OVERVIEW OF THE RECORDS

Series Title: Subject files.
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 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.

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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 correspondence, 1984-1987. 5 folders.
  Affirmative action, 1981.
  Air, land, and sea travel, 1981.
  All-Star Game, 1985.
  American Society of Association Executives, 1983.
TOURISM OFFICE.
Subject files.

Location

109.E.9.6F

Arrowhead Region, 1972-1987. 5 folders.
  Include correspondence, board of directors meeting minutes,
  and grant records.
Arts general, 1975-1978.
Budget FY82-FY84. 2 folders.

109.E.9.7B

Convention promotion correspondence, 1979.
Cross-country skiing: Edsbyn co-op with Gopher State Radio, 1979-
  1981.
Explore Minnesota:
  Explore Minnesota Week program summary, 1983-1984. 2
  folders.
  Luncheon, March 11, 1983.
  News releases, April - September 1983.
Film proposal, 1983-1984. 2 folders.
Fishing opener information packets, 1980, 1984. 2 folders.
General package tour, 1980.
Health Department, 1985-1987. 3 folders.
Location
109.E.9.8F

Houseboats rental, 1984.
Iron Range Resources and Rehabilitation Board Tourism Project, 1982-1983. 2 folders.
Marketing and Incentive Task Force minutes and related papers, 1995.
Meeting and convention advertising, 1984.
  Include correspondence, board of directors meeting minutes, and grant records.
Mexican tourism promotion, 1983.
Mexico trip, 1983.
Minneapolis Ski Club, 1984.
Minneapolis Tourism Advisory Commission, 1974-1982. 3 folders.
Minnesota Regional Tourism Report, ca. 1979.

109.E.9.9B

Minnesota Travel Package program, 1974.
Natural Resources Department, 1984-1986.
Northwest Airlines Sales Mission, Norway and Germany, 1981.
Office of Local and Urban Affairs, 1981.
Package tours, 1983.
**Location**

109.E.9.9B  
Public Information Division (Economic Development Department)  

109.E.9.10F  
Publishers:  
Minnesota Tourist Travel Notes, 1977-1978.  
Research correspondence and reports, 1979-1984. 5 folders.  
Rest area information program, 1981. 2 folders.  
St. Cloud Convention Center proposal, 1980.  
Tour operators, 1975-1981. 2 folders.  

109.E.10.1B  
Travel Industry Association of America, Board of Directors'  
meeting, 1987.  
Twins salute to Midwest agriculture, 1986.  
Twins salute to tourism, 1986.  
folders.  
Upper Great Lakes Regional Commission Package and Group Tour  
Development, 1980. 2 folders.  
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.
Seeking Markets for Minnesota Vacation Experiences: A Five Year Marketing Plan to Expand Tourism in Minnesota, February 1980.
Minnesota’s Opportunities in International Travel Markets, 1982.
Seasonal Profiles of Minnesota Vacationers, December 1983.
Summary of Survey Results, Summer 1985.
Minnesota Travel Pages, Fall/Winter 1986.
Tourism in the 90s: Minnesota Directions, Tourism Advisory Committee, January 1991.
Explore Minnesota travel directories, 1993.
Convention and Civic Centers: Their Benefits to Minnesota, December 1995.
[0.6 cu. ft. full, letter]