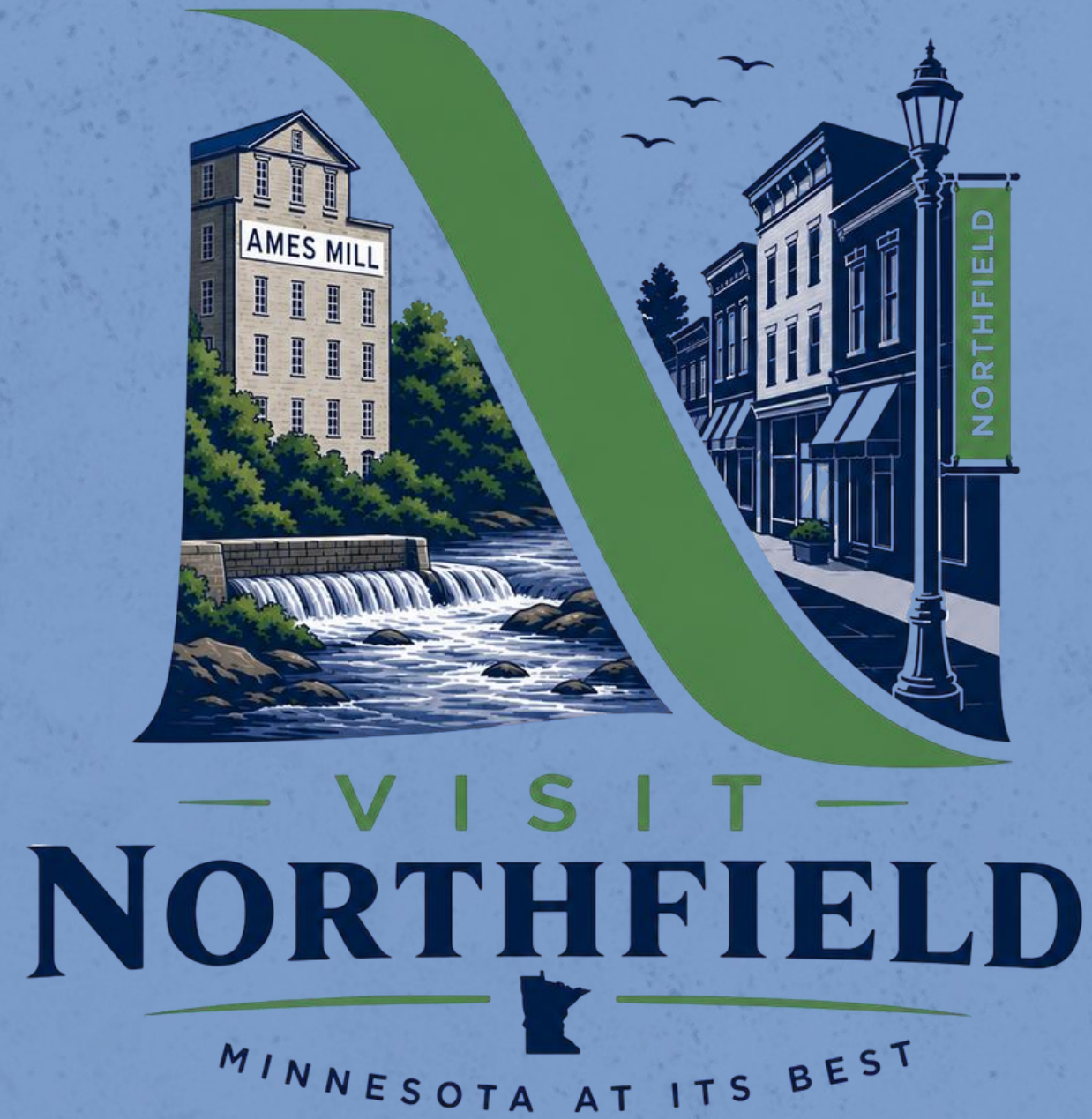




NORTHFIELD CONVENTION & VISITORS BUREAU

City Council Presentation
June 16th, 2026





MISSION

To Market and promote Northfield and enhance the economic vitality of the community by attracting visitors, tour groups, corporate meetings, conferences, retreats, and events to Northfield.

VISION

The Northfield Convention & Visitors Bureau envisions Northfield being a premier tourist destination, retaining and showcasing the values, heritage, culture and natural beauty of Northfield and the surrounding area.

OUR LODGING PROPERTIES

41

AmericInn Lodge & Suites

54

Country Inn & Suites

80

Fairfield Inn & Suites

4

Froggy Bottoms River Suites

55

Coratel Inn & Suites

20

Northfield Extended Stay

253

Total Rooms



✦✦✦ BOARD COLLABORATION

City Council
Rep
Brad Ness

Hotel Rep
Fairfield Inn & Suites
Jordan Gmur

Friends of Downtown
Northfield
Josh Zimmerman

Retail
Rep
Joni Karl

Restaurant &
Agritourism & Distillery
Mark Schiller

Vintage Band &
Music Rep
Dan Bergeson

Northfield History
Rep
Mark Thorton

Arts & Culture
Rep
Michael
Johnson

Marketing Rep
Jackie
Johnson

Community Ed &
Sports Tourism
Melissa Bernhard

Breweries & Dundas
Rep
Tracie Vranich

Main
Street
America

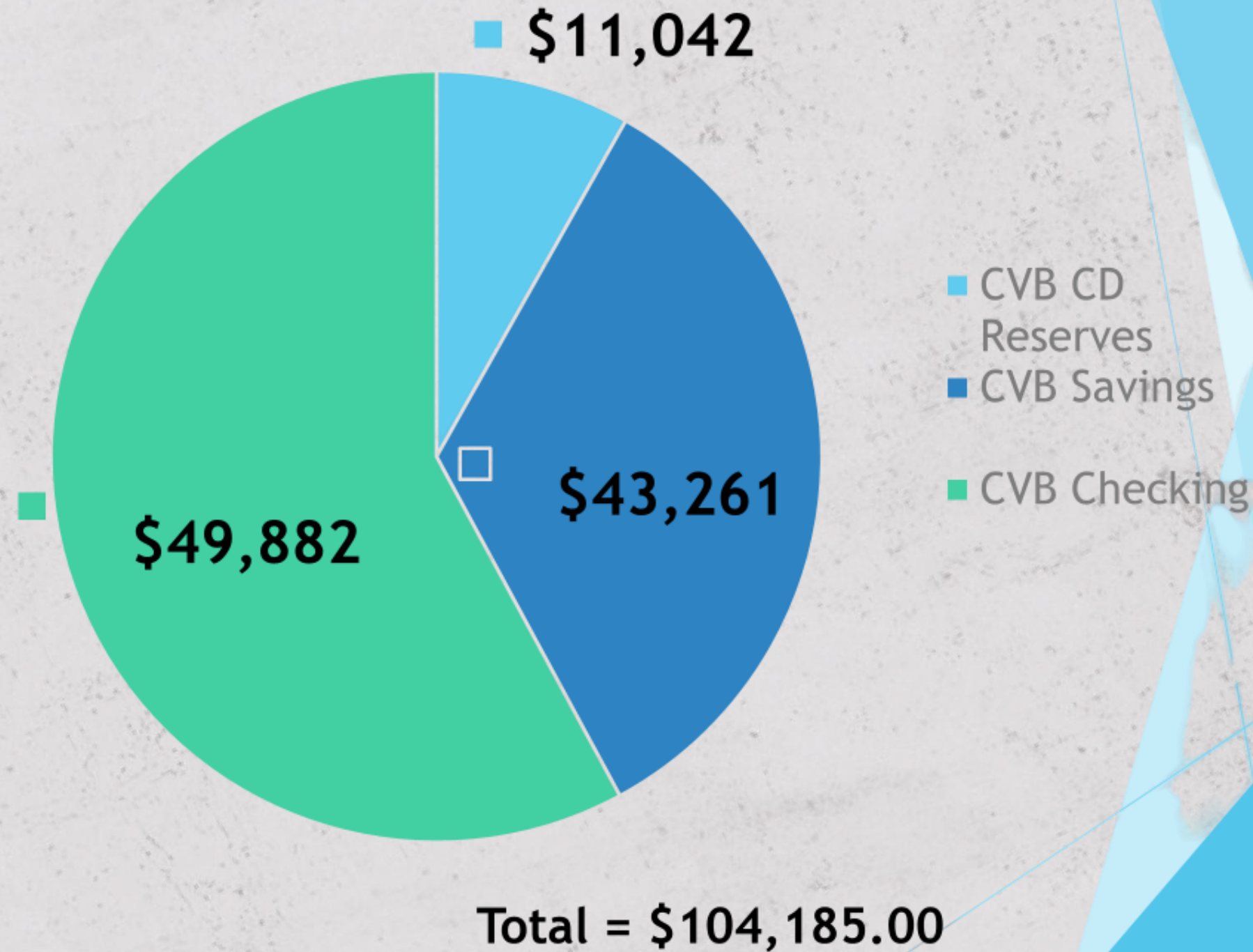
2026-28 STRATEGIC PRIORITIES

Objective	Goals	Strategic Initiatives
Increase Brand Awareness	<ul style="list-style-type: none">• Elevate brand by creating more assets• Increase reach by 10%• Send quarterly digital campaigns	<ul style="list-style-type: none">• Target out of state, expand reach to South Dakota, Iowa and Wisconsin
Engagement	<ul style="list-style-type: none">• Increase emails attained through website• Continue with Social Media engagement & posting• Increase Social Media Followers by 10%	<ul style="list-style-type: none">• Test CTA's on website• Create sweepstakes and/or social media take overs
Collaboration	<ul style="list-style-type: none">• Get assets from community members• Help business owners understand their customers and share data	<ul style="list-style-type: none">• Bring in more community members• Measure visitors• Understand monthly occupancy rates at hotels



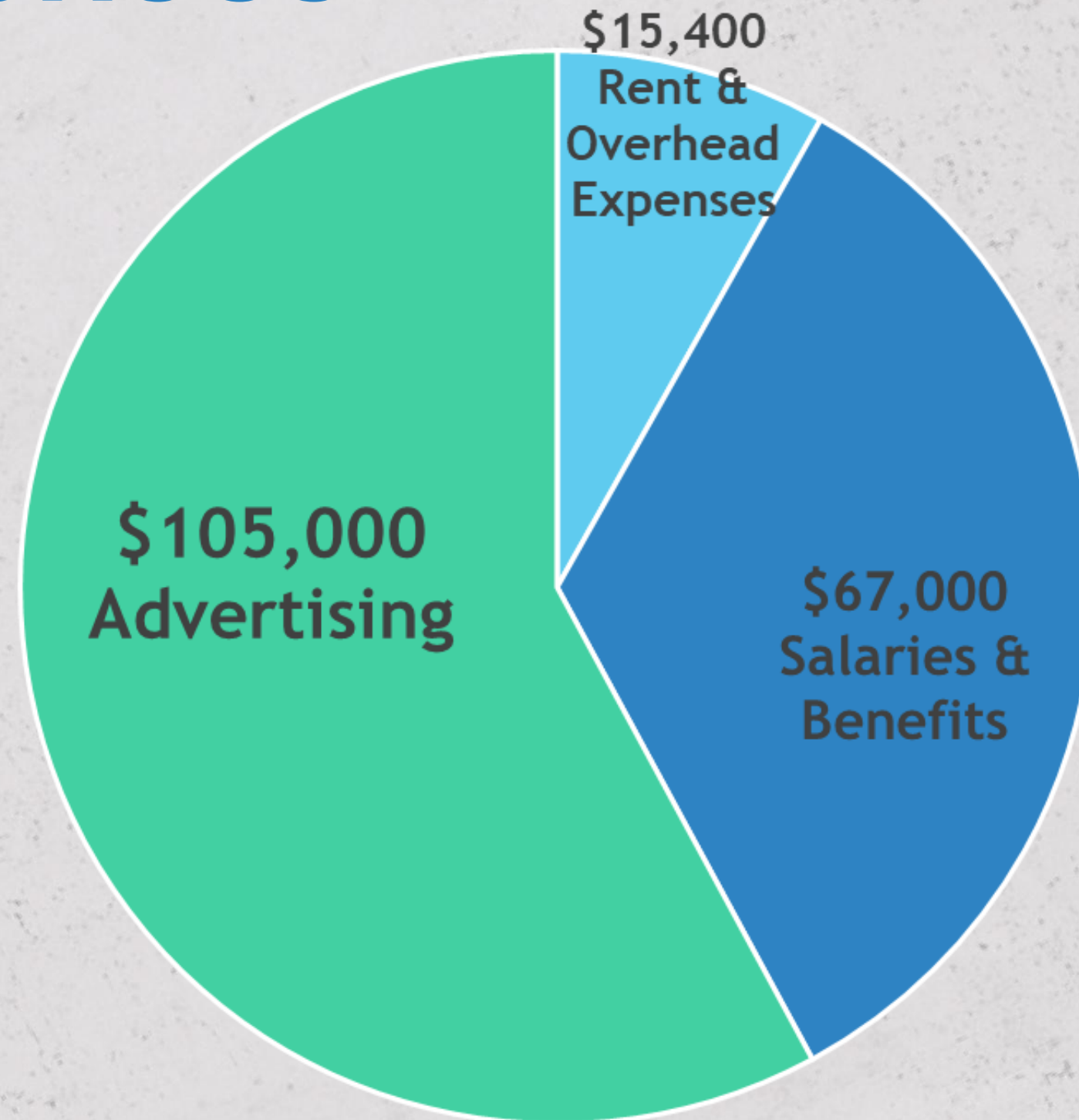


Assets as of June 2026





Annual Expenses



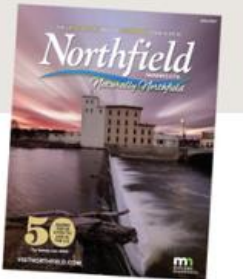
✦✦✦ VISITOR GUIDE DISTRIBUTION

- **More than 5,000 Visitor Guides distributed and mailed in 2026 to date across the nation and throughout the local community.**
- **Distribution total does not include guides picked up at Northfield's 24/7 Visitor Center, which provides year-round access to visitor information.**
- **Available in both print and digital formats, making trip-planning resources easily accessible to visitors wherever they are.**
