

# Results

MINNEAPOLIS

Meet Minneapolis

June 7, 2011

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\* Can be found at <http://impact.minneapolis.org/>

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The *Meet Minneapolis Impact* dashboard is an interactive tool that enables our partners to track the progress we are making in achieving our goals set forth by the City of Minneapolis. Identifying and reporting the 17 performance measures on a monthly basis is only part of Impact's functionality.<sup>1</sup> It is also a great tool for our partners to get a sense of the current trends in the visitor and convention industry, such as hotel occupancy and revenue per available room, passenger counts at MSP airport and consumer confidence.

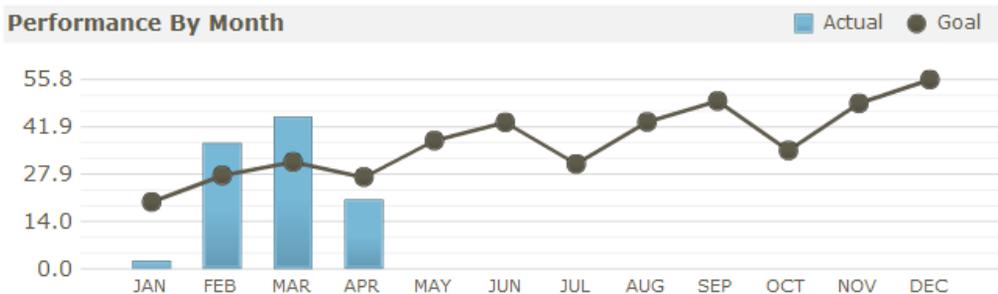
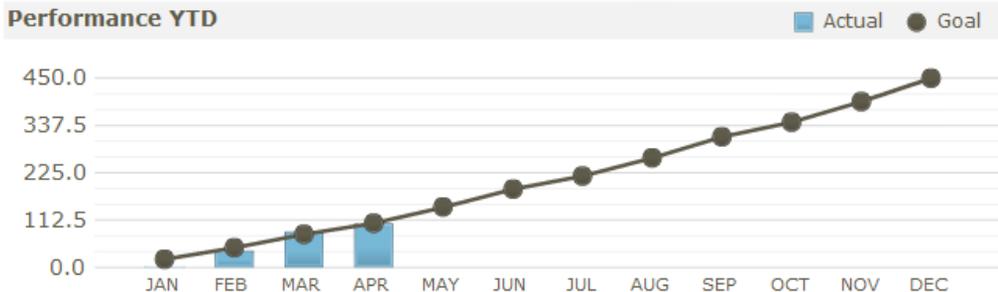
Our four key performance indicators: Room Nights Booked, Leisure Hotel Leads, MCC Revenue and Sponsorship Revenue are prominently displayed and summarized on the landing page with an easy-to-understand graphical treatment. This page is where the industry metrics and executive summary reside as well.

For a more detailed report of all 17 performance measures, clicking on the "*Detail*" tab brings up a summary of each. With an additional click on the individual measures, a line graph of the respective measure by month appears to the right.

Enhancements, such as year-ago comparisons on the "*Detail*" line graphs, will be made to the dashboard this summer. We are excited about evolving the dashboard to maintain its vitality as we elevate it to version 2.0.

<sup>1</sup> Four of the original 21 measures are no longer displayed on the dashboard as they relate to annual, as opposed to monthly, activities.

