



# EXPLORE MINNESOTA TOURISM 2014-15 STRATEGIC DIRECTIONS

**Mission:** To promote and facilitate travel to and within Minnesota

**Vision:** Tourism will be a \$20 billion business in Minnesota by 2020.

TOURISM OVERVIEW	2014-15 STRATEGIC IMPERATIVES		
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The outlook for Minnesota tourism is bright. As the economy continues to improve, consumers are spending more and looking for places to travel. And just when the travel market is expanding, Minnesota has significantly increased its investment in tourism marketing.

A 66 percent boost in its budget will allow Explore Minnesota Tourism to greatly expand its reach and be more competitive in today's complex travel marketplace. After years of declining tourism budgets, Minnesota is now able to increase its marketing to draw more visitors to its communities. Explore Minnesota works closely with the tourism industry to build links with consumers.

Tourism supports economic vitality in communities across the state. The leisure and hospitality industry generates:

- \$12.5 billion in gross sales
- 245,400 jobs, and
- \$811 million in sales taxes.

In 2014 and 2015, Explore Minnesota Tourism is expanding its strategic directions to grow this important sector of our economy.

**About Explore Minnesota Tourism:**

Explore Minnesota Tourism, an independent state agency guided by a council of public officials and tourism industry representatives, achieves its mission through: domestic and international marketing, marketing opportunities and support for the tourism industry, partnerships, public relations, research, travel information for consumers, and leadership for tourism initiatives and policies.

Boost tourism-related economic impact.	Link tourism businesses and destinations with consumers.	Build awareness of the value of tourism.
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KEY INITIATIVES		
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<p>Expand advertising across seasons and into target markets beyond neighboring states, including Chicago, Kansas City and Denver.</p> <p>Strengthen marketing in drive markets such as Des Moines, Milwaukee, Madison, Sioux Falls and Winnipeg.</p> <p>Expand partnerships with public and private sector organizations to leverage resources and increase market presence.</p> <p>Target niche markets focused on specific consumer interests and activities.</p> <p>Increase international marketing in current targets and emerging markets, including France, China and Mexico, and through Brand USA.</p> <p>Expand outreach to travel trade markets: group tour, meetings &amp; conventions, sports marketing.</p> <p>Increase media coverage of Minnesota travel through public relations outreach.</p>	<p>Launch redesigned consumer website, offering numerous no- and low-cost options for tourism industry.</p> <p>Increase support of cooperative advertising programs to expand lower-cost ad opportunities for tourism industry.</p> <p>Increase partnership grant dollars available to communities for tourism marketing.</p> <p>Provide quality travel information and services to consumers through a variety of channels.</p>	<p>Provide timely tourism research on economic impact, travel trends, marketing effectiveness and return on investment.</p> <p>Convey information on value of tourism to key audiences, including use of data by tourism industry.</p> <p>Provide strategic leadership for industry-driven tourism initiatives and related policy development.</p> <p>Offer education and networking opportunities for tourism industry.</p>
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MEASURES		
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Gross sales (leisure & hospitality)	Number of website visitors and click-throughs to industry sites	Utilization of value of tourism data and messages
Jobs (leisure & hospitality)	Participation of tourism industry in marketing programs	Involvement of tourism industry in education and outreach programs
State sales tax revenue	Numbers of consumers provided travel information	
Return on investment	Amount of destination marketing supported through grants	