The Tourism Center's development sub-committee has made significant progress in 2008. Our members, John Edman, Randy Gutzmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise, have tirelessly contributed to our cause. Additionally, Development staff Matt Musel has been instrumental in supporting the Center.

In 2008, significant funding supported projects that benefit the tourism industry statewide. These projects include:

1. Economic impact of tourism to Minnesota
2. Economic impact and interactions of trails users in Minnesota
3. The 3rd Conference on Sustainable Tourism in Minnesota, Minneapolis, MN ( Permit #155)
4. Development of an ‘Energy Solutions’ guide for Minnesota resorts
5. State of the Meetings industry survey
6. 4th annual statewide assessment of residents' attitude toward tourism

Beyond these projects, the Chair funds dissemination and communication efforts. In 2008, these efforts included a website usability study. Communication is key to our mission, and we continue to support quality tourism communication. In addition, we continue to support quality tourism communication efforts.

SUPPORT OUR MISSION:
THE CARLSON TOURISM, TRAVEL & HOSPITALITY CHAIR

Funding supported significant projects that benefit the tourism industry statewide. These projects included:

- Economic impact of tourism to Minnesota
- Economic impact and interactions of trails users in Minnesota
- The 3rd Conference on Sustainable Tourism in Minnesota, Minneapolis, MN (Permit #155)
- Development of an ‘Energy Solutions’ guide for Minnesota resorts
- State of the Meetings industry survey
- 4th annual statewide assessment of residents' attitude toward tourism

Communication efforts also received support in 2008. A website usability study was conducted, and new marketing materials were launched. Culturally enhanced marketing materials were disseminated and were part of an effort that led to the University obtaining an ecotourism certificate offering. Our measures of success and sustainability were evaluated, and our efforts were directed toward these goals. The Center’s development sub-committee urged us to reassess our priority areas: education, engagement, and sustainability.

Thank you for all you’ve done and will do for our mission. We are accountable to our thirteen measures of success, and these include:

- Obtaining an ecotourism certificate offering
- Maximizing effective understanding of critical, but sometimes difficult, issues
- Thriving as we advance tourism’s success
- Engaging our action-oriented advisory committee
- Leading our education, engagement, and sustainability efforts
- Meeting opportunities, and striving toward continuous improvement.

Thank you for your support, and we look forward to a bright future for the Tourism Center.
Greetings,

The Tourism Center’s 2008 agenda was ambitious, actionable and reflected a sense of urgency. I’m delighted to report that we both survived and thrived as we advanced tourism’s success and sustainability as noted by our 13 measures of success.

Ambitious outcomes were sought in all three of our priority areas: education, engagement and research. Within our educational realm, the Center launched culturally enhanced marketing materials, retained the online world of course delivery, and was part of an effort that led to the University obtaining an extension certification offering. Our engagement efforts included significant roles in Minnesota’s exploration of ‘travelling green’, vacation home rental challenges, and destination marketing. Beyond Minnesota, we partnered to maximize effective understanding of critical, but sometimes difficult, tourism issues. The research projects in process are truly pioneering in that we are comprehensively assessing the economic impact of tourism in Minnesota as well as the economic contributions of eight trail user groups simultaneously.

At our side, our action-oriented advisory committee energized and directed our efforts while holding us accountable to our three measures of success. Convoking as a full group as well as in several sub-committees, the group urged us to re-focus our marketing efforts, consider effective development opportunities, and strive toward continuous improvement. As such, you’ll soon see our Web page updated, new marketing materials, and have the chance to make a difference for Minnesota tourism! Please contact us at 612-624-4947 or ingressss@umn.edu, or 612-624-4947 with ideas or questions.

Thank you for all you’ve done and will do for our success and, in turn, the success and sustainability of tourism in Minnesota and beyond.

Sincerely,

Ingrid E. Schneider, Ph.D.
Director

The Tourism Center Team

Tourism Center staff consistently work to provide the tourism industry with the most important information to lead them toward success and sustainability.

Ingrid E. Schneider, PhD
Katie Guenther, MSA
Jodi Keden, Administrative Assistant
Cynthia Masson, MA

Nominated Advisory Committee members engage voluntarily to share their insight, expertise and energy.

