



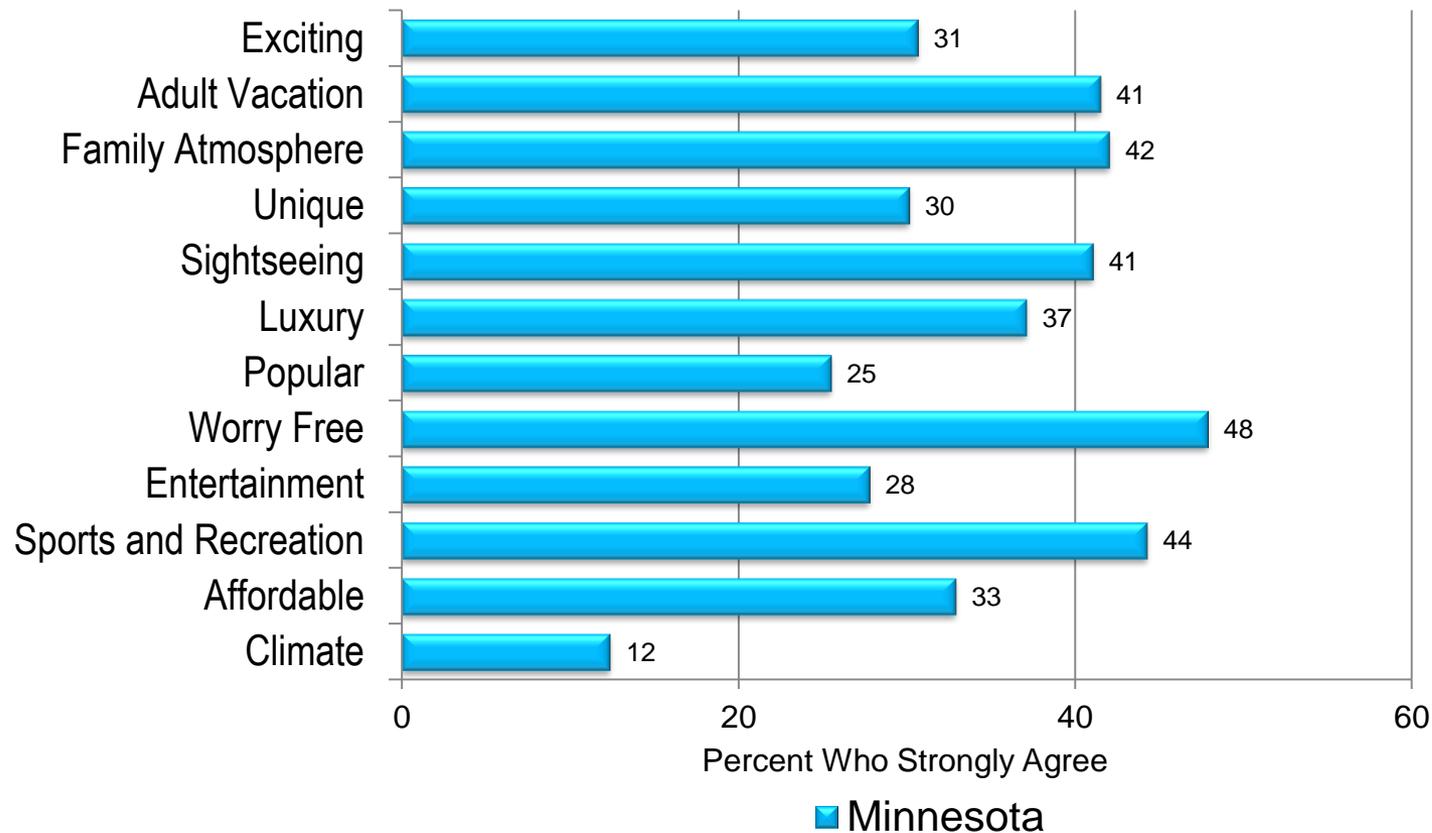
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Minnesota 2017 Advertising Evaluation and Image Study

Appendix III:
Minnesota's Image
and Product Delivery
in Expansion Markets

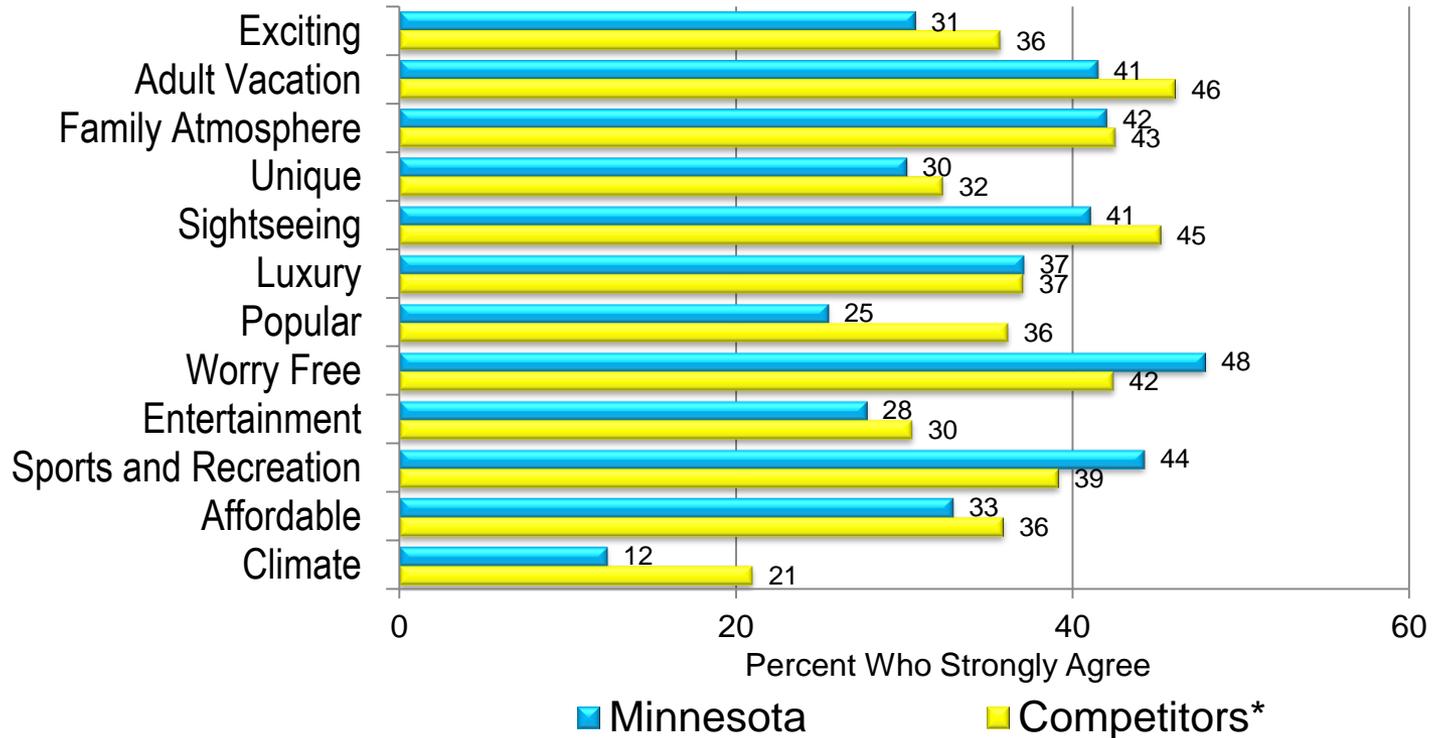
Minnesota's Overall Image – Expansion Markets

Base: Residents of Minnesota's Expansion Advertising Markets



Minnesota's Overall Image vs. Competition

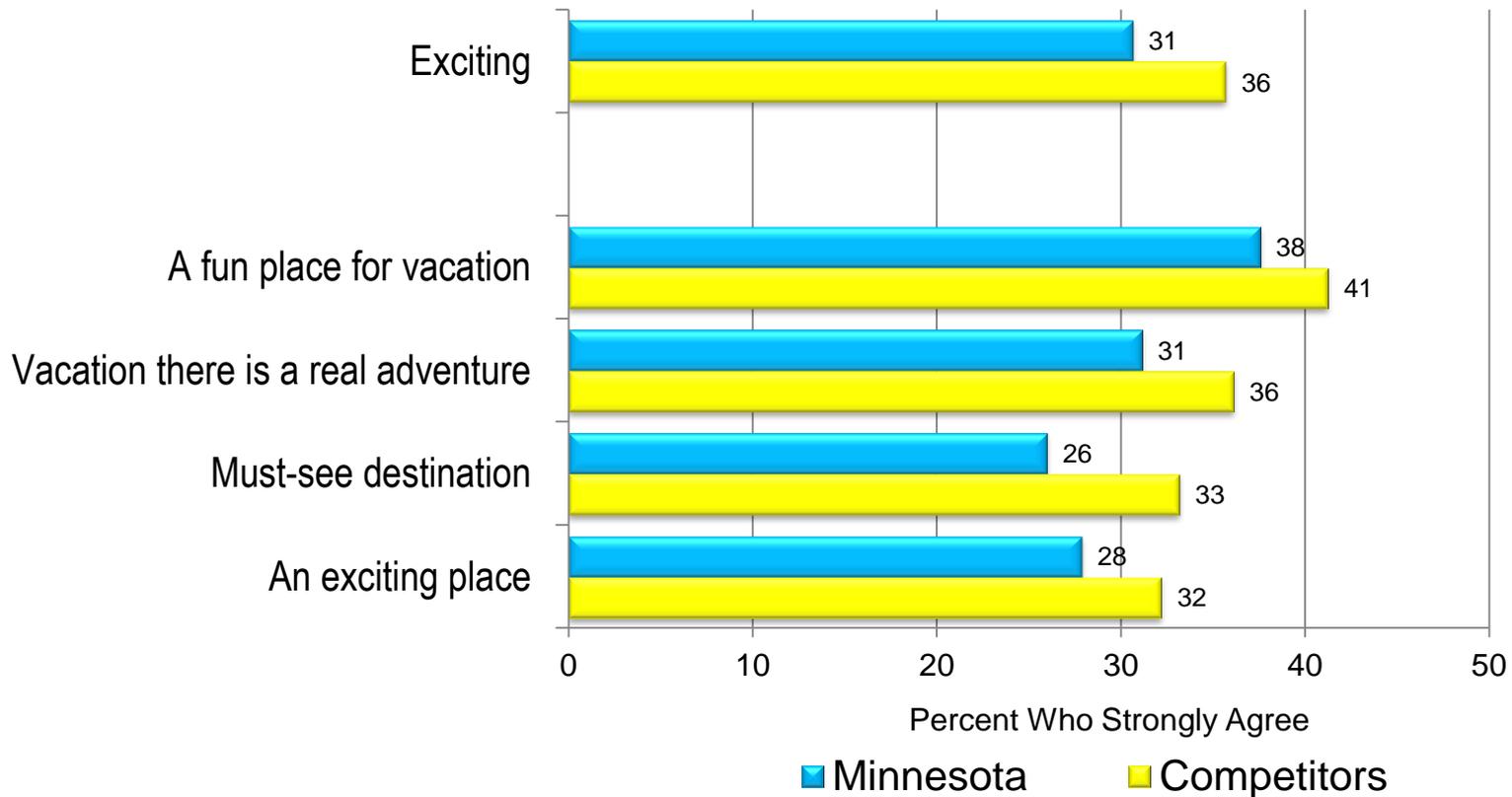
Base: Residents of Minnesota's Expansion Advertising Markets



* Includes Missouri, South Dakota, Wisconsin, Michigan, Colorado, and Illinois

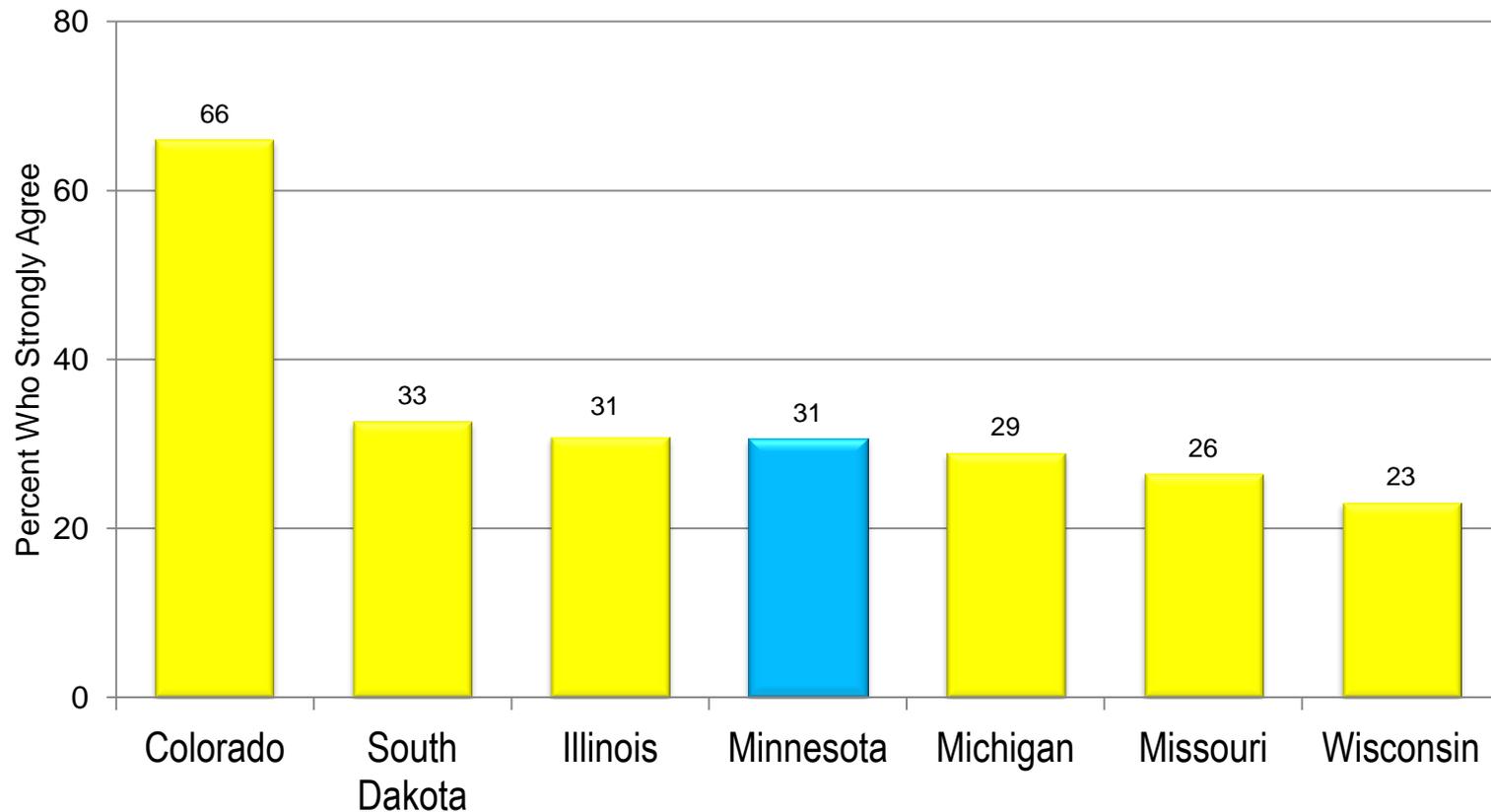
Minnesota's Image vs. Competition — Exciting

Base: Residents of Minnesota's Expansion Advertising Markets



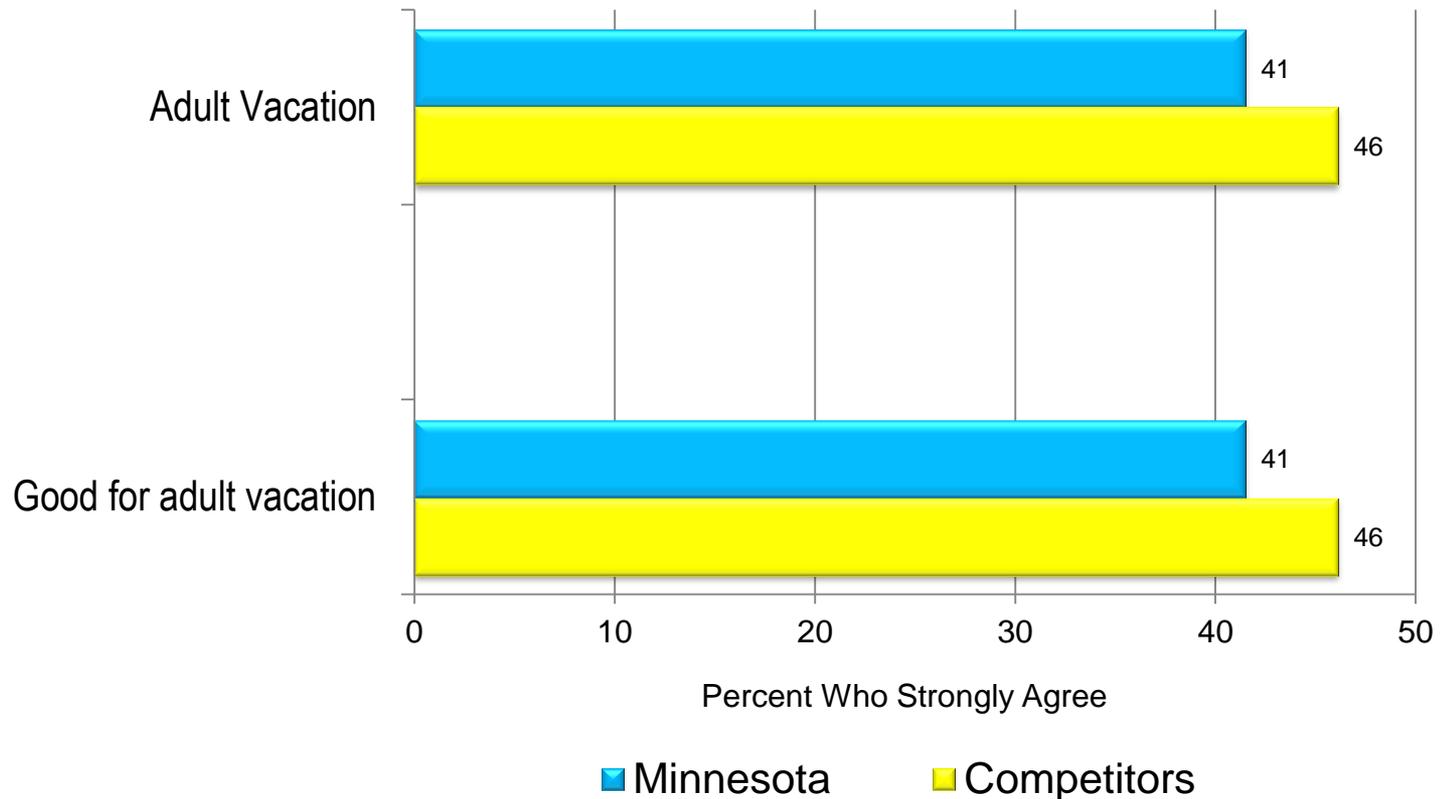
Minnesota's Image vs. Competition — Exciting

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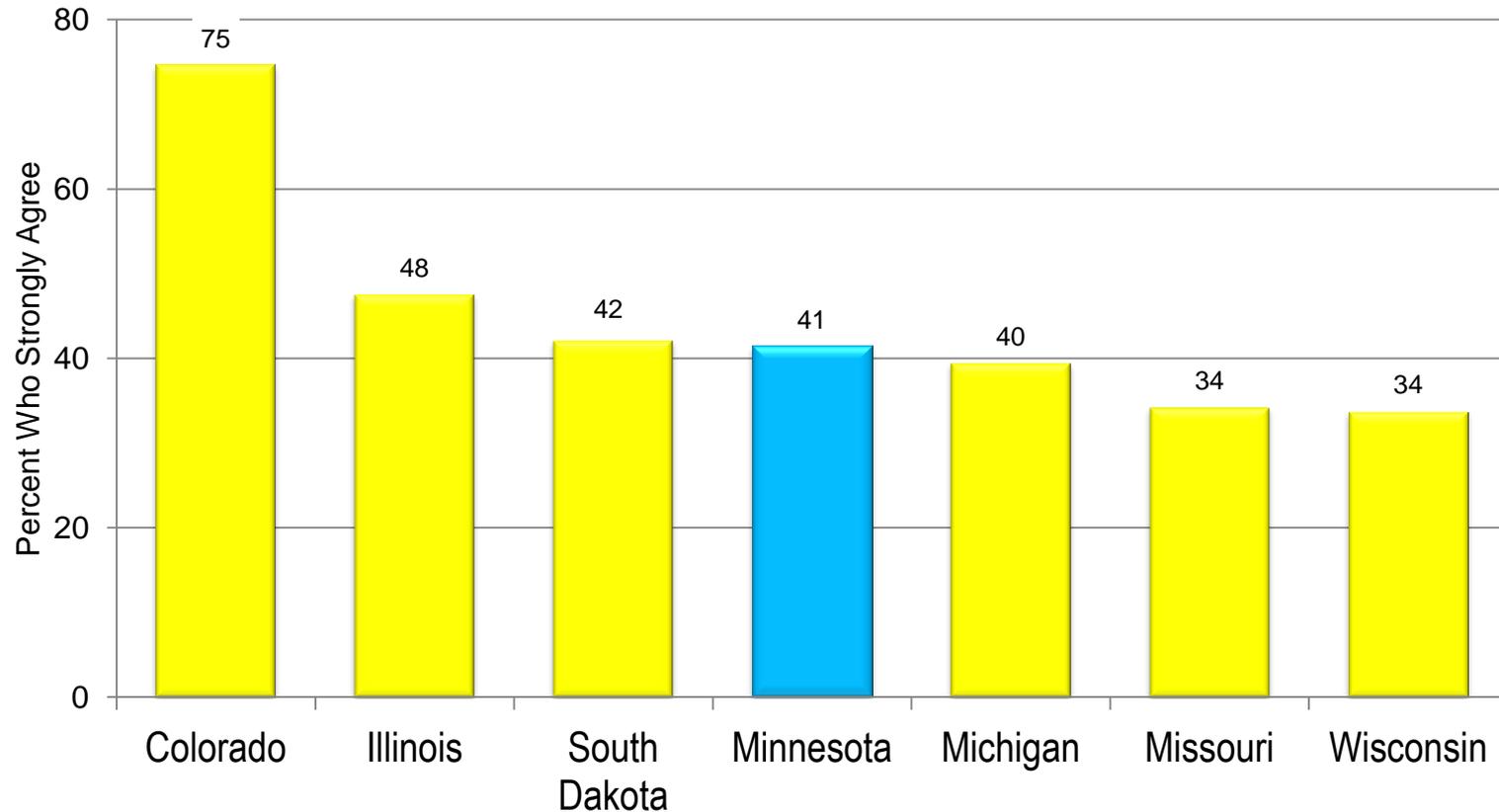
Minnesota's Image vs. Competition — Adult Vacation

