

THE **where**[®] FAMILY OF PRODUCTS

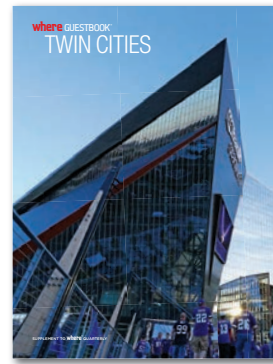
Where Twin Cities is part of the world-wide network of *Where* magazines that travelers across the globe use to make the most out of their stays. Each year 237 million travelers trust *Where* for up-to-date information on where to go and what to see in more than 100 cities worldwide. The Twin Cities greets more than 32 million visitors each year, spending \$7.5 billion annually. Don't miss the most efficient way to reach the visitor market!



where[®]
MAGAZINE

**QUARTERLY
VISITOR MAGAZINE**
168,000 readers/month

Where Twin Cities magazine is the only local publication exclusively designed for visitors staying at local hotels. Distributed to guests at the concierge desk, in-room, and at select retail locations.



where GUESTBOOK[®]

**ANNUAL HARDCOVER
VISITOR BOOK**
720,000 readers/year

The annual, museum-quality, coffee-table book that delights readers with a savvy insider's view, available in-room at upscale hotels. Through gorgeous photography and insightful essays, *Where Twin Cities GuestBook* is the publication readers pick up and want to spend time reading.



TESTIMONIAL

"We love having *Where Twin Cities* at the Visitor Information Center. As the Information Center for all of Downtown Saint Paul, we go through our copies. It's an incredibly valuable resource... and fun to read too! Keep up the good work!"
— Landmark Center, Judy Brooks, Manager

where[®] TWIN CITIES

WHERE[®] ROME | WHERE[®] PARIS | WHERE[®] SINGAPORE | WHERE[®] NEW YORK | WHERE[®] LOS ANGELES | WHERE[®] LONDON | WHERE[®] CHICAGO | WHERE[®] SAN FRANCISCO | WHERE[®] LAS VEGAS

PUBLISHED BY: GREENSPRING MEDIA
706 SECOND AVENUE SOUTH #1000
MINNEAPOLIS, MN 55402 | 612-371-5800

THE **where**® VISITOR MARKET

Where Twin Cities is the most efficient way to reach the visitor market and is a quarterly guidebook-style magazine that visitors can take with them when they explore the city and use to find the city's top restaurants, shops, shows, attractions, exhibits, tours and more. With extensive maps and information-rich content, *Where Twin Cities* is the only local guide for both travelers and hotel concierges.

OUR READERS

Where Twin Cities readers are in the market actively seeking information on where to dine, shop and play.

24.6% of visitors use printed visitor guides once they are in their destination – a 60% increase over those who use visitors guides before they leave for their trip. Of those using visitors guides:

- 80% seek information on attractions
- 67.3% find advertisements to be helpful to their trip planning

Source: 2014 The State of American Travel survey

HOW OUR READERS SPEND THEIR MONEY

Dining

- 88% of travelers dine out—that's over 24 million visitors.

Shopping

- 64% of travelers shop

Where they shop:

- Mall of America—43%
- General Malls—26%
- Gifts/Souvenirs—14%
- Arts/Antiques—12%

Museums + Attractions

- Sightseeing—45%
- Other Museums—23%
- Art Museums—21%

Entertainment

- Amusement Parks—23%
- Nightlife/Entertainment—21%
- Professional Sports—9%
- Fairs/Music Festivals—7%
- Concerts/Shows—6%

QUICK FACTS

- The Twin Cities greets more than 27.9 million visitors each year.
- 80% visit for leisure and 20% visit for business.
- 73% of visitors return within 3 years, averaging 6.9 visits over 3 years.
- 80% travel by car for an average one-way distance of 311 miles
- Average visitor age: 18-34, 26%; 35-54, 37%; 55+, 36%
- Average visitor income: \$80,000
- 72% of visitors are married
- Average number of hotel nights per trip: 3.1

SOURCES: EXPLORE MINNESOTA TOURISM, MARCH 2016; 2008 DAVIDSON-PETERSON ASSOCIATES TOURISM SURVEY; MEET MINNEAPOLIS STUDY 2011 AND 5/2013



Sources: Meet Minneapolis study, 2013; U of M tourism center study, 2012



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THE **where**® DISTRIBUTION

REACH
168,000
readers/
month

Where Twin Cities magazine is distributed quarterly in more than 100 Twin Cities' hotels (available in-room, at the concierge and front desk) plus additional visitor venues throughout the metro. Current distribution locations:

HOTELS

MINNEAPOLIS

- Aloft Minneapolis
- Calhoun Beach Club Apartments
- Courtyard Minneapolis Downtown
- Crowne Plaza Minneapolis Northstar Downtown
- Cushman & Wakefield/NorthMarq Days Hotel University Ave SE
- DoubleTree by Hilton Hotel Minneapolis - Park Place
- DoubleTree Suites by Hilton Hotel Minneapolis Eitel Building City Apartments
- Embassy Suites
- Equinox Apartments
- FGR Associates
- Gaviidae Common / City Center Information Desk
- Hampton Inn & Suites Minneapolis/Downtown
- Hilton Garden Inn Minneapolis Downtown
- Hilton Minneapolis
- Hyatt Place Minneapolis/Downtown
- Hyatt Regency Minneapolis
- IDS Center Management Office
- Laurel Village Apartments
- Le Meridien Chambers
- Loews Minneapolis Hotel
- Millennium Hotel Minneapolis
- Minneapolis Convention Center - Concierge
- Minneapolis Marriott City Center
- Minnesota International Center
- Nicollet Island Inn
- Oak Grove Towers
- Park Terrace Apartments
- Plaza VII - Carlson Real Estate Co.
- Radisson Blu Minneapolis Downtown
- Ramada Plaza Minneapolis
- Residence Inn Minneapolis Downtown at The Depot
- Residence Inn Minneapolis Downtown/City Center
- Sheraton Minneapolis Midtown Hotel
- SpringHill Suites Minneapolis West/St. Louis Park
- The Best Western Plus Normandy Inn & Suites
- The Children's Theater Company
- The Commons Hotel
- The Grand Hotel Minneapolis
- The Hotel Minneapolis
- The Marquette Hotel
- The Westin Minneapolis
- TownePlace Suite Minneapolis Downtown/North Loop
- W Minneapolis - The Foshay

