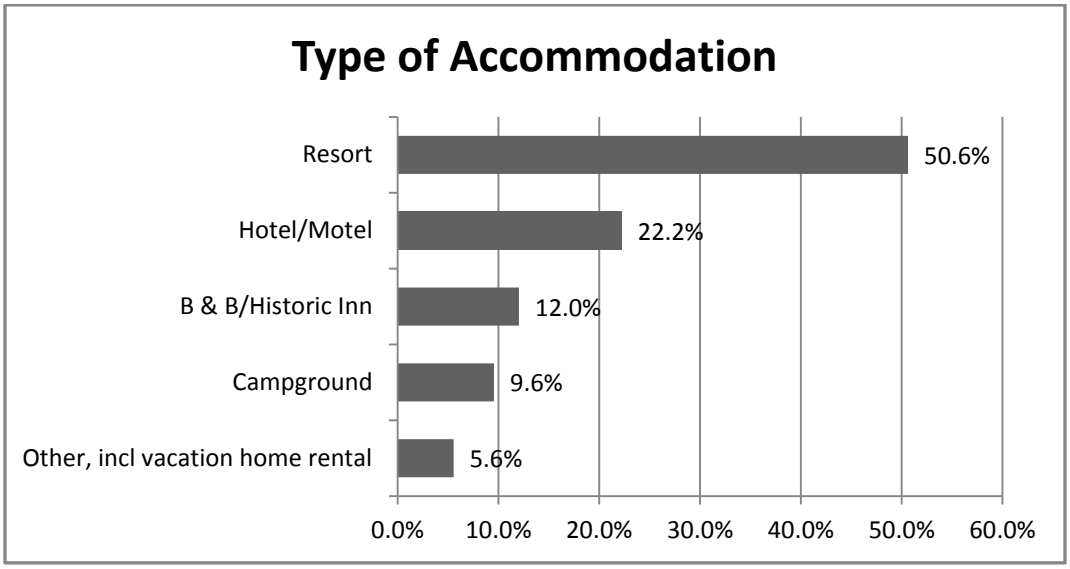
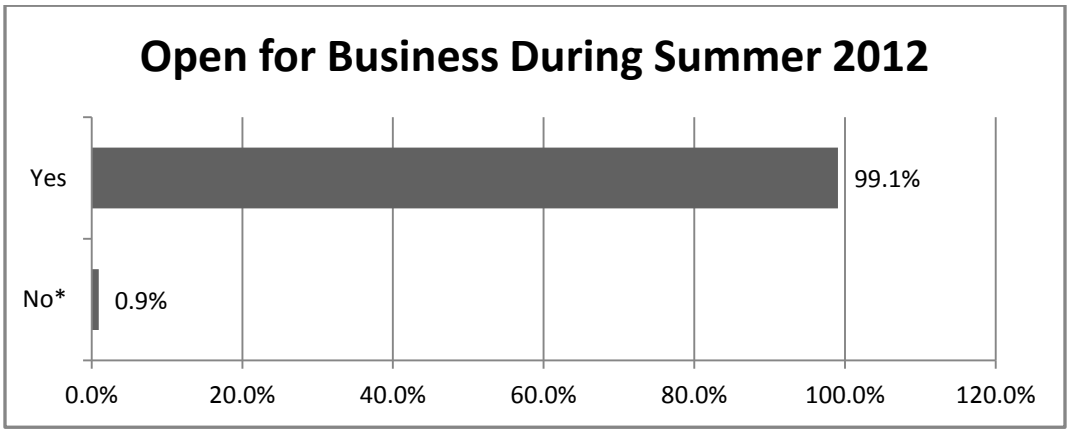
EXPLORE MINNESOTA TOURISM SUMMER 2012 BUSINESS SURVEY RESULTS

1. What type of accommodation is your property? (If more than one applies, select the primary type.) Respondents: 324 Results for respondents are below.

