

Visit **SHAKOPEE**



# SHAKOPEE CITY COUNCIL

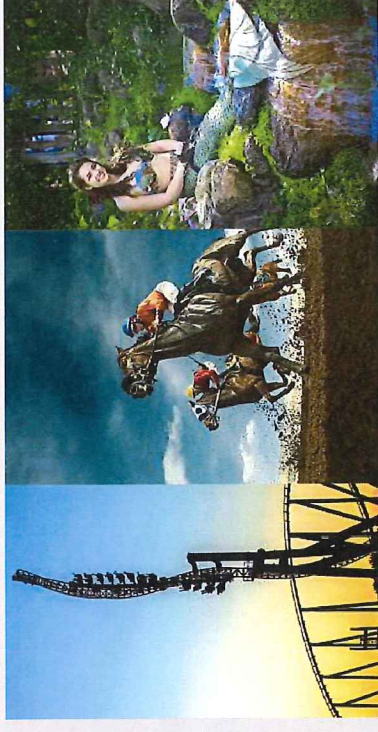
Shakopee Chamber and Visitors  
Bureau Recap Report  
December 5, 2017

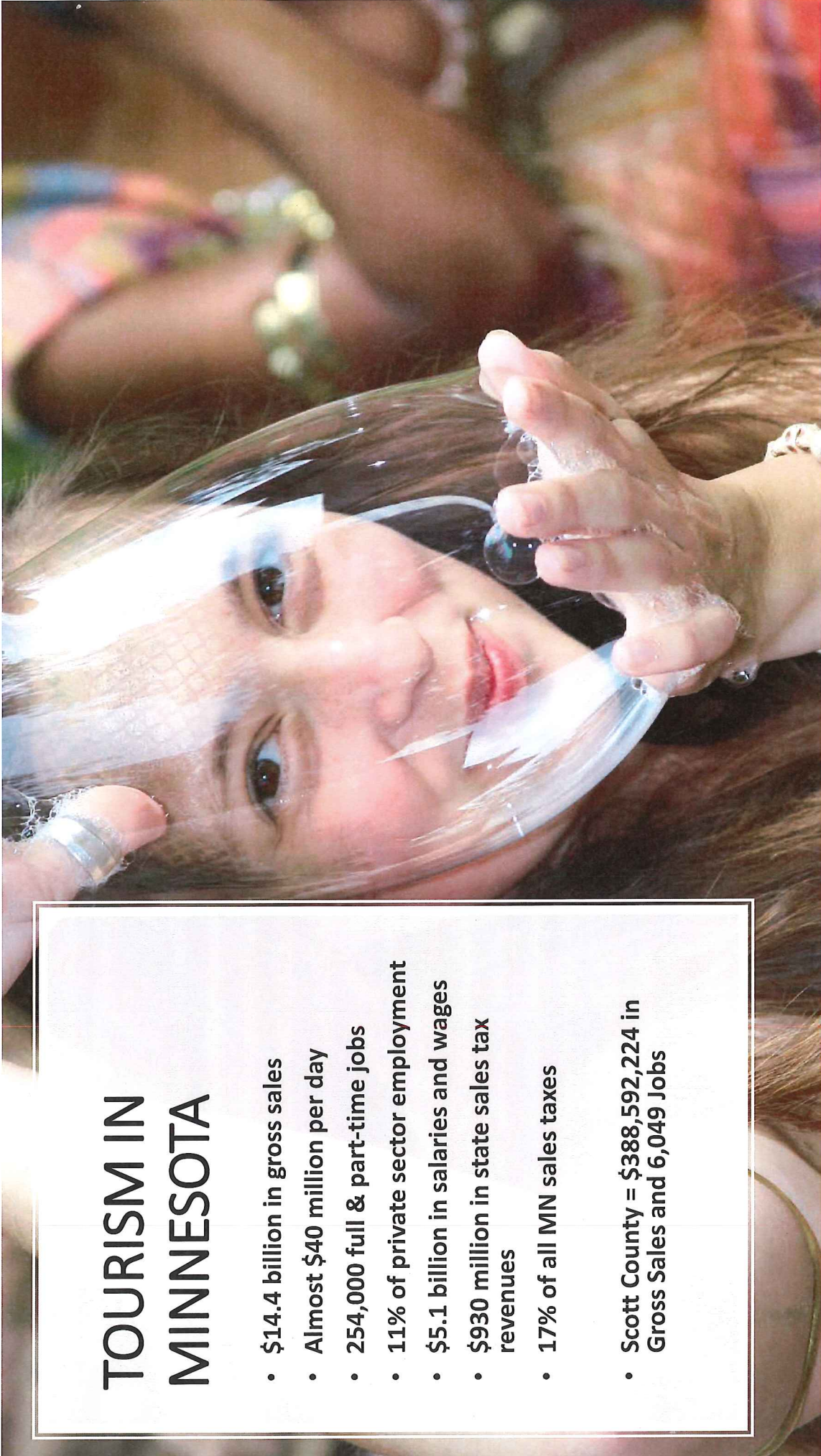
Chamber &  
Visitors Bureau

Shakopee - Minnesota

# MINNESOTA STATE STATUTE

- M.S. 469.190 Local Lodging Tax
- *“Ninety-five percent of the gross proceeds from any tax imposed under subdivision 1 shall be used by the statutory or home rule city charter or town to fund a local convention or tourism bureau for the purpose of marketing and promoting the city or town as a tourist or convention center.”*
- The Shakopee Chamber and Visitors Bureau is a non-profit organization, currently governed by a 15-member Board of Directors





