



mini
SOTA

m EXPLORE
MINNESOTA



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LOCAL
INTELLIGENCE



MINNESOTA | EXPLORE
MINNESOTA

MINNEAPOLIS, MINNESOTA
RECENTLY

WAYNE BERRY
MINNESOTA
A BEER ENTHUSIAST

your personalized

mini
SOTA

Explore Minnesota Tourism

5.9.23

ccf



mi
AVERSE

by (AI Travel A
@localintelligence

Tettegouche
STATE PARK
Explore the hiking trails and scenic views

HIKING TETTEG
HIKE TETTEG

**A bigger, better
and bolder Era.**

Now.

**A new approach that positions EMT
as a visionary leader**

**Platform that shifts Dream State
to a reality**

Emerging media strategy

Extendable to the trade and partners

**A flexible and evergreen model that
lives beyond a campaign**

**We are an
independent
& passionate
group of creative
marketers working
to inspire change
that matters.**



We do so by
unearthing relevant
truths and turning
them into emotional
catalysts that shift
perceptions, change
behavior and drive
business results for
our clients.

FUN+



Way Beyond
Watching

WE KNOW.

PREPARED FOR
DIVING INTO
CHALLENGES

PreparedFor.org

NORTHERN STAR SCOUTING

UNsure?
BEsure
MNsure.org

Find in-person help near you >



Be
Househ
with incor

INTRO TO REM5:

IMMERSIVE TECH AT SCALE, WITH PURPOSE



REM5 VR LAB



REM5 FOR GOOD



REM5 STUDIOS

Unlocking the New Era of Minnesota



+



+





YOUR VISION:

**To be a top 10 destination for
extraordinary travel in all four seasons**



If you want to be top 10, you need to change the game

The barrier



Cultural Travel Gurus
are unfamiliar with what is
unique to Minnesota

Aspirational Explorers
don't believe Minnesota offers
a different experience than
where they live

(IPSOS QUALITATIVE RESEARCH)

There's a major tension between aspiration and action

Love going to new
places to see
different things



Feel stressed about
planning and not
knowing what to do

“Minnesota is ordinary”

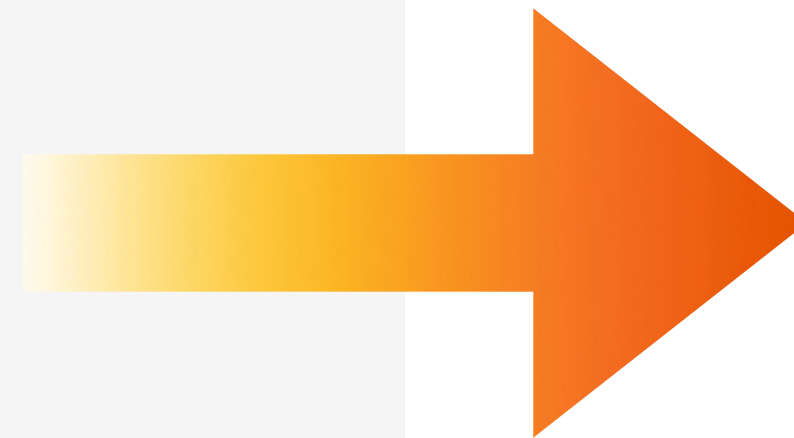
WHAT PEOPLE THINK OF MINNESOTA

“I feel like there probably isn’t that much in terms of the food scene”

“I don’t know what’s unique to Minnesota”

“It’s only cold in Minnesota”

“...the people are very friendly and welcoming, but beyond that, I have little to no understanding of what else the state offers culturally”



“Holy crap, I’m missing something”

WHO WE REALLY ARE

450 James Beard Chef semifinalists

Northern lights, great lakes, best outdoor trails, largest mall (MOA)

4 seasons of beauty and unique activities

Diverse people (large Somali and Hmong populations), arts and music

The opportunity

Familiarity  Preference

Nearly 9 in 10 would consider a Minnesota vacation if they knew more about the unique and memorable experiences the state has to offer

(Q1 RESEARCH)

A scenic photograph of a paved path winding through a forest with tall trees and autumn foliage. Two cyclists are riding away in the distance. Sunlight filters through the trees, creating a dappled light effect. A teal rectangular box is centered over the image, containing white text.

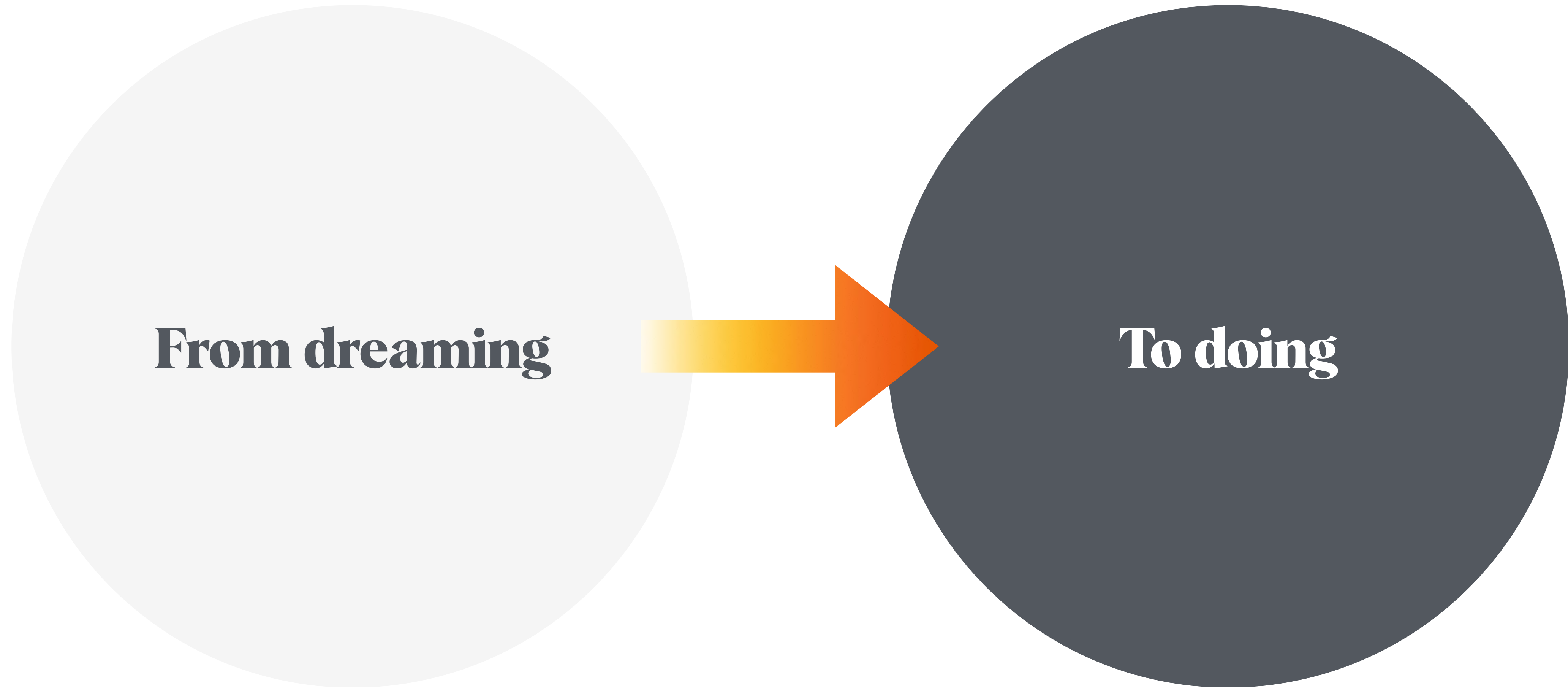
CREATIVE STRATEGY:
**“Make the road less traveled,
more well-known”**



**It's not just about
inspiring wanderlust**

**It's about
inspiring action**

Dream State 3.0



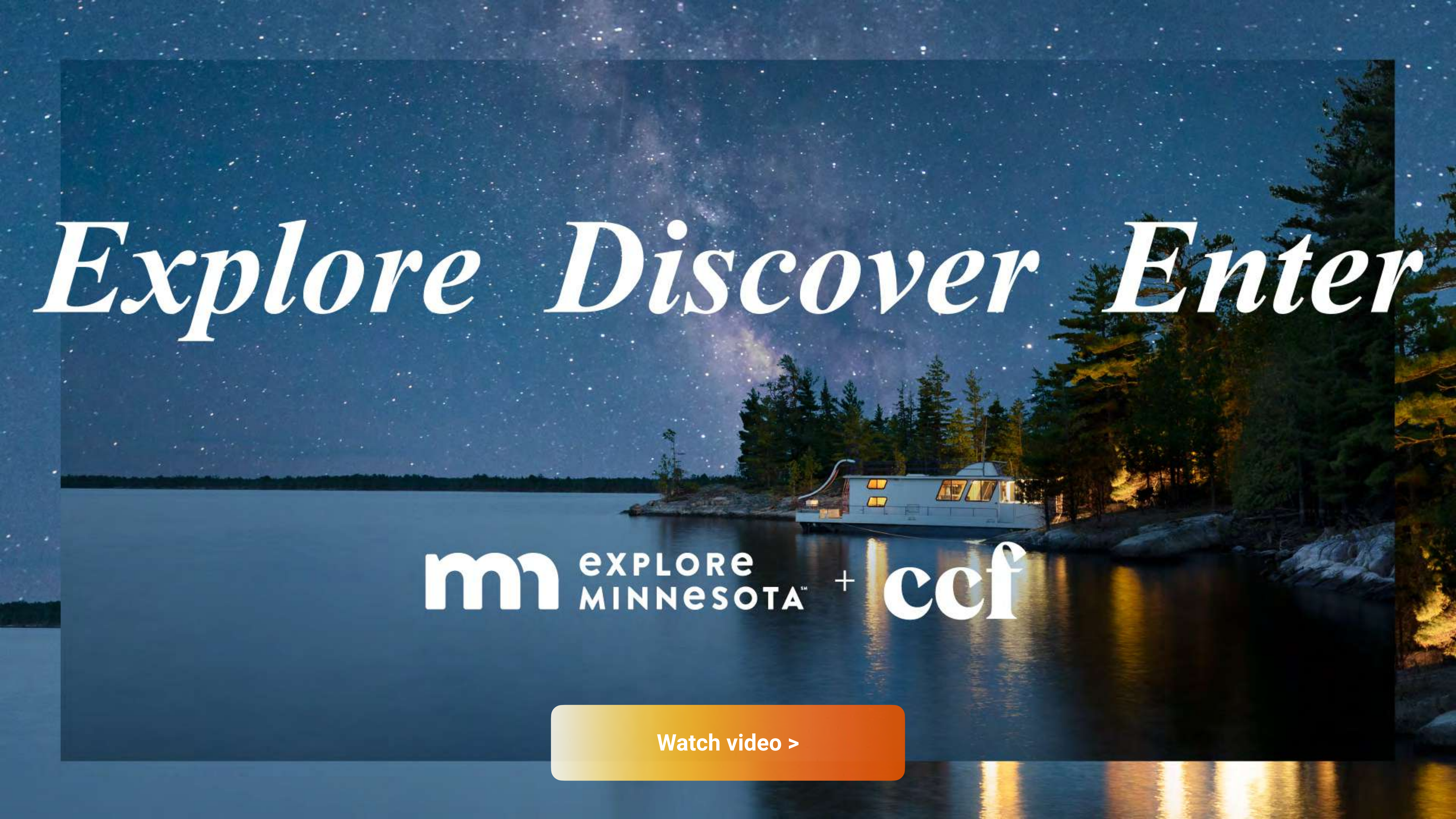
The potential impact



52% increase in consideration

Exposure to statements of Minnesota's unique selling proposition increased consideration of a vacation to our state by 52%, to nearly 2 out of 3 people

(2023 CCF QUANTITATIVE STUDY)



Explore Discover Enter

m **EXPLORE
MINNESOTA™** + **ccf**

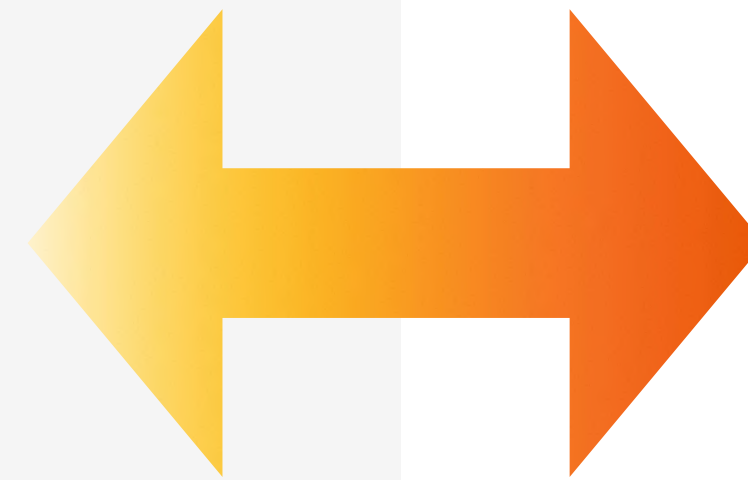
[Watch video >](#)

