

# **Weekend Event Analysis: Taylor Swift, Pride, Kiwanis**

*Meet Minneapolis*



**ZARTICO**



# Objective

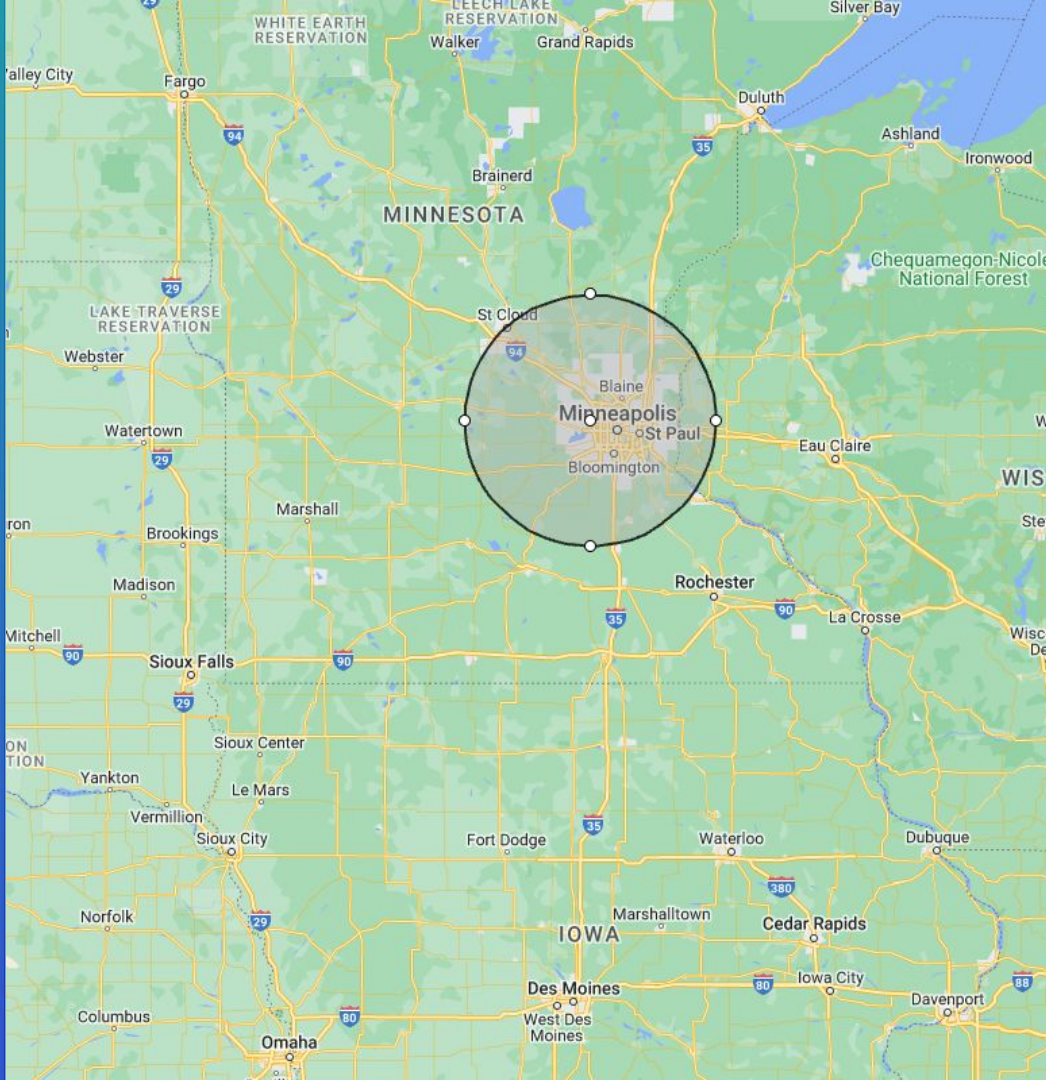
To understand the impact of the large event weekend on the visitor economy. Were visitors seen at more than one of the three events? What were the behavioral trends of attendees?

**Goals:** Gain a better understanding of the overall impact of the weekend and use analysis/findings to report to the board and other stakeholders as well as to support future marketing efforts.

**Date(s):** June, 2023 (event dates June 23-25)

**Location:** US Bank Stadium, Minneapolis  
Convention Center, Loring Park





# Visitor Definition

Zartico defines a visitor as someone who has:

- Come from over **50 miles** from their common evening location
- Stayed for more than **two hours** in your destination
- Visited at least **one place of impact**

There is no time minimum that a person must stay at a POI to be counted a visitor, but they must meet all three criteria to be counted.

Regarding **visitor spending**, a visitor is defined as a transaction greater than **60 miles** between the center of the cardholder zip and the center of the merchant zip.



# KEY INSIGHTS

The three events had a major impact on the Minneapolis and Hennepin County visitor economy.

- An **80% lift in ADR and 64% lift in occupancy** was observed over a non-event weekends in the month of June.
- **Visitor spending** in the city of Minneapolis saw a **26% lift**

**Cross visitation** insights show that **attendees observed at Taylor Swift concert** showed a high propensity to be **observed at the Pride Festival**.

The **strongest visitor market** for each event was the **home DMA of Minneapolis-St.Paul**, however the Taylor Swift concert saw a notable increase in visitors from nearby drive market within this DMA. The behavior of attendees from all three events were unique, however all three were led by cross visitation to accommodations.



