



Meet **Minneapolis**
City by Nature

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Future Partners

Today

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How Americans Feel About Travel

Perceptions of Minneapolis

Meetings Industry Trends

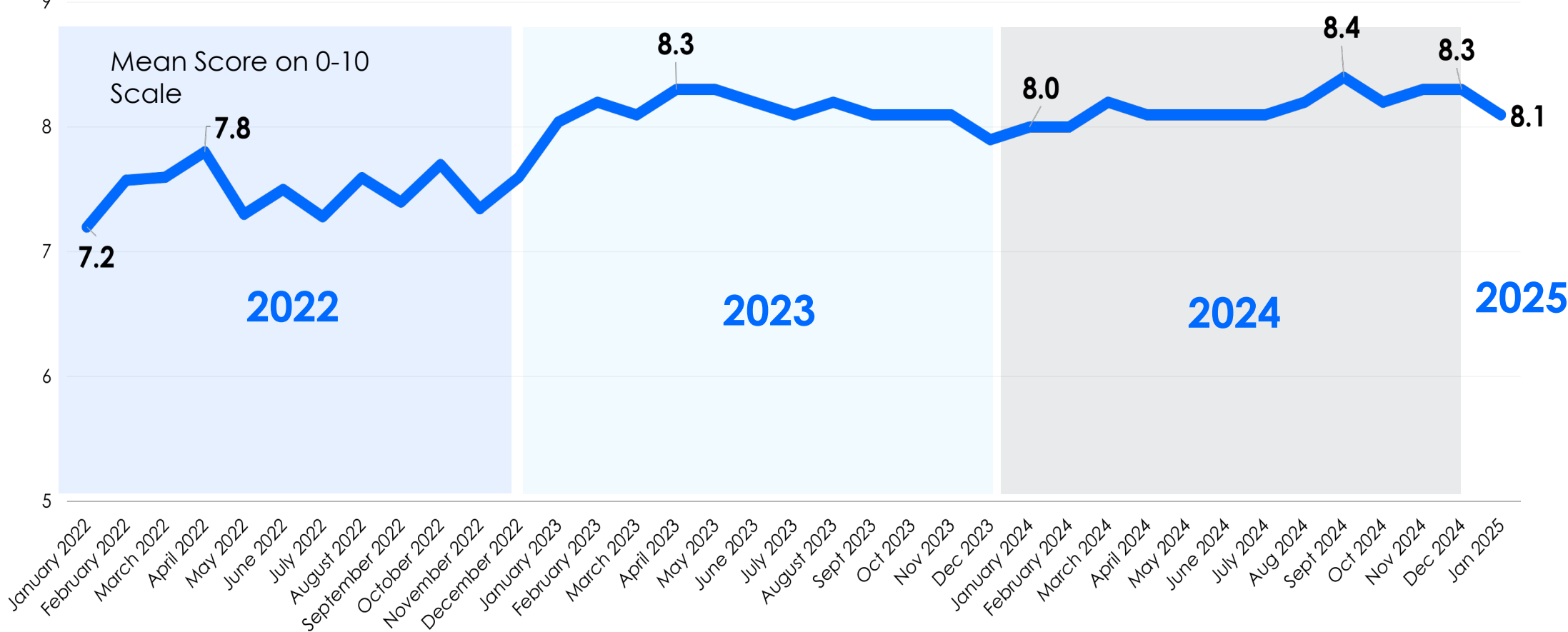
How Americans Feel About Travel

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Excitement for travel remains elevated, but is declining to start 2025

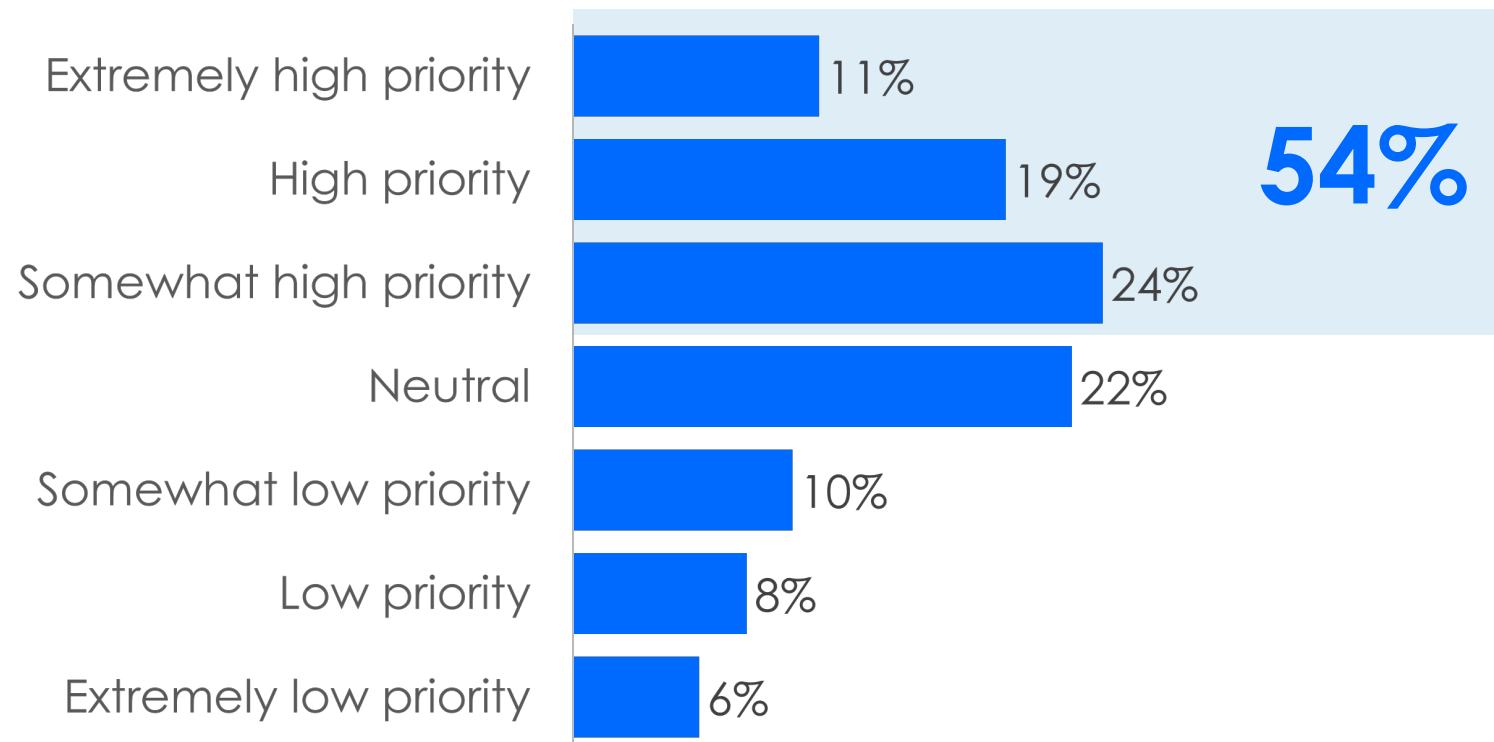
Excitement Level for Leisure Travel in Next 12 Months



Question: Which best describes how excited you are about LEISURE TRAVEL in the NEXT TWELVE (12) MONTHS? Base: All respondents, approx. 4,000 per wave

