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Return Business

“THERE’S A LOT GOING ON,” understates Bill Von Bank, director of marketing and communications for Rochester’s Destination Medical Center Economic Development Agency. Von Bank is specifically referring to Rochester’s 20-year economic development initiative (page 27), but the statement applies to the entire local industry, as this issue of *Minnesota M+E* demonstrates.

The MANOVA Summit was a big hit in October 2018, so much so that it’s returning to Minneapolis this October (page 22). It’s a big step toward Minnesota becoming a destination for medical meetings.

Christie Altendorf and Meghan Gustafson, co-chairs of ILEA Live 2019 and subjects of our People Profile on page 48, are in the throes of planning the three-day annual event, which will take place at the Hyatt Regency Minneapolis Aug. 8-10. This is the first time ILEA Live has chosen to return to a city. “People are taking us seriously as a destination,” Gustafson says. “We have some really unique opportunities here, and we want to show how much there is to do 365 days of the year.”

At its 2019 Annual Meeting, Meet Minneapolis had positive tourism news and numbers to share. The overall hotel occupancy rate increased almost 3 percent, even with the addition of more than 1,400 new rooms between 2016 and 2018. And hotels continue to open in Minneapolis, with Canopy by Hilton Minneapolis Mill District and Emery opening this past April. Read more industry news starting on page 40.

Finally, thanks to everyone who attended *Minnesota M+E* Best of 2019 readers’ choice awards and to our event sponsors and partners (flip to page 46 to see photos from the event).

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