

EXPLORE **mn** MINNESOTA™

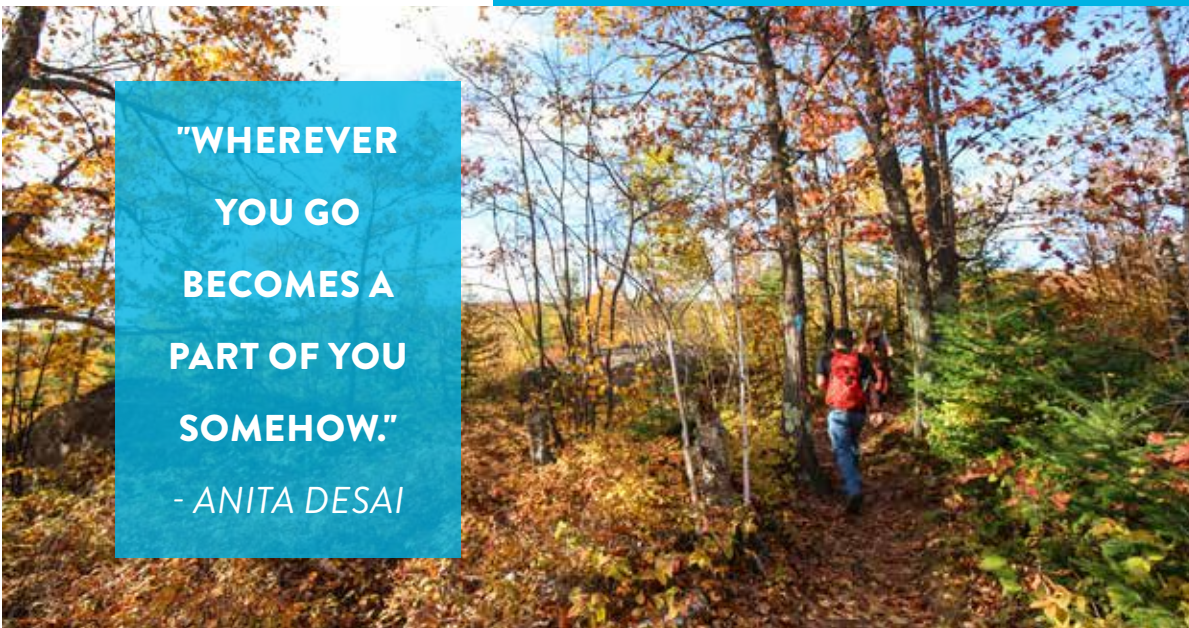


2018
ANNUAL REPORT

#ONLYINMN



**"WHEREVER
YOU GO
BECOMES A
PART OF YOU
SOMEHOW."**
- ANITA DESAI



A MESSAGE FROM THE DIRECTOR



Greetings,

Minnesota tourism has continued to build momentum over the past several years, but it has never been more exciting than it is today. 2018 kicked off with one of the biggest events in the state's history (**Super Bowl LII**), and that was only the beginning. **New attractions** like the Bell Museum and TopGolf opened their doors this year, a new scenic byway was established in Mille Lacs, and new hotels, restaurants and events in cities and towns across the state all contributed to **increased visitation, spending and jobs** in Minnesota's leisure and hospitality sector.

In the latest evolution of the popular #OnlyinMN campaign, Explore Minnesota generated **3.5 million trips** to Minnesota and more than **\$415 million** in traveler spending. We engaged hundreds of thousands of people through social media, surpassing **1 million uses of the #OnlyinMN hashtag** since its inception in 2014. And we made a big splash in places like Chicago, Denver, Kansas City and abroad with expanded public relations and advertising efforts.

On top of all this, we reached an **all-time record private sector** match of \$14.2 million to further our marketing reach. Our co-ops and partnerships also grew to new heights.

Internationally, Minnesota continued to grow as a global destination. We worked with our partners, multi-state groups and Brand USA to promote Minnesota to markets from **France to China to the U.K.** We continued our group tour efforts; engaged with millions of consumers through welcome centers, at trade shows and online; and reached a record number of prospective travelers through our website and other digital channels.

