



star of
the north*

explore minnesota & the mississippi river corridor

Lauren Bennett McGinty, Executive Director of Explore Minnesota

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what we do

Explore Minnesota supports the growth of Minnesota's economy through tourism livability and workforce attraction, outdoor recreation, film and statewide brand promotion.

2024 visitor economy

A night scene of a campsite by a lake. In the foreground, several people are sitting around a campfire, illuminated by the warm glow of the flames. The background shows a calm lake reflecting the dark sky, surrounded by silhouettes of tall evergreen trees. The overall atmosphere is peaceful and serene.

\$24.7B

economic impact

\$2.4B

state and local taxes

182,435

jobs supported

\$1,031

tax savings per MN
household / year

★ on [exploreminnesota.com](https://www.exploreminnesota.com)

Plan the Perfect Trip



How to Make the Most of Itasca State Park

Where to camp and what to do

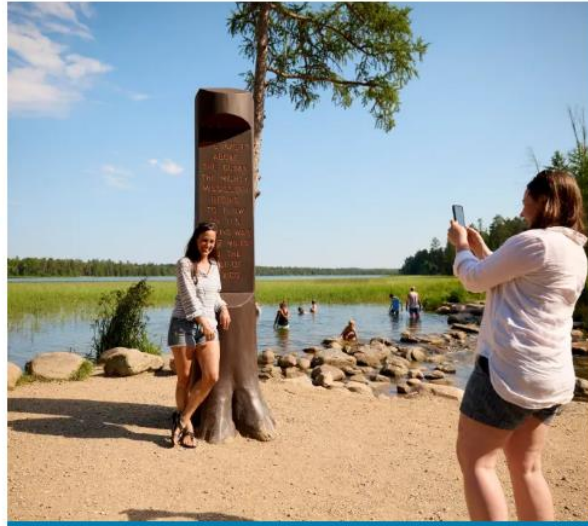
[Learn More >](#)



Take the Ultimate Great River Road Trip

Follow the Mississippi on one of the state's most iconic stretches

[Learn More >](#)



Everything You Need to Know About the Mississippi Headwaters

More than half a million people (!) visit every year

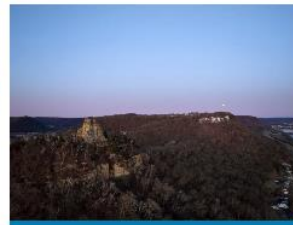
[Learn More >](#)



Where to Stop While Biking Along the Mississippi River

Including pit stops, historic attractions and overlooks

[Learn More >](#)



Things to Do in Bluff Country and the Mississippi River Valley

Find out what nature lovers have known for years

[Learn More >](#)

- www.exploreminnesota.com/destinations/mississippi-river
- Features multiple itineraries
- Has its own landing page
- Also part of our scenic byways content area



★ the great river road

Great River Road guide

- www.exploreminnesota.com/road-trips/great-river-road-scenic-byway
- 8 major stops + additional stops within the destinations

