



BREAKFAST
March 28, 2017

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ECONOMIC TRENDS IMPACTING THE 15-COUNTY REGION



UNIVERSITY OF MINNESOTA DULUTH

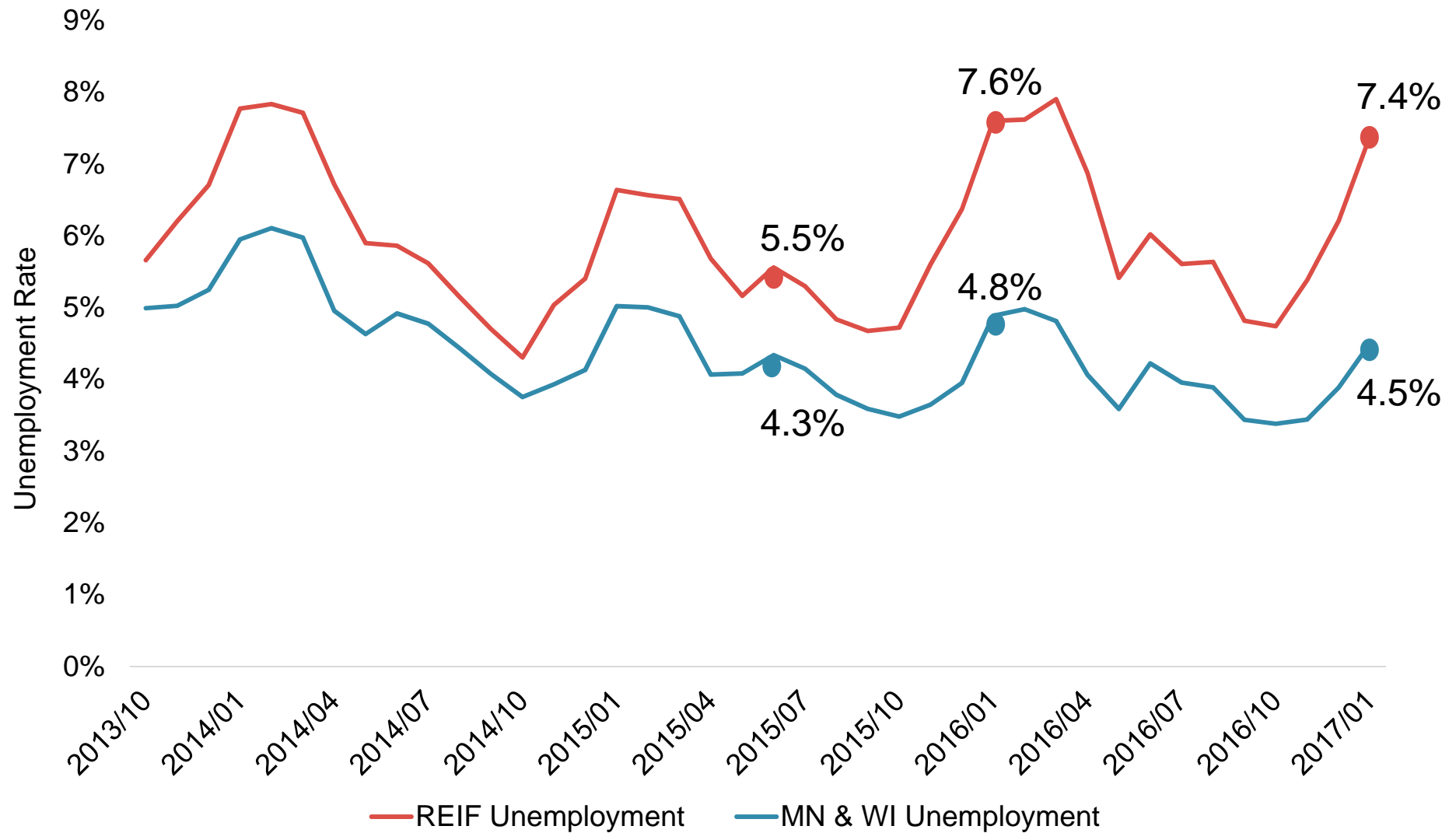
Driven to Discover™

Alexander Hook

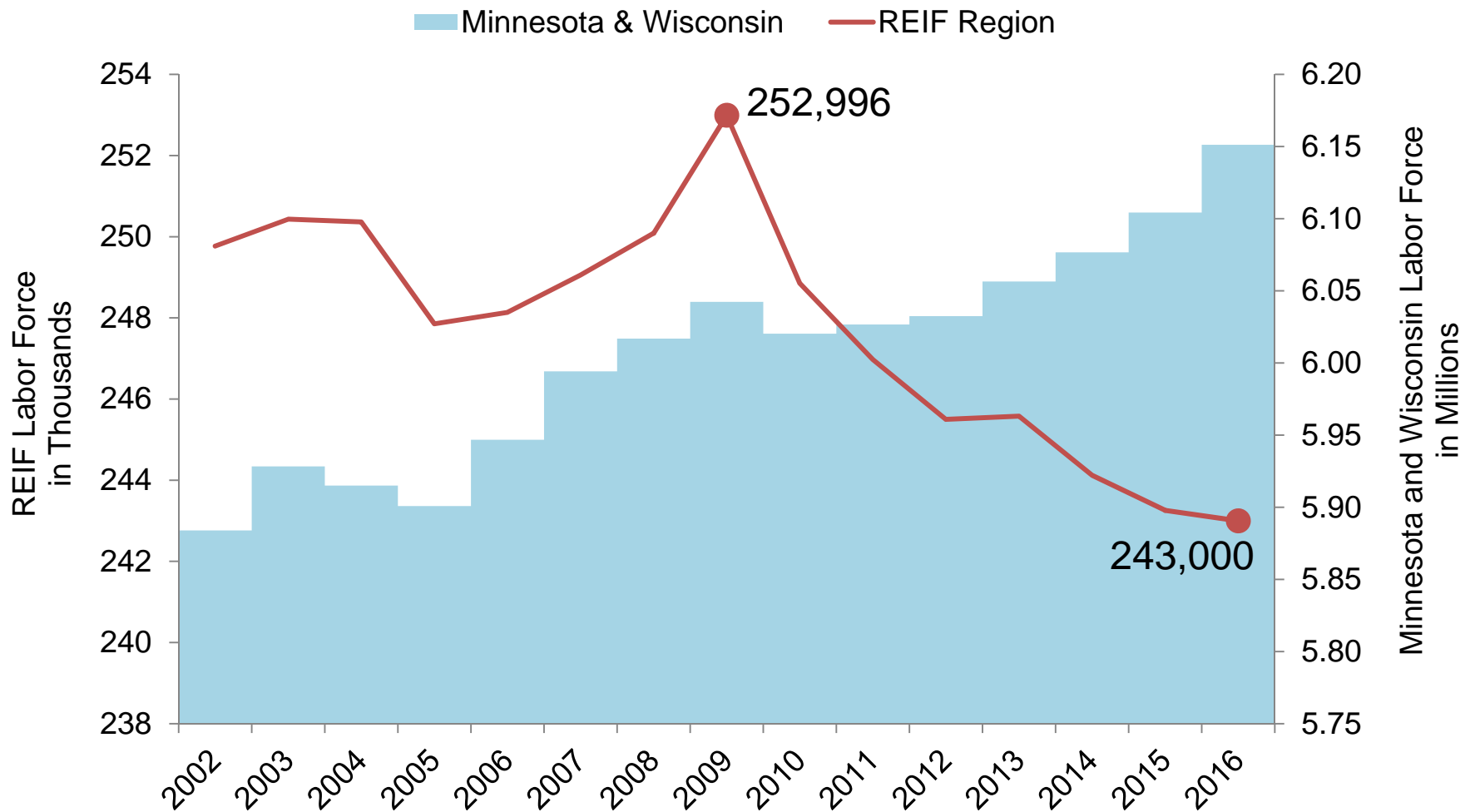
Bureau of Business and Economic Research
Labovitz School of Business and Economics, UMD



Unemployment Rates



Labor Force Size



Overview of Selected Industries

<i>NAICS Industry</i>	<i>Jobs 2016</i>	<i>Employment Change 2015-2016</i>	<i>Average Earnings 2016</i>
Health Care & Social Assistance	41,019	473	\$50,769
Accommodation & Food Services	23,959	374	\$18,107
Real Estate & Rental	9,194	196	\$25,283
Arts, Entertain, & Rec.	5,498	-48	\$14,525
Construction	15,183	-292	\$49,383
Mining & Heavy Industry	5,229	-480	\$74,559

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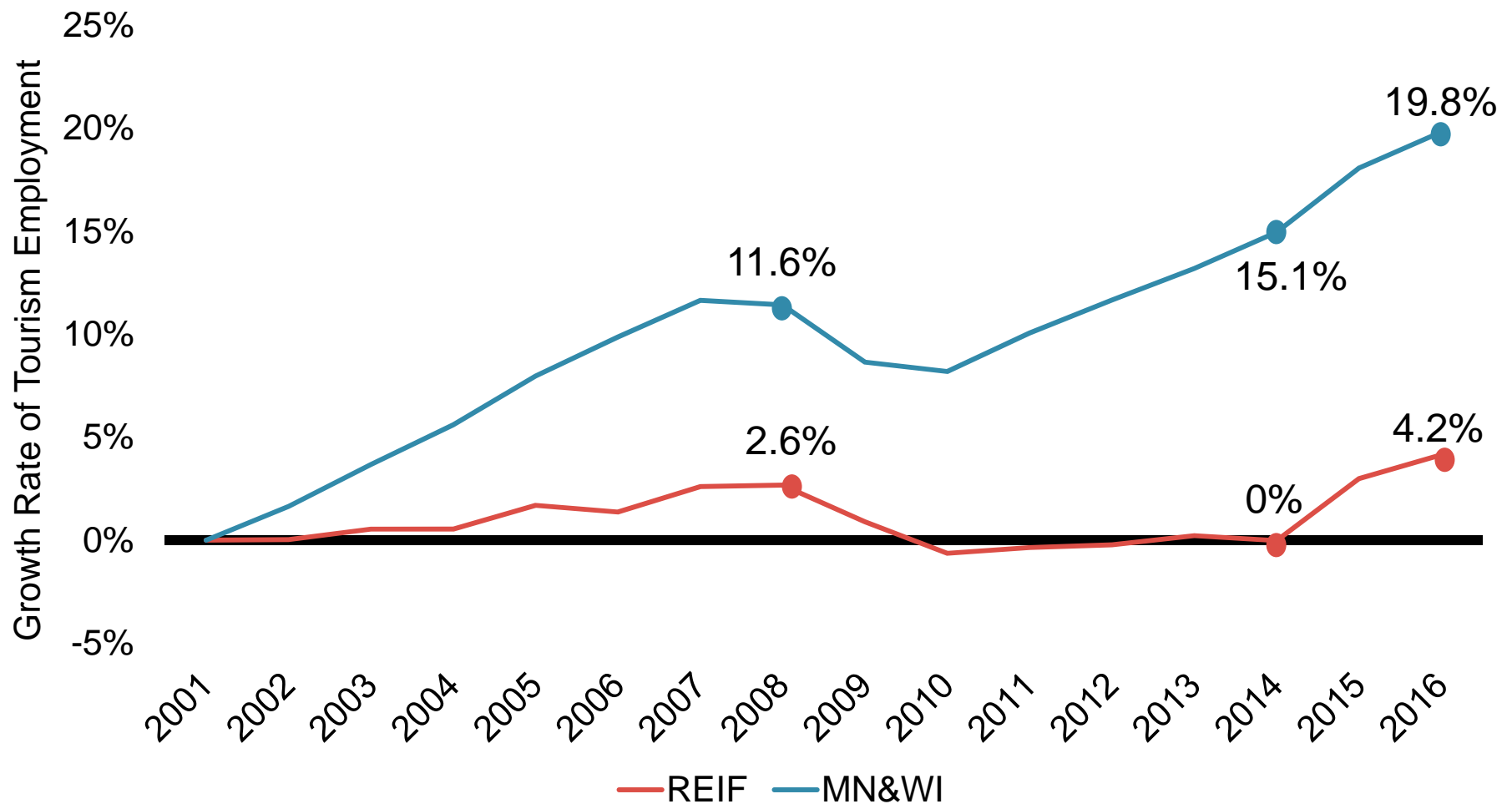
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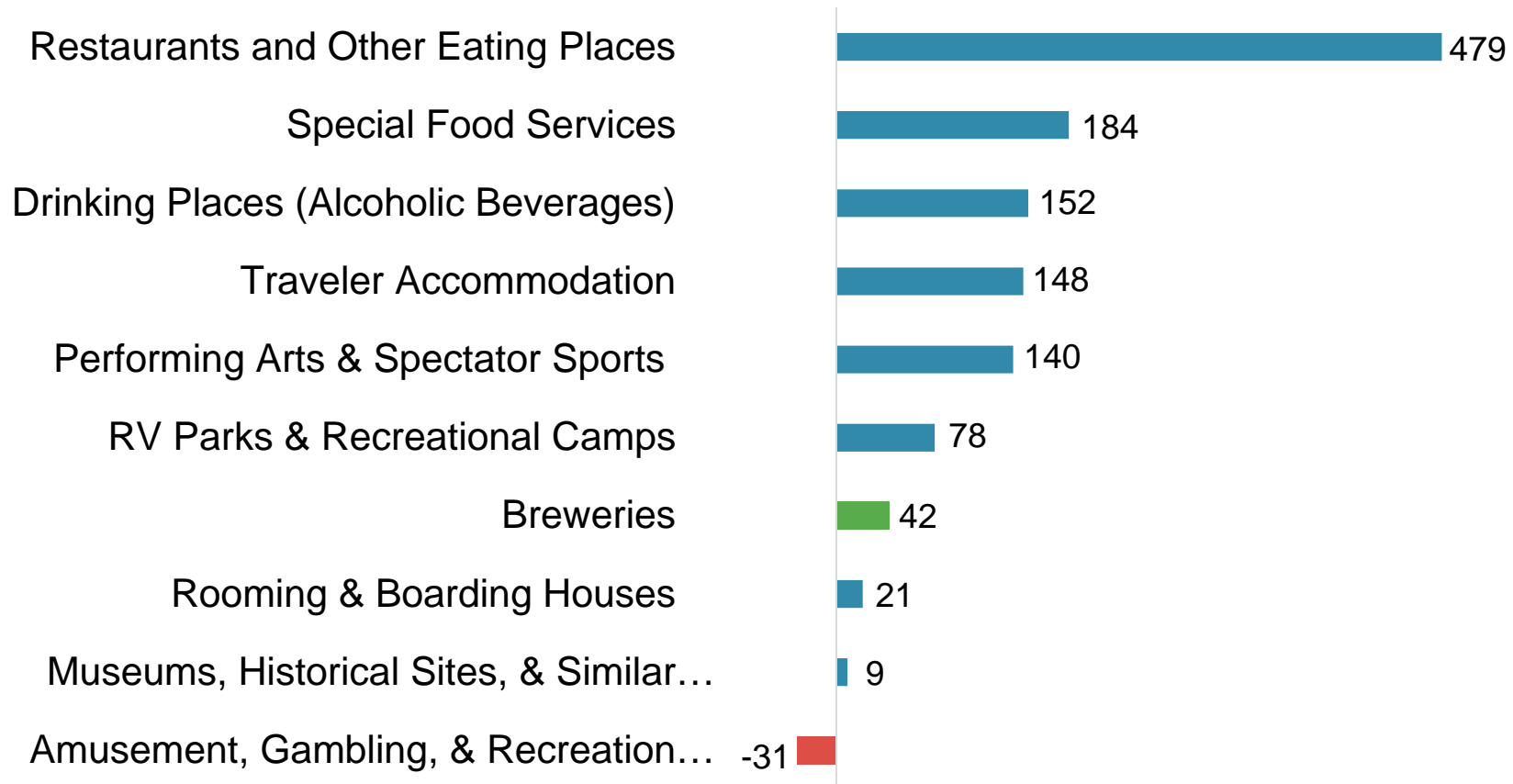
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Tourism Industry Growth



Source: EMSI, 2016

Jobs Growth of Tourism Subsectors 2014-2016



Source: EMSI, 2016

Summary

- Higher unemployment in REIF area
- Decline in construction and mining
- Growth in healthcare and tourism
- Tourism growing quickly since 2014
- Restaurants and bars leading tourism industry

CONSUMER CONFIDENCE INDICATORS



Undralsaikhan Dambii

University of Wisconsin-Superior



CONSUMER CONFIDENCE INDICATORS

- **INDEX OF CONSUMER SENTIMENT (ICS)**

Consumer outlook on personal finances, business conditions and consumption spending

- **INDEX OF CURRENT CONDITIONS (ICC)**

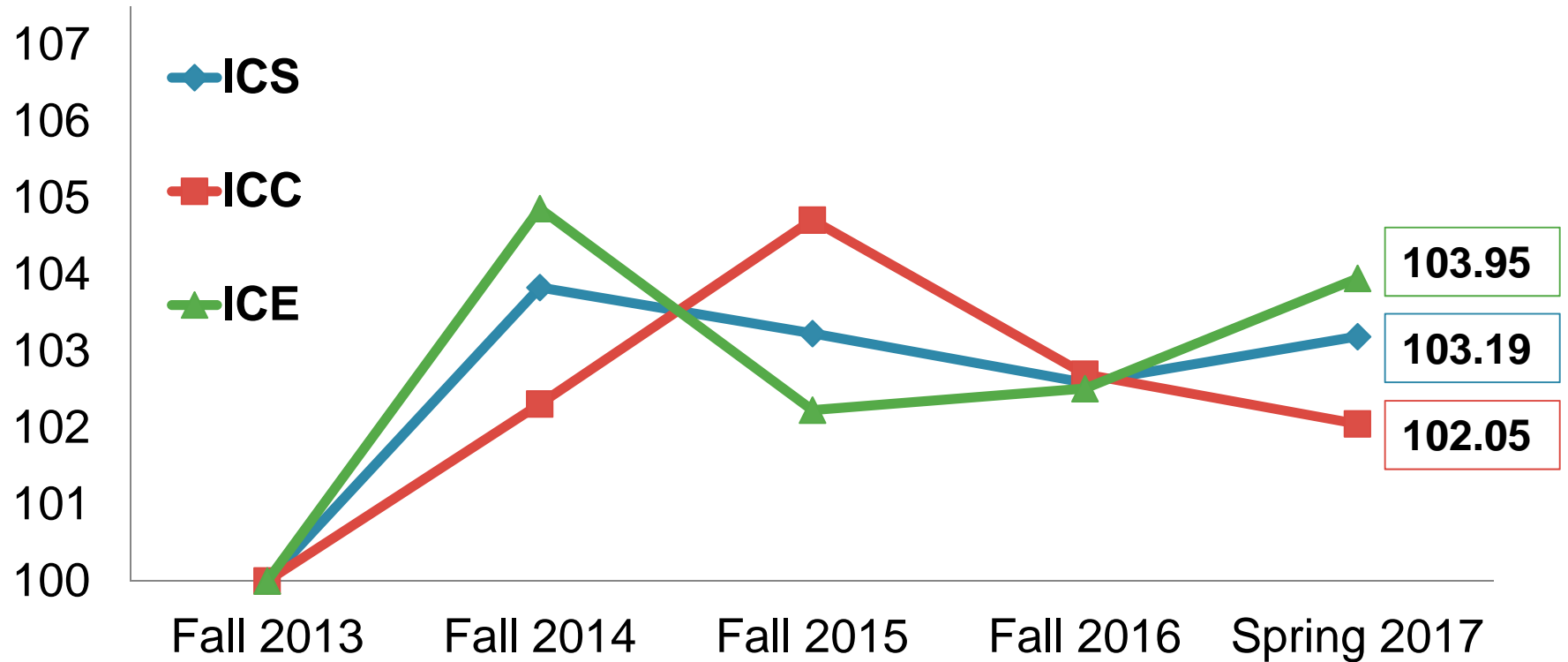
Gauges current state of the economy

- **INDEX OF CONSUMER EXPECTATIONS (ICE)**

Projects future economic and financial conditions

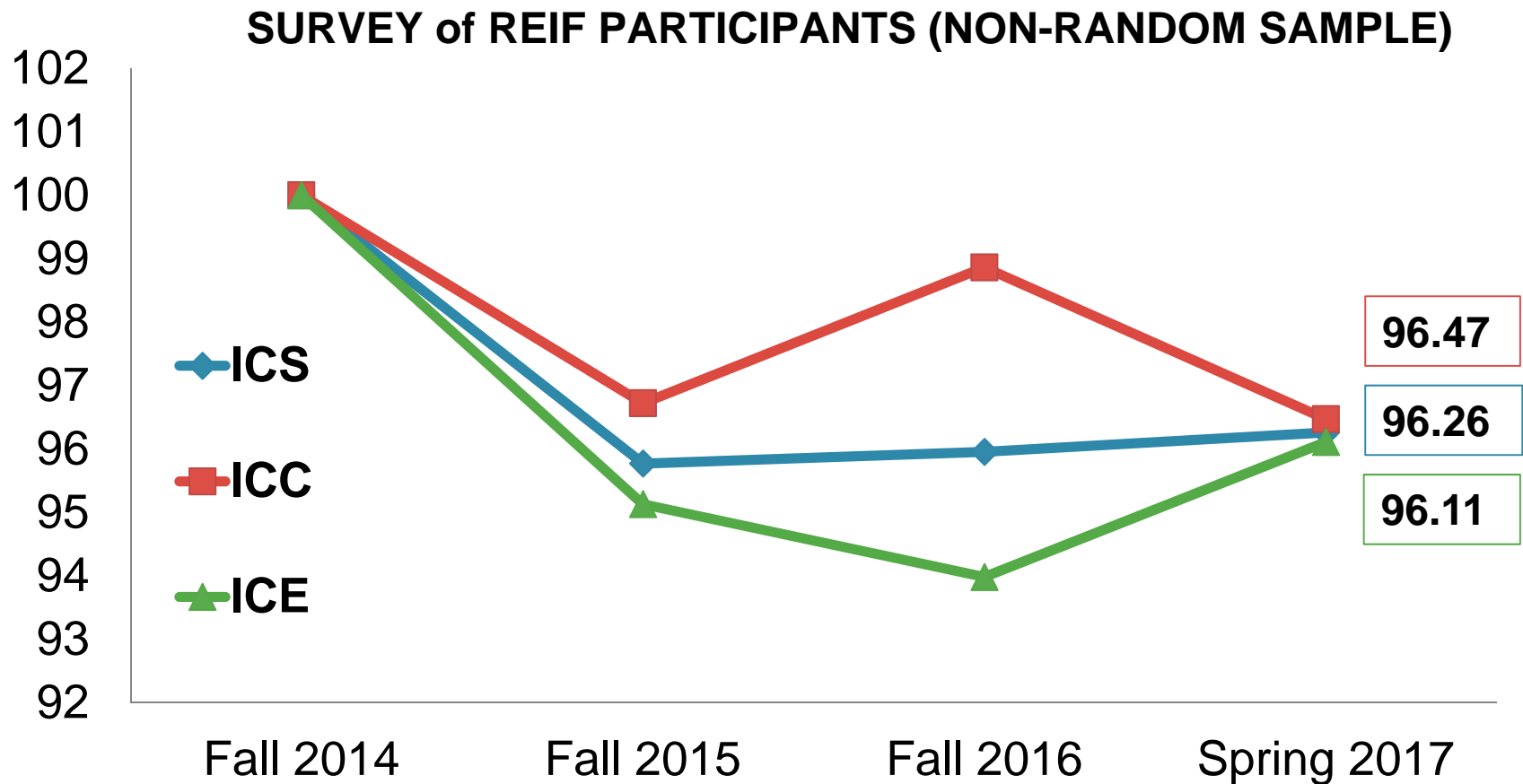
CONSUMER CONFIDENCE INDICATORS

PUBLIC SURVEY (RANDOM SAMPLE)