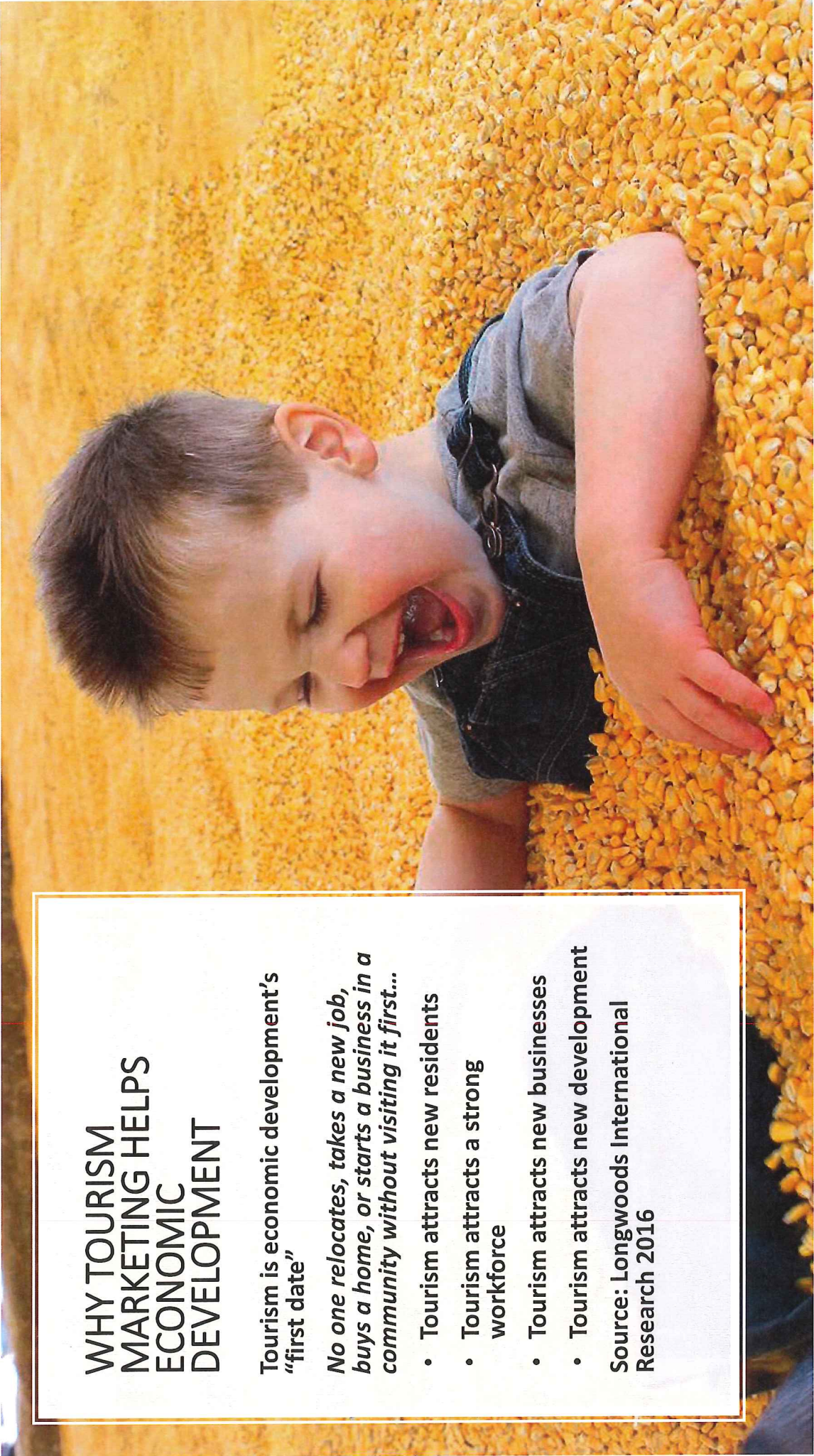
# TOURISM IN MINNESOTA

- \$14.4 billion in gross sales
- Almost \$40 million per day
- 254,000 full & part-time jobs
- 11% of private sector employment
- \$5.1 billion in salaries and wages
- \$930 million in state sales tax revenues
- 17% of all MN sales taxes
- Scott County = \$388,592,224 in Gross Sales and 6,049 Jobs

# TOURISM IN MINNESOTA CONTINUED

- Growth in Tourism Industry
  - 2005 = \$10.2 Billion
  - 2010 = \$11.3 Billion
  - 2015 = \$14.4 Billion
- Traveler Expenditures by Season
  - Winter (Dec – March) = 24%
  - Spring (April – May) = 14%
  - Summer (June – Aug) = 37%
  - Fall (Sept – Nov) = 25%





## WHY TOURISM MARKETING HELPS ECONOMIC DEVELOPMENT

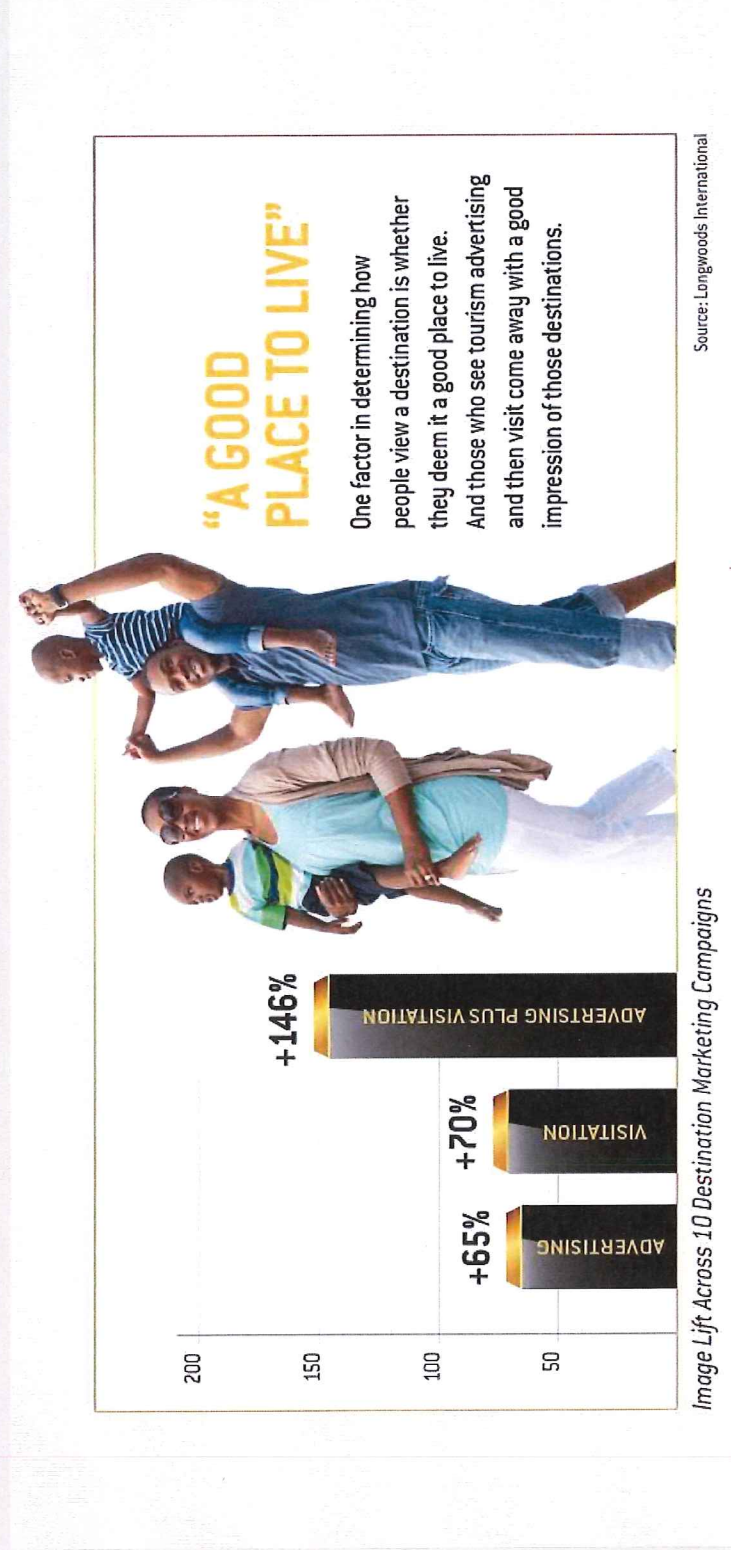
Tourism is economic development's  
"first date"

