



WHAT WE DO

Visit Saint Paul is where Saint Paul's stories come together and local businesses gain momentum through tourism.

As the city's official destination marketing organization, Visit Saint Paul invites travelers, meeting planners, and locals to experience the people, places, and neighborhoods that make the city distinct. A partnership connects you into that story - linking your business to a powerful network of hospitality partners, decision-makers and elevating your visibility with visitors and residents towards economic growth for all.

CONNECTION



VISIT SAINT PAUL TEAM

New, existing, and prospective partners are invited to orientation events that provide introduction to VSP Staff and create crucial relationships for successful partnerships.



EDUCATIONAL WORKSHOPS

Partners gain access to ongoing educational workshops and informational events designed to build tourism knowledge and marketing skills with peers across Saint Paul's hospitality sector.



CONVENTION CALENDAR

Advance access to upcoming conventions and citywide events helps to anticipate visitor demand and plan promotions, staffing, and inventory with confidence.



NETWORKING EVENTS

Exclusive partner networking events create meaningful connections with fellow businesses, planners, and Visit Saint Paul staff to spark collaboration and new opportunities.



OFFER VISITOR DEALS

Through the Local Lover VIP Pass exclusive visitor deals program, partners can offer savings that drive foot traffic and repeat visits from locals and travelers alike.



E-NEWSLETTERS

Weekly e-newsletters keep partners informed about events, industry trends, marketing opportunities, and key local tourism updates.

VISIBILITY



VISITOR GUIDES AND MAPS

Complimentary visitor maps and magazine-inspired Insider Guides serve as perennial tools that connect visitors to Visit Saint Paul partners and show premier locations to dine, play and stay during their visit.



EVENT CALENDAR

Highlight your public facing events on Visit Saint Paul's most-visited page - nearly 300,000 annual page views - used by both travelers and residents looking for things to do in Saint Paul.



MEDIA EXPOSURE

Visit Saint Paul proactively pitches destination stories to media and influencers, incorporating partner businesses when relevant to drive earned exposure across high-value audiences.



VISITSAINTPAUL.COM

Your personalized partner page includes direct links and content placement across our platforms, amplified by strong destination SEO that helps visitors find your business.



DIGITAL KIOSKS

Interactive digital kiosks reinforce your brand's presence at visitor touchpoints like the Landmark Center and Saint Paul RiverCentre.



SOCIAL MEDIA

Partner businesses are featured through shared content, tagging, and campaign integration across Visit Saint Paul's social platforms - Facebook, Instagram, and TikTok - extending reach to engaged visitor and local audiences.

RESOURCES



PARTNERSHIP PORTAL

A centralized, 24/7 portal makes it easy to manage your listing, submit events and deals, and access exclusive tools designed to maximize your partnership.



MYVSP MEETINGS

Connect with fellow partners, city stakeholders, and Visit Saint Paul staff through bi-monthly meetings featuring insider access to local amenities, destination updates, insights, and shared learning opportunities.



MEDIA HUB

Access Visit Saint Paul's media-ready assets - including photos, press materials, and story angles - to support press outreach and elevate your brand's visibility.



CONVENTION CALENDAR

Updated monthly, this valuable resource tool allows you partner-only access to every group, meeting, and event booked in partnership through Visit Saint Paul. Advance visibility into upcoming conventions and citywide events, helping you plan staffing, promotions, and offerings to capitalize on increased visitor demand.