



Meet **Minneapolis**
City by Nature

2019 ANNUAL REPORT



OUR MISSION AND VISION
Make Minneapolis the destination of choice for the next event or vacation



OUR IMPACT
Visitors generate critical incremental tax revenue and support jobs



OUR WORK
Promoting Minneapolis and attracting visitors



OUR PURPOSE
Supporting our high quality of life in Minneapolis



OUR RESULTS

KEY PERFORMANCE INDICATORS



GROUP ROOM NIGHTS

Goal: 535,000
Actual: 556,700

104%



MCC REVENUE

Goal: \$20.5M
Actual: \$21.1M

103%



TOURISM ROOM NIGHTS

Goal: 92,000
Actual: 154,900

168%



PRIVATE REVENUE

Goal: \$2.6M
Actual: \$2.9M

110%

*KPIs will be audited by Clifton Larson Allen

CONNECTING THE INDUSTRY

KEY METRICS



VISITORS

34.5 MILLION

Visitors to Minneapolis | St. Paul Metro Area 2018



HOTEL IMPACT

68.1%

Annual Minneapolis hotel market occupancy in 2019



JOBS SUPPORTED

37,091

Hospitality jobs through Q3 2019

Source: Minnesota Department of Employment and Economic Development



INCREMENTAL TAX GENERATED FROM HOTEL STAYS

\$8 MILLION

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

At Meet Minneapolis, we take great pride in being the organization that helps unite us all as one industry and one voice. Our work to promote and sell Minneapolis to meeting planners and their attendees, sports events rights holders and leisure travelers could not happen without our business partner organizations. By connecting all of us in the mission of making Minneapolis the destination of choice, we have collectively been able to attract more than 34.5 million people to the Minneapolis-St. Paul region.

In 2019, we exceeded the Key Performance Indicators (KPIs) outlined in our city contract, brought more than 700 events to the city and region, and helped support over 37,000 women and men whose chosen profession is the tourism and hospitality industry. Thank you to all of our partner businesses who share in this success.

As we look towards the next decade, we are focused on the future of the industry and our strategic plans to support the Minneapolis community.

Melvin Tennant, CAE
President & CEO, Meet Minneapolis



MINNEAPOLIS CONVENTION CENTER



DESTINATION TRANSFORMATION

2019 UPDATE



349

MCC
EVENTS
HOSTED



863,877

CONVENTION ATTENDEES



8,039

HOSPITALITY JOBS
SUSTAINED

2019 IMPACT ON THE ENVIRONMENT



62% Increased recycling rate



11% Reduction in total energy usage, **15%** Reduction in electricity



43% Reduction in water usage

GOALS

Introduced in March of 2017, Destination Transformation 2030 is a tourism master plan to attract more visitors to the metro region and to grow our hospitality industry. **The goals of the Destination Transformation are:**

1. Attract 50 million visitors to the metro area annually by 2030.
2. Launch a metro-wide branding and marketing campaign.
3. Build an iconic visitors center on downtown's central riverfront.
4. Implement a unified transportation, wayfinding and information program for Minneapolis.
5. Adopt a comprehensive place-making plan to drive Minneapolis' tourism priorities and investments.
6. Accentuate winter as a novel tourism adventure.
7. Grow and emphasize hospitality jobs as important to social equity and the metro economy.
8. Identify and secure ongoing resources to implement the tourism master plan.

➤ **CELEBRATING 30 YEARS
OF RELATIONSHIPS IN 2020**



Minneapolis
Convention Center

➤ WHERE WE WANT TO BE IN 2030

50
MILLION

VISITORS
ANNUALLY

\$10
MILLION

ANNUAL
REGIONAL
MARKETING
CAMPAIGN

11
MILLION

WINTER
VISITORS

40
THOUSAND

HOSPITALITY
JOBS



SELL THE DESTINATION



ENHANCING THE VISITOR EXPERIENCE

2019 UPDATE



788

FUTURE EVENTS & CONVENTIONS BOOKED



2019 UPDATE



769

MEETINGS & EVENTS HOSTED



722,623

OVERNIGHT MEETING & EVENT ATTENDEES



2019 FUTURE BOOKING HIGHLIGHTS

- **APRIL 6 - 9, 2024** | American Wind Energy Association | **2024 CLEANPOWER Conference & Expo**
7,200 Attendees & 12,100+ Total Room Nights
- **OCTOBER 5 - 8, 2024** | Academy of Nutrition and Dietetics | **FNCE 2024**
6,000 Attendees & 17,000+ Total Room Nights
- **JUNE 25 - 29, 2025** | American Optometric Association | **Optometry's Meeting 2025**
5,000 Attendees & 7,400+ Total Room Nights
- **APRIL 29 - MAY 5, 2027** | Pediatric Academic Societies | **2027 Pediatric Academic Societies Meeting**
8,000 Attendees & 14,100+ Total Room Nights

