



Lake Superior North Shore

Explore Minnesota Tourism Update

MNFEA Conference | March 25, 2022

Agenda

- Intro & Overview
- State of the Industry
- What's New at EMT
- Opportunities for Promotion



Intro & Overview

Who is EMT and what do we do?



ABOUT ME



- 12+ years nonprofit management experience
- Masters in project management
- Advocacy & legislative engagement
- EVENT PLANNING!



Intro & Overview

Who is EMT and what do we do?



WHO WE ARE

As the state's **tourism promotion office**, Explore Minnesota pursues an entrepreneurial approach, leveraging the state's tourism investment with increased involvement by the private sector. A council of representatives from the state's tourism industry strongly connects Explore Minnesota with tourism businesses and organizations.

VISION

To elevate Minnesota as a premier travel destination through results-driven, innovative destination marketing.

MISSION

To inspire consumers and facilitate their travel to and within the state of Minnesota.

EQUITY STATEMENT

Explore Minnesota is committed to honoring the value and dignity of all individuals. Through our work, we pledge to foster an environment that respects diversity, inclusion and accessibility, so that all who travel here feel welcome.



Intro & Overview

Who is EMT and what do we do?



STORYTELLERS

We tell the stories of our state. We share with the world all of the amazing places travelers can visit, the events they can go to, and the wonders they can find in our great state.

CONNECTORS

We make connections within the industry and around the world to help facilitate more travel to and in Minnesota. We develop unique partnerships to increase travel demand through niche markets and opportunities.

INNOVATORS

We create new adventures for visitors every day. Whether it's through our website content, our real-life traveler stories or our national news-making activities, we are constantly seeking out ways to give travelers a magical experience they can talk about for years to come.

OPEN-MINDED

Through our marketing and opportunities, we work to ensure that all feel not only welcome in our state but invite people of every background to experience joy you can only find in Minnesota.



State of the Industry

Winter travel activity improving; however, recovery is still in progress.

Industry financial health continues to improve at a slow pace

- 78% of businesses reporting a growing or stable, but positive position
- Only 38% of firms reported customer demand at or above operating capacity



State of the Industry

Resorts/Campgrounds are seeing growth, but food/drink establishments continue to lag, especially in the metro and southern regions.

Major areas of concern still in play:

- Labor shortages
- Gas prices
- Supply chain issues
- Future COVID surges

Events/Festivals Outlook



Live Events Are Back

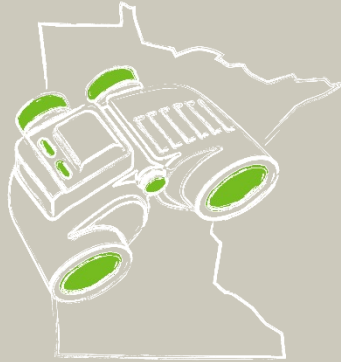
- Anniversary celebrations
- Theaters & concerts
- Outdoor events & festivals



Obstacles/Outlook

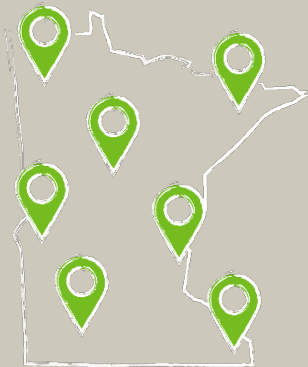
- Attendee confidence
- Vaccine requirements
- COVID uncertainty

Strategic Planning



Phase 1: Know MN

- Strategic planning process
- Stakeholder input
- Listening sessions
- Staff feedback



Phase 2: Go MN

- Review current marketing materials and content
- Evaluate the stories we tell
- Introduce a strategic, integrated marketing plan



Phase 3: Grow MN

- More inviting marketing strategy
- More agile, collaborative staff
- Bigger, better, bolder



IS “FIND YOUR TRUE NORTH” STILL RESONANT?

- Tested an updated FYTN message with travelers as well as a new concept and the new concept won out.

TRAVELERS SEEK MEANINGFUL EXPERIENCES

- Interviewees sought memorable travel experiences to share with friends and family. Trends included slow, wellness, conscious, and multi-generational travel.

