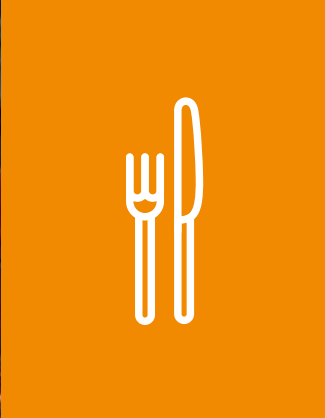


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as part of an ongoing digital archiving project. <https://www.lrl.mn.gov>

2021 ANNUAL REPORT





A MESSAGE FROM THE DIRECTOR



Greetings,

I am honored to be the new director of Explore Minnesota Tourism, and I am thankful to John Edman for his decades of service to the industry. I would also like to recognize the staff at Explore Minnesota who have worked diligently to support the industry over the last two years despite the nonstop challenges.

In this report, you will see the story of 2021 and the growth and changes we've seen since the start of the pandemic. Although some parts of the state have bounced back faster than others, this report will show you that we are beginning to see the light at the end of the tunnel. As business travel and major events ramp back up this year, the path to a brighter tomorrow will appear.

Unfortunately, the industry continued to see significant losses, ending 2021 nearly \$12 billion down since January 2020. Labor shortages and supply-chain issues continue to plague the industry. In 2021 leisure and hospitality employment in Minnesota was down 16% relative to 2019. Spring and summer,

however, saw noticeable upswings in visitor traffic. Our 1,420 media placements pushed interested adventurers to checkout our limitless options of family travel, summer getaways and other niche experiences that you can find #OnlyinMN.

Optimism and thirst for adventure were higher than ever, which we saw reflected in our website traffic. With the new [exploreminnesota.com](https://www.exploreminnesota.com) we hit six million visitors for the first time—a statistic worth celebrating. We also saw an increase in pages viewed per session and in acquisition of visitors and users.

Explore Minnesota continued to find ways to support our tourism industry. We provided more than \$3 million in grant funding to hundreds of communities across the state, all without a match requirement, ensuring that your dollars went as far as possible. We also launched several social engagement campaigns like The Minnesota Scoop and The Culinary Campfire with Yia Vang to get people back on the road and into your communities.

Explore Minnesota also took pride in seeing some of its work this past year recognized with awards. We received a [Mercury Award](#) from the U.S. Travel Association for how our team used CDC data on COVID-19 cases to help plan our media strategy in key markets. We also won an [Adrian Award](#) from the Hospitality Sales and Marketing Association for our 2022 Travel Guide.

In the report you'll see a lot of the good that came out of 2021—hope, excitement and a team at Explore Minnesota ready to take it all on and promote your favorite state. As we move out of the pandemic, you'll see more of our hard work as we take on the challenge of a new beginning. We look forward to what 2022 brings and can't wait to be bigger, better and bolder than ever.

Sincerely,

A handwritten signature in black ink that reads "Lauren Bennett McGinty". The signature is fluid and cursive, with the first name being the most prominent.

Lauren Bennett McGinty, Director



PANDEMIC ECONOMIC IMPACT

SALES



Leisure & hospitality

\$11.7 BILLION

in gross sales annually

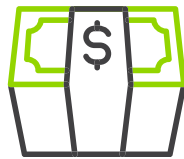


Spending

\$32 MILLION

per day

REVENUE



Generating

\$731 MILLION

in state sales tax



Representing

12.1%

of total state sales tax revenue

JOBS



205,000+

full- and part-time jobs



9%

of total private sector employment



\$4.9 BILLION

in wages

MINNESOTA'S TOURISM INDUSTRY HAS SUFFERED

\$11.7 BILLION

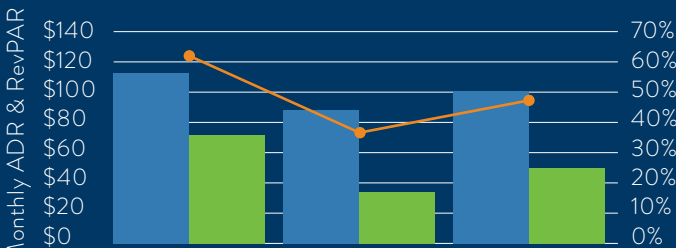
in travel spending losses as of Jan. 27, 2022

