



Meet **Minneapolis**
City by Nature

2025 ANNUAL **IMPACT REPORT**

DEAR COMMUNITY,

At Meet Minneapolis, our focus in 2025 was straightforward and intentional: strengthen confidence in our destination while advancing a visitor economy that supports workers, businesses and neighborhoods across the city.

Tourism is a cornerstone of Minneapolis' economy, supporting more than 31,000 tourism and hospitality workers and generating meaningful economic impact. Our role is to turn opportunity into action – attracting meetings, conventions, events and visitors while ensuring those benefits are shared broadly and responsibly. We remain committed to delivering memorable visitor experiences and are grateful to our dedicated partner businesses who help us fulfill that promise.

The Minneapolis Tourism Improvement District (MTID) is central to this work. This hotel-led initiative was formalized in 2025 and made an immediate impact on our city. Through the collective investment of our lodging partners, the MTID will provide dedicated resources to drive group and meeting bookings, destination branding, and the development of signature visitor experiences.

The year also marked the unveiling of our new destination master plan guiding the city's visitor economy for the next decade. Key priorities include strategic investment in the Minneapolis Convention Center district and building on Minneapolis' national leadership as the #1 City for Women's Sports, leveraging decades of investment in world-class facilities, female sports leadership, strong partnerships and a proven track record of hosting elite competitions.

Throughout the year, Minneapolis hosted a diverse mix of conventions, sporting events and cultural gatherings that energized downtown and surrounding neighborhoods. Working alongside our hotels, venues and local businesses, we delivered experiences that reflected both operational excellence and the authentic character of Minneapolis.

As we look ahead, Meet Minneapolis remains focused on turning vision into action and shaping a strong, inclusive future for Minneapolis tourism. Thank you for your continued partnership and support.



Melvin Tennant, CAE
President & CEO, Meet Minneapolis

2025 IMPACT

KEY PERFORMANCE INDICATORS*

FUTURE ROOM NIGHTS
532,100

LODGING TAXES
\$11.6M

MCC REVENUE
\$19.6M

PARTNERS
493

**Unaudited. Meet Minneapolis met or exceeded the KPI minimums established for three out of four goals for 2025.*

INDUSTRY IMPACT

Driving demand and bookings while strengthening the visitor economy and long-term competitiveness of Minneapolis' hospitality ecosystem.

MEETINGS & EVENTS HOSTED
664

TRADE SHOWS & INDUSTRY EVENTS
63

MINNEAPOLIS CONVENTION CENTER

EVENTS HOSTED
188

EVENT ATTENDEES
659,649

HOSPITALITY JOBS SUSTAINED
6,350

KEY FUTURE GROUP BOOKINGS

317 FUTURE EVENTS & CONVENTIONS BOOKED

Following are select future events the Meet Minneapolis team booked in 2025:

- **American Choral Directors Association National Conference** | March 2027
- **United Methodist Church General Conference** | May 2028
- **Northern Lights Junior Volleyball Qualifier** | March 2029 & 2030
- **American Association of Immunologists Annual Meeting** | May 2031
- **American Political Science Assoc. Annual Meeting & Exhibition** | August 2031



National Veterans Wheelchair Games

SCAN FOR MORE 2025 MAJOR SALES INITIATIVES



BRAND IMPACT

Amplifying Minneapolis' visibility and reputation through storytelling, digital reach, partnerships, and media coverage that connect millions of audiences to the city.

MINNEAPOLIS.ORG

PAGE VIEWS

6M

WEBSITE SESSIONS

2.9M

ORGANIC SEARCHES

2.1M

OUTBOUND PARTNER WEBSITE CLICKS

1M

PUBLIC RELATIONS

MEDIA IMPRESSIONS

6.2B+

MEET MINNEAPOLIS INVOLVED STORIES

618



SOCIAL MEDIA

FOLLOWERS AS OF Q4 2025

242,866

FOLLOWER GROWTH*

22%

TOTAL IMPRESSIONS**

38M

VERTICAL VIDEOS CREATED

118

MEET MINNEAPOLIS VISITOR CENTER

TOTAL VISITORS

14,604

VISITORS FROM

50 States

VISITORS FROM

65 Countries

*Follower growth data includes Meet Minneapolis Instagram, Facebook, and TikTok channels.

**Total impressions data includes Meet Minneapolis Instagram, Facebook, TikTok, LinkedIn, and X channels.

PARTNERSHIP

NEW PARTNERS IN 2025

86

PARTNERSHIP EVENTS HELD

23



SCAN FOR MORE INFO ON DESTINATION BRANDING & STRATEGY PROJECTS



COMMUNITY IMPACT

Creating meaningful benefits for residents and local businesses while elevating the pride, connection, and character that define Minneapolis.

COMMUNITY EVENTS ASSISTANCE PROGRAM

The Minneapolis Community Events Assistance Program (CEAP) launched in 2025. Minneapolis CEAP supports Minneapolis-based nonprofit organizations with financial assistance to help cover city-mandated service costs for community-driven events that support community engagement, cultural diversity, and the promotion of public events that enrich the lives of its residents and visitors.