# Minneapolis Visitor Spend Trends During The Three Events

**50% Visitor Contribution  
to Total Spend**

*Lift of 4% from similar time frame*

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**30% Visitor Contribution to  
Total Restaurant Spend**

*Lift of 12% from similar time frame*

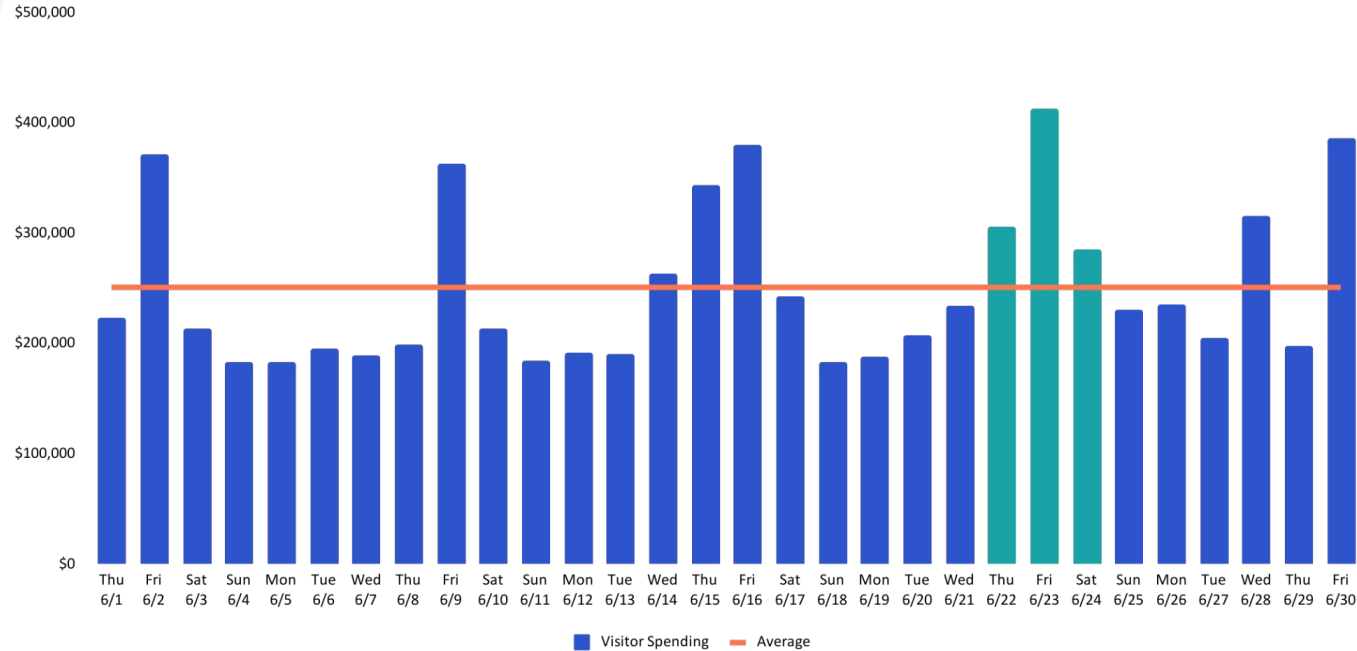
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**\$76 Avg. Visitor  
Spend**

*Lift of 30% from similar time frame*

# Change in Visitor Spend Over Time

Visitor spending in Minneapolis Thur-Sat during the event saw a 26% lift over similar time frame.



**Source:** Affinity; City of Minneapolis, June 22 - 24, 2023 compared to avg visitor spending Thur-Sat in the month of June  
\*Please note that total visitor spending represents roughly a 5% sample

# Hotel Trends During the Weekend of 6/23/23

**95% Occupancy**

*Change of 64% from similar time frame*

**\$306 ADR**

*Change of 80% from similar time frame*

**19,531 Demand**

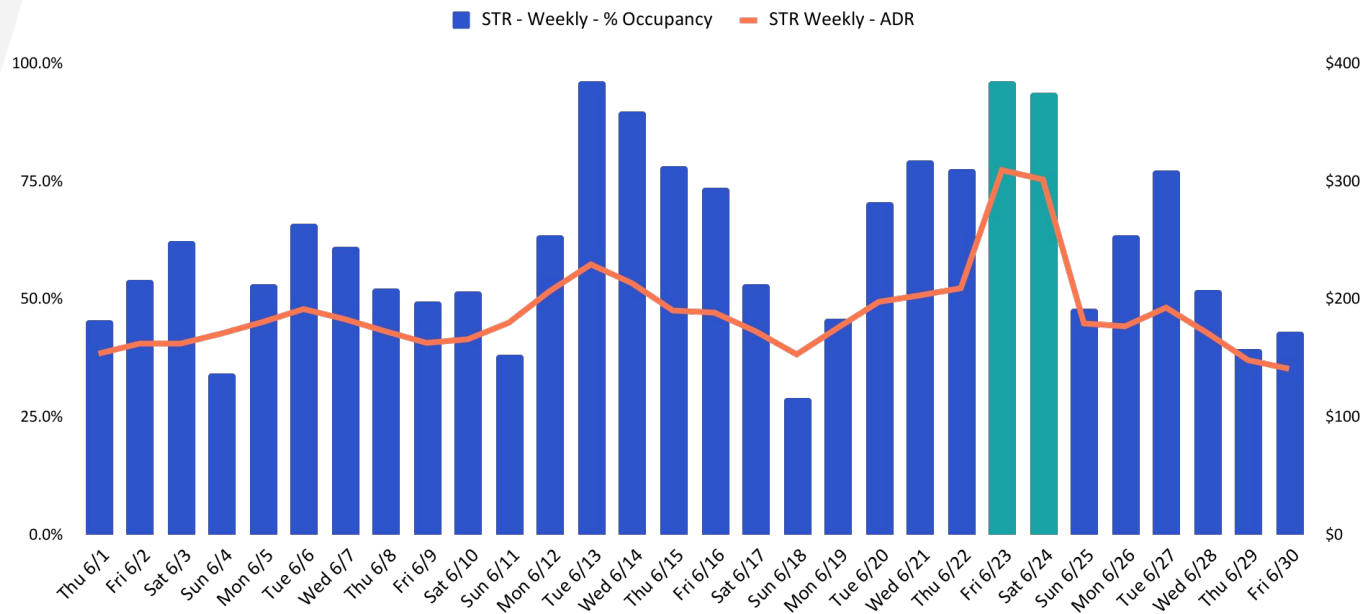
*Change of 176% from similar time frame*

**\$5,975,203 Revenue**

*Change of 136% from similar time frame*

# Change in Hotel Metrics Over Time

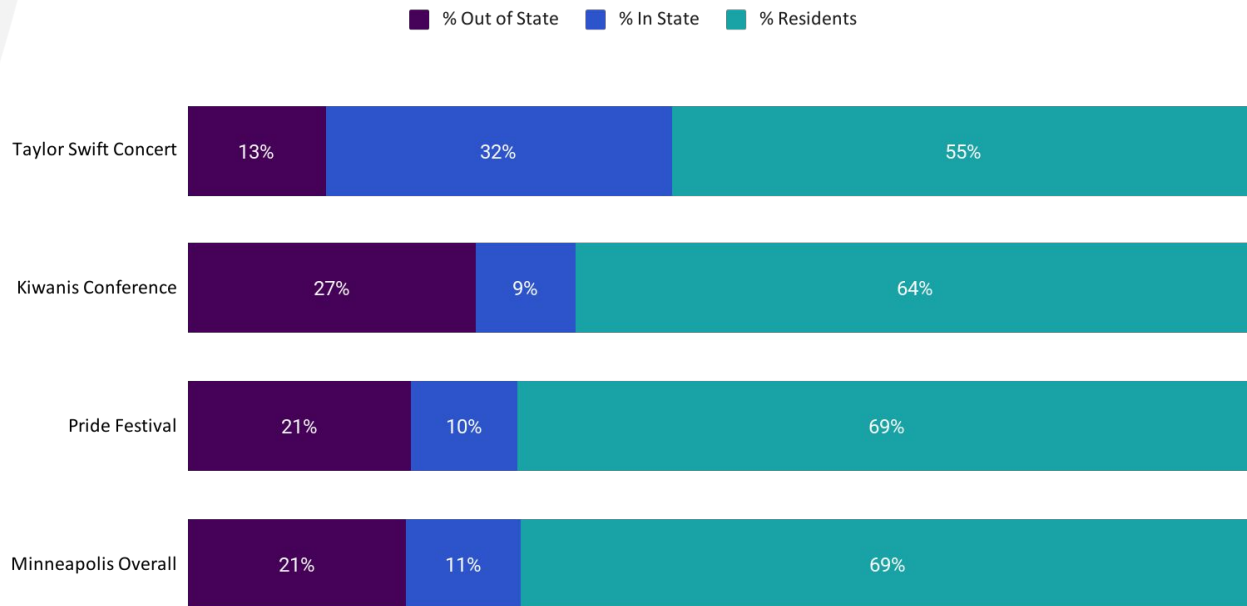
An **80% lift in ADR** and **64% lift in occupancy** was observed during the event weekend compared to other weekend in June.





# Visitor / Resident Split

The Taylor Swift Concert and Kiwanis Conference saw a greater share of visitors to residents than what was observed for the overall destination.



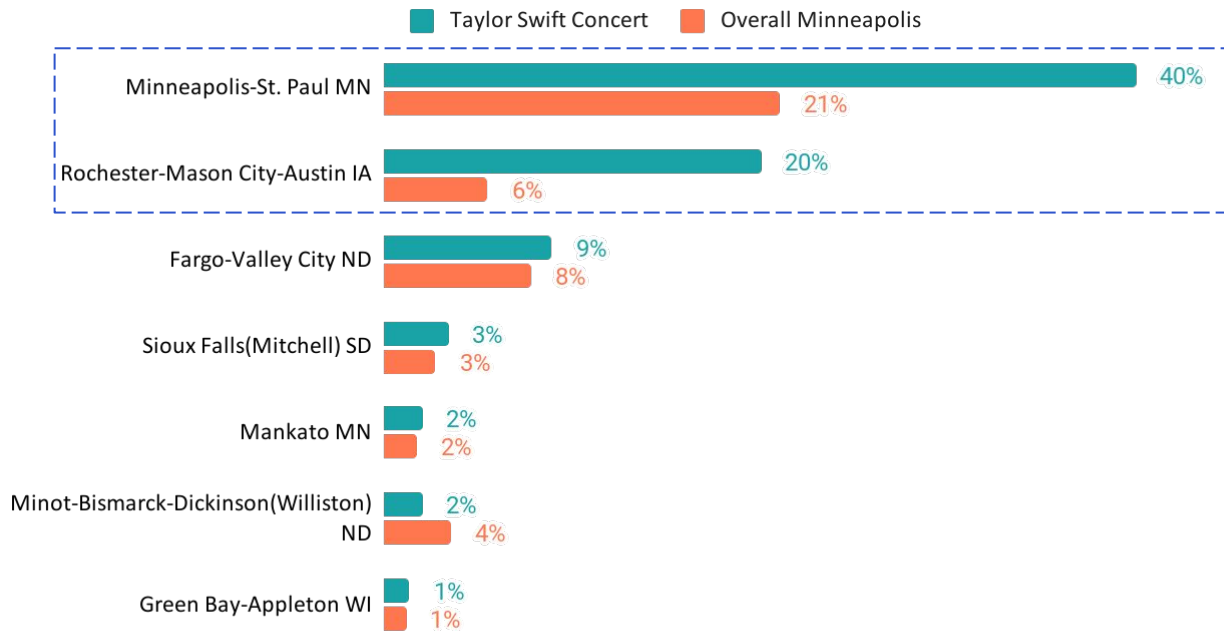
Source: Near June 22-24, 2023

A photograph of Taylor Swift performing on stage. She is wearing a shimmering, sequined, one-piece outfit and tall, sparkling boots. She is holding a microphone and singing. The background features large, flowing fabric structures in shades of purple and pink, and a large, glowing pink circular light fixture. The text "Taylor Swift Concert" is overlaid in white, bold, sans-serif font across the center of the image.

# Taylor Swift Concert

# Origin Market Changes

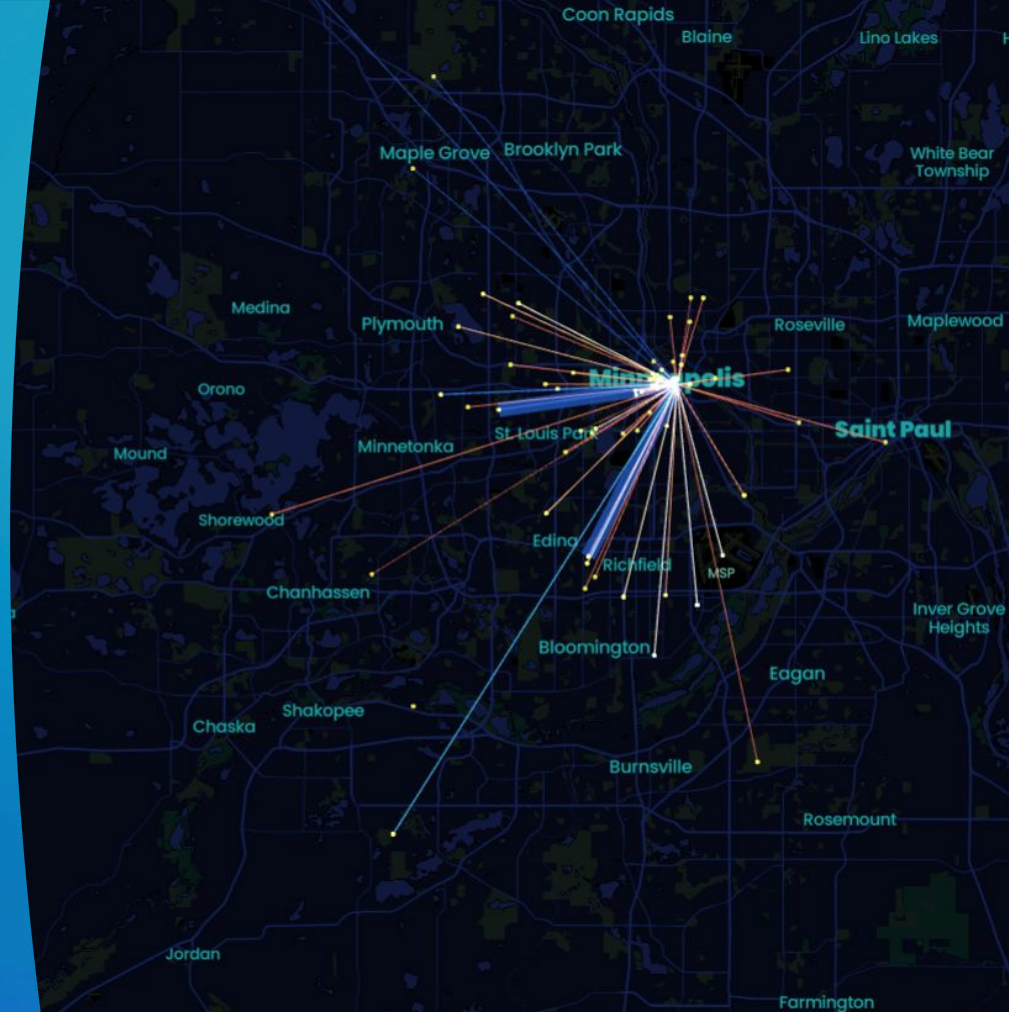
40% of concert attendees were from the Minneapolis-St. Paul MN DMA. Rochester-Mason City saw a significant lift in visitation when compared to overall Minneapolis.



# Where Else Did Concert Attendees Go?

## Top Primary POIs:

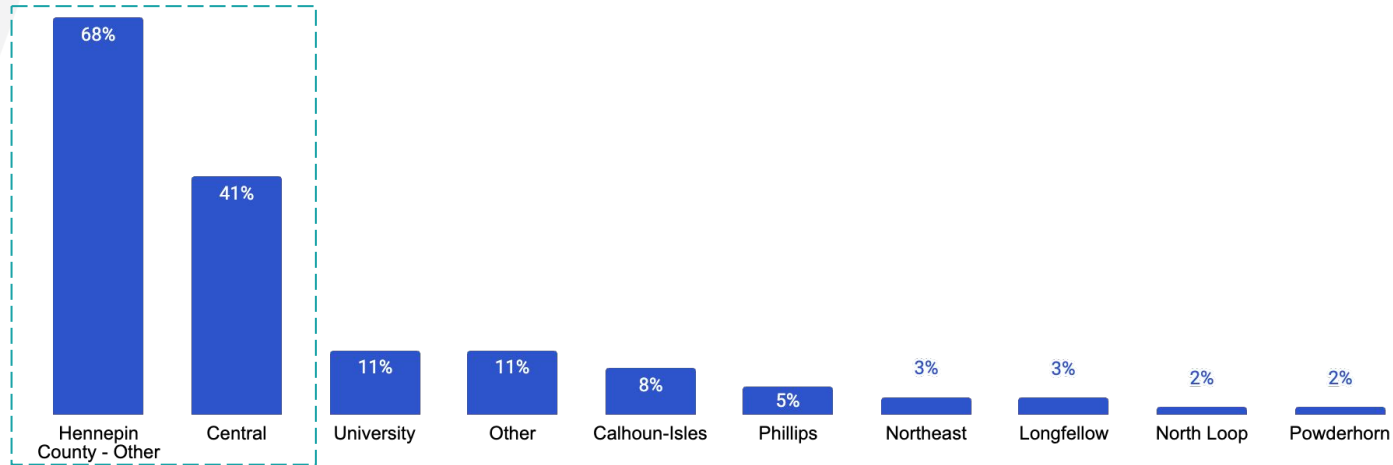
- Minneapolis – St Paul International Airport (MSP)
- Mall of America
- **Loring Park**
- Moxy Minneapolis Downtown
- Hyatt Place Minneapolis Downtown
- Midtown Greenway
- Minneapolis Sculpture Garden
- Target Center
- Radisson RED Minneapolis Downtown
- Hell's Kitchen/Metro Building
- Four Seasons Hotel Minneapolis
- Courtyard Minneapolis Downtown
- Canopy by Hilton Minneapolis Mill District/Chloe
- Brit's Pub
- Armory



Source: Near; U.S. Bank Stadium  
[Click for Starburst Dynamic Visualization](#)

# Shift in Visitation By Region

A majority of cross visitation of concert attendees took place in the Greater Hennepin County and Central Regions.

