

**Minnesota**  
2015 Tourism Advertising  
Evaluation and Image Study

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# Background



- ◉ Longwoods International was engaged by Explore Minnesota Tourism to undertake an evaluation of their spring/summer 2015 tourism advertising campaign.
- ◉ The campaign employed TV, Print, Digital, Radio, Out-of-Home and Social Media
- ◉ The ads were designed to:
  - ❖ *Promote leisure travel to Minnesota*
  - ❖ *Promote consumer engagement through the “Only in MN” hashtag*
- ◉ Minnesota’s regional advertising markets included:
  - ❖ *Minnesota, North Dakota, South Dakota, Illinois, Iowa, Wisconsin, Colorado, Missouri, Montana, Nebraska, Wyoming, Kansas and Winnipeg, Manitoba, Canada*
- ◉ Campaign spending totaled \$4.5 million.

# Research Objectives



- ◉ The purpose of this research is to provide:
  - ◉ *fundamental strategic insights about the image of Minnesota and its key competitors with respect to key destination choice factors;*
  - ◉ *an evaluation of the spring/summer 2015 tourism advertising campaign in terms of:*
    - ❖ *top line measures:*
      - ◉ *awareness of the advertising*
      - ◉ *impact on Minnesota's image as a travel destination*
    - ❖ *the bottom line return on Minnesota's investment in the campaign in terms of:*
      - ◉ *incremental travel to Minnesota*
      - ◉ *incremental traveler spending in Minnesota*
  
      - ◉ *incremental state and local taxes*

# Research Method



- ⦿ The study was conducted among a representative sample of adult travelers (18+) residing in Minnesota's advertising markets.
  - ⦿ *'Travelers' means respondents had taken a day and/or overnight pleasure trip anywhere in the past 3 years and intend to take another in the next 2 years.*
- ⦿ The survey was conducted via a major online consumer panel which is demographically balanced to represent the population in the markets surveyed.
  - ⦿ 1,400 individuals responded to the research

# Research Method (Cont'd)



- ◉ The questionnaire addressed three key areas:
  - ◉ ***Minnesota's Image as a Travel Destination***
    - *respondents rated Minnesota and selected competitive destinations across an extensive list of characteristics or destination attributes.*
  - ◉ ***Travel to Minnesota***
    - *respondents reported the number of day and overnight trips they took to Minnesota during and shortly after the advertising campaign.*
  - ◉ ***Advertising awareness***
    - *actual creative from the 2015 campaign was exposed and respondents reported recall of each.*
      - ◉ *we use this forced exposure approach to ensure that we are measuring the state-sponsored advertising only – not that of Minnesota's attractions and accommodation facilities.*

# Research Method (Cont'd)



- ⊙ **ROI** calculation:
  - ⊙ *the **Longwoods R.O.EYE™** method quantifies the relationship between awareness of campaign elements and trip taking.*
  - ⊙ *a baseline measure is generated to estimate the level of visitation that would have occurred in the absence of advertising activity.*
  - ⊙ *using the principles and techniques of experimental design, we control for the effects of internal and external factors that could otherwise influence the result.*

# Image Study Summary

# Travel Motivators



- ◉ In the survey, respondents were asked to evaluate several destinations overall and on a series of detailed image attributes.
- ◉ Through statistical analysis, we have derived the relative importance of each attribute in determining people's overall interest in the destinations.
- ◉ Then, in order to better communicate the results, the data have been grouped into 11 broader categories, or travel motivators, and ranked from more important to less important.

# Travel Motivators



- ◉ The more important a travel motivator is, the more important it should be for a destination to communicate that message about itself, taking into consideration its ability to deliver on the promise with its product.
- ◉ Within each travel motivator category, the image attributes that make up that category are also presented in their order of importance.
- ◉ When evaluating Minnesota's image and product delivery, and those of the competitive set, it is critical to keep the relative importance of each attribute in mind.

# Travel Motivators



- For travelers, the top motivators for getting on the destination wish list are **exciting**, followed by **adult vacation** and **popular**:
  - *the notion of **excitement** comes from being seen as fun, with a sense of adventure and a must-see destination*
  - ***adult vacation**, the perceived suitability for adults and couples, is important because they are paying for the trip*
  - ***popularity** as a tourist destination in general*

# Travel Motivators



- Several factors are of moderate importance individually; but they include some of the key rational features that bring to life the emotional excitement that attracts people to a destination:
  - ***uniqueness**, including the local people, culture and traditions*
  - ***family atmosphere** refers to a destination's perceived appeal for kids and families*
  - *a **worry-free** environment, because being perceived as relaxed and friendly is important*
  - *the availability of **luxurious** accommodations and dining*
  - *the opportunities for **entertainment**, including festivals, nightlife, shopping, museums and theater*
  - *good **sightseeing**, particularly the overall variety of things to see and do, and beautiful scenery*

# Travel Motivators



- Relatively low on the priority list are:
  - *opportunities for **sports and recreation***
  - ***affordability** refers to the costs associated with getting to and staying at a destination:*
    - *although relatively unimportant at the wish list stage, cost usually rises in importance the closer one gets to closing the sale*

# Minnesota's Image



- ◉ Minnesota's Competitive Set includes North Dakota, South Dakota, Wisconsin, Michigan, Colorado and Illinois
- ◉ Minnesota's image strengths versus these competitors as a group are:
  - ◉ *Most aspects of water-related outdoor adventure – excellent boating/water sports, fishing, canoeing/kayaking, as well as snowmobiling and hunting*
  - ◉ *Urban experiences such as excellent shopping and great theater & performing arts*
  - ◉ *Exciting spectator sporting events*

# Minnesota's Image



- ◉ Nonetheless, travelers perceive some disadvantages to visiting Minnesota relative to the competition, the most important of which are two hot buttons:
  - ◉ *not considered a must-see destination*
  - ◉ *not as exciting as other destinations*
- ◉ And one less critical area:
  - ◉ *authentic historical sites*

# Minnesota's Product Delivery



- The image ratings we just discussed looked at perceptions of Minnesota and the competition among the broad population of potential travelers in Minnesota's target markets. Within that broad population are some people who have visited Minnesota in the recent past, i.e. who have experienced Minnesota's product, and some who haven't.
- The analysis that follows examines recent visitors' image of Minnesota based on recent experience ("product delivery") compared to the image ratings of those who have never actually visited, i.e., whose perceptions are based on "pure image".

# Minnesota's Product Delivery



- ⦿ This is essentially the difference between the expectations of those who have not been to Minnesota vs. the experiences of those who have. When the experience falls short of expectations, there may be a problem with the product. When experience exceeds expectations, there is a great opportunity to educate those who don't know how wonderful Minnesota is.

# Minnesota's Product Delivery



- ◉ In this survey people who have visited Minnesota in the past two years gave Minnesota substantially higher ratings for every one of the many attributes on which they evaluated the state than people who had never visited.
- ◉ In other words, the first time visitor is very pleasantly surprised by what they experience in Minnesota.
- ◉ The difference is in many cases so large that it is clear that Minnesota's product delivers, consistently exceeding visitor expectations. The conclusion one could draw is that with such a good product, Minnesota has more of an awareness problem than a product problem.

# Minnesota's Product Delivery



- The greatest differences in “perception vs. reality” are:
  - *Minnesota's urban offerings: theater & performing arts, excellent museums & art galleries, excellent shopping, exciting nightlife and first-class hotels*
  - *The outdoor and water-related activities such as boating & water sports, canoeing/kayaking, fishing, camping, golf*
  - *The all-important attributes relating to being a fun and exciting place for a vacation, a place with lots to see and do for both adults and children, a unique, must-see destination*

# Travel Motivators & Hot Buttons

# Travel Motivators

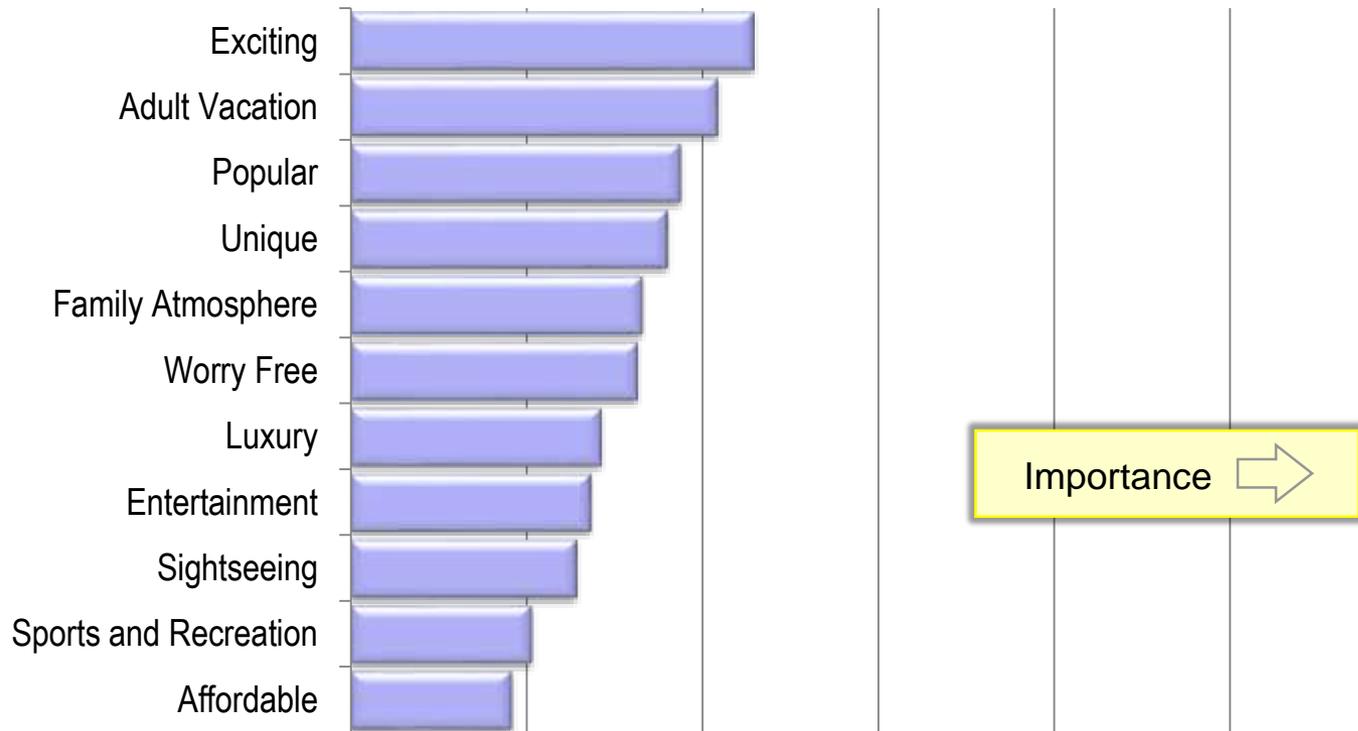


- ◉ In order to determine the key factors that motivate travel and destination of choice, respondents are asked to rate selected states across a robust list of **attributes** or characteristics.
- ◉ Statistical correlations are then used to establish the degree of association between each attribute and the overall rating, “A place I would really enjoy visiting.”
  - ◉ *A high correlation reveals an attribute to be an important motivator. The attributes with the highest correlations are referred to as ‘Hot Buttons’.*
  - ◉ *A lower correlation reveals an attribute to be of lesser importance.*
- ◉ The Travel Motivating **factors** are calculations that reflect the aggregated importance across attributes related by subject.

# Travel Motivators



Base: Residents of Minnesota's Regional Advertising Markets



Relative Importance\*

\*A measure of the degree of association between each factor and whether a destination is a place "I would really enjoy visiting."

# Hot Buttons



Base: Residents of Minnesota's Regional Advertising Markets

## Top 15 Hot Buttons

A fun place for a vacation

Must-see destination

An exciting place

Good for adult vacation

Lots to see and do

Vacation there is a real adventure

Popular with vacationers

Unique vacation experience

Interesting festivals/fairs/events

Children would enjoy

Good place to relax

Interesting small towns/cities

Truly beautiful scenery

Exciting nightlife

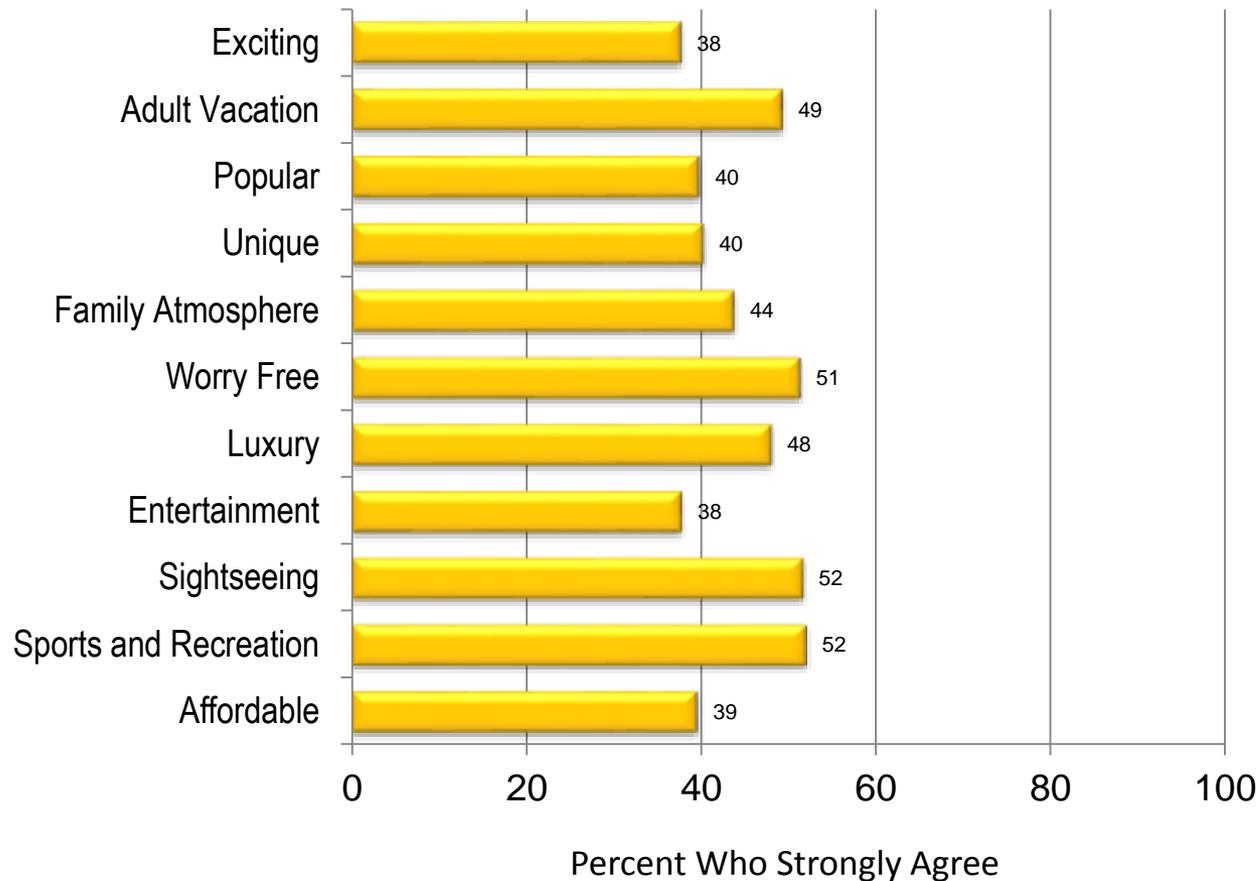
First class hotels

# Minnesota's Image vs. Competitors

# Minnesota's Overall Image



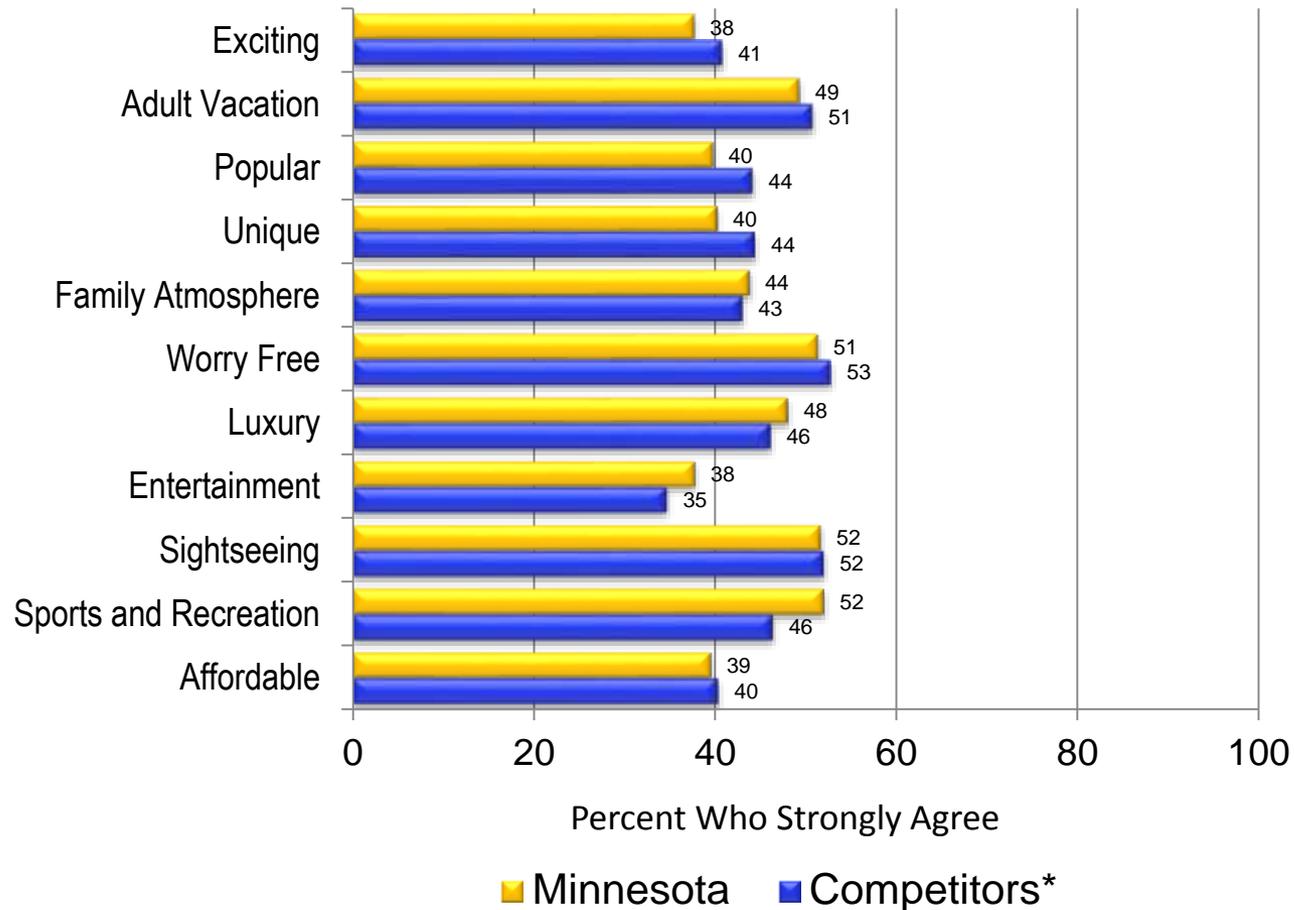
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Overall Image vs. Competitors



Base: Residents of Minnesota's Regional Advertising Markets

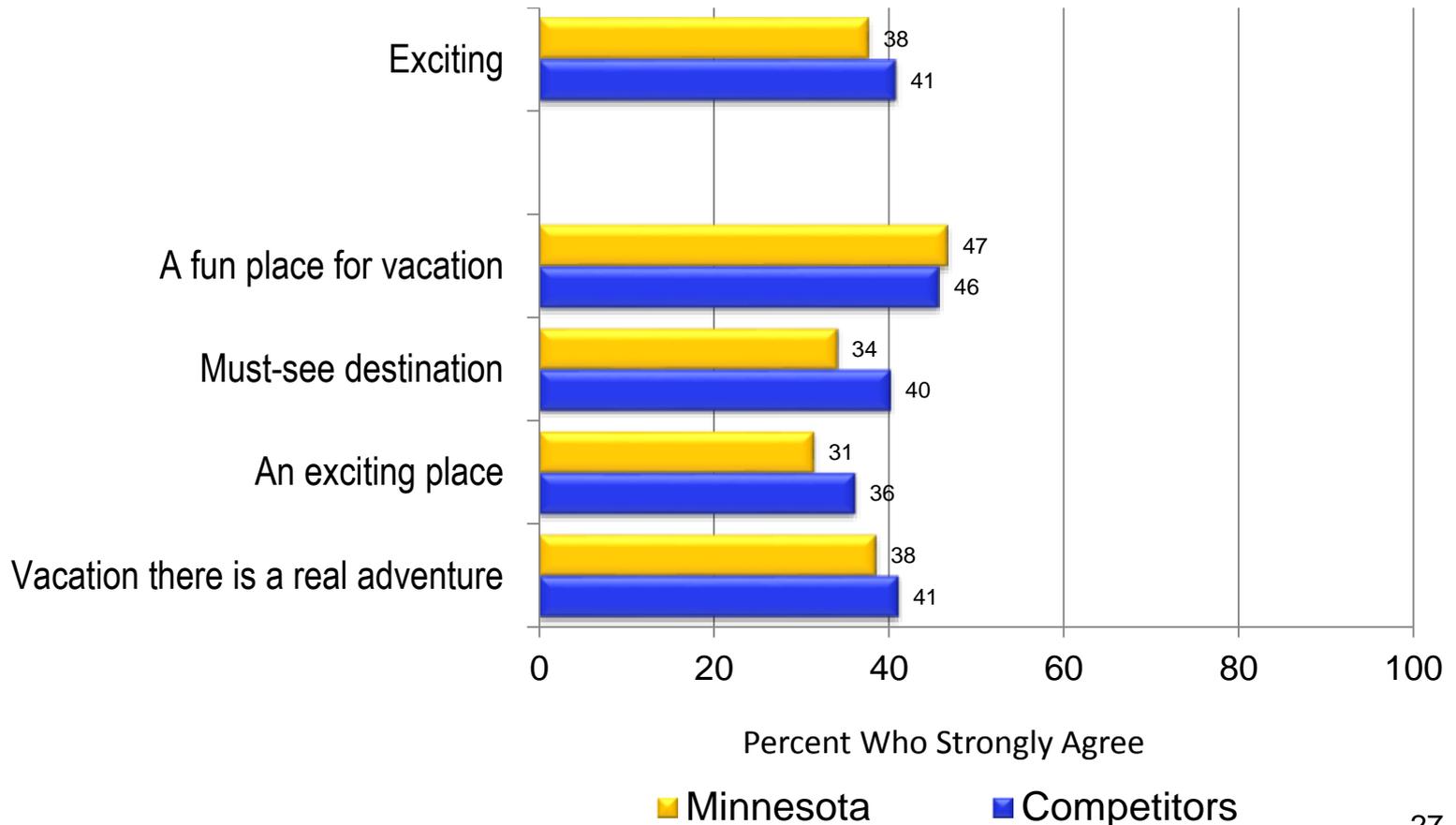


\* Competitors include: North Dakota, South Dakota, Colorado, Illinois, Michigan, Wisconsin

# Minnesota's Image vs. Competitors — Exciting



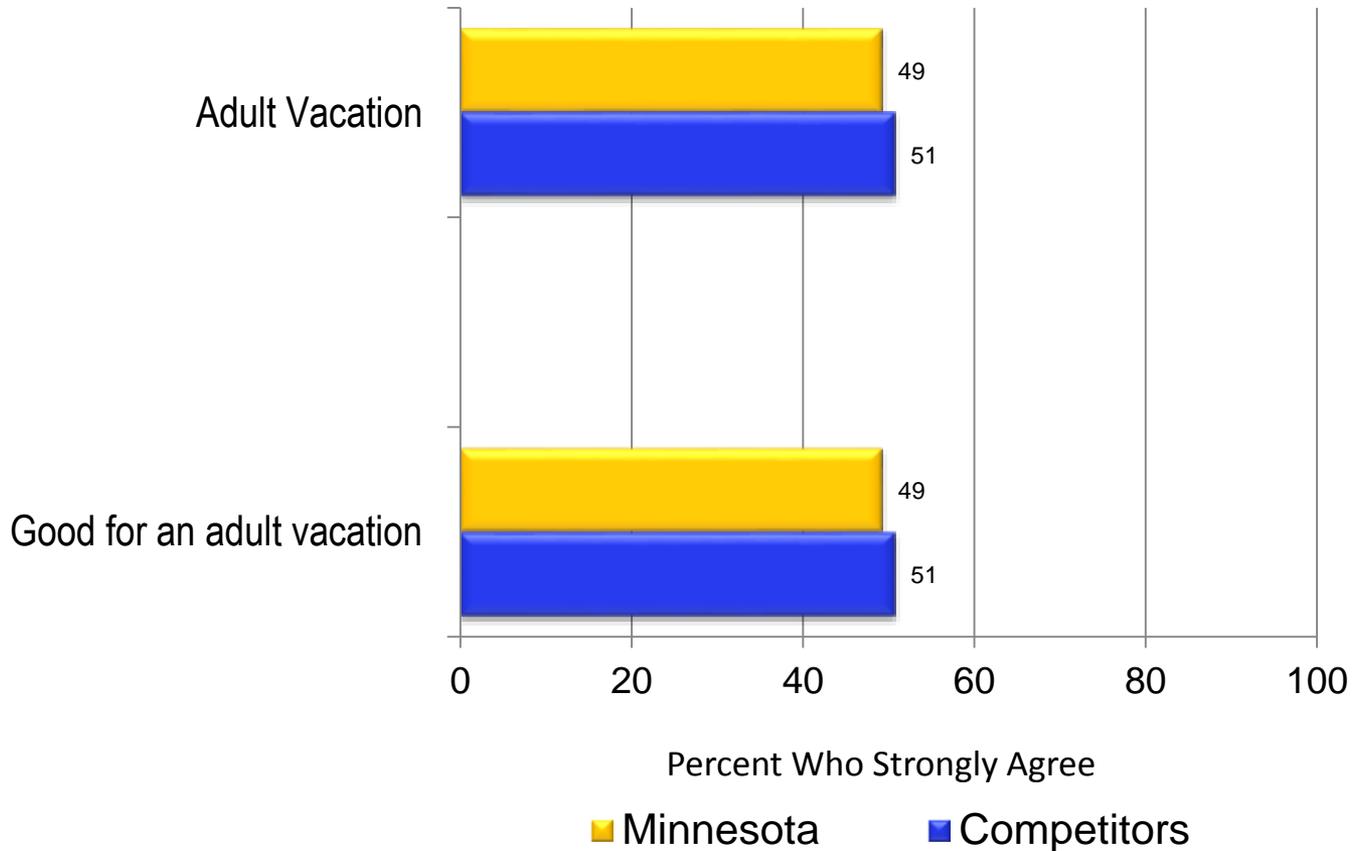
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Adult Vacation



