



ROSEVILLE
PERFECTLY POSITIONED



2023 Roseville Business
Council
State of Hospitality
Presentation



THE STATE OF THE AMERICAN TRAVELER

Presented by

Destination Analysts, Inc.

July 2023



METHODOLOGY

- Monthly tracking survey
- Representative sample of adult American travelers in each of four U.S. regions
- Tracks traveler sentiment to generate insights into domestic travel trends
- Survey collected: June 17-21
- 4,000+ fully completed surveys collected each wave
- Confidence interval of +/- 1.55%
- Data is weighted to reflect the actual population of each region

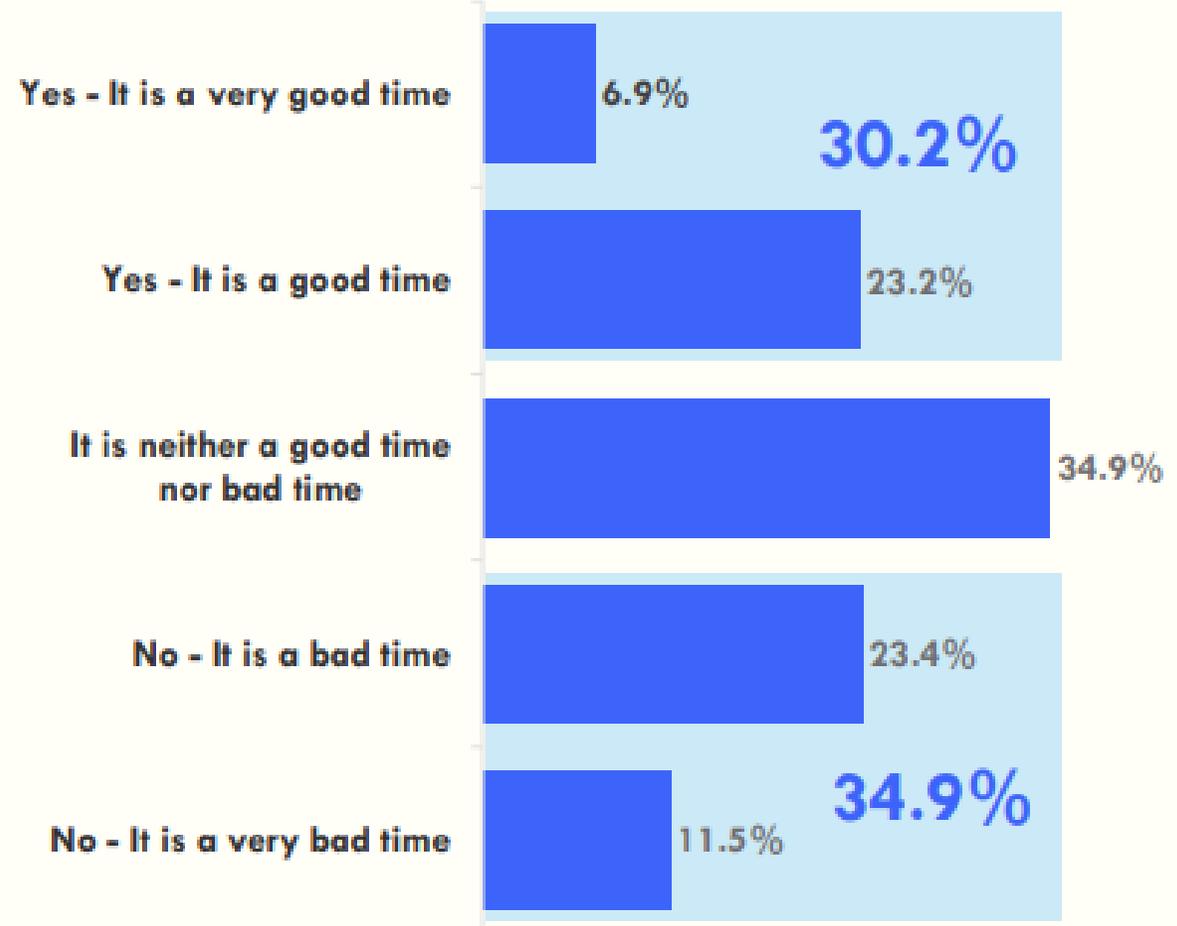
UNITED STATES CENSUS REGIONS AND DIVISIONS



Question:

Thinking only of your household's finances, do you feel **NOW** is a good or bad time for you to spend money on leisure travel?

Destination  Analysts



(Base: All respondents, 4,011 completed surveys. Data collected June 17-21, 2023.)

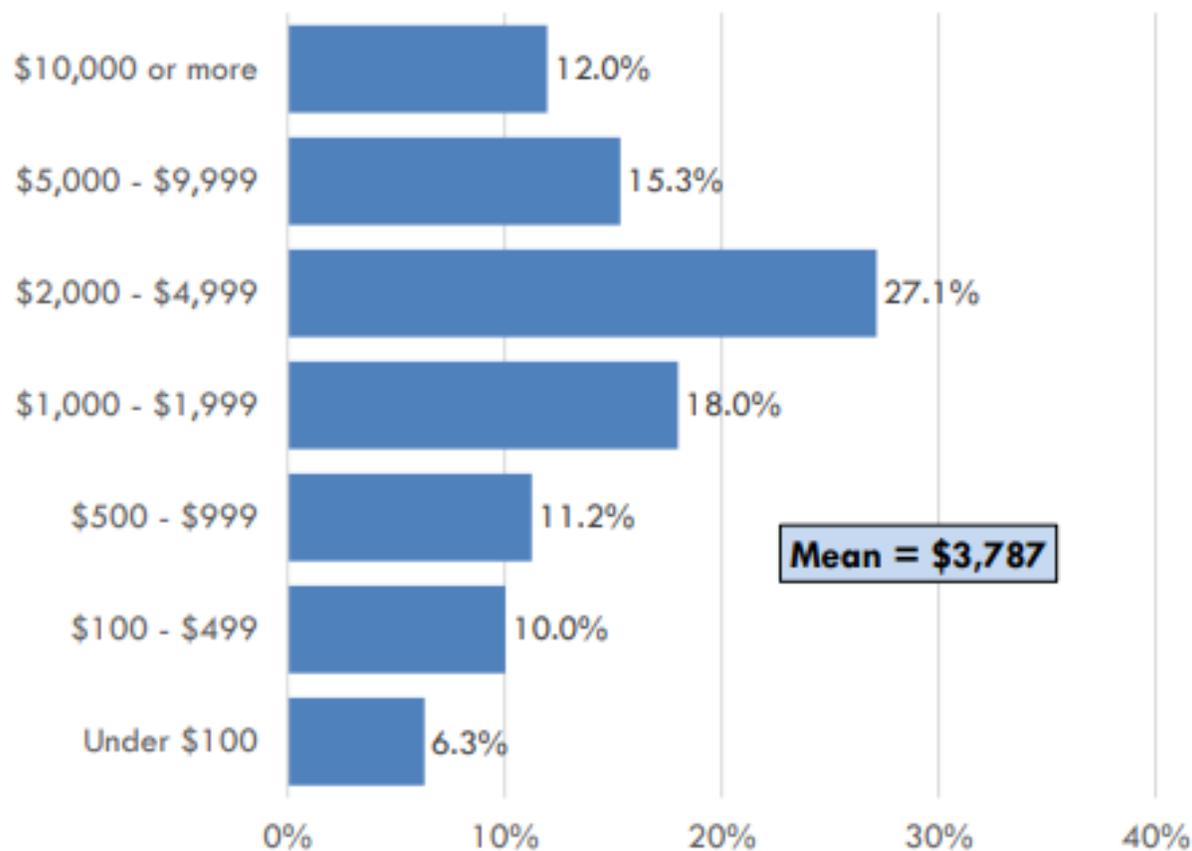
MAXIMUM TRAVEL SPENDING: NEXT 12 MONTHS

Question: How much **IN TOTAL** is the maximum you will spend on leisure travel (including airfare, accommodations and all other trip related spending) during the **NEXT 12 MONTHS**?

Maximum I would spend on leisure travel (next 12 months):

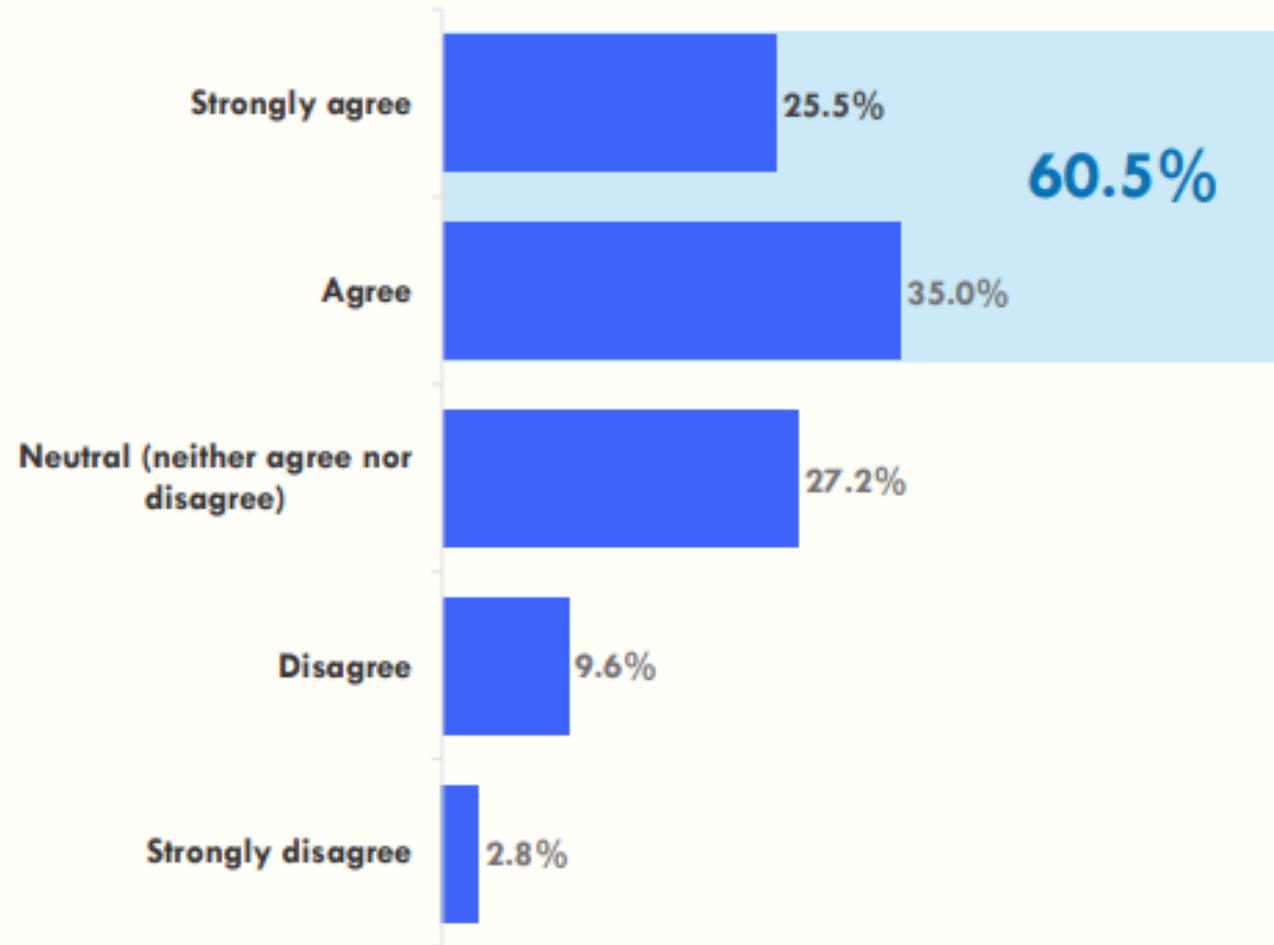
(Base: All respondents, 4,011 completed surveys.)

