

TCTAA Year in Review 2015



... COUPONS INSIDE ...



2015-2016



Nobel Museum Universe



Valleyfair



MN Renaissance Festival



MN Landscape Arboretum

FUNMINNESOTA.COM

952.564.0198 • Minneapolis Saint Paul

2015–2016 BROCHURE

65,000 printed

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Twin Cities Tourism
Attractions Association

SAVE \$5.00 ON AN ALL DAY UNLIMITED RIDE WRISTBAND

Redeem at any Nickelodeon Universe retail store or at Guest Services. Coupon must be presented at time of purchase. Cannot be combined with any other offers or discounts. Not valid for special events.

One coupon per person. Copies not accepted. Not for resale.
Expires 4/30/2016 • 952-883-8800 • nickelodeonuniverse.com



SAVE 50% ON VALUABLE MALL OF AMERICA® COUPON BOOK

More than 250 stores, restaurants & attractions offers.

Regular Price \$9.95 + tax. Over \$2,500 in combined savings.
To purchase coupon book, present this coupon at any MOA Guest Services desk at main first floor Mall of America entrances. Expires 4/30/2016



**632 Nickelodeon Universe coupons
and 216 MOA coupons redeemed (thru Nov)**

*-Sarah Anderson, Group Sales Representative
Mall of America*



**Twin Cities Tourism
Attractions Association**

\$2.00 OFF ADULT ADMISSION
\$1.00 OFF CHILD & SENIOR ADMISSION

Valid only for daytime admission. Not valid with any other discounts or promotions or for separate charge attractions. Additional restrictions may apply. Expires 4/30/2016. Code: TCTAA16



708 redemptions, totaling \$27,244 in admissions

(thru November)

- *Peter Wright, Sales Representative*

Minnesota Zoo



**Twin Cities Tourism
Attractions Association**

COMPLIMENTARY VIP COUPON BOOK

Coupon book worth hundreds of dollars
of additional savings!

\$5 value. Redeem this coupon at the Information
Center near Levi's Outlet store.
763.497.1911 • Code: FUNMN • Expires 4/30/2016



668 YTD - 24% of all of the coupons we use for advertising

Sara Smith, Director of Marketing & Business Development

Albertville Premium Outlets



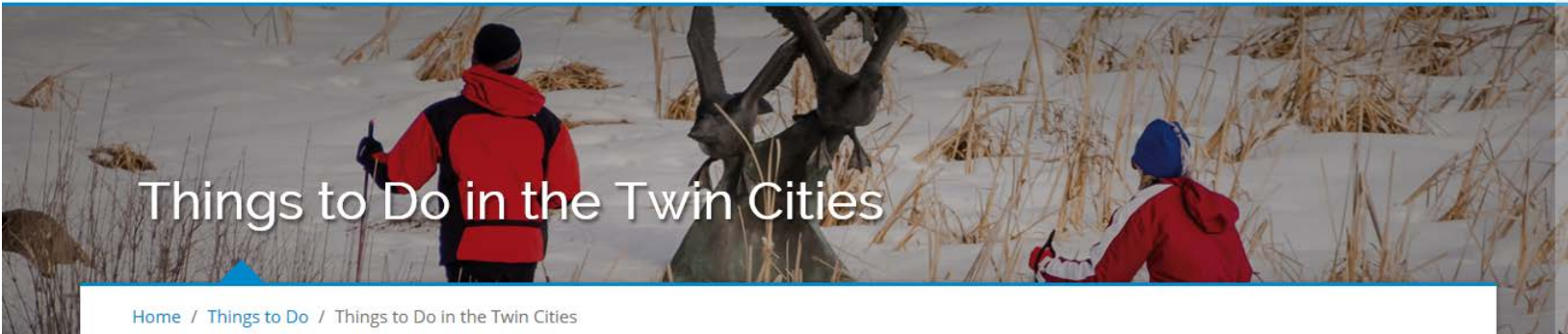


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Funminnesota.com



Explore Minnesota Tourism Silver Partnership



TWIN CITIES TOURISM ATTRACTIONS ASSOCIATION

Four Seasons with so much to do!
Our website and our informative
Attractions Guide, featuring group-
friendly events, hotels and group
specials, make it easy to plan your
group tours. Membership: ABA

54 Minnesota Group & Packaged Travel Planner •





Forum Communications Banner

Program ran May 1-Sept. 30

225,395 total impressions



... WELCOME TO MINNEAPOLIS/ST. PAUL, MINNESOTA ...