25 MILLION

Visitors to MSP airport in 2021

STR MINNESOTA HOTEL PERFORMANCE METRICS

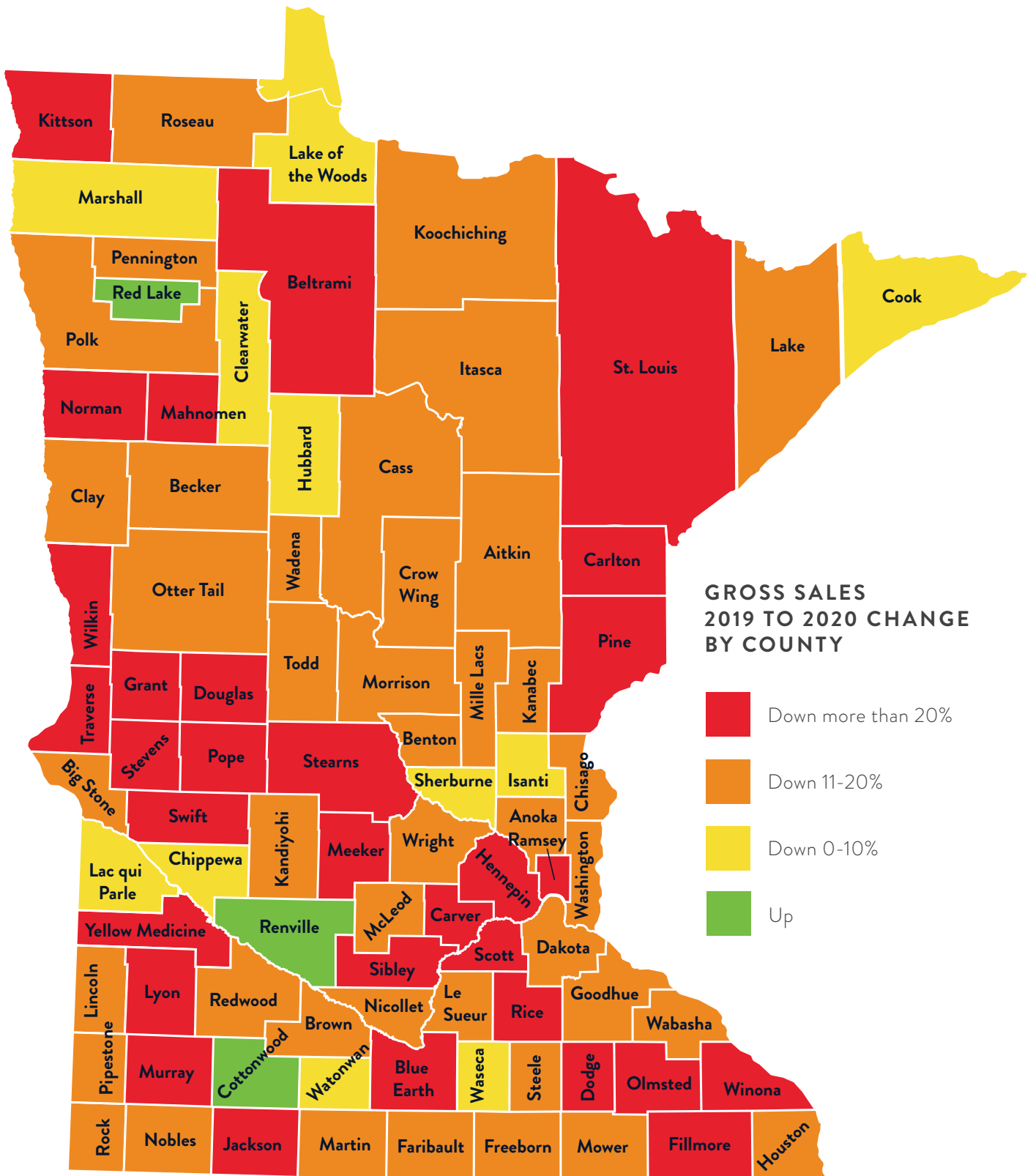
2019-2021 Annual Average Comparison



	2019	2020	2021
ADR	\$114.57	\$83.13	\$101.33
RevPAR	\$71.64	\$33.39	\$49.93
Occupancy %	61.8%	36.3%	48.1%

*Note: Sales, revenue and jobs data is for the leisure and hospitality sector, 2020. Data not available yet for 2021.

GROSS SALES 2019 TO 2020 CHANGE BY COUNTY



Notes: The Leisure and Hospitality industry consists of Accommodations; Food Services and Drinking Places; and Arts, Entertainment and Recreation.
 Source: Minnesota Department of Revenue

GENERAL FUND OPERATING BUDGET FOR FISCAL YEARS 2020-21:

\$14.2 MILLION

Annually*

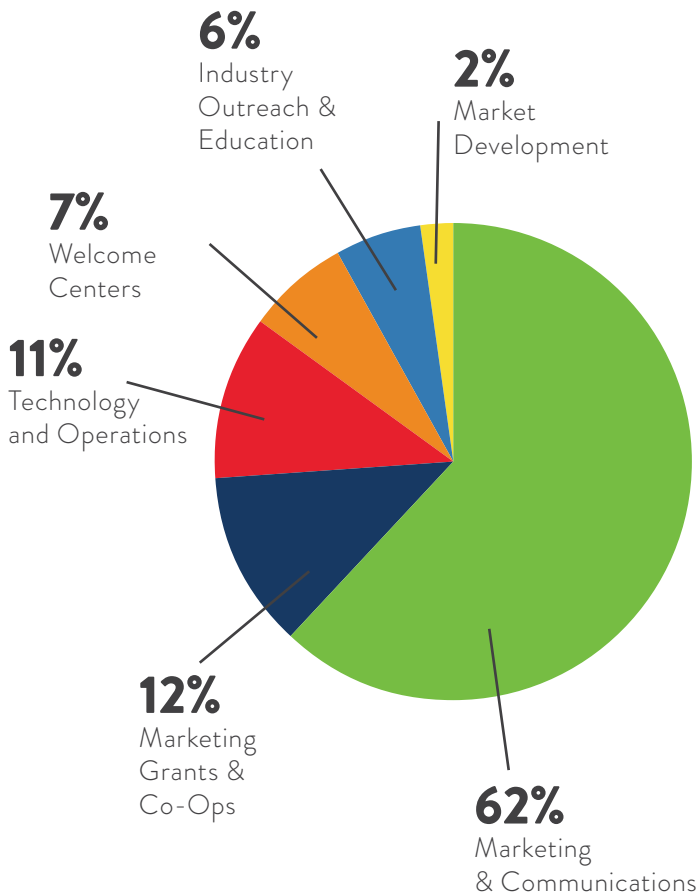
PRIVATE INDUSTRY MATCH

Cash: **\$1.7 million**

In Kind: **\$6.7 million**

Total: **\$8.4 million**

ALLOCATION OF BUDGET



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



BRAND CAMPAIGN EVOLUTION

ADVERTISING MEDIA



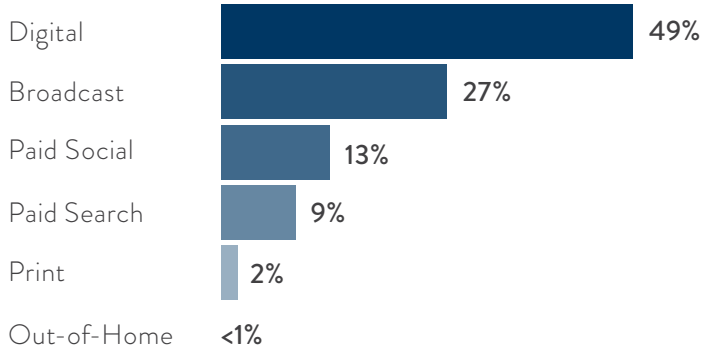
Spring/Summer
63%



Fall
13%



Winter
24%



GEOGRAPHIC REACH



Niches for 2021: Road Trips, Camping, Winter Recreation, Museums, Food and Drink, and Hiking

MARKETING COLLABORATIONS



WEBSITE VISITS

6 MILLION

ACQUISITION

+36%

Visits

+37%

Users

BEHAVIOR

+6%

Session duration

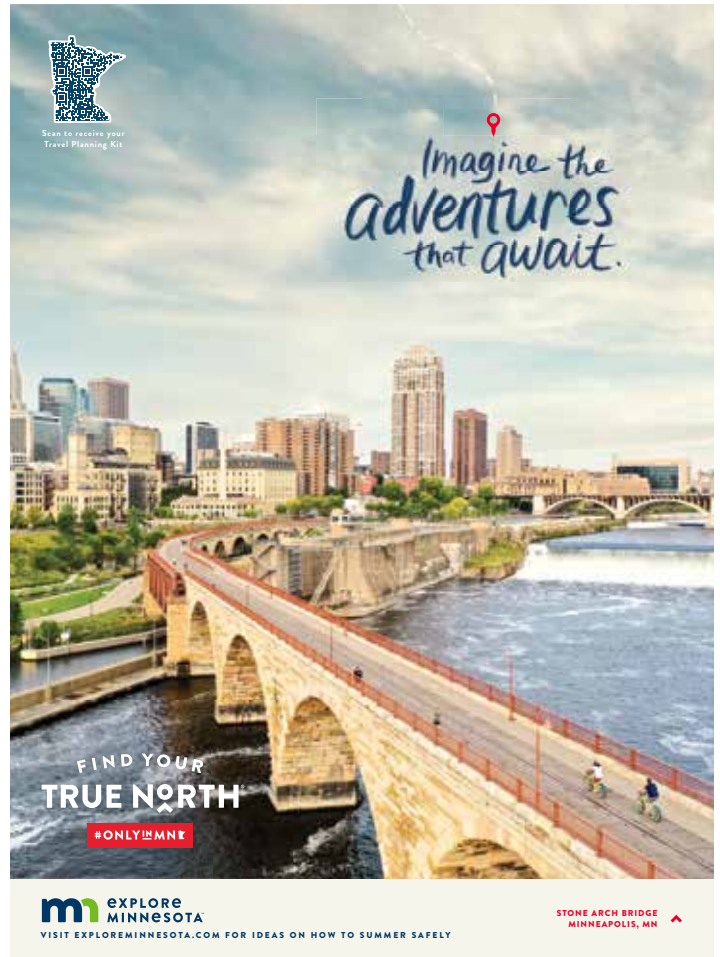
+7%

Pages/session

FIND YOUR TRUE NORTH®

#ONLYINMN

Despite the ongoing challenges for travel and tourism in 2021, our Find Your True North campaign continued to support Minnesota and meaningfully connect with our potential travelers. We are always adapting to the changing landscape of travel to ensure Minnesota is a top-of-mind destination as the recovery continues.



