



PHOTO CREDIT: BRACE HEMMELGARN/ MINNESOTA TWINS

tourism + attractions

State-of-the-art sports facilities, acclaimed theater and music scene, luxury hotels, an active convention center, award-winning restaurants, accessible transportation and unique experiences make downtown Minneapolis a desirable year-round destination.

- Minneapolis offers entertainment for visitors and expertise for businesses (both local and out-of-state). In a typical year, our community welcomes 25.6 million leisure visitors and 8.9 million business visitors. That's a total of 33.9 million visitors to our community in an typical calendar year.
- The downtown entertainment scene is a collection of iconic venues like world-renown First Avenue, world-class re-imagined spaces like The Armory, and brand new facilities like The Fillmore. Add in our major sports facilities and our celebrated theater scene, and you've got venues of all sizes ready to dazzle on a nightly basis.
- Our entertainment scene is ready to return to its typical form in 2021 and beyond. Already more than 25% of canceled events in 2020 have been rescheduled. Concerts by Kenny Chesney, Def Leppard + Motley Crue, George Straight and Rammstein are all rescheduled to take place at U.S. Bank Stadium in 2021. Plus, Hennepin Theatre Trust has released its 2021-22 lineup that includes the highly-anticipated return of Hamilton.
- More major events are on the horizon, including the NCAA women's basketball Final Four coming to Target Center in 2022.

Pre-pandemic 2019 statistics

106 conventions booked

356,000 Mpls Convention Center attendees

2019 statistics

Hennepin Theatre Trust
100+ events
147,000 patrons in Sept-Dec. 2021

First Avenue + network venues
278 shows
90,000 tickets

The Armory
250,000 patrons and more

The Fillmore
90,000 patrons
150 performances.

Dakota Jazz Club
128 shows
19,000 guests

Guthrie Theatre resumed in-person performances:
What the Constitution Means to Me
Charles Dickens' A Christmas Carol

Stone Arch Festival drew **75,000** people downtown.

Pride welcomed roughly **150,000** people.

Year-round sports options

U.S. Bank Stadium welcomed more than **730,000 patrons** to **157 events**, including several major concerts. **116 college** baseball games

Target Field home to the Minnesota Twins (MLB) Target Field hosted its first concert since 2018 (Hella Mega Tour) In all, Target Field welcomed roughly **1.4 million fans**.

Target Center home to the Minnesota Timberwolves (NBA) and Lynx (WNBA) Target Center welcomed several big events in 2021 including Dan + Shay, Lauren Daigle and Pentatonix.



PHOTO CREDIT: COURTNEY PERRY/ MN ORCHESTRA



PHOTO CREDIT: NORTHSTAR IMAGERY/THE ARMORY