Source: UWS Consumer Confidence Survey

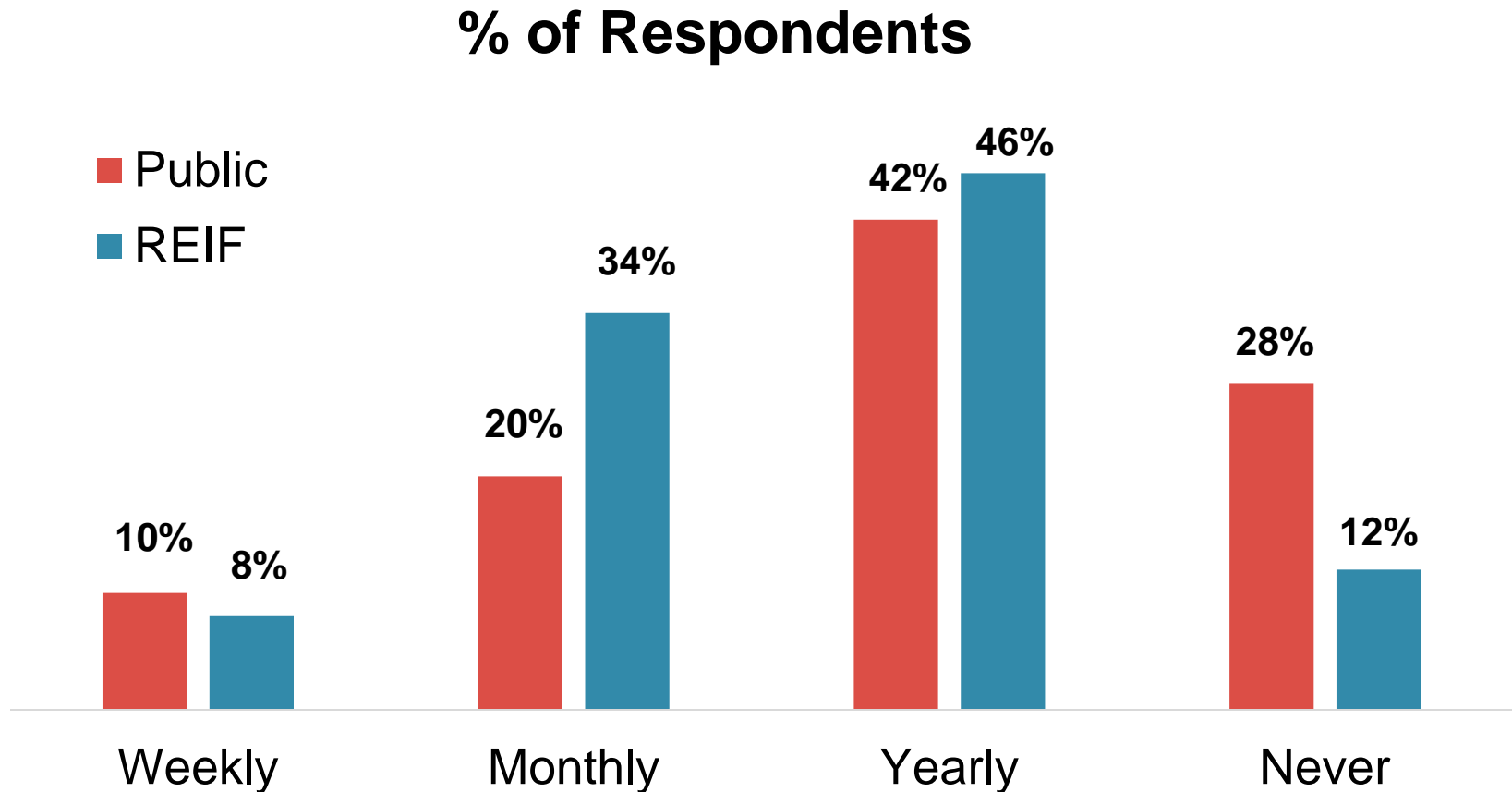
CONSUMER CONFIDENCE INDICATORS



CONSUMER CONFIDENCE INDICATORS

Indicator	Public Survey (Random)	REIF Survey (Non-Random)
ICS 	Rising optimism about short-term economic outlook	Rising optimism about short-term economic outlook
ICC 	Economy is slowing down	Economy is slowing down
ICE 	Expectations of continued economic expansion	Expectations of continued economic expansion

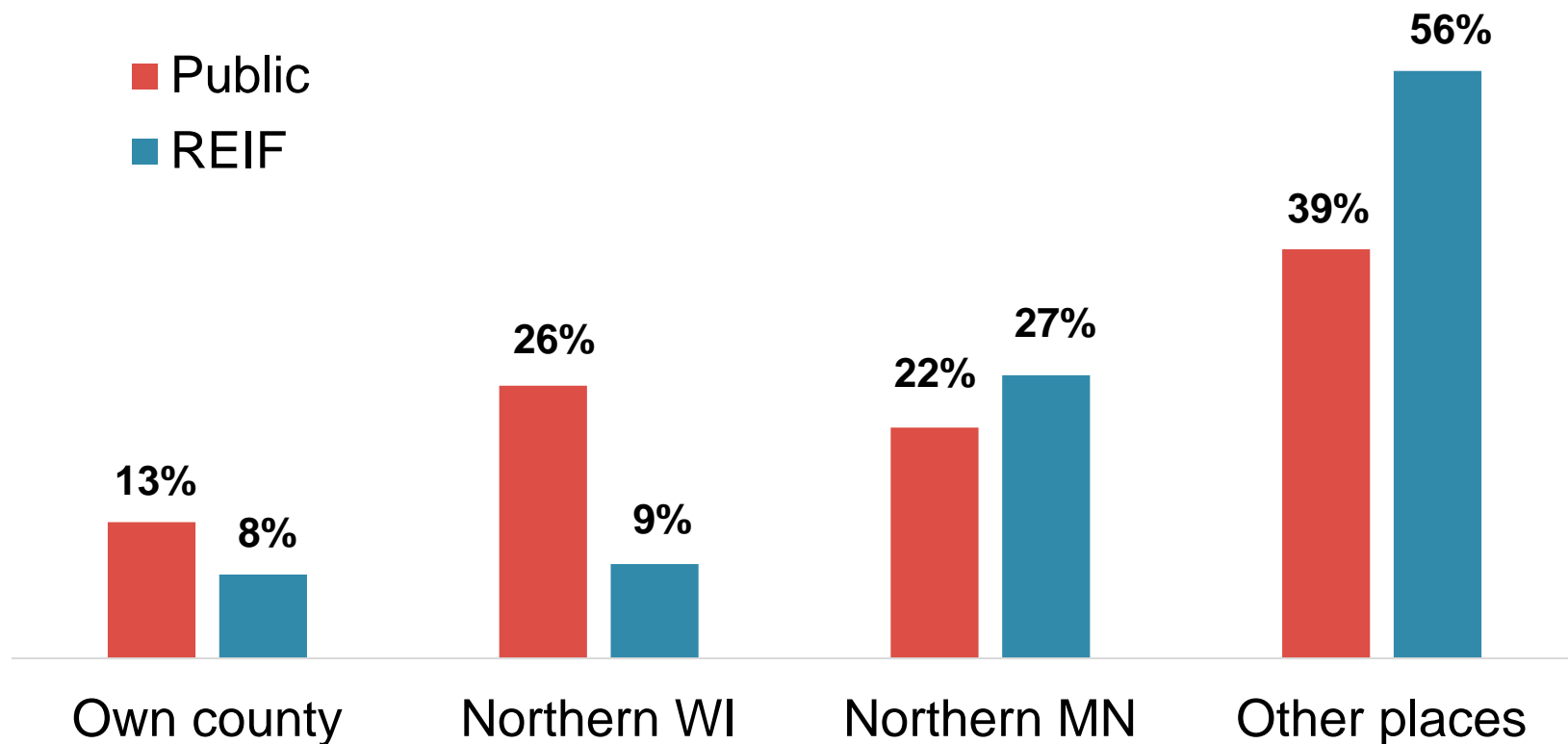
FREQUENCY OF VISITING OWN COUNTY TOURIST ATTRACTIONS



Source: UWS Consumer Confidence Survey

LOCATION PREFERENCE FOR VACATION

% of Respondents



Source: UWS Consumer Confidence Survey

SUMMARY OF CONSUMER SURVEY

Consumer Confidence Indicators

Both random households and REIF participants think that the economy is slowing down;
However, both groups are optimistic about the economy

Own County Tourist Attractions

Mostly once a year

Location Preference for Vacation

Higher preference for other locations as opposed to local tourist sites

REGIONAL EQUITY INDEX



Isaac Staat

University of Wisconsin-Superior



EQUITY PERFORMANCE ANALYSIS

STOCKS OF LOCAL INTEREST

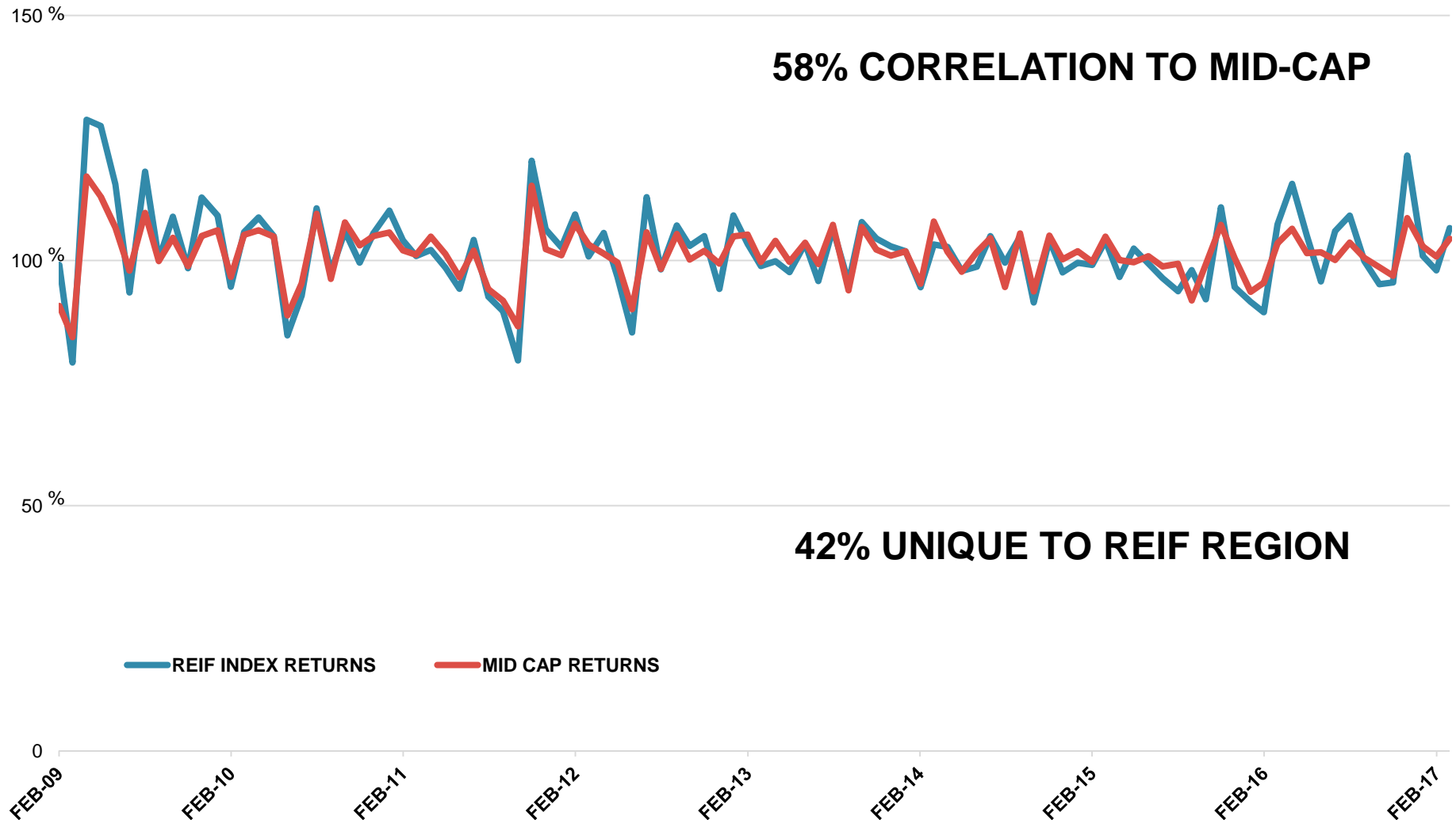
- Allete
- Ascena Retail Group
- Calumet
- Canadian National Railway
- Charter Communications
- Cliffs Natural Resources
- Enbridge Energy Partners
- Louisiana-Pacific
- Morgan Stanley
- Polymet
- UnitedHealth Group
- USG Corporation
- US Steel

GROWTH OF \$100



Source: Yahoo Finance

REIF AND MID-CAP CORRELATION



Source: Yahoo Finance

SUMMARY OF FINDINGS

ANALYST OPINIONS

MORNINGSTAR®

- P/E Ratio
 - Prices slightly higher than industry standards
- Forward earnings
 - Expected to decrease slightly
- Short ratio
 - Index average decline to 5.37

VALUE LINE®

- Performance
 - Slightly outperform
- Safety
 - Underperform
- Technical
 - Slightly outperform
- Price stability
 - Underperform
- Price growth
 - Average

ADDITIONAL FINDINGS

OVERALL IMPLICATIONS

- REI vs S&P MID CAP 400
 - Expected to slightly outperform
- Lack of technological industries in the region limits diversification
- Lack of diversification makes the region sensitive to commodity prices – (oil, coal and minerals)
- Regression analysis shows more price volatility, but higher returns

BUSINESS CONFIDENCE INDICATORS



Ana Maria Camelo Vega

The School of Business and Technology, Economics Department
The College of St. Scholastica



BUSINESS CONFIDENCE INDICATORS

Spring 2015 108

Fall 2015 108

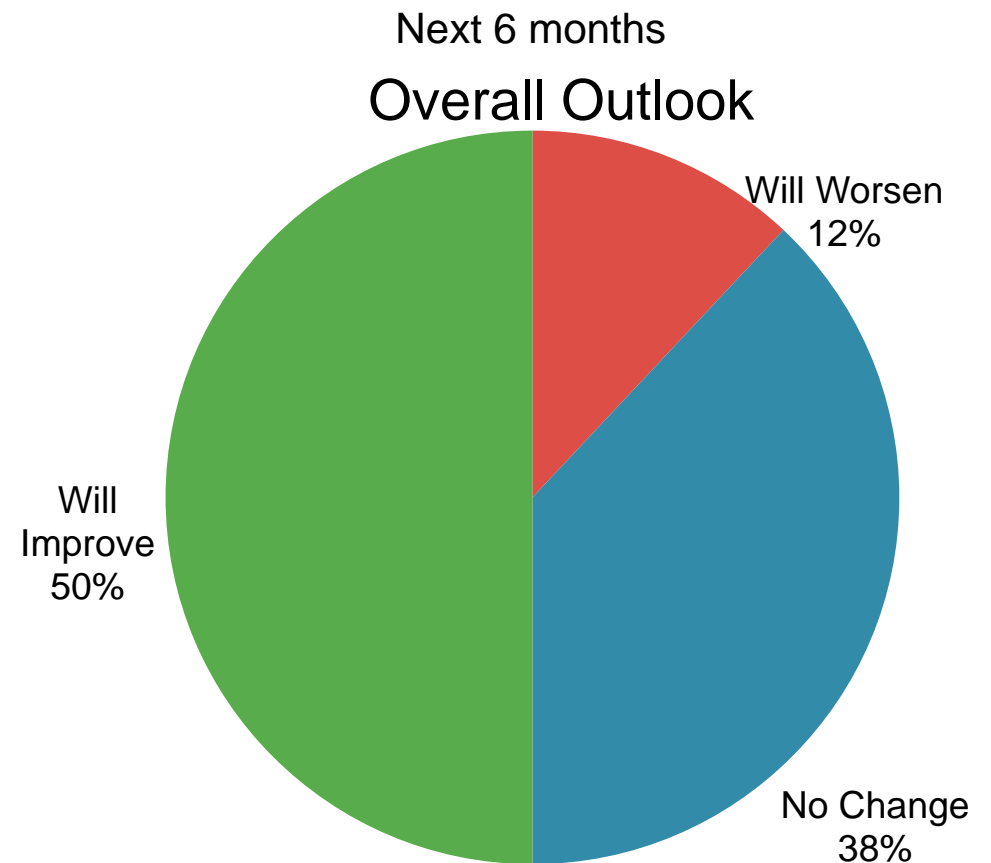
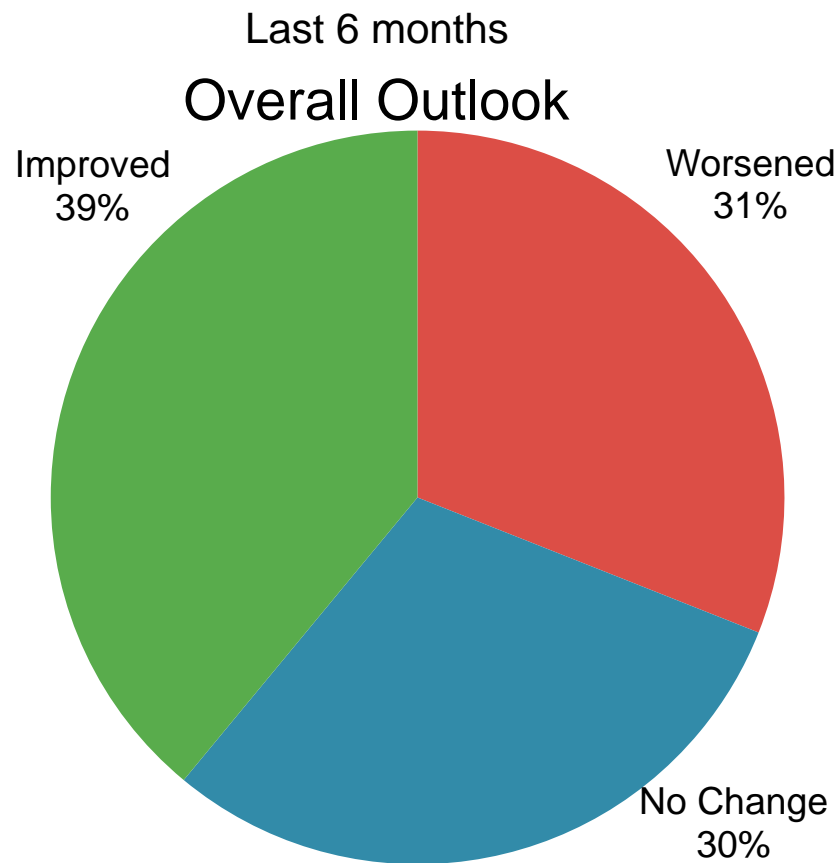
Spring 2016 109

Fall 2016 108

Spring 2017 107

Source: CSS Business Confidence Surveys

GENERAL BUSINESS CONFIDENCE



Source: CSS Business Confidence Surveys

SPECIFIC CONFIDENCE INDICATORS

Last 6 Months

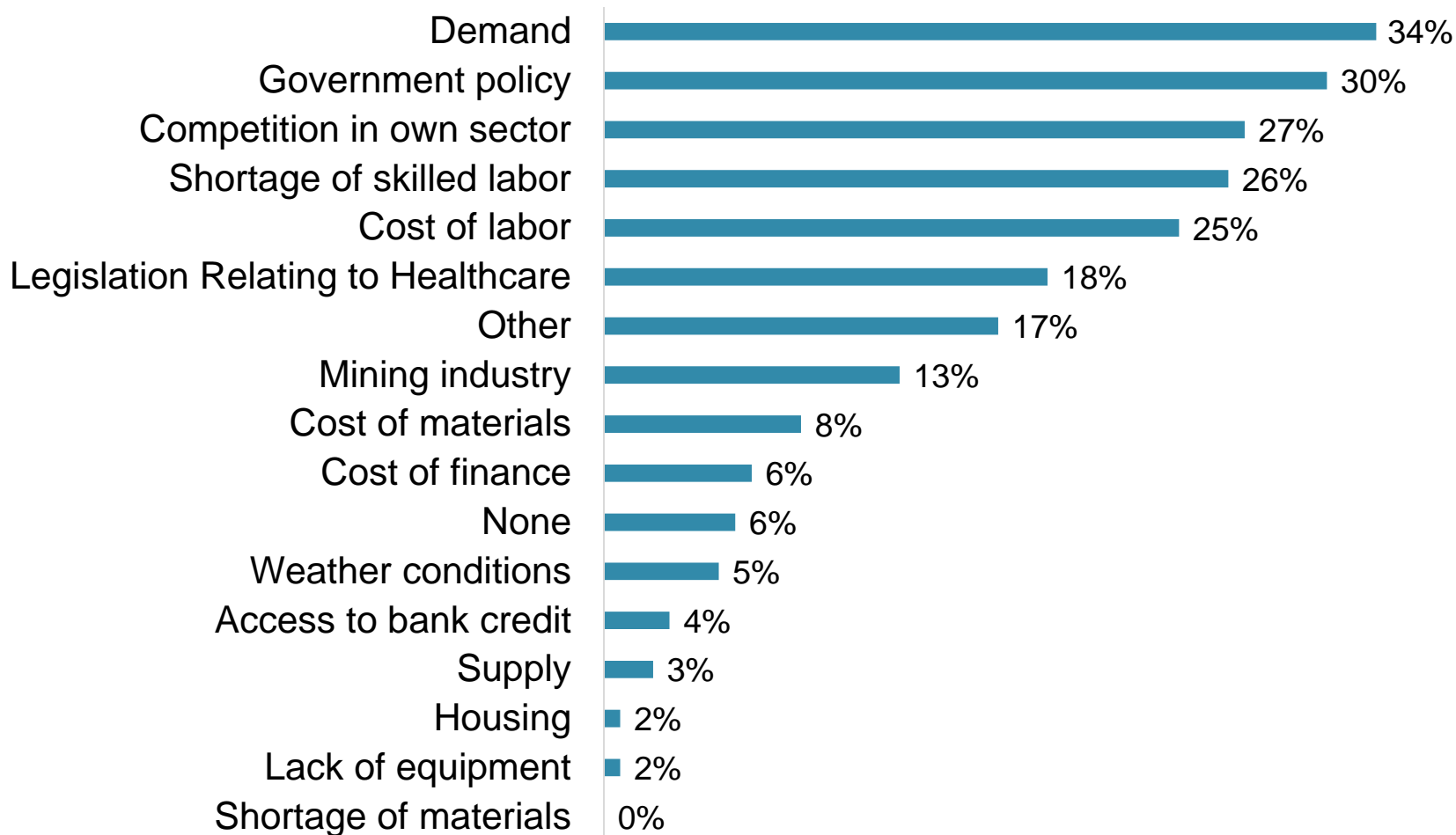
- Sales Revenue
 - 33% saw an increase in sales revenue
 - 35% experienced an overall decrease
- Profits
 - 35% experienced a decline in profits
 - 29% saw an overall increase