Explore is literally
part of your name

You exist to reward
the curious with
boundless **Discovery**

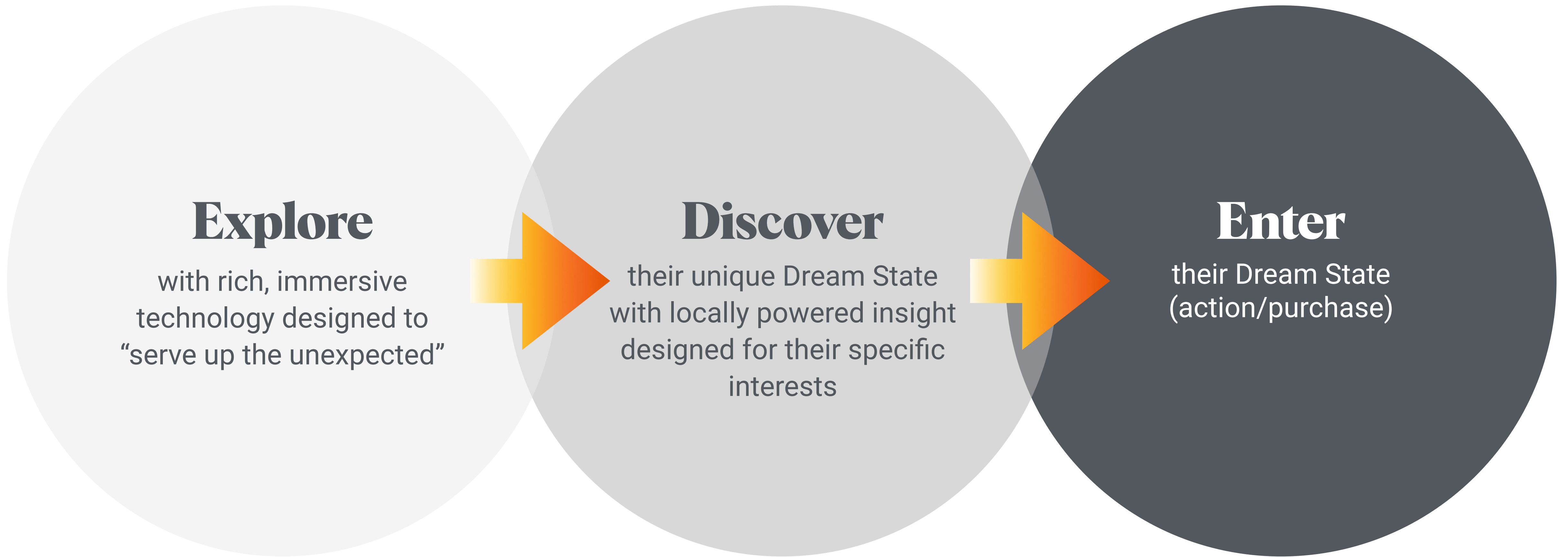
It's time to bring those two
words front and center –
to help people Explore and
Discover their own Dream States

**The travel journey
has changed**



**The travel journey has changed
significantly due to the rise of technology
and changes in consumer behavior**

- From sequential to spontaneous
- From general to personalized
- From mass reach to social influence




**Provide travelers with tools
to Explore and Discover
their Dream State**

**Enabling them to go from
Dreaming to Doing**

We know both of our key segments crave discovery from local knowledge

Cultural Travel Gurus

KEY INSIGHT



Cultural Travel Gurus are drawn to destinations that offer lots of experiences for them to meet, mingle, and make friends with the locals – to truly be immersed in the culture.

“I want to feel like I’m on top of the world, being immersed into the experience, into the culture, into the people that live there.”
– Cultural Travel Gurus

MOTIVATIONS

- They seek experience and want to share that with others who they take with them on the trip (or the locals).

Aspirational Explorers

CHALLENGES

- Touristy, overcrowded locations.
- Learning about where to eat and have fun from locals. This can be even more difficult when a foreign language is

CHALLENGES

- Less drawn to the obvious activities; want to be with the locals.
- Feel satisfied for having curated their

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FOOD / DINING




Stephanie March
Food and Dining Editor at Mpls | St. Paul Magazine

CULTURE



Amber Annis
(Cheyenne River Sioux Tribe)
Director of Native American Initiatives at the Minnesota History Society

OUTDOOR TRAVEL




LizAnne Lately
A small-town girl living in the city and exploring all of regions of Minnesota

MUSIC



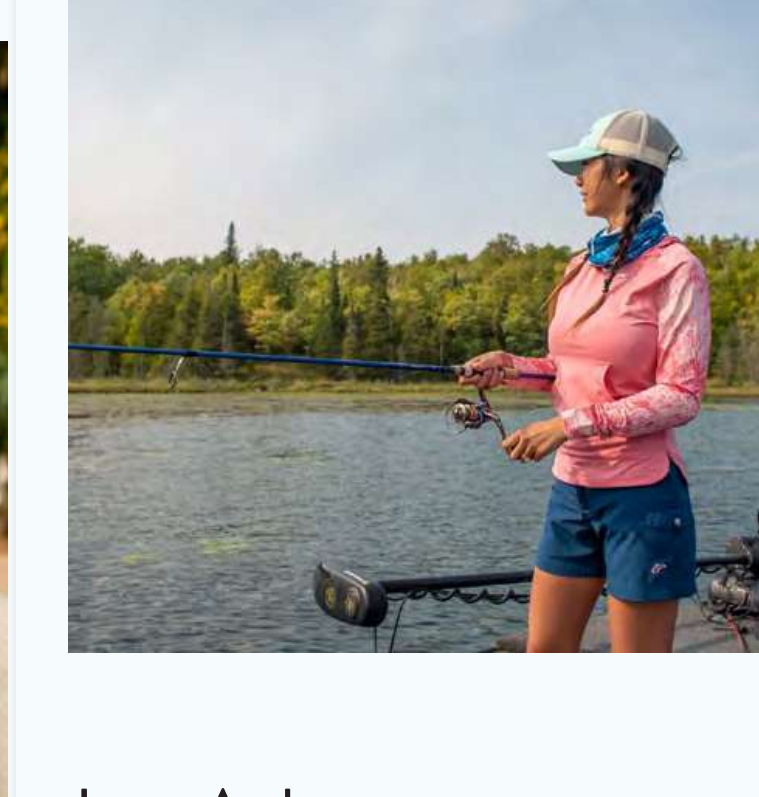
NUR-D
One of the fastest rising musicians from Minneapolis/St. Paul

MIXOLOGY




Marco Zappia
As the Beverage Director at Martina and Colita, he is inventing the new Mixology scene in Minnesota

OUTDOORS & FISHING



Jenny Anderson
Creator of Girl of 18,000 Lakes which highlights her love for fishing and the outdoors

FOOD



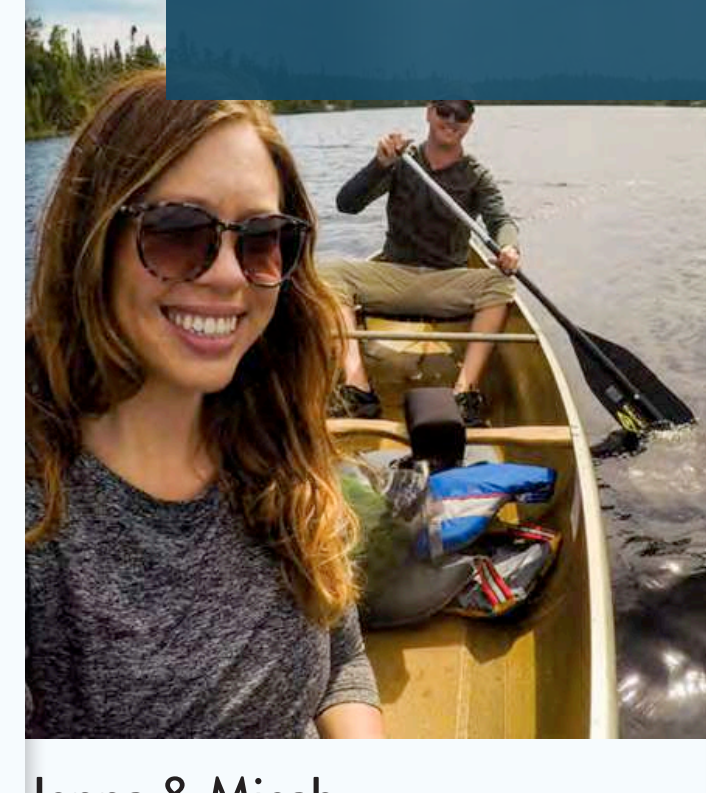
Jason Horowitz
Founded @EatsWithJason (34,000+ followers) and showcases MN's best eats and treats

STORY/CULTURE




John O'Sullivan
St. Paul | sharing stories of Twin Cities history

OUTDOOR/ADVENTURE



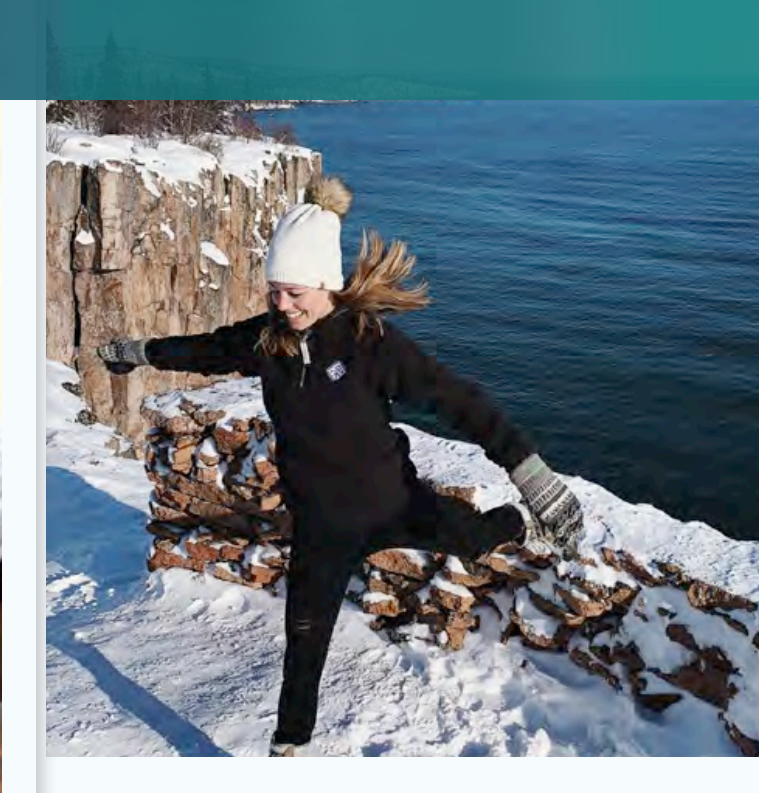
Jenna & Micah
Minnesota based adventure Travel Photographers and Filmmakers

FOOD



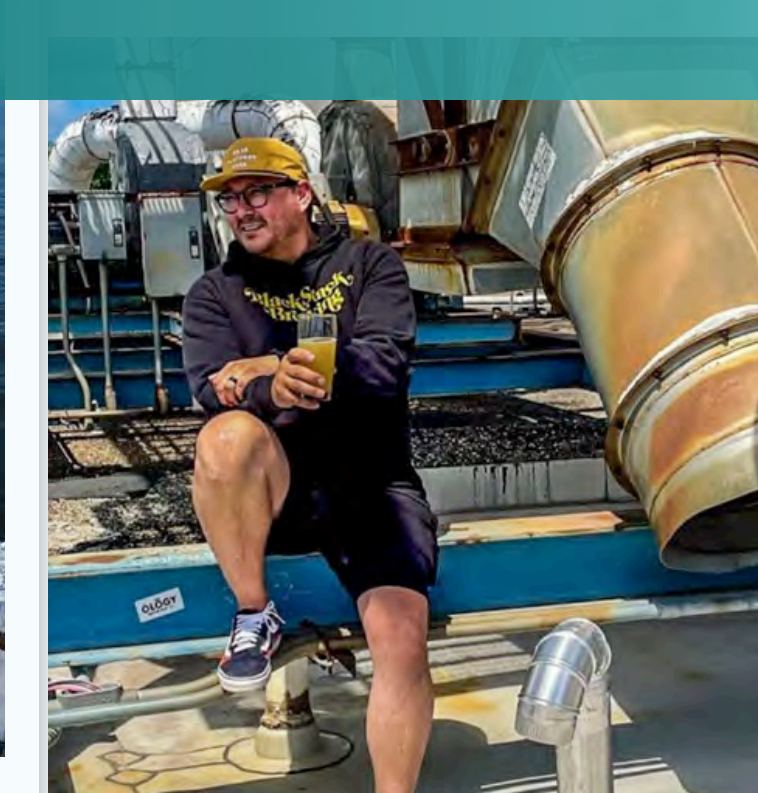
Justin Sutherland
Minnesota based chef with many National accolades

WINTER ACTIVITIES




Lindsey Ranzau
Minnesota based travel writer with realistic new ideas for travel

MICROBREW




Deewayne Bersee
St. Paul | Ojibwe | Minnesota beer enthusiast | Always on the hunt for great craft beer, especially if it's local

