


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

SALES

 **\$16.0**
Billion in gross sales

 **\$44**
Million a day

JOB

 **273,000**
Full- and part-time jobs

 **11%**
of total private sector employment

 **\$6.1**
Billion in wages

REVENUE

 **\$1.04**
Billion in state sales tax

 **18%**
of total state sales tax revenue

Note: Data for leisure & hospitality sector, 2018

**INTERNATIONAL TRAVEL
TO MINNESOTA**

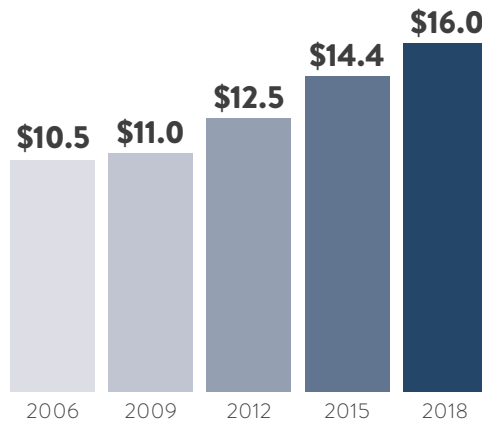


567,400
Canadian travelers on overnight trips

476,800
International travelers from other countries

Note: International travel estimates are for 2018

**GROWTH IN THE
TOURISM INDUSTRY**



Leisure & Hospitality Gross Sales (in billions) 2006-2018

**IMPACTS OF STATE
TOURISM ADVERTISING**

- 2.22 million Minnesota trips
- \$708.6 million traveler spending
- \$69.4 million direct state and local taxes
- \$180 to \$1 traveler spending return on ad investment
- \$18 to \$1 state and local tax return on ad investment

Note: Impacts of Explore Minnesota's spring/summer 2019 advertising

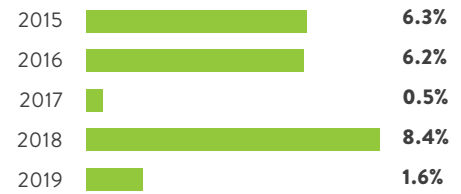
**TOP ATTRACTIONS
BY REGION**



- **Minneapolis-St. Paul Area** - Mall of America
- **Central** - Grand Casino Mille Lacs
- **Northeast** - Lake Superior Maritime Visitor Center & Park
- **Northwest** - Itasca State Park
- **Southern** - Cabela's

Sources: Explore Minnesota Spring/Summer 2019 ROI/Economic Impact Research Report, Strategic Marketing & Research Insights; 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.

INCREASE IN ROOM REVENUE



Source: STR

The impact of Super Bowl LII is evident in higher hotel revenue for 2018, preceded and followed by lower growth rates in 2017 and 2019.