Base: Residents of Minnesota's Expansion Advertising Markets



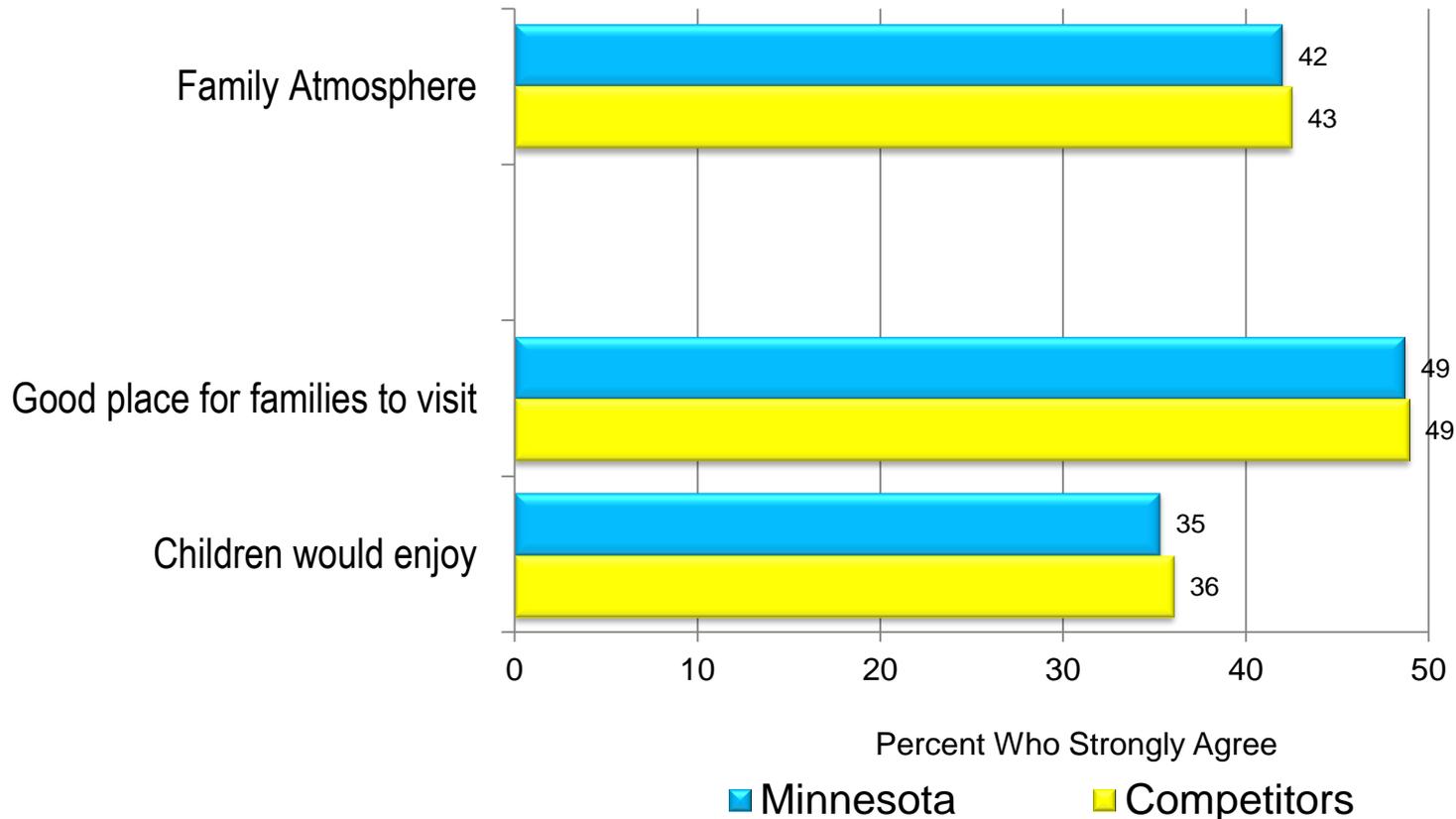
Minnesota's Image vs. Competition — Adult Vacation

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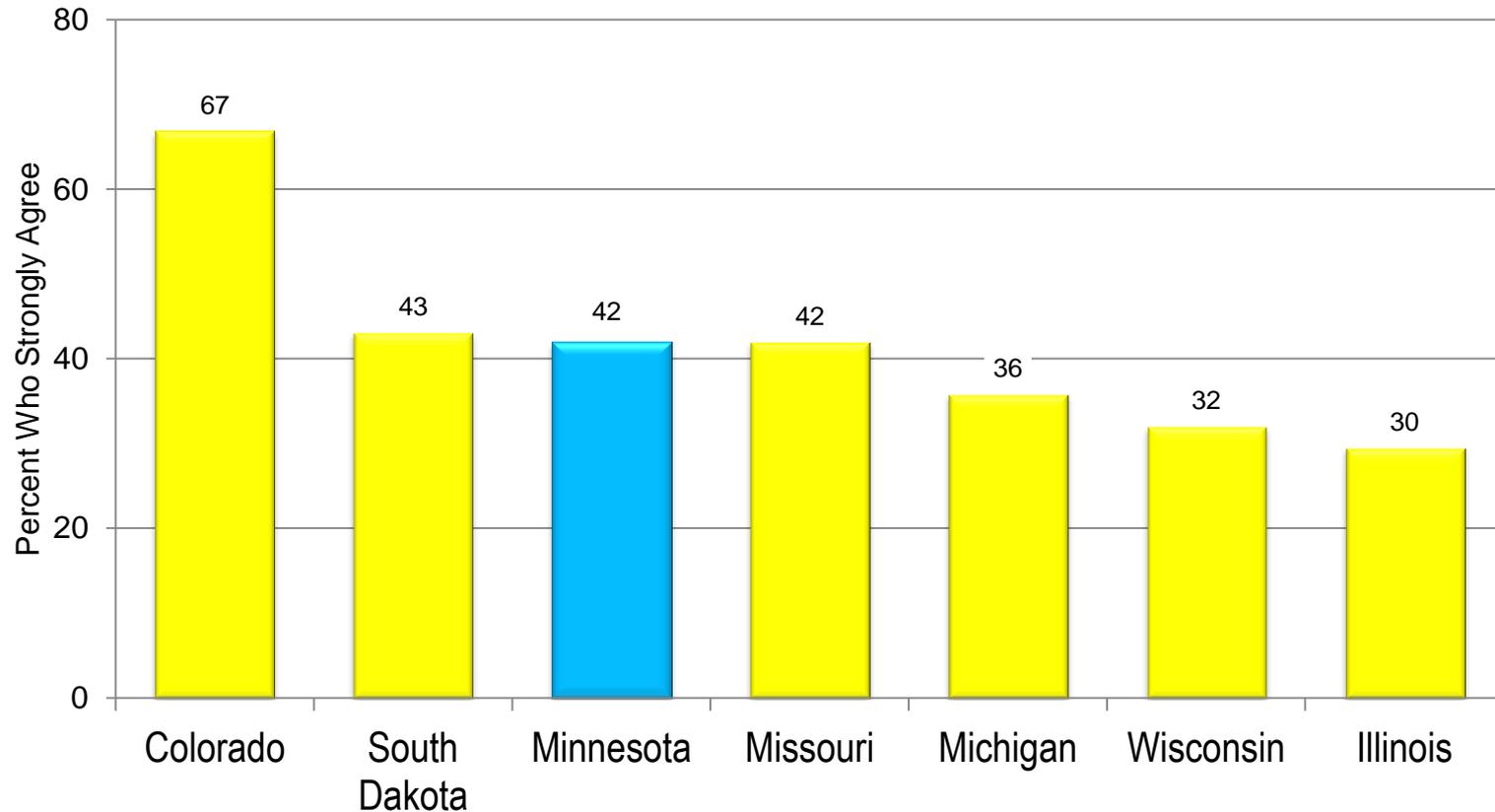
Minnesota's Image vs. Competition — Family Atmosphere

Base: Residents of Minnesota's Expansion Advertising Markets



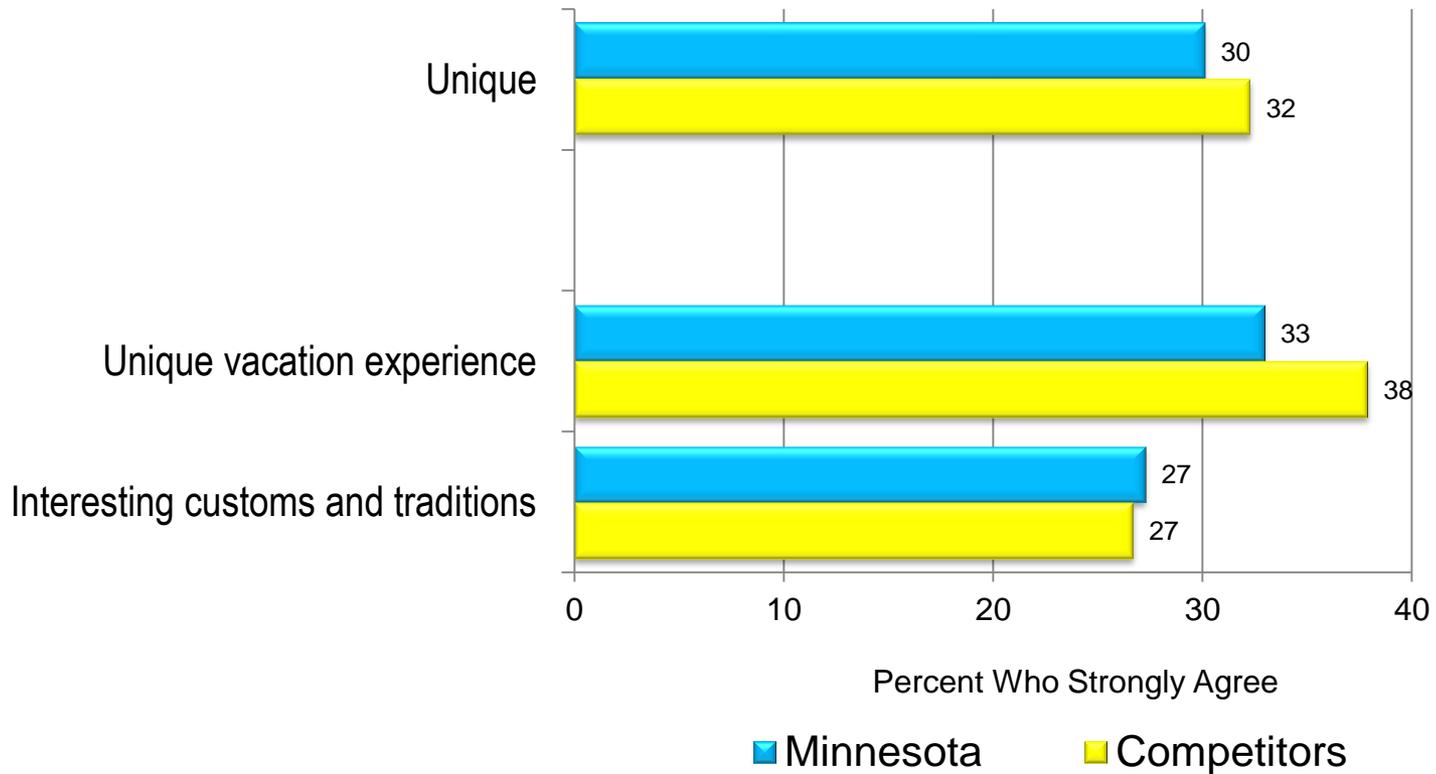
Minnesota's Image vs. Competition — Family Atmosphere

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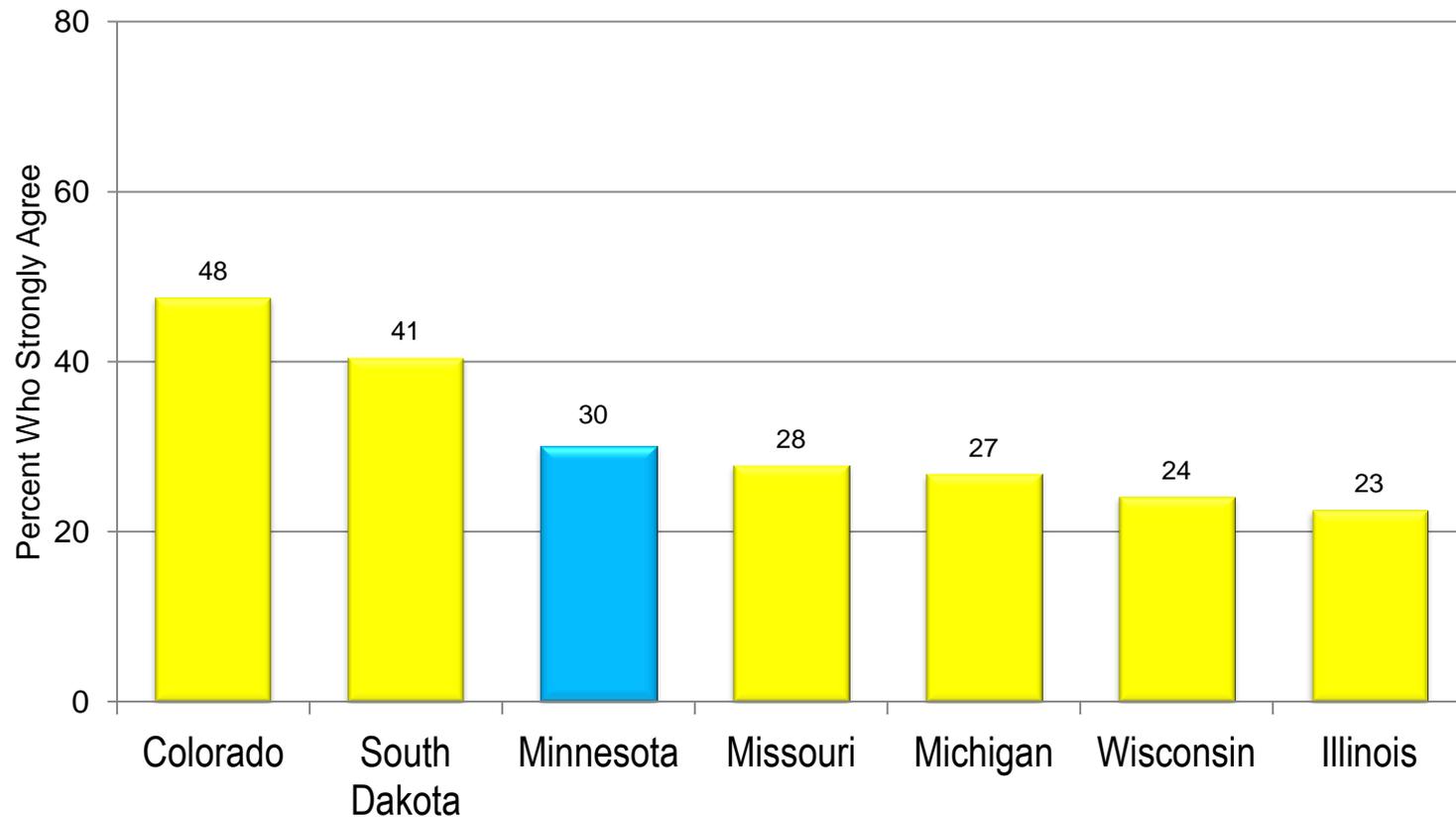
Minnesota's Image vs. Competition — Unique

Base: Residents of Minnesota's Expansion Advertising Markets



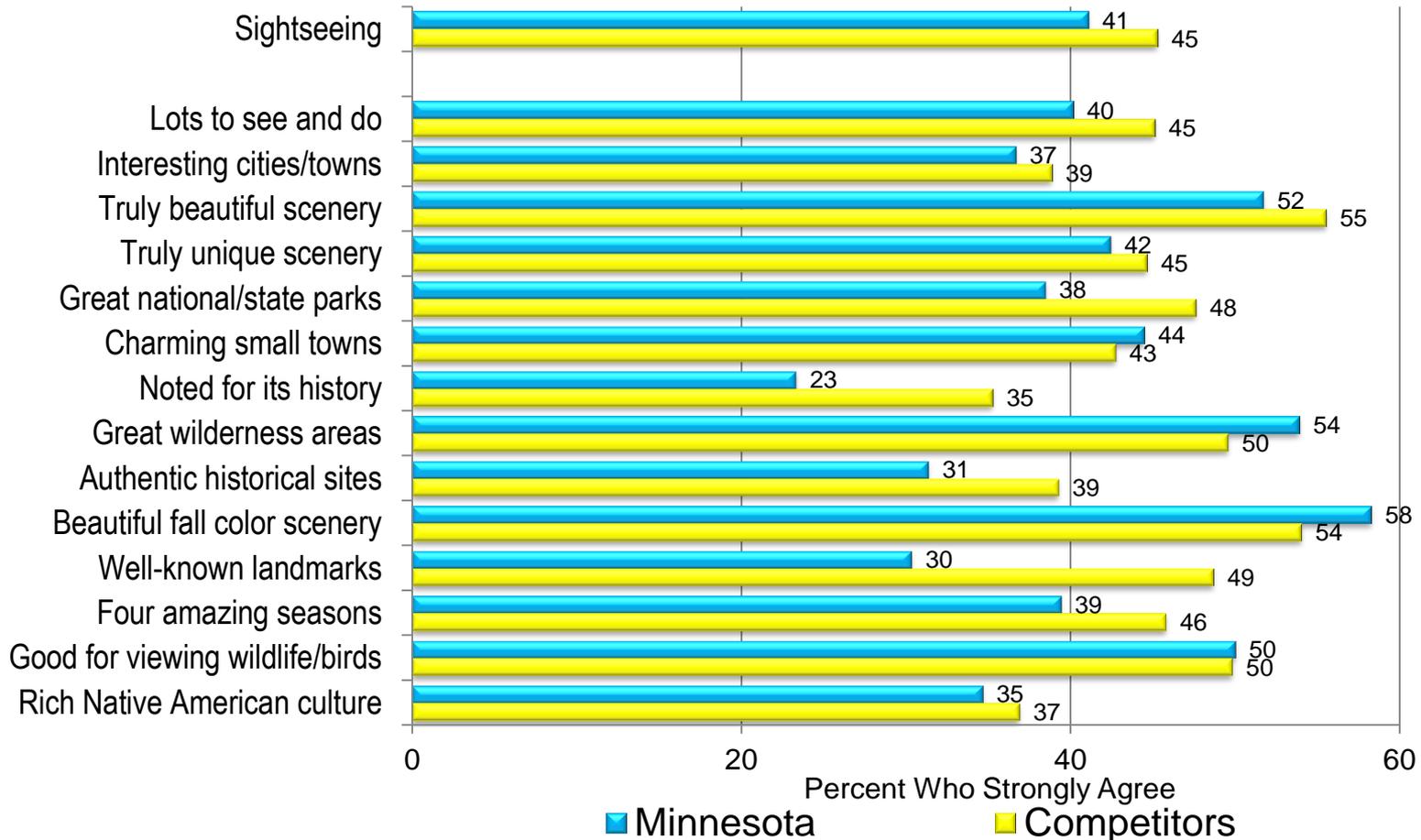
Minnesota's Image vs. Competition — Unique

Base: Residents of Minnesota's Expansion Advertising Markets



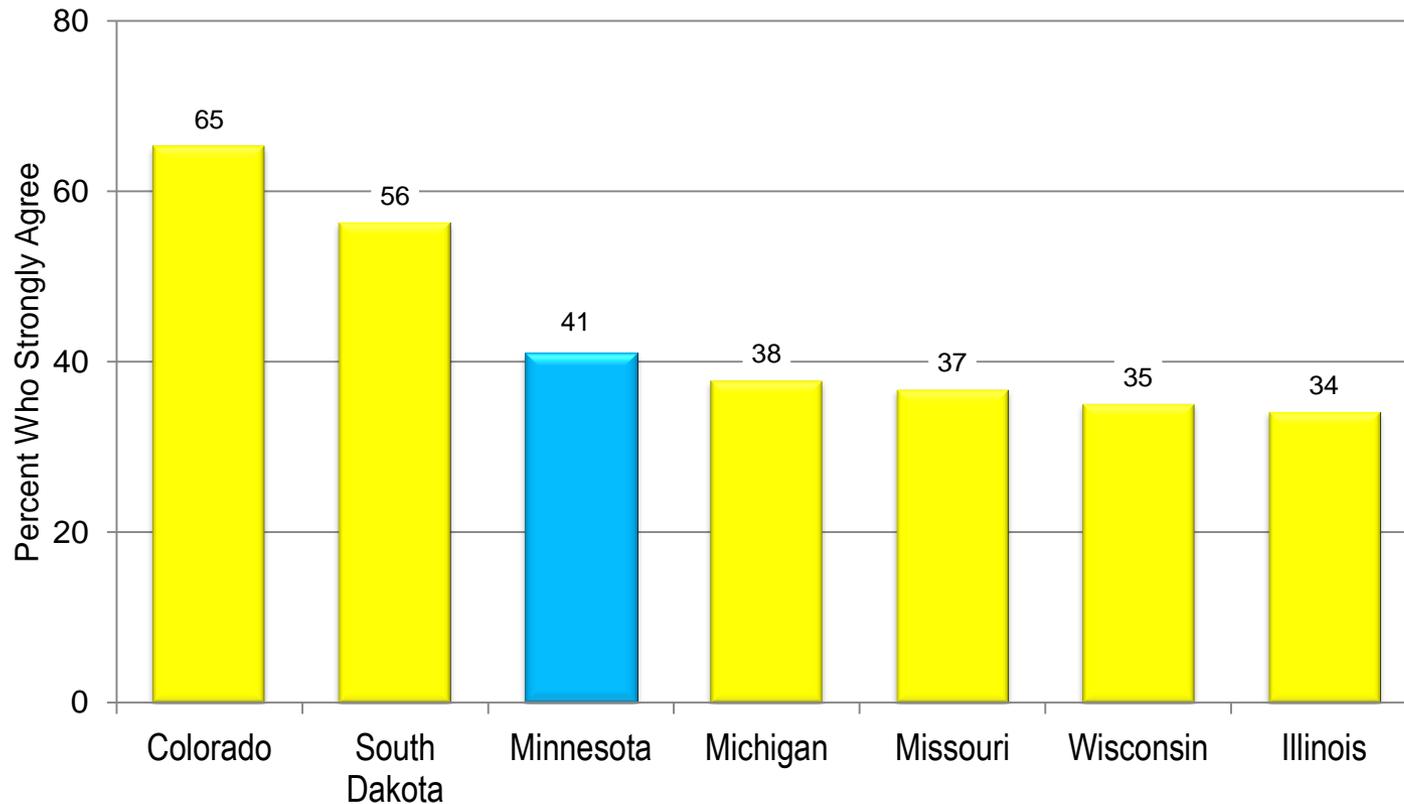
Minnesota's Image vs. Competition — Sightseeing