Next 6 Months

- Sales Revenue
 - 47% anticipate an increase in sales revenue
 - 13% expect a decrease in sales revenue
- Profits
 - 37% anticipate an increase in profits
 - 20% expect a decline in profits

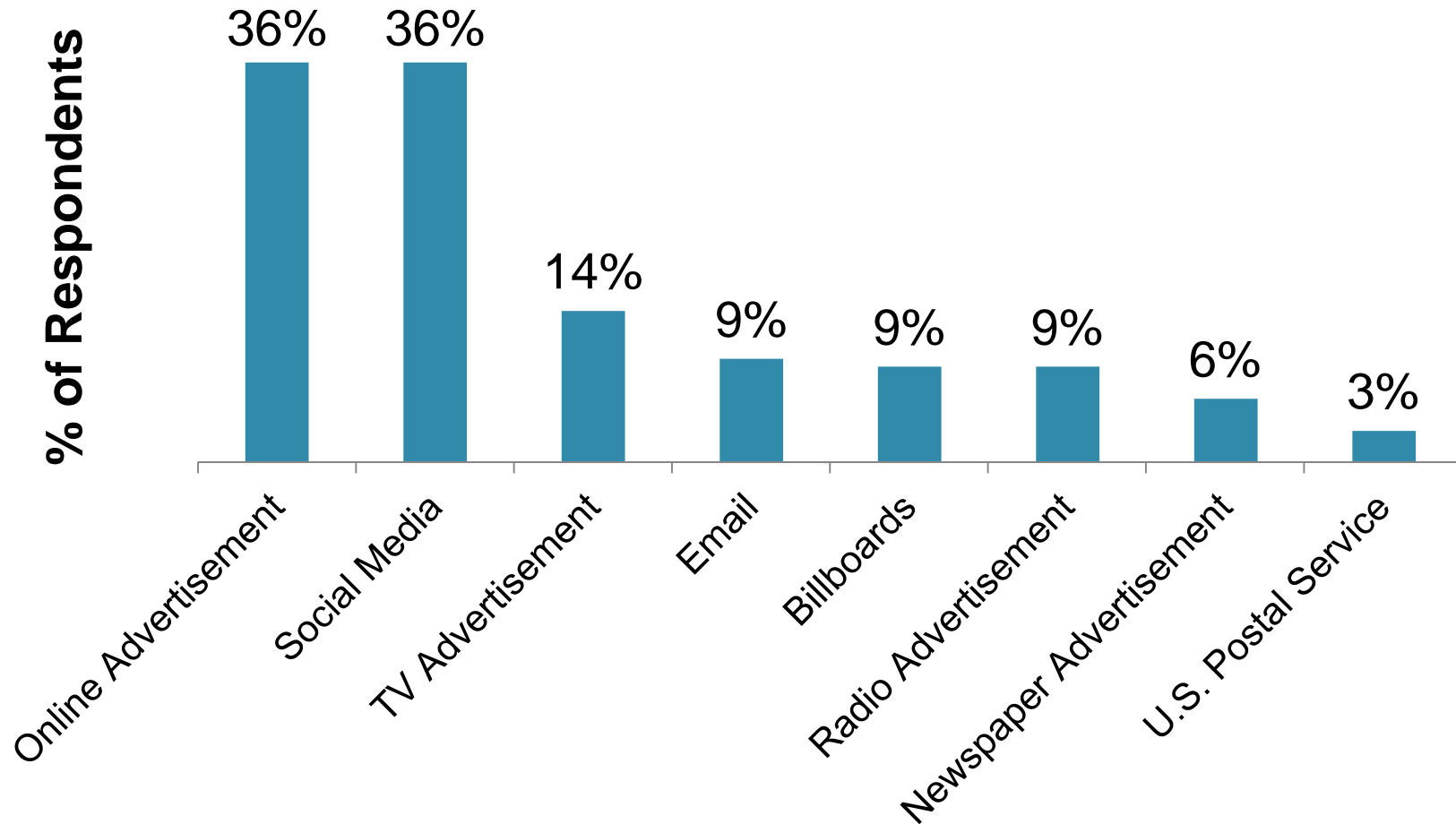
Source: CSS Business Confidence Survey

FACTORS LIMITING BUSINESS ACTIVITY

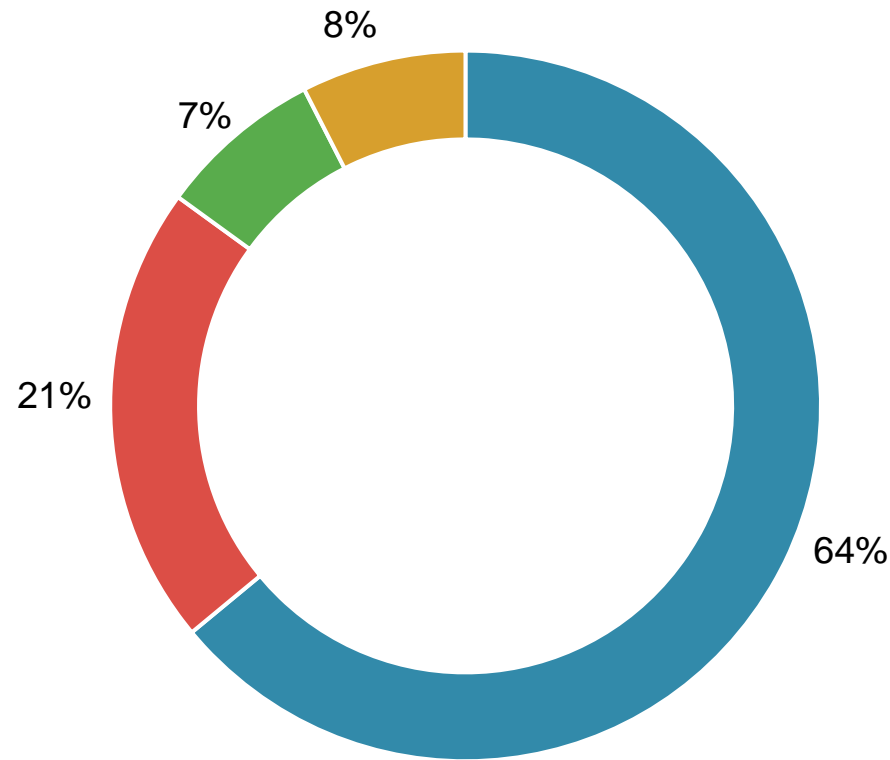


Source: CSS Business Confidence Survey

MARKETING TOOLS FOR TOURISM



BUSINESS ACTIVITY DEPENDING ON SEASONALITY



■ Summer ■ Fall ■ Spring ■ Winter

SUMMARY

- Business confidence decreasing slightly
- Overall confidence remains positive
- Almost 50% of those surveyed anticipate growth in the next 6 months
- Significant number of local businesses indicate little to no impact from tourism on their business activity

SUMMARY OF STUDENT PRESENTATIONS

- Tourism growing quickly since 2014
- Random households and REIF participants think the economy is slowing
- Both groups above are optimistic about the economy
- REI vs S&P Mid Cap 400
 - Expected to slightly outperform
- Overall business confidence remains positive, though down slightly

TEXT YOUR QUESTIONS
at any time during this presentation to

218.721.8318



Tourism and Economic Development: The Case for Collaboration

AnnDee Johnson
Regional Economic Indicators Forum
Spring Meeting
Duluth, MN
March 28, 2017

Today's Presentation



1. Overview

2. The benefits of Tourism

3. The Tourism Industry

4. Halo Magic

Research demonstrates strong lift from destination promotion on both tourism **AND** economic development image.

5. Case Study

Developing a singular brand for tourism and economic development.



What Is Longwoods International?



- ◉ **Established in 1978 as consultancy-focused research company**
- ◉ **Tourism since 1985**
- ◉ **Travel USA ® since 1990**

A Sampling of Our Destination Clients



Non-Travel ROI Clients



Travel USA



- Travel USA®
 - *Largest ongoing study of American travelers*
 - *Quarterly random samples of U.S. adult population*
 - *Consumer online panel*
 - *Profiles of a representative sample of 300,000+ overnight and day trips each year*



Image and R.O.I.



- Developed and refined since 1990.
- Award winning methodology.
- Applied successfully in both tourism and mainstream marketing.
- Full competitive image study.



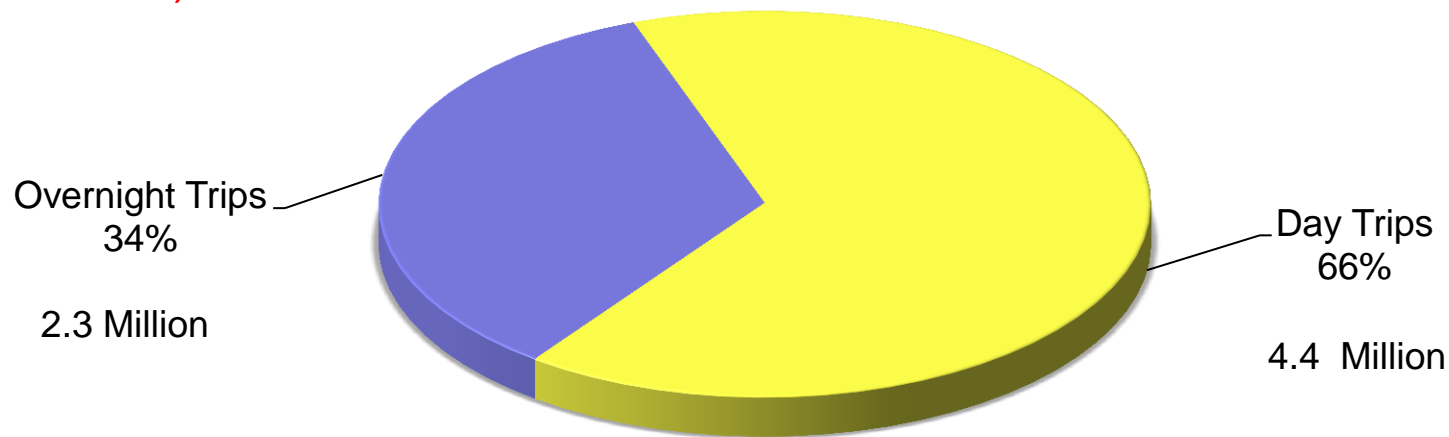
Benefits of the Tourism Industry

Total Size of the Duluth Travel Market in 2015



Total Person-Trips = 6.7 Million

Overnight trip
volume is 5x the
Duluth/Superior
DMA (431,000)



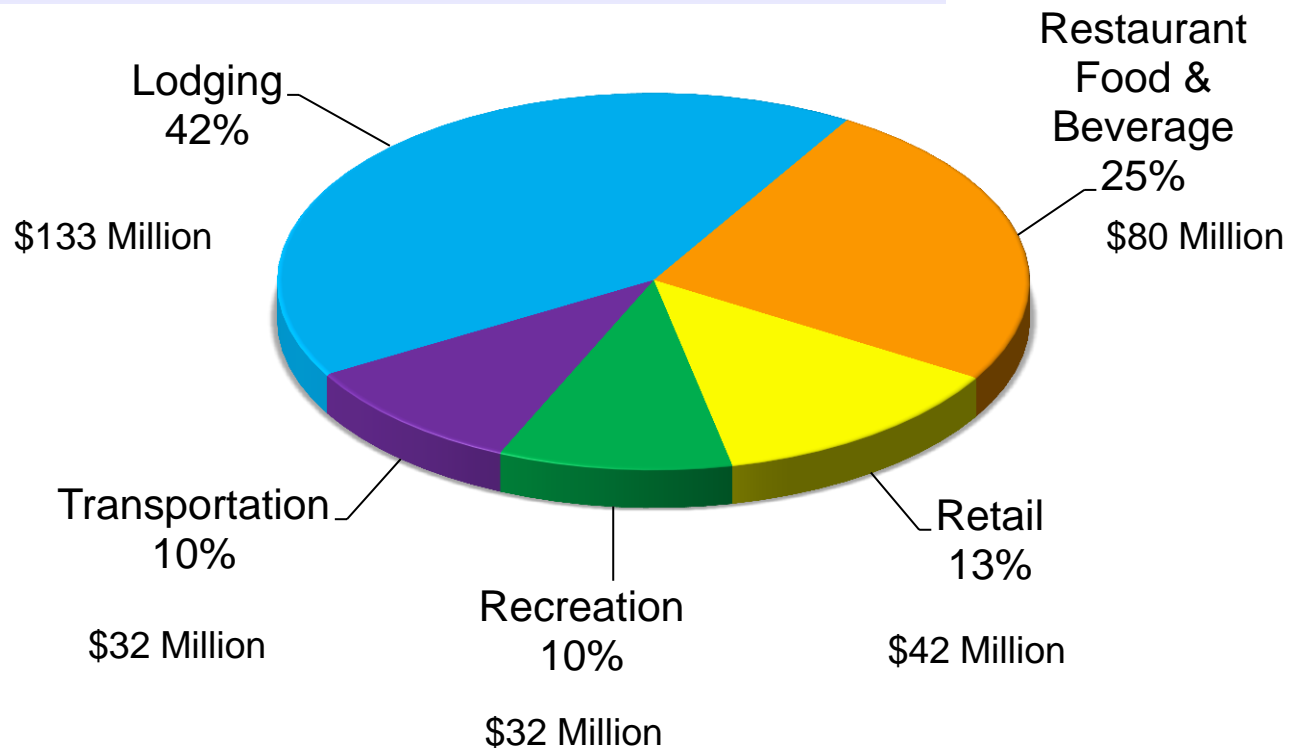
Minnesota ON visitation 29.3 million is 5x state population base
Wisconsin ON visitation 40 million is 7x state population base

Total Overnight Visitor Spending in Duluth — by Sector



Equivalent
of \$874K
injected into
the Duluth
economy
every day

Total Overnight Spending = \$319 Million



Minnesota Direct ON spending equates to \$12.3 million per day
Wisconsin Direct ON spending equates to \$16.4 million per day

Source: Longwoods International

Key Takeaways



1. Visitors are supporting many of the quality of life amenities that make this a desirable place to live.
2. Visitors bring millions of new dollars into the economy every day.



The Tourism Industry

Economic Impact Studies of the Tourism Industry

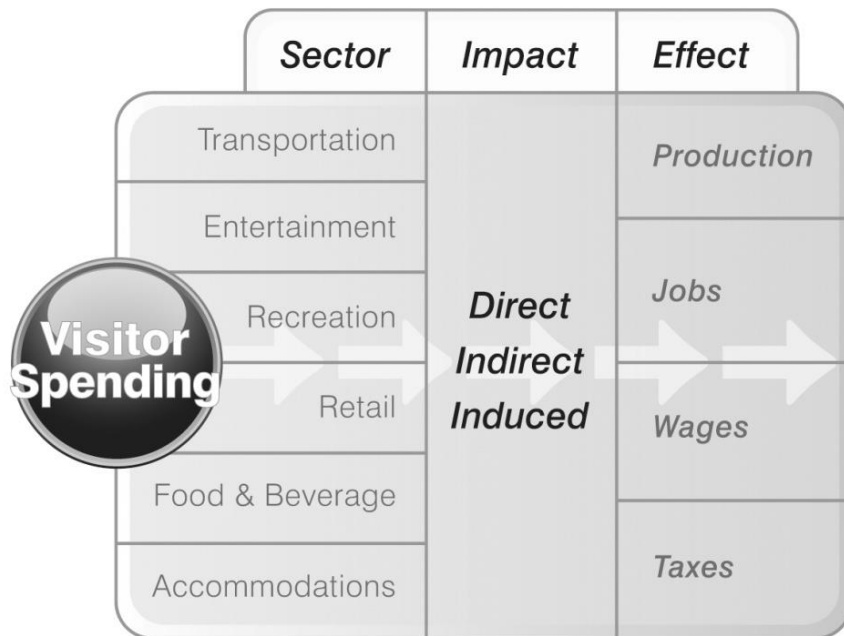


Examines the Tourism Industry's direct, indirect and induced impacts, expressed in terms of jobs and taxes.



Source: Tourism Economics

Economic Impact of the Tourism Industry

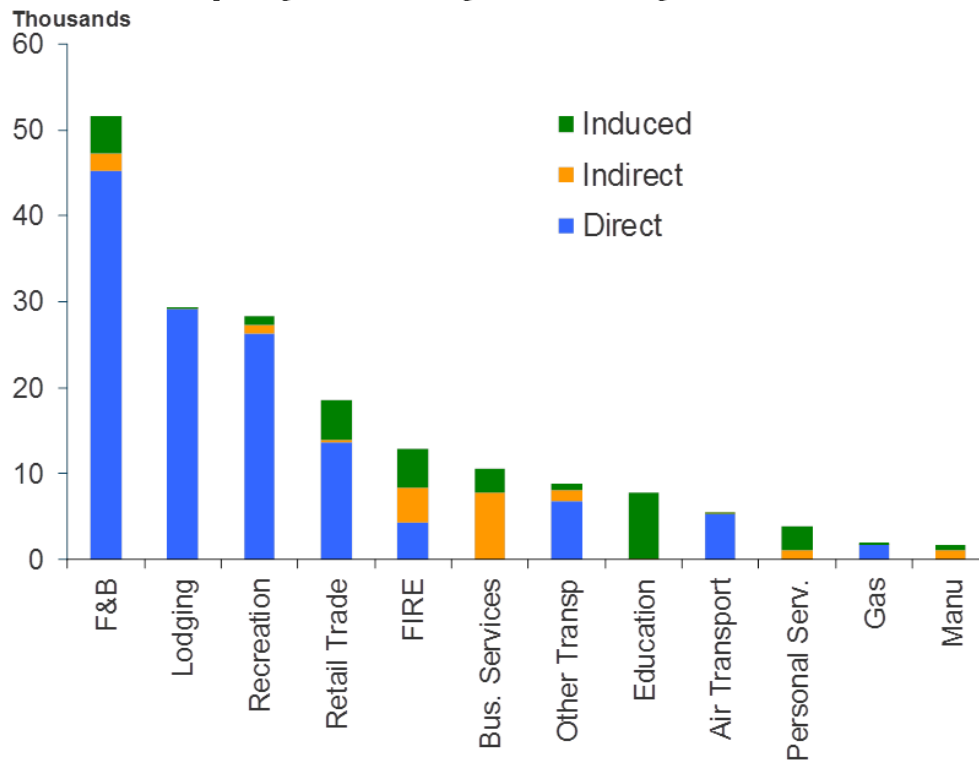


1. Direct impacts occur when visitors spend money in hotels, restaurants, attractions, etc.
2. Those front-line tourism business then purchase goods and services from other businesses (supply chain).
3. Employees of direct and indirect businesses spend their paychecks in the community.

Tourism-Supported Jobs in Minnesota (2015)



Travel Employment by Industry



1. All business sectors of the Minnesota economy benefit from travel activity directly and/or indirectly.
2. A total of 186,733 jobs, with income of \$5.6 billion, were sustained by travelers to Minnesota.
3. 5.1% of all jobs in MN – one out of every 19.5 jobs are supported by traveler spending.

Tourism-Generated Taxes in Minnesota (2015)



Traveler Generated Taxes - State and Local Government Revenues

(US\$ Million)

Tax Type	Direct	Indirect/ Induced	Total
State Tax Subtotal	<u>457.2</u>	<u>279.1</u>	<u>736.3</u>
Corporate	19.9	20.5	40.4
Personal Income	79.4	75.7	155.1
Sales	293.1	162.5	455.6
Lodging	0.0	0.0	0.0
Property	23.3	12.8	36.2
Excise and Fees	16.0	21.7	37.7
State Unemployment	25.4	-14.1	11.3
Local Tax Subtotal	<u>360.2</u>	<u>152.6</u>	<u>512.8</u>
Corporate	0.0	0.0	0.0
Personal Income	0.0	0.0	0.0
Sales	9.0	5.0	14.0
Lodging	65.5	0.0	65.5
Property	204.5	112.5	317.0
Excise and Fees	81.2	35.1	116.3
State Unemployment	0.0	0.0	0.0

1. Including indirect and induced impacts, travel in MN generated \$1.25 billion in state and local taxes.
2. In the absence of the state and local taxes generated by travelers, each MN household would need to pay \$585 to fill the gap.

Tourism Impacts in the REIF Region



Total Tourism Impacts	Total Business Sales Millions	Employment Total	State/Local Taxes Millions
	2015	2015	2015
Wisconsin	\$19,291.7	190,717	\$1,459.9
Ashland	\$52.2	577	\$4.5
Bayfield	\$60.7	598	\$5.8
Burnett	\$34.6	370	\$3.0
Douglas	\$130.0	1,263	\$10.3
Iron	\$26.5	252	\$2.4
Sawyer	\$113.7	971	\$9.9
Washburn	\$42.3	495	\$3.5
Regional total	\$460.0	4525	\$39.3
% of state total	2.4%	2.4%	2.7%
	Gross Sales	Employment	State Taxes
Minnesota	\$14,416.9	259,521	\$930.3
Carlton	\$71.0	1,091	\$4.3
Cook	\$62.0	978	\$3.9
Itasca	\$73.9	1,549	\$4.8
Aitken	\$21.3	500	\$1.5
Koochiching	\$30.1	595	\$1.9
Lake	\$37.9	827	\$2.5
Pine	\$72.9	1,043	\$3.8
St. Louis	\$552.3	10,726	\$37.2
Regional total	\$921.4	17,309	\$59.9
% of state total	6.4%	6.7%	6.4%
REIF Region	\$1,381.4	21,834	\$99.2

Source: Tourism
Economics, Explore MN
Tourism

The Role of the Tourism Workforce



1. A diversified economy is important to the region's and the state's wellbeing.
2. Tourism provides:
 1. Entry-level jobs
 2. Second-income jobs
 3. Part-time jobs
 4. A higher proportion of sole-proprietors
 5. A great opportunity for smaller businesses
 6. Key opportunities for female business owners

Key Takeaways

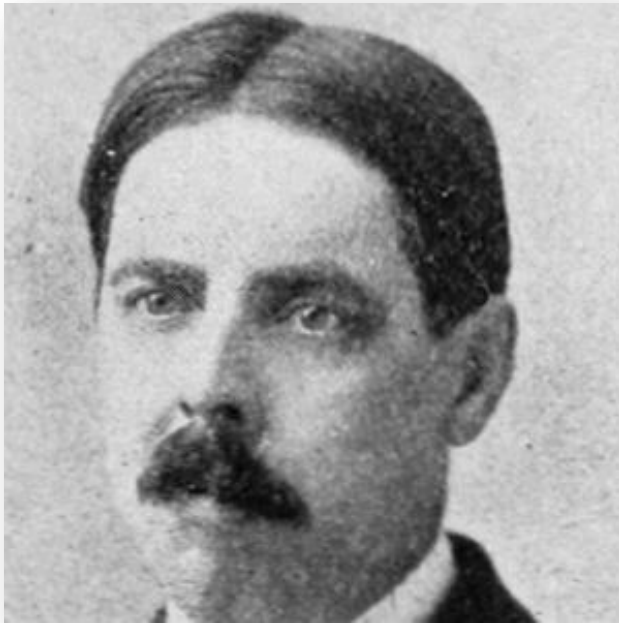


1. The Tourism Industry is not an isolated industry – it is intertwined with other industries and together they keep the economy moving forward.
2. Tourism is not just about the salaries of the front-line employees – it sustains tens of thousands of jobs in all economic sectors.
3. The Tourism Industry is a critical component of a healthy, diversified economy



Tourism Marketing supports Economic Development

The Halo Effect in Psychology



Edward L. Thorndike
1874 - 1949

THE HALO EFFECT:

It is a cognitive bias in which our judgments of a person's character can be influenced by our overall impression of them.





