

2018 ANNUAL REPORT



IMPACT

TOURISM WITH PURPOSE



Meet **Minneapolis**
City by Nature

TOURISM WITH PURPOSE

Greetings,

On behalf of everyone at Meet Minneapolis, thank you for supporting the important work we do in the community. **Tourism isn't just about attracting people to visit Minneapolis – it's about supporting the high-quality of life that we want for our city.** Tourism is one of Minneapolis' major economic engines and has an impact that reaches far beyond just the tens of millions of visitors and the more than 700 events that Meet Minneapolis brought to city and region in 2018.

In November 2018, Meet Minneapolis moved into our new offices at 801 Marquette. The move brought us closer into the downtown core and to the Minneapolis Convention Center. We are proud of how our offices showcase more aspects of our city and invite you to visit.

Thank you,

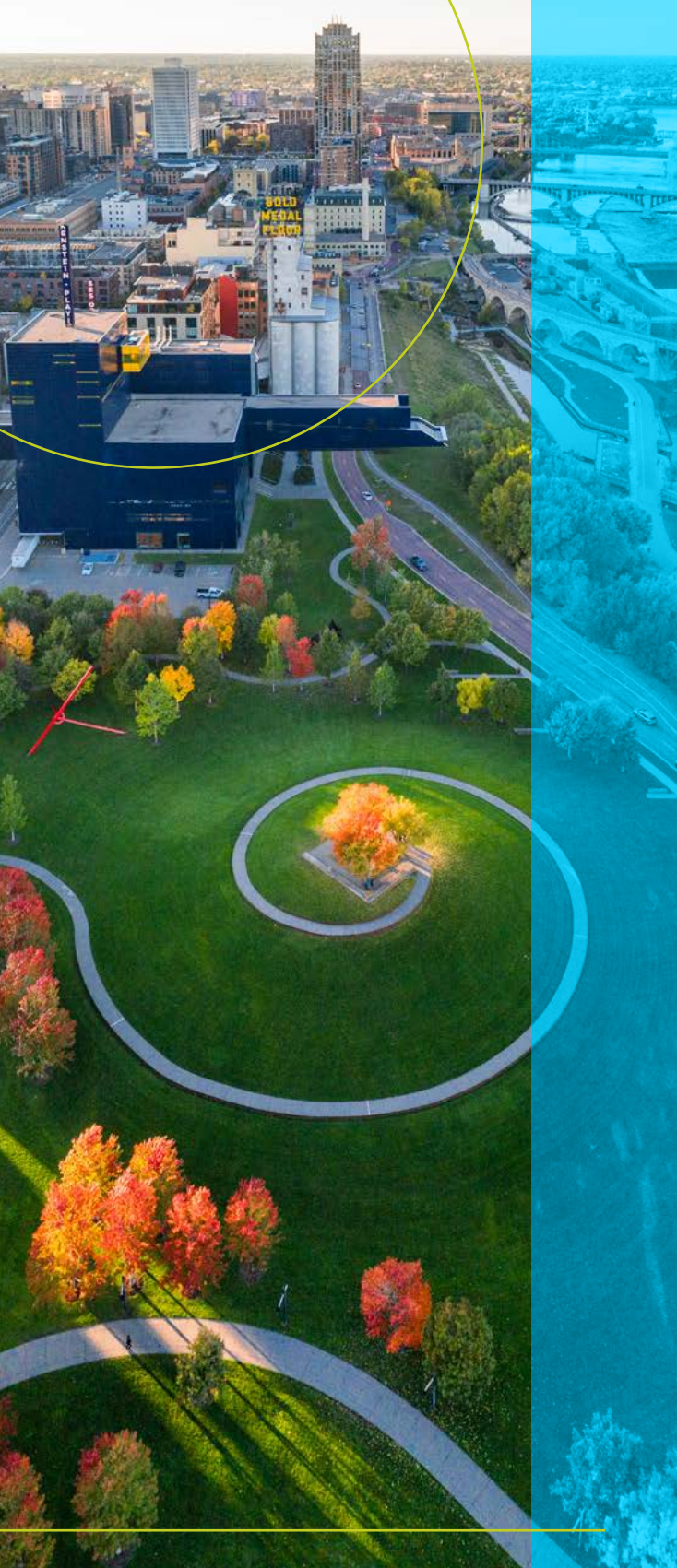


Melvin Tennant, CAE
President & CEO, Meet Minneapolis



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2018 BOARD OF DIRECTORS

- Mark Andrew** - GreenMark Enterprises, *Chair*
Julie Batliner - Carmichael Lynch and Carmichael Lynch Relate, *Vice Chair*
Richard Copeland - Thor Construction, *Secretary/Treasurer*
Bob Lux - Alatus, *Immediate Past Chair*
Tim Baylor - JADT Group
Lisa Bender - City of Minneapolis
Rick Bertram - Marriott City Center
Alondra Cano - City of Minneapolis
Andrea Christenson - Cushman & Wakefield
Steve Cramer - Minneapolis Downtown Council & Downtown Improvement District
Steve Fletcher - City of Minneapolis
Jacob Frey - City of Minneapolis
Lisa Goodman - City of Minneapolis
Marion Green - Hennepin County
Julie "JJ" Haywood - Pizza Luce
Linda Higgins - Hennepin County
Jeff Johnson - Minneapolis Convention Center
Margaret Anderson Kelliher - Minnesota High Tech Association
John Koneck - Fredrikson & Byron, P.A.
Brian Lamb - Metro Transit
Kathleen Lamb - McGrann Shea Carnival Straughn & Lamb
Robert Lilligren - Native American Community Development Institute
Steve Lindberg - Radisson Blu Minneapolis
Shaye Mandle - Medical Alley Association
Bill McCarthy - Minnesota AFL-CIO
Mary Merrill - Minneapolis Park & Recreation Board
Tim Murray - Murray's Restaurant
Mike Noble - Best Western Normandy Inn
Eric Pehle - Weber Shandwick
Irene Quarshie - Target
Kevin Reich - City of Minneapolis
Dara Rudick - Management HQ
Brian Ryks - Metropolitan Airports Commission
Melvin Tennant - Meet Minneapolis
Mike Vekich - Minnesota Sports Facilities Authority
Saed Wadi - World Street Kitchen
Kevin Warren - Minnesota Vikings
Abdi Warsame - City of Minneapolis
Jonathan Weinhagen - Minneapolis Regional Chamber of Commerce