- **Visitor guide requests generated through the Visit Northfield and Explore Minnesota websites provide valuable visitor leads, including email addresses that are added to our marketing database (13,958 to date).**

Request a Free Printed Copy of the Northfield Visitor's Guide

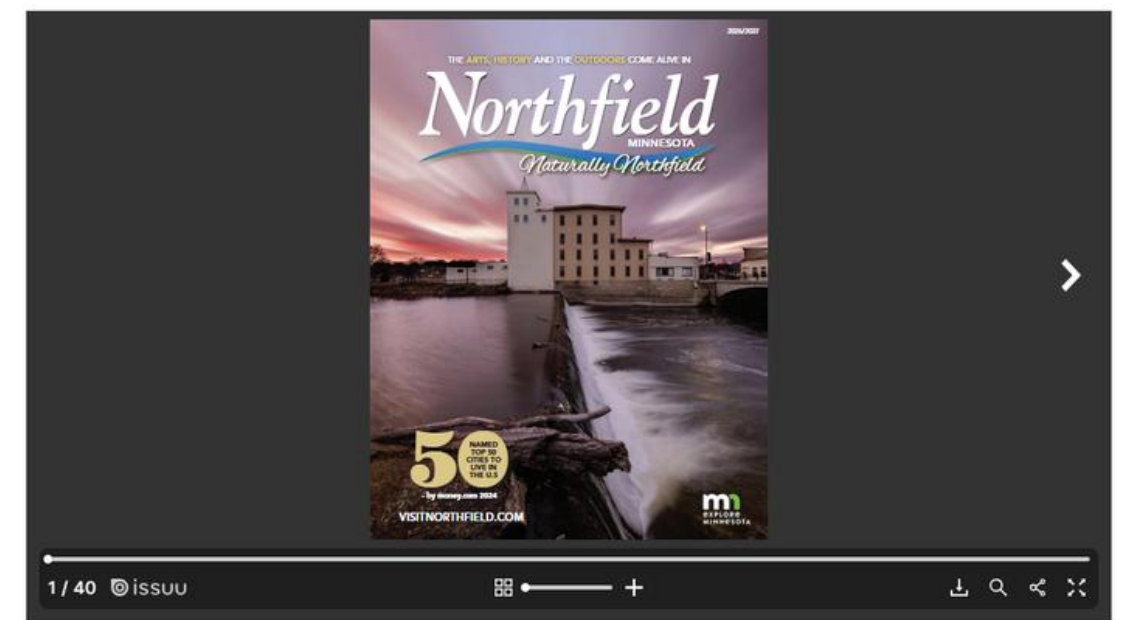
Our visitor's guide is a great resource for planning your trip to Northfield. Discover hotels, restaurants, special offers and more. Request your copy today!