*No one relocates, takes a new job,  
buys a home, or starts a business in a  
community without visiting it first...*

- Tourism attracts new residents
- Tourism attracts a strong workforce
- Tourism attracts new businesses
- Tourism attracts new development

Source: Longwoods International  
Research 2016

# WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN



**The perception of the community is enhanced**

# WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN



**The community attracts a strong workforce**

# WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN



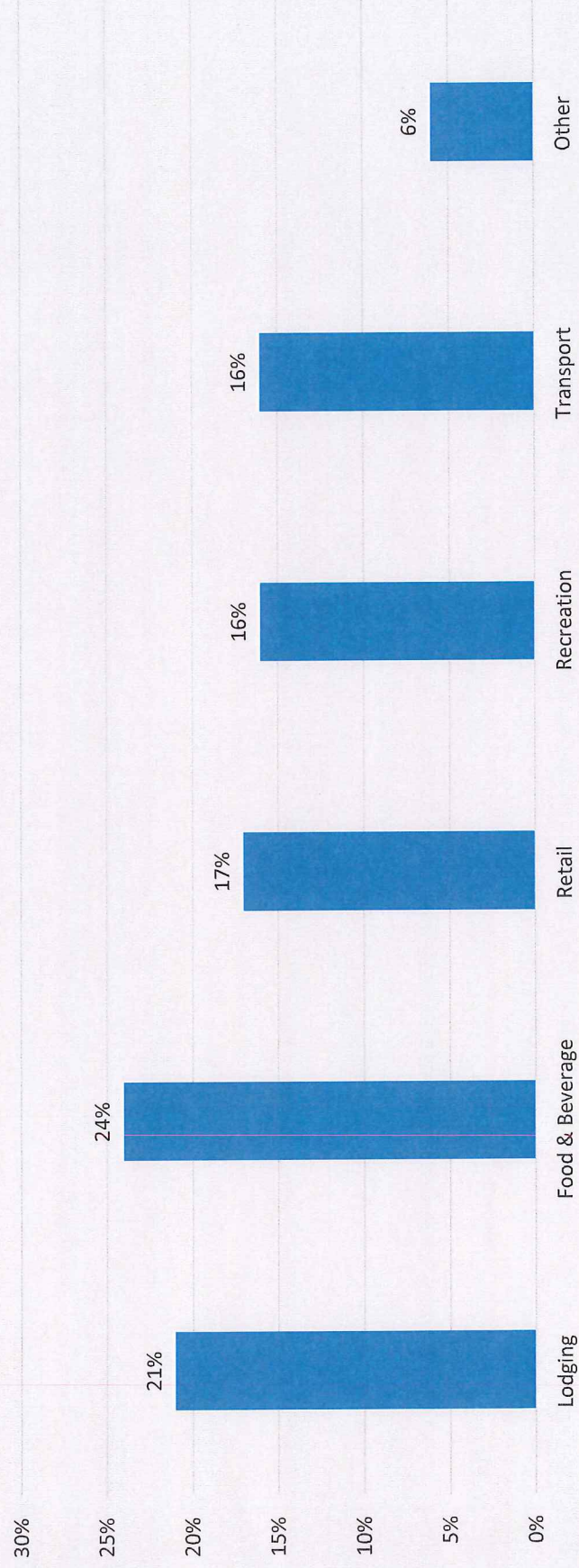
Source: Longwoods International

Image Lift Across 10 Destination Marketing Campaigns

**New businesses are attracted**

# WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN

Traveler Spending by Sector



**79% of visitor spending is on “Main Street” & 21% is on lodging. Without tourism, many of your favorite businesses and establishments may no longer exist.**

# TWIN CITIES METRO VISITOR PROFILE

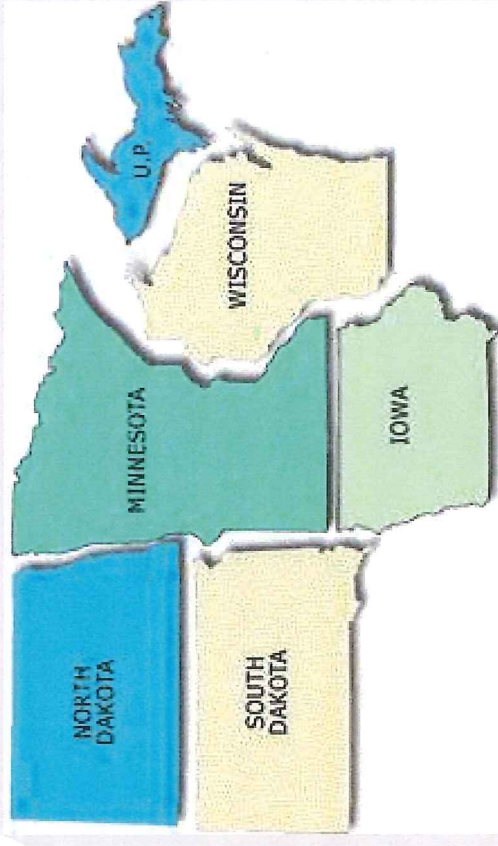
- Average HHI = \$79,740
- Average party = 1.9 people
- 72% are married
- Average age 47 years old
- 71% leisure / 29% business
- Length of stay is 2.3 nights
- 50% of visitors = "day-trippers"

*We consider this information helpful for some initiatives but understand we may fall outside the norm of the "typical" visitor to the metro area because of what our attraction inventory includes, which is very family-friendly heavy.*



# WHO ARE OUR VISITORS?

- 75% of metro area visitors are from MN, ND, SD, IA, WI
- 47% are from MN
- IL & Manitoba are other key markets
- Our primary marketing efforts fall within this region. We also target some other markets through social media channels including:
  - Omaha, NE
  - St. Louis, MO
  - Kansas City, MO



A woman with dark hair, wearing a crown and a floral dress, is shown from the chest up. She is looking down and to the right. The background is dark and out of focus.

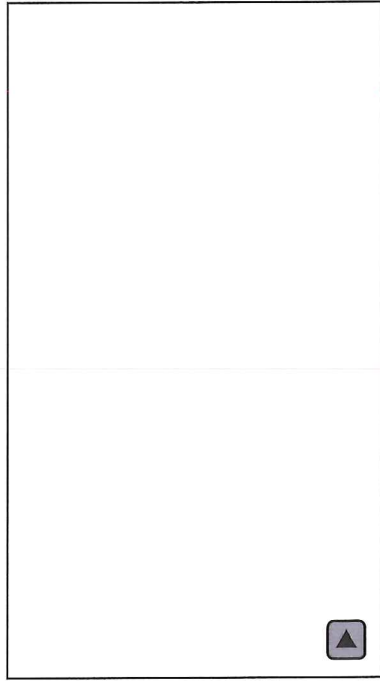
# 2017 MARKETING RECAP

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- A continued shift away from traditional marketing efforts (print, radio, etc.) towards social media and digital
- Emphasis on paid search to help with conversions (Visitor Guide requests & Valleyfair tickets). We believe that these conversions, especially Valleyfair tickets, create a “definite” pool of visitors. With a heavy competition for tourism dollars, it is good to know these are definite. In addition, the website is built to help the person buying tickets to plan an entire trip to Shakopee and the surrounding area, including booking Shakopee hotels.
- Continued use of content (written) to help draw attention for activities, dining, shopping, and lodging in Shakopee
- Growth of video for Shakopee including the “Get to Know You” series, YouTube pre-roll campaigns, and 360 video of attractions in the area.



# SAMPLE CREATIVE



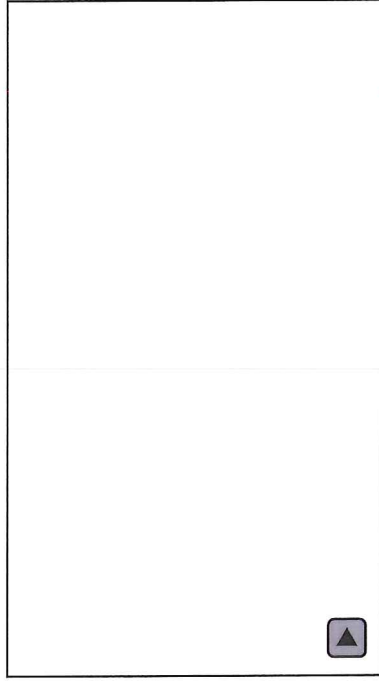
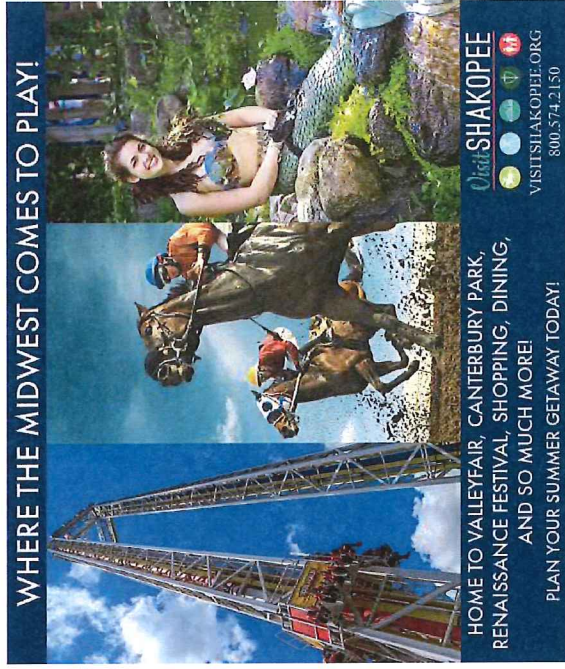
VisitSHAKOPEE

ACTIVITIES

## 15 Fun Summer Activities For Kids In and Near Shakopee

BY TIM ZUNKER  
MAY 16, 2017

Memorial Day signifies the unofficial start of summer in Minnesota. The Shakopee area is a true summer destination for people to enjoy, with many activities and events perfect for families. With great attractions like [Valleyfair](#), [Canterbury Park](#), Minnesota Renaissance Festival, and more,



# VISIT SHAKOPEE WEBSITE ANALYTICS

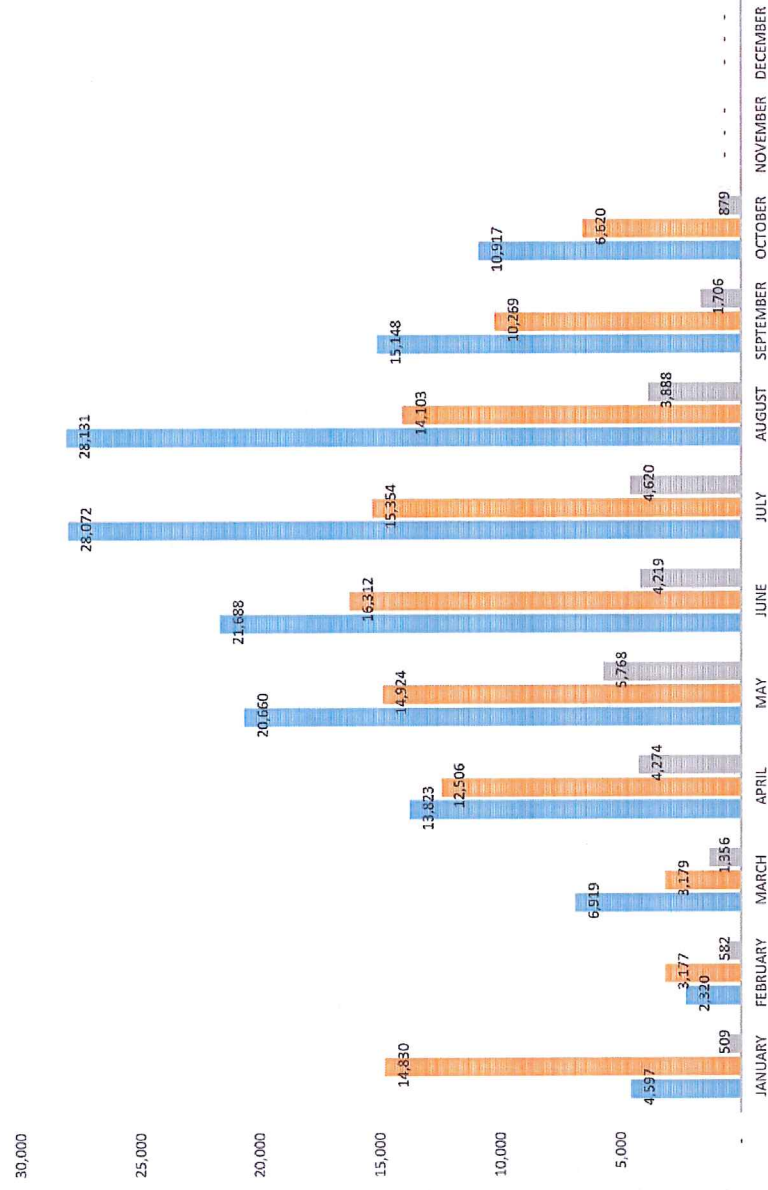
## SESSIONS:

In 2016, the Shakopee Chamber and CVB launched a new website for Destination Marketing ([VisitShakopee.org](http://VisitShakopee.org)). The purpose of this was to give the end-user a better overall experience, make it easier to market individual venues (expanded profile), and be able to create enough content to help drive organic search for Shakopee and our tourism partners.

