



#askMPLS Chatter



2,478 mentions of #askMPLS



856 people contributing to the hashtag



19,005,475 Twitter impressions



Conversation



I'm downtown MPLS, any suggestions for a local dinner spot? Help me out #askMPLS



@triBC Rooftops are where it's at. Check out @TheUnion @CraveAmerica or @sevenmpls #askMPLS



@MeetMinneapolis thanks! We really enjoyed the @TheUnion rooftop! The flatbreads were amazing.

#askMPLS

2014 MLB ALL-STAR WEEK



The Numbers

1.4M

Tweets sent during the All-Star Game, a **+66%** increase from the last year

600k

Mentions of #ASG, #MLBAllStarGame, #AllStarGame, #AllStarGame2014

145K

Mentions of #Minneapolis during the week



Partners

60+

Partners contributed to the #askMPLS campaign offering specials and input



Top Mentions

- @Twins 220,280 followers
- @ryanliestman 99,170 followers
- @yungaristotle33 92,227 followers
- @BrettRelander 89,674 followers
- @V103Atlanta 77,558 followers
- @espnradio 54,659 followers



Top Tweeters

- @CRAVEAmerica 76 mentions
- @UNIONmple 46 mentions
- @Johnmarc 31 mentions
- @quick13 15 mentions
- @cbetancourtPR 14 mentions



Minneapolis
City by Nature

Spong



Signature PARTNERS

DELTA



Meet Minneapolis
Convention & Visitors Association

1.800.445.7412 minneapolis.org