Data collected June 17-21, 2023.)



Question:

Right now, I am being careful with my money because I'm concerned about an upcoming recession.



DETERRENTS TO TRAVELING IN THE PAST 6 MONTHS

Question: In the PAST SIX (6) MONTHS, which (if any) of the following have kept you from traveling more than you would have otherwise preferred? (Select all that apply)

*(Base: All respondents, 4,011 completed surveys.
Data collected June 15-21, 2023.)*



TRAVEL IN THE MEDIA

THE WALL STREET JOURNAL

Home World U.S. Politics Economy Business Tech Markets Opinion Books & Arts

WORLD NEWS | TRAVEL | 12:00 PM

Face It, That \$6,000 Vacation Isn't Worth It Right Now

Vacationers scratching their travel itch this season are sending prices through the roof. Here's how some are making trade-offs.



By Susan O'Sullivan
Updated May 26, 2022 11:57 a.m. ET

🔗 📄 🔍 🗨️ 📧

🔗 Gift selected article

Capti Coffer socks away \$400 a month to help fund her travels. The Atlanta health-insurance account executive and her husband couldn't justify a family vacation to the Dominican Republic this summer, though, given what she calls "astronomical" plane ticket prices of \$900 each.

The price was too high for younger family members, even with Coffer defraying some of the costs.

Instead, the family of six will pile into a rented minivan come August and drive to Hilton Head Island, S.C., where Coffer booked a beach house for \$650 a night. Her budget excluding food for the two-night trip is about \$1,600, compared with the \$3,000 price she was quoted for a three-night trip to Porto Cervo.

"That way, everyone can still be together and we can still have that family time," she says.



English Audio Caption

The New York Times

Going to Europe This Summer? You're Not Alone.

After three years of pandemic restrictions, travelers are flocking to Europe in record numbers, despite high airfares, limited accommodations and crowded sites. Here's what you might encounter.

Between the time that Aiden Judson and his wife, Laura, picked Sicily as their honeymoon destination and their actual trip in early June, something significant happened: the second season of "The White Lotus."

The New York couple had imagined a quiet getaway, hiking across the nearby Aeolian Islands and plunging into the crystal turquoise waters of the Tyrrhenian Sea, far from crowded Italian beach destinations like Capri and the Amalfi coast.

But then HBO released the second season of its hit show, set mainly in San Domenico Palace, a Four Seasons hotel and former Dominican monastery in the cliff-top town of Taormina. While the luxury hotel may be out of reach for tourists on a budget, the show's idyllic Sicilian setting made the Italian island one of the most sought-after destinations in 2023.

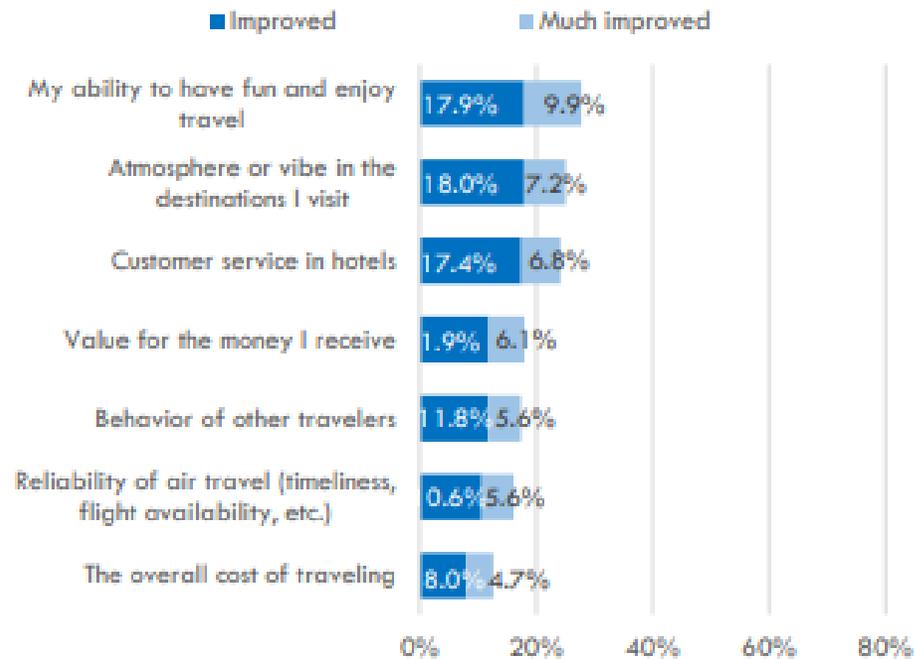
"When we watched the show, we were so excited, like 'wow, that's going to be us,' and didn't realize that it would mean everyone and their mom would be going to Sicily this summer," said Mr. Judson, 37, who returned from the island earlier this month. "It was still stunning and we had some special moments, but it was crazy busy with kids and sweaty tourists packed into narrow streets. It made it difficult to feel the Italian charm."



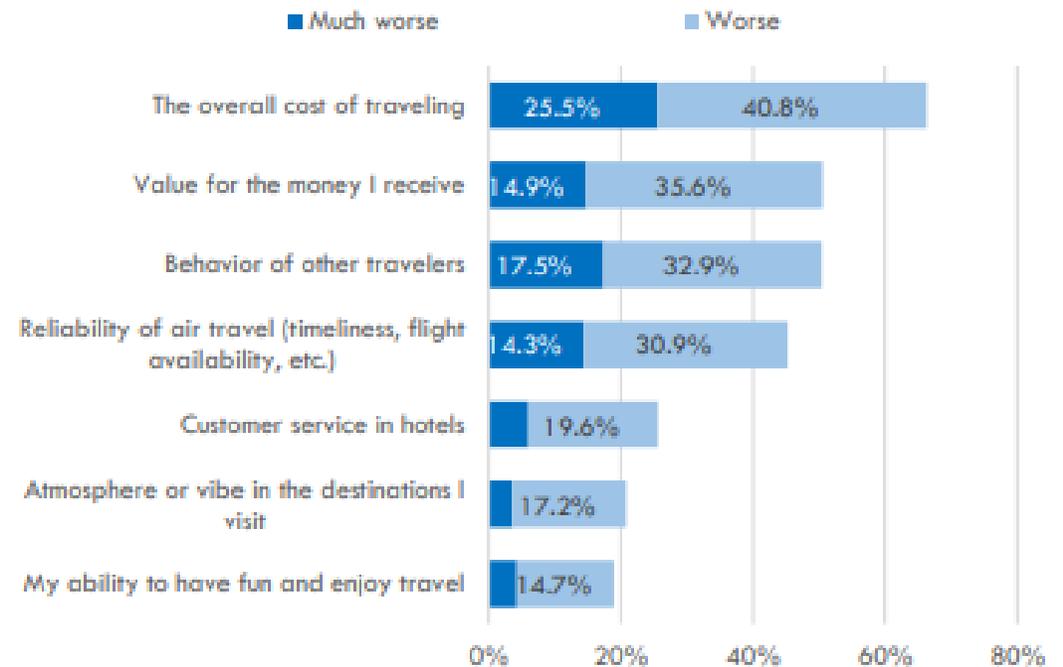
HOW HAS THE TRAVEL EXPERIENCE CHANGED?

Question: Compared to before the pandemic, how would you rate each of the following aspects of traveling right now?

The Good



The Bad





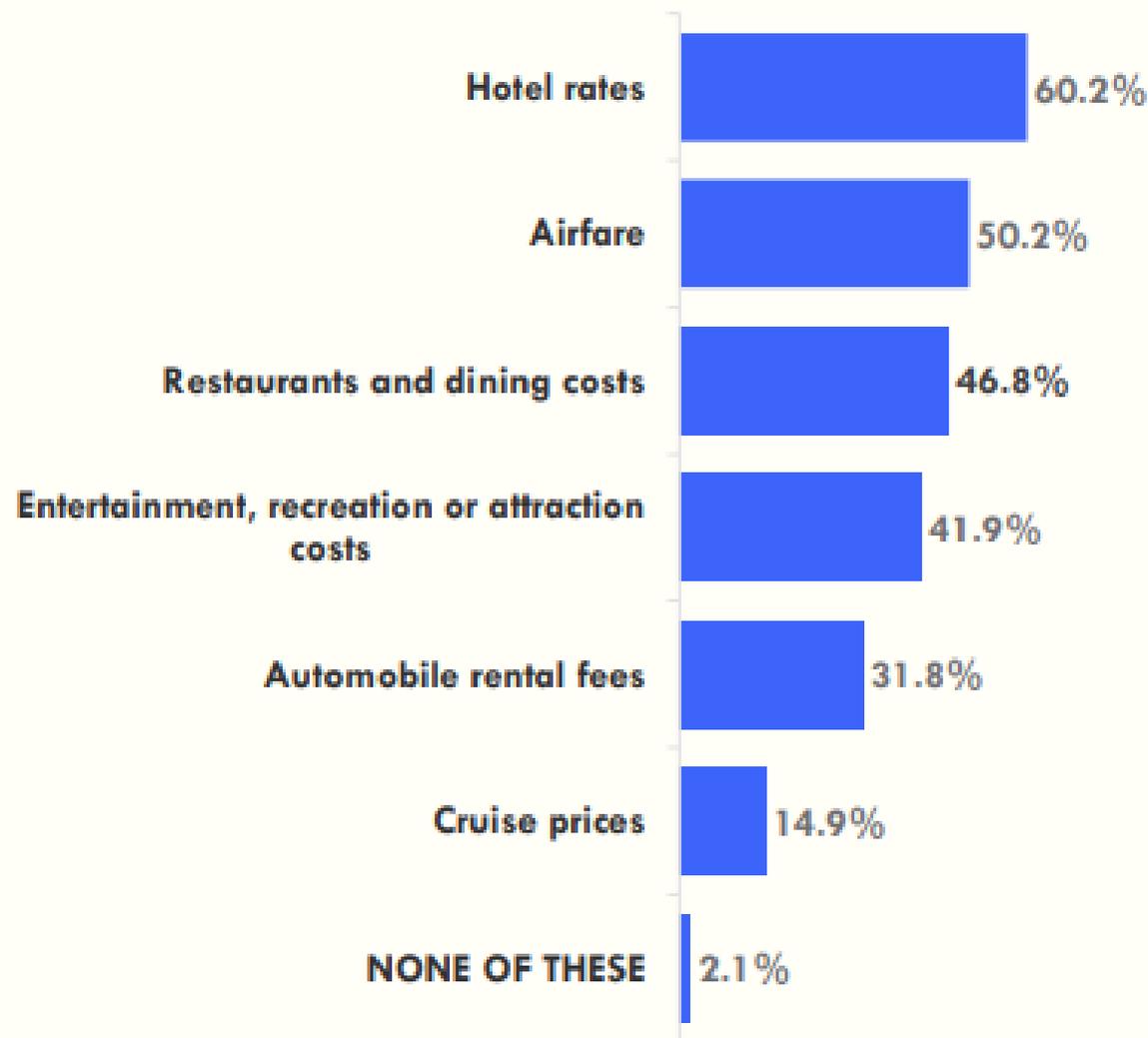
Sticker Shock

is the surprise and dismay a traveler might experience on being informed of a product or service's unexpectedly high price.

Question:

For which of the following did you experience sticker shock?

(Select all that apply)



(Base: Respondents who experienced sticker shock while planning their most recent trip, 1,589 completed surveys. Data collected May 17-21, 2023.)

Pop Quiz

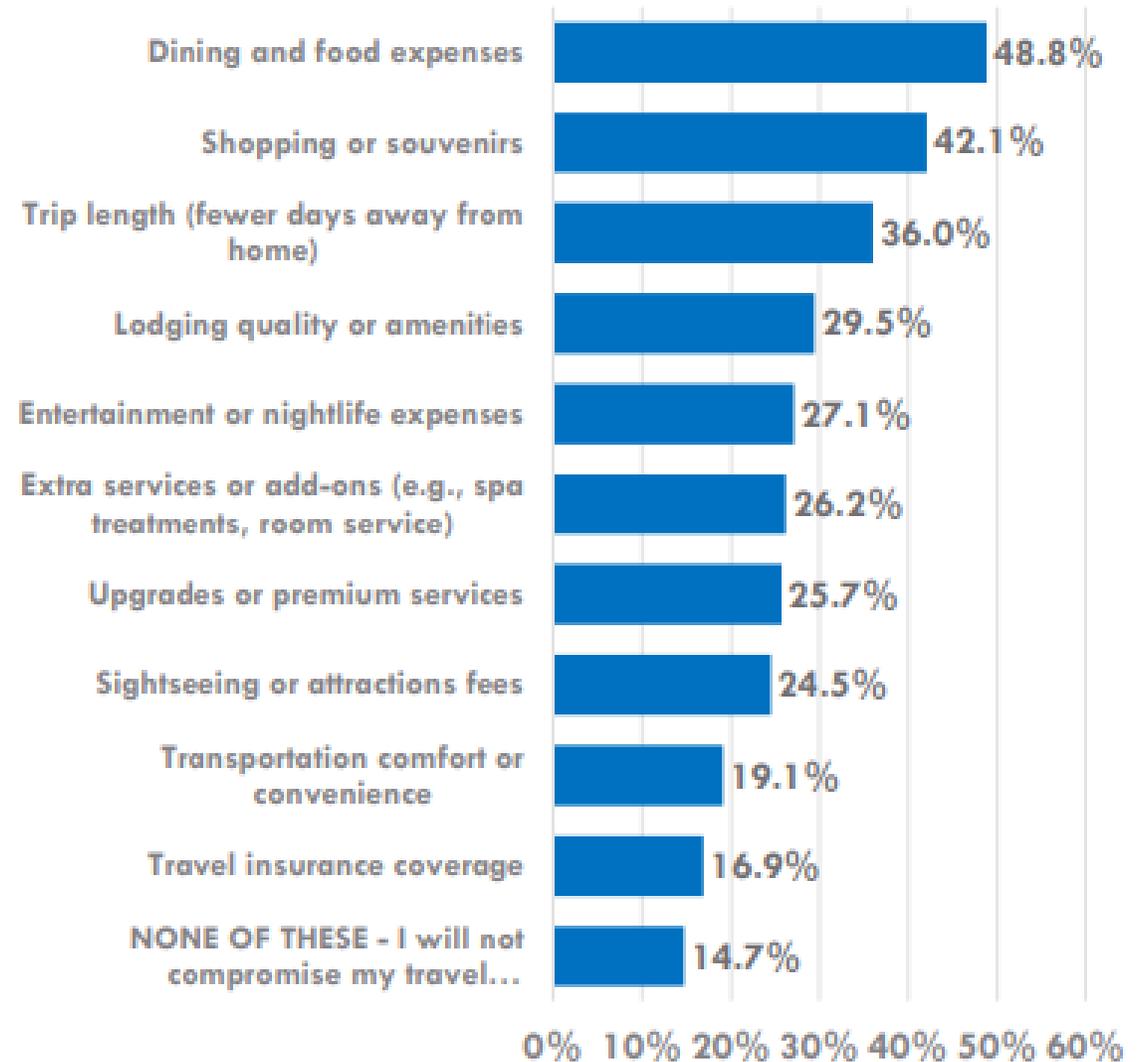
Which will travelers be most likely to compromise on?

Question: In the NEXT THREE (3) MONTHS when attempting to save money on travel, which of these aspects (if any) will you be likely to compromise on?

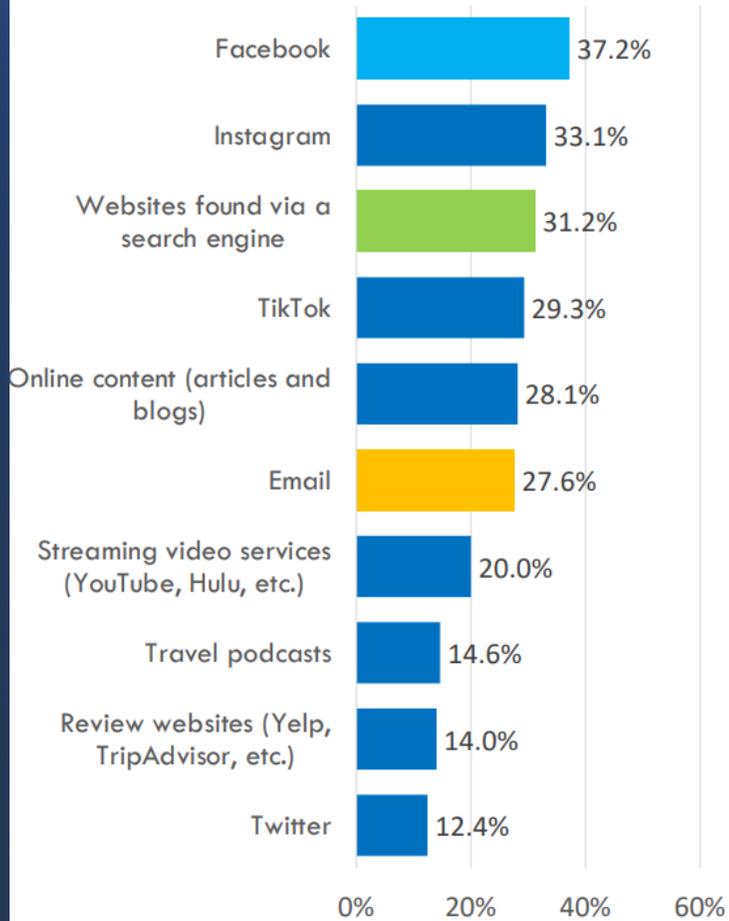
- Travel insurance coverage
- Transportation comfort or convenience
- Lodging quality or amenities
- Sightseeing or attractions fees
- Upgrades or premium services
- Dining and food expenses
- Extra services or add-ons (e.g., spa treatments, room service)
- Entertainment or nightlife expenses
- Trip length (fewer days away from home)
- Shopping or souvenirs

Question: In the NEXT THREE (3) MONTHS when attempting to save money on travel, which of these aspects (if any) will you be likely to compromise on?

