



MINNESOTA HISTORICAL SOCIETY
Minnesota State Archives

TOURISM OFFICE

An Inventory of Its Subject Files

OVERVIEW OF THE RECORDS

- Agency:** Minnesota. Office of Tourism.
- Series Title:** Subject files.
- Dates:** 1972-1995 (bulk 1978-1984).
- Abstract:** Correspondence, legal documents, minutes, financial records, news releases, information packets, reports, work plans, and related materials.
- Quantity:** 6.6 cu. ft. (7 boxes).
- Location:** See Detailed Description section for box locations.

SCOPE AND CONTENTS

The files cover such diverse tourism and/or office related topics as advertising, arts, meetings and conventions, motorcoach regulations, public information, publications, research, tour operators, "Explore Minnesota", the annual governor's fishing opener, and the Arrowhead, Heartland, Hiawathaland, Metroland, Pioneerland and Vikingland regions.

The files also document joint promotions with Coca-Cola, Northwest Airlines, Minnesota Twins, WeFest, Inc., and the St. Paul Winter Carnival and relations with numerous private and government tourism offices and organizations, including the American Bus Association, Commission on Minnesotans Outdoors, Iron Range Resources and Rehabilitation Board, Minneapolis Tourism Advisory Commission, Minnesota Association of Conventions and Visitors' Bureaus, Minnesota Regional Tourism Council, National Council of State Travel Directors, Travel Industry Association of America, U.S. Commerce Department, U.S. Travel Data Center, University of Minnesota, and Voyageurs National Park.

ARRANGEMENT

The files are arranged in one alphabetical series and one chronological series.

RELATED MATERIALS

Materials concerning the Tourism Office and its predecessors are also found in the records of the Conservation, Economic Development, Energy, Planning and Development, and Trade and Economic Development departments, and the Governor and Lieutenant Governor offices. Researchers should also check those records.

INDEX TERMS

This collection is indexed under the following headings in the catalog of the Minnesota Historical Society. Researchers desiring materials about related topics, persons or places should search the catalog using these headings.

Topics:

- Advertising.
- Advertising—Airlines—Minnesota.
- Advertising—Tourism—Minnesota.
- Buses—Law and legislation—Minnesota.
- Commercial associations—Minnesota.
- Fishing—Minnesota.
- Government advertising—Minnesota.
- Joint ventures—Minnesota.
- Promotions.
- Publicizing.
- Tour guides (Persons).
- Tourism and the arts—Minnesota.
- Tourism—Minnesota.

Organizations:

- American Bus Association.
- Coca-Cola Company.
- Commission on Minnesotans Outdoors.
- Minneapolis Tourism Advisory Council.
- Minnesota Association of Conventions and Visitors' Bureaus.
- Minnesota Twins (Baseball team).
- Minnesota. Dept. of Economic Development.
- Minnesota. Dept. of Energy and Economic Development.
- Minnesota. Dept. of Energy, Planning, and Development.
- Minnesota. Dept. of Trade and Economic Development.
- Minnesota. Iron Range Resources and Rehabilitation Board.
- National Council of State Travel Directors.
- Northwest Airlines, inc.
- St. Paul Winter Carnival.
- Travel Industry Association of America.
- United States Travel Data Center.

United States. Dept. of Commerce.
University of Minnesota.
WeFest, Inc.

Places:

Arrowhead Region (Minn.).
Hiawathaland (Minn. : Tourism region).
Minnesota Heartland (Tourism region).
Minnesota Metroland (Tourism region).
Pioneerland (Minn. : Tourism region).
Viking-Land (Minn. : Tourism region).
Voyageurs National Park (Minn.)

ADMINISTRATIVE INFORMATION

Preferred Citation:

[Indicate the volume and page or folder and item here]. Minnesota. Office of Tourism.
Subject Files. Minnesota Historical Society. State Archives.
See the Chicago Manual of Style for additional examples.

Accession Information:

Accession number(s): 989-90; 989-153; 990-130; 992-88; 993-125; 994-21; 995-3; 996-1;
996-47; 999-11

Processing Information:

Catalog ID No.: 1732873

DETAILED DESCRIPTION OF THE COLLECTION

Note to Researchers: To request materials, please note both the shown below.