Over half say **leisure travel** will be a **priority** in the near term

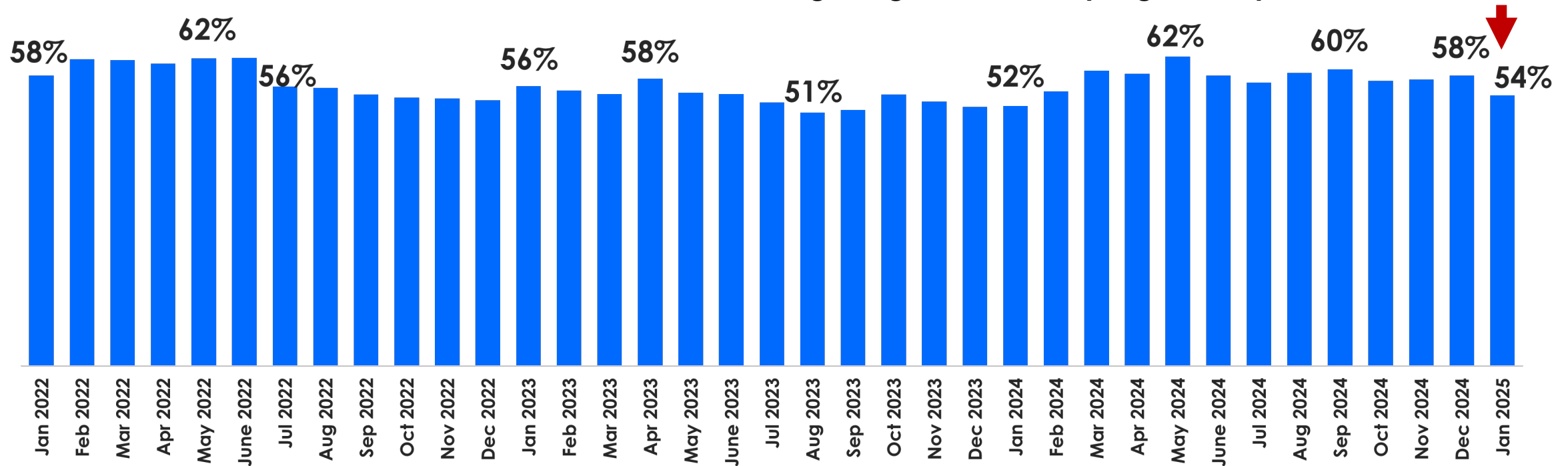
Priority of Leisure Travel Spend (Next 3 Months)



Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. Leisure travel will be a(n) _____. Base: All respondents, 4,002 completed surveys. Data collected January 16-20, 2025.)

However, travel as a budget priority declines entering 2025

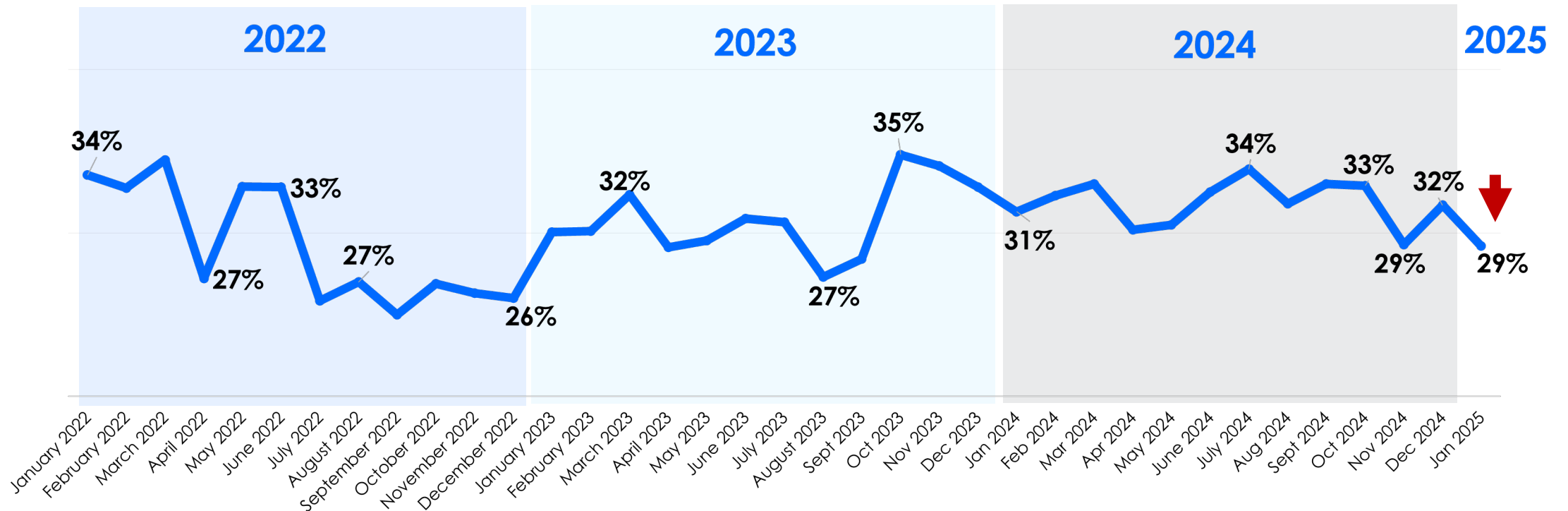
% Leisure Travel Will Be Somewhat High, High or Extremely High Priority



Question: Thinking carefully about how you expect to spend your income in the NEXT THREE MONTHS, please use the scale below to describe your spending priorities. Leisure travel will be a(n) _____. Base: All respondents, 4,002 completed surveys. Data collected January 16-20, 2025.)

Travelers' overall financial confidence is trending down

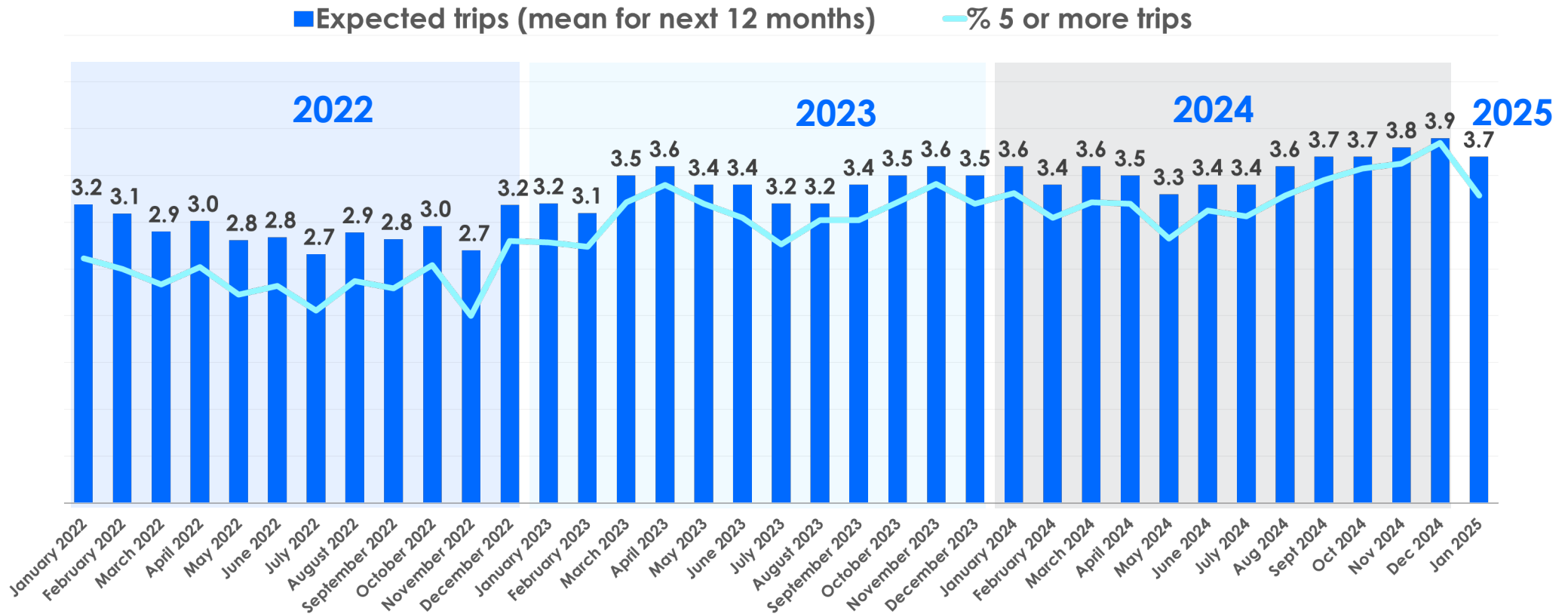
Current Financial Wellness: % Better off or Much better off vs. year ago