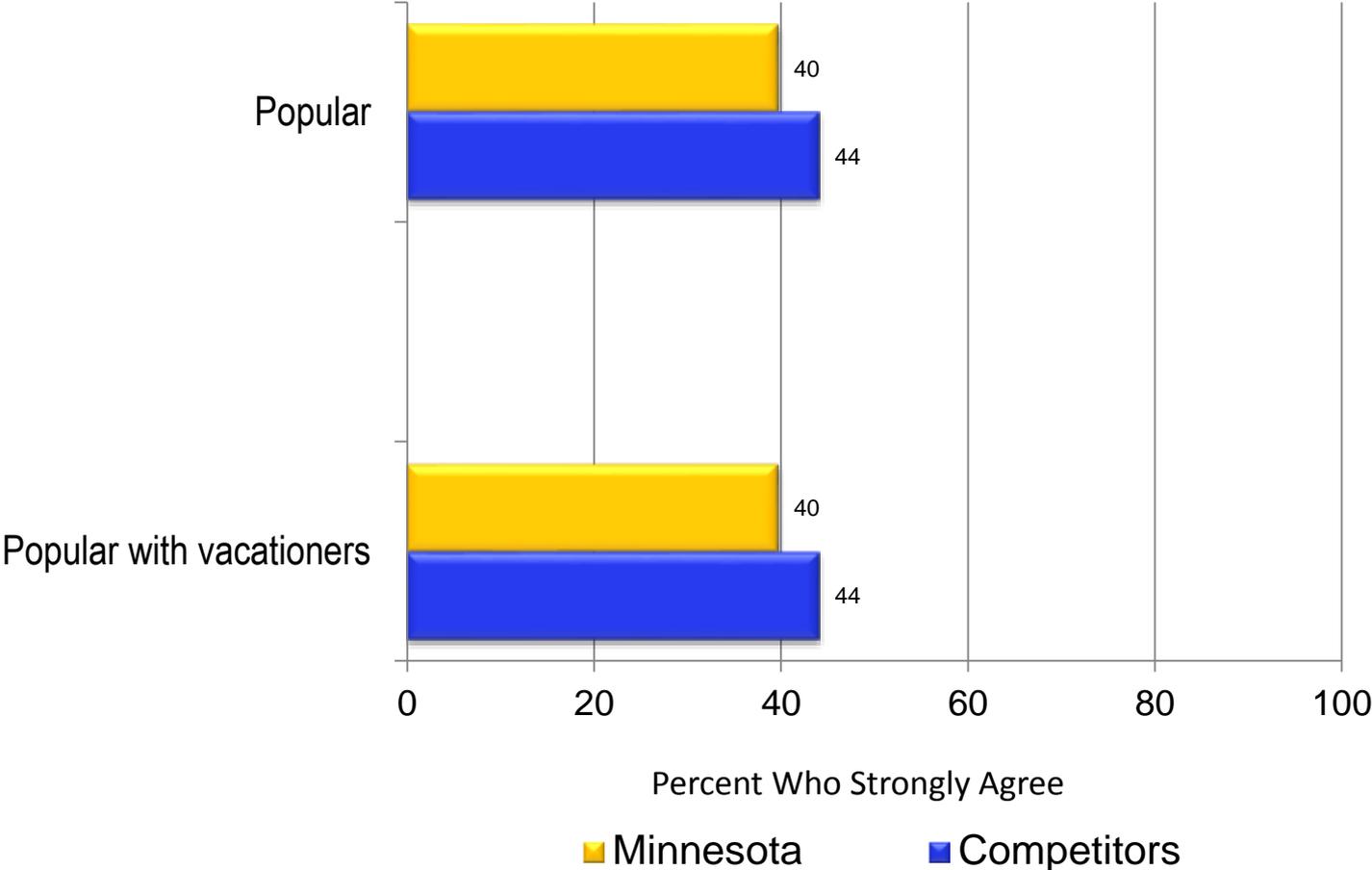
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Popular



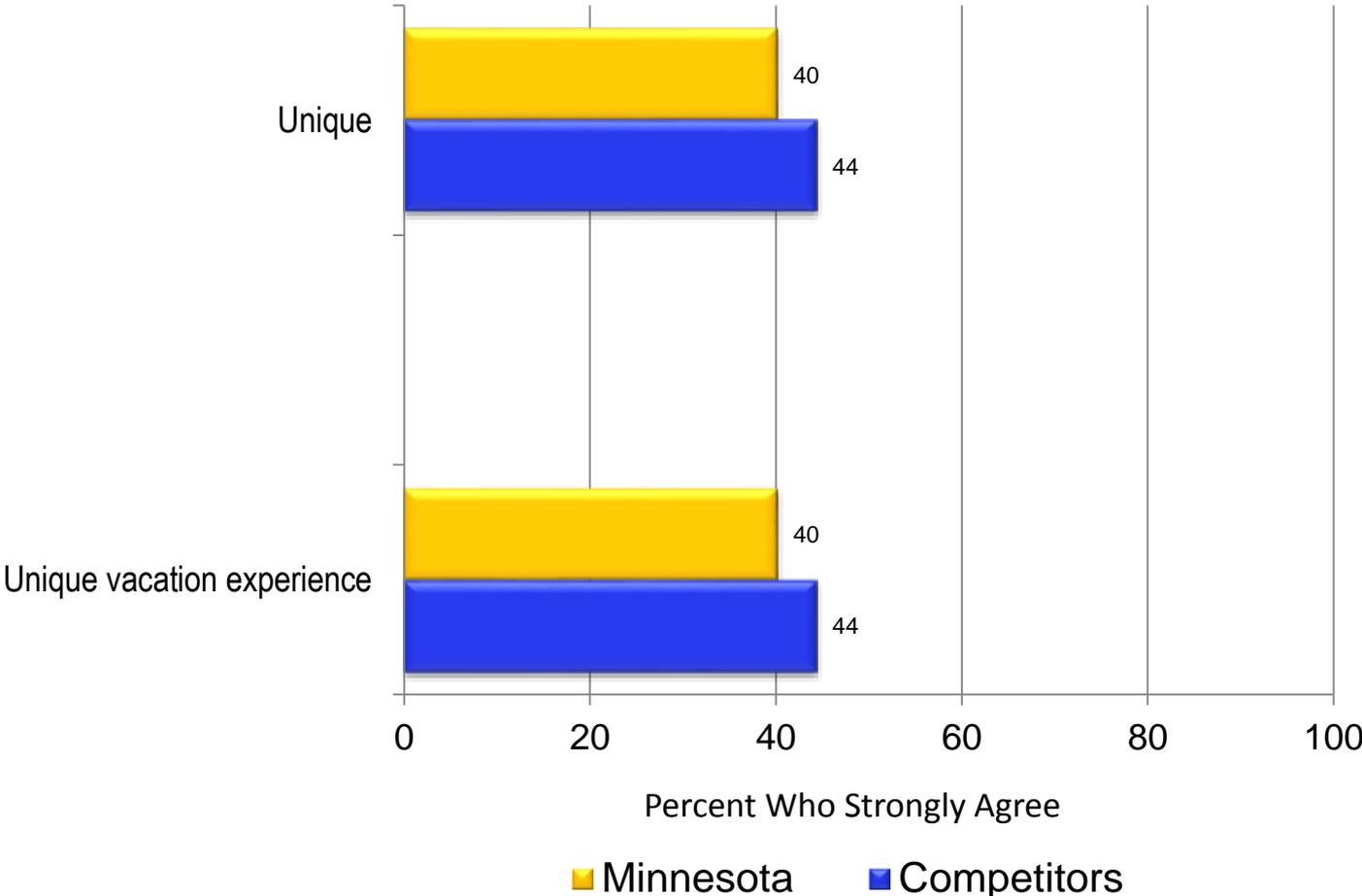
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Unique



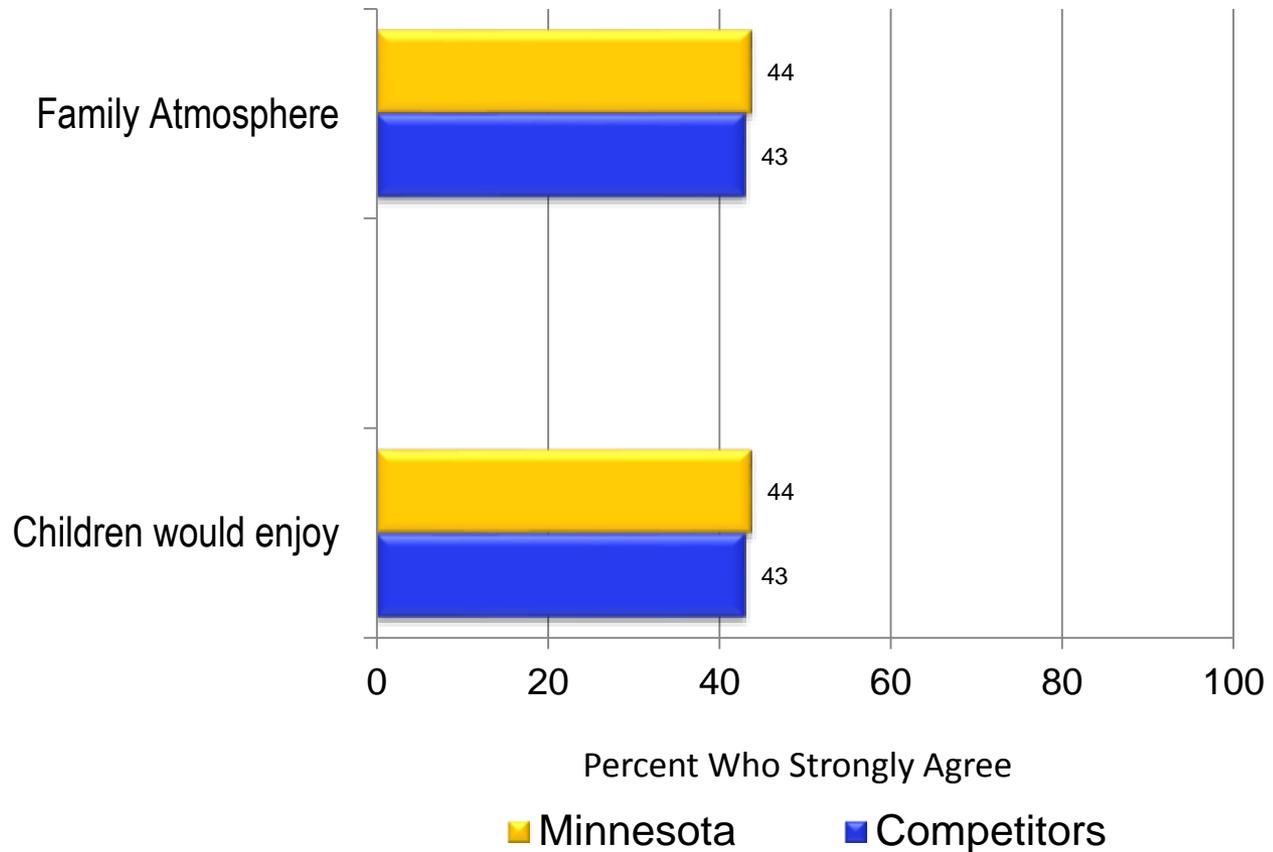
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Family Atmosphere



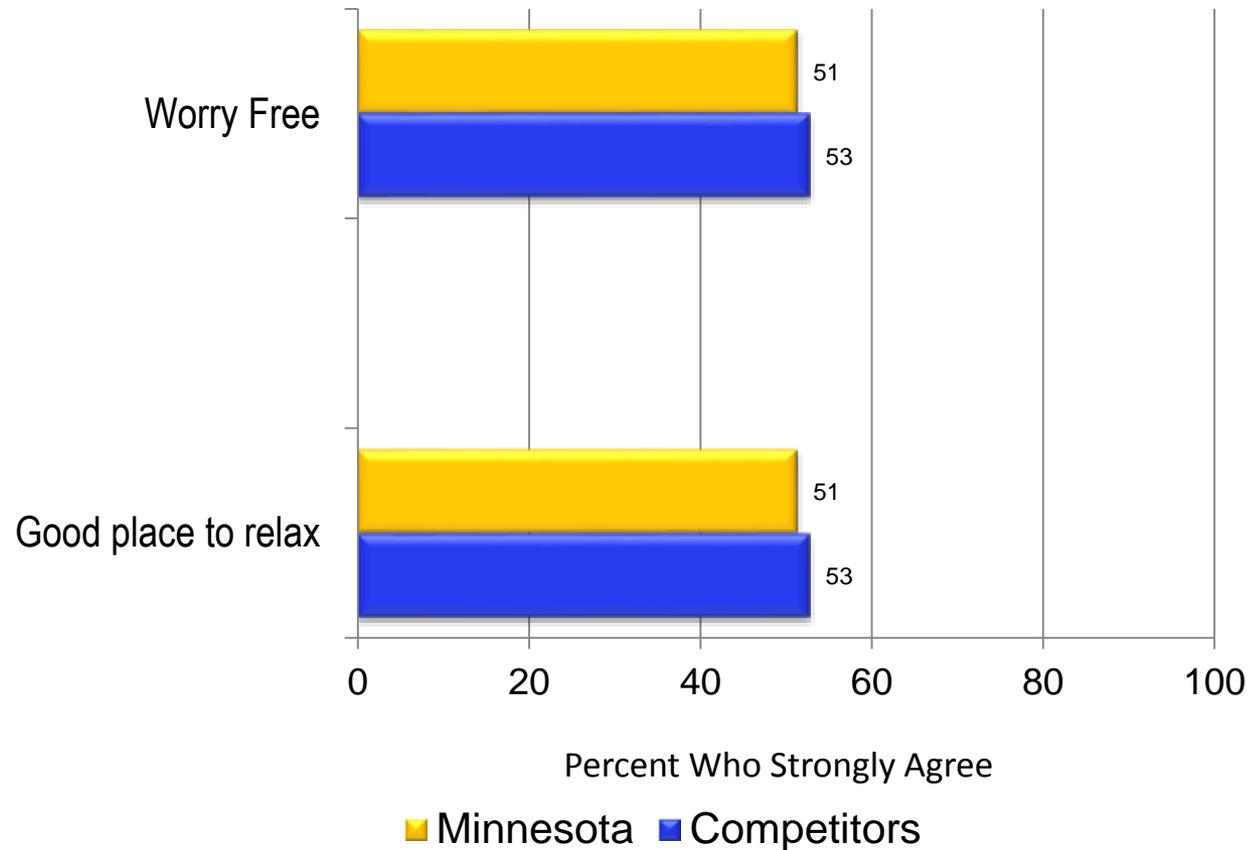
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Worry Free



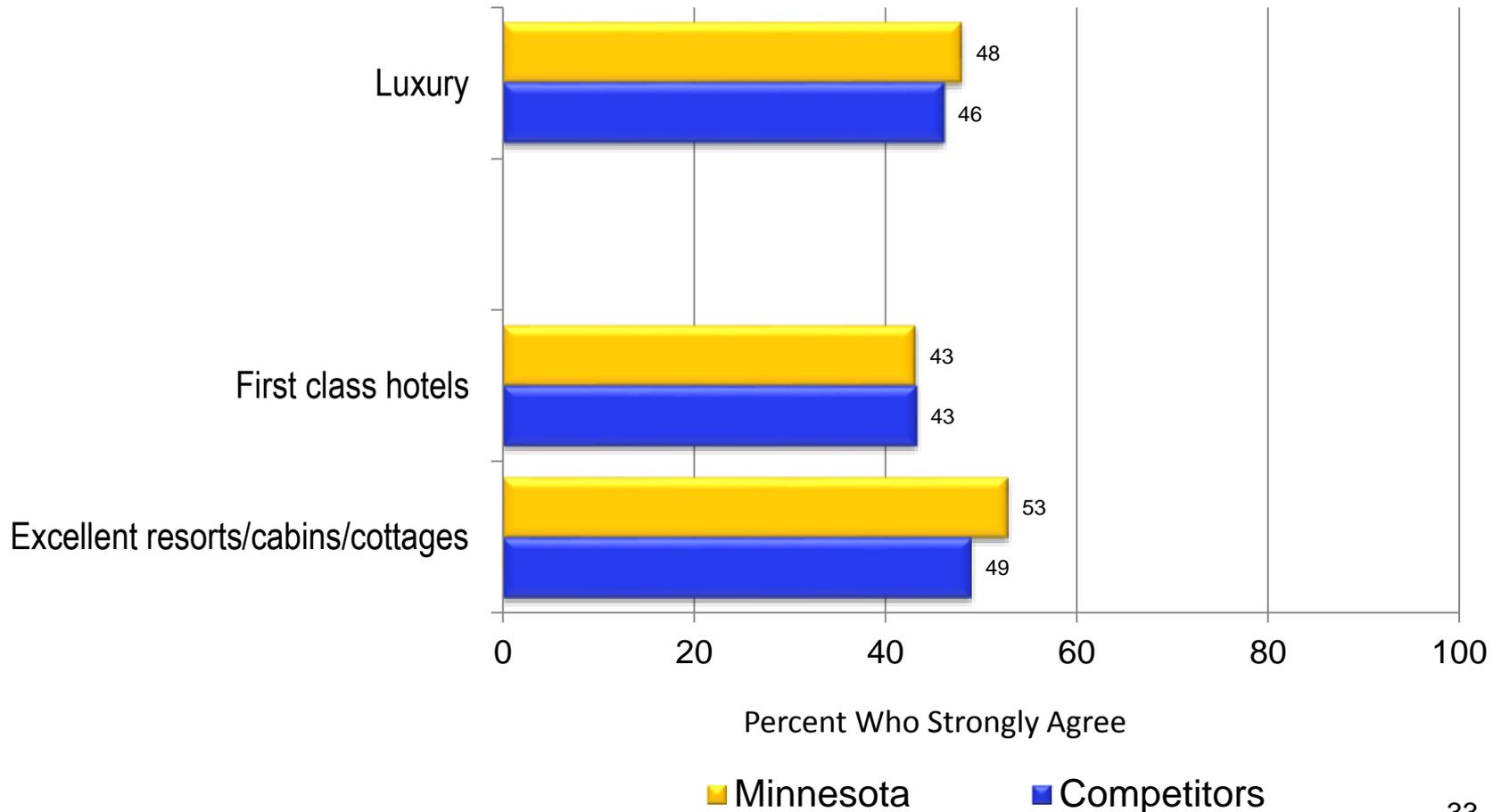
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Luxury



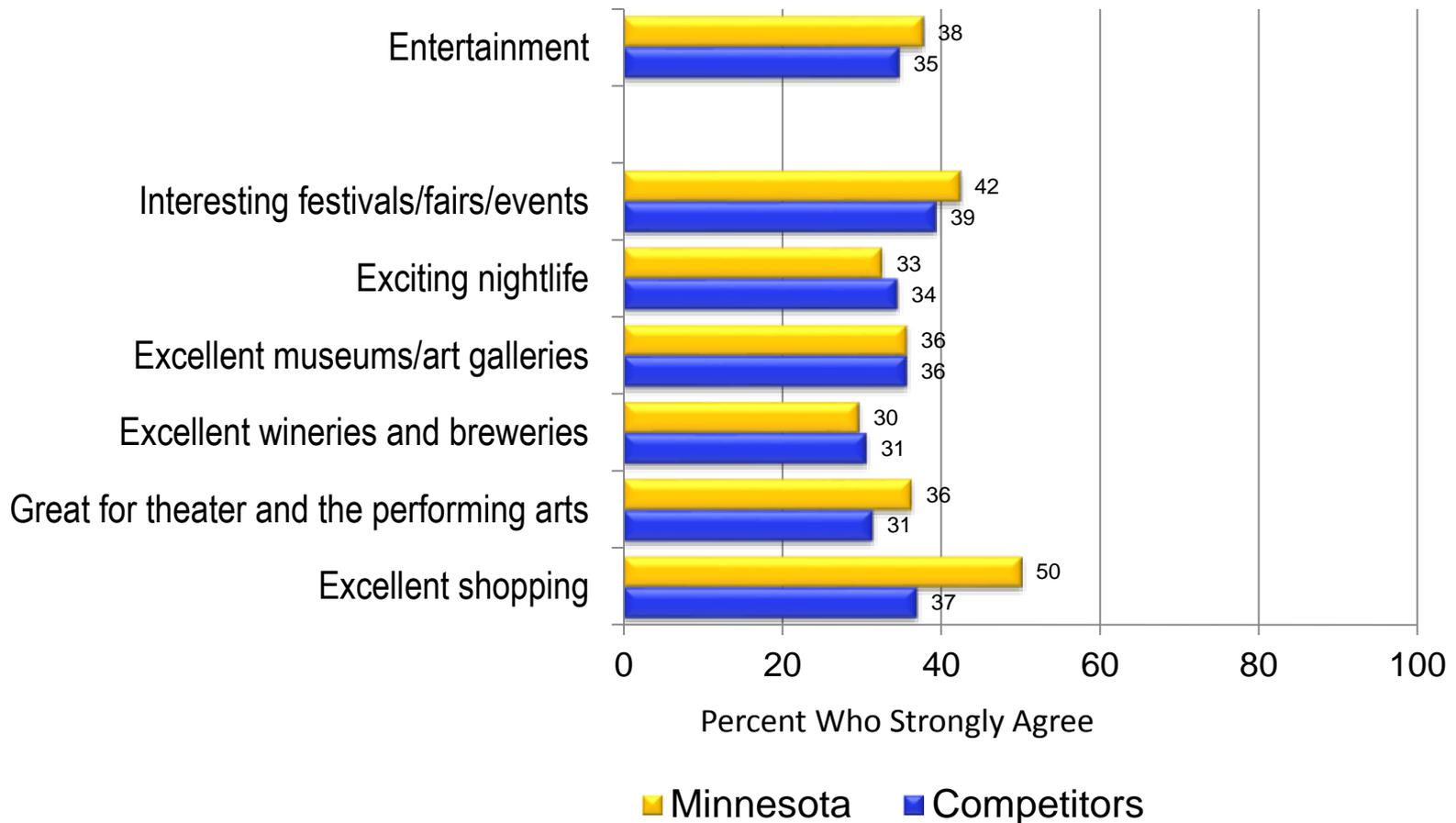
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Entertainment



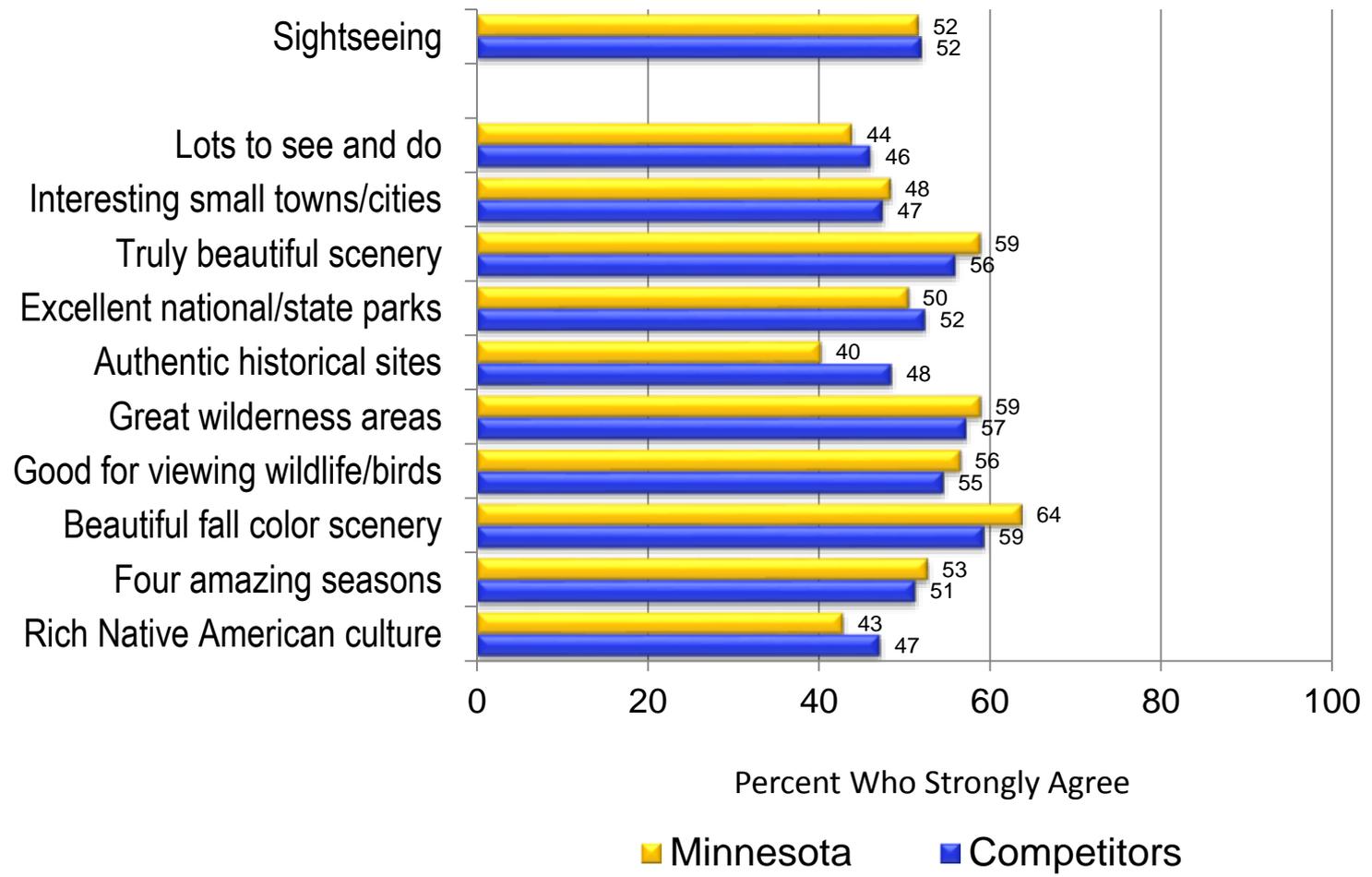
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Sightseeing



