



**Bloomington**  
*Minnesota Travel & Tourism*

## **Bloomington Convention and Visitors Bureau launches new brand identity – Bloomington, Minnesota Travel & Tourism**

*Industry-leading hospitality organization unveils its first new brand in 10 years*

**Bloomington, MN** (Feb. 28, 2024) – In step with the region’s bold new energy, the Bloomington Minnesota Convention and Visitors Bureau announced today a new brand for the city’s official destination marketing organization – **Bloomington, Minnesota Travel & Tourism**. The new name and brand expression will be implemented in strategic phases over the next several months, President & CEO Bonnie Carlson said.

“This is an exciting day for Bloomington, Minnesota. Our new brand evolution has been the result of a months-long strategic planning process in close collaboration with our board, community leaders and other key stakeholders,” Carlson said. “With our revamped look and feel, we now feel more empowered than ever to pursue our mission of inspiring travelers to visit Bloomington so that they may experience our world-class experiences and trademark Minnesota hospitality first-hand.”

Designed in partnership with Minneapolis-based firm Duffy, Bloomington’s new visual identity symbolizes how the city is bursting with energy while remaining grounded in its signature approach to customer service. At the icon’s core is a star shape, a direct reference to the area’s shining star attraction – the iconic Mall of America® – while the surrounding jewel shape is emblematic of the depth and variety of experiences offered throughout the entire region. Finally, the outer diamond shape is a nod to Bloomington’s Diamond Service Awards – a local tradition of hospitality excellence for more than 25 years.

Putting the consumer traveler first, Carlson said that the organization’s north star is to simply deliver all that Bloomington, MN, has to offer to its core audiences, from family-oriented visitors to planners of corporate meetings, conventions and sporting events.

Known as the home of the Mall of America® and several Fortune 500 companies, Bloomington and its surrounding area have several upcoming marquee events that will capture the world’s attention and prominently feature the new brand. In addition to a wide variety of meetings, conventions and events - Bloomington - along with Minneapolis and Saint Paul – will play host to major events such as the NCAA Big 10 Men’s and Women’s Basketball Tournaments in March, the NCAA Men’s Frozen Four Hockey Tournament in April, the U.S. Gymnastics Olympic Team Trials in June and the U.S. Amateur Golf Tournament in August.

To learn more about Bloomington or to access media assets and photography, visit [www.BloomingtonMN.org/press-media](http://www.BloomingtonMN.org/press-media).

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**About Bloomington, MN**

Bloomington, Minnesota Travel & Tourism is the official destination marketing organization for the city of Bloomington, Minnesota. Bloomington is located adjacent to Minneapolis, Saint Paul and Minneapolis-Saint Paul International Airport, is home to Mall of America – the nation’s largest retail and entertainment complex – and has the largest concentration of hotels in the state of Minnesota. For more information, visit [bloomingtonmn.org](http://bloomingtonmn.org).

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