



Northfield Convention & Visitor's Bureau
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507-645-5604 | VisitNorthfield.org

FOR IMMEDIATE RELEASE

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Visit Northfield Awarded at Explore Minnesota Tourism Conference

MANKATO, Minn. (Mar. 6, 2018) —During the 2018 Explore Minnesota Tourism Conference, held at the Verizon Center this week, several individuals, organizations and tourism businesses were recognized at the annual Excellence in Tourism Awards banquet for their contributions to the state's \$15 billion travel industry.

The Northfield Convention & Visitors Bureau was presented with a Marketing Award of Excellence for website redevelopment. Lisa Peterson, director of tourism from the Northfield Area Chamber of Commerce & Tourism was presented with the award by John Edman, director of Explore Minnesota Tourism.

"After a long battle with our former website developers, our board decided to scrap the old and bring on the new," stated Peterson. "Our goal was to create a site that was informational, easy to use and beautiful to look at. Being recognized for our hard work by the State Tourism Department is certainly an honor."

"We knew our previous website lacked creativity and visuals. We decided to get back to basics with beautiful photography that showcased our community treasures of the Riverwalk Market Fair, the Northfield Historical Society, the Defeat of Jesse James Days, Winter Walk, our parks, trails and recreation and our historic downtown." said Peterson "Since the launch date in March 2017, we have seen an increase of 154% in the number of visitors and return visitors."

The annual tourism conference attracted more than 300 attendees from around the state, including representatives of convention and visitors bureaus and other tourism promotion organizations; hotels, resorts and campgrounds; and a variety of attractions, such as museums, parks, zoos, malls and historic sites.



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As the state's tourism promotion office, Explore Minnesota pursues an entrepreneurial approach, leveraging the state's tourism investment with increased involvement by the private sector. A council of representatives from the state's tourism industry strongly connects Explore Minnesota with tourism businesses and organizations. Tourism is a \$15 billion industry in Minnesota, and a key sector of the state's economy. The leisure and hospitality industry—a major provider of tourism services—employs nearly 260,000 workers, representing 11 percent of Minnesota's private sector employment. Leisure and hospitality also generates 17 percent of the state's sales tax revenues. Minnesota welcomes nearly 70 million domestic and international travelers annually.

For more information visit www.visitnorthfield.org.

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