Tourism and Minnesota's Economy

Economic Impact: Sales and Jobs

Travel/tourism in Minnesota generates:

SALES
- $12.5 billion in gross sales
- More than $34 million a day

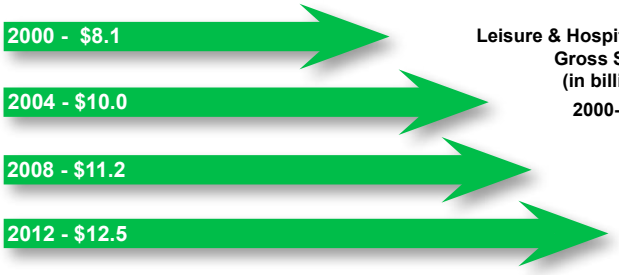
JOBS
- More than 245,000 full- and part-time jobs
- 11% of total private sector employment
- $4.3 billion in wages

REVENUE
- $811 million in state sales tax
- 17% of state sales tax revenues

Note: Data for leisure & hospitality sector, 2012

GROWTH IN THE TOURISM INDUSTRY

Sales at leisure and hospitality businesses grew 54% from 2000 to 2012, including 5% annual growth for 2012.



RETURN ON INVESTMENT

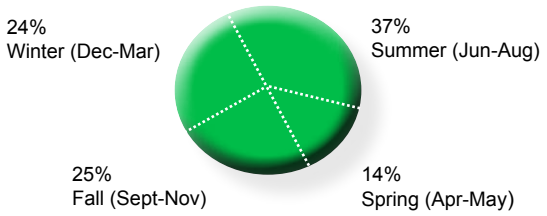
Every $1 invested in state tourism marketing returns an estimated:
- $8 in state and local taxes
- $84 in spending by travelers

MINNESOTA RANKING AMONG STATES

The economic impact of travel & tourism in Minnesota ranks significantly higher compared to other states in:

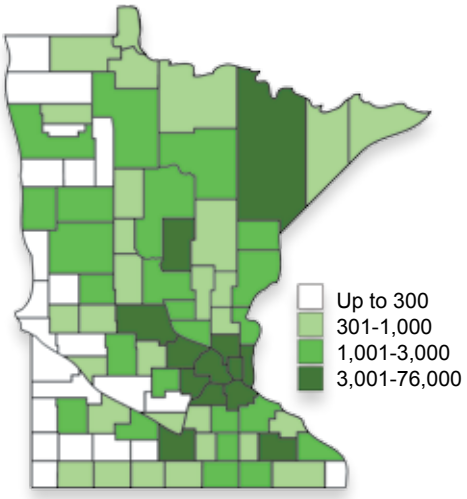
Traveler Spending	22nd
Travel-Generated Employment	18th
Travel-Generated Payroll	14th
Travel-Generated Tax Receipts	9th

TRAVELER EXPENDITURES BY SEASON



Find more Information at: **industry.exploreminnesota.com**

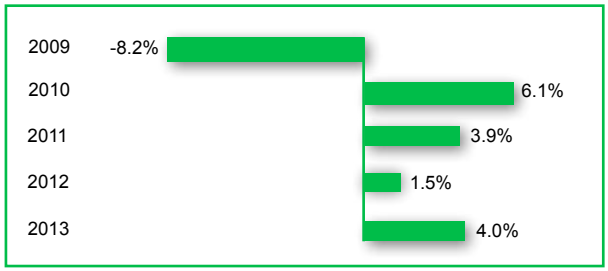
LEISURE & HOSPITALITY JOBS BY COUNTY, 2012



- Travel & tourism creates jobs and generates sales in virtually every county of Minnesota.
- Tourism jobs represent all levels of employment, from important entry level service jobs to high-paying executive positions.
- Traveler spending indirectly supports jobs in many other industries, as well, from financial services to printing.

CHANGE IN MINNESOTA LODGING OCCUPANCY

Source: STR (Smith Travel Research, Inc.)



After a decline in occupancy in 2009 due to the recession, lodging properties have seen annual increases in occupancy.

TRAVELER SPENDING BY SECTOR

Spending during Minnesota's 71 million annual person-trips (including overnight and day trips) is distributed throughout the economy:

- Food 25%
- Lodging 19%
- Retail 18%
- Recreation 16%
- Transportation 16%
- Second homes 6%

LOOKING AHEAD TO 2014

The FY2014 budget for Explore Minnesota Tourism is $13.9 million, a significant, 66% increase in funding. With this additional investment, a new and expanded Explore Minnesota marketing campaign will debut in 2014.

Sources: Minnesota 2013 Tourism Advertising Evaluation and Image Study, Longwoods International; The Economic Impact of 2011 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, 2012; Minnesota Department of Employment and Economic Development, 2012; Bureau of Labor Statistics; U.S. Travel Association.

