Proudly Feeding Minnesota’s Economy Year Round

76 million visitors served annually

Offering only the finest locally grown & authentically sourced Minnesota destinations

$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

exploreminnesota.com/industry
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.

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)**

<table>
<thead>
<tr>
<th>Region</th>
<th>Travel Spending (2017)</th>
<th>Visitors (2019)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>$978,235,686 (gross sales)</td>
<td>76 million</td>
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<tr>
<td></td>
<td>$63,557,264 state sales tax; 17,775 jobs</td>
<td></td>
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<tr>
<td>Northwest</td>
<td>$674,717,347</td>
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<tr>
<td></td>
<td>$41,053,429 state sales tax; 11,976 jobs</td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td>$1,378,208,131</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$88,476,281 state sales tax; 27,206 jobs</td>
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<tr>
<td>Metro</td>
<td>$11,463,630,849</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$748,788,170 state sales tax; 180,412 jobs</td>
<td></td>
</tr>
<tr>
<td>Southern</td>
<td>$1,794,019,809</td>
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<tr>
<td></td>
<td>$116,036,284 state sales tax; 36,831 jobs</td>
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<tr>
<td>Minnesota Total</td>
<td>$16,581,947,918</td>
<td></td>
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<tr>
<td></td>
<td>$1,072,040,308 state sales tax; 275,608 jobs</td>
<td></td>
</tr>
</tbody>
</table>

*Total does not equal the sum of regions because some regional data is withheld to avoid disclosure for individual businesses.*
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%

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.

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

*Monthly employment declines may be larger.
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.

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.

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.