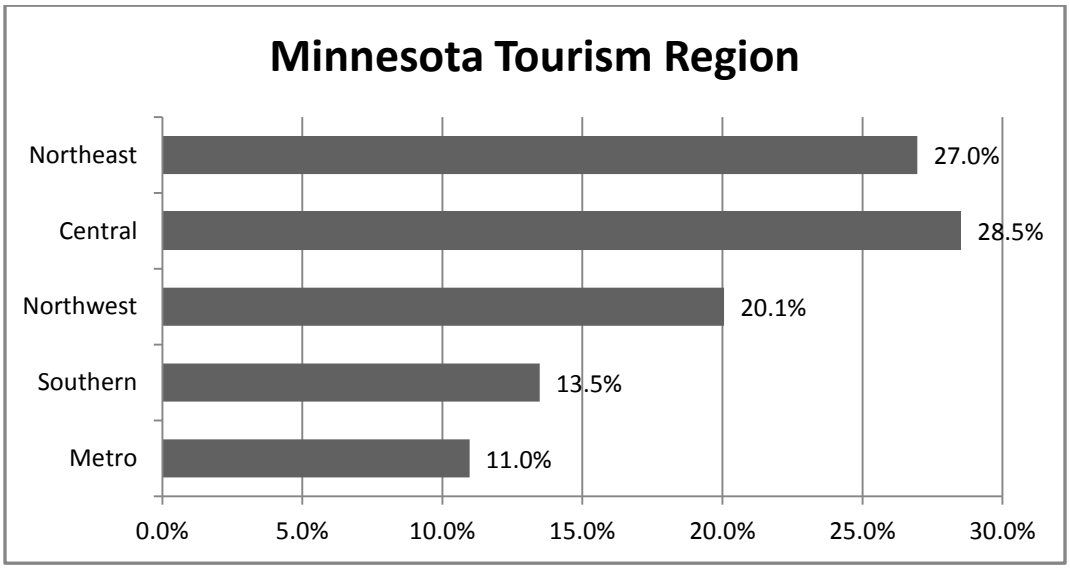


2. Has your property been open for business during the summer 2012 season, with overnight accommodations available to the public? Respondents: 324 Results for respondents below.



* "No" responses directed to end of survey

3. What Minnesota tourism region is your property in?
   Respondents: 319 Skipped: 5 Results for respondents are below.



Northeast (includes Carlton, Cook, Itasca, Kanabec, Koochiching, Lake, Pine, St Louis Counties)

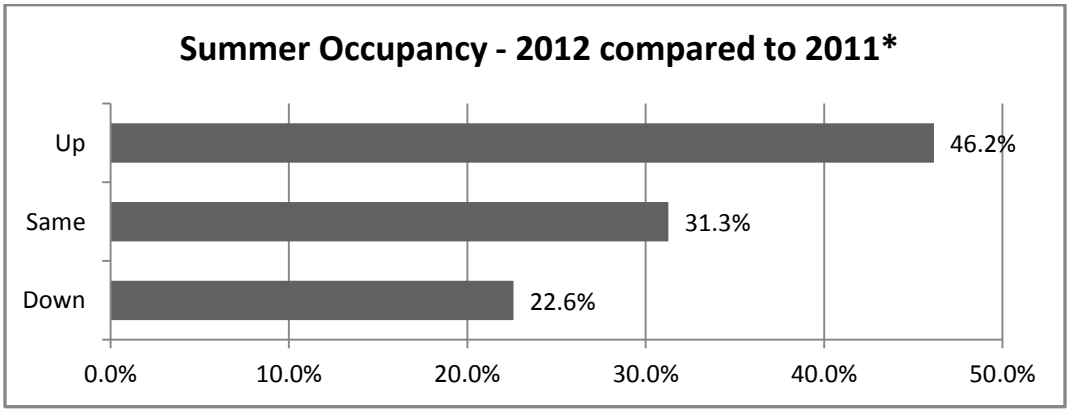
Central (includes Aitkin, Benton, southern Cass, Crow Wing, Douglas, Grant, Kandiyohi, McLeod, Meeker, Mille Lacs, Morrison, Otter Tail, Pope, Sherburne, Stearns, Stevens, Todd, Wadena Counties)

