

Economic Impact: Sales and Jobs

Travel/tourism in Minnesota generates:

SALES

- \$11.3 billion in gross sales
- More than \$31 million a day

JOBS

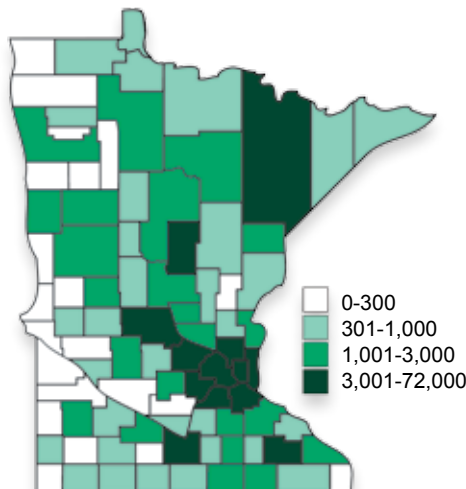
- 235,000 full- and part-time jobs
- 11% of total private sector employment
- \$4 billion in wages

REVENUE

- \$732 million in state sales tax
- 17% of state sales tax revenues

Note: Data for leisure & hospitality sector, 2010

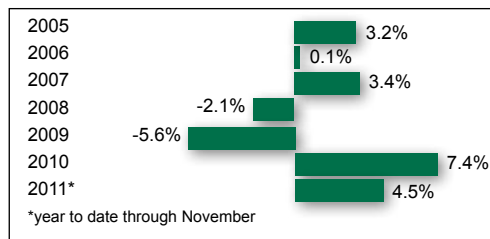
LEISURE & HOSPITALITY JOBS BY COUNTY, 2010



- Leisure and hospitality employment has increased during 2011, following three consecutive years of job losses.
- 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.

CHANGE IN MINNESOTA LODGING DEMAND (Rooms Sold)

Source: STR (Smith Travel Research, Inc.)



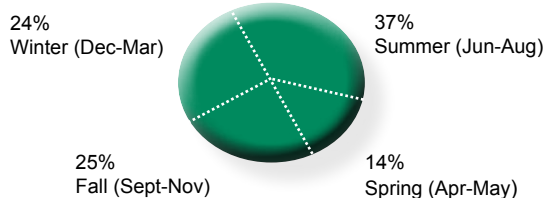
Following a big jump in demand for rooms at Minnesota lodging properties in 2010, growth moderated during 2011. Conditions have allowed many properties to raise room rates that were cut dramatically during the recession.

TRAVELER SPENDING BY SECTOR

Spending during Minnesota's 39 million annual person-visits is distributed throughout the economy:

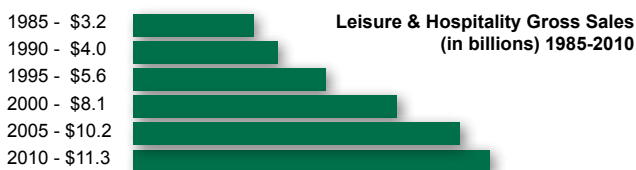
- Shopping 25%
- Recreation 25%
- Food 24%
- Lodging 14%
- Transportation 12%

TRAVELER EXPENDITURES BY SEASON



GROWTH IN THE TOURISM INDUSTRY

Sales at leisure and hospitality businesses grew 40% from 2000 to 2010, including 2.8% annual growth for 2010.



CONTRIBUTING TO THE ECONOMY

- Travel & tourism creates jobs and generates sales in virtually every county of the state.
- Travel & tourism has a positive economic impact on a wide variety of businesses, from financial services to printing, and from museums to car rentals, supporting Main Street businesses across the state.
- Tourism is comparable to agriculture in its contributions to the gross state product.

RETURN ON INVESTMENT

Every \$1 invested in state tourism marketing returns an estimated:

- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

MINNESOTA RANKING AMONG STATES

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

State Tourism Office Budget	30th
Traveler Spending	22nd
Travel-Generated Employment	18th
Travel-Generated Payroll	14th
Travel-Generated Tax Receipts	9th

Find more Information at: industry.exploreminnesota.com

Sources: Explore Minnesota Tourism, spring/summer 2000; The Economic Impact of Expenditures by Travelers on Minnesota, June 2007-May 2008, Davidson-Peterson Associates; Minnesota Department of Revenue, 2010; Minnesota Department of Employment and Economic Development, 2010; Bureau of Labor Statistics; U.S. Travel Association.

