

Tourism and the Economy

ANNUAL ECONOMIC IMPACT, 2008

Travel/tourism in Minnesota generates:

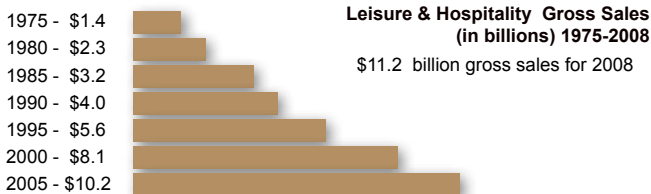
- \$11.2 billion in leisure & hospitality gross sales
- \$695 million in state sales tax *

CONTRIBUTING TO THE ECONOMY

- Travelers in Minnesota spend more than \$33 million a day.
- Travel/tourism impacts virtually every industry and area in Minnesota, from accounting and manufacturing to tour operators and zoos.
- The leisure and hