Appendix I: Minnesota’s Image vs. Individual Competitors
A more detailed analysis of Minnesota’s image vs. the image of the individual competitive states evaluated in this study reveals the following:

- **Colorado** – Relative to Colorado, Minnesota’s perceived advantages are a mix of water-related activities such as fishing and boating, as well as shopping. Minnesota is also perceived as being more affordable and less crowded.

- Colorado’s strengths in comparison include nine out of ten hot buttons: interesting cities and towns, beautiful scenery, a must-see destination, an adventure, fun, exciting, lots to see and do, and great for adults and families.

  - Colorado gets the vote for snow skiing, snowboarding, cross-country skiing, hiking, bicycling/mountain biking, camping and a great climate and wilderness experience. Colorado is also noted for its lodging, restaurants and wineries, vacation packages, and fairs and festivals.
Wisconsin—Minnesota’s image strengths relative to Wisconsin are all about activities, including outdoor activities like fishing, snowmobiling, and watersports, as well as urban amenities, like shopping, performing arts, nightlife, and elegant dining.

Wisconsin’s image strengths relative to Minnesota include affordability, as well as unique offerings such as Native American culture, wineries and breweries, charming small towns, and interesting fairs and festivals. Wisconsin is also perceived as having truly beautiful scenery, being good for an adult vacation, and being an adventurous vacation destination, all of which are important to potential visitors.
Illinois – Relative to Illinois, Minnesota’s perceived advantages include five of the hot buttons: beautiful scenery, a welcoming place, and a fun, adventurous place that is good for a family vacation. Minnesota also gets the nod for its outdoor activities: golf, fishing, camping, hunting, canoeing/kayaking, viewing wildlife, skiing and snowmobiling.

- Minnesota also outperforms Illinois in being a relaxing destination that is not too crowded and safe, with warm, friendly people.

- Illinois’ advantages over Minnesota are primarily urban amenities, likely attributable to Chicago: art galleries, nightlife, shopping, landmarks, and elegant restaurants, among others. Illinois also rates higher on the hot button attributes of having lots to see and do, being an exciting, must-see destination, and having interesting cities and towns.
Michigan – Relative to Michigan, Minnesota is recognized for all things outdoors: from fishing, hunting, golfing, camping, hiking, winter sports, water sports and scenery, to being a good place to relax. Minnesota rates higher on the important characteristics of having lots to see and do, interesting cities and towns, and being a welcoming place. Minnesota also dominates in cultural activities and is perceived as a safe place to visit.

Minnesota had only two weaknesses relative to Michigan: having noticeable advertising and having four amazing seasons, perceptions of which were only slightly in Michigan’s favor.
South Dakota – Minnesota’s image strengths relative to South Dakota focus on the keys of fun and excitement, with lots to see and do and offering things children would enjoy. Minnesota outperforms South Dakota in outdoor activities like fishing, boating, skiing, and golfing, as well as in more urban activities such as shopping, the arts, nightlife, and festivals and events.

- Minnesota also outperforms South Dakota in the crucial “hot button” attributes of having interesting cities and towns, excitement, having lots to do, being a fun place, and being good for an adult vacation.

- Similar to Missouri, South Dakota is seen as having more notable landmarks and history than Minnesota. It is also seen as having richer Native American culture, and interesting and unique customs and traditions. South Dakota is considered a “must see destination” and a unique vacation experience.
**Missouri**—Minnesota outperforms Missouri in terms of outdoor activities, including snowmobiling, skiing/snowboarding, hunting, water sports, fishing, and canoeing/kayaking. It also outperforms Missouri in having great wilderness areas, fall color, and resorts, cabins, and cottages.

Minnesota also has the advantage in some urban aspects, such as excellent shopping, spectator sporting events, and sophisticated restaurants.

Missouri is seen as having a better climate overall, and more notable history and landmarks.
Minnesota's Image Strengths vs. Colorado

Base: Residents of Minnesota’s Regional Advertising Markets

- Great for boating/water sports: 28
- Not too far away: 16
- Excellent fishing: 12
- Affordable accommodations: 10
- Affordable to eat there: 10
- Affordable to get to: 9
- Warm, friendly people: 8
- Excellent shopping: 7
- Not too crowded: 7

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Weaknesses vs. Colorado

Base: Residents of Minnesota’s Regional Advertising Markets

- Great mountain/fat tire biking
- Well-known destination
- Popular with vacationers
- Truly unique scenery
- Vacation there is a real adventure
- Great national/state parks
- Must-see destination
- Excellent skiing/ snowboarding/ Xcountry skiing
- Unique vacation experience
- Well-known landmarks

Difference in Percent Who Strongly Agree

-50 -40 -30 -20 -10 0

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Weaknesses vs. Colorado (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- **Great hiking**
- **Lots to see and do**
- **Good for adult vacation**
- **A fun place for vacation**
- **Great wilderness areas**
- **An exciting place**
- **Interesting cities/towns**
- **Excellent climate overall**
- **Truly beautiful scenery**

I often notice advertising for this place

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Difference in Percent Who Strongly Agree</th>
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<td>Great hiking</td>
<td>-26</td>
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<tr>
<td>Lots to see and do</td>
<td>-25</td>
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<td>Good for adult vacation</td>
<td>-24</td>
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<tr>
<td>A fun place for vacation</td>
<td>-24</td>
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<td>Great wilderness areas</td>
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<td>-20</td>
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<tr>
<td>Truly beautiful scenery</td>
<td>-20</td>
</tr>
<tr>
<td>I often notice advertising</td>
<td>-17</td>
</tr>
</tbody>
</table>

*Attributes marked with a chevron indicate some of the most important image hot buttons for travelers*
Minnesota's Image Weaknesses vs. Colorado (Cont’d)

Noted for its history
Children would enjoy
Good place for camping
Excellent wineries and breweries
Good place to relax
Excellent resorts/cabins/cottages
Good place for families to visit
Good vacation packages
Elegant, sophisticated restaurants

Base: Residents of Minnesota’s Regional Advertising Markets

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minneapolis's Image Weaknesses vs. Colorado (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Authentic historical sites
- Great bicycling
- Good for viewing wildlife/birds
- Interesting festivals/fairs/events
- First class hotels
- Great snowmobiling
- Interesting customs and traditions
- Exciting nightlife
- Exciting spectator sporting events

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Strengths vs. Wisconsin

Base: Residents of Minnesota's Regional Advertising Markets

- Excellent shopping: 19
- Great for theater and the performing arts: 9
- Excellent fishing: 7
- Exciting nightlife: 7
- Great snowmobiling: 6
- Excellent museums/art galleries: 5
- Great for boating/water sports: 5
- Elegant, sophisticated restaurants: 5

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

* Difference in percent who strongly agree.
Minnesota's Image Weaknesses vs. Wisconsin

Base: Residents of Minnesota’s Regional Advertising Markets

- Excellent wineries and breweries
- Excellent vacation value
- Affordable to eat there
- Rich Native American culture
- Children would enjoy
- Charming small towns
- Interesting festivals/fairs/events
- Popular with vacationers
- Truly beautiful scenery
- Good place for camping

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Difference in Percent Who Strongly Agree

-15 -10 -5 0
Minnesota's Image Weaknesses vs. Wisconsin (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Good for adult vacation
- I often notice advertising for this place
- Good vacation packages
- Beautiful fall color scenery
- Great for golfers
- Not too crowded
- Four amazing seasons
- Vacation there is a real adventure
- Affordable accommodations

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Strengths vs. Illinois

Base: Residents of Minnesota's Regional Advertising Markets

- Great snowmobiling: 47
- Excellent fishing: 39
- Excellent skiing/snowboarding/X-country skiing: 36
- Great for boating/water sports: 35
- Excellent canoeing/kayaking: 34
- Great wilderness areas: 34
- Excellent hunting: 33
- A safe place to visit: 32
- Good place for camping: 32
- Good for viewing wildlife/birds: 30
- Great hiking: 29

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Longwoods International
Minnesota's Image Strengths vs. Illinois (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Excellent resorts/cabins/cottages: 28%
- Good place to relax: 24%
- Not too crowded: 23%
- Truly beautiful scenery: 22%
- Beautiful fall color scenery: 22%
- Truly unique scenery: 22%
- Warm, friendly people: 21%
- Great national/state parks: 17%
- A place I would feel welcome: 16%
- Charming small towns: 15%
- Rich Native American culture: 15%

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

* Difference in percent who strongly agree.
Minnesota's Image Strengths vs. Illinois (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Affordable to eat there: 15
- Excellent vacation value: 13
- Affordable accommodations: 13
- Good place for families to visit: 13
- Great mountain/fat tire biking: 13
- Great bicycling: 11
- A fun place for vacation: 11
- Children would enjoy: 11
- Interesting customs and traditions: 9
- Four amazing seasons: 7
- Vacation there is a real adventure: 6

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers.
Minnesota's Image Weaknesses vs. Illinois

Base: Residents of Minnesota’s Regional Advertising Markets

Excellent museums/art galleries: -31
Exciting nightlife: -29
Great for theater and the performing arts: -24
Noted for its history: -23
Elegant, sophisticated restaurants: -23
Well-known landmarks: -16
First class hotels: -16
Authentic historical sites: -12
Excellent shopping: -11

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Weaknesses vs. Illinois (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Exciting spectator sporting events
- Well-known destination
- Interesting cities/towns
- Lots to see and do
- Must-see destination
- Interesting festivals/fairs/events
- Not too far away
- An exciting place
- Excellent wineries and breweries

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minneapolis's Image Strengths vs. Michigan