Question: Would you say that you (and your household) are better off or worse off financially than you were a year ago?
Base: All respondents, approx. 4,000 completed surveys per wave

U.S. Travelers cut back on trips for 2025

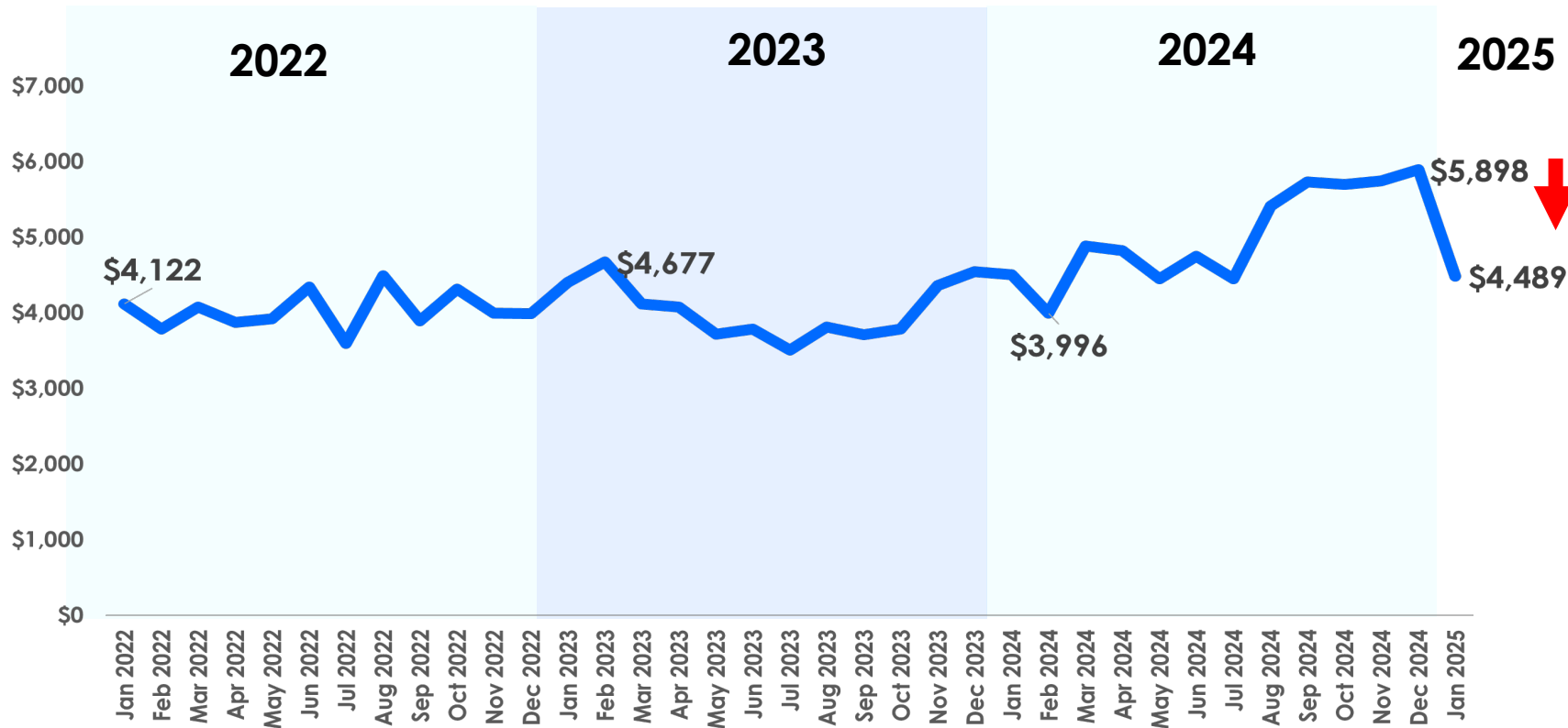
Total Anticipated Leisure Trips (Next 12 Months)



Question: IN TOTAL, how many leisure trips (of 50 miles or more from your home) do you expect to take in NEXT TWELVE (12) MONTHS?
Base: All respondents, approx. 4,000 per wave

Americans are also reducing travel budgets significantly

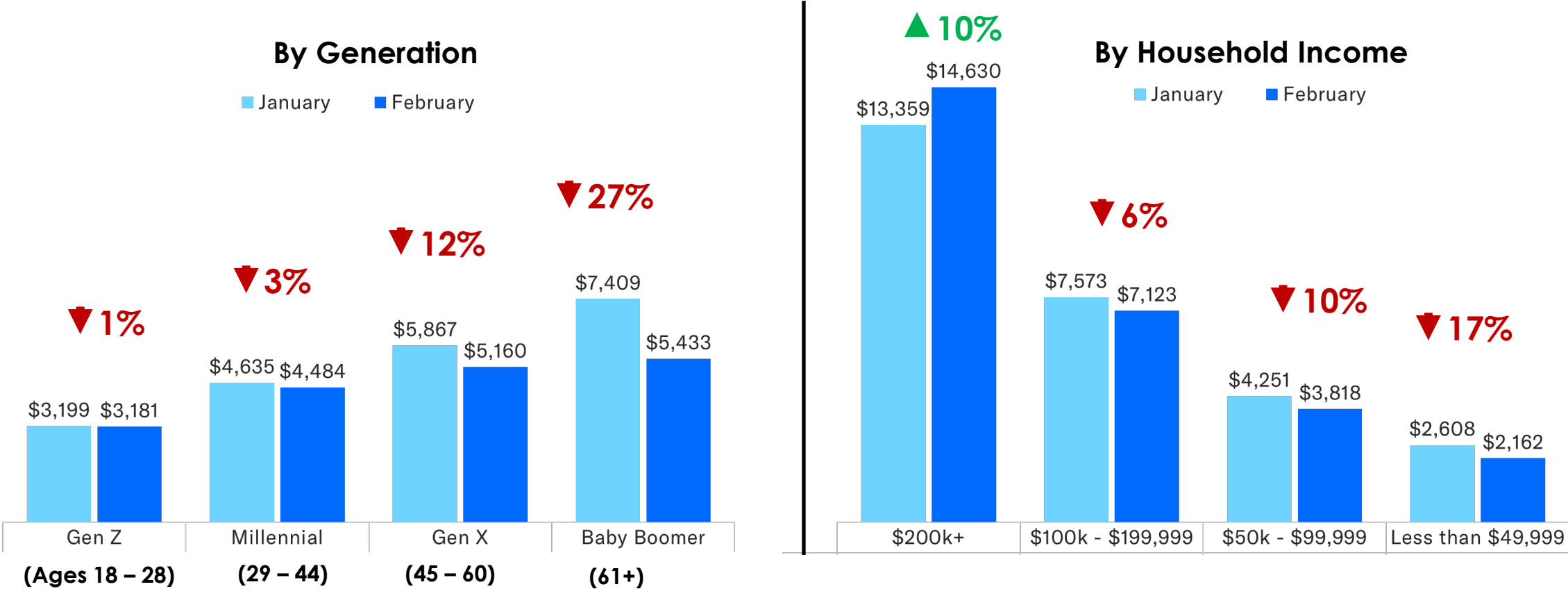
Max Leisure Travel Budgets (Next 12 Months)



Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS? Maximum I would spend on leisure travel (next 12 months): _____

The largest drops in anticipated spend were among Baby Boomers and travelers whose HHI is under \$50k.

