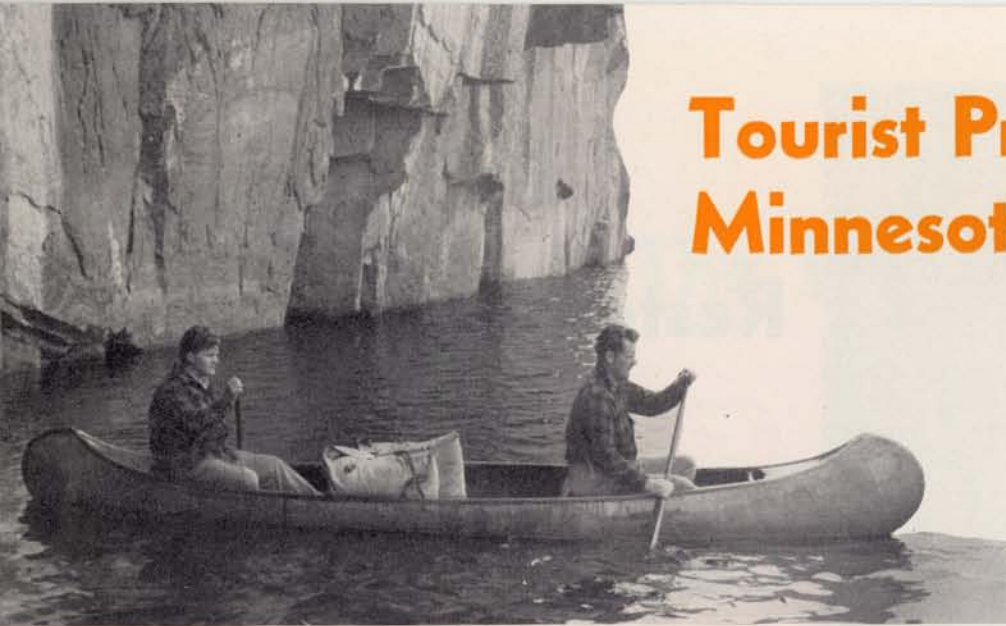


Tourist Promotion in Minnesota



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Photos, including Lake Itasca (opposite page), courtesy Minnesota division of publicity

The Dred Scott case had its origin in Minnesota. Dred's master brought him along as part of his retinue when he sought rest and recreation in Minnesota's northern lake region. When Dred was returned to the south he claimed his liberty.

We who know the enjoyable freedom that follows relaxation of restraints of modern society can understand the slave's desire to reside in Minnesota's vacation land.

Informing the public about this area as well as all Minnesota, with special emphasis upon recreational appeal, is the work of the State's Department of Business Research and Development, created in 1947.

One of the department's first efforts was to measure the importance of the travel trade upon the other elements which make up Minnesota's economic fabric, by a market survey conducted by the Mid-Continent Surveys. This report gave the department the knowledge of where the State's vacation travel trade comes from, what vacationists buy and how much, and the degree of satisfaction their expenditure of time and money has brought them.

As a result of this study the department is now engaged in promoting legislation advising resort owners on their advertising and outlining a State-wide hospitality and courtesy campaign. We intend to base our future plans and activities upon a similar procedure—first ascertaining present conditions and then applying funds and personnel to alter those conditions.

This will certainly be to the advantage of those who have a stake in the travel trade of our State. For each of the past two years some 850,000 guests from outside Minnesota have fished and bathed in our lakes. In this, our centennial year, that number should reach a million.

The money these visitors leave here in payment for their entertainment makes up much the larger part of the estimated \$100,000,000 tourist industry of the State.

The State's income from the vacation travel trade and the amount spent by the State government to obtain it have little relationship. Our budget for the publicity portion of our activities is \$80,000; only \$25,000 is spent on the purchase of space advertising. That so much

has come from the expenditure of so little, we believe, is indicative of the merit of our sales product.

The union of State tourist promotion with business promotion is a generally accepted trend; it has been adopted by Vermont, New York, Missouri, Minnesota, and other States. While the trade groups representing the tourist industry sometimes are reluctant to yield their separate identity, experience indicates they profit by doing so. They gain specialized talents in the larger department, and also the advantage that comes from being a part of business as a whole when appearing before legislative appropriation committees.

Sailing in the moonlight on a Minnesota lake.