DESTINATION TRANSFORMATION 2030

Introduced in March of 2017, Destination Transformation 2030 is the culmination of a year-long effort involving 3,500 participants to create a tourism master plan to attract more visitors to the metro and grow the hospitality industry. In 2018, our work included the following highlights:

IMPACTING THE FUTURE

More visitors to Minneapolis means more dollars flowing into our economy. We are partnering with key stakeholders to develop a Tourism Improvement District. Revenue generated by the Tourism Improvement District would be used to increase awareness of Minneapolis as a destination for our national and international group and leisure markets.

PUBLIC POLICY UPDATE

The Public Affairs Committee formed a Tourism Improvement District Task Force led by Rick Bertram, President of the Greater Minneapolis Hotel Association. The group is researching ways to increase meeting and tourism sales and marketing efforts for Minneapolis. Recommendations will be forthcoming in 2019.

MARKETING UPDATE

Meet Minneapolis' marketing sub-committee, led by chair Eric Pehle, focused its 2030 efforts on moving forward the alignment of regional messaging to support the plan's goal of a \$10 million annual marketing campaign. The group convened a task force of organizations to look for cohesive storytelling opportunities. In 2019, a series of area partners will embark on a joint public relations mission to New York City, a new program of work.

TRANSPORTATION WAYFINDING & INFRASTRUCTURE

Co-chaired by Brian Lamb and Steve Cramer, the group met throughout the year to research other cities' wayfinding efforts and trends and best practices for wayfinding. The committee presented recommendations in December that were approved by the Board to issue a request for proposal in partnership with other organizations for a comprehensive wayfinding system for Minneapolis. The initiative will lead visitors more easily through signage, electronic kiosks and mobile devices to landmarks, neighborhoods and cultural destinations throughout the city.

WHERE WE WANT TO BE BY 2030

50
MILLION

VISITORS ANNUALLY

33.3 MILLION IN 2017
(Source: DK Shifflet)

\$10
MILLION

ANNUAL REGIONAL MARKETING CAMPAIGN

11
MILLION

WINTER VISITORS

6.7 MILLION IN 2017
(Source: DK Shifflet)

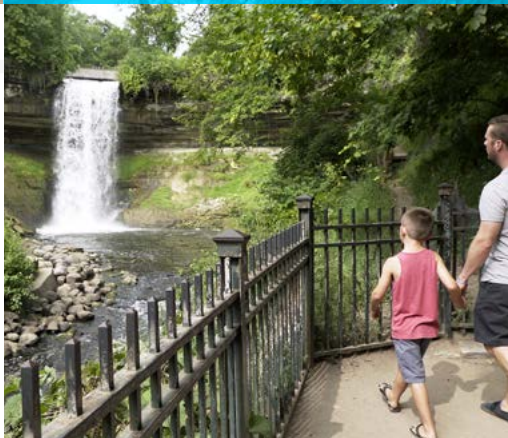
40k

HOSPITALITY JOBS

36,276 through Q2 2018
(Source: MN Dept. of Employment & Economic Development)

MEET MINNEAPOLIS

YEAR IN REVIEW



WHO WE ARE

The mission of the Meet Minneapolis, Convention and Visitors Association, is to market, sell and maximize the visitor experience of Minneapolis for the economic benefit of our community.

2018 IMPACT

MINNEAPOLIS HOSPITALITY JOBS

36,200+

Hospitality jobs through Q2 2018, up 5% over 2017

(Source: MN Dept. of Employment and Economic Development)

EVENTS HOSTED

702 in 2018

PARTNERS

675 in 2018

HOTEL IMPACT

70.8%

Occupancy in 2018, up from 68.6% in 2017

We helped generate **more than \$8 million** in lodging taxes for the city of Minneapolis.

REVENUE BY SOURCE *(2018 Final Unaudited)*

\$10.2 Million City of Minneapolis

\$2.9 Million Private Revenue

EXPENSES *(Unaudited)*

\$1,522,000 General Organization

\$523,700 Public Affairs

\$1,056,300 Destination Services

\$2,600,700 Destination Branding & Strategy

\$5,080,500 Destination Sales

\$1,266,500 Administration

KEY PERFORMANCE INDICATORS



GROUP ROOM NIGHTS

GOAL: 525,000

ACTUAL: 560,881

107%



TOURISM ROOM NIGHTS

GOAL: 90,000

ACTUAL: Over 100,000

111+%



MINNEAPOLIS CONVENTION CENTER REVENUE

GOAL: \$20,000,000

ACTUAL: \$22,642,663

112%



PRIVATE REVENUE

GOAL: \$2,600,000

ACTUAL: \$2,908,000

113%

MINNEAPOLIS CONVENTION CENTER



WHO WE ARE

The Minneapolis Convention Center (MCC) is a relationship building and is the foundation of the hospitality industry in Minneapolis. The MCC serves as a tax generator, drives visitor spending, and supports more than 8,600 jobs.



