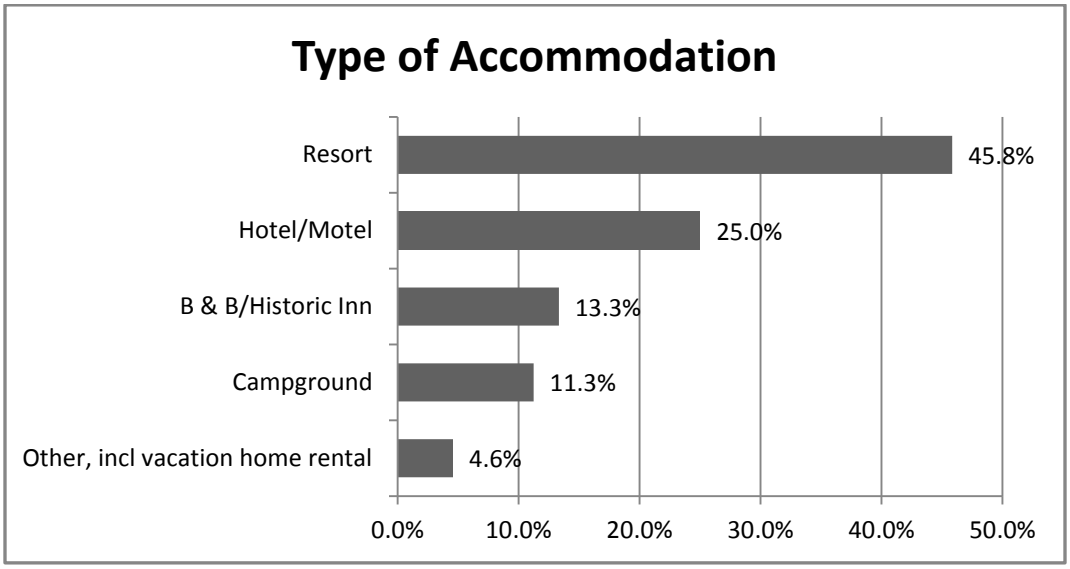
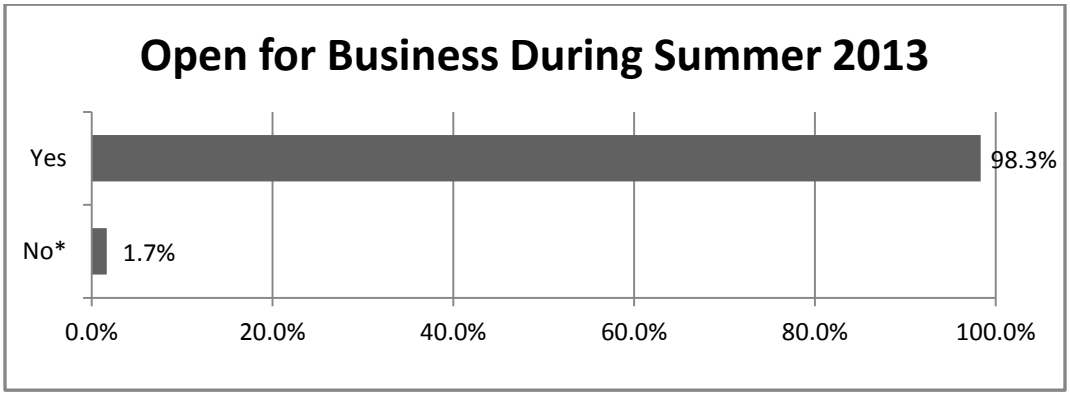
EXPLORE MINNESOTA TOURISM PRE-SUMMER 2013 BUSINESS SURVEY RESULTS

1. What type of accommodation is your property? (If more than one applies, select the primary type.) Respondents: 240 Results for respondents are below.

