Welcome & Introductions: Bill

Background & Today’s Objectives: Bill

Co-Chairs’ Comments
  - Mayor Hodges
  - David Berg
  - Bob Lux

Research Review: Kevin

Workshop: Knowledge-Sharing and Opportunities for Alignment: Kjersti

Sub-Committees: Bill

Next Steps: Bill
WELCOME & INTRODUCTIONS
BACKGROUND & TODAY’S OBJECTIVES
TOURISM MASTER PLAN TIMETABLE

GROUNDING
January – August

OUTREACH
February - August

PLAN DEVELOPMENT
September - December

IMPLEMENTATION
2015 METROPOLITAN AREA VISITORS

Chicago 51 Million
MSP 32 Million
Indianapolis 27 Million
Kansas City 24 Million
Denver 16 Million

Sources: D.K. Shifflet & Associates, Ltd. and Respective DMOs (Kansas City 2014)
Today’s Objectives

- Review the learning gained through the grounding and outreach efforts.
- Share knowledge among committee members.
- Formalize the sub-committees.
- Other?
CO-CHAIRS’ COMMENTS

- Mayor Hodges
- David Berg
- Bob Lux
Research Methodology

Key Stakeholders
- DMO
- Hospitality Industry
- TMP Task Force
- Residents
- Meeting Planners
- Travel Writers
- Visitors

Meet Minneapolis
Convention & Visitors Association
Minneapolis
City by Nature
RESEARCH METHODOLOGY

- Focus Groups
- One on One Interviews
- Open Streets MPLS
- Surveys
- Workshops

3,026 Interviews
26 Unique Audiences
5 Data Collection Methods

One Compelling Story
RESEARCH REVIEW

- Residents
- Visitors
- Travel Writers
- Meeting Planners
- Hospitality Industry
- Key Stakeholders
“WHERE DO YOU TAKE VISITORS?”

Source: Open Streets MPLS Collected by Meet Minneapolis in June, July and August, 2016
RESIDENTS AFRICAN - HISPANIC - AND EAST AFRICAN - AMERICANS

“WHERE DO YOU TAKE VISITORS?”

Source: Focus Groups and Interviews Among the African, Hispanic and East African American Communities Conducted by Creative Catalysts on Behalf of Meet Minneapolis in July 2016
RESIDENTS AFRICAN – HISPANIC - AND EAST AFRICAN - AMERICANS

“What does the city need for visitors?

Source: Focus Groups and Interviews Among the African, Hispanic and East African American Communities Conducted by Creative Catalysts on Behalf of Meet Minneapolis in July 2016
“DID Ambassadors make a difference. Visitors comment on them. They haven’t seen them in other cities.”

“Safety on Hennepin and Nicollet.”

“Something else I would like to see more is like to upgrade Lake Street . . . more Mexican. You know?”

“Develop Eat Street between Grant and Franklin.”

Sources: Ward 7, Loring Park/Eat Street Activity Center and Citizens for Loring Park Community Outreach Sessions Conducted by Meet Minneapolis on May 25, 2016, June 16, 2016 and July 25, 2016, Respectively. Focus Groups and Interviews Among the African, Hispanic and East African American Communities Conducted by Creative Catalysts on Behalf of Meet Minneapolis in July 2016
Sources: Ward 7, Loring Park/Eat Street Activity Center and Citizens for Loring Park Community Outreach
Sessions Conducted by Meet Minneapolis on May 25, 2016, June 16, 2016 and July 25, 2016, Respectively.
Focus Groups and Interviews Among the African, Hispanic and East African American Communities Conducted by Creative Catalysts on Behalf of Meet Minneapolis in July 2016

“More eating places by the river . . . No soul food restaurant.”

“. . . Somalis live other states love to go to Somali malls when they come here. Cultural festivals in the summer are great ways to spend time with others.”