CONTENT PARTNERSHIPS

AFAR

BACKPACKER

DAILY BEAST

cafe mom
the meeting place for moms

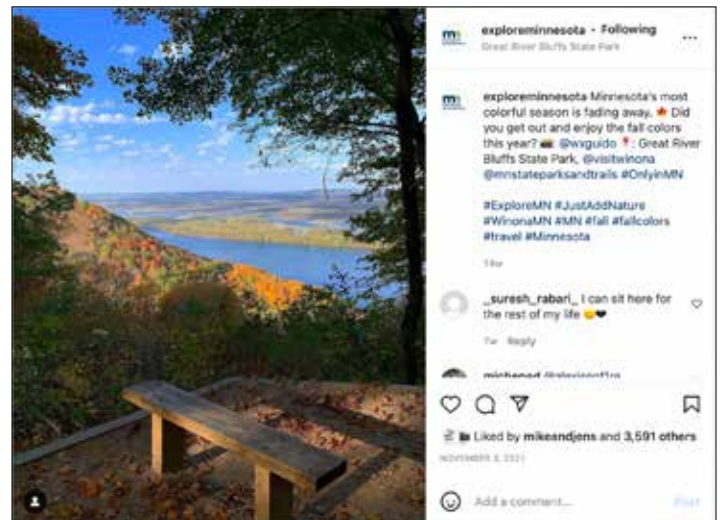
Beer Dabblr

Our MN Scoops summer promo brought together 100 businesses from around the state, and although it lasted just a few weeks, it ended up in the top 5 for most visited web pages.



CONSUMER REACH AND ENGAGEMENT

SOCIAL MEDIA



DIGITAL REACH

SOCIAL ENGAGEMENTS

8,073,879

SOCIAL IMPRESSIONS

155,868,054

VISITS TO THE WEBSITE VIA SOCIAL

388,345

EMAIL SUBSCRIBERS

277,532

PUBLIC RELATIONS

CY21 TOTAL MEDIA RESULTS



5 BILLION

estimated audience reach



1,420

story placements

DESKSIDE MEETINGS:
THE DAILY BEAST, MIDWEST LIVING, FOX NEWS, MEN'S HEALTH, TORONTO STAR



ALL FOUR SEASONS



INDOOR AND OUTDOOR ACTIVITIES



COVID-19 CRISIS & RECOVERY

**TRAVEL & LEISURE
TOURISM & ECONOMY**



RESULTS INCLUDE A VARIETY OF MINNESOTA LEISURE TRAVEL TOPICS AND TOURISM BUSINESS COVERAGE

FAMILY TRAVEL SUMMER GETAWAYS FESTIVALS & EVENTS VIRTUAL HAPPENINGS
FOOD & BEVERAGE SUPPORT LOCAL MUSEUMS **SPORTS** BORDER REOPENING **ECONOMIC IMPACT**
TOURISM RECOVERY HERITAGE **STATE AND NATIONAL PARKS** OUTDOOR RECREATION
 UNIQUE LODGING **HOLIDAY ACTIVITIES** SPOOKY SITES BIKING
COVID-19 PANDEMIC IMPACT MARKETING TOURISM SURVEY
FALL CAMPING TOURISM TRENDS **MINNESOTA LAKES ROAD TRIPS**
COLORS SCENIC FALL DRIVES ADVENTURE **HIKING TRAILS**
 WINTER ACTIVITIES **'BEST OF' LISTS** BUCKET-LIST TRIPS **DARK SKIES**
HOSPITALITY INDUSTRY GOVERNOR'S OPENERS TRAVEL RESTRICTIONS TOURISM TRENDS

HIGH-PROFILE STORY PLACEMENTS



Note: Media coverage is a result of many initiatives including: Explore Minnesota and PR agency media outreach, tourism and hospitality industry surveys, virtual media desk side meetings, travel marketing and promotion activity, seasonal pushes, several inbound media requests and more.

*Estimated audience reach totals may include some of the same people seeing multiple stories.

Esquire
 27 Best Christmas Towns to Put on Your Holiday Bucket List
 These small-town spots could be the best of the season.
 By Matt Haughey
 12/15/2021



Duluth, MN
 Thousands flock to Duluth during the holidays to witness *Parade*, a massive light display. The event is free to the public and runs through November and December. There's also a scenic train journey along Lake Superior, as well as a beautiful Christmas village set up in front of the historic *Washburn* mansion.
[PLAN YOUR TRIP](#)

Parade
 See America's 10 Don't-Miss Destinations for Your Summer Travel Bucket List
 By Matt Haughey
 07/14/2021



GO LIST
 The Midwest

THE 15 BEST SMALL TOWNS TO VISIT IN 2021
 Smithsonian MAGAZINE
 Ely, Minnesota (pop. 3,390)

AFAR

Where to Go in 2022
 Northern Minnesota

Once known for its mining boomtowns, the Iron Range has gotten a mighty makeover.

The best US State parks to bookmark for travel

Hiking in Itasca State Park in Park Rapids, Minnesota



FOOD & WINE

11 Distillery Hotels Worth Planning a Trip Around
 Have your drink and sleep there, too.
 By Sarah Kate
 12/14/2021

Forbes

These Halloween Parades Across The U.S. Remain Beloved Traditions

Reader's Digest

The Best Christmas Towns in America You Should Visit at Least Once

Stillwater, Minnesota

Best for: A white Christmas

TRAVEL+ LEISURE

10 Mountains You've Never Heard Of but Need to Ski This Winter

Lutsen Mountains, Minnesota



Wonderful places to celebrate indigenous American heritage



TRAVEL+ LEISURE

The 50 Best Places to Travel in 2021

When the time comes to travel again, these destinations – all right in your own backyard – are the ones to visit next.

