

# MARKETING OPPORTUNITIES

FOR TOURISM BUSINESSES  
& DESTINATIONS 2013

EXPLORE  
*Minnesota*  
® EMT

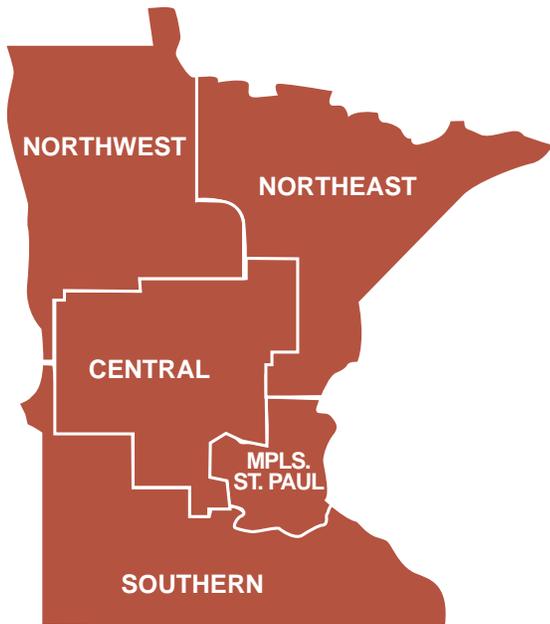
# REGIONAL STAFF

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## Serving the Minnesota Tourism Industry

Explore Minnesota Tourism's regional representatives serve the Minnesota tourism industry throughout the state. With offices in St. Paul, Mankato, Duluth, Brainerd and Thief River Falls, regional staff work closely with communities and businesses interested in tourism development.

They are available to facilitate community planning sessions on tourism marketing plans and community tourism assessments, and provide information on marketing opportunities available through Explore Minnesota Tourism. They also work with regional tourism associations to develop regional marketing campaigns.



For more information, contact your regional representative:

### **MINNEAPOLIS SAINT PAUL REGION**

#### **Gayle Junnila**

121 7th Place East, Suite 100  
St- Paul, MN 55101-2114  
651-757-1852 fax 651-296-7095  
800-657-3637 [gayle.junnila@state.mn.us](mailto:gayle.junnila@state.mn.us)

### **NORTHEAST REGION**

#### **Tim Campbell**

11 East Superior Street, Suite 550  
Duluth, MN 55802  
218-302-6378 fax 218-723-4689  
888-876-6784 [tim.campbell@state.mn.us](mailto:tim.campbell@state.mn.us)

### **NORTHWEST AND CENTRAL REGIONS**

#### **Carol Altepeter**

422 James Street, Suite 1  
Brainerd, MN 56401  
218-828-2334 fax 218-828-2384  
888-629-6466 [carol.altepeter@state.mn.us](mailto:carol.altepeter@state.mn.us)

#### or **David Bergman**

1311 North Duluth  
Thief River Falls, MN 56701  
218-681-0997 fax 218-681-0999  
888-563-7777 [david.bergman@state.mn.us](mailto:david.bergman@state.mn.us)

### **SOUTHERN REGION**

#### **Dave Vogel**

115 E- Hickory, Suite 230  
Mankato, MN 56001  
507-389-2683 fax 507-389-2685  
888-975-6766 [dave.vogel@state.mn.us](mailto:dave.vogel@state.mn.us)

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## EXPLORE MINNESOTA TOURISM

offers opportunities for

### Tourism Businesses & Organizations

Explore Minnesota Tourism works closely with Minnesota communities and businesses to promote our state as a travel destination. This guide outlines the many opportunities available to: Minnesota tourism promotion organizations (such as chambers of commerce and conventions and visitors bureaus), businesses (including hotels, resorts, B&Bs, campgrounds, outfitters, tour operators and many more), and attractions (including festivals and events, museums, arts organizations, amusement parks and many other sites of interest to travelers).

