

Tourism and Minnesota's Economic Recovery

ANNUAL ECONOMIC IMPACT, 2009

Travel/tourism in Minnesota generates:

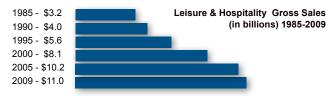
- \$11.0 billion in leisure & hospitality gross sales
- \$3.9 billion in wages
- \$699 million in state sales tax

CONTRIBUTING TO THE ECONOMY

- Travel & tourism creates jobs and generates sales in virtually every county of the state.
- Travelers in Minnesota spend more than \$33 million a day.
- 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.
- The leisure and hospitality industry accounts for 17% of Minnesota's state sales tax revenues.
- Tourism is comparable to agriculture in its contributions to the gross state product.

GROWTH IN THE TOURISM INDUSTRY

Sales at leisure and hospitality businesses grew 36% from 2000 to 2009



RETURN ON INVESTMENT

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

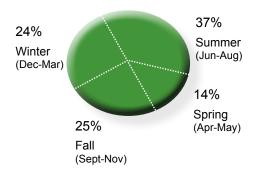
- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

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

Minnesota Ranking Among States

State Tourism Office Budget 28th
Traveler Spending 22nd
Travel-Generated Employment 18th
Travel-Generated Payroll 14th
Travel-Generated Tax Receipts 9th

TRAVELER EXPENDITURES BY SEASON

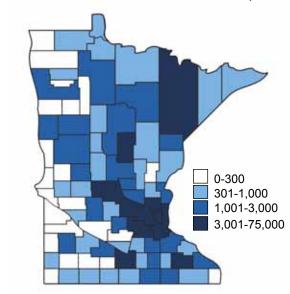


TOURISM EMPLOYMENT

Tourism means jobs in communities across Minnesota. The leisure and hospitality industry accounts for:

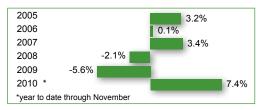
- 238,000 full- and part-time jobs
- 11% of the state's total private sector employment.

LEISURE & HOSPITALITY JOBS BY COUNTY, 2009



CHANGE IN MINNESOTA LODGING DEMAND (Rooms Sold)

Source: STR (Smith Travel Research, Inc.)



Demand for rooms at Minnesota lodging properties bounced back substantially in 2010, reflecting an increase in business and leisure travel.

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%

Information for the tourism industry, including additional research reports and information on state tourism marketing programs, is available 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, 2009; Minnesota Department of Employment and Economic Development, 2009; Bureau of Labor Statistics; U.S. Travel Association.

Produced by Explore Minnesota Tourism, an office of the State of Minnesota. 3/11

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2009

	0 6	State				State	
	Gross Sales	Sales Tax	Jobs		Gross Sales	Sales Tax	Jobs
Minneapolis - Saint Paul				Southern Minnesota			
Area Anoka	\$427,594,545	\$28,658,527	11,059	Big Stone	\$3,860,842	\$259,567	134
Carver	\$129,089,147	\$8,307,240	3,317	Blue Earth	\$149,890,259	\$9,251,546	3,650
Chisago	\$48,943,340	\$3,115,928	1,437	Brown	\$32,704,571	\$2,118,633	1,219
Dakota	\$691,805,820	\$44,558,862	15,937	Chippewa	\$14,477,746	\$985,232	372
				Cottonwood	\$8,037,461	\$521,901	294
Hennepin Isanti	\$3,611,000,337 \$30,936,390	\$230,884,297 \$2,102,830	72,299 832	Dodge	\$12,870,995	\$766,619	361
Ramsey	\$1,631,511,171	\$104,133,535	26,926	Faribault	\$9,665,830	\$649,108	354
Scott	\$252,637,666	\$15,522,862	5,649	Fillmore	\$19,586,689	\$1,322,576	561
Washington	\$376,894,653	\$24,379,270	9,478	Freeborn	\$40,715,679	\$2,691,409	1,031
Wright	\$146,097,997	\$8,730,557	4,283	Goodhue	\$64,976,150	\$4,337,594	1,826
Region Total	\$ 7,346,511,066	\$470,393,908		Houston	\$9,849,023	\$684,938	290
Region Total	ψ 7,540,511,000	φ410,393,900	131,217	Jackson	\$9,196,783	\$567,475	334
Central Minnesota				Lac Qui Parle	\$3,767,870	\$246,507	96
Aitkin	\$19,692,353	\$1,341,999	562	Le Sueur	\$20,956,561	\$1,327,478	522
Benton	\$46,317,612	\$3,087,361	1,170	Lincoln	\$3,347,940	\$242,064	104
Crow Wing	\$183,854,232	\$11,290,691	3,772	Lyon	\$66,699,482	\$2,642,517	1,227
Douglas	\$91,084,882	\$5,899,891	2,147	Martin	\$27,110,889	\$1,757,170	834
Grant	\$3,675,382	\$253,225	65	Mower	\$52,240,952	\$3,131,463	1,314
Kandiyohi	\$65,761,894	\$4,049,579	1,621	Murray	\$7,585,436	\$513,628	188
McLeod	\$35,284,732	\$2,412,029	1,144	Nicollet	\$32,306,774	\$2,208,198	953
Meeker	\$14,956,312	\$990,154	415	Nobles	\$24,623,287	\$1,641,562	851
Mille Lacs	\$42,476,615	\$2,267,822	834	Olmsted	\$353,761,640	\$22,972,136	7,739
Morrison	\$34,219,694	\$2,316,916	1,017	Pipestone	\$10,490,121	\$697,924	338
Otter Tail	\$68,854,972	\$4,465,085	1,908	Redwood	\$24,333,024	\$1,720,408	423
Pope	\$12,292,432	\$820,842	312	Renville	\$8,937,535	\$608,457	279
Sherburne	\$73,938,675	\$4,477,738	1,896	Rice Rock	\$109,243,765 \$8,609,138	\$4,978,634 \$580,844	2,138 247
Stearns	\$255,844,198	\$15,964,469	7,407			\$500,644	177
Stevens	\$12,129,031	\$700,656	464	Sibley Steele	\$7,307,560 \$59,272,160	\$3,818,583	1,454
Todd	\$17,876,829	\$1,194,738	421	Swift	\$8,777,494	\$607,123	214
Wadena	\$14,413,135	\$971,263	392	Traverse	\$2,100,371	\$154,535	31
Region Total	\$992,672,980	\$62,504,458	25,547	Wabasha	\$20,555,722	\$1,342,161	634
Northwest Minnesota				Waseca	\$12,834,494	\$852,238	408
Becker	\$62,595,767	\$3,979,708	1,310	Watonwan	\$7,083,997	\$486,042	223
Beltrami	\$70,958,914	\$4,526,452	1,676	Winona	\$64,234,254	\$4,275,587	2,072
Cass	\$88,780,036	\$5,507,925	1,774	Yellow Medicine	\$13,501,188	\$450,668	231
Clay	\$62,480,364	\$4,008,237	2,195	Region Total	\$1,325,513,682	\$81,924,158	33,123
Clearwater	\$4,859,152	\$322,268	117	_	4 1,020,010,002	401,021,100	00,120
Hubbard	\$32,092,906	\$2,116,089	751	Northeast Minnesota	AF4 770 00 F	#0.040.44 7	4 00 4
Kittson	\$2,875,454	\$205,549	52	Carlton	\$54,779,685	\$3,612,447	1,064
Lake of the Woods	\$24,233,128	\$1,355,662	427	Cook	\$48,472,297	\$3,013,050	824
Mahnomen	\$15,845,614	\$949,900	78	Itasca	\$68,317,044	\$4,294,678	1,551
Marshall	\$4,804,572	\$362,963	127	Kanabec	\$10,867,771	\$699,085	268
Norman	\$3,105,843	\$218,148	73	Koochiching	\$23,936,119	\$1,529,715	582
Pennington	\$20,117,488	\$1,350,524	522	Lake	\$27,857,073	\$1,833,228	837
Polk	\$38,504,404	\$2,386,915	1,215	Pine	\$57,965,947	\$3,237,375	897
Red Lake	\$1,873,156	\$132,671	59	St Louis	\$412,831,033	\$27,373,139	10,229
Roseau	\$15,480,246	\$1,040,345	414	Region Total	\$705,026,969	\$45,592,717	16,252
Wilkin	\$5,676,665	\$370,694	200		***		
Region Total	\$454,283,709	\$28,834,050	10,990	Minnesota Total	\$11,013,765,143	\$699,132,081	238,130

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