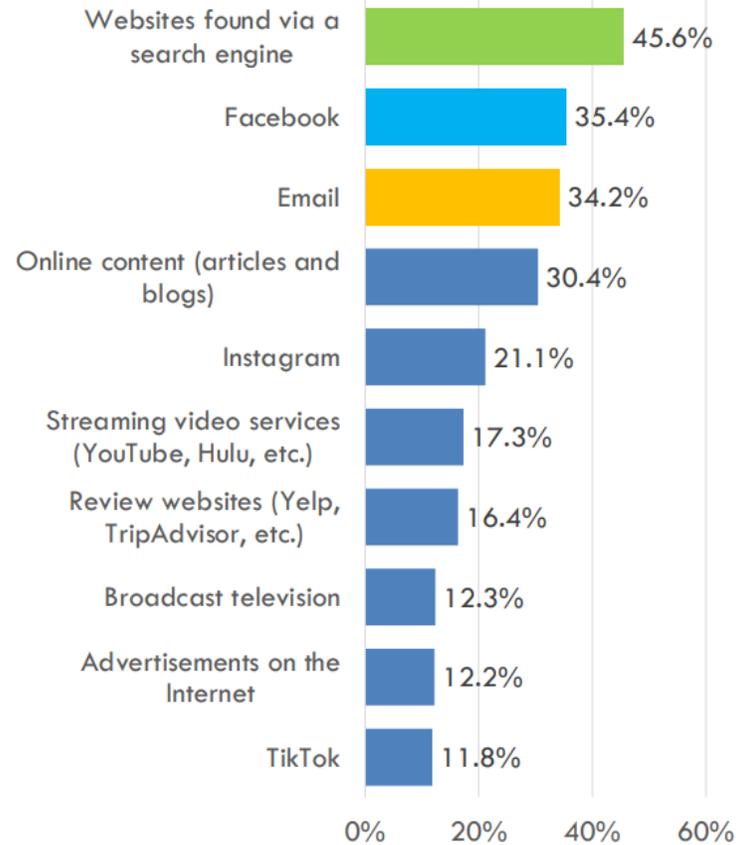
I will likely compromise on _____ to save money



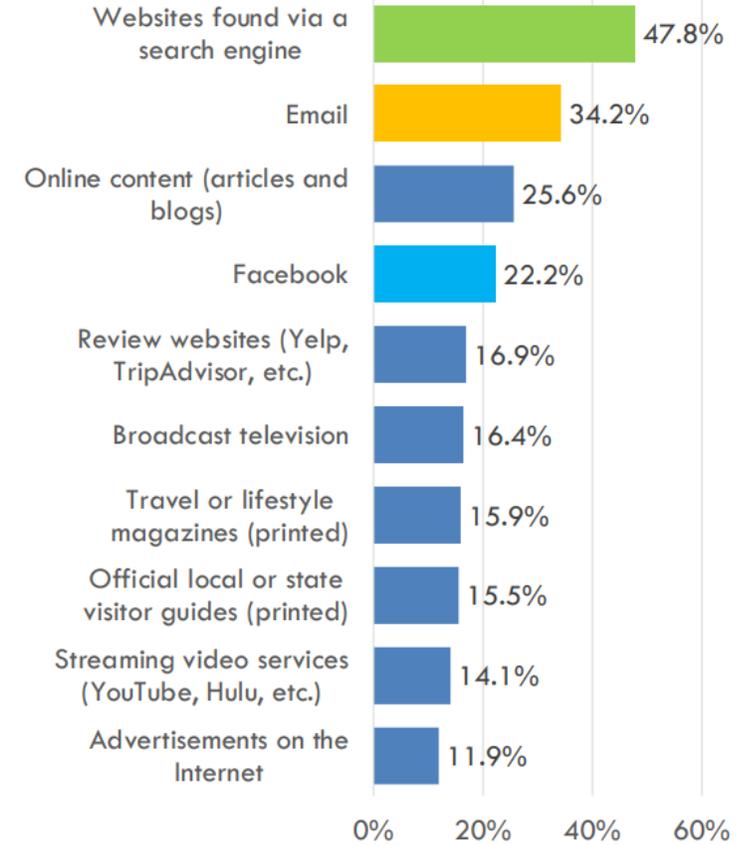
Millennial or Younger



Generation X



Boomer or Older



Question: Please think about how travel destinations could best reach you with their messages right now. Where would you generally be MOST RECEPTIVE to learning about new destinations to visit? (Please select all that apply)

- **Chat GPT AI – Tourism in Roseville, MN**

1. Rosedale Center
2. Como Park and Zoo
3. Muriel Sahlin Arboretum
4. Central Park
5. MN State Fair
6. Lakes and Outdoors
7. Local Dining
8. Events & Festivals

- **10 Travel Podcasts That Will Give You Serious Wanderlust**

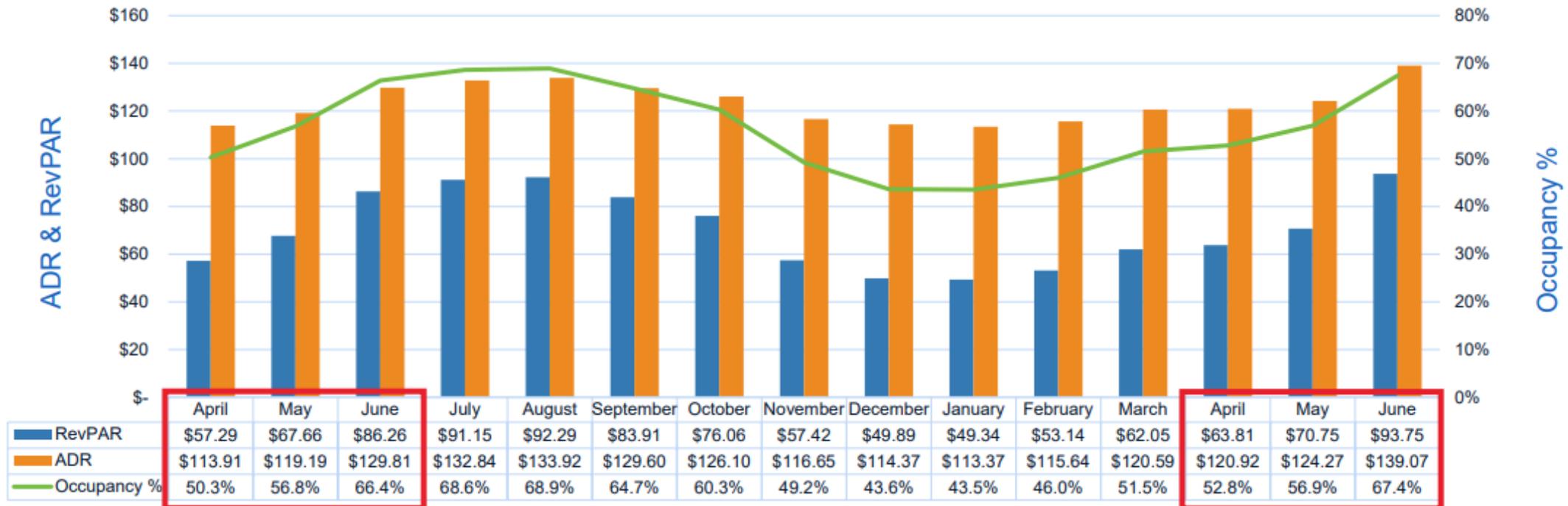
- 1. The Thought Card
- 2. JUMP
- 3. Chronicles Abroad
- 4. Extra Pack of Peanuts
- 5. Women on the Road
- 6. As Told by Nomads
- 7. The Globetrotter Lounge
- 8. Ticket 2 Anywhere
- 9. The Atlas Obscura
- 10. Zero to Travel

Minnesota Hotel Performance Metrics

April 2022 – June 2023

Q2 2023 Minnesota hotel ADR, RevPAR, and occupancy percentage were up YoY.

For monthly hotel data for Minnesota Areas go to the Research - [Accommodations section](#) of the industry website.

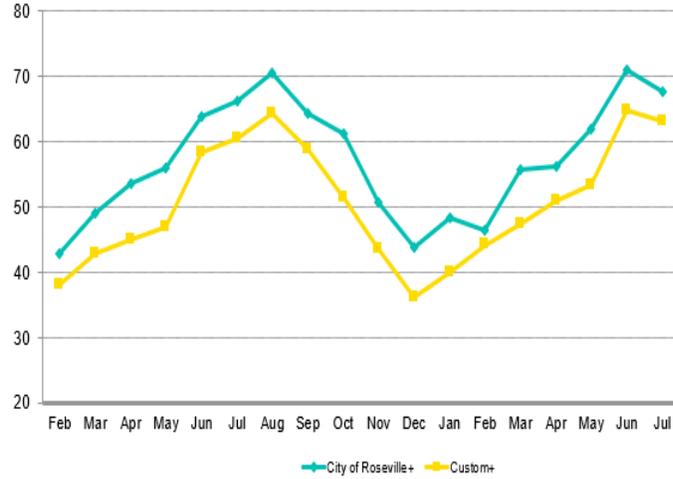


Tab 2 - Comp Trend

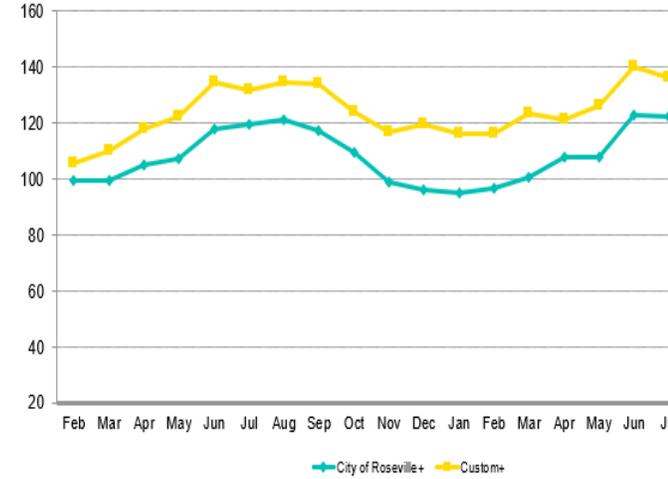
Roseville Visitors Association
For the Month of July 2023

