



Marketing to our
Neighbors to the North

Why Canada:

Total Canadian Travel to MN						
	Person-Visits		Spending in MN		Spending/ Person	
		% chg	millions	% chg		% chg
2010	2,957,000	26.10%	\$325	43%	\$110	13%
2011	3,029,000	2.50%	\$338	4%	\$112	2%



Source: Statistics Canada
 Additional information can be found on ExploreMinnesota.com



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Why Minnesota:

Airports

Attractions

Camping/Outdoor recreation

Concerts/Shows

Events

(i.e. Back to the 50's, State Fair)

Professional Sports

Shopping

Sporting events

(i.e. hockey, soccer tournaments)

And More!





When do they visit:

Long Weekends – Holidays

Summer/Spring Breaks

Sporting events

They travel in organized groups and as individuals





Examples:

Sales Missions with EMT
Partnerships with CAA
Partnerships with CVBs
neighboring hotels or attractions

- Sales Calls
- Events
- Shows

GOAL: Top of Mind Awareness





Plan of Action

Example using Minneapolis to Winnipeg

Day 1: Travel with 2-3 sales calls/stops en route

Day 2: AM sales calls and afternoon at CAA Offices

Day 3: 1-2 quick calls, then travel home

Cost Breakdown estimates

Mileage: 1,000 @ .56 per mile: \$560

Lodging: 2 nights @ \$125 per night: \$250

Incidentals: \$150

Treats/Gifts: \$250

Total: \$1210





Follow-up

Results

Thank You!

Questions?

