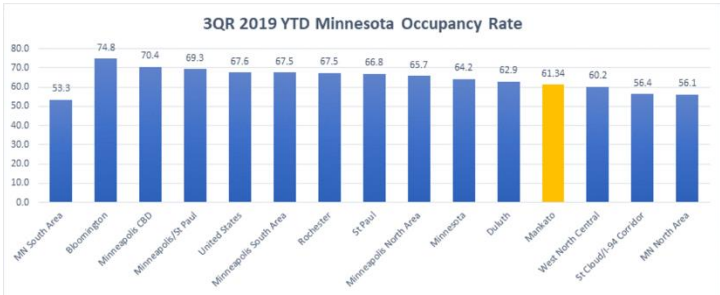
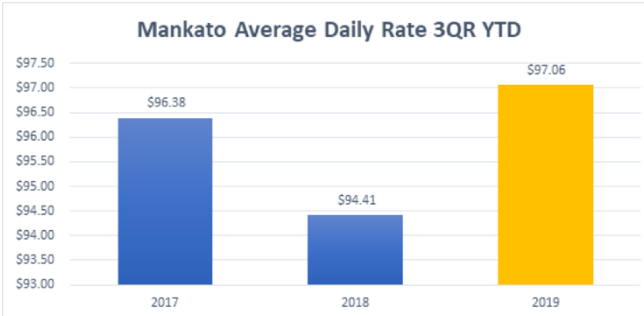
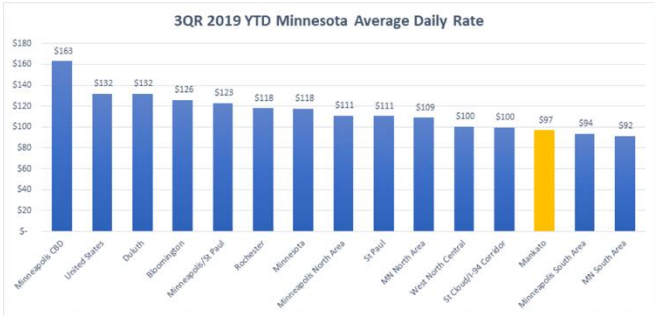
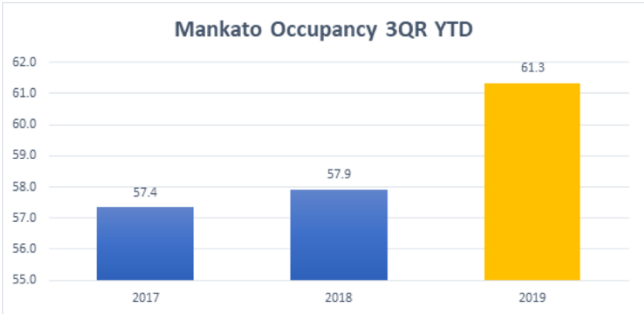


Hotel Industry in 2019

Compared to last year’s third quarter: demand is up 6%; occupancy rate is up 6%; average daily rate is up 7% and revenue is up 13%. Compared to the rest of the state, Mankato continued to show the strongest increase in Revenue Per Available Room year over year.



Sports Commission 2019

The Sports Commission continued to support locally organized tournaments. The Mankato Marathon was the absolute highlight of the 3rd Quarter for the Sports Commission. The 5K & 10K events sold out and registrations as a whole were up 19% over last year’s event. The team learned a lot this year for the first time owning the event and handling many new areas including certifying the courses. The work on the Marathon, especially in the 3rd Quarter coupled with a full-time staff person on leave, did compromise staff’s ability to actively seek new leads. However, we will be fully staffed and picking up sales activities in 4th Quarter.

2019				
Leads Sent/Assists	Bids Sent	Booked Events	Events Assisted	Economic Impact
47	9	25	71	15.7M
↓ 59%	↓ 75%	↑ 25%	↑ 27%	↓ 8%
*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 third quarter staff continued to promote leisure travel to Mankato with a focus on arts and culture, outdoor adventure, family activities, and major events including Rib Fest, PrideFest, and Gather in the GreenSeam. Social Media continues to grow with FaceBook and Instagram being the most popular followed. The online leisure campaign through Compass Media continues to perform very well with a total of 1.3M impressions, 13.3K clicks and 1.02% click thru rate. This was a 32% increase in CTR over 2nd Quarter.

The Gather in the GreenSeam campaign wrapped up at the end of October. The campaign generated an estimated 2.06 million impressions and 2,881 page views on the website through a variety of advertising methods including print, social media, web, digital display and targeted email. Visit Mankato promoted 25 different events during the campaign, with an additional 15 individual ones for the Children's Museum's Harvest Fest.

We are moving towards the end of the year with a focus on our winter campaign, promoting visitors to come experience Mankato this winter, including SnowKato Days Winter Festival and Kiwanis Holiday Lights.

2019		
Inquiries Total inquiries from all sources including website sessions, email, phone	72,133	↑11%
News local and state news articles/ interviews featuring Visit Mankato and its events like the Mankato Marathon	110	↑19.5%
Subscribers Followers of the Visit Mankato eNewsletters	3,952	↑ 13.6%
Facebook	7,096	456 new fans ↑6.79%
Twitter	3,373	83 New Fans ↓34%,
Instagram	1,862	283 new followers ↑43%

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

Conventions in 2019

There continues to be a steady rise in group sales with a typical gap of multi-day conferences in the summer. The summer months are typically filled with local community-wide events or youth sports tournaments. Visit Mankato has been and will continue to provide an array of valuable services to any size group that will enhance the visitor experience.

The Group Sales Director was on leave during the 3rd Quarter. Therefore there was not a dedicated full-time staff person actively pursuing sales opportunities. The Economic Impact of these events increased from 3rd Quarter last year as they were smaller more impactful events.

2019				
Leads Sent/Assists	Bids Sent	Booked Events	Events Assisted	Economic Impact
39	28	23	25	2.5M
↓ 43%	↓ 24%	↑ 15%	↓ 32%	↑ 11%
<i>*Note: reflects 2019 year-to-date data over 2018 year-to-date data</i>			<i>Note: reflects 2019 year-to-date data over 2018 year-to-date data</i>	