Base: Residents of Minnesota's Expansion Advertising Markets



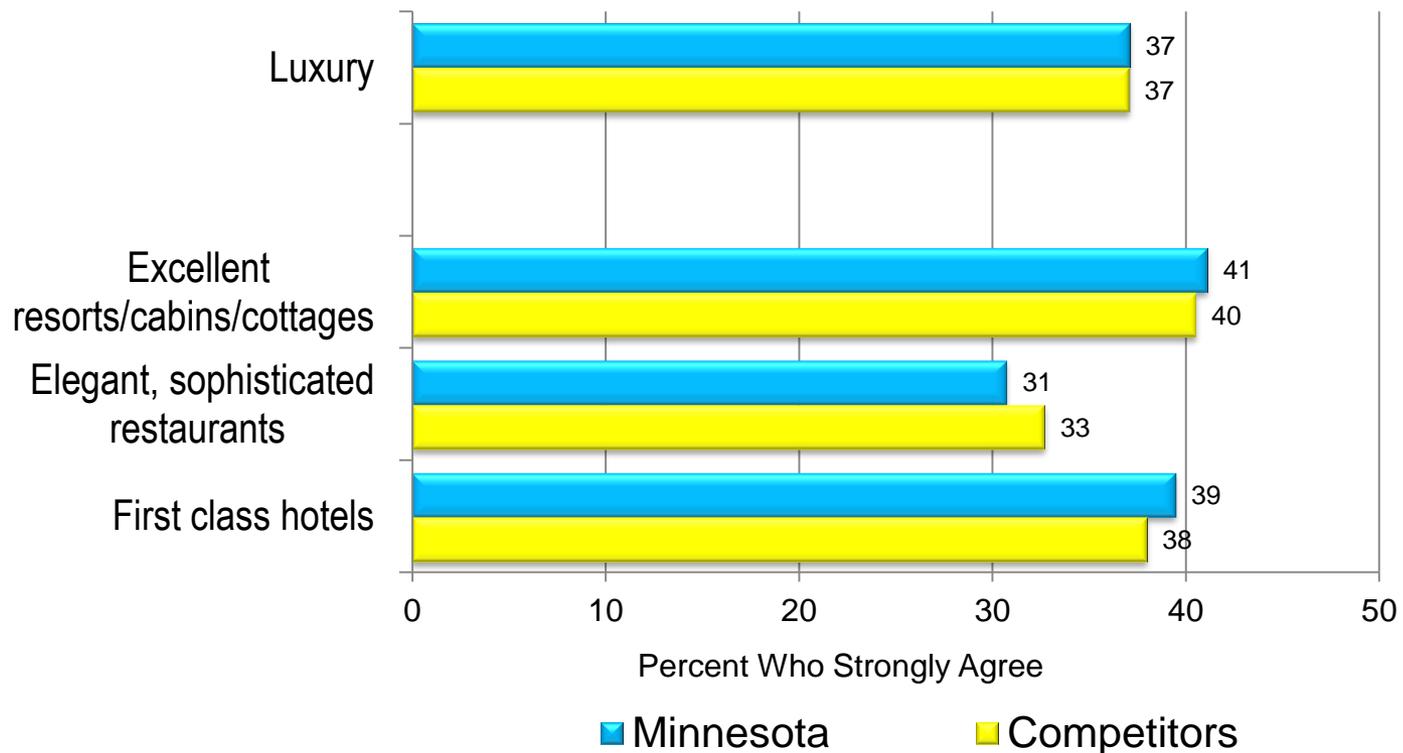
Minnesota's Image vs. Competition — Sightseeing

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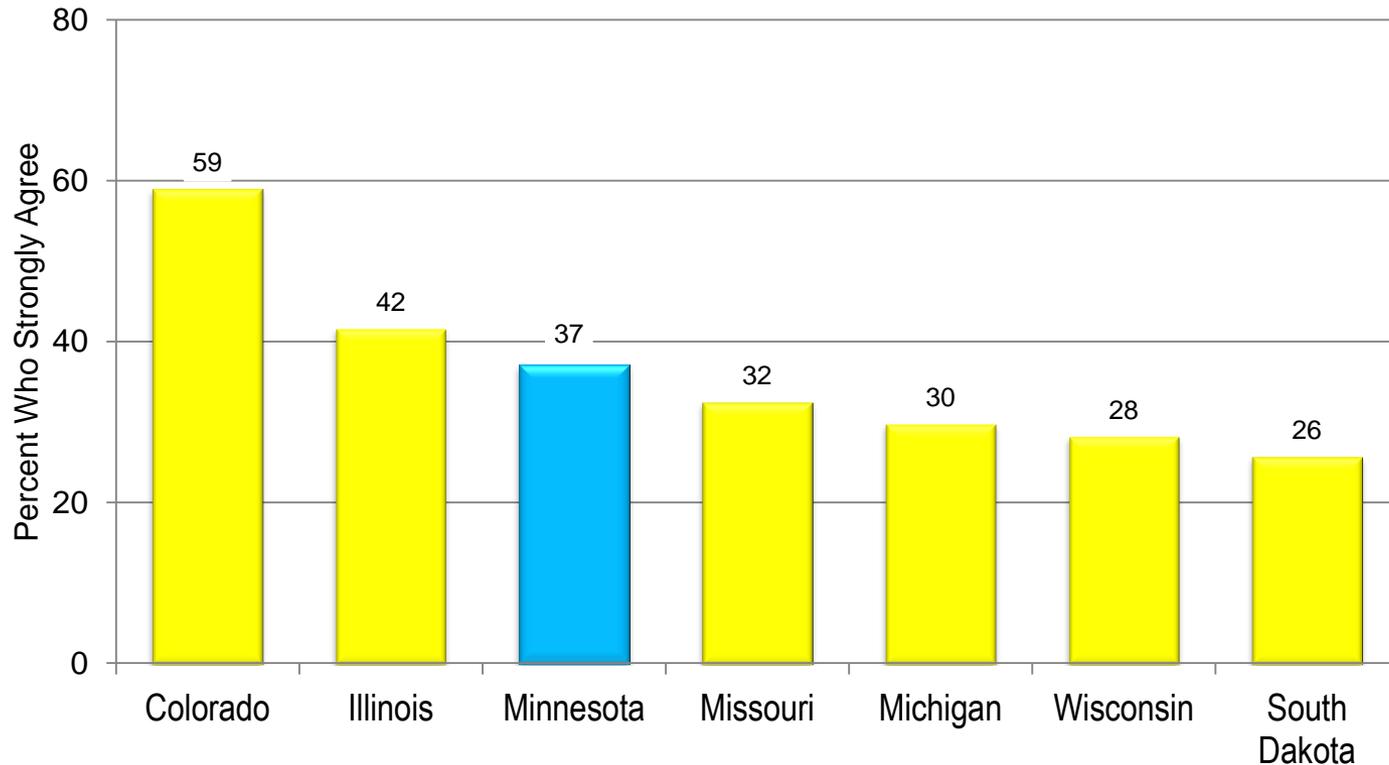
Minnesota's Image vs. Competition — Luxury

Base: Residents of Minnesota's Expansion Advertising Markets



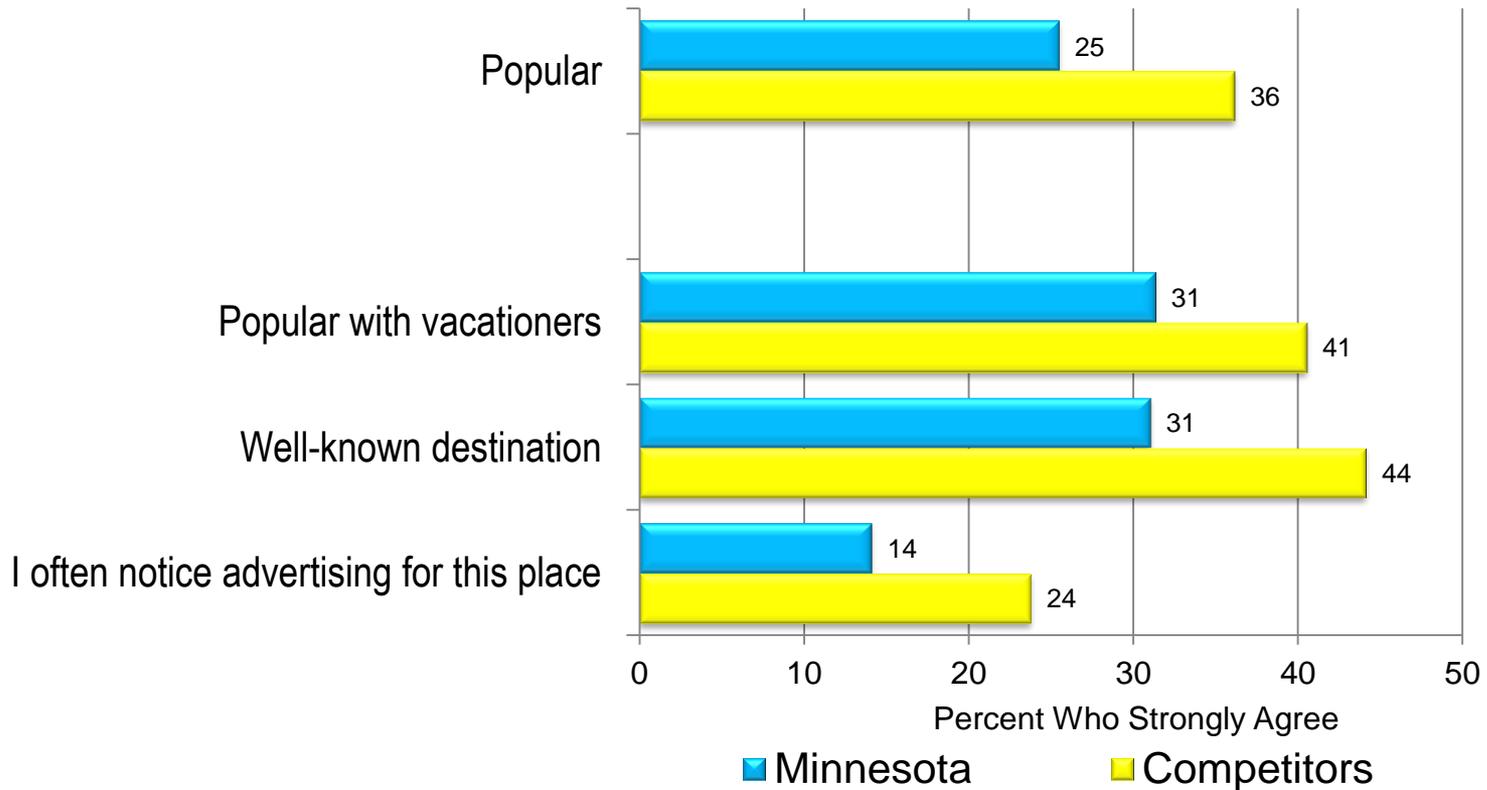
Minnesota's Image vs. Competition — Luxury

Base: Residents of Minnesota's Expansion Advertising Markets



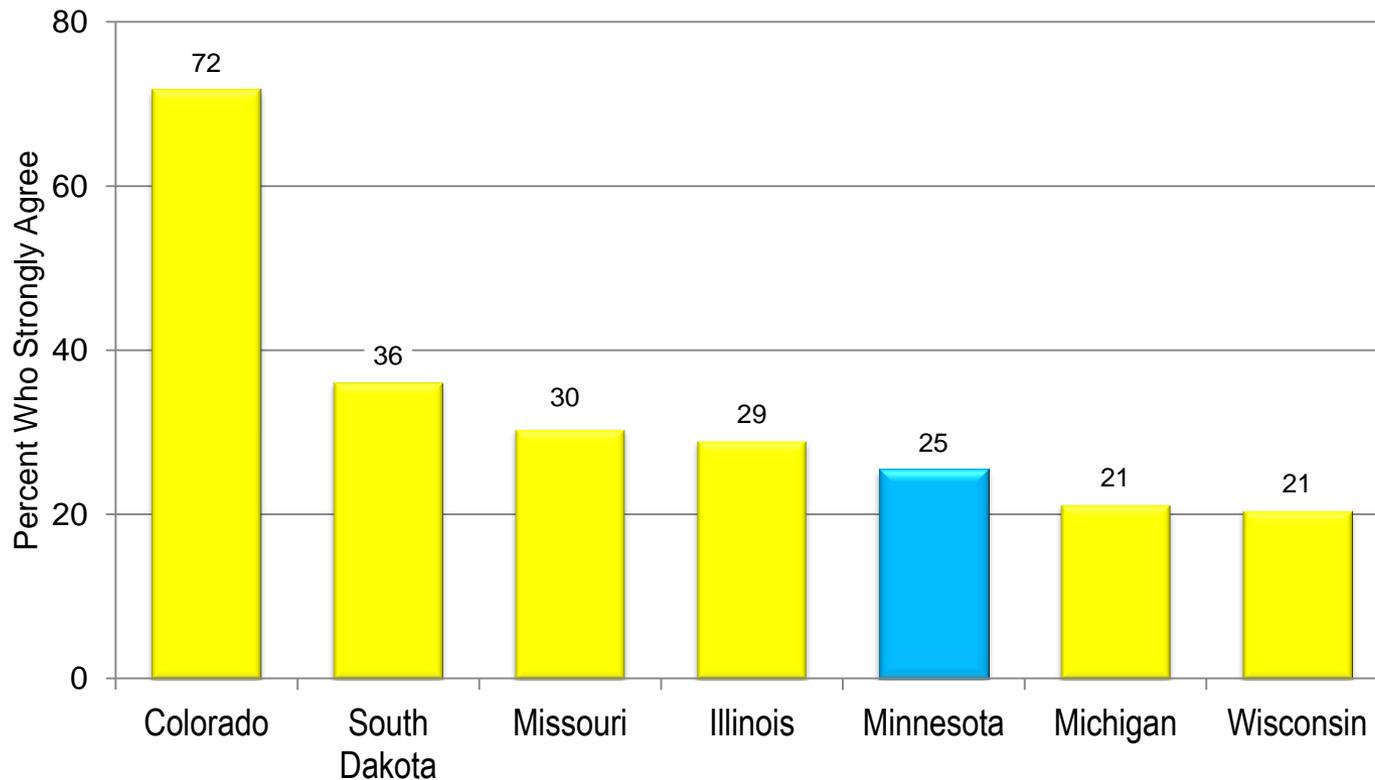
Minnesota's Image vs. Competition — Popular

Base: Residents of Minnesota's Expansion Advertising Markets



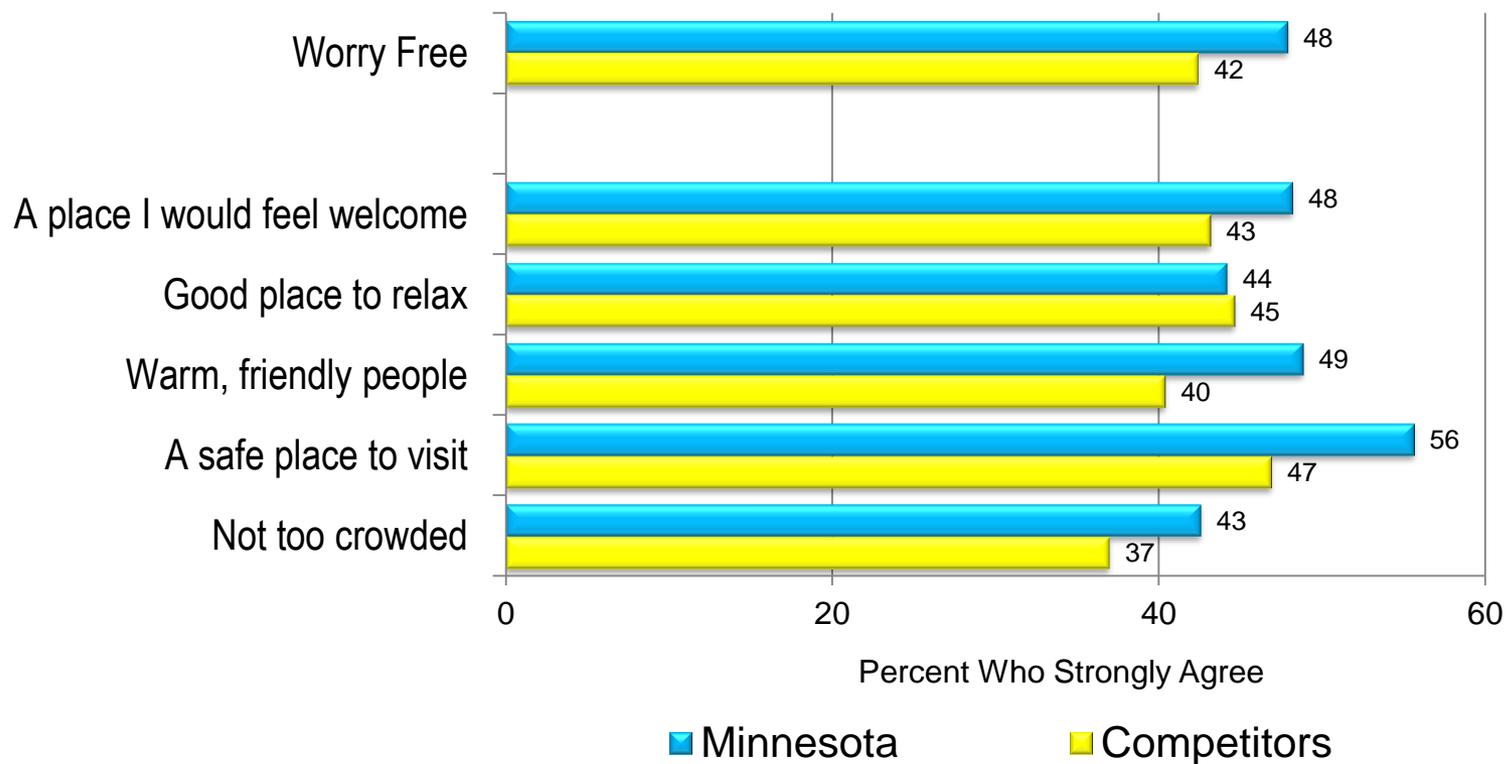
Minnesota's Image vs. Competition — Popular

Base: Residents of Minnesota's Expansion Advertising Markets



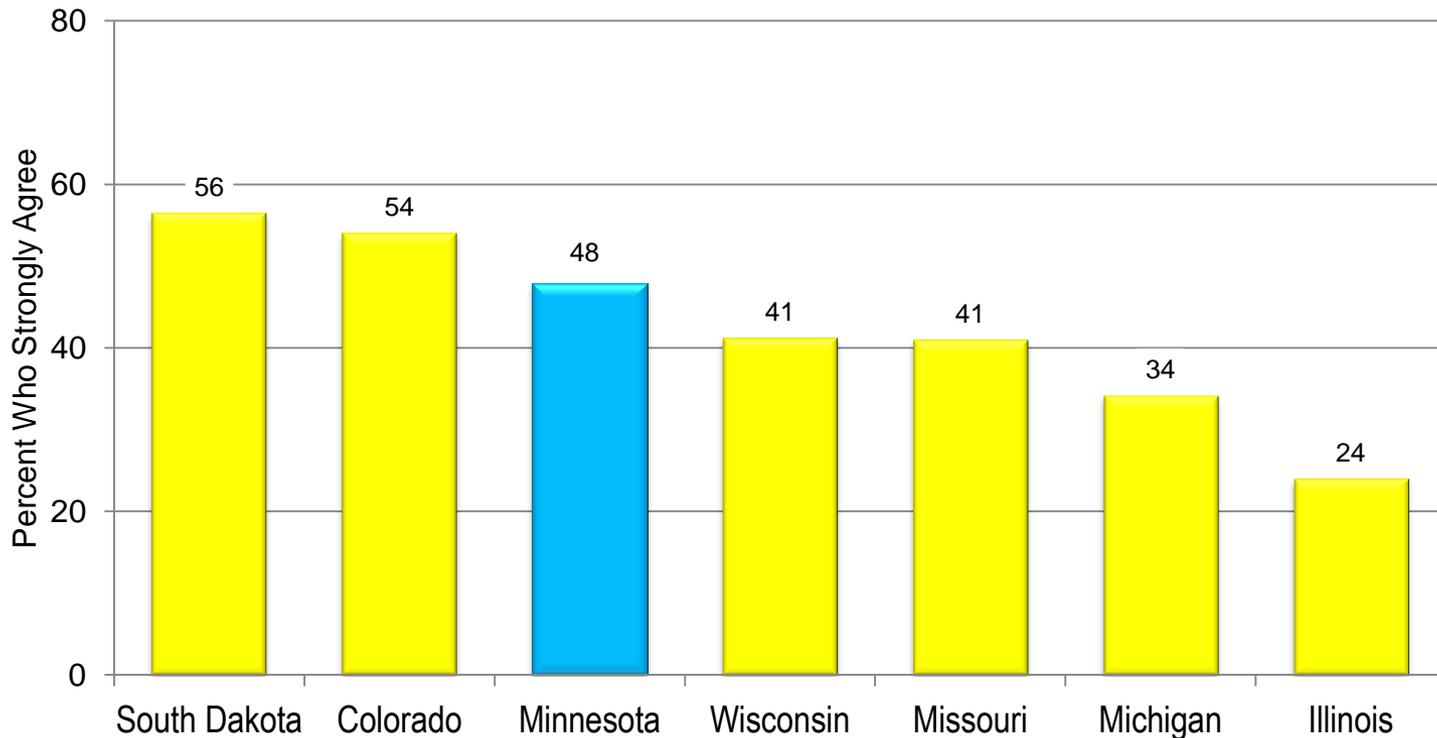
Minnesota's Image vs. Competition — Worry Free