ART



Leslie Barlow
Renowned Minnesota based artist

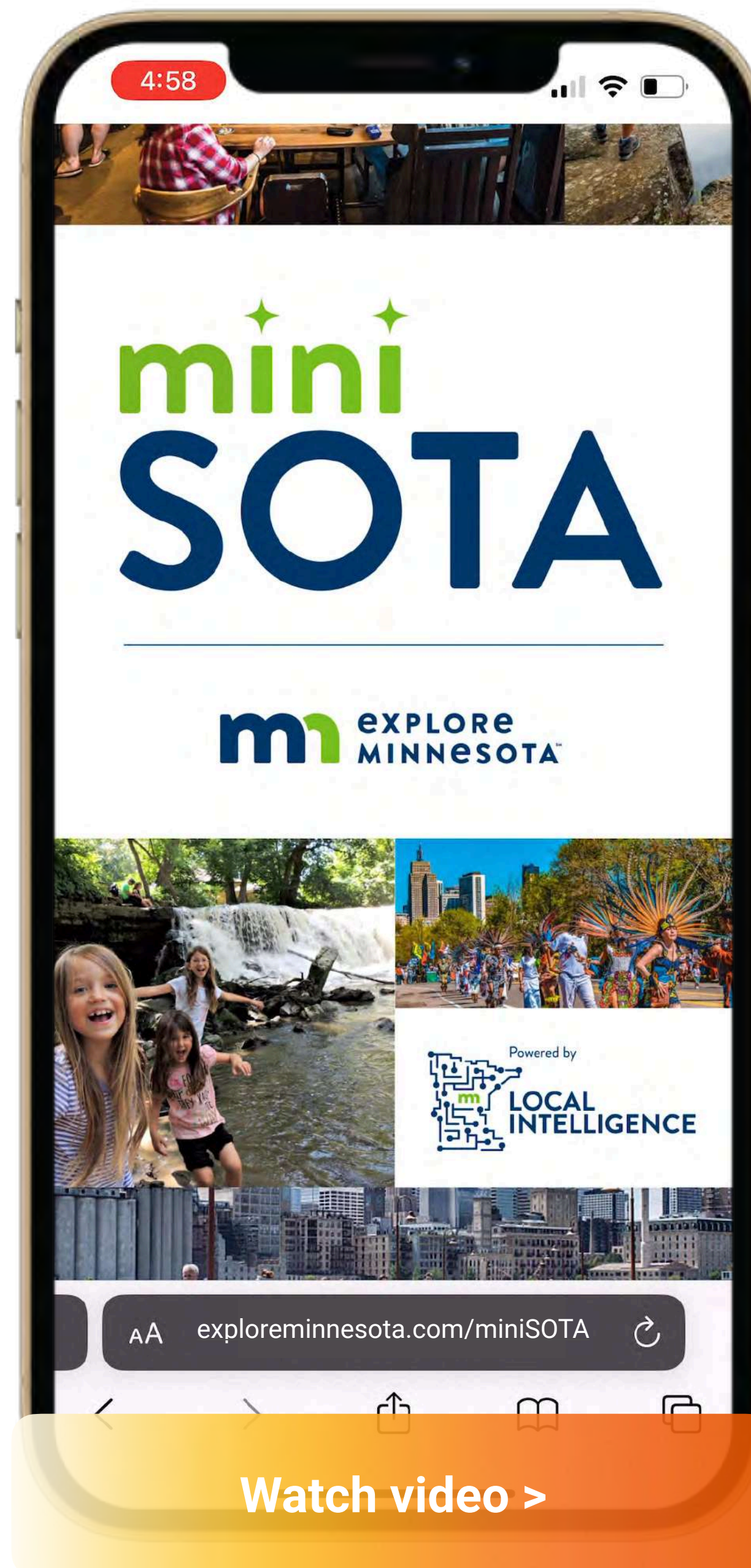
NATURE

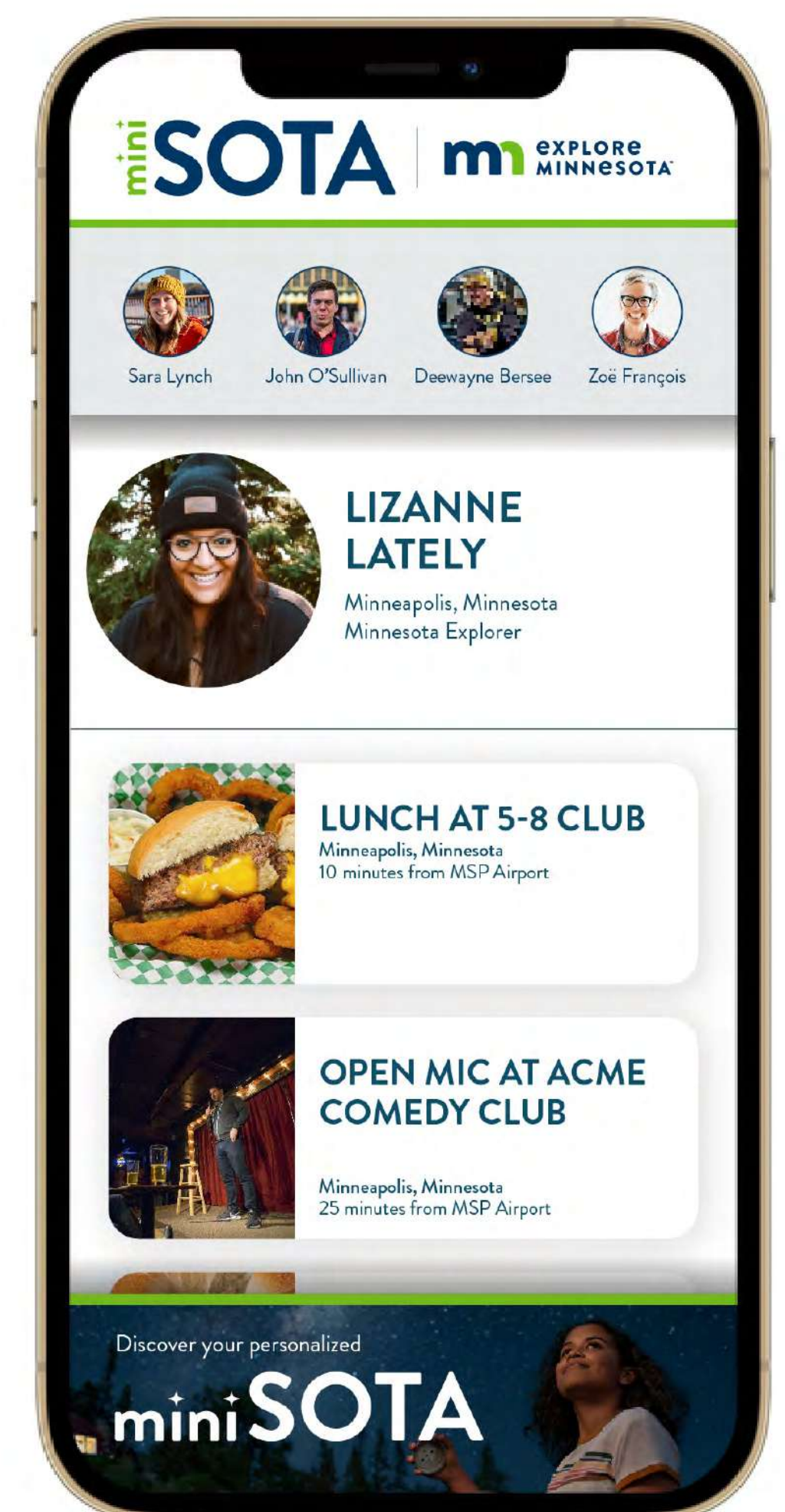
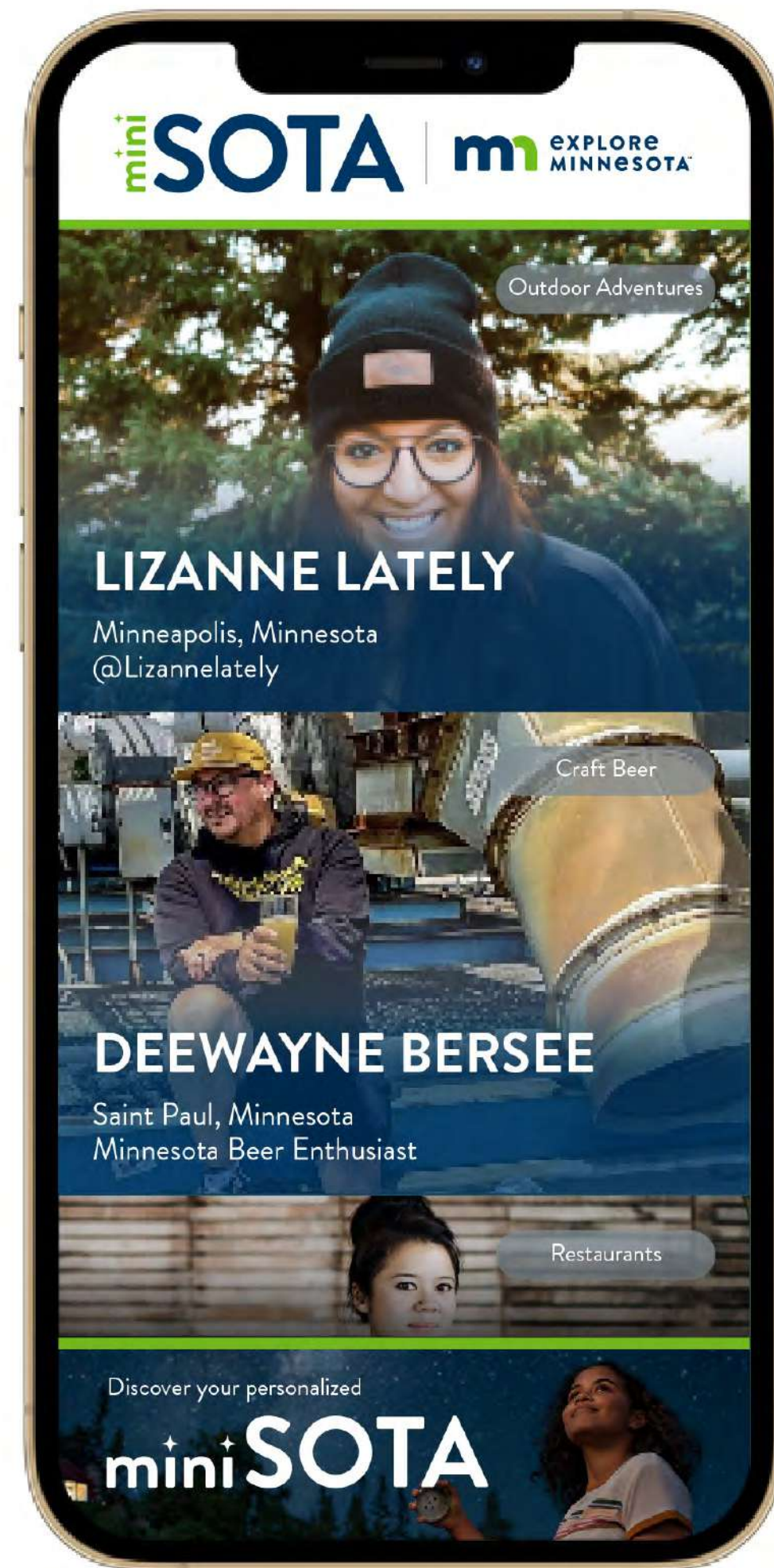
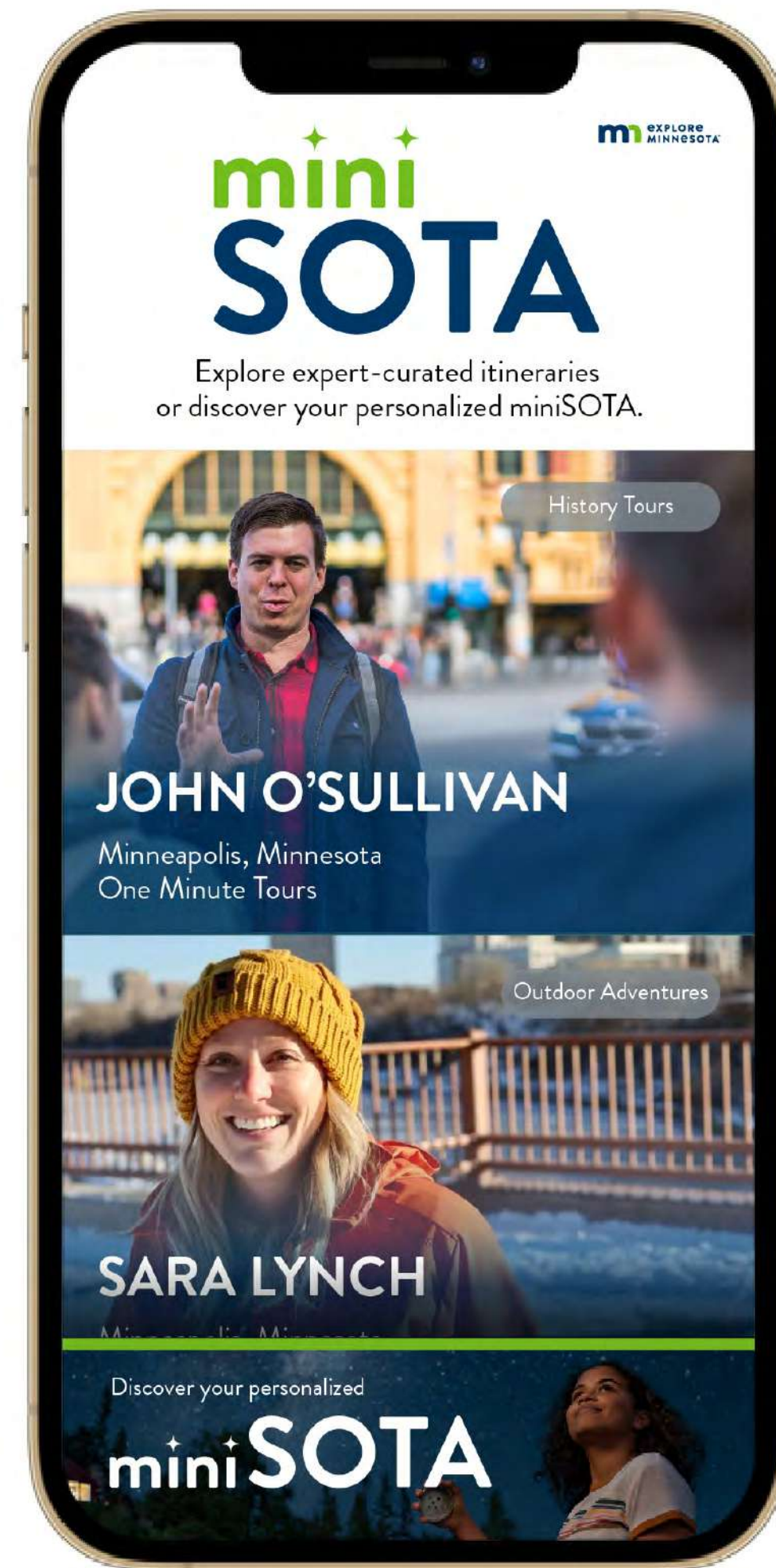


