Please note: FY20 has been a year unlike any before with a global pandemic, economic recession and Minneapolis at the center of civil unrest and civil rights movement. FY20 estimated audience reach and total placements are lower than recent years with the crisis situations bringing proactive national media outreach and coverage to a standstill from mid-March through June. The 2020 Governor’s Fishing Opener postponement and no national newswire distribution also resulted in lower than average results.

Media coverage is a result of many initiatives including: Explore Minnesota and Bellmont Partners joint team media outreach, international PR and marketing activity, tourism industry events, a joint NYC media tour, various media networking opportunities and more.
## COVERAGE IN KEY OUTLETS

### NATIONAL
- USA Today
- Afar
- Lonely Planet
- AARP
- Budget Travel
- AAA
- Red Tricycle
- Thrillist
- Men's Journal
- Forbes
- Travelocity
- Smithsonian Magazine
- Food
- MSN

### REGIONAL
- Midwest Living
- Chicago Tribune
- The Boston Globe
- The Washington Post
- LEISURE TRAVEL DIARY
- CHICAGO PARENT

### LOCAL
- Star Tribune
- Mpls St Paul
- Minnesota Monthly
- Twin Cities Business
- Minnesota Parent
- KARE 11
- Minnesota Public Radio
- 5 News
- FOX 9
- WCCO

### INTERNATIONAL
- National Geographic
- Daily Record
- Irish Daily Mail
- Trend Car Magazine
- Mirror

## NOTABLE COVERAGE

**Incredible places to celebrate Native American heritage**

![Image](image1.png)

> **The Most-Haunted Restaurant in Every State**

> Ever been joined by an unwanted guest at dinner or more you saw something out of the corner of your eye? It could be that your favorite local watering hole or eating is haunted. Please specify a restaurant, serving up spooktacular hospitality with a side of chills and chills.

![Image](image2.png)

**Affordable Fall Road Trip: Scenic Minnesota**

![Image](image3.png)

> **Black Holes Bar & Cell (Minnesota)**

> "Open Year Round. Minnesota’s scariest & most haunted place, now for the Halloween season. This is the ultimate destination for those who are brave enough to enter. The Bar & Cell is the site of numerous paranormal events, including ghostly apparitions, unexplained noises, and sudden cold spots. It is not for the faint of heart! Come and experience the ghostly adventures for yourself."

![Image](image4.png)

**10 Destinations to See Peak Fall Colors in Minnesota**

![Image](image5.png)

> "Plan to travel around these scenic spots to catch the changing and colorful autumn leaves in full swing."

**7 Off-Season Getaways You Should Book Now**

![Image](image6.png)

> "Hit a Wisconsin fest, watch a tug-of-war over the Mighty Mississippi and more Midwest events."

**10 authentic Oktoberfests in the U.S. you should know about**

![Image](image7.png)

> "New Otten Oktoberfest (Wisconsin)"

> "Located in the heart of Wisconsin’s Oktoberfest district, the New Otten Oktoberfest is a beloved annual event that celebrates German culture and traditions. Held in October each year, the festival features traditional German foods, live music, and a variety of Oktoberfest-inspired games and activities. Join in on the fun and experience the spirit of Oktoberfest in Wisconsin!"
NOTABLE COVERAGE CONTINUED

**Out & About**

**JOY RIDES**
On these breathtaking bike routes, getting the chance is a delight. Give up for the 71-mile Grand Rounds Scenic Byway, in Minneapolis-St. Paul. It loops the Mississippi River downtown and winds through Minneapolis, St. Paul, and other areas. If you want to take a view on the Mississippi River, make a stop at the Mississippi River Park at Cedar Island. This park offers a scenic view of the river, and it's a great place to relax and enjoy the natural beauty of the area.

**Living**

**MINNESOTA THE BIKE-FRIENDLY STATE**
Minneapolis-St. Paul is known for its bike-friendly environment. The city has over 500 miles of bike paths, making it easy for cyclists to explore the city and its surroundings. Whether you're a seasoned cyclist or a beginner, Minneapolis-St. Paul offers something for everyone. From scenic bike paths to challenging hills, you can find the perfect ride to suit your needs.

**TRAVEL**

**A tale of twin cities**

**THERE'S MORE TO MINNESOTA**

Minneapolis-St. Paul is not just about the cities. The surrounding areas offer plenty of activities and attractions for visitors. From outdoor adventures to cultural experiences, there's something for everyone. Whether you're interested in history, art, or outdoor activities, Minneapolis-St. Paul has it all.

**Summer Tourism in Minnesota Proved Strong in 2019**

Summer tourism in Minnesota proved to be strong in 2019. With over 25 million visitors, the state's tourism industry contributed over $10 billion to the economy. The increase in tourism is due in part to the state's beautiful natural scenery and a wide range of activities available for visitors.

**Where Exactly is 'Up North' In Minnesota?**

'Up North' is a term used to describe the northern part of Minnesota. This area is known for its rugged beauty and outdoor activities. From fishing to hiking, there's something for everyone in the north. For some, that place is more than just a geographic location; it's a way of life.

**MEN'S JOURNAL**

**Off the Beaten Path: 27 Epic Views Every Hiker Should See**

Minnesota offers some of the most beautiful hiking trails in the country. From the Boundary Waters Canoe Area to the MnDOT State Park, there are plenty of options for hikers of all skill levels. Whether you're looking for a challenging hike or a relaxing stroll, Minnesota has it all.