VENUE EXCELLENCE AWARD

This August, the MCC was awarded the 2018 Venue Excellence Award from the International Association of Venue Managers (IAVM). This award, from an international panel of peers, recognizes the MCC as one of the five best-managed venues within the IAVM membership – a category that includes convention centers, arenas, stadiums, complexes, casinos and more. The MCC was judged on operational excellence, team building, professional development, safety & security, and services to the community. This marks the second time the MCC has been recognized as a Venue Excellence award recipient; it was also honored in 2014 in a stand-alone category for convention centers.

IMPACT ON PEOPLE

337

events were hosted at the MCC in 2018

839,794

people attended events at the MCC,
a 3% increase over 2017

8,610

hospitality jobs were sustained by the MCC in 2018

61.9%

MCC final building occupancy

IMPACT ON THE COMMUNITY

\$3,000

in donations were raised for YouthLink
at a client appreciation party

179

toys were collected at the MCC Toys for Tots
drop site in December

\$1,000

worth of school supplies were donated by MCC staff
and employees during the Kids in Need Foundation
Back to School Drive

IMPACT ON THE ENVIRONMENT

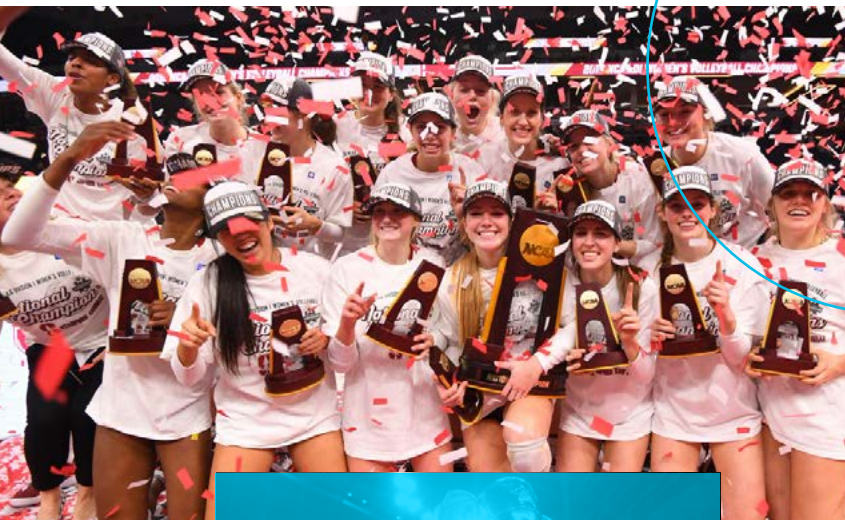
796

tons of waste were recycled in 2018

60%

annual recycling rate at the MCC

SPORTS MINNEAPOLIS



WHO WE ARE

The mission of Sports Minneapolis is to recruit, enhance and produce sporting events in the Minneapolis area for the benefit of our community. We do this by partnering with event rights holders to assist them with venue selection, event services, volunteer identification, marketing and promotional support, and on-site recognition opportunities to ensure a successful event.

2018 SPORTS MINNEAPOLIS ADVISORY BOARD

Lester Bagley – Minnesota Vikings
Jim Denn – FOX Sports North
Kip Elliott – Minnesota Twins
Jacob Frey – City of Minneapolis
John Guagliano – Minnesota United FC
Mitch Helgerson – Minnesota Wild
Jeff Johnson – Minneapolis Convention Center
Ted Johnson – Minnesota Timberwolves and Minnesota Lynx
Tom McGinnis – University of Minnesota
Rob Moor – Taylor Holding Company
Sandy Sweetser – Target Center
Patrick Talty – U.S. Bank Stadium
Melvin Tennant – Meet Minneapolis

2018 IMPACT

Sports Minneapolis booked 70 events in 2018, scoring some major wins along the way. ESPN's X Games extended its stay at U.S. Bank Stadium through 2020. USA Volleyball awarded its 2020 Open Championship and Annual Meeting, which will take place at the Minneapolis Convention Center over Memorial Day weekend. The NCAA Women's Final Four was awarded to Minneapolis and Target Center for 2022, which will bring ancillary events including the Women's Basketball Coaches Association Convention to the Minneapolis Convention Center. Sports Minneapolis also secured the USA Taekwondo National Championships for 2019 at the Minneapolis Convention Center June 28 through July 4, 2019.

Sports Minneapolis hosted a variety of marquee events in 2018, including some "firsts," like the U.S. Bank Stadium Classic, the first basketball games in the stadium. Super Bowl LII put Minneapolis right square in the middle of the media universe on a cold Sunday in February. American Ninja Warriors flexed their strength on Medtronic Plaza, and the National Association of Sports Commissions staged its annual symposium at the Minneapolis Convention Center for the first time ever. These events helped fill key need periods for hotels including weekends and the month of December.

2018 BIG IMPACT EVENTS

NATIONAL ASSOCIATION OF SPORTS COMMISSIONS

Sports Minneapolis, along with host partners from Explore Minnesota Tourism and Minnesota Sports, hosted the 26th annual NASC Symposium in April. The Symposium is the annual meeting for the only nonprofit 501(c)3 trade association for the sports tourism industry.

Over 200 clients were in attendance, representing a wide variety of future business opportunities. In addition, the Sports Legacy program helped conduct a youth sports clinic and presented the beneficiary InSports with a check for \$21,000.

Hosting this marquee industry event was a landmark accomplishment for the continued growth of Sports Minneapolis.

SUMMER X GAMES

Held July 19 - 22, 2018, X Games estimated economic impact was more than \$31 million. Minneapolis looks forward to welcoming X Games back to Minneapolis August 1 - 4, 2019.

