



Welcome to
Explore Minnesota's
2021 Listening Sessions



To ask a question or make a comment:

Raise your hand *(reactions button)*

-or-

Use the chat feature



WHAT IS A LISTENING SESSION?

An opportunity to solicit information and feedback from the industry to inform:

Shortterm: Creation of a strategic plan for the next 18 months.

Longterm: Consider how to best work together to support industry recovery and future growth.

State of Minnesota's Tourism Industry

Gretchen Nussbaum, Research Analyst

As of August 2021, the Minnesota tourism industry revenue **loss is estimated at \$10 billion.***

Leisure travel is seeing a significant return the second half of 2021 and is expected to reach pre-pandemic levels in 2022.

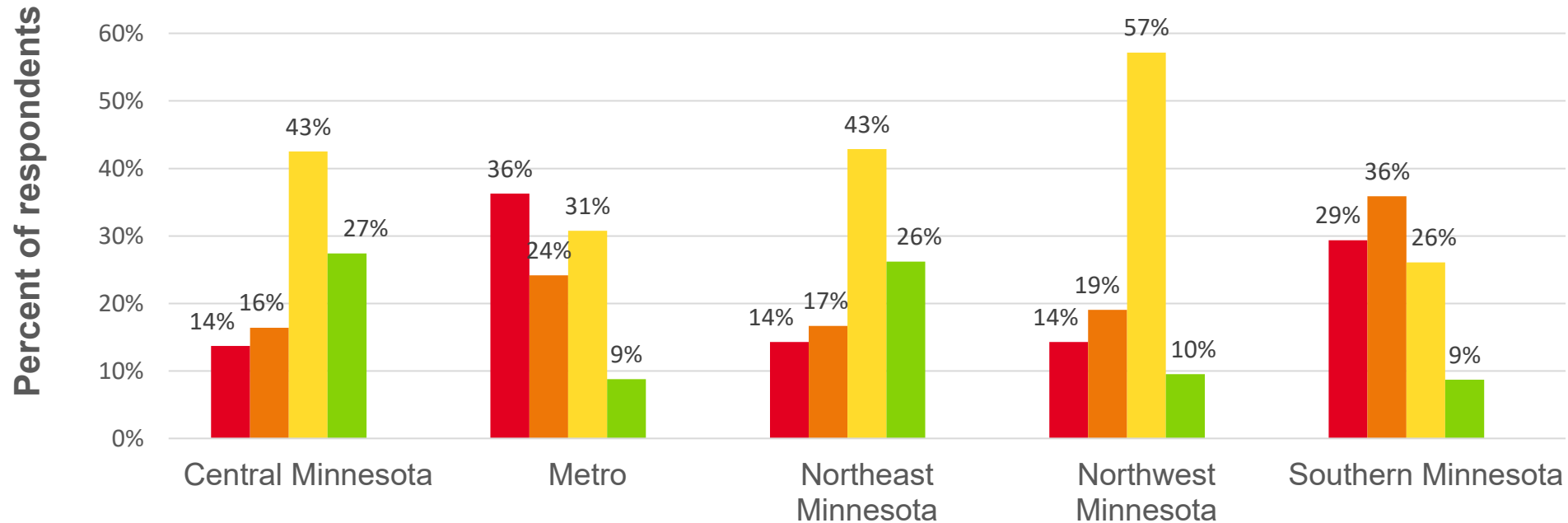
Business travel is estimated to fully return to pre-pandemic levels only in 2024/2025.

