

EDA REPORT

January 2021

Tourism Staff Assigned: Karen Pehrson

Promote Owatonna as a destination for leisure, group, tournament and meeting travel.

Tourism Economic Impact YOY:

Sales (gross Leisure & hospitality)

\$76 Million (Up 1.3%)

Tax revenue (Annual state & local tax)

\$4.9 Million (Up 2.5%)

Impact on jobs related to leisure & hospitality

1,5431 (Up 2.7%)

We will not receive this updated data from Explore MN until June/July

Strategic Plan Dashboard – YTD

Updates highlighted

BRANDING	2019 YEARLY	2020 YEAR END	2021 MONTHLY GOAL
INCREASE WEBSITE PAGE <i>(USER SESSIONS/PER PAGE)</i>	313,808 Impressions 3341 Clicks 1.06 Click Thru Rate	321,621 Impressions = 2.49%	3%
INCREASE WEBSITE ENGAGEMENT <i>(USER GENERATED CONTENT & MENTIONS)</i>	2+ min: 6603 2+ pages: 6486	-25% 2019: 6,272 vs 2020: 4,532 2019: 6,685 vs 2020: 5,136	3%
INCREASE CLICK THROUGH RATE ON EMAILS	2.47%	2.6%	2.8%
INCREASE # OF ACTIVE USERS <i>who had at least one session within the 14 days.</i>	865	1,512	8%

REGIONAL COLLABORATION	2019 YEARLY	2020 YTD	2021 GOAL
INCREASE NUMBER OF GROUP TOURS	12	1	10
INCREASE NUMBER OF OVERNIGHT ROOMS <i>(Heads in beds)</i>	54	36* (12 rooms for 3 days)	45

MEETINGS & EVENTS	2019 YTD	2020 YTD	2021 GOAL
INCREASE THE NUMBER OF MEETING & EVENTS <i>(meetings over 20 people – that we had a hand in planning)</i>	11	1	10
INCREASE THE NUMBER OF OVERNIGHT ROOM <i>(Heads in beds – that we had a hand in planning)</i>	70	7	70
INCREASE ECONOMIC IMPACT WITH EXISTING EVENTS <i>(Farm & Power Show, Corky's & SCFF) YOY</i>	1.3%		1.4%

YTD Lodging Tax Revenue*2019 vs 2020 (Down 42%)*

	2020	2019	
	95%		
JAN	\$ 16,376	\$17,083	
FEB	\$ 11,009	\$16,473	
MARCH	\$ 8,123	\$14,985	
APRIL	\$ 5,493	\$17,043	
MAY	\$ 7,230	\$19,600	
JUNE	\$ 10,808	\$23,445	
JULY	\$ 12,350	\$21,907	
AUG	\$ 12,689	\$23,691	
SEPT	\$ 13,034	\$20,317	
OCT	\$ 15,098	\$20,839	
NOV	\$ 11,453	\$15,874	
DEC			
TOTAL	\$ 123,662	\$211,259	- 41%

YTD Occupancy*2019 vs 2020 (Down 27%)*

2020	2019	
40.8	56	-27%

Average Daily Rate*2019 vs 2020 (Down 6.3%)*

2020	2019	
\$83.24	\$88.81	-6.3%