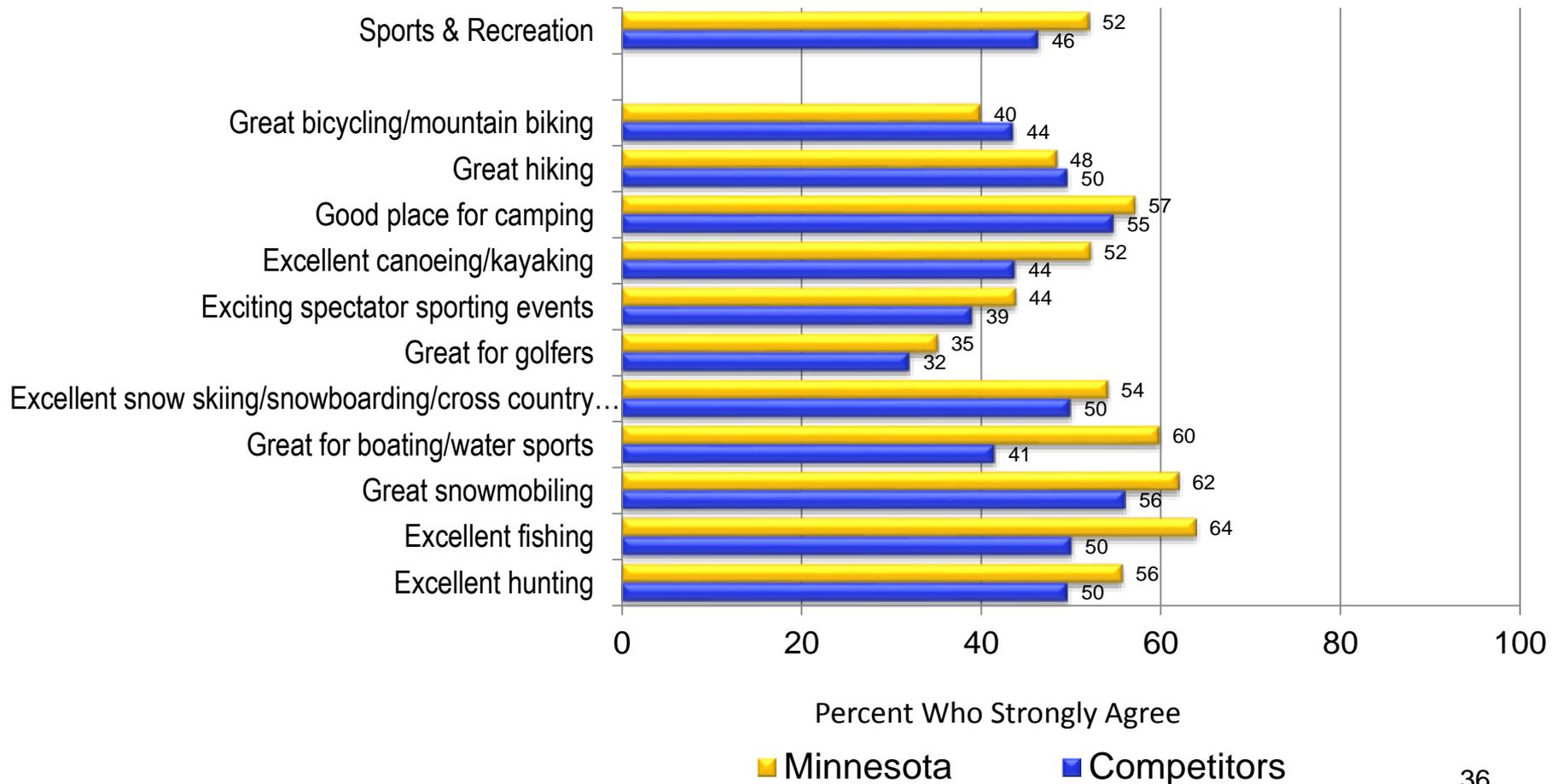
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Sports & Recreation



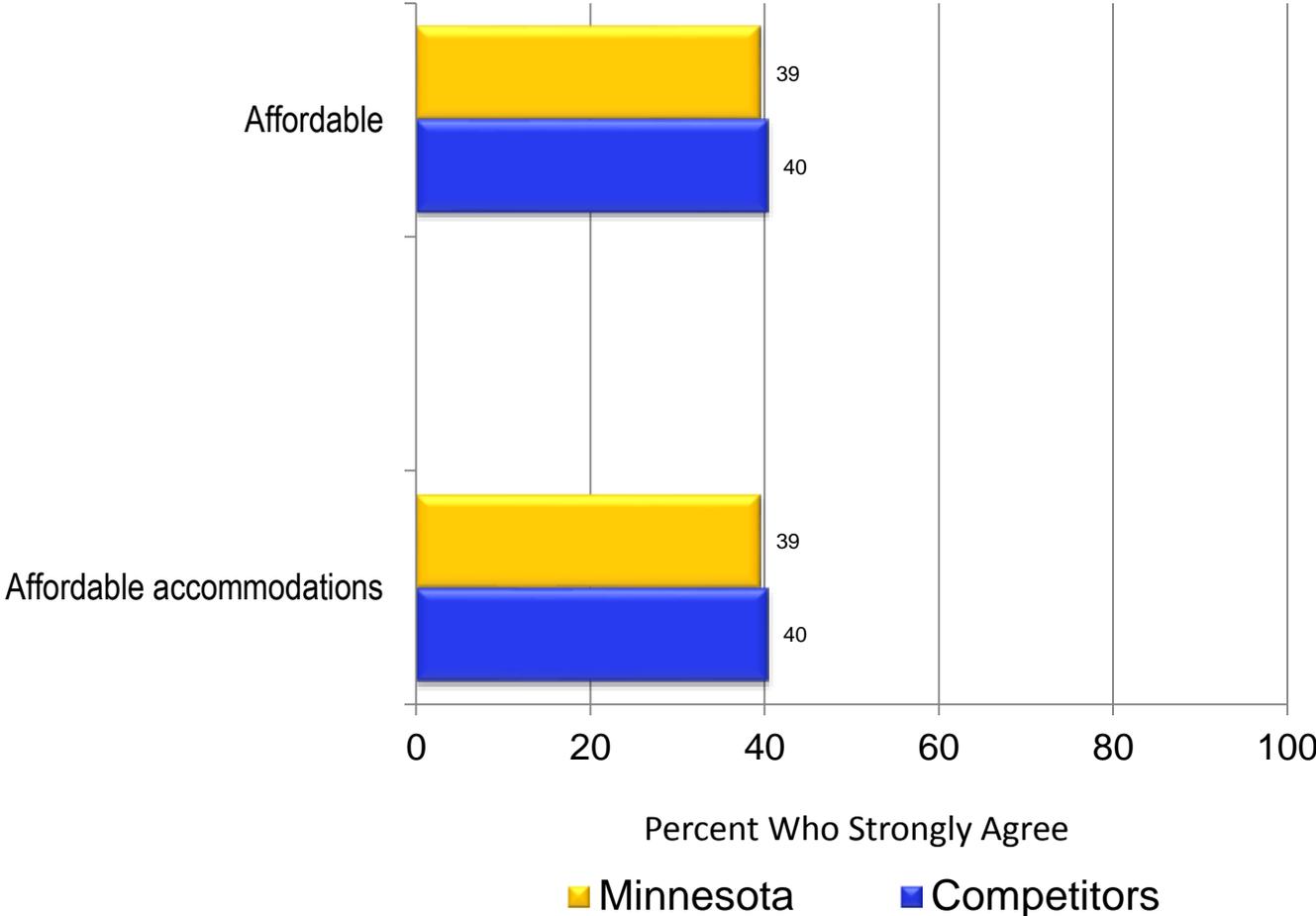
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image vs. Competitors — Affordable



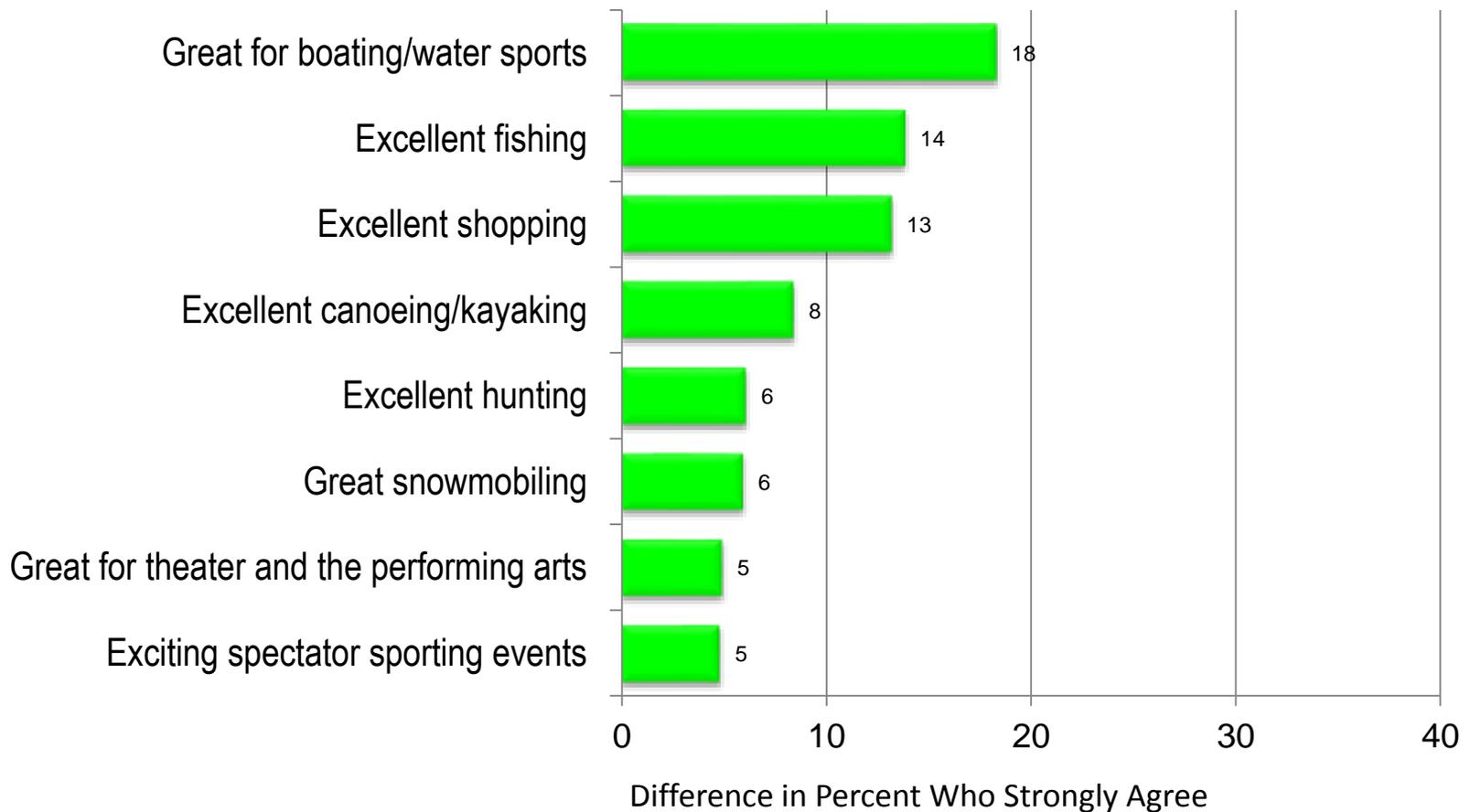
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Strengths vs. Competitors



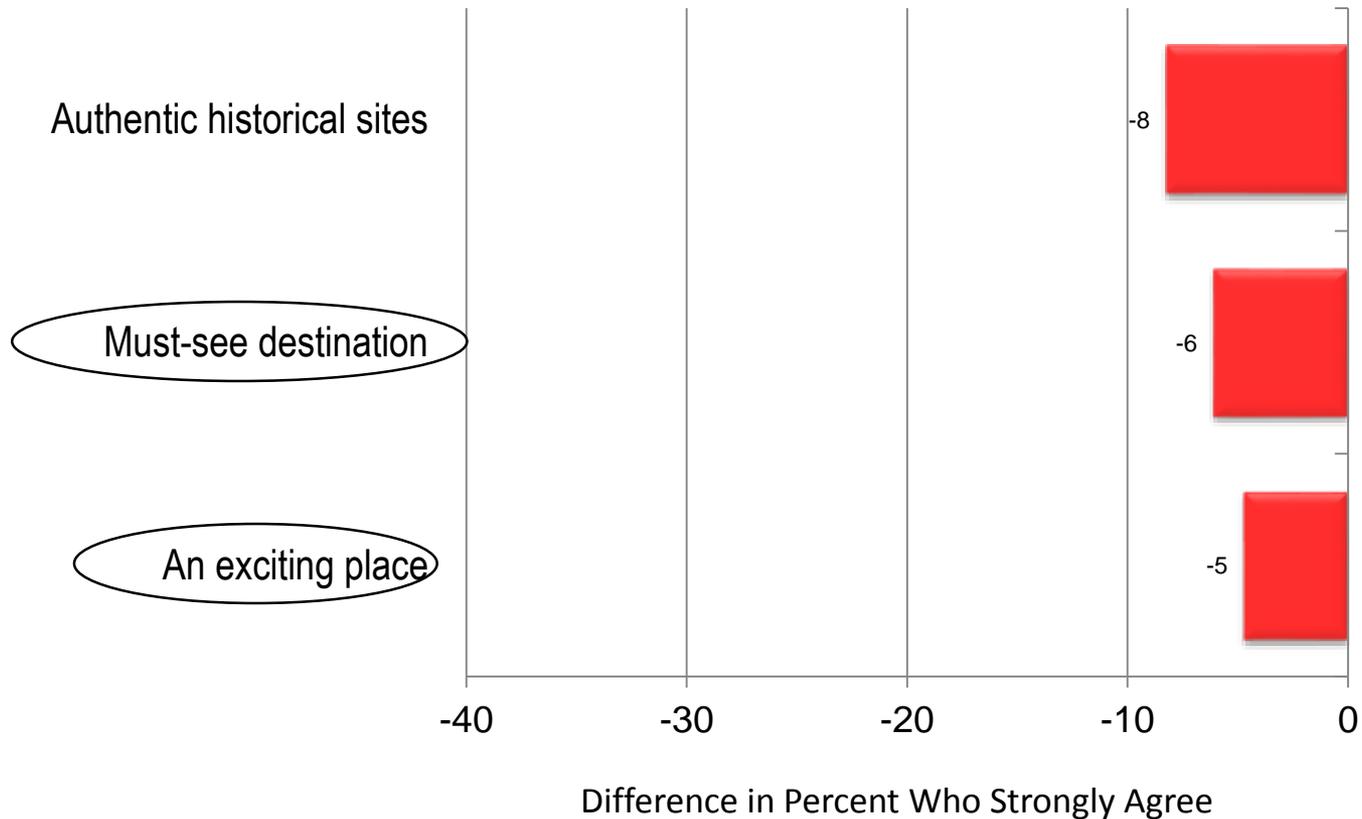
Base: Residents of Minnesota's Regional Advertising Markets



# Minnesota's Image Weaknesses vs. Competitors



Base: Residents of Minnesota's Regional Advertising Markets



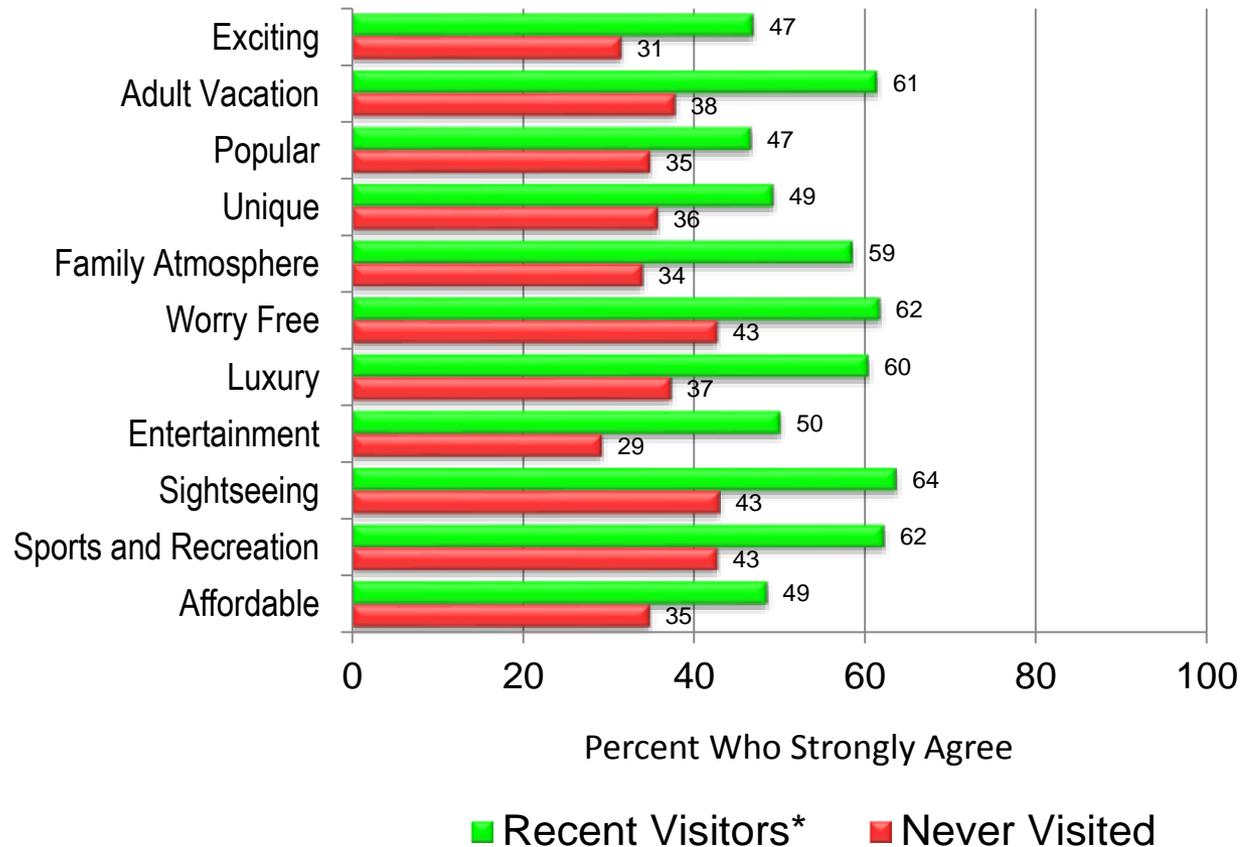
Circled attributes are image hot buttons

