

SHAKOPEE CITY COUNCIL

Shakopee Chamber and Visitors Bureau
Tourism Marketing Recap Report

February 4, 2020

Visit SHAKOPEE



SHAKOPEE
Chamber & Visitors Bureau

Visit Shakopee Mission

- Visit Shakopee is funded through the M.S. 469.190 Local Lodging Tax Statute
- The Shakopee Chamber and Visitors Bureau is a non-profit organization, currently governed by a 15-member Board of Directors
- Visit Shakopee is dedicated to increasing economic impact for our partners and stakeholders through tourism marketing. We actively promote Shakopee to leisure and group travel. We strive to create long-lasting community and city partnerships to help in promotion of our area as a premier travel destination.





TOURISM IN MINNESOTA

- \$15.3 billion in gross sales
 - \$42 million per day
 - 270,000+ full & part-time jobs
 - 11% of private sector employment
 - \$5.8 billion in salaries and wages
 - \$996 million in state sales tax revenues
 - 18% of all MN sales taxes
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- Minneapolis – St. Paul Area = \$10,593,643,414 in gross sales and 176,735 jobs
 - Scott County = \$391,358,066 in gross sales and 6,016 jobs



TOURISM IN MINNESOTA CONTINUED

- Growth in Tourism Industry
 - 2005 = \$10.2 Billion
 - 2011 = \$11.9 Billion
 - 2017 = \$15.3 Billion
- Traveler Expenditures by Season
 - Winter (Dec – March)= 24%
 - Spring (April –May) = 14%
 - Summer (June – Aug) = 37%
 - Fall (Sept – Nov) = 25%



TOURISM IN MINNESOTA CONTINUED

- Impacts of Tourism Advertising
 - \$101 to \$1 traveler spending return on investment
 - \$10 to \$1 state and local tax return on ad investment
 - \$625 – This is how much the average Minnesota household would owe without the tax revenue generated by travel and tourism