Impact of Destination Campaigns on **Economic Development**

Now a Topical Issue



OXFORD ECONOMICS

Destination Promotion: An Engine of Economic Development

**How investments in the visitor economy
drive broader economic growth**

Demonstrates a strong relationship between destination marketing and economic development through econometric modeling.

The Next Step: Direct Measurement



- Measurement of economic development impact of tourism campaigns for multiple DMO's through large-scale advertising effectiveness studies.
- Paint a picture of **HOW** and **WHY** destination marketing creates synergy with economic development.
 - *Awareness and image enhancement.*
 - *Positive impact of visiting the destination.*

Method



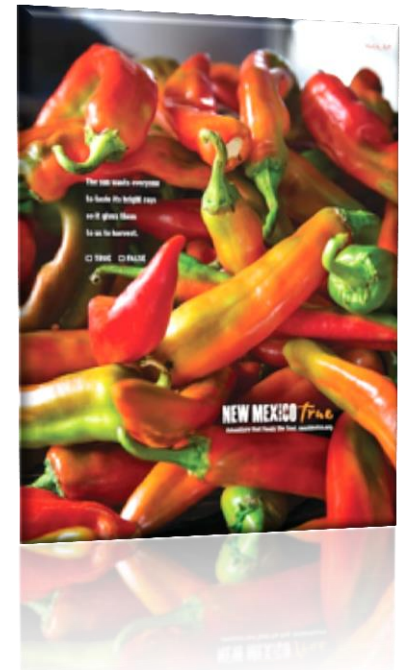
- Recent large-scale online surveys of a representative sample of adults 18+ in advertising markets for seven U.S. states and two CVBs.
- Non-residents only included for analysis.
- Focus on image lift created by:
 - A. Tourism ad awareness.*
 - B. Visiting the destination.*

Sample	
North Dakota	893
Wisconsin	1,336
Ohio	1,006
North Carolina	1,601
New Mexico	6,032
Minnesota	1,698
Michigan	4,022
Portland OR	997
Lake Erie Shores & Islands OH	1,053
TOTAL	18,638 ²⁵

Method



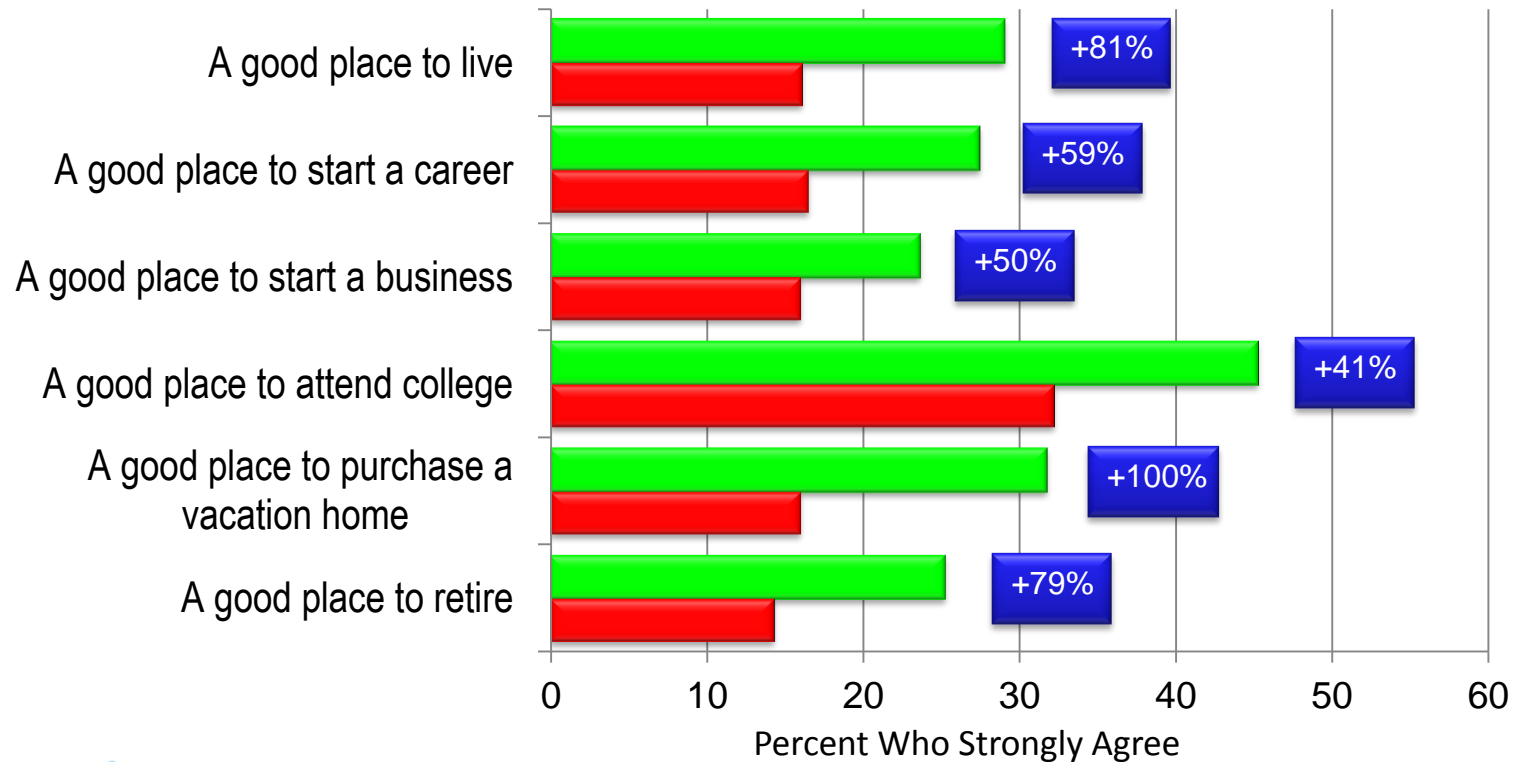
- Respondents shown client ads across media channels to measure awareness.



Impact of Michigan's 2014 *Tourism* Campaign on State's Economic Development Image



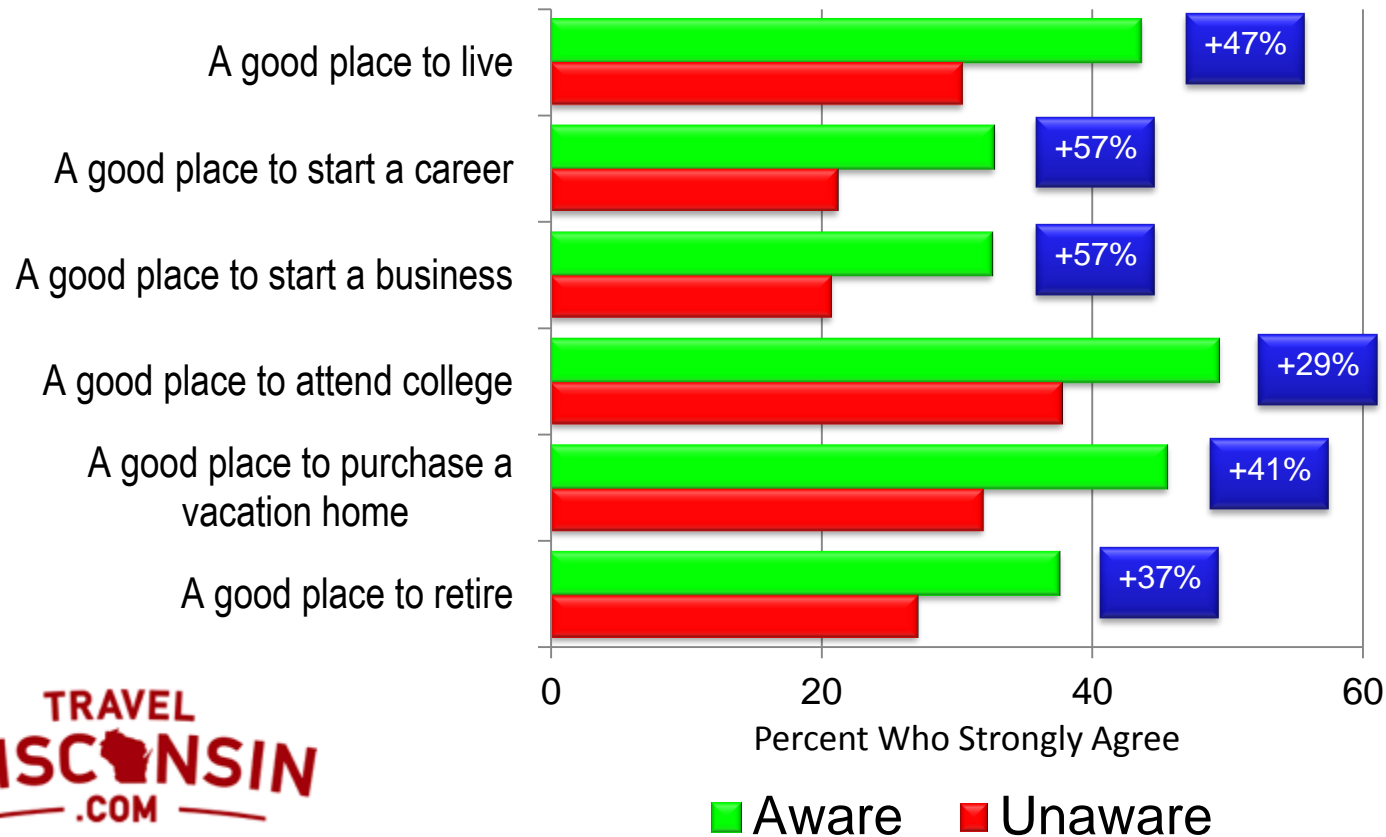
Base: National Out-of-State Residents



Impact of Wisconsin 2014 Tourism Campaign on State's Economic Development Image



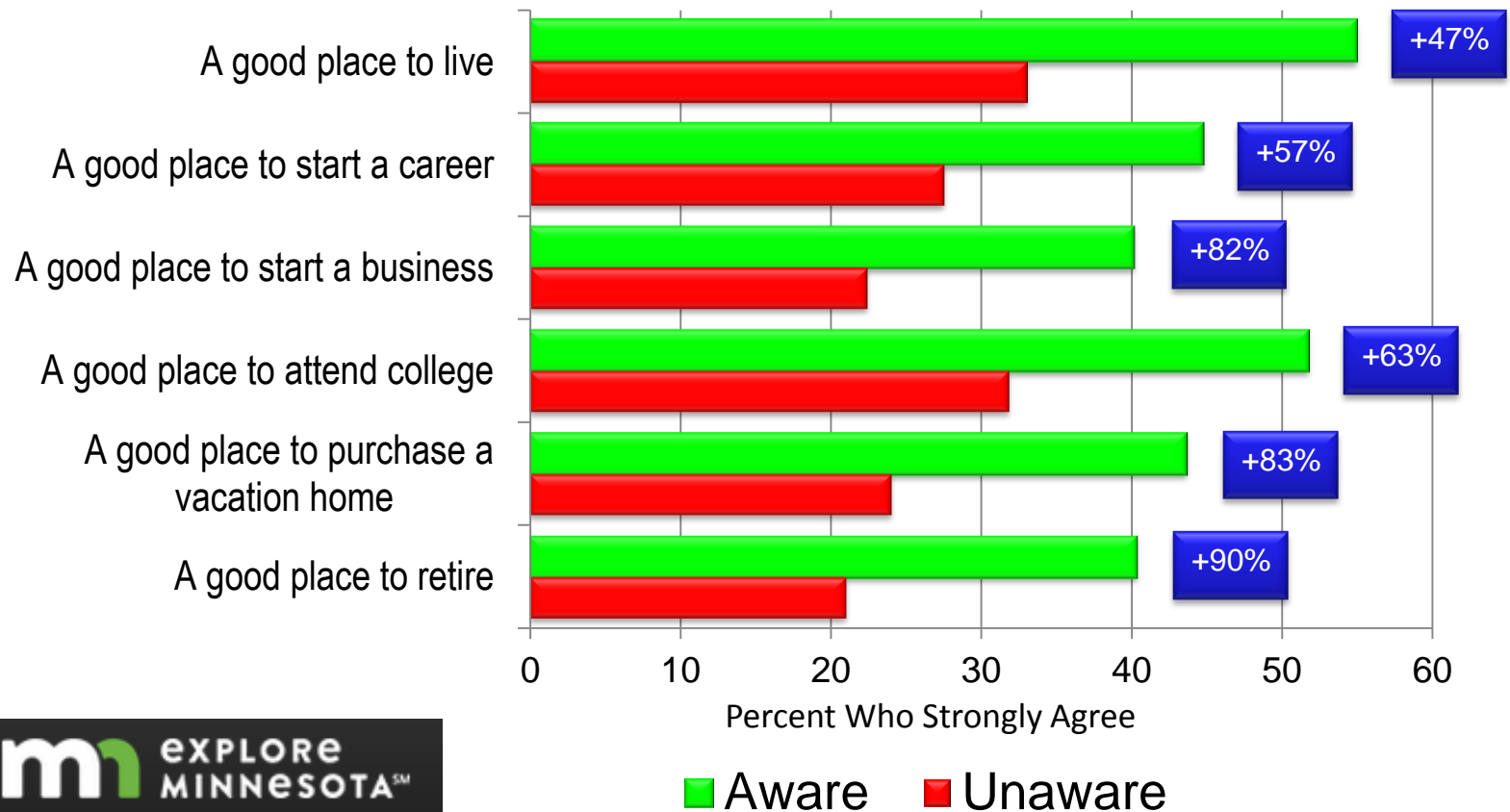
Base: Out-of-State Residents



Impact of Minnesota's 2014 Tourism Campaign on State's Economic Development Image



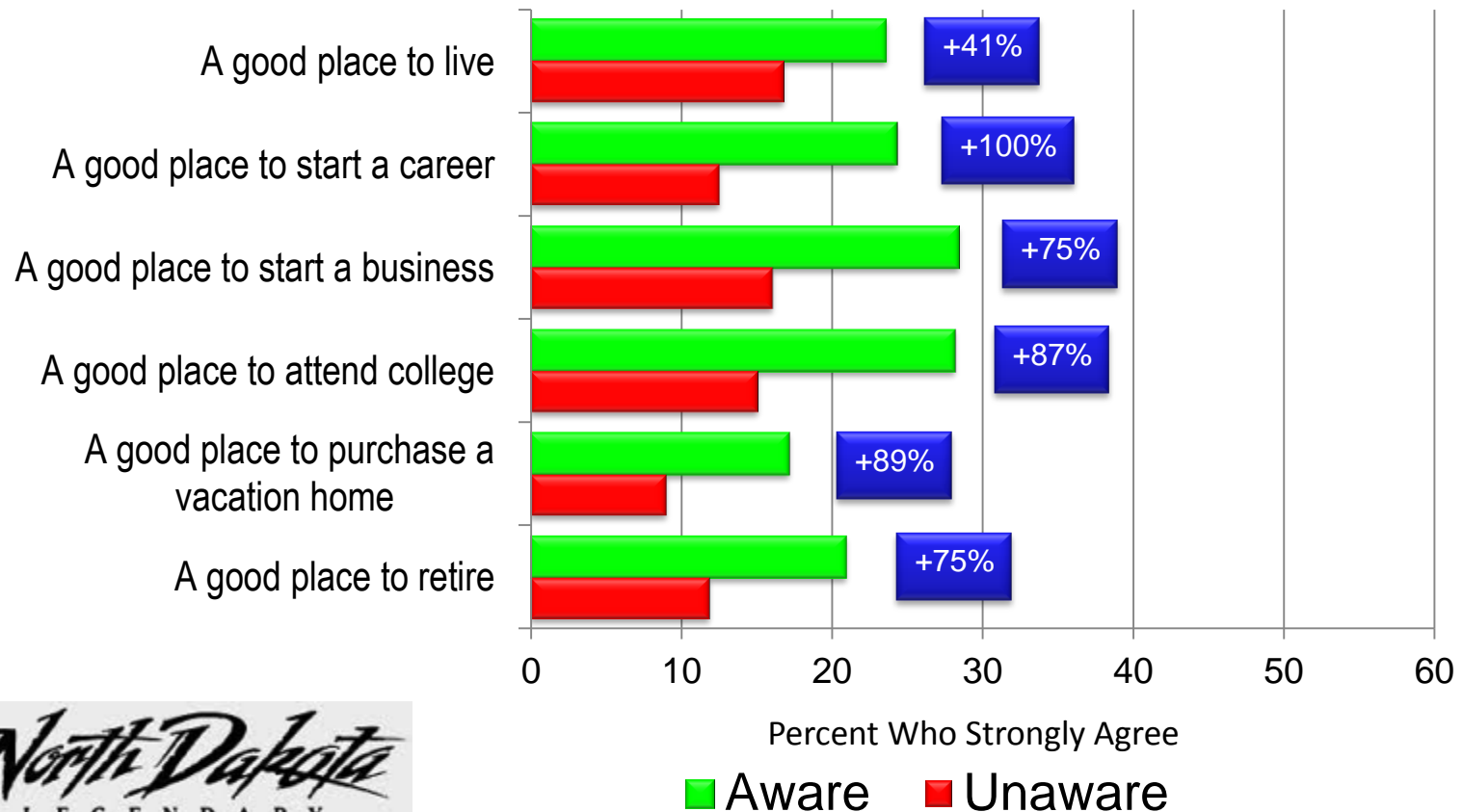
Base: Out-of-State Residents



Impact of North Dakota 2014 Tourism Campaign on State's Economic Development Image



