlighted often, but not most frequently

In addition to Minnesota's lakes and related activities, travelers appreciate the volume of things to do in the Mall of America.



Central Minnesota Resorts / Lake Life

n=289

Discover a land of **pristine Lakes** and wooded hills, with **miles of trails** to explore by foot or bike in summer, or by snowshoe, snowmobile or fat bike in winter. Central Minnesota is dotted with **crystalline Lakes**, rivers and streams, perfect for **fishing, boating, paddling**-or simply **relaxing**. The region is also a notable golf destination, with over 70 scenic courses crafted by top designers.



Mall of America

n=291

Mall of America in Bloomington, Minnesota is so much more than a mall; it's a destination. The famous mall, home to **tax-free shopping** at more than **520 stores, 60 restaurants, a theme park, Minnesota's largest aquarium** and a 13 screen movie theater, continues to add trendy shops, exciting entertainment options, restaurants and big events through its doors each year. Mall of America has two on-site hotels, the JW Marriott and Radisson Blu.



Words and phrases that were
highlighted most frequently



Words and phrases that were highlighted
often, but not most frequently

Travelers are more enticed by general mentions of the Twin Cities' museums, restaurants, and natural beauty than by mentions of specific attractions.



The Twin Cities of Minneapolis

n=291

The state capital, St. Paul, and neighboring Minneapolis make up the Twin Cities, an incredibly **rich and diverse** area with dramatic skylines, exciting **pro sports**, award-winning theater, **world-class museums** and **cultural attractions** like the **Walker Art Center**, the **Guthrie Theater**, and **Prince's Paisley Park**, **renowned restaurants** and a booming craft beverage scene. Revel in the **natural beauty** of **award-winning parks**, **trails** and waterways, such as the Minneapolis Chain of Lakes and the Mississippi River.



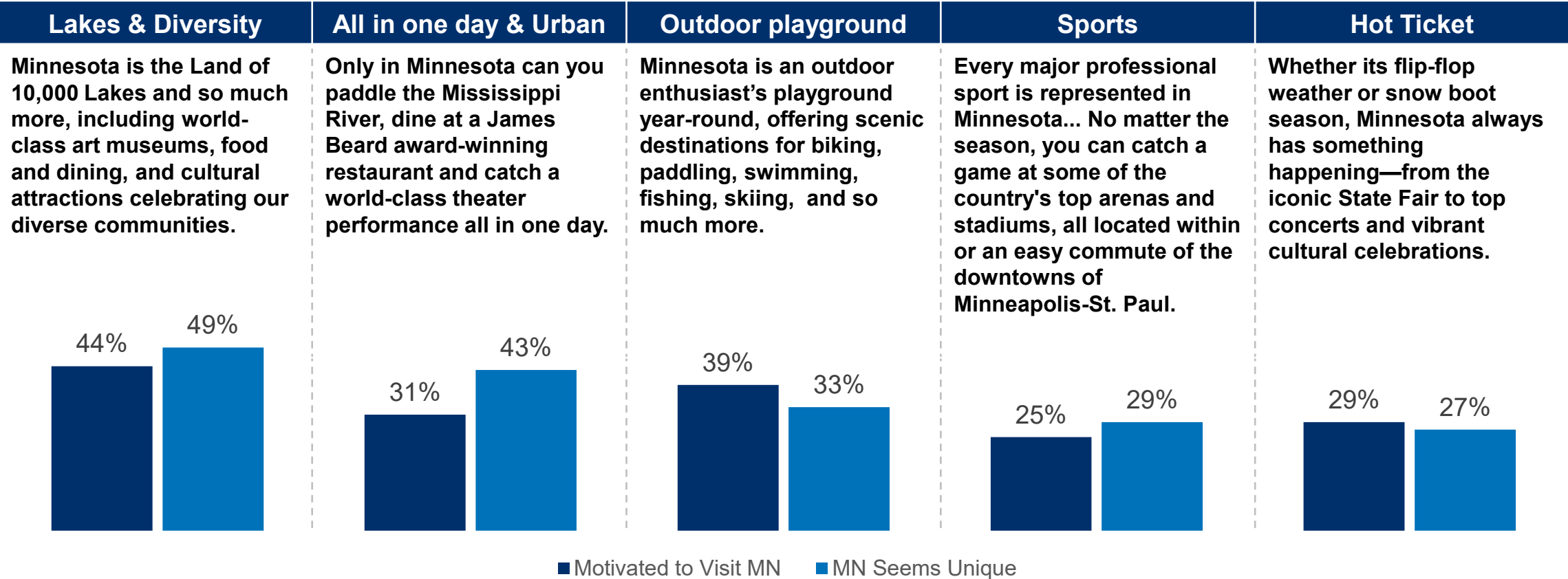
Words and phrases that were highlighted most frequently