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



Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

The perception of the community is enhanced

WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN

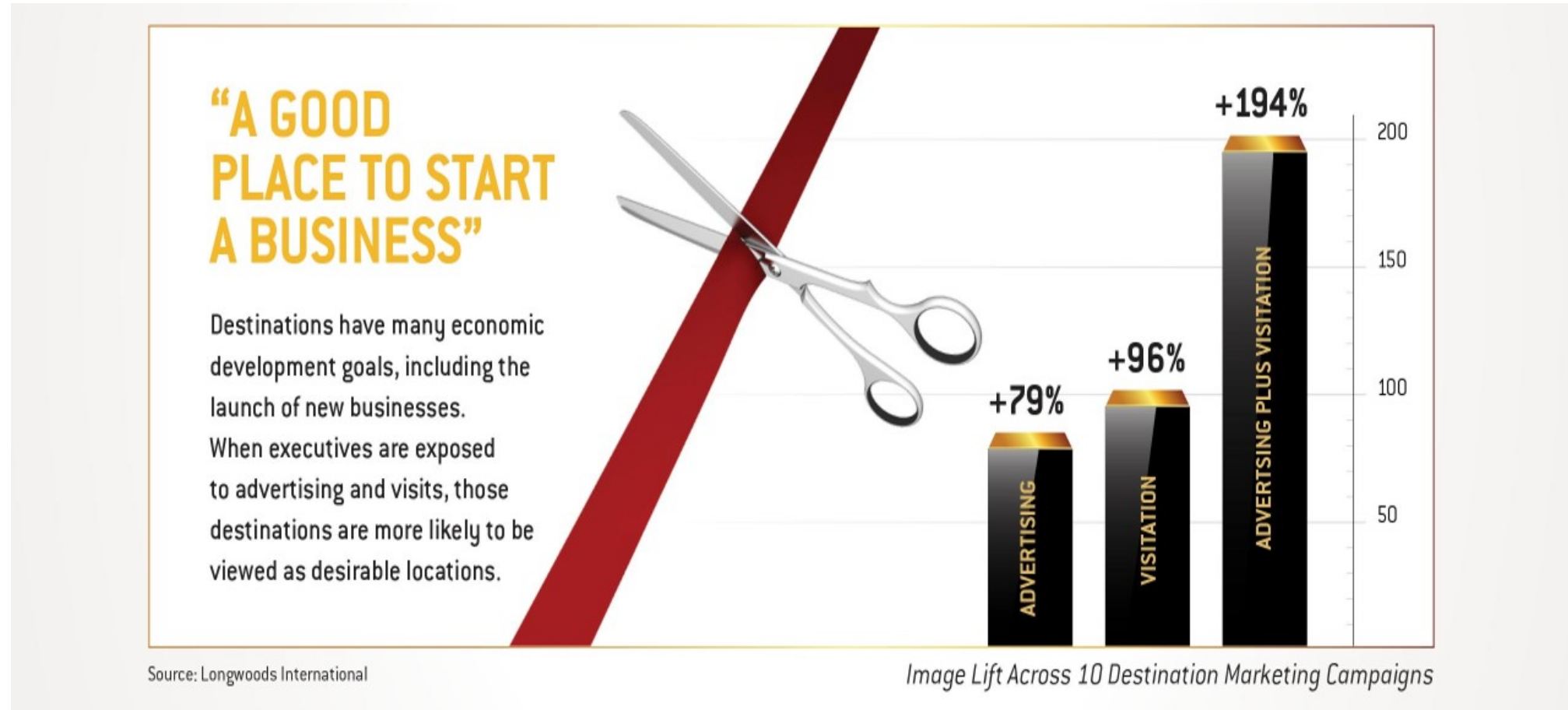