“Minneapolis, particularly Cedar Riverside is not safe for us.”
RESIDENTS
PREVAILING
THEMES

Arts / Culture
Beer
Business Vitality
Cultural Diversity
Festivals / Events
Infrastructure
Outdoors / Nature
Safety
NET PROMOTER SCORES

<table>
<thead>
<tr>
<th></th>
<th>Visit Again</th>
<th>Recommend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recent</td>
<td>84</td>
<td>78</td>
</tr>
<tr>
<td>Ever</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Never</td>
<td>-25</td>
<td>-23</td>
</tr>
</tbody>
</table>

84 Net Promoter Score Highest Ever Seen by SIS

Source: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 655
<table>
<thead>
<tr>
<th>Live in 5 State Area</th>
<th>Travel In &amp; Out of US</th>
</tr>
</thead>
<tbody>
<tr>
<td>70%</td>
<td>32%</td>
</tr>
<tr>
<td>16%</td>
<td>42%</td>
</tr>
<tr>
<td>1%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Sources: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 655
Reason For Visit

- Visit Friends or Family: 28% (Recent) and 24% (Ever)
- Weekend Getaway: 25% (Recent) and 9% (Ever)
- Business Trip: 7% (Recent) and 25% (Ever)

Sources: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 450; Focus Groups Conducted by Meet Minneapolis in Fargo, Des Moines and Chicago on April 11, May 19 and June 27, 2016 Respectively
Impressions of Minneapolis

- Fun: 89% recent, 74% ever
- Lots to Do: 88% recent, 71% ever
- Cultural: 82% recent, 66% ever
- Active Year-Round: 82% recent, 62% ever
- Hip: 58% recent, 41% ever

Sources: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 450; Focus Groups Conducted by Meet Minneapolis in Des Moines on May 19, 2016

“Young millennial liberal vibe”
Why Never Visited?

58% Lack of Interesting Activity
13% Weather

Sources: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 205
“When You Think of Minneapolis What Words Come to Mind?”

“Advertise - don’t see or hear anything about Minneapolis.”

Sources: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 205; Focus Groups Conducted by Meet Minneapolis in Fargo, Des Moines and Chicago on April 11, May 19 and June 27, 2016 Respectively
### RECENT VISITORS

#### ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>97%</td>
</tr>
<tr>
<td>Shopping (Other than MOA)</td>
<td>70%</td>
</tr>
<tr>
<td>Leisurely Walks</td>
<td>70%</td>
</tr>
<tr>
<td>Sightseeing</td>
<td>65%</td>
</tr>
<tr>
<td>Parks</td>
<td>49%</td>
</tr>
<tr>
<td>Bars/Nightclubs</td>
<td>48%</td>
</tr>
<tr>
<td>Neighborhoods</td>
<td>47%</td>
</tr>
<tr>
<td>Mississippi River</td>
<td>41%</td>
</tr>
<tr>
<td>Professional Sports Events</td>
<td>38%</td>
</tr>
</tbody>
</table>

Source: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 250
### RECENT VISITORS

#### ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Craft Beer Taprooms</td>
<td>29%</td>
</tr>
<tr>
<td>City Lakes</td>
<td>28%</td>
</tr>
<tr>
<td>Museums</td>
<td>27%</td>
</tr>
<tr>
<td>Festivals/Fairs</td>
<td>25%</td>
</tr>
<tr>
<td>Theaters</td>
<td>22%</td>
</tr>
<tr>
<td>Live Music in Clubs</td>
<td>19%</td>
</tr>
<tr>
<td>Stone Arch Bridge</td>
<td>18%</td>
</tr>
<tr>
<td>Farmers Markets</td>
<td>18%</td>
</tr>
<tr>
<td>Sculpture Garden</td>
<td>16%</td>
</tr>
<tr>
<td>Arena Concerts</td>
<td>13%</td>
</tr>
<tr>
<td>Biking</td>
<td>10%</td>
</tr>
<tr>
<td>Orchestras</td>
<td>4%</td>
</tr>
<tr>
<td>Comedy Clubs</td>
<td>4%</td>
</tr>
</tbody>
</table>

Disappointment
- 24% “Traffic”

Source: National Travelers Study Conducted by Strategic Insights & Solutions (SIS) on Behalf of Meet Minneapolis in June and July, 2016, n = 250
Arts / Culture
Awareness
Nightlife
Outdoors / Nature
Restaurants
Shopping
Sports
Transportation & Wayfinding
Winter
“STRENGTHS OF MINNEAPOLIS AS A DESTINATION?”

Source: National Travel Writers’ Survey Conducted by Meet Minneapolis
April 2016, n = 188
TRAVEL WRITERS

“CHALLENGES FACING MINNEAPOLIS AS A DESTINATION?”