\$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 AND SEASON**



Food 25%



Lodging 20%



Retail 16%



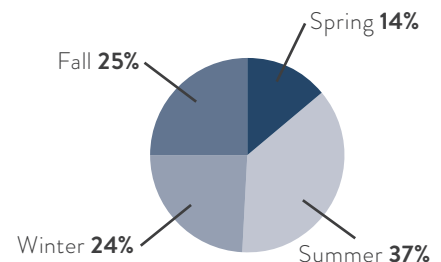
Transportation 16%



Recreation 16%



Second Homes 7%



ECONOMIC IMPACT BY

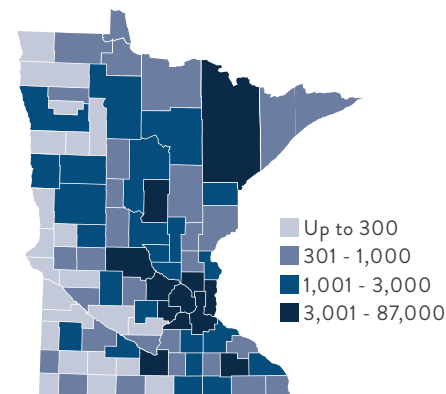
County

Minnesota's Leisure and Hospitality Industry, 2018

County	Gross Sales	State Sales Tax	Private Sector Employment
MINNEAPOLIS-ST. PAUL AREA			
Anoka	\$633,809,076	\$42,374,857	13,129
Carver	\$222,082,459	\$14,686,764	4,806
Chisago	\$72,444,060	\$4,812,120	1,711
Dakota	\$976,278,877	\$64,469,632	18,902
Hennepin	\$5,628,264,674	\$372,362,532	86,892
Isanti	\$42,195,816	\$2,837,110	863
Ramsey	\$2,289,200,218	\$148,920,213	30,152
Scott	\$411,291,103	\$22,842,867	6,091
Washington	\$575,364,735	\$38,985,377	11,841
Wright	\$246,043,223	\$14,366,627	4,659
Region Total	\$11,096,974,241	\$726,658,099	179,046
NORTHEAST REGION			
Carlton	\$70,070,570	\$4,217,740	1,105
Cook	\$75,857,739	\$4,825,466	957
Itasca	\$76,695,437	\$4,872,443	1,524
Kanabec	\$15,971,673	\$1,081,453	345
Koochiching	\$35,311,233	\$2,267,559	615
Lake	\$49,659,981	\$3,258,420	793
Pine	\$71,715,037	\$3,892,260	996
St Louis	\$574,414,414	\$38,579,090	11,394
Region Total	\$969,696,084	\$62,994,431	17,729
SOUTHERN REGION			
Big Stone	\$4,492,032	\$325,834	110
Blue Earth	\$216,462,764	\$13,955,145	4,433
Brown	\$40,864,283	\$2,708,045	1,177
Chippewa	\$15,992,264	\$1,122,230	396
Cottonwood	\$10,975,867	\$708,692	295
Dodge	\$13,269,192	\$949,530	480
Faribault	\$9,909,435	\$683,894	254
Fillmore	\$21,514,558	\$1,469,423	651
Freeborn	\$43,406,040	\$2,929,302	1,116
Goodhue	\$96,149,024	\$5,707,573	1,947
Houston	\$13,643,819	\$890,607	324
Jackson	\$11,384,988	\$757,809	283
Lac Qui Parle	\$3,932,384	\$274,507	84
Le Sueur	\$28,766,732	\$1,849,829	547
Lincoln	\$3,782,949	\$286,661	130
Lyon	\$55,951,390	\$3,520,871	1,162
Martin	\$40,702,899	\$2,756,339	893
Mower	\$55,437,215	\$3,649,525	1,225
Murray	\$7,866,581	\$544,959	165
Nicollet	\$40,505,084	\$2,710,001	863
Nobles	\$31,112,051	\$2,033,214	581
Olmsted	\$528,852,135	\$34,671,356	9,361
Pipestone	\$11,793,708	\$803,442	318
Redwood	\$25,916,074	\$1,804,459	361
Renville	\$7,647,234	\$540,607	230
Rice	\$147,909,229	\$7,198,357	2,312
Rock	\$10,936,908	\$759,559	277
Sibley	\$8,687,728	\$624,801	188
Steele	\$74,182,355	\$4,840,977	1,509
Swift	\$8,726,568	\$605,296	238
Traverse	\$1,911,609	\$136,221	40
Wabasha	\$29,097,791	\$1,863,053	693
Waseca	\$17,741,079	\$1,188,796	422
Watsonwan	\$7,857,771	\$516,348	236
Winona	\$121,346,723	\$7,120,702	2,605
Yellow Medicine	\$15,981,593	\$678,196	217
Region Total	\$1,784,710,056	\$113,186,160	36,123

County	Gross Sales	State Sales Tax	Private Sector Employment
CENTRAL REGION			
Aitkin	\$24,501,679	\$1,624,404	508
Benton	\$54,546,516	\$3,574,516	1,152
Crow Wing	\$234,679,463	\$14,705,613	4,017
Douglas	\$120,321,048	\$7,225,435	2,225
Grant	\$3,453,666	\$228,712	26
Kandiyohi	\$99,324,631	\$6,423,869	1,823
McLeod	\$49,575,277	\$3,292,401	1,233
Meeker	\$20,676,434	\$1,426,809	480
Mille Lacs	\$60,087,146	\$3,317,712	1,055
Morrison	\$46,729,409	\$3,204,592	1,074
Otter Tail	\$100,507,392	\$6,692,853	2,186
Pope	\$16,216,129	\$1,099,224	335
Sherburne	\$108,871,406	\$7,310,365	2,556
Stearns	\$328,439,537	\$21,924,386	7,205
Stevens	\$17,426,807	\$1,022,962	377
Todd	\$19,785,443	\$1,341,266	363
Wadena	\$17,229,797	\$1,133,639	349
Region Total	\$1,322,371,780	\$85,548,758	26,964
NORTHWEST REGION			
Becker	\$72,004,911	\$4,651,732	1,648
Beltrami	\$136,476,379	\$7,755,585	2,282
Cass	\$126,203,967	\$7,712,931	1,979
Clay	\$87,912,890	\$5,675,624	1,838
Clearwater	\$5,428,180	\$385,407	212
Hubbard	\$38,209,631	\$2,597,896	822
Kittson	\$2,202,462	\$138,643	66
Lake of the Woods	\$42,220,876	\$2,314,130	493
Mahnomen	\$14,859,117	\$1,062,307	92
Marshall	\$4,524,044	\$341,951	107
Norman	\$3,091,847	\$186,219	64
Pennington	\$27,113,199	\$1,880,545	554
Polk	\$52,178,957	\$3,276,239	1,077
Red Lake	\$2,190,079	\$156,465	79
Roseau	\$17,611,165	\$1,148,326	389
Wilkin	\$2,831,507	\$215,862	95
Region Total	\$635,059,211	\$39,499,862	11,797
MINNESOTA TOTAL	\$16,024,245,888	\$1,038,862,261	272,821

LEISURE & HOSPITALITY JOBS BY COUNTY 2018



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 2/20