Mark Anderson, Department of Transportation
Tom Bartek, Visit Minnesota Association
John Edman, Explore Minnesota Tourism
Steven Frank, AAA Minnesota
Randy Guttmann, Minnesota Festivals & Events Association
Dawn Higdon, Upper Mississippi River Basin Association
Charlie Howes, Ted Ward & Company
Paul Hugunin, Minnesota Department of Agriculture
Dale Kieler, Paul of America
Calm Mintherm, Minnesota Licensed Beverage Association
Pat Musel, Van Wylen
Courtland Nelson, Minnesota State Parks
Tom O’Hara, Congress of Minnesota Associations
Kristin Pospieszny, Twin Cities Tourism Attractions
Maureen Scalise, Minnesota Association of Convention & Visitors Bureau
David Siegel, Hospitality Minnesota
Lorita Stromberg-Wise, Minnesota-Large
Pam Thorson, Minnesota Bed & Breakfast Association
Jerryn Thompson, Cooperative Ecosystems Studies Unit
Henry “Hank” Todd, Carlson Companies
Dab Zak, University of Minnesota Extension Service

University administrators support the Center and carry our mission to our colleagues, other units and central University administration.

Brian Berge, PhD
Dean Al Levine, PhD
Associate Dean, Dale Sassen, PhD
Department Head, Alan Ek, PhD
Extension Program Leader, Michael Darger, MBA

Extensions’ Community Vitality Community educators deliver relevant and timely tourism programs across Minnesota.

Adae Ahmed, MPH
John Bennett, MPH
Nat Lamsath, MPH
Art Nash, MS
David Nolte, MBA
Ryan Pischl, MURP
Bruce Schwartau, MS
Liz Temple, MS

Research assistants provide critical support to the Center’s research & engagement functions.

Drew Bailey, PhD Candidate
Tran-tuan Huong, MS
Joanne Olson, PhD
Sven Schwoeler, PhD

Theresa Bryan, MS
H. K. Lee, MS
Fortuny Shk, PhD
Andrew Schwoeler, MS

Supporting our Mission:
The Carlson Tourism, Travel & Hospitality Chair

Driving toward success for the tourism industry, the Carlson Chair has supported a variety of research and educational efforts for more than 20 years. The Center can access up to 6.5% of the fund’s market value, which was $1,362,109 in 2008. Since inception, a total of $1,677,718 has been used for various educational and research opportunities (see chart). See www.tourism.umn.edu for the variety of projects supported by the Chair.

In 2008, funding supported significant projects that benefit the tourism industry statewide: 1) economic impact of tourism to Minnesota, 2) economic impact and interactions of trails users in Minnesota, 3) the 3rd Conference on Sustainable Tourism in Minnesota, 4) development of an ‘Energy Solutions guide for Minnesota Resorts’, 5) State of the Meetings industry survey, as well as the 6th annual statewide assessment of residents’ attitude toward tourism. In addition, we continue to support quality tourism research through sponsorship of the Travel & Tourism Research Association’s best illustrated Paper. Beyond these projects, the Chair funds dissemination and communication efforts. In 2008, these communication efforts included a website usability assessment: look for continuing improvements at www.tourism.umn.edu!

The Carlson Chair’s development sub-committee has made significant progress in 2008 for these priorities. As the economic challenges continue, judicious use of Chair funds, collecting now and in the future, remains paramount. Thanks to Hank Todd for chairing the sub-committee, and to members John Edman, Randy Guttmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise. Also, thank you to Development staff Matt Musel for his assistance and Linnea Stromberg-Wise. The Carlson Chair’s development sub-committee has made significant progress in 2008 for these priorities. As the economic challenges continue, judicious use of Chair funds, collecting now and in the future, remains paramount. Thanks to Hank Todd for chairing the sub-committee, and to members John Edman, Randy Guttmann, Doug Killian, Dave Siegel, and Linnea Stromberg-Wise. Also, thank you to Development staff Matt Musel for his assistance.