** Tourism Economics*



Summer 2021 Minnesota regional demand variation

Tell us about customer demand in relation to your firm's operation capacity.*



Customer demand relative to supply capacity by region of Minnesota

■ Well below supply ■ Somewhat below supply ■ At or near supply ■ Well above supply

* Explore Minnesota Quarterly Business Conditions Survey – August 16-24, 2021

Minnesota lodging metrics

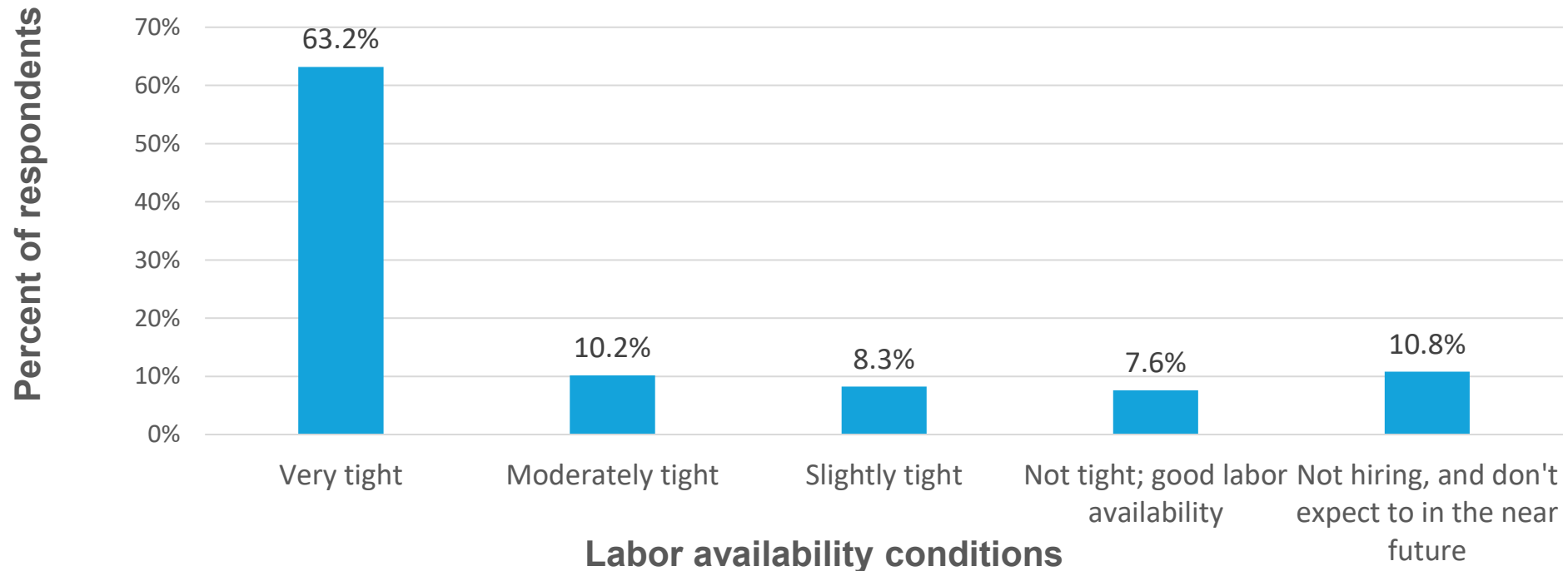
August 2021 lodging metrics*

Lodging Performance Metric	U.S.	Minnesota	Minneapolis
Occupancy %	63.2%	61.7%	42.4%
ADR	\$137.57	\$118.49	\$141.76
RevPAR	\$86.88	\$73.10	\$60.05

* Smith Travel Research – August 2021

Very tight labor availability

How would you describe labor availability for any open or recently filled positions at your company?