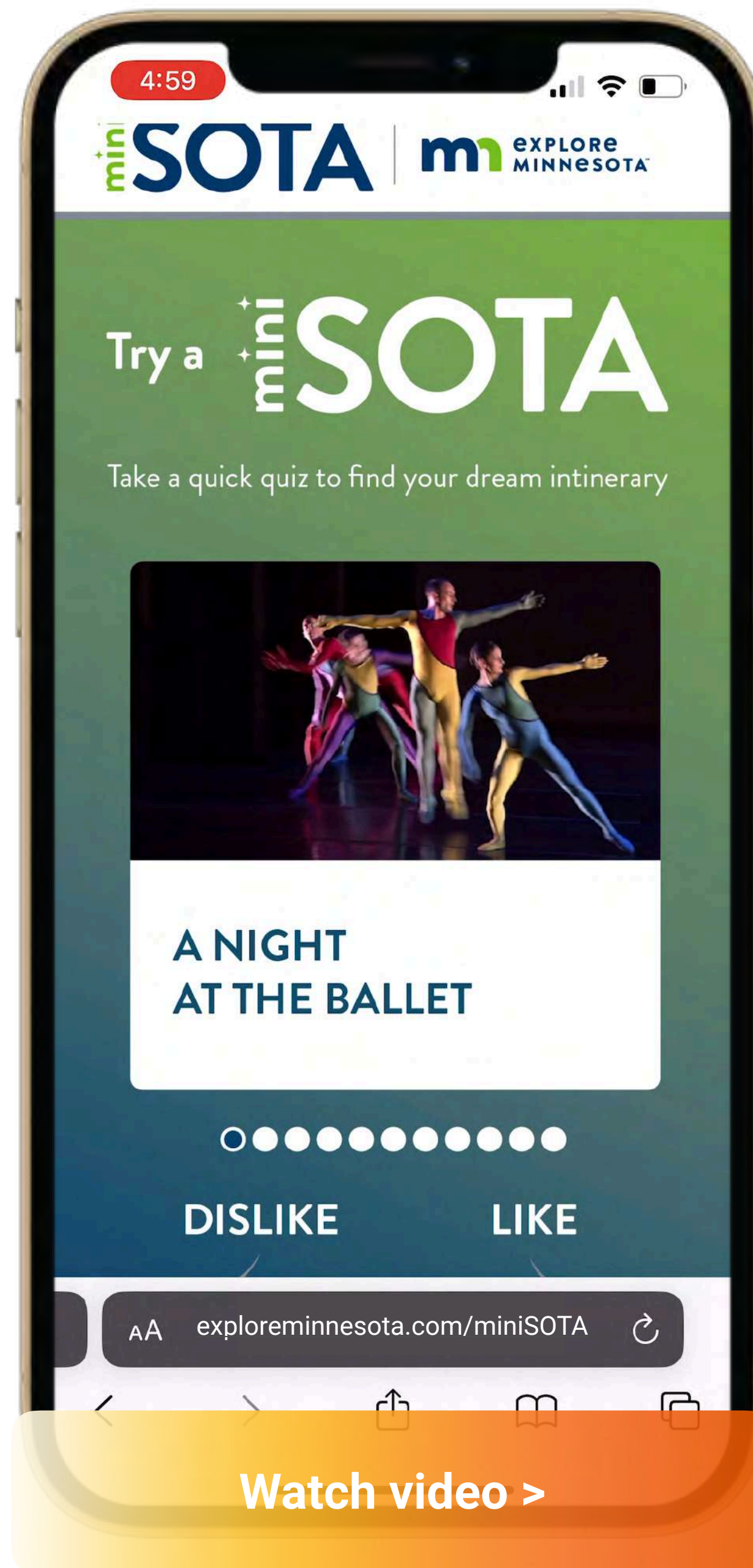
Reece Hickman
Duluth based landscape and adventure photographer

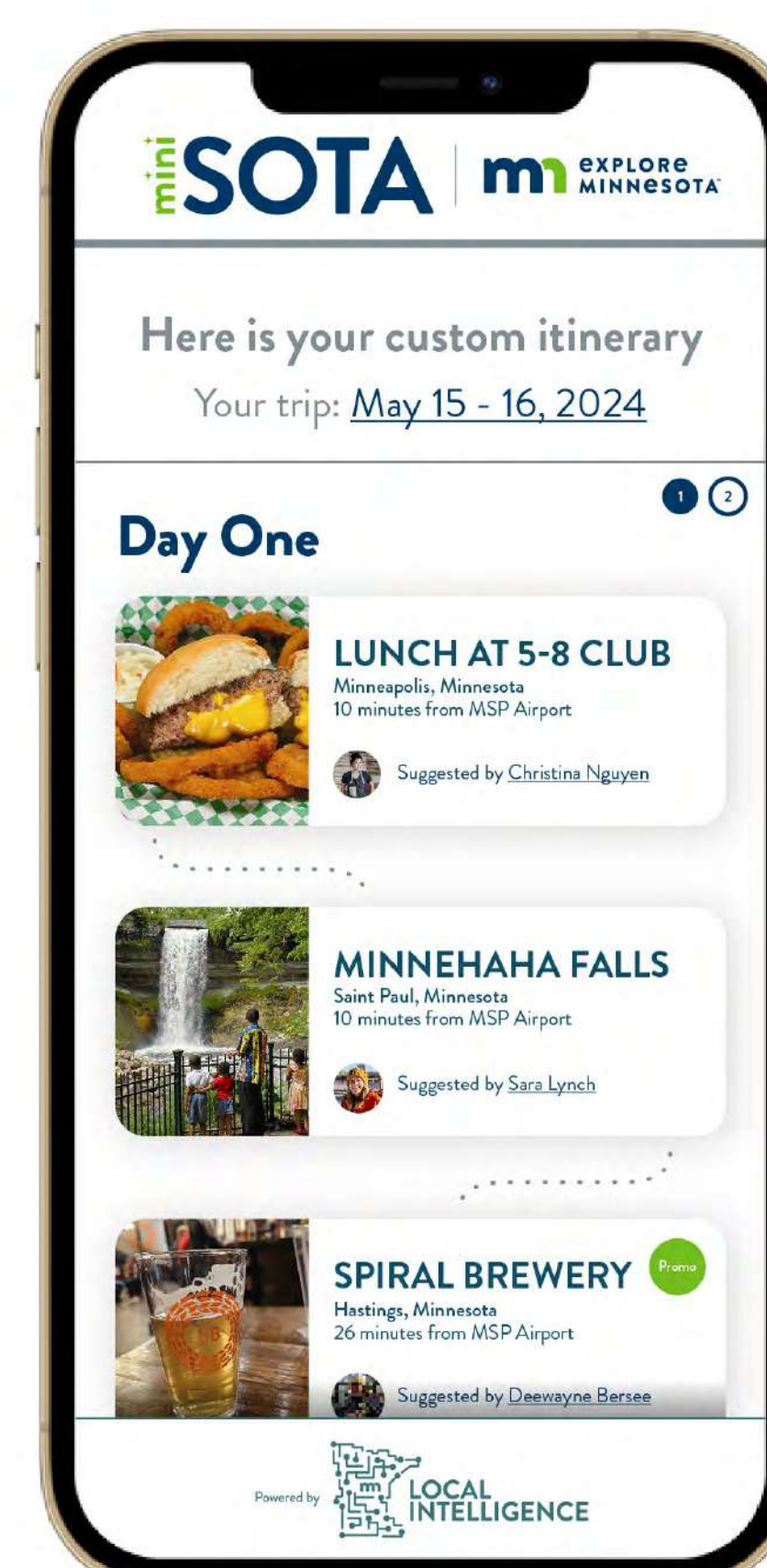
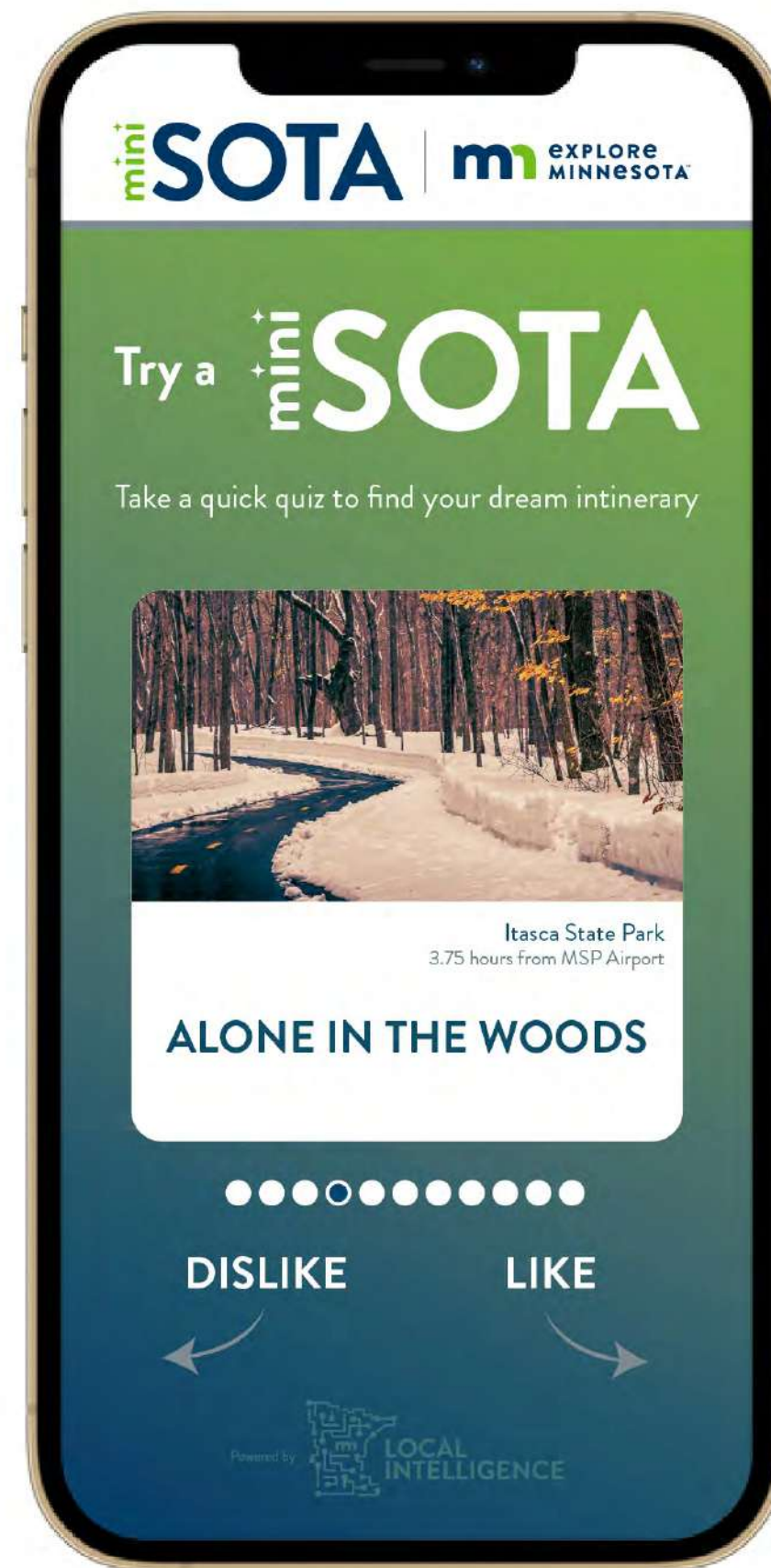