Through October, we saw a 36.85% increase in sessions versus 2016, and a 447.73% increase in sessions versus 2015.

## GOOGLE ANALYTICS - SESSIONS

■ 2017 SESSIONS ■ 2016 SESSIONS ■ 2015 SESSIONS

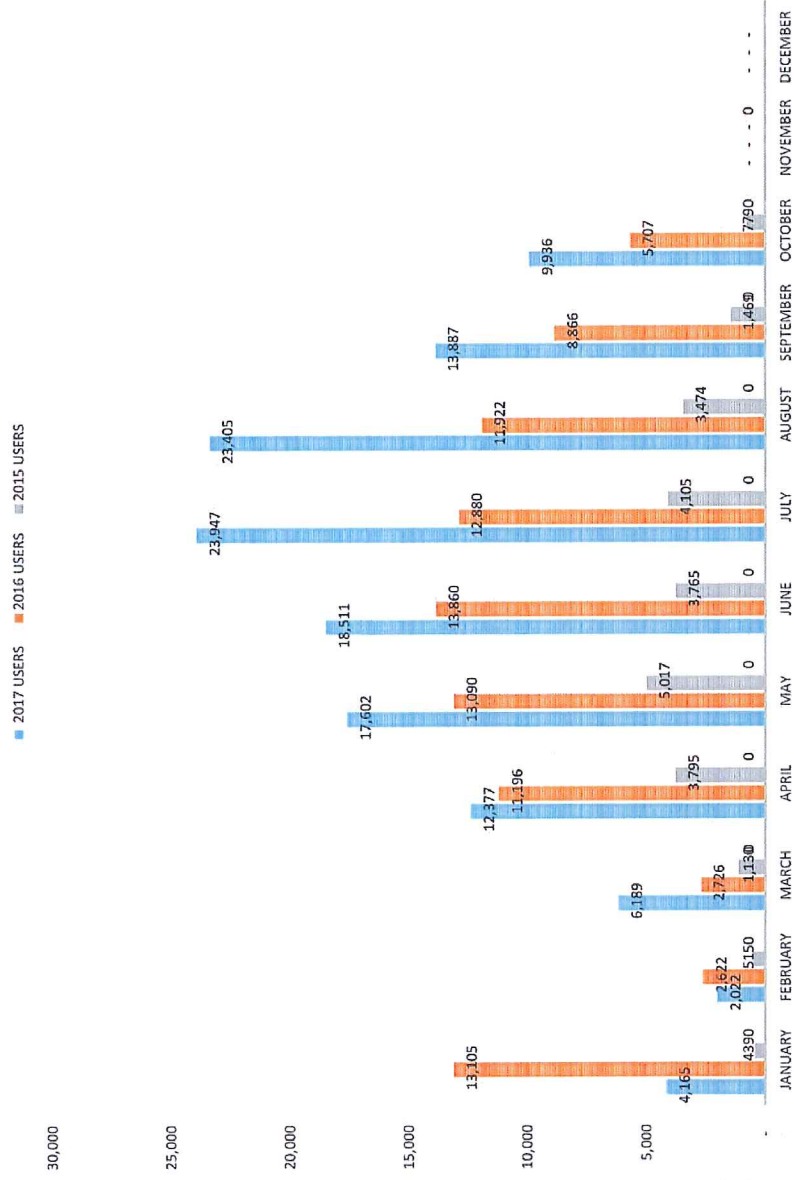


# VISIT SHAKOPEE WEBSITE ANALYTICS

## USERS:

Through October, we saw an increase of 37.58% in users versus 2016, and a 439.21% increase versus 2015.