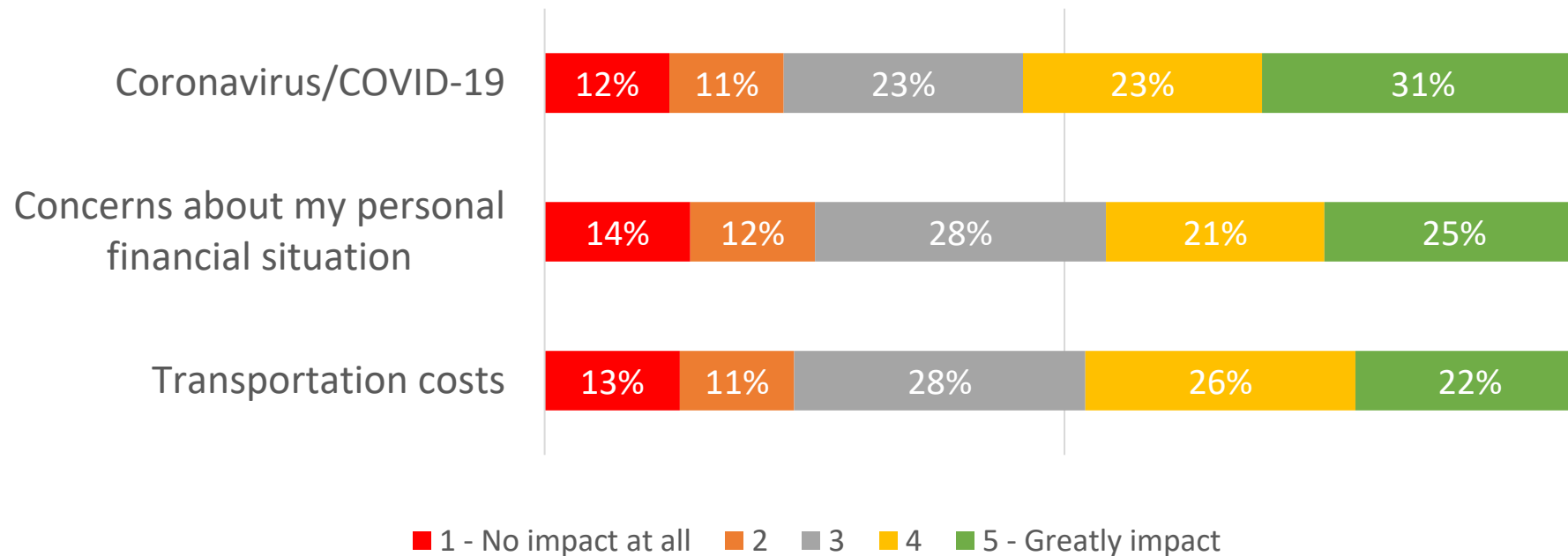


* Explore Minnesota Quarterly Business Conditions Survey – August 16-24, 2021

State of the Travel Consumer

Traveler decisions

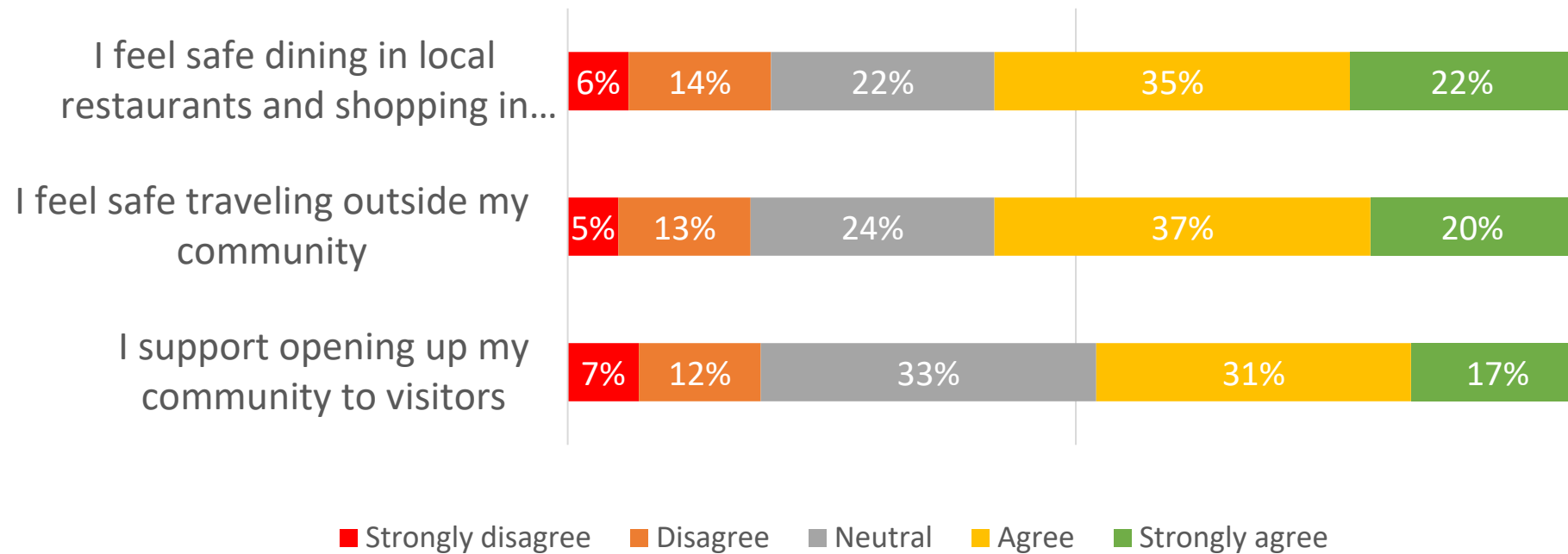
Factors impacting decisions to travel in next six months*