# Minneapolis hospitality industry: room nights booked



## Description of measure.

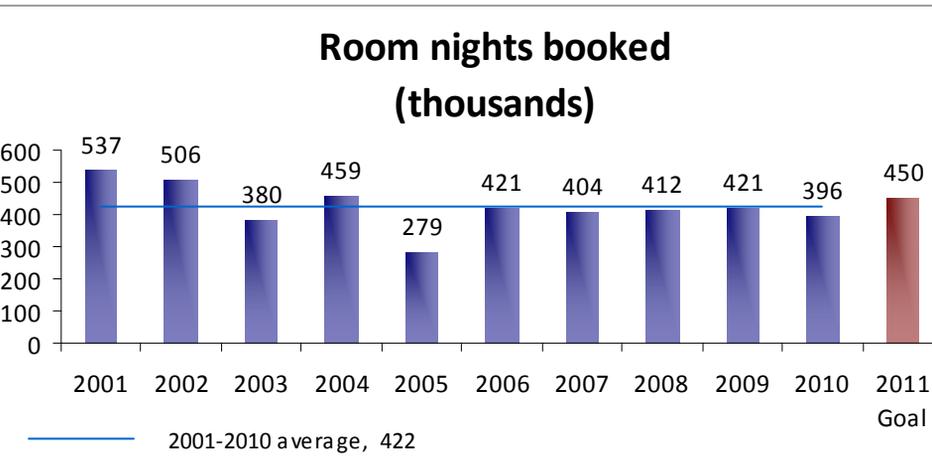
The number of meeting and convention room nights booked at Minneapolis hotels. Figures shown in thousands.

## Why is it important?

Sold room nights are the primary source of revenue for a critically important member group – downtown hotels. Meeting and convention room nights benefit both short and long-term hotel occupancy. Additionally, sold room nights bring economic vitality to the downtown restaurant, entertainment and retail businesses, and tax receipts supply the Minneapolis Convention Center fund.

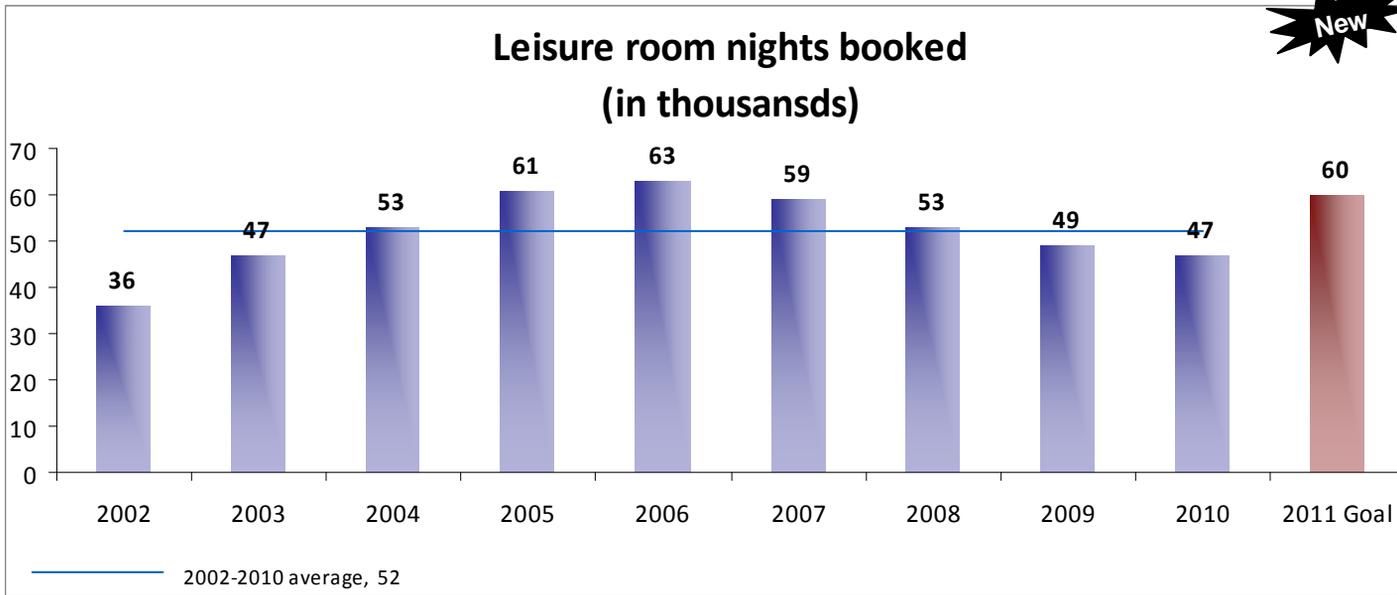
## What will it take to achieve this goal?

Achieved 107% of 1<sup>st</sup> quarter goals. Currently at 95% of 2<sup>nd</sup> quarter goals through April and on-track to fully achieve them based on decision dates and account activity. All senior leadership are assisting account managers to close as much business as possible by quarter and year-end.



Related Measures Available  
<http://impact.minneapolis.org/>

- Economic Impact
- Lead to Definite Conversion
- Survey – Destination Services



## Description of measure.

The number of leisure room nights booked at Minneapolis hotels. Figures shown in thousands. Note that this measure is not currently available on the impact dashboard.

## Why is it important?

Leisure room nights are important for filling the gaps between meeting and convention room nights, providing needed weekend business, and increasing occupancy during off-peak periods, particularly the holiday season and first quarter.

## What will it take to achieve this goal?

Currently on target to achieve the 2011 goal in all market segments. Group leads are strong in the domestic market. However, we are concerned that Delta Airlines may scale-back international flights into MSP airport after Labor Day. If this happens, it will affect our year-end international numbers.

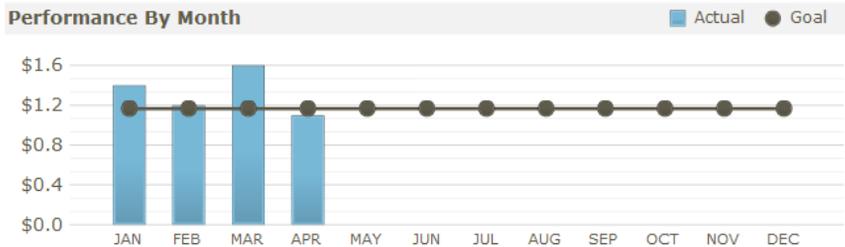
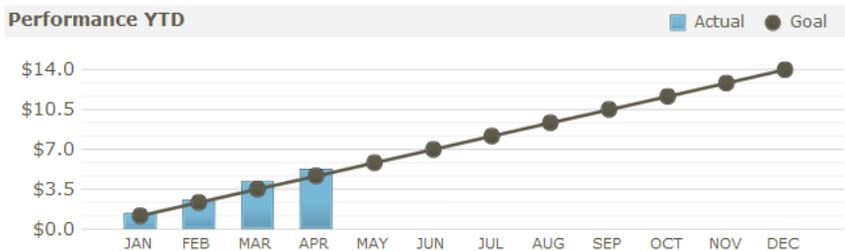
2010 was down due to a very slow start in the first quarter of the year. The annual wedding shows that produce large numbers in January and March were not well-attended. This year, we have had a significantly better first quarter and are on track with previous year's results.

## Related Measures Available

<http://impact.minneapolis.org/>

- *Leisure Hotel Leads*
- *Non-Hotel Leisure Leads*
- *Tour Programs Developed*

# Minneapolis Convention Center revenue



## Description of measure.

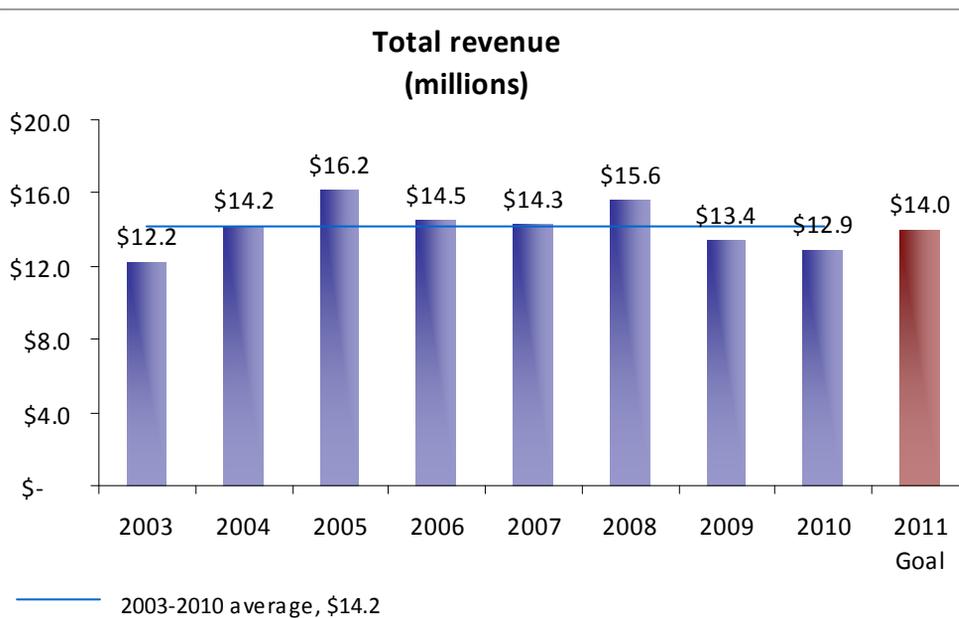
The amount of Minneapolis Convention Center (MCC) revenue. Figures shown in millions.

## Why is it important?

More than 50% of the revenue required to operate the MCC is generated through space sales and ancillary revenues. This operating revenue off-sets withdrawals from the convention center fund for operations, thus it is critical that more business activity is generated through sales efforts.

## What will it take to achieve this goal?

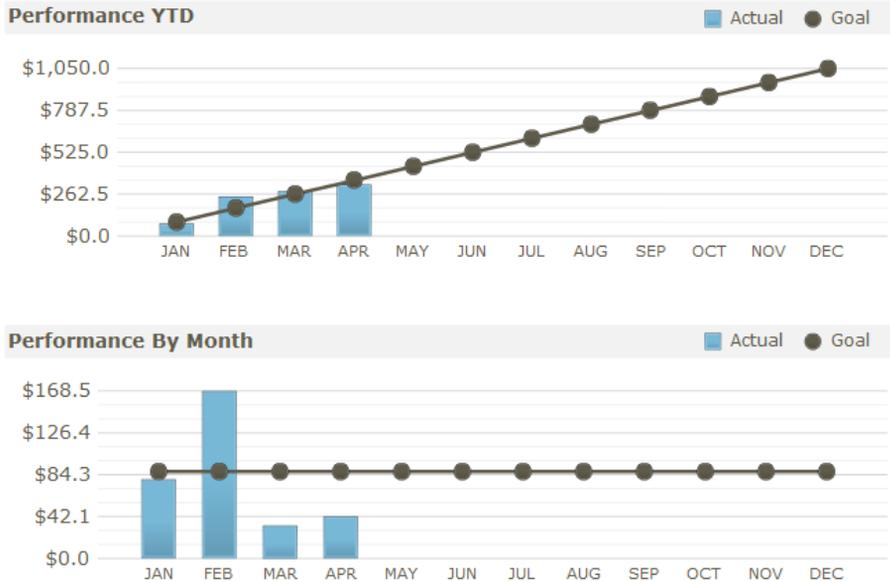
2011 sales initiatives to increase revenue are targeted to the local market. The open dates at the MCC have been communicated to the meeting planner community through a variety of sources. The sales staff is soliciting old business and pursuing local regional meetings, as well as more strongly selling the MCC AV equipment and maximizing the MCC revenue generators.



Related Measures Available  
<http://impact.minneapolis.org/>

- MCC Bookings
- MCC Attendance
- MCC Occupancy
- Survey- MCC Sales
- Survey- MCC Meeting Planner

# Destination branding and strategy: sponsorship revenue



## Description of measure.

The amount of revenue collected through membership fees and partner sponsorships. Figures shown in thousands.

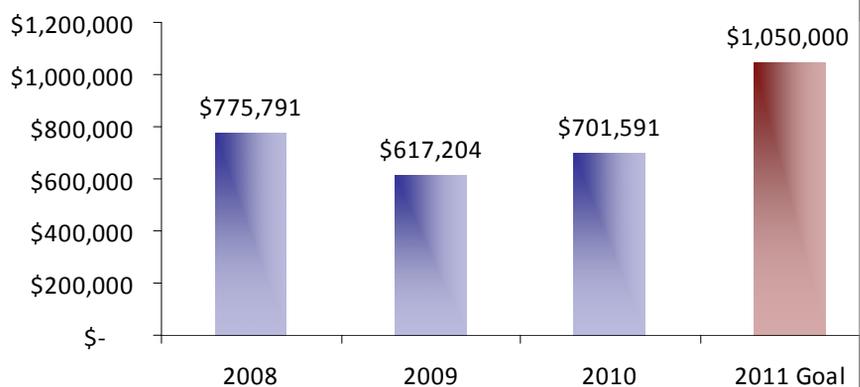
## Why is it important?

This is a source of revenue for Meet Minneapolis from its members - the Minneapolis hospitality community and their products and services for leisure travelers and meeting planners.

## What will it take to achieve this goal?

A strong understanding of our partners' business objectives in order to create value propositions that result in a positive financial impact for our partners and Meet Minneapolis. Collaboration with our partners, and our "One-Team" initiative with the Minneapolis Convention Center, to enhance the visitor experience and increase the awareness of Minneapolis as the "Destination of Choice".

## Sponsorship revenue



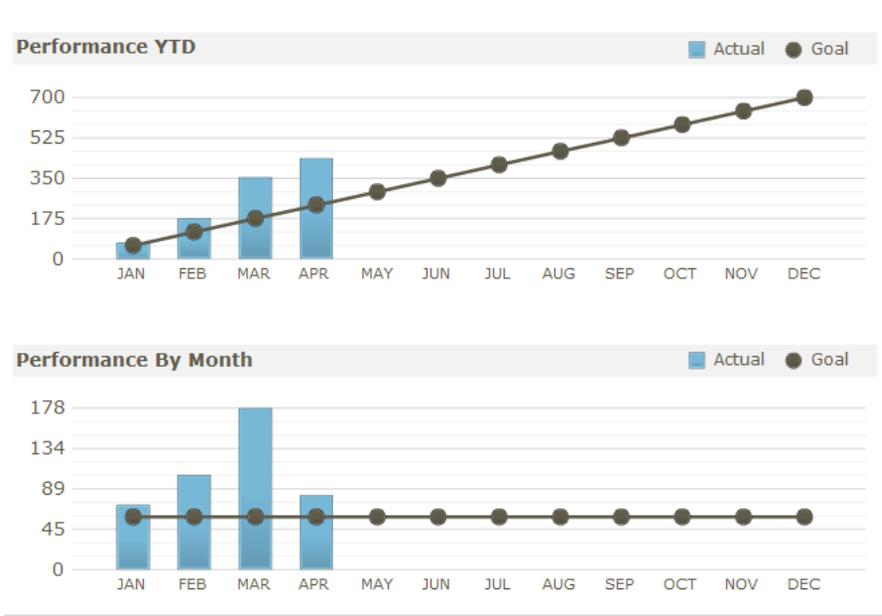
Related Measures Available

<http://impact.minneapolis.org/>

- Media Impressions
- Unique Web Users
- Information Requests by Visitors

# Appendix

# Minneapolis Convention Center attendance



## Description of measure.

The number of attendees at the Minneapolis Convention Center (MCC). Includes public shows and convention delegates from regional, national and international locations.

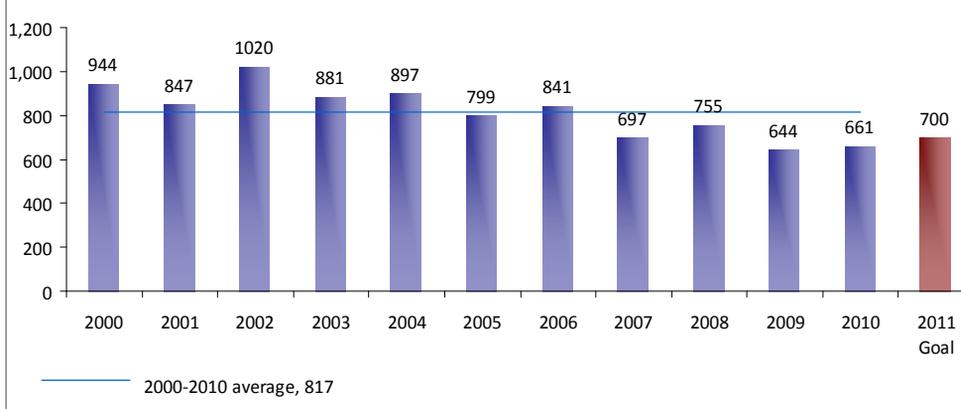
## Why is it important?

Attendance is important because it drives revenue for the MCC and generates traffic for the downtown hotels, restaurants and retail businesses. Additionally, attendance secures jobs in the Minneapolis hospitality industry, thus adding to the overall economic impact on the city.

## What will it take to achieve this goal?

Collaboration with public show managers to increase attendance through media exposure, ticket sales and public relations efforts. Similar collaboration between Meet Minneapolis service teams and meeting planners, and the provision of marketing tools (*copy, images, event calendars, information on attractions*) to the meeting planners in order to increase attendance at their events.

Minneapolis Convention Center attendance  
(in thousands)



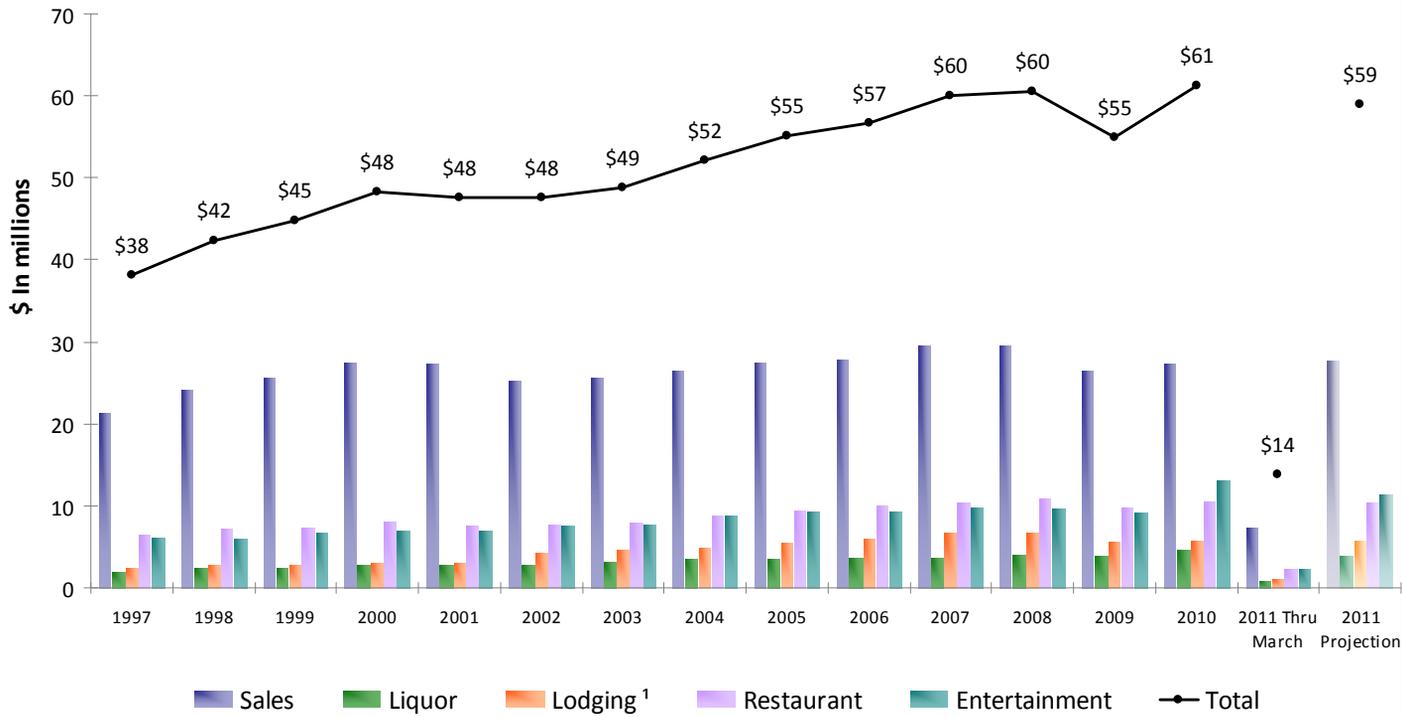
## Related Measures Available

<http://impact.minneapolis.org/>

- MCC Revenue
- MCC Bookings
- MCC Occupancy
- Survey- MCC Sales
- Survey- MCC Meeting Planner