Location

109.E.9.6F

Alphabetical series, 1972-1995:
Advertising, 1979-1985. 4 folders.
 Martin/Williams contract, 1979-1981.
 Roth-Graham, Inc., 1981-1982.
 Cole and McVoy, 1982-1985. 2 folders.
Advertising correspondence, 1984-1987. 5 folders.
Affirmative action, 1981.
Agency selection, FY1982-1984. 3 folders.
Air, land, and sea travel, 1981.
Airlines: Northwest Orient Gateway City to London, 1979.
All-Star Game, 1985.
American Bus Association, 1979-1984.
American Bus Association Marketplace, 1983.
American Society of Association Executives, 1983.
American Theatre Pageant, Inc., 1983.

Location

- 109.E.9.6F Americana Candy Company, 1980-1982.
Amtrak, 1981-1983.
Arrowhead Region, 1972-1987. 5 folders.
 Include correspondence, board of directors meeting minutes,
 and grant records.
Arts general, 1975-1978.
Arts correspondence, 1978-1979.
Biannual report, 1984.
Biennial report, 1982.
Budget FY82-FY84. 2 folders.
Carmichael Lynch correspondence, 1988.
Coca-Cola Bottling Joint Promotion, 1983-1984. 2 folders.
- 109.E.9.7B Commission on Minnesota Outdoors/COMO, 1985-1986. 2 folders.
Computer database project [LMIC], 1982-1985.
Computer system, 1984-1987.
Convention promotion correspondence, 1979.
Cross-country skiing: Edsbyn co-op with Gopher State Radio, 1979-1981.
Cycloport, 1983-1984.
Explore Minnesota:
 Corporate program, 1983-1984.
 Explore Minnesota Project, 1983-1984. 2 folders.
 Explore Minnesota Week program summary, 1983-1984. 2 folders.
 Governor's Opener Committee scrapbook, 1983-1984.
 Jingle music, 1984-1986.
 Luncheon, March 11, 1983.
 News releases, April - September 1983.
 Photo contest, 1983-1984.
 Public Service Idea Book, 1983.
Field Office work policy, 1987.
Film proposal, 1983-1984. 2 folders.
Fishing opener, 1981, 1983. 2 folders.
Fishing opener correspondence, 1983-1984.
Fishing opener information packets, 1980, 1984. 2 folders.
Fishing report service, 1984-1987. 2 folders.
Freshwater Society, 1983-1984.
General package tour, 1980.
Health Department, 1985-1987. 3 folders.
Heartland correspondence, 1977-1984. 2 folders.
Hiawathaland correspondence, 1980-1984.
Homecoming, 1988.

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109.E.9.8F

Houseboats rental, 1984.
Hozza Associates, 1984.
Inquiry report, October 1988.
Iron Range Resources and Rehabilitation Board Tourism Project,
1982-1983. 2 folders.
Joint Venture Tourism Program historical report (FY1984 -
FY1991) and related papers, 1991.
Legislation, 1982-1984. 3 folders.
Marketing and Incentive Task Force minutes and related papers,
1995.
Meetings and conventions, 1978-1980.
Meeting and convention advertising, 1984.
Metroland, 1978-1986. 5 folders.
 Include correspondence, board of directors meeting minutes,
 and grant records.
Mexican tourism promotion, 1983.
Mexico trip, 1983.
Minneapolis Convention and Tourism Commission, 1974-1982.
Minneapolis Ski Club, 1984.
Minneapolis Tourism Advisory Commission, 1974-1982. 3 folders.
Minnesota Association of Conventions and Visitors' Bureaus,
1977-1981. 2 folders.
Minnesota Broadcasters Association, 1983-1985.
Minnesota Dept. of Transportation, 1973-1983.
Minnesota Historical Society Joint Program, 1984.
Minnesota-Ontario Border Committee, 1983-1984.
Minnesota Regional Tourism Council correspondence, 1972-1980.
Minnesota Regional Tourism Council, 1981-1986. 4 folders.
Minnesota Regional Tourism Report, ca. 1979.

109.E.9.9B

Minnesota Tourism Conference Survey, 1975. 1 volume.
Minnesota Trade Office Advisory Committee, 1984.
Minnesota Travel Package program, 1974.
Miscellaneous, 1977-1982. 4 folders.
Motorcoach regulations, 1985-1987.
National Council of State Travel Directors, 1978-1987. 5 folders.
National Tour Brokers Convention, 1980-1981.
Natural Resources Department, 1984-1986.
Northwest Airlines Sales Blitz, London, 1981-1982. 2 folders.
Northwest Airlines Sales Mission, Norway and Germany, 1981.
Office of Local and Urban Affairs, 1981.
Package tours, 1983.
Pioneerland correspondence, 1978-1984. 2 folders.

