

★ minnesota tourism matters

FY2025 / CY2024

\$24.7 billion in total economic impact for the state



★ **81.6 million** total visitors*



★ **\$2.4 billion** state and local taxes generated



★ **\$14.7 billion** visitor spend



★ **182,435** jobs supported

Sources: *Longwoods 2024; Tourism Economics 2024



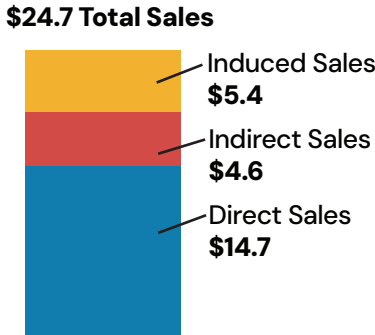
tourism is an integral part of minnesota's economy

BUSINESS SALES IMPACTS

Minnesota visitor spending increased across all industry sectors in 2024 and drove 4.3% year-over-year growth.

Minnesota visitors spent \$14.7 billion in 2024, which led to \$10 billion in indirect and induced impacts in sectors like finance, insurance, real estate and business services. In total, Minnesota visitors generated over \$24.7 billion in business sales.

2024 visitor economic impacts
amounts in \$ billions

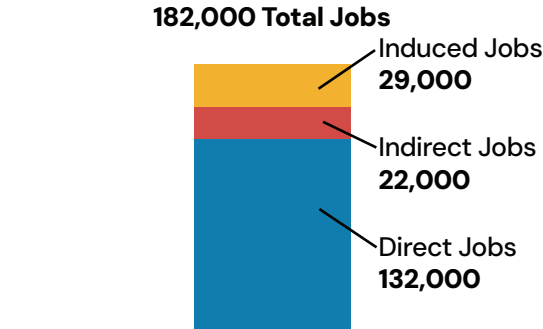


Source: Tourism Economics

JOB IMPACTS

Visitors to Minnesota helped sustain 132,000 jobs in 2024, and the indirect and induced impact of visitor activity supported an additional 51,000 jobs. In 2024, the total number of jobs supported by tourism was 182,435, accounting for 4.6% of all jobs in Minnesota.

2024 employment impacts

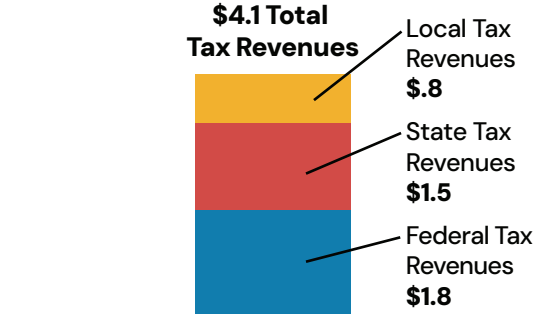


Source: Tourism Economics

FISCAL (TAX) IMPACTS

Visitor spending generated \$4.1 billion in total federal, state and local government revenues in 2024. Tax dollars generated for Minnesota totaled \$2.4 billion, with over \$1.5 billion in state taxes and over \$800,000 in local taxes. Additionally, Minnesota tourism drove an additional \$1.8 billion in federal taxes.

2024 fiscal (tax) impacts
amounts in \$ billions



Source: Tourism Economics



Scan the QR code for a complete report, including county-level results.

connecting travel, livability and opportunity

As part of Explore Minnesota’s Star of the North strategy, we expanded our marketing to highlight the state’s world-class quality of life, outdoor recreation, employment, business, and film production opportunities. We promote Minnesota on both a regional and national stage to generate revenue, enable population growth and spur outside investment.

Our strategy is working. In a third-party study, 76% of respondents aware of our travel advertising agreed that Minnesota is a good place to live—a nearly 19% lift in positive ratings.** Explore Minnesota aims to achieve this efficient, effective “halo effect” through all our efforts: **when we invest in one area, we strengthen all.**



TRAVEL



Minnesota teaches Chicagoans how to party like it’s 1999



QUALITY OF LIFE



Minnesotans embrace winter, and convince an east-coaster to move



RESIDENT RETENTION



Discover five of the 10,000 reasons to build your future in Minnesota

let’s chat

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**Source: SMARI Advertising Effectiveness Study, 2025

FY2025 / CY2024

our work helped generate \$1.5 billion in incremental visitor spend

Without tourism marketing, in 2024 each Minnesota household would have had to pay an additional \$1,031 in state and local taxes.*

Sources: *Tourism Economics 2024; SMARI Advertising Effectiveness Study, 2025



★ **\$477 ROI generated for Minnesota industry**
For every \$1 spent in our 2025 spring/summer tourism campaign, visitors spent \$477 at Minnesota tourism businesses.



★ **\$47 tax ROI generated for the state**
For every \$1 spent in our 2024 spring/summer tourism campaign, \$47 was returned to the state via tax revenue.