Base: Residents of Minnesota's Expansion Advertising Markets



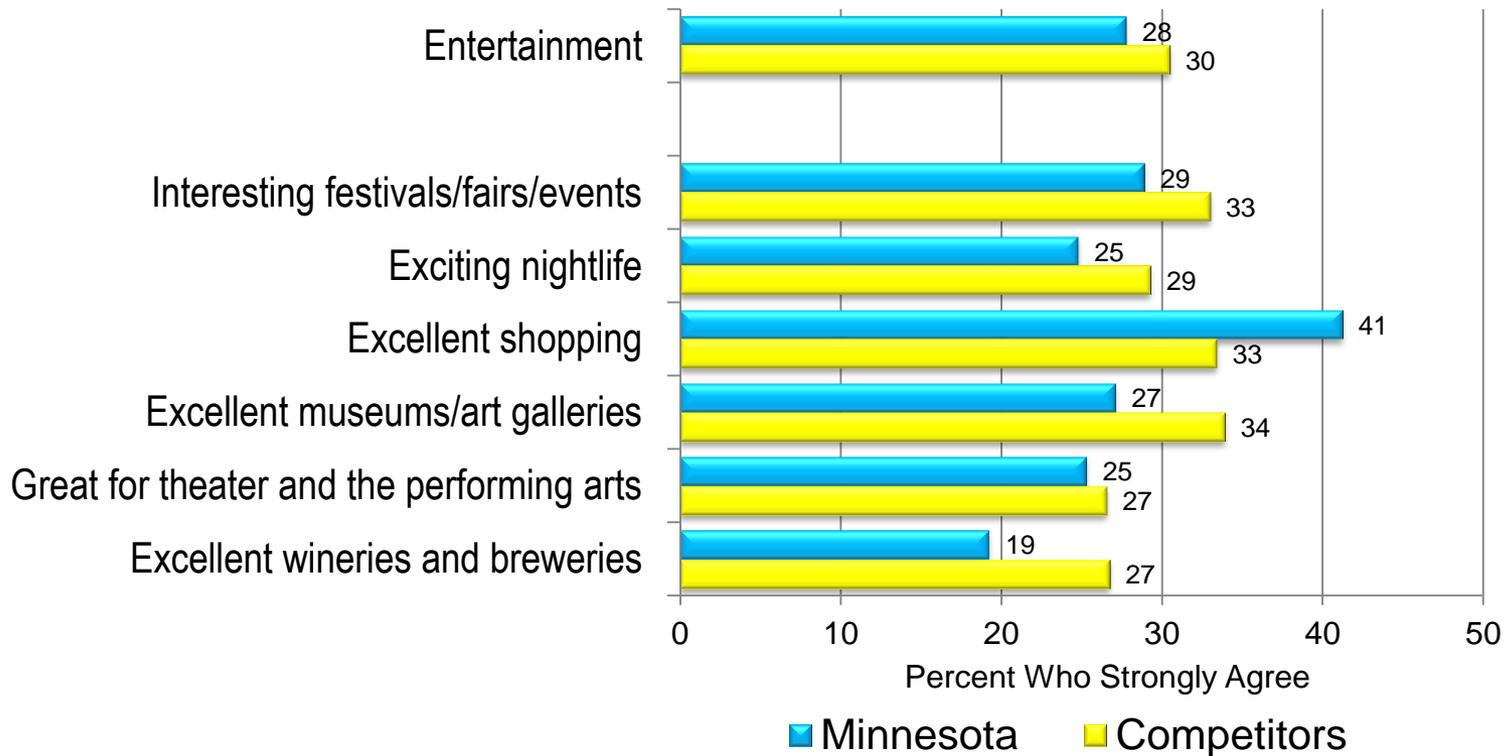
Minnesota's Image vs. Competition — Worry Free

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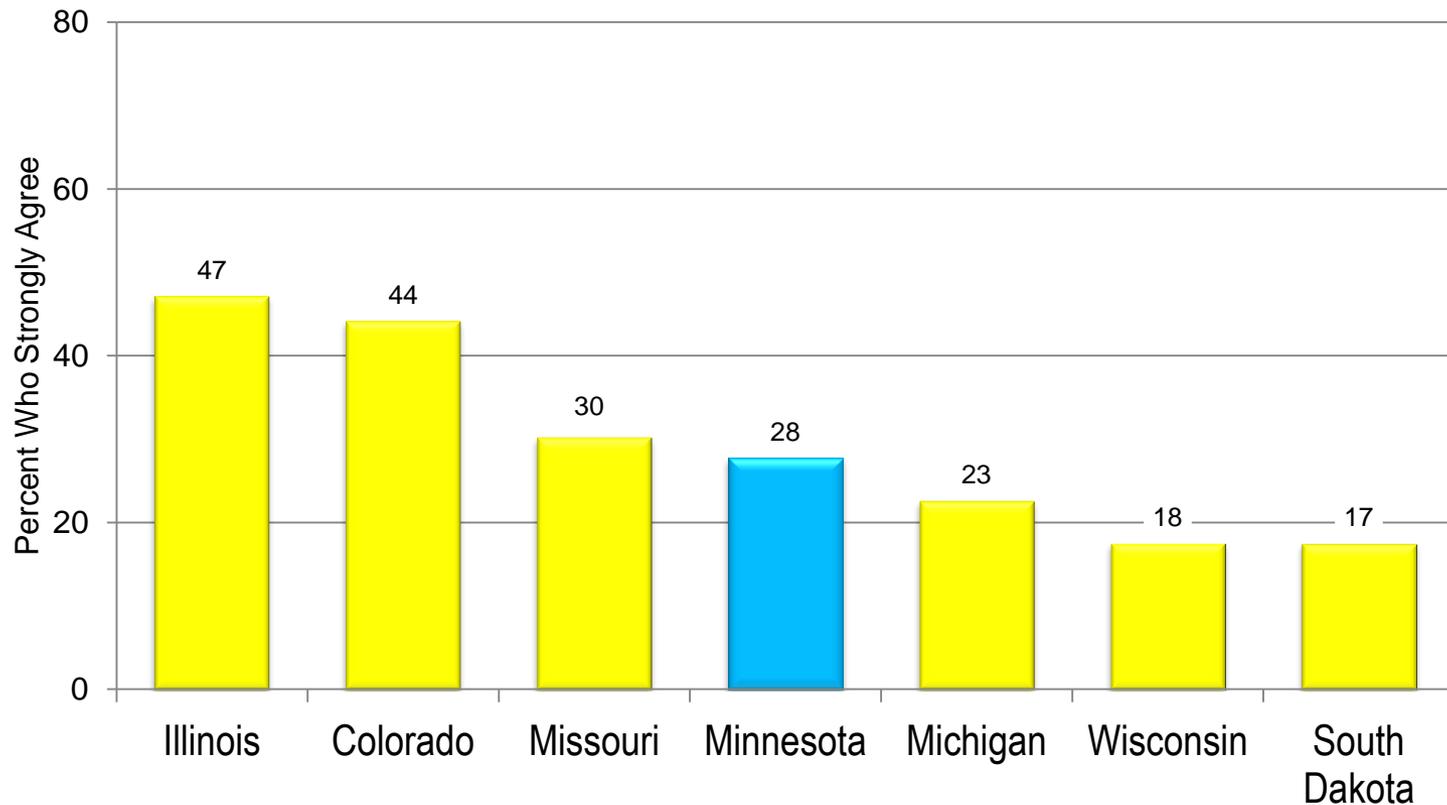
Minnesota's Image vs. Competition — Entertainment

Base: Residents of Minnesota's Expansion Advertising Markets



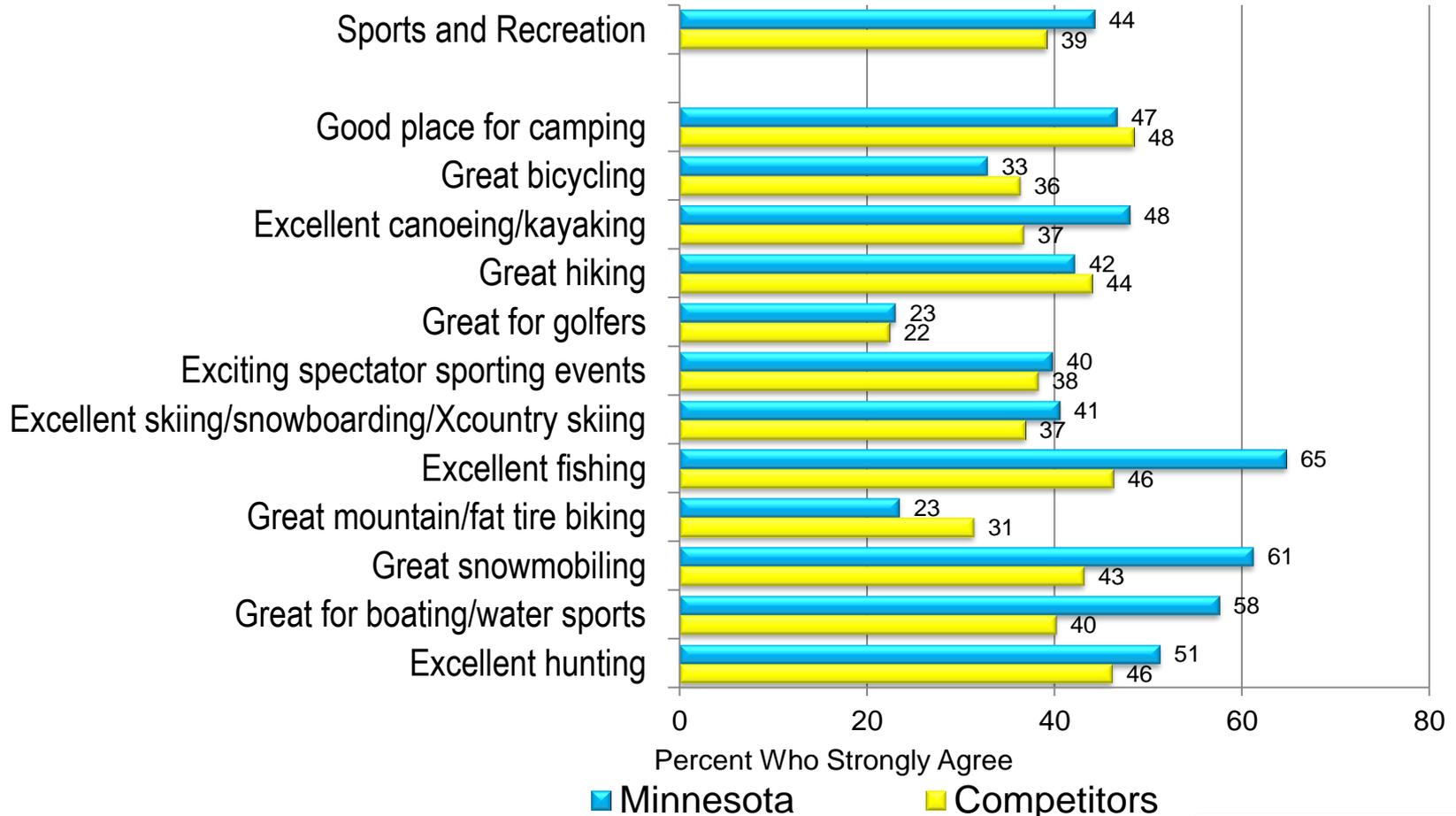
Minnesota's Image vs. Competition — Entertainment

Base: Residents of Minnesota's Expansion Advertising Markets



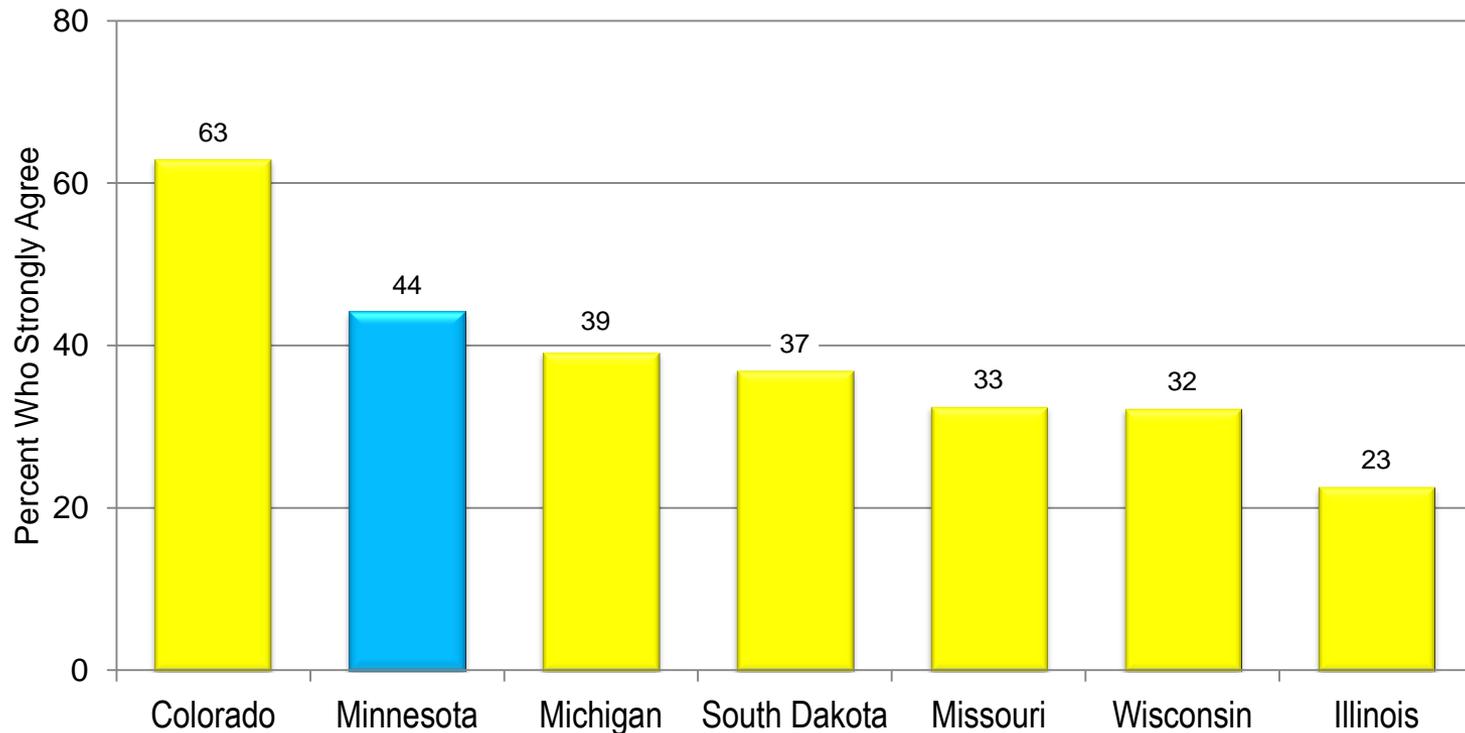
Minnesota's Image vs. Competition — Sports and Recreation

Base: Residents of Minnesota's Expansion Advertising Markets



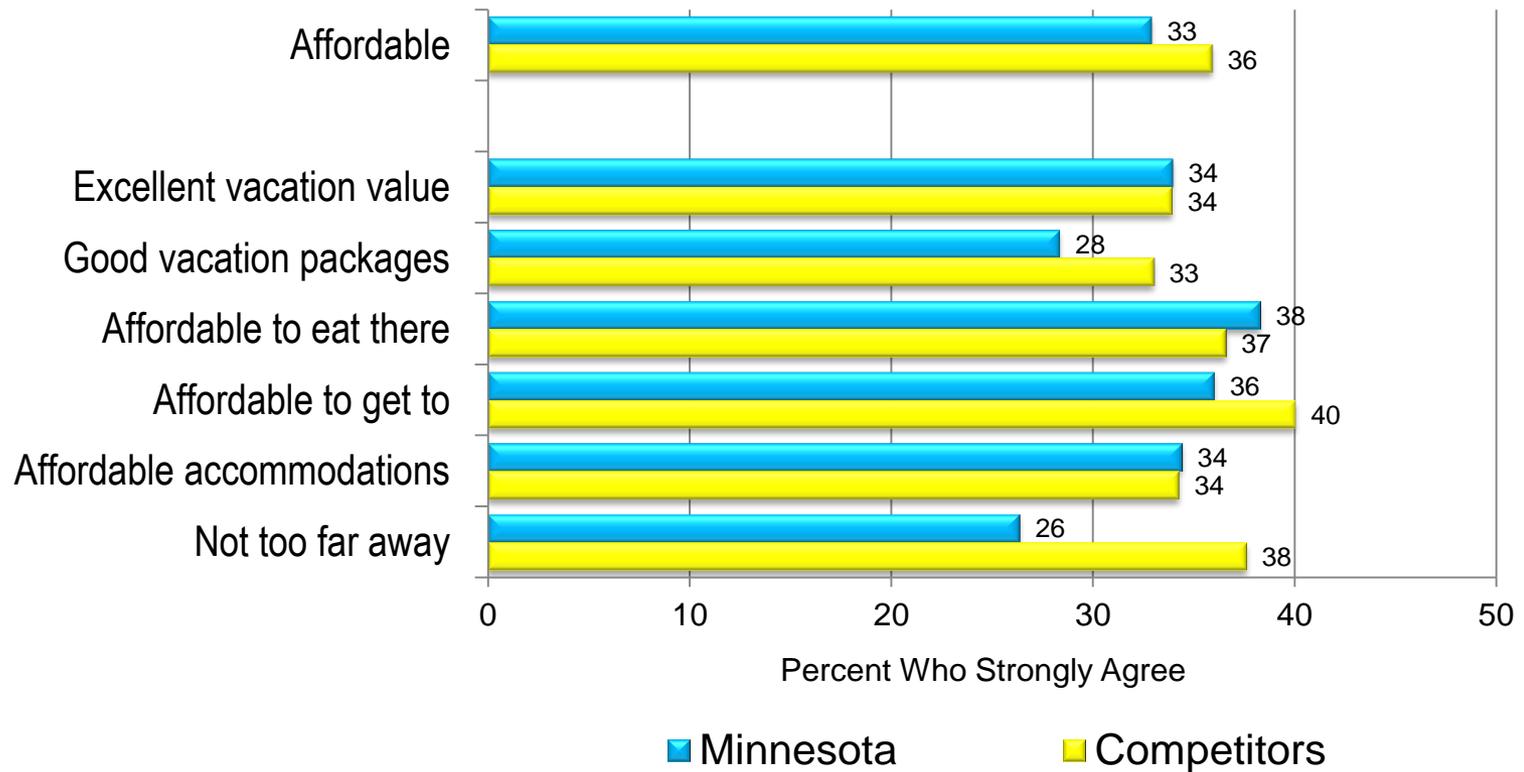
Minnesota's Image vs. Competition — Sports and Recreation

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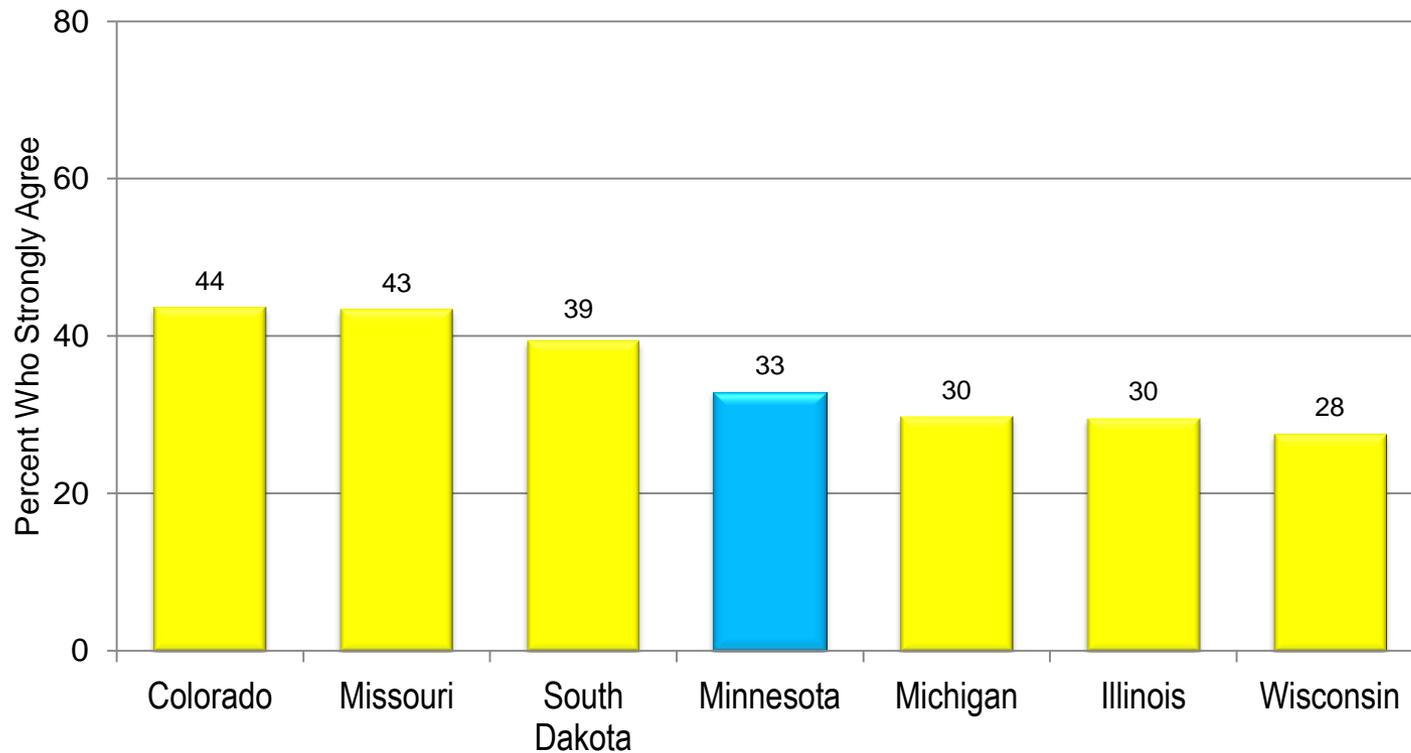
Minnesota's Image vs. Competition — Affordable

