CONNECTING THE INDUSTRY

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

OUR RESULTS

KEY PERFORMANCE INDICATORS

GROUP ROOM NIGHTS
Goal: 535,000
Actual: 556,700
104%

TOURISM ROOM NIGHTS
Goal: 32,000
Actual: 54,900
168%

MCC REVENUE
Goal: $20.5M
Actual: $21.1M
103%

PRIVATE REVENUE
Goal: $2.6M
Actual: $2.9M
110%

*KPIs will be audited by Clifton Larson Allen

KEY METRICS

VISITORS
34.5 MILLION
Visitors to Minneapolis | St. Paul Metro Area 2018

JOBS SUPPORTED
37,091
Hospitality jobs through Q3 2019
Source: Minnesota Department of Employment and Economic Development

HOTEL IMPACT
68.1%
Annual Minneapolis hotel market occupancy in 2019

INCREMENTAL TAX GENERATED FROM HOTEL STAYS
$8 MILLION
We helped generate more than $8 million in lodging taxes for the City of Minneapolis

Source: Minnesota Department of Employment and Economic Development
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

DESTINATION TRANSFORMATION

MINNEAPOLIS CONVENTION CENTER

2019 UPDATE

- 349 MCC EVENTS HOSTED

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

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
2019 UPDATE

**FUTURE EVENTS & CONVENTIONS BOOKED**

788

- **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

**EVENTS HOSTED HIGHLIGHTS**

769

- **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

**MEETINGS & EVENTS HOSTED**

722,623

- **MARCH 12 - 14** | National Council on Education for the Ceramic Arts | 6,000 attendees & 3,375 total room nights
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**TRADESHOWS, SALES CALLS & INDUSTRY EVENTS**

80+

**MEET Minneapolis Visitor Center**

- 41,755 Visitors
- 18,152 Mailed/downloaded visitor guides
- 1,220 Tourism calls

**Visitors**

- From 50 & 59 states
- In 50 & 59 countries
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

**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.

**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

**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

**FUTURE EVENTS BOOKED**

- **122** New 2019 Partners
- **678** Total Partners

**CONNECTING OUR PARTNERS**

- **2.3M** Website sessions
- **1.9M** Organic searches
- **719,000+** Outbound partner website clicks
- **18** Neighborhood guides

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