# Minnesota's Product Delivery

# Minnesota's Product vs. Image



Base: Residents of Minnesota's Regional Advertising Markets

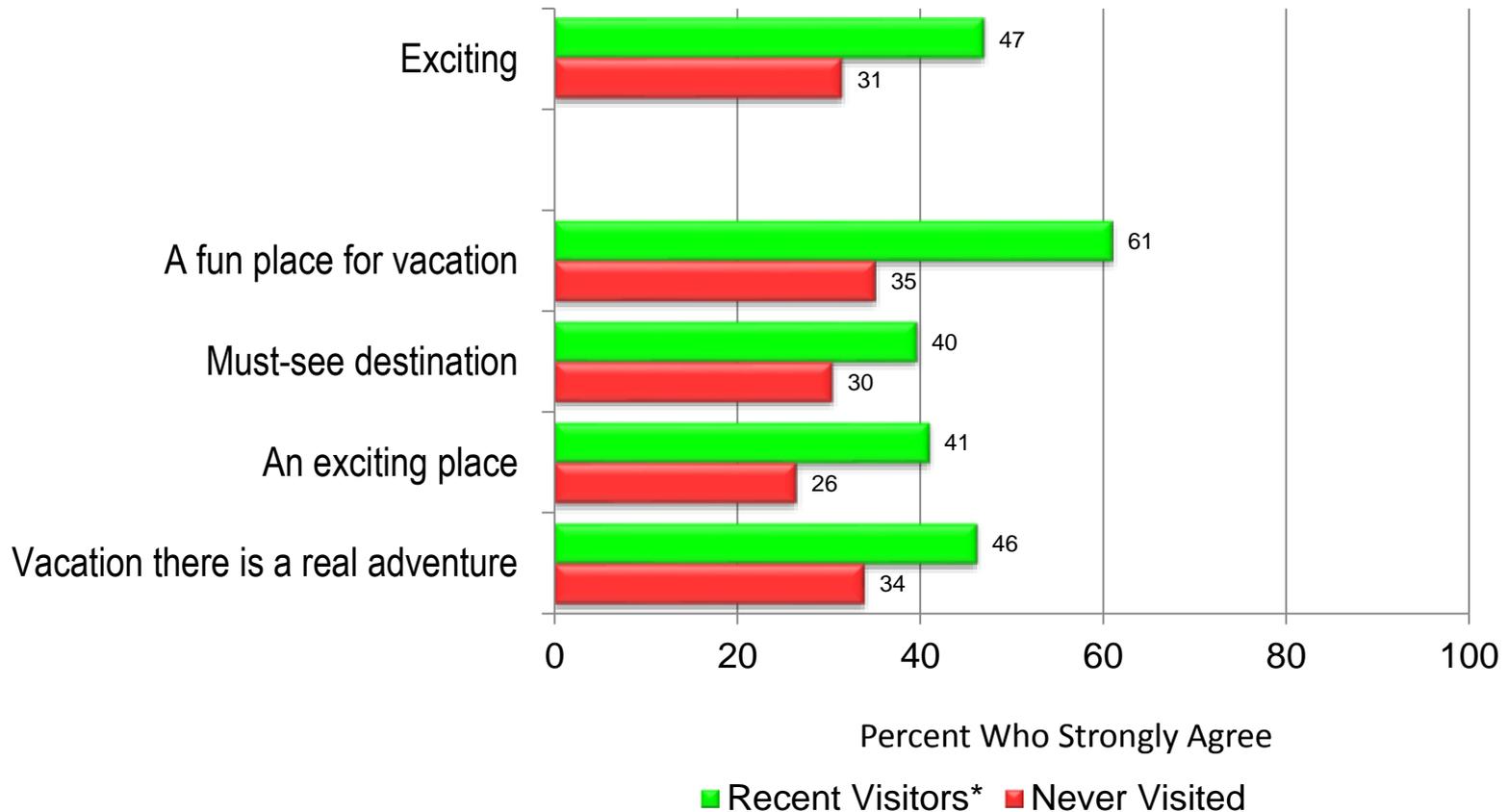


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Exciting



Base: Residents of Minnesota's Regional Advertising Markets

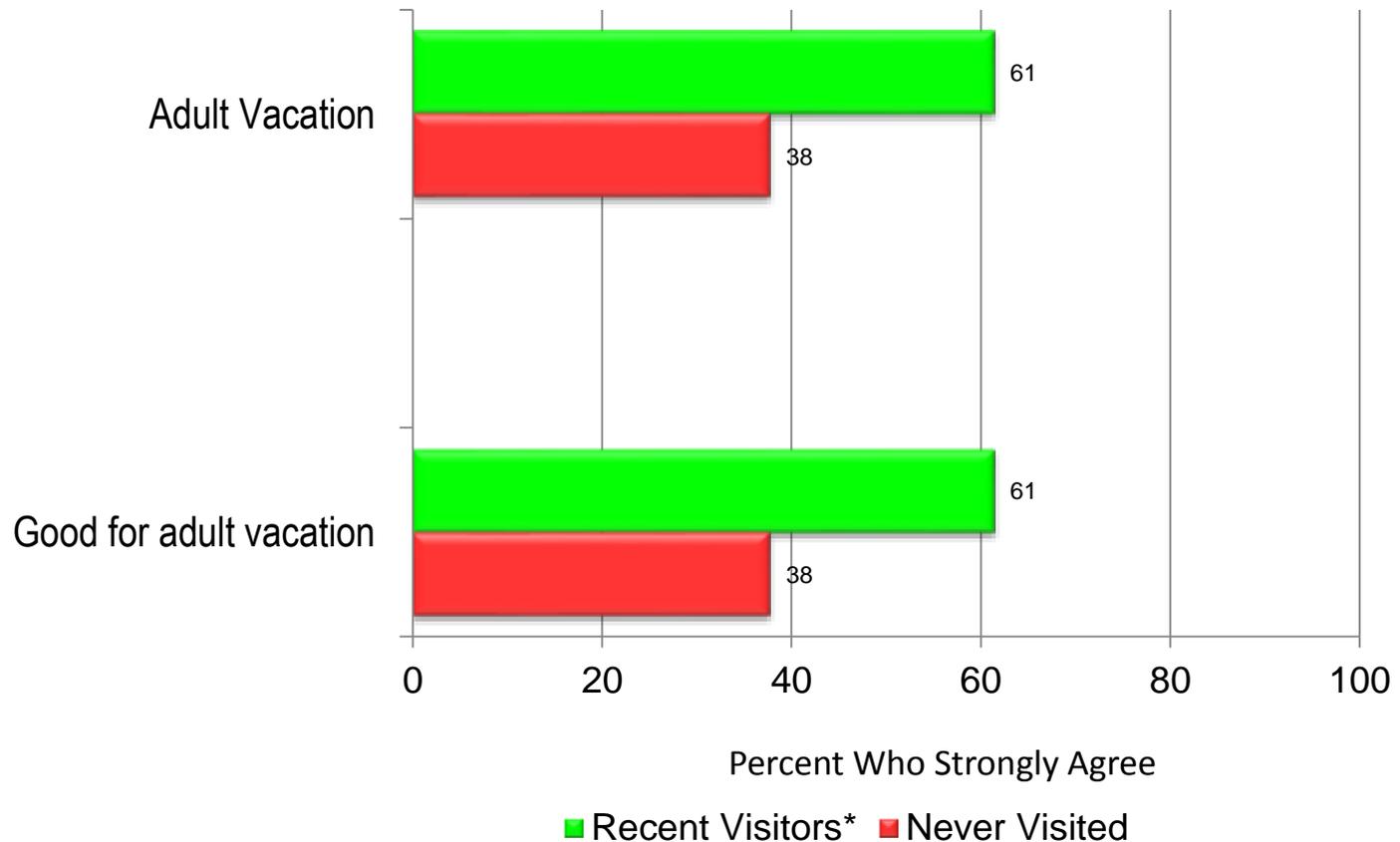


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Adult Vacation



Base: Residents of Minnesota's Regional Advertising Markets

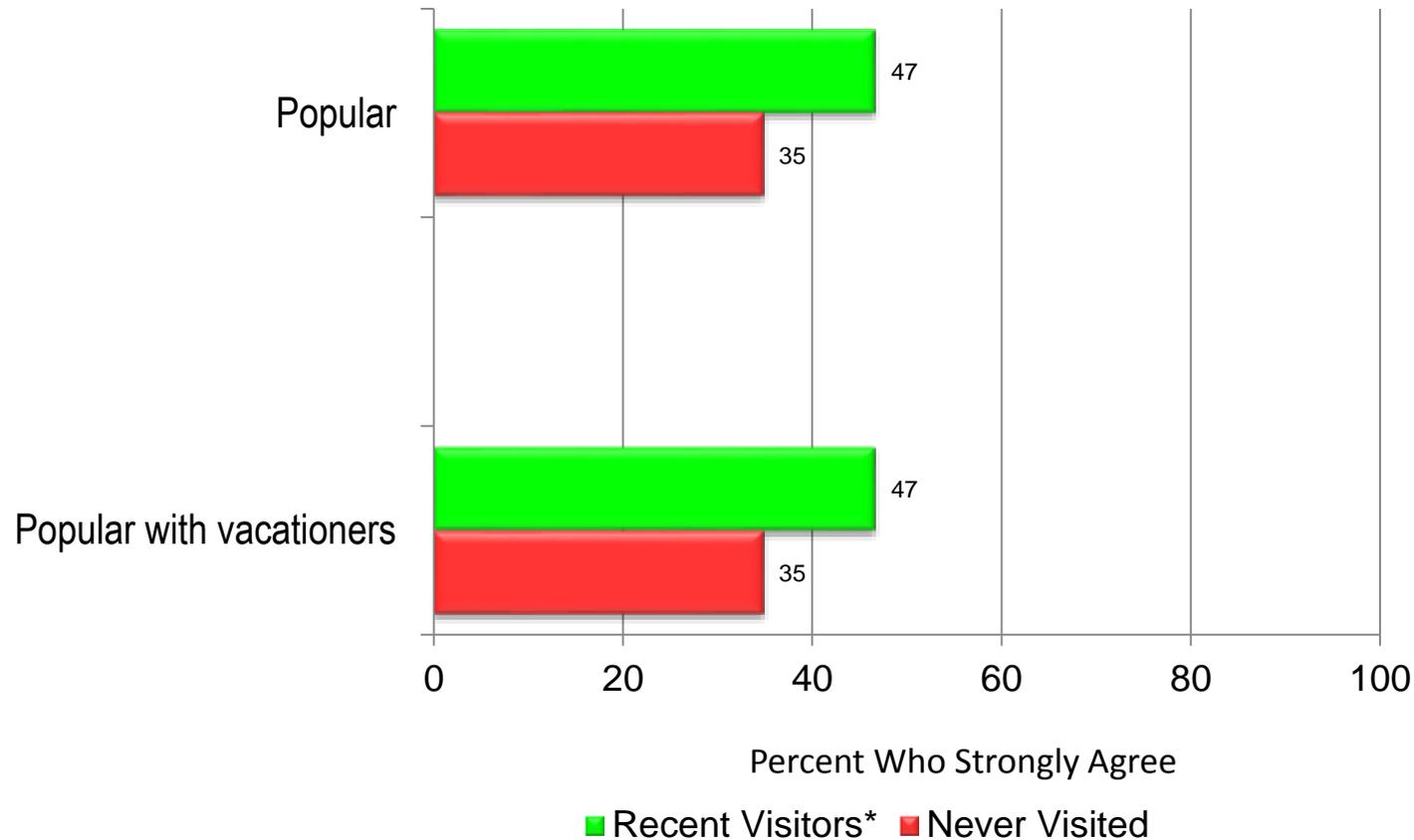


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Popular



Base: Residents of Minnesota's Regional Advertising Markets

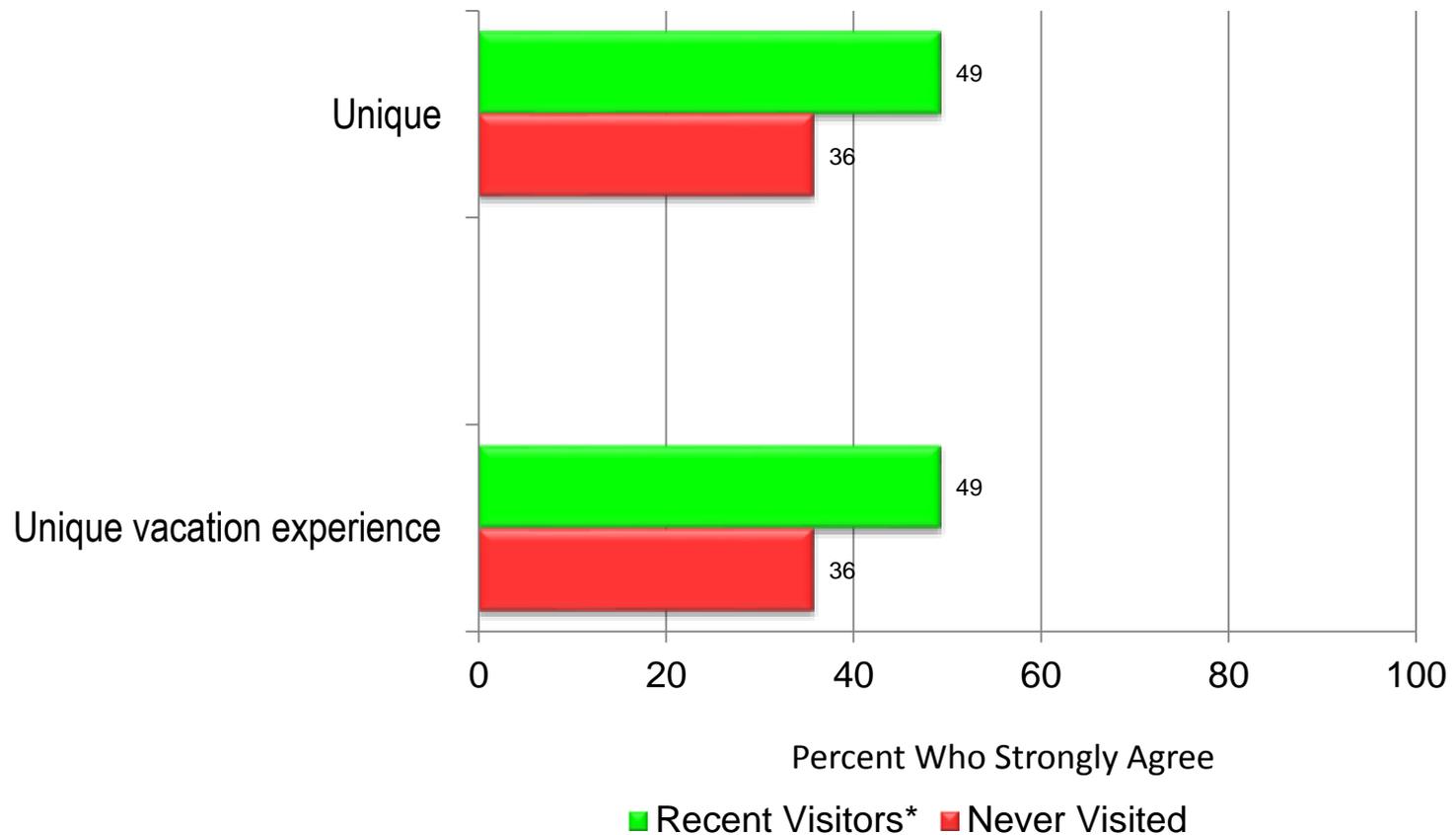


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Unique



Base: Residents of Minnesota's Regional Advertising Markets

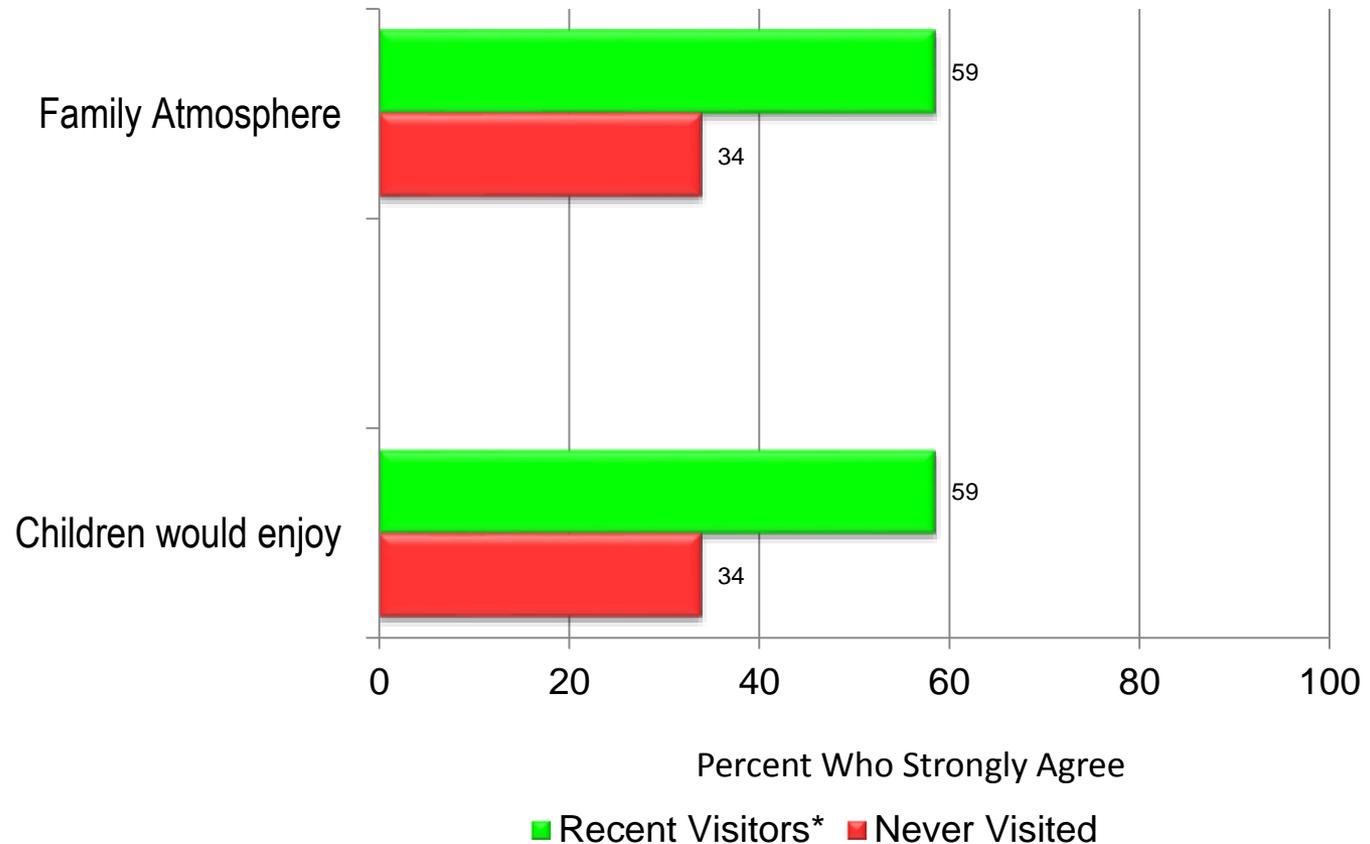


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Family Atmosphere



Base: Residents of Minnesota's Regional Advertising Markets

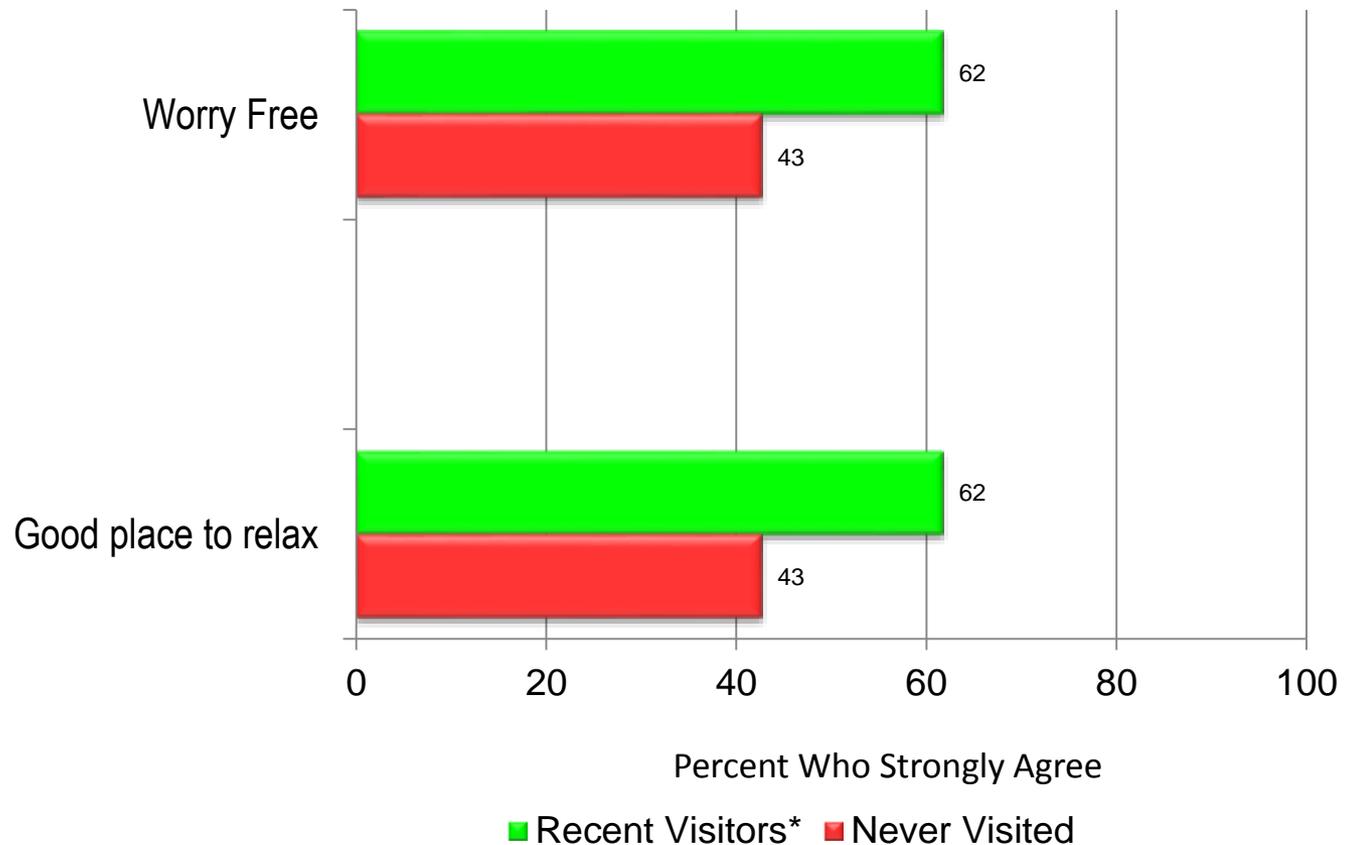


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Worry Free



Base: Residents of Minnesota's Regional Advertising Markets

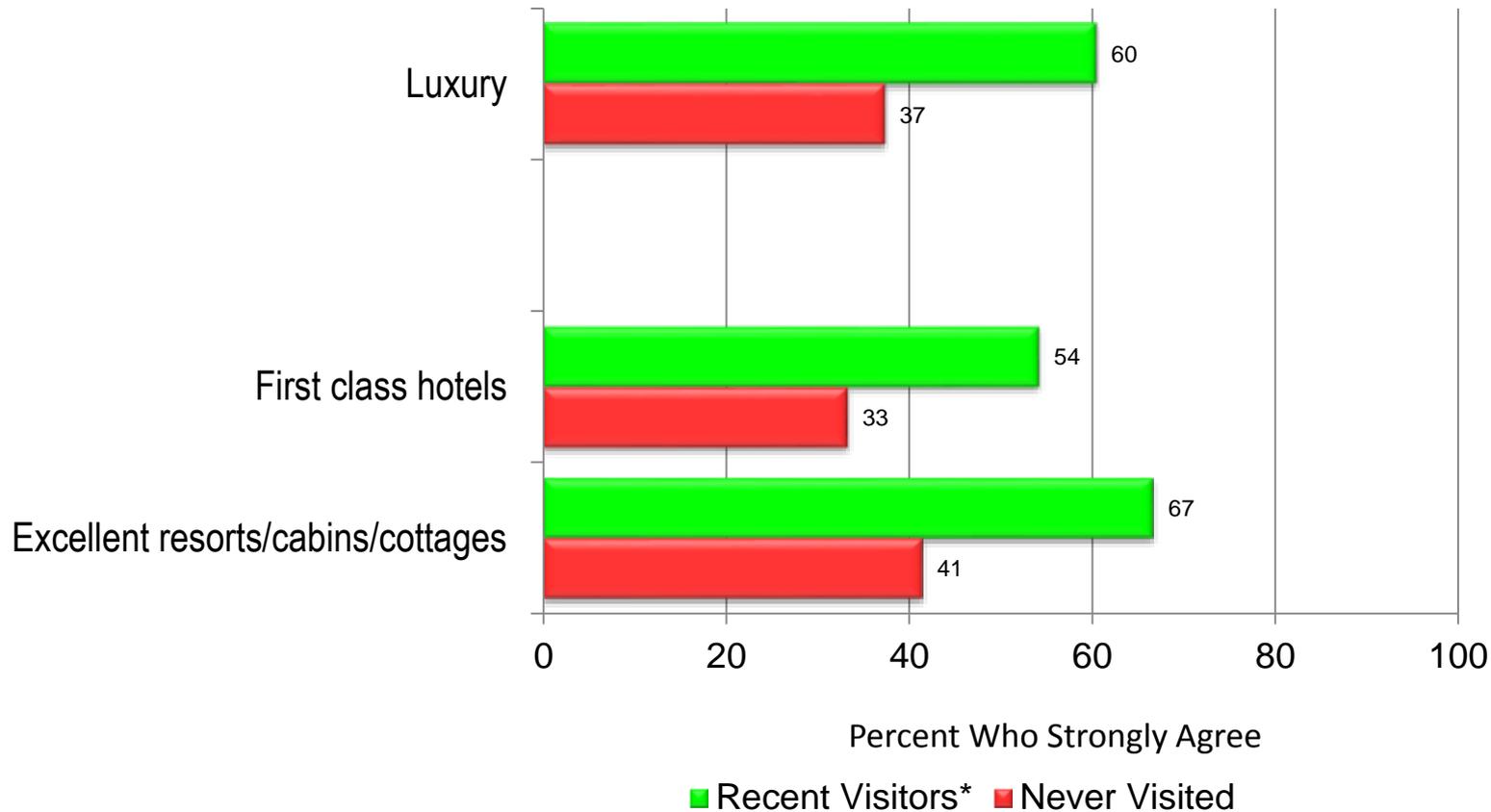


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Luxury