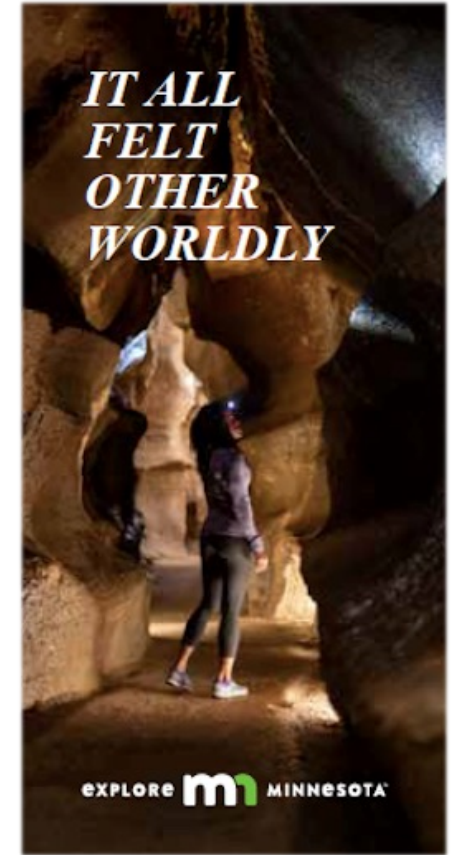
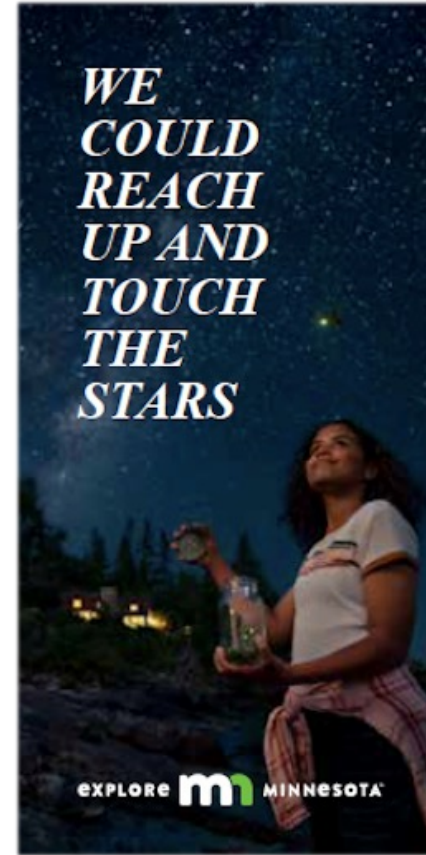
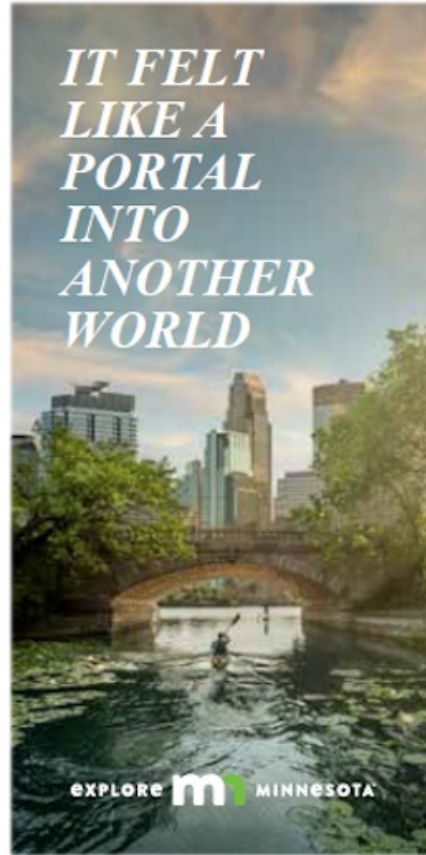
OTHER STATES PUSH “REFLECTIVE” CAMPAIGNS

- In researching other states’ campaigns, we found them using more introspective language and visuals.

STRATEGIC OPPORTUNITY

- Our strategic opportunity appeared to be at the intersection of thoughtful connections, shared experiences, and introspective travel.