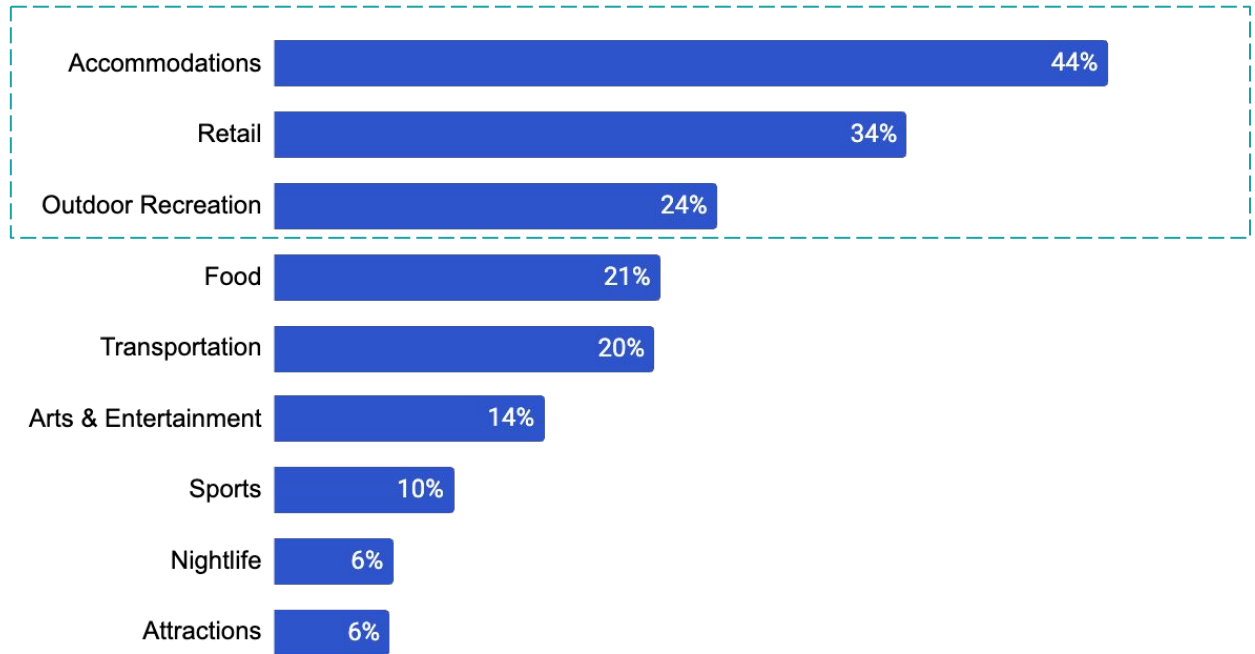


Source: Near; Cross visitation from U.S. Bank Stadium, June 23-24



# Shift in Visitation By Category

Taylor Swift concert attendees were primarily observed at Accommodations, retail, and outdoor rec POIs.



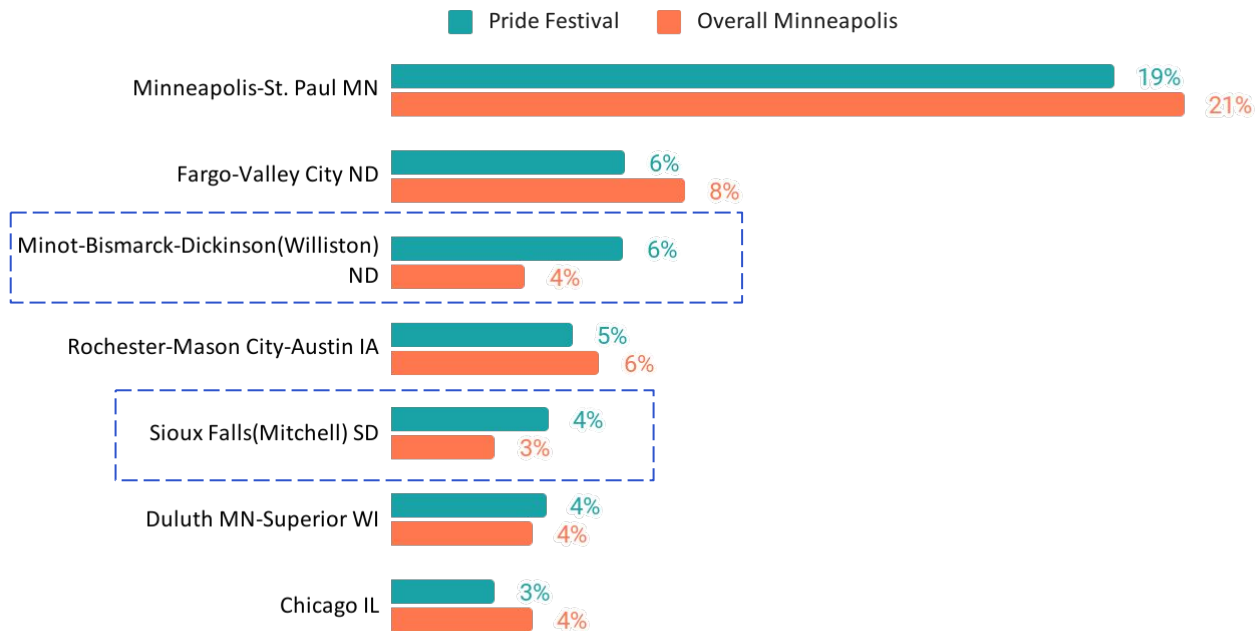


PRIDE™

TWIN CITIES

# Top Origin Market

Top DMAs observed at the Pride Festival were closely in-line with that over the overall city. Event visitation from Minot and Sioux Falls saw an uptick.