Base: Residents of Minnesota's Regional Advertising Markets

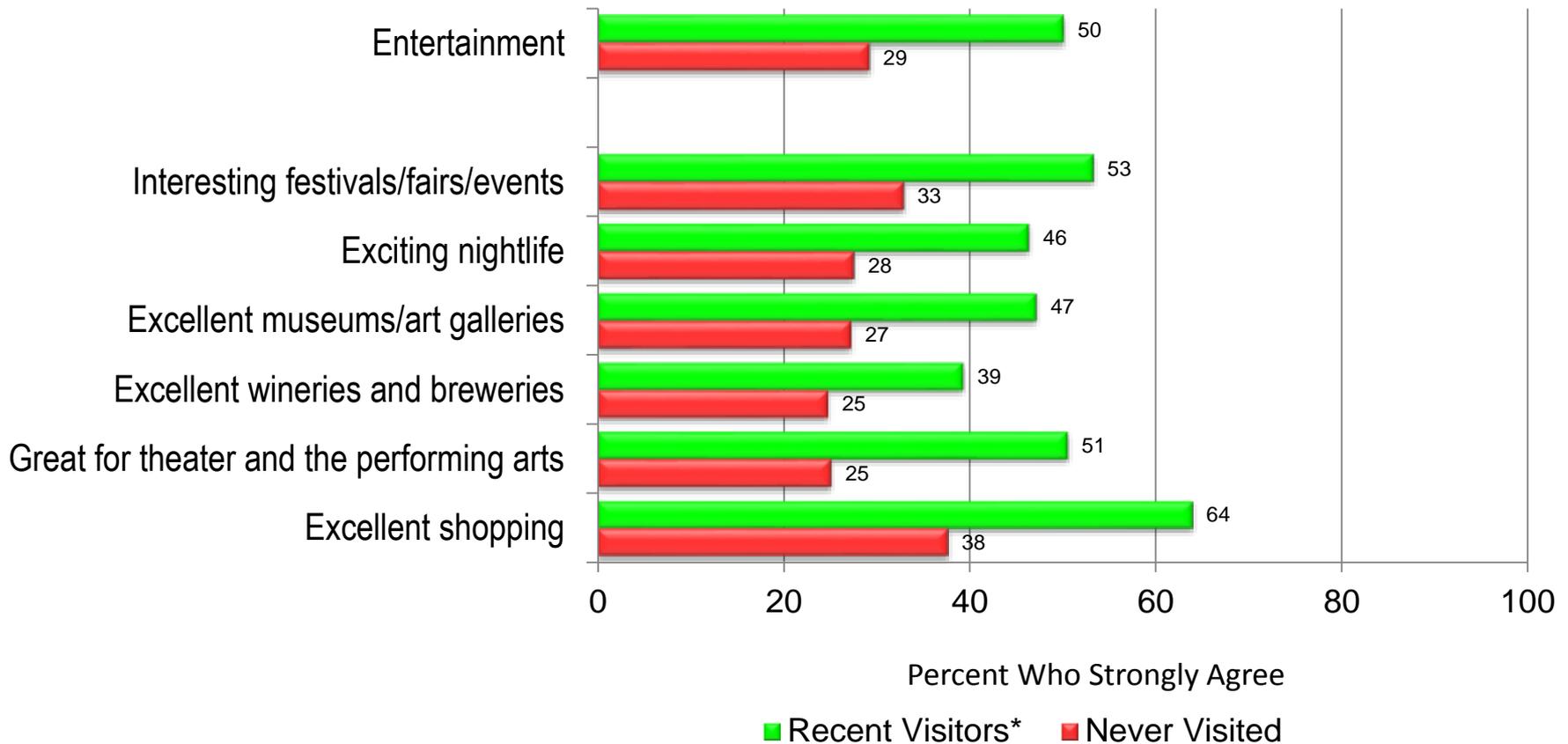


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Entertainment



Base: Residents of Minnesota's Regional Advertising Markets

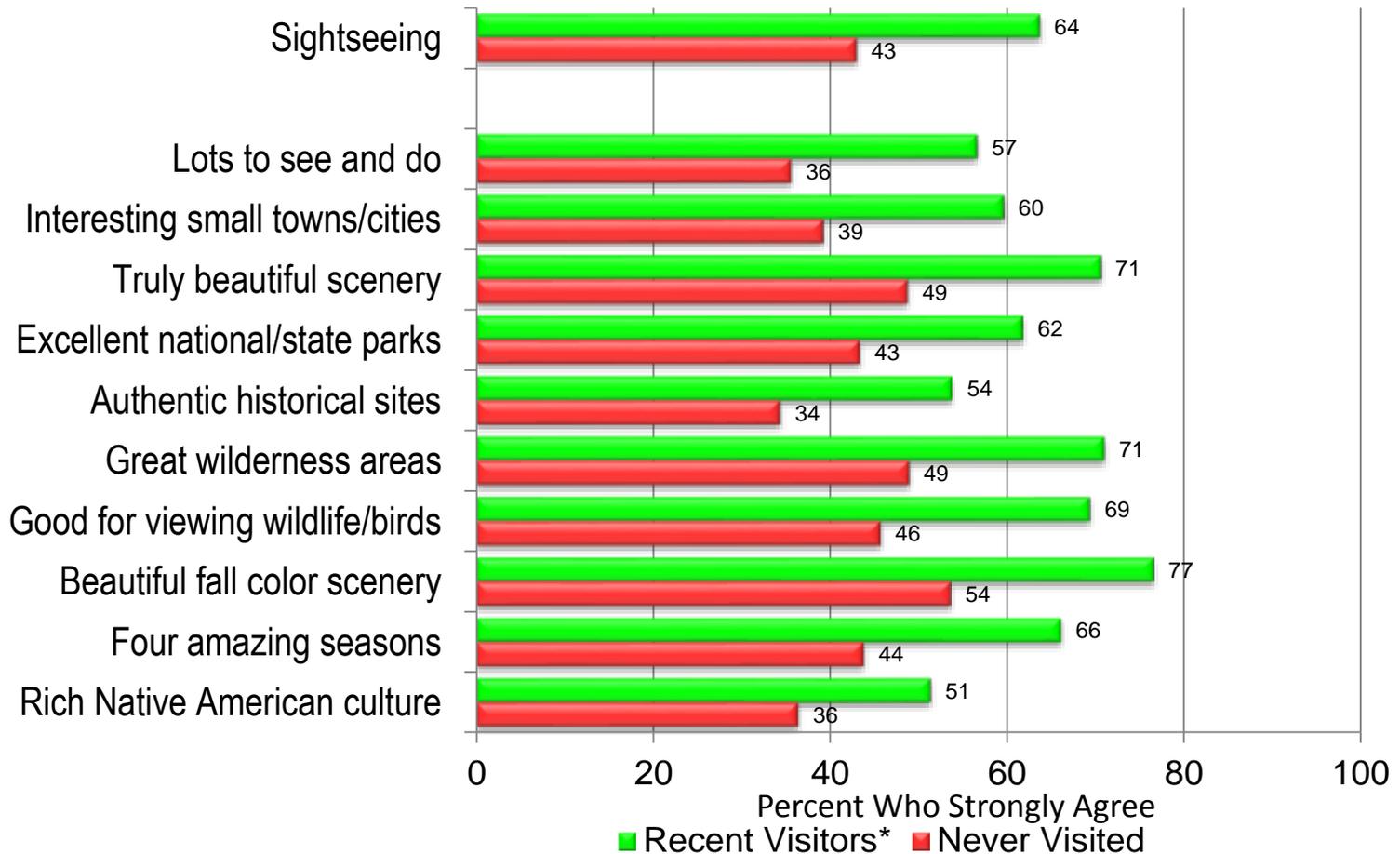


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Sightseeing



Base: Residents of Minnesota's Regional Advertising Markets

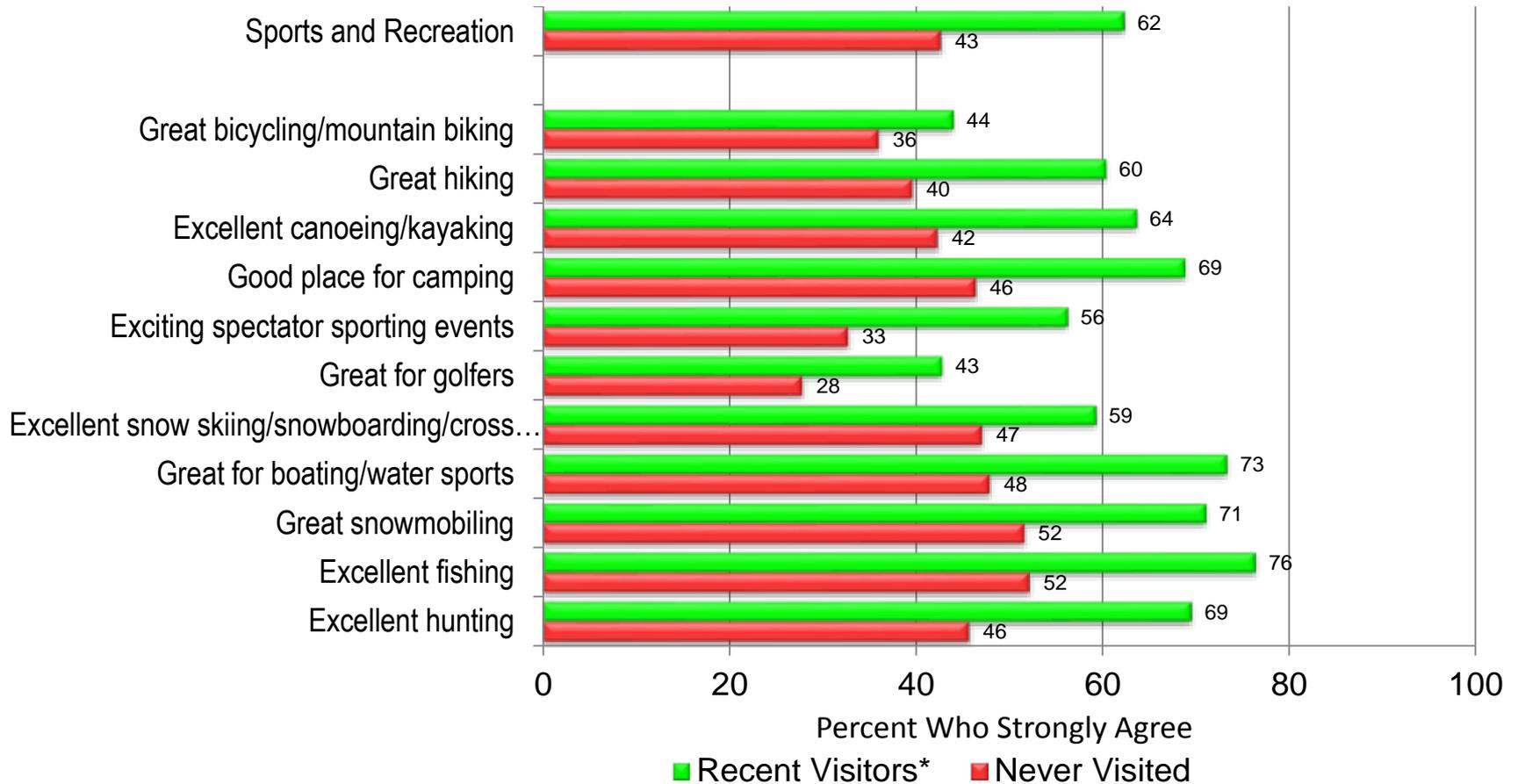


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Sports and Recreation



Base: Residents of Minnesota's Regional Advertising Markets

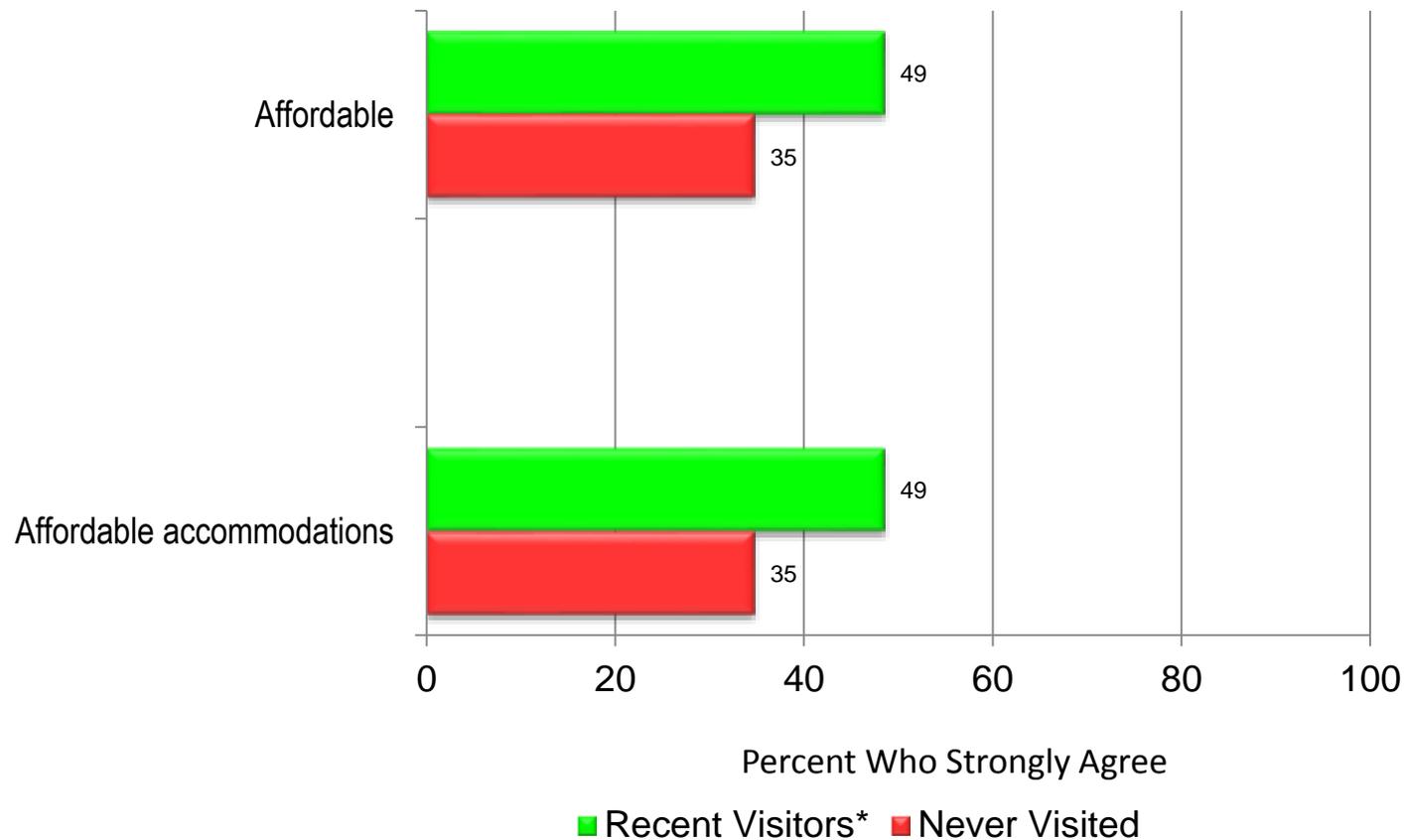


\* Visited in past two years

# Minnesota's Product Delivery vs. Image — Affordable



Base: Residents of Minnesota's Regional Advertising Markets

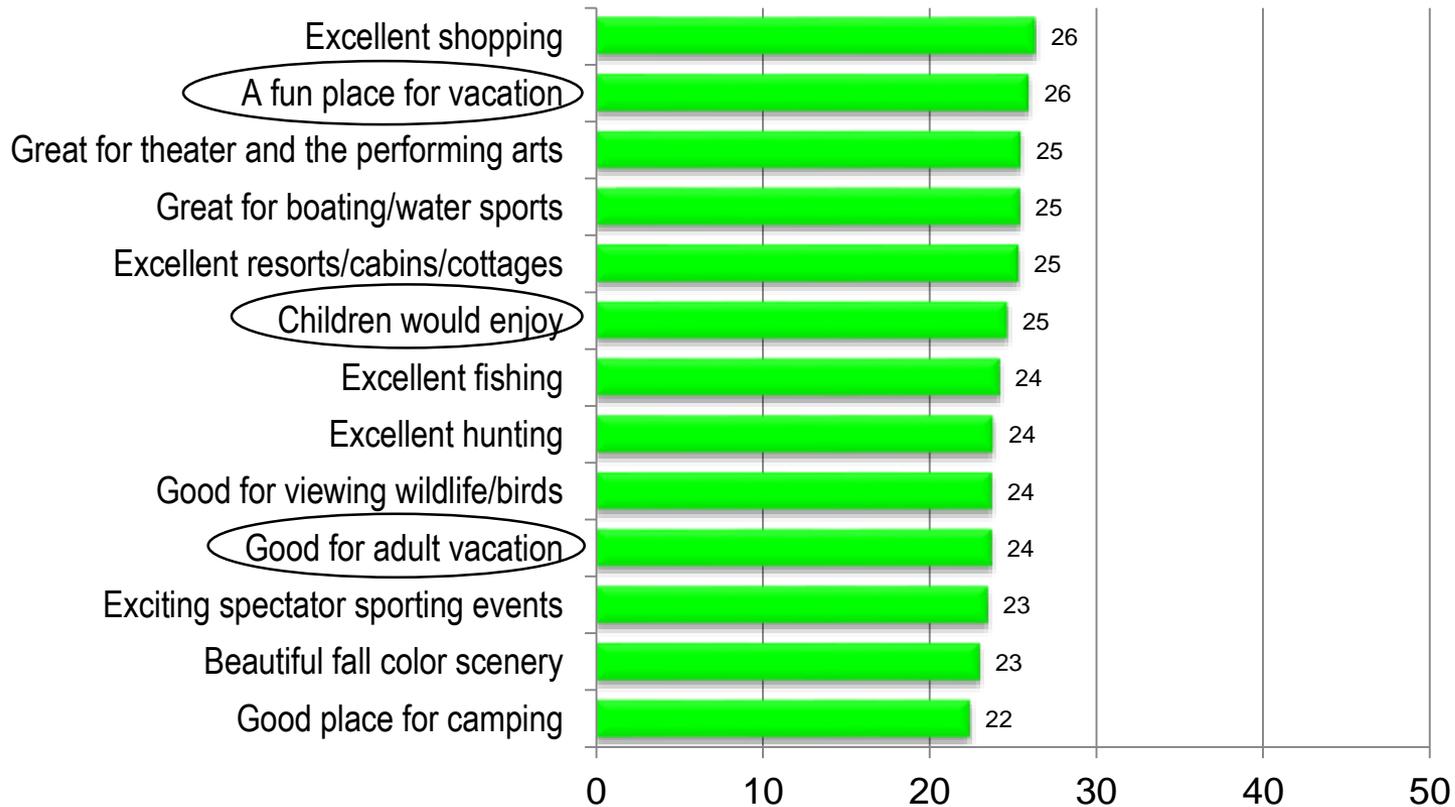


\* Visited in past two years

# Minnesota's Main Product Strengths vs. Image



Base: Residents of Minnesota's Regional Advertising Markets



Difference in % Who Strongly Agree – Recent vs. Non-visitors

Circled attributes are image hot buttons

# Minnesota's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Minnesota's Regional Advertising Markets



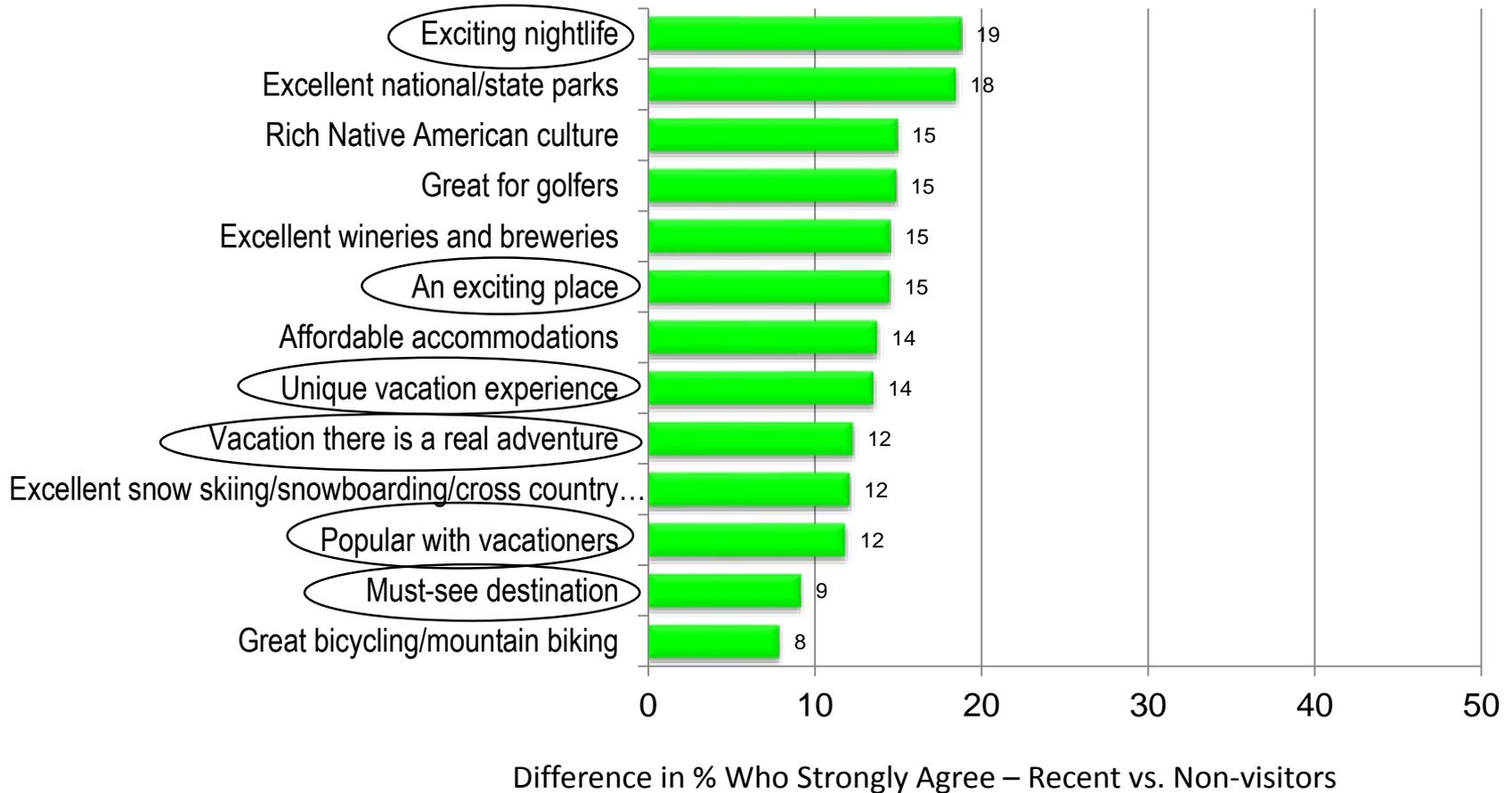
Difference in % Who Strongly Agree – Recent vs. Non-visitors