WNBA ALL-STAR GAME

The 2018 WNBA All-Star Game, the league's midseason showcase, was held in Minneapolis on July 28th in front of a crowd of nearly 16,000 fans. This marked the first time Minneapolis and the Minnesota Lynx hosted the All-Star Game.

NCAA DIVISION I WOMEN'S VOLLEYBALL CHAMPIONSHIP

The NCAA Division I Women's Volleyball Championship returned to Minneapolis after 30 years. Target Center hosted the event before nearly sell-out crowds, who turned the town red for the championship match between Nebraska and Stanford. Hotels saw the impact of more than 11,500 out-of-town visitors. The night of the semifinals featuring Stanford, Nebraska, Illinois and Brigham Young University, hotels saw a huge increase in occupancy, up 63% over 2017. The American Coaches Association convention held at the Minneapolis Convention Center that same week had the second highest attendance ever with nearly 2,800 attendees. Sports Minneapolis served as co-host of this championship, alongside the University of Minnesota. This was a milestone accomplishment for the Sports Minneapolis team to manage so many elements for this key championship. We look forward to hosting an NCAA championship event in each of the next four years!



MINNESOTA SPORTS AWARDS

Sports Minneapolis hosted the second annual Minnesota Sports Awards on Wednesday, October 24 at U.S. Bank Stadium. The event celebrates the best of sports in Minnesota over the past year. More than 500 guests attended in 2018.

Honorees included top high school and college athletes, as well as stars at the professional level, such as Mike Zimmer of the Minnesota Vikings, Lindsay Whalen of the Minnesota Lynx and Sid Hartman, who was inducted into the Minnesota Sports Hall of Fame, presented by the Star Tribune. The show, hosted by Ahmad Rashād, Lea B. Olsen and Anthony LaPanta was live-streamed on FOX Sports North, which also aired an hour-long special throughout November and December. Sports Minneapolis was proud to partner with The Sanneh Foundation as the charitable partner of the night, benefitting their efforts to empower youth, improve lives and unite communities in the Twin Cities.

Mark your calendars for the third annual Minnesota Sports Awards, slated for December 2019.



2018 AWARD WINNERS:

HIGH SCHOOL ATHLETES OF THE YEAR

Presented by Mall of America®

Owen King - Caledonia Area High School

Loli Fidler - Edina High School

COLLEGIATE ATHLETES OF THE YEAR

Obsa Ali - University of Minnesota

Sidney Peters - University of Minnesota

PROFESSIONAL ATHLETE OF THE YEAR

Presented by FOX Sports North

Lindsay Whalen - Minnesota Lynx

COACH OF THE YEAR

Mike Zimmer - Minnesota Vikings

SPORTS MOMENT OF THE YEAR

Cretin-Derham Hall Buzzer Beater Dunk

COURAGE AWARD

Presented by TRIA

Collin Martin - Minnesota United FC

MINNESOTA SPORTS HALL OF FAME

Presented by Star Tribune

Sid Hartman - Star Tribune

SUPER BOWL LII

FROM BID TO BOLD RESULTS

From our role in winning the bid to supporting multiple committees to showcasing the city, the Super Bowl involved every part of Meet Minneapolis, allowing our organization to strategically leverage the event for future economic impact in the city.

MINNEAPOLIS CONVENTION CENTER

The MCC was home to the Super Bowl Experience and hosted 107,000 guests over eight days. The Super Bowl was the single largest revenue-generating event in the MCC's history.

PUBLIC RELATIONS & MEDIA

The public relations team made the most of our spotlight by pitching Minneapolis to national media as a must-visit destination in 2018. Their efforts resulted in more than 500 stories and nearly 1.5 billion media impressions from January 1 - February 4, 2018.

DESTINATION SALES

Hosted 85 clients, representing more than 250,000 room nights, to show a full, active Minneapolis during winter.

DESTINATION SERVICES

The services team ensured a welcoming visitor experience through hospitality training, welcome programs and staffing volunteer shifts.

SPORTS MINNEAPOLIS

Sports Minneapolis helped the host committee plan and execute ancillary events.

PARTNERSHIP

To support our partners and their goals to attract Super Bowl guests, the partnership team hosted a Super Bowl information event with 225 attendees.

SOCIAL MEDIA

In the 10 days surrounding the game, Meet Minneapolis added 1,400+ new followers and earned over 1 million social media impressions.



SUPER BOWL LII

ECONOMIC IMPACT

\$450 MILLION
gross local SBLII spending



\$370 MILLION
net local SBLII spending adjusting for 'displaced tourism'

\$608/DAY
average spending by a SBLII visitor

3,807
number of mentions of BOLD NORTH in media stories
(source: Critical Mention)



\$273 MILLION
the positive impact on Minnesota wages and salaries



1,630
private jet landings at MSP regional airports



3.9 DAYS
average length of visitor stay in MSP



3x
increase in hotel profits over last year



266,000
hotel room nights booked across the MSP region during SBLII



60,883
record number of passengers in a single day at MSP Airport



83%
number of 1st time visitors who said they will return to MSP



8.8 MILLION
impressions for #BoldNorth tweets



1 MILLION
total attendance at Super Bowl LIVE on Nicollet Mall



103 MILLION
number of television viewers worldwide
(source: Nielsen)



SELL THE CITY

DESTINATION SALES



WHO WE ARE

More than 20 sales professionals power our Destination Sales team, which is deployed across geographical and vertical markets to ensure Minneapolis remains the destination of choice for our clients and their group needs.

2018 IMPACT

KEY SALES EFFORTS

The Destination Sales team had a busy year executing sales calls in key feeder markets such as Washington, D.C., Chicago, Atlanta, Denver and Dallas. The team also connected with current and future clients at national industry tradeshows including IMEX America, Professional Convention Management Association (PCMA), Meeting Professionals International (MPI), Religious Conference Management Association (RCMA), and American Society of Association Executives (ASAE).