Currency: USD - US Doll

Occupancy Comparison



ADR Comparison



| Occupancy (%) | 2022 | | | | | | | | | | | | 2023 | | | | | | | Year To Date | | | Running 12 Month | | |
|--------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|--------------|-------|-------|------------------|-------|--|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | 2021 | 2022 | 2023 | 2021 | 2022 | 2023 | |
| City of Roseville+ | 42.8 | 49.2 | 53.6 | 56.0 | 63.9 | 66.4 | 70.6 | 64.3 | 61.3 | 50.8 | 43.9 | 48.5 | 46.6 | 55.7 | 56.2 | 62.1 | 71.0 | 67.6 | 45.7 | 52.7 | 58.3 | 40.2 | 52.2 | 58.3 | |
| Custom+ | 38.2 | 42.9 | 45.0 | 46.9 | 58.5 | 60.7 | 64.3 | 58.9 | 51.5 | 43.6 | 36.2 | 40.0 | 44.2 | 47.5 | 51.0 | 53.3 | 64.8 | 63.1 | 48.3 | 46.1 | 52.1 | 45.5 | 46.6 | 51.6 | |
| Index | 112.2 | 114.6 | 119.2 | 119.4 | 109.3 | 109.4 | 109.8 | 109.1 | 119.1 | 116.6 | 121.1 | 121.3 | 105.3 | 117.2 | 110.1 | 116.4 | 109.4 | 107.3 | 94.5 | 114.2 | 112.1 | 88.3 | 111.9 | 113.0 | |
| % Chg | | | | | | | | | | | | | | | | | | | | | | | | | |
| City of Roseville+ | 28.5 | 18.9 | 15.2 | 8.4 | 9.6 | 13.6 | 20.3 | 16.4 | 10.7 | 9.4 | 5.9 | 33.9 | 8.8 | 13.2 | 4.8 | 10.8 | 11.0 | 1.9 | 26.1 | 15.3 | 10.8 | -16.9 | 29.9 | 11.7 | |
| Custom+ | -9.8 | -5.1 | -14.0 | 2.2 | 11.3 | 6.6 | 9.5 | 8.5 | 8.9 | 9.0 | 1.0 | 31.6 | 15.9 | 10.6 | 13.5 | 13.7 | 10.9 | 4.0 | 36.9 | -4.6 | 12.8 | -3.5 | 2.5 | 10.7 | |

| ADR | 2022 | | | | | | | | | | | | 2023 | | | | | | | Year To Date | | | Running 12 Month | | |
|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-------|--------------|--------|-------|------------------|--------|--|
| | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | 2021 | 2022 | 2023 | 2021 | 2022 | 2023 | |
| City of Roseville+ | 99.73 | 99.72 | 105.33 | 107.65 | 117.98 | 119.91 | 121.33 | 117.42 | 109.91 | 99.01 | 96.25 | 95.11 | 96.58 | 100.70 | 108.01 | 107.71 | 122.77 | 122.64 | 87.79 | 108.24 | 109.19 | 85.17 | 106.64 | 109.69 | |
| Custom+ | 105.84 | 110.12 | 118.11 | 122.20 | 134.31 | 131.85 | 134.60 | 134.24 | 123.93 | 116.81 | 119.59 | 116.32 | 116.43 | 123.37 | 121.36 | 126.08 | 140.18 | 136.54 | 93.66 | 120.55 | 127.22 | 90.25 | 116.05 | 127.21 | |
| Index | 94.2 | 90.6 | 89.2 | 88.1 | 87.5 | 90.9 | 90.1 | 87.5 | 88.7 | 84.8 | 80.5 | 81.8 | 83.0 | 81.6 | 89.0 | 85.4 | 87.6 | 89.8 | 93.7 | 89.8 | 85.8 | 94.4 | 91.9 | 86.2 | |
| % Chg | | | | | | | | | | | | | | | | | | | | | | | | | |
| City of Roseville+ | 35.5 | 34.3 | 22.8 | 22.1 | 19.5 | 17.2 | 8.6 | 7.6 | 5.1 | 1.7 | 1.1 | -0.8 | -3.2 | 1.0 | 2.5 | 0.1 | 4.1 | 2.3 | 0.9 | 23.3 | 0.9 | -15.4 | 25.2 | 2.9 | |
| Custom+ | 34.2 | 34.9 | 35.8 | 30.3 | 27.1 | 21.0 | 21.4 | 22.3 | 10.3 | 7.1 | 12.2 | 12.2 | 10.0 | 12.0 | 2.8 | 3.2 | 3.9 | 3.6 | -6.4 | 28.7 | 5.5 | -21.0 | 28.6 | 9.6 | |

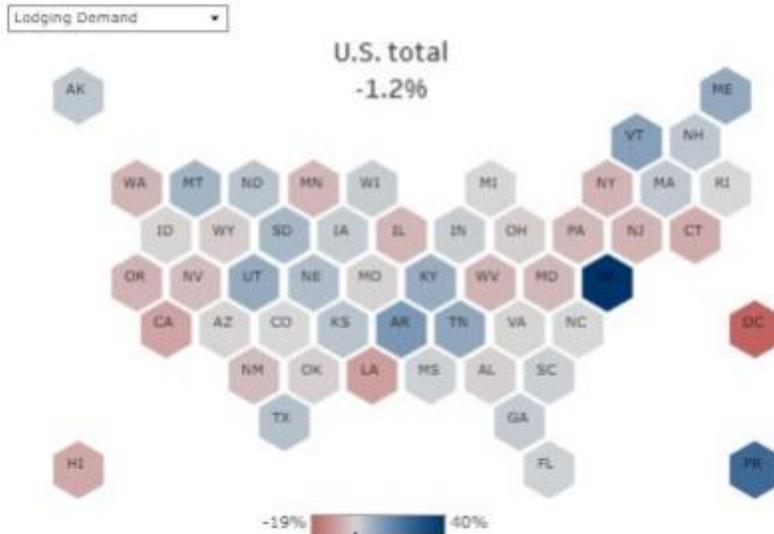
Lodging Demand by State

June 2023, Year to date, % change vs. 2019 and 2022

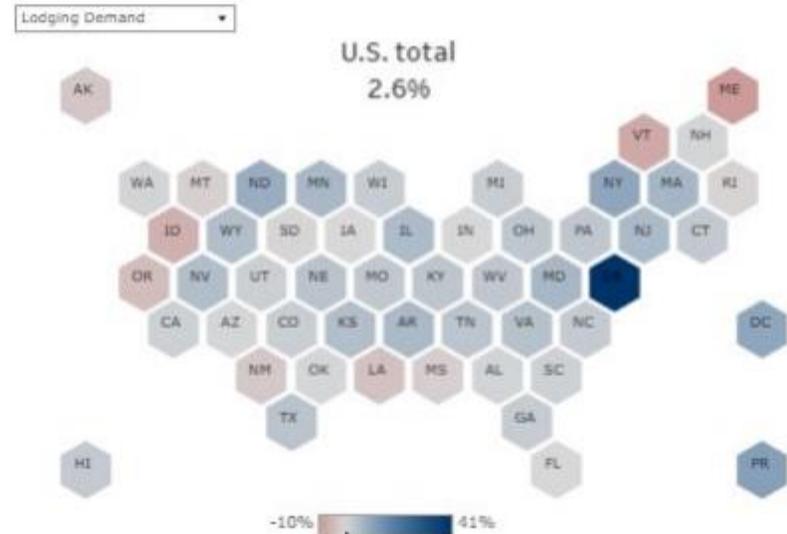
Compared to 2019, Minnesota's year to date lodging demand is down 5% and total U.S. travel demand is down 1.2%.

Compared to 2022, Minnesota's year to date lodging demand is up 6% and total U.S. demand is up 2.6%.

Lodging Demand by State
June, 2023 (Year-to-Date), % change vs. 2019



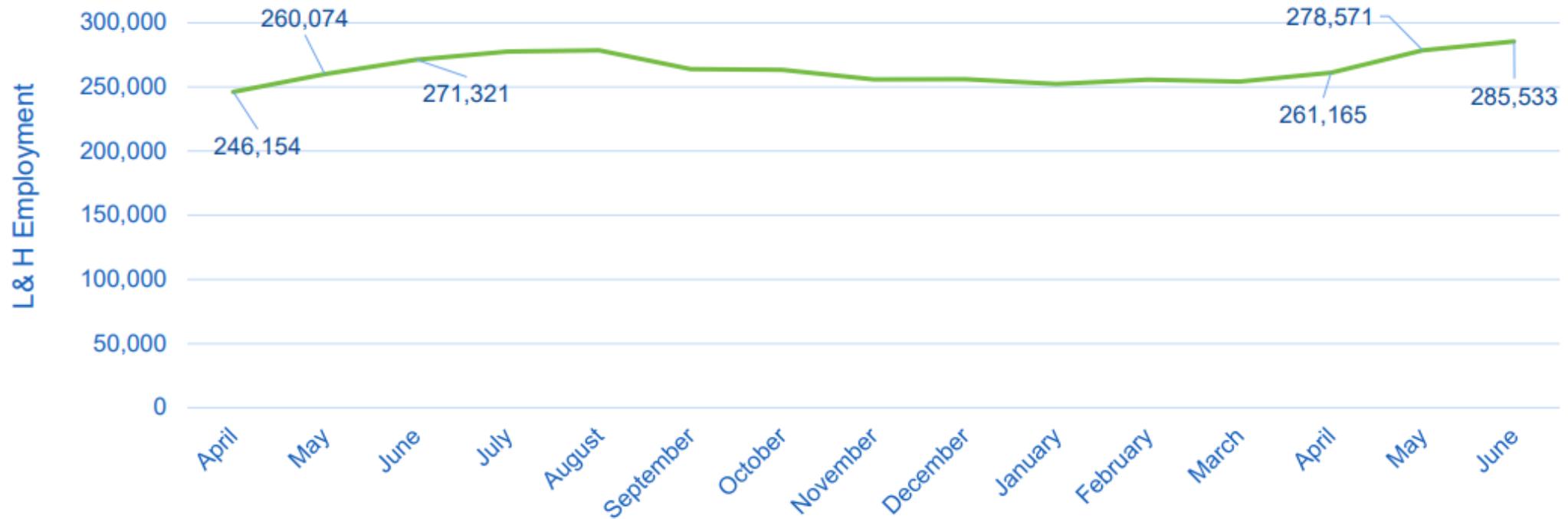
Lodging Demand by State
June, 2023 (Year-to-Date), % change YOY



Minnesota Leisure & Hospitality Employment

April 2022 – June 2023

L&H industry employment up 5 to 7% in all three months of Q2 2023 relative to 2022.