Circled attributes are image hot buttons

# Minnesota's Main Product Strengths vs. Image (Cont'd)



Base: Residents of Minnesota's Regional Advertising Markets



Circled attributes are image hot buttons

# Minnesota's Product Weaknesses vs. Image



**No Product Weaknesses  
vs. Image**

Creative

# 2015 Spring/Summer Ads

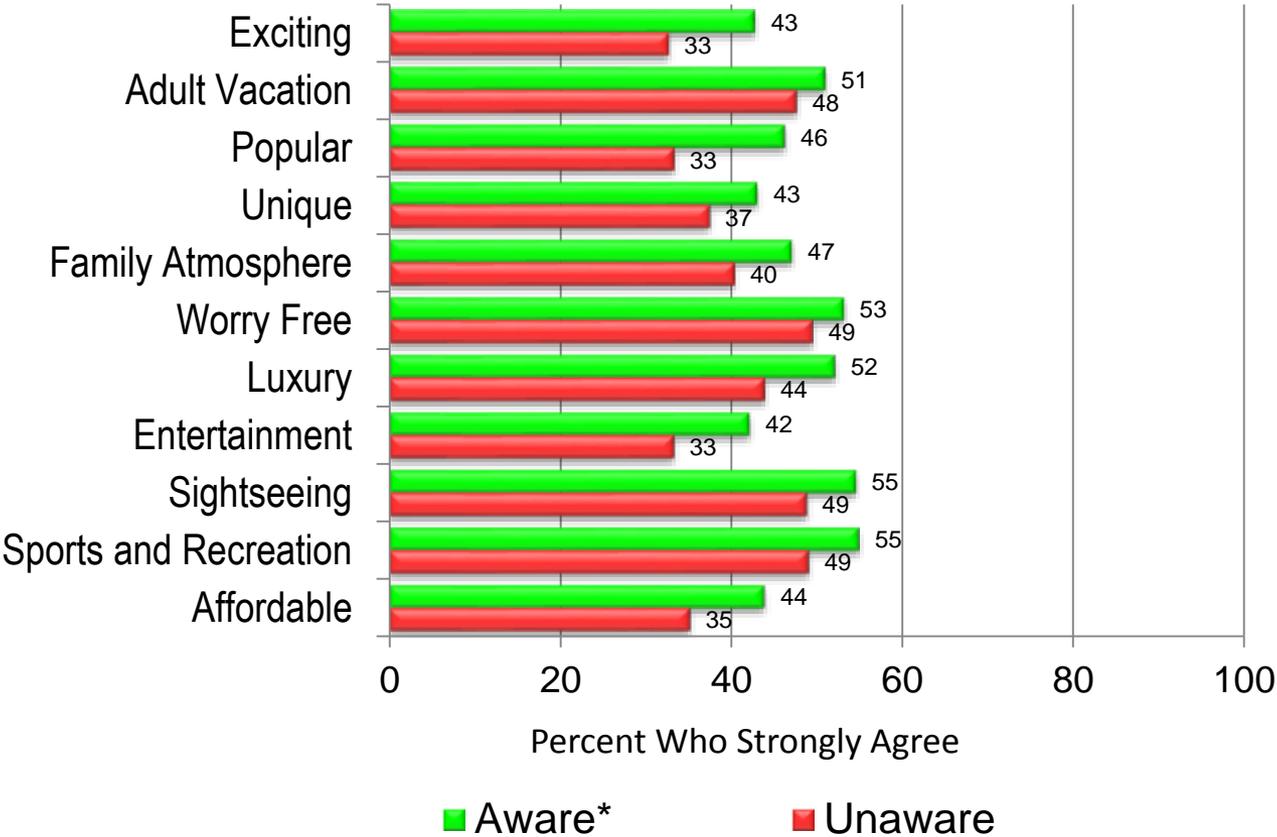


# Impact of Advertising on Image

# Impact of Advertising on Image



Base: Residents of Minnesota's Regional Advertising Markets

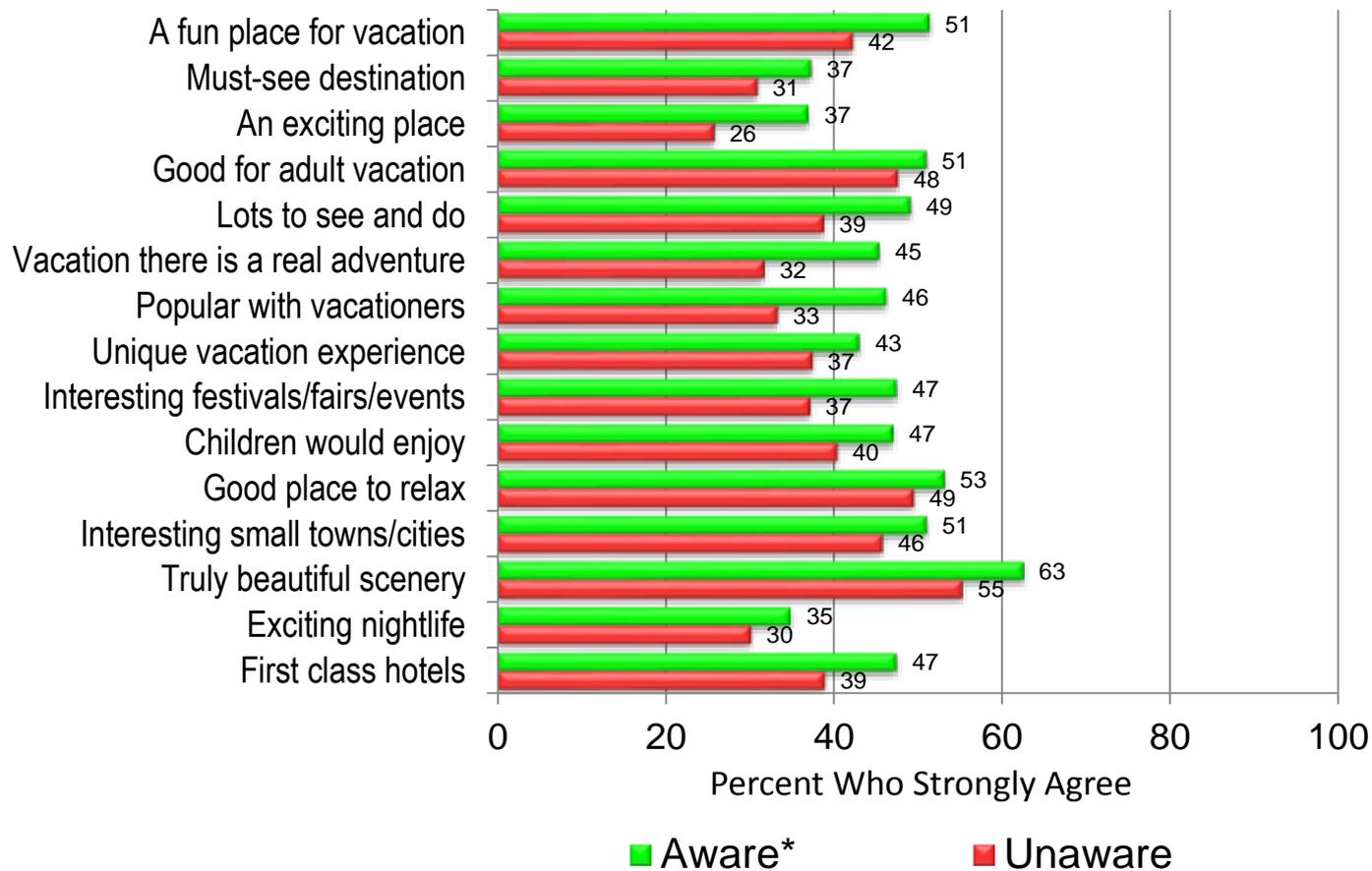


\*Saw at least one ad

# Impact of Advertising on Minnesota's Hot Buttons



Base: Residents of Minnesota's Regional Advertising Markets



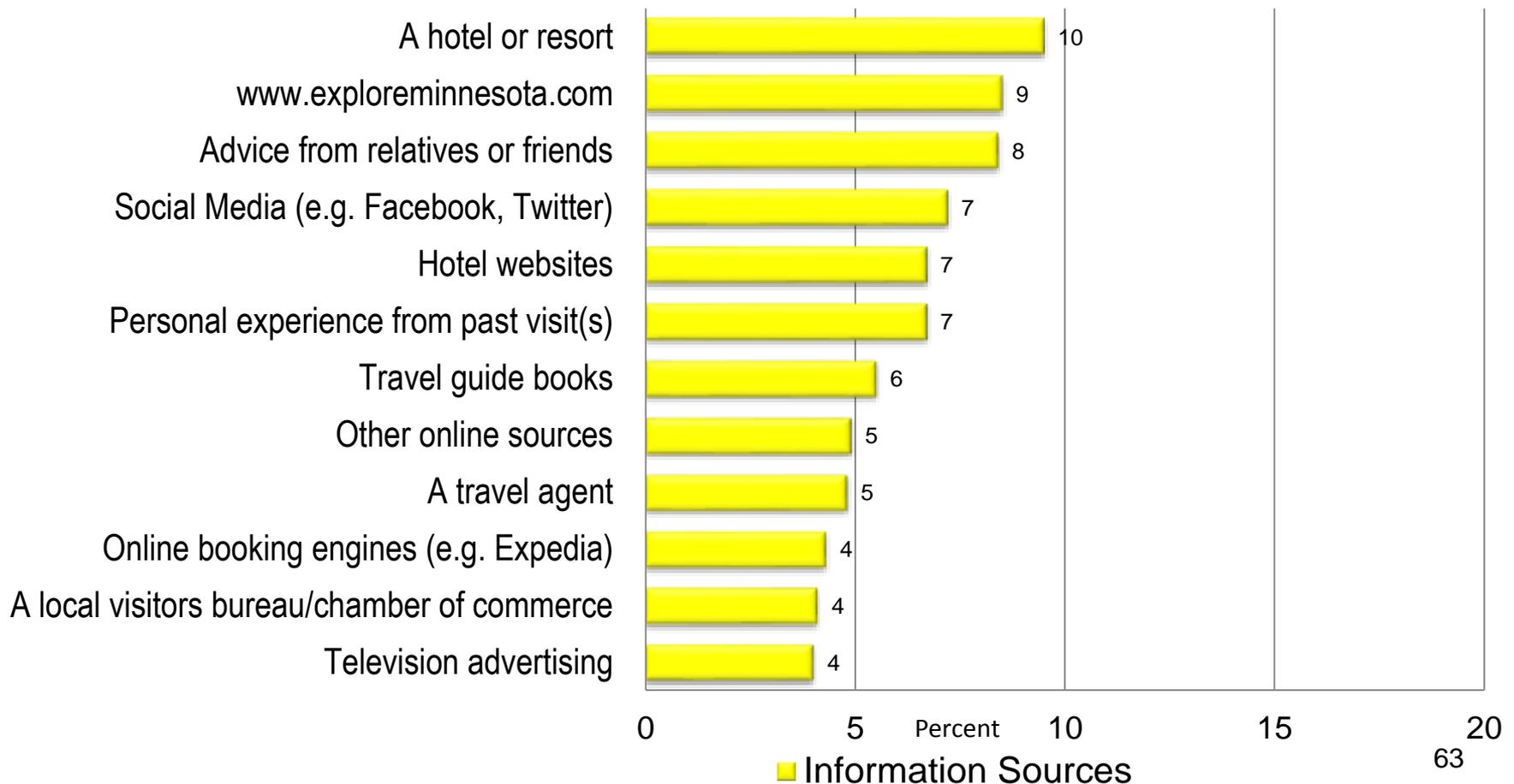
\*Saw at least one ad

# Information Sources for Trip Planning

# Information Sources Used for Trip Planning After Seeing Ads



Base: Residents of Minnesota's Regional Advertising Markets



# Information Sources Used for Trip Planning After Seeing Ads (Cont'd)



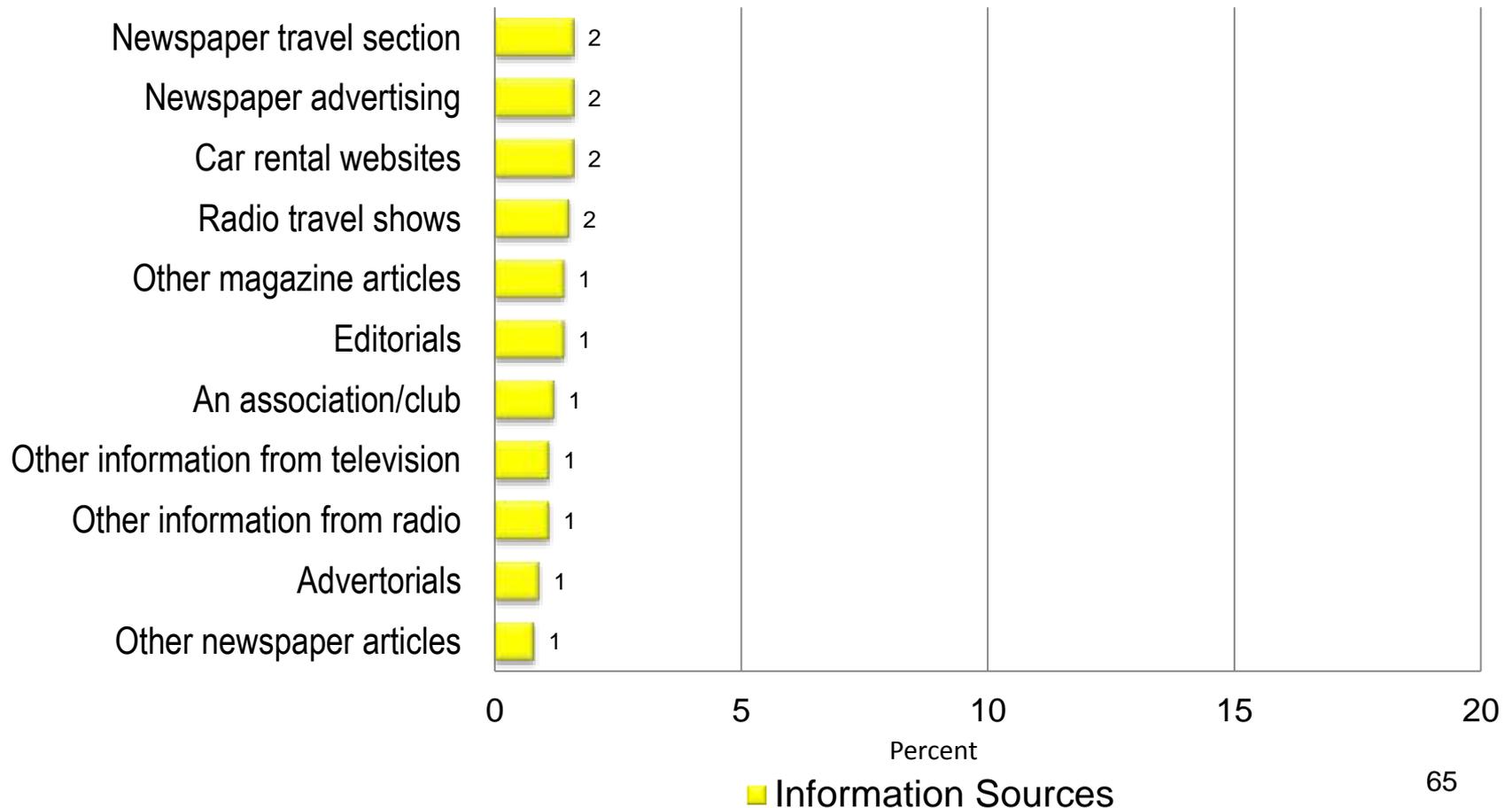
Base: Residents of Minnesota's Regional Advertising Markets



# Information Sources Used for Trip Planning After Seeing Ads (Cont'd)



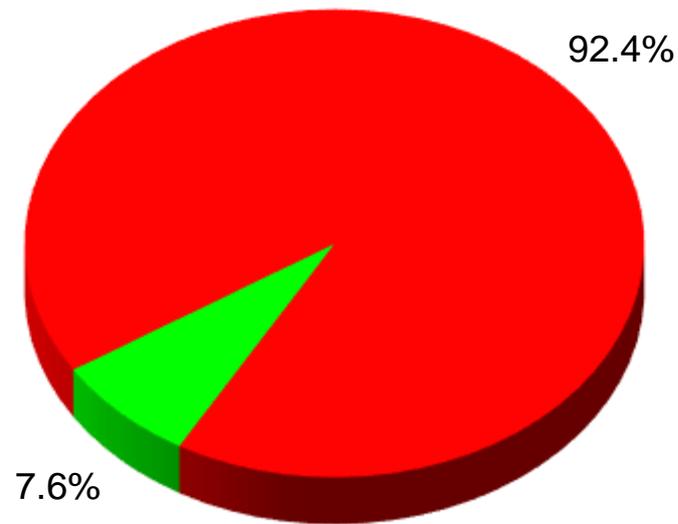
Base: Residents of Minnesota's Regional Advertising Markets



# Do you recall visiting the Travel Website [www.exploreminnesota.com](http://www.exploreminnesota.com)?



Base: Residents of Minnesota's Regional Advertising Markets

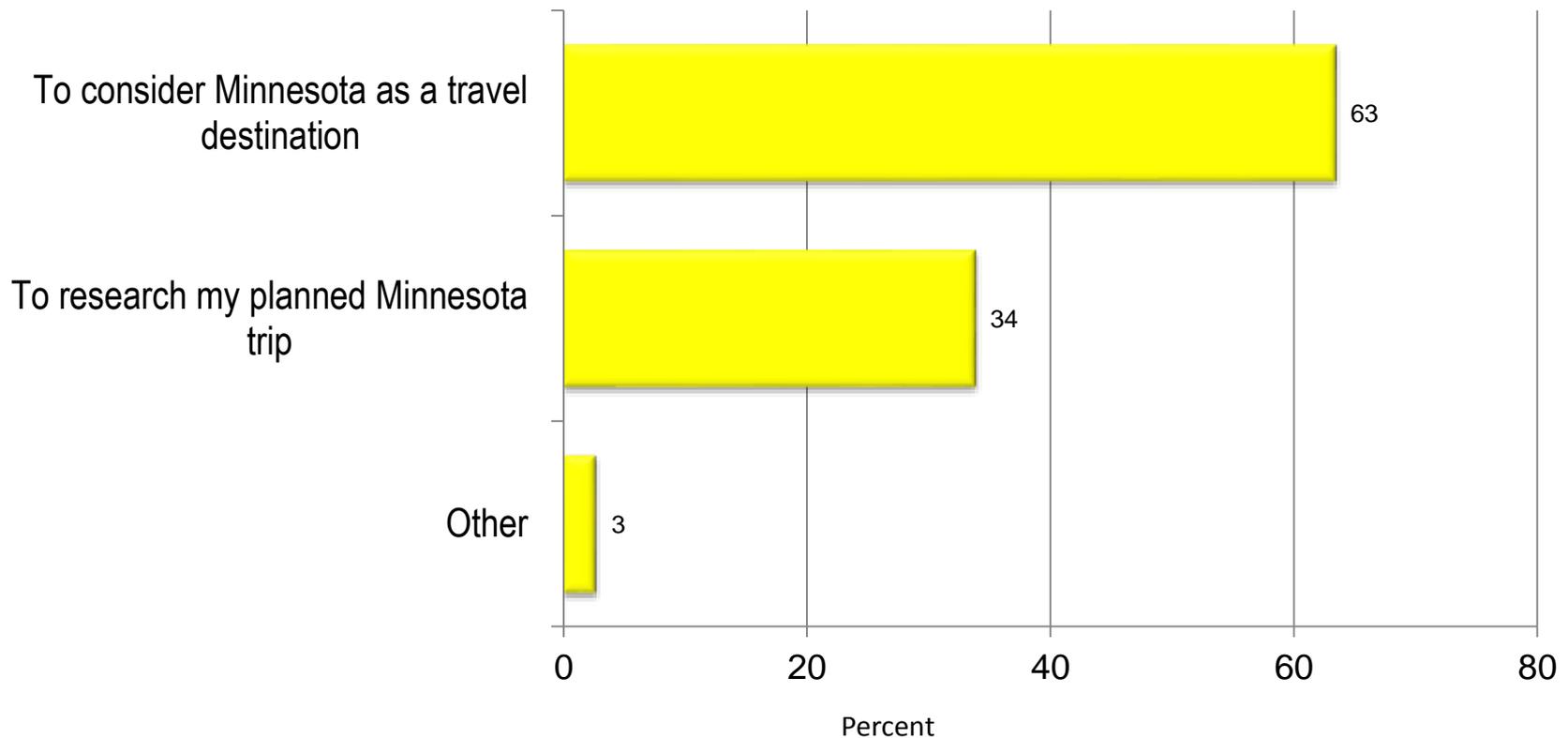


■ Yes ■ No

# At what point in your trip planning process did you visit [www.exploreminnesota.com](http://www.exploreminnesota.com)?



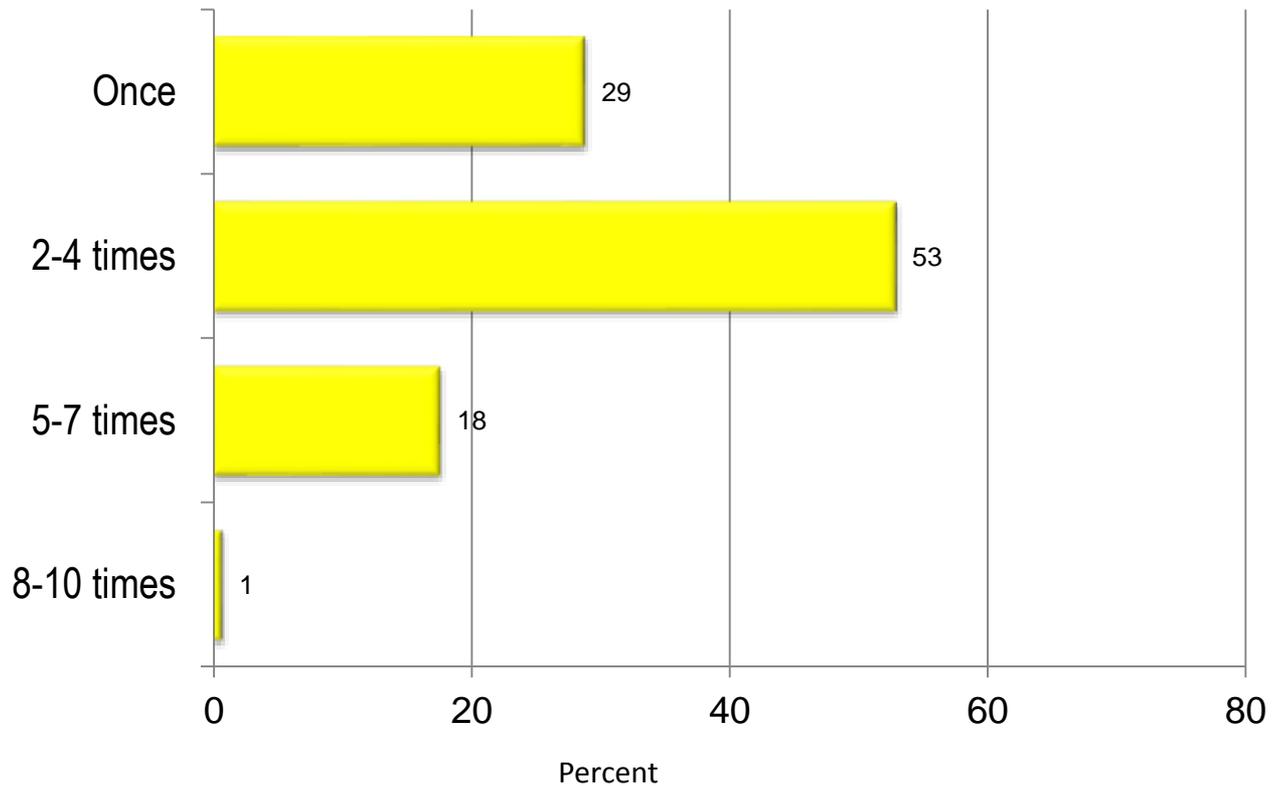
Base: Those who visited [www.exploreminnesota.com](http://www.exploreminnesota.com)



# How many times did you visit [www.exploreminnesota.com](http://www.exploreminnesota.com) in 2015?



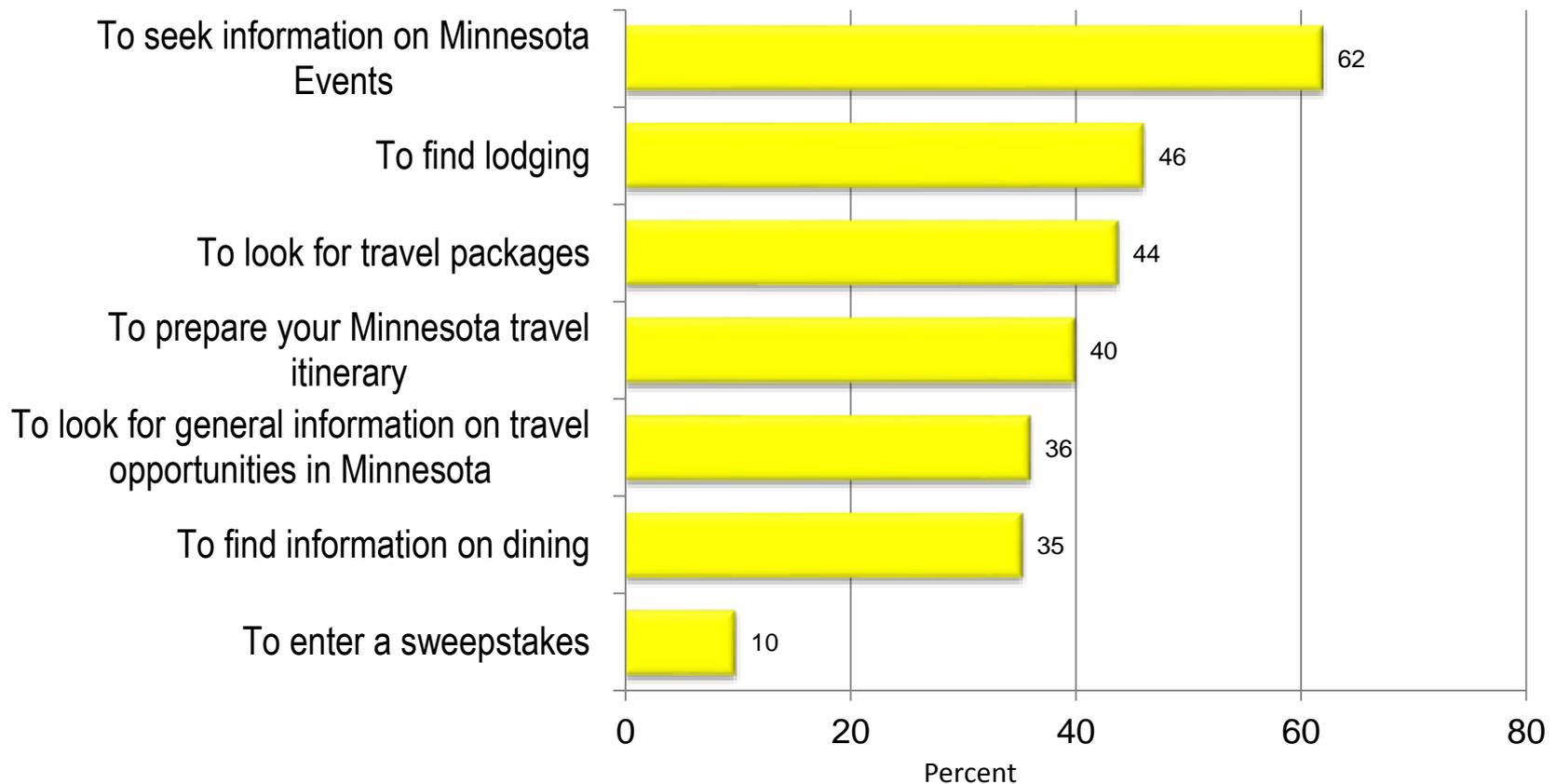
Base: Those who visited [www.exploreminnesota.com](http://www.exploreminnesota.com)



# What did you use the website [www.exploreminnesota.com](http://www.exploreminnesota.com) for?



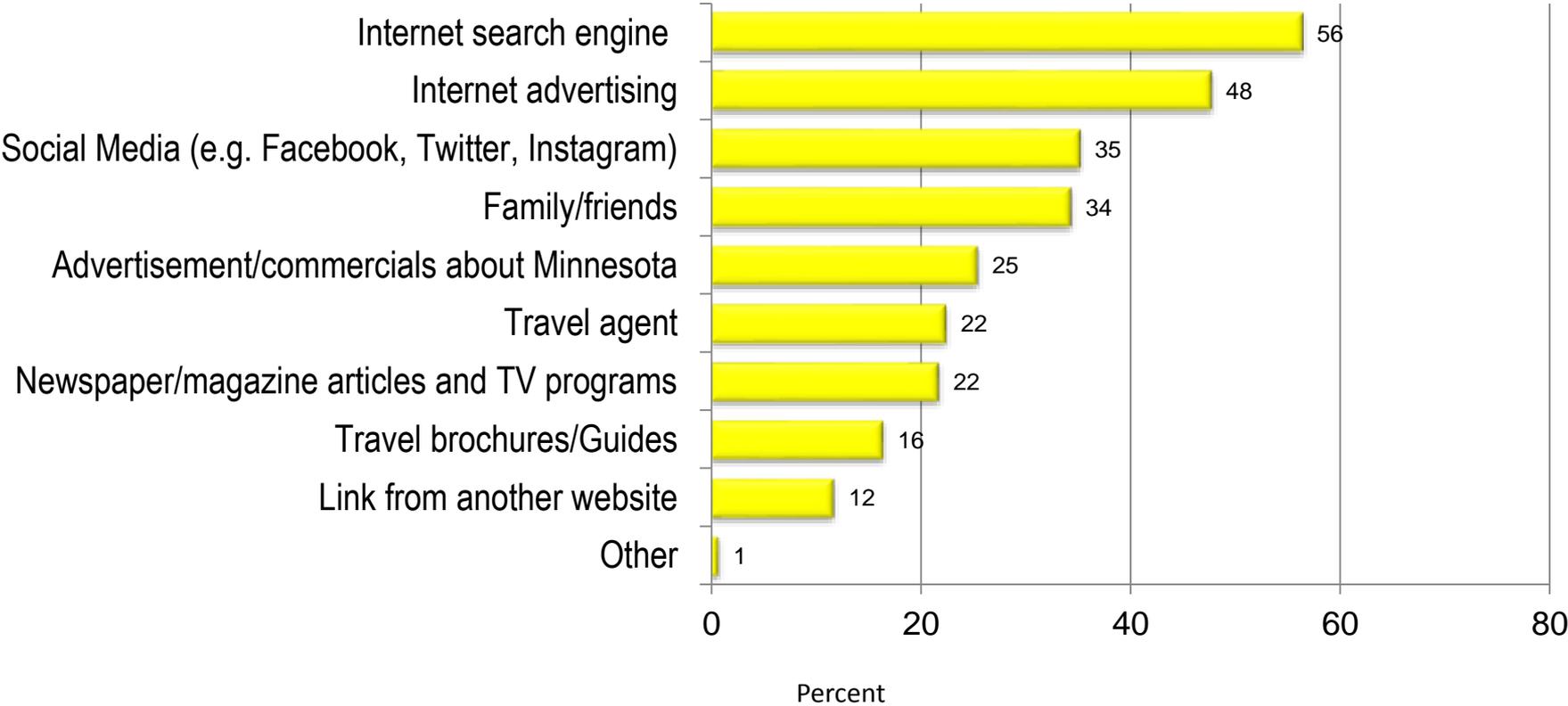
Base: Those who visited [www.exploreminnesota.com](http://www.exploreminnesota.com)