Please fill out the form below to request a printed copy of the Northfield Visitor's Guide shipped to you.*



View a Digital Version of the Northfield Visitor's Guide

Get instant access to our Visitor's Guide via the digital publication below. Click the arrows to turn the pages. Enjoy and we hope to see you in Northfield soon!



minnesota tourism matters

FY2025 / CY2024


\$24.7 billion in total economic impact for the state

Sources: *Longwoods 2024; Tourism Economics 2024




 **81.6 million**
total visitors*



 **\$2.4 billion**
state and local
taxes generated



 **\$14.7 billion**
visitor spend



 **182,435**
jobs supported

NORTHFIELD HOSPITALITY INDUSTRY WORKFORCE ESTIMATE (2026)

650 -
850

Restaurants, coffee
shops, bars, bakeries

500-
700

Retail stores &
specialty shops

80 -
120

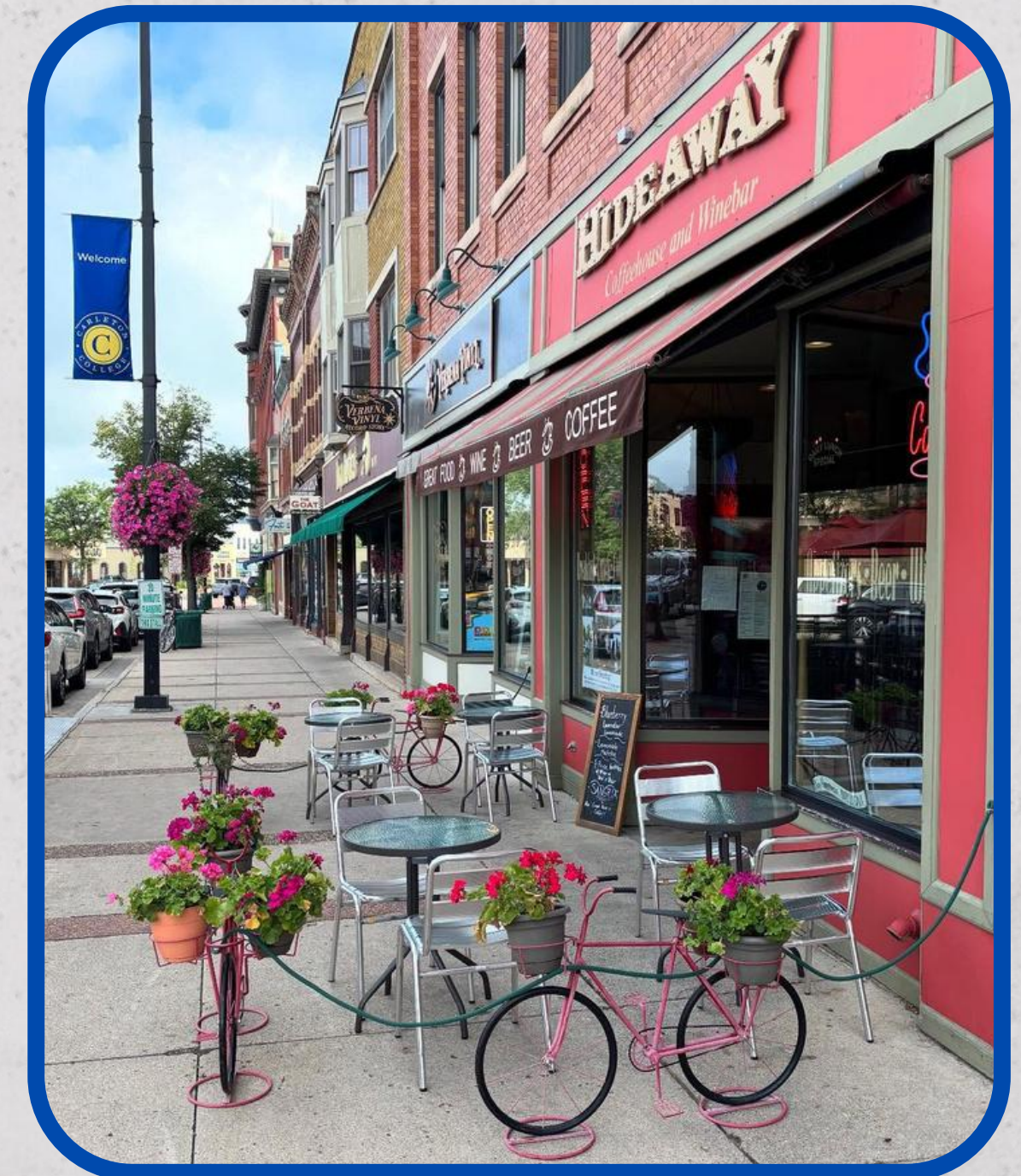
Hotels &
lodging

75-
125

Arts, attractions,
recreation & tourism

Total Hospitality/Tourism-Related
Workforce

1300-1800



NORTHFIELD HOSPITALITY INDUSTRY PAYROLL ESTIMATE (2026)