In addition to these national efforts, heavy local involvement in both Associations North and the Minnesota Chapter of Meeting Professionals International helped drive a healthy market mix of sales in 2018. The sales team also coordinated and executed over 180 site visits to the Minneapolis area in 2018.

KEY SALES INITIATIVES

The Meet Minneapolis Destination Sales team made significant strides in both the highly competitive health & medical and science & engineering markets. Leveraging our local resources with Medical Alley Association, the University of Minnesota, Mayo Clinic, and some of our key Fortune 500 companies, Meet Minneapolis connected with more than 1,500 conference organizers representing various associations and organizations within these respective markets. In the health & medical field alone, we saw a year-over-year increase of 65 leads (22% increase) and an increase of 28,500+ booked future room nights (83% increase) over 2017.

In October, Minneapolis and the Minneapolis Convention Center served as the host to the inaugural MANOVA Summit, the Global Summit on the Future of Health. The conference featured a lineup of more than 110 speakers from trail-blazing health and healthcare companies, government and policy institutions, and technology enterprises. More than 1,000 attendees from six continents and 700 companies attended the MANOVA Summit. Planning for the second annual summit is already underway.

MAJOR BOOKINGS

The team secured some major bookings in 2018 including:

THE BENEVOLENT PROTECTIVE ORDER OF THE ELKS 2023 ANNUAL NATIONAL CONVENTION JULY 1-5, 2023

8,000 Estimated Attendees

18,900+ Estimated Total Room Nights

AMERICAN INSTITUTE OF CHEMICAL ENGINEERS 2026 ANNUAL MEETING NOVEMBER 8-13, 2026

6,500 Estimated Attendees

18,900+ Estimated Total Room Nights

INTERNATIONAL FACILITY MANAGEMENT ASSOCIATION 2025 WORLD WORKPLACE SEPTEMBER 17-19, 2025

4,400 Estimated Attendees

7,600+ Estimated Total Room Nights

ASSOCIATION OF CORPORATE COUNSEL 2021 ANNUAL MEETING OCTOBER 17-20, 2021

4,100 Estimated Attendees

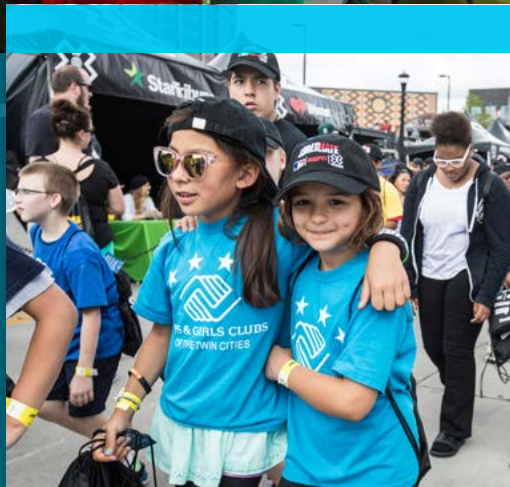
7,500+ Estimated Total Room Nights

AMERICAN COLLEGE OF SURGEONS 2020 QUALITY AND SAFETY CONFERENCE JULY 24-27, 2020

2,500 Estimated Attendees

7,500+ Estimated Total Room Nights

ENHANCE EXPERIENCES DESTINATION SERVICES



WHO WE ARE

The Destination Services department works with meeting planners for booked meetings, conventions and events assisting with logistical needs and, in some cases, building attendance. Whether it's securing permission for a parade down Nicollet or a pep rally for visiting fans, we work to deliver a quality experience for attendees.

2018 IMPACT

MIDWEST POULTRY FEDERATION (MPF) | MARCH 13-15

The nation's largest regional poultry show moved its convention back to Minneapolis after 20 years and attracted more than 3,400 attendees - the largest registration number MPF has seen in more than 20 years.

Our Destination Services team paired up with MPF attendees and the Allan Law Project to make 800 turkey sandwiches, which were delivered later that evening to people in need in downtown Minneapolis. Sponsors of this project included Jennie-O, Kelber Catering and the Minneapolis Convention Center.

NATIONAL EDUCATION ASSOCIATION'S ANNUAL MEETING AND REPRESENTATIVE ASSEMBLY | JUNE 23- JULY 5

More than 7,500 attendees and exhibitors came to the Minneapolis Convention Center for this annual meeting. For our business partners, that translated to more than 40,000 room nights in the greater Minneapolis area.

THE AMERICAN LEGION | AUGUST 23-29

We were honored to have the nation's largest veterans' services organization return to Minneapolis for its 100th Annual Convention. After all, this is where it all began, as Minneapolis hosted the American Legion's first convention in 1919.

The 2018 event was a bit bigger, with some 10,000 attendees joining in the celebration that included a band and color guard competition, and a job fair for veterans.

SOCIETY OF WOMEN ENGINEERS | OCTOBER 18-20

The largest national conference and career fair for women engineers was also the largest conference hosted at the Minneapolis Convention Center in 2018 with 12,000 attendees.

Attendees at the three-day event generated up to \$10 million in economic impact from lodging, meals, shopping, transportation and additional spending.

The conference featured more than 300 educational sessions and 350 career fair exhibitors looking to recruit female engineers at all career stages. Professionals and collegians had the opportunity to participate in onsite interviews with recruiters and network with organizations and people to help further their careers.