Words and phrases that were highlighted often, but not most frequently

Almost half of prospective travelers are motivated to visit Minnesota and find it unique after reading about it’s lakes and diverse communities.

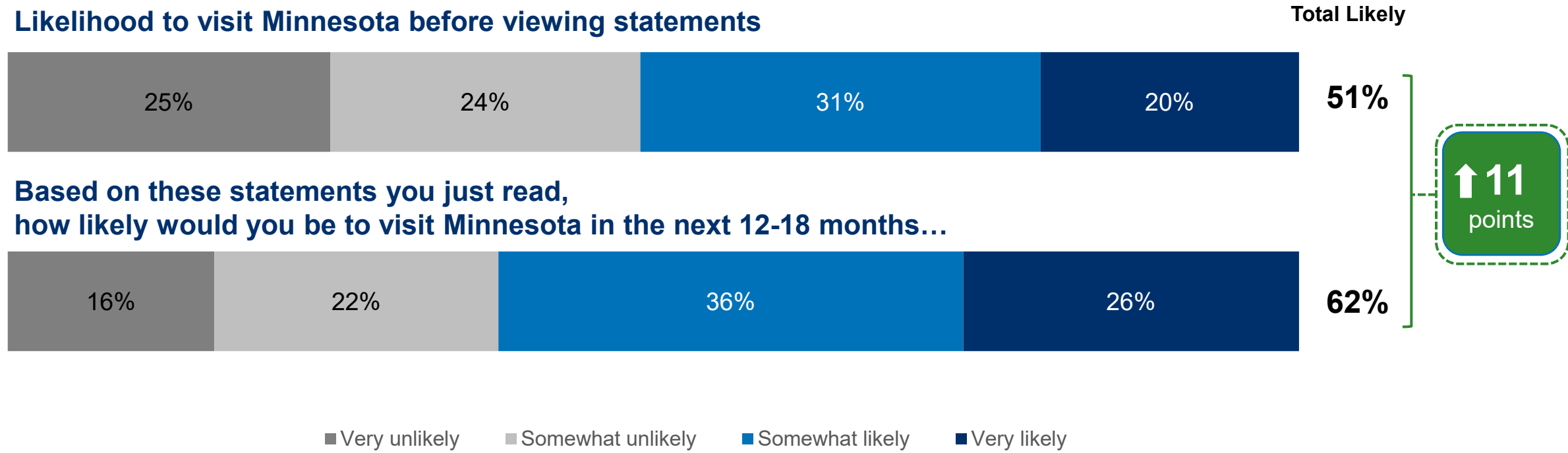
Statement Effect on Opinions of Minnesota



Q33. Please indicate how much each statement motivates you to consider visiting Minnesota. / Q34. Please indicate how unique each statement makes Minnesota seem in comparison to other travel destinations in the U.S.
Sample size: Total, n=1583

Likelihood to visit Minnesota increased by 11% after reading the statements.