Northwest (includes Becker, Beltrami, northern Cass, Clay, Clearwater, Hubbard, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Pennington, Polk, Red Lake, Roseau, Wilkin Counties)

Southern (includes Big Stone, Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Lac qui Parle, Le Sueur, Lincoln, Lyon, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Swift, Traverse, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine Counties)

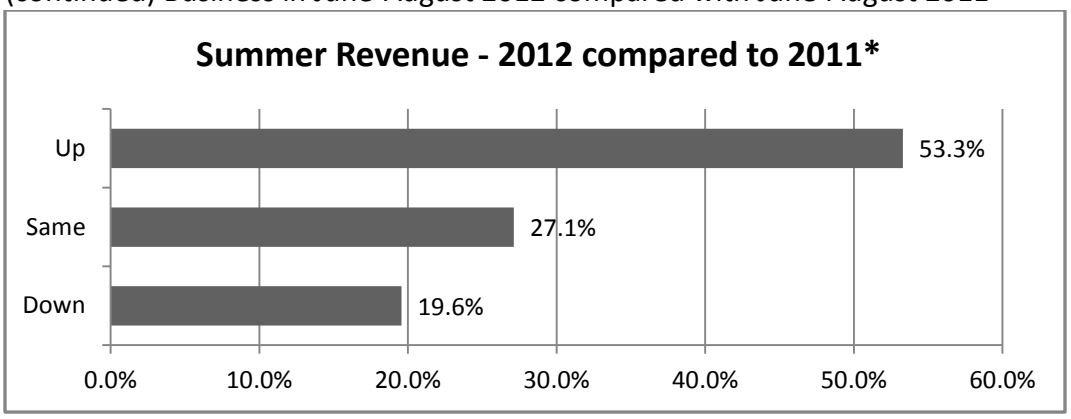
Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright Counties)

4. How does your property's business in June through August 2012 compare with business in June through August 2011? Respondents: 311 Skipped: 13 Results for respondents below.



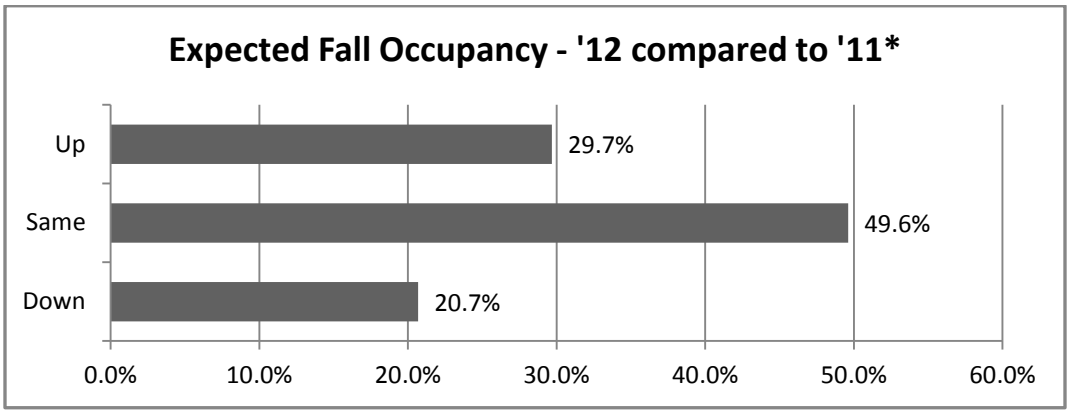
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