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2010

	Gross Sales	Sales Tax	Private Sector Employment		Gross Sales	Sales Tax	Private Sector Employment
Minneapolis - Saint Paul Area				Southern Minnesota			
Anoka	\$434,057,982	\$29,724,593	10,848	Big Stone	\$4,087,819	\$282,046	143
Carver	\$143,387,138	\$9,295,852	3,265	Blue Earth	\$160,186,755	\$9,716,264	3,579
Chisago	\$48,431,346	\$3,112,964	1,406	Brown	\$32,721,870	\$2,176,765	1,213
Dakota	\$694,293,752	\$45,908,966	16,116	Chippewa	\$15,196,182	\$1,066,369	338
Hennepin	\$3,817,427,986	\$248,197,548	71,314	Cottonwood	\$8,266,861	\$564,786	301
Isanti	\$31,409,697	\$2,127,447	804	Dodge	\$14,145,881	\$826,935	404
Ramsey	\$1,613,589,850	\$105,716,780	25,920	Faribault	\$10,092,630	\$671,483	372
Scott	\$254,499,074	\$15,667,381	5,624	Fillmore	\$18,789,637	\$1,320,112	559
Washington	\$381,860,109	\$25,520,642	9,749	Freeborn	\$41,364,057	\$2,834,314	1,032
Wright	\$154,632,332	\$9,465,277	4,115	Goodhue	\$69,471,251	\$4,774,964	1,799
Region Total	\$7,573,589,266	\$494,737,450	149,161	Houston	\$9,867,417	\$696,978	293
Central Minnesota				Jackson	\$10,723,098	\$678,644	326
Aitkin	\$19,473,641	\$1,327,738	544	Lac Qui Parle	\$3,534,593	\$253,462	92
Benton	\$51,122,738	\$3,460,754	1,186	Le Sueur	\$22,492,526	\$1,473,774	610
Crow Wing	\$183,265,818	\$11,635,474	3,742	Lincoln	\$3,018,973	\$225,395	94
Douglas	\$91,679,721	\$5,976,885	2,087	Lyon	\$61,176,942	\$2,753,567	1,190
Grant	\$2,951,470	\$205,853	50	Martin	\$28,736,987	\$1,881,181	823
Kandiyohi	\$72,751,406	\$4,534,220	1,584	Mower	\$51,712,570	\$3,156,743	1,337
McLeod	\$36,433,150	\$2,561,134	1,141	Murray	\$7,609,440	\$519,534	163
Meeker	\$14,486,343	\$983,804	411	Nicollet	\$31,127,653	\$2,114,707	874
Mille Lacs	\$45,712,191	\$2,465,749	803	Nobles	\$25,227,733	\$1,734,928	826
Morrison	\$35,684,273	\$2,476,296	1,011	Olmsted	\$357,407,170	\$23,699,324	7,436
Otter Tail	\$70,101,044	\$4,633,934	1,926	Pipestone	\$10,130,113	\$697,403	368
Pope	\$12,326,284	\$843,848	305	Redwood	\$23,789,411	\$1,720,032	401
Sherburne	\$72,070,050	\$4,440,992	1,803	Renville	\$9,064,352	\$634,942	286
Stearns	\$271,085,919	\$16,722,007	7,310	Rice	\$117,620,453	\$5,304,967	2,064
Stevens	\$11,970,034	\$681,600	461	Rock	\$9,154,989	\$616,905	230
Todd	\$18,081,649	\$1,272,311	401	Sibley	\$6,694,085	\$490,264	158
Wadena	\$14,974,844	\$991,976	401	Steele	\$57,989,320	\$3,898,594	1,516
Region Total	\$1,024,170,575	\$65,214,575	25,166	Swift	\$8,437,557	\$578,972	245
Northwest Minnesota				Traverse	\$2,071,646	\$141,643	35
Becker	\$65,646,381	\$4,295,650	1,380	Wabasha	\$21,715,530	\$1,434,334	634
Beltrami	\$75,982,425	\$4,885,043	1,743	Waseca	\$13,176,895	\$866,876	421
Cass	\$94,628,627	\$5,761,918	1,783	Watonwan	\$7,728,294	\$541,441	223
Clay	\$62,547,756	\$4,050,037	2,223	Winona	\$78,258,802	\$5,343,005	2,041
Clearwater	\$4,573,951	\$304,102	120	Yellow Medicine	\$11,359,901	\$461,340	239
Hubbard	\$29,597,871	\$1,995,594	735	Region Total	\$1,364,149,393	\$86,152,993	32,665
Kittson	\$2,589,048	\$188,730	50	Northeast Minnesota			
Lake of the Woods	\$26,212,348	\$1,493,271	419	Carlton	\$56,820,086	\$3,771,021	1,029
Mahnomen	\$14,234,638	\$867,334	98	Cook	\$51,021,471	\$3,194,937	819
Marshall	\$4,482,823	\$349,741	117	Itasca	\$66,237,638	\$4,287,971	1,466
Norman	\$2,471,750	\$180,081	83	Kanabec	\$11,847,255	\$777,850	279
Pennington	\$20,253,098	\$1,395,487	500	Koochiching	\$25,222,258	\$1,649,310	613
Polk	\$39,622,353	\$2,517,346	1,122	Lake	\$29,518,012	\$2,004,237	871
Red Lake	\$2,428,623	\$178,720	61	Pine	\$59,456,755	\$3,375,418	898
Roseau	\$16,559,537	\$1,094,883	382	St Louis	\$437,789,626	\$29,357,612	10,158
Wilkin	\$5,171,956	\$341,036	180	Region Total	\$737,913,101	\$48,418,356	16,133
Region Total	\$467,003,185	\$29,898,973	10,996	Minnesota Total	\$11,319,270,395	\$732,160,142	235,258

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

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