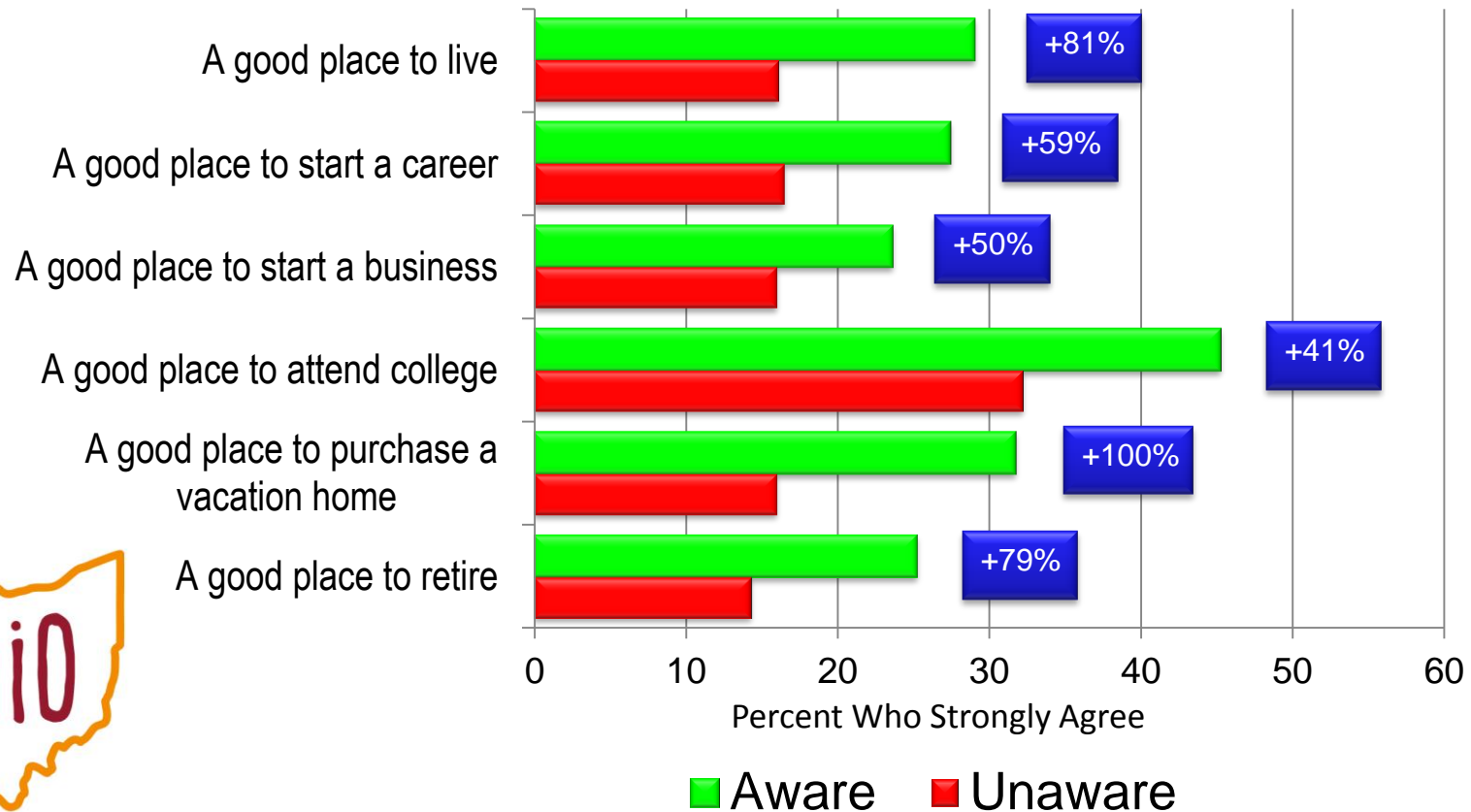
Base: Out-of-State Residents



Impact of Ohio 2014 Tourism Campaign on State's Economic Development Image



Base: Out-of-State Residents

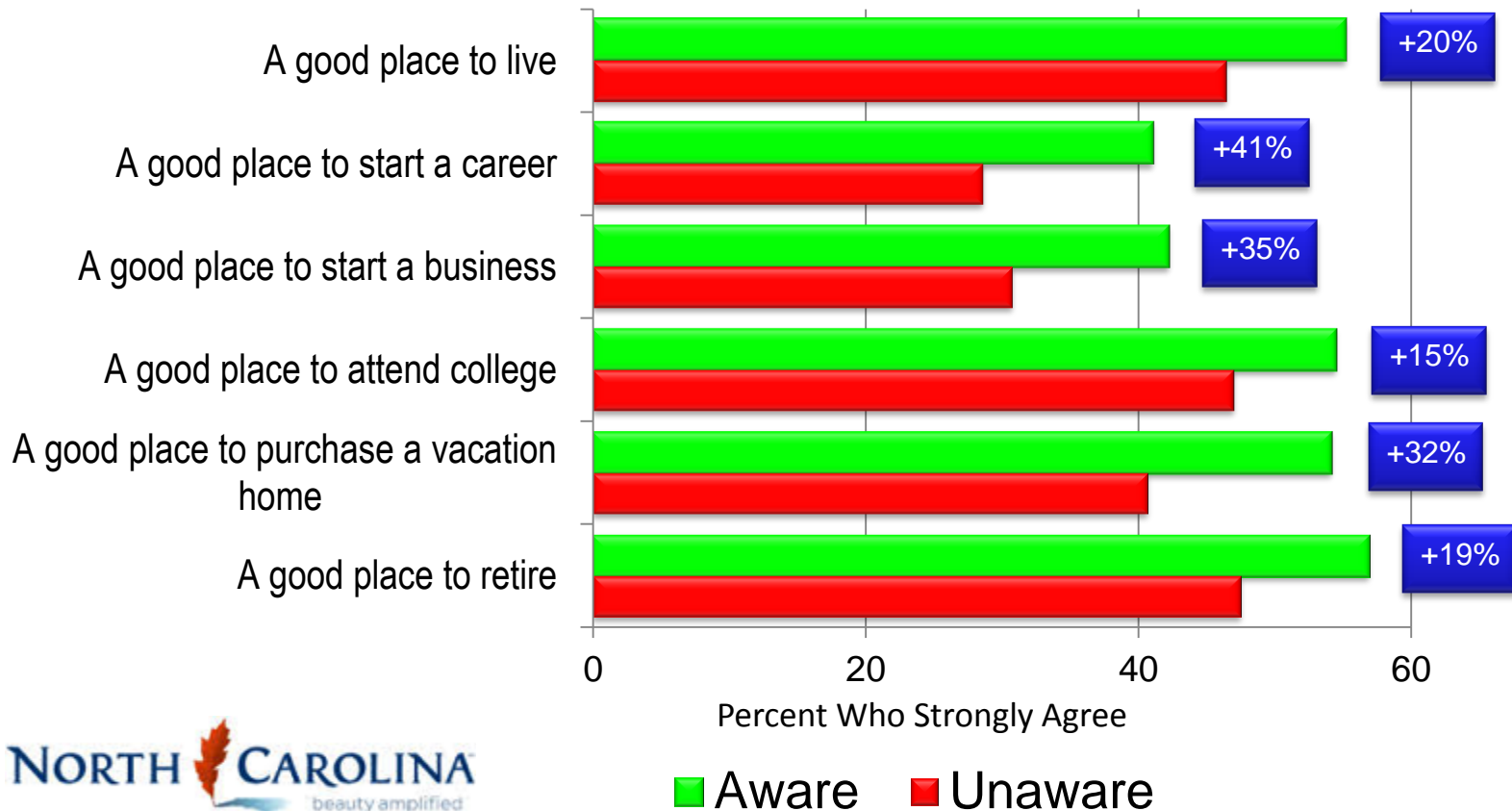


find it here.

Impact of North Carolina 2014 Tourism Campaign on State's Economic Development Image



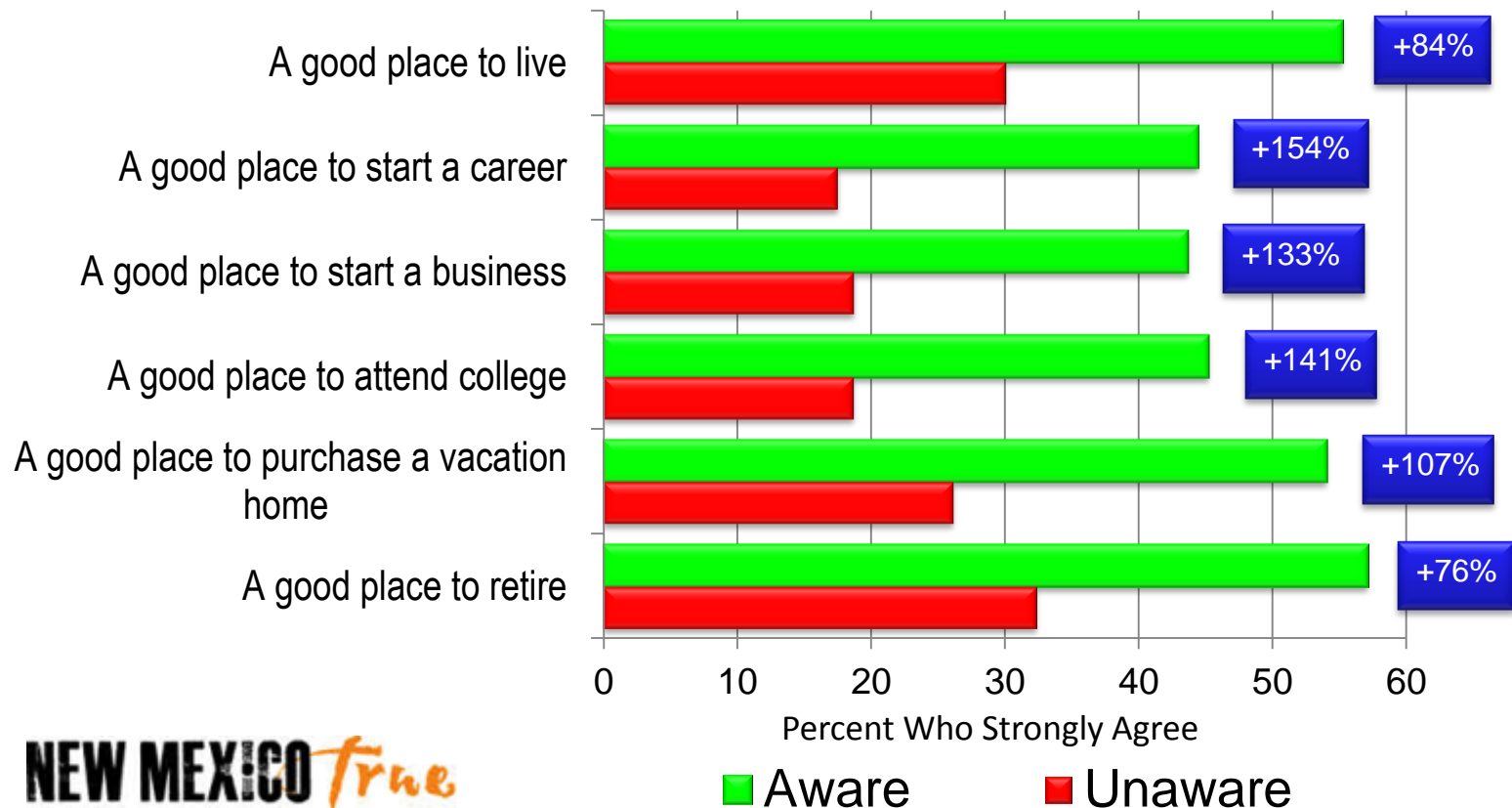
Base: Out-of-State Residents



Impact of New Mexico 2014 Tourism Campaign on State's Economic Development Image



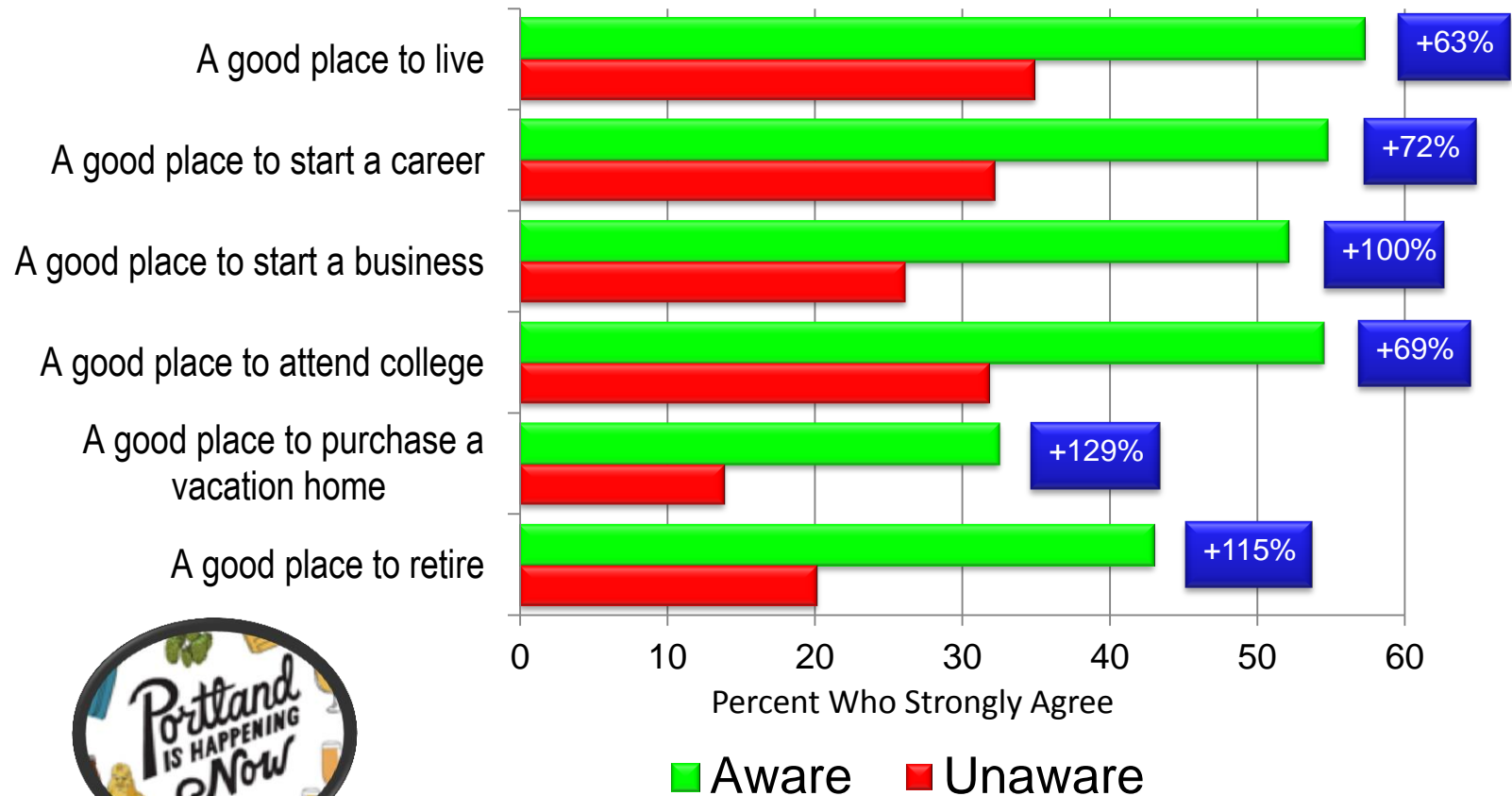
Base: Out-of-State Residents



Impact of Portland 2014/2015 Tourism Campaign on City's Economic Development Image



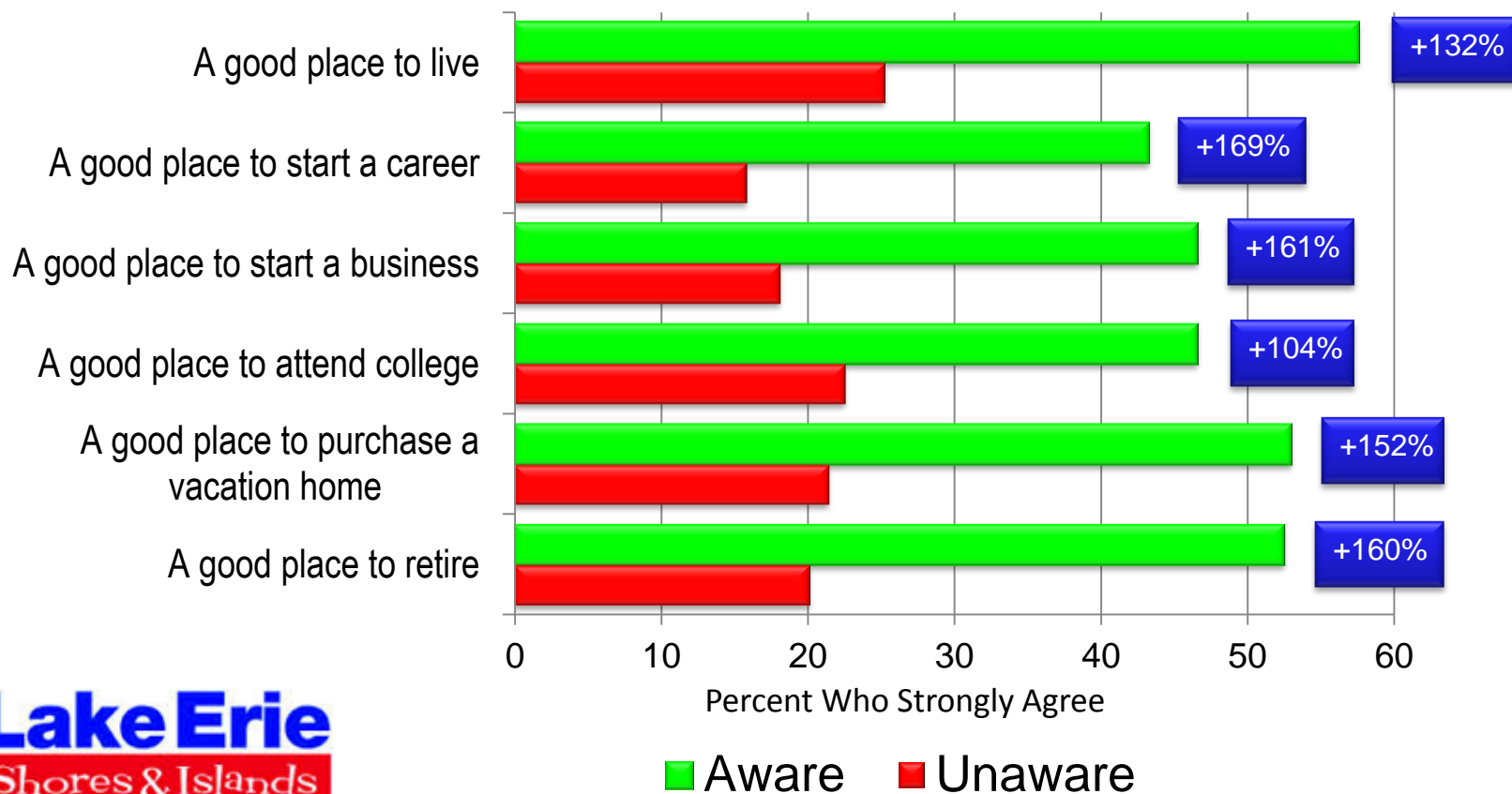
Base: Advertising Markets



Impact of Lake Erie Shores & Islands 2014 Tourism Campaign on Region's Economic Development Image



Base: Advertising Markets



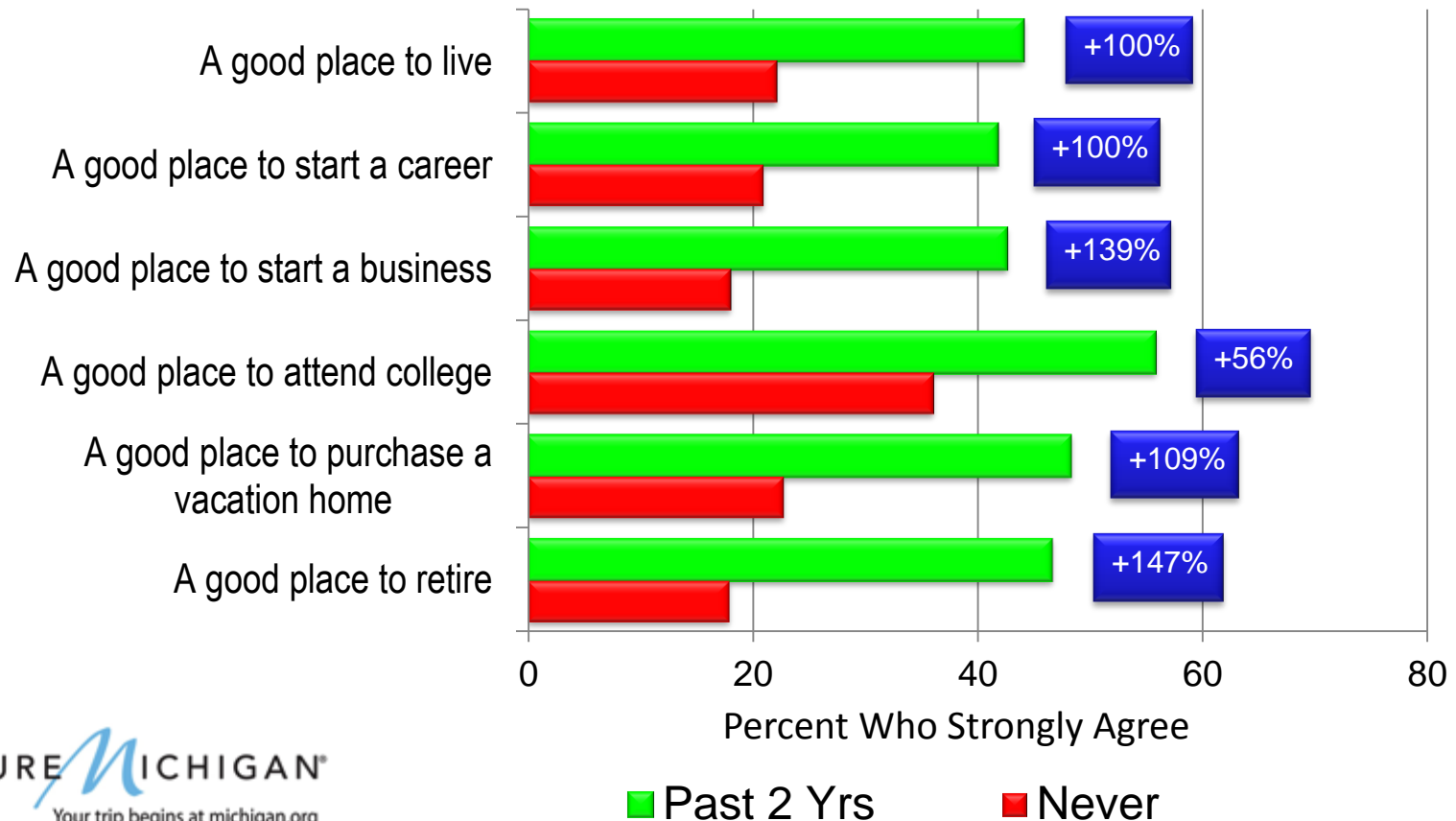
Impact of *Visitation* on Economic Development Image