### Find out how to take advantage of opportunities with Explore Minnesota Tourism:

- ✓ **Please review this guide** and keep it as a handy reference as you make your marketing plans.
- ✓ **Keep informed** of opportunities and updates by regularly reading the e-newsletter **EMT Express**.
- ✓ **Visit the website** designed for you as a member of the tourism industry. Check out the opportunities described under “Ways To Get Involved.”  
**[www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com)**

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# KEEP INFORMED

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## about Explore Minnesota Marketing Opportunities

Communicating with Minnesota's tourism industry is key to the success of Explore Minnesota Tourism. Many Explore Minnesota programs offer marketing opportunities for tourism destinations and businesses. There are opportunities for a wide range of organizations and businesses: chambers of commerce; convention and visitors bureaus; lodging and camping businesses; festivals and events; and attractions such as museums, theaters, zoos, amusement parks, and much more.

### **EXPLORE MINNESOTA TOURISM COUNCIL**

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The statewide Explore Minnesota Tourism Council is appointed by the Governor to provide broad-based input into the programs of Explore Minnesota Tourism. This council, representing various facets of the tourism industry, advises Explore Minnesota Tourism on programs and policies and is a key communication channel between the state office and the tourism industry. A list of the Tourism Council members is posted on: [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

### **WEBSITE FOR THE TOURISM INDUSTRY: [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com)**

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This website includes information about Explore Minnesota Tourism programs and opportunities of interest to the tourism industry, including tourism promotion organizations, attractions and accommodations. Find these opportunities under "Ways to Get Involved." The website also includes economic impact information, research reports, a calendar of industry events and tourism industry partners. The site includes most of the information published in this brochure, as well as the latest updates and notices.

### **EMT EXPRESS NEWSLETTER**

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*EMT Express* is a bi-weekly e-mail newsletter that provides tourism destinations and businesses with timely information on marketing opportunities, travel promotions and industry trends. It's the best way to keep informed about Minnesota tourism and ways you can tie into Explore Minnesota Tourism marketing. Tourism-related news of broad interest to the tourism industry can be submitted for possible inclusion.

**Sign up:** If you are not already receiving *EMT Express*, sign up at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com)

**Contact:** Colleen Tollefson, 651-757-1872, 800-657-3637 [colleen.tollefson@state.mn.us](mailto:colleen.tollefson@state.mn.us)

# GRANTS

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### **ORGANIZATIONAL PARTNERSHIP AND SCENIC BYWAY GRANTS**

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Funding for this grant program is dependent on the FY14 budget for Explore Minnesota Tourism. In the previous (FY13) partnership program, up to \$4,000 was available to Minnesota nonprofit tourism and scenic byway organizations to be used for marketing projects. (Guidelines for those are posted at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com) under "Ways to Get Involved.") Organizations are required to provide a cash match. If a program is offered this year, guidelines will be available in July, with a deadline for applications in the fall.

**Eligible Organizations:** Statewide nonprofit tourism-promotion organizations representing a single facet of the travel industry, and community tourism-promotion organizations that represent all facets of the travel industry and are designated as the primary tourism promotion organization for a city or community, and scenic byway organizations.

**Contact:** Your regional representative (see inside front cover)

# PARTNERSHIPS & PROMOTIONS

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## **ADVERTISING CO-OPPORTUNITIES**

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Private-sector tourism businesses and nonprofit organizations can purchase advertising at rates underwritten by Explore Minnesota in major print and digital media. The program is designed to make affordable advertising opportunities available under the Explore Minnesota brand. Options include print advertising in magazine and newspaper, digital advertising on a major women's network, FSN-TV, Winnipeg radio, a group tour magazine and e-newsletters directed at various audiences and geographic markets. For a detailed list of these advertising opportunities, refer to the Explore Minnesota Co-Opportunities under "Ways to Get Involved" at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

**Contact:** Lana Sloan, 651-757-1869, 800-657-3638, [lane.sloan@state.mn.us](mailto:lane.sloan@state.mn.us)

## **MARKETING PARTNERSHIPS AND PROMOTIONS**

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Explore Minnesota Tourism partners with retail businesses, media and the tourism industry to extend the reach of advertising to new audiences of travelers and preferred geo-targets. Potential partners must be in a tourism-related business such as lodging, recreation, transportation/petroleum, major attractions, restaurant chains, outfitting, etc. Marketing partnerships and promotions opportunities include joint advertising campaigns, media promotions and sweepstakes featuring tourism industry lodging, destinations and recreation.