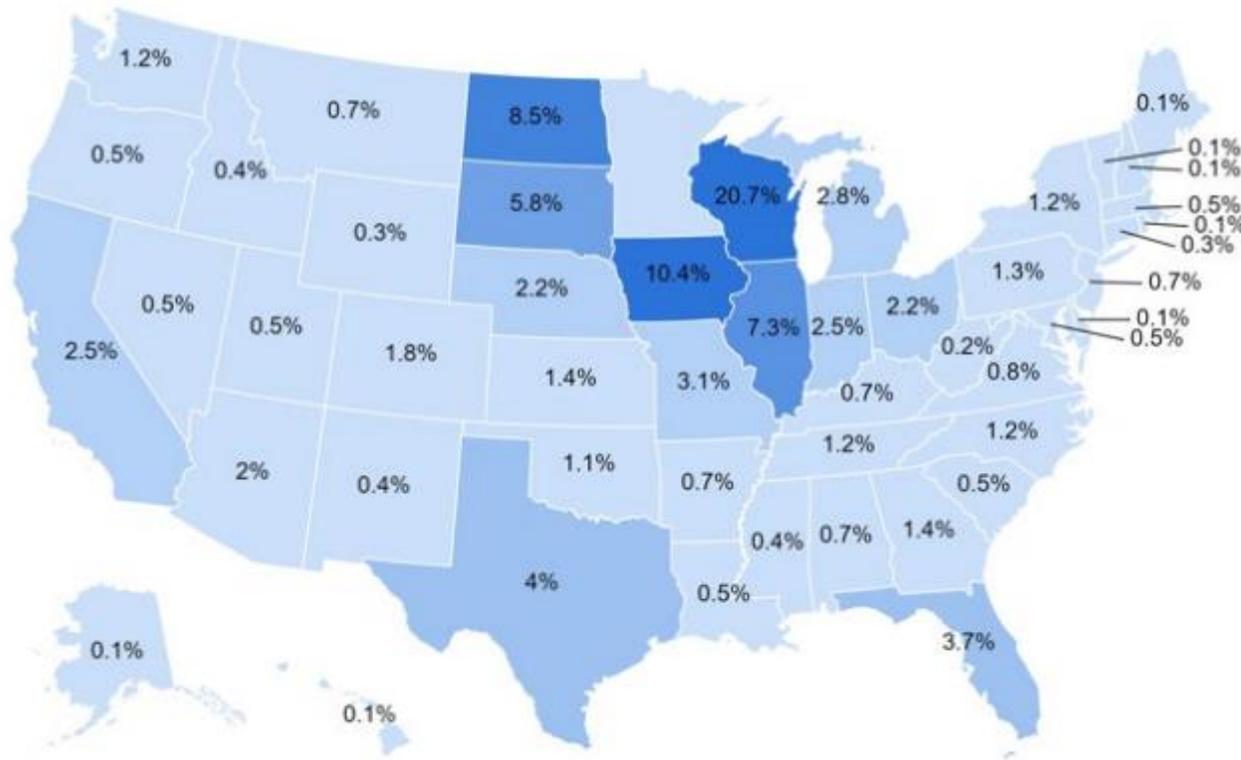


Minnesota – Origin Markets States

Q2 2023

Out-of-state visitors who traveled more than 50 miles

Share of Trips by State



In Q2 of 2023 55.8% of MN visitors were Minnesotans and 44.2% of visitors were from out of state.

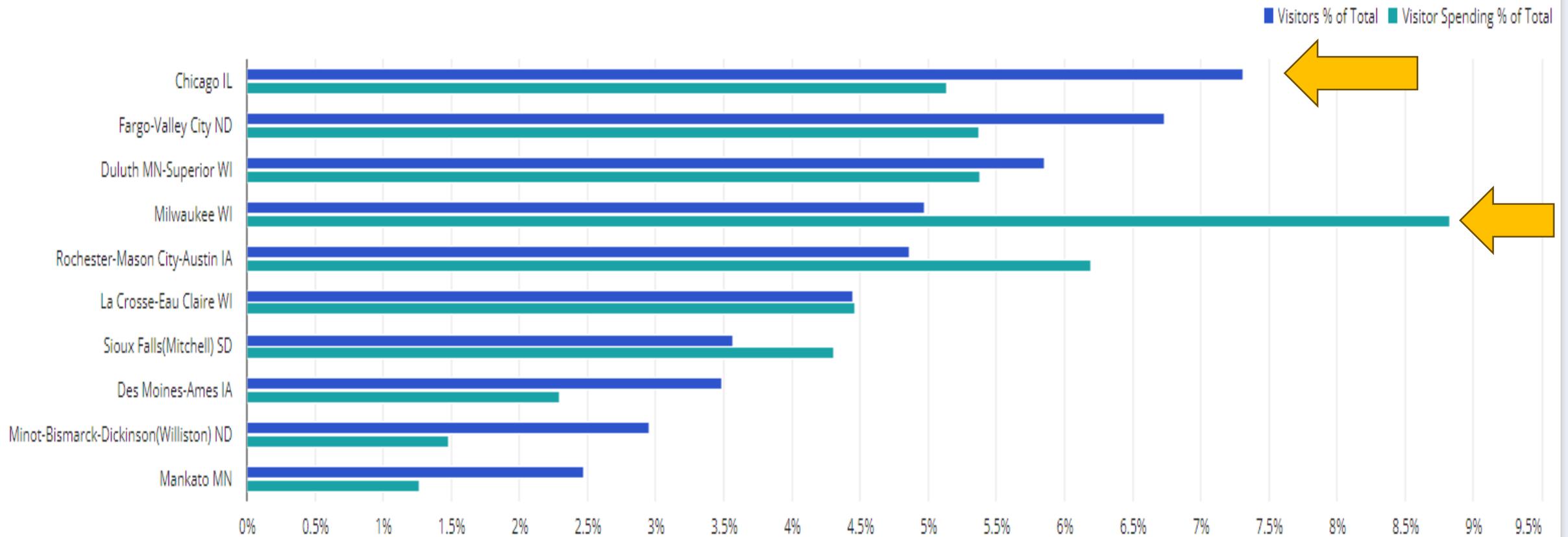
Top states for out of state Minnesota visitation were:

- Wisconsin – 20.7%
- Iowa – 10.4%
- North Dakota – 8.5%
- Illinois – 7.3%
- South Dakota – 5.8%

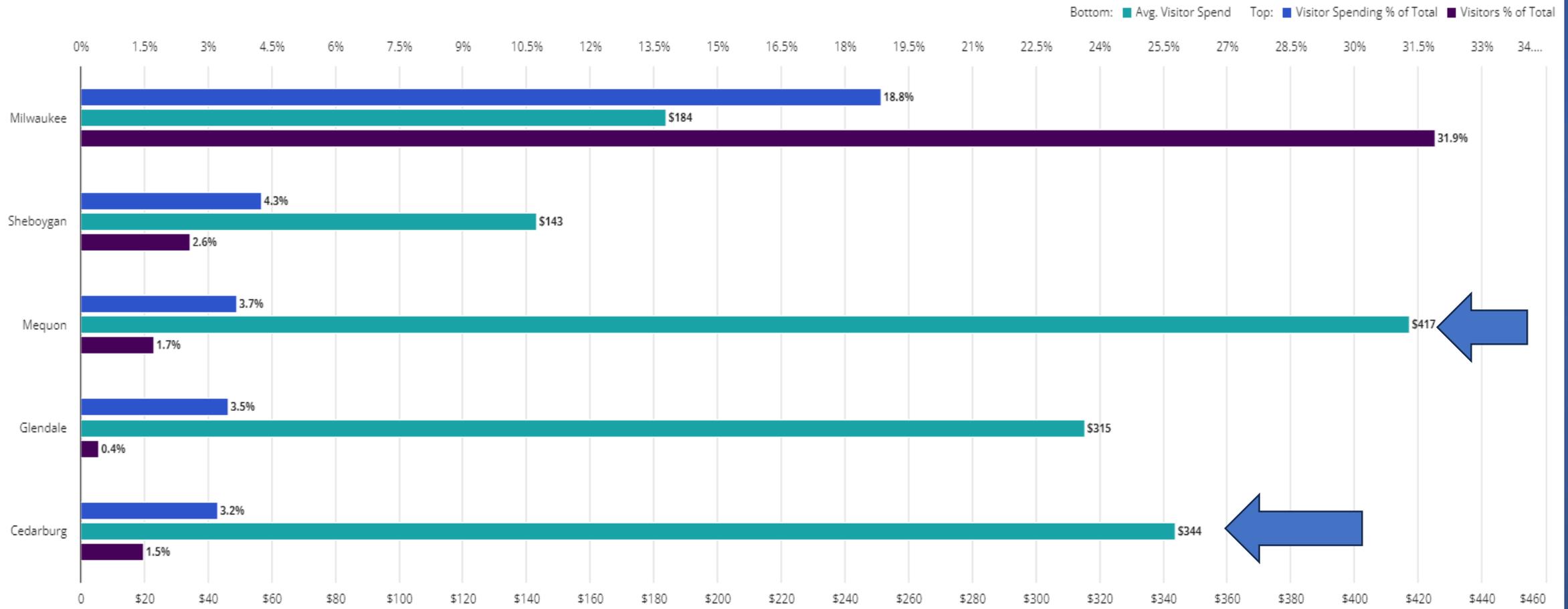
Which markets are generating the greatest economic impact?

Source: Near and Affinity. Note: The blue bars represent your largest origin markets. The green bars show each origin market's % of spending. Tip: Look for markets with higher spending (green) compared to their share of visitation (blue).

