

Economic Impact of Minnesota Tourism

Growth in Billions

Sales at leisure and hospitality businesses grew 50% from 2004 to 2016, including 3.7% annual growth for 2016

(Note: data not available yet for 2017)



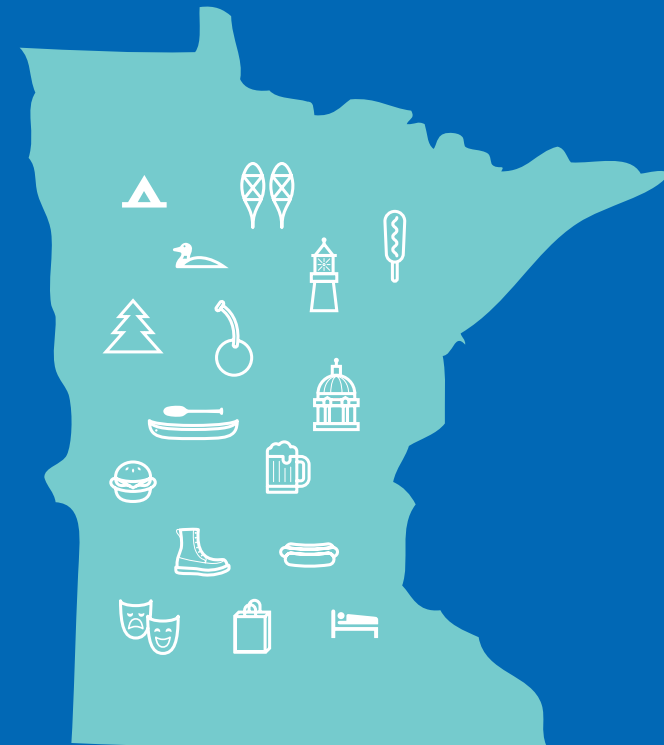
2016
\$15.0

2013
\$13.0

2010
\$11.3

2007
\$11.0

2004
\$10.0



The general fund operating budget for fiscal years 2017-18:

\$14.148
Million Annually*

*Includes \$500,000 in supplemental state funding available when private sector support generated by Explore Minnesota is at least \$3 million. Explore Minnesota generated a record amount of match dollars in FY16

Private Industry **Match**
Cash **\$2.78 million**
In-kind **\$8.80 million**
Total **\$11.58 million**



Sales

Grow gross receipts/sales of tourism in Minnesota

Leisure & Hospitality
\$15.0 Billion

gross sale annually
Almost \$41 million a day



Revenue

Generate state and local sales tax revenue from tourism

State sales tax
\$969 Million

generated annually
18% of all state tax revenue



Jobs

Increase leisure & hospitality employment in Minnesota

Total payroll: **\$5.4 billion**
265,000 jobs

size of employment
11% of total private sector
(Note: data not available yet for 2017)

#OnlyinMN Campaign

Achieved a **9-to-1** state and local tax return on investment of Explore Minnesota spring/summer marketing



Generated **\$383.9 Million** in traveler spending

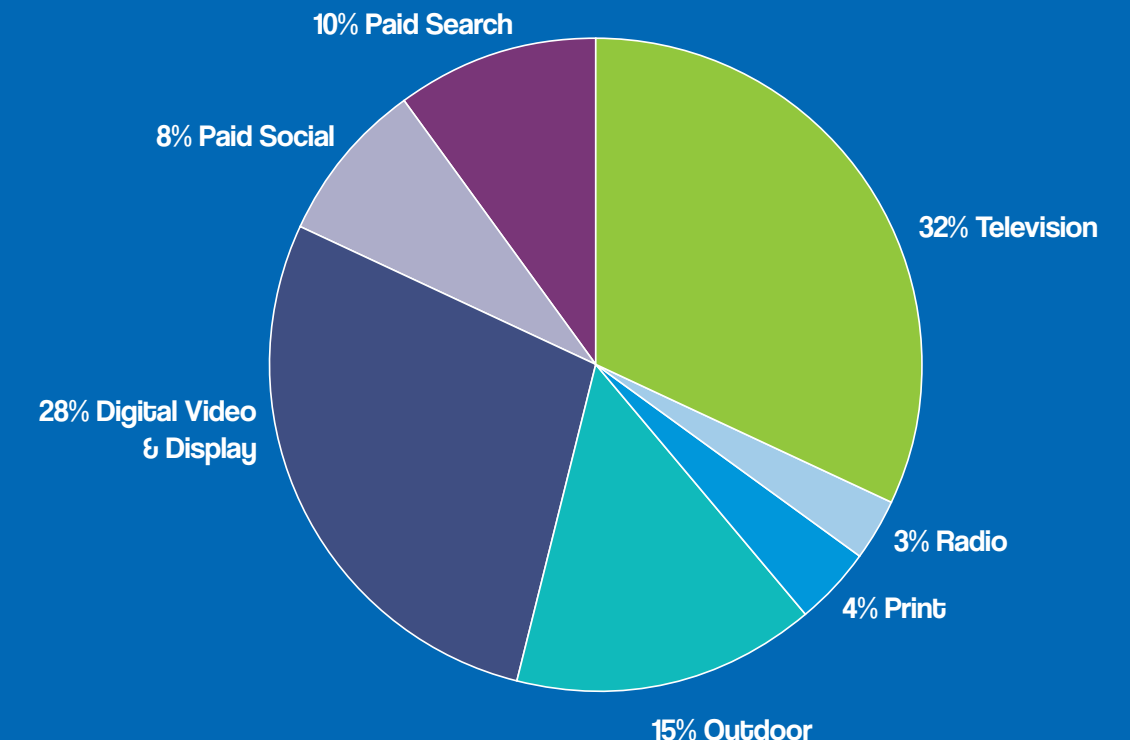


Grew audience

21% totaling more than

417,000 followers

Advertising Media



8 Million
Customers served

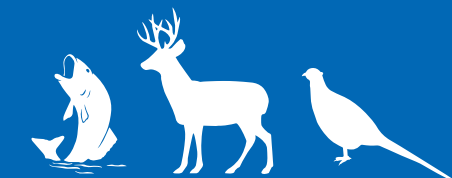
International Visitation
814,000

292,000 Overseas visitors

524,000 Canadian overnight visits



Generated over **4.5 Billion** earned media impressions via internal and agency public relations



Including **1.3 Billion** media impressions for Governor's Openers



\$1.58 Million in grants awarded to 100+ tourism organizations and events