2019 EVENTS HOSTED HIGHLIGHTS

- **MARCH 12 - 14** | **National Council on Education for the Ceramic Arts** | 6,000 attendees & 3,375 total room nights
- **APRIL 6 - 8** | **NCAA Men's Final Four** | 72,700 game attendees & 30,720 total room nights
- **MAY 20 - 22** | **American Industrial Hygiene Association** | 4,500 attendees & 8,370 total room nights
- **JULY 11 - 15** | **The Lutheran Church - Missouri Synod** | 22,000 attendees & 28,502 total room nights
- **SEPTEMBER 22 - 25** | **Railway Interchange** | 9,000 attendees & 14,541 total room nights



80+

TRADESHOWS, SALES CALLS & INDUSTRY EVENTS



Meet Minneapolis
Visitor Center

41,755

Visitors

18,152

Mailed/downloaded
visitor guides

1,220

Tourism calls

50 & 59

states countries



MARKETING THE DESTINATION



SPORTS MINNEAPOLIS

MINNEAPOLIS.ORG



4.5M
Page views



2.3M
Website sessions
1.9M
Organic searches



719,000+
Outbound partner website clicks



18
Neighborhood guides

SOCIAL MEDIA



128,000
Social media followers
(across all active platforms)



45%+
Instagram follower increase year over year



6.9M
Total social media impressions

MEDIA



825
Meet Minneapolis involved stories



3.08B
Media impressions



CONNECTING OUR PARTNERS



122
New 2019 Partners



678
Total Partners



The third annual Minnesota Sports Awards was held at the Renaissance Depot on December 11th, where 510 attendees furthered the impact of sporting events in our community and raised funds for our charitable partner, the United Heroes League.

SPECIAL APPEARANCES: Greg Coleman, Napheesa Collier, Bill Guerin, C.J. Ham, Mike Modano, Cheryl Reeve, Taylor Rogers, Jessica Shepard, Devin Smeltzer

STAR TRIBUNE MINNESOTA SPORTS HALL OF FAME: John Gagliardi, Willard Ikola, Randall McDaniel, Randy Moss, John Randle, Lindsay Whalen

2019 UPDATE



77

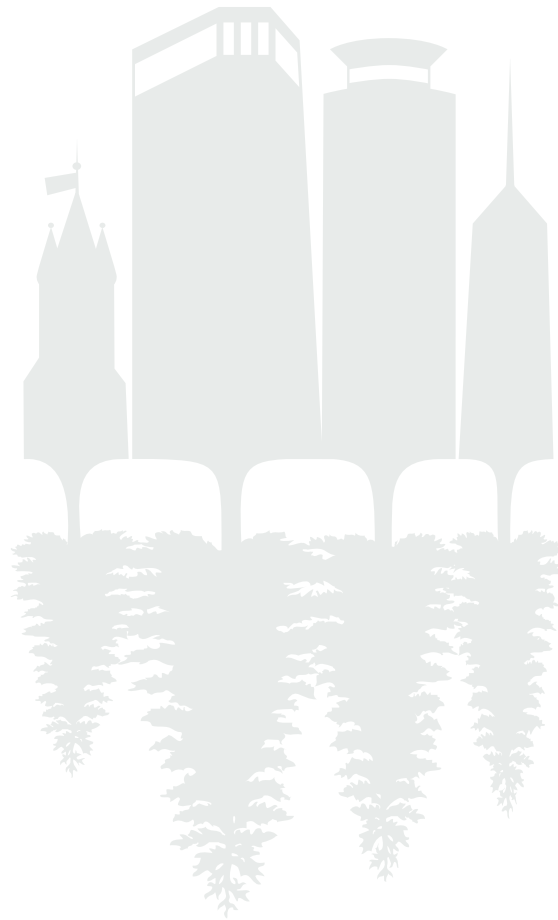
FUTURE EVENTS BOOKED

2019 SIGNIFICANT EVENTS HOSTED

- APRIL 6 - 8 | **NCAA Men's Final Four** | 91,000 visitors
- JUNE 28 - JULY 4 | **USA Taekwondo National Championships at MCC** | 5,000+ attendees
- AUGUST 1 - 4 | **Summer X Games** | 40,000+ attendees

SPORTS COMMISSION OF THE YEAR

Sports Minneapolis was named the Sports Commission of the Year (population size of 500,000 and greater) by the National Association of Sports Commissions. This honor is bestowed upon the organization that has demonstrated exceptional impact on its community through sports and visitor spending during the previous calendar year.



Meet **Minneapolis**
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SIGNATURE
PARTNERS



1.800.445.7412 minneapolis.org