Top 10 Origin Markets by Visitation with their Spend



CCS - Top 5 Visitor Spend DMAs Compared to Visitation > Milwaukee WI



The Minnesota Visitor Economy 2022 Highlights

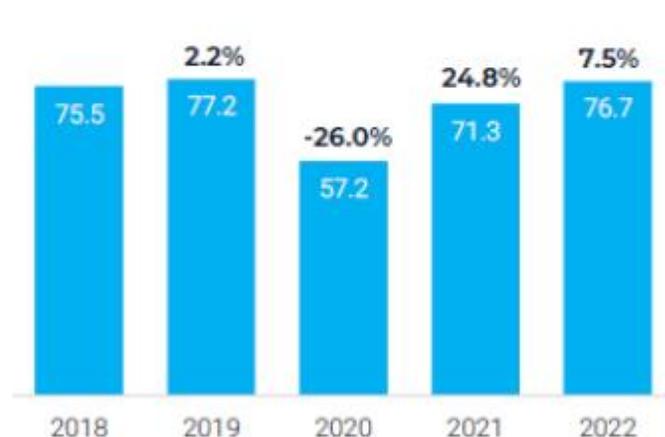
Tourism Economics – Go to the [Tourism & the Economy section](#) of the industry website for the full report

VISITS & VISITOR SPENDING

Minnesota saw visitor spending return to pre-pandemic levels as the rebound from the pandemic continued in 2022. Visitors to Minnesota spent \$13.1 billion in 2022, an increase of 19.3% that pushed spending to 99.7% of 2019 levels.

Minnesota visitor volume

Amounts in millions of visitors



Source: Tourism Economics, Longwoods Intl.

Minnesota visitor spending

Amounts in \$ billions



Source: Tourism Economics, Longwoods Intl.

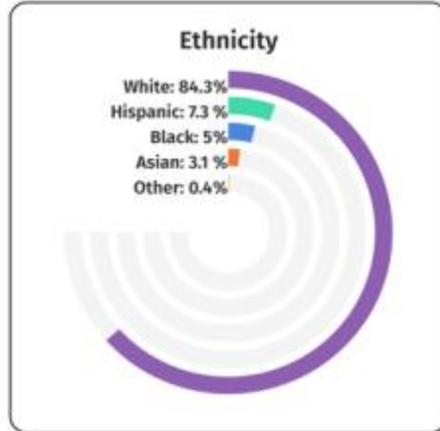
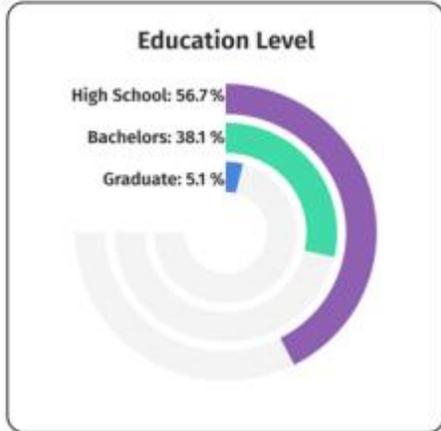
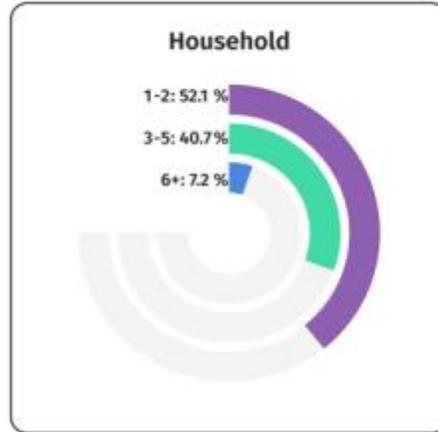
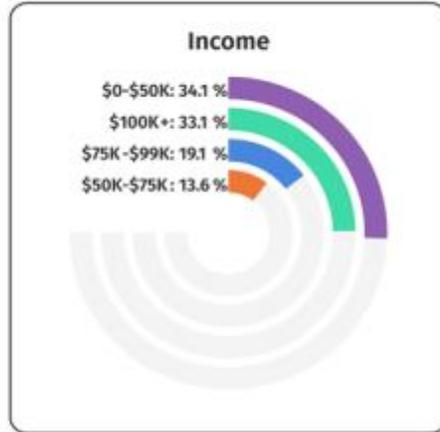
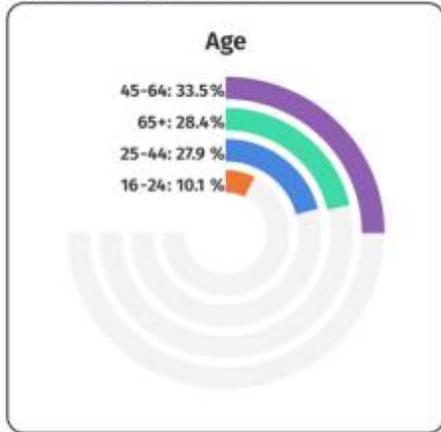
Each household in Minnesota would need to be taxed an additional **\$985** to replace the visitor-generated taxes received by state and local governments in 2022.

Minnesota – Demographic Characteristics

Q2 2023

In-state and out-of-state visitors who traveled more than 50 miles

Top Demographics



In Q2 2023, top Minnesota visitor demographics were as follows:

Age

33.5% 45-64 years, 28.4% 65+ years old & 27.9% 25-44 years old

Income

34.1% up to \$50k & 33.1% more than \$100k

Household Size

52.1% 1 or 2 people & 40.7% 3 to 5 people

Education

56.7% with a high school education & 38.1% with a completed bachelors degree

Ethnicity

84.3% white or Caucasian

Minnesota – Top Points of Interest* By Minnesota Region or Category

Q2 2023

In-state and out-of-state visitors who traveled 50 miles or more-

Central

- Casinos
- Resorts with public golf courses
- Downtowns – Nisswa, Alexandria & St. Cloud
- Brainerd International Raceway
- Cuyuna County Rec Area

Northeast

- Duluth including the DECC
- Casinos
- Boundary Waters
- Downtowns – Two Harbors & Grand Marais
- Voyageurs National Park

Northwest

- Downtowns – Bemidji, East Grand Forks & Moorhead
- Casinos
- Red River Rec Area
- Moondance Events
- Soo Pass Ranch



Metro

- Mall of America
- U.S. Bank Stadium
- Target Field
- Mystic Lake Casino
- Minnesota State Fair Grounds

Southern

- Rochester including Art Museum & Mayo Civic Center
- Downtowns - Mankato, Winona, Red Wing & New Ulm
- Casinos
- Alexander Ramsey Regional Park

State Parks

- Temperance River
- Cascade River
- Gooseberry Falls
- Interstate
- Minneopa



This Photo by Unknown Author is licensed under [CC BY](#)



Why Wayfinding Matters

Tourism is critical to the vibrancy of the community + save homeowners \$985 in property taxes



Rosedale Center attracts over 16 million visitors annually

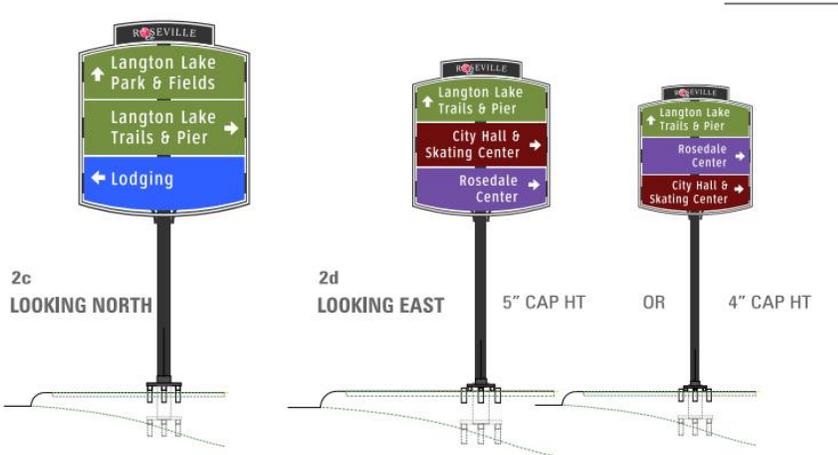


More than a quarter of Roseville business fall into the Retail Trade, Accommodations or food service sectors = Hospitality



We have a wealth of **online** wayfinding - we need **physical** to help welcome and guide

Cleveland & Center Pointe Drive



2a LOOKING NORTH on Cleveland 6" Cap Ht

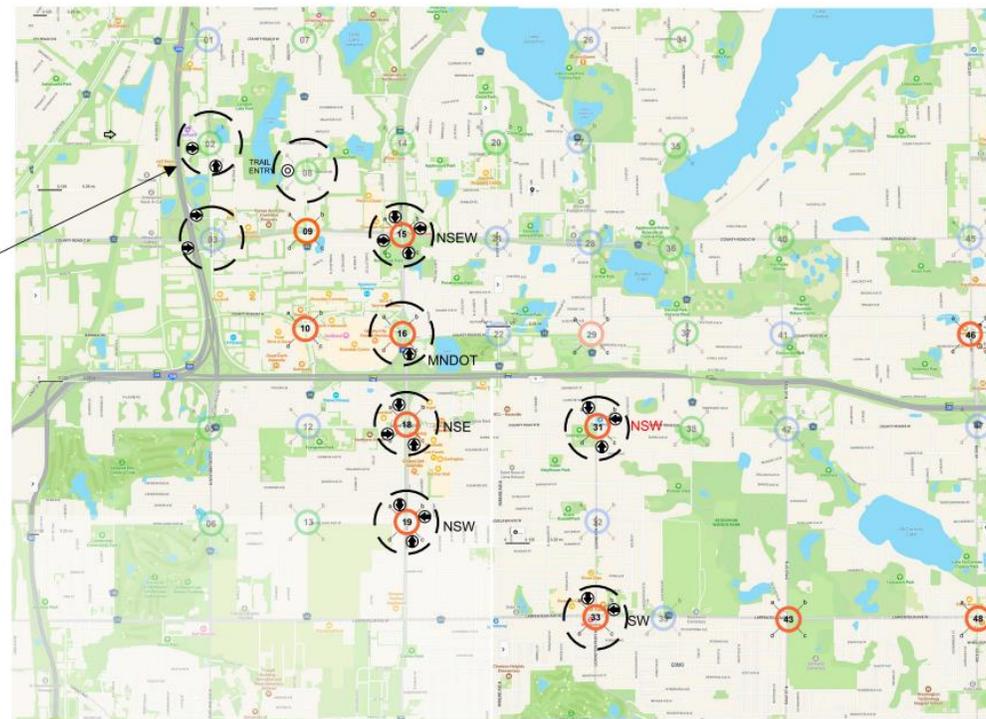


2d LOOKING EAST on Center Pointe Drive 5" Cap Ht



2d LOOKING EAST on Center Pointe Drive 4" Cap Ht

Location Plan



- CIVIC / MUNICIPAL
- NATURE / HISTORIC
- INSTITUTION / EDUCATION
- POINTS OF INTEREST
- OTHER

Colors for Color Coding

Snelling Ave | County Road B

- ↑ Univ of MN - St. Paul
- ↑ MN State Fair Grounds

Sign 18a (looking South)

