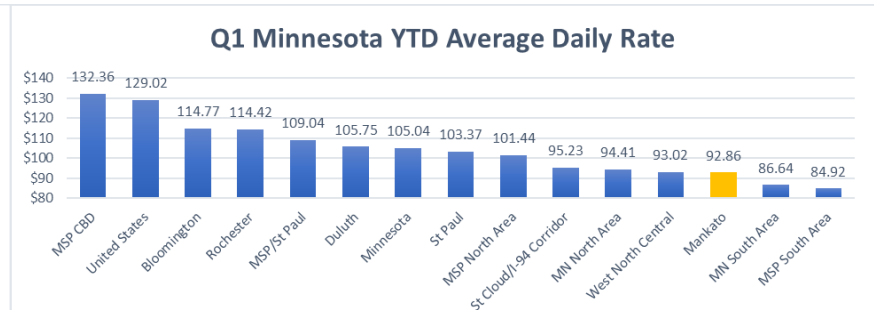
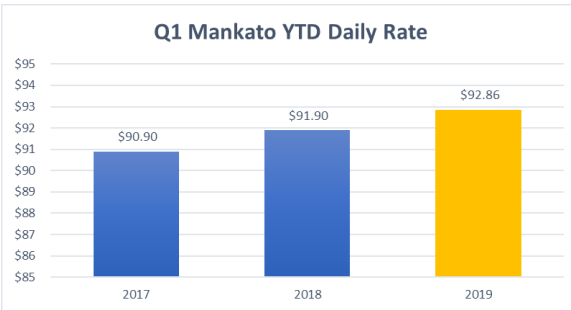
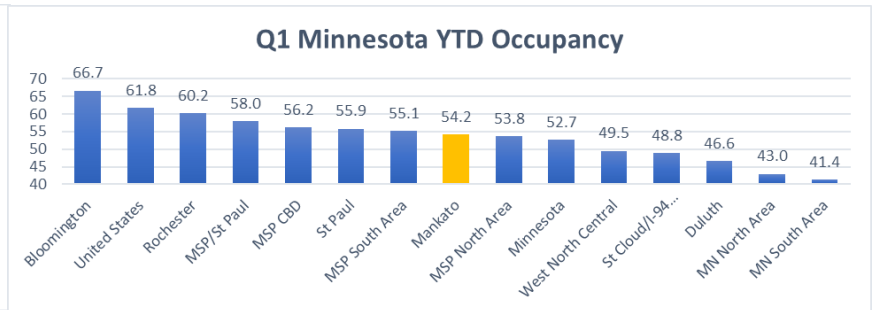
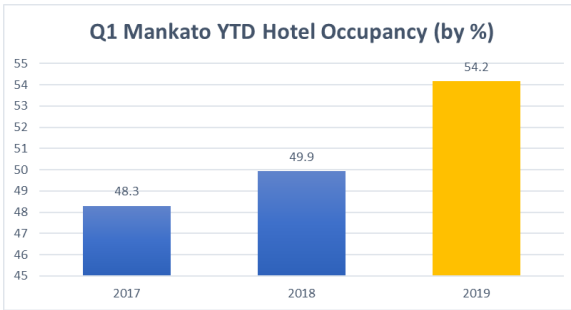


# Hotel industry in 2019

Compared to last year's first quarter: demand is up 7%; occupancy rate is up nearly 9%; and average daily rate is up 1%. Mankato continued to lead the state in year over year demand increase compared to the other sectors. Mankato's ranking compared to the rest of the state regarding occupancy rate has jumped from 14th place to 8th.



# Sports Commission in 2019

Strengthening foundations and relationships was the focus this quarter. We added services for our local organizations; intern assists with tournaments, connecting volunteers with organizations and working with peach jar to help organizations to market in the school district. We connected with new organizations working with the Jr. Alpine ski team and Mankato Figure skating. The Mankato Marathon opened registration December 1 and courses were finalized in February. With all the changes our numbers for the Mankato Marathon are looking great and are on track to be higher than last year.



8

Leads sent/Assists  
(down 20%)



4

Bids sent  
(down 20%)



6

Booked Events  
(up 20%)



21

Events assisted  
by Visit Mankato  
(down 52.27%)



12.2M

Economic Impact  
from events in 2019  
(up 20.79%)

\*Note: reflects 2019 year-to-date data over 2018 year-to-date data

\*Note: reflects 2019 year-to-date data over 2018 year-to-date data

# Leisure in 2019

During the first quarter we hired a new marketing coordinator, Brittany Junck, whose key strengths are in creative design, writing, social media and web technology. Our social media presence has strengthened greatly in the past few months, adding more fans/followers than in previous years. We are seeing our inquiries and subscribers increasing as well. With the new marketing plan in place, we are working on our engagement and web traffic to drive more visitors to Mankato. We have new partnerships with vendors to increase our advertising efforts on social, digital and print to promote large events and strategic campaigns like Spring Travel, Gather in the GreenSeam and Winter Packages.

We also have a new strategy with our travel writer program in which we are focusing on quality over quantity. We hired husband and wife team, "Wander the Map", to come in late June for a three day stay to highlight outdoor recreation and on the water activities in Mankato. They will post on social media and film a video for us to keep and use on a variety of platforms. We also booked MN Blogger Bash out of the Twin Cities to host a blogger bash in early October during the Silo Art celebratory event (also during Gather in the GreenSeam). The Blogger Bash will host 50-70 bloggers from around MN, including a celebrity quest for the afternoon. Total reach from the event is estimated over 11 million impressions.



16,231

Total inquiries from all sources including website sessions, email, phone (up 3.47%)



24

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



3,480

E-newsletter subscribers (up 5.71%)



6,725

537 new fans (up 8.67%)



3,313

87 new fans (up 2.7%, engagement down 42.8%)



1,634

317 new followers (up 24.07%)

*\*Note: reflects 2019 year-to-date data over 2018 year-to-date data*

# Conventions in 2019

We launched a comprehensive group sales marketing plan and have already seen a return with increased leads as well as assisted events for the coming year. We broadened our sales and marketing strategy to include not only meeting planners but tour operators or any type of event that generates room nights. We have been offering expanded services which has generated more interest in hosting an event in Mankato.

This year there was a slight decrease in the number of confirmed events mostly due to increased competition and limited availability at our venues. This year almost 50% of confirmed multi-day conventions have been held annually for some time, which is a strong focus to generate the most economic impact for the community.



21

Leads sent (up 90.91%)



11

Bids sent (change 0%)



8

Booked Events (down 33%)



23

Group events assisted by Visit Mankato (up 15%)



2.4 M

Economic Impact from events in 2019 (up 14.29%)

*\*Note: reflects 2019 year-to-date data over 2018 year-to-date data*

*\*Note: reflects 2019 year-to-date data over 2018 year-to-date data*