GET TO KNOW EXPLORE MINNESOTA

Alexandria | February 2020
GET TO KNOW EXPLORE MINNESOTA

Brief overview of tourism in Minnesota

Resources available

Options for engaging with Explore Minnesota

Questions
TOURISM IN MINNESOTA
WHO WE ARE

As the state’s tourism promotion office, Explore Minnesota pursues an entrepreneurial approach, leveraging the state’s tourism investment with increased involvement by the private sector.

EQUITY STATEMENT

Explore Minnesota is committed to honoring the value and dignity of all individuals. Through our work, we pledge to foster an environment that respects diversity, inclusion and accessibility, so that all who travel here feel welcome.
VISION
To elevate Minnesota as a premier travel destination through results-driven, innovative destination marketing.

MISSION
To inspire consumers and facilitate their travel to and within the state of Minnesota.
20-21 STRATEGIC DIRECTION

Brand Awareness
- Increase consumer awareness of Minnesota as a travel destination

Consumer Engagement
- Provide consumers with the travel information they are looking for

Partner Collaboration
- Create meaningful stakeholder collaborations
TOURISM IN MINNESOTA IS HUGE
2020 TOURISM & MINNESOTA'S ECONOMY

SALES
$16.0 Billion in gross sales
$44 Million a day

JOBS
273,000 Full- and part-time jobs
11% of total private sector employment

REVENUE
$1.04 Billion in state sales tax
18% of total state sales tax revenue

$6.1 Billion in wages

Note: Data for leisure & hospitality sector, 2018
STATEWIDE TOURISM STATISTICS

TRAVELER SPENDING BY SECTOR AND SEASON

- Food 25%
- Lodging 20%
- Retail 16%
- Transportation 16%
- Recreation 16%
- Second Homes 7%
- Spring 14%
- Fall 25%
- Winter 24%
- Summer 37%

TOP ATTRACTIONS BY REGION

- Minneapolis-St. Paul Area - Mall of America
- Central - Grand Casino Mille Lacs
- Northeast - Lake Superior Maritime Visitor Center & Park
- Northwest - Itasca State Park
- Southern - Cabela's
REGIONAL TOURISM STATISTICS

<table>
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<tr>
<th>Region</th>
<th>Gross</th>
<th>Tax</th>
<th>Jobs</th>
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<tr>
<td>Northwest</td>
<td>$635,059,211</td>
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RESOURCES
MORE INFO

- 2020 Resource Guide
- Tourism Industry Website
- Regional Partner Relations
- EMT Express Newsletter

ExploreMinnesota.com/industry
PARTNER

All the ways to partner with Explore Minnesota to elevate awareness of your destination or organization.
• Donate a prize package to a Partnership program
• Provide support/assistance with itineraries, lodging, attraction passes, meals for FAM tours
• Become an Affiliate Welcome Center
• Participate in a Welcome Center Collaboration
• Share your collateral at EMT Welcome Centers (postage)
• Participate in our Co-Op marketing program
• Partner in one of our Grant programs
• Get involved with Market Development initiatives (ABA, Tour Showcase, IPW)
• Host one of the Governor’s Fishing or Hunting Openers

partner
What Happens When Visitors Come to Town?

Grant Programs
Grants are available to eligible organizations as defined with each type of program. Grant cycles vary and each program is subject to changes.

Questions about our grant programs?
Email or call Lori Paterson
Lori.Paterson@state.mn.us
651-917-1075
Affiliate Welcome Centers

Dozens of community welcome centers across the state are designated as Explore Minnesota Affiliates. Explore Minnesota provides these centers with the use of the Explore Minnesota logo on signs and state travel brochures to distribute to visitors. Affiliate locations are included in Explore Minnesota publications and on our consumer website: exploreminnesota.com

Contact: Julie Skarner (651) 366-7005
INVEST

All the ways to invest with Explore Minnesota for targeted promotion of your products and services.
• Attend the EMT Tourism Conference (again!)
• Brochure Distribution
  • MOA
  • MSP
  • Online Travel Guide Request Lead Generation
• Advertise in our publications
• Digital Opportunities
  • Native Banner Advertising
  • Featured Listings
  • E-newsletters
What Happens When Visitors Come to Town?

FREE GUIDES BY REGION

NORTHWEST MINNESOTA

Select all that apply:

☐ Detroit Lakes Regional Chamber of Commerce
☐ Longville Lakes Area Chamber of Commerce
☐ Fargo-Moorhead Convention & Visitors Bureau
☐ Lake of the Woods Tourism Bureau
☐ Leech Lake Area Chamber of Commerce
What Happens When Visitors Come to Town?

BANNER ADVERTISING
- Display ads on national and regional networks
- Targeted audience
- Trackable performance

FEATURED BUSINESS LISTING
- Showcase businesses
- Enhanced visibility
- Link to business website

TRAVEL ENEWSLETTER
- Monthly newsletter
- Engage with subscribers
- Promote attractions

invest
What Happens When Visitors Come to Town?
FREE

All the ways you can connect with Explore Minnesota and take advantage of our free programs and services.
free

- Sign up for the EMT Express bimonthly E-newsletter
- Get a Resource Guide (at this conference!)
- Find more information, resources and research on the industry website: exploreminnesota.com/industry
- Meet with your regional Partner Relations team member
- List your organization on EMC (newly expanded robust listing opportunities)
- List your events on EMC (MN Explorer, Social, E-newsletter)
- As a recognized DMO, ownership over your area’s listing
- Connect with us through your social channels with #OnlyinMN
- Participate in our seasonal Tweetchats on Twitter
- Access our photography and official EMT logos

- Share your own assets, photos and video with us (note photo credits and 3rd party usage)
- Include EMT on your news distribution channels (eblasts, mailings, press releases, etc.)
- Share story ideas for EMT editorial content consideration
- FYTN Toolkit
- Incorporate the EMC website feed in to your online presence
- Visiting the cities? Schedule a presentation and information session at EMT’s St. Paul office.
- Nominate a community partner for the Only in MN Awards
- Nominate your organization for a Destination Marketing Award
- Serve on the EMT Tourism Council
Welcome to the Explore Minnesota tourism industry website!

Explore Minnesota serves businesses and communities that plan and promote travel to Minnesota. Our mission is to increase the number of visitors to Minnesota by promoting unique experiences, showcasing our natural beauty, and encouraging people to stay longer. To do this, we partner with businesses and communities to create a sustainable tourism industry that benefits all.

If you have any questions or need assistance, please contact us at info@exploreminnesota.org. We look forward to helping you plan your next trip to Minnesota!
What Happens When Visitors Come to Town?

Free

Discovered Minnesota’s Most Magnificent Lakes

By Eric Wacker

In the Land of 10,000 Lakes (actual number: 11,842), it’s impossible to say which ones are the best. These 12 represent just a handful of the many great places to start your Minnesota lake adventure. Explore them all, then find more on our website statewide.
What Happens When Visitors Come to Town?

free
What Happens When Visitors Come to Town?

ExploreMinnesota.com/extranet
tourism@state.mn.us
FREE FAMILY FUN NIGHT

CHILDREN'S EVENTS // CHILDREN'S EVENTS

SOUTHERN MINNESOTA

About
Join us at the Children's Museum of Southern Minnesota and explore the galleries and exhibits at no cost! This free playdate is intended to provide a Gateway to Play for families that experience barriers to Museum
What Happens When Visitors Come to Town?

free
What Happens When Visitors Come to Town?

2020 RESOURCE GUIDE
QUESTIONS
THANK YOU

exploreminnesota.com/industry