Looking forward to 2019 and beyond, the excitement around Minnesota continues to grow. Our new **"Find Your True North"** campaign, debuted by Gov. Tim Walz at the annual state tourism conference, is gaining traction as part of the larger North movement, inspiring even more people to experience firsthand what all the buzz is about.

The following 2018 Annual Report gives a quick look back at some of the things we accomplished this past year. Take a look and let us know what you think.

Thank you for all of your hard work this past year bringing both new and returning travelers to our great state and ensuring they leave with a smile on their face. Minnesota would not be the amazing destination that it is without you.

Here's to another great year!

Sincerely,

John F. Edman, Director



73 MILLION

VISITORS IN 2017



TOURISM INDUSTRY GROWTH IN BILLIONS

Sales at leisure and hospitality businesses grew more than 28% from 2011 to 2017.

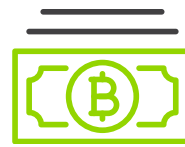
2011
\$11.9

2014
\$13.6

2017
\$15.3

SUSTAINABLE ECONOMIC GROWTH

SALES



Leisure & hospitality

\$15.3

Billion in gross sales annually



Almost

\$42

Million a day

REVENUE



\$996

Million in state sales tax



18%

of total state sales tax revenue

JOBS



270,000+

Full- and part-time jobs



11%

of total private sector employment



\$5.8

Billion in wages

Note: Sales, revenue and jobs data is for the leisure and hospitality sector, 2017. Data not available yet for 2018.

GENERAL FUND OPERATING BUDGET FOR
FISCAL YEARS 2018-19:

\$14.2

Million Annually*

*Includes \$500,000 in supplemental state funding available when private sector support generated by Explore Minnesota is at least \$3 million.