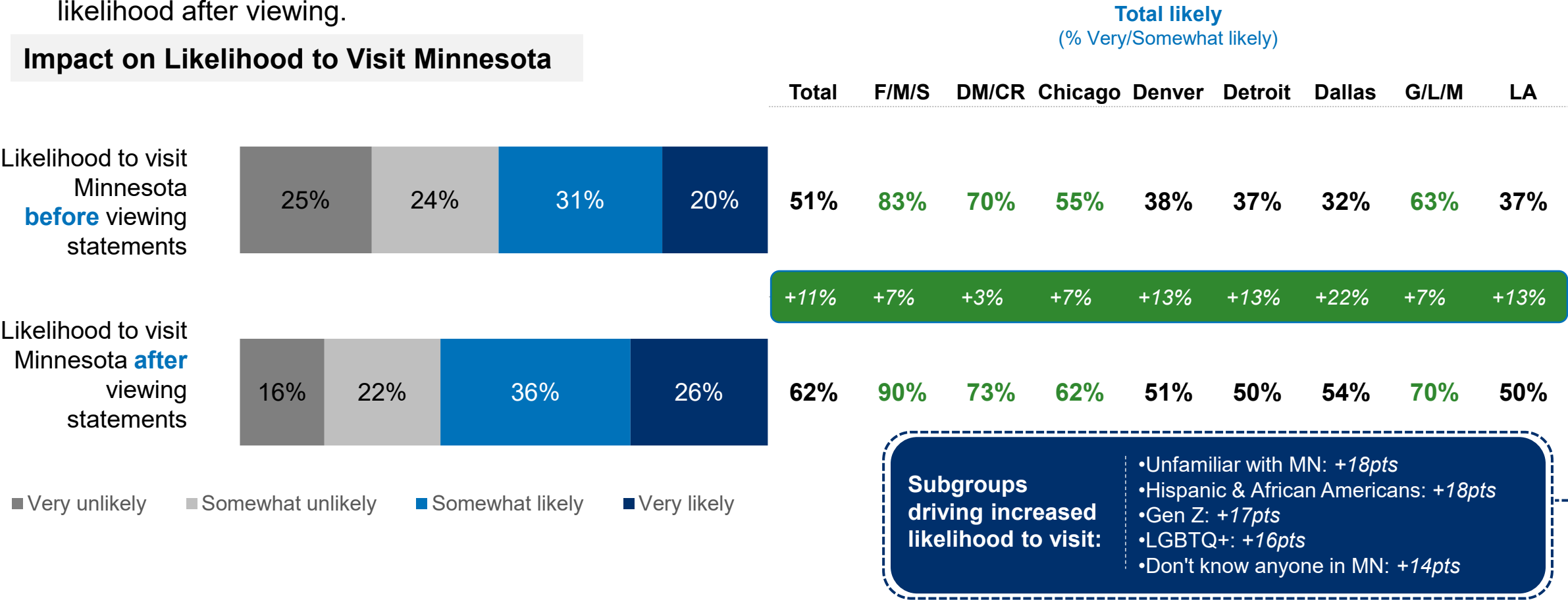
Impact on Likelihood to Visit Minnesota



While likelihood increases across the board, the statements especially impact travelers from markets originally least likely to visit the state, such as Dallas, LA, Detroit, and Denver.

- Travelers from Fargo/Moorhead/Sioux Falls, Des Moines/Cedar Rapids, Chicago, and Green Bay/LaCross-Eau Claire/Madison, were most likely to visit Minnesota before viewing the statements yet still experienced increased likelihood after viewing.

Impact on Likelihood to Visit Minnesota



Access to nature makes Minnesota seem most appealing to prospective travelers.