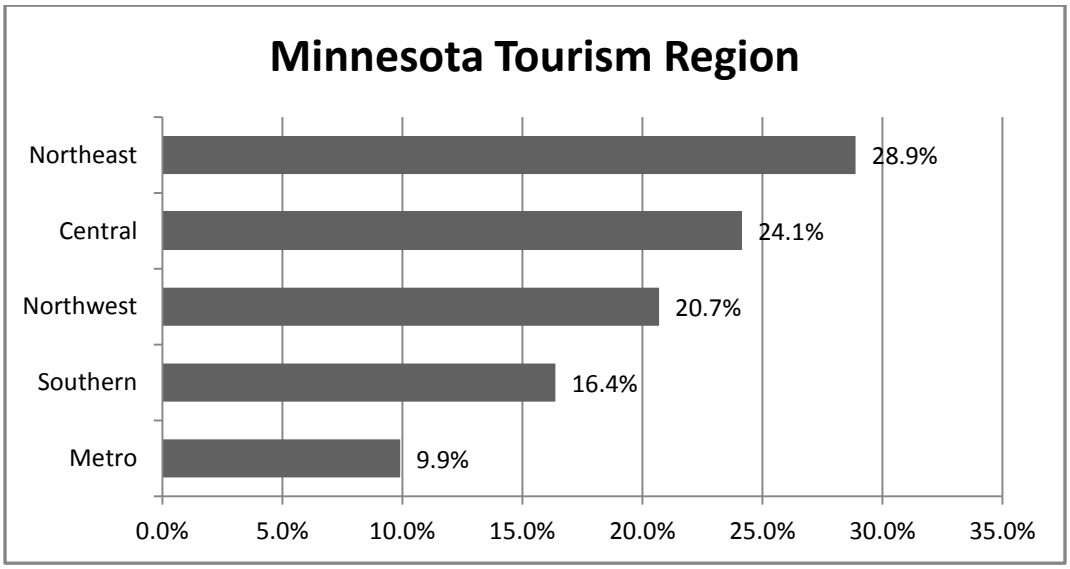


2. Will your property be open for business during the summer 2013 season, with overnight accommodations available to the public? Respondents: 240 Results for respondents below.



* "No" responses directed to end of survey

3. What Minnesota tourism region is your property in?
   Respondents: 232 Skipped: 8 Results for respondents are below.



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

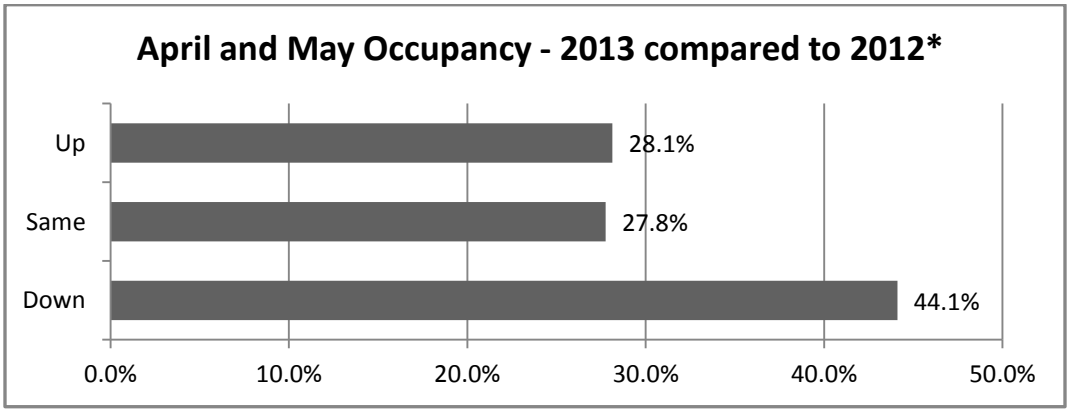
Central (includes Aitkin, Benton, southern Cass, Crow Wing, Douglas, Grant, Kandiyohi, McLeod, Meeker, Mille Lacs, Morrison, Otter Tail, Pope, Sherburne, Stearns, Stevens, Todd, Wadena Counties)

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)