Base: Residents of Minnesota's Expansion Advertising Markets



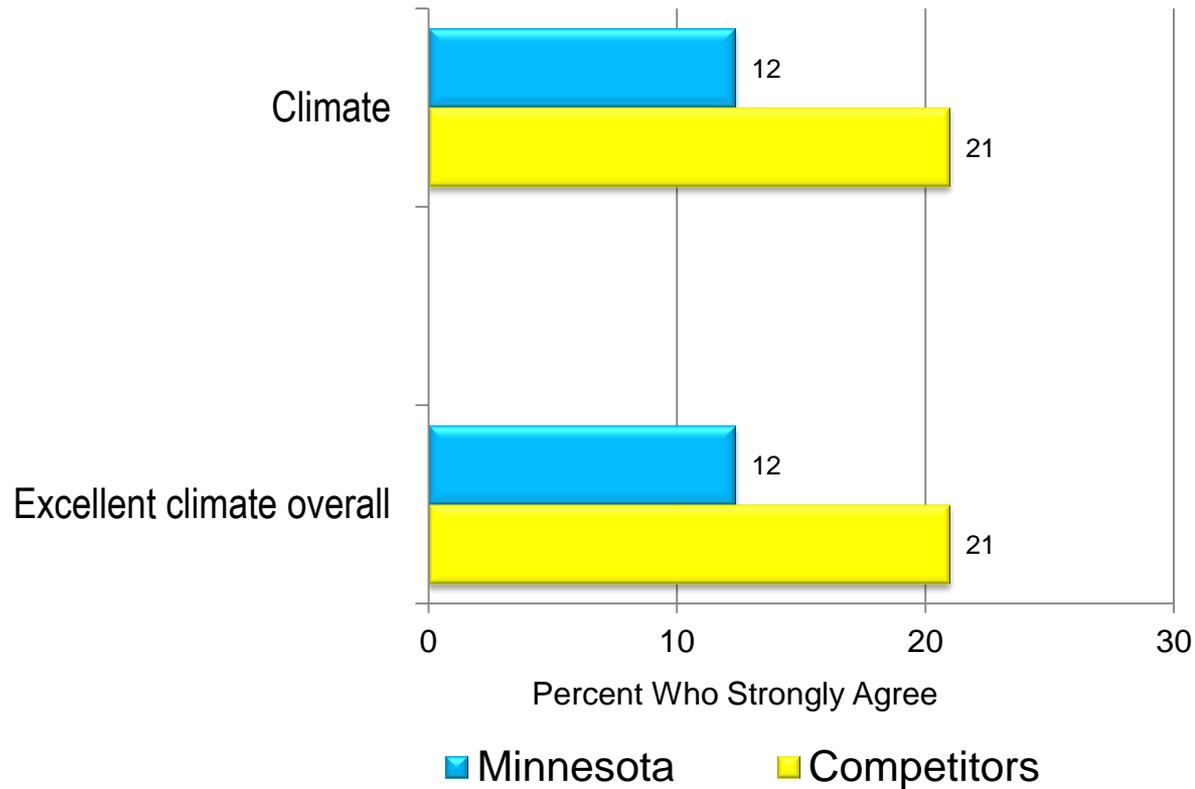
Minnesota's Image vs. Competition — Affordable

Base: Residents of Minnesota's Expansion Advertising Markets



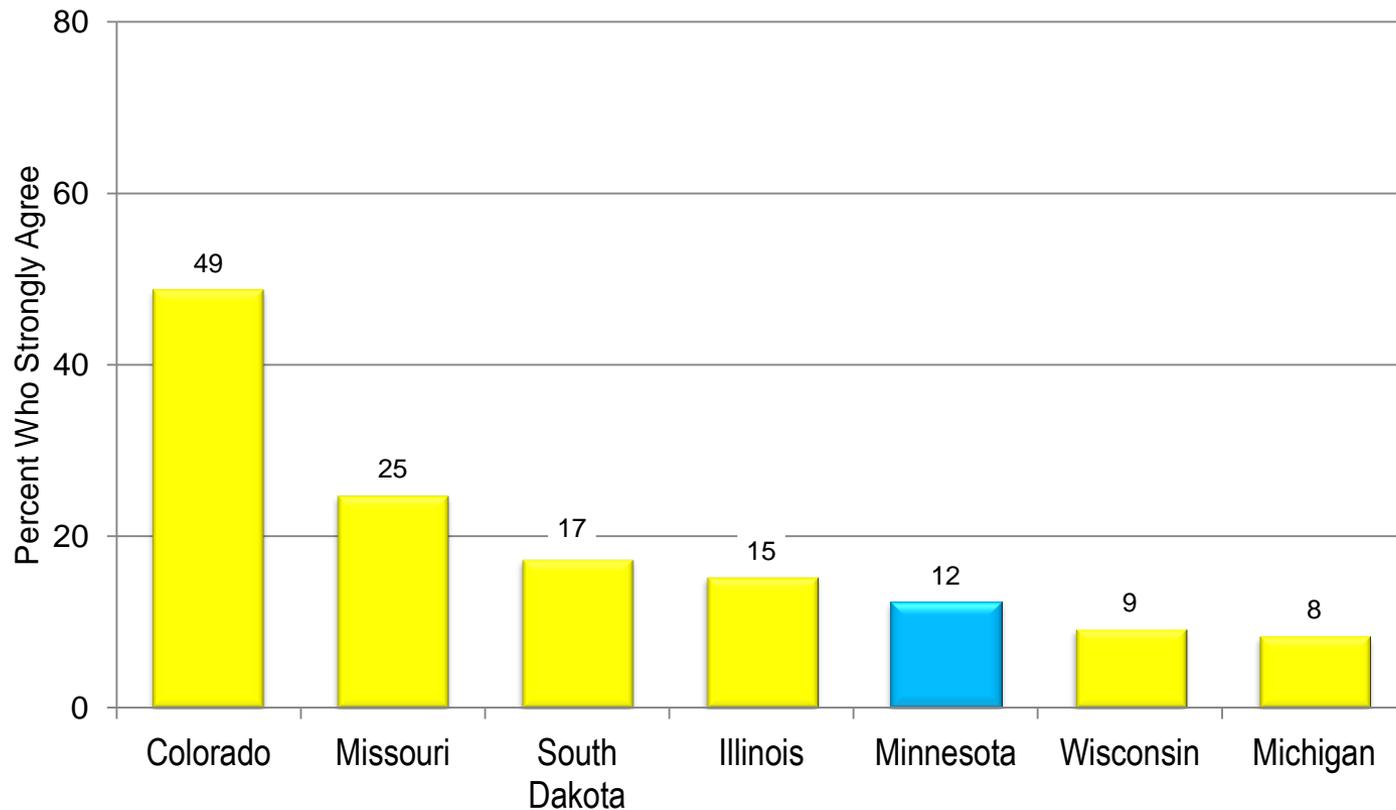
Minnesota's Image vs. Competition — Climate

Base: Residents of Minnesota's Expansion Advertising Markets



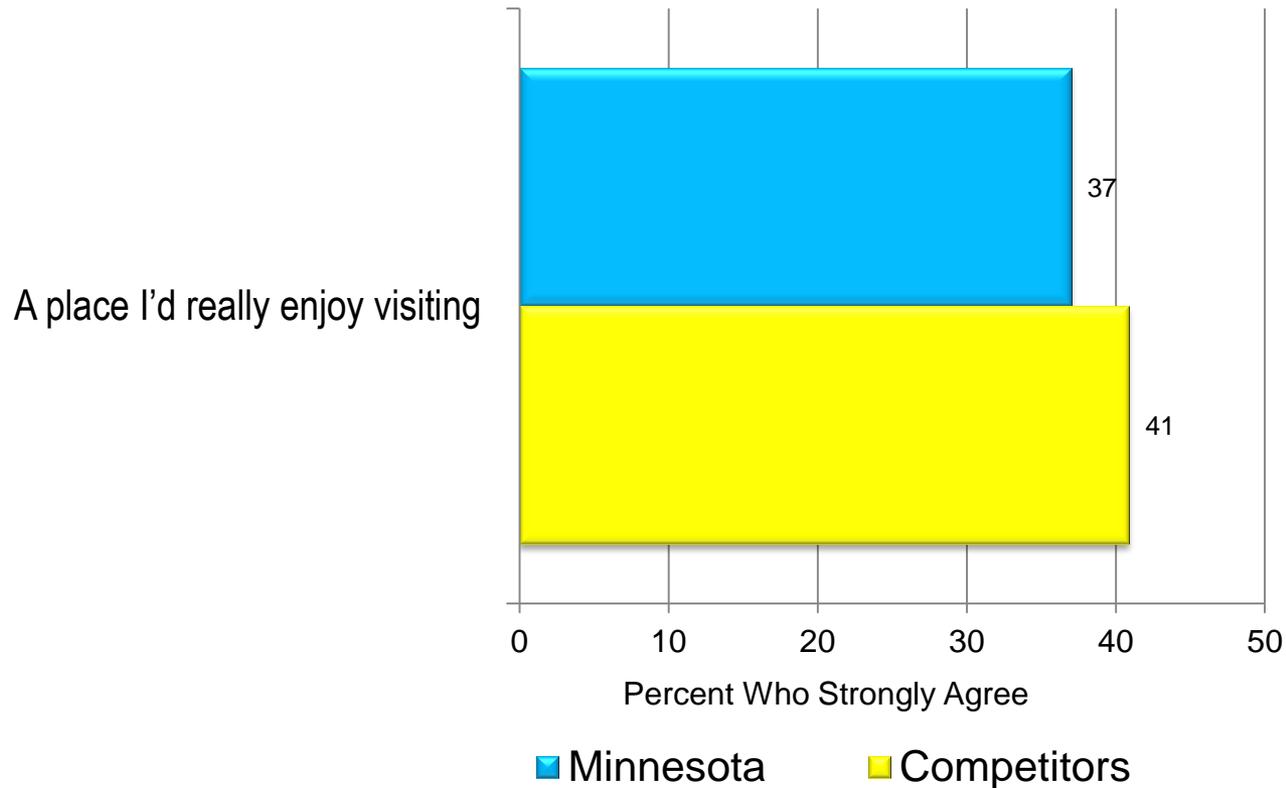
Minnesota's Image vs. Competition — Climate

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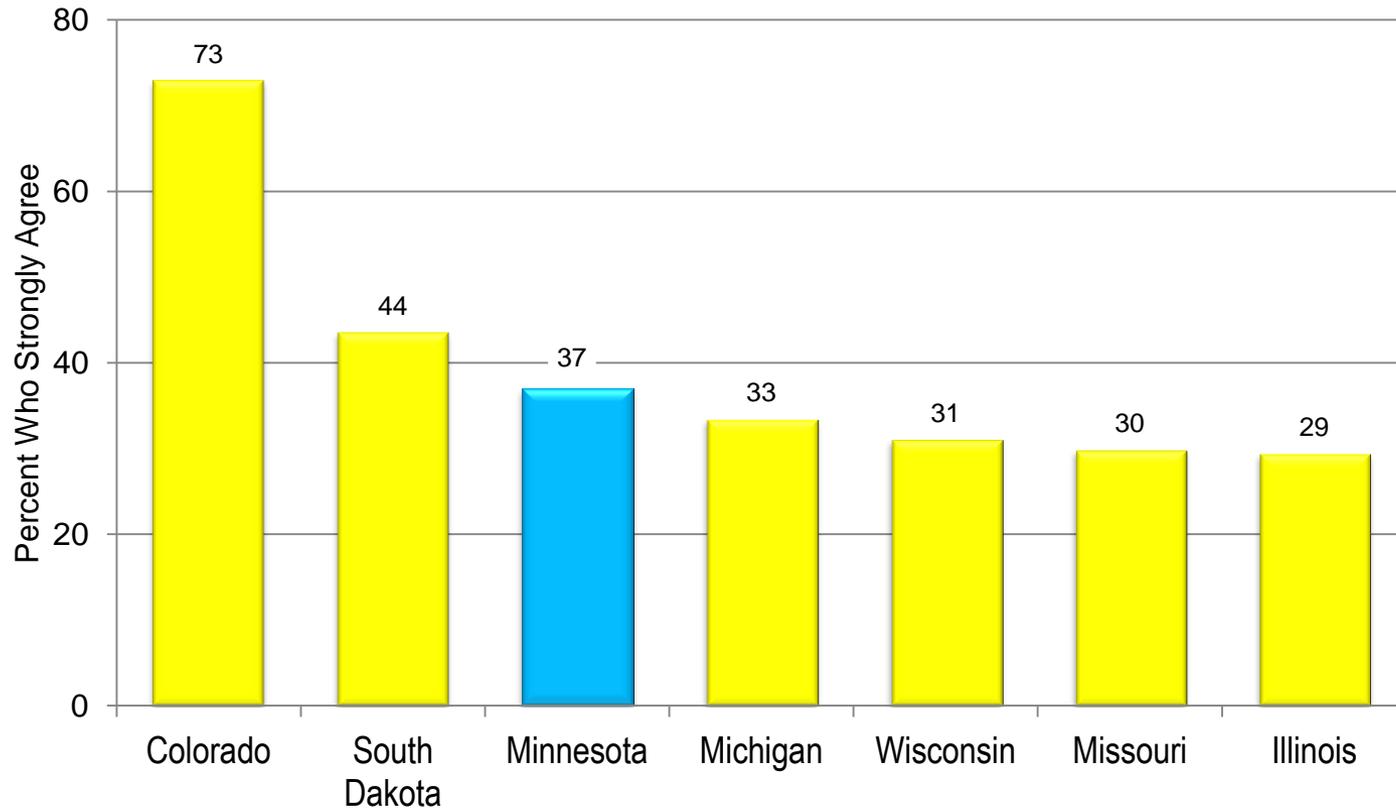
Minnesota's Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Minnesota's Expansion Advertising Markets



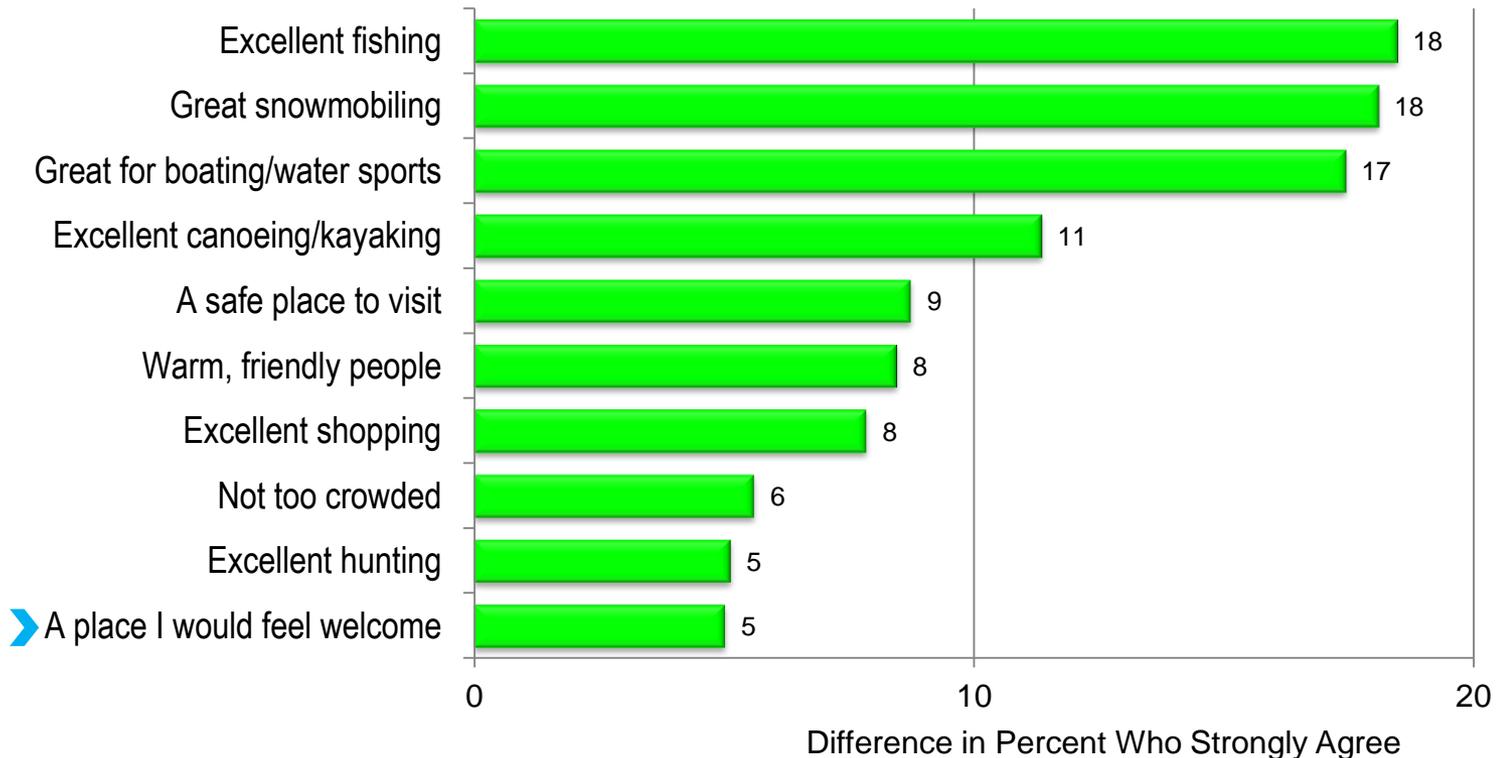
Minnesota's Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Minnesota's Expansion Advertising Markets



Minnesota's Image Strengths vs. Competition

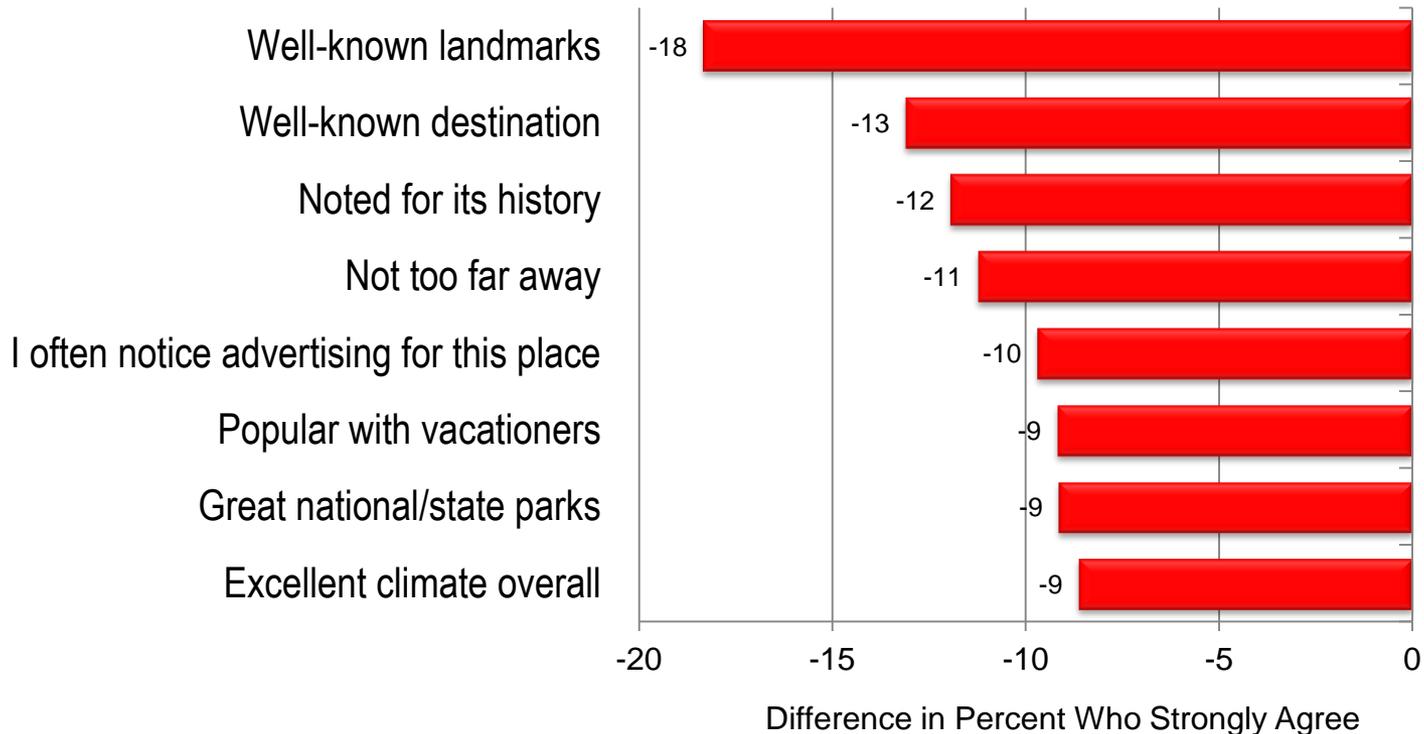
Base: Residents of Minnesota's Expansion Advertising Markets