* Longwoods International, Travel Sentiment Study Wave 47 – September 29 - October 1, 2021

Traveler perceptions

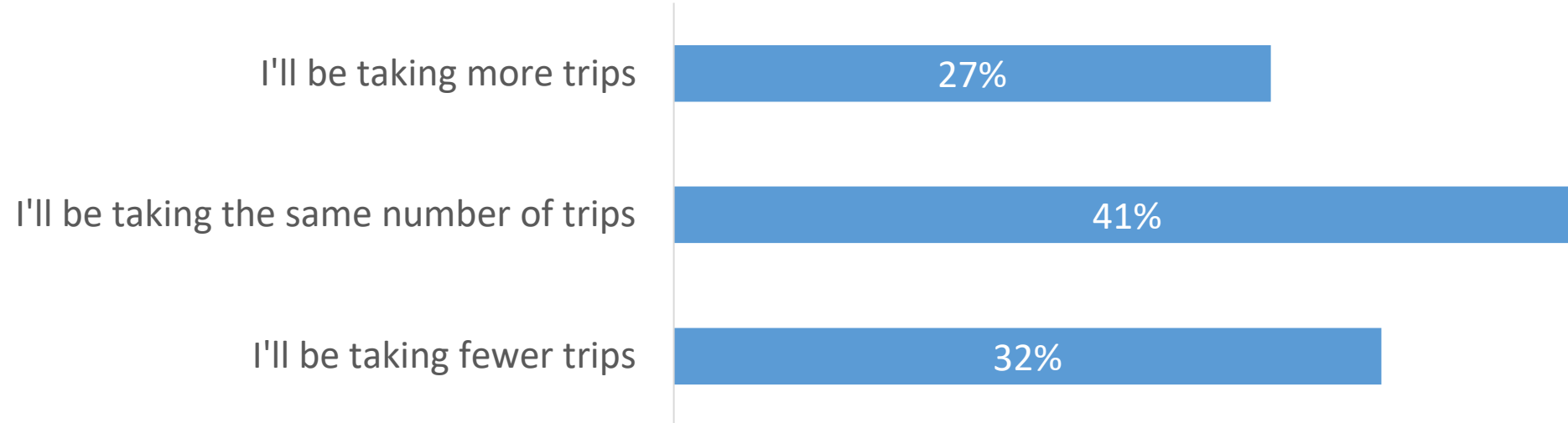
Perceptions of safety and travel*



* Longwoods International, Travel Sentiment Study Wave 47 – September 29 - October 1, 2021

Travel plans

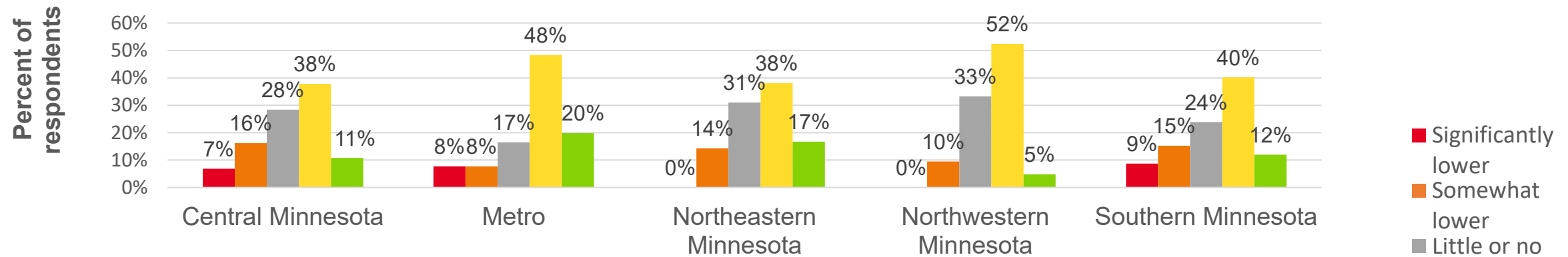
Compared to last year, which of the following best describes your plans for leisure and vacation travel this fall/holiday season?*



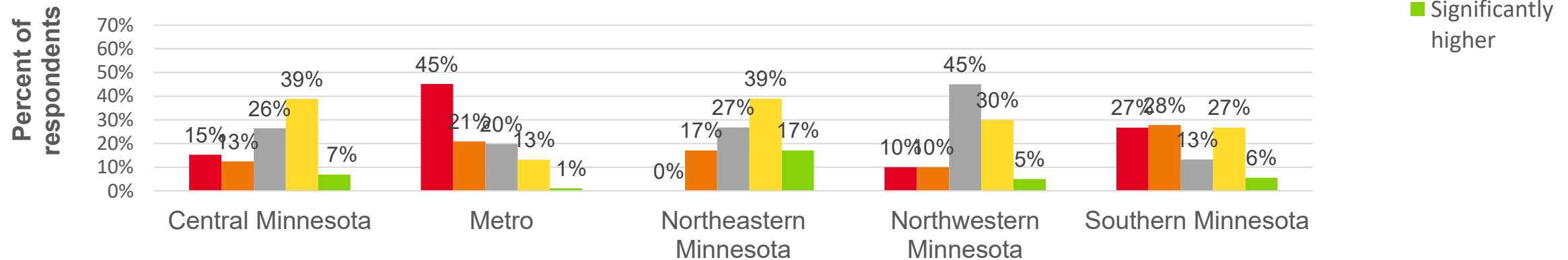
** Longwoods International, Travel Sentiment Study Wave 47 – September 29 - October 1, 2021*

Fall 2021 outlook by Minnesota region

What is your fall 2021 revenue outlook?



Fall revenue expectation compared to same time period in 2020 by region of Minnesota



Fall revenue expectation compared to same time period in 2019 by region of Minnesota

Winter traveler survey preliminary findings

- More than 80% planning to travel this winter, with many planning to take at least one overnight trip
- The largest numbers of travelers plan to hike or snowshoe, visit seasonal attractions, shop or attend community events or festivals
- Most travelers plan to stay at hotels or motels and many plan to stay at the residence of family or friends
- Travelers plan to visit a wide range of food and drink establishments, and some are looking for patio and take-out options



Contact for additional info

Gretchen Nussbaum, Research Analyst

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Industry Questions and Discussion



What data is needed to strengthen the perception of tourism and hospitality as an essential industry?



What are the biggest obstacles to
Minnesota's tourism industry recovery
(from the viewpoint of your
business/sector)?



How can Explore Minnesota best help
support and accelerate
industry recovery?



What Explore Minnesota programs and services do you value most?

Consumer Marketing

Communications (PR, Social, Publications, content)

Education (+Tourism Conference)

ExploreMinnesota.com website

Industry programs: Grants & Co-ops

Market Development: International & Group Tour

Research

Welcome Centers



What tools and resources could
Explore Minnesota provide
that are not currently being offered?



We want to hear from you

email us anytime

questions.exploreminnesota@state.mn.us



Thank You!

**Recordings for all Listening Sessions will be made available
on the Explore Minnesota Industry website.**