Source: Near; June 23 & 25, Loring Park

# Where Else Did Pride Attendees Go?

## Top Primary POIs:

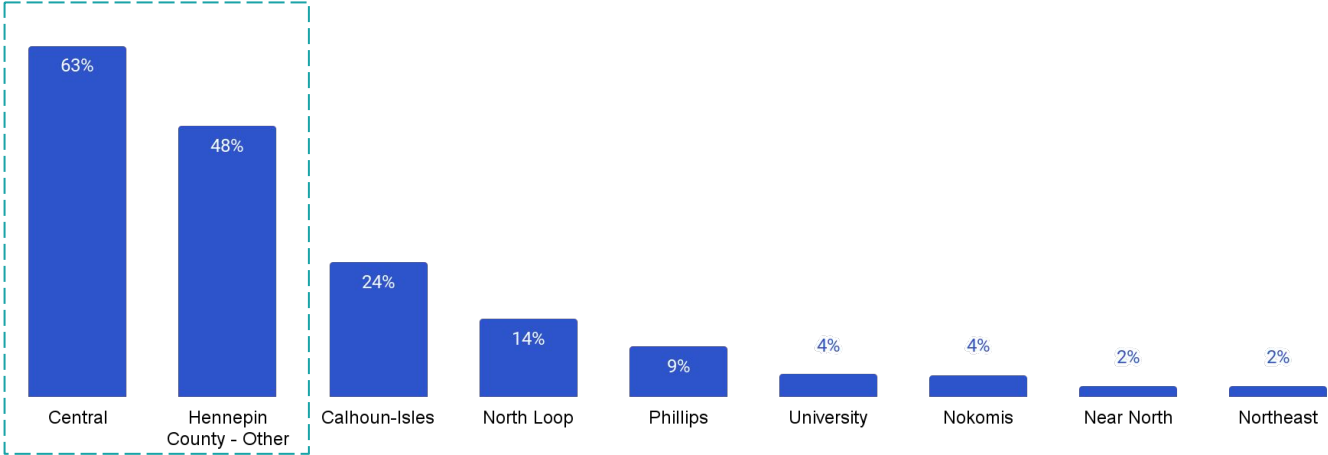
- Minneapolis Sculpture Garden
- Minneapolis - St Paul International Airport (MSP)
- Hampton Inn & Suites Minneapolis/Downtown
- Mall of America
- Midtown Greenway
- Hyatt Regency Minneapolis
- Walker Art Center
- AC Hotel Minneapolis Downtown
- Brave New Workshop
- Hotel Indigo Minneapolis Downtown
- CRAVE - Downtown Event Center & Restaurant
- **U.S. Bank Stadium**
- Embassy Suites by Hilton Minneapolis Downtown/Lyon's Pub
- Lake Nokomis Park
- Brit's Pub



Source: Near; Loring Park  
[Click for Starburst Dynamic Visualization](#)

# Shift in Visitation By Region

The Central and Hennepin County regions showed the greatest share of cross visitation from visitors observed at Pride.

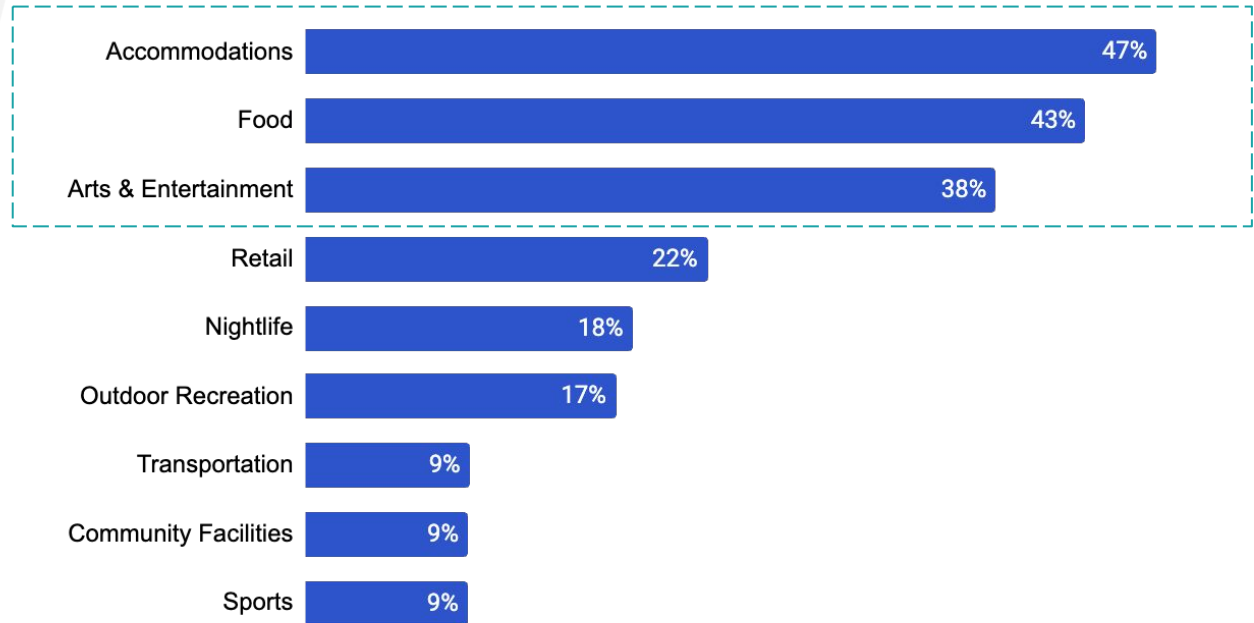


Source: Near; Cross visitation from Loring Park, June 23-25



# Shift in Visitation By Category

Pride Festival attendees showed strong cross visitation to key categories such as accommodations, food, and arts & entertainment.

