Three out of Four were from Minnesota, Wisconsin, Iowa or the Dakotas

50% were “Daytrippers”

Those that did Stay Overnight Stayed 2.3 Nights

70% Leisure and 30% Business

Spent $77 per Person per Day

Key Activities: Sports, Family Events, Volunteerism, Festivals & Fairs, Shopping

32 Million People Visited Minneapolis-St. Paul in 2015 and Spent $7.5 Billion

Average Age: 46
Average Income: $95,000
Average Number of Times Visited: 3
MINNEAPOLIS-ST. PAUL VISITORS (MILLIONS)

MINNEAPOLIS-ST. PAUL VISITOR SPENDING (BILLIONS)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Spending (Billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$5.9</td>
</tr>
<tr>
<td>2011</td>
<td>$6.5</td>
</tr>
<tr>
<td>2012</td>
<td>$6.9</td>
</tr>
<tr>
<td>2013</td>
<td>$7.1</td>
</tr>
<tr>
<td>2014</td>
<td>$7.4</td>
</tr>
<tr>
<td>2015</td>
<td>$7.5</td>
</tr>
</tbody>
</table>

MINNEAPOLIS-ST. PAUL LEISURE VISITORS (MILLIONS)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>18.4</td>
</tr>
<tr>
<td>2011</td>
<td>19.5</td>
</tr>
<tr>
<td>2012</td>
<td>20.3</td>
</tr>
<tr>
<td>2013</td>
<td>21.7</td>
</tr>
<tr>
<td>2014</td>
<td>22.3</td>
</tr>
<tr>
<td>2015</td>
<td>22.5</td>
</tr>
</tbody>
</table>

MINNEAPOLIS-ST. PAUL LEISURE VISITOR SPENDING (BILLIONS)

MEET MINNEAPOLIS

GOAL: 36.8 MILLION VISITORS IN 2017

Meet Minneapolis 2016-2017
Male 55%  
Female 45%  

Person-Stays Based, n = 1,512
**AGE**

**Average Age**

46

- **18 to 34**: 32%
- **35 to 54**: 40%
- **55+**: 28%

Person-Stays Based, n = 1,512
GENERATION

- Millennials (34 and Younger): 28%
- GenX (35 to 50): 34%
- Boomers (51 to 69): 30%
- Silent/GI (70 and Older): 8%

Person-Stays Based, n = 1,512
SPENDING BY GENERATION

- **Millennials (34 and Younger)**: $300
- **GenX (35 to 50)**: $414
- **Boomers (51 to 69)**: $346
- **Silent/GI (70 and Older)**: $334

Stays Based, n = 4,498
EXPENDITURES PER PERSON PER DAY

Person-Days Based, n = 1,448
Excluding Transportation
Average Income:

- $75K to $99,999: 19%
- $100K to $149,999: 20%
- $150K+: 17%
- $50K to $74,999: 15%
- < $50K: 29%

Average Income: $95,754

Person-Stays Based, n = 1,512
ETHNICITY

Person-Stays Based, n = 1,504
Multiple Responses
SEXUAL ORIENTATION

- 30.9 Million Visitors in Total
- 618,000 GLBT Visitors

Source: D.K. Shifflet & Associates, Ltd. 2014 Person-Stays Based, n = 1,512
Three-Quarters of Visitors are from the Five State Area

Person-Stays Based, n = 1,509
City of Origin

- Minneapolis (MSP): 39%
- Sioux Falls: 6%
- Fargo: 5%
- Des Moines: 5%
- Madison: 5%
- Duluth: 3%
- La Crosse: 3%
- Milwaukee: 2%
- Chicago: 2%
- Rochester: 2%
- Green Bay: 2%
- Other: 23%

Person-Stays Based, n = 1,506
TRANSPORTATION TO MSP

- Auto 90%
- Air 7%
- Bus 2%
- Train 1%

Person-Stays Based, n = 1,512

274 Miles One Way on Average
One Adult 55%

One Male + One Female 23%

Two Males or Two Females 7%

Children Present 11%

Three+ Adults 4%

1.7 Persons on Average

Stays Based, n = 1,512
PURPOSE OF STAY

Leisure 71%

Business 29%

Source: D.K. Shifflet & Associates, Ltd. 2014 Person-Stays Based, n = 1,512
PURPOSE OF LEISURE STAY

Visit Friends/Relatives: 37%
Vacation: 20%
Celebration/Reunion: 18%
Other: 22%
Medical: 3%

Person-Stays Based, n = 1,074
LENGTH OF STAY

Average Among Overnight Visitors: 2.3 Nights

- **Day Trip**: 50%
- **One Night**: 22%
- **Two Nights**: 14%
- **3 Nights**: 6%
- **4+ Nights**: 8%

Stays Based, n = 1,512
ACCOMMODATIONS

- Hotel: 61%
- Non-Paid: 34%
- Paid Non-Hotel: 4%
- Other: 1%

Person-Stays Based, n = 969
Stays Based, n = 1,512
Activity Participation Indexed to Total U.S.

Stays Based, n = 1,512
SPORTS IS ONE OF THE PRIMARY REASONS VISITORS COME TO MINNEAPOLIS-ST. PAUL

Stays Based, n = 1,512
Activity Participation Indexed to Total U.S.
NUMBER OF VISITS IN PAST THREE YEARS

Average: 9.2

71% Repeat Rate

Person Stays Based, n = 969
RESOURCES USED IN TRIP PLANNING

Stays Based, n = 1,439