GOOGLE ANALYTICS - USERS

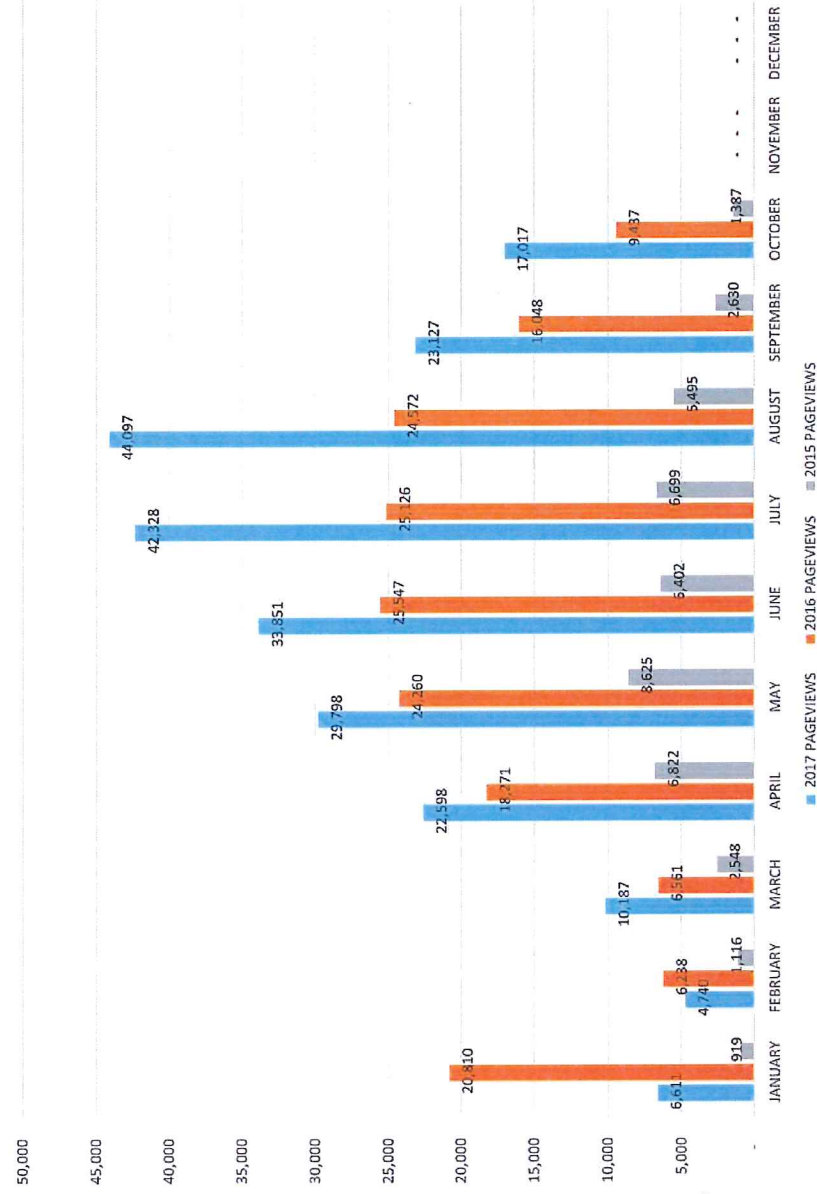


# VISIT SHAKOPEE WEBSITE ANALYTICS

## PAGEVIEWS:

Through October, we saw an increase of 32.50% in pageviews versus 2016, and an increase of 449.57% versus 2015.

GOOGLE ANALYTICS - PAGEVIEWS



# VISIT SHAKOPEE WEBSITE ANALYTICS

## CHANNELS:

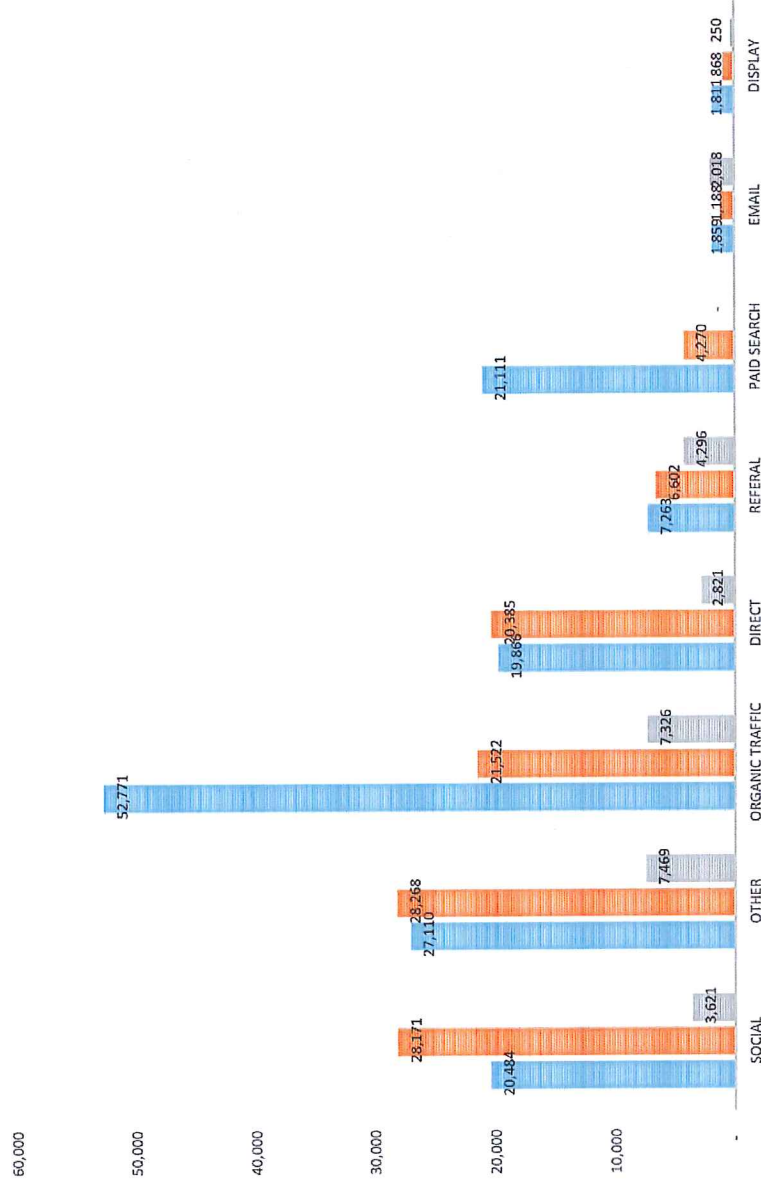
We can attribute a good amount of our increase in website traffic to our substantial increase in organic traffic.

Through October, we saw an increase of 145.20% in organic traffic versus 2016, and a 620.32% increase versus 2015.

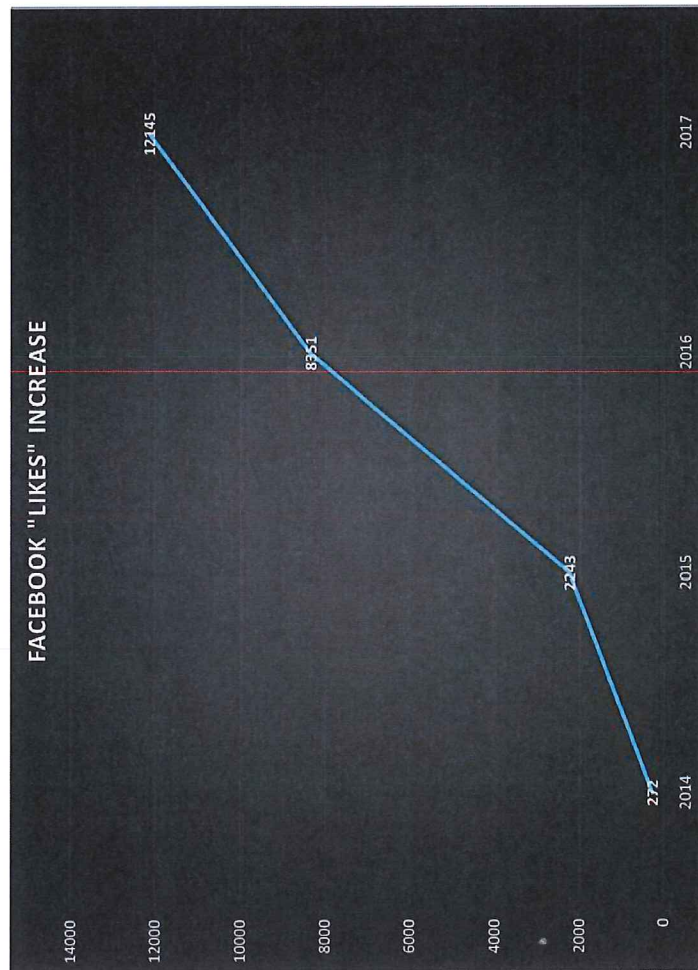
We will continue to populate the VisitShakopee.org website with content to make it the go-to-source for potential travelers to the area.