**Contact:** Lana Sloan, 651-757-1869, 800-657-3638, [lane.sloan@state.mn.us](mailto:lane.sloan@state.mn.us)

## **AMATEUR SPORTS MARKETING**

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Since amateur sports is a potential growth area for Minnesota, Explore Minnesota Tourism will lay the groundwork for a statewide marketing effort to attract amateur sporting events to sports facilities in Minnesota communities.

- MinnesotaSports.com: To list your community information and to receive RFPs, contact your regional manager.
- Minnesota Sports logo: Use it in your amateur sports tournament marketing.
- National Association of Sports Commissions Sports Events Symposium, Louisville, KY, April 22-25, 2013
- Association of Chief Executives for Sport (ACES), Minneapolis, May 14-16, 2013
- Minnesota Client Event, Minneapolis, Spring 2013
- TEAMS, Salt Lake City, UT, November 4-7, 2013

**Contact:** Colleen Tollefson 651-757-1872, 1-800-657-3637, [colleen.tollefson@state.mn.us](mailto:colleen.tollefson@state.mn.us)

## **MEET IN MINNESOTA PROMOTION**

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Explore Minnesota Tourism is coordinating with organizations throughout the state to promote awareness of the bottom-line benefits of meetings and conventions, and of Minnesota's many meeting venues. This effort includes a website for use by meeting/convention planners and representation at national trade shows for meeting planners.

- Religious Conference Management Association, Minneapolis, January 29-February 1, 2013
- American Society of Association Executives (ASAE), Atlanta, GA, August 3-6, 2013
- MeetinMinnesota.com: Make sure your meeting facility or tourism promotion organization is included on this site.
- Meet in Minnesota logo: Use this logo on your meetings-related information.

**Contact:** Colleen Tollefson, 651-757-1872, 800-657-3637, [colleen.tollefson@state.mn.us](mailto:colleen.tollefson@state.mn.us)  
Gayle Junnila, 651-757-1852, 800-657-3637, [gayle.junnila@state.mn.us](mailto:gayle.junnila@state.mn.us)

## **AFFILIATE TRAVEL INFORMATION CENTER PROGRAM**

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Dozens of community travel information centers across the state are designated as Explore Minnesota Tourism Affiliates. Through the Affiliate program, Explore Minnesota Tourism provides these centers with the use of the Explore Minnesota logo on signs and state travel brochures to distribute to the traveling public. The Explore Minnesota Affiliate Travel Information Center locations will be included in Explore Minnesota Tourism publications and on [exploreminnesota.com](http://exploreminnesota.com).

**Contact:** Rod Ask, 507-448-3311, [albert.lea.tic@state.mn.us](mailto:albert.lea.tic@state.mn.us)  
Julie Ramer, 651-757-1863, [julie.ramer@state.mn.us](mailto:julie.ramer@state.mn.us)

# PUBLICATIONS: ADS & LISTINGS

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## **MINNESOTA TRAVEL GUIDE DISPLAY ADVERTISING**

The official *Minnesota Travel Guide* is a full-color statewide guide promoting Minnesota's diverse travel destinations and activities; it includes a comprehensive accommodations grid. The *Minnesota Travel Guide* is the primary advertising response piece for Explore Minnesota Tourism; the press run of 300,000 is also distributed through travel information centers, targeted direct mail and in response to individual requests for Minnesota travel information. Display advertising is available at a variety of sizes and costs, and is a great way to reach a very targeted audience of travelers. Publication date: January of each year.

**Deadline:** Early Bird Discount, by mid-July; final deadline, late August.

**Contact for Northeast and Twin Cities Metro regions:**

Tim Campbell, 218-302-6378, 888-876-6784, tim.campbell@state.mn.us

**Contact for Northwest, Central and Southern regions:**

David Bergman, 218-681-0997, 888-563-7777, david.bergman@state.mn.us

## **MINNESOTA EXPLORER TRAVEL NEWSPAPER**

The *Minnesota Explorer* is a travel newspaper published three times a year (spring/summer, fall and winter editions) in partnership with the *Star Tribune*, which sells display advertising for the publication. Editorial content is developed by Explore Minnesota Tourism, and features travel news and highlights of the season. Distributed widely by Explore Minnesota Tourism and inserted into a Sunday edition of the *Star Tribune*.