Base: Residents of Minnesota’s Regional Advertising Markets

- Excellent shopping: 23
- Rich Native American culture: 16
- Warm, friendly people: 13
- Excellent skiing/snowboarding/X country skiing: 12
- Excellent fishing: 12
- Excellent resorts/cabins/cottages: 12
- Children would enjoy: 11
- A safe place to visit: 11
- Great for theater and the performing arts: 10
- Authentic historical sites: 9
- First class hotels: 8
- Great wilderness areas: 8

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Difference in Percent Who Strongly Agree

21
Minnesota's Image Strengths vs. Michigan (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Great hiking: 8
- Good place to relax: 8
- A place I would feel welcome: 8
- Excellent hunting: 8
- Great snowmobiling: 8
- Interesting cities/towns: 8
- Elegant, sophisticated restaurants: 8
- Charming small towns: 7
- Exciting spectator sporting events: 7
- Excellent canoeing/kayaking: 7
- Not too far away: 7

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Strengths vs. Michigan (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Popular with vacationers: 7
- Great for golfers: 7
- Good for viewing wildlife/birds: 6
- Good place for camping: 6
- Affordable to get to: 6
- Great mountain/fat tire biking: 6
- Exciting nightlife: 6
- Excellent museums/art galleries: 5
- Great bicycling: 5
- Lots to see and do: 5
- Interesting customs and traditions: 5

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Difference in Percent Who Strongly Agree

- 0
- 10
- 20
- 30
Minneapolis Image Weaknesses vs. Michigan

Base: Residents of Minnesota’s Regional Advertising Markets

I often notice advertising for this place

Four amazing seasons

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Great for boating/water sports
Exciting spectator sporting events
Excellent shopping
Excellent fishing
Excellent canoeing/kayaking
First class hotels
Great for theater and the performing arts
Excellent skiing/snowboarding/Xcountry skiing
Elegant, sophisticated restaurants

Base: Residents of Minnesota’s Regional Advertising Markets

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Difference in Percent Who Strongly Agree
Minnesota's Image Strengths vs. South Dakota (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Great snowmobiling: 16
- Exciting nightlife: 15
- Beautiful fall color scenery: 15
- Excellent resorts/cabins/cottages: 15
- Excellent wineries and breweries: 12
- Great for golfers: 11
- Excellent museums/art galleries: 9
- Children would enjoy: 9
- Interesting festivals/fairs/events: 9

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minneapolis & St. Paul Area

*Attributes marked with a chevron indicate some of the most important image hot buttons for travelers.*
Minnesota's Image Weaknesses vs. South Dakota

Base: Residents of Minnesota's Regional Advertising Markets

- Well-known landmarks: -34
- Rich Native American culture: -31
- Noted for its history: -24
- Not too crowded: -18
- Authentic historical sites: -17
- Great national/state parks: -17
- Great mountain/fat tire biking: -10
- Truly unique scenery: -10
- Well-known destination: -10

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minneapolis's Image Weaknesses vs. South Dakota (Cont'd)

Base: Residents of Minnesota's Regional Advertising Markets

- Must-see destination
- Unique vacation experience
- Affordable accommodations
- Interesting customs and traditions
- Great wilderness areas
- Affordable to eat there
- Vacation there is a real adventure
- I often notice advertising for this place
- A safe place to visit

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Strengths vs. Missouri

Base: Residents of Minnesota’s Regional Advertising Markets

- Great snowmobiling: 45
- Excellent skiing/snowboarding/Xcountry skiing: 38
- Great wilderness areas: 23
- Excellent hunting: 23
- Great for boating/water sports: 20
- Excellent fishing: 18
- Excellent shopping: 18
- Beautiful fall color scenery: 18
- Excellent resorts/cabins/cottages: 18
- Good place for camping: 16
- Excellent canoeing/kayaking: 16
- Rich Native American culture: 15

*Attributes marked with a chevron indicate some of the most important image hot buttons for travelers*
Minnesota's Image Strengths vs. Missouri (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- A place I would feel welcome
- Four amazing seasons
- Great bicycling
- Great national/state parks
- Truly beautiful scenery
- A safe place to visit
- Truly unique scenery
- Exciting spectator sporting events
- Good place for families to visit
- Good for viewing wildlife/birds
- Charming small towns

Difference in Percent Who Strongly Agree

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Strengths vs. Missouri (Cont’d)

Base: Residents of Minnesota’s Regional Advertising Markets

- Great hiking
- Good for adult vacation
- A fun place for vacation
- Great mountain/fat tire biking
- Vacation there is a real adventure
- Good place to relax
- Must-see destination
- Children would enjoy
- Elegant, sophisticated restaurants
- Interesting cities/towns
- An exciting place

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers
Minnesota's Image Weaknesses vs. Missouri

Base: Residents of Minnesota’s Regional Advertising Markets

- Excellent climate overall: -12
- Noted for its history: -8
- Well-known landmarks: -8

* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers