why partner with explore minnesota?

As the state's tourism promotion office, Explore Minnesota is an iconic brand that promotes Minnesota as a premier travel destination. As the trusted source for state tourism information, we deliver a highly engaged audience to partners. We strive to create innovative and impactful partner advertising that raises awareness of partner brands and ultimately inspires consumers to travel to and within Minnesota. Tourism has a significant impact on Minnesota's economy, including sales, tax revenue and jobs.

To us, a partnership means collaborative and enhanced innovation, influence and impact. We embrace how partnerships place us in a unique position to develop joint-marketing campaigns that are mutually beneficial. Together we can expand our reach, increase brand awareness and develop strategies to effectively meet both tactical partnership objectives as well as high-level strategic goals.

explore minnesota snapshot

ANNUAL BUDGET FY2026

$17.156 million (base)

ECONOMIC IMPACT BY THE NUMBERS

Tourism saved each Minnesota household $1,038 in taxes in 2025.

- Visitors: 82.5 million
- Visitor spending: $15.2 billion
- Economic Impact: $25.2 billion

VISITOR SERVICES*

- Welcome center visitors: 1,477,483
- Brochures/print materials distributed: 537,403

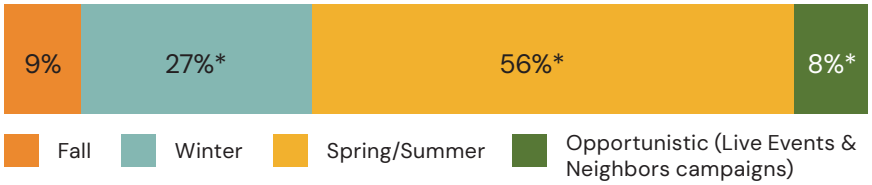
FY2026 ANNUAL CAMPAIGN SPEND

- Regional Outdoor & Culture Niches: 36%
- Regional Brand: 29%
- National: 26%
- Neighbors (includes Canada): 5%
- Live Events: 4%

*Explore Minnesota-operated centers only

media spend by seasonal campaigns

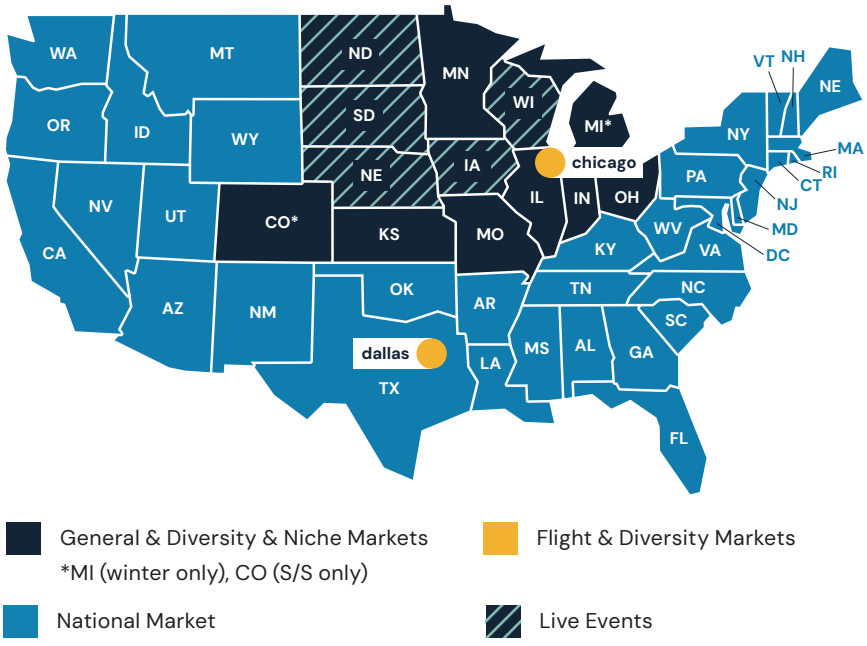
Percentage of full year media spend



Additionally, 11% of the total campaign spend was dedicated to enhancing reach among diverse audiences.

*Due to Operation Metro Surge and wanting to ensure we effectively and respectfully spend media dollars, we sent funds originally slated for our winter campaign to our spring/summer campaign flight.

FY2026 ANNUAL CAMPAIGN MAP



explore minnesota website snapshot

web analytics	FY2026
Total sessions	6,701,178
Average session duration	3 min. 35 sec.
Users	6,190,917

top traffic sources	
Organic search	3,065,405
Direct/unknown	913,262
Social	1,732,573
Paid search	259,764

#9

#9 of all 50 state DMOs in first page keywords on Google

top age groups
25-34
35-44

gender mix
56% Male
44% Female

top cities (outside of MN)
Fargo
Omaha
Chicago
Dallas
Atlanta

top interests
FOOD & DINING
News & Politics
Shopping
Lifestyle & Hobbies

marketing partners

partnership guidelines

Explore Minnesota partners with retail businesses, media outlets and the tourism industry to extend the reach of advertising to new audiences of travelers and preferred geo-targets. Potential partners have equal or greater brand equity, have clients who match Explore Minnesota's intended traveler profile and can contribute in a meaningful way to mutually beneficial advertising/promotion. Marketing partnerships and promotional opportunities should have a statewide footprint and may include joint advertising campaigns, media promotions and/or sweepstakes featuring tourism industry lodging, destinations and recreation options

partnerships must contribute to all or some of explore minnesota's marketing goals:

- **Drive traffic to ExploreMinnesota.com**
- **Promote travel to and within multiple regions of Minnesota**
- **Increase awareness of the Explore Minnesota brand**
- **Assist in attracting inquiries and email subscribers**
- **Increase number of social followers**
- **Aid in distribution of Explore Minnesota publications**
- **Provide access to partner's customer database**

partnership expectations

1. Partner to bring a minimum of $20,000 in cash or advertising value. This may include a percentage of in-kind or prize support. A ratio of 1:2 or greater (partner contributes twice as much in cash/in-kind) is generally preferred.
2. Partner to provide access to their customer databases (e.g. email, loyalty, direct mail, social) for partnership communications where possible.
3. Partner is willing to contribute marketing/creative services, which will decrease demand on Explore Minnesota resources. Turnkey relationship is highly preferable.
4. Partner is in the travel/tourism industry or has a relationship to the industry such as gas stations, luggage, recreational equipment, retail, restaurants, photography or represents a tourism extension, such as health & wellness or conservation.
5. Partnerships will not be used to promote the sale of non-tourism products.

For more information, please contact:

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