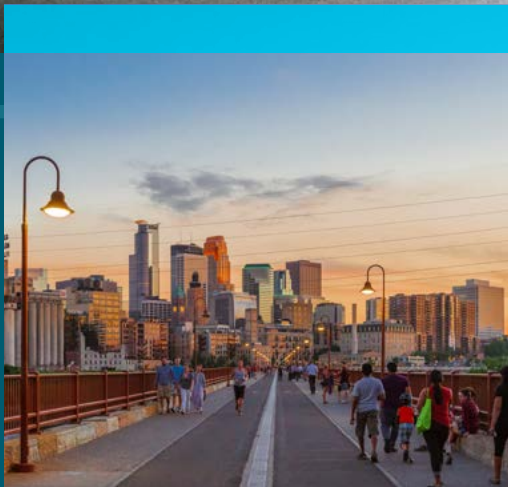
VOLUNTEER PROGRAM

Following Super Bowl LII, Meet Minneapolis acquired Rosterfy from the Minnesota Host Committee along with the 8,000-10,000 volunteers who were in the database. Many of these volunteers opted to join the Meet Minneapolis & Sports Minneapolis volunteer database to assist with future volunteer opportunities. NCAA Women's Volleyball Championship held December 13-15 at the Target Center was the first event for our volunteers to help as part of the Meet Minneapolis and Sports Minneapolis teams, and more than 130 volunteer shifts were filled in a matter of hours.



EDUCATE

PUBLIC RELATIONS



WHO WE ARE

The public relations team is responsible for telling the story of the Meet Minneapolis organization, the Minneapolis Convention Center and the city itself.

We engage the media and the public through traditional and social media channels in order to shine a spotlight on our city and the work of Meet Minneapolis.

2018 IMPACT

Our Public Relations efforts raise the profile of Minneapolis as a desirable travel destination. Through our work, we played a role in more than 1,600 stories, which generated over 6.47 billion media impressions.

In 2018, we focused on our neighborhoods and small businesses, such as La Doña Cervecería in the Harrison neighborhood. We invited Sergio Manancero, co-owner of La Doña, to New York City to meet with journalists and editors from a number of top media publications, including: *AFAR*, *Bloomberg Pursuits*, *Condé Nast Traveler*, *Food Network Magazine*, *Forbes.com*, *Martha Stewart Living*, *OprahMag.com*, and more.



SOCIAL MEDIA

112,000

Followers across all platforms

320+%

Instagram impressions increase, year-over-year

7.6 Million

Total social media impressions in 2018



MAJOR TRAVEL LISTS & STORIES:

"18 BEST PLACES TO TRAVEL IN 2018"

- Condé Nast Traveler

FROM "MALTA TO MINNEAPOLIS, A LOOK AT WHERE TO GO IN 2018"

- Associated Press

"BEST IN THE U.S." THE U.S. DESTINATIONS YOU NEED TO SEE IN 2018

- Lonely Planet

"20 TOP DESTINATIONS FOR A WINTER VACATION IN THE U.S.A."

- Frommer's

MINNEAPOLIS IS THE FOOD WORLD'S BEST KEPT SECRET

- Esquire

WHY EVERY FOOD LOVER SHOULD VISIT THE TWIN CITIES

- Travel + Leisure

MINI MADE

- Naturally, Danny Seo

30 THINGS TO KNOW BEFORE YOU VISIT THESE U.S. CITIES

- Condé Nast Traveler

MINNEAPOLIS TRIES TO WOO THE NCAA WOMEN'S BASKETBALL FINAL FOUR

- Twin Cities Business

Esquire

TRAVEL+
LEISURE

CONDÉ NAST
Traveler

Naturally,
DANNY SEO

TWIN CITIES
BUSINESS

CONNECT PARTNERSHIP



WHO WE ARE

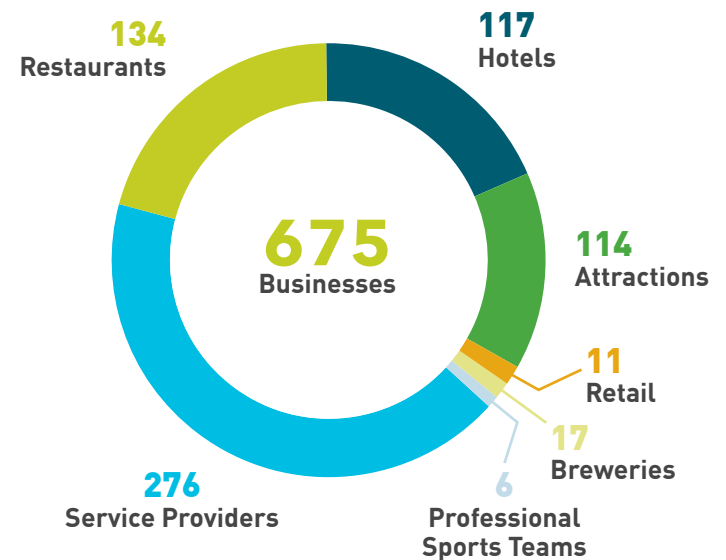
Meet Minneapolis is a partnership-supported organization focused on marketing the city as a premier destination with the goal of bringing people to Minneapolis and bringing business to our partners. Partnership helps businesses make connections, get in front of people looking for information about Minneapolis, receive business referrals from staff and Visitor Information centers, and get leads from conventions, groups, and weddings.