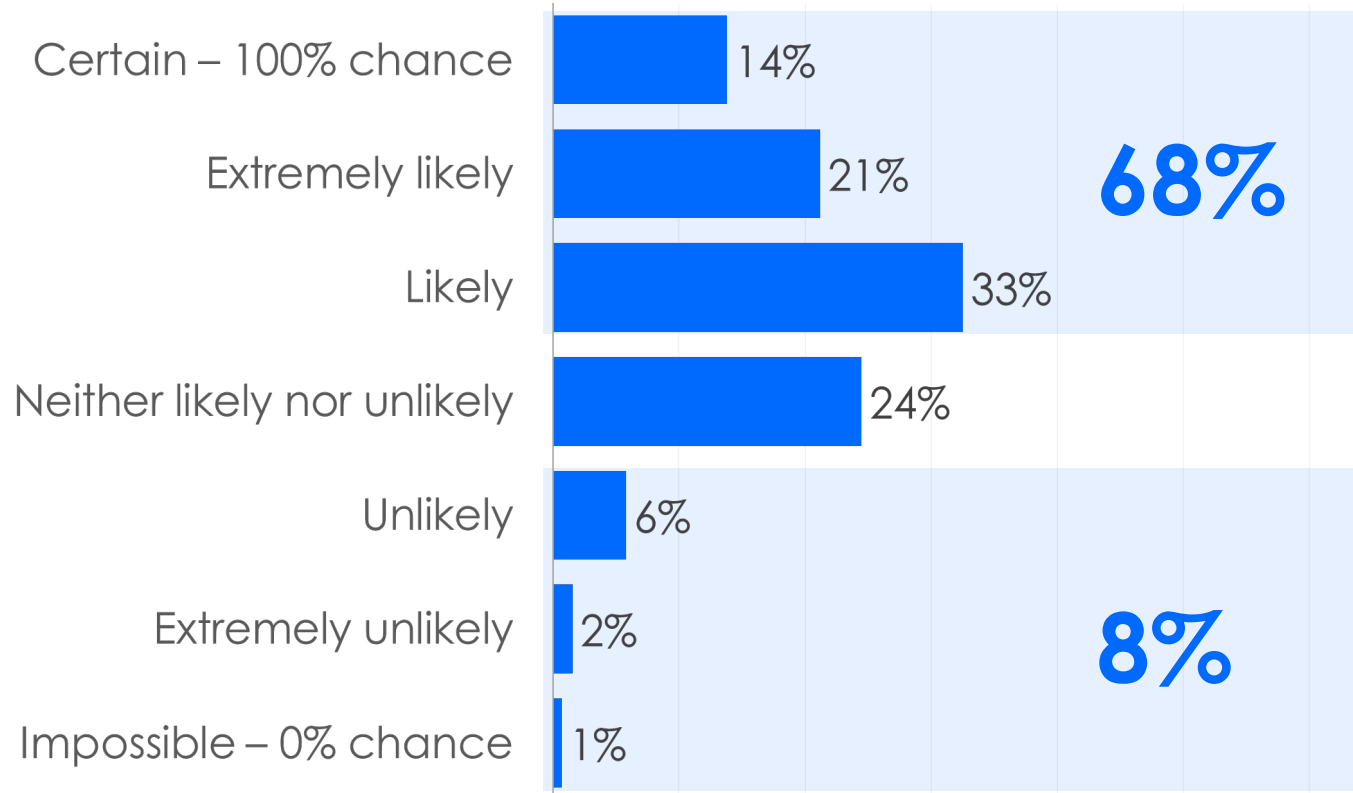
Max Leisure Travel Budgets (Next 12 Months)



Question: How much IN TOTAL is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the NEXT 12 MONTHS?

The high cost of travel weighs heavily on travelers' minds, with most seeing budget-friendly travel growing in 2025

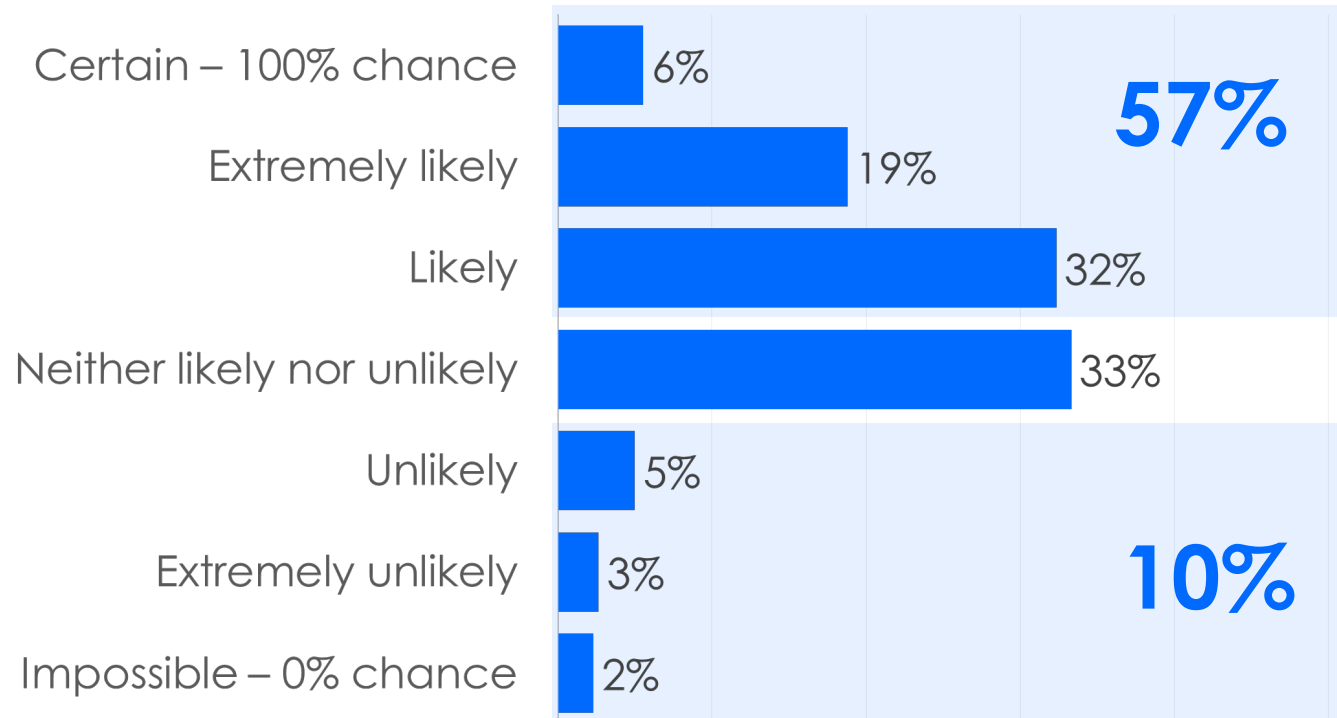
Budget Friendly Destinations Will Become More Popular in 2025



Statement: Budget-friendly destinations will become more popular in 2025.

More than half of travelers see ‘dupes’ as growing in popularity with travelers.

