

Minnesota Tourism Menu

EXPLORE
24/7

Proudly Feeding Minnesota's
Economy Year Round

76 million visitors served annually

Offering only the finest locally
grown & authentically sourced
Minnesota destinations

m EXPLORE
MINNESOTA™

exploreminnesota.com/industry

- ★ \$16.6 billion gross sales across Leisure & Hospitality Industry
- ★ \$6.4 billion in wages
- ★ 275,000 Minnesota jobs
- ★ \$180 to \$1 state tourism marketing return on investment - traveler spending
- ★ \$18 to \$1 state and local tax return on investment

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2019 SPECIALS

FEATURED DISHES

Minnesota travel and tourism had a banner year in 2019. Leisure and hospitality gross sales increased 3.5%, and visitation grew at a 2.6% average annual rate between 2017 and 2019.

TOURISM FACTS

Leisure and
Hospitality
Gross Sales (2019).....\$16.6 billion

Total Domestic
Visitors (2019).....76 million

TRAVEL SPENDING BY SECTOR (2017)

Food.....	25%
Lodging.....	20%
Retail.....	16%
Transportation	16%
Recreation.....	16%
Second homes.....	7%

SHAREABLE BITES

Travel and tourism is critical to Minnesota's economy and its impact is shared statewide.

DAILY IMPACT.....\$45.4 million
average daily sales at leisure and
hospitality businesses

LEISURE & HOSPITALITY JOBS

- More than 275,000 jobs
- 11% of private-sector employment
- \$6.4 billion in wages

MINNESOTA LEISURE & HOSPITALITY IMPACT BY REGION (2019)

Northeast.....\$978,235,686 (gross sales)
\$63,557,264 state sales tax; 17,775 jobs

Northwest.....\$674,717,347
\$41,053,429 state sales tax; 11,976 jobs

Central.....\$1,378,208,131
\$88,476,281 state sales tax; 27,206 jobs

Metro.....\$11,463,630,849
\$748,788,170 state sales tax; 180,412 jobs

Southern.....\$1,794,019,809
\$116,036,284 state sales tax; 36,831 jobs

***Minnesota Total**.....\$16,581,947,918
\$1,072,040,308 state sales tax; 275,608 jobs

A NEW COURSE FOR 2020

BIG BITES

Travel spending in Minnesota decreased by \$8.6 billion in 2020

The COVID-19 pandemic has severely altered the economic impact and outlook for travel and tourism statewide for years to come.

Leisure and hospitality employment decreased by 73,000 (-27%) in 2020 to an estimated 202,000 jobs.*

LEISURE & HOSPITALITY EMPLOYMENT LOSSES BY SECTOR (2020)

Food and drink.....	-23%
Accommodations.....	-37%
Arts, entertainment and recreation.....	-36%
Total private sector (for comparison).....	-7%

*Monthly employment declines may be larger.

FOR THE TABLE

MINNESOTA INVESTMENT SPECIALS (2019)

Return on Investment (Spending)
\$180 to \$1

Every \$1 invested in state tourism marketing returns an estimated \$180 in spending by travelers

Return on Investment (State & Local Taxes)
\$18 to \$1

Every \$1 invested in state tourism marketing returns an estimated \$18 in state and local taxes

Leisure travel likely to lead the recovery

Due to pent up demand for vacations and other getaways, leisure travel is expected to recover faster than business travel.

THE ROAD TO RECOVERY

The latest forecast of 2020 international travel to Minnesota shows an 80% YOY decrease, with a return to pre-pandemic levels forecast for 2024 or later. With widespread vaccination on the horizon, experts anticipate a release of pent-up demand that will push domestic leisure travel back to pre-pandemic levels in 2022. However, U.S. business travel volume will likely take twice as long to recover.

The good news is that six in 10 tourism and hospitality businesses surveyed had already met pre-pandemic business levels or expected business to return to pre-pandemic levels before the end of 2021, with the greatest share anticipating a return in the second half of 2021.

A December 2020 survey of Minnesota tourism and hospitality businesses reported that only one third of respondents could remain solvent under current conditions for more than three months, and another quarter anticipated only four to six months of solvency. Since then, dialed back operating restrictions may have changed these metrics for many of these businesses.



SOURCES: Minnesota Department of Revenue; Longwoods International; Tourism Economics; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages; Minnesota Department of Employment and Economic Development, Current Employment Statistics downloaded 1/23/21, preliminary data subject to revision; Strategic Marketing & Research Insights; U.S. Travel Association; Explore Minnesota Tourism, Hospitality Minnesota and the Federal Reserve Bank of Minneapolis, Late 2020 Survey of Minnesota Tourism and Hospitality Industry



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