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2012

	Gross Sales	Sales Tax	Private Sector Employment
Minneapolis - Saint Paul Area			
Anoka	$477,316,997	$32,335,750	11,946
Carver	$147,757,574	$9,670,067	3,558
Chisago	$51,750,970	$3,349,041	1,444
Dakota	$756,875,628	$50,422,799	16,657
Hennepin	$4,240,067,280	$280,741,109	75,525
Isanti	$32,486,466	$2,263,043	871
Ramsey	$1,769,335,116	$114,778,186	25,789
Scott	$309,920,392	$17,654,986	6,168
Washington	$437,255,748	$29,667,435	10,378
Wright	$181,130,118	$10,836,093	4,406
Region Total	**$8,403,896,289**	**$551,718,509**	**156,742**
Central Minnesota			
Aitkin	$20,692,436	$1,425,354	497
Benton	$54,858,985	$3,625,581	1,286
Crow Wing	$201,073,526	$12,686,611	3,892
Douglas	$101,302,136	$6,646,968	2,168
Grant	$3,031,590	$193,803	47
Kandiyohi	$77,016,965	$4,829,598	1,582
McLeod	$41,173,719	$2,757,112	1,242
Meeker	$16,657,239	$1,122,629	431
Mille Lacs	$50,259,624	$2,704,777	905
Morrison	$37,953,902	$2,650,027	1,069
Otter Tail	$79,659,018	$5,335,051	2,092
Pope	$12,958,581	$881,963	301
Sherburne	$78,969,255	$4,882,658	1,990
Stearns	$289,798,902	$18,933,475	7,608
Stevens	$16,022,664	$944,069	463
Todd	$20,289,225	$1,411,145	406
Wadena	$14,577,092	$983,273	371
Region Total	**$1,116,294,859**	**$72,014,094**	**26,350**
Northwest Minnesota			
Becker	$68,776,424	$4,399,765	1,459
Beltrami	$82,096,909	$5,249,317	1,872
Cass	$102,411,781	$6,196,420	1,736
Clay	$73,111,131	$4,653,784	1,872
Clearwater	$4,562,173	$328,117	138
Hubbard	$29,955,194	$2,018,357	741
Kittson	$3,056,600	$220,142	70
Lake of the Woods	$31,860,767	$1,810,876	479
Mahnomen	$16,465,104	$970,379	122
Marshall	$4,864,753	$375,197	144
Norman	$3,020,579	$215,947	67
Pennington	$24,035,703	$1,637,725	536
Polk	$43,504,674	$2,711,711	1,099
Red Lake	$1,927,256	$137,787	66
Roseau	$19,603,999	$1,313,260	344
Wilkin	$4,021,685	$299,055	159
Region Total	**$513,274,732**	**$32,537,839**	**10,904**

	Gross Sales	Sales Tax	Private Sector Employment
Southern Minnesota			
Big Stone	$3,981,552	$288,713	128
Blue Earth	$163,413,193	$10,761,636	3,812
Brown	$35,978,422	$2,415,266	1,171
Chippewa	$16,097,127	$1,116,951	382
Cottonwood	$9,783,595	$668,610	282
Dodge	$10,603,708	$748,724	402
Faribault	$11,001,957	$720,257	305
Fillmore	$20,503,063	$1,444,022	578
Freeborn	$42,175,002	$2,830,232	1,092
Goodhue	$69,132,826	$4,750,638	1,733
Houston	$9,754,403	$694,858	275
Jackson	$10,890,094	$671,491	313
Lac Qui Parle	$4,071,170	$291,795	88
Le Sueur	$24,367,527	$1,550,019	613
Lincoln	$3,565,954	$263,732	103
Lyon	$66,993,915	$3,048,196	1,381
Martin	$31,101,613	$2,085,872	840
Mower	$56,191,224	$3,363,419	1,306
Murray	$8,091,619	$548,364	181
Nicollet	$34,746,412	$2,416,047	923
Nobles	$27,045,875	$1,869,919	797
Olmsted	$396,425,482	$26,354,806	7,982
Pipestone	$10,549,728	$711,950	277
Redwood	$27,583,097	$1,953,300	399
Renville	$9,121,424	$647,690	274
Rice	$139,958,353	$6,025,710	2,333
Rock	$9,424,079	$651,954	215
Sibley	$7,537,573	$544,233	162
Steele	$61,538,609	$4,121,598	1,401
Swift	$8,651,992	$617,172	239
Traverse	$2,187,294	$164,983	NA
Wabasha	$25,620,714	$1,718,486	777
Waseca	$14,349,281	$907,047	388
Watonwan	$7,821,691	$535,815	213
Winona	$93,844,551	$6,407,935	2,448
Yellow Medicine	$13,838,318	$554,384	211
Region Total	**$1,487,942,437**	**$94,465,824**	**34,024**
Northeast Minnesota			
Carlton	$59,989,204	$3,928,136	1,018
Cook	$55,099,915	$3,509,141	880
Itasca	$69,252,200	$4,458,591	1,501
Kanabec	$14,045,543	$924,158	308
Koochiching	$28,709,105	$1,898,868	519
Lake	$29,804,253	$2,053,201	881
Pine	$63,658,221	$3,423,625	1,022
St Louis	$473,912,454	$32,100,727	10,354
Region Total	**$794,470,895**	**$52,296,447**	**16,483**
Minnesota Total	**$12,467,603,066**	**$810,615,926**	**245,411**

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.

Sources: Minnesota Department of Revenue; Minnesota Department of Employment and Economic Development

Produced by Explore Minnesota Tourism, an office of the State of Minnesota. 1/14