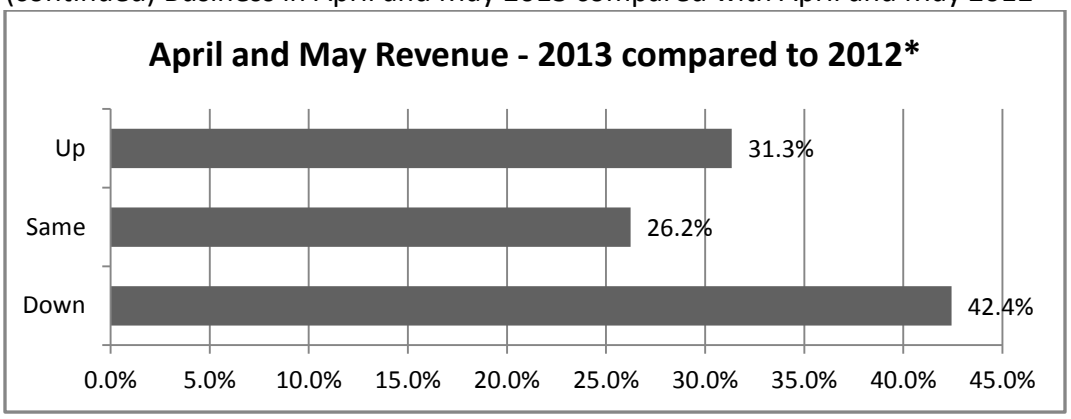
Metro (includes Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright Counties)

4. How does your property's business in April and May 2013 compare with business in April and May 2012? Respondents: 225 Skipped: 15 Results for respondents below.



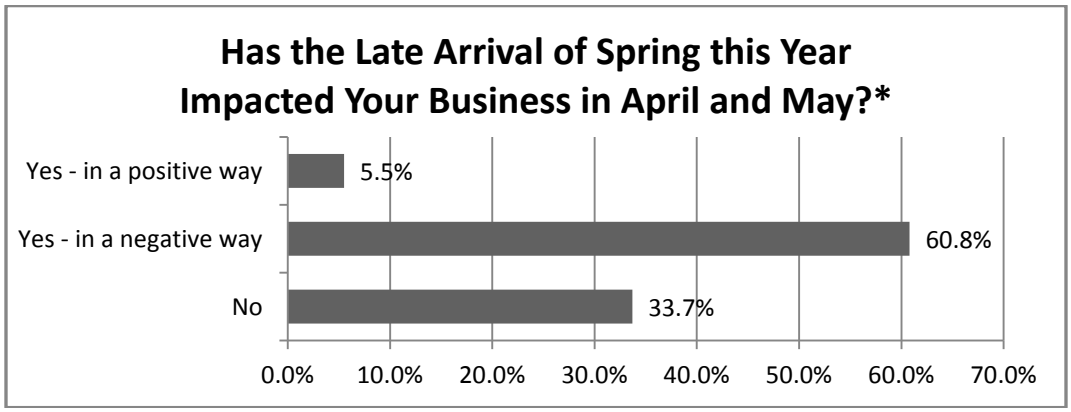
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

4. (continued) Business in April and May 2013 compared with April and May 2012



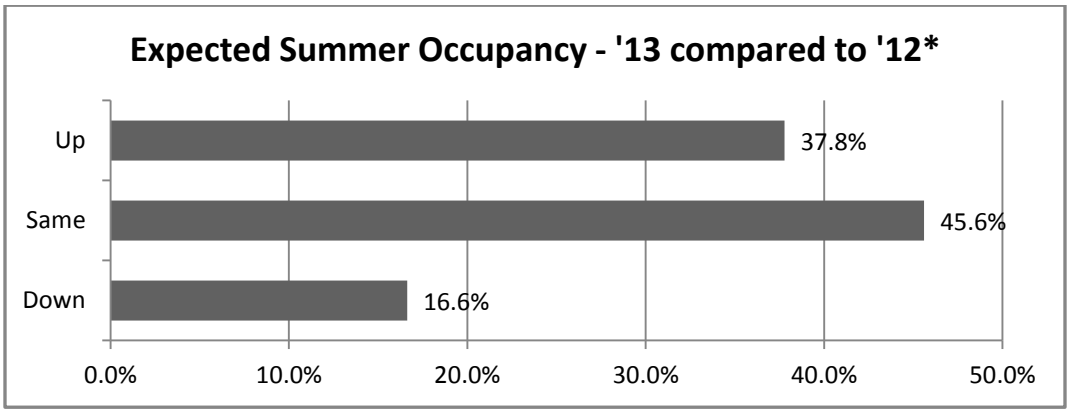
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

5. Has the late arrival of spring this year impacted your business in April and May?
Respondents: 228 Skipped: 12 Results for respondents are below.



