

August 2021 - Minnesota Tourism and Hospitality Survey Reports Summer Surge Mixed with Shortfall

According to a recent Minnesota tourism and hospitality industry survey that addressed summer business, the 2021 season served up a combination of bright spots for several business types, but also reflected ongoing hardship for some of the state's tourism sectors and regions. Winding down from the important summer travel season, three quarters of survey respondents reported higher business revenue, but some fared better than others and customer traffic was mixed.

The tourism and hospitality industry has made some steps forward, but still stands as one of the hardest hit sectors of the economy during the pandemic. According to [Tourism Economics](#), the pandemic-related travel downturn has cost Minnesota \$10 billion in travel spending losses since Jan. 2020.

The survey, conducted in partnership by Explore Minnesota, Hospitality Minnesota and the Federal Reserve Bank of Minneapolis, targeted a cross-section of tourism and hospitality businesses across the state, including food and drink, attraction and entertainment and lodging (hotels and motels, resorts, B&Bs, campgrounds, houseboat operations and vacation rentals). Addressing business between May and Aug., the survey examined two key indicators of economic recovery: revenue and customer traffic in relation to supply, compared with summer business impact in 2020 and 2019.

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