31. Northern Minnesota



TRAVEL | BEST OF THE WORLD

25 amazing journeys for 2022

We're ready to explore again. Here are the best adventures for the year ahead.

Northern Minnesota



There's lots to see outdoors this season. In Carleton, Minnesota, you can admire 1,000-year-old ancient Native American rock art. There are more than 2,000 petroglyphs in the *Jeffers Petroglyphs* with images of humans, and animals such as horses, turtles, fish and thunderbirds. It's the site of one of the oldest continuously used sacred sites in the world. The petroglyphs are about 245 hours southwest of Minneapolis by car.

TRAVEL+ LEISURE

Stargaze on a Houseboat in One of America's Newest Dark-sky Parks

How bright can you get the northern lights?
 By Rachel Heston
 11/11/2021



20 Top Places to See Fall Foliage in the U.S.



The Mississippi River Valley, Southern Minnesota

ShermansTravel

The Best National Park in Every State



No, cold-weather camping is not a terrible idea – and here's why you should try it

By Gary Smith
 Special to CNN TRAVEL



A yurt provides a cozy winter camp shelter and a view of a dazzling night sky on Minnesota's Gunflint Trail. Explore Minnesota

The coolest winter ice castles and sculptures in America

See some of the most breathtaking ice castles and displays in the country



Ice Castle in New Brighton, Minnesota (Julia Walker)

Head to Long Lake Regional Park in the Twin Cities suburb of New Brighton, and you'll be greeted with quite the frozen sight to behold. As you marvel at the castle, take note of the various carvings, tunnels, crawl spaces, slides and fountains, all handcrafted from individually placed icicles. To top the attraction, there's also a sculpture garden with fairy-tale-themed ice sculptures lined by a light grove along a wooded trail to the castle. Ice Castles in Minnesota historically opens in early January and stays in place through early March, weather permitting.

Learn more [here](#)

Eat This, Not That!

The Best Food Festival in Every State

Start planning your road trip of the best food the U.S. has to offer.

REAL SIMPLE

How to Cook With Wild Rice—and 6 Recipes to Get You Started

TRAVEL | October 9, 2021 **GMA**
Exploring Minnesota as it welcomes back visitors
 "GMA" visits the "Land of 10,000 Lakes," which is home to the Mid of America's, Prince's Pleading Park, and a moral shopping list for travelers to try.

GO ESCAPE
Take the road down the river
 From scenic views to delicious food, this is a road trip you won't want to miss.

Outside

These 7 Cities Embrace Winter Like Nowhere Else

From Berkshires to Minneapolis, winter isn't just tolerated here, it's celebrated

thrillist

The 32 Best State Parks in America

These roadtrips can hold their own against the national parks any day.

Bicycling

The Best U.S. Destinations for Learning How to Mountain Bike

Whether you're looking for trails, full-on mountain bike schools, or a chance to ride in the woods, these are the best spots to learn the sport.

By Matt Haughey
 12/14/2021

Minnesota Monthly

Stop for These Unique Eats On Your Next Minnesota Road Trip



Focus

Otter Tail County toasts historical significance of its Phelps Mill Park



Eat ice cream, get rewarded - The Minnesota Scoop



MidwestLiving

15 of the Best Outdoor Winter Activities and Festivals Around the Midwest

Don't let winter freeze you out. When ice crystallizes the landscape, Midwesterners take advantage. Skate through our list and find the season's coolest activities.



StarTribune

Fall from great heights

By Susan Peter Goodson and Lisa Meyers McClintock | OCTOBER 6, 2021 | 10:02 AM

TwinCities.com

PIONEER PRESS

MN State Parks sampler: Hayes Lake State Park offers quiet recreation near northern border



SOUTHERN MINNESOTA HAS SOME GREAT TRAVEL DESTINATIONS [PODCAST]



StarTribune

Fishing opener offers the first great Minnesota get-together, after a long year apart

Minnesotans were back together on Saturday — vaxed, relaxed and newly unmasked.

MAY 15, 2021 — 4:36 PM

Jennifer Brooks
@JENBROOKS

PERHAM, MINN. - The sun was shining, the walleye were biting and there were more boats on Otter Tail County's many lakes than anyone could remember seeing before.

After a long, grim year off, the Minnesota Governor's Fishing Opener was back on Saturday. And Minnesotans were back together — vaxed, relaxed and newly unmasked.

Minnesota Monthly

Holiday Markets 2021: Seasonal Shopping Around Minnesota

Bazaars run into December
By Amy Nelson - November 18, 2021



EXPERIENCE HOLIDAY TRAINS AND CHRISTMAS MARKETS IN MINNESOTA



10 Active Minnesota Adventures

Hey kid, take a walk on the wild side... or at least get outside. Whether you're swimming, skiing, hiking, or biking, these journeys are stellar.

by Mpls.St.Paul Editors



EMBRACING THE BOLD NORTH



MINNESOTA HAS TWO NATIONAL NATIVE AMERICAN MONUMENTS



MidwestLiving

What's New in the Midwest This Year

A luxury campground southwest of Chicago, a world-class skatepark in Des Moines, new boutique hotels and intriguing art exhibits are among the adventures that await Midwest travelers in 2021.