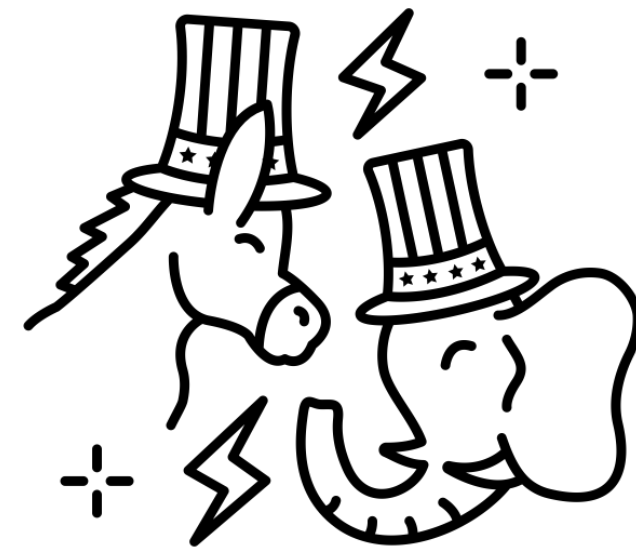
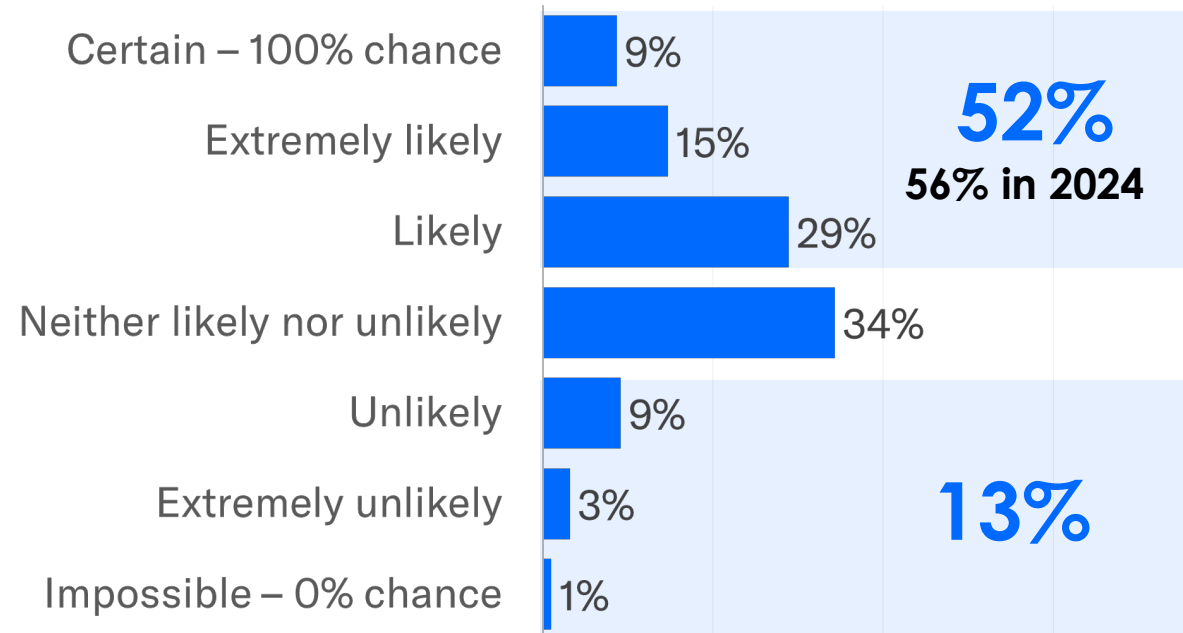
“Dupes” (More Affordable Destination Options) Will Grow in Popularity in 2025



Statement: “Dupes” is a slang word for destinations that are affordable alternatives to historically more expensive places. In 2025, visiting dupes will grow in popularity.

More than half of travelers see politics as influencing the places Americans visit.

More Travelers Will Avoid Destinations Based on Their Personal Politics.



Statement: More travelers will avoid (or select) destinations based on their personal politics.

Travel Planning Behaviors

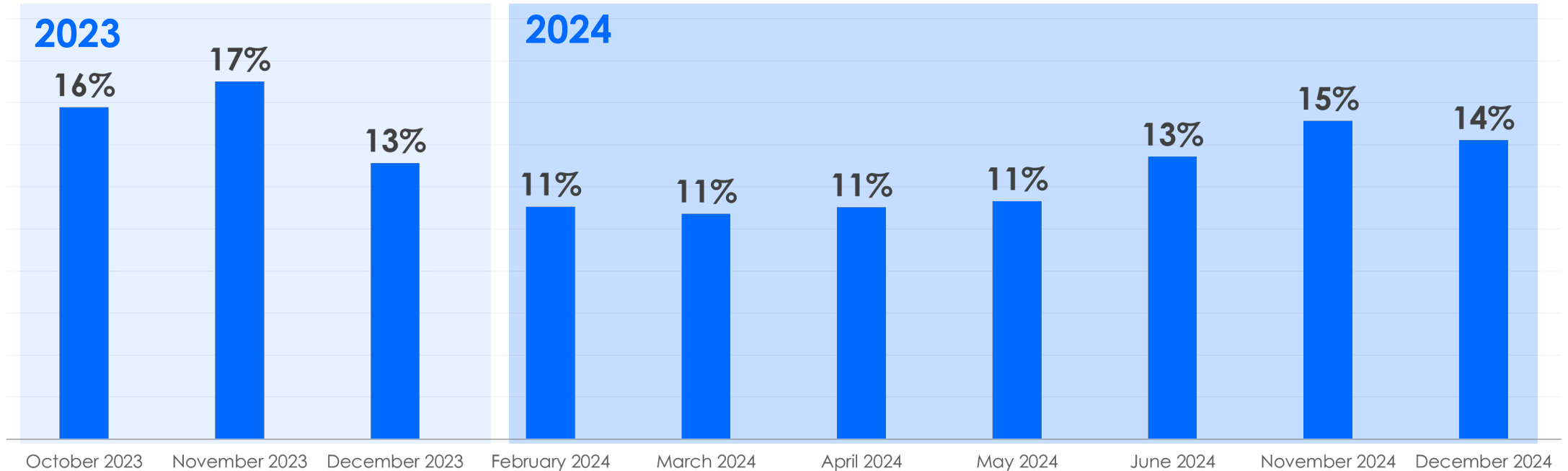


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Using AI for travel planning has yet to reach a critical mass

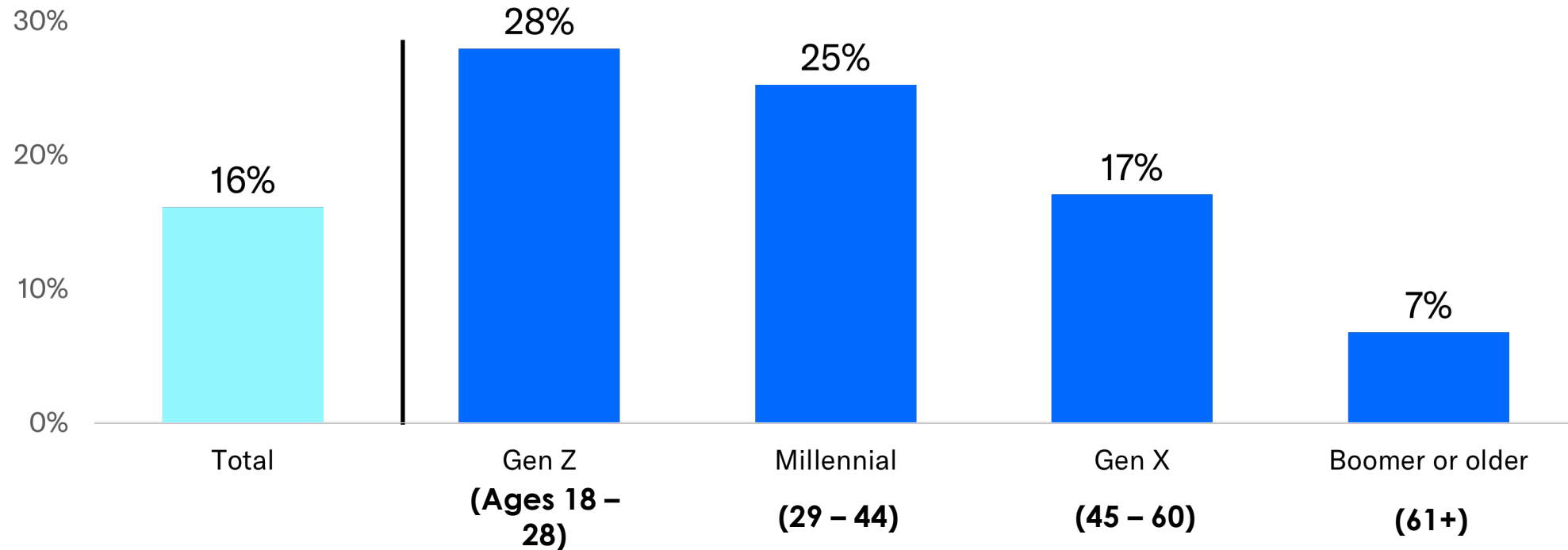
%Who Have Used AI Tools to Plan Trips (Past 12 months)



Question: In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?

