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Mpls downtown monthly visit frequency surpasses pre-pandemic rates as event attendance soars in 2022

MINNEAPOLIS (April 13, 2023) — City and suburban residents are visiting mpls downtown more frequently each month than they were pre-pandemic, according to a study announced today led by the mpls downtown council.

The study, which included voluntary participation by city and suburban residents every other month from May 2021 through November 2022, shows that the frequency of city residents visiting downtown monthly rose to 70 percent in Q4 2022 compared to 64% in 2019. For suburban residents, 44% visited downtown monthly in Q4 2022 compared to 40% in 2019.

The study also notes that 86% of city residents and 76% of suburban residents who visited in Q4 of 2022 find mpls downtown more vibrant than their last visit.

“Downtown Minneapolis remains a place filled with experiences you can’t find anywhere else,” said Leah Wong, mpls downtown council vice president of external relations. “There are so many ways to connect with downtown. Take the opportunity in this next season to find the experiences that you enjoy the most.”

The data comes as mpls downtown welcomed more than 8.6 million visitors for sports, concerts, entertainment and major events in 2022. That is a 68.6% increase over 2021, and it nearly reached the 9.4 million who visited for those events in 2019.

Sports, entertainment and dining experiences continue to lead the way for many who are returning downtown with more regularity. And, along with those return to play experiences, more are coming downtown each week for work. In February 2023, 63.9% of workers returned to the office in some capacity each week. That is a 56.2% increase over January 2022, and a 300% increase over January 2021.

These trends are important to downtown’s vitality and trajectory, which also influence development and residential decisions in our city’s core. In 2022, over \$1 billion of the city’s \$1.9 billion worth of new construction permits were located in downtown’s wards. The residential population again increased, reaching 56,748 with 800+ new units currently being built.

“We invite you to enjoy all that downtown has to offer,” Wong said. “Plan a trip to a game or a show. Find a spot to grab food or drinks while you’re here. From patios to parks—and everything in between—fun memories and experiences await you.”

For more information and a full calendar events for mpls downtown, visit www.mplsdowntown.com or follow @mplsdowntown on [Instagram](#) or [Facebook](#).

about the mpls downtown council:

Founded in 1955, and one of the most historic central business associations in the nation, the mpls downtown council (mdc) is a membership-based entity that works to create an extraordinary downtown. The MDC’s collaborative developments of *Intersections: The Downtown 2025 Plan* was designed to help downtown businesses, community leaders and citizens build on downtown assets and implement future goals. For more information, please visit mplsdowntown.com.

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