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

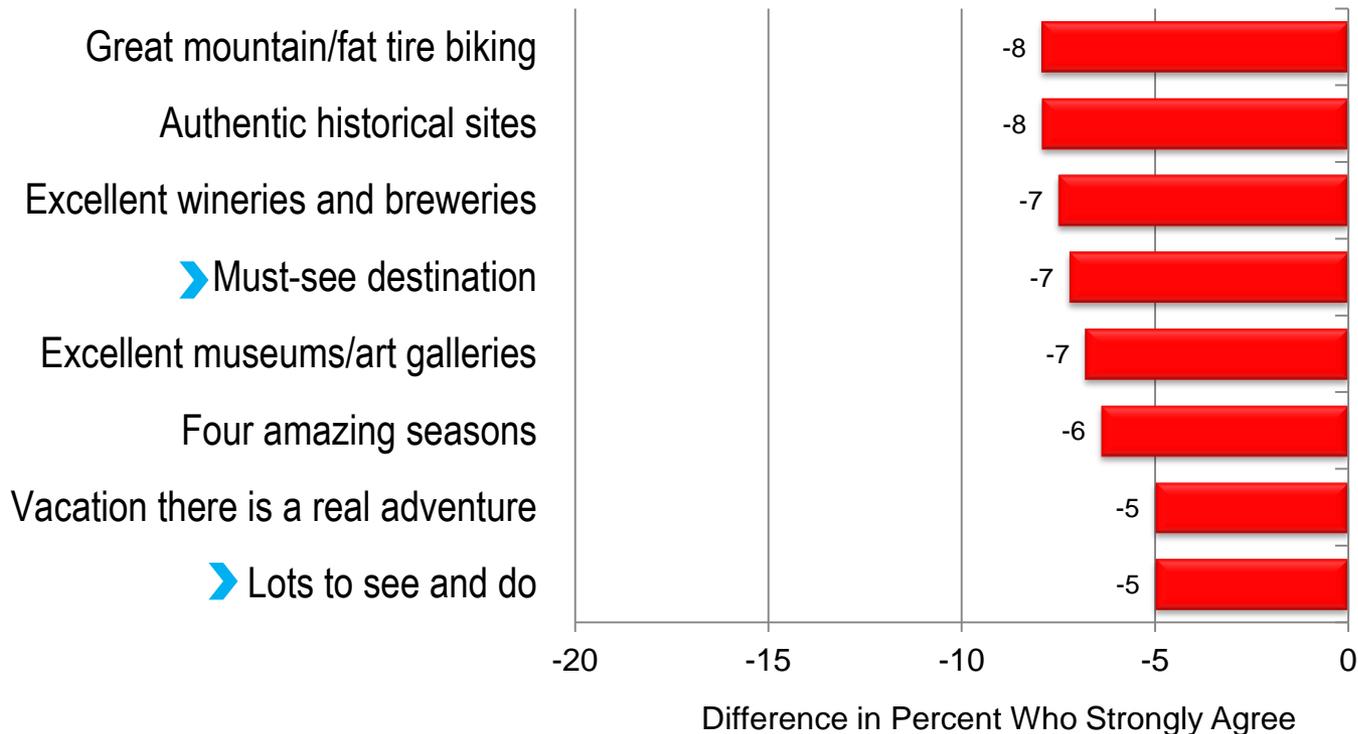
Minnesota's Image Weaknesses vs. Competition

Base: Residents of Minnesota's Expansion Advertising Markets



Minnesota's Image Weaknesses vs. Competition (Cont'd)

Base: Residents of Minnesota's Expansion Advertising Markets



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

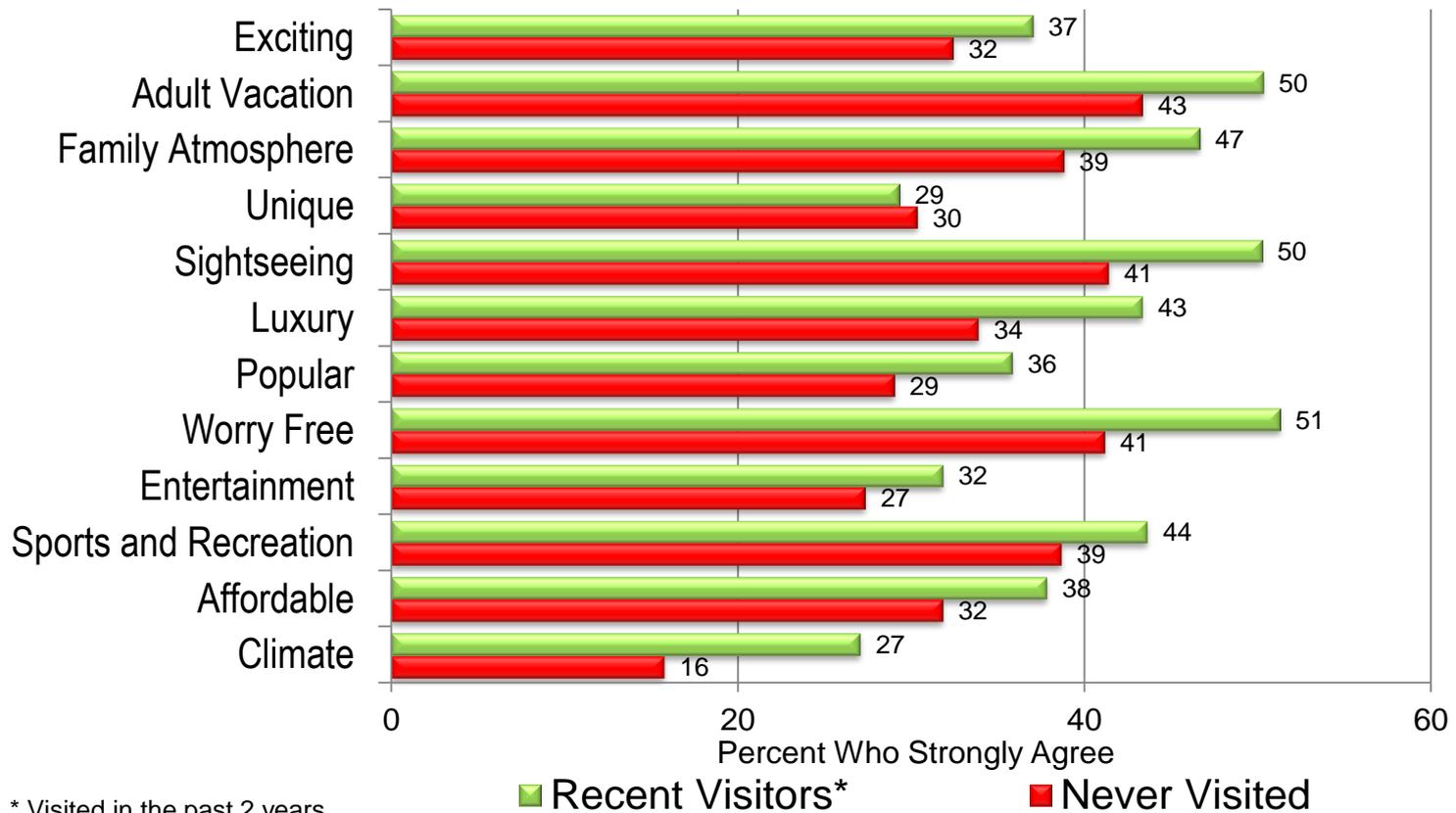


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Minnesota's
Product Delivery
-Expansion Markets

Minnesota's Product vs. Image

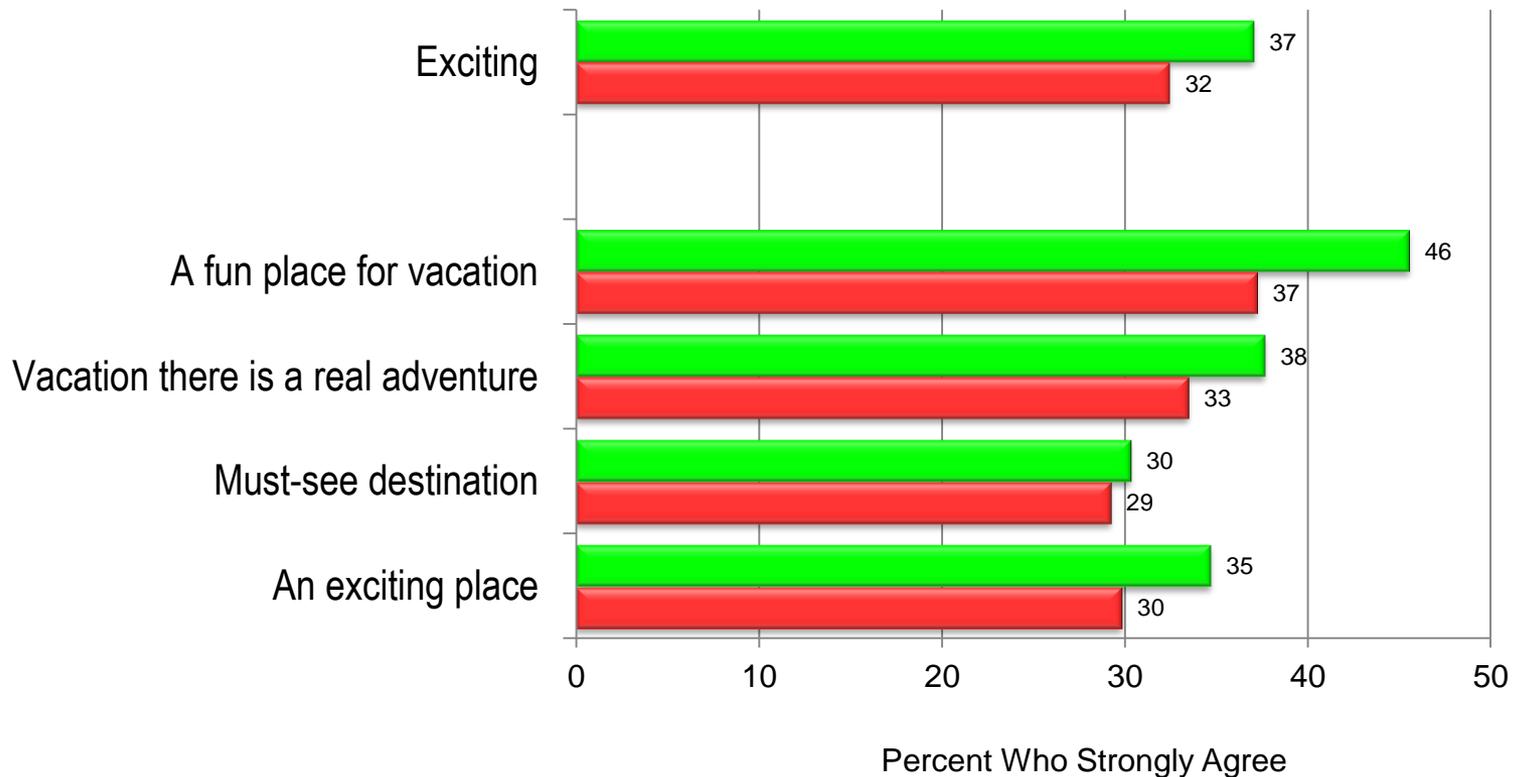
Base: Residents of Minnesota's Expansion Advertising Markets



* Visited in the past 2 years

Minnesota's Product Delivery vs. Image — Exciting

Base: Residents of Minnesota's Expansion Advertising Markets



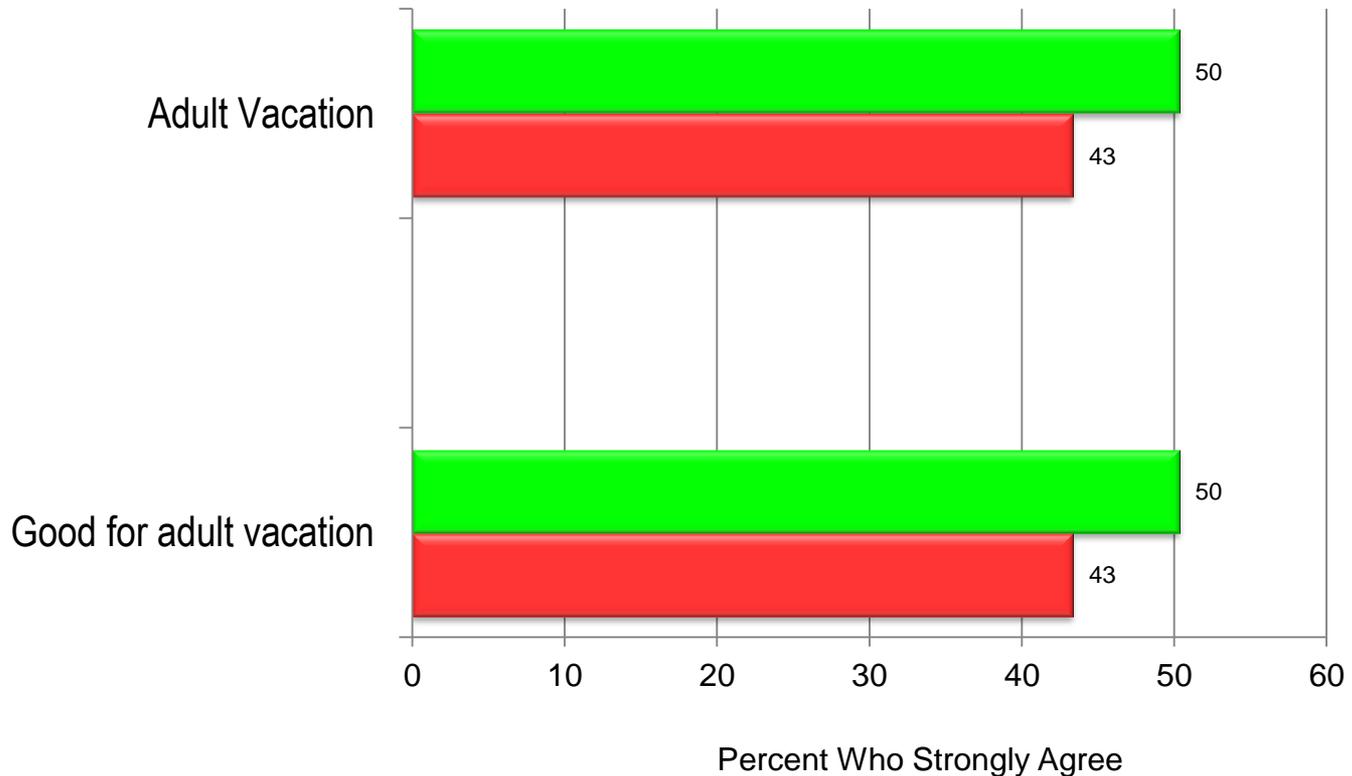
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Adult Vacation

Base: Residents of Minnesota's Expansion Advertising Markets



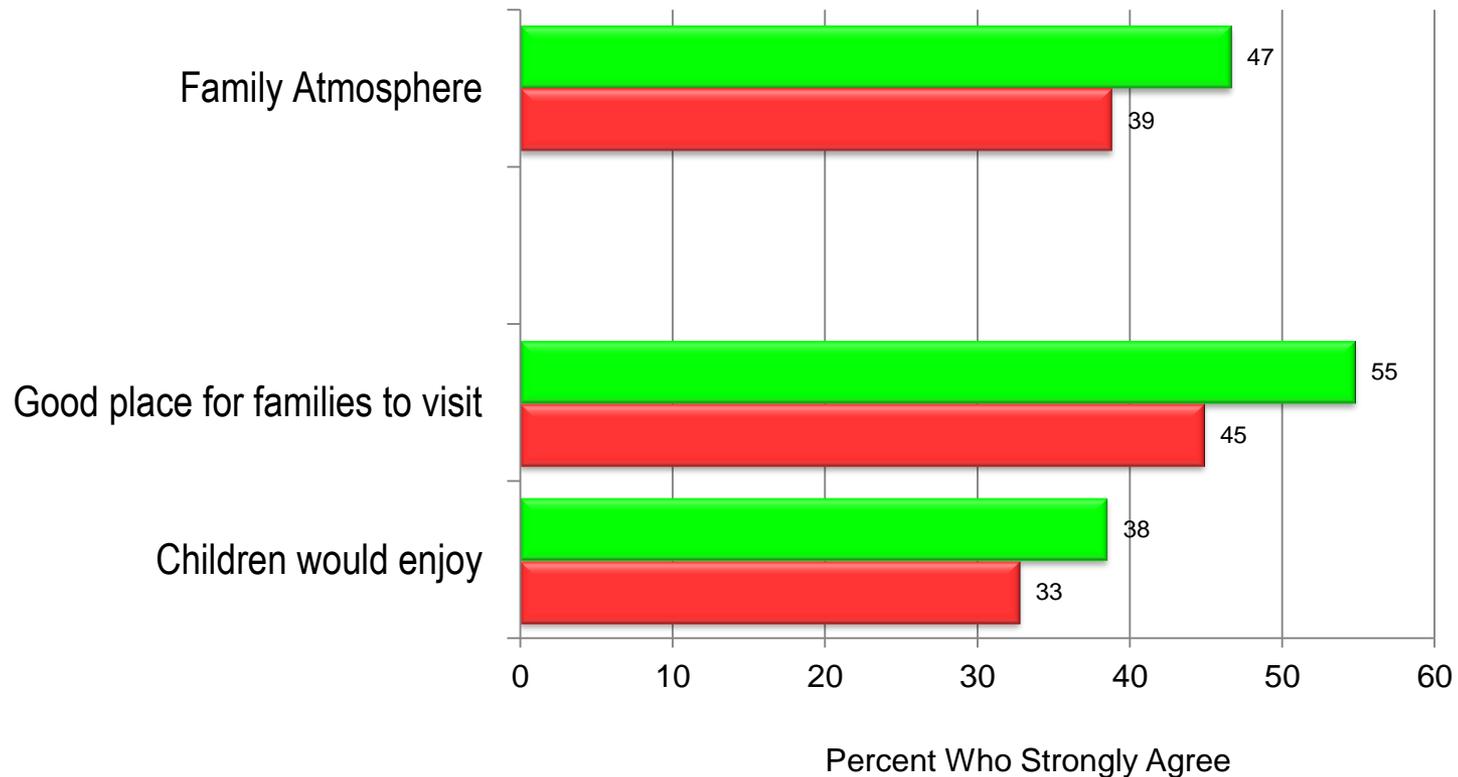
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■ Never Visited

Minnesota's Product Delivery vs. Image — Family Atmosphere

Base: Residents of Minnesota's Expansion Advertising Markets



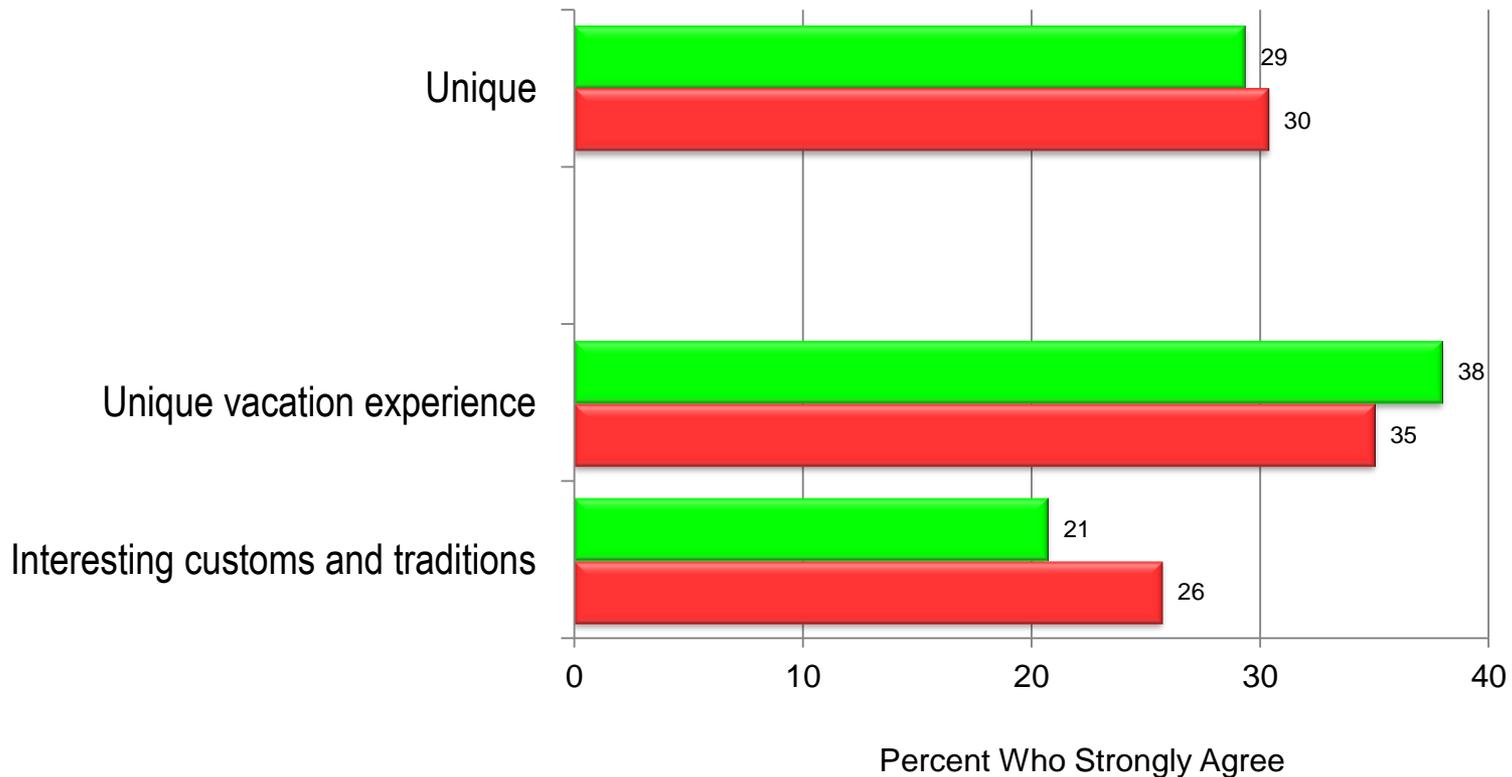
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■ Never Visited