Younger travelers more likely to use AI for travel planning

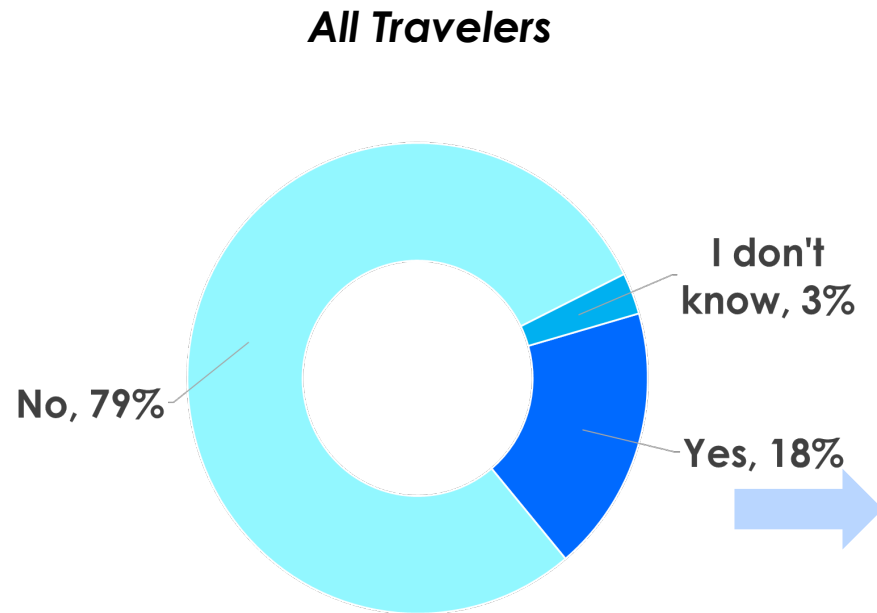
**%Who Have Used AI Tools to Plan Trips (Past 12 months)
By Generation**



Question: In the past 12 months, have you used any Artificial Intelligence (AI) tools specifically to help you plan (or prepare for) your trips?

Younger travelers turn to digital influencers at a much higher rate

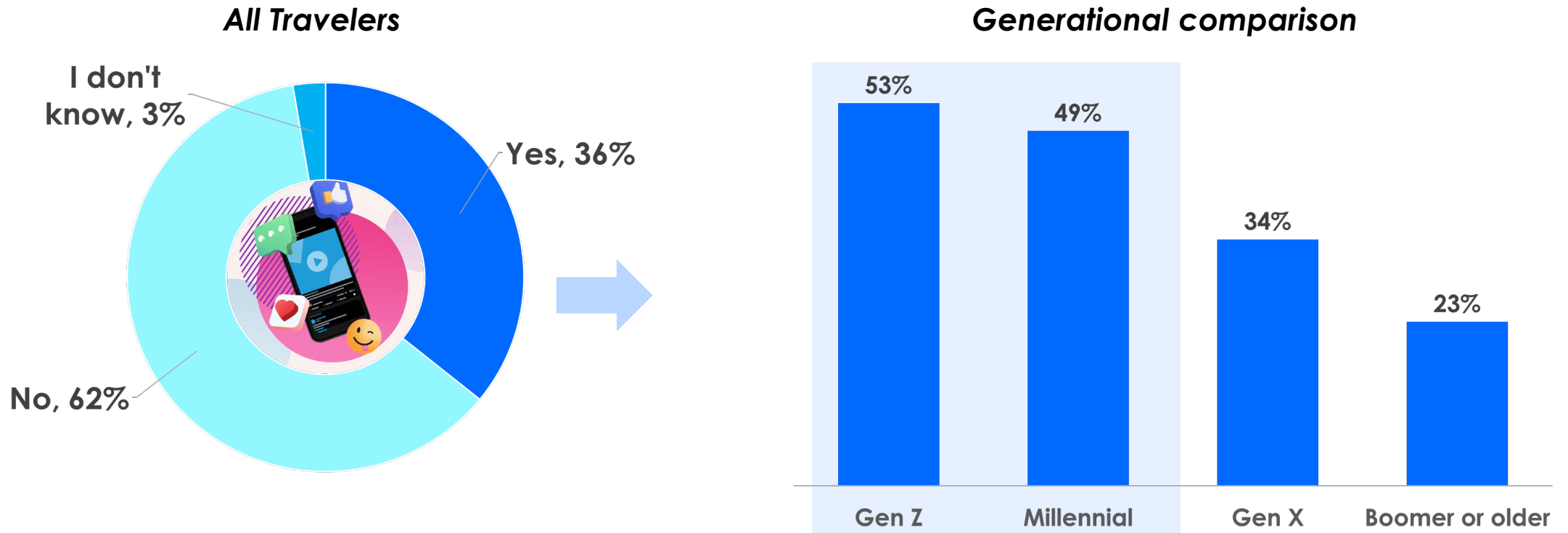
%Who Have Used a Digital Influencer for Travel Planning (Past 12 months)



Question: In the past 12 months, have you used the opinions of a DIGITAL INFLUENCER to help plan any travel?

Younger travelers turn to online video for trip planning significantly more

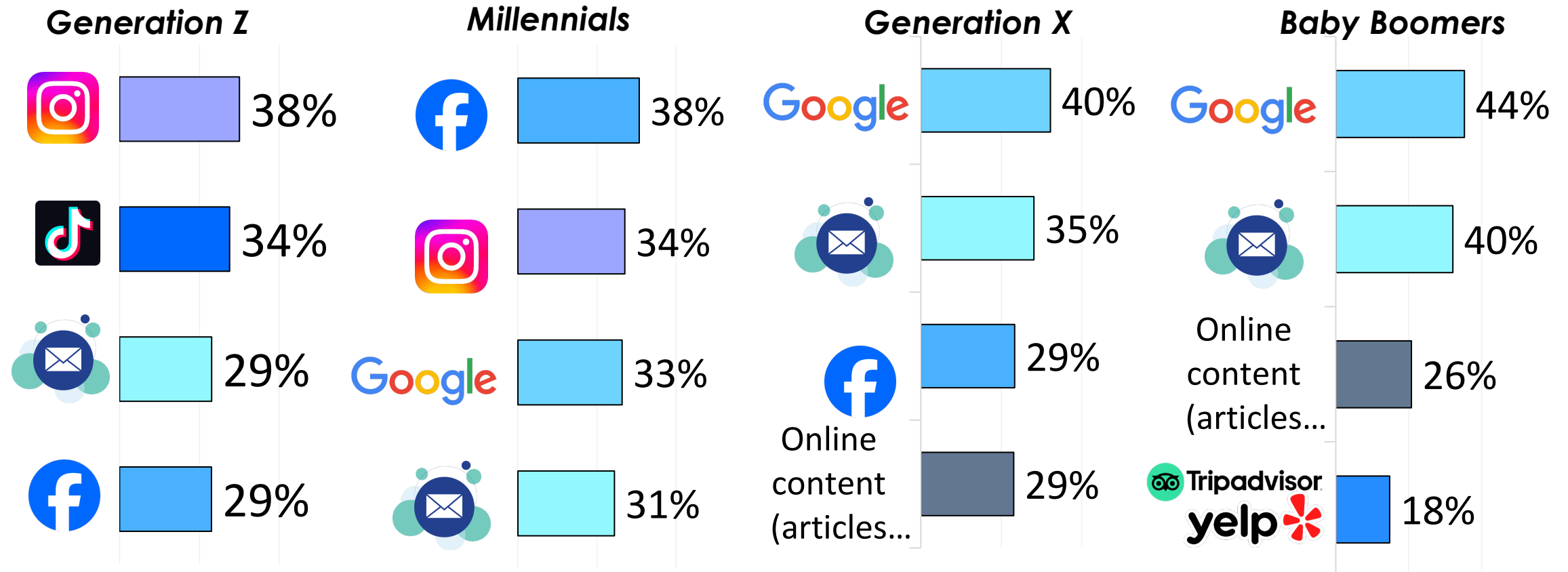
%Who Have Used Online Video for Travel Planning (Past 12 months)



Question: In the past 12 months, have you used ONLINE VIDEO including visiting video sharing websites to plan any travel?