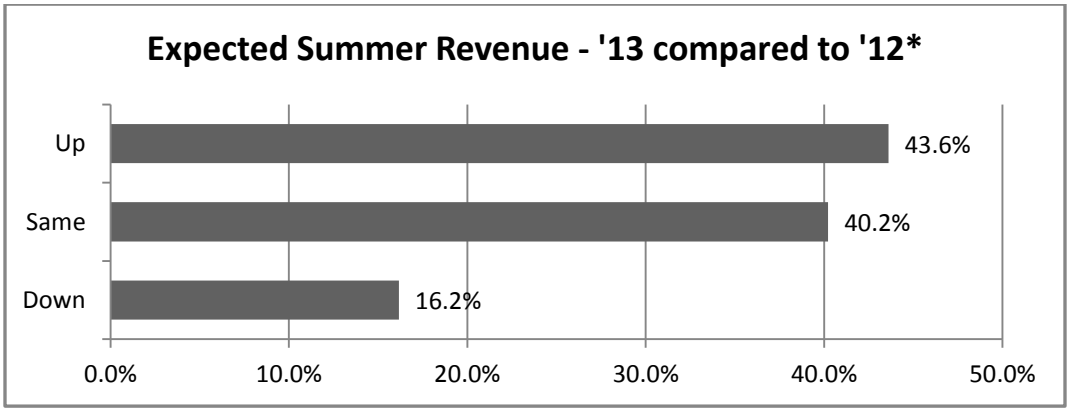
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

6. How do you expect your property's business in June through August 2013 will compare with business in June through August 2012?
Respondents: 227 Skipped: 13 Results for respondents are below.



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

6. (continued) Business in June through August 2013 compared with June thru August 2012



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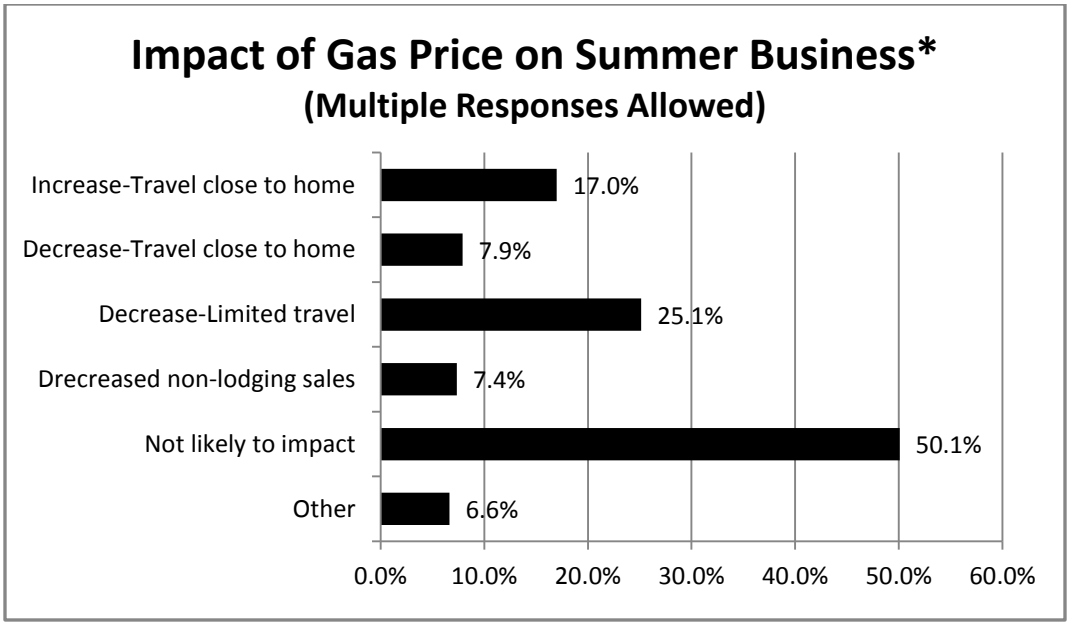
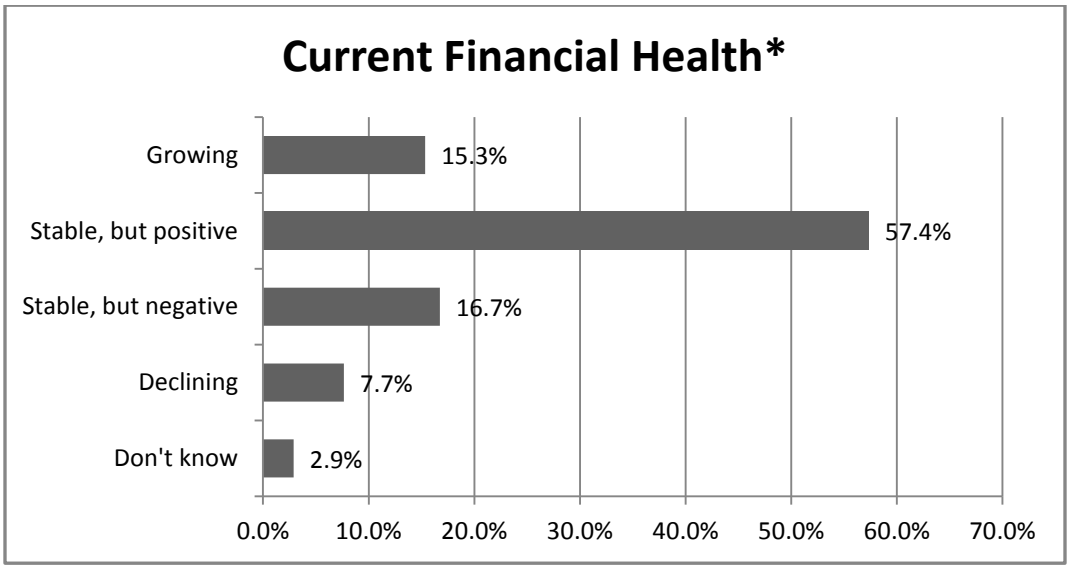
7. To what do you attribute your expectations for June through August 2013?