CHICAGO PARENT

MAKE IT AN EPIC SUMMER: NATURE TRIPPIN'

NATIONAL PARKS WITHIN DRIVING DISTANCE
National parks have always ranked high on family travel lists, yet the pandemic has increased our emphasis on exploring the outdoors. While you may have dreamed of visiting Yellowstone or Yosemite, did you know that there are several national parks within driving distance of Chicago? Here are a few that you can get to in a day — including a brand-new national park — and one that you could even make a day trip.

naperville MAGAZINE

GHOST TOWNS ANOKA, MINN. Halloween Capital of the World



The RV craze continues to soar during the pandemic

Vacationers are looking to travel while at the same time have more control of their environment

TOURISM CRISIS + RECOVERY COVERAGE

Minnesota Tourism Menu
EXPLORE 24/7

Proudly feeding Minnesota's Economy Year Round
78 million visitors served annually

- \$18.4 billion gross value added to Minnesota's economy
- \$5.4 billion in wages
- \$76.6 billion in retail sales
- \$880 million in tax revenue
- \$100 million in state and local government revenue

EXPLORE MINNESOTA
exploreminnesota.com/tourism

Minnesotans Expected To Vacation in Minnesota This Summer

Minnesotans Expected To Vacation in Minnesota This Summer

TwinCities.com
PIONEER PRESS

Gov. Walz announces \$1 million in grants for MN tourism industry

StarTribune

Hospitality workers on edge, wondering if jobs will come back

By Kavita Kumar Star Tribune | FEBRUARY 23, 2021 | 3:56 PM

WJON
MN CBS 3

MINNESOTA TOURISM OFFICIALS EXPECT BUSY SUMMER SEASON

FOX 9
K M S P

Sen. Klobuchar celebrates reopening of U.S.-Canada border for tourism

Sen. Klobuchar celebrates reopening of U.S.-Canada border for tourism

TwinCities BUSINESS

Minnesota Tourism Industry Grapples with Continued Volatility

On top of concerns about the Delta variant, 81 percent of hospitality businesses surveyed report significant labor challenges.

NNTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 2-8, 2021

KVRR
FARGO • MOORHEAD

MN Tourism Looking To Rebound After Revenues Cut In Half In 2020

MN Tourism Looking To Rebound After Revenues Cut In Half In 2020

27. PAUL, Minn. - Minnesota's tourism industry is looking to rebound after revenues were chopped in half during the pandemic in 2020.

Forbes

When The Delta Variant Started To Peak In Minnesota, Here's What Visitors Did

KARE 11

Survey: MN hospitality industry gets summer bump, but not for all

The survey shows how different factors impacted the bottom line, and what remains at stake this fall.

Minnesota's moment in media spotlight could have impact on tourism

Minnesota's moment in media spotlight could have impact on tourism

CBS Minnesota

'The Best News:' U.S. Opens Land Border To Canada, Welcomes International Visitors From Several Countries

yahoo!news

Minnesota tries to court Canadian tourists with new marketing blitz

INFORUM
Powered by The Forum and WCCO

TOURISM

Minnesota tourism rebounds after lockdown but remain wary of COVID-19 delta variant's impact

WCCO
MINNEAPOLIS | ST. PAUL

WCCO

Northland non-profit tourism organizations supported through 'crisis grants'

Northland non-profit tourism organizations supported through 'crisis grants'

NewsTribune

KARE 11

Information Radio - MB with Marcy Markusa

Information Radio - MB with Marcy Markusa

You may know someone who's been missing their high heels in the U.S. Well, they're back in the U.S. Alyssa Hayes '98 from the Explore Minnesota tells host Marcy Markusa about why they want to see us again.

STATE OF MINNESOTA
Proclamation

CANADIAN TRAVELERS DAY

TORONTO STAR

Minnesota craves Canadian visitors

AXIOS

Minnesota tries to court Canadian tourists with new marketing blitz



CBC

U.S. border businesses optimistic as some restrictions ease

KARE 11

Minnesota business owners in the tourism and hospitality industry prepare to bounce back this summer

According to Explore Minnesota, the state lost nearly 50% of its tourism revenue last year, totaling \$2 billion dollars.

Tourism industry looking forward to the summer

StarTribune

Minnesota welcomes Canadians as U.S. border crossings reopen

Minnesota celebrates relaxed restrictions as Canadians cross into U.S.

Minnesota celebrates relaxed restrictions as Canadians cross into U.S.

TRAVEL RESTRICTIONS INTO U.S. LIFTED



STAKEHOLDER COLLABORATION

RESEARCH RECAP

Explore Minnesota continues to closely monitor national and state consumer sentiment toward travel and the economic impacts of COVID-19 on the tourism industry. We regularly share information and trends with the industry, our stakeholders and media.



Through a partnership with the Federal Reserve Bank of Minneapolis and Hospitality Minnesota, we collect input about business conditions from Minnesota's hospitality industry on a quarterly basis. We also survey people with an interest in Minnesota travel twice a year to gain insight into their trip plans and travel expectations.