Minnesota's Product Delivery vs. Image — Unique

Base: Residents of Minnesota's Expansion Advertising Markets

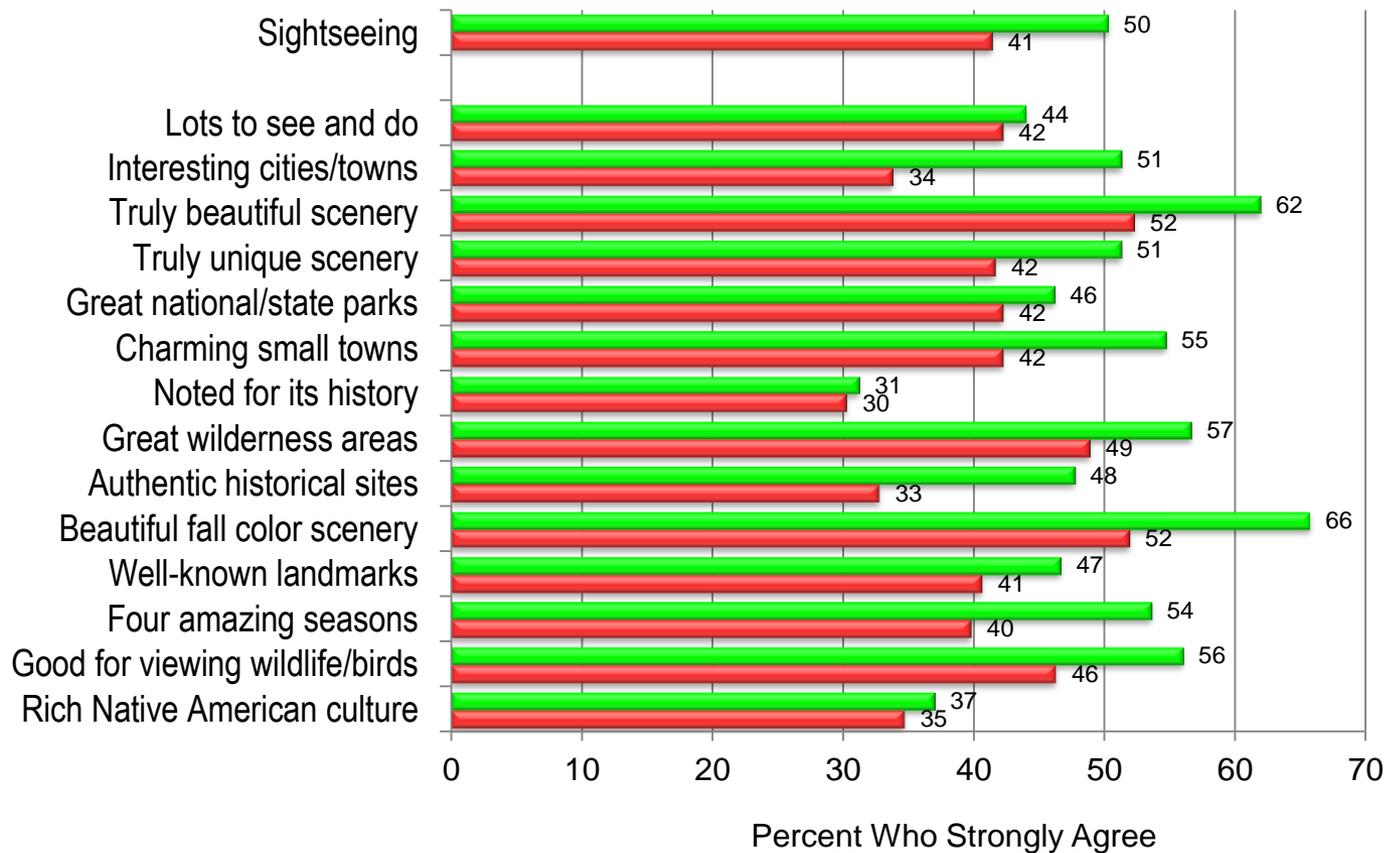


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Minnesota's Product Delivery vs. Image — Sightseeing

Base: Residents of Minnesota's Expansion Advertising Markets



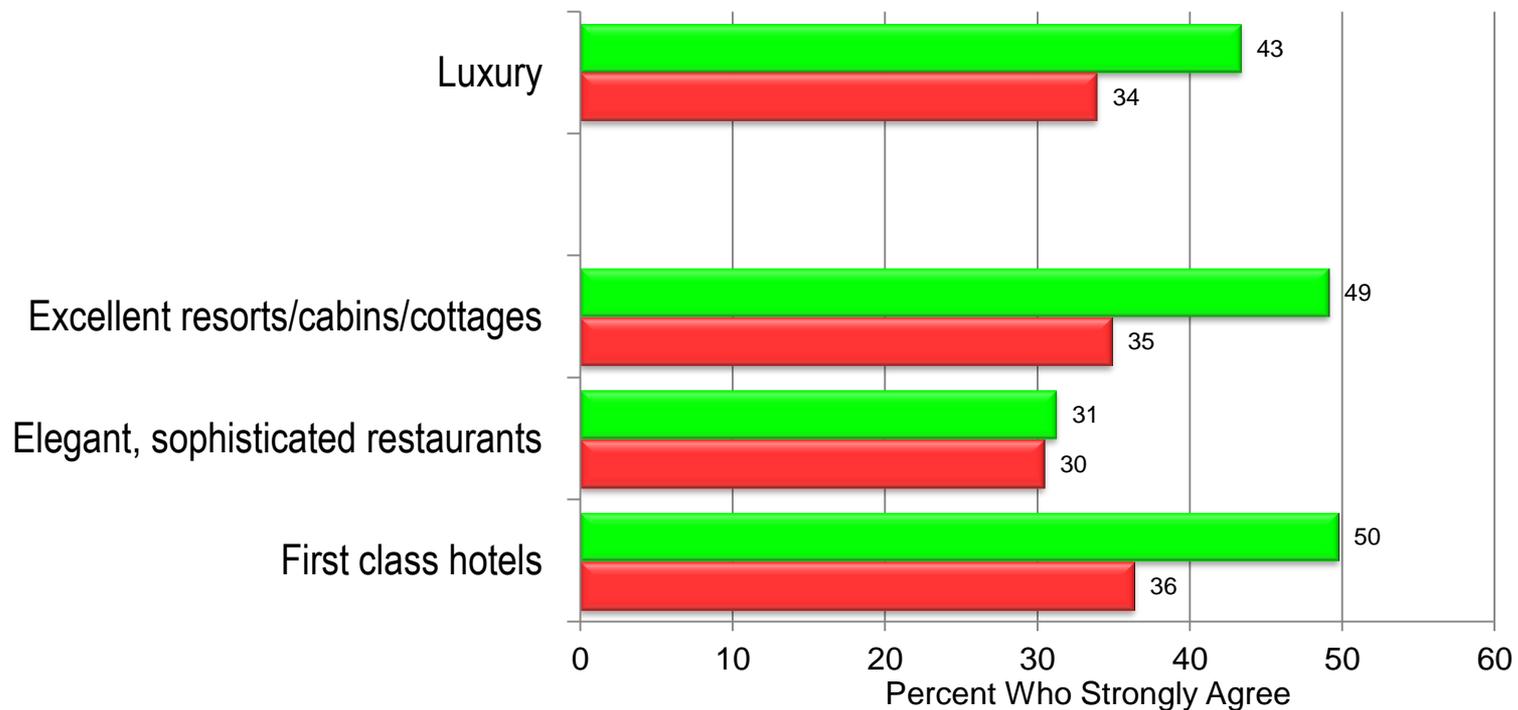
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■ Never Visited

Minnesota's Product Delivery vs. Image — Luxury

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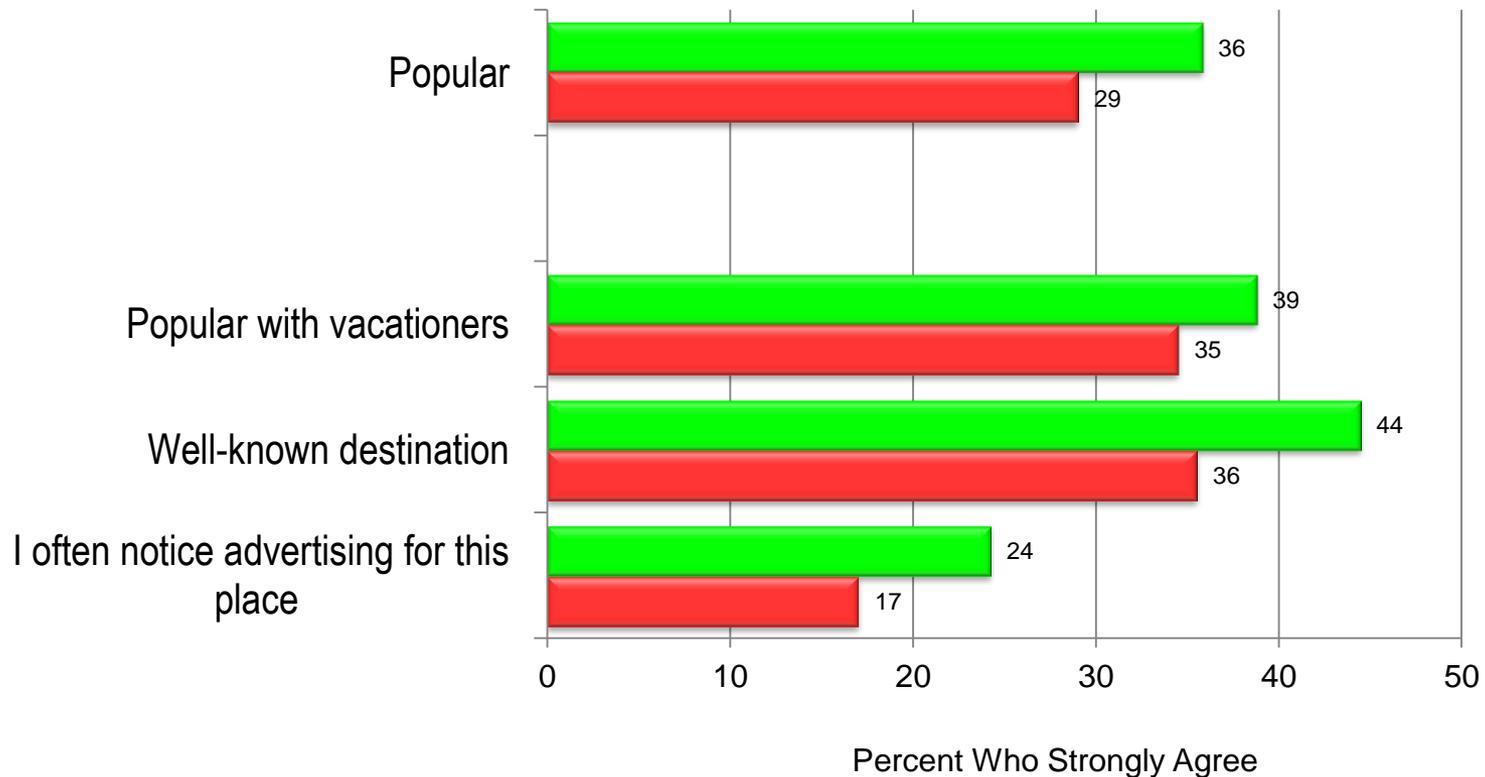


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Minnesota's Product Delivery vs. Image — Popular

Base: Residents of Minnesota's Expansion Advertising Markets

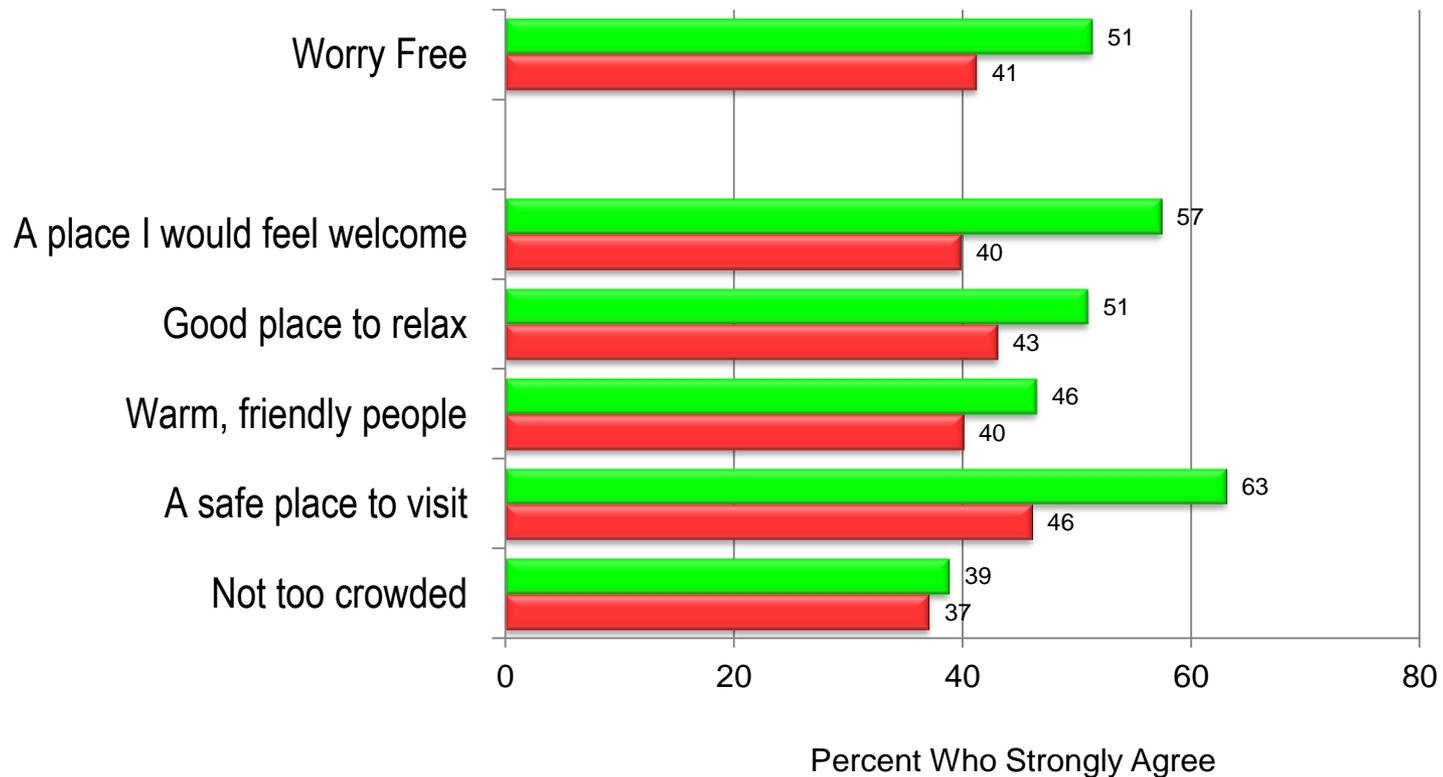


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Minnesota's Product Delivery vs. Image — Worry Free

Base: Residents of Minnesota's Expansion Advertising Markets



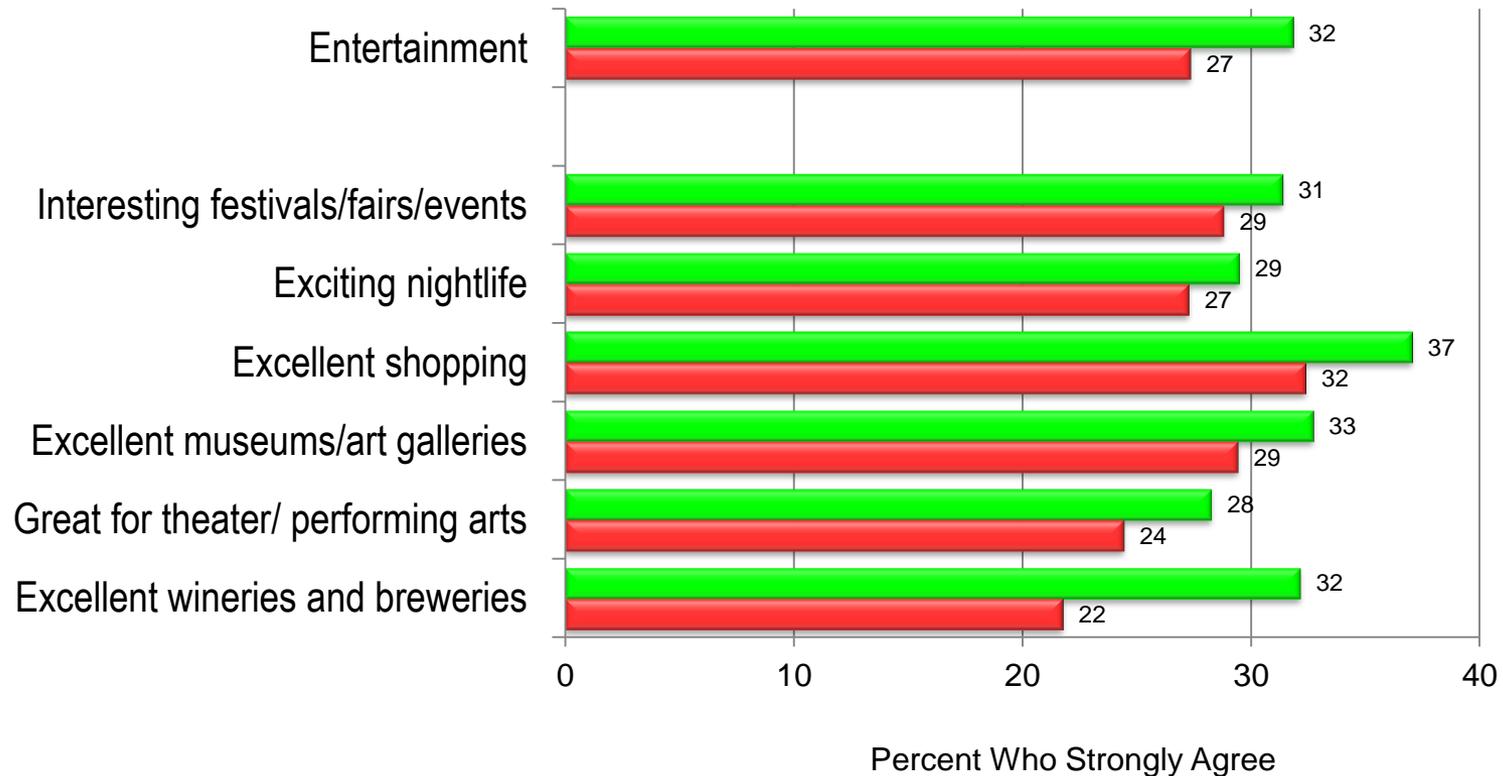
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Minnesota's Product Delivery vs. Image — Entertainment

Base: Residents of Minnesota's Expansion Advertising Markets



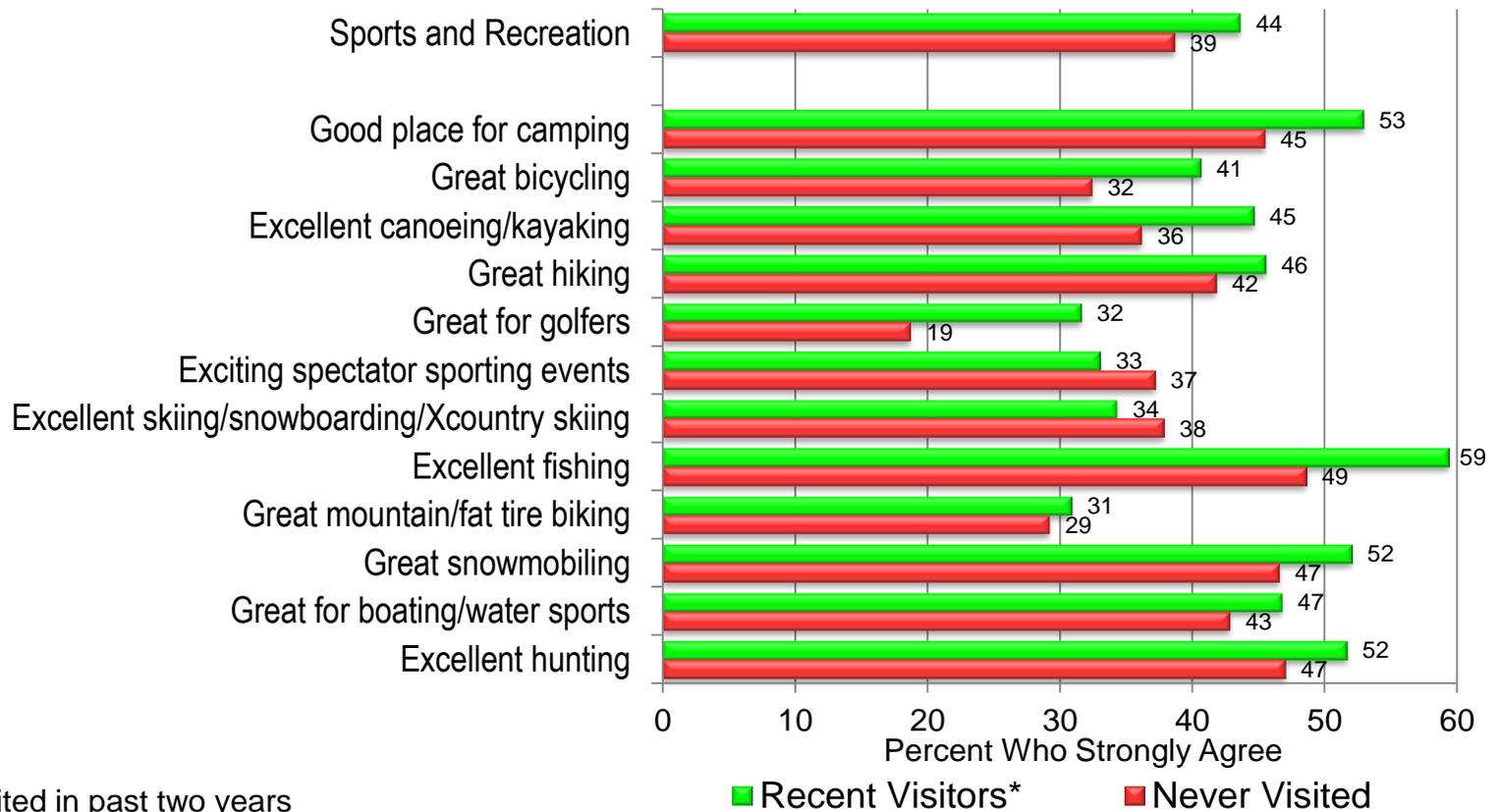
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Minnesota's Product Delivery vs. Image — Sports and Recreation