\$24M-
\$30M

Restaurants, coffee
shops, bars, bakeries

\$20M-
\$28M

Retail stores &
specialty shops

\$3M-
\$5M

Hotels &
lodging

\$3M-
\$5M

Supervisors &
Managers

Total Hospitality/Tourism-Related
Payroll

\$51M - \$68M



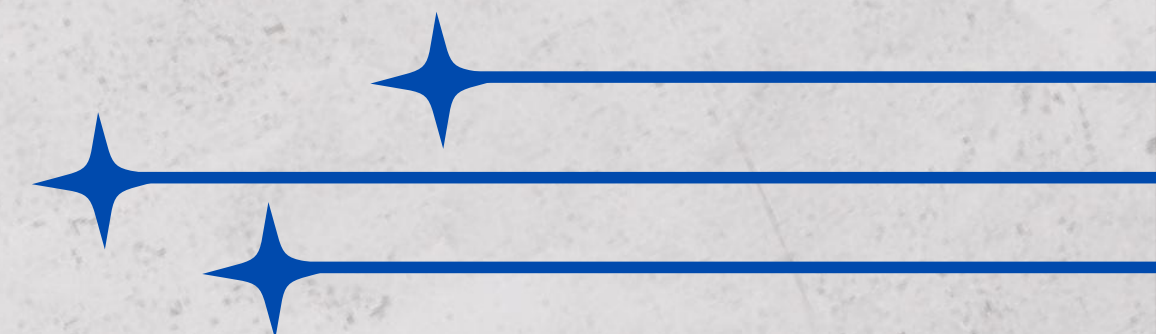
PRINT ADS

- Promotes Northfield through targeted regional and statewide publications, including:
 - Explore Minnesota Travel Guide
 - Minnesota Monthly / Bike Minnesota
 - Mpls.St.Paul Magazine
 - Experience Rochester
 - Steele County Times and others
- Opportunities often include both advertisements and editorial features, providing additional exposure.
- QR codes are incorporated into many placements to drive readers directly to the Northfield CVB website.



*** 2 MILLION + IMPRESSIONS IN 2025 DIGITAL

- Digital is where we need to be
- Shifted advertising \$ to support our digital marketing strategy
- Proven to be very cost effective and successful
- Website full of relevant, up-to-date information to help visitors plan their trip
- Print ads continue to be important



DIGITAL CAMPAIGNS

Facebook, Instagram and Google Platforms, & YouTube Seasonal Campaigns Running Quarterly


 **Visit Northfield**
Sponsored · 


Plan a Spring Adventure to Northfield, MN! 🌞 Stroll our beautiful riverwalk and scenic downtown. Enjoy boutiques, antique shops and local favorites. Make it more than a day trip and stay in one of our comfortable hotels, perfect for a relaxing weekend away. From outdoor adventures to cozy cafés and great dining, Northfield is the perfect spring getaway.

Start planning your visit today 👉 [VisitNorthfield.com/spring-events](https://www.visitnorthfield.com/spring-events)


[#visitnorthfield](#) [#springgetaway](#) [#exploremn](#) [#northfieldmn](#)
[#onlyinmn](#)













Instagram

 **visit_northfield**
Sponsored



Learn more 

visit_northfield Plan Your End-of-Summer Adventure in Northfield, MN! There's still so much to see and... more

 **Rich History & Culture**

Visit Charming Historical Northfield MN This Fall. Shop Downtown, Explore the River Walk.

Visit Northfield

[Learn More](#)