8. How do you anticipate gas prices will impact your business this summer?
   Respondents: 219 Skipped: 21 Results for respondents below
   Multiple responses allowed – percentages do not total 100%



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

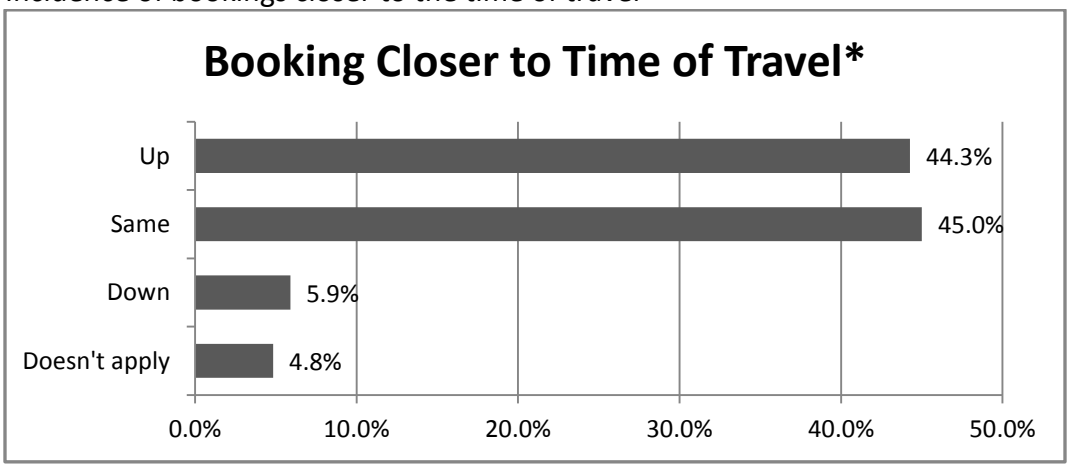
9. How would you rate your business' current financial health?
   Respondents: 225 Skipped: 15 Results for respondents below



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

10. Over the past year, how have each of the following changed at your property?
    Respondents: 367 Skipped: 28 Results for respondents are below.