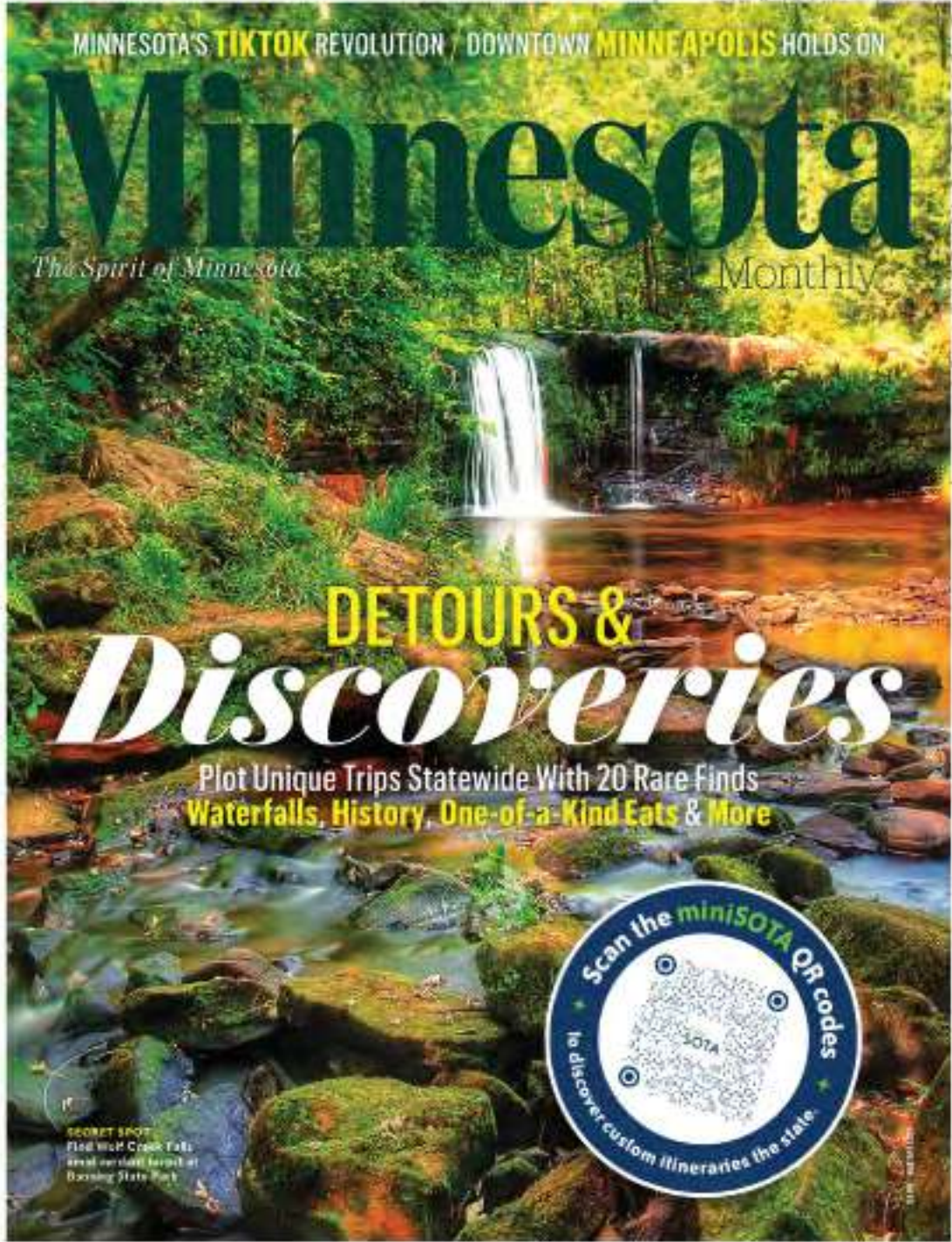
2- to 4-day “mini” itineraries powered and curated by hand-selected local Minnesota experts from diverse backgrounds on culture and adventure.











PHOTOGRAPHY: MICHELLE

Creative Class

Why Minnesota is great at attracting creative minds—and why they stay
by JAHNA PELLOUTIN

THESE MARCH IS TECHNICALLY the first month of spring. May is when folks usually begin to push on Minnesota. The month is a handful of fashion weeks highlighting work by local designers, including the same capital region we opportunity to dress up in the spring looks. They're here and they're ready to step out.

But just last year it was in May—celebrating fashion week's first week of the season in a new year—the same fashion platform. Which has the question: What is it about Minnesota that's so attractive to designers?

It really isn't just a feeling of pride and a sense of community that is really what attracts designers, she says. "I see a lot of others who are pursuing a lot of other things, which makes it feel like more of an inclusive, communal effort."

First, she says, a fashion designer who grew up in Minnesota and lived in Seattle and London for the past 10 years, also recently moved back and calls Minnesota's "all the things" work ethic. "We're mostly in a more permanent spot, and we know how to be a good team member and get things done," she says.

She also has a collection of this month in Minnesota with designer, Jena Lasko-Rodriguez, another recent transplant from New York City. Rodriguez says living in the Twin Cities grew her the chance to build her clothing label, Miss Rodri. "I felt in NYC that everyone was just interested in their own designs," she says. "When we have, there's more of a community so they support each other—we're all creative trying to survive."

Another designer, who returned to Minnesota last year to launch her label, Hat Make, echoes this sentiment. "There is an opportunity for building a business here that is much harder to do in other major style hubs," she says, "and more chances to collaborate and take risks that would be difficult in a more competitive atmosphere."

Whether the precise combination of factors, the creative community, the sense of being home, the sense of the country to the name. "When I told people we were moving back, I found tons and tons again. 'Minnesota just has a way of making you feel at home,'" Lasko-Rodriguez says. "It's true."

HIGH-WIRE ACT
This whimsical design by milliner Cyndi Kato for her label Hat Make features leaves printed on a vintage-inspired silhouette. \$450 @ hatmake.co

MINI SOTA
One can't really see past social, these shoes by Rachel Correy feature an architectural, modernist vibe and vibrant, green heels. \$380 @ MCo, rachelcorrey.com

Scan to discover Janna's Minnesota Itinerary



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- Trusted local resource
- Native digital behaviors
- Instant personalized itineraries

Why this works



DRIVES CONSIDERATION

Nearly 9 of 10 travelers say the miniSOTA interactive tool would help them better understand what Minnesota has to offer

(2023 CCF QUANTITATIVE STUDY)

**It allows me to see things
that are available that
I may not be aware are
even available.
That is truly special.**

**I love the swipe
left and swipe right feature
like tinder and how it's
incorporated into modern apps.**

It allows me to see things that are available that I may not be aware are even available. That is truly special.

Having a tool that gives info from locals is outstanding when trying to get a feel for the unique aspects of the area.

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I love the swipe left and swipe right feature like tinder and how it's incorporated into modern apps.

I really like how locals curate the travel planning. Would make me feel like I have an insider helping me out! **Hopefully this comes out and I can use it!**

Creating my own itineraries is the most interesting.

Customized recommendations based on the activities I like.

(2023 CCF QUANTITATIVE STUDY)



What if Minnesota could be the first to bridge the gap between a 2D website and the real deal?



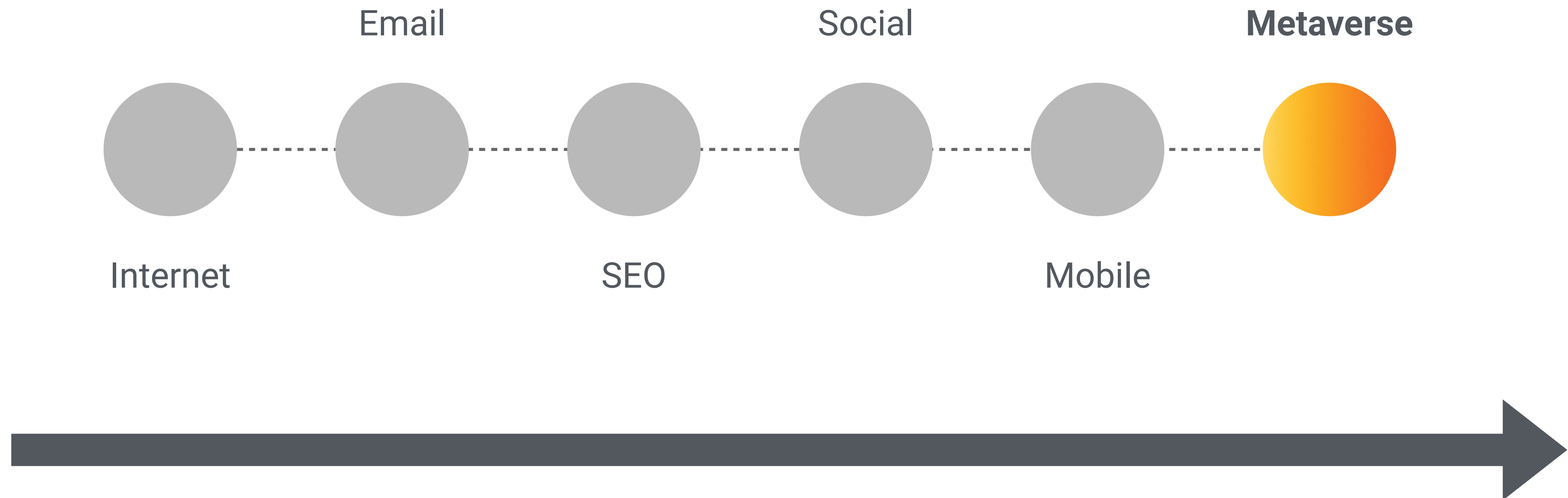
Explore Minnesota launches country's first statewide 'MNaverse'

Unlocks immersive exploratory access for anyone, anywhere in the world

These change favorite



The evolution of digital marketing



82%

of executives expect the Metaverse to be part of their business activities within three years

66%

of executives report that their companies are already actively engaged in Metaverse activities

(2022 PWC METAVERSE SURVEY)

