

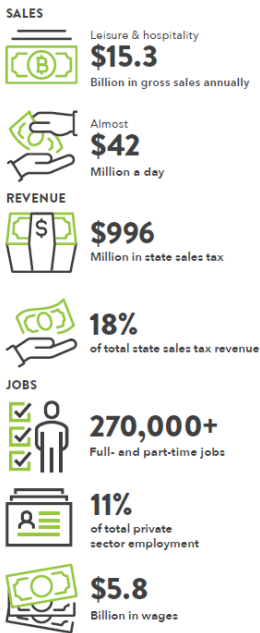
Why partner with Explore Minnesota?

As the state's tourism promotion office, Explore Minnesota is an iconic brand that promotes Minnesota as a premier travel destination. As the trusted source for state tourism information, we deliver a highly engaged audience to partners. We strive to create innovative and impactful partner advertising that raises awareness of partner brands and ultimately inspires consumers to travel to and within Minnesota. Tourism has a significant impact on Minnesota's economy, including sales, tax revenue and jobs.

To us, a partnership means collaborative and enhanced innovation, influence and impact. We embrace how partnerships place us in a unique position to develop joint-marketing campaigns that are mutually beneficial. Together we can expand our reach, increase brand awareness and develop strategies to effectively meet both tactical partnership objectives as well as high-level strategic goals.

Explore Minnesota Snapshot

SUSTAINABLE ECONOMIC GROWTH



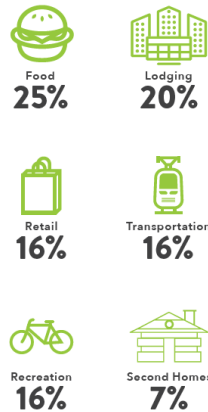
IMPACTS OF STATE TOURISM ADVERTISING

- 3.5 million Minnesota trips
 - \$415.5 million traveler spending
 - \$40.7 million direct state and local taxes
 - 3.76 million additional intended trips in next 12 months
 - \$101 to \$1 traveler spending return on ad investment
 - \$10 to \$1 state and local tax return on ad investment
- *Note: Impacts of Explore Minnesota's spring/summer 2018 advertising*

SOCIAL MEDIA

- Facebook: Nearly 260,000 fans
 - Twitter: More than 62,000 followers
 - Instagram: More than 160,000 followers
 - Pinterest: More than 5,000 followers
- #OnlyinMN – OVER 1 MILLION USES!**

TRAVELER SPENDING BY SECTOR



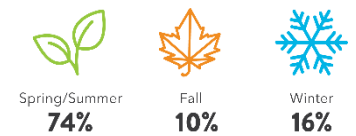
WEBSITE

- **5 Million visits per year**
- Powerful SEO: Organic search is the #1 source of traffic
- 71% of visitors are new visitors
- Over 225,000 highly qualified email subscribers

INTERNATIONAL TRAVEL TO MINNESOTA



ADVERTISING BY SEASON



Marketing Partners



FIND YOUR
TRUE NORTH™

#ONLYINMN

Partnership Guidelines

Explore Minnesota partners with retail businesses, media outlets and the tourism industry to extend the reach of advertising to new audiences of travelers and preferred geo-targets. Potential partners have equal or greater brand equity, have clients who match Explore Minnesota's intended traveler profile and can contribute in a meaningful way to mutually beneficial advertising/promotion. Marketing partnerships and promotional opportunities should have a statewide footprint and may include joint advertising campaigns, media promotions and/or sweepstakes featuring tourism industry lodging, destinations and recreation options.

**Partnerships must contribute to all or some of
Explore Minnesota's marketing goals:**

- Drive traffic to ExploreMinnesota.com
- Promote travel to and within multiple regions of Minnesota
 - Increase awareness of the Explore Minnesota brand
 - Assist in attracting inquiries and email subscribers
 - Increase number of social followers
 - Aid in distribution of Explore Minnesota publications
 - Provide access to partner's customer database

Partnership Expectations

1. Partner to bring a minimum of \$20,000 in cash or advertising value. This may include a percentage of in-kind or prize support. A ratio of 1:2 or greater (partner contributes twice as much in cash/in-kind) is generally preferred.
2. Partner to provide access to their customer databases (e.g. email, loyalty, direct mail, social) for partnership communications where possible.
3. Partner is willing to contribute marketing/creative services, which will decrease demand on Explore Minnesota resources. Turnkey relationship is highly preferable.
4. Partner is in the travel/tourism industry or has a relationship to the industry such as gas stations, luggage, recreational equipment, retail, restaurants, photography or represents a tourism extension, such as health & wellness or conservation.
5. Partnerships will not be used to promote the sale of non-tourism products.

For more information, please contact:

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