Source: National Travel Writers’ Survey Conducted by Meet Minneapolis April 2016, n = 188
TRAVEL WRITERS PREVAILING THEMES

Arts / Culture
Awareness
Culinary
Outdoors / Nature
Shopping
Winter
CLIENT ADVOCATE SCORE™

MEAN = 27.6

Source: Survey of Meeting Planners, Watkins Research Group, December 2015 - February 2016, n = 619
Our analysis indicates that Minneapolis is currently viewed as a niche destination.”

- Watkins

Source: Survey of Meeting Planners, Watkins Research Group, December 2015 - February 2016, n = 619
MEETING PLANNERS
MINNEAPOLIS AS A MEETING SITE

“WHAT COULD MINNEAPOLIS DO TO MAKE IT MORE LIKELY FOR YOU TO RECOMMEND THEM TO A BUSINESS ASSOCIATE OR COLLEAGUE?”

Source: Survey of Meeting Planners, Watkins Research Group, December 2015 - February 2016, n = 137
MEETING PLANNERS PREVAILING THEMES

Awareness
Infrastructure
Transportation
Weather
“WHAT KIND OF CITY SHOULD WE BECOME?”

Source: Meet Minneapolis Annual Meeting Attendees Outreach Session Conducted by Meet Minneapolis on March 1, 2016
HOTEL GENERAL MANAGERS & DIRECTORS OF SALES

“What is missing in accommodations?”

Source: Minneapolis Hotel General Managers and Directors of Sales Outreach Session Conducted by Meet Minneapolis on March 29, 2016
Arts / Culture
Awareness
Events
Infrastructure
Outdoors / Nature
Safety
Shopping
Transportation & Wayfinding
Winter
KEY
STAKEHOLDERS
CIVIC & BUSINESS LEADERS

MINNEAPOLIS TOURISM OPPORTUNITIES

- Mississippi River
- Transportation & Wayfinding
- Events
- Outdoor Activities
- Marketing & Promotion
- Downtown Safety
- Policy

Source: One-on-One Interviews Conducted by Conventions, Sports & Leisure on Behalf of Meet Minneapolis in May, June and July 2016
Awareness
Events
Infrastructure
Outdoors / Nature
Policy
Safety
Sports
Transportation & Wayfinding
Winter
The collected data provide a guide for the formation of the sub-committees.
SUB-COMMITTEES (PROPOSED)

- Minneapolis Awareness
- Tourism Diversity & Inclusion
- Tourism Infrastructure
- Tourism Policy
- Tourist Activities
- Visitor Transportation & Wayfinding
Awareness of Minneapolis as a tourist destination is low. Visitors & planners say they don’t know enough about the city.

How do we increase awareness?

We are a city rich in cultural diversity. Cultural communities add vibrancy to the social fabric.

How do we develop these unique offerings for the benefit of the tourists & communities alike?

Enhancements to the built-environment of neighborhoods may attract tourists.

How might gateway signage, monuments, landscaping and other infrastructure strengthen these destinations?
Tourism Policy

- Public policy can affect tourism through funding, safety and regional collaboration.
- How can we enhance tourism through smart public policy?

Tourist Activities

- Sports, shopping and nightlife draw many visitors, while museums, theaters and family attractions are under-utilized.
- How do we curate a full portfolio of activities for our visitors?

Visitor Transportation & Wayfinding

- Visitors desire to explore the neighborhoods, lakes and cultural institutions, but it is not always obvious how to get around.
- How do we help visitors find their way and make the most of our transportation options?
WORKSHOP

KNOWLEDGE-SHARING AND OPPORTUNITIES FOR ALIGNMENT
SUB - COMMITTEES
SUB-COMMITTEES (PROPOSED)

- Minneapolis Awareness
- Tourism Diversity & Inclusion
- Tourism Infrastructure
- Tourism Policy
- Tourist Activities
- Visitor Transportation & Wayfinding
NEXT STEPS

- Issue summary of today’s meeting and related documents.
- Staff will meet with sub-committee co-chairs.
- Bring sub-committees to full complement.
- Schedule meetings.
- Develop format of and tools for meetings.
- Conduct the meetings in October/November.
- Write the plan document.
- Review of plan document by all committees in Q1 2017.
- Develop implementation plan.