**America's Best Places to See Fall Colors (That Aren't in New England)**

Minnesota's fall colors are among the best in the country. From the bright oranges and reds to the deep blues and greens, the state's fall foliage is a sight to behold. Whether you're driving or hiking, Minnesota's fall colors are a must-see for anyone visiting the state.

**48 HOURS IN MINNEAPOLIS-ST PAUL**

Minnesota wants new hunters to add to state's hunting heritage.
As summer gets underway, a look at this year’s 10 best U.S. cities for parks

Report: Minnesota tourism made $16B in 2018

Maple-Tapping Season Is Short and Sweet in Minnesota
March through April, squeeze the most out of maple tapping in Stearns County—and stick around for ceramics and hard cider
By Ashlee Harpom and Andrew Parks – March 2, 2020

Explore Minnesota launches new website
The site was last redesigned in 2014.
Written By: Forum News Service | Feb 13th 2020 - 6pm.

What’s New in the Midwest for 2020 Travel

Wisconsin and Minnesota Are Waging an Extremely Friendly War Over Who Has More Lakes
Yikes, what the heck is a lake, anyway?

This is the Summer of the Drive-In Theater
From longtime establishments to pop-up venues, this 20th-century attraction is providing a safe, socially distanced activity

22 Best Places To See The Northern Lights In 2020

10 Best Winter Vacations for Non-Skiing Families

2. Cragun’s Resort on Gull Lake – Brainerd, MN

Voyages on Grand Marais, Minnesota

Forbes

ST. PAUL — Explore Minnesota announced an improved website Tuesday, Feb. 11, offering visitors “an immersive and

IN FORUM

The site was last redesigned in 2014.
Written By: Forum News Service | Feb 13th 2020 - 6pm.
IMPACTS OF COVID-19 PANDEMIC ON MINNESOTA’S TRAVEL & TOURISM INDUSTRY MEDIA COVERAGE

**TOTAL PLACEMENTS**
493

**ESTIMATED AUDIENCE REACH**
108,973,490

<table>
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<th>RECOVERY COVERAGE (STARTING IN MAY)</th>
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**PANDEMIC IMPACT COVERAGE INCLUDES VARIETY OF TOPICS**

**EXPLORE MINNESOTA FROM A SAFE DISTANCE**
- Virtual Tours & Events
- Stay at Home Order
- Governor’s fishing opener postponement
- Event Cancellations
- Memorial Day activities
- New Marketing Campaign
- MN Tourism Industry Reopens
- Fishing
- Explore MN Again
- Consumer Sentiment Survey

**FUTURE OF TOURISM**
- Future of tourism: what it means for resorts and campgrounds
- Minnesota resort owners seeing more business than expected this summer

**STATE PARKS & TRAILS**
- Minnesota tourism survey: Majority plan to travel again, but closer to home
- Summer trips expected to be down 14% this year, AAA reports

**BIKING & HIKING**
- Minnesota resorts reinvent hospitality to deal with COVID-19
- How to get out and save summer in Minnesota

**CAMPGING**
- Coronavirus in MN: Survey shows 70% of resorts, campgrounds suffering dangerous revenue drop

**RESORTS REBOUND**
- Coronavirus in Minnesota: Explore Minnesota Offers Virtual Tours Of Iconic Minnesota Destinations
- Coronavirus in MN: Survey Shows 70% of Resorts, Campgrounds Suffering Dangerous Revenue Drop

**GOLF**
- Coronavirus in Minnesota: Explore Minnesota Offers Virtual Tours Of Iconic Minnesota Destinations
- Coronavirus in MN: Survey Shows 70% of Resorts, Campgrounds Suffering Dangerous Revenue Drop

**Summer Trips Expected To Be Down 14% This Year, AAA Reports**
- Minnesota tourism survey: Majority plan to travel again, but closer to home
- Summer trips expected to be down 14% this year, AAA reports

**CRISIS COVERAGE**

1. **Twin Cities Business**
   - Reimagining Minnesota’s tourism industry
   - Explore Minnesota provides “Virtual Tours” for people stuck inside

2. **KARE**
   - Gov. Tim Walz calls off Governor’s fishing opener; season still set to open as scheduled

3. **WDIO**
   - Coronavirus in Minnesota: Explore Minnesota Offers Virtual Tours Of Iconic Minnesota Destinations

4. **StarTribune**
   - Coronavirus in MN: Survey Shows 70% of Resorts, Campgrounds Suffering Dangerous Revenue Drop

5. **WCCO**
   - How to get out and save summer in Minnesota
   - Minnesota tourism survey: Majority plan to travel again, but closer to home

**RECOVERY COVERAGE**

1. **FOX 9**
   - Summer Trips Expected To Be Down 14% This Year, AAA Reports

2. **WCCO**
   - Minnesota resorts reinvent hospitality to deal with COVID-19
   - Minnesota tourism survey: Majority plan to travel again, but closer to home

3. **StarTribune**
   - Summer trips expected to be down 14% this year, AAA reports
   - Minnesota resorts reinvent hospitality to deal with COVID-19

4. **KARE**
   - How to get out and save summer in Minnesota
   - Minnesota tourism survey: Majority plan to travel again, but closer to home