Marketing Update



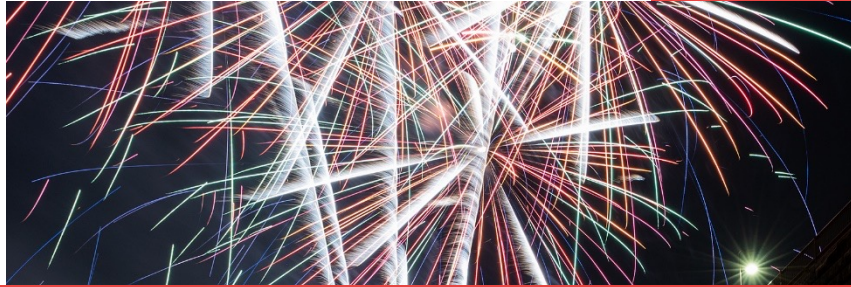
<https://mn.gov/tourism-industry/our-marketing/dream-state-toolkit.isp>

Marketing Update



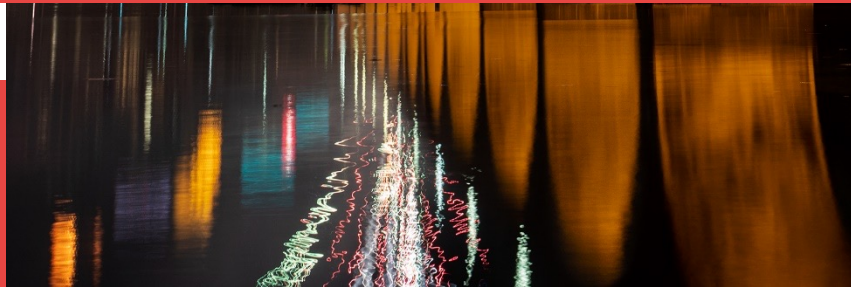
NICHE MARKETING EFFORTS

- Events/Festivals
- Paddling (canoeing, kayaking, paddleboarding, etc.)
- Hiking
- Biking
- Golf
- Arts & Museums



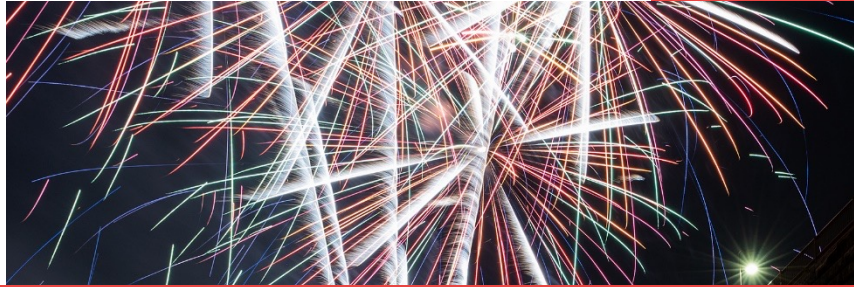
Opportunities for Promotion

How you can work with EMT



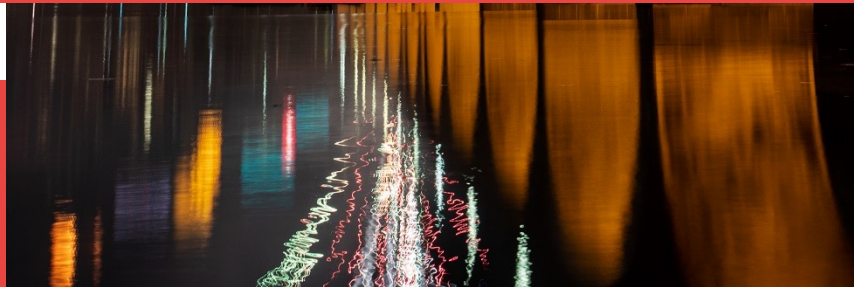
ADD YOUR EVENTS TO EXPLOREMINNESOTA.COM

- The extranet is our database of tourism businesses and events and connects directly to ExploreMinnesota.com
- Free business and event listings are available to attractions, accommodations, eating and drinking establishments, events/ tourism promotion organizations such as chambers of commerce and visitors' bureaus.
 - View the Extranet Partner Manual and review requirements to qualify for a listing in the Extranet Listing Qualifications document.
 - Watch a webinar tutorial about accessing the extranet.
 - Access the Explore Minnesota Extranet.
(<https://extranet.exploreminnesota.com/login>)
- Log into your account to update and/or create new listings. Please include photos along with other information about your event.
- For technical assistance contact tourism@state.mn.us



Opportunities for Promotion

How you can work with EMT



WHAT WE DO WITH THIS INFORMATION:

- Host it on ExploreMinnesota.com and promote our event calendar to travelers.
- Reach out if you have an event that you think might fit one of our website articles or travel guides
- Do you think Explore Minnesota would be a good fit to participate in your event? Contact us to have a conversation!

Thank you!



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Tettegouche State Park
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