The Center relies on the goodwill of its friends and supporters to facilitate otherwise impossible program and research efforts. Philanthropic support allows the Center to do important things we simply cannot do through our traditional sources of revenue. We appreciate each and every contribution someone makes to our Center. We pledge to do our very best to apply each gift for maximum benefit to further the Center’s important mission. There are many ways to give at the University, including cash, securities, estates, gifts of forestland, farmland, or other real estate or property, or individual retirement plan assets. Find out the details on how to support the Center at www.tourism.umn.edu or contact the Foundation at 612-634-3313.
M E E T I N G  O U R  M I S S I O N:
EDUCATIONAL ACCOMPLISHMENTS TOWARD INDUSTRY SUCCESS & SUSTAINABILITY

The Tourism Center’s educational programs continue to provide a strong foundation for tourism students across a range of job titles and experience levels. As we expand our efforts in other languages and to the online learning community, our positive impacts increase. While we consistently evaluate our programs immediately after delivery, longer term impacts have been anecdotal. To gain a better understanding of our longer term impacts, Extension’s Community Vitality Evaluation lead, Scott Chazdon, is undertaking a significant evaluation on our educational programs. We look forward to identifying how we can improve our offerings and, in turn, Minnesota tourism.

At Your Services: working with multicultural customers, is a customer service curriculum available in English and Spanish. Tourism Center faculty and Extension Educators provide training workshops and in-the-field training for both the public and private sectors. A Community Initiative offering encourages broader and more sustained service efforts by training local instructors to deliver program workshops, providing in-depth service training for managers and a comprehensive evaluation process. These community initiatives create partnerships between community and Extension to build sustainable local service efforts. More than 90% of 2008 program participants reported gains in knowledge/skills. Program lead: Cynthia Messer

Tourism Development is a suite of services and products focused on sustainable tourism development. New products in 2008 included The Tourism Development Degree Program on sustainable tourism, and delivered training to more than 300 tourism industry, community leaders and students through workshops and facilitations. Program lead: Cynthia Messer

Degree Program
The Tourism Center staff supports undergraduate and graduate degree program tracks in Resource Based Tourism (RBT). The degree, administered by the Department of Forest Resources, provides opportunities for B.S., M.S., and Ph.D.’s. In addition to continuing efforts to internationalize the curriculum, this year the University was granted permission to offer The International Ecotourism Society Certificate. The University of Minnesota is one of just seven U.S. institutions with this Certificate offering.

M E E T I N G  O U R  M I S S I O N:
RESEARCH ACCOMPLISHMENTS TOWARD INDUSTRY SUCCESS & SUSTAINABILITY

The Center continued a significant economic impact research project and extended its innovative research effort on sustainable tourism while adding to the visitor profile research database. Our 4th annual “Tourism works for the U” poster reception, held during ‘See America Week’, hosted more than 40 guests interested in tourism research. Beyond these research projects, we supported and coordinated other research through the Carlson Chair (see research section; see also www.tourism.umn.edu for full reports and presentations).

Economic impact of tourism in Minnesota
Personnel: Christine Pottorff & Associates
Financial support: Carlson Chair for Hospitality, Travel & Tourism, Explore Minnesota Tourism, Minnesota Arrowhead Association, Minnesota Heartland Tourism Association, Southern Minnesota Tourism Association, Metro Tourism Committee

Keeping our efforts in 2005, the 14-month economic impact and transfer profit research study informs marketing priorities and tourism development decisions. The comprehensive primary data collection effort included onsite consumer interviews, resident telephone interviews, as well as interviews with lodging managers. Meanwhile and regional results are now available from this study. Specific site data. Further county economic impact reports will soon be available to inform local regional and state level decision.

Sustainable tourism
Personnel: Ingrid E. Schneider, Tran-Loan Hung, Pat Simmons (Explore MN Tourism)
Financial support: Carlson Chair for Hospitality, Travel & Tourism, Explore Minnesota Tourism

This effort monitors sustainable tourism practices, perceptions and interest in Minnesota. In March we reported on the changes in attitudes toward and practices that reflect sustainable tourism. A list of the three efforts identified nearly 100,000 people for support as well as the current for the 3rd conference on sustainable tourism (April 2008).

Visitor profiles & projections
Recreational Trail Users in Minnesota: Economic impact & interactions
Personnel: Ingrid E. Schneider, Ranney Sils, Teresa Bipes, & Andreas Schweiwer
Financial support: Explore Minnesota Tourism, Carlson Chair for Tourism Travel & Hospitality, Minnesota Recreational Trail Users Association

This study was a statewide visitor profile across multiple recreational trail users. The project will assess the economic impacts of right to more than 200,000 trail users as well as visitor experiences with trail conflict. Results will provide essential information for destination marketing as well as tourism management and development. Both tabulated and regional reports will be available summer 2009.

