



Minnesota 2023/2024 Annual Travel Indicators

Inclusive of data available as of March 5, 2025





Minnesota Annual 2023/2024 Travel Indicators

Explore Minnesota (EMN) regularly reviews and analyzes travel indicators to better understand tourism industry trends and health.

This report is focused on year-over-year (YoY) state-level tourism trends for 2023 and 2024.

Relevant data sources update at different times throughout the year. As possible, 2024 annual data is included in this report. For some metrics, the most up-to-date information is for 2023.

As metrics are updated, 2024 data will be provided as part of upcoming seasonal travel indicator reports and announced via [Industry News](#).

2023 Key Findings

In 2023, Minnesota's tourism industry experienced strong growth.

Visitor Economy Economic Impact – Minnesota visitation increased by 4.6% to 80.2 million and visitor spend increased 8% to \$14.1 billion. Tourism had a total economic impact of \$24.2 billion and visitor spending saved each Minnesota household \$1,002 in state and local taxes.

Leisure & Hospitality (L&H) Industry – Minnesota's L&H gross sales grew 8.7% YoY to \$19.9 billion. Over two-thirds 2023 L&H sales were in the metro area, and across Minnesota almost two-thirds of L&H sales were in the Food & Drink category.

Outdoor Recreation Industry – Outdoor recreation accounted for 2.8% of Minnesota GDP.

International Visitation – Minnesota's international visitation increased 36% to an estimated 567,400 arrivals. These visitors spent approximately \$501 million in our state.

2024 Key Findings

Initial 2024 travel indicators are positive. However, YoY increases are smaller compared to recent years—likely as recovery from the pandemic has stabilized. In the coming months when 2024 visitation and economic impact data is released, we will be able to more confidently understand the trajectory of travel to and tourism in Minnesota.

U.S./Minnesota Comparison – Compared to total U.S. travel and tourism trends, Minnesota’s annual lodging demand was weaker, L&H employment was similar and air passenger volume was stronger.

Accommodations – Minnesota’s hotel performance metrics improved relative to 2023 with an occupancy percentage of 56%, ADR of \$129 and RevPAR of \$72. Minneapolis-St. Paul metro area hotel performance also improved YoY with an occupancy percentage of 59%, ADR of \$135 and RevPAR of \$79.

L&H Employment & MSP Airport – Minnesota’s average monthly L&H employment increased 1.8% to 272k and the total number of Minneapolis-Saint Paul Airport (MSP) passengers increased 6.9% YoY to 37.2 million.

Explore Minnesota Marketing – Our work helped generate \$967.9 million in incremental visitor spend. For every \$1 spent on the 2024 spring/summer tourist campaign, visitors spent \$392 at Minnesota businesses, including local lodging, restaurants and attractions.



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2023 Visitor Economy Economic Impact

Explore Minnesota partners with Tourism Economics to quantify the economic impact of the visitor economy through a comprehensive model.

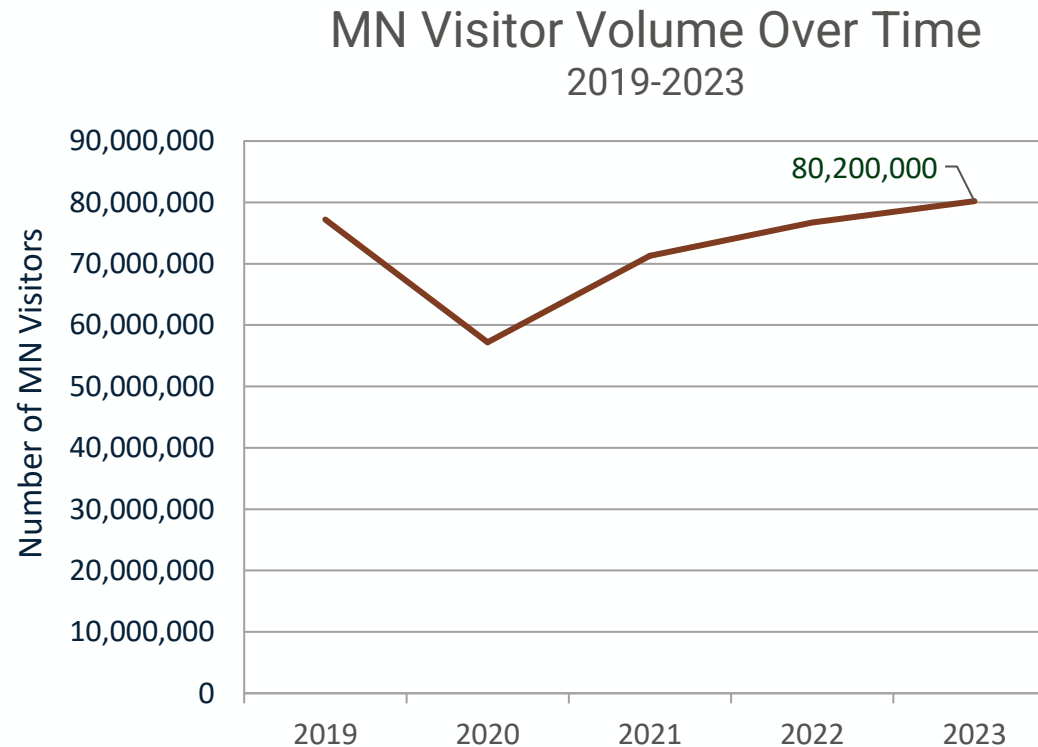
Go to the [Tourism & the Economy page](#) of the Industry website for detailed 2023 state and county-level visitor economy sales, taxes and employment data.

Minnesota's 2023 visitor volume of 80.2 million is a YoY increase of 4.6% over 2022.

Minnesota visitors include Minnesotans and non-Minnesotans who travel 50 miles or more for a day (59%) or overnight (41%) trip.

In 2023 visitor volume growth was driven by increases in day, overnight and international travelers.

Minnesota's visitor volume increased 4.6% from 2022 to 2023



Source: Longwoods & Tourism Economics

Minnesota’s 2023 visitor spending of \$14.1 billion is a YoY increase of 8%.

The largest share of spending, \$4.3 billion or 30%, was on lodging, which includes hotels, short-term rentals and second homes.

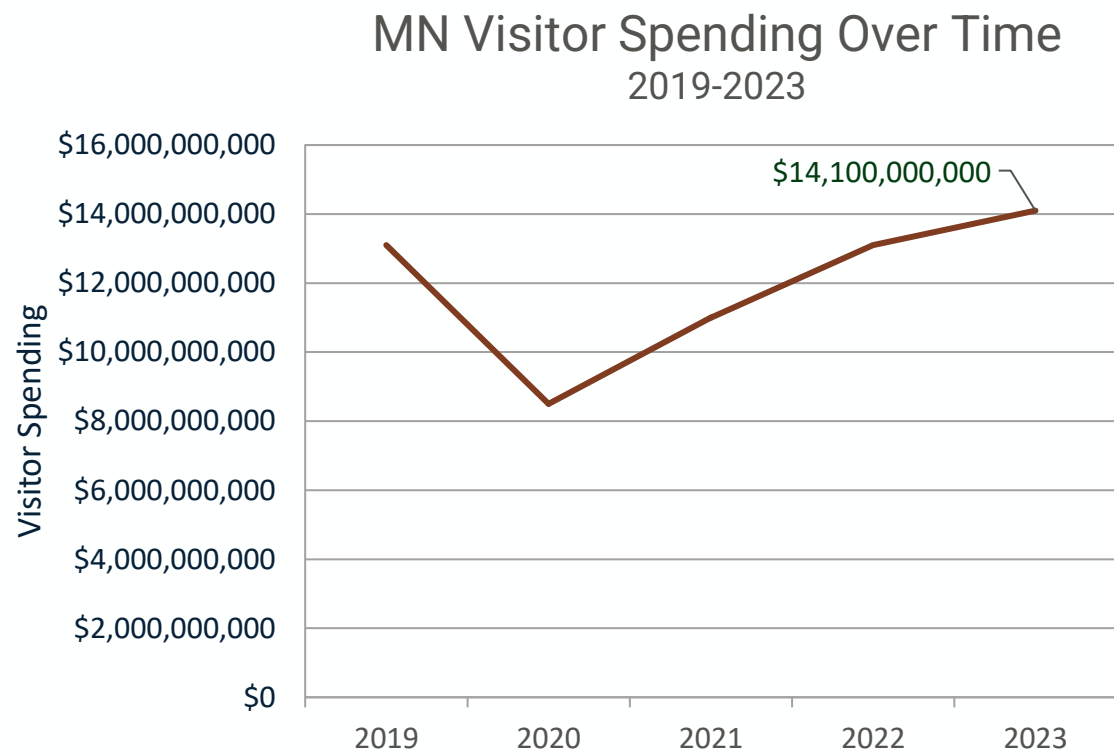
Food and beverage had the second largest spending share with \$3.3 billion or 23%.

Transportation accounted for \$2.5 billion or 18% of spending.

Retail spending was \$2.1 billion or 15%.

Recreation/entertainment accounted for \$1.9 billion or 14% of visitor spending.

