

2024 visitor economy impact

MINNESOTA TOTAL

- 81.6 million visitors*
- \$24.7 billion in total economic impact
- 182,435 jobs supported
- \$2.4 billion in state & local taxes

Northwest region

County	Economic impact (millions)	Total jobs	State & local taxes (millions)
Becker	\$152.0	1,186	\$13.9
Beltrami	\$241.0	1,927	\$22.5
Cass	\$364.8	2,989	\$36.0
Clay	\$130.9	1,048	\$11.7
Clearwater	\$16.2	89	\$1.4
Hubbard	\$84.6	521	\$7.8
Kittson	\$8.9	38	\$0.7
Lake of the Woods	\$90.2	800	\$9.6
Mahnomen	\$60.3	316	\$5.8
Marshall	\$8.2	40	\$0.7
Norman	\$5.0	26	\$0.4
Pennington	\$94.5	858	\$7.7
Polk County	\$88.3	653	\$7.9
Red Lake	\$4.1	25	\$0.3
Roseau	\$81.8	676	\$7.5
Wilkin	\$8.2	42	\$0.6
Region Total	\$1,439.1	11,235	\$134.5

Northeast region

County	Economic impact (millions)	Total jobs	State & local taxes (millions)
Carlton	\$129.9	783	\$11.3
Cook	\$227.7	1,769	\$27.8
Itasca	\$208.7	1,409	\$19.2
Kanabec	\$22.2	155	\$2.2
Koochiching	\$99.2	749	\$8.5
Lake	\$152.0	1,146	\$13.7
Pine	\$163.8	868	\$12.8
Saint Louis	\$1,049.5	5,188	\$103.0
Regional Total	\$2,053.1	12,066	\$198.4

Minneapolis–St. Paul area

County	Economic impact (millions)	Total jobs	State & local taxes (millions)
Anoka	\$724.6	5,787	\$68.3
Carver	\$224.3	1,884	\$21.7
Chisago	\$85.5	642	\$7.9
Dakota	\$1,563.6	11,458	\$136.7
Hennepin	\$9,342.9	67,204	\$902.7
Isanti	\$67.5	470	\$5.9
Ramsey	\$2,147.6	17,595	\$219.6
Scott	\$516.6	3,764	\$50.0
Washington	\$743.1	6,125	\$73.0
Wright	\$269.4	2,125	\$24.7
Regional Total	\$15,685.1	117,053	\$1,510.3

Sources: *Longwoods 2024; Tourism Economics Study of the 2024 Minnesota Visitor Economy



Southern region			
County	Economic impact (millions)	Total jobs	State & local taxes (millions)
Big Stone	\$9.4	48	\$0.9
Blue Earth	\$266.4	2,237	\$25.3
Brown	\$71.3	633	\$6.4
Chippewa	\$24.2	148	\$2.2
Cottonwood	\$20.8	127	\$1.8
Dodge	\$12.9	102	\$1.2
Faribault	\$19.5	132	\$1.7
Fillmore	\$27.9	237	\$3.0
Freeborn	\$121.1	873	\$10.4
Goodhue	\$195.9	1,448	\$17.2
Houston	\$26.7	210	\$2.4
Jackson	\$24.8	195	\$2.3
Lac qui Parle	\$5.1	31	\$0.5
Le Sueur	\$30.8	189	\$3.2
Lincoln	\$6.7	34	\$0.6
Lyon	\$91.8	711	\$8.3
Martin	\$60.4	360	\$5.6
Mower	\$91.4	674	\$8.6
Murray	\$13.0	90	\$1.1
Nicollet	\$55.8	476	\$5.4
Nobles	\$68.7	513	\$6.1
Olmsted	\$1,212.6	9,072	\$107.4
Pipestone	\$21.1	129	\$1.7
Redwood	\$62.9	364	\$6.0
Renville	\$20.4	106	\$1.7
Rice	\$154.1	1,271	\$14.5
Rock	\$20.7	134	\$1.9
Sibley	\$12.7	74	\$1.1

Steele	\$131.6	1,064	\$11.4
Swift	\$16.4	104	\$1.3
Traverse	\$4.4	20	\$0.3
Wabasha	\$42.3	340	\$3.8
Waseca	\$26.3	216	\$2.4
Watonwan	\$18.7	122	\$1.6
Winona	\$164.6	1,411	\$14.7
Yellow Medicine	\$35.0	203	\$2.6
Regional Total	\$3,188.2	24,101	\$286.9
Central region			
County	Economic impact (millions)	Total jobs	State & local taxes (millions)
Aitkin	\$75	388	\$6.2
Benton	\$66.8	532	\$6.3
Crow Wing	\$507.7	3,952	\$52.0
Douglas	\$234.3	1,812	\$21.0
Grant	\$9.5	42	\$0.7
Kandiyohi	\$140.6	1,142	\$15.5
McLeod	\$78.9	547	\$7.0
Meeker	\$32.1	224	\$2.8
Mille Lacs	\$115.5	689	\$10.1
Morrison	\$71.7	582	\$6.7
Otter Tail	\$211	1,448	\$18.8
Pope	\$42.5	264	\$3.7
Sherburne	\$130.9	1,144	\$12.2
Stearns	\$535.2	4,472	\$49.8
Stevens	\$33.1	282	\$3.0
Todd	\$43.8	267	\$3.9
Wadena	\$31.1	193	\$2.7
Regional Total	\$2,359.8	17,980	\$222.4