



# Winter Weather Impacts Survey

From March 5 to 11, 2024 Explore Minnesota distributed a survey to Leisure & Hospitality and industry-adjacent businesses.

Survey questions were focused on how businesses have been impacted by the unusual weather this winter season.

In total 323 businesses or organizations from across the state responded to the survey.

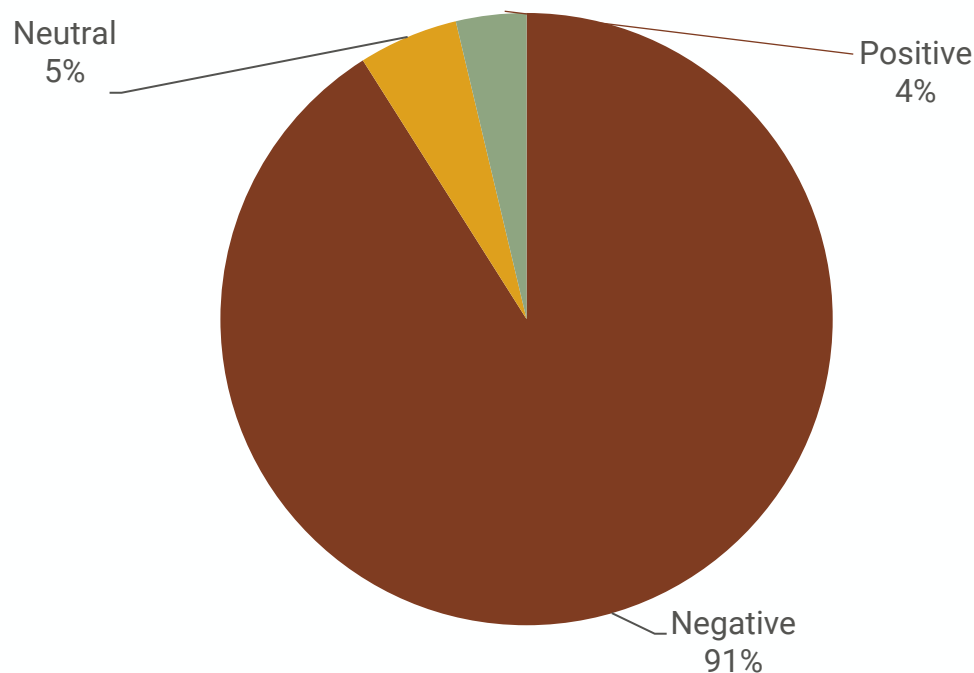
Almost all (91%) surveyed Minnesota businesses reported unusual winter weather had a negative impact on their business.

Only 5% of businesses reported the weather this year had a neutral effect and 4% reported that it had a positive effect.

Those organizations reporting positive impacts explained they had fewer closures, increased attendance and greater occupancy compared to recent winters.

# 91% of business negatively impacted by weather this winter

Impact of unusual winter weather  
Winter 2023-2024

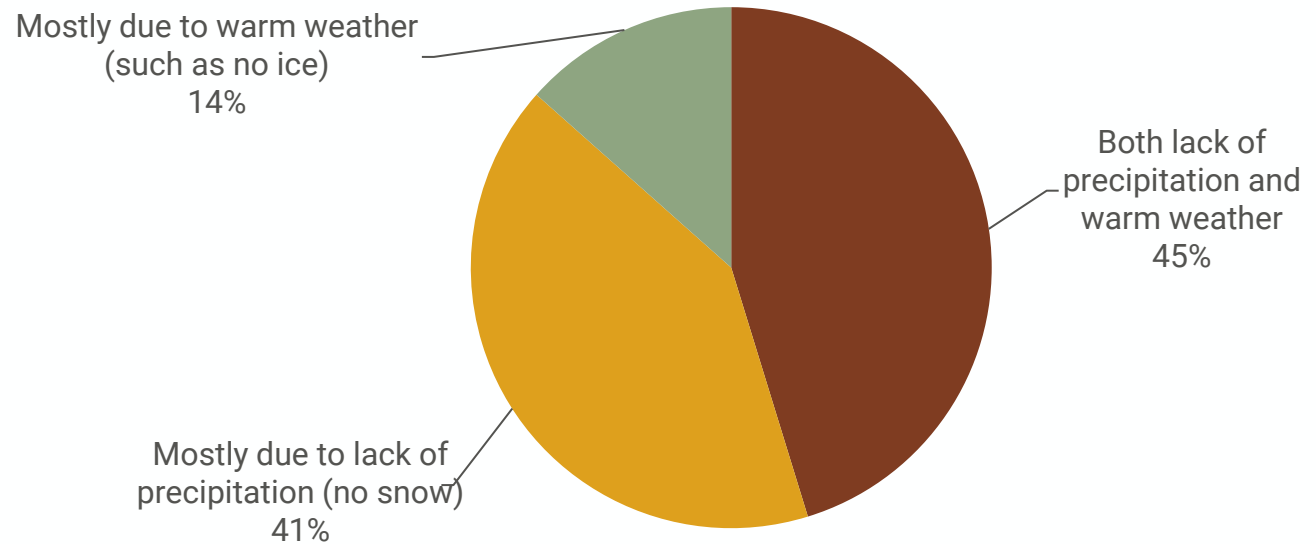


Of the 91% of businesses that reported negative impacts from unusual winter weather, 45% cited both a lack of precipitation and warm weather.

Additionally, 41% said negative impacts were mostly due to no snow. Another 14% said that weather impacts such as no ice drove challenges.

# Warm weather and a lack of precipitation drove negative impacts

Driver of negative business impacts  
Winter 2023 - 2024





# Negative business impacts varied

While some businesses reported minor impacts, others reported substantial visitor traffic and revenue losses. Representative survey comments are as follows.

“Lowest sales volume in 5 years, resulting in cash flow issues, reduced staff hours. Carrying excess seasonal inventory into the next winter.”

- Retail

“Q1 2024 revenue is down by 35% compared to last year.”

- Accommodation

“Due to lack of snow and warm weather we estimate lost sales around \$50k.”

- Resort

“Our taproom had been down 10% over last winter.”

- Food & beverage

“This winter was a major blow to our revenue stream. With only two snow events, we made absolutely zero profit.”

- Snow removal