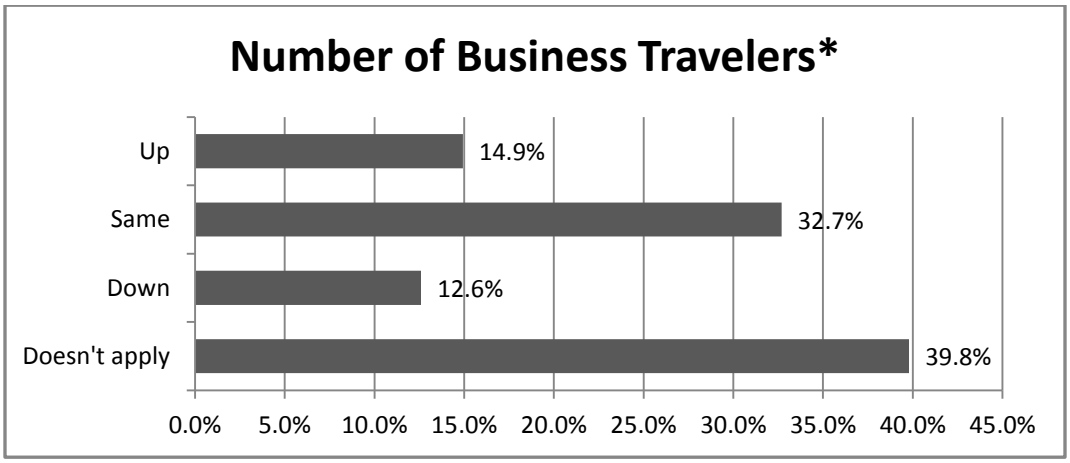
Incidence of bookings closer to the time of travel



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

10. (continued) Over the past year, how have the following changed at your property?

Number of business travelers



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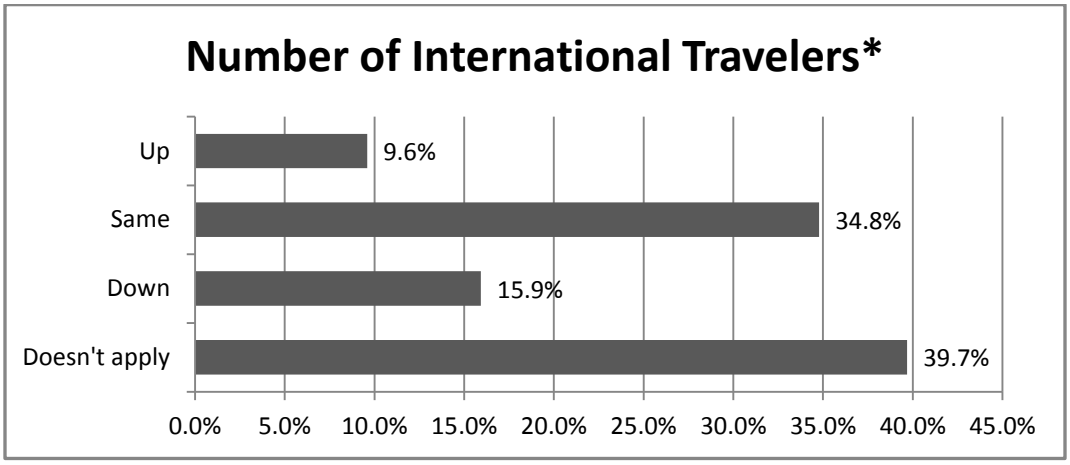
Number of international travelers