# How did you learn about the [www.exploreminnesota.com](http://www.exploreminnesota.com) website?



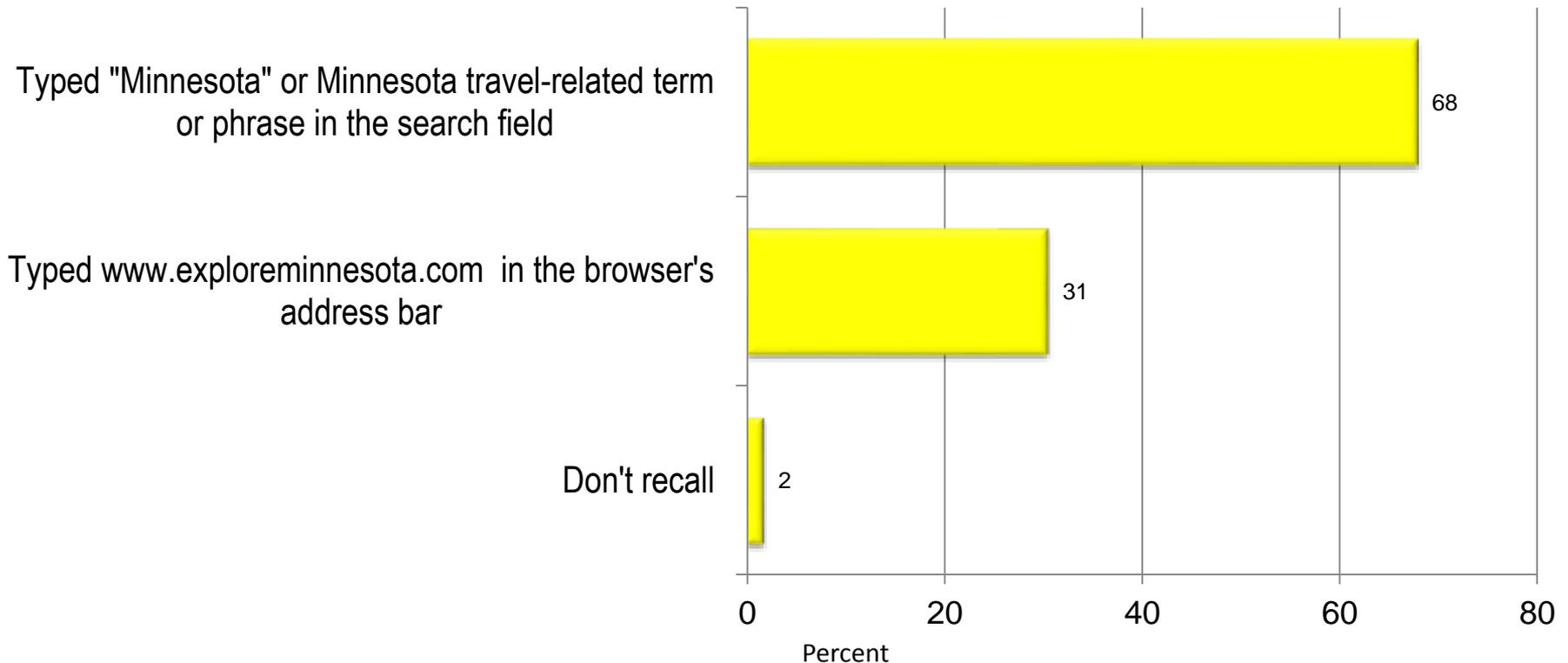
Base: Those who visited [www.exploreminnesota.com](http://www.exploreminnesota.com)



# How did you use the internet to reach the [www.exploreminnesota.com](http://www.exploreminnesota.com) website?



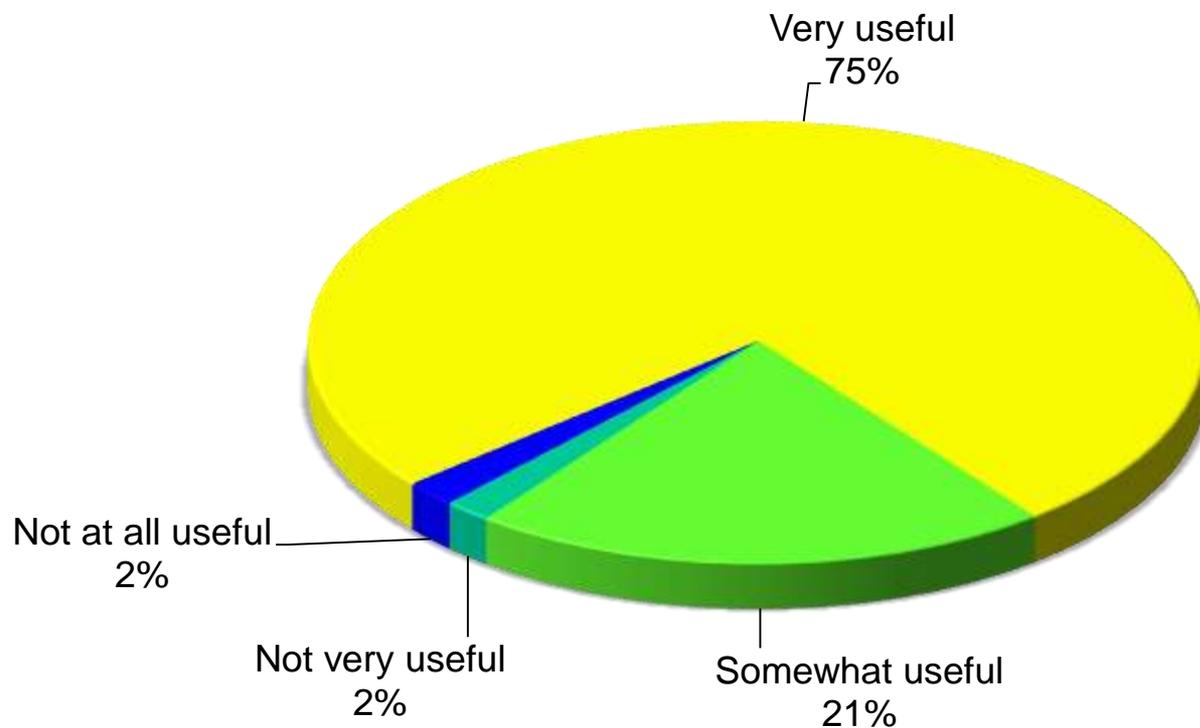
Base: Those who used internet search to reach [www.exploreminnesota.com](http://www.exploreminnesota.com)



# How useful was the [www.exploreminnesota.com](http://www.exploreminnesota.com) website?



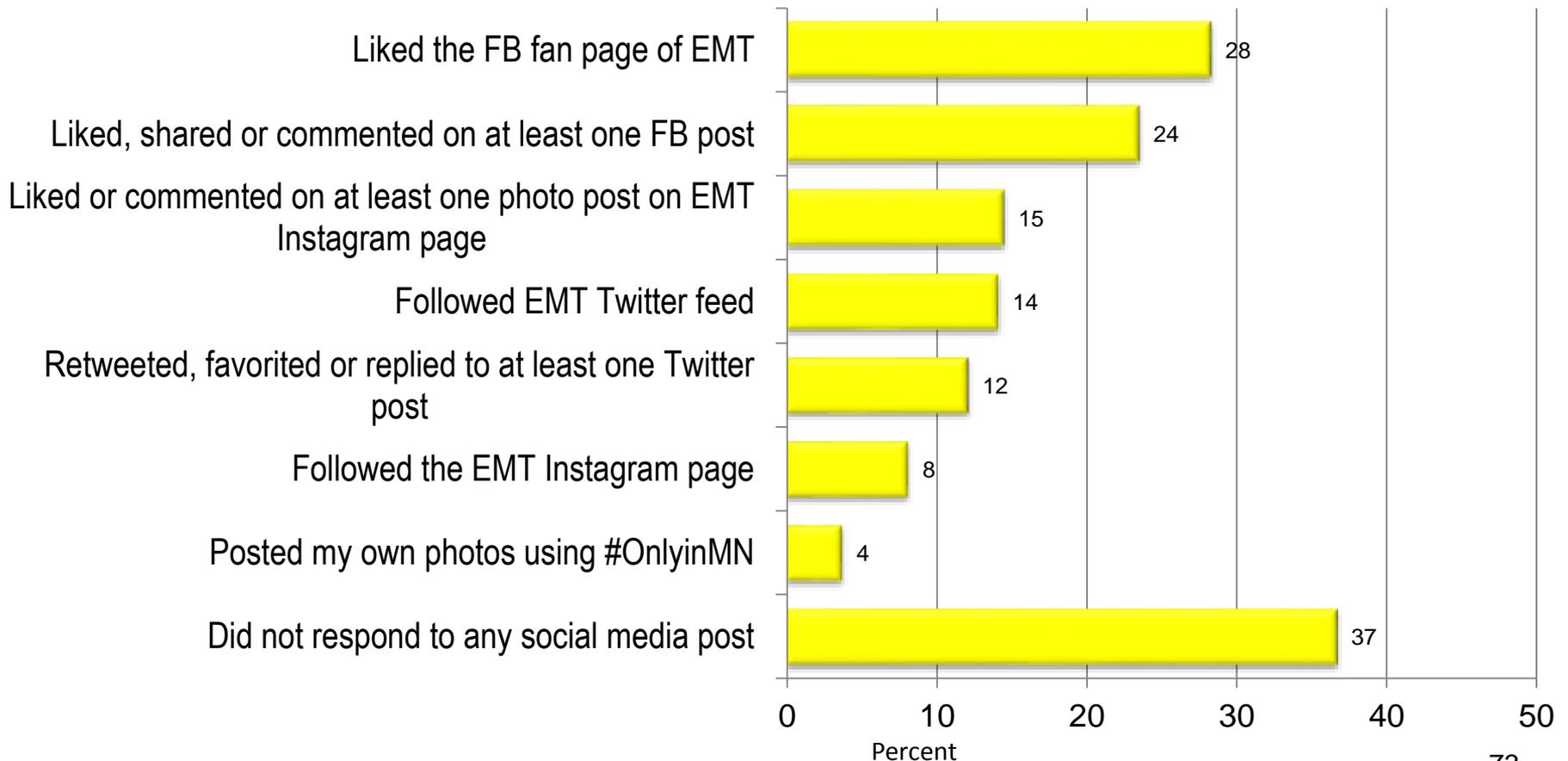
Base: Those who visited [www.exploreminnesota.com](http://www.exploreminnesota.com)



# What actions did you take after seeing Minnesota Social Media Posts?

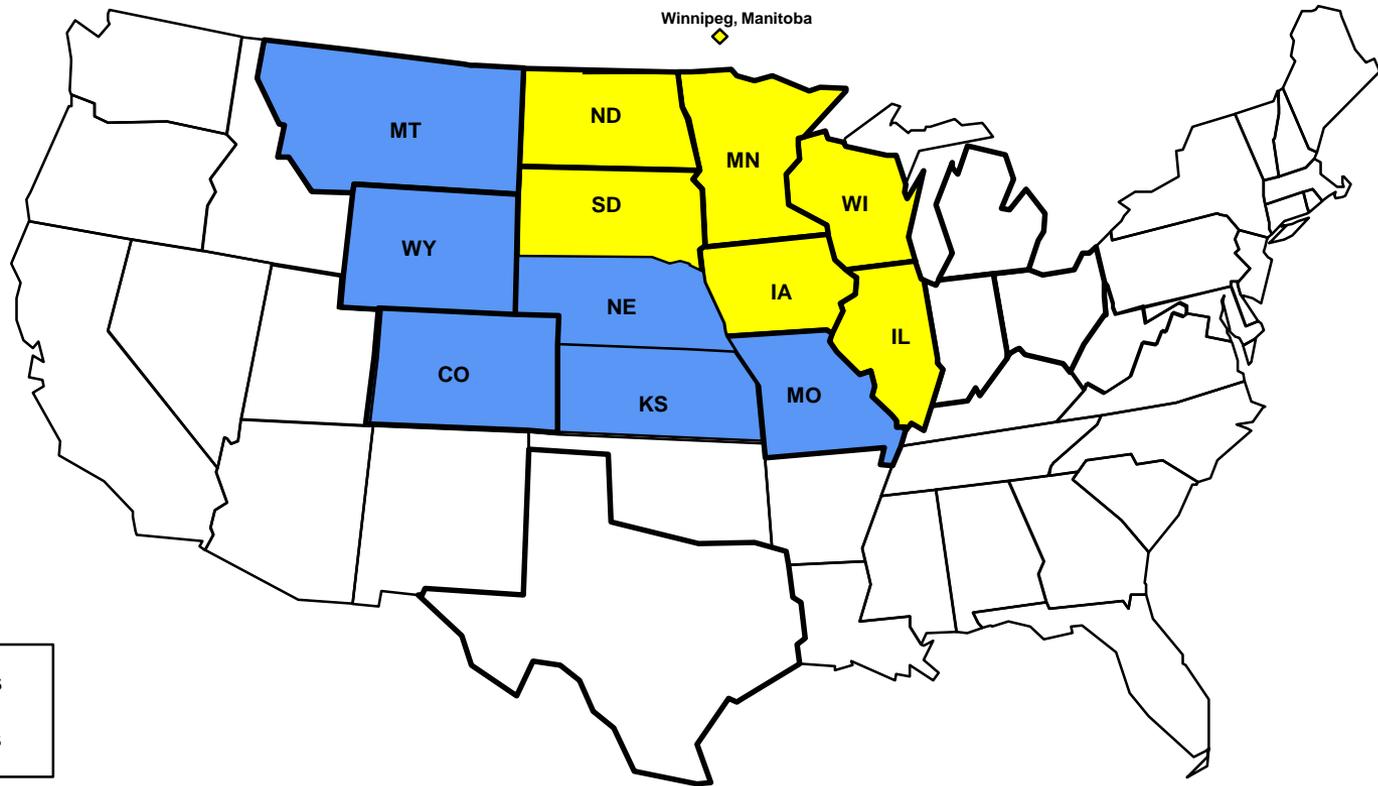


Base: Those aware of at least one EMT social media post



# Bottom Line Advertising Impacts

# Minnesota Advertising Markets



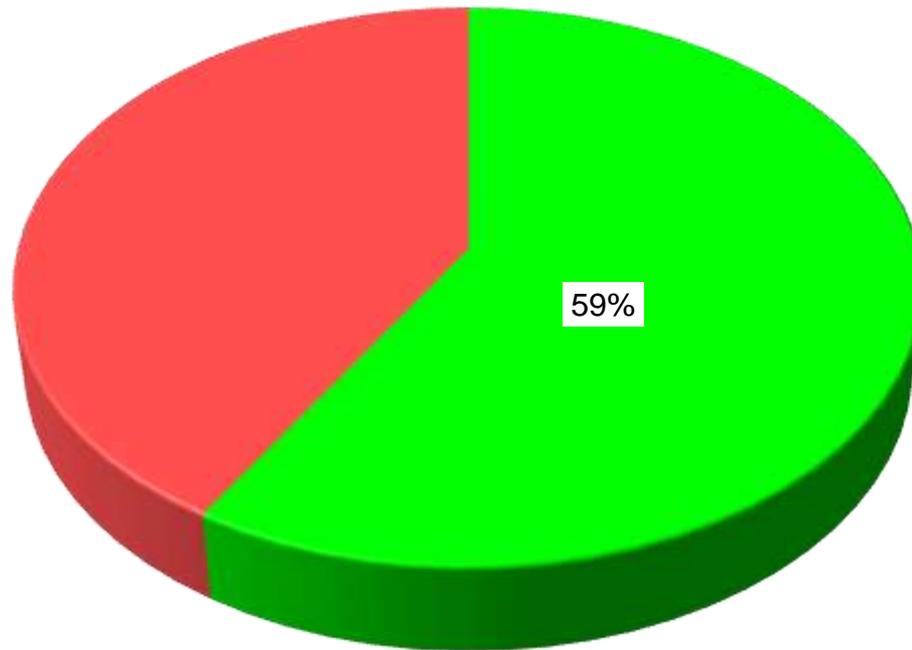
- Old Markets
- New Markets

# Advertising Impacts

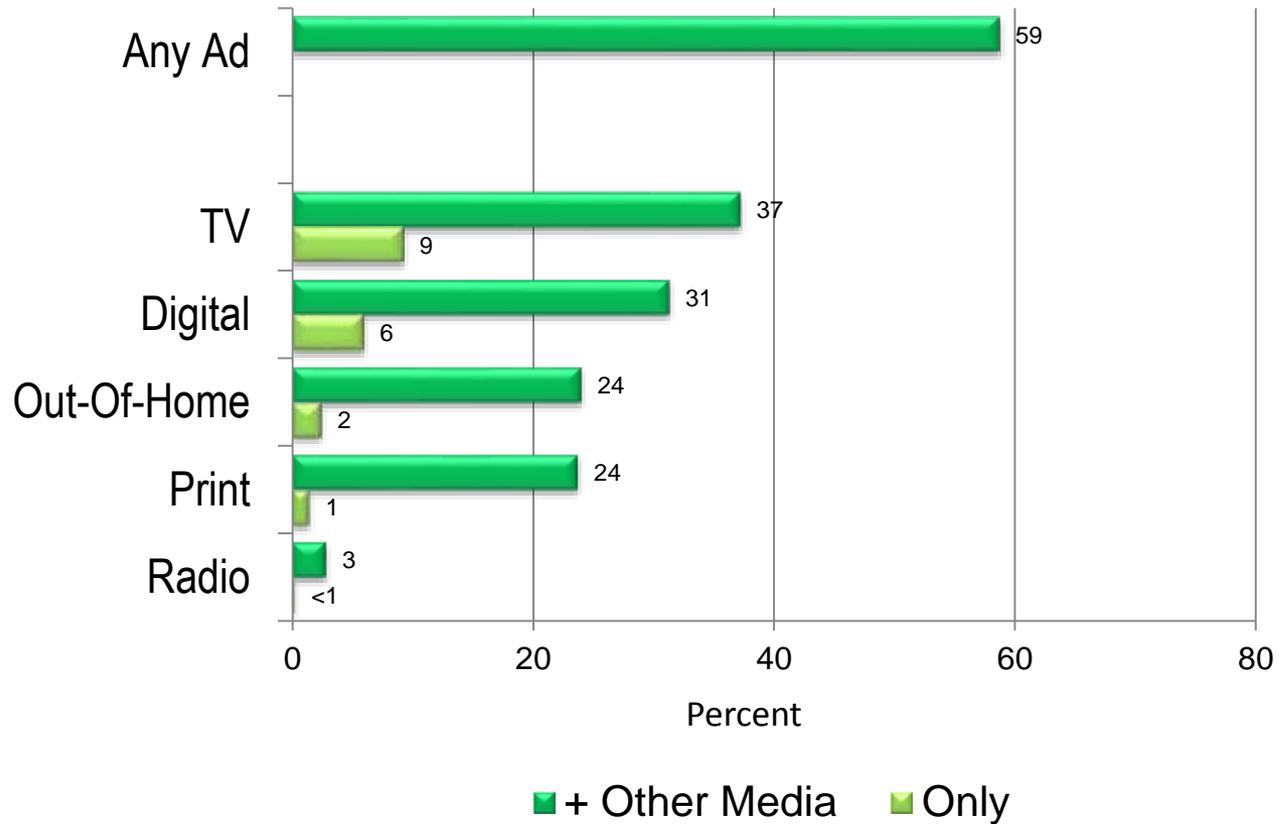


- 59% of all respondents were aware of at least one of Explore Minnesota Tourism's ads.
- Among those who saw Minnesota ads in several types of media, ad recall was highest for television ads (37%), followed by digital (31%). Among those who only saw ads in one medium, TV ads had the highest recall (9%), followed by digital (6%).
- The campaign generated 3.2 million incremental trips that would not otherwise have taken place, which brought \$337 million in incremental visitor spending and \$31 million in state and local taxes.
- 1.6 million incremental trips were overnight trips and 1.6 million were day trips.
- It cost \$1.42 in advertising to generate each incremental trip.
- Every \$1 invested in the Minnesota ad campaign in the evaluated markets generated \$75 in visitor spending and \$7 in tax revenue for the benefit of Minnesota residents.
- In addition to the short-term impacts, we estimate that the advertising has influenced the planning of a further 2.64 million trips to Minnesota in 2016. Although not all of these trips will happen, we expect that a sizeable proportion will convert, adding significantly to the return on Minnesota's investment in tourism marketing.

# Awareness of Minnesota's Advertising



# Awareness by Media



# Incremental Trips, Spending and Taxes Due to Advertising



Ad Investment	\$ 4.5M
Incremental Trips	3.2M
Incremental Visitor Spending	\$ 337.4M
Incremental Taxes	\$ 31.2M

- Ad Investment includes Production/Fulfillment/Other Costs
- Effective tax rates developed from 2014 MN Adv. Impact Analysis: State (5.9%)+Local (3.3%) = 9.3%

# Incremental Trips Due to Advertising



Overnight Trips	1,632,092
Day Trips	1,548,949
Total	3,181,041

# 2015 Campaign Efficiency



Ad \$'s per Trip	\$1.42
Trips per Ad \$	0.7

# The Bottom Line in 2015



Spending ROI	\$75
Tax ROI	\$7

# Longer-term Impact of Advertising – Intent to Visit Minnesota

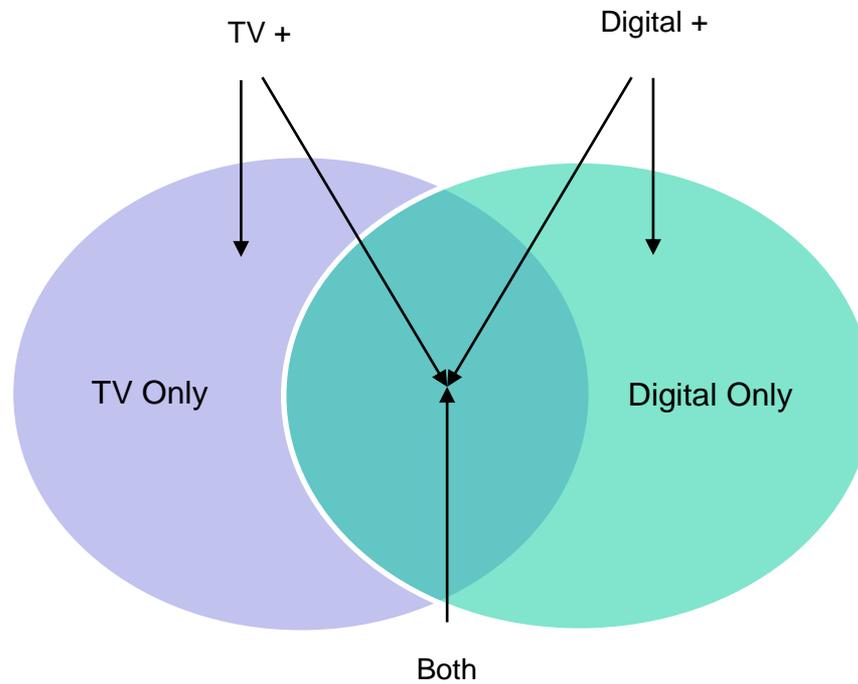


<b>Intend to Visit Minnesota in Next 12 Months*</b>	
Overnight Trip Intenders	1,087,145
Day Trip Intenders	1,557,311
Total Intenders	2,644,456

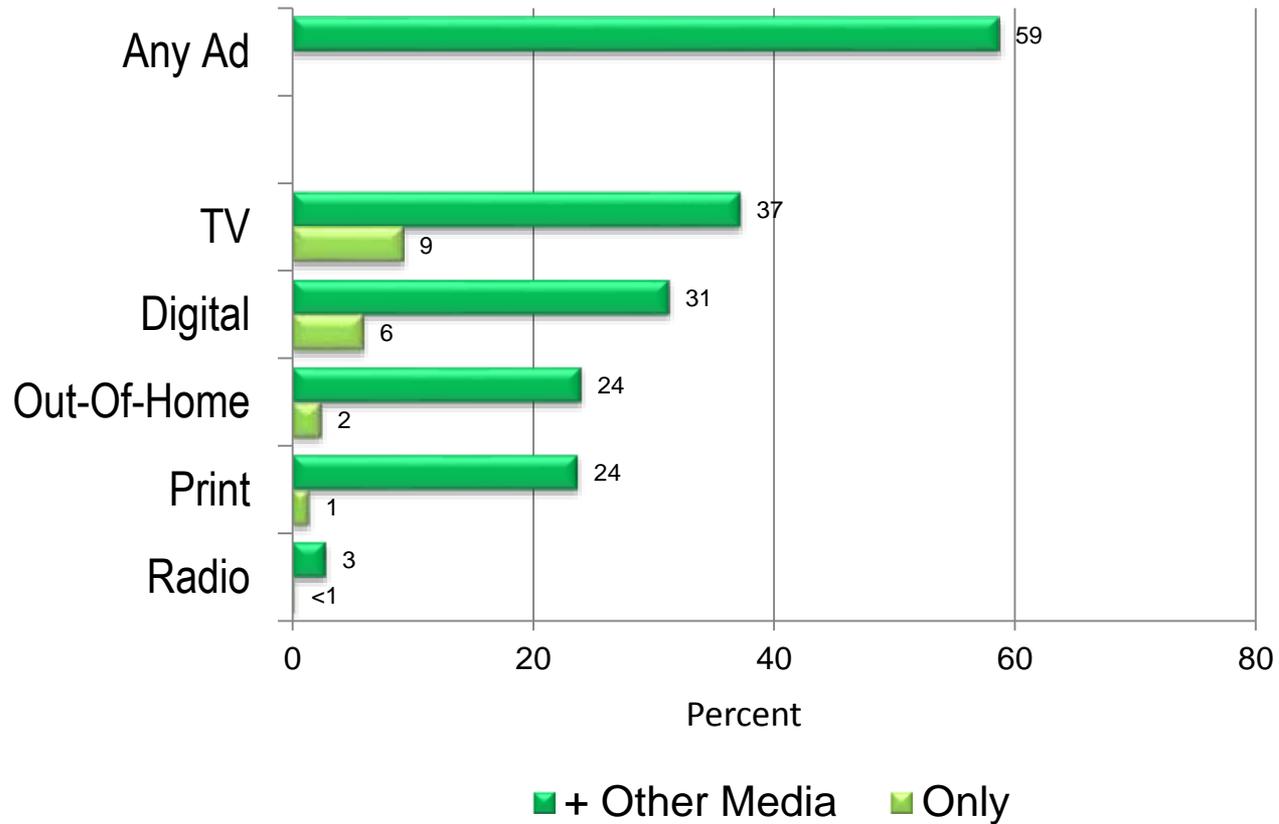
\* Among those who did not visit Minnesota in 2015

