Driven by NEED: Building Sustainable Tourism in Minnesota

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Driven to Discover™
Necessity
– Tourism is an $11 billion industry in Minnesota
  • 15% of state sales tax revenue
  • 10.7% of private employment
– Tourism is resource dependent

Education
– Applications for industry

Enlightenment
– Increasing awareness

Determination
– Committed partners
Actions to Date

• 3 Statewide conferences hosted by UM
  • Goals
    – Establish dialogue & common language
    – Build Minnesota capacity to implement sustainable tourism practices
    – Share Best Practice examples
    – Provide access to information, research, funding

• Survey of industry practices & attitude
  • Goals
    – Establish a baseline & monitor change
    – Identify areas of opportunity & need for education
Actions to Date  cont’d

• 2007 Legislation
• Travel Green Initiative
• Webpage
  www.travelgreen.umn.edu
• Resources
  – www.tourism.umn.edu
Actions to Date  cont’d

• Enhanced collaborations

• Explore Minnesota Tourism
  – self-reporting database
  – “Green” track at state conference
  – Sustainable Tourism award

• Industry action
Outcomes

• Expected
  – Enhanced awareness
  – Increased industry actions
  – Expanded dialogue & partnerships
  – Baseline information on practices/attitudes
Outcomes cont’d

• Unexpected
  – State legislation
  – Travel Green Initiative
  – Difficulty finding common language
Lessons

• Expect the unexpected
• It takes time & effort
• N-E-E-D
Thank you!

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