- ↑ Midland Hills Golf Course

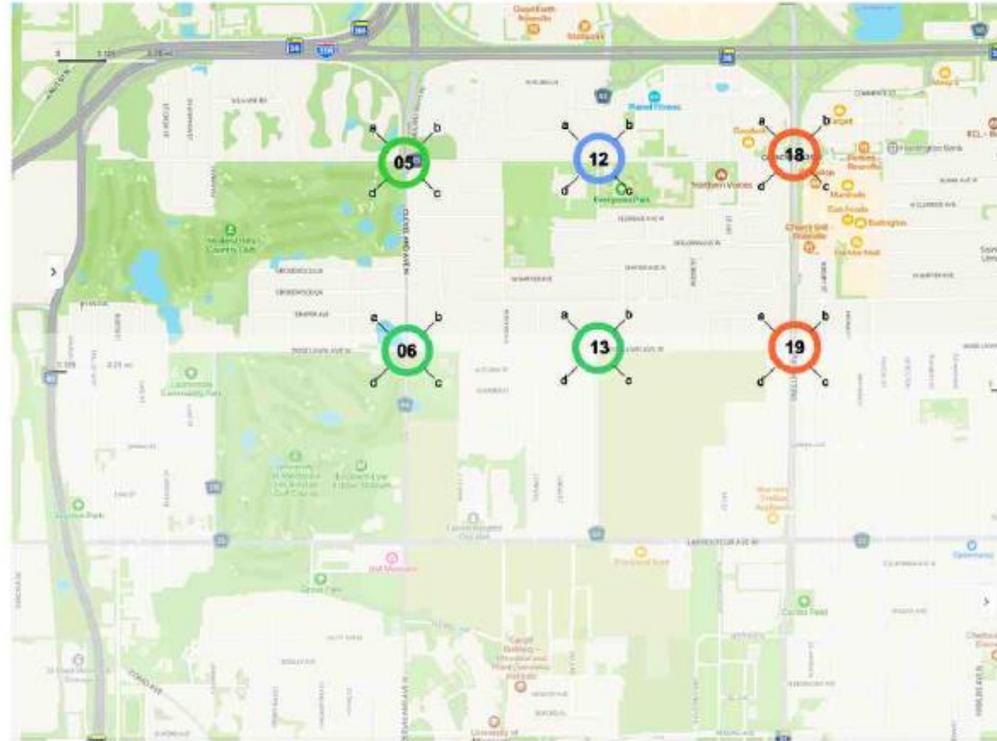
Sign 18b (looking West)

- ↑ Rosedale Center
- ↑ Univ of NW & Bethel Univ

Sign 18c (looking North)

- ↑ Lexington Pk
- ↑ Reservoir Woods Park
- HarMar Mall

Sign 18d (looking East)



Snelling Ave | Roselawn Ave

- Univ of MN - St. Paul →
- ↑ MN State Fair Grounds

Sign 19a (looking South)

- No Sign

Sign 19b (looking West)

- ↑ HarMar Mall
- ↑ Rosedale Center
- ↑ Univ of NW & Bethel Univ

Sign 19c (looking North)

- ↑ Reservoir Woods Park

Sign 19d (looking East)

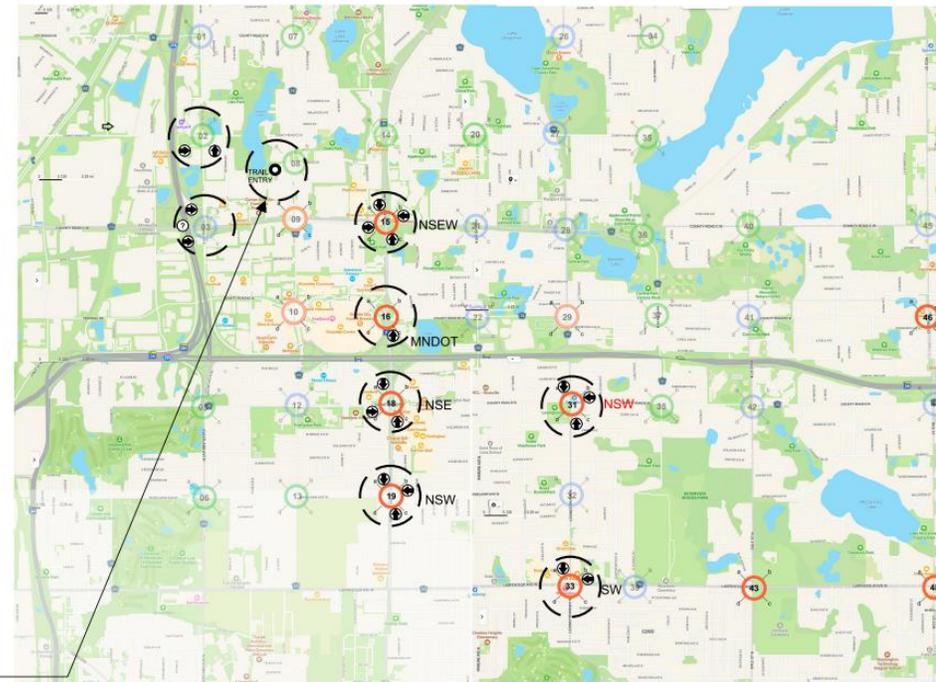


Trail Entrance to Langton Loop at Twin Lakes Pkwy



08 LOOKING WEST at Twin Lakes Pkwy

Location Plan



Intersection Traffic Volume Color Legend
 High Volume
 Medium Volume
 Low Volume



DOUBLE-SIDED MAPS

Minnesota Halo Effect Research 2022 Highlights

Longwoods International – Go to the [Tourism & the Economy section](#) of the industry website for the full report

The Halo study was conducted after the conclusion of the spring/summer 2022 Minnesota advertising campaigns to estimate the impact of advertising awareness and recent visitation on six key attributes associated with economic development.

Impact of Ad Awareness *plus* Visitation on Minnesota's Economic Development Image

Base: Out-of-State Residents of Minnesota's Advertising Markets



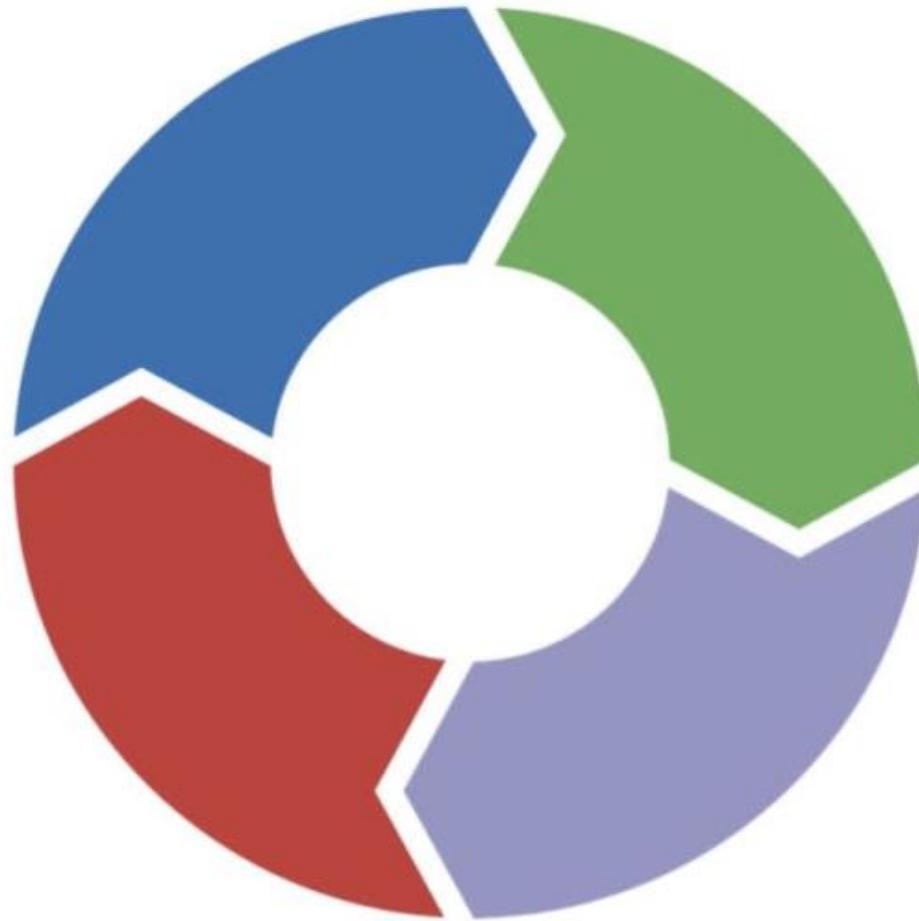
Separately and in combination, Minnesota advertising and visitation greatly improved how those from out of state perceive our state.

The Destination Management Cycle

By Maura Gast, FCDME

If you build a place
people want
to visit, you build
a place where
people want to live.

And if you build
a place where business
has to be, you'll build a
place where people
have to visit



If you build a place
where people want
to live, you'll build
a place where people
want to work.

If you build a place
where people want
to work, you'll build
a place where
business needs to be.

Thank you!
Any Questions?

#tourismrocks

