

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

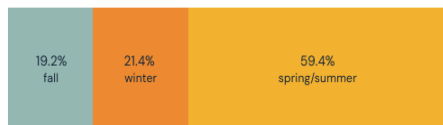
annual budget

general fund operating budget for FY24

\$18.407M (base)

media spend by season

Percentage of full year media spend



Fall '23 Niches

- Hiking
- Food & Events

Winter '23-'24 Niches

- Winter recreation
- Shopping

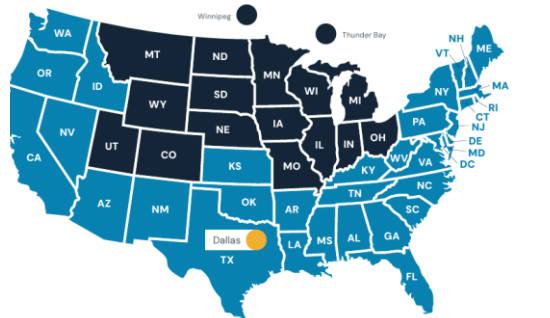
Spring/Summer '24 Niches

- Golf
- Paddling
- Fishing

general campaign brand lift FY24 spring-summer campaign

Awareness	2.6 point increase
Ad recall	3.0 point increase
Familiarity	3.9 point increase
Favorability	6.0 point increase
Consideration	4.3 point increase
Purchase intent	2.6 point increase

FY24 annual campaign map



Legend: General & Diversity & Niche Markets, Niche Expansion Markets, Flight & Diversity Markets

economic impact by the numbers

tourism saved each Minnesota household \$1,002 in taxes in 2023.



web analytics

total sessions
9,765,053

average session duration
2 min, 6 sec.

users
8,989,165

top traffic sources

organic search
47.8%

direct/unknown search
23.8%

social
6.8%

paid search
5.6%

visitor services*

welcome center visitors
2,041,331

Customer contacts
2,046,836

print materials
distributed at
welcome centers
580,847



#9 of all 50 state DMOs
in 1st page keywords
on Google

top age groups
35-44
25-34

gender mix
53.8% FEMALE
46.2% MALE

top cities (outside of MN)
CHICAGO, DALLAS,
NEW YORK CITY,
LOS ANGELES

top interests
NEWS
MEDIA & ENTERTAINMENT
FOOD & DINING
SHOPPING

Marketing Partners



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:

Glori Woolley, Partnership Marketing Strategist, 651-757-1869, glori.woolley@state.mn.us