23 EVENTS SUPPORTED

1M EVENT ATTENDEES

EQUITY & COMMUNITY IMPACT PROGRAMS

At Meet Minneapolis, equity and community impact are at the heart of everything we do. Our initiatives demonstrate our steadfast commitment to integrating the values of equity, diversity, inclusion, and access into both organizational growth and partner success.

Meet Minneapolis initiatives for 2025 included:

- **Four Learning Experiences:** Delivered targeted cultural fluency training that strengthened awareness and skills across the tourism and hospitality industry.
- **Expanded Diverse Suppliers Guide:** Enhanced resources and launched a pilot education program supporting BIPOC, women, LGBTQ+, and veteran-owned businesses.
- **Supporting Our Community:** Mobilized partners and staff to support Hennepin Healthcare with our warm winter clothes drive. Raised funds and collected food to provide meals to families facing food insecurity.

\$12,000 RAISED

800 MEALS COLLECTED

LONG-TERM IMPACT

Building the foundation for long-term growth in the Minneapolis tourism and hospitality industry.

MINNEAPOLIS TOURISM IMPROVEMENT DISTRICT

In June 2025, the local hotel community and city leadership, in partnership with Meet Minneapolis, helped establish the Minneapolis Tourism Improvement District (MTID). The district was created following strong support from hotel owners and unanimous approval by the Minneapolis City Council, with the ordinance signed into law by Mayor Jacob Frey. The MTID enables participating hotels to collect a 2% assessment on room revenue, generating approximately \$7 million annually to support targeted destination marketing, sales efforts, event recruitment, and visitor economy initiatives. This dedicated funding strengthens Minneapolis' ability to compete for meetings, conventions, and events while supporting long-term growth for the city's tourism and hospitality industry. With funding secured, Meet Minneapolis immediately began developing and activating multiple initiatives designed to accelerate travel and tourism growth in 2026.

DESTINATION MASTER PLAN INITIATIVE

Minneapolis: #1 for Women's Sports

Destination Minneapolis: Charting the Future of Minneapolis Tourism is a long-range plan to align public, private and civic sectors around a shared tourism vision. This road map ensures Minneapolis continues to be a dynamic, competitive and welcoming place for meetings, conventions and events.

In October 2025, Meet Minneapolis launched Minneapolis: #1 for Women's Sports, activating a key priority from the Destination Master Plan. This initiative elevates Minneapolis' national reputation by clearly and confidently positioning the city as the leading U.S. destination for women's sports, grounded in decades of hosting, participation, and championship success.

The launch included a public announcement, a dedicated digital hub, and a co-authored op-ed with Minnesota Sports & Events to amplify the message beyond the region. Meet Minneapolis also hosted a celebratory launch event for stakeholders and developed partner-ready messaging and creative assets, enabling teams, venues, and community organizations to share a unified story across their own platforms.

Together, these efforts established a strong foundation for long-term awareness, partner alignment, and future event recruitment, positioning women's sports as both a defining part of Minneapolis' identity and a driver of visitor economy growth.

2025 HIGHLIGHTS: A TIMELINE

THANK YOU TO OUR
2025 BOARD MEMBERS
SCAN FOR FULL LIST



- 1. Jan. 31-Feb. 2 & March 21-23/28-30** | The Minneapolis Convention Center (MCC) hosts more than 75,000 youth volleyball players, coaches and family members over three weekends for the **Northern Lights Qualifier**.
- 2. May 16-18** | The MCC hosts its largest citywide convention of the year as the **American College of Obstetricians and Gynecologists** Annual Clinical & Scientific Meeting brings nearly 10,000 attendees to the city.
- 3. May 20-23** | Meet Minneapolis hosts **ConferenceDirect D25**, an educational conference that convenes meeting industry professionals, ConferenceDirect associates and local industry partners around shared values of diversity, equity and inclusion.
- 4. July 3-5** | The **USA Volleyball Boys Junior National Championship** brings 24,000 players from around the country to the MCC and downtown Minneapolis.
- 5. July 17-22** | Minneapolis hosts the **National Veterans Wheelchair Games**, the world's largest annual wheelchair sports and rehabilitation event solely for military veterans.
- 6. Sept. 11** | Nicollet Mall hosts the inaugural **Dinner du Nord**, an outdoor dinner with 2,000 diners designed to support our hospitality industry and encourage people to come to downtown.
- 7. Sept. 14-20** | Hotels in Minneapolis have their **best week ever** from a demand and room revenue standpoint, while also setting a new post-pandemic weekly occupancy record. The noteworthy hotel success was driven by the many major events that Minneapolis hosted throughout the city.
- 8. Nov. 3** | In collaboration with several partners, Meet Minneapolis unveils **Winterapolis 2025**, a campaign designed to celebrate the people, events and experiences that make winter in Minneapolis extraordinary and to elevate Minneapolis as "America's Winter City."
- 9. Nov. 12-14** | Meet Minneapolis hosts a **Prince-themed familiarization** trip for meeting planners tied to the pre-Broadway debut of *Purple Rain*, leveraging a timely cultural moment to position Minneapolis as the definitive destination to experience Prince's legacy.
- 10. Dec. 26-Jan. 5** | Minneapolis and St. Paul host the 50th edition of the **IIHF World Junior Championship**. Over 184,708 attendees take in a game over the 11-day period.



Meet Minneapolis
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