Social dominates for younger travelers, while web search and emails are top for older generations.

Best Channels to Reach Each Generation With Destination Messaging



Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit?

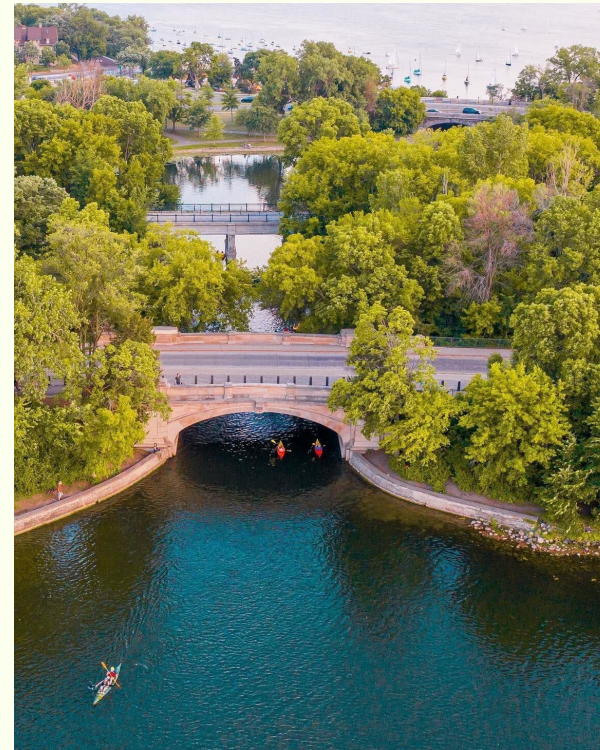
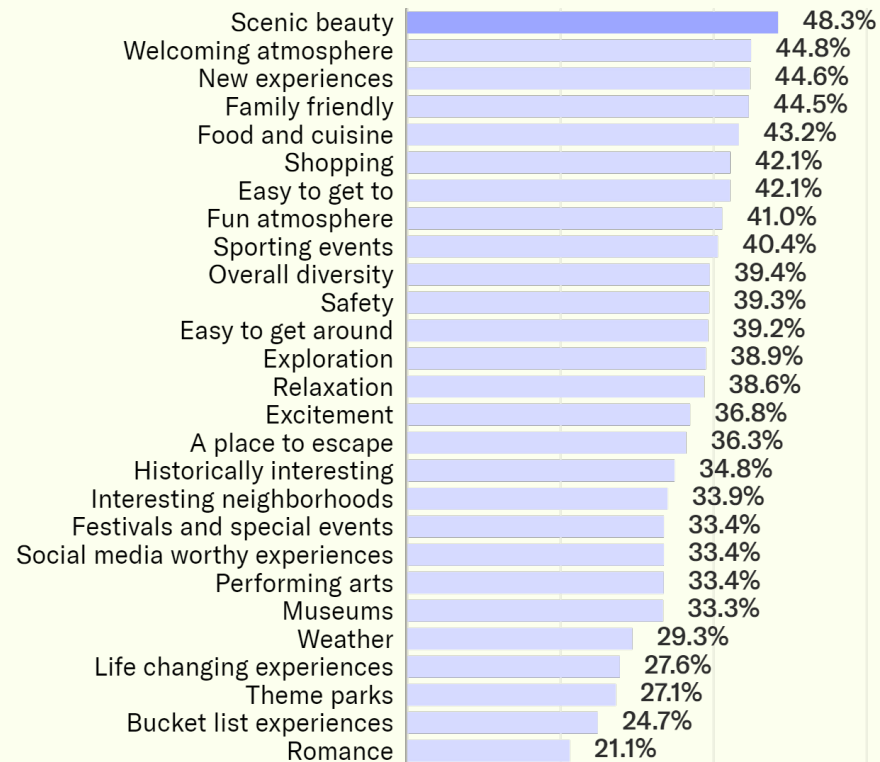
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**Consumer Perceptions
of Minneapolis**

Scenic beauty and welcoming atmosphere are top rated attributes of Minneapolis.

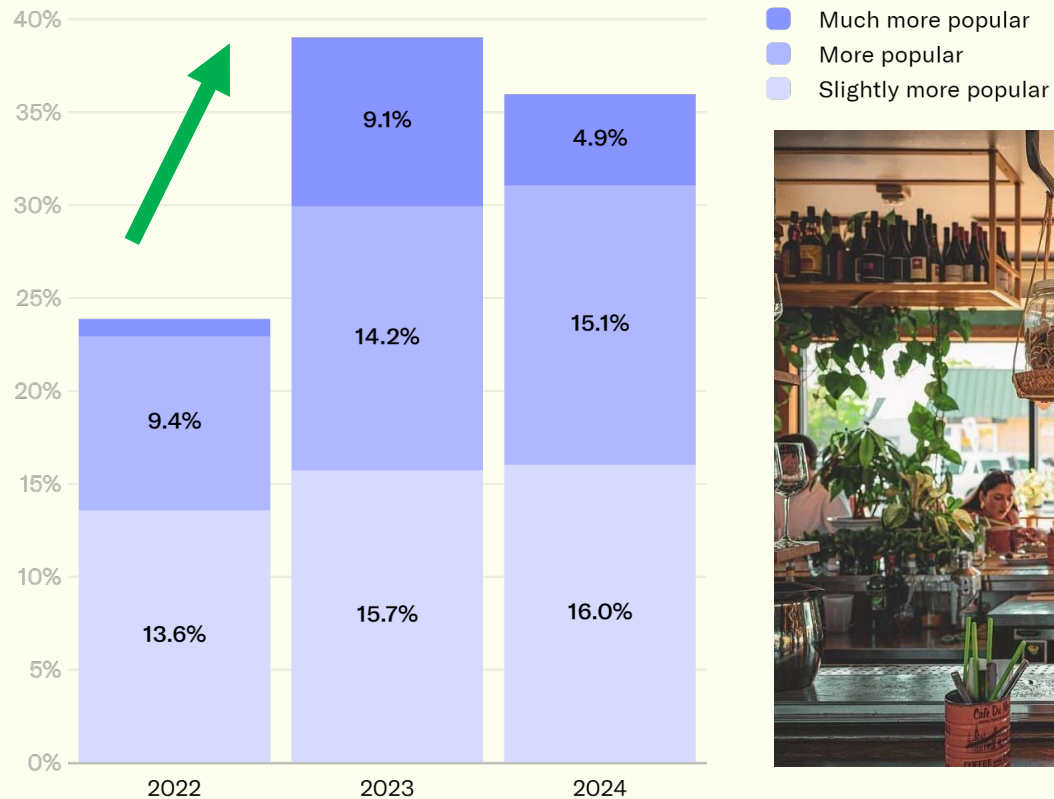
% Rating Minneapolis "Slightly Good" to "Extremely Good" for Delivering on Each Attribute



Question: Please think about Minneapolis, MN as a place to visit for leisure. Given what you currently know about it, please rate the destination for each of these attribute. Base: Minneapolis, MN set, 2024 respondents. 880 completed surveys.