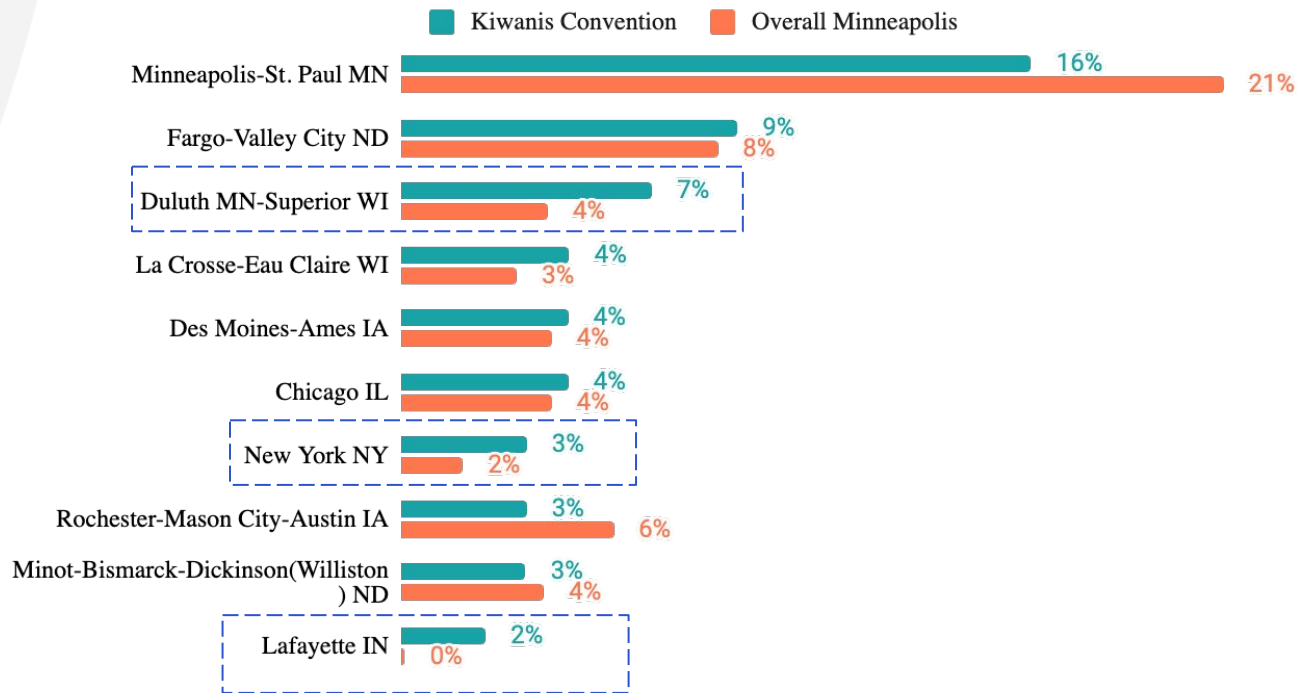


# KIWANIS CONVENTION



# Top Origin Market

The Kiwanis Convention saw a lift in visitation from Duluth, New York, and Lafayette IN.



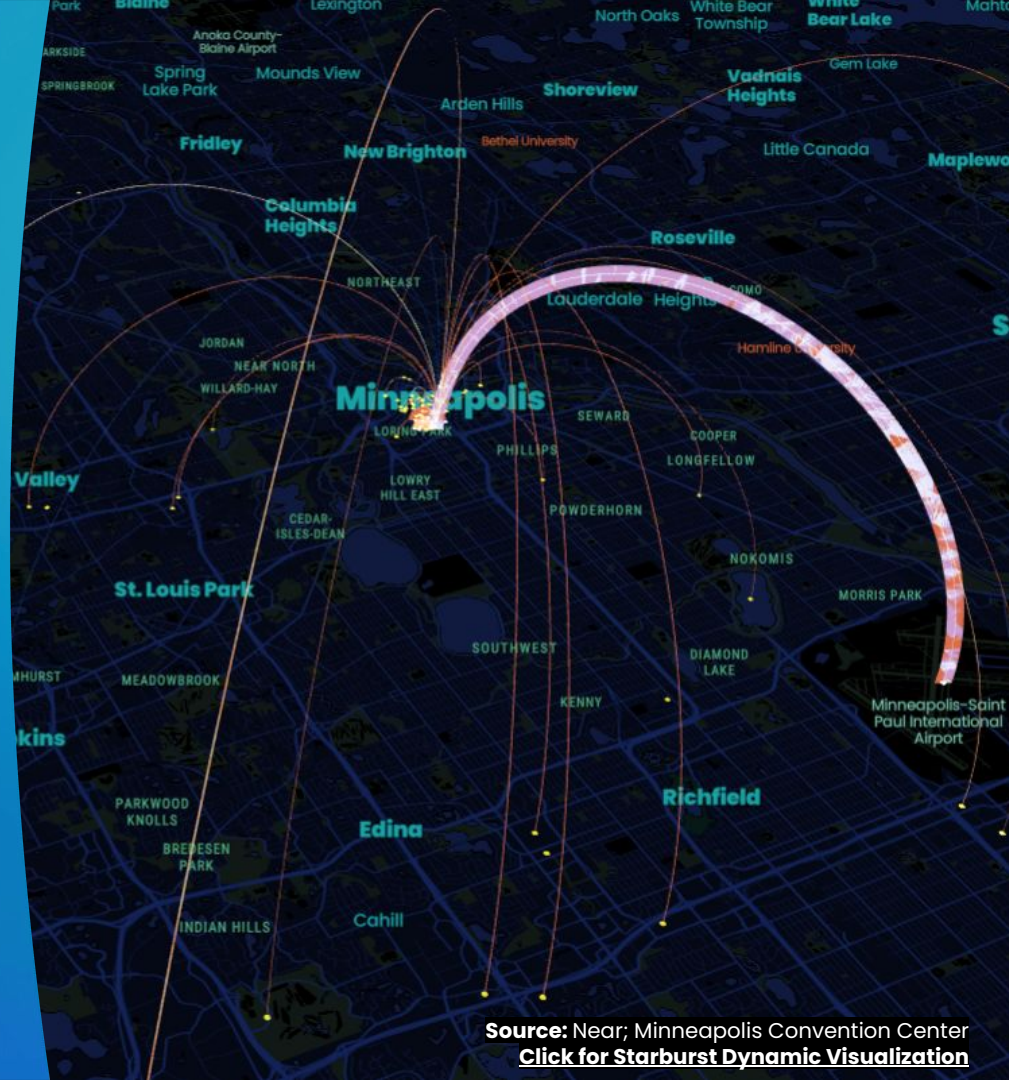
Source: Near; June 23 & 25, Minneapolis Convention Center