Impact of *Visitation* on Michigan's Economic Development Image



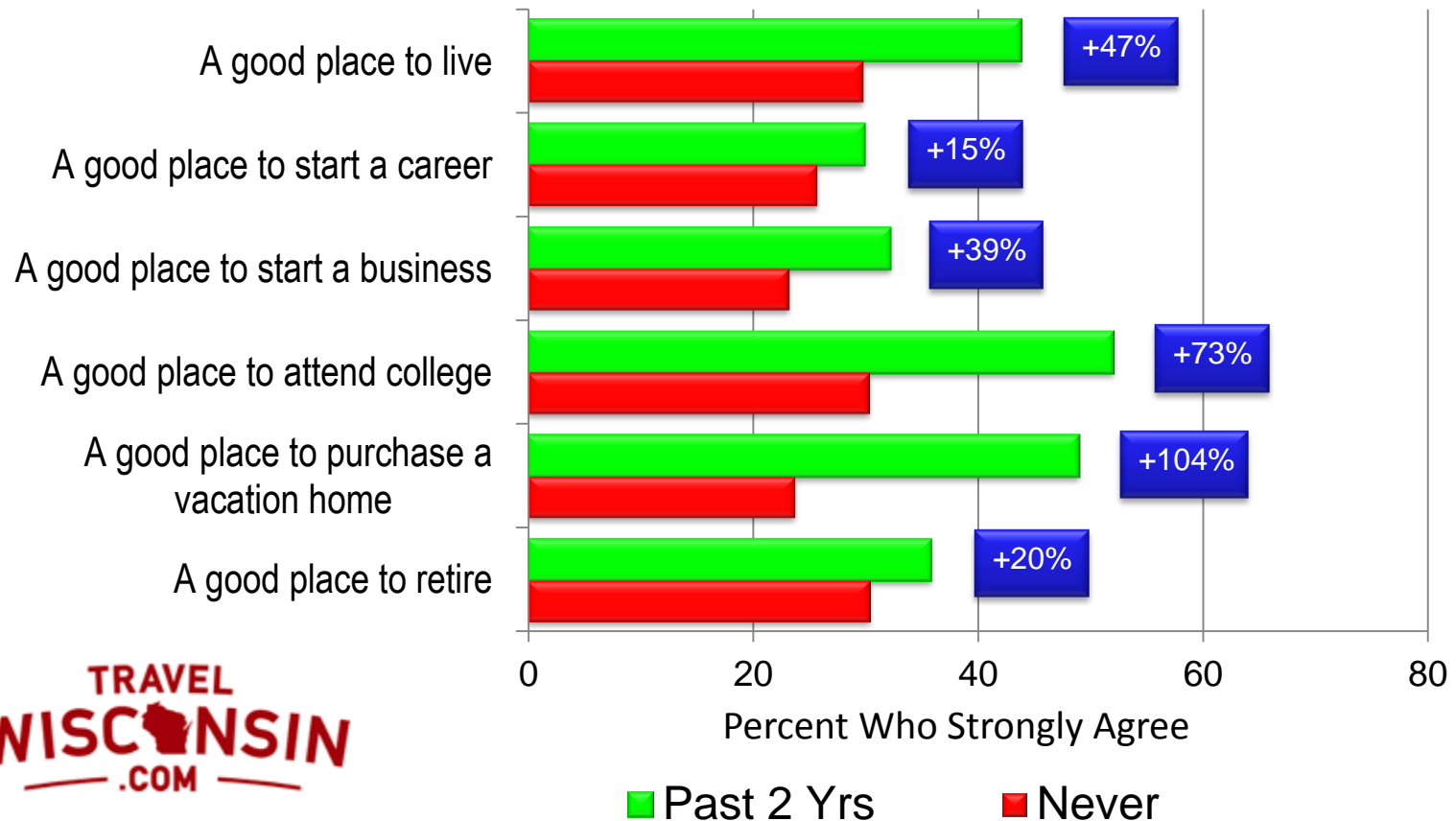
Base: National Out-of-State Residents



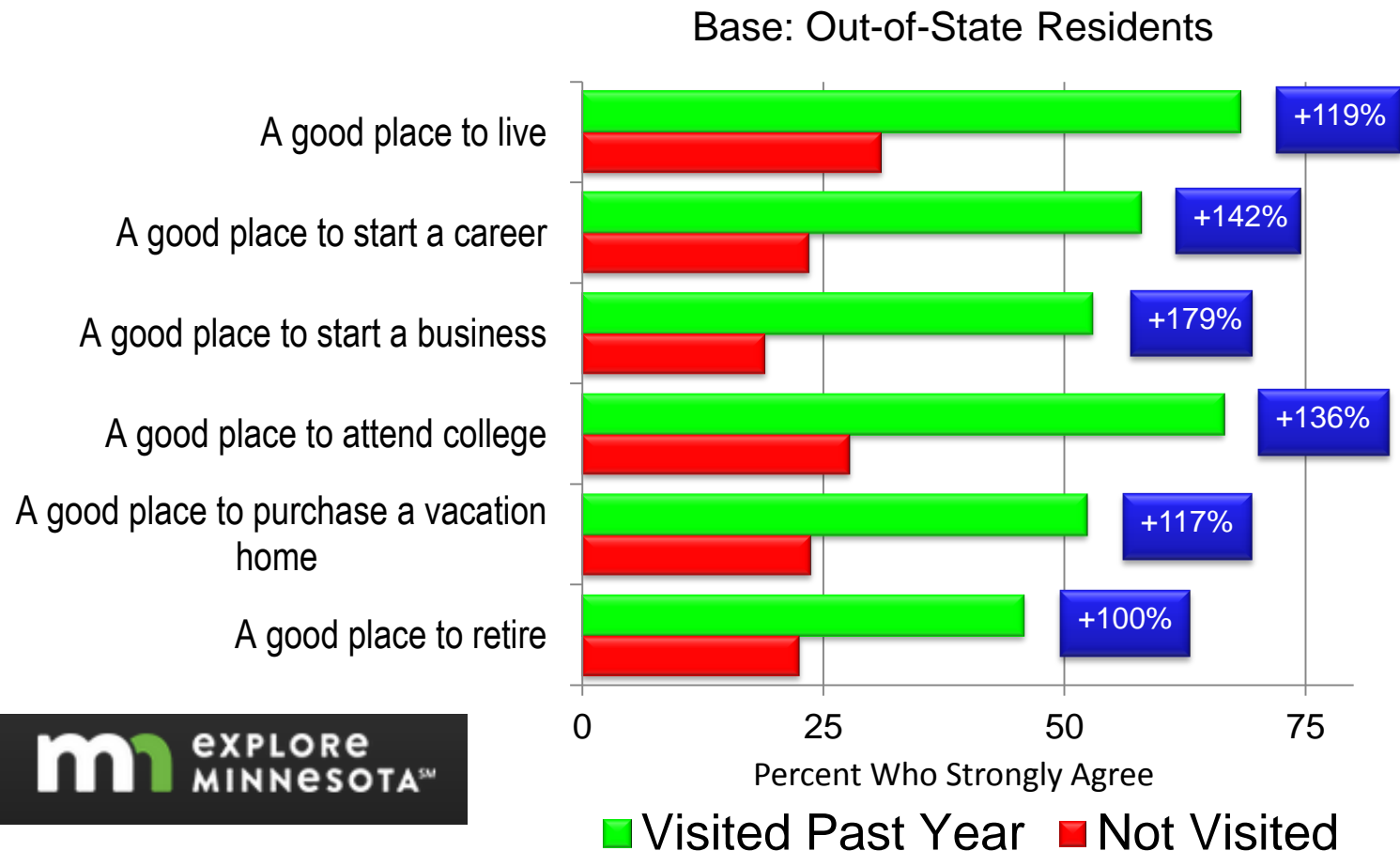
Impact of *Visitation* on Wisconsin's Economic Development Image



Base: Out-of-State Residents



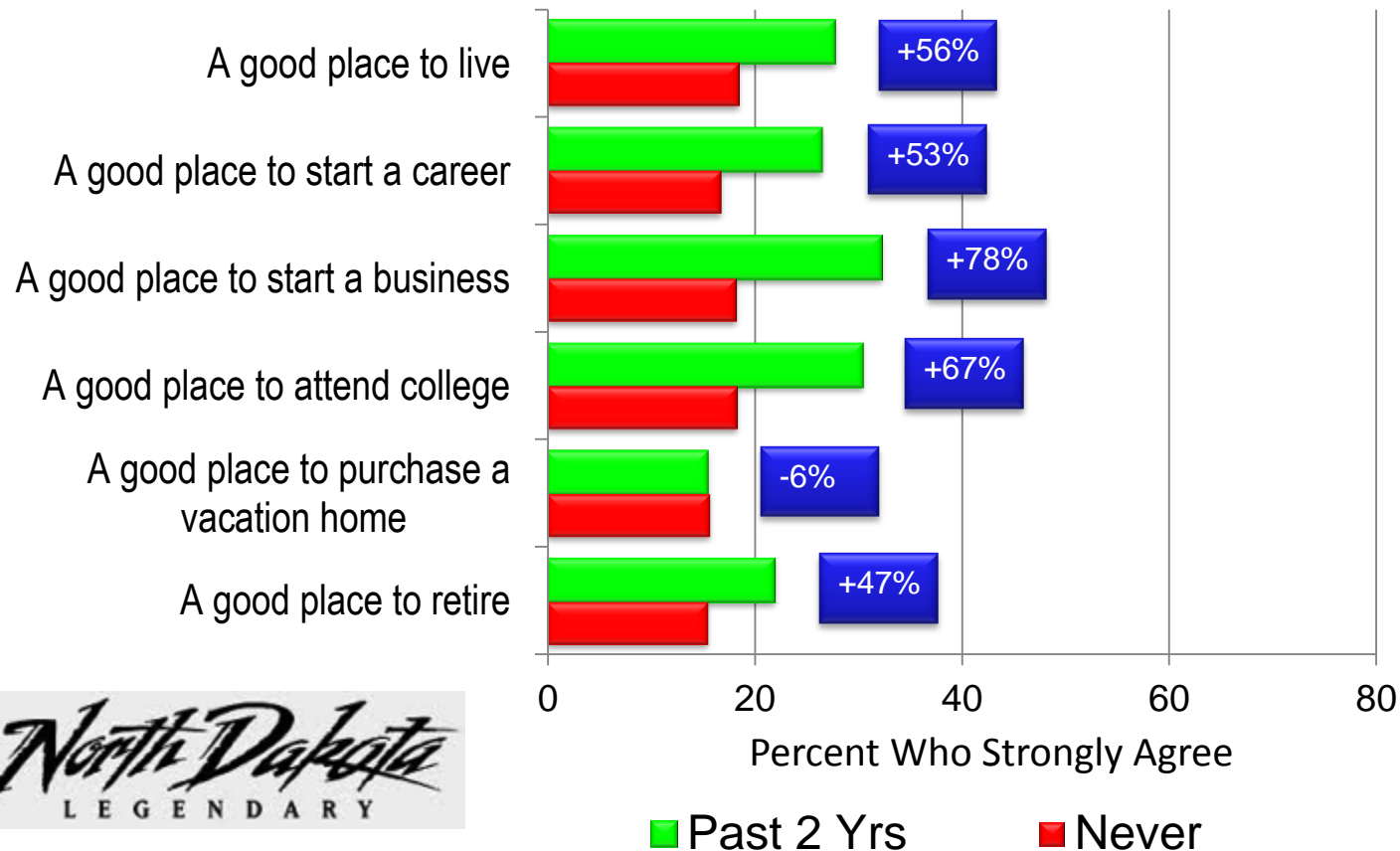
Impact of *Visitation* on Minnesota's Economic Development Image



Impact of *Visitation* on North Dakota's Economic Development Image



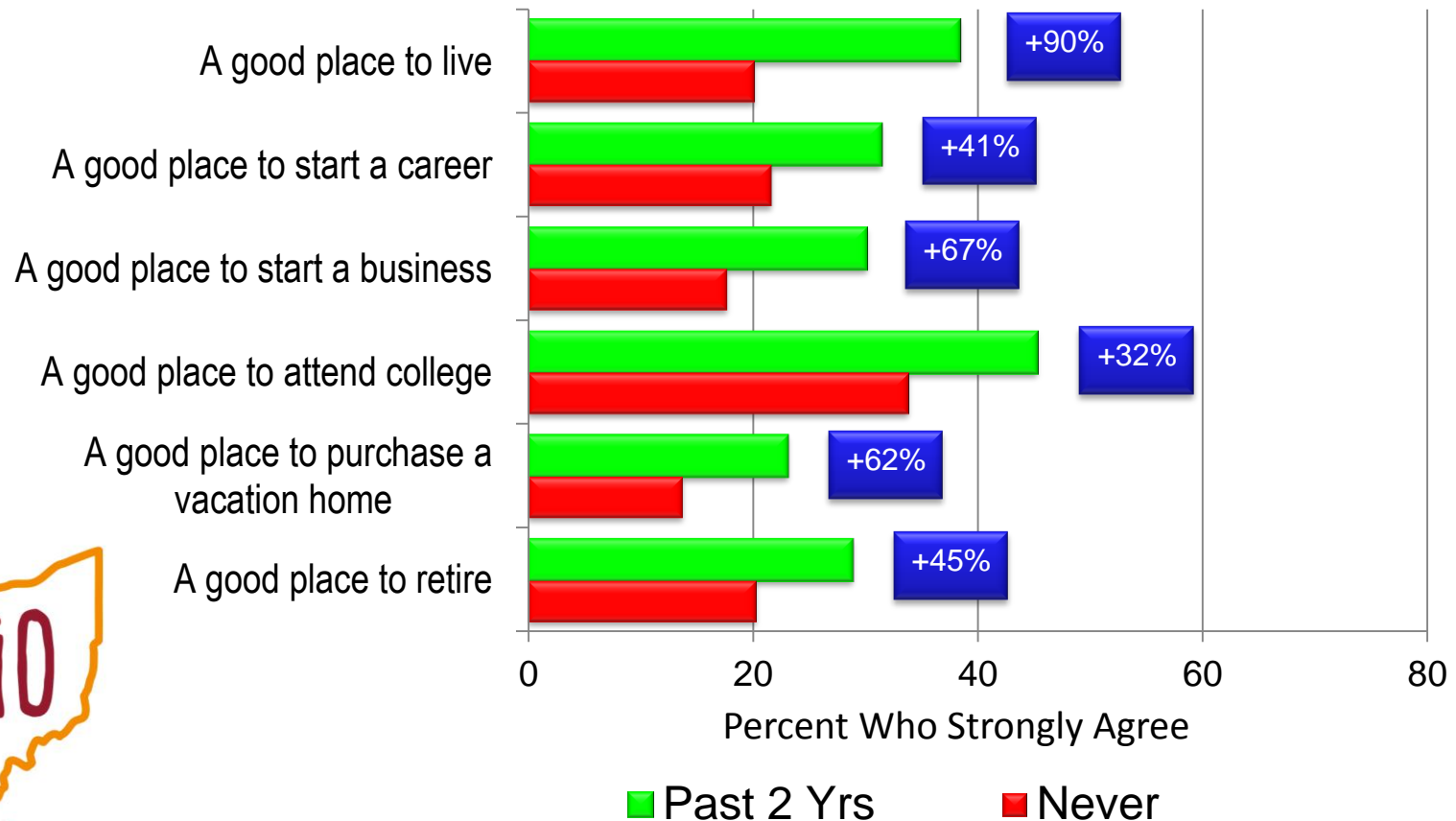
Base: Out-of-State Residents



Impact of *Visitation* on Ohio's Economic Development Image



Base: Out-of-State Residents

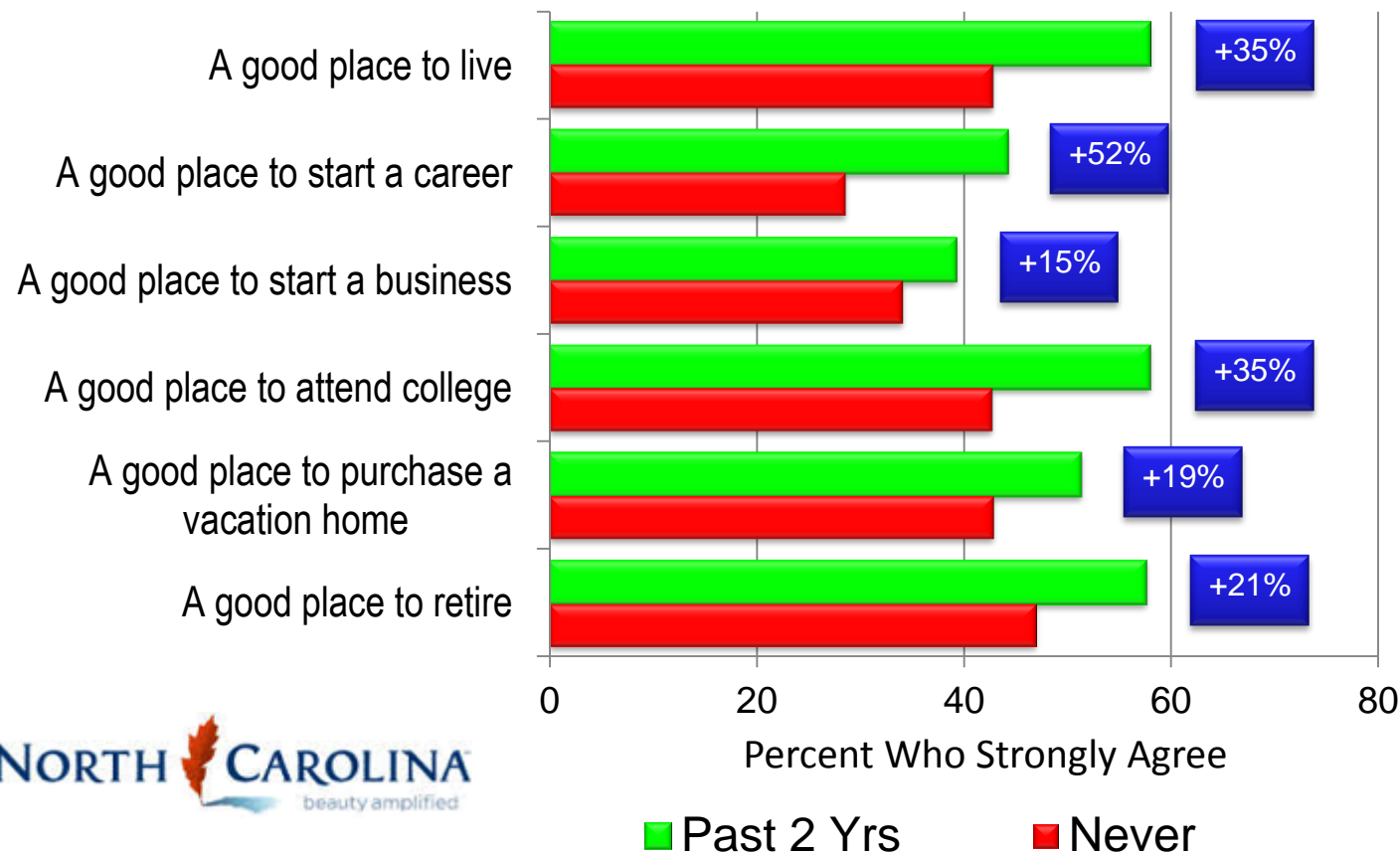


find it here.

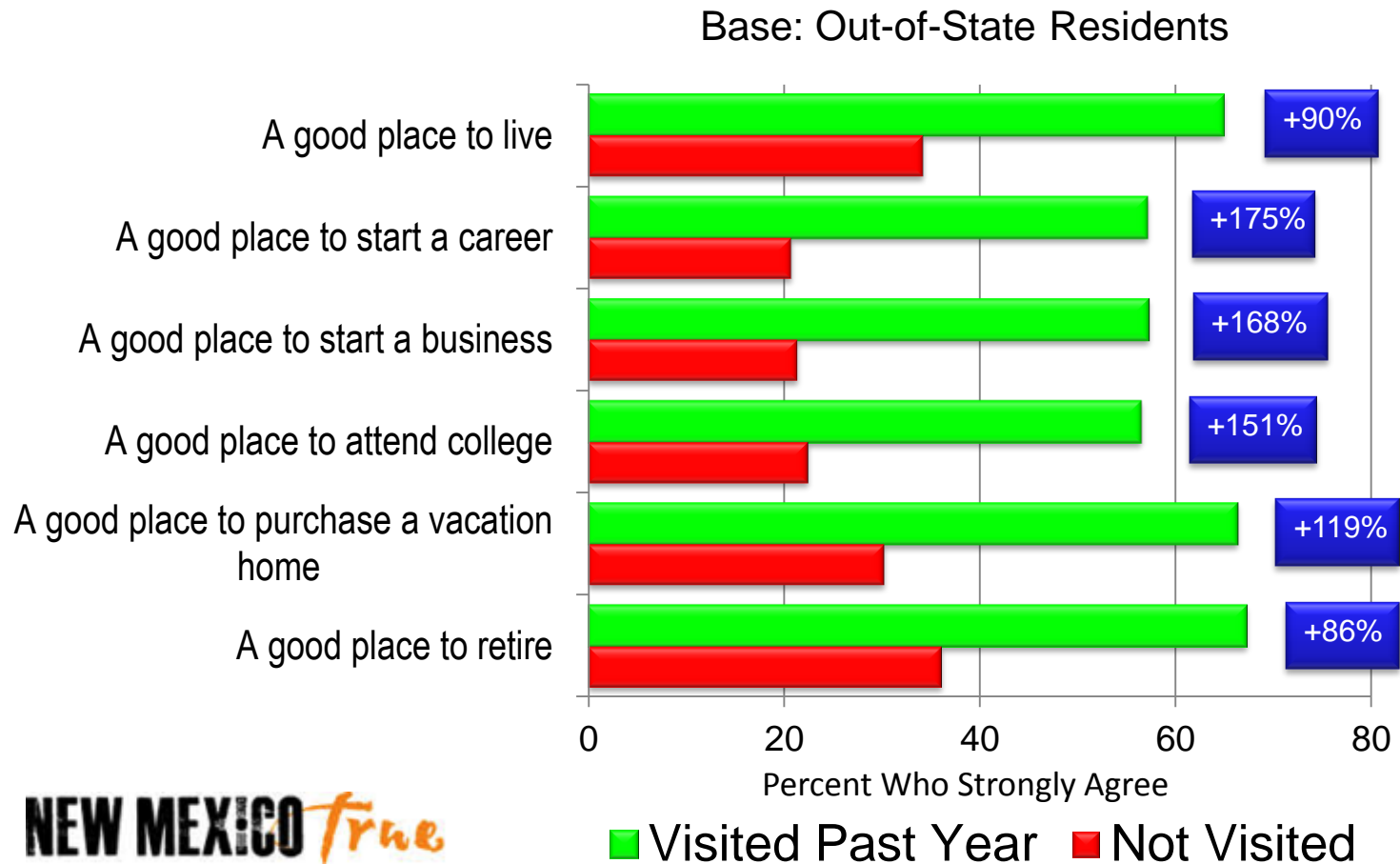
Impact of *Visitation* on North Carolina's Economic Development Image



Base: Out-of-State Residents



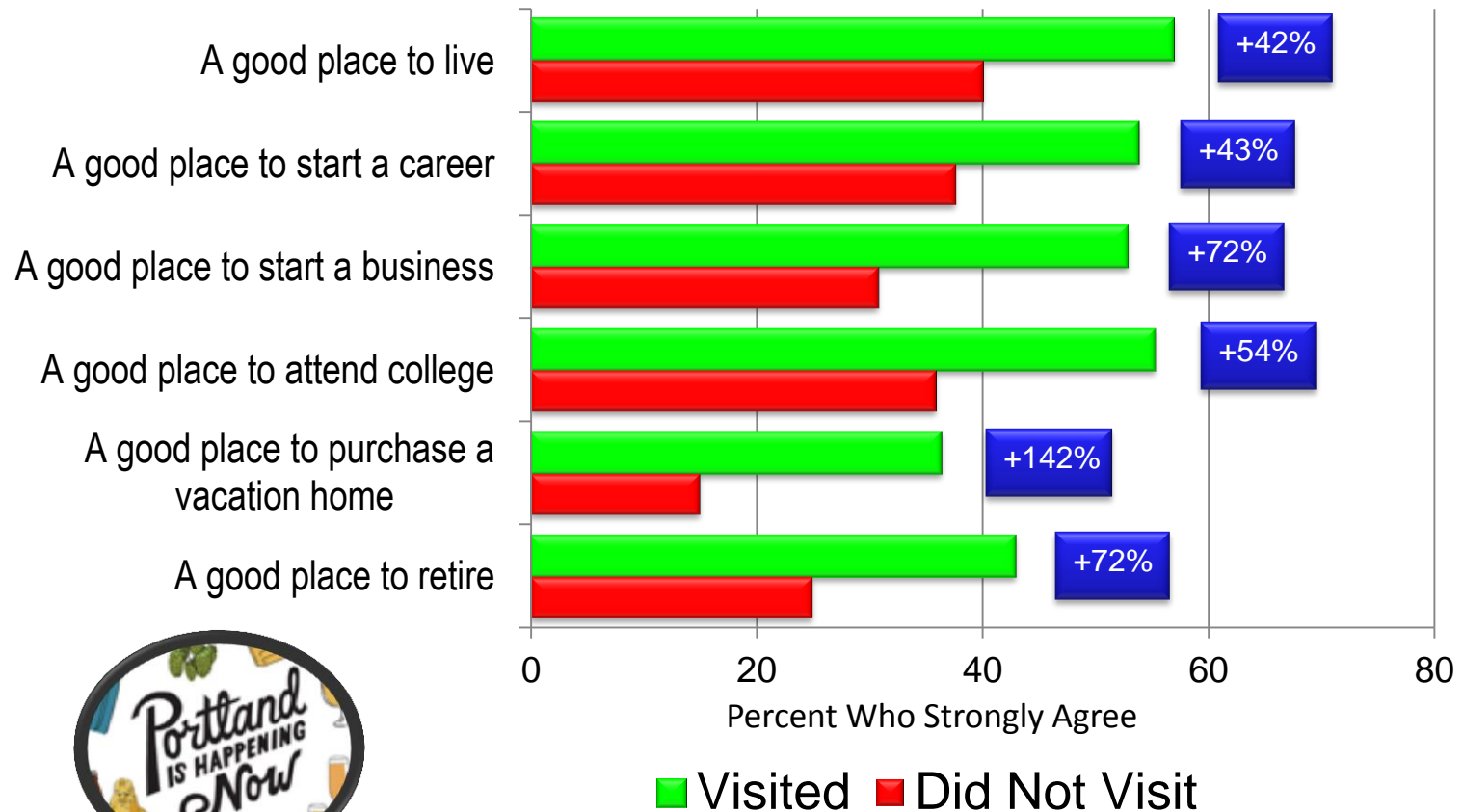
Impact of *Visitation* on New Mexico's Economic Development Image