2018 IMPACT

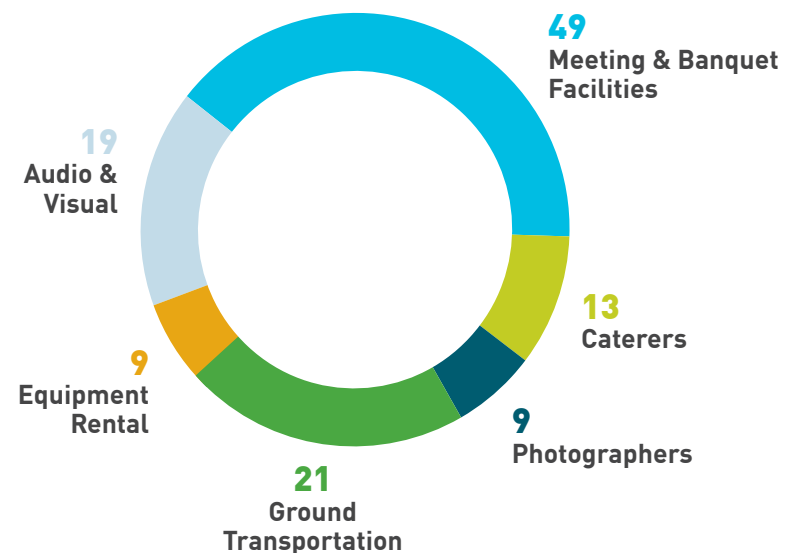
The partnership team impacted 675 businesses in 2018, including:

94.2%
Retention Rate

84
New in 2018



LARGEST SERVICE CATEGORIES:



DEEPEN RELATIONSHIPS

PUBLIC AFFAIRS

WHO WE ARE

The Public Affairs team works with the local community as well as with Minneapolis Sister Cities to build relationships that foster international travel, business investment and vitality in our community and across the globe.



MINNEAPOLIS SISTER CITIES PROGRAM

Minneapolis welcomed delegations from the following Sister Cities in 2018:



MINNEAPOLIS SISTER CITIES



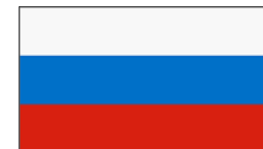
HARBIN, CHINA



IBARAKI CITY, JAPAN



KUOPIO, FINLAND



NOVOSIBIRSK, RUSSIA



UPPSALA, SWEDEN



TOURS, FRANCE

Minneapolis Sister Cities celebrated the 10th anniversary of the sister city relationship between Cuernavaca, Mexico, and Minneapolis. The 11th annual Sister Cities Day was held at Nicollet Island Pavilion in July with over 700 people attending. Sister city units representing Cuernavaca, Tours, and Ibaraki City were represented in the Minneapolis Aquatennial Torchlight Parade.

INSPIRE DESTINATION MARKETING



WHO WE ARE

Meet Minneapolis' marketing team leads the efforts to showcase the destination through programs that support the convention, sport and leisure sales efforts. These multi-faceted endeavors include creating content, designing promotional tools and publicizing the city.

2018 IMPACT

MEET MINNEAPOLIS WEBSITE HIGHLIGHTS:

2.06 Million

Sessions (1.69M organic search sessions)

4.6 Million

Page views

621,000+

Outbound clicks on partner websites

TOP LANDING PAGES:

Light Rail & Bus Information, Event Calendar, Minneapolis Convention Calendar, 150 Things to Do in Minneapolis

EVENT CALENDAR REDESIGN:

Launched a new layout & design for the organization's robust event calendar, prioritizing user experience and creating a simplified overview detailing events happening throughout the city.

OVERHAULED CUSTOMIZED GROUP MINI-WEBSITES:

Upgraded the layout, functionality and content of customized large convention group microsites to help drive destination awareness and spending by attendees.

EXPANDED CONTENT:

Minneapolis.org constantly adds new articles and information. Highlights from 2018 include more neighborhood guides, food & drink content, and cultural holidays and events. Guides included city-specific information on Ramadan, Cinco de Mayo, Hispanic Heritage Month, Mexican bakeries, Native American History Month, Diwali, soul food, Southeast Asian and Somali food.

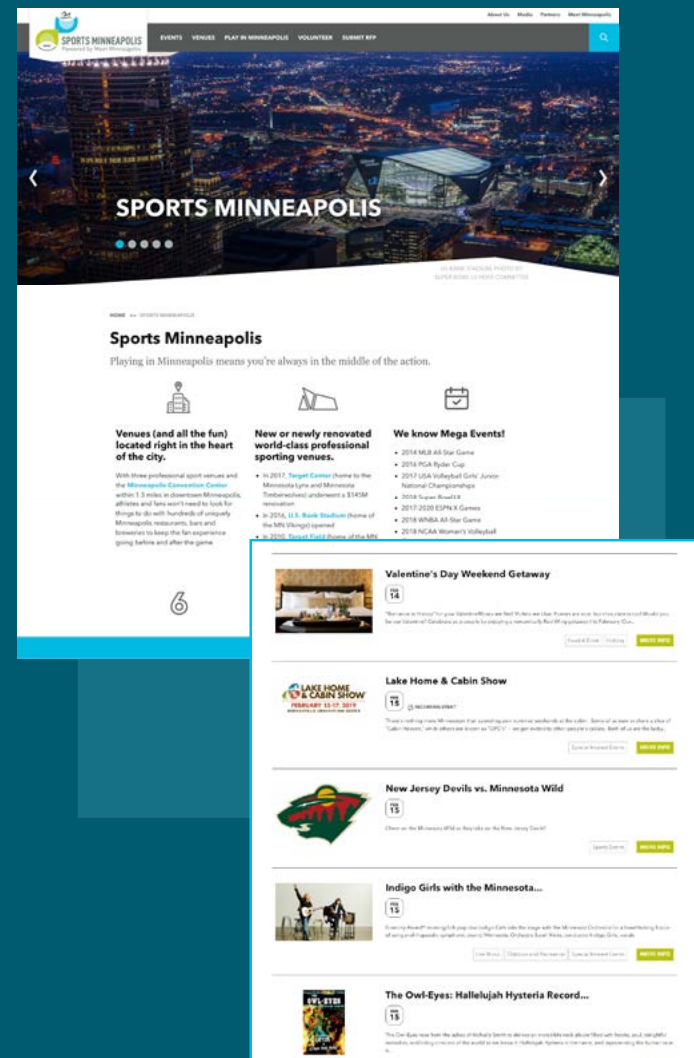
Our guide to Hennepin Theatre Trust's Tony-award winning show, Hamilton, supported their sales of more than 120,000 tickets during its six-week run. More than 30% of audience patrons came from outside the metro area.