# Where Else Did Pride Attendees Go?

## Top Primary POIs:

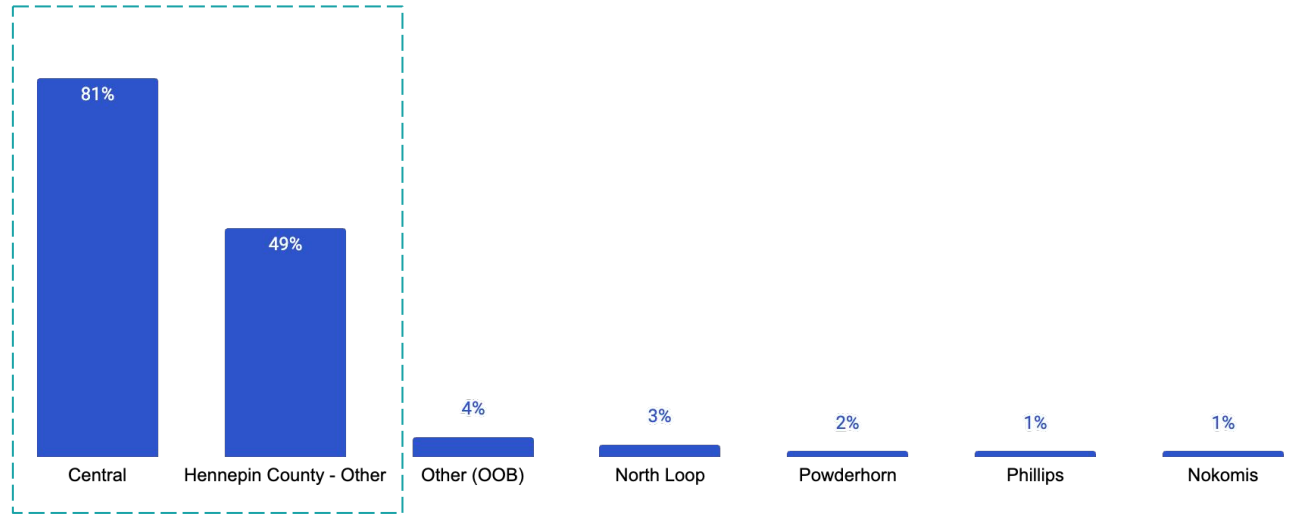
- Hilton Minneapolis
- Minneapolis – St Paul International Airport (MSP)
- Hilton Garden Inn Minneapolis Downtown
- Minnesota Orchestra
- Holiday Inn Express & Suites Downtown Minneapolis Convention Center
- Millennium Hotel Minneapolis
- Hotel Ivy Minneapolis
- Hyatt Regency Minneapolis
- Embassy Suites by Hilton Minneapolis Downtown/Lyon's Pub
- Target Field
- Brit's Pub
- The Local
- Radisson Blu
- Marriott Minneapolis City Center
- Mall of America



Source: Near; Minneapolis Convention Center  
[Click for Starburst Dynamic Visualization](#)

# Shift in Visitation By Region

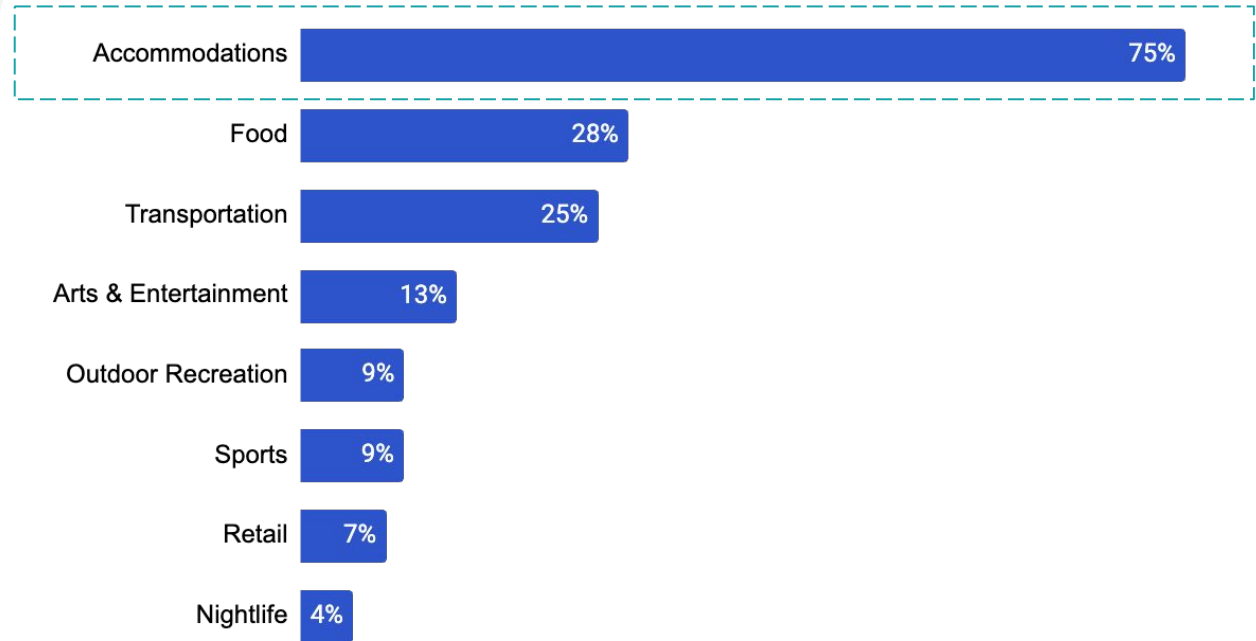
Attendees to the Kiwanis Convention were primarily observed visiting POIs in the Central and Hennepin County Regions.





# Shift in Visitation By Category

75% of conference attendees were observed at accommodations.



# RECOMMENDED ACTIONS

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- Visitors observed at the Pride Festival show strong interest in unique dining and arts & entertainment. Lean into inspirational channels (i.e. instagram, facebook) to promote and generate awareness around these types of experiences to further engagement throughout Minneapolis. Also consider tying in content around LGBTQ owned businesses to further support during the event.
- Kiwanis Conference attendees were primarily observed at accommodations with minimal cross visitation to other categories. Consider working with nearby restaurants and attractions to create promotions/educational content to increase awareness and engagement with surrounding businesses or potentially inspire return trips as leisure visitors.

# Dynamic Visualizations Links

- [Starburst from U.S. Bank Stadium](#)
- [Starburst from Loring Park](#)
- [Starburst from Minneapolis Convention Center](#)

# THANK YOU!

**Andi Thoreson**

Strategic Advisor

[andi.thoreson@zartico.com](mailto:andi.thoreson@zartico.com)

**Adam Johnson**

Sales Director

[adam.johnson@zartico.com](mailto:adam.johnson@zartico.com)



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