THE WEBSITE IS A 24/7 MARKETING TOOL



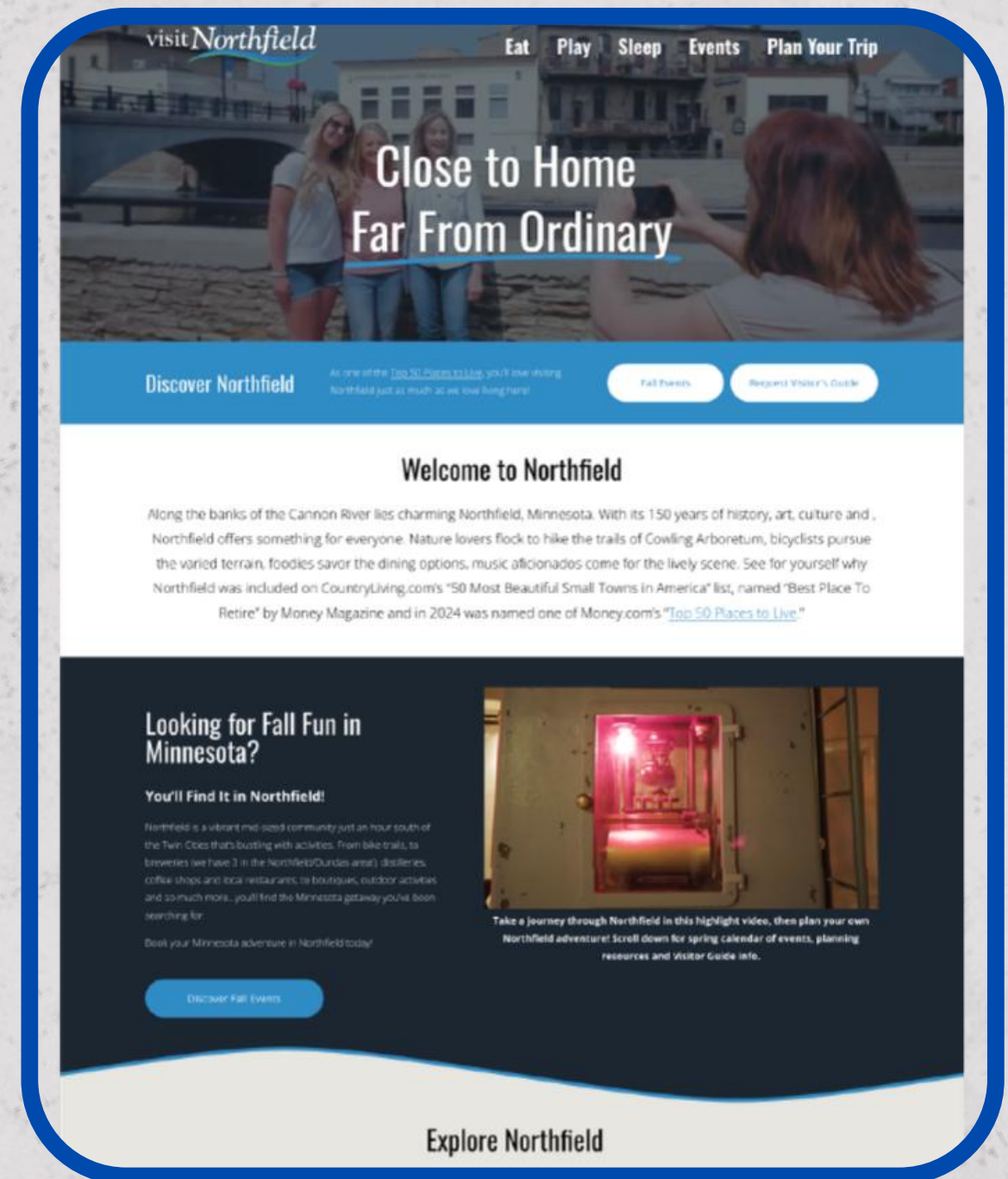
Homepage
Updates to easily
find content

Visitor Specific
Events Calendar

Seasonal Events
Pages

More Videos and
Images

Digital Request a
Visitor's Guide



HOW AI IS CHANGING CVB MARKETING & DESTINATION VISIBILITY

1. Visitor Behavior Is Shifting

- Travelers increasingly use AI tools instead of traditional website browsing

2. Visibility Now Depends on “AI Discovery”

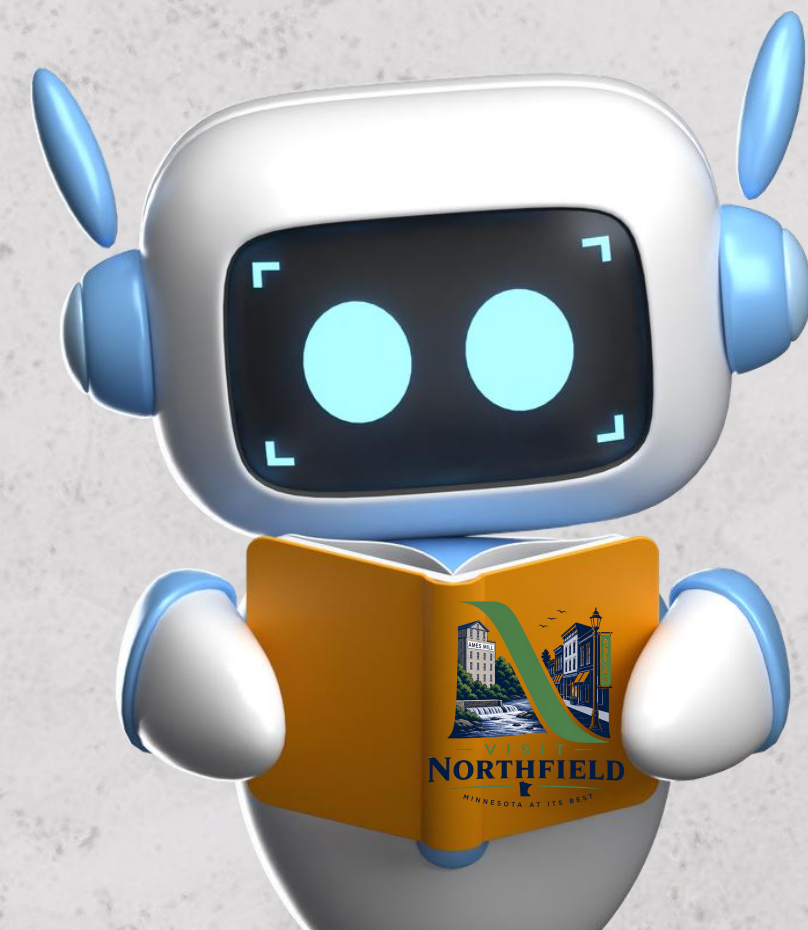
- AI pulls from trusted digital sources

3. Our Website Is Now a “Content Engine”

- Blogs, event pages, and attraction content act as primary data sources for AI visibility

4. Content Strategy Is More Important Than Ever

- YouTube content strengthens discoverability across Google + AI summaries



EVENT AMPLIFIER

Website calendar

Socials

Radio Stations

Chamber Eburst

CVB Newlsetter

Entertainment Guide

Welcome Center TV

Kiosks

Explore MN Calendar

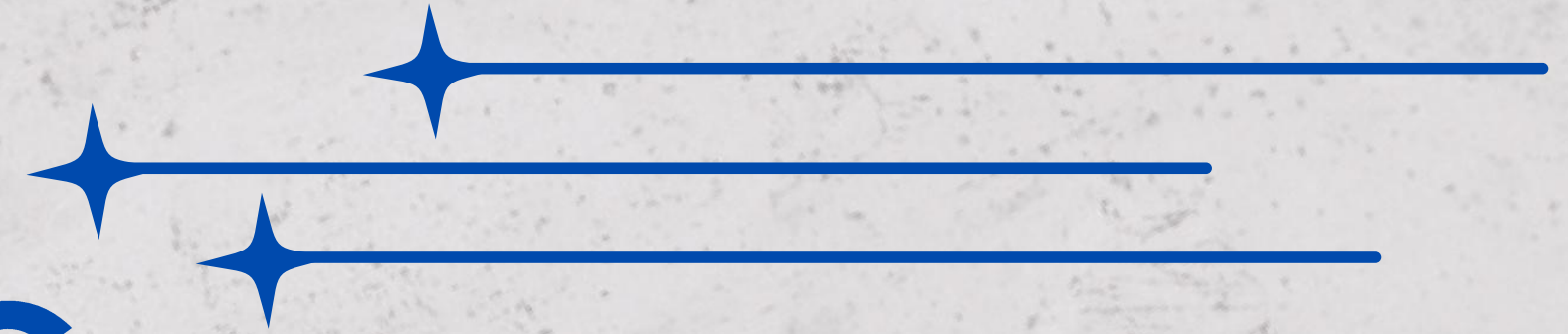
Northfield News

Star Tribune - Culture Calendar

APG Newspaper



UP & COMING EVENTS



Lutheran Summer Music Academy - June

3rd Annual Jazz Festival - July

Rice County Arts Festival - October

Governor's Pheasant Hunt Opener - October

2026 NCAA Cross County Championships - November

Runner Friendly Community Designation





GOVERNOR'S PHEASANT OPENER

OCTOBER 9 & 10



- **Expected to attract visitors, media, sponsors, and state leaders to Northfield.**
- **Showcases Northfield's hospitality, businesses, and outdoor recreation opportunities.**
- **Generates statewide exposure and positive media coverage.**
- **Supports local lodging, dining, retail, and tourism-related spending.**
- **Highlights the region's conservation, agriculture, and outdoor heritage.**
- **Engages local volunteers, businesses, landowners, and community partners.**
- **Creates lasting awareness of Northfield as a destination beyond the event weekend.**



THANK YOU

QUESTIONS?