### **Minnesota Explorer Display Advertising and Community Listings**

Minnesota tourism destinations and businesses can purchase display ads in this popular seasonal newspaper reaching frequent Minnesota travelers. Convention and visitors bureaus and chambers of commerce may purchase listings in each issue of the *Explorer*. An e-mail is sent seasonally to tourism promotion organizations announcing those opportunities.

**Deadlines:** Spring/Summer 2013: PAST

Fall, 2013 edition: July 8, 2013

Winter 2013-14 edition: October 4, 2013

**Cost:** Contact the Star Tribune for more information on the costs of display ads and of listings for CVBs and chambers of commerce.

**Contact:** *Star Tribune*, 612-673-7715

### **Minnesota Explorer Calendar of Events Listings**

Qualifying events may be included in the *Explorer* calendar of festivals and events, arts and sports; events listings also appear on exploreminnesota.com. An e-mail is sent seasonally announcing this opportunity.

**Deadlines:** Spring/Summer issue: Late November

Fall issue: Late May

Winter issue: Early September

**Cost:** None

**Submit to:** [www.admin.exploreminnesota.com](http://www.admin.exploreminnesota.com)

**Contact:** Kim Kinsler, 651-757-1847, 800-657-3737, kim.kinsler@state.mn.us

### **Minnesota Explorer Editorial Stories**

Explore Minnesota Tourism produces editorial content for all issues. Information on travel news about destinations and attractions, and suggestions for story ideas, can be submitted for consideration.

**Due by:** Several months prior to the publication date.

**Contact:** Joan Hummel, 651-757-1850, joan.hummel@state.mn.us

# WEBSITE: ADS & LISTINGS

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## **EXPLORE MINNESOTA TOURISM DATABASE: EXPLOREMINNESOTA.COM**

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Our extensive database of thousands of tourism businesses and organizations provides much of the travel information used by 3.5 million consumers visiting our website, [exploreminnesota.com](http://exploreminnesota.com). These database listings are also used by our travel counselors to provide customized travel planning.

**Free listings:** Available to attractions, lodging/camping accommodations, events and tourism promotion organizations (such as chambers and visitors bureaus); includes general information, descriptive copy, one photo, website link, mapping and more options

**More information:** [www.admin.exploreminnesota.com](http://www.admin.exploreminnesota.com)

**Contact:** Kim Kinsler, 651-757-1847, 800-657-3737, [Kim.kinsler@state.mn.us](mailto:Kim.kinsler@state.mn.us)

## **EXPLORE MINNESOTA TRAVEL WIDGET**

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The widget builder is a free tool that allows others to easily add Minnesota travel information pulled from [exploreminnesota.com](http://exploreminnesota.com) to their own websites. The widget can be customized to display lodging, attractions or events for a city or region. Instructions and tips are provided at: [www.exploreminnesota.com/feedbuilder](http://www.exploreminnesota.com/feedbuilder)

## **ADVERTISING ON EXPLOREMINNESOTA.COM**

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This dynamic website draws visitors with its vast amount of searchable information on Minnesota travel destinations. With traffic of more than 3.5 million viewers annually, [exploreminnesota.com](http://exploreminnesota.com) brings potential travelers right to your digital doorstep. In addition to free listings (see above), there are also paid opportunities for upgraded listings, featured search results and graphic ads to draw travelers to your destination. Explore Minnesota Tourism drives traffic to the website through advertising, e-newsletters, social media and all of its publications. Each month, [exploreminnesota.com](http://exploreminnesota.com) generates approximately 100,000 direct referrals to businesses and organizations.

**More information:** [www.industry.exploreminnesota.com/advertising/electronic-advertising](http://www.industry.exploreminnesota.com/advertising/electronic-advertising), or

**Contact for Northeast and Twin Cities Metro regions:**

Tim Campbell, 218-302-6378, 888-876-6784, [tim.campbell@state.mn.us](mailto:tim.campbell@state.mn.us)

**Contact for Northwest, Central and Southern regions:**

David Bergman, 218-681-0997, 888-563-7777, [david.bergman@state.mn.us](mailto:david.bergman@state.mn.us)

# MEDIA RELATIONS

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## **GENERATING MEDIA INTEREST**

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Explore Minnesota Tourism works with the Minnesota tourism industry to promote Minnesota as a travel destination through media coverage regionally, nationally and internationally. Minnesota tourism destinations and businesses can be part of the media relations program by providing:

- Assistance with itineraries, lodging, admissions and meals for travel writers doing stories on your area,
- Story ideas and travel news from your area for potential use with media outlets.