Minnesota visitors’ (direct) spending increased 8% from 2022 to 2023

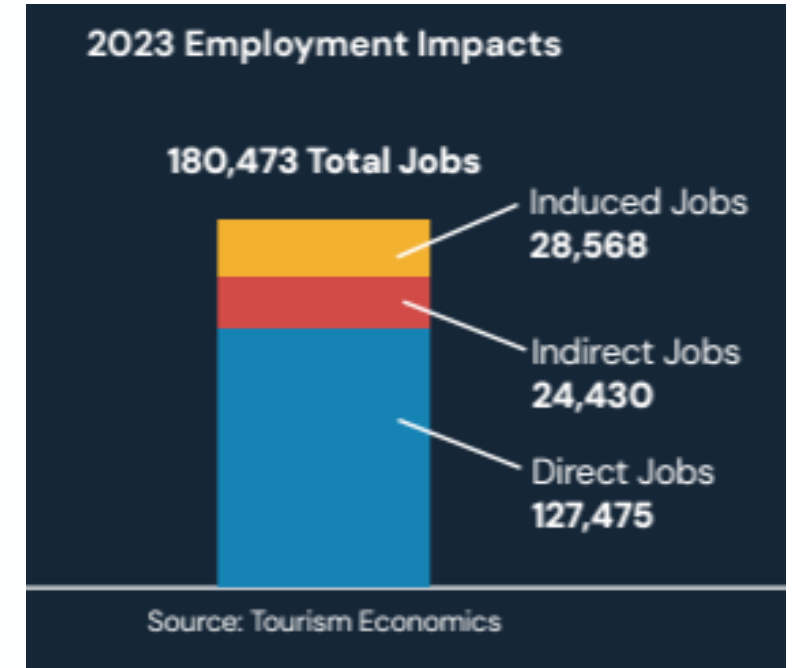


Source: Tourism Economics

Minnesota visitors spent \$14.1 billion in 2023, which led to \$10 billion in indirect and induced impacts in sectors like finance, insurance, real estate and business services. In total, Minnesota visitors generated over \$24.2 billion in business sales.

Visitors to Minnesota helped sustain 127,000 jobs in 2023, and the indirect and induced impact of visitor activity supported an additional 53,000 jobs. In 2023, the total number of jobs supported by tourism was 180,473, accounting for approximately one of every 21 jobs in Minnesota.

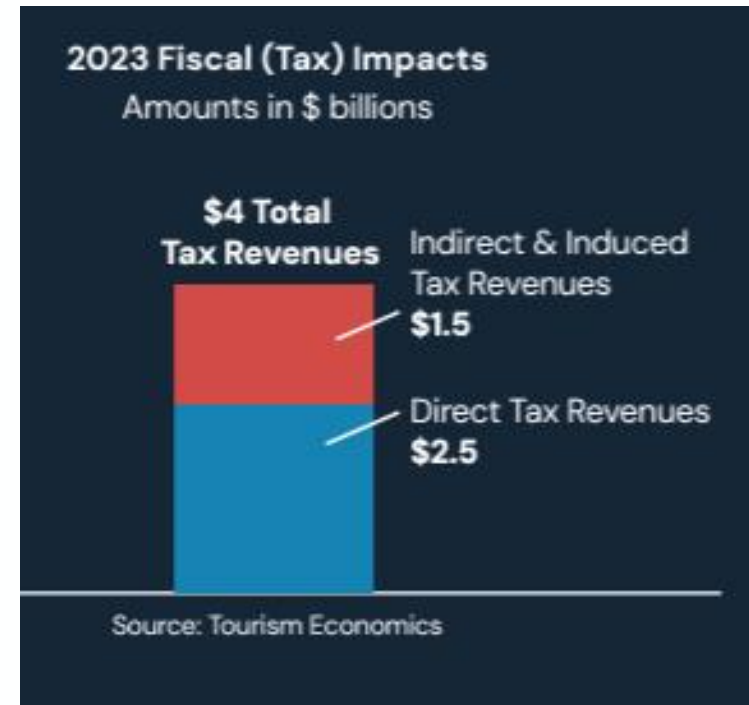
Minnesota tourism had a \$24.2 billion total economic impact



Visitor spending generated \$4 billion in federal, state and local government revenues in 2023.

State and local taxes alone tallied over \$2 billion.

Visitor spending saved each MN household \$1,002 in state & local taxes



Source: Tourism Economics



2023 Leisure & Hospitality (L&H) Industry

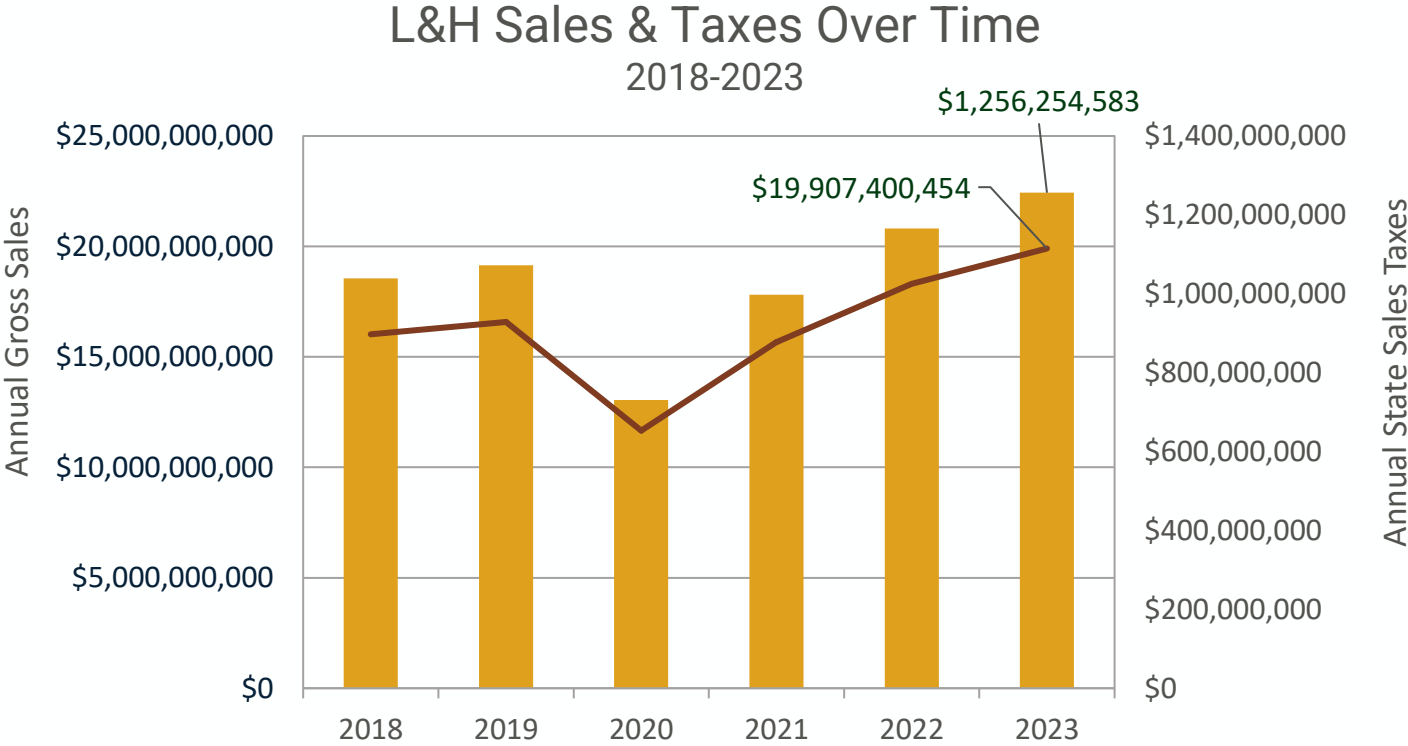
This annual report section features 2023 Minnesota L&H data recently released by the MN Dept. of Revenue (MDOR). For county-level L&H data go to the [2023 Data Sheet](#).

L&H is a key component of Minnesota's visitor economy, however, not all L&H activity is from visitors who travel 50 miles or more.

Minnesota’s 2023 L&H gross sales of \$19.9 billion is a YoY increase of 8.7% over 2022.

Similarly, 2023 Minnesota L&H state sales taxes increased YoY to 1.3 billion.

Minnesota’s L&H sales increased 8.7% from 2022 to 2023



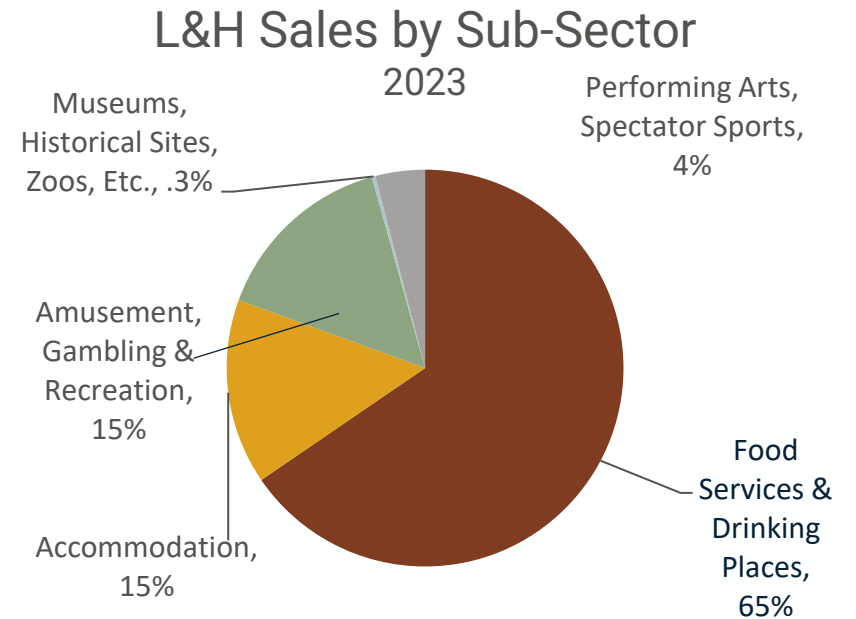
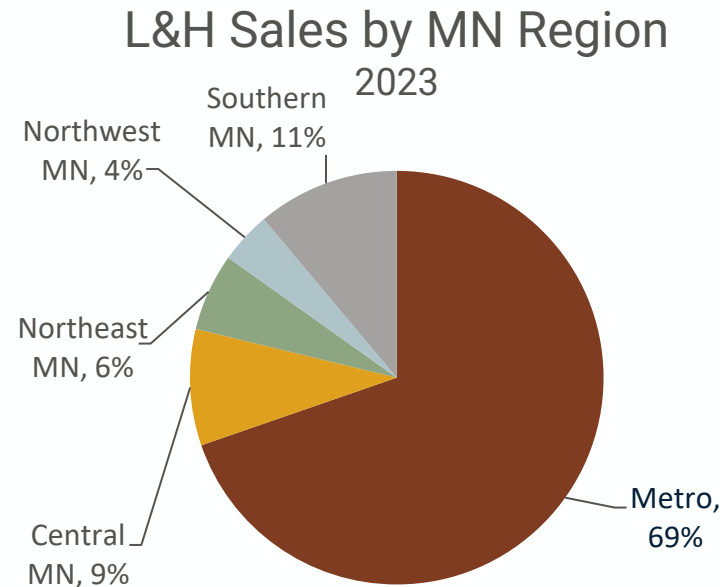
Source: Minnesota Department of Revenue

Following historic trends, in 2023 the geographic Minneapolis-Saint Paul metropolitan region and the food & drink industry sub-sector dominated Minnesota L&H gross sales.

The four other regions of the state accounted for 4 to 11% of L&H sales.

After food & drink, accommodation and amusement, gambling & recreation were the next largest industry sub-sectors, each with 15% of 2023 L&H sales.

Approx. 2/3 L&H sales in metro and in food & drink sub-sector





2023 Outdoor Recreation

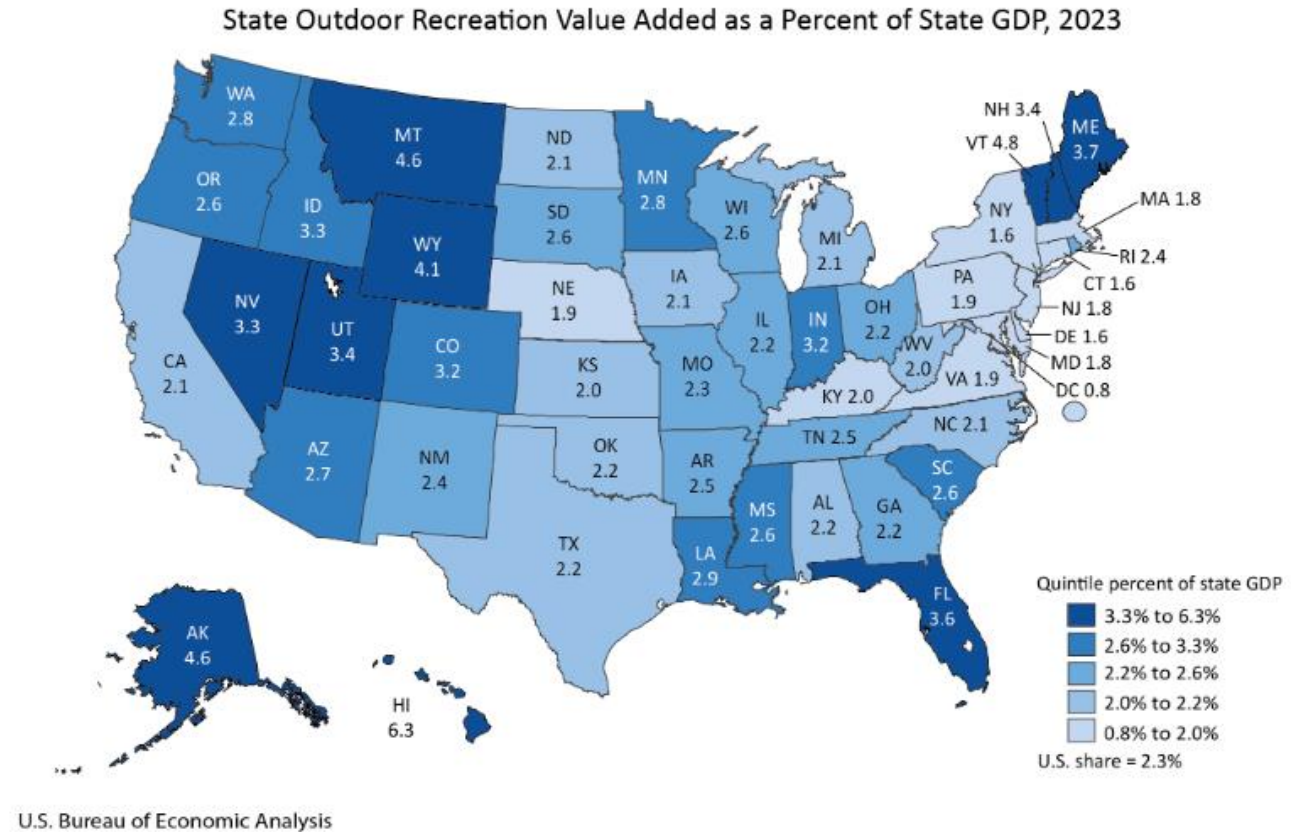
Explore Minnesota is currently working with a research vendor to gain a more comprehensive understanding of the impact of outdoor recreation across the state.

Later this year, Minnesota county-level outdoor recreation industry economic impact findings will be available.

In 2023, outdoor recreation accounted for 2.8% of state GDP. This is a .2% YoY increase and above the 2.3% U.S. state average outdoor recreation GDP.

For the total U.S., conventional outdoor recreation (bicycling, boating, hiking and hunting) accounted for 31% of value-added GDP. Other recreation (gardening and outdoor concerts) accounted for 20%. Finally, supporting activities (construction, travel and tourism, local trips and government expenditures) accounted for the remaining 49% of outdoor recreation value added GDP.

Outdoor Recreation accounted for 2.8% of Minnesota GDP



Source: U.S. Bureau of Economic Analysis



2023 International Visitor Trends

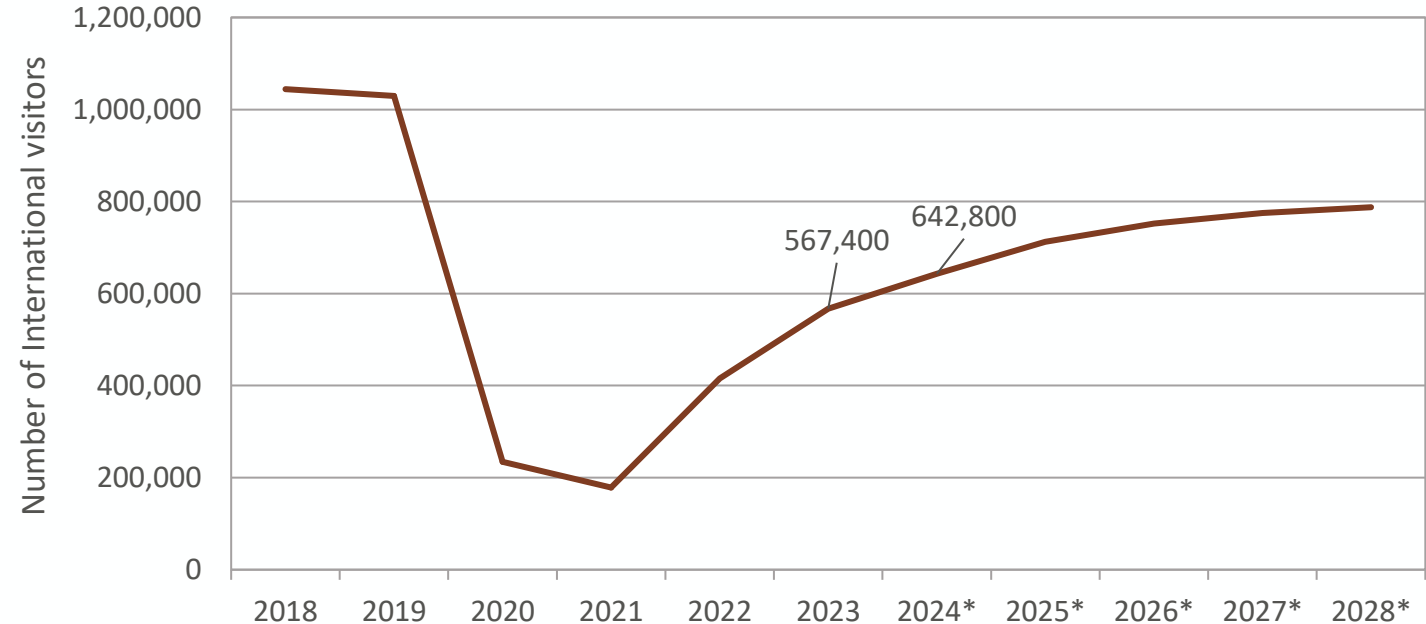
According to Tourism Economics – International States Travel (IST) data, in 2023 Minnesota had an estimated 567,400 international arrivals. These visitors spent approximately \$501 million in our state.

Additionally, the IST forecast shows continued growth for Minnesota's international visitation.

In 2025, Minnesota will likely receive more than 700 thousand international visitors spending approximately \$700 million.

2023 international arrivals to Minnesota increased 36% to 567k

Minnesota International Visitation over Time
2018-2028*



* Forecasted data

Source: Tourism Economics-International States Travel

In 2023 Canada accounted for 57% of Minnesota's international visitation, with 324,200 visitors.

India continued as the number two Minnesota visitor origin market with an estimated 27,800 visitors in 2023.

The United Kingdom, Germany and Mexico are the other top three countries for MN visitation in 2023.

In 2024 EMN will continue to monitor origin market trend shifts due to direct flights and international sentiment.

Canada and India were MN's top international origin markets in 2023



Source: Tourism Economics-International States Travel



2024 Minnesota v. U.S. Industry Trends Comparison

Minnesota lodging demand for 2024 was down .7% compared to 2023. Total 2024 U.S. lodging demand was up .5% YoY.

Lodging demand also trended down for some competitive states in 2024 relative to 2023.

- CO down approx. 3%
- IA, MO, ND and WI down approx. 1%

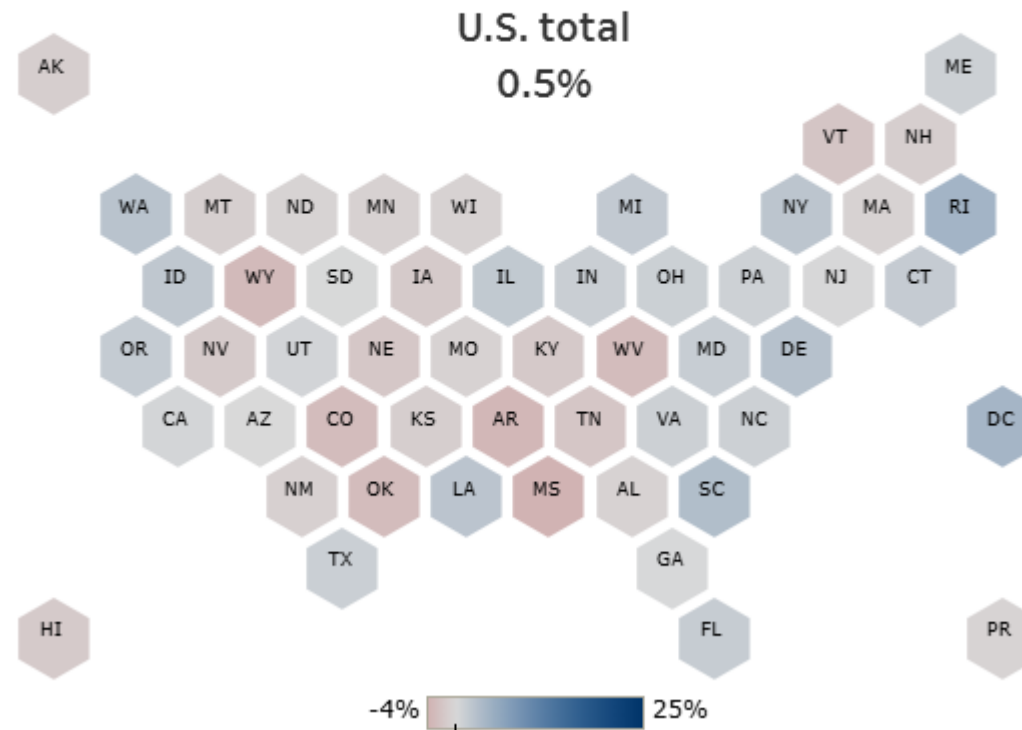
Other relevant states had flat or increased YoY 2024 lodging demand.

- SD flat
- IL and MI up approx. 2%

Overall 2024 annual Minnesota lodging demand down .7%

Lodging Demand by State

December, 2024 (Year-to-Date), % change YOY



Source: U.S. Travel Association - STR

Minnesota lodging demand trends varied by month and season.

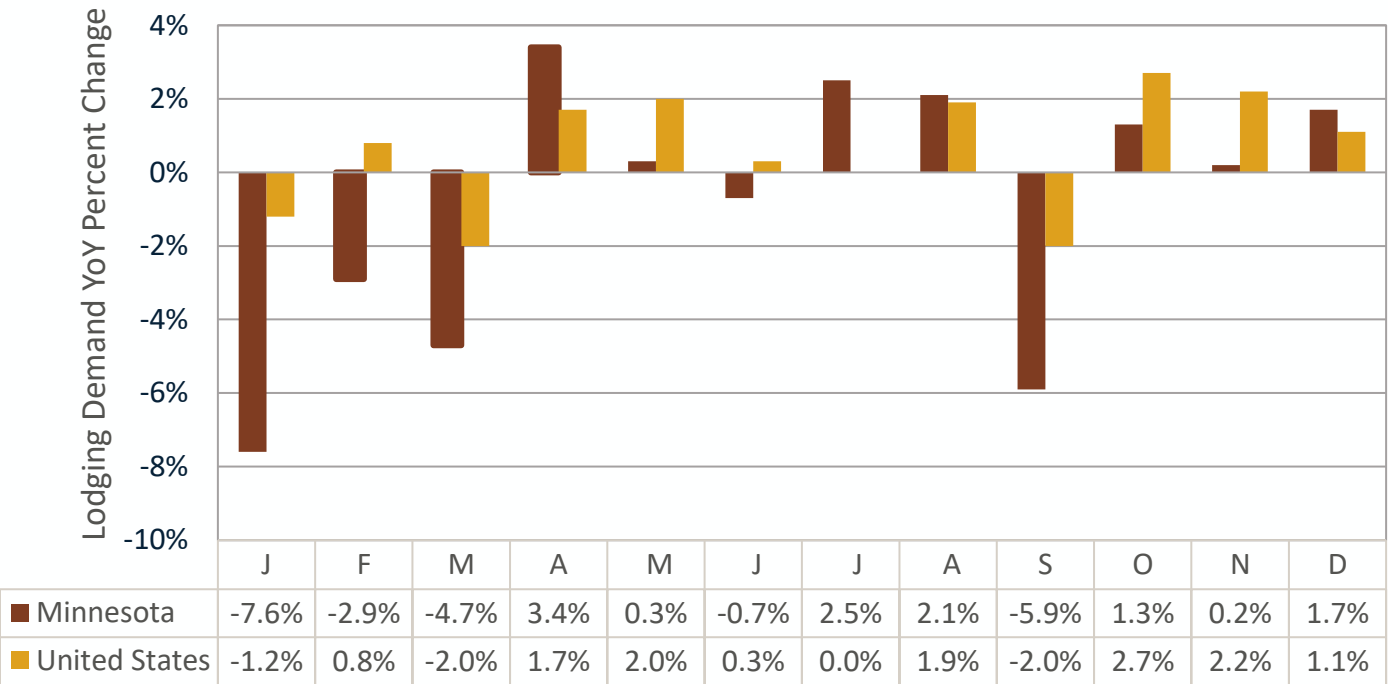
During Q1 or winter of 2024, lodging demand was down 3 to 8% relative to 2023.

During the higher traffic spring and summer months, Minnesota lodging demand was mostly up in 2024 YoY.

Although September 2024 lodging demand was down, performance in Q4 or fall/winter improved relative to 2023.

April, July and August 2024 were the strongest months for MN lodging YoY

MN & U.S. 2023 v. 2024 Monthly Lodging Demand



Source: U.S. Travel Association - STR

Minnesota L&H jobs for 2024 was up 1.9% compared to 2023. Similarly, total U.S. L&H jobs was up 2.1% YoY.

In 2024 L&H employment decreased in North Dakota by 3% compared to 2023.

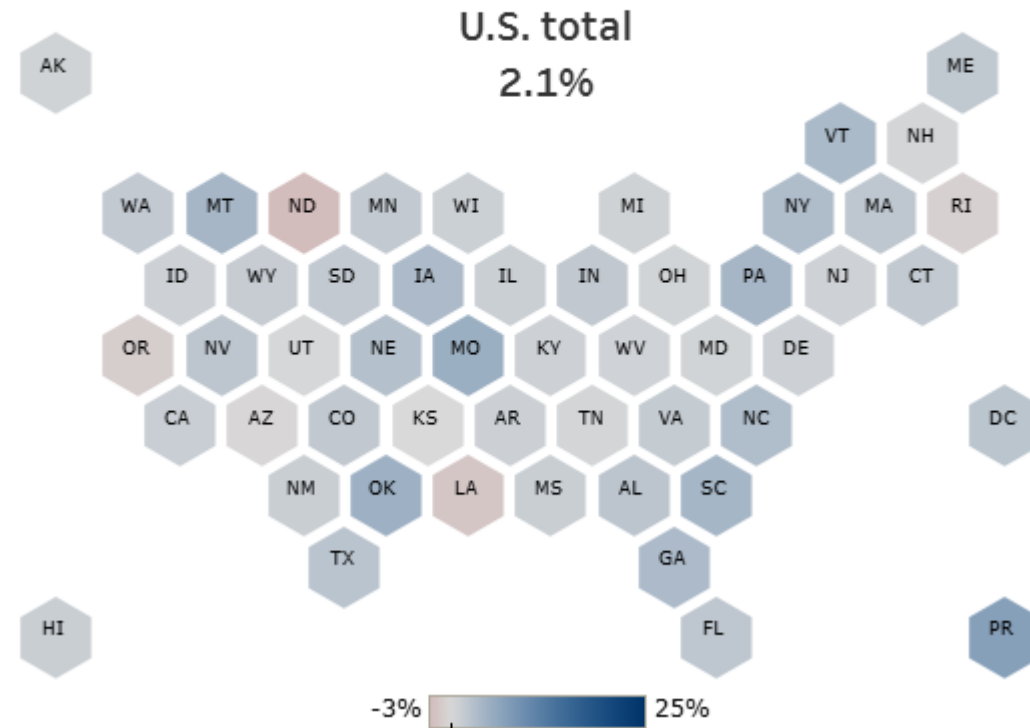
Other competitive states had increased YoY 2024 L&H employment.

- IL, MI and WI up approx. 1%
- CO and SD up approx. 2%
- IA and MO up approx. 4 to 5%

Annual Minnesota L&H employment increased by 1.9% in 2024

L & H Jobs by State

December, 2024 (Year-to-Date), % change YOY



Source: U.S. Travel Association - BLS

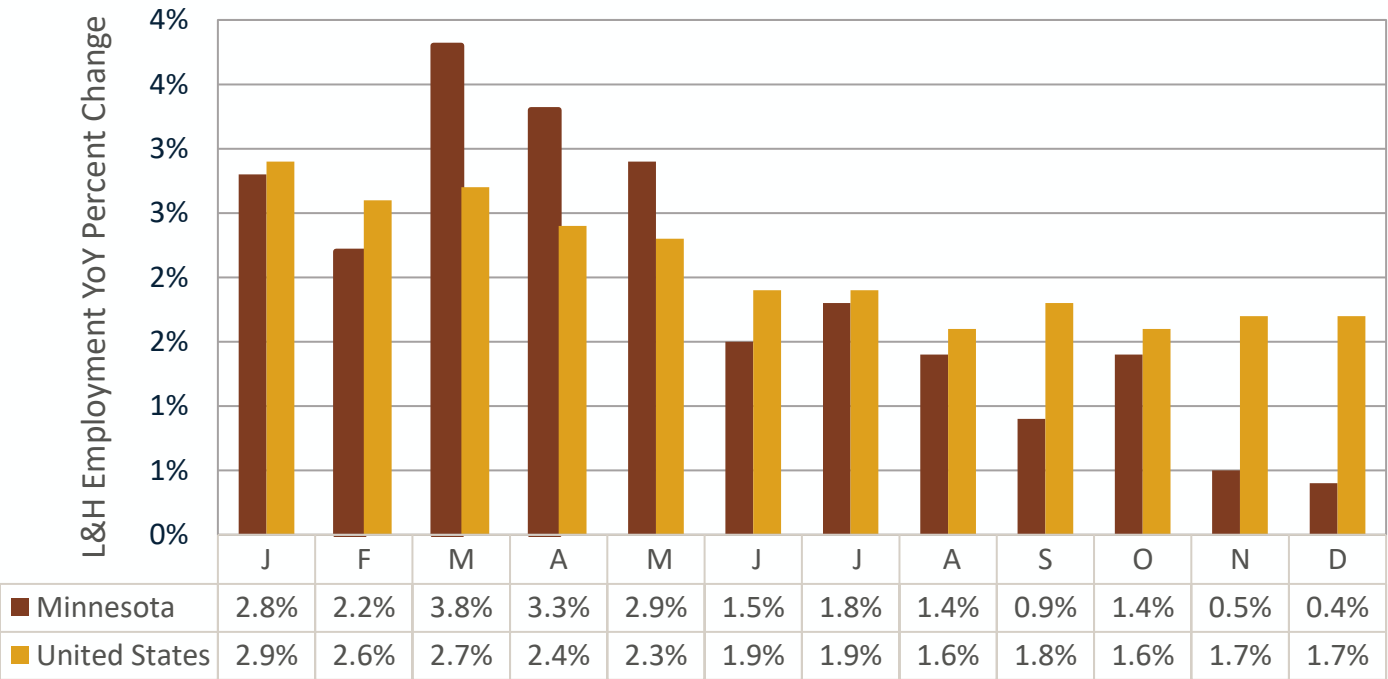
Monthly Minnesota and total U.S. L&H employment increased in every month and season of 2024.

For the state, the largest employment gains were in the first half of the year with growth over 3% in March and April 2024.

Total U.S. employment growth peaked in Q1 or winter with 2.6 to 2.9% growth YoY.

MN L&H employment increased every month in 2024 relative to 2023

MN & U.S. 2023 v. 2024 Monthly L&H Employment



Source: U.S. Travel Association - BLS

Minnesota air passenger volume for 2024 was up 8.1% annually compared to 2023. Total U.S. air passengers was up 2.1% YoY.

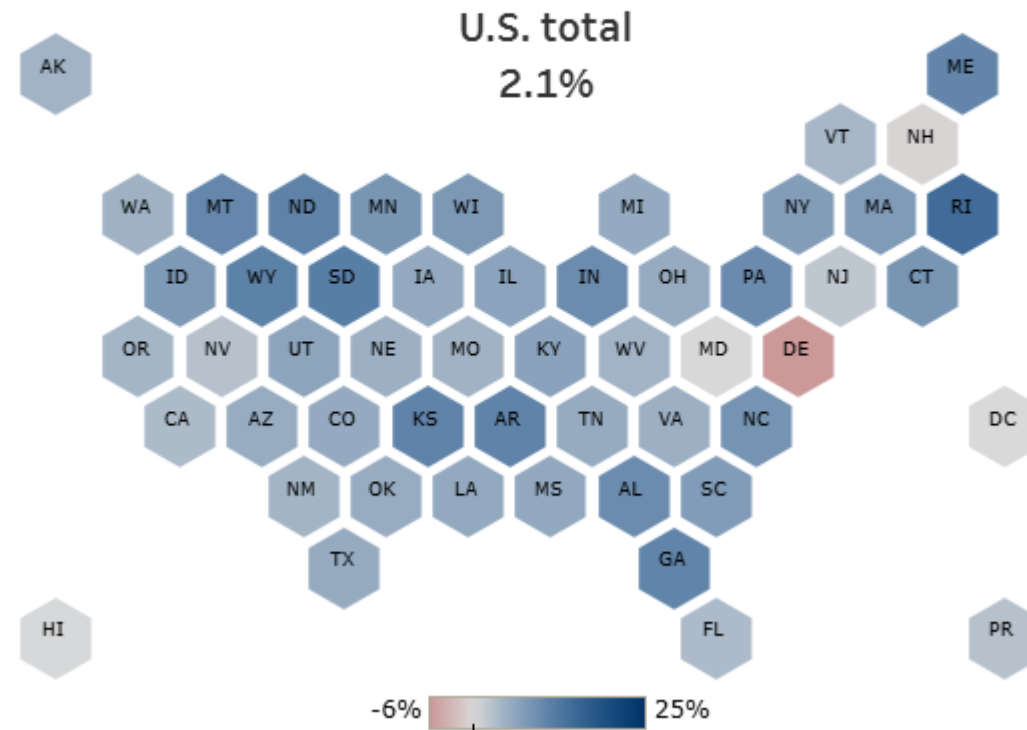
Competitive states also experienced increased YoY air passenger volume in 2024.

- MO up approx. 5%
- CO, IA, IL and MI up approx. 6%
- WI up approx. 8%
- ND and SD up approx. 11 to 12%

2024 annual MN air passenger volume increased by 8.4% overall

Air Passengers by State

December, 2024 (Year-to-Date), % change YOY



Source: U.S. Travel Association – Airline Data Inc. & TSA

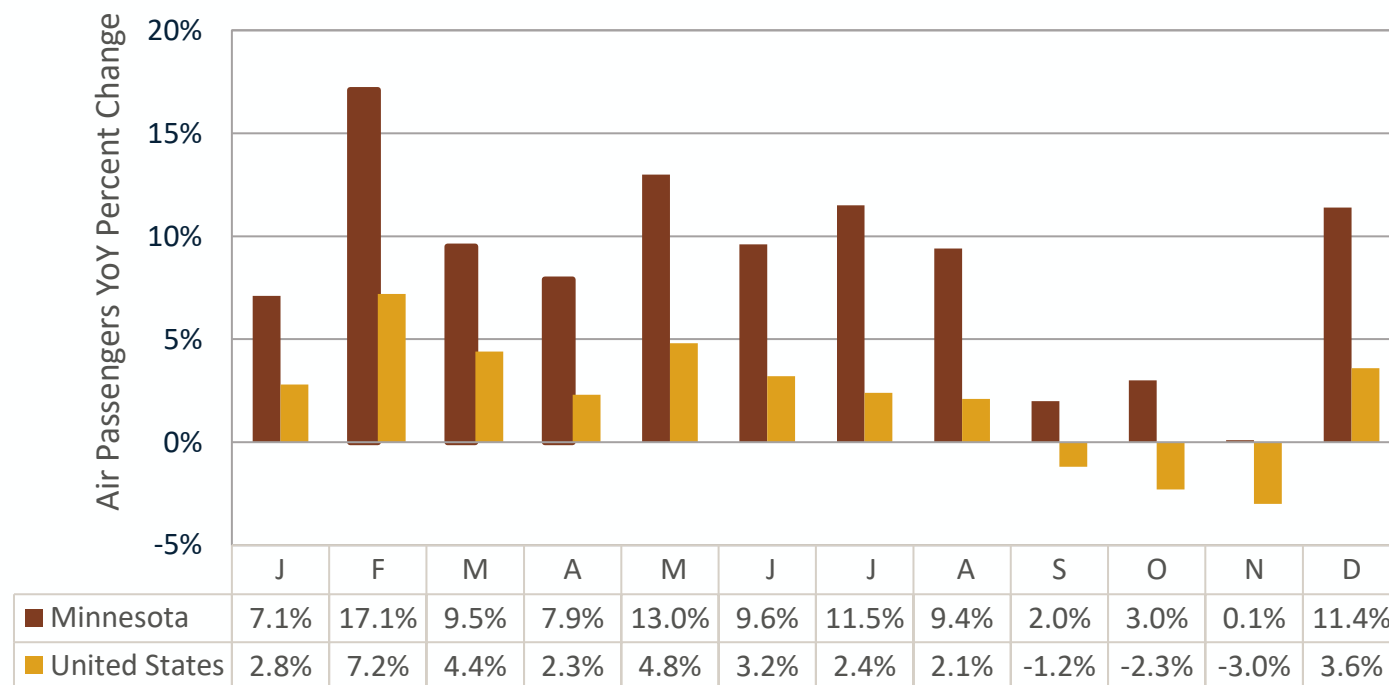
In 2024, Minnesota's air passenger volume increased relative to 2023. February, May and July were the strongest months, with YoY double-digit percent growth.

While still positive, MN growth slowed in the fall with .1 to 3% growth in September, October and November.

The total U.S. also experienced more challenges in the fall with air passengers down by 1 to 3% in September, October and November 2024 relative to 2023.

Minnesota air passenger YoY volume grew every month of 2024

MN & U.S. 2023 v. 2024 Monthly Air Passengers





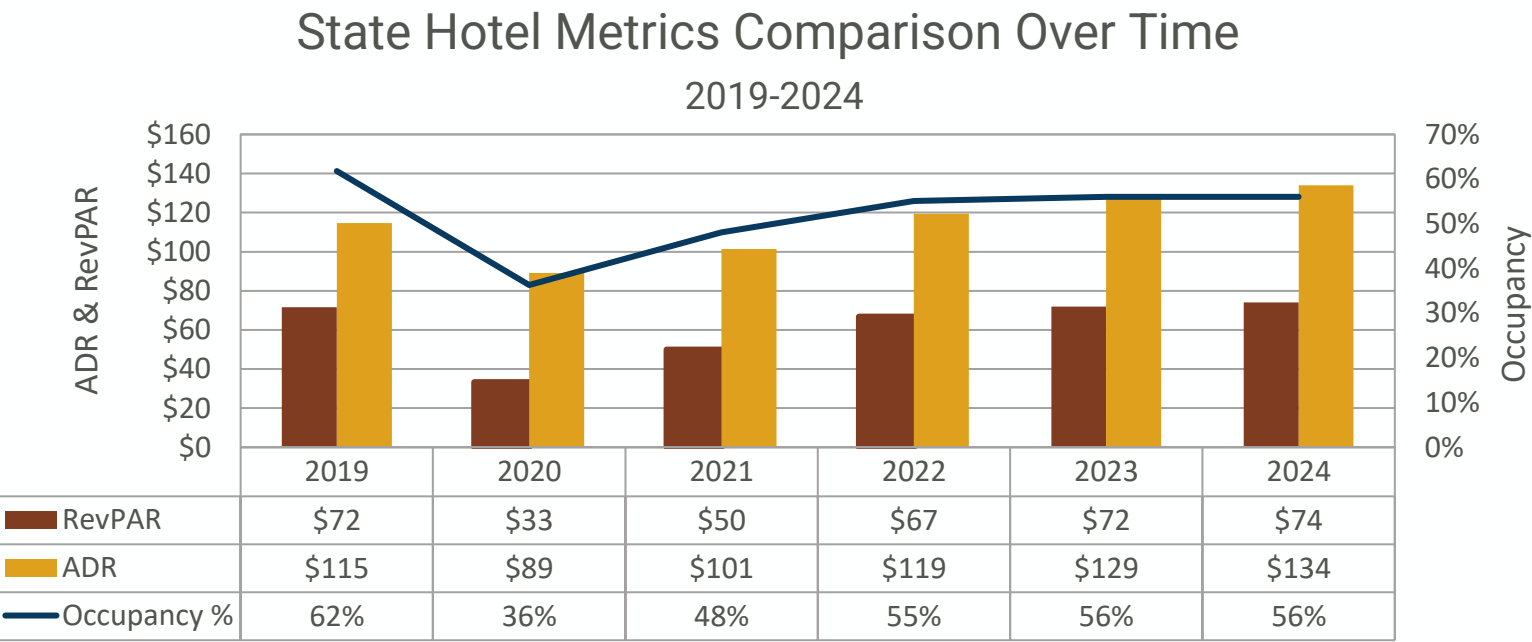
2024 Accommodations Performance

In 2024, the state had an average hotel occupancy percentage of 56%, ADR of \$134 and RevPAR of \$74.

While 2024 RevPAR and ADR are above pre-pandemic metrics, Minnesota hotel occupancy remains 6% below pre-pandemic performance.

Similar to the state, Minneapolis-St. Paul metro area hotel metrics improved YoY. Occupancy increased 2.3% to 58.7%. ADR increased 5.8% to \$79.38. RevPAR increased 3.5% to \$135.22.

2024 Minnesota key hotel performance metrics up or flat relative to 2023

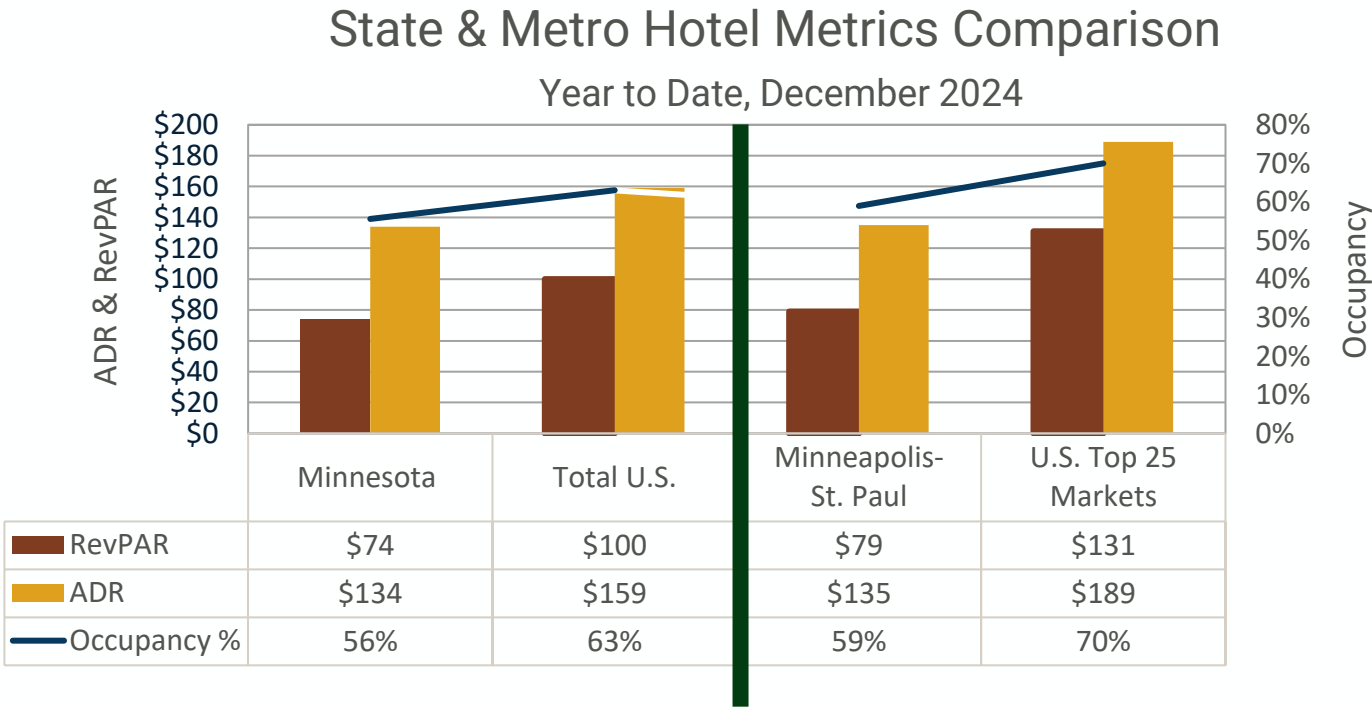


Source: Smith Travel Research (STR)

State and Minneapolis metro key performance metrics below national averages

In 2024, hotels in the Minnesota had an average occupancy percentage of 56%, ADR of \$134 and RevPAR of \$74. While these figures are better than 2023, Minnesota hotel performance metrics are not as strong as the total U.S.

Minneapolis-St. Paul 2024 hotel performance metrics are below U.S. top 25 metropolitan market averages. In 2024 hotel occupancy in the metro was 59%, ADR was \$135 and RevPAR was \$79.



Source: Smith Travel Research (STR)

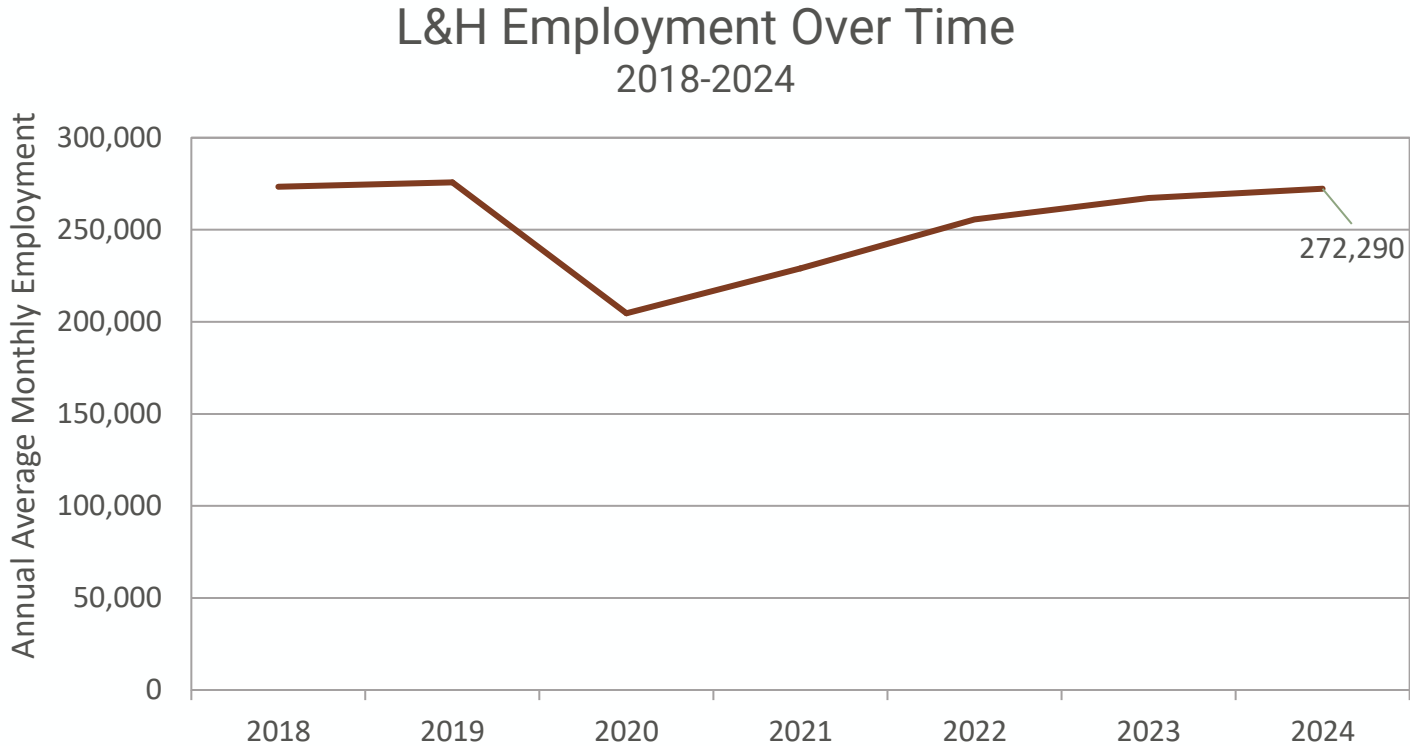


2024 L&H Employment and MSP Airport Volume

In 2024, Minnesota's average monthly L&H employment was 272,290.

This is a 1.8% increase over 2023, however, L&H employment remains below pre-pandemic industry employment of 275,761.

In 2024 state L&H employment increased 1.8% to over 272k

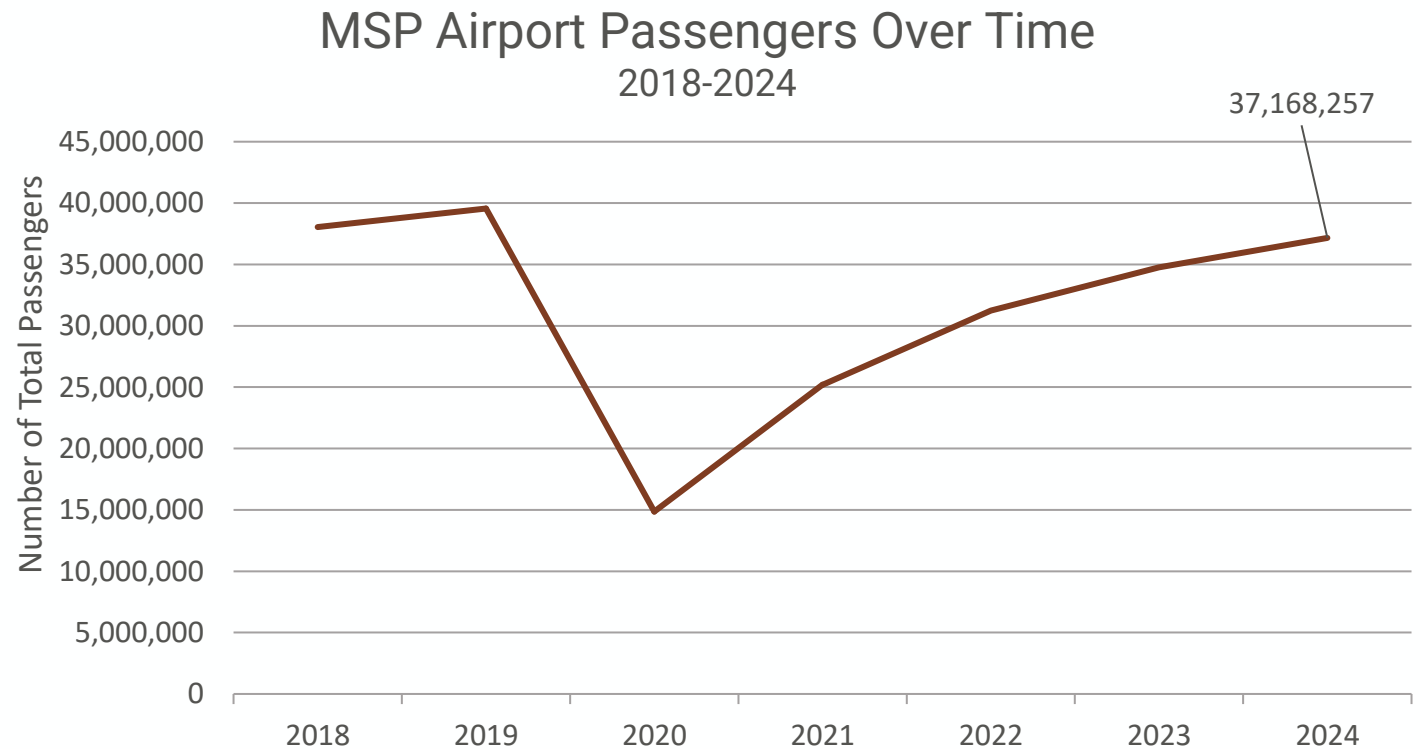


Source: Minnesota Department of Employment & Economic Development (DEED)

In 2024, the total number of Minneapolis-Saint Paul Airport (MSP) passengers increased 6.9% YoY to 37.2 million.

The 2024 passenger volume remains 6% below the pre-pandemic 2019 MSP passenger volume of 39.6 million.

2024 MSP airport passenger volume increased 6.9% relative to 2023



Source: Minneapolis Saint Paul Metropolitan Airports Commission



2024 Explore Minnesota Marketing Impacts

In 2024 the consumer-facing Explore Minnesota website had 9.1 million total sessions. This is a 7.5% decrease from 2023 and congruent with reduced ad spend.

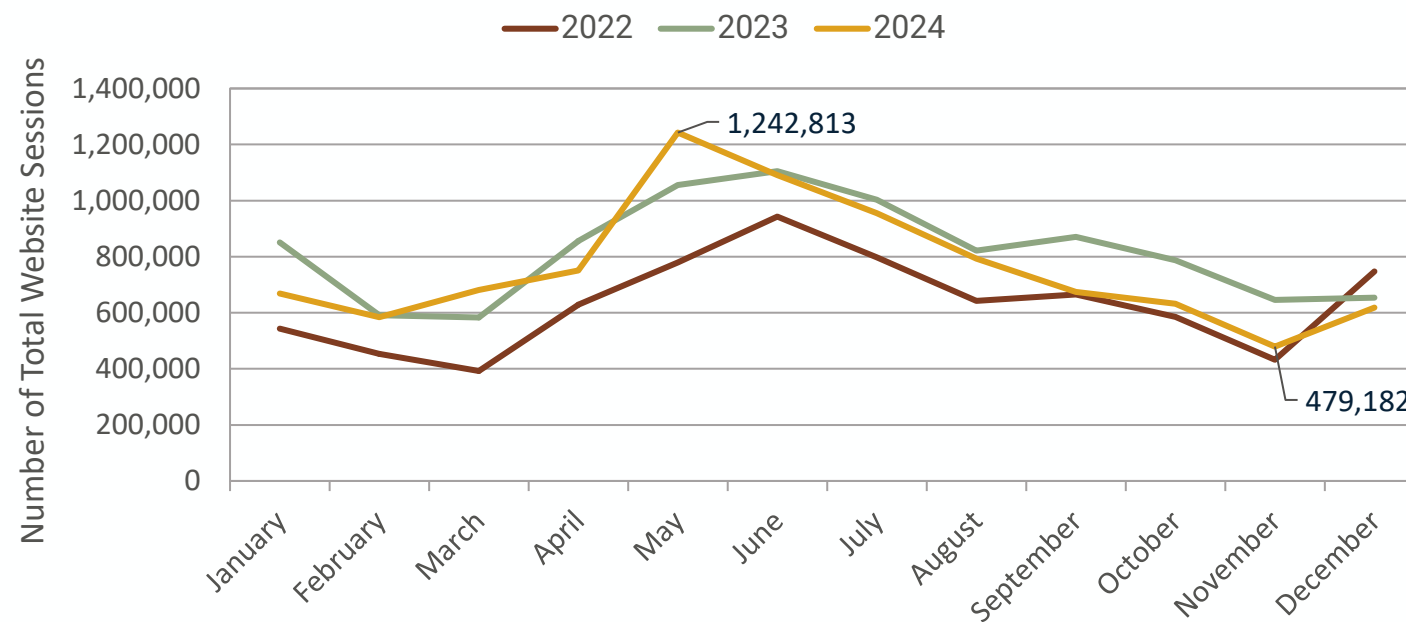
Organic web sessions increased by 14.6% YoY to 4.9 million. The average organic session was three minutes and one second.

May was the busiest month with 1.25 million sessions attributable to the Northern Lights and the Bring Ya A** mini-campaign. If not for these events, June, as usual, would have had the most traffic with 1.1 million sessions.

Following seasonal trends and the impact of lower paid traffic around the election, November was the least busy month with 480k web sessions.

In 2024 the EMN website had 9.1M total, 4.9M organic sessions

Explore Minnesota Website Sessions Over Time



Explore Minnesota's 2024 Spring/Summer campaign generated almost \$1 billion incremental visitor spend.

For every \$1 spent on the tourist campaign, visitors spend \$392 at Minnesota businesses, including lodging, restaurants and attractions.

Additionally, for every \$1 of campaign spend, \$38 was returned to the state via tax revenue. This equates to \$95 million incremental taxes for Minnesota.

Our work helped generate \$967.9 million in incremental visitor spend



star of the north[★]

Source: SMARI Ad Effectiveness Study

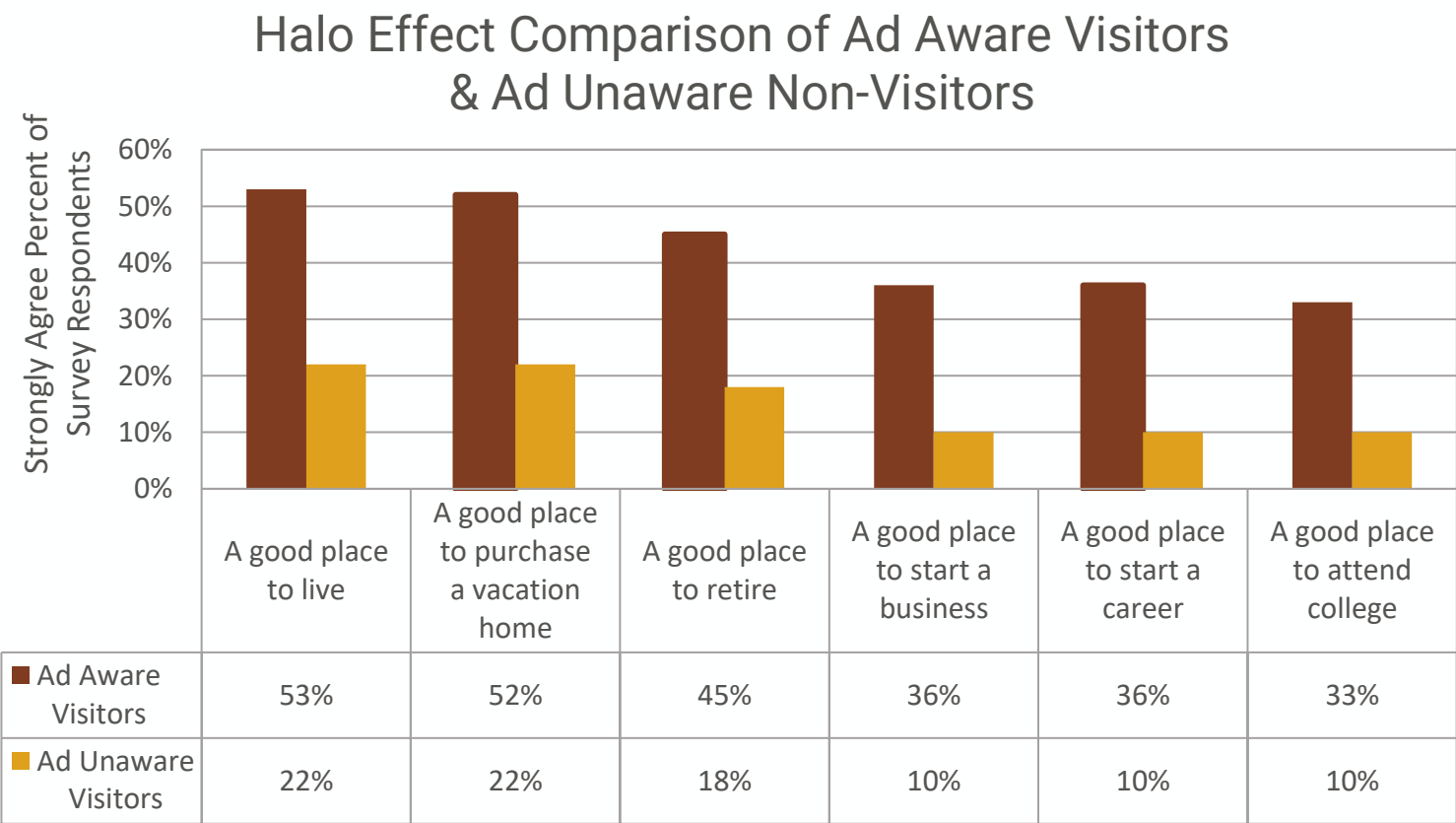
m EXPLORE
MINNESOTA

A pattern emerges when comparing consumers who are aware or unaware of Explore Minnesota’s Spring/Summer campaign.

Travelers who are ad aware and have visited Minnesota are more likely to strongly agree that Minnesota is a good place to live.

For example, when asked if Minnesota is a good place to start a career, 36% of ad aware visitors strongly agreed. However, only 10% of ad unaware non-visitors strongly agreed with this statement.

Tourism ads positively impact Minnesota livability perceptions



Source: SMARI Ad Effectiveness Study

A scenic view of a calm lake with a yellow canoe on a rocky shore and a forested background. The water is still, reflecting the surrounding greenery and the sky. A dense forest of evergreen trees lines the far shore, and a misty or foggy atmosphere hangs over the water. In the foreground, a bright yellow canoe is pulled up onto a dark, textured rock. The canoe is empty, with some gear visible inside. The overall mood is peaceful and serene.

EXPLORE **m** MINNESOTA™

Thank you