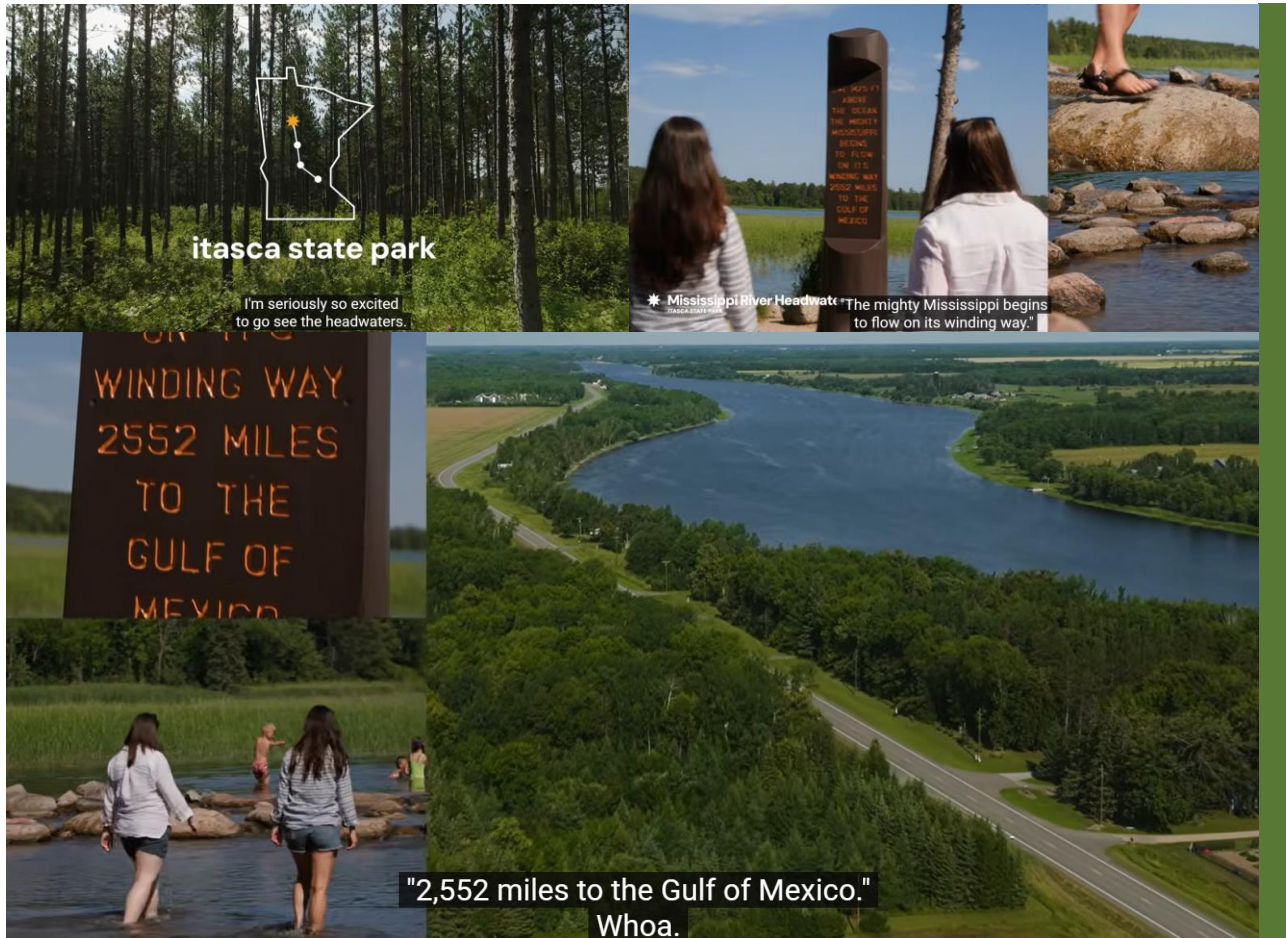
Great River Road trip guide

- www.exploreminnesota.com/outdoors/biking/mississippi-river-trail-itinerary
- 9 major stops

Mississippi River Country

- On the board of directors
- Minnesota, Illinois, Tennessee, Arkansas, Mississippi, Louisiana
- Actively promote the road

mississippi river in campaigns



- Star of the North episode 1 heavily features the Great River Road and Itasca / river
- Also connects back down in St. Paul at the end of the trip
- Have featured the river and the drive on multiple campaign itineraries