**Contact:** Alyssa Ebel, 651-757-1857, 800-657-3638, [alyssa.ebel@state.mn.us](mailto:alyssa.ebel@state.mn.us)

## **GOVERNOR'S FISHING OPENER MEDIA EVENT**

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The Governor's Fishing Opener has been a tradition in Minnesota since 1948. Explore Minnesota Tourism seeks host communities to co-sponsor the Minnesota Governor's Fishing Opener each year. This annual event brings a large number of media to the host community, resulting in radio and television reports, as well as articles in publications and media websites. Destination marketing organizations, including convention and visitors bureaus, chambers of commerce and resort associations, are encouraged to submit proposals. The 2013 event will be held in Park Rapids May 10-11. Proposals for 2014 have already been received. Check the EMT Express newsletter in August, 2013 for information on hosting the 2015 event.

**Contact:** Carol Altepeter, 218-828-2334, 888-629-6466, [carol.altepeter@state.mn.us](mailto:carol.altepeter@state.mn.us)

# GROUP TOUR

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Group tour marketing includes trade shows, sales calls, direct mailings, advertising, and familiarization tours. Promotion is targeted to reach travel trade markets, including tour operators, package travel operators, group travel leaders and group tour media representatives. Group tour meetings for Minnesota industry are held in the fall and spring each year. Information about group tour marketing opportunities, including an online educational program for Minnesota industry, is available at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

**Contact:** Chris Van Meter, 651-757-1873, 800-657-3600, [chris.vanmeter@state.mn.us](mailto:chris.vanmeter@state.mn.us)

## GROUP TOUR TRADE SHOWS

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<b>TRADE SHOW</b>	<b>LOCATION</b>	<b>2013 DATES</b>	<b>COST*</b>
American Bus Association Convention	Charlotte, NC	January 5-9	\$1,195
National Tour Association Convention	Orlando, FL	January 19-23	\$1,195
Heartland Travel Showcase	Toledo, OH	February 15-17	\$ 965
Travel Alliance Partners	Norfolk, VA	June 2-6	\$1,200
International Motorcoach Group	Snowbird, UT	August 7-10	\$ 895

\*Costs do not include association membership fees or travel costs.

## TOUR OPERATOR FAMILIARIZATION TOURS

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Explore Minnesota Tourism sponsors trips for domestic tour operators to familiarize them with Minnesota destinations and provide information they need to develop group tours to our state. Tourism organizations and businesses have the opportunity to co-sponsor familiarization (fam) tours by providing complimentary lodging, meals, attractions and guide services. Must be able to accommodate a group of 40.

## GROUP AND PACKAGE TRAVEL PLANNER

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This directory of Minnesota destinations and resources for group tours and packaged travel is provided to group tour operators across the country. Tourism promotion organizations, attractions and lodging accommodations can purchase editorial listings and display advertising.

**Deadline:** November 2013 for the 2014 edition

**Cost:** \$299+

**Contact:** Cheryl Offerman, 651-757-1860, 800-657-3600, [cheryl.offerman@state.mn.us](mailto:cheryl.offerman@state.mn.us)

## COOPERATIVE ADVERTISING

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Explore Minnesota Tourism is partnering with Leisure Group Travel magazine to offer ads starting at \$535 in the April and June 2013 editions of the magazine. See 2013 Minnesota Co-opportunities for details at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com). Contact Jim McCurdy, Premier Tourism Marketing, [jim@ptmggroups.com](mailto:jim@ptmggroups.com), 630-794-0696.

## GROUP TOUR TRAVEL TRADE LEADS

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Leads from travel trade shows, sales missions, and other marketing activities are available free of charge on the Minnesota industry website: [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

## TRAVEL TRADE WEBSITE

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A travel trade site on [exploreminnesota.com](http://exploreminnesota.com) continues to expand. Designed for travel planning professionals, the site provides group-tour specific information, including a study tours guide, itineraries, motor coach information and group-friendly accommodations. Minnesota industry should review this website and submit appropriate attractions and activities for inclusion to Chris Van Meter, at [chris.vanmeter@state.mn.us](mailto:chris.vanmeter@state.mn.us).