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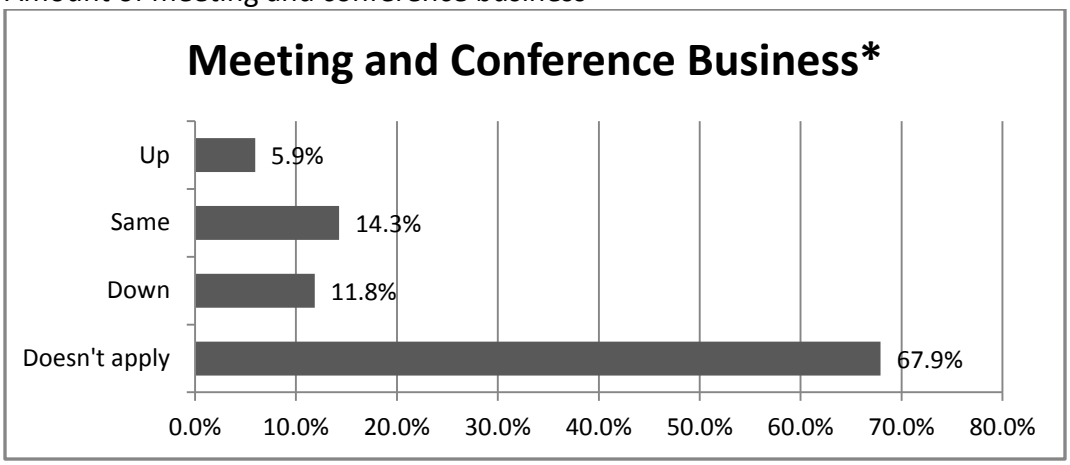
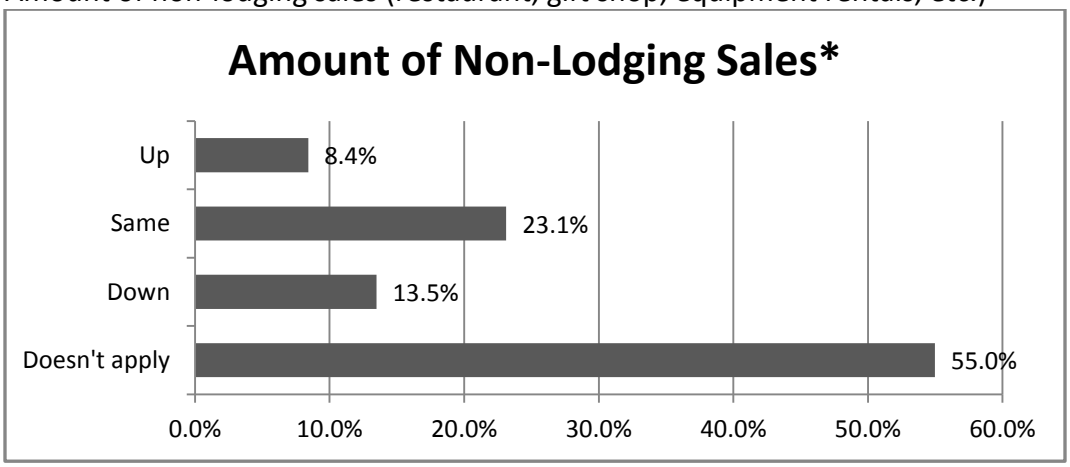
Amount of meeting and conference business



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

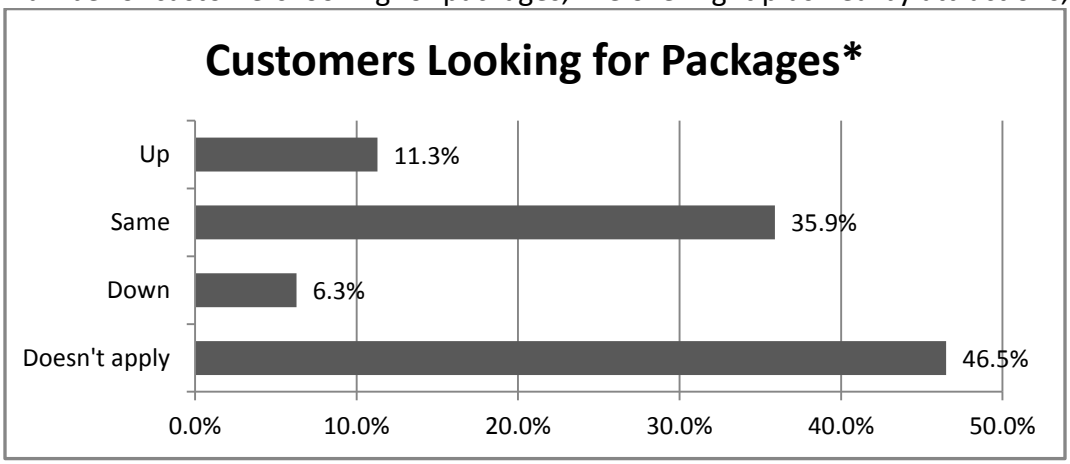
10. (continued) Over the past year, how have the following changed at your property?