Statement Appeal

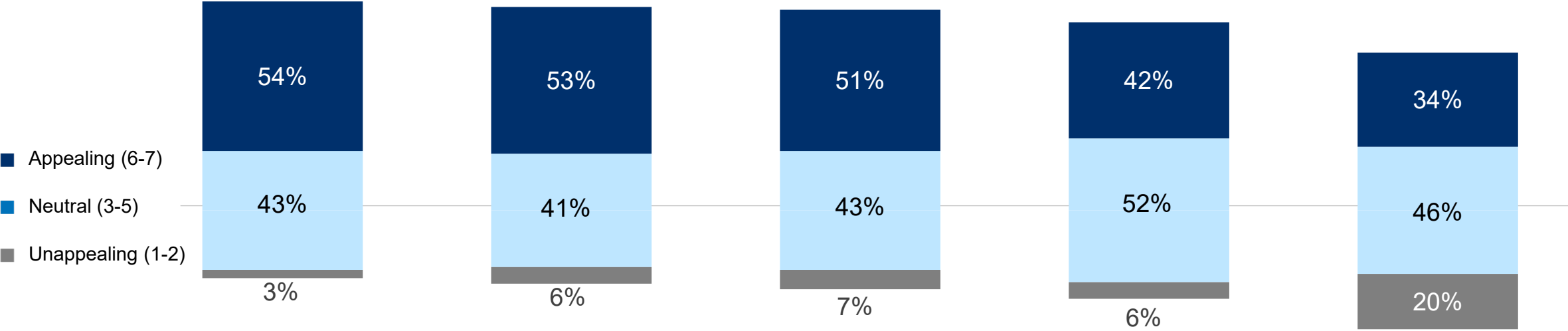
In Minnesota, you're never far from the beauty of nature. The state boasts immense forests, rugged bluffs, easy access to parks and more than 10,000 lakes.

Minnesota has been recognized as the least stressed – and happiest, healthiest state in the country.

Minnesota is ranked #2 in the country for overall quality of life – and it's in the top 5 for important quality of life measures such as the economy, health, crime, education, and state government.

Minnesotans enjoy the joy and beauty of the four seasons living active outdoor lifestyles all year round. From hiking, biking, fishing, or boating to skiing, snowmobiling and ice skating.

Minnesota celebrates its diverse cultures and communities, from its indigenous roots to its Scandinavian heritage, its strong LGBTQ+ community and our diverse Hmong, Black and Mexican populations.



Q36. Please indicate how appealing each statement makes Minnesota seem.
Sample size: Total, n=1583

▶ 6. Political Associations with Minnesota

Just over a third would consider Minnesota liberal. However, markets vary widely in terms of the perceived political ideology associated with Minnesota.

- More than a quarter are entirely unsure on the state's political ideology.

Political Ideology Association

	Total	F/M/S	DM/CR	Chicago	Denver	Detroit	Dallas	G/L/M	LA
Liberal	37%	46%	52%	29%	31%	30%	40%	48%	25%
Conservative	15%	15%	8%	16%	15%	16%	12%	12%	24%
Moderate	20%	14%	16%	24%	26%	21%	18%	18%	21%
Unsure	28%	25%	24%	32%	28%	34%	31%	23%	31%



Q30. Which of the following political ideologies do you most associate with Minnesota?

Sample sizes: Fargo/Moorhead/Sioux Falls, n=184; Des Moines/Cedar Rapids, n=199; Chicago, n=200; Denver, n=200; Detroit, n=200; Dallas, n=200; Green Bay/LaCrosse-Eau Claire/Madison, n=200; Los Angeles, n=200

George Floyd is not top of mind associations for potential travelers to the area.