# INTERNATIONAL MARKETING

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The international target markets for Explore Minnesota Tourism are: Canada, Mexico, Japan, China, the United Kingdom, Germany, Austria, Switzerland and the Nordic countries.

**Contact:** Cheryl Offerman, 651-757-1860, 800-657-3600, [cheryl.offerman@state.mn.us](mailto:cheryl.offerman@state.mn.us)

## **FAMILIARIZATION TOURS AND MEDIA RELATIONS**

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Explore Minnesota Tourism hosts familiarization tours for international travel agents, tour operators and media representatives developing stories on Minnesota. Minnesota tourism industry members can co-sponsor familiarization tours by providing complimentary lodging, meals, attractions and guide services.

## **TRAVEL TRADE LEADS**

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Leads from travel trade shows, sales missions, and other marketing activities are available free of charge on the Minnesota industry website: [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

## **INTERNATIONAL TRADE SHOWS AND EVENTS**

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Explore Minnesota Tourism participates in the following international trade shows and events, along with other Minnesota destinations and businesses.

<b>EVENT</b>	<b>LOCATION</b>	<b>2013 DATES</b>	<b>COST*</b>
<b><u>INTERNATIONAL MARKETS</u></b> (more than one country)			
Rocky Mountain International Round-Up	Boise, ID	April 9-13	
U.S. Travel Assn. International Pow Wow	Las Vegas, NV	June 8-12	\$2,500
<b><u>CANADA</u></b>			
Winnipeg Sales Mission	Winnipeg	April 16-18	\$ 350
Travel Media Assn. of Canada	Fredericton, NB	June 12-15	\$ 900
CAA Winnipeg Fall Shopping Promotion	Winnipeg	September	\$ 200
<b><u>EUROPE</u></b>			
MATKA Travel Show	Helsinki, Finland	January 16-20	\$1,600
Icelandair Midatlantic Seminar	Reykjavik, Iceland	February 7-10	\$1,300
International Tourism Exchange (ITB) Travel Trade Show	Berlin, Germany	March 4-11	\$2,500
Minnesota Sales Mission	UK/France	September	\$2,500
<b><u>ASIA</u></b>			
Active America China	Philadelphia, PA	March 26-28	\$1,295
Japan Association of Travel Agents (JATA) World Travel Showcase	Tokyo, Japan	Sept 12-15	\$2,500
<b><u>MEXICO</u></b>			
Minnesota Sales Mission	Mexico City, Mexico	March	\$2,000

\*Costs do not include association membership fees or travel costs.

# BROCHURE DISTRIBUTION

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## **HIGHWAY TRAVEL INFORMATION CENTERS**

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Minnesota's communities, travel areas and nonprofit attractions may have their Minnesota travel information distributed free of charge at Explore Minnesota's highway Travel Information Centers. (Brochures must be approved prior to distribution.)

**Cost:** Free of charge

**Contact:** Julie Ramer, 651-757-1863, julie.ramer@state.mn.us

## **MALL OF AMERICA &/OR MINNEAPOLIS/ST. PAUL INTERNATIONAL AIRPORT**

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Through Explore Minnesota partnerships with Mall of America and MSP Airport, tourism businesses and tourism promotion organizations can pay to have their travel information available at one or both of these prime locations.

NOTE: MSP Airport brochure program is full for 2012.

**Cost:** Nonprofit organizations:

\$425/year for up to 4 x 9 inches, \$525/year for up to 8.5 x 11 inches

For businesses:

\$475/year for up to 4 x 9 inches, \$575/year for up to 8.5 x 11 inches

**Contact:** Bonnie Adkins, 651-757-1849, 888-234-1205, bonnie.adkins@state.mn.us

## **COMMUNITY BROCHURE MAILING PROGRAM**

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Explore Minnesota Tourism's St. Paul office will mail your community brochure to customers who contact our travel counselors to request information about your area of the state.