★ mississippi river in campaigns

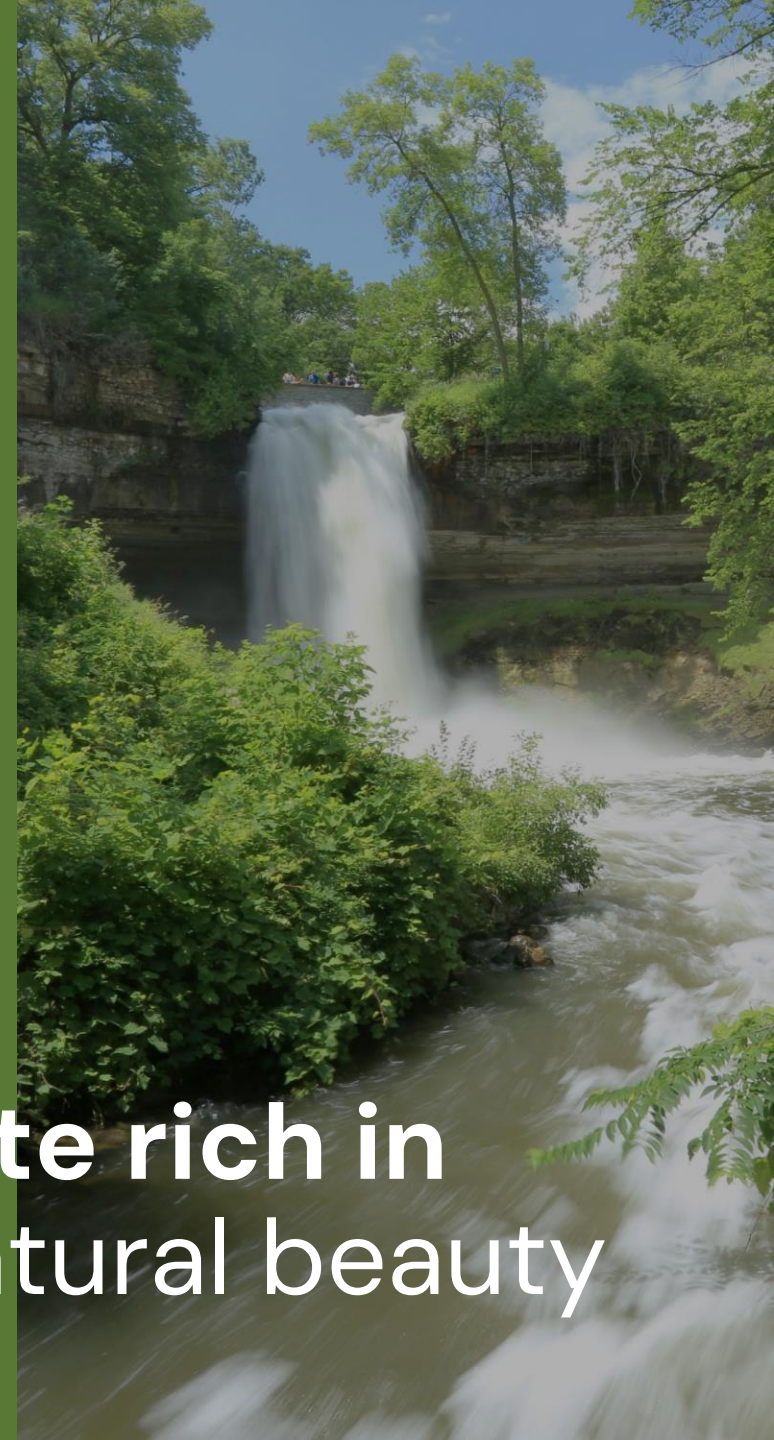


- Many activities featured including biking, fishing, paddle sports, hiking, ice climbing, and more.
- Explore Minnesota More Podcast has featured fishing on the river.
- Featured in all four seasons

**minnesota
is where the
mississippi
starts...**



**shaping a state rich in
culture and natural beauty**



Founded in 1986 to promote travel to the **10 Mississippi River states**, reaching markets in **Canada, India, Japan and Korea**



active members



Minnesota, Tennessee,
Illinois, Wisconsin,
Mississippi & Louisiana



Voting rights tied to dues-
paying membership

A wooden signpost stands in the foreground, partially obscuring a view of a lake and forest. The signpost is made of dark wood and has a decorative cutout at the top and bottom. The text on the sign is engraved in gold. The background shows a calm lake with a forest of green trees on the far shore under a clear blue sky. In the foreground, there are large, smooth grey rocks and some green grasses.