Explore Minnesota collaborated with the Department of Revenue on reporting leisure and hospitality industry sales tax and Minnesota resorts data and trends. We began receiving AirDNA short-term rental data to supplement STR hotel data and provide a wider view into lodging performance for the state and areas of Minnesota.

INDUSTRY RELATIONS

As the COVID-19 pandemic remained through 2021, industry communications and outreach continued to be a vital, yet challenging, aspect of Explore Minnesota's mission. Industry relations staff persisted through remote-work status to hold numerous virtual meetings and presentations with stakeholders across the state.

The agency's e-newsletter, EMT Express, remained a weekly deployment for the nearly 8,000 subscribers interested in our programs and the fluctuations of the tourism industry.

Destination Marketing Organizations (DMOs) continued to be impacted in their capacity to achieve their missions of inviting consumers to visit. Explore Minnesota responded with another crisis marketing grant program requiring no matching dollars. Funding came from the current budget and funds repurposed from programs that were paused or canceled. Grants were made to 125 recipients.

The appropriation to Explore Minnesota of \$750,000 through the 2021 legislative session led to the formation of a recovery grant program for 50 grantees that will continue through the first half of 2022. This funding was awarded within 8 hours of the opening of the grant application.

\$3.5 MILLION

The largest combined program ever (\$2.8 million general fund budget + \$750,000 appropriation)

GRANTS



Crisis Marketing Grant Phase I:

\$1 MILLION

- 121 recipients
- \$14,000 maximum award
- No matching funds or out-state requirement
- July 1, 2020 through April 30, 2021



Crisis Marketing Grant Phase II:

\$1.29 MILLION

- 125 recipients
- \$17,500 maximum award
- No matching funds or out-state requirement
- Dec. 1, 2020 through Dec. 31, 2021



Recovery Grant:

\$750,000

- 50 recipients
 - » 23 additional grant applications not funded due to grant funds being exhausted
- \$20,000 maximum award
- No matching funds or out-state requirement
- Sept. 15, 2021 through June 30, 2022

INDUSTRY CO-OP MARKETING PROGRAMS

MORE THAN \$500,000

- Explore Minnesota offset costs to offer the industry a 50% to 85% discount
- Launched July 1 with new programs added throughout the year
- Provided more than 400 marketing opportunities
- Benefited more than 160 participating organizations



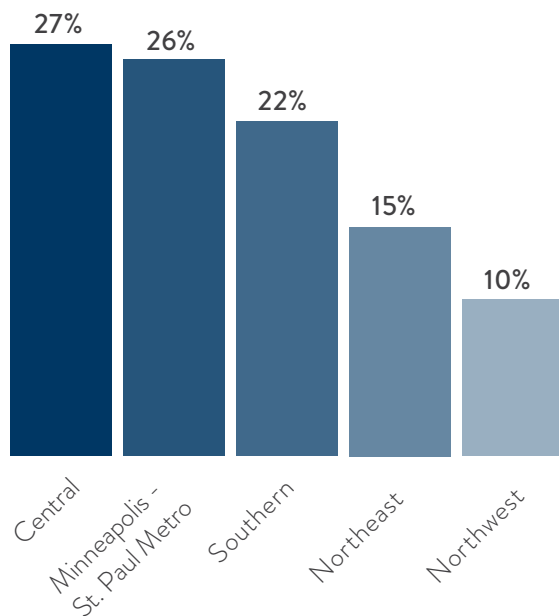
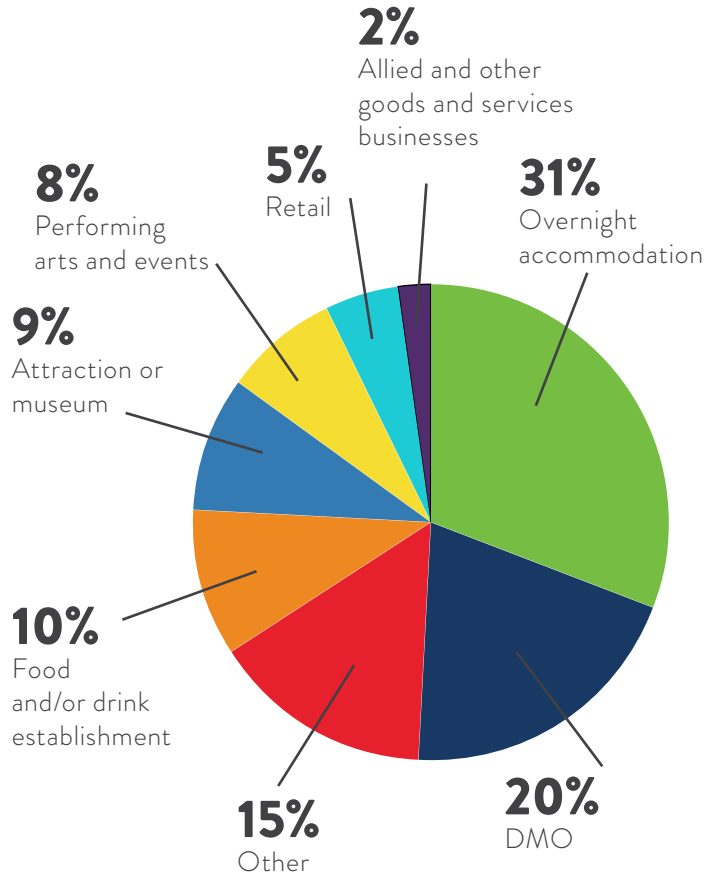
#ONLYINMN Monument Installations