ST. PAUL

- AmericInn Lodge & Suites - White Bear Lake
- Best Western - Bandana Square
- Best Western Plus Capital Ridge
- Best Western Plus Dakota Ridge
- Country Inn & Suites
- Country Inn & Suites by Carlson
- Courtyard Minneapolis - St. Paul Airport
- Courtyard Minneapolis St. Paul/Roseville
- Days Inn University Avenue
- DoubleTree by Hilton Hotel St. Paul Downtown
- Embassy Suites by Hilton St. Paul Downtown
- Envision Hotel St. Paul South
- Fairfield Inn & Suites - Airport
- Grandstay Stillwater
- Hilton Garden Inn
- Hilton Garden Inn Shoreview

- Holiday Inn - Saint Paul Downtown
- Holiday Inn Express
- Holiday Inn Express Roseville
- Holiday Inn Hotel & Suites
- Holiday Inn St. Paul - (3M Area)
- Hotel 340
- InterContinental St. Paul - Riverfront
- Kellogg Square Apartments
- LaQuinta Inn & Suites
- Mears Park Place Apartments
- Residence Inn By Marriott - Roseville
- Sheraton St. Paul Woodbury
- Sonesta ES Suites Minneapolis - St. Paul Airport
- The Saint Paul Hotel
- The Towers of Galtier Plaza

BLOOMINGTON /494

- AmericInn Bloomington West
- Best Western Plus
- Centennial Lakes Office Park
- Comfort Inn Airport
- Courtyard Minneapolis Bloomington
- Crowne Plaza Bloomington MSP Airport/MOA
- Crowne Plaza Suites MSP Airport - Mall of America
- Days Inn Bloomington West
- DoubleTree Bloomington - Minneapolis South
- Embassy Suites Bloomington
- Embassy Suites Minneapolis Airport
- Fairfield Inn & Suites Minneapolis Bloomington
- Hampton Inn & Suites Airport
- Hilton Garden Inn Bloomington
- Hilton Minneapolis Bloomington
- Hilton Minneapolis/St Paul Airport
- Holiday Inn Bloomington Airport South
- Holiday Inn Express & Suites Bloomington - MPLS
- Holiday Inn Express & Suites Minneapolis Airport
- Homewood Suites by Hilton
- Hyatt Place Mpls Airport - South
- LaQuinta Inn & Suites
- Minneapolis Airport Marriott
- North Country Lodge
- Oakwood Corporate Housing
- Park Plaza Bloomington
- Quality Inn & Suites Mall of America
- Radisson Blu MOA
- Ramada MSP Airport at the Mall
- Residence Inn Minneapolis Bloomington
- Residence Inn Minneapolis Edina
- Sheraton Bloomington Hotel
- Staybridge Suites Minneapolis Bloomington
- Westin Edina Galleria

SUBURBAN LOCATIONS

- American Lodge & Suites-Oakdale
- Best Western Eden Prairie Inn
- Best Western Plymouth Hotel & Conference Center
- Bridgestreet Accommodations
- Carlson Center Concierge
- Colonnade Center / Koll Real Estate
- Comfort Inn - Plymouth
- Country Inn & Suites Albertville
- Country Inn & Suites by Carlson
- Courtyard Minneapolis Eden Prairie
- Crowne Plaza Minneapolis West
- Days Inn Plymouth West/Minneapolis
- DoubleTree by Hilton Hotel Minneapolis North
- Extended Stay America
- Fairfield Inn & Suites Minneapolis Eden Prairie
- Hampton Inn & Suites Minneapolis West Minnetonka
- Hampton Inn Minneapolis NW Maple Grove
- Hilton Garden Inn Minneapolis/Eden Prairie
- Hilton Garden Inn Minneapolis Eagan
- Holiday Inn Express & Suites Minneapolis - Minnetonka
- Holiday Inn Express & Suites Minneapolis (Golden Valley)
- Homewood Suites by Hilton Minneapolis -
- La Quinta Inn & Suites Minneapolis - Minnetonka
- Minneapolis Marriott Northwest
- Minneapolis Marriott Southwest
- Minneapolis Marriott West
- Mystic Lake Casino Hotel
- Park Nicollet Methodist Hospital
- Residence Inn Minneapolis Eden Prairie
- Sheraton Minneapolis West
- Temporary VIP Suites

• *In-Room Distribution*

VISITOR INFORMATION SERVICES

- IDS Center
- Landmark Center
- Minneapolis Convention Center
- Minnesota International Center

CORPORATE LOCATIONS

- 3M Engineering
- Carlson Center Concierge
- CBRE
- Honeywell Golden Vly Learning Ctr
- Marquette Place
- Minneapolis Club
- The Cliffs of Minnetonka



TESTIMONIAL

"Everyone really enjoys the magazines, we even have a select group of Admins that come down and grab the new book and they use it in their dinner plans for our out-of-town guests! Keep up the GREAT WORK – we really, really enjoy it!"

— Jennifer Mattson, Customer Service Coordinator, Honeywell

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