*There is so much to do...
fun awaits your whole family!*

Whether you are interested in a romantic getaway weekend, a guy's trip to a sporting event, or a fun family trip, you will find it in the Twin Cities!

Visit funminnesota.com for savings and special offers.

FEATURED ATTRACTIONS



Mystic Lake
mysticlake.com



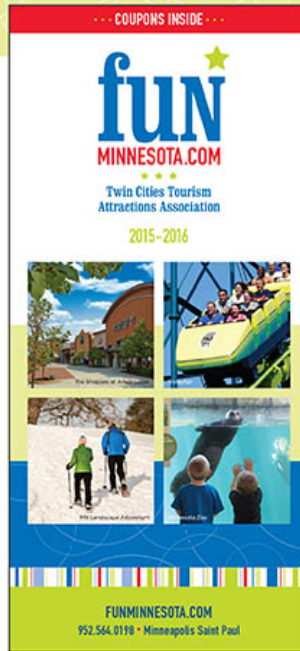
Valleyfair
valleyfair.com

Albertville Premium Outlets • American Swedish Institute
Chanhasen Dinner Theatres • Mall of America
Minnesota Historical Society • SEA LIFE Minnesota Aquarium
The Shoppes at Arbor Lakes • Twin Cities Premium Outlets

Want more information about the area?

Download the FunMinnesota brochure at funminnesota.com.

For additional travel information, visit exploreminnesota.com.



FUNMINNESOTA.COM • 952.564.0198

Forum Communications E-blasts: June, July, August



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DISCOUNT
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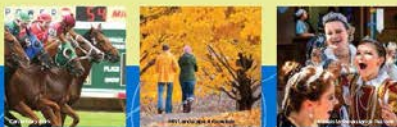
Visit the Twin Cities this summer
for the perfect getaway!
Take advantage of the many attractions,
See beside for more information and special offers.
Check out funminnesota.com for
a list of upcoming events and more offers!
For additional travel information,
go to exploreminnesota.com.

MINNESOTA.COM
Twin Cities Tourism
Attractions Association
7700 Riverdale Drive, Suite 110
Bloomington, MN 55425

SOUTHWEST TWIN CITIES

From knights and performers to slots and horses...

Southwest Minneapolis/St. Paul is full of entertainment. Start your vacation at the Chanhassen Dinner Theater where you can enjoy wonderful performances and tableside service. Visit the Minnesota Landscape Arboretum where your family can walk through 1127 acres of beautiful nature. Your children will love running through the maze, garden, and play yard! Do not forget to visit the Minnesota Renaissance Festival where you and your family will be transported to the 16th century to see knights, faeries, mermaids, and more! Finish your vacation at Canterbury Park and Mystic Lake Casino Hotel. At both places, you can gamble with a variety of table games and slots.



BUY ONE GET ONE FREE ADULT ADMISSION
Present this coupon at the box office to receive
buy one, get one free adult admission.
This coupon is valid through 10/31/2018. See the box office for details.
This coupon cannot be combined
with any other offer. Limit one per customer. Price: \$10.00.

Minnesota
Renaissance
Festival

Direct Mail Piece

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Visit funminnesota.com for more offers and a calendar of upcoming events!

MINNEAPOLIS / ST. PAUL METRO

Learn about history and culture in Minneapolis/St. Paul!

The metro areas of Minneapolis and St. Paul offer museums featuring hands-on activities and exhibits that will immerse you and your family in science and history as well as entertainment venues offering live shows and sporting events. These three museums contain hands on activities and exhibits that will involve your kids in science and history. The **American Swedish Institute** is home to the Tumbad Mansion, the only castle in the Twin Cities, and the **Minnesota Historical Society** has 26 different sites across the state! The **Science Museum of Minnesota** has towering dinosaurs, a giant bloodstream that flows above your head, and an interactive water-vapor tornado. At the **Target Center** and **Orpheum, State & Pantages Theatres**, you will see awe-inspiring theater, shows, and sporting events. The Target Center is home to the Minnesota Timberwolves and Lynx and has a 12-month entertainment schedule that is sure to have shows the whole family will love! **Hennepin Theatre Group** offers a full line-up of touring Broadway shows.