Brainerd Area market profile
Personnel: Ryan Pesch, Kent Gustafson, & Ingrid E. Schneider
Financial support: Brainerd Lakes Area Chamber of Commerce

This project identified current and marketing potential target market and media usage and their recommended alternatives to maximize current marketing efforts among area stakeholders. A combination of 60 interviews and market area profiles, using EIM’s Business Analysis data, provided the necessary information to maximize resource usage and media effectiveness.

M E E T I N G  O U R  M I S S I O N:
ENGAGING FOR INDUSTRY SUCCESS & SUSTAINABILITY

Strategically partnering University resources with public and private sectors enhances tourism education, tourism research as well as addresses critical tourism industry issues. The Tourism Center engages in a variety of venues including presentations, facilitations and board memberships. A sampling of our efforts is identified below. If you have thoughts on other opportunities for us to engage with your stakeholder group, please do let us know!

A sampling of our presentations
Wine Tourism in Southern Minnesota
Personnel: Kent Gustafson
Location: Mankato, Minnesota
Host: Southern Minnesota Tourism Association

Gas Pump Economics:
Maximizing Tourism Opportunities
Personnel: Kent Gustafson
Location: Saskatchewan, Canada
Host: Economic Development Association

Visitors to Diverse Festivals:
Implications for Event Planners
Personnel: Kent Gustafson
Location: Kansas City, Kansas
Host: To Adelante & Baltimore’s New Universities

Competitive Destinations:
The Sustainable Tourism Trend
Personnel: Cynthia Messer
Location: St. Cloud
Host: Upper Midwest Convention & Visitor Bureau

A sampling of our facilitations
Lindstrom Tourism Assessment and community action steps
City of Lindstrom - Economic Development Authority
Brainerd Lakes area lodging interviews
Brainerd Lakes Area Chamber of Commerce

Tourism Center Measures of Success

A sampling of our presentations
Wine Tourism in Southern Minnesota
Personnel: Kent Gustafson
Location: Mankato, Minnesota
Host: Southern Minnesota Tourism Association

Gas Pump Economics:
Maximizing Tourism Opportunities
Personnel: Kent Gustafson
Location: Saskatchewan, Canada
Host: Economic Development Association

Visitors to Diverse Festivals:
Implications for Event Planners
Personnel: Kent Gustafson
Location: Kansas City, Kansas
Host: To Adelante & Baltimore’s New Universities

Competitive Destinations:
The Sustainable Tourism Trend
Personnel: Cynthia Messer
Location: St. Cloud
Host: Upper Midwest Convention & Visitor Bureau

A sampling of our facilitations
Lindstrom Tourism Assessment and community action steps
City of Lindstrom - Economic Development Authority
Brainerd Lakes area lodging interviews
Brainerd Lakes Area Chamber of Commerce

Tourism Center Measures of Success

<table>
<thead>
<tr>
<th>Education</th>
<th>Research</th>
<th>Industry Engagement</th>
<th>Fiscal</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of educational program participants in non-technical disciplines</td>
<td>% of research users that indicate research influences operations of planning</td>
<td># of partnerships with non-U.S. organizations</td>
<td>Extension education &amp; outreach allocation</td>
</tr>
<tr>
<td>% of facility/locations engaged in research projects</td>
<td>% of facility/locations engaged in research projects</td>
<td>Information technology online educational resources</td>
<td>Leveraged dollars</td>
</tr>
</tbody>
</table>

Boards & committees served

Across the state & globe
Brainerd Lakes Area Chamber of Commerce
Governor’s Council on Tourism (MN)
Heartland Tourism Association
Minnesota Facilitators Network
MnTourism & Event Association
National Tourism Design Team
Sustainable Development Partnership Boards
Northcentral & Central Minnesota Tourism & Travel Research Association
Travel Green Legislative Design Panel (MN)
Vacation Home Rental Task Force (MN)
Willmar Lakes area Convention & Visitors Bureau

Within the University of Minnesota
Center for Urban & Regional Affairs
Community Assistants Program
University of Minnesota Extension
Regional Education Search Committees

Tourism Center Measures of Success