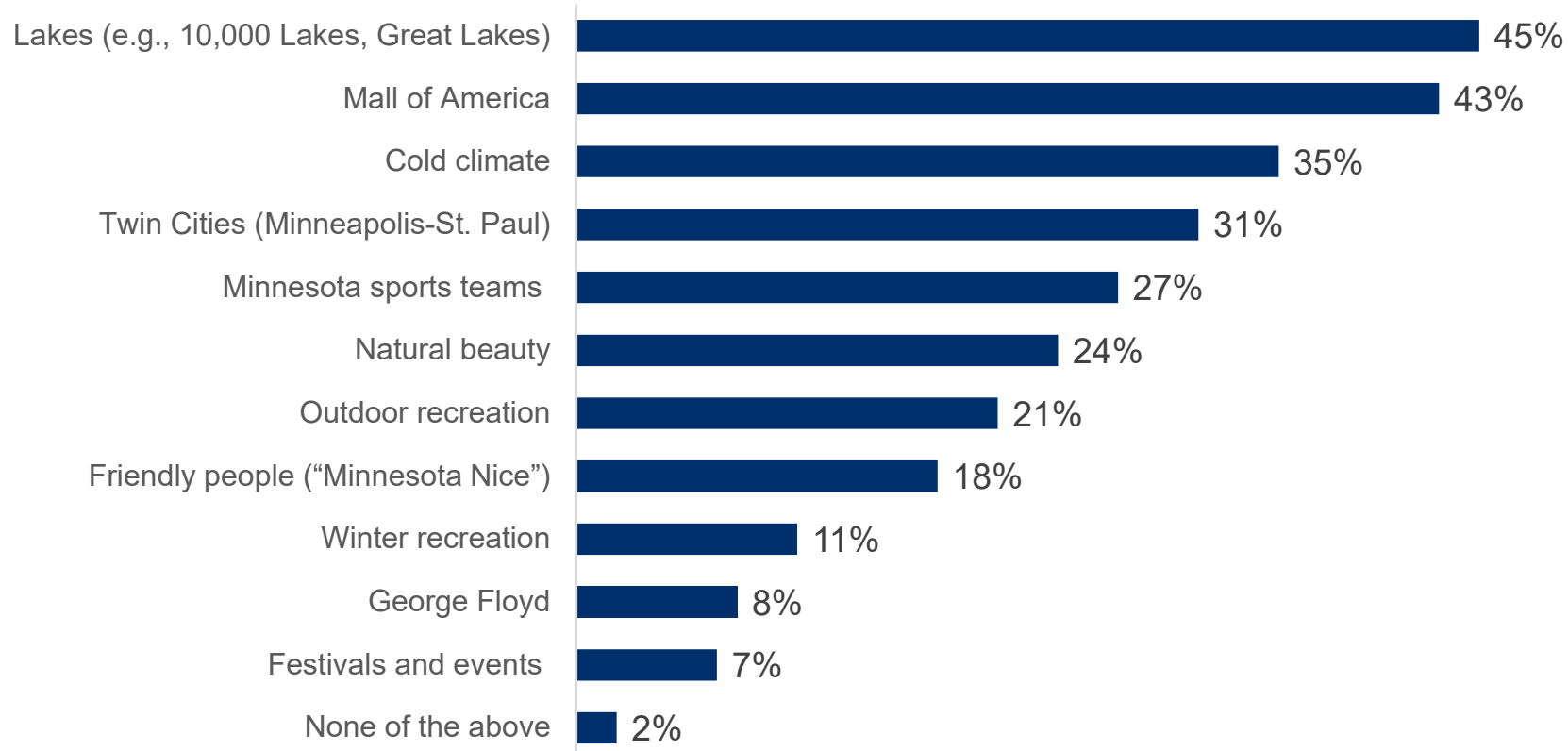
Unaided Attribute Associations with MN



**George Floyd/BLM
Protests (1%)
appeared in about
1% of cases.**

Very few associate Minnesota with George Floyd (8%).