Impact of *Visitation* on Portland's Economic Development Image



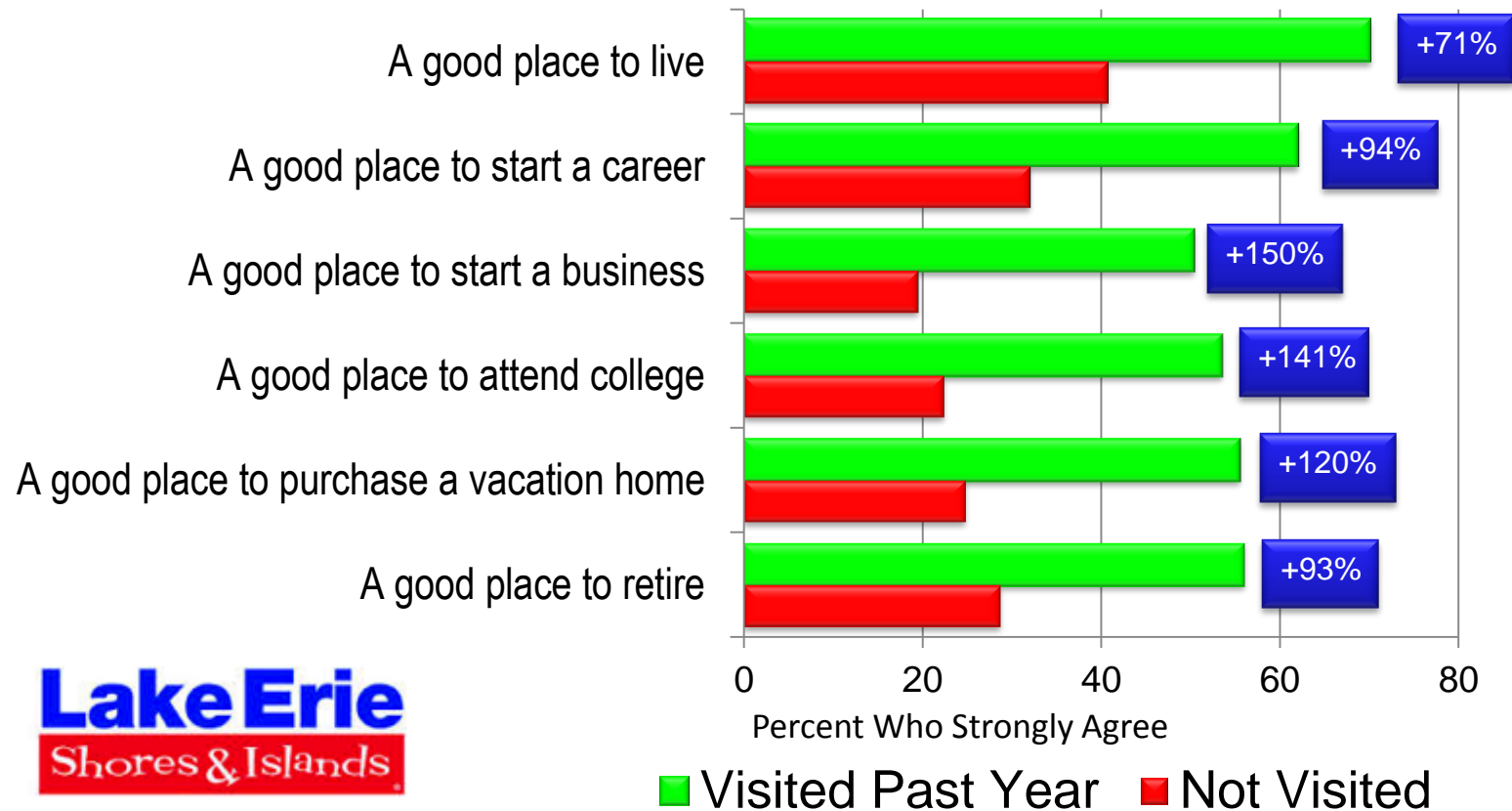
Base: Advertising Markets



Impact of *Visitation* on Lake Erie Shores & Islands' Economic Development Image



Base: Advertising Markets





In Summary:

**The Pattern was
Consistent!**

The Sweet Spot!



Question:

So what happens when you combine advertising with actual visitation?

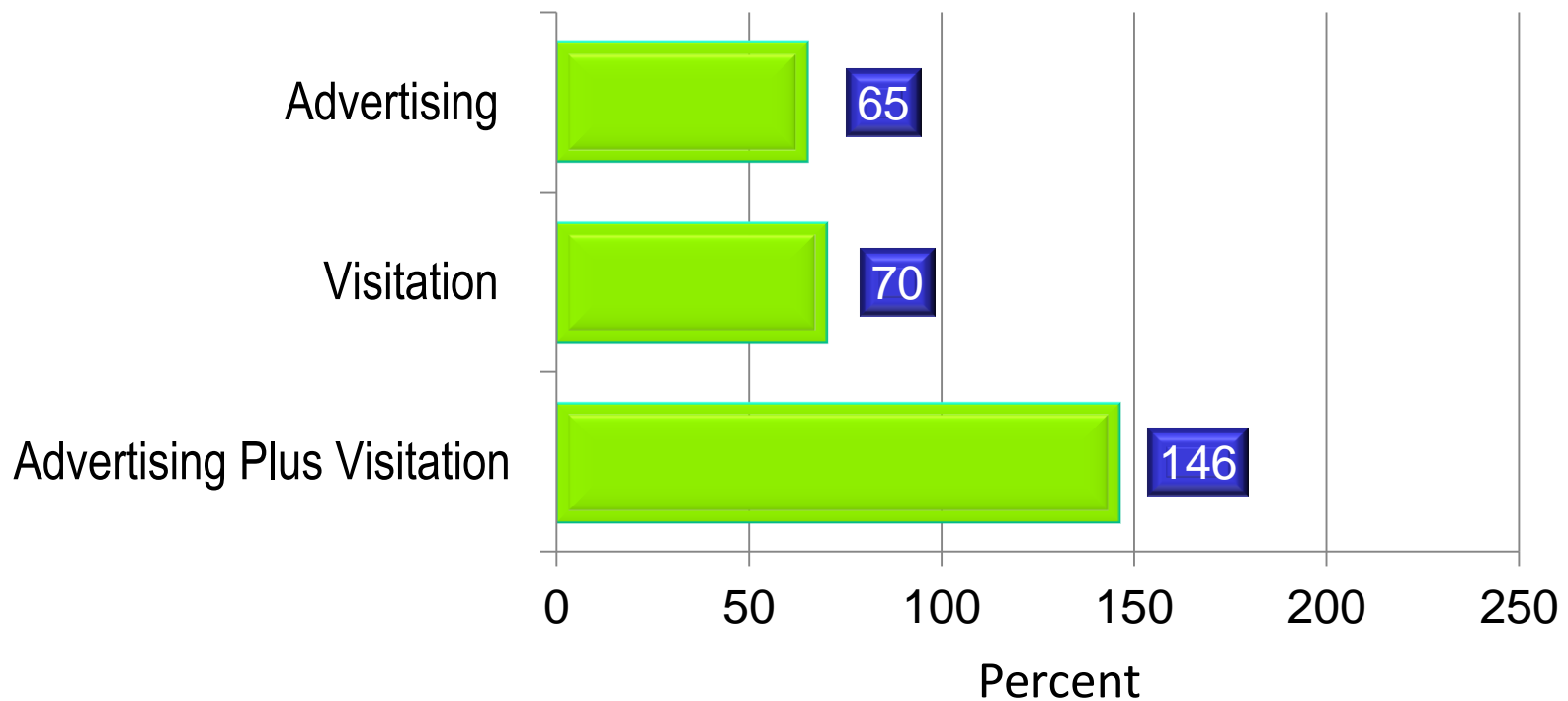
Answer:

Jackpot!

“A Good Place to Live”



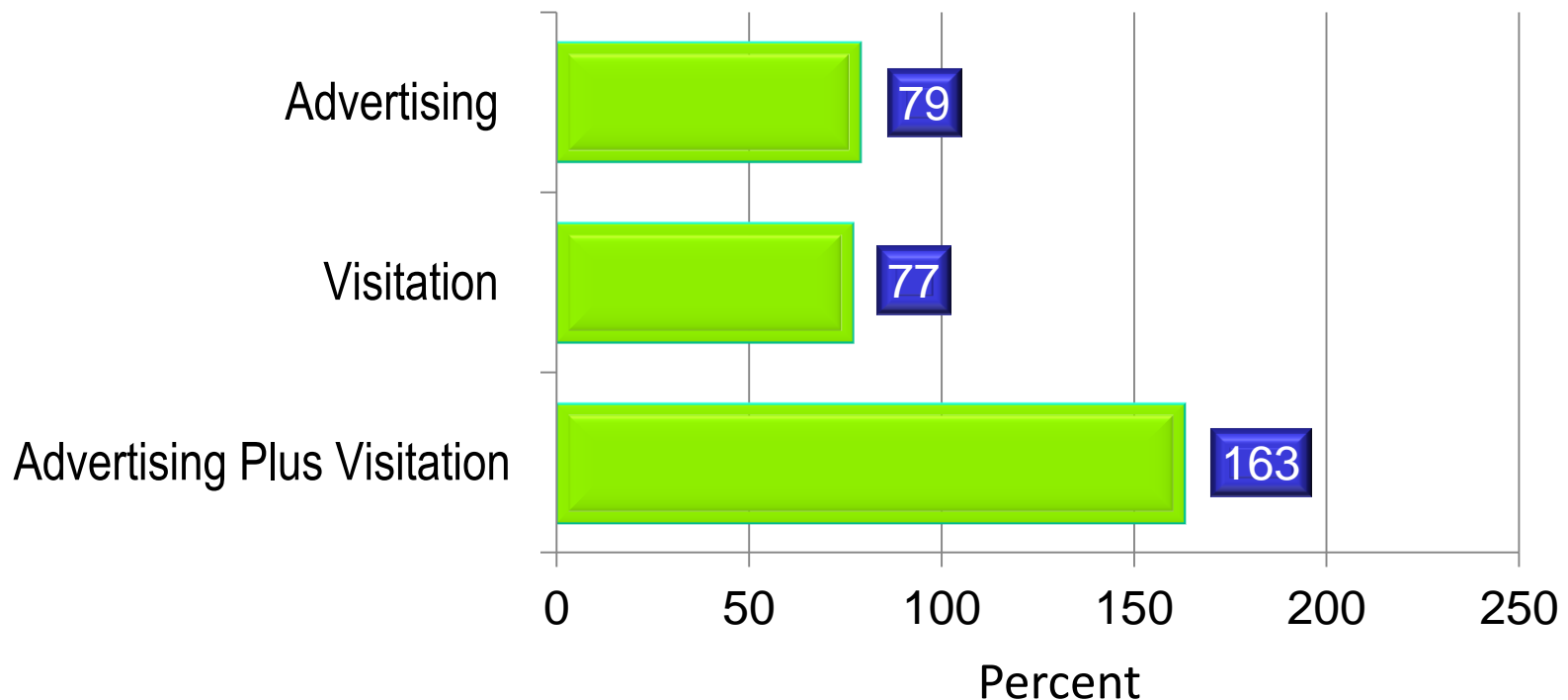
% Image Lift Across Nine DMOs



“A Good Place to Start a Career”



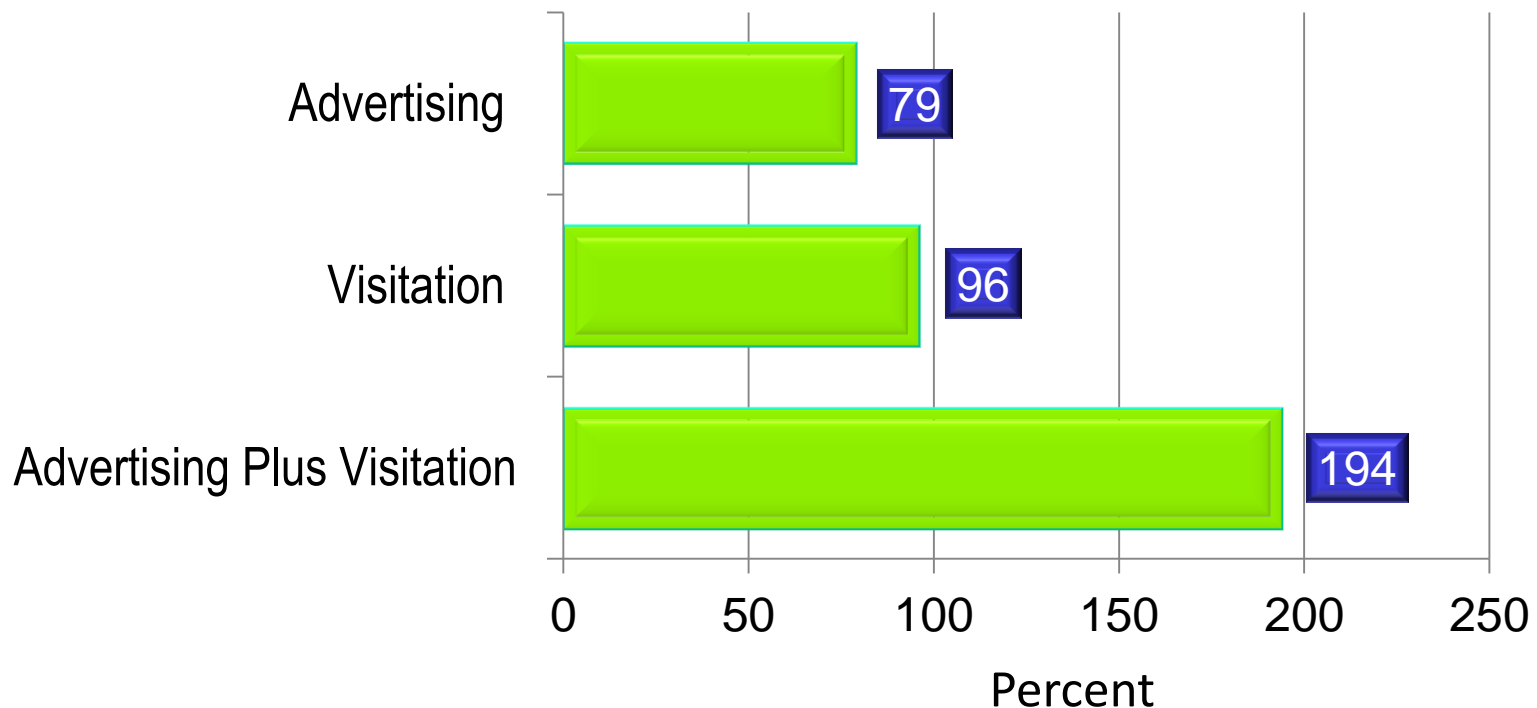
% Image Lift Across Nine DMOs



“A Good Place to Start a Business”



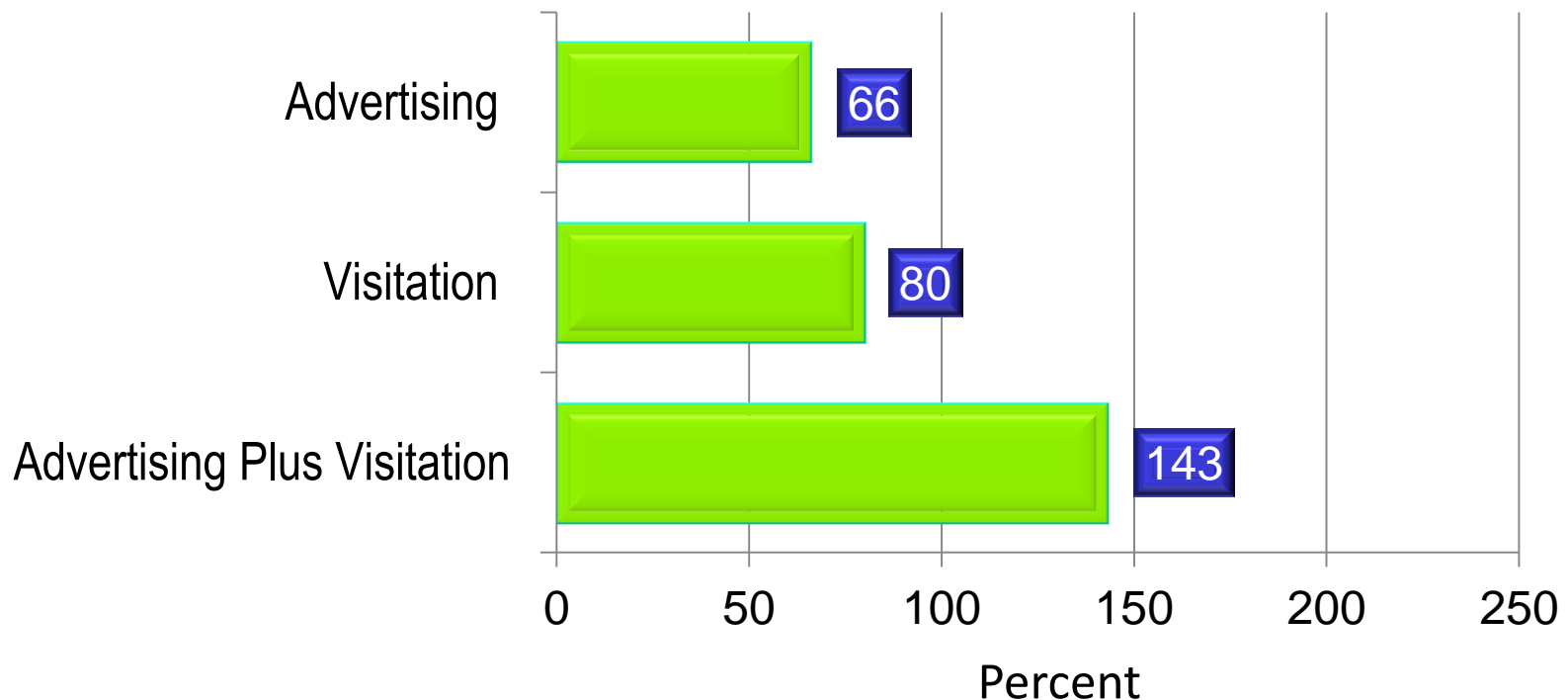
% Image Lift Across Nine DMOs



“A Good Place to Attend College”



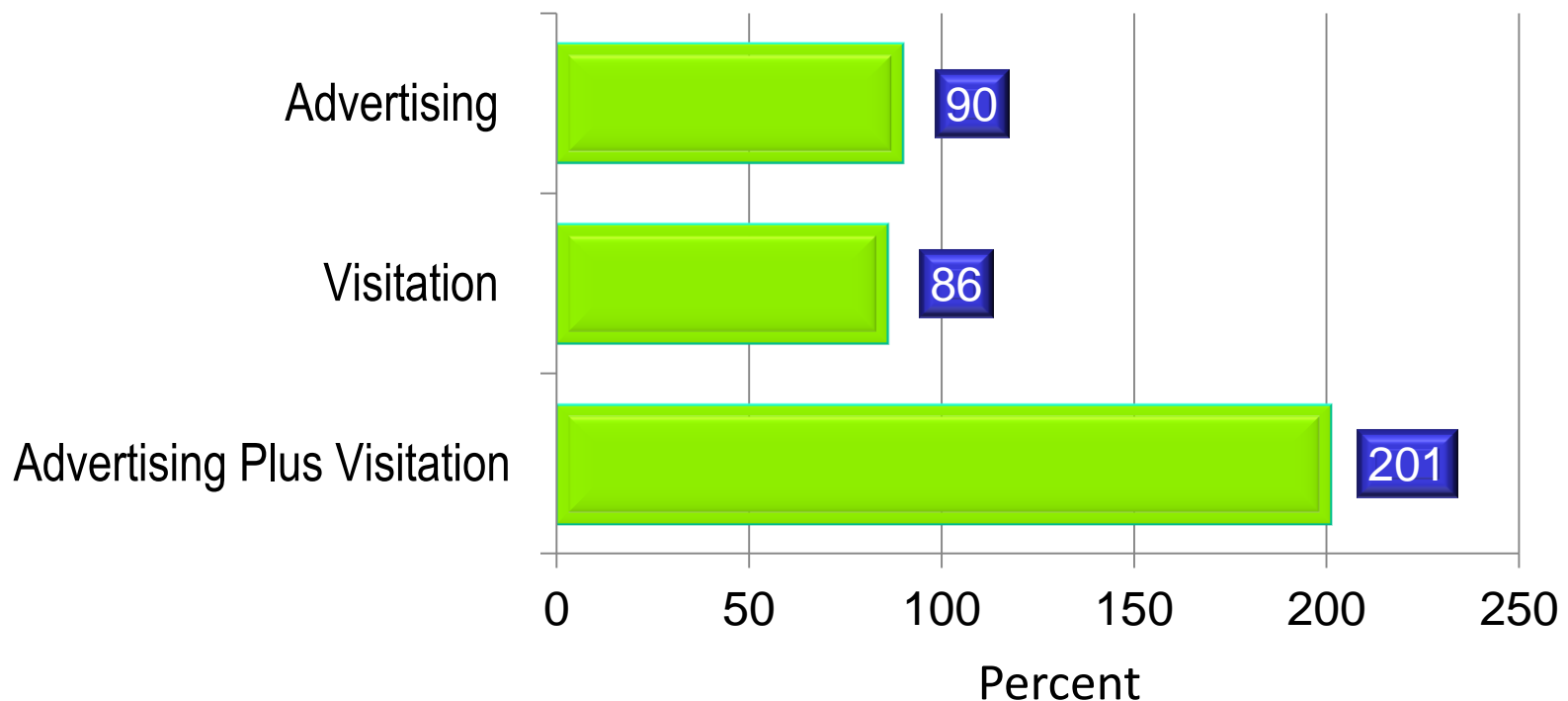
% Image Lift Across Nine DMOs



“A Good Place to Purchase a Vacation Home”



