

The Incentive Travel

The Twin Cities area is a very important incentive industry center in North America. Of critical importance is The Carlson Companies, headquartered in Minneapolis -- one of the largest privately-held company and travel organization in North America. It includes such firms as Carlson Marketing Group (formerly, E.F. MacDonald travel -- the biggest incentive travel firm in the world), GTD (formerly GTU), Radisson Hotels, Carlson Travel Network (formerly, Ask Mr. Foster -- a major retail travel chain in the U.S.) and P. Lawson (the Canadian retail travel agency chain). Other significant meeting and incentive travel companies headquartered in the territory include Business Incentives, Northwestern Incentive Services, World travel and Incentives and Graham Marketing Group, all in the Twin Cities, and ITA in Des Moines. In addition to 25 such firms in the territory, there are many smaller, very productive companies.

Ski Clubs & Outdoor/Adventure Markets:

Skiing

The major ski market consists of 22 member clubs affiliated with the Minnesota Ski Council (MSC). Membership totals approximately 4,000.

Outdoor/Adventure

Mainly fishing and hunting, is very strong from this market. For example, based on a survey of visitors travelling exclusively for the fishing/hunting experience, one province reported that of 19,000 returns, 11,000 were from our territory.

Many TV and video production companies specializing in fishing and hunting reside in the area including North American Hunter & Fisherman, In Fisherman, Babe Winkelman Productions, Schara Productions, FairChase, etc.