# Minnesota Media Diagnostics

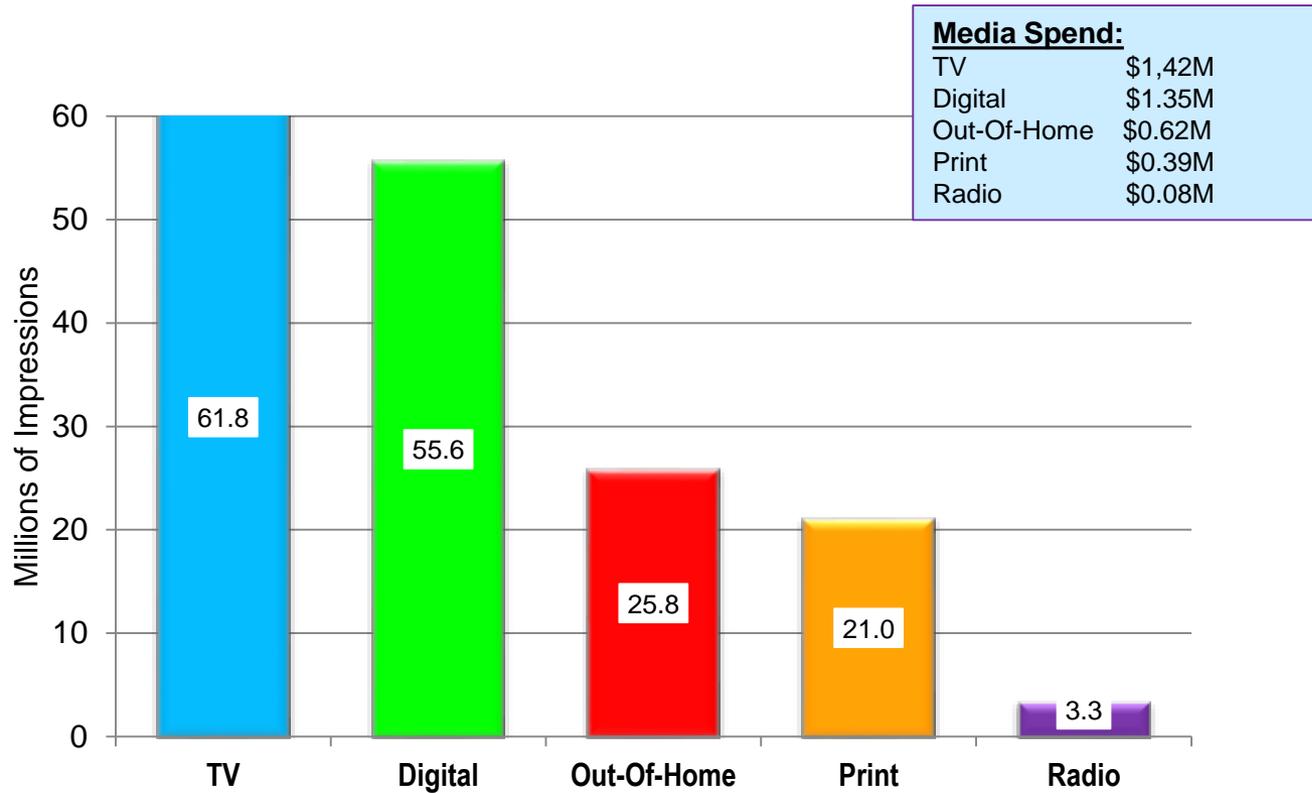
# Definition of Awareness



# Awareness by Media



# Total Impressions by Media



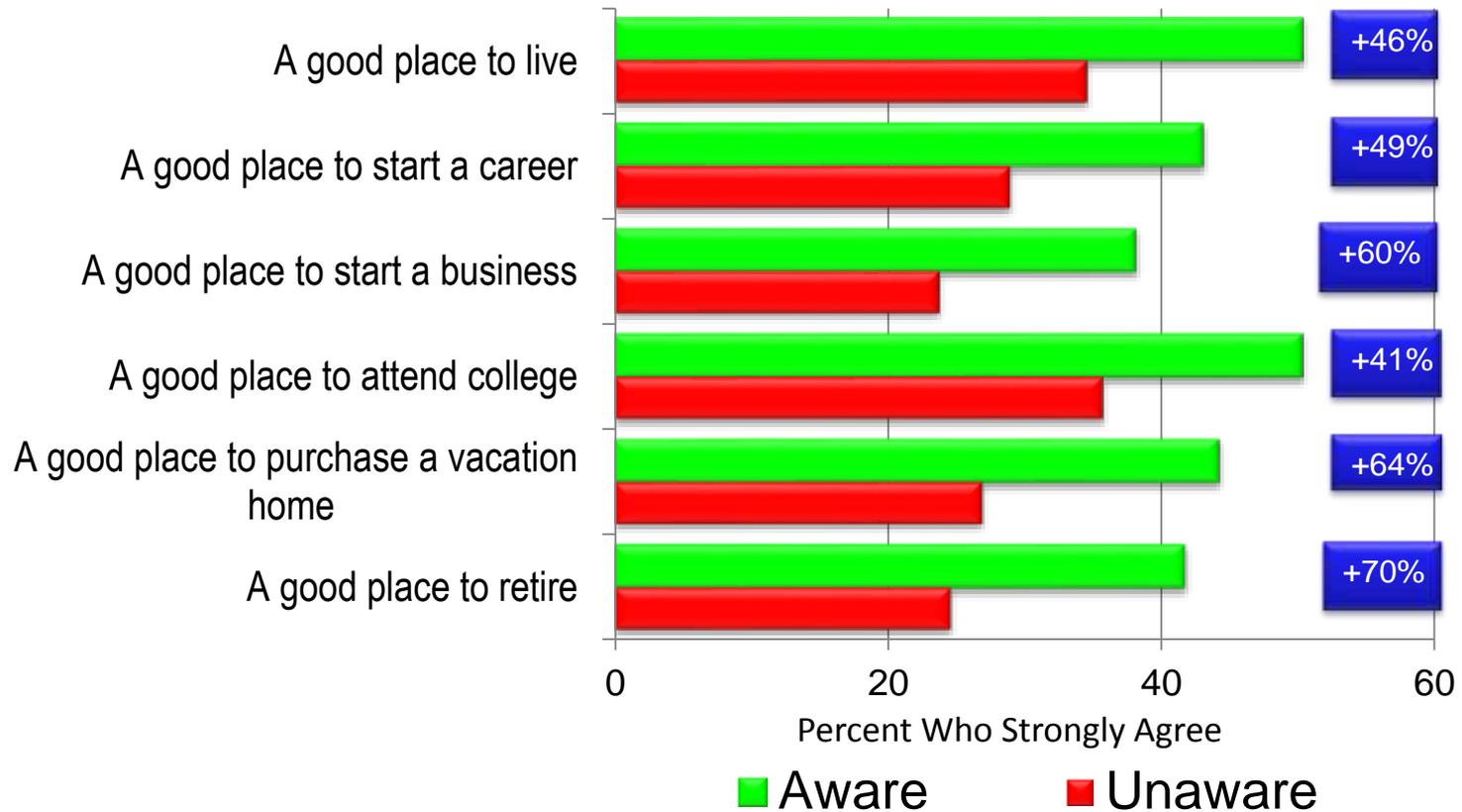
The “Halo Effect” of Minnesota’s  
tourism advertising on the state’s  
economic development image

# Minnesota's "Halo Effect"



- The following analysis takes the psychological concept of the “halo effect”, which posits that “our judgments of a person’s character can be influenced by our overall impression of them” and applies it to tourism promotion advertising.
- There is significant evidence that the gains in image from Minnesota’s tourism advertising extend beyond Minnesota’s image as a place to visit to other areas, such as a place to live, do business, attend college and retire.
- Minnesota’s success in attracting visitors to the state has a direct benefit for the state’s economic development objectives.

# Impact of Minnesota's 2015 Tourism Campaign on State's Economic Development Image



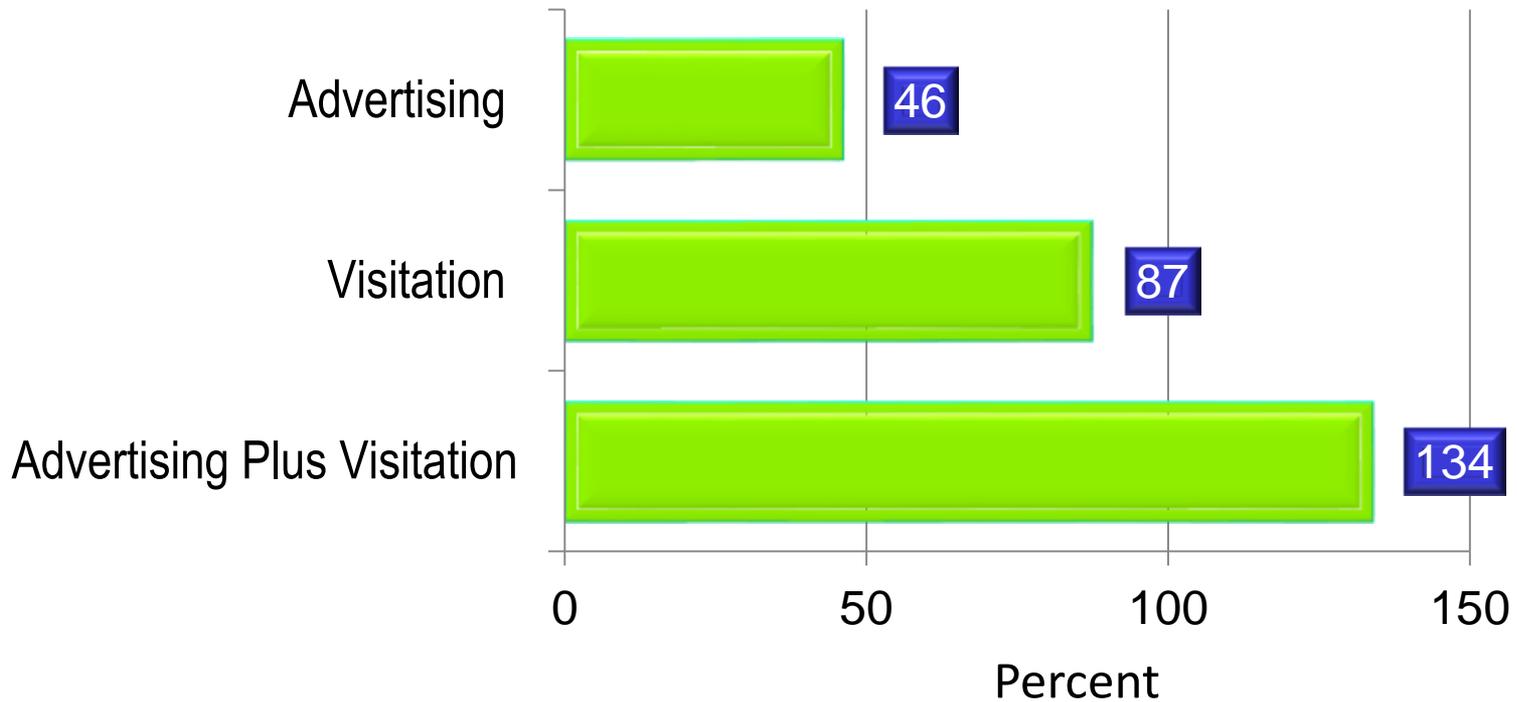
# Impact of *Visitation* on Minnesota's Economic Development Image



# “A Good Place to Live”



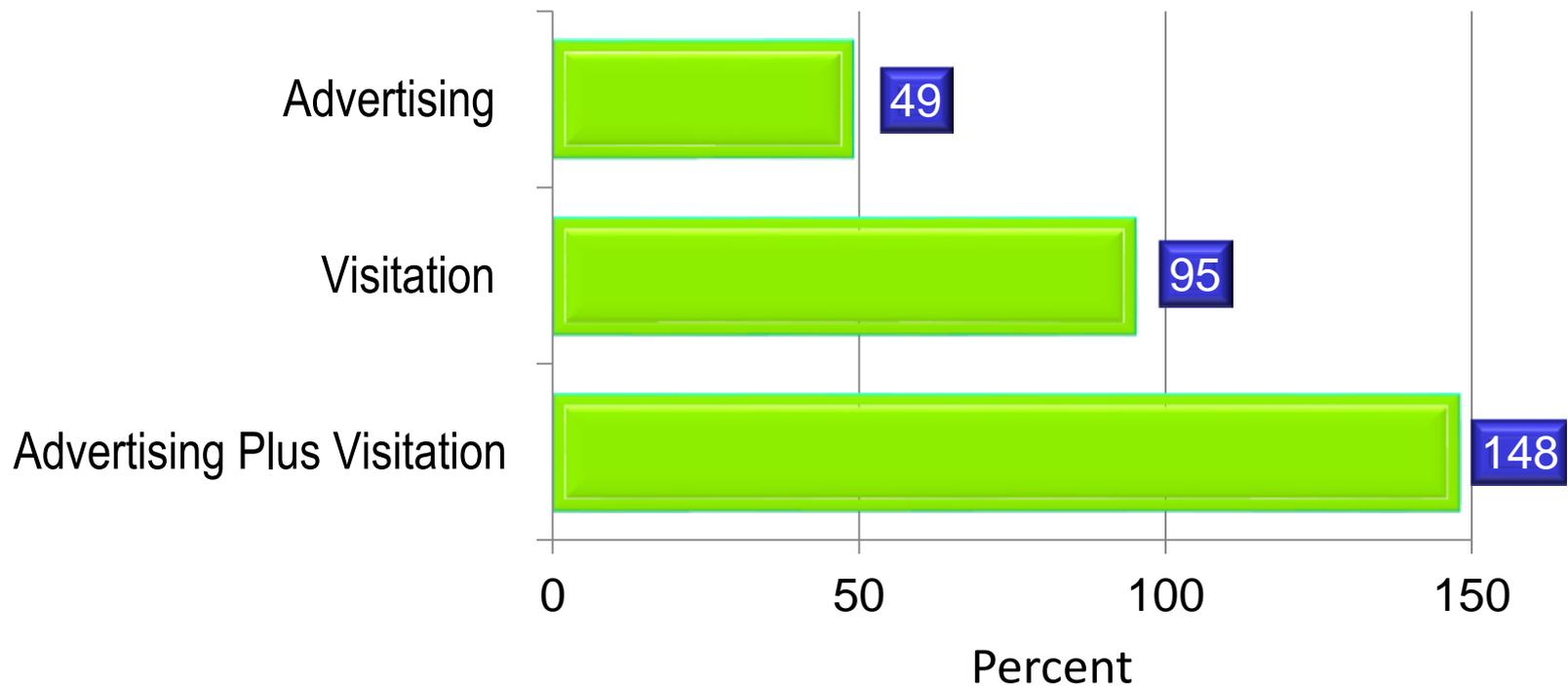
## % Image Lift for Minnesota



# “A Good Place to Start a Career”



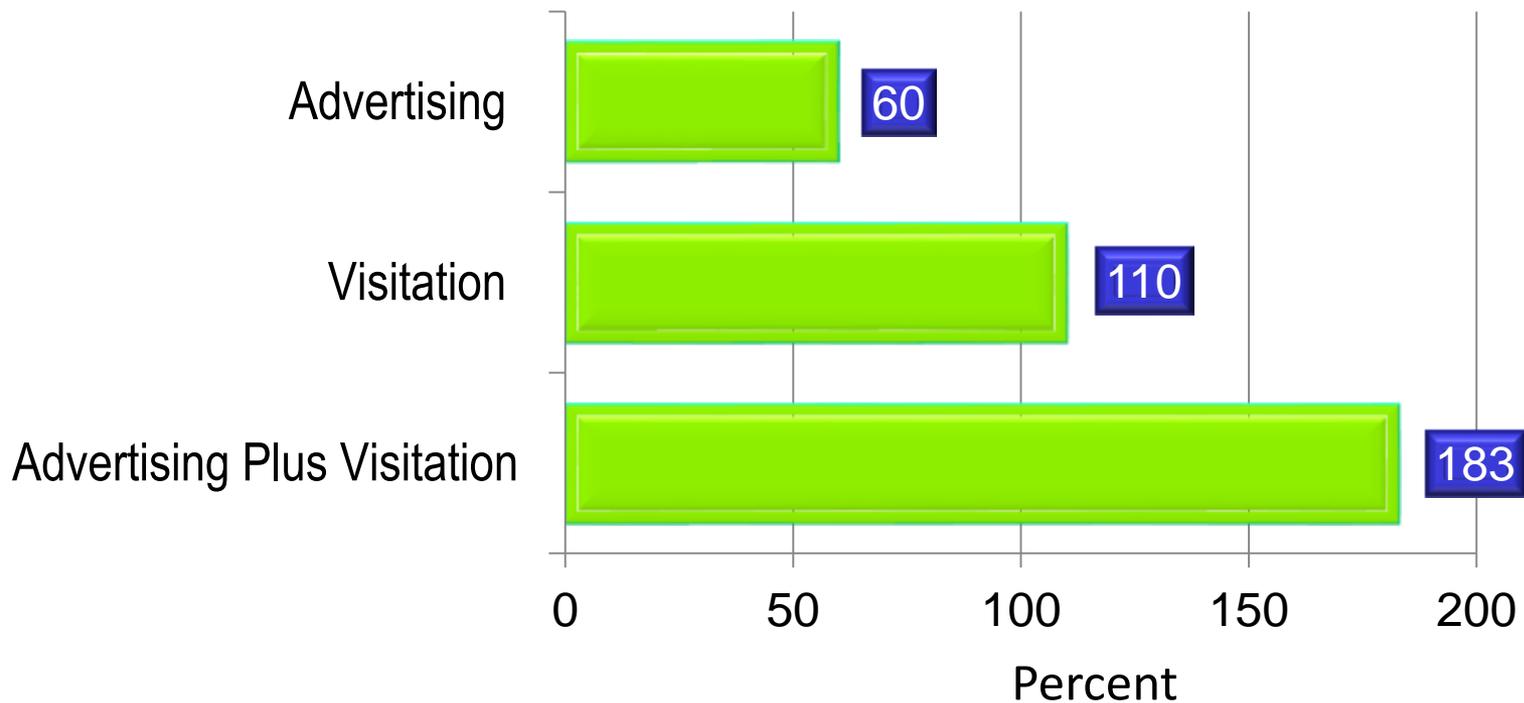
## % Image Lift for Minnesota



# “A Good Place to Start a Business”



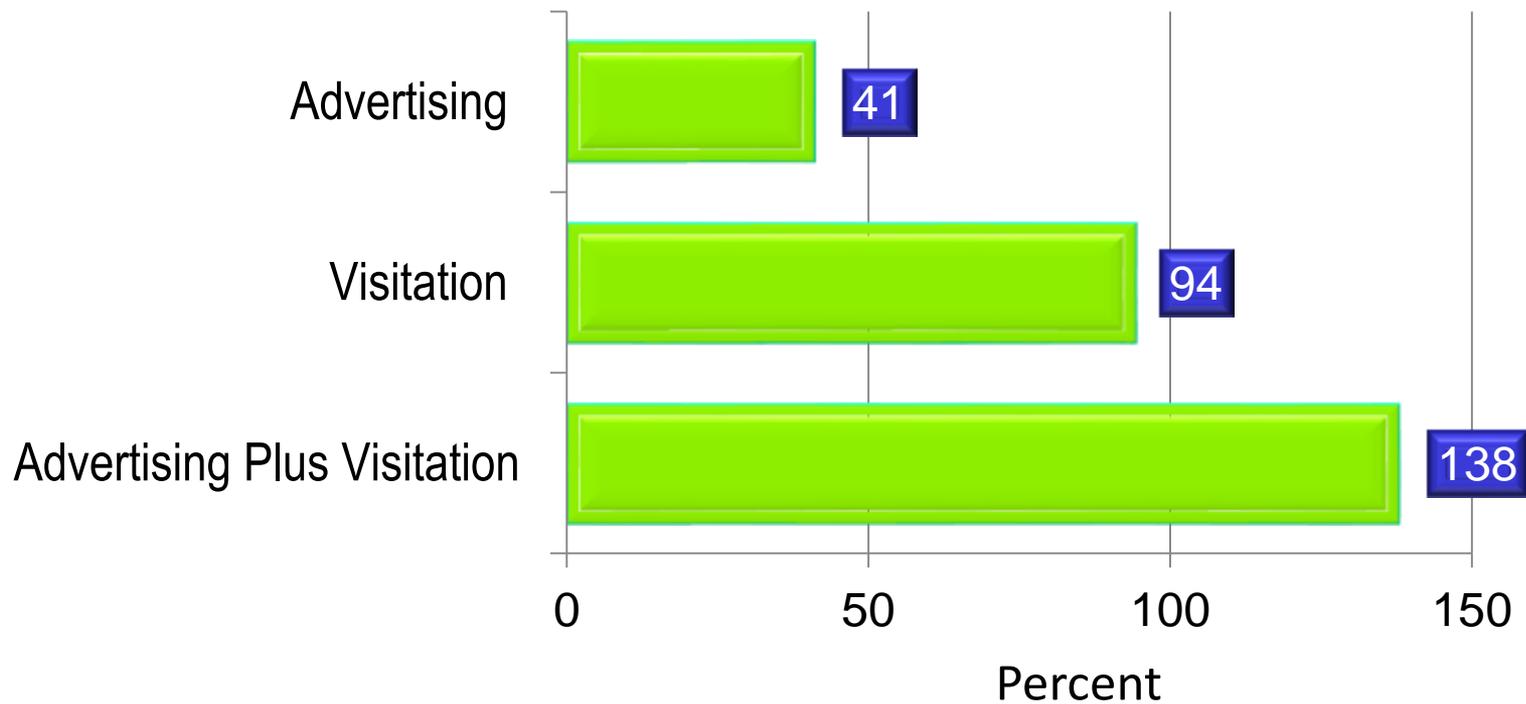
## % Image Lift for Minnesota



# “A Good Place to Attend College”



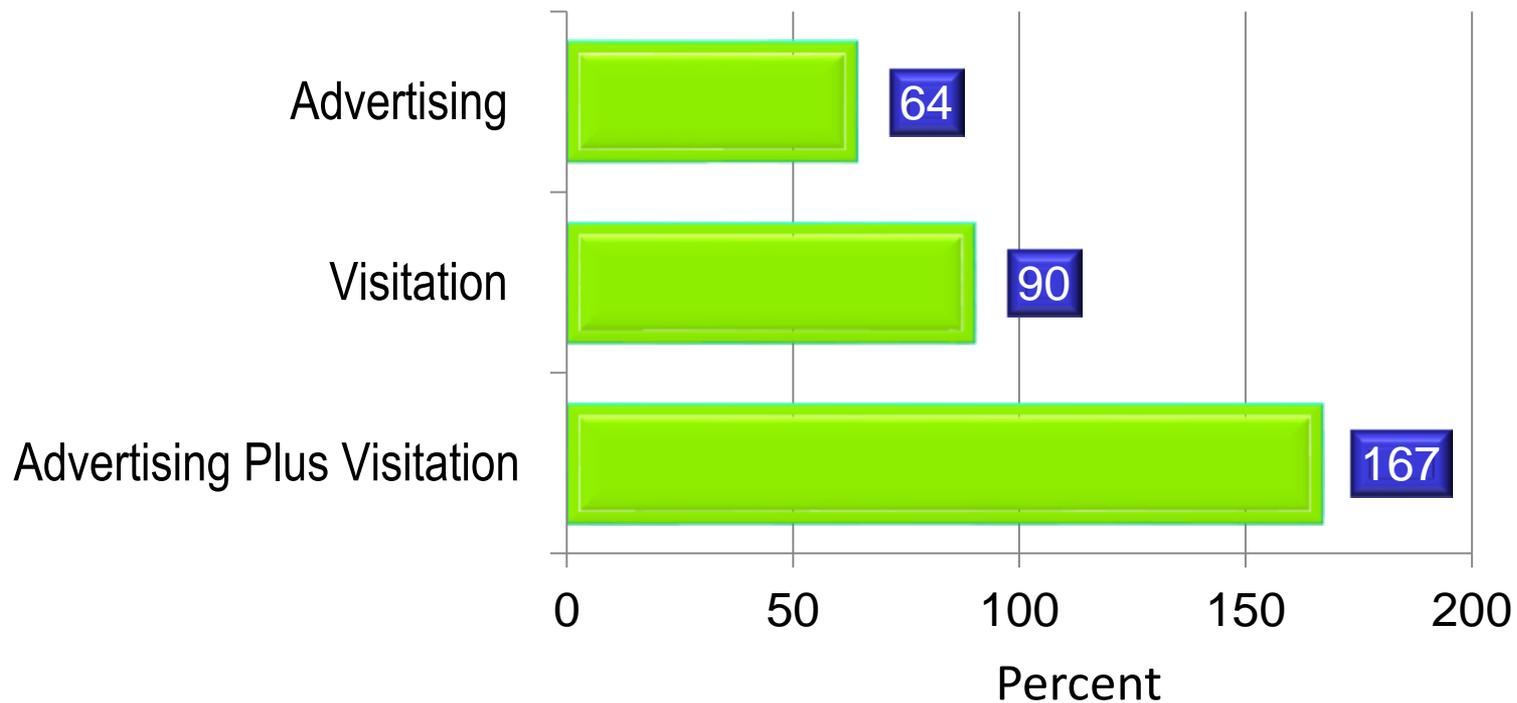
## % Image Lift for Minnesota



# “A Good Place to Purchase a Vacation Home”



## % Image Lift for Minnesota



# “A Good Place to Retire”



## % Image Lift for Minnesota