4. (continued) Business in June-August 2012 compared with June-August 2011

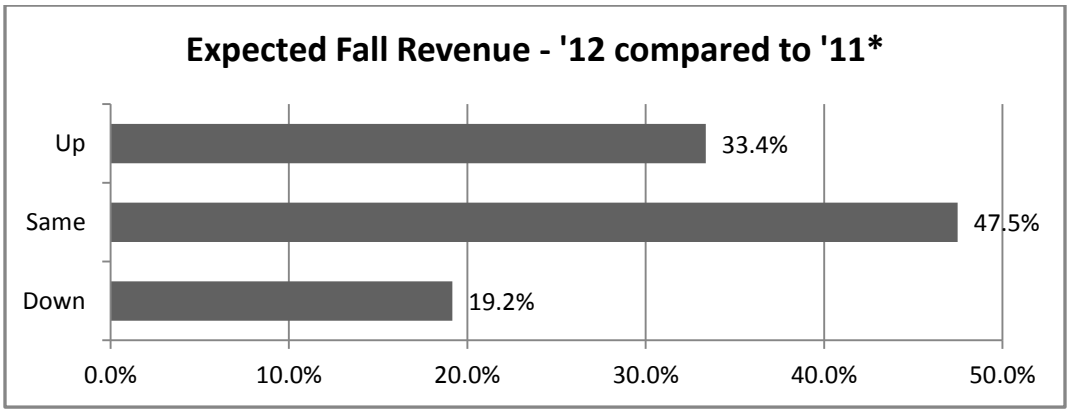


* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

5. How do you expect your property's business in September and October 2012 will compare with business in September and October 2011?
Respondents: 312 Skipped: 12 Results for respondents are below.



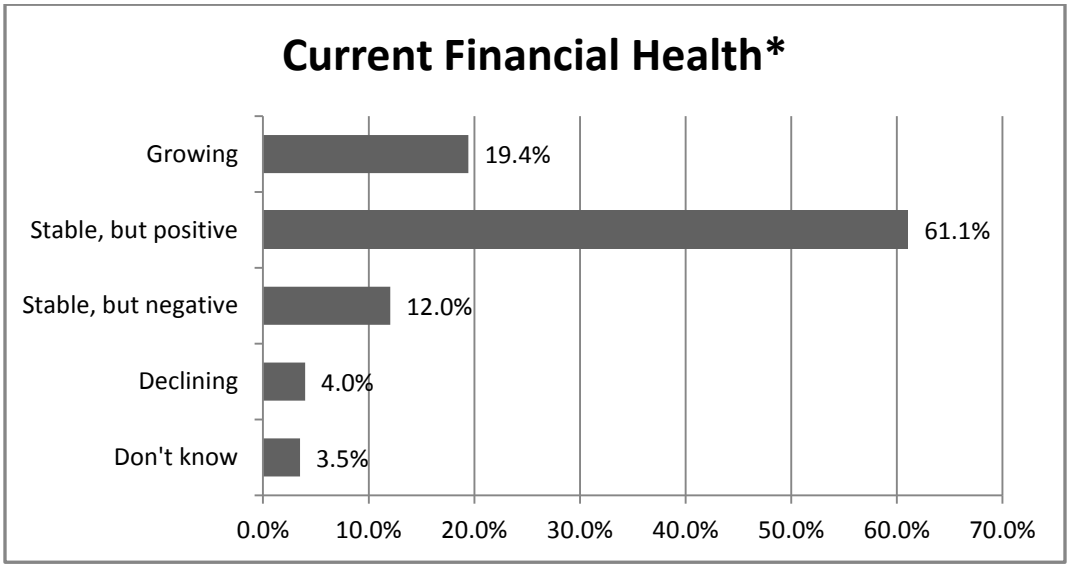
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.



* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

6. To what do you attribute your expectations for September and October 2012?

7. How would you rate your business' current financial health?
   Respondents: 315 Skipped: 9 Results for respondents below



* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

8. Have you noticed any new or recurring trends in comments from your customers this summer?

9. Anything else you'd like to comment on: