

**ECONOMIC IMPACT:  
TRAVEL & TOURISM IN  
MINNESOTA GENERATES:**

**SALES**



**\$15.3**

Billion in gross sales



**\$42**

Million a day

**JOBS**



**270,000+**

Full- and part-time jobs



**11%**

of total private sector employment



**\$5.8**

Billion in wages

**REVENUE**



**\$996**

Million in state sales tax



**18%**

of total state sales tax revenue

Note: Data for leisure & hospitality sector, 2017

**INTERNATIONAL TRAVEL  
TO MINNESOTA**



**523,600**

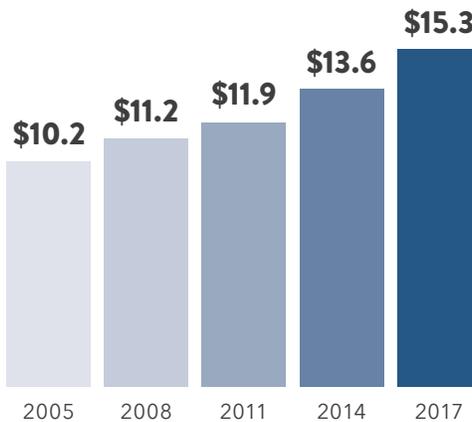
Canadian travelers on overnight trips

**456,800**

International travelers from other countries

Note: International travel estimates are for 2017

**GROWTH IN THE  
TOURISM INDUSTRY**



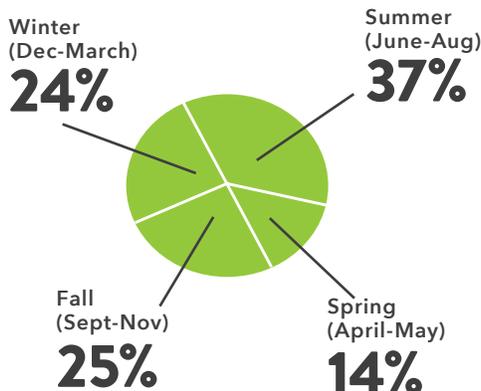
Leisure & Hospitality Gross Sales (in billions) 2005-2017

**IMPACTS OF STATE  
TOURISM ADVERTISING**

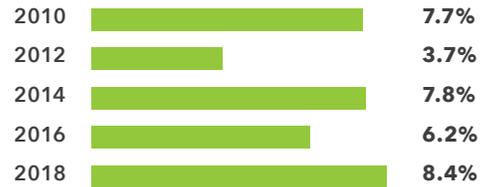
- 3.5 million Minnesota trips
- \$415.5 million traveler spending
- \$40.7 million direct state and local taxes
- 3.76 million additional intended trips in next 12 months
- \$101 to \$1 traveler spending return on ad investment
- \$10 to \$1 state and local tax return on ad investment

Note: Impacts of Explore Minnesota's spring/summer 2018 advertising

**TRAVELER EXPENDITURES  
BY SEASON**



**INCREASE IN ROOM REVENUE**



Source: STR, Inc.

**\$625**

How much the average Minnesota household would owe without the tax revenue generated by travel & tourism

**73 MILLION**

Visitors on overnight and day trips in 2017

**TRAVELER SPENDING  
BY SECTOR**



Food

**25%**



Lodging

**20%**



Retail

**16%**



Transportation

**16%**



Recreation

**16%**



Second Homes

**7%**

Sources: Minnesota 2018 Tourism Advertising Evaluation, Longwoods International; The Economic Impact of 2017 Travel in Minnesota, Tourism Economics; The Economic Impact of Expenditures by Travelers on Minnesota, June 2007-May 2008, Davidson-Peterson Associates; Minnesota Department of Revenue; U.S. Bureau of Labor Statistics; International State Travel (IST), Tourism Economics.

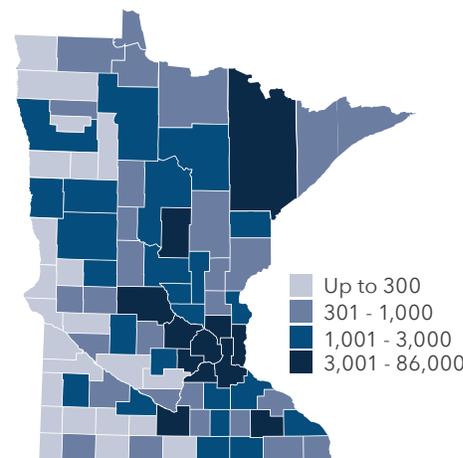
# ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2017

County	Gross Sales	State Sales Tax	Private Sector Employment
<b>MINNEAPOLIS-ST. PAUL AREA</b>			
Anoka	\$607,082,073	\$40,787,492	13,123
Carver	\$223,642,652	\$14,843,541	4,611
Chisago	\$70,269,622	\$4,632,936	1,695
Dakota	\$933,323,911	\$61,933,337	18,696
Hennepin	\$5,303,889,012	\$350,229,607	85,477
Isanti	\$39,876,266	\$2,715,893	849
Ramsey	\$2,212,380,540	\$143,896,588	29,659
Scott	\$391,358,066	\$22,038,107	6,016
Washington	\$566,454,649	\$38,324,474	11,781
Wright	\$245,366,623	\$14,203,784	4,828
<b>Region Total</b>	<b>\$10,593,643,414</b>	<b>\$693,605,759</b>	<b>176,735</b>
<b>NORTHEAST REGION</b>			
Carlton	\$69,717,758	\$4,260,245	1,152
Cook	\$71,799,245	\$4,559,225	1,000
Itasca	\$75,811,214	\$4,887,682	1,562
Kanabec	\$15,741,538	\$1,063,303	338
Koochiching	\$32,486,407	\$2,104,190	576
Lake	\$47,757,065	\$3,145,495	822
Pine	\$73,620,392	\$4,061,438	969
St Louis	\$558,982,545	\$37,671,354	11,204
<b>Region Total</b>	<b>\$945,916,164</b>	<b>\$61,752,932</b>	<b>17,623</b>
<b>SOUTHERN REGION</b>			
Big Stone	\$4,532,347	\$327,012	119
Blue Earth	\$213,747,731	\$13,679,442	4,391
Brown	\$41,444,501	\$2,780,948	1,163
Chippewa	\$15,746,638	\$1,092,755	406
Cottonwood	\$10,035,471	\$666,957	298
Dodge	\$13,212,260	\$946,561	438
Faribault	\$10,025,931	\$690,797	282
Fillmore	\$21,997,217	\$1,528,313	678
Freeborn	\$44,279,899	\$2,943,419	1,095
Goodhue	\$87,531,856	\$5,490,352	1,999
Houston	\$13,426,679	\$884,011	328
Jackson	\$11,729,708	\$769,053	280
Lac Qui Parle	\$3,662,437	\$262,074	92
Le Sueur	\$28,325,473	\$1,812,663	570
Lincoln	\$4,067,259	\$309,503	135
Lyon	\$53,090,438	\$3,467,329	1,288
Martin	\$40,396,227	\$2,716,636	886
Mower	\$54,100,183	\$3,559,528	1,198
Murray	\$8,775,020	\$596,884	177
Nicollet	\$40,220,344	\$2,743,085	828
Nobles	\$30,028,722	\$1,998,470	628
Olmsted	\$490,368,229	\$32,820,162	8,928
Pipstone	\$11,019,135	\$772,244	285
Redwood	\$26,202,629	\$1,819,634	391
Renville	\$8,024,012	\$568,836	245
Rice	\$147,691,655	\$7,097,314	2,282
Rock	\$10,833,891	\$762,934	263
Sibley	\$7,992,311	\$574,385	198
Steele	\$76,527,205	\$4,869,479	1,531
Swift	\$9,332,122	\$648,767	251
Traverse	\$1,829,943	\$123,161	40
Wabasha	\$27,506,092	\$1,844,547	700
Waseca	\$17,816,208	\$1,193,980	437
Watsonwan	\$7,856,446	\$510,028	225
Winona	\$111,328,250	\$7,126,835	2,545
Yellow Medicine	\$15,149,170	\$652,486	215
<b>Region Total</b>	<b>\$1,719,853,639</b>	<b>\$110,650,584</b>	<b>35,815</b>

County	Gross Sales	State Sales Tax	Private Sector Employment
<b>CENTRAL REGION</b>			
Aitkin	\$22,307,401	\$1,541,116	515
Benton	\$59,565,561	\$3,846,356	1,217
Crow Wing	\$233,343,199	\$14,401,052	4,139
Douglas	\$115,008,227	\$7,048,332	2,208
Grant	\$3,456,581	\$226,782	NA
Kandiyohi	\$98,589,693	\$6,380,173	1,723
McLeod	\$48,180,190	\$3,245,759	1,247
Meeker	\$19,119,733	\$1,311,172	456
Mille Lacs	\$55,281,243	\$3,037,109	1,027
Morrison	\$46,324,899	\$3,154,363	1,120
Otter Tail	\$99,967,940	\$6,666,406	2176
Pope	\$15,721,448	\$1,067,763	310
Sherburne	\$103,332,854	\$6,866,949	2,351
Stearns	\$313,262,923	\$21,397,781	7,748
Stevens	\$17,836,283	\$1,043,942	373
Todd	\$21,522,473	\$1,486,682	370
Wadena	\$16,961,265	\$1,156,718	335
<b>Region Total</b>	<b>\$1,289,781,913</b>	<b>\$83,878,455</b>	<b>27,315</b>
<b>NORTHWEST REGION</b>			
Becker	\$70,277,951	\$4,569,887	1,669
Beltrami	\$102,035,925	\$6,648,449	2,219
Cass	\$122,274,372	\$7,487,556	2,038
Clay	\$89,423,202	\$5,696,850	1,888
Clearwater	\$5,492,579	\$379,733	214
Hubbard	\$36,886,811	\$2,508,671	787
Kittson	\$3,082,369	\$181,153	74
Lake of the Woods	\$38,779,570	\$2,145,291	481
Mahnomen	\$14,260,150	\$1,019,290	116
Marshall	\$4,469,502	\$345,007	118
Norman	\$3,179,768	\$181,263	66
Pennington	\$27,635,036	\$1,779,576	522
Polk	\$51,876,583	\$3,310,330	1,101
Red Lake	\$2,331,642	\$167,955	74
Roseau	\$16,768,190	\$1,087,828	392
Wilkin	\$3,432,072	\$259,860	97
<b>Region Total</b>	<b>\$592,205,722</b>	<b>\$37,768,699</b>	<b>11,856</b>
<b>MINNESOTA TOTAL</b>	<b>\$15,321,019,654</b>	<b>\$995,869,813</b>	<b>270,490</b>

## LEISURE & HOSPITALITY JOBS BY COUNTY 2017



**m** EXPLORE MINNESOTA  
[industry.exploreminnesota.com](http://industry.exploreminnesota.com)

**#ONLYINMNK**

Notes: State total does not equal the sum of counties or regions because some data is withheld to avoid disclosure of individual businesses; and some state level data is for businesses located outside of Minnesota. The Leisure and Hospitality industry consists of Accommodations; Food Services and Drinking Places; and Arts, Entertainment and Recreation.  
 SOURCE: Minnesota Department of Revenue; U.S. Bureau of Labor Statistics 1/19