

## **2006 Scenic Byways Promotion**

**Star Tribune Solo E-Mail Blast -** The Star Tribune offers subscribers an opportunity to sign up for a variety of e-newsletters, including a e-travel newsletter sponsored by Explore Minnesota Tourism. Through our marketing partnership, EMT sent a Scenic Byways solo e-mail blast to over 60,000 e-travel newsletter subscribers. The e-mail described the scenic byway system, including photos and links to the EMT Scenic Byway website and an opportunity to order the Scenic Byways from [exploreminnesota.com](http://exploreminnesota.com). Originally, the solo e-mail was designated to promote the new Scenic Byways web site, however, the e-mail had to be used prior to July 1. Scenic byway map orders increased significantly after the e-mail.

**American Road Magazine -** American Road magazine is focused on driving tours throughout the United States. American Road is sold by subscription and on-stand at 50% of Barnes Noble and Walmart retail stores. EMT and several EMT regions advertise in the publication. Because of our relationship, American Road offered EMT an opportunity to sponsor the first sweepstakes on their new website. AmericInn is providing three nights accommodations. The sweepstakes page promotes the Scenic Byways and an invitation to order a Scenic Byways map.

### **Best Western – Explore Minnesota Tourism – AAA Magazines & WCCO TV**

Explore Minnesota Tourism has joined with Best Western, AAA Magazines and WCCO TV for a “Minnesota Treasures” promotion July 1 – September 4, 2006. AAA Magazine designed a “Minnesota treasures ”micro-site with an sweepstakes offering a weekly Best Western \$200 Travel Card and a Grand Prize of a Best Western Travel card, Minnesota Historical Society admissions and a dinner certificate for Timber Lodge Steakhouse. .” Entrants may opt-in for a Minnesota Travel Guide and Scenic Byways map.

WCCO TV will run two :15 promos—one highlighting Minnesota’s (travel) Treasures & Best Western Hotels; the second-- discovering “Minnesota Treasures.” The promos direct viewers to [WCCO.com](http://WCCO.com) to identify a weekly “Minnesota treasure.” The answer will be revealed on the following Monday and a weekly prize winner will be selected. (Correct answer is not necessary to enter) [WCCO.com](http://WCCO.com) visitors can link directly to the sweepstakes entry form on the AAA Magazine’s micro-site.

**Fall Direct Mail -** Explore Minnesota Tourism will again promote fall travel through a direct mail program to 300,000 targeted consumers in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin, scheduled for mailing in mid August. The creative concept will suggest taking a "Trip on a Tankful" to explore Minnesota's fall color on any of the state's 22 scenic byways. Travelers will be invited to order a fall travel kit including a Fall Explorer Newspaper and a Scenic Byway map.

**Scenic Byway Online advertising** - Upon the launch of new Scenic Byway content on exploreminnesota.com, a 6 week online advertising campaign will commence directing consumers to the new pages. Point Roll banner ads will run on several websites on a regional basis including AOL, Mapquest.com, Away.com, Gorp.com, and Tribal Fusion. The Point Roll banners serve several drop-down sections of content as the mouse goes over the online banners.