SOUTHEAST TWIN CITIES

Want to visit somewhere that will ensure your family is never bored?

Then southeast Minneapolis/St. Paul is the perfect place to visit! The **Ames Center**, **Minnesota Zoo**, **Twin Cities Premium Outlets**, **Mall of America** and **Sea Life Minnesota Aquarium** will give you days full of fun! When you visit the Ames Center, you not only will attend wonderful performances and view amazing artwork in their gallery, but you will also get a stunning view of Nicollet Commons Park, the Minnesota River Valley, and the Minneapolis skyline through their two-story glass lobby! The animals at the Minnesota Zoo are waiting to see you! At the zoo, you will travel through a tropical rain forest, the depths of the ocean, the northern tundra, a woodland forest, and a family farm! The Twin Cities Premium Outlets and Mall of America are filled with designer and unique shops with year-round events fun for the whole family! Mall of America also features Sea Life Minnesota Aquarium and Nickelodeon Universe where kids can see live sharks and ride rollercoasters. Visit the southeast to please your entire family!



UP TO 20% OFF

Big Ticket™
3-Day attraction pass to six top Mall of America's area attractions!

Buy online at shoppingtoms.com/funpicks and enter promotional code TCTA

COMPLIMENTARY VIP COUPON BOOK

Over 100 Outlet Stores offering savings of 60%-85% off every day!

Download this coupon book at GuestServices@MallOfAmerica.com or call 855.44.8850 • www.mallofamerica.com/venuesites Expires 4/30/2016

TWIN CITIES PREMIUM OUTLETS

COMPLIMENTARY VIP COUPON BOOK

Coupon book worth hundreds of dollars of additional savings!

\$1 value. Subject to availability of the information. Offer near Lot 100B. Expires 4/30/2016. 763.449.1911 • Code: P04911 • Expires 4/30/2016.



FREE ARBOR LAKES SAVINGS BOOK

Present this coupon at Guest Services or Color Me Mine to receive an Arbor Lakes Savings Book featuring offers at over 60 retailers!

One per person, while supplies last. Expires 4/30/2016. 763.444.2204 • shopper@arborlakes.com



NORTH TWIN CITIES

Are you in search of a great destination offering shopping and live horse racing?

Go no further than the northern suburbs of Minneapolis/St. Paul with **Albertville Premium Outlets**, **The Shoppes at Arbor Lakes**, and **Running Aces Casino and Racetrack**. Albertville Premium Outlets offers impressive savings at designer and name brand outlet stores. At The Shoppes at Arbor Lakes, you will find the freshest fashions, greatest gifts, and many enjoyable events! Running Aces Casino and Racetrack has a cutting-edge, Las Vegas style card room and summer harness racing, but that is not all! They also have an elegant restaurant that has a homemade taste and worthy entertainment like comedy shows and hypnotist shows.



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**Twin Cities Tourism
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May 2-3

Booth at Mom's Rock Expo

MOMS *Rock!* expo™ May 2-3 2015



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PROGRAMS



February 10: Speed Networking Market Hall at Twin Cities Premium Outlets



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April 14: Minnesota Zoo



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**Twin Cities Tourism
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June 9:

Minne-Golf Annual FUNdraiser

Moose Mountain and Hard Rock Cafe



MALL OF AMERICA



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August 11: Fort Snelling Minnesota Historical Society



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October 13: Exclusive Sneak Peek - Minneapolis Visitor Information on Nicollet



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Twin Cities Tourism
Attractions Association

Interested in hosting in 2016?

- Hosting an event is a great opportunity to showcase your attraction or a venue in your community. All that is required is space for 30-50 people.
- We are looking to partner with members who can provide VIP/Behind the scenes experiences which will allow our members to better promote each other.
- Hosts provide continental breakfast or light appetizers depending on the time of the program.



Outgoing 2015 Board Members:

- Jennie Zafft, The Shoppes at Arbor Lakes
 - Barb Goin, Mystic Lake Casino Hotel





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