- Minnesota State Fair Drive-through Fall Food Parade
- St. Paul Winter Carnival Drive-through Ice and Snow Sculpture Park
- Twin Cities Pride Festival
- St. Paul Saints at CHS Field
- Minnesota State Fair
- Small monument permanently installed at Mall of America

INDUSTRY OUTREACH

In October 2021, five virtual industry listening sessions were conducted with over 250 participants. An industry engagement survey also was released, and it received over 200 responses.

A summary of participants:



2021 MINNESOTA GOVERNOR'S FISHING OPENER

With the postponement of the 2020 Governor's Fishing Opener, the 2021 event was held in Otter Tail County and was unlike any Governor's Fishing Opener event before – safely and successfully executed during a global pandemic. The event generated 773 media hits and mentions and an estimated audience reach of nearly 517 million.

In tandem with the official events, Otter Tail County executed the first-ever public fishing challenge, #OnlyinMN Cup, with more than 500 participants.



INDUSTRY EDUCATIONAL OPPORTUNITIES

Taking a low-barrier approach – meeting people where they are geographically, financially and within their own career – Explore Minnesota focused on providing unique and accessible educational programming for the state's tourism industry.

The first-ever virtual Explore Minnesota Tourism Conference was broadcast on Tuesday, March 2, and Wednesday, March 3, 2021. This entirely free event reached nearly 700 registered participants – a record-setting number of attendees for any educational opportunity presented by the agency!

Explore Minnesota also launched its first Speaker Series, featuring top industry leaders presenting on timely subjects such as reputation management, research, cultural sensitivity and professional development. Hundreds of industry professionals have attended or accessed these webinars, which were recorded and posted on Explore Minnesota's industry website.



MARKET DEVELOPMENT

TRADE EDUCATION

Brand USA Global Inspiration Program

This program consists of a targeted media campaign in the UK, Germany and France; a print campaign in English, German, Spanish, Japanese, Korean and Simplified Chinese; and a digital campaign in English, Portuguese, Simplified Chinese, German, French, Japanese, Spanish and Korean.



PRODUCT DEVELOPMENT

New Minnesota and North Dakota Cooperative Itinerary

In cooperation with North Dakota Tourism and Great American West/Rocky Mountain International, a Minnesota-North Dakota itinerary was created through two selected receptive operators and promoted consumers through Scandinavian tour operators.

SOCIAL MEDIA

Maintained presence on Chinese social media channels through representation contract with East West



Weibo Followers: 141,974



WeChat Followers: 3,506

Memberships: Remain the same but we might want to take out Great Lakes of North America.

STRATEGIC MEMBERSHIPS



TRADE SHOWS AND TRAVEL TRADE MEETINGS

Brand USA Travel Trade Meetings

March 15 to March 18, 2021 (Virtual)

- 20 appointments with tour operators from the UK, Germany, Norway, Italy, The Netherlands, Spain, Belgium and Mexico.
- Participating destination marketing partners: Visit Duluth, Meet Minneapolis and Enjoy Eagan

Mississippi River Country Canadian Presentation

April 22, 2021 (Virtual)

- Along with 5 other states, Explore Minnesota presented to 53 members of the Canadian media

Visit USA UK Media Event

May 5, 2021 (Virtual)

- 6 media appointments from the UK with magazines, newspapers and freelance writers

American Bus Association

May 27, 2021 (Virtual)

- 26 appointments with motorcoach and group tour operators



PERSONALIZED SERVICE

FACTORS WHICH AFFECTED CUSTOMER SERVICE IN 2021:

- COVID-19 pandemic continues.
- Visitors concerned for their personal safety due to increased crime and the trial of Minneapolis police officer Derek Chauvin.
- Welcome Centers information counters were closed for direct customer service Nov. 21, 2020 through May 26, 2021.
- Welcome Centers reopened Thursdays through Sundays on May 27, 2021.
- Canada/USA border reopened Nov. 8, 2021.
- Fulfilled travel counselor speaking engagement requests by conducting presentations via Zoom.
- Peak customer inquires: April through Labor Day

PROVIDED PERSONALIZED
CUSTOMER SERVICE TO

3,398,822

consumers

WELCOMED

2,612,852

visitors to Welcome Centers

DISTRIBUTED

747,023

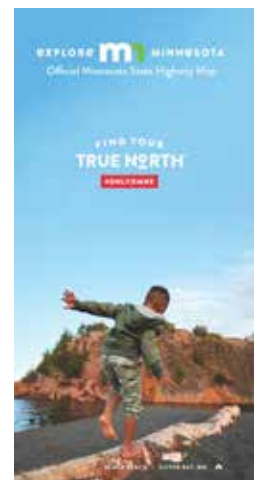
printed Minnesota travel publications and maps



WELCOME
CENTERS



MALL OF
AMERICA





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

exploreminnesota.com/industry