Explore Minnesota generated a record amount of match dollars in FY18

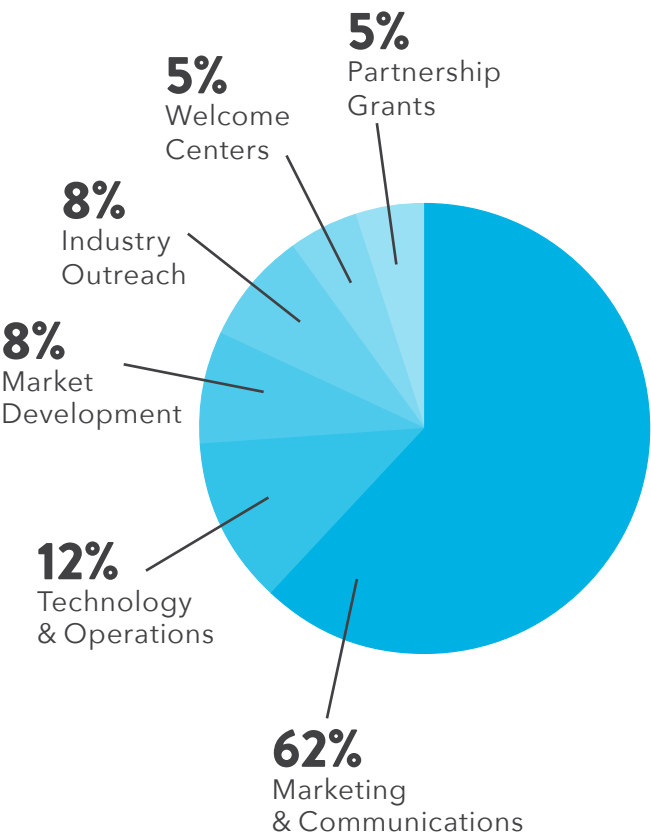
PRIVATE INDUSTRY MATCH

Cash: \$5 million

In Kind: \$9.2 million

Total: \$14.2 million

PERCENTAGE OF BUDGET



INNOVATIVE MARKETING AND BRAND AWARENESS

GENERATED

\$415 MILLION

IN TRAVELER SPENDING



MINNESOTA

SUPER BOWL LII HOST COMMITTEE

New TV spot debuted during Super Bowl broadcast

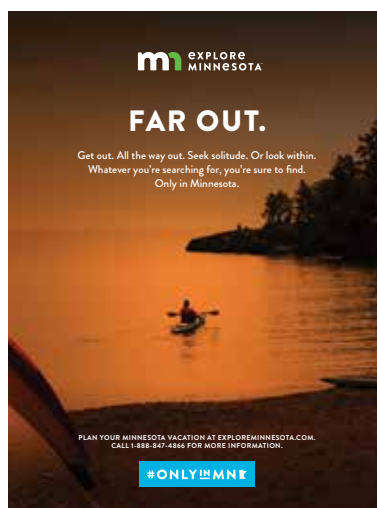
Increased winter advertising budget to leverage the Big Game



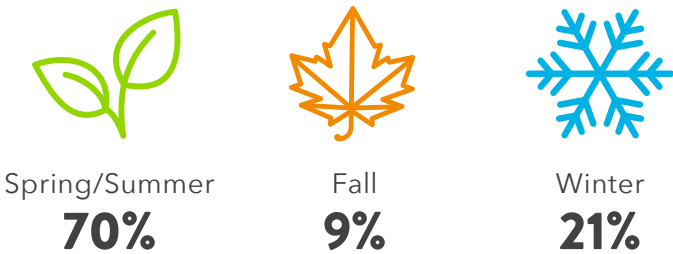
'Sota Pop activation attracted 35,000 visitors and

59 MILLION

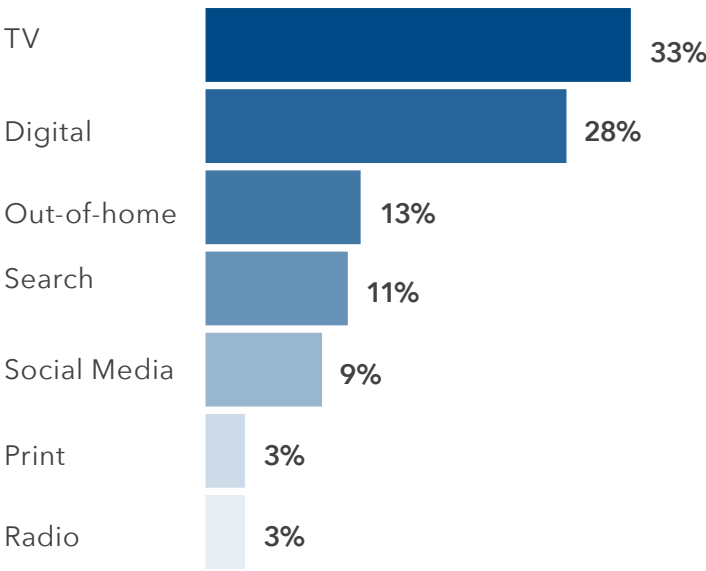
in estimated audience reach



ADVERTISING MEDIA



Achieved a
10-TO-1
return on investment of Explore Minnesota
spring/summer marketing



