Travel Package Offerings – FREE Exposure Opportunities!

The Explore Minnesota Tourism Travel Packages found at *ExploreMinnesota.com* are dedicated to offering the consumer value-added packages from the lodging and attractions industry for travel in Minnesota. Take advantage of this ***free opportunity to increase your visibility and sales***! Packaging two or more products in one cost-saving purchase provides the dollar-conscious consumer with value, and enables properties and attractions to cross-promote their products.

Why Participate?

- There is ***no cost*** to you! Listings are ***FREE***!
- **Packages may now be offered for one-night stays**!
- Packages help increase the allure to your area, property and nearby attractions.
- Travel Package pages are among the most popular pages of our website.
- Increase awareness for packages you may already have created!
- A **hyperlink** is available to your package on *exploreminnesota.com* at no extra cost.
- EMT promotes these packages via seasonal *Star Tribune* e-mail blasts to over 60,000 subscribers.
- EMT regularly seeks to promote Travel Packages via other electronic, broadcast and print opportunities.
- Packages provide the opportunity to offer **Nature & Adventure**, **Shopping & Entertainment**, and **Stay & Play** components.
- **NEW for 2008:** An additional section exclusively for **Golf Packages** will be offered.

What is a package?

A package must include a **one or two night stay (or longer)**, plus **at least one off-site paid feature** that is included in the price of the package, **at a savings to the customer**, with a total price less than the sum of the individual elements. Paid off-site features may include theater tickets, museums, attractions, sightseeing tours, festivals, etc. *On-site features are also acceptable, if they are also available to the general public as a paid admission item, such as a water park, full-service spa or golf course.* Additional components to the package are encouraged, such as coupon books or two-for-one offers. Guests make a single payment to the lodging property for all components. The property then provides any necessary voucher/ticket for the added feature(s).

How does it work?

- Properties/attractions develop a package that includes a one or two nights' lodging (or longer) *and* at least one paid event, attraction or activity, or full dining experience.
- Packages rates can be *per night* or *per person* (based on double occupancy) or *per package*.
- Properties may offer peak and off-peak rates, as well as weekday/weekend rates.
- Properties must advise of any blackout period(s).
- Properties can provide a hyperlink directly to their website, and, when applicable, to the page that shows package details.
- Properties/attractions must handle the bookings with a single payment. Tickets or vouchers must be available upon check in.
- Packages are submitted to EMT, and upon approval, loaded by EMT staff onto www.exploreminnesota.com.

What are the conditions?

- Packages must cost less than the total of individual elements. The greater a discount, the greater the value and appeal for your package.
- Properties may submit up to two packages for each category (Nature & Adventure, Shopping & Entertainment, Stay & Play, and Golf).
- Properties should designate a package code, for easy identification when making reservations, and to assist in tracking purposes. If the package is offered through a reservation system, the same code may be used.
- Properties agree to track results and report to EMT on a semi-annual basis.
- If commissionable to travel agents, the percentage will be clearly noted.

What is the applicable time period?

- The focus is on two six-month seasonal time periods:
  Winter/Spring: November 1 – April 30 and **Summer/Fall: May 1 – October 31**.
- Packages may be renewed for the subsequent period if the offer overlaps.
- Packages may be effective for any length of time during the season – for example, one month, one week, or as short as a special event weekend.
- Travel packages are not the vehicle for short-term, last-minute specials. For that type of promotion, check into our self-loading Deals program, which can be purchased as part of EMT's web enhancement options.

How do I sign up for the program?

- Fill out the accompanying Participation Agreement and return to Explore Minnesota Tourism.
- Packages may be submitted at any time.
- Returning the submission form via electronic means as Word Document ensures quicker loading.

To view existing offerings go to: www.exploreminnesota.com/lodging/deals/index.aspx. Choose from the package themes at the bottom right section of the page.

For any questions contact: chris.vanmeter@state.mn.us or call 800-657-3600.

Updated: 21-Mar-08