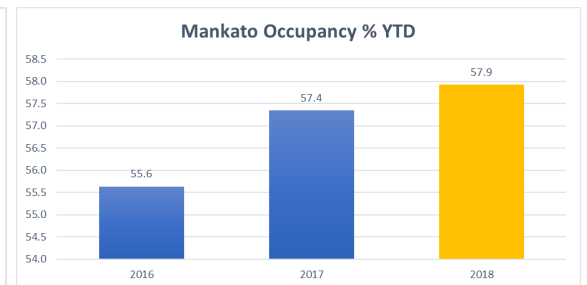
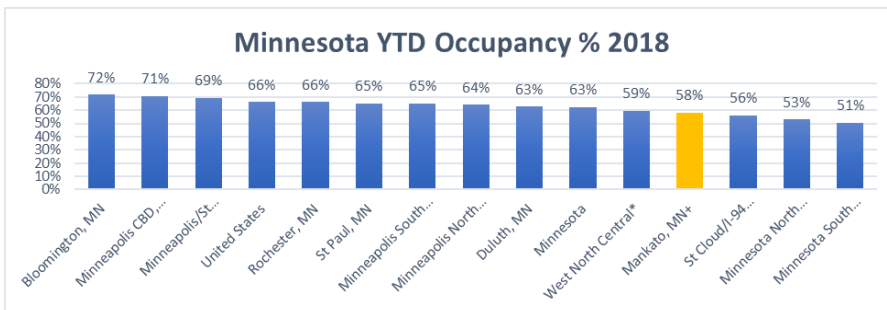
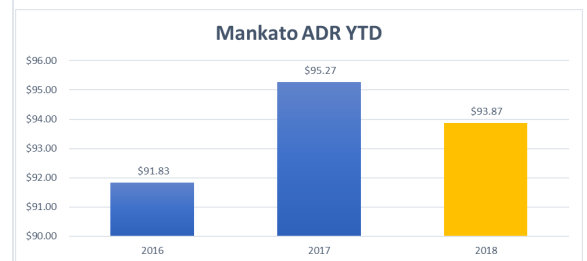
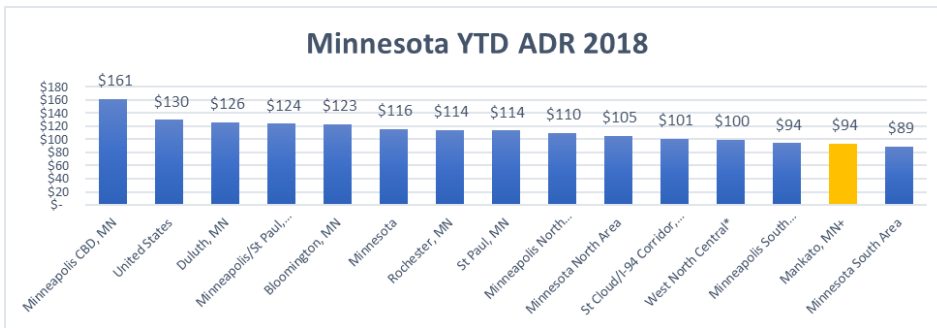


# Hotel industry in 2018

The 4th Quarter 2018 saw a strong 5% increase in occupancy over 4th Quarter 2017 with a 12% increase in demand. Average Daily Rate held steady quarter over quarter.

As for the year in total, occupancy performed better than the previous two years and room demand is up 10%. Average Daily Rate (ADR) continued to stay lower year to date compared to 2017. Despite higher occupancy and room demand, ADR is speculated to be low due to a wide variety of the types of properties in the community and their respective rates.



# Sports Commission in 2018

This quarter the Sports Commission was busy with the purchase of the Mankato Marathon from the other owner, Final Stretch. Time was also spent gearing up for the 2019 Mankato Marathon and changes in the courses, runners' swag, adding more festivities to the weekend, and revamping the marketing campaign. We assisted a few local runs in return for promotion. The MN High School cycling league held their state race at Mount Kato with the highest number of participants ever. December the USA Archery held their Regional National event and had a record number of participants.



153

Leads sent/Assists  
(up 143%)



50

Bids sent  
(up 56%)



34

Booked Events  
(up 21%)



72

Events assisted  
by Visit Mankato  
(down 11%)

\*Note: data reflects events in 2018

\$ 17.2M

Economic Impact  
from events in 2018  
(up 38%)

\*Note: data reflects 2018 year-to-date data over 2017 year-to-date data

# Leisure in 2018

During the fourth quarter we wrapped up the Gather in the Greenseam campaign in October. Throughout the 30 day campaign we ran digital display and FB ads to promote all the events which resulted in 500,000 impressions, 5535 website clicks and a 1.10% click through rate (over 5 times the national average). In November we hosted a very well-known foodie/travel writer, Kim Curry, who spent Thanksgiving weekend visiting some of Mankato's famous restaurants, attractions and the Kiwanis Holiday Lights. Kim posted an Instagram story, along with 4 Instagram posts and a blog article that she shared with us after her stay. During December (and continuing into the new year) we ran a winter campaign to promote the Kiwanis Holiday Lights and Winter Packages that focus on three target markets: Outdoor Adventure, Family Friendly and Girlfriends Getaway. Digital display ads, Facebook advertising, targeted eblasts and other marketing strategies were all used to drive website traffic to the winter packages web pages. Analytics are still being collected but web traffic and our FB and Instagram were up 4<sup>th</sup> quarter this year over last year by 60%, in part due to the more extensive marketing tactics used to promote the winter campaign this year.



98,761

Total inquiries from all sources including website sessions, email, phone **(down 11%)**



114

Local and state news articles/ interviews featuring Visit Mankato and its events like the Mankato Marathon



3,432

E-newsletter subscribers **(up 8%)**



7,641

1,209 new fans **(up 27%, engagement up 7%)**



3,293 total

Up 51 new fans **(up 5%, engagement down 2%)**



1,576 total

133 new followers **(up 26%)**

*\*Note: data reflects 2018 year-to-date data over 2017 year-to-date data*

# Conventions in 2018

The City Center Campus concluded 2018 as one of the highest years for economic impact hosting two of the largest conventions year to date including the Transportation Alliance and the Toward Zero Deaths conference. The meeting and conference market continues to be more competitive, there's been an increase in smaller and shorter events, the sales cycle is longer and the decision to host a conference in a destination is more complex. Our team has shifted focus to repeat events, events that have a 3-5 year rotation and clients that have a tie to Mankato making it easier to make a sale and it seems to be a better fit client.



76

Leads sent **(up 38%)**



51

Bids sent **(down 10%)**



22

Booked Events **(down 73%)**



39

Group events assisted by Visit Mankato **(up 86%)**



2.26M

**Economic Impact** from events in 2018 **(up 10%)**

*\*Note: data reflects 2018 year-to-date data over 2017 year-to-date data*

*\*Note: data reflects conventions in 2018*