CO-OP



The #OnlyinMN monument traveled to 11 locations statewide



MARKETING PARTNERS



CONSUMER REACH AND ENGAGEMENT

SURPASSED

1 MILLION

USES OF **#ONLYINMN**

SOCIAL MEDIA REACH



143 MILLION

Total engagements 1.2 Million



Totaling more than

477,000

followers



Grew audience by

16%



Website visits

5 MILLION



Email subscribers

246,000



Generated roughly

4 BILLION

in estimated audience reach via
internal and agency public relations



HIGH-PROFILE STORY PLACEMENTS





INSTAGRAM



TWITTER



FACEBOOK



202,000

Photos tagged with #OnlyinMN

♥ 500,000 likes

860,000

Story impressions



78.5 MILLION

Impressions



1.6 MILLION

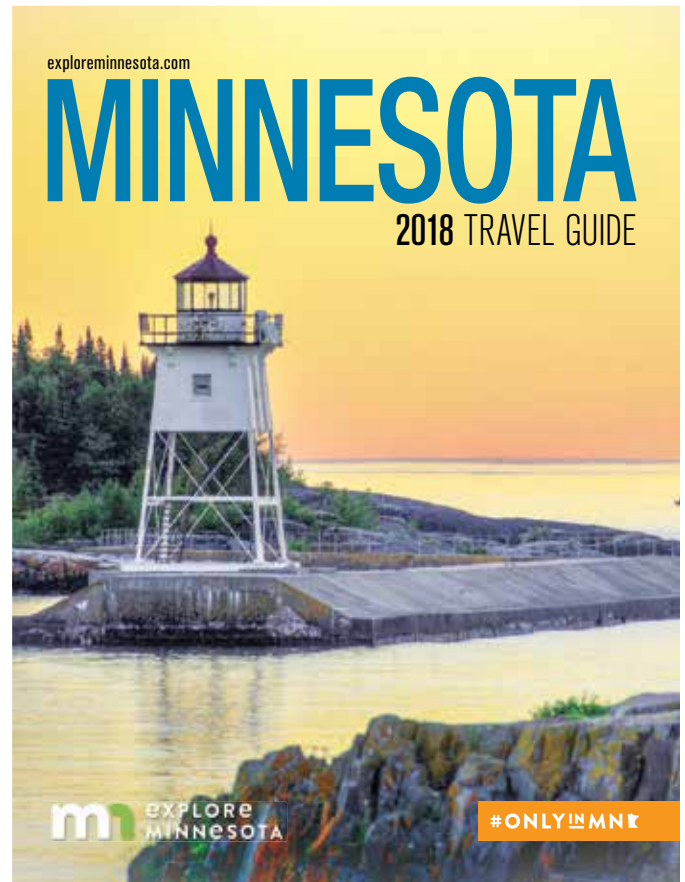
Minutes of video viewed

PERSONALIZED SERVICE

PROVIDED PERSONALIZED CUSTOMER SERVICE
TO NEARLY

4 MILLION

TRAVELERS



2.9 MILLION

Welcome Center visitors



Distributed over

1.8 MILLION

Minnesota travel publications and maps





**“JOBS FILL YOUR
POCKET, BUT
ADVENTURES
FILL YOUR
SOUL.”**
– JAMIE LYN BEATTY



STAKEHOLDER COLLABORATION



GOVERNOR'S OPENER EVENTS

MINNESOTA 2018
GOVERNOR'S FISHING OPENER
WILLMAR LAKES AREA

LUVERNE
Minnesota 2018
GOVERNOR'S PHEASANT HUNTING OPENER

MINNESOTA
GOVERNOR'S

DEER OPENER

GENERATED A COMBINED

1.1 BILLION

IN ESTIMATED AUDIENCE REACH AND

\$1.7 MILLION

IN AD VALUE

TOURISM CONFERENCE

2018
EXPLORE **m** MINNESOTA
TOURISM
CONFERENCE
MANKATO | MARCH 6-7

Held annual **Explore Minnesota Tourism Conference**
at the Verizon Center in Mankato

GRANTS



\$1.6 MILLION

in grants awarded to over 120 organizations

48% of awards went to Greater Minnesota

EVENTS



\$900,000

awarded to **19 new events** statewide

MARKET DEVELOPMENT



Published **2018 Minnesota Group Planner**

30 partners met with **52 clients** at Group Tour Showcase

Successful sales missions to **Wisconsin, Illinois and Iowa**

Exhibited at the **American Bus Association** show with
8 industry partners

INTERNATIONAL RELATIONS



Strong partnership and board representation with Brand USA, which invested **\$200 million** in global markets

456,800

international visitors (not including Canada)



Majority of visitors from **Europe** and **Asia**,
including the **U.K., China, Germany** and **India**



523,600

Canadian overnight visitors

Hosted **15 journalists** from **10 countries**



TIMELY RESEARCH

Collaborated with **Department of Revenue** on
reporting of leisure and hospitality sales tax data
used to track industry performance



Surveyed lodging properties & campgrounds on
business levels, revealing **very strong year-over-
year growth** in summer occupancy and revenue

Minnesota's lodging industry experienced
growth in all six tracked metrics, with **8.4%
lodging revenue growth**



Explore Minnesota
121 7th Place East, Suite 360
St. Paul, Minnesota 55101, USA

industry.exploreminnesota.com