**Cost:** Participants pay third-class bulk postage on mailed brochures

**Contact:** Karin Sandvig, 651-757-1866, karin.sandvig@state.mn.us

## **CONSUMER SHOWS**

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Communities that will not have individual booths are invited to distribute their brochures at the Explore Minnesota Tourism booth at the following 2012 shows:

- Minnesota Sportsmen's Boat, Camping and Vacation Show at River Centre, St. Paul, January 12-15
- Minneapolis/St. Paul RV, Vacation and Camping Show at Minneapolis Convention Center, February 9-12
- Biking Show/Living Green Expo at Minnesota State Fairgrounds, May 5-6

**Cost:** 20¢ each brochure, no minimum

**Contact:** Julie Ramer, 651-757-1863, julie.ramer@state.mn.us  
Rod Ask, 507-448-3311, rodney.ask@state.mn.us

## **MAILING LISTS OF CONSUMERS**

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Names and mailing addresses of people who have requested travel information from Explore Minnesota Tourism may be purchased for use in promoting travel in Minnesota. Mailing lists can be provided as mailing labels or electronically, and are sold for one-time use only. Names can be selected by the type of information that was requested (general travel information, fishing, golfing or biking information) or by the state in which they live. Explore Minnesota Tourism does not sell or share phone numbers or e-mail addresses.

**Cost:** 10¢ per address (\$50.00 minimum charge)

**Contact:** Kim Kinsler, 651-757-1847, 800-657-3737, kim.kinsler@state.mn.us

# PROFESSIONAL PROGRAMS

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## EXPLORE MINNESOTA TOURISM CONFERENCE

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February 12-13, 2013, Hilton Hotel, Minneapolis

This annual conference brings together all sectors of the Minnesota tourism industry for educational sessions and networking. Two key events at the conference are the Excellence in Tourism Awards program and the introduction of the Explore Minnesota Tourism marketing plan for the coming year. A schedule with session descriptions, hotel and registration information is available at [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com).

**Deadline:** Deadlines for bids to host future Tourism Conferences will be announced in *EMT Express*, with details for bidding posted on the Minnesota Department of Administration website: [www.mmd.admin.state.mn.us](http://www.mmd.admin.state.mn.us). Opportunities to bid on hosting events sponsored by other state agencies are also posted on this site.

**Contact:** Gayle Junnila, 651-757-1852, 800-657-3637, [gayle.junnila@state.mn.us](mailto:gayle.junnila@state.mn.us)

**For sponsorship opportunities:** Julie Ramer, 651-757-1863, [julie.ramer@state.mn.us](mailto:julie.ramer@state.mn.us)

## EXCELLENCE IN TOURISM AWARDS

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The Excellence in Tourism Awards program is conducted each year to salute outstanding achievements in travel promotion, public relations and advertising by Minnesota's travel destinations. Entries can be submitted each fall for travel promotions conducted during the 12 months before September 30.

**Deadline:** Watch for announcements in Explore Minnesota Tourism's industry newsletter, *EMT Express*. Awards are presented annually at the Explore Minnesota Tourism Conference.

**Contact:** David Bergman, 218-681-0997, 888-563-7777, [david.bergman@state.mn.us](mailto:david.bergman@state.mn.us)

## EDUCATIONAL PROGRAMS

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Educational programs on various topics of interest to the state's travel industry are often offered in conjunction with a tourism regional association meeting. Watch for announcements in Explore Minnesota Tourism's industry newsletter, *EMT Express*.

**Contact:** Your regional representative (see inside front cover)

# RESEARCH

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## TOURISM INDUSTRY RESEARCH

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Explore Minnesota Tourism makes available a variety of data and research reports of interest to the tourism industry. This information includes survey results, data from the Minnesota Department of Revenue, and reports from research firms and the University of Minnesota Tourism Center. Sales tax information for key tourism industries and employment reports for the leisure and hospitality sector all provide indications of the positive economic impact of the tourism industry. This information can be valuable in conveying the benefits of this important part of Minnesota's economy to officials and policymakers throughout the state. Some economic impact data is provided by county and region of the state.

**More information:** Summaries or complete reports of Explore Minnesota Tourism research are posted on [www.industry.exploreminnesota.com](http://www.industry.exploreminnesota.com) under Research & Reports.

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