GOOGLE ANALYTICS - CHANNELS YTD

■ 2017 ■ 2016 ■ 2015

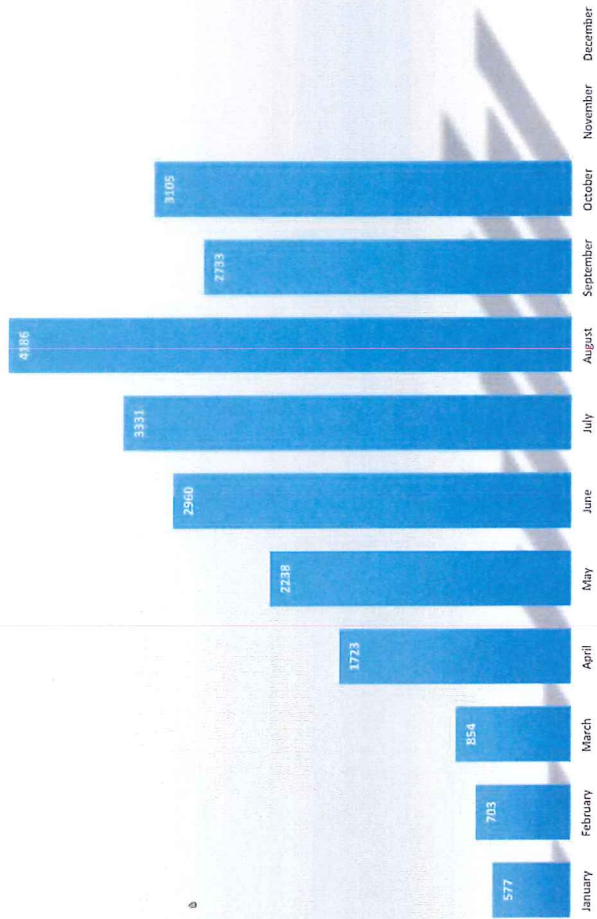


# VISIT SHAKOPEE FACEBOOK ANALYTICS

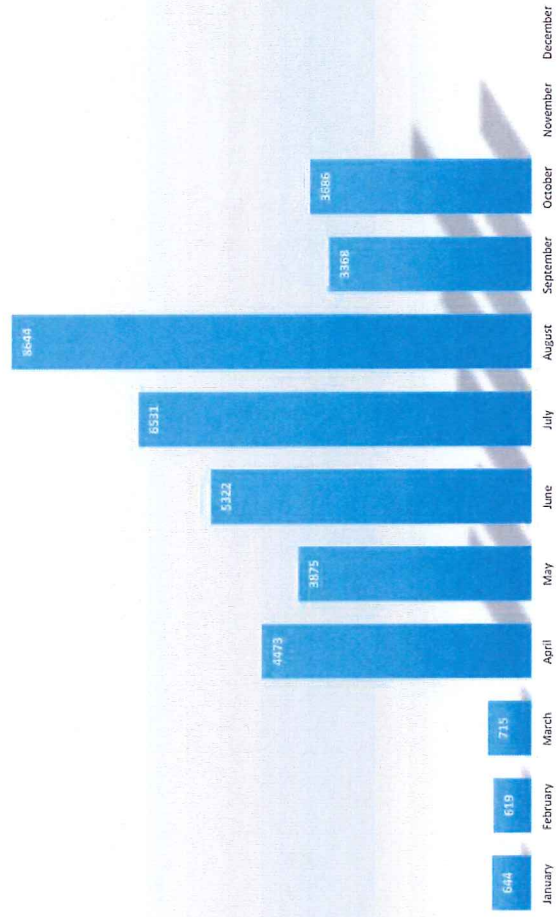


# VISIT SHAKOPEE YOUTUBE ANALYTICS

YOUTUBE - WATCH TIME MINUTES



YOUTUBE - VIEWS

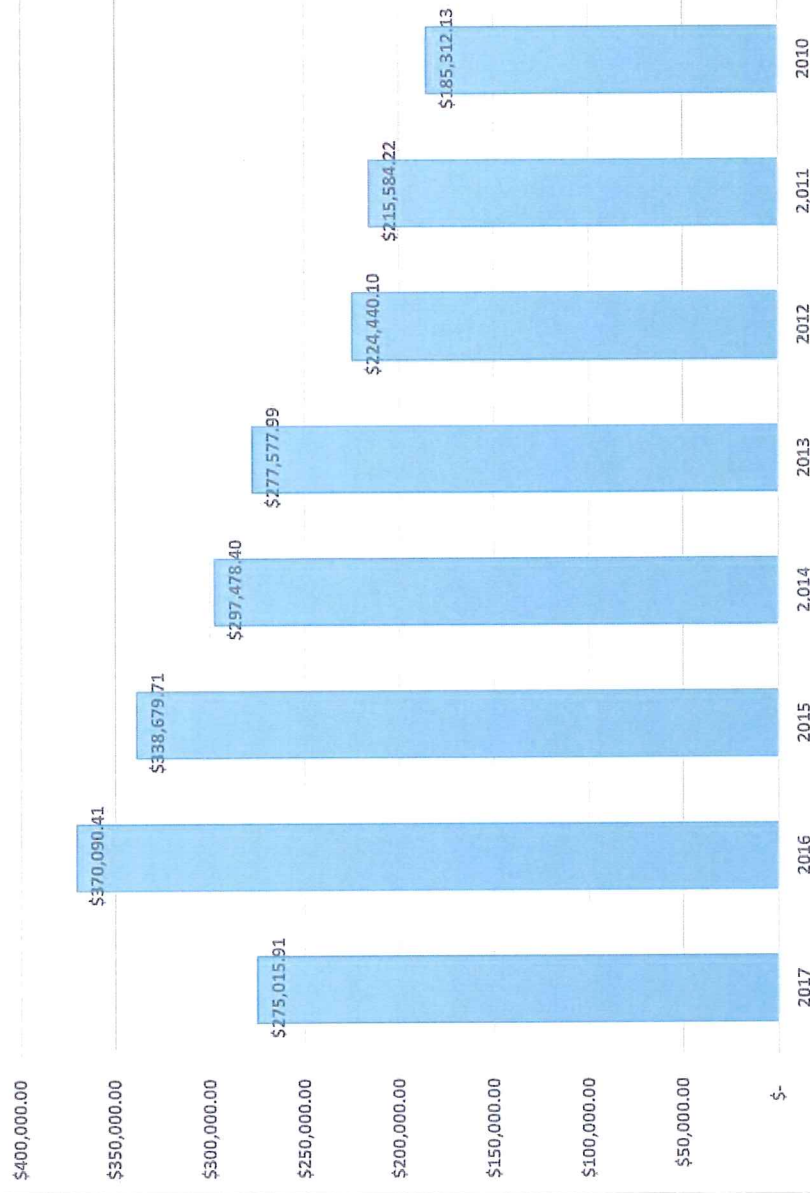


# SHAKOPEE LODGING TAX RECAP

## LODGING TAX

The City of Shakopee's lodging tax has grown steadily since 2010. We are starting to see some dips in overall lodging tax during certain months throughout 2017, though. One of the things we attribute this to is the number of new hotel rooms available in the Twin Cities Metro area (22.2% more than 2016). We are in a very competitive market, and in a time when online reviews reign supreme. We have limited options on competitive, limited-service properties compared to neighboring cities.

SHAKOPEE LODGING TAX RECEIPTS



# SHAKOPEE HOTEL OCCUPANCY

## HOTEL OCCUPANCY

Similar to lodging tax, we had seen steady growth in occupancy for Shakopee hotels through 2016. We have now seen decline in the occupancy for certain months in 2017. We attribute this to the competition and number of new hotel rooms in the Twin Cities Metro area, while we have been stagnant since opening our two newest properties in 2010.

SHAKOPEE HOTEL OCCUPANCY