Image Lift Across 10 Destination Marketing Campaigns

Source: Longwoods International

The community attracts a strong workforce

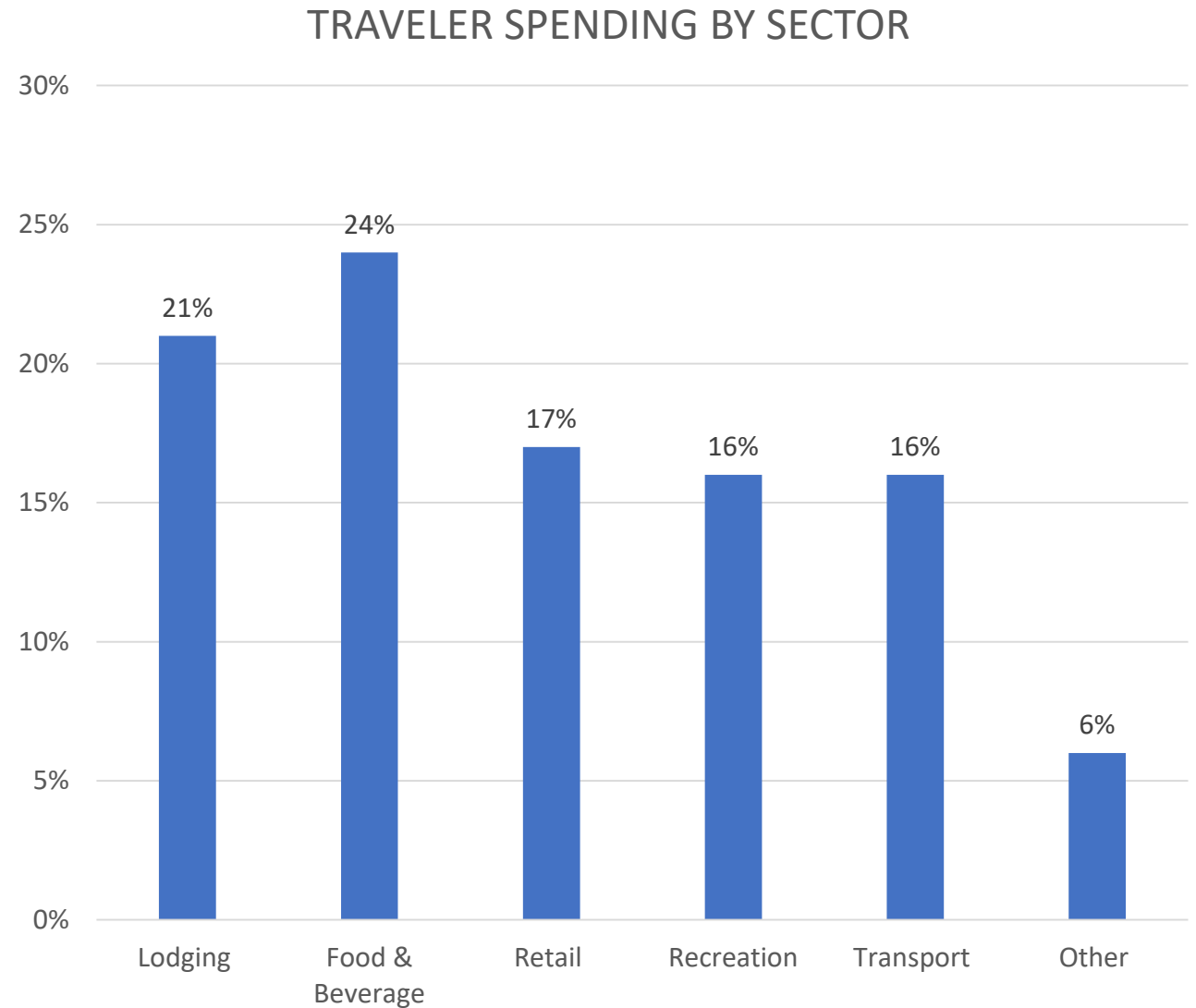
WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN



New businesses are attracted

WHAT HAPPENS WHEN MORE VISITORS COME TO TOWN

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



TWIN CITIES METRO VISITOR PROFILE

- Average HHI = \$95,754
- Average party = 1.9 people
- 72% are married
- Average age 46 years old
- 70% leisure / 30% business
- Length of stay is 2.3 nights
- 50% of visitors = “day-trippers”

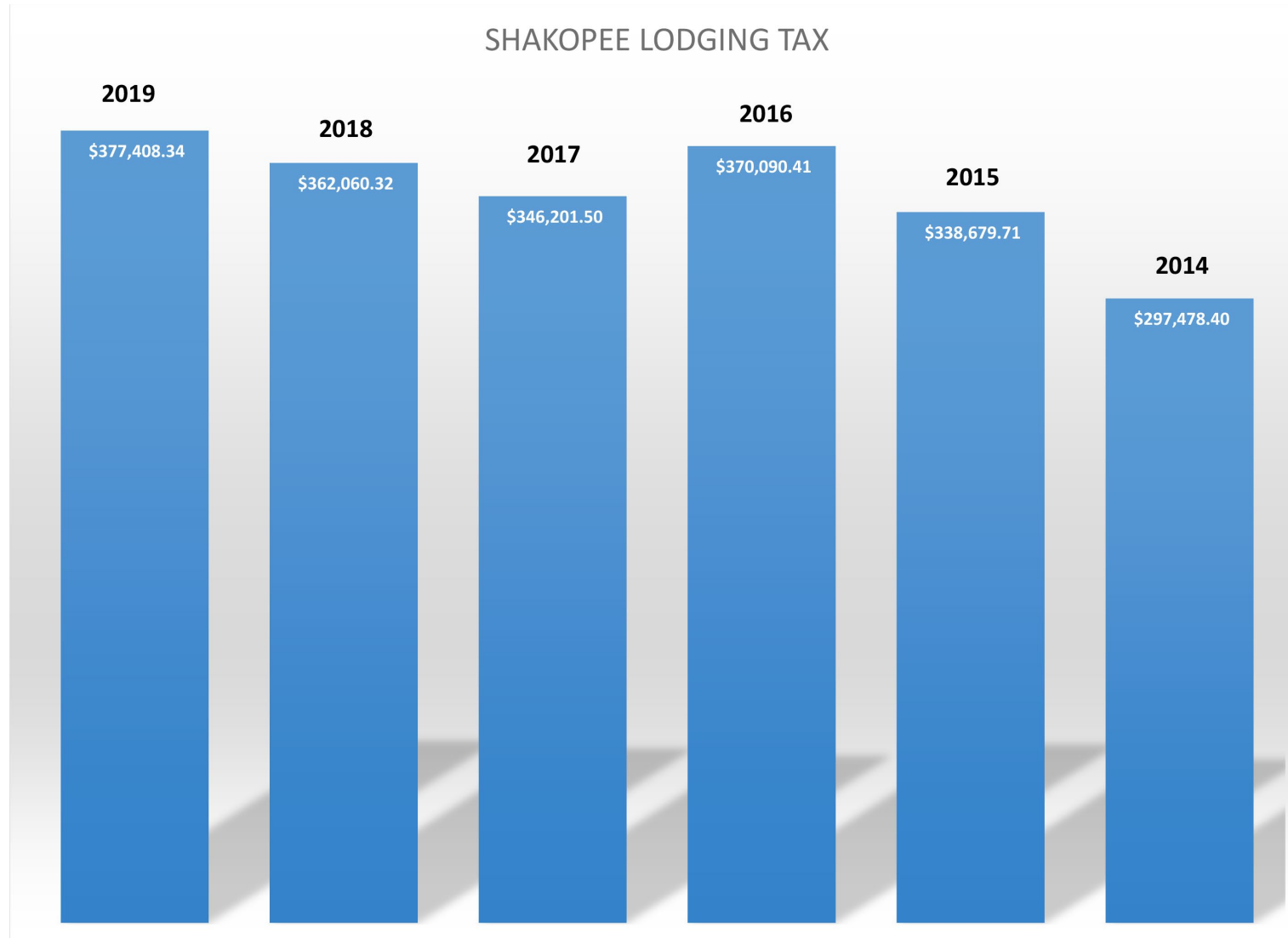




- 78% of metro area visitors are from MN, ND, SD, IA, WI
- 45% are from MN

WHO ARE OUR VISITORS?

SHAKOPEE LODGING TAX RECAP





2019 MARKETING RECAP

- Emphasis on digital marketing initiatives to help drive consumer interest of Shakopee as a premier travel destination.
- Continued use of content to help draw attention for activities, dining, shopping, and lodging in Shakopee
- Growth of video for Shakopee including Connected Television Commercials, YouTube, pre-roll, and Facebook campaigns
- Refresh of VisitShakopee.org for better video capabilities, visual appearance, and end-user experience



2019 MARKETING RECAP

2019 VISIT SHAKOPEE ANALYTICS

- Pageviews: 350,545 (17.8% increase vs. 2018)
- Sessions: 217,629 (15.7% increase vs. 2018)
- Users: 181,455 (11.2% increase vs. 2018)
- New Users: 179,834 (11.2% increase vs. 2018)
- Organic Search: 96,797 (22.7% increase vs. 2018)



2020 STRATEGIC LANDSCAPE

- A lot of changes in the Minneapolis/Saint Paul Metro
 - More hotel inventory is being built
 - 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 visitors and need to continue to stay relevant in a crowded marketplace



2020 STRATEGIC OBJECTIVES FOR VISIT SHAKOPEE

- Focus on leisure/sports/events
- Reach identified target markets
- Increase non-peak period business
- Leverage resources via partnerships with the city and area businesses
- Continue to build visitor profiles based off website and social media usage
- Use website analytics to identify traveler profile and utilize in marketing initiatives
- Build profiles of attendees for events to better enhance marketing efforts

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THANK YOU

Visit SHAKOPEE



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