TRIP PLANNER FUNCTIONALITY:

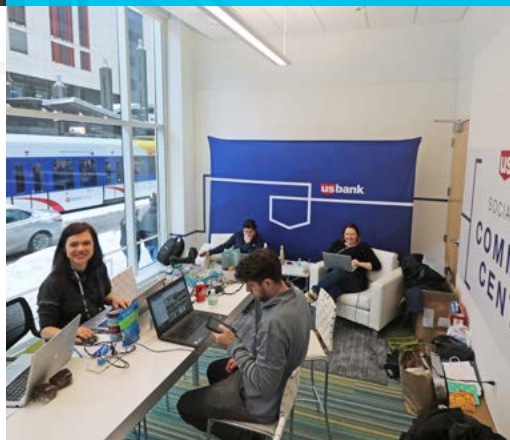
Added third-party trip planner, Utrip, which allows website visitors to create a personalized itinerary based on their interests and travel preferences.

SPORTS MINNEAPOLIS WEBSITE:

The Sports Minneapolis website is a critical sales and marketing tool for our sports sales team to showcase Minneapolis to event rights holders. The website was rebuilt, with an extensive needs and functionality analysis, content and photography audits, site navigation and redesign. The new website launched in October at SportsMinneapolis.org.



MEET MINNEAPOLIS VISITOR CENTER



WHO WE ARE

The Meet Minneapolis Visitor Center (formerly Minneapolis Visitor Information) is our connection with all visitors, including people who live and work in the city. From our location directly across from the Nicollet METRO light-rail train station, we help travelers find their way. We're here to help with directions, share schedules, and even point the way to a great restaurant, pub or theater. Looking for the quickest route to the game? We'll get you there.

2018 IMPACT

62,195

Visitors, up 14% from 2017

64 Countries

Represented by visitors.

1,622

Tourism-related phone calls

6,373

Mailed brochures visitor guides

NEW RETAIL PARTNER

Meet Minneapolis welcomed Minnesota Makers as our new retail partner at our visitor center in December. All of the merchandise available at the Meet Minneapolis Visitor Center is locally made.



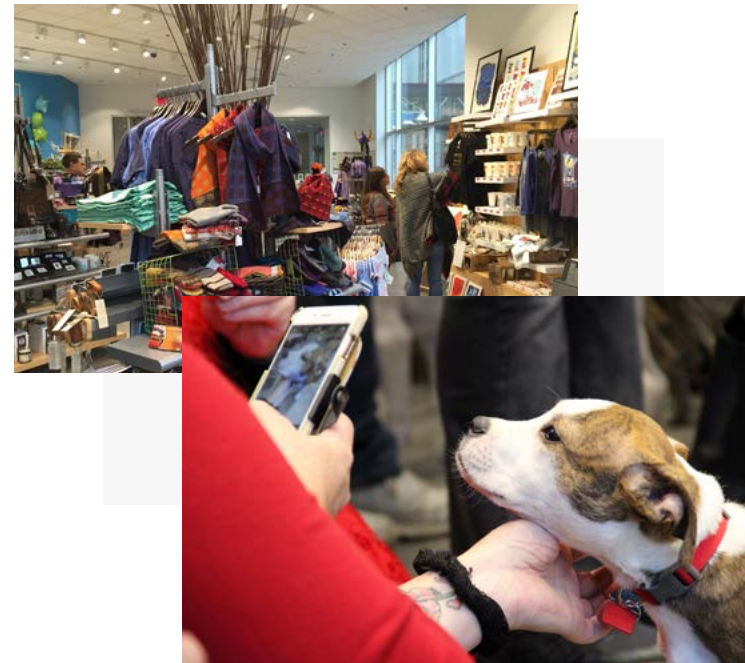
EVENTS

The Meet Minneapolis Visitor Center hosted monthly events to showcase our partners, city neighborhoods and community events, including:

- City tours of Minneapolis neighborhoods for front line staff during National Travel & Tourism Week
- Gave away samples of Pan de Muerto (Bread of the Dead) in partnership with the Northeast Minneapolis Arts District and Dia de Los Muertos
- First Thursdays featured live art demonstrations, giveaways, discounts, food samples, and more



- Raised \$3,357 in donations for Midwest Animal Rescue during our annual Puppy Cuddle event



“

...this Minnesota city has been catching attention for its friendly people, international and regional foods (we'll take a Jucy Lucy, please),

beautiful natural surroundings,
and entertainment options.

- *Expedia*

”



“

Minneapolis is **America's**
most intriguing
food and drink city

that no one's talking about...

- *Esquire*

”



“

Even after the Super Bowl ends,
**you'll want to stick around
Minneapolis.**

- *Forbes Travel Guide*

”

“

Though it may seem strange to the rest of the country, Minnesotans have learned not to just live with, but wholly embrace their frosty environs ...As for the culinary landscape,

**it's never been
more thrilling.**

- *Vogue*

”

“

Taken together, the Twin Cities today are less a New Scandinavia and more a varied, singularly

**American cultural
smorgasbord**

- *Travel + Leisure*

”





 Meet **Minneapolis**
City by Nature
1-800-445-7412 minneapolis.org

 **Minneapolis**
Convention Center

SIGNATURE PARTNERS:

 nrg

 pepsi

 CenterPoint
Energy