Minneapolis' popularity increased significantly from 2022 to 2023.

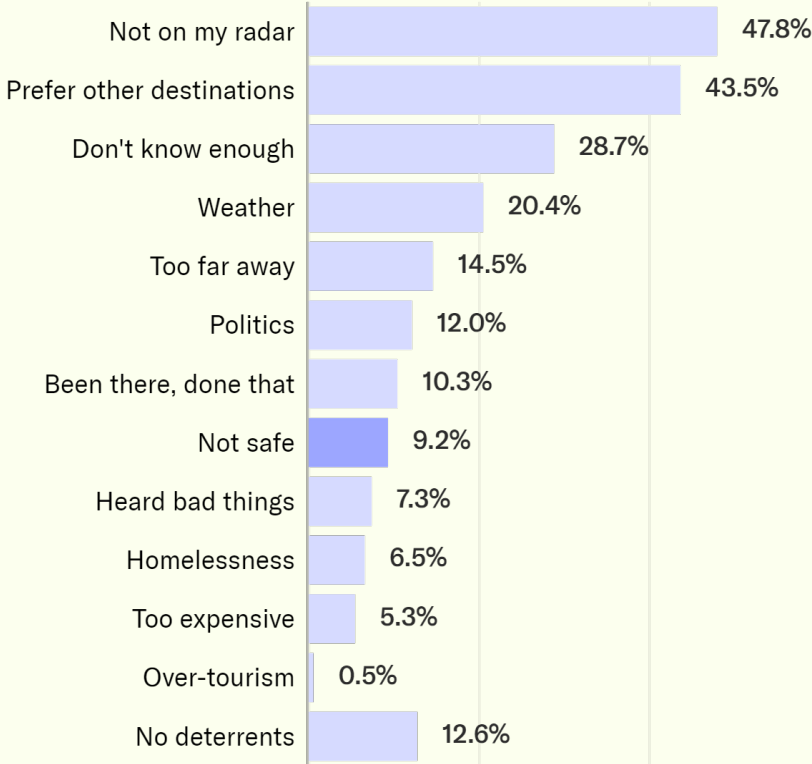
Change in Popularity Perceptions for Minneapolis



Question: In the last few years, has Minneapolis, MN's popularity as a place to visit changed? (Select one to complete the sentence)
From what I have seen, Minneapolis, MN is becoming _____. Base: Total Minneapolis, MN set respondents. 1,481 completed surveys.

Non-visitors: Top deterrents are a lack of knowledge about Minneapolis. Just one-in-ten cite safety as a deterrent.

% Unlikely Visitors Citing What Keeps them from Visiting Minneapolis



Question: Which of the following accurately describe why you said you're unlikely to visit Minneapolis, MN in the NEXT TWO (2) YEARS? Base: Minneapolis, MN set, 2024 unlikely visitors 880 completed surveys.



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**Meetings Industry
Trends**

Planners expect **the importance of destination safety** to increase in the next few years.

% Expected to Increase (Next 3 Years)



**1. Importance of Destination Safety
(e.g., security measures)**

65%



2. Client Budgets

64%

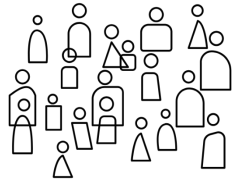


**3. Incorporation of AR/VR
experiences in the meeting agenda**

59%

Politics are also expected to continue weighing on Planners' sourcing decisions.

% Expected to Increase (Next 3 Years)



4. Importance of DEI (of meeting attendees and speakers) **58%**



5. Impact of local politics on destination selection **56%**



6. Corporate social responsibility initiatives incorporated into meeting agenda **55%**

49%

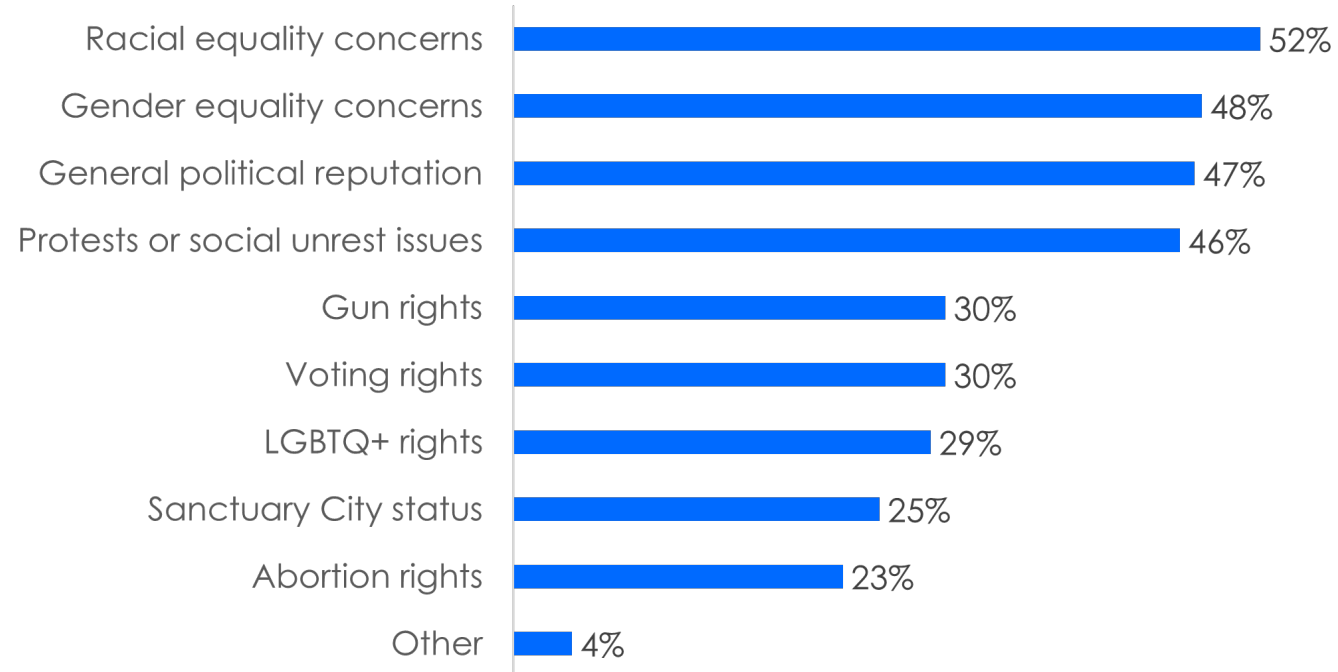
of planners say controversial issues have caused them to reconsider a meetings destination in the past year alone.

Thinking about meetings you have planned in 2024, have controversial issues, such as state or local laws, caused you (or your clients) to reconsider a destination for your meetings? Base All respondents. 400 responses.



Race, gender, political reputation, and social unrest were top reasons to reconsider a meetings destination.

Reasons That Led Planners to Reconsider a Meetings Destination



Question: Which of the following issues led you (or your clients) to reconsider a meetings destination? (Select all that apply)
Base Meeting Planners. 197 responses.

57%

**of Meeting
Planners use AI
tools for meetings
destination
inspiration**

Statement: I often use AI tools like ChatGPT for inspiration around meetings destinations. Base All respondents. 400 responses.



In Summary

Travelers are feeling economic uncertainty and responding by reducing travel spend and anticipated trips. Still, excitement for travel remains high and a key converting more cautious American travelers will be value messaging.



In Summary

The Minneapolis brand has made positive gains in perceptions of being a popular leisure destination that is safe. The city's ability to grow market share in an increasingly price conscious environment is a clear opportunity.



In Summary

Safety is now an everywhere problem in the U.S. in the minds of meeting planners and **politics** continue to weigh heavy on sourcing decisions—a reality that could benefit **Minneapolis.**