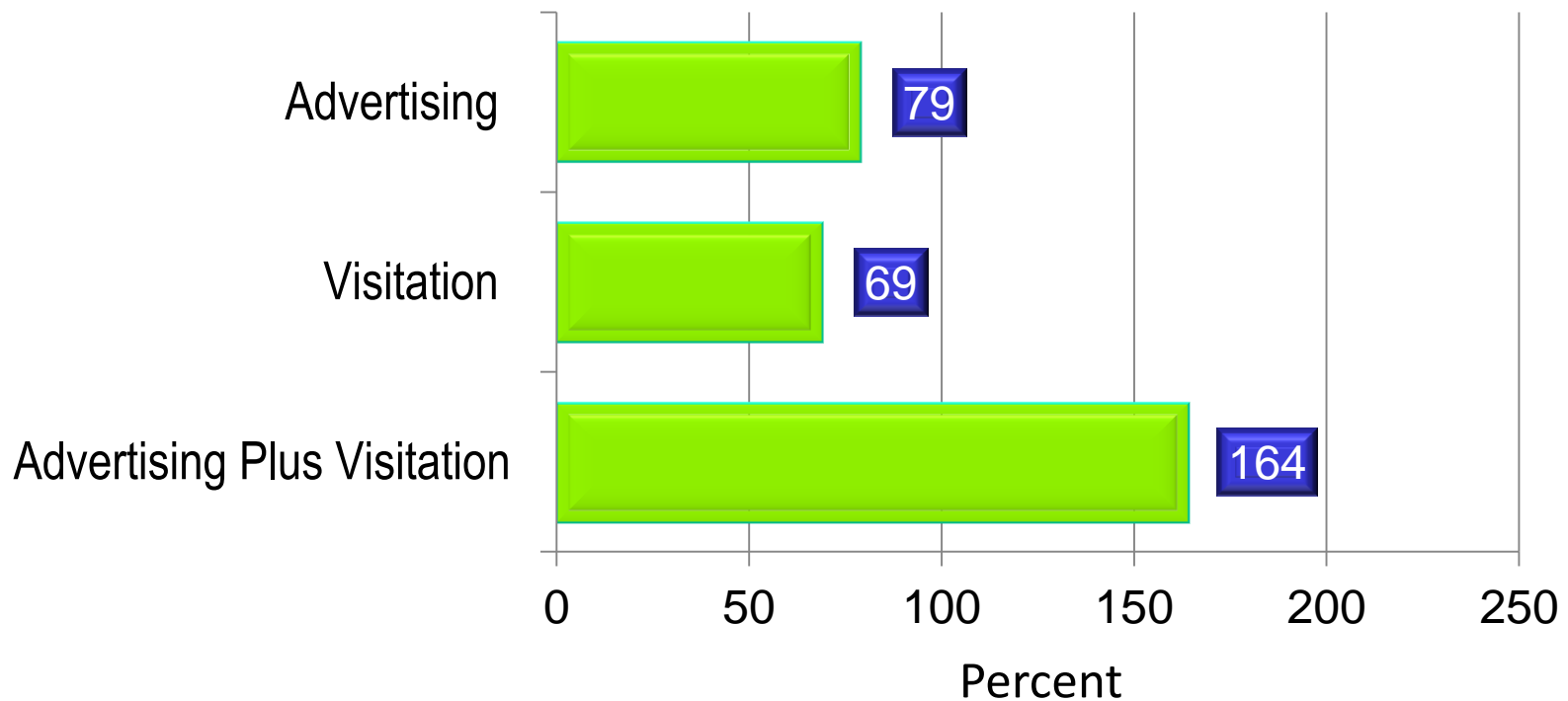
% Image Lift Across Nine DMOs



“A Good Place to Retire”



% Image Lift Across Nine DMOs



Creating a Singular Brand for Tourism and Economic Development



Pure Michigan Case Study



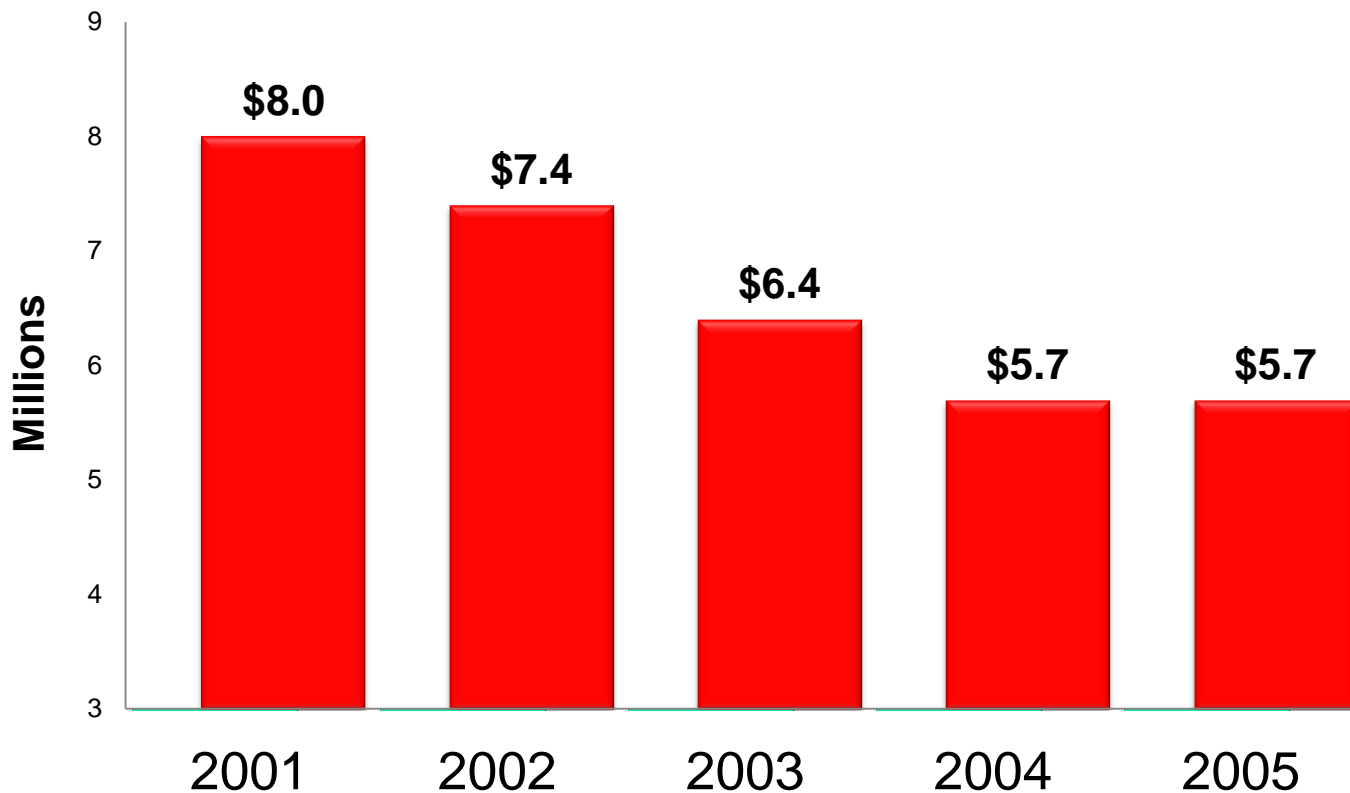
Four Keys to Pure Michigan



- ✓ A powerful brand that inspires confidence and produces results.
- ✓ ROI data that proves effectiveness.
- ✓ Industry leadership and unity behind the data and the brand.
- ✓ Sufficient budget to promote the brand.



Pre-Pure Michigan Budget Declines



2005: Rock Bottom



- ✓ Doing less every year, due to budget cuts.
- ✓ Demoralized, fragmented private sector.
- ✓ Business declines in middle of decade-long Michigan recession.
- ✓ Ranked 50th in hotel occupancy rate.
- ✓ One bright spot: got first advertising return on investment results for 2004 (Longwoods).

2006: Budget Increased to \$13.2 Million



They created a new brand
for the state:

PURE *M* ICHIGAN

“Sunrise”



Consistent Award-Winning Campaign



DAVID
OGILVY
AWARDS



ADVERTISING
RESEARCH
FOUNDATION



U.S. TRAVEL
ASSOCIATION

Ten Best Tourism Campaigns Ever



1. Las Vegas (“what happens here, stays here”)
2. Incredible India
3. New Zealand
4. Australia (Paul Hogan, 1980s)
5. Jamaica
6. **Pure Michigan**
7. Alaska (B4UDIE billboards, 2005)
8. Canada
9. Oregon
10. Virginia (is for Lovers)

Forbes

Industry Rallies for Pure Michigan



Dear George,

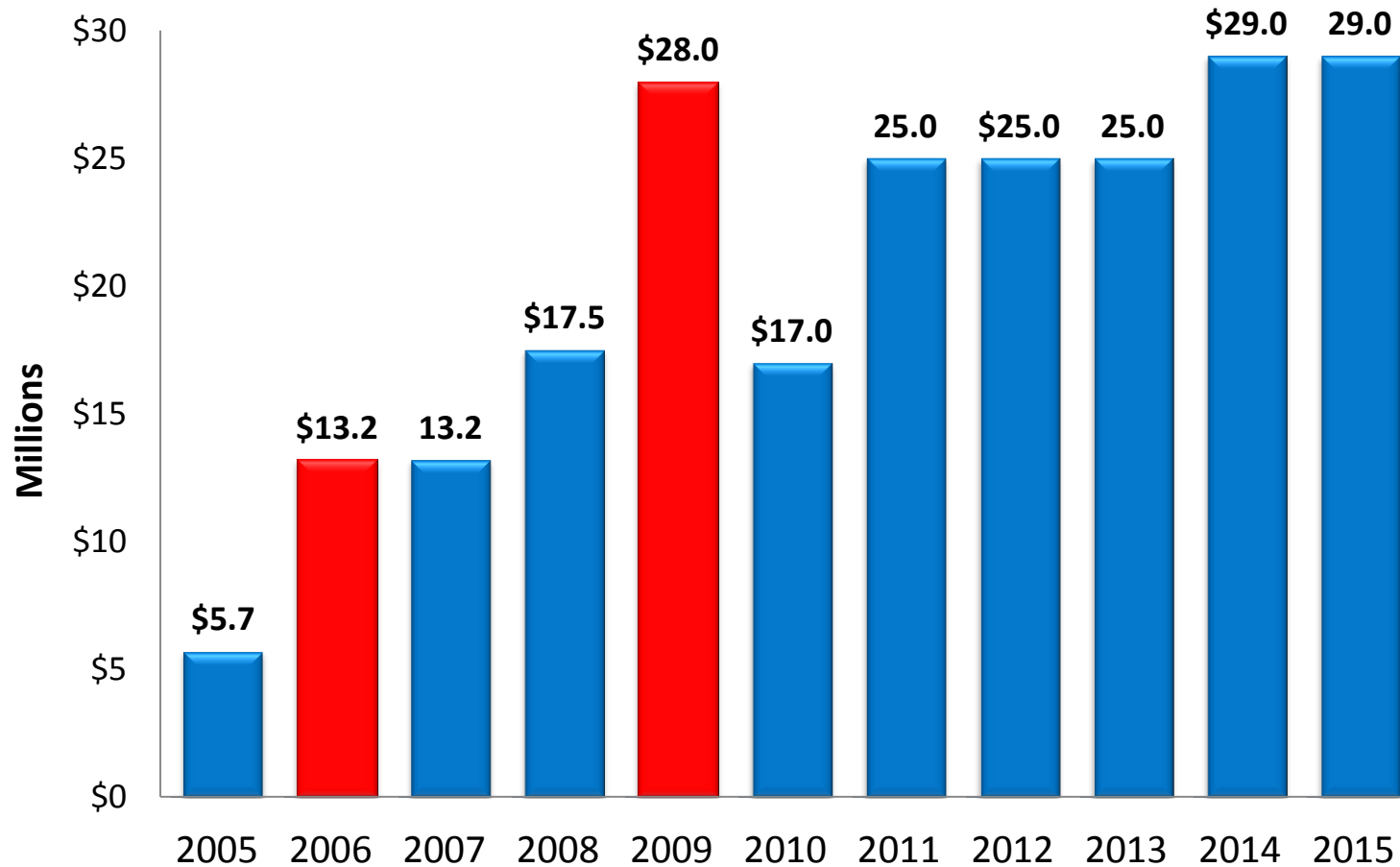
We are pleased to announce that the **Senate Appropriations Committee will hold hearings** on establishing permanent funding for the award-winning "Pure Michigan" campaign. Those hearings have been set to take place during the **Michigan Tourism Industry Legislative Conference set for Tuesday, September 23rd at the Radisson Hotel in downtown Lansing**. The cost of registration is just \$60 per person.

The commitment to hold hearings came as a result of an in-district lunch with **Appropriations Committee Chairman Ron Jelinek** yesterday in St Joseph. **Carrying our industry's message** during that luncheon were MACVB President, Millicent Huminsky, MRA Board member Larry Schuler, MRA staff person Andy Deloney, MHSA lobbyist Bret Marr and myself.

The Legislative Conference program will be necessarily revamped. However, George Zimmermann will still present the latest results of the **ROI analysis of the "Pure Michigan" campaign by Longwoods International**. Legislative Conference attendees will be fully briefed on the issues at hand, how to respond to legislator questions and how to best position SB 690 for passage.

Establishing a **permanent funding mechanism to take the "Pure Michigan" campaign nationwide** is by far, the most important initiative our industry has ever undertaken. As such it's **critically important that we respond with our biggest crowd, and best effort ever.** As was the case this past spring, the bigger the crowd, the better our chances will be. See you at the **Radisson on the 23rd!** Click on the link below to register your support!

Pure Michigan Budgets



Pure Michigan Results 2006 – 2014



- ✓ Generated 22.4 million out-of-state trips to Michigan.
- ✓ Those visitors spent \$6.6 billion at Michigan businesses.
- ✓ They paid \$459 million in state taxes on those trips, primarily sales tax.
- ✓ **Cumulative Pure Michigan ROI is \$4.81.**

2010 Michigan Governor's Race



Republican Rick Snyder makes Pure Michigan a campaign issue.

He calls for consistent funding at \$25 million per year.

For a campaign created during the previous **DEMOCRAT** administration!

Michigan 2010 Upper Hand Commercial



Snyder Team Cancels “Upper Hand” Campaign



Michael Finney

Snyder pick to use 'Pure Michigan' to attract business to state

BY TOM WALSH
FREE PRESS BUSINESS COLUMNIST

Comments (64) Recommend (2) Print E-mail Letter to the editor Share

LANSING — Gov. Rick Snyder’s choice of Michael Finney was approved Tuesday as president and CEO of the Michigan Economic Development Corporation, the public-private agency that works to attract and expand business and jobs in the state.

Michigan's Marketing Brand



Michigan's Marketing Brand



The screenshot displays the Pure Michigan website interface. At the top, the navigation bar includes 'PURE MICHIGAN', 'WHY MICHIGAN', 'START UP', 'GROW' (highlighted in a purple box), 'COMMUNITY', and 'ABOUT MEDC'. Below this, a secondary navigation bar lists 'Find Talent', 'Access Capital', 'Business Connect', 'Incentives and Taxes', 'Growth Industries', and 'Export Assist'. The main banner features a photograph of a blue truss bridge over a river, with the word 'GROW' overlaid in large white letters. Below the banner, the heading 'Business Connect' is prominently displayed. On the left side, a sidebar contains the section 'ON THIS PAGE' with a link to 'Pure Michigan Business Connect' and social media icons for RSS, Facebook, and a general share button. The main content area is titled 'PURE MICHIGAN BUSINESS CONNECT' and contains a paragraph describing the initiative as a multi-billion dollar public/private effort to connect Michigan businesses with larger state companies through a B2B network, offering professional assistance to small businesses and startups.

PURE MICHIGAN

WHY MICHIGAN

START UP

GROW

COMMUNITY

ABOUT MEDC

Find Talent Access Capital Business Connect Incentives and Taxes Growth Industries Export Assist

GROW

Business Connect

ON THIS PAGE

Pure Michigan Business Connect

PURE MICHIGAN BUSINESS CONNECT

Pure Michigan business connect is a multi-billion dollar public/private initiative developed by the Michigan Economic Development Corporation that connects Michigan businesses by introducing them into the purchasing pipelines of the state's larger companies. Through this Business-to-Business (B2B) network, Michigan companies are encouraged to increase their procurement spending within the state. Professional assistance is available to small businesses and startups at little or no charge, including legal, accounting, Web development and human resource assistance.

Pure Michigan: Off to the Races



Water



Coke



Beer



Detroit Tigers



Agriculture



Kroger



Non-Profits



New Standard License Plate



Michigan = *Pure Michigan*



Tourism Partners Join the Parade



2014 Pure Michigan Advertising Partners



44 advertising partners in 2014.

- ✓ Invested **\$5.7 million** in Pure Michigan ads.
- ✓ \$20,000 to \$500,000 per partner.

Started with 2 partners @ \$230k in 2002.



It's About More Than Tourism



Hamptons of Michigan Draws New Yorkers With Bargain Homes

“A surge in tourism from visitors outside of Michigan is helping increase demand for vacation houses in the region, where the median home price is about a quarter of that in the Hamptons.”

Bloomberg, Sept. 14, 2012

The Bottom Line



- ◉ Brings in many visitors regionally and nationally.
- ◉ Creates jobs in a difficult economy.
- ◉ Generates incremental dollars to a state treasury struggling with solvency.

PURE *M*ICHIGANSM

The Bottom Line



PURE *M*ICHIGANSM

- Now the **SINGULAR BRAND** for **MICHIGAN**:
 - Tourism*
 - Economic Development.*
 - Many marketing partners.*

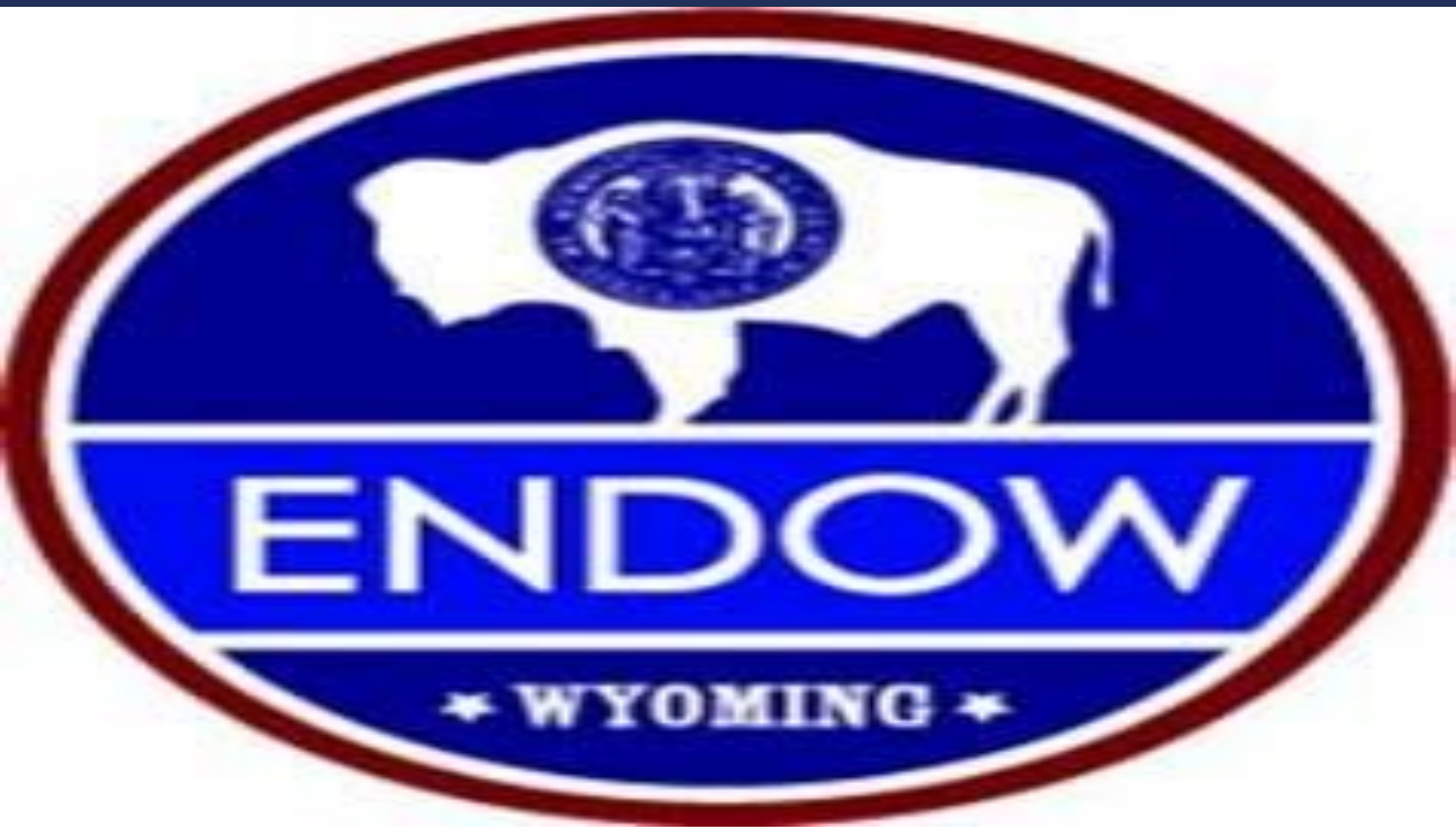
Other States Have Begun Activating on the “Halo Effect” to Recruit Businesses...



NEW MEXICO *True*



Longwoods
INTERNATIONAL





Forbes

“... while tourism marketing has been shown to generate significant economic impact by driving visitation, these results demonstrate the potential long-term benefits for broader economic development.”

Scott Walker, Wisconsin Governor



“Investing in tourism promotion and marketing at the national, state, and local level is not only an effective way to attract visitors and grow the economy, it also enhances the image of the state as a place to live and do business.”

Bill Geist, Zeitgeist Consulting



ZEITGEIST CONSULTING

**DMO
PRÖZ**

“The jury is in. The verdict is crystal.

The visitor-focused advertising of DMOs has a pronounced impact on measures that many community leaders have long said are more important than “tourism.”

Bill Geist, Zeitgeist Consulting



ZEITGEIST CONSULTING

**DMO
PRÖZ**

“Destination Marketing is crucial to showcasing our communities to far more than visitors but, indeed, to future residents and investors.

And, now, no community leader can honestly argue with that.”

In Conclusion



- ✓ Tourism marketing is destination branding for every purpose.
- ✓ Unite under tourism brand.
- ✓ Expand tourism marketing to promote growth.

Finally -



Tourism and Economic Development are natural collaborators – there is a synergy between them that can lead the way in creating a healthy, diversified economy for the REIF region.



THANK YOU!

AnnDee Johnson

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www.longwoods-intl.com

TEXT YOUR QUESTIONS
at any time during this presentation to

218.721.8318

RESOURCES

National Bank of Commerce

nbcbanking.com

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Management and Economics
smahmud@uwsuper.edu

PARTICIPATE

To participate in the next round of surveys, please complete the form on your table and drop it off at the registration table as you leave.



We are seeking business principals to participate in on-going, future business confidence survey collection efforts.

If you are willing to help out the student research team and provide less than 5 minutes of your time, please fill out this form and return it to a REIF Steering Committee Member before you leave today.

Name: _____

Position: _____

Organization/Company: _____

Email: _____

Phone: _____

National Bank of Commerce
Member FDIC

 **UMD**
UNIVERSITY OF MINNESOTA DULUTH
Driven to Discover

 **Business North**

 **DEVELOPMENT ASSOCIATION**

SAVE THE DATE

THE NEXT REGIONAL ECONOMIC INDICATORS FORUM

Tuesday, October 31, 2017

Lake Superior Ballroom, DECC

Special Topic – Economics of the Region's Water Resources