# Background information

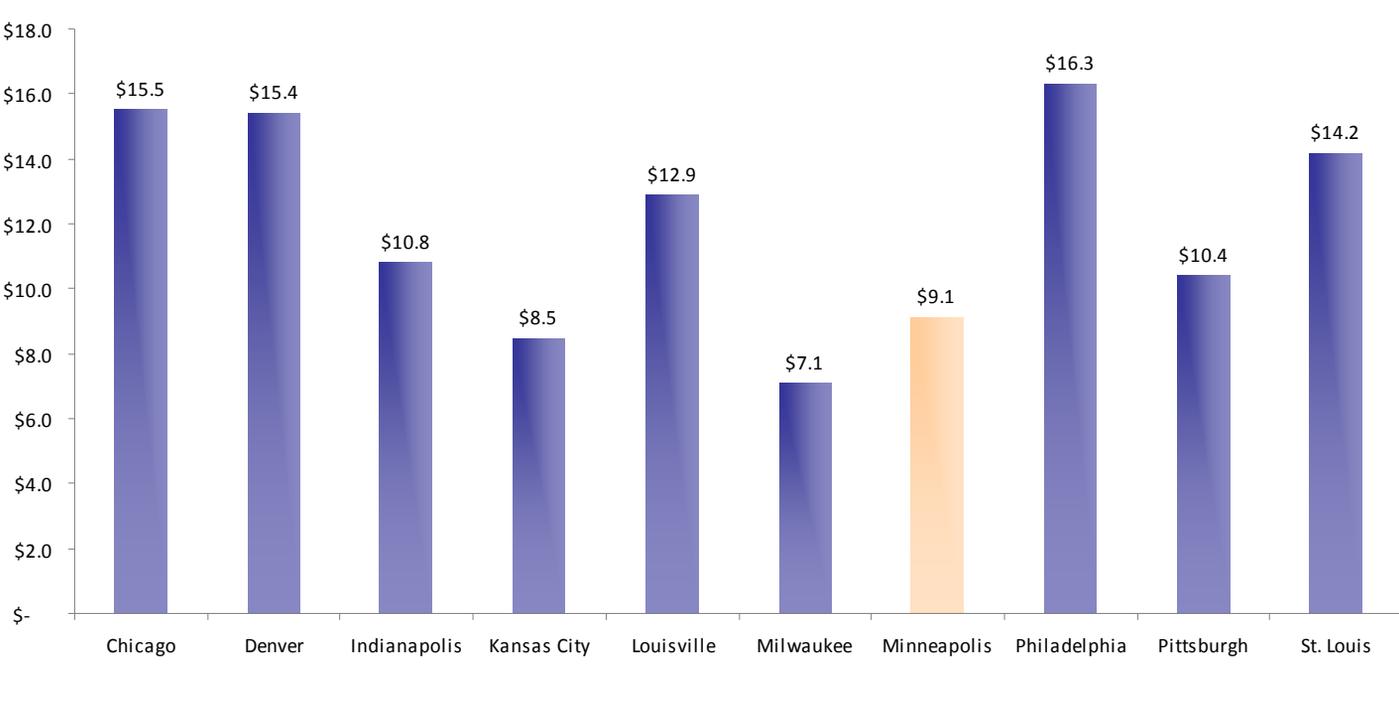
## Hospitality related tax revenue



<sup>1</sup> Lodging reflects a statutory tax rate change from 3.0% to 2.625% in July 2009 due to an increase in the State's sales tax rate and the need to be in compliance with the law that any general sales tax joined with lodging taxes cannot exceed 13% as a combined rate

# Background information

## Competing CVB annual budgets (millions)



Sources: 2010 Austin Competitive City Survey; 2010-2011 Des Moines Competitive City Survey; 2009 Indianapolis Convention & Visitors Association Benchmarking Study; 2011 Meet Minneapolis

## Glossary of terms

<b>Acronym</b>	<b>Meaning</b>
ADR	Average Daily Rate (Hotel)
CC	Consumer Confidence Index
Occ %	Hotel Occupancy
RevPAR	Revenue Per Available Room (Hotel)
STR	Smith Travel Research
TAP	Trends Analysis Projections, LLC
UE	Unemployment Rate