# SHAKOPEE AVERAGE DAILY RATE

## AVERAGE DAILY RATE

Average daily rate was up through August 2017 compared to 2016. We believe this shows a healthy marketplace for room nights in the Twin Cities Metro area, and is comparable to statistics from other communities throughout the metro. We also see this as an opportunity with an increase of new or refurbished hotel rooms in Shakopee.

## SHAKOPEE AVERAGE DAILY RATE



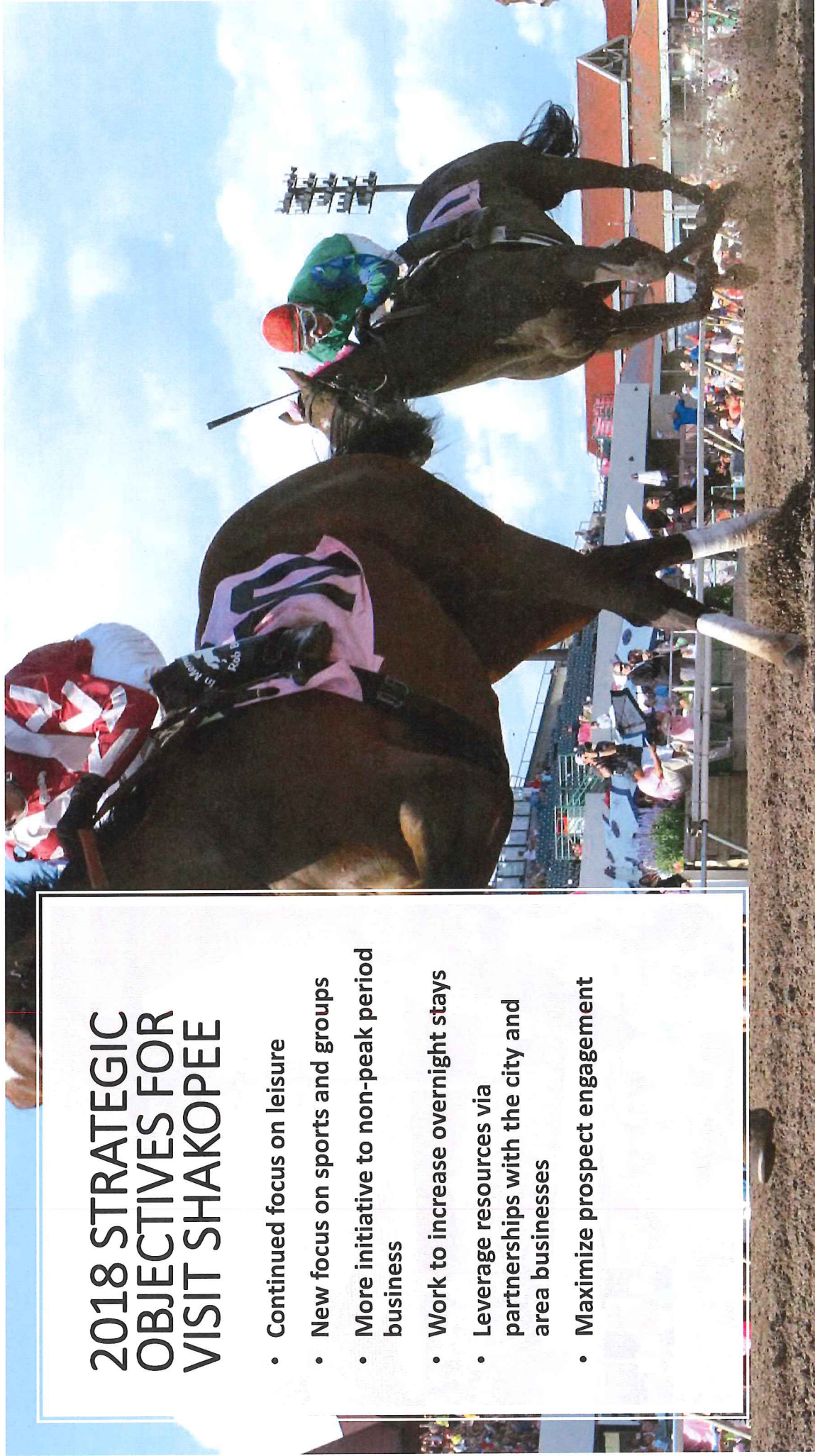
# 2018 STRATEGIC LANDSCAPE

- A lot of changes in the Minneapolis/Saint Paul Metro
  - 22.2% more hotel rooms were made available in 2017 compared to 2016
  - Visitation to the metro area continues to increase
- Competition for the travel dollar is fierce
- The metro area has 20+ CVBs already with talk of more to come
- We are all competing for the same visitor and need to continue to stay relevant in a crowded marketplace



# 2018 STRATEGIC OBJECTIVES FOR VISIT SHAKOPEE

- Continued focus on leisure
- New focus on sports and groups
- More initiative to non-peak period business
- Work to increase overnight stays
- Leverage resources via partnerships with the city and area businesses
- Maximize prospect engagement



THANK YOU

Visit **SHAKOPEE**



Chamber &  
Visitors Bureau

Shakopee — Minnesota