Amount of non-lodging sales (restaurant, gift shop, equipment rentals, etc.)



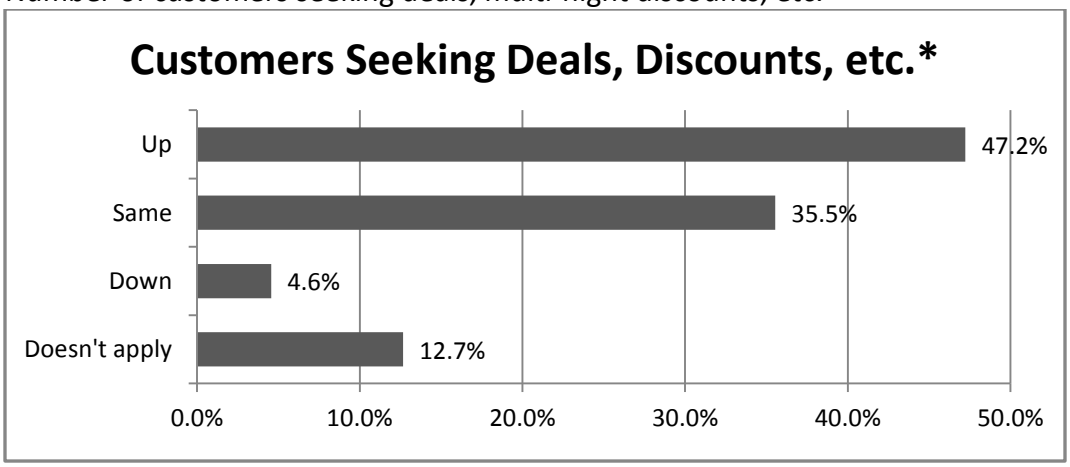
* Weighted average results, rebalanced to reflect Minnesota's distribution of properties by accommodation type.

Number of customers looking for packages, like overnight plus nearby attractions, etc.



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

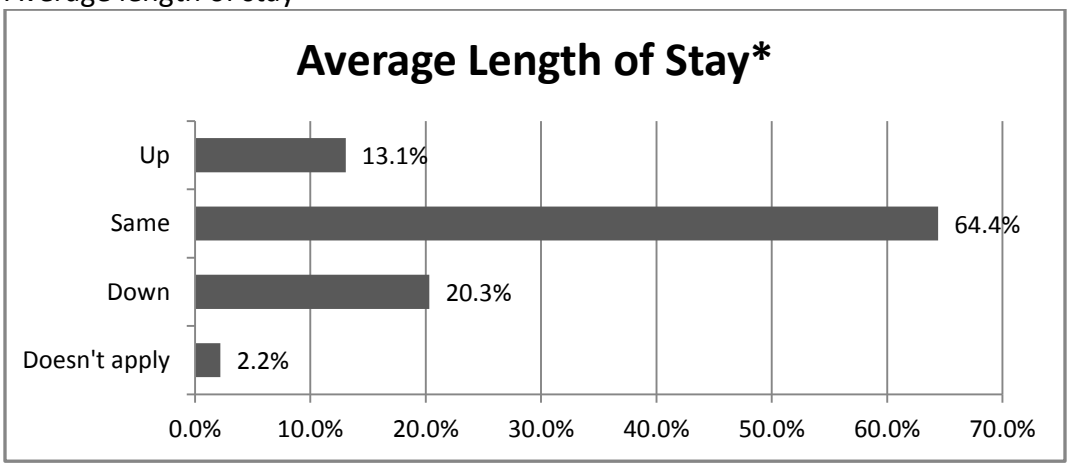
Number of customers seeking deals, multi-night discounts, etc.



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

10. (continued) Over the past year, how have the following changed at your property?

Average length of stay



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11. Have you noticed any new or recurring trends in comments from your customers?

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