



2024 Results Moving Forward

Duluth City Council

December 5, 2024

Convention Sales Performed:

Actualized in 2024:

- Conventions/Meetings/Sports: 108
- Rooms Actualized: 27,500 Year End
- Economic impact: \$4,500,000+ (hotel room revenue)

2024 Leads Sent: 160

**2024:
Year End
Results**

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Future Events Contracted:

Future Conventions/Meetings/Sports: 108

- 46% new business to Duluth
- 45 for 2025, *4 for 2026*
- Rooms nights forecasted: 28,000+
- Economic impact: *\$5,000,000 (hotel room revenue)*

Visitor Center



YTD Results:

19,745 visitors compared to 18,216 in 2023

- Change: reduced hours in 2024 Summer season 10am-4pm
- Number of staff employed: 5 part-time

Visitor Center Revenue:

- Forecasted 2024 revenue: \$5,300
- Including 110 attractions tickets sold

Transition to DMO Model:

- Approval of marketing contract
 - Successful and smooth transition
 - Maintain momentum
 - Ensure confidence in the marketplace
- Executive search
- Evolve governance structure
 - Board member recruitment

Transition to DMO Model:

- Finalize budget and contracts
 - Sales (conventions, events, and sports) and visitor center
 - DMO funding needs; executive leadership position
 - DMO operating agreement
- Under new leadership
 - Explore other tourism working group recommendations



Thank you for your time and attention

Q&A