Aided Attribute Associations with MN

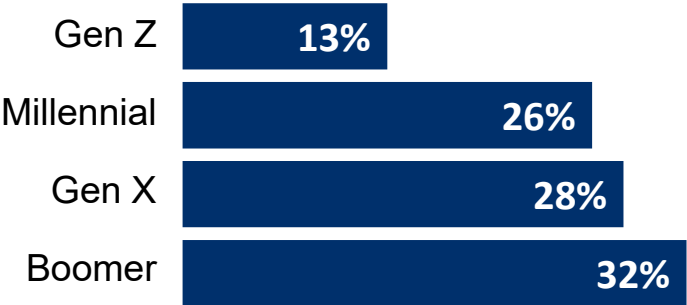


► Appendix

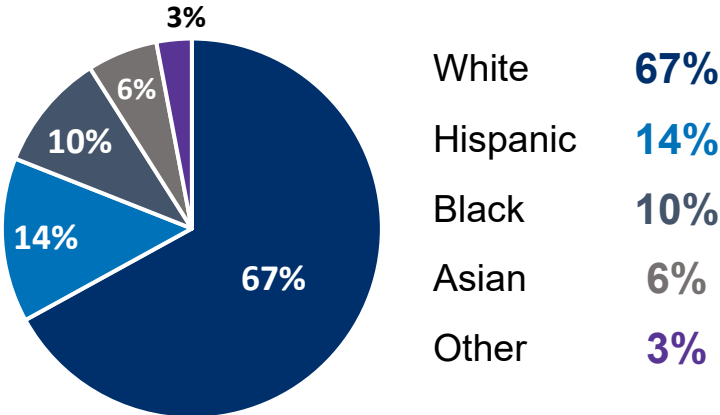
Respondent Profile

We surveyed travelers from the following markets: Fargo / Moorhead / Sioux Falls, Des Moines / Cedar Rapids, Chicago, Denver, Detroit, Dallas, Green Bay / LaCrosse-Eau Claire / Madison, and Los Angeles.

AGE



RACE OR ETHNICITY



EMPLOYMENT

62% Employed
13% Not currently employed
26% Retired

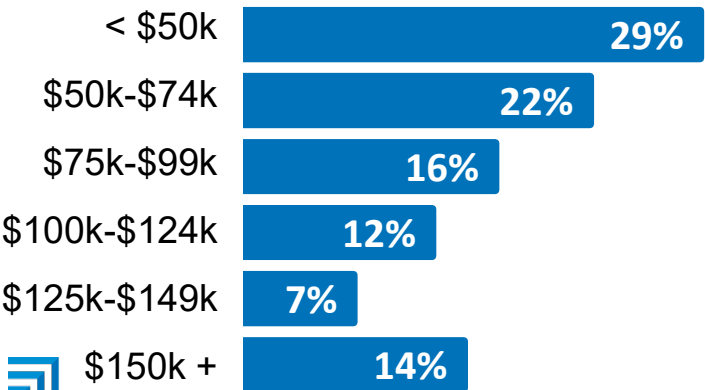
MARITAL STATUS

58% Partnered
42% Unpartnered

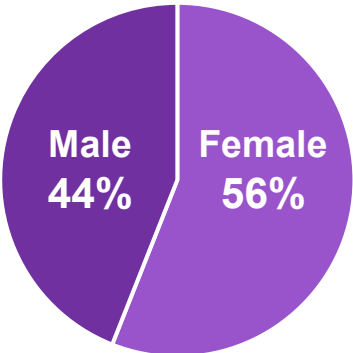
CHILDREN UNDER 18

26% Yes
74% No

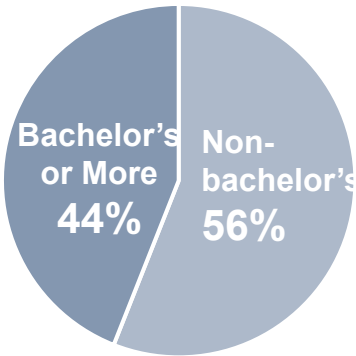
HH INCOME



GENDER



EDUCATION



URBANICITY

32% Urban
55% Suburban
13% Rural

LGBTQ+

7% Yes
92% No