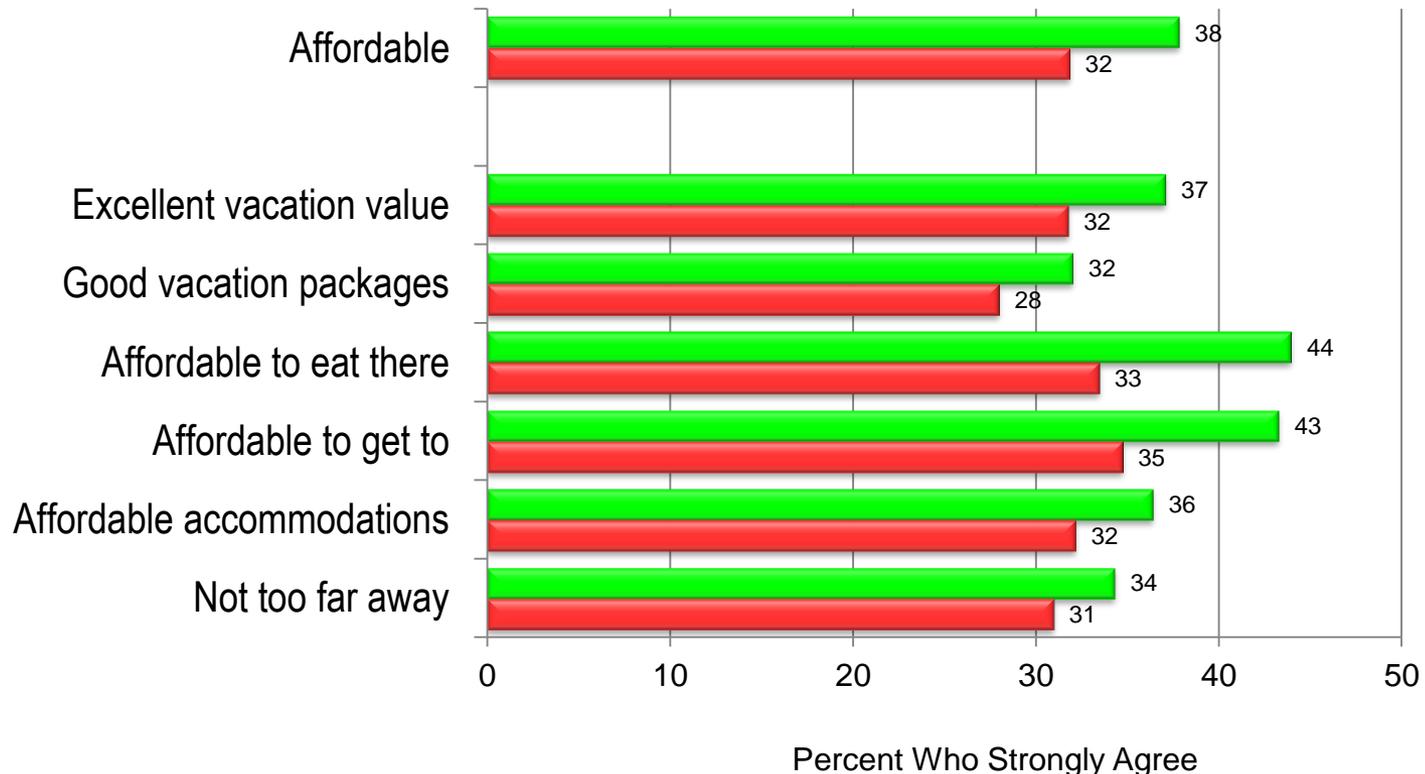
Base: Residents of Minnesota's Expansion Advertising Markets



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Minnesota's Product Delivery vs. Image — Affordable

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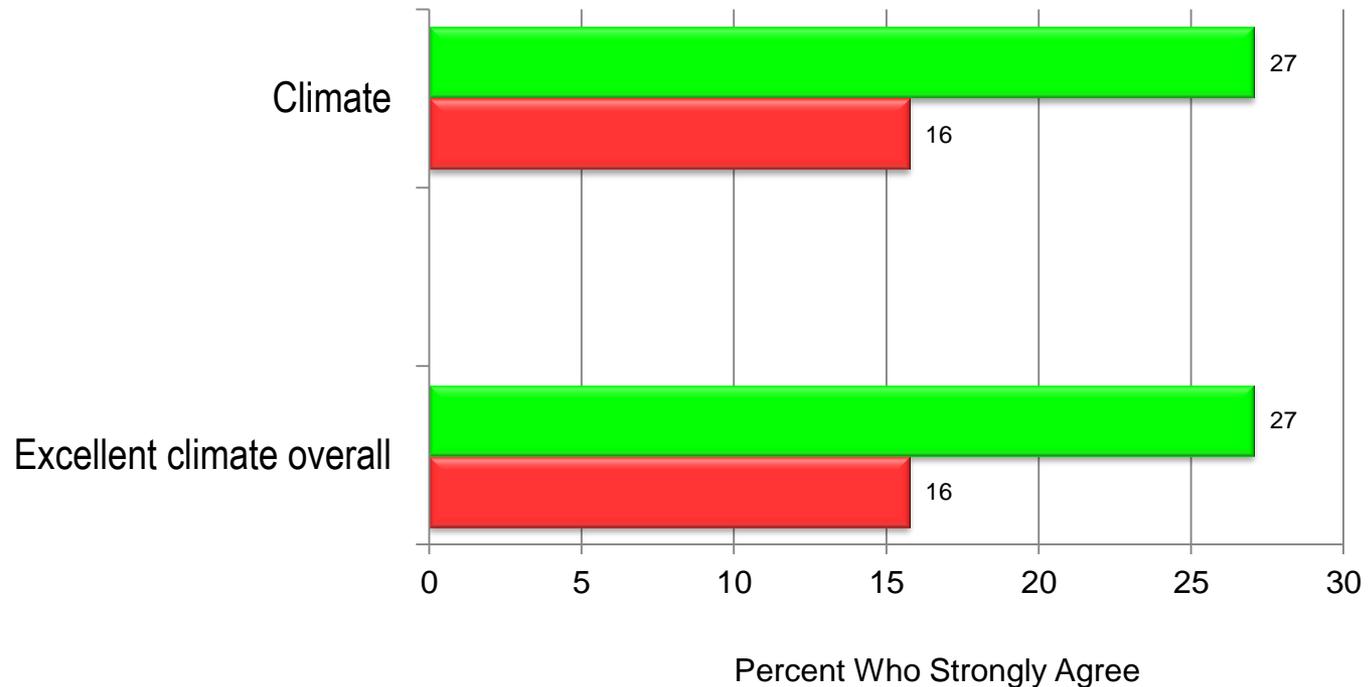


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■ Recent Visitors* ■ Never Visited

Minnesota's Product Delivery vs. Image — Climate

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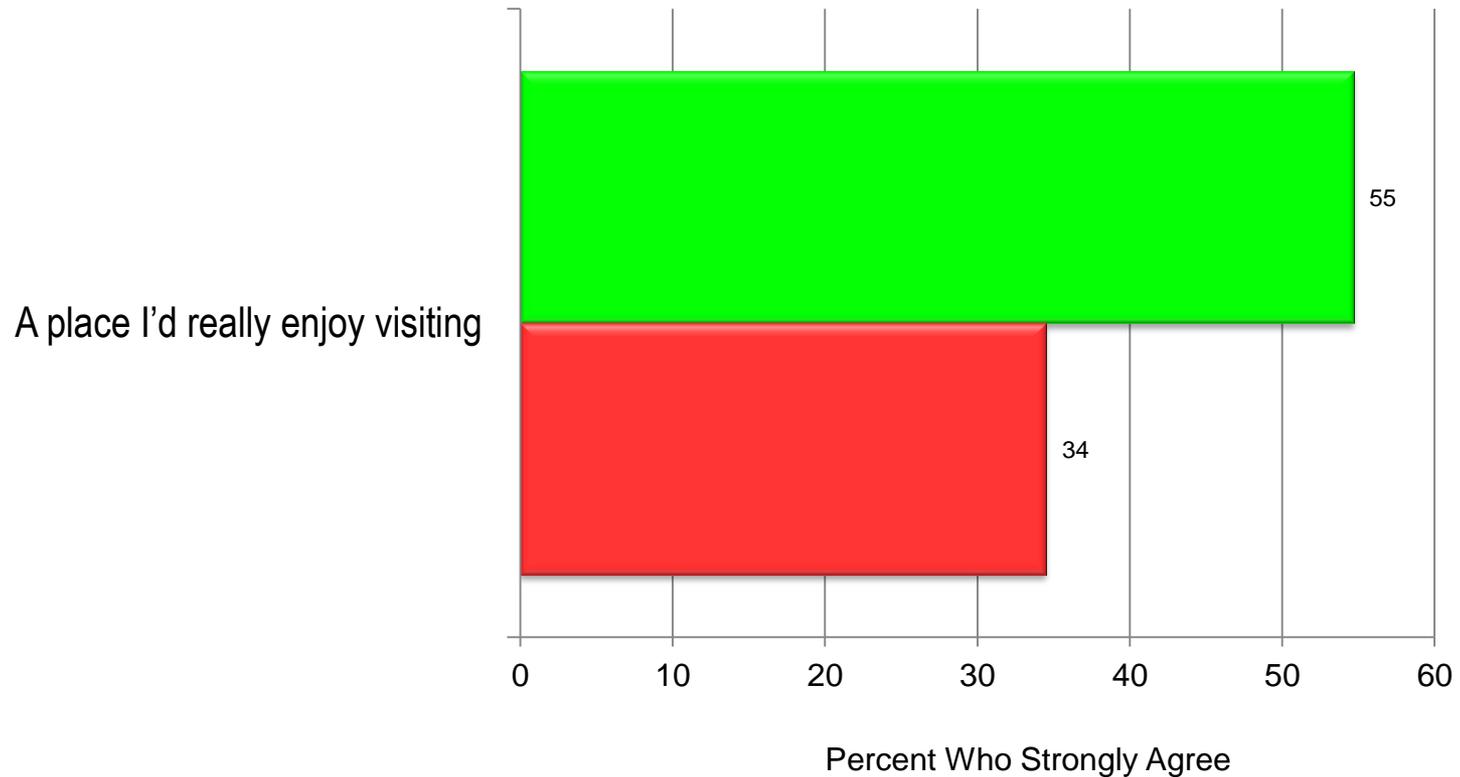


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Minnesota's Product Delivery vs. Image — “A Place I'd Really Enjoy Visiting”

Base: Residents of Minnesota's Expansion Advertising Markets

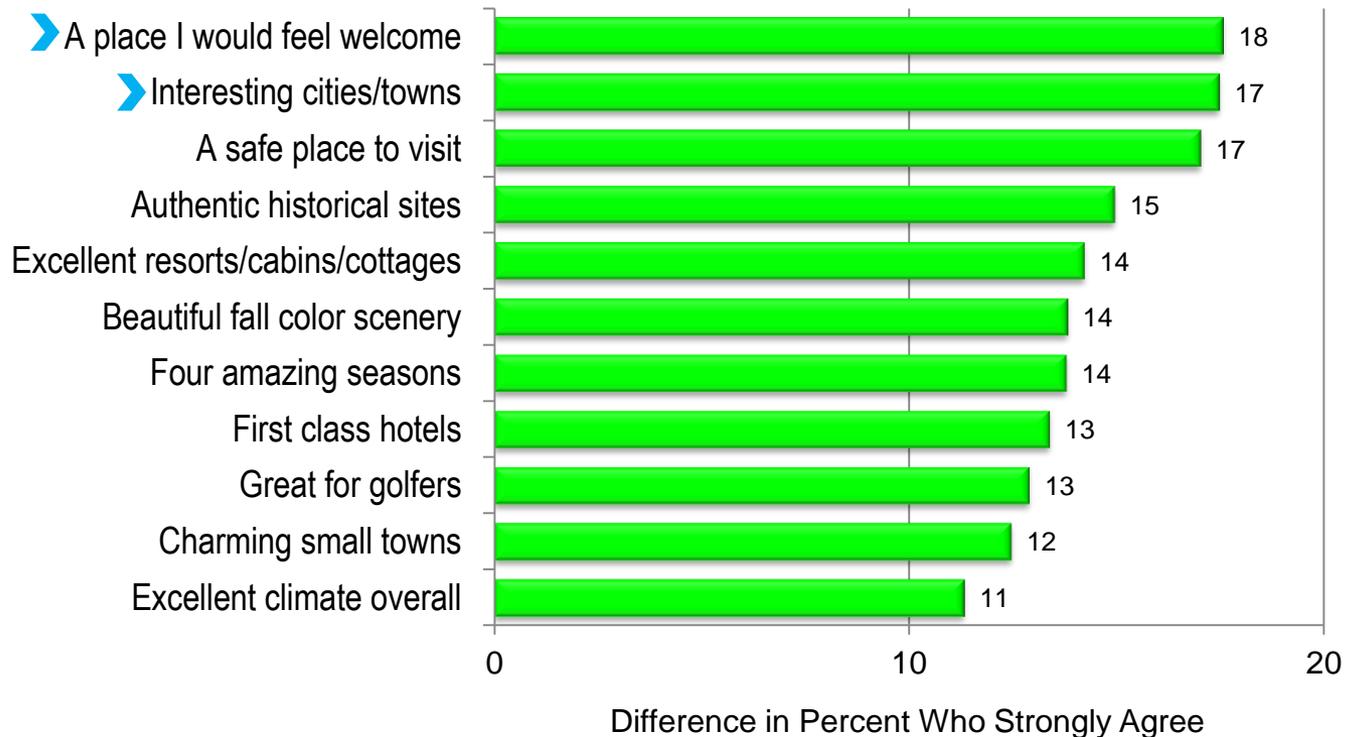


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Top Product Strengths vs. Image

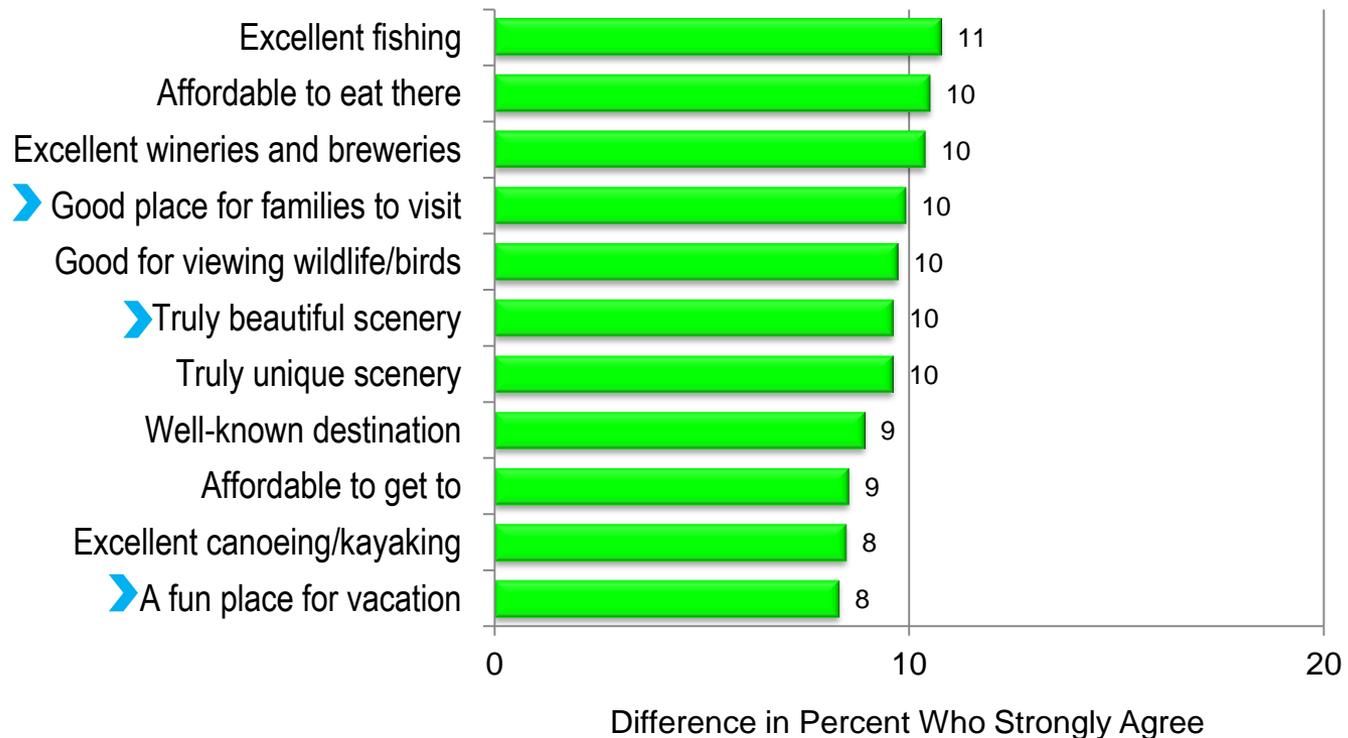
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Top Product Strengths vs. Image (Cont'd)

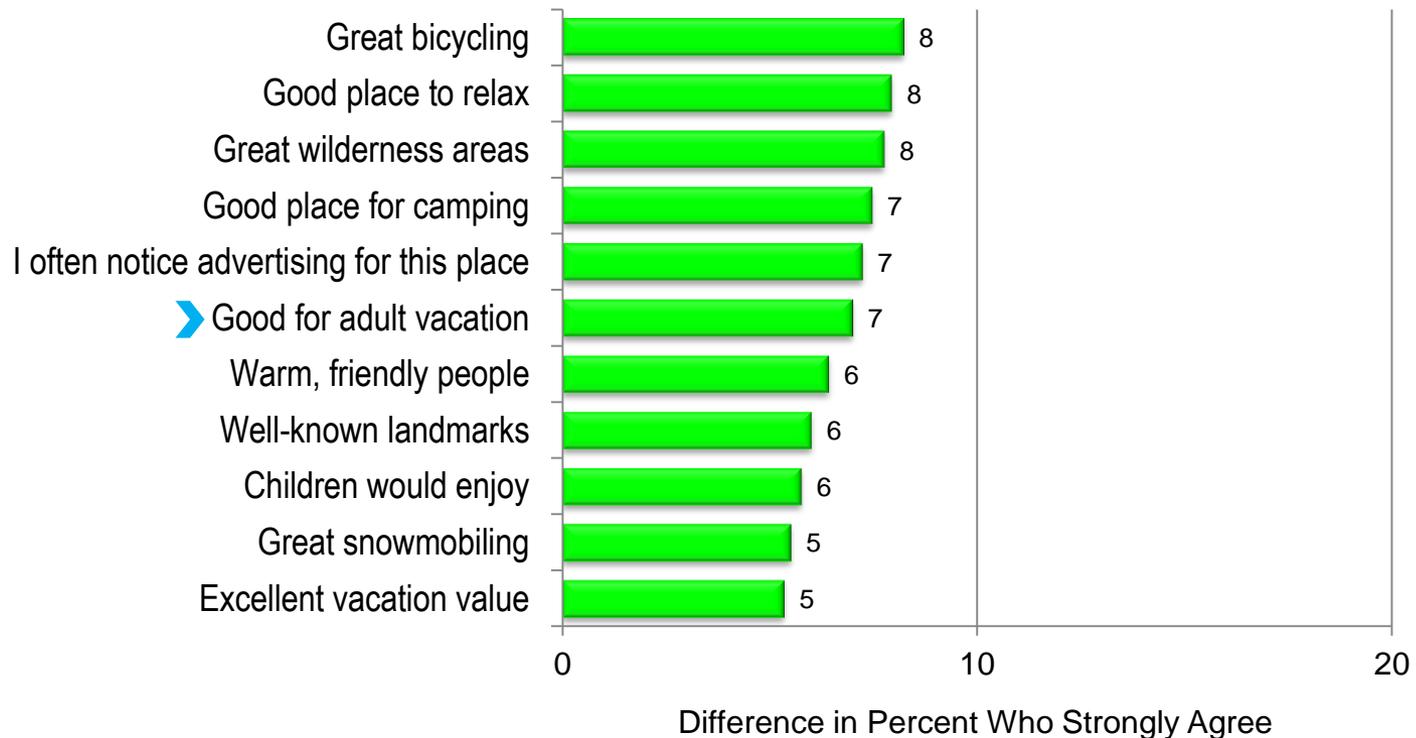
Base: Residents of Minnesota's Expansion Advertising Markets



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Top Product Strengths vs. Image (Cont'd)

Base: Residents of Minnesota's Expansion Advertising Markets



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Top Product Weaknesses vs. Image

Base: Residents of Minnesota's Expansion Advertising Markets

