

resources & opportunities

Explore Minnesota is the marketing and promotion agency for the State of Minnesota. Our mission is to support and help Minnesota's economy grow sustainably through innovative marketing, industry partnerships and authentic storytelling, showcasing Minnesota as the premier state for travel, quality of life and economic opportunity.

resources

- Weekly Industry News, providing you with timely opportunities and information
- Educational opportunities to keep you up-to-date on tourism topics and trends
- Explore Minnesota Tourism Conference
- Continuing Education Series
- Free marketing and promotional assets
- Access to research, such as tourism impact data and visitor profiles
- A connection to the team at Explore Minnesota, state tourism subject matter experts

opportunities

- Free business and event listings to promote your destinations on exploreminnesota.com
- Tourism Marketing Grant Program, available to qualifying destination marketing organizations
- Affiliate and Partner Welcome Center program, expanding community level visitor services
- Co-op Marketing Program providing discounted marketing opportunities for tourism related businesses and organizations
- International and group marketing opportunities through Market Development including participating with familiarization tours, product development and marketing coops
- Lead generation on exploreminnesota.com for consumers interested traveling to Minnesota
- Have the chance to engage in media familiarization tours when you share your trip-worthy news and events

**interested in learning more?
visit our online resource hub**



meet industry relations

The Explore Minnesota Industry Relations Team is here to help you connect with the work of our state agency, visitors, fellow tourism industry professionals and educational opportunities. Reach out to your county's Industry Relations Coordinator at any time to schedule a meeting or learn more about the work that we do.

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