HERE 1475 FT
ABOVE
THE OCEAN
THE MIGHTY
MISSISSIPPI
BEGINS
TO FLOW
ON ITS
WINDING WAY
2552 MILES
TO THE
GULF OF
MEXICO

minnesota
starts the
the story



★ 2026 outlook: top international markets

- Canada
- India
- UK
- Germany



telling the
world about
the river



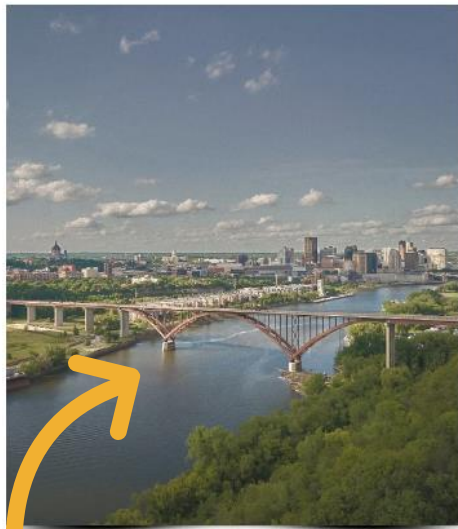
★ telling the world about the river

HOME ABOUT US LET'S PLAN

JourneyLabel

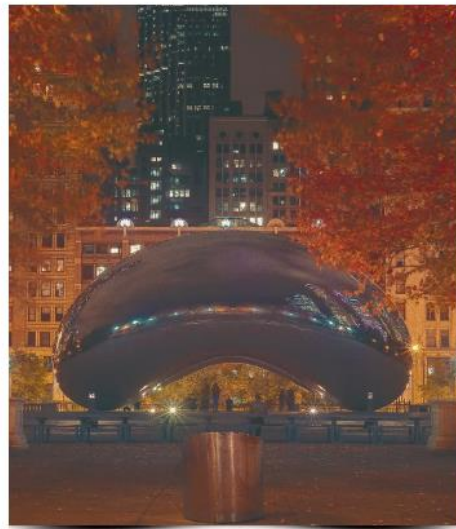
START YOUR ADVENTURE

Step into a world of unique & remarkable experiences



MINNESOTA

For The Curious Explorer



ILLINOIS

For The Route 66 Enthusiast



TENNESSEE

For The Soulful Traveller



MISSISSIPPI

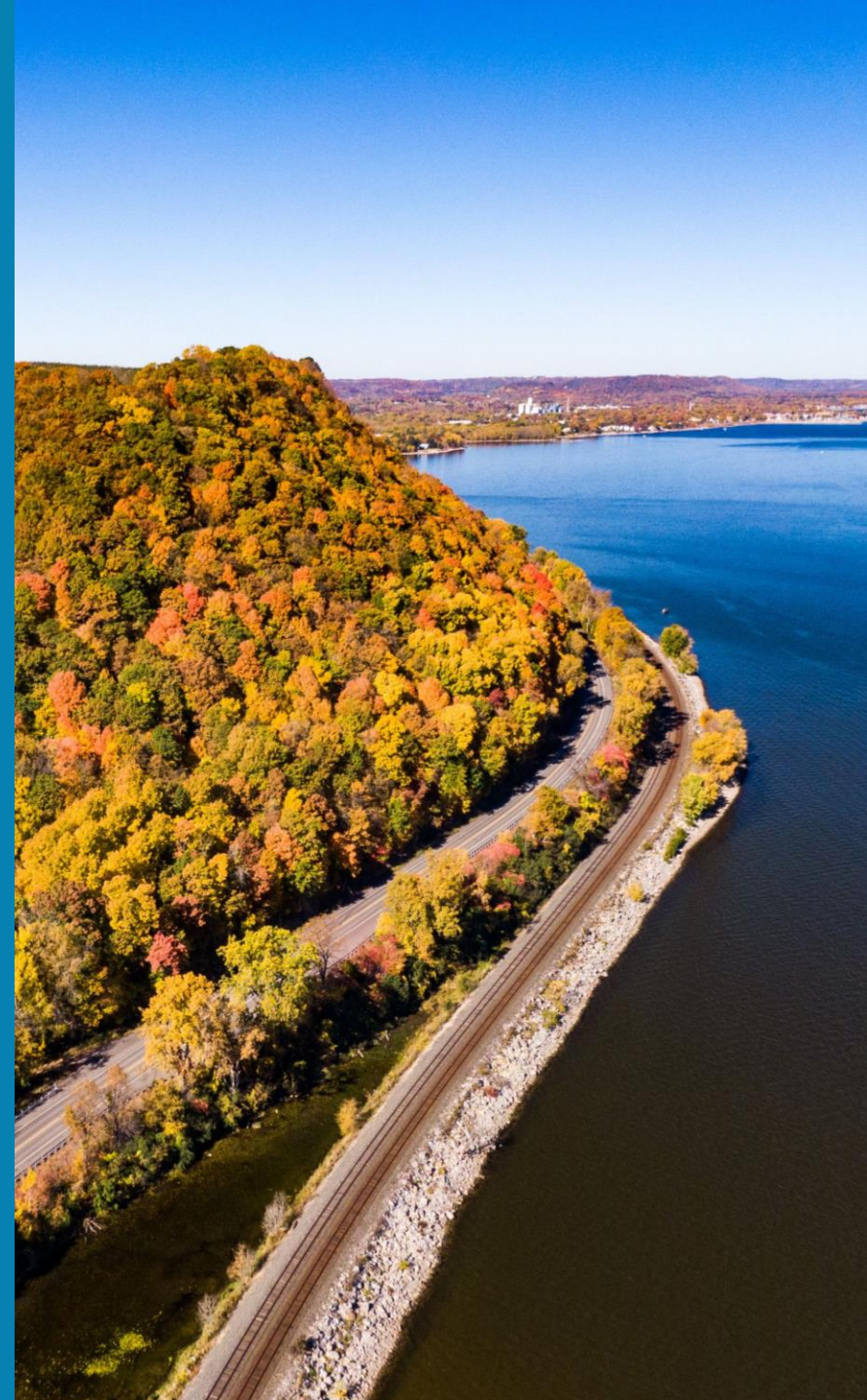
For The Music Lover



partnership
opportunities



**what we
each bring
to the table**





let's build
together



where we can go from here



highlight the
great river
road



international
alignment



news
amplification



marketing +
branding



the mississippi river *is minnesota*

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m EXPLORE
MINNESOTA

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thank you!