Location

- 109.E.9.9B Polar Expedition, Steger International, 1985.
Public Information Division (Economic Development Department)
correspondence, 1980-1981. 4 folders.
- 109.E.9.10F Publications, 1984-1987. 2 folders.
Publishers:
 Better Homes and Gardens, 1974-1979.
 Chicago Tribune, 1978-1979.
 Minnesota Tourist Travel Notes, 1977-1978.
Radio, 1987-1988.
Research correspondence and reports, 1979-1984. 5 folders.
Rest area information program, 1981. 2 folders.
St. Cloud Convention Center proposal, 1980.
St. Louis River Area Study, 1987.
Swedish proposal, Bemidji, 1983-1985.
Timesharing, 1981-1983.
Tour operators, 1975-1981. 2 folders.
Tour promotion, National Tourism Study, 1978-1980.
Tourism Conference, 1980-1985, 1987. 6 folders.
Tourism history, 1973-1974.
Tourism policy, 1979-1982.
Tourism Task Force: State, 1980-1981. 3 folders.
- 109.E.10.1B Tourist Information Center correspondence, 1983-1984. 2 folders.
Travel Industry Association of America, 1980-1983. 3 folders.
Travel Industry Association of America, Board of Directors'
 meeting, 1987.
Travel information centers, 1983, 1987.
Twins salute to Midwest agriculture, 1986.
Twins salute to tourism, 1986.
U.S. Commerce Department, 1978-1984. 2 folders.
U.S. Travel Data Center, 1973-1980, 1982-1983, 1985-1986. 4
 folders.
University of Minnesota correspondence, 1983-1987. 2 folders.
Upper Great Lakes Regional Commission Package and Group Tour
 Development, 1980. 2 folders.
Vikingsland correspondence, 1978-1985.
Voyageurs National Park, 1981-1987. 2 folders.
Waste Management Board, 1982-1983.
We Fest, Inc., 1984-1987.
Winter Carnival, 1981-1985. 2 folders.
Work plans, 1984-1985, 1987. 3 folders.
World Exposition Louisiana, 1984.
Zimmer, Leonard, 1984-1987.

Location

120.C.4.4F

Chronological series, 1972-1995:

The Vacation Habits of Households Requesting a Minnesota Vacation Kit, October 1972.

Chicago Tribune Tourism Study, October 1975.

Tourism in Minnesota: An Analysis of Minnesota's Position in the Midwest Vacation Market, July 1979.

Seeking Markets for Minnesota Vacation Experiences: A Five Year Marketing Plan to Expand Tourism in Minnesota, February 1980.

Recommendations from the Tourism Task Force, December 1980.

Minnesota's Opportunities in International Travel Markets, 1982.

Minnesota Tourism: Economic Recovery Commission Reports, February 1983.

Seasonal Profiles of Minnesota Vacationers, December 1983.

Marketing Science Corporation: Minnesota Tourism Report, January 1984.

A Minnesota Sampler, ca. 1985.

Summary of Survey Results, Summer 1985.

Minnesota Travel Pages, Fall/Winter 1986.

Northern Minnesota Travel Directory and Guide, 1988.

Office of Tourism, Work Plan, Fiscal Year 1989.

Destination Event Marketing: Tourism Joint Venture Program, 1989.

Tourism Development Potential in the Interstate 90 Corridor, January 1989.

Tourism in the 90s: Minnesota Directions, Tourism Advisory Committee, January 1991.

Explore Minnesota travel directories, 1993.

Minnesota Group Tour Planner, 1993-1994.

Convention and Civic Centers: Their Benefits to Minnesota, December 1995.

The Customer Profile: A Compilation of Data from 1981-1987, ca. 1988.

The Customer Profile: A Compilation of Data from 1981-1989, ca. 1990.

The Customer Profile: A Compilation of Data from 1981-1993, ca. 1993.

Tourism: Economic Impact Studies 1975-1976, 1988.

[0.6 cu. ft. full, letter]