

TOURISM and the ECONOMY

2007



EXPLORE
MINNESOTA
TOURISM

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TOURISM & THE MINNESOTA ECONOMY

ANNUAL ECONOMIC IMPACT

Travel/tourism in Minnesota generates:

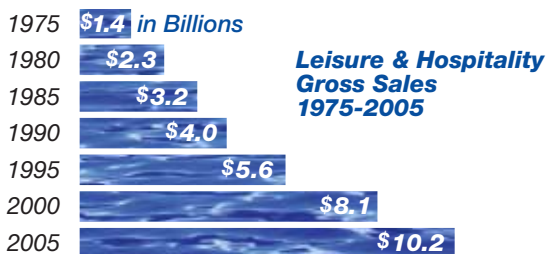
- \$10.2 billion in gross sales
- \$628 million in state sales tax

CONTRIBUTING TO THE ECONOMY

- Travelers in Minnesota spend more than \$32 million a day.
- These dollars circulate widely into Minnesota's local and state economies, supporting a variety of businesses and amenities that add to Minnesotans' quality of life.
- 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 26% from 2000 to 2005.



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

TRAVELERS & DESTINATIONS

TRAVELERS IN MINNESOTA

Minnesota's 41 million annual person-visits are distributed throughout the state.



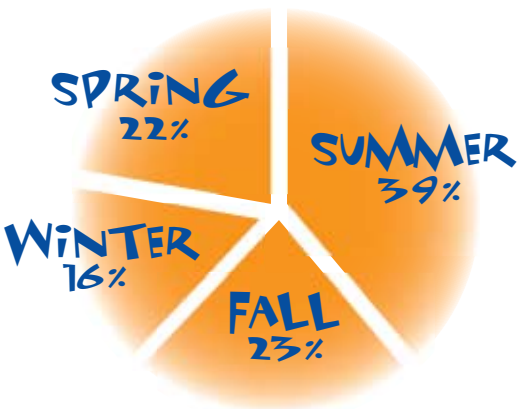
- A** Twin Cities Area 45%
- B** Northeast 16%
- C** North Central/West 21%
- D** Southern 19%

Note: A person-visit is one person on a day trip or one person staying overnight in one accommodation for one or more nights.

TRAVELER SPENDING BY EXPENDITURE:

- Shopping 25%
- Recreation 25%
- Food 24%
- Lodging 14%
- Transportation 11%

TRAVELER EXPENDITURES BY SEASON

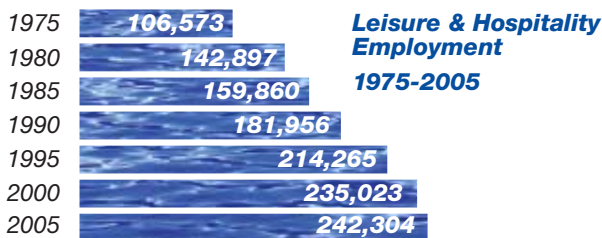


TOURISM EMPLOYMENT

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

- 242,000 full-and part-time jobs
- \$3.4 billion in wages

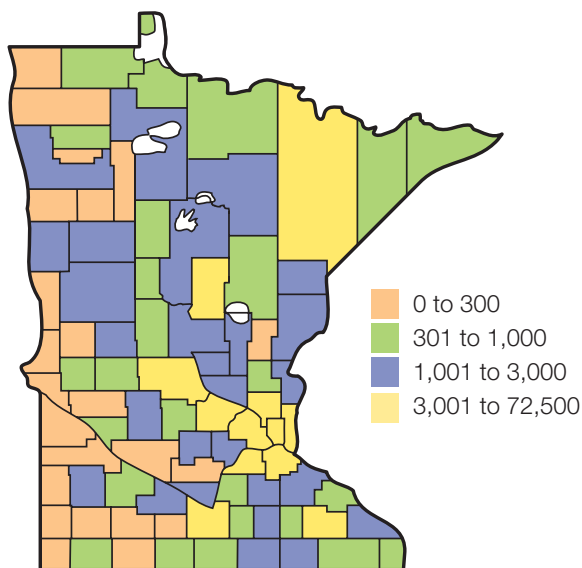
Growth in Leisure & Hospitality Jobs



- Over the past 30 years, the number of leisure & hospitality jobs has more than doubled.
- Leisure & hospitality jobs increased 127% from 1975 to 2005.
- The payroll for this sector grew even more during this same period – 157% (inflation-adjusted).

Leisure & Hospitality Jobs

by County, 2005





ECONOMIC IMPACT *by County*

Leisure and Hospitality Industry 2005

County	GROSS SALES	STATE SALES TAX	PRIVATE SECTOR EMPLOYMENT
TWIN CITIES METRO REGION			
Anoka	\$399,335,870	\$25,471,479	10,843
Carver	\$120,952,537	\$7,631,649	2,818
Chisago	\$43,591,398	\$2,707,624	1,370
Dakota	\$629,212,576	\$40,150,116	16,678
Hennepin	\$3,374,790,400	\$210,583,623	72,131
Ramsey	\$1,415,542,064	\$89,000,502	27,059
Scott	\$271,026,839	\$14,003,644	5,600
Washington	\$364,436,464	\$23,384,685	10,281
Wright	\$116,135,866	\$7,034,930	4,093
Region Total	\$6,735,024,014	\$419,968,252	150,873

NORTHEAST REGION

Aitkin	\$18,796,286	\$1,278,189	477
Carlton	\$50,990,016	\$2,921,596	1,131
Cook	\$47,271,869	\$2,929,742	944
Isanti	\$26,992,983	\$1,757,248	973
Itasca	\$63,048,427	\$3,814,503	1,589
Kanabec	\$10,681,540	\$679,161	278
Koochiching	\$22,997,581	\$1,441,674	637
Lake	\$27,059,310	\$1,658,354	756
Pine	\$65,429,377	\$3,740,333	1,020
St Louis	\$374,528,128	\$24,019,513	10,150
Region Total	\$707,795,517	\$44,240,313	17,955

Note: Leisure and hospitality businesses include lodging, eating and drinking establishments, and arts, entertainment and recreation.



ECONOMIC IMPACT *by County*

Leisure and Hospitality Industry 2005

County	GROSS SALES	STATE SALES TAX	PRIVATE SECTOR EMPLOYMENT
SOUTHERN REGION			
Big Stone	\$4,409,397	\$292,769	178
Blue Earth	\$149,381,191	\$8,105,793	3,509
Brown	\$33,025,321	\$2,081,302	1,200
Chippewa	\$12,610,829	\$816,998	390
Cottonwood	\$6,779,373	\$461,940	280
Dodge	\$13,641,641	\$818,498	405
Faribault	\$9,934,422	\$659,429	364
Fillmore	\$19,656,569	\$1,267,990	682
Freeborn	\$32,984,699	\$2,166,845	1,174
Goodhue	\$62,025,778	\$4,050,539	1,882
Houston	\$8,689,956	\$595,898	314
Jackson	\$8,933,513	\$521,000	290
Kandiyohi	\$59,393,319	\$3,524,562	1,849
Lac Qui Parle	\$3,048,192	\$182,626	163
Le Sueur	\$23,155,921	\$1,370,680	712
Lincoln	\$4,507,524	\$210,673	112
Lyon	\$51,380,477	\$2,591,231	1,087
McLeod	\$36,579,704	\$2,368,157	1,277
Martin	\$24,599,277	\$1,527,371	784
Meeker	\$15,273,691	\$1,000,039	488
Mower	\$54,548,862	\$2,771,972	1,460
Murray	\$5,425,516	\$367,994	205
Nicollet	\$30,573,360	\$1,956,106	1,027
Nobles	\$24,030,142	\$1,560,791	897
Olmsted	\$312,530,652	\$19,545,615	7,916
Pipestone	\$8,203,037	\$534,572	361
Redwood	\$24,249,290	\$1,646,012	399
Renville	\$7,798,483	\$496,400	266
Rice	\$70,687,892	\$4,255,287	1,947
Rock	\$8,674,405	\$574,649	261
Sibley	\$5,412,163	\$370,924	224
Steele	\$56,207,543	\$3,468,780	1,753
Swift	\$7,137,697	\$482,931	254
Traverse	\$1,759,459	\$123,966	38
Wabasha	\$17,707,421	\$1,182,596	707
Waseca	\$13,127,854	\$780,723	438
Watonwan	\$6,874,835	\$439,665	251
Winona	\$55,577,437	\$3,635,842	2,192
Yellow Medicine	\$11,990,560	\$642,657	241
Region Total	\$1,302,527,402	\$79,451,822	37,977

County	GROSS SALES	STATE SALES TAX	PRIVATE SECTOR EMPLOYMENT
<i>NORTH CENTRAL/WEST REGION</i>			
Becker	\$55,841,015	\$3,342,443	1,271
Beltrami	\$61,534,236	\$4,029,759	1,855
Benton	\$41,062,597	\$2,769,307	1,128
Cass	\$84,452,028	\$5,167,942	1,694
Clay	\$57,442,043	\$3,710,226	2,086
Clearwater	\$4,584,963	\$280,196	148
Crow Wing	\$176,404,264	\$10,642,967	4,003
Douglas	\$81,142,764	\$5,241,455	2,206
Grant	\$2,581,377	\$158,349	102
Hubbard	\$29,316,435	\$1,754,262	812
Kittson	\$2,188,251	\$158,502	83
Lake of the Woods	\$20,391,051	\$1,154,364	469
Mahnomen	\$16,615,241	\$1,085,823	82
Marshall	\$3,964,141	\$296,884	135
Mille Lacs	\$47,086,754	\$2,922,436	1,123
Morrison	\$30,740,346	\$2,054,525	1,059
Norman	\$3,156,094	\$219,496	95
Otter Tail	\$58,608,959	\$3,722,751	2,110
Pennington	\$15,284,779	\$996,753	533
Polk	\$34,712,743	\$2,188,548	1,159
Pope	\$11,412,065	\$782,263	344
Red Lake	\$2,522,222	\$188,209	62
Roseau	\$15,873,469	\$1,019,472	515
Sherburne	\$73,653,322	\$4,628,636	2,182
Stearns	\$245,227,609	\$15,062,009	7,826
Stevens	\$9,638,949	\$538,617	432
Todd	\$14,363,405	\$890,337	531
Wadena	\$13,488,477	\$874,367	462
Wilkin	\$5,622,501	\$343,351	190
Region Total	\$1,218,912,100	\$76,224,249	34,697

Note: 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.

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

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*Information for the tourism industry,
including additional research reports and
information on state tourism marketing
programs, is available at:*

www.industry.exploreminnesota.com