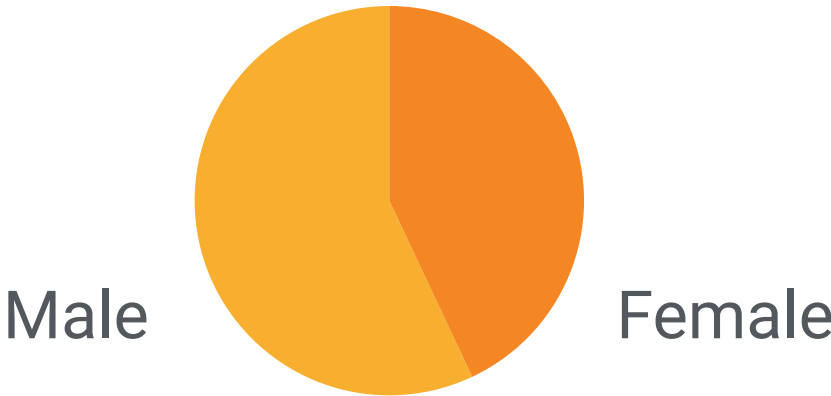
It's already here



254 MILLION

Monthly users

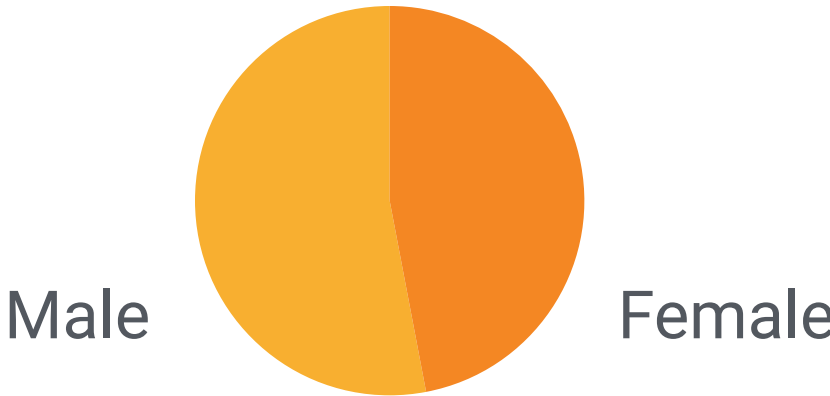
40% OVER AGE OF 24



202 MILLION

Monthly users

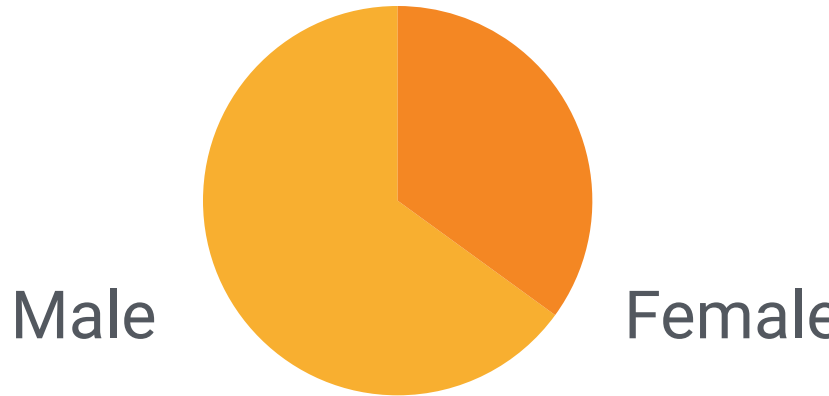
30% OVER AGE OF 17



173 MILLION

Monthly users

40% OVER AGE OF 21



Brand extension: Increased touchpoints



96+ MILLION
VISITS



33+ MILLION
VISITS



18+ MILLION
VISITS



45+ MILLION
ATTENDEES



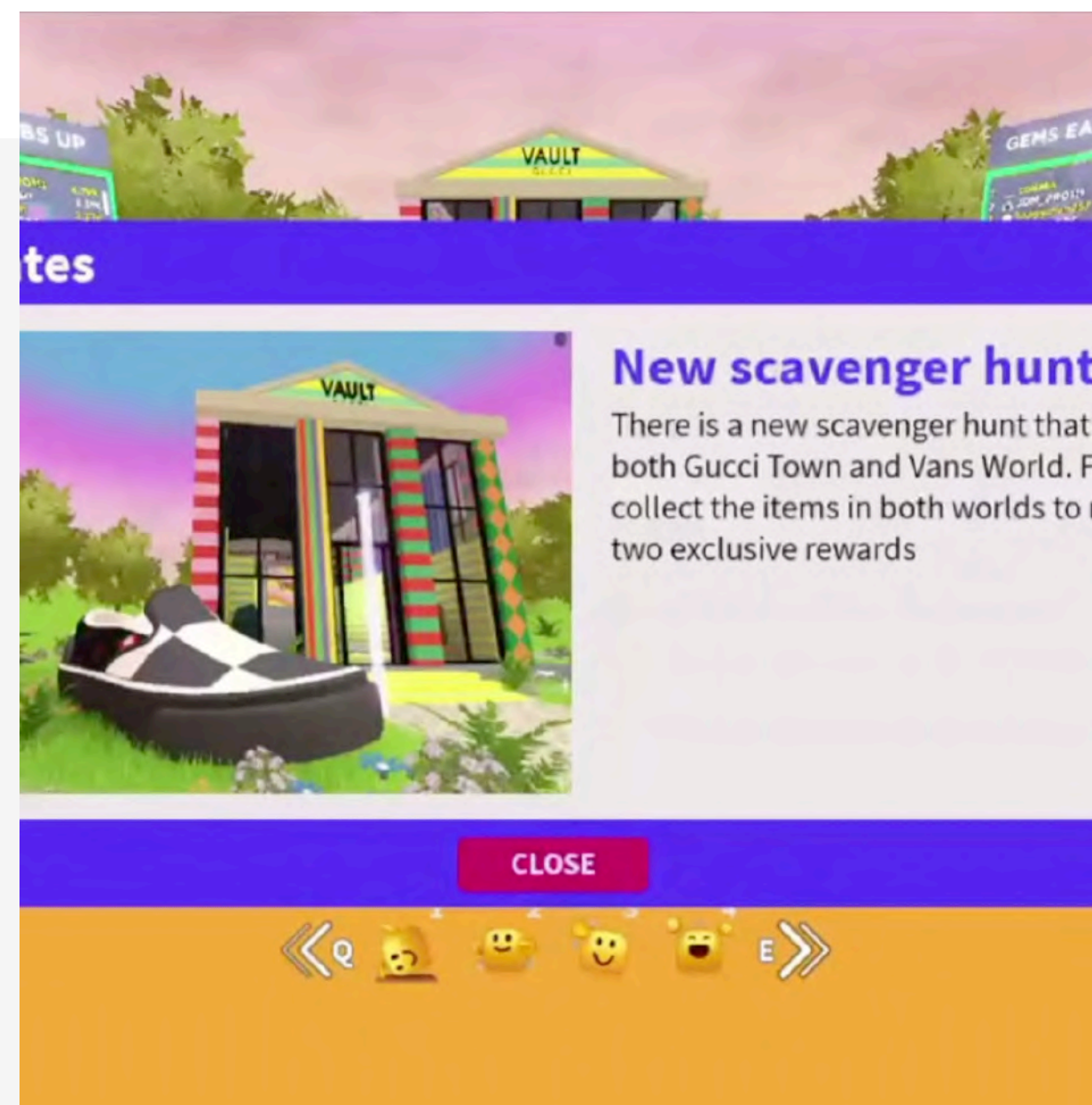
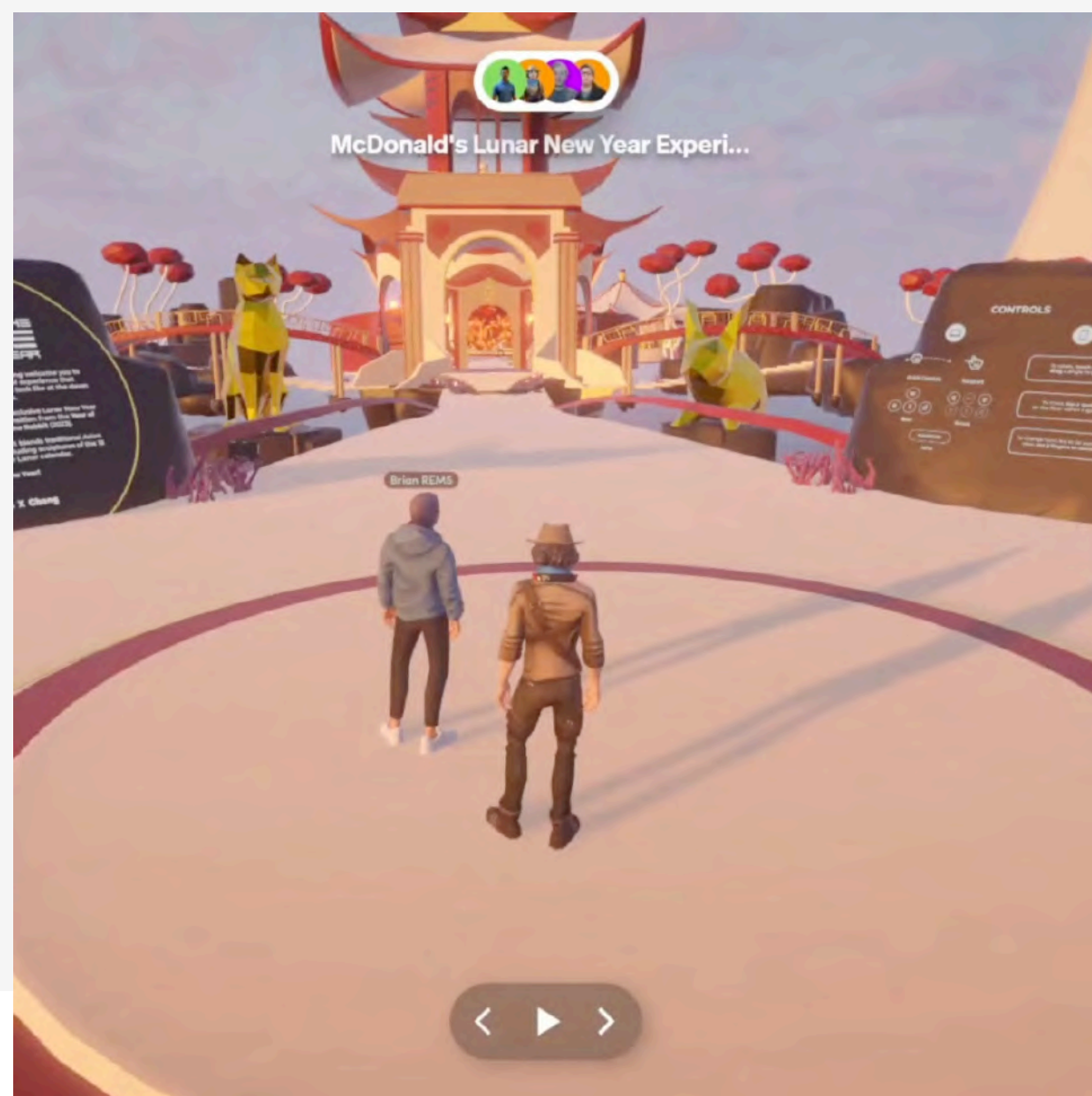
FOREVER 21



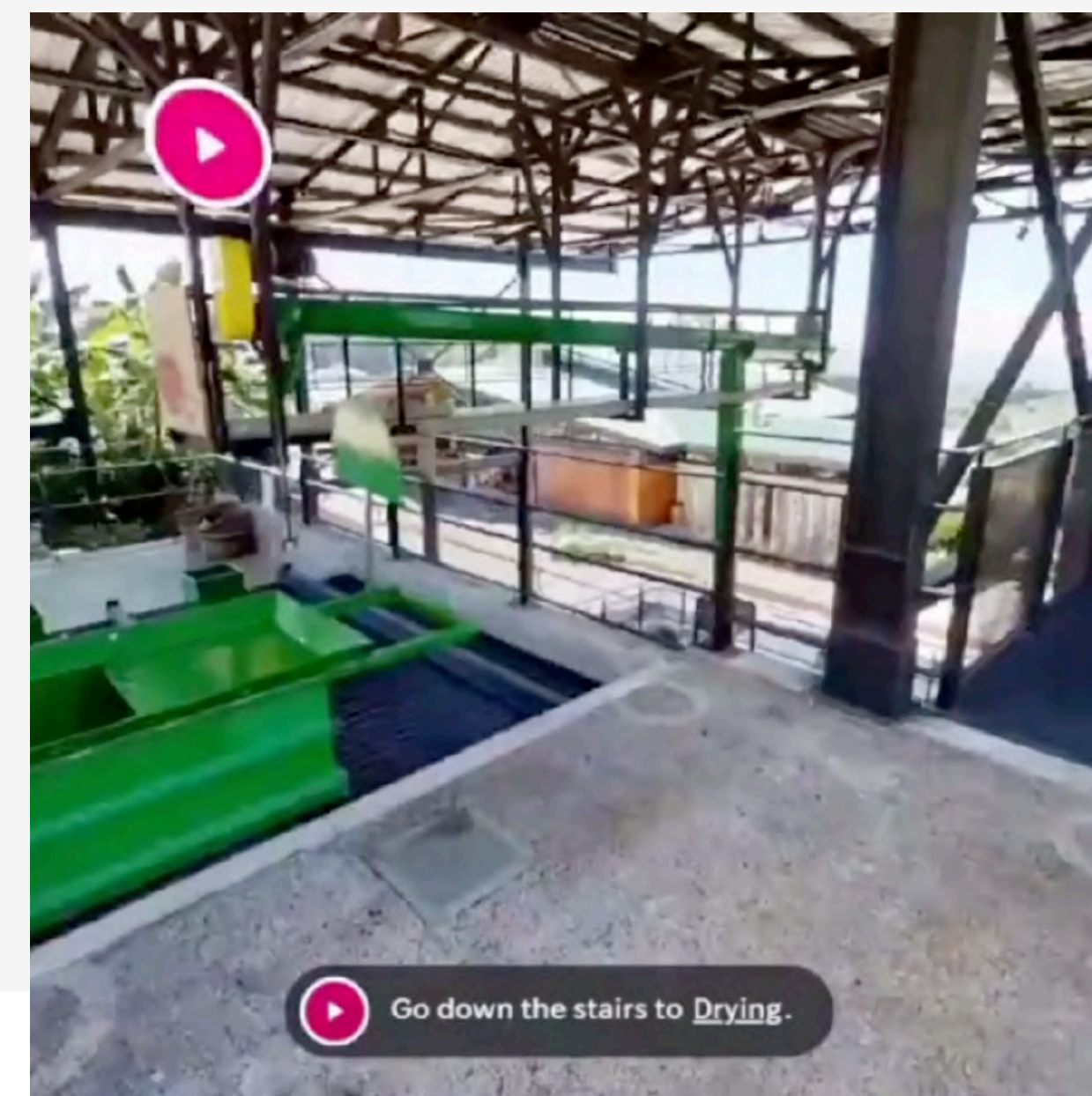
SAMSUNG



GUCCI



GUCCI



Tourism: Not “if”, but “when”

53%

of travel executives state that the Metaverse will have a positive impact on their organizations

25%

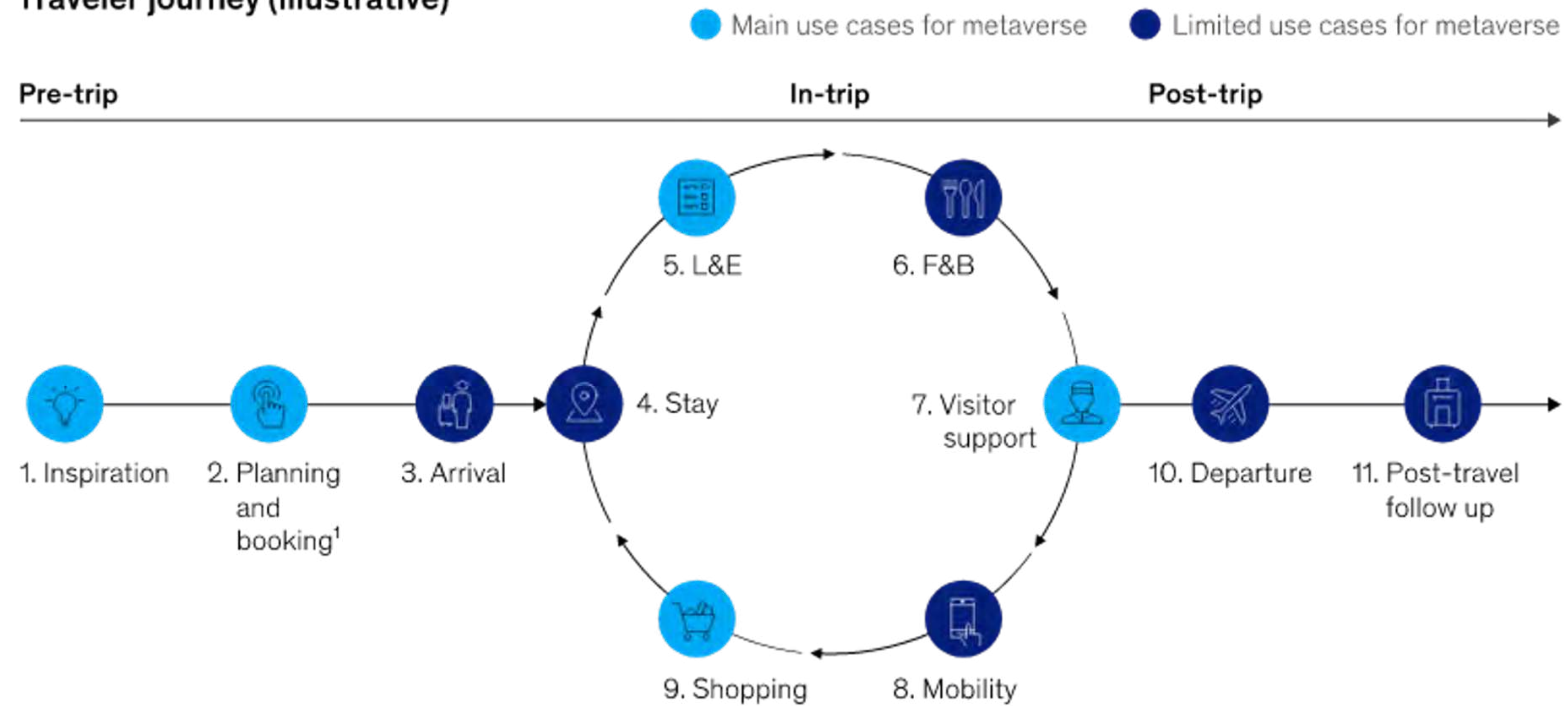
expecting a breakthrough or transformational impact

(Accenture Technology Vision)

The travel industry is ripe for virtual disruption

- McKinsey & Company (2023)

Traveler journey (illustrative)

¹Including events booking, F&B booking, etc.

McKinsey & Company



Explore MNAverse Here >



dan

Remy (AI Travel Agent)
@localintelligenceMN

Simply put, the Metaverse in Travel isn't just about cool games, fun avatars, and branded exploration.

It can generate breakthrough value for stakeholders and business—including creating new revenue streams.

Near-term value:
Long-term vision



- Inspire and educate
- Redefine collaboration, partnership, and sponsorship for tourism
- Unparalleled access to local intelligence
- Plan and book: Cutting-edge tools (AI)

Near-term value:
Long-term vision



- Multi-phase approach
(e.g. 5 regions x 4 seasons, 5 years)
- A platform approach for all of MN
- Powerful data collection
- Dynamic tools for content evolution
- Partnerships with special events like World Cup, World's Fair, etc. and regional tourism groups
- A marketplace for local intelligence and experiences



DRIVES CONSIDERATION

Nearly 9 of 10 travelers say the MNAVERSE interactive tool would help them better understand what Minnesota has to offer

(2023 CCF QUANTITATIVE STUDY)



DRIVES CONVERSION

More than 6 in 10 travelers indicated that the MNAVERSE interactive tool would make them more likely to plan a trip to Minnesota

(2023 CCF QUANTITATIVE STUDY)



Shows Minnesota in a new light when it comes to vacationing. This tool will help me plan a great vacation if I go to Minnesota.

**Takes a lot of the guess work
and personal research out and
provides me with a lot of good
planning information.**

There are so many different aspects that I never would have been able to find in any other one place.

I like how you can learn as you go and discover on the go.

Takes a lot of the guess work and personal research out and provides me with a lot of good planning information.

Shows Minnesota in a new light when it comes to vacationing. This tool will help me plan a great vacation if I go to Minnesota.



It has everything needed to inform me about Minnesota. It is like one stop shopping for things to consider and plan. I love the visuals.

The most positive aspect of the MNAverse is the 360 degree imagery option. I've never seen that offered for a tourist.

(2023 CCF QUANTITATIVE STUDY)



I think that anything that shows me why Minnesota is different than another place definitely makes me want to go there. I love it. You're making me want to go to Minnesota now.

- Shannon

(AS SHE LOOKED AT GOOSEBERRY 360° PHOTO IN MNAVERSE)



Before you know it you've wasted half your day and you haven't really done anything... and you never know what you missed cuz you don't know what's around. When you've got tools like this that you can use, and you're not having to do all the research yourself, it saves a lot of time.

- Gary

(AS HE LOOKED AT MINISOTA ITINERARY GENERATOR)

(2023 CCF QUALITATIVE STUDY)

**Armed with our tools, we'll
“Make the road less traveled, more well-known.”**

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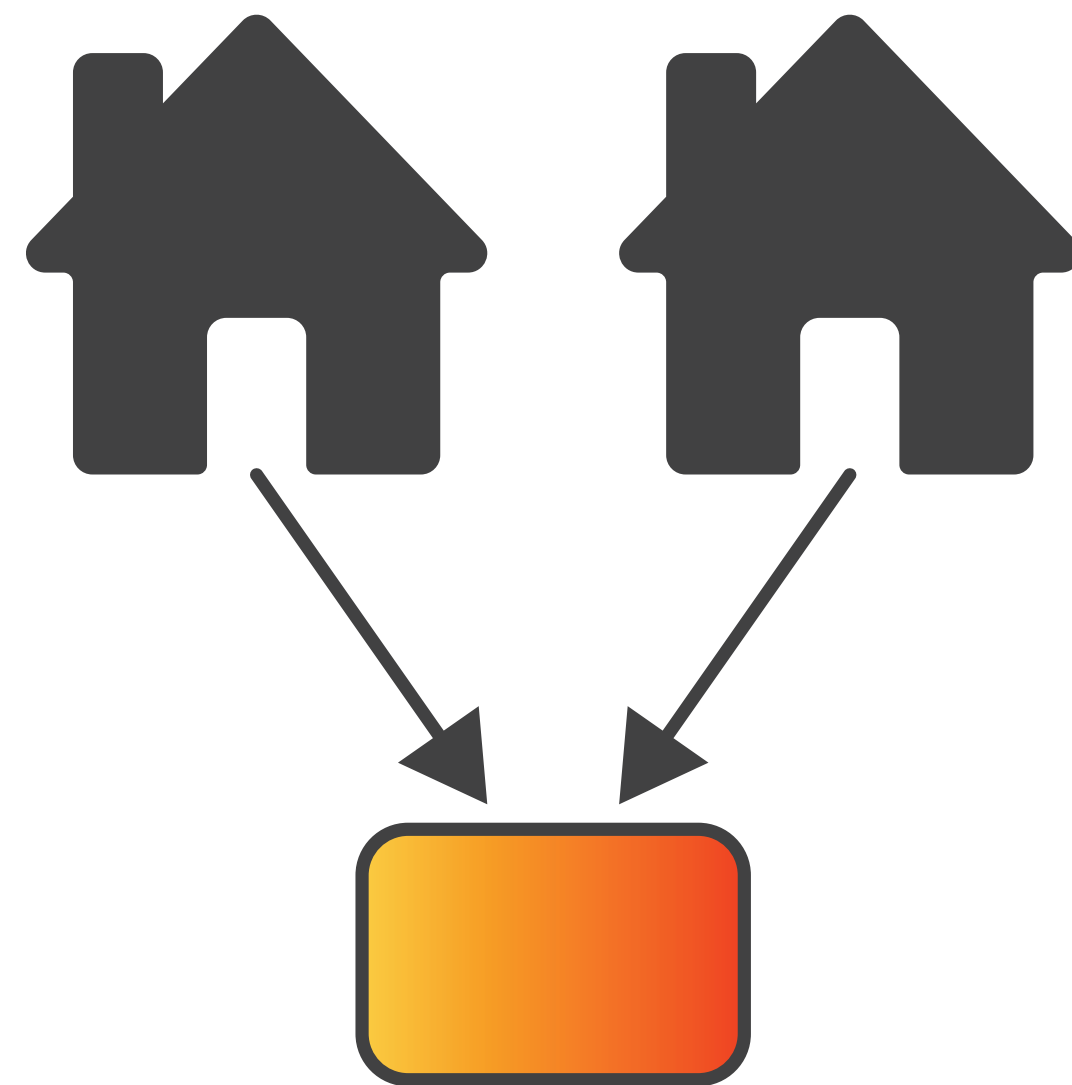
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AVERSE



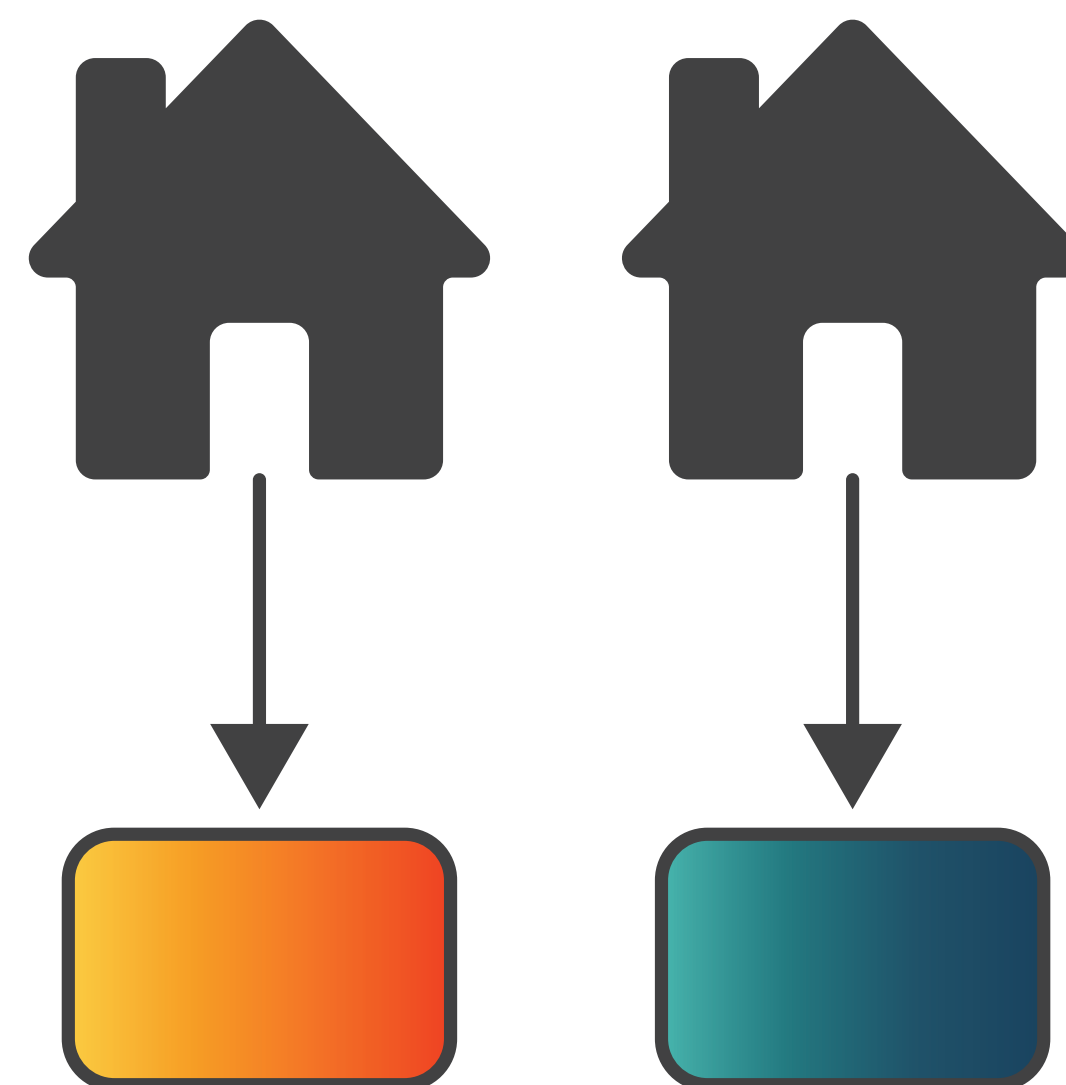
MEDIA STRATEGY:
**“Find them on the road,
no matter where they are”**

Traditional Media



Households viewing the same show
see **same ad**

Addressable Media



Households viewing the same show
see **different ads**

**Maximize connection,
minimize spend**

**Modernized targeting
approach**

Traditional
DMA buying
is limiting and
wasteful

Cultural Travel Gurus		Aspirational Explorers	
Composition	Index	Composition	Index
New York (10%)	Lafayette, IN (167)	New York (8%)	Lafayette, IN (150)
Los Angeles (6%)	San Francisco (161)	Los Angeles (5%)	Charlottesville (146)
Chicago (4%)	Charlottesville (149)	Chicago (4%)	Santa Barbara (139)
San Francisco (4%)	Santa Barbara (148)	Washington DC (3%)	San Diego (135)
Washington DC (4%)	San Diego (146)	Atlanta (3%)	Bend, OR (132)
Boston (3%)	Austin, TX (135)	Dallas (3%)	San Francisco (125)
Philadelphia (3%)	New York (134)	Philadelphia (3%)	Gainesville (123)
Dallas (3%)	Boston (133)	San Francisco (3%)	Tallahassee (123)

**Without sacrificing
premium placements**



Timing and budget overview

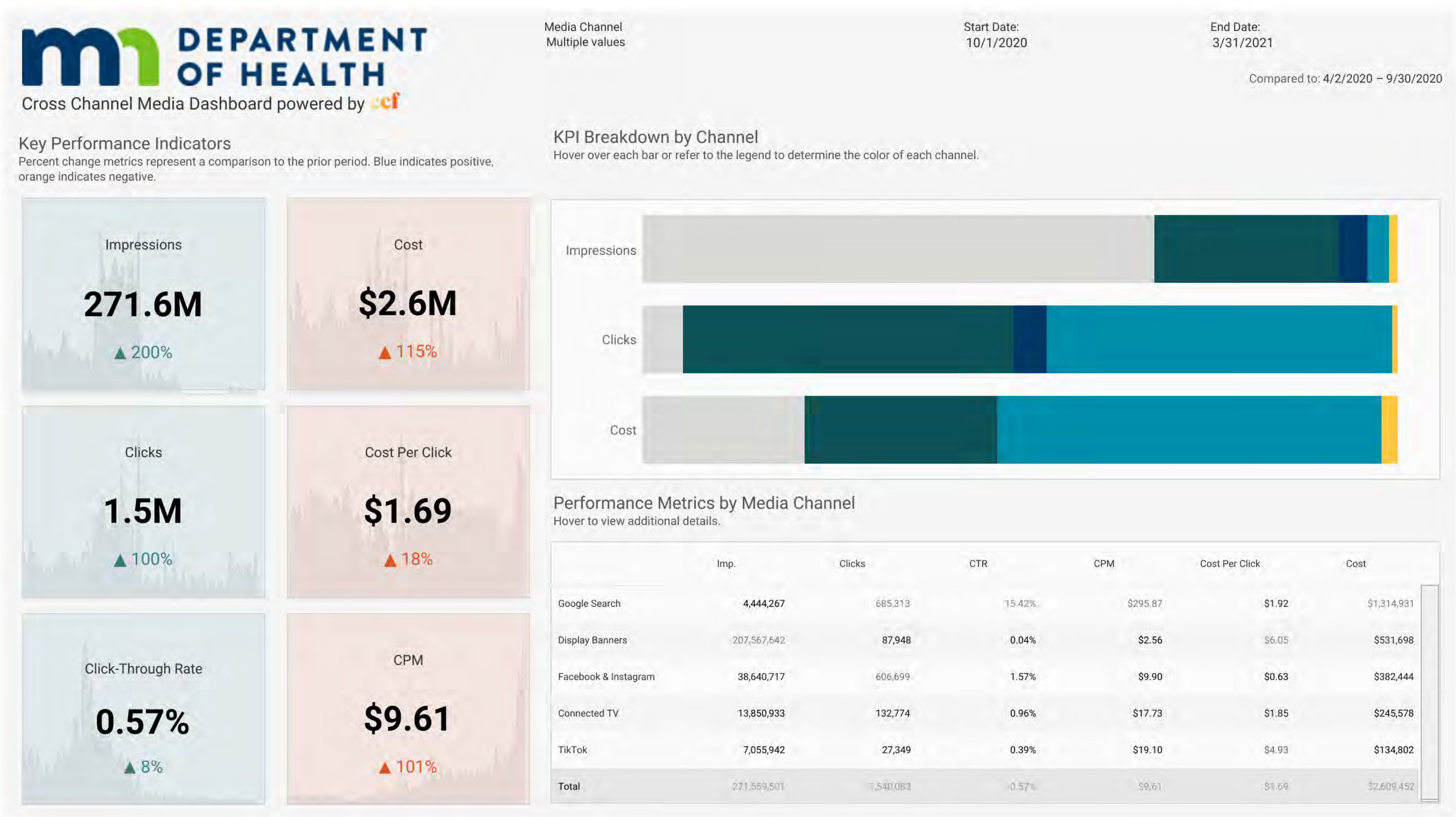
Initiative		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Spend %
Annual Partnerships														25%
Diversity Partnerships	Direct partnerships with publishers that reach niche audiences; emphasis on BIPOC and other traditionally underserved communities													15%
Brand Partnerships														10%
"Always On" Tactics														39%
Paid Social	Targeting Aspirational Explorers & Cultural Travel Gurus in USA (National) + Canada													8%
High Impact Addressable														21%
Paid Search	SEM to reach all in-market travel audiences													10%
Seasonal Heavy-Ups														35%
Fall Trip Planning	Budget heavy-ups during key trip-planning windows will support additional tactics, including CTV/OTT, Rich Media and Native (content-focused)													8%
Winter Trip Planning													8%	
Spring/Summer Trip Planing														19%
Media Resources Fee:														1%
TOTAL:														100%

KPIs



- Lift Minnesota's brand awareness
- Increase average visitations
- Deliver engaged website traffic, increasing page views and sessions
- Increase e-newsletter sign-ups
- Generate social media engagement across the board, encouraging use of #OnlyInMN
- Generate meaningful Travel Guide interactions and increase Partner Referrals

Topflight tracking for communication objectives



Enhanced measurement toolbox

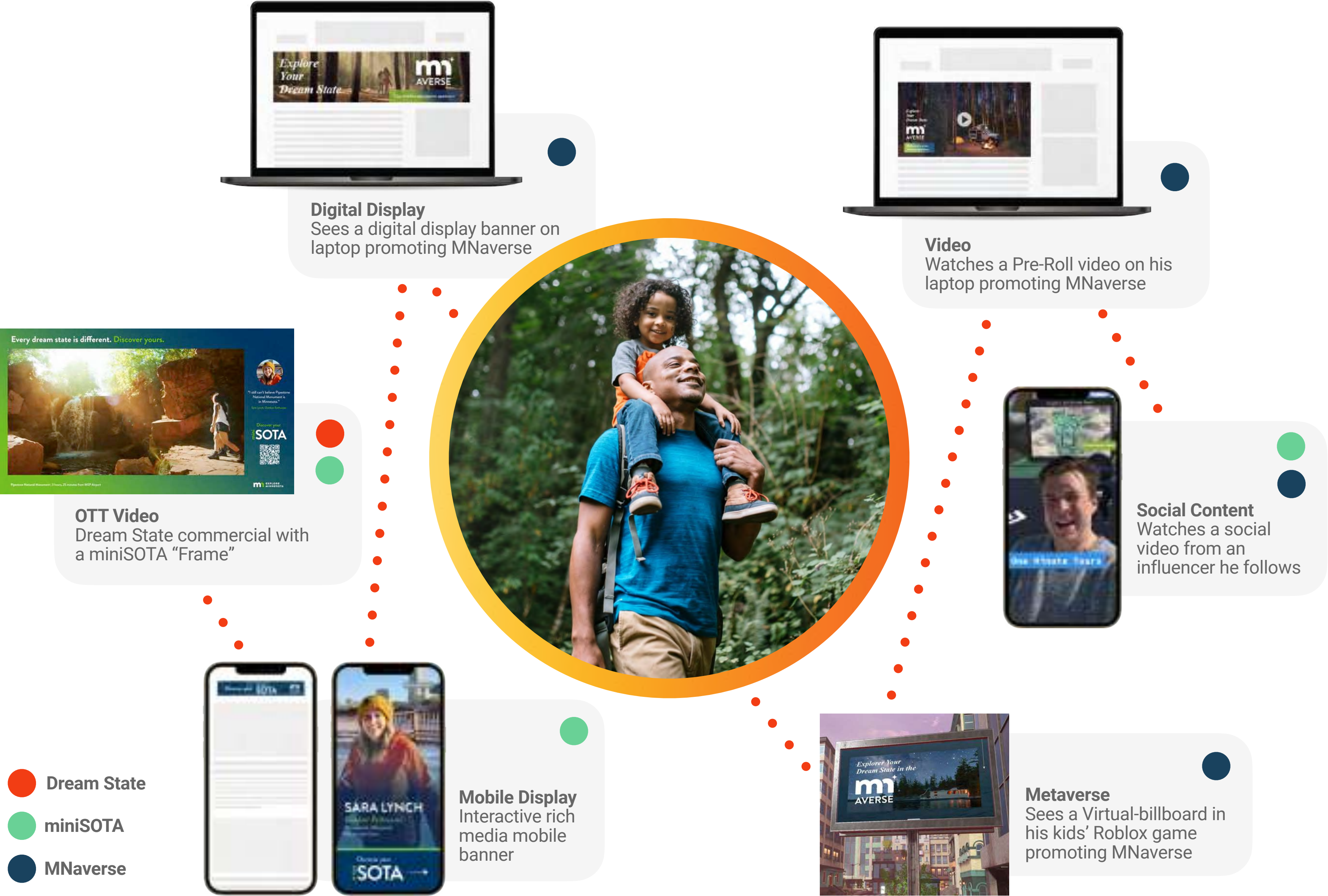


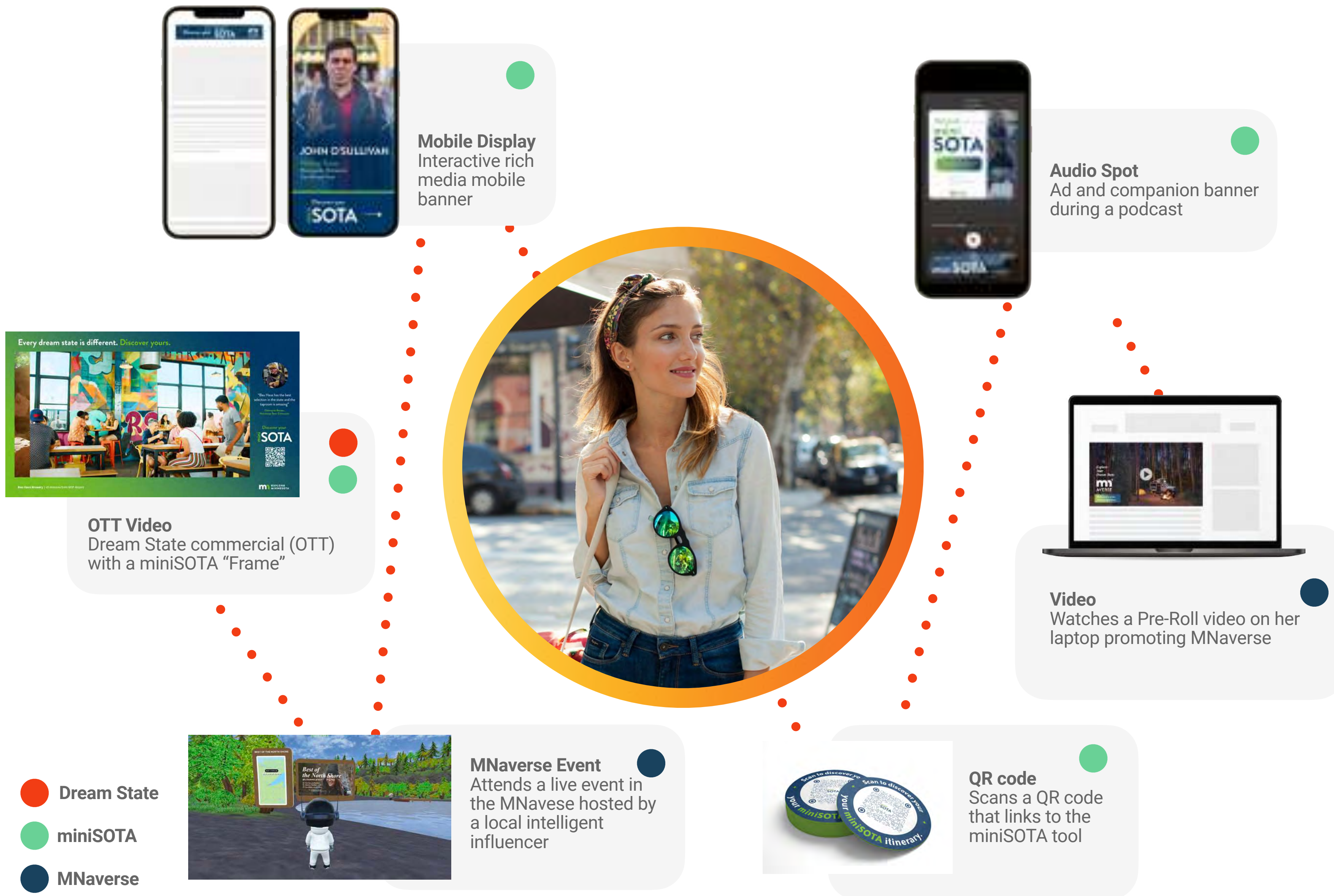
ADTHEORENT™

- Debit and credit card transactions
- Sales lift, incremental sales, total sales and buy through rate
- Category breakout (accommodations, dining, retail, entertainment, etc.)
- Spend breakouts (by origin market, content, creative, device, etc.)



Traveler Engagement Journey: Aspirational Explorer





Traveler Engagement Journey: Cultural Travel Guru

Let's unleash the new era of Minnesota together.

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- Provide a welcoming and modernized travel experience to the masses
- An immersive and agile platform that catapults new thinking and fuels future learning
- A hyper-focused national media strategy
- Generate breakthrough value for stakeholders and your business
- Bolster a healthy economy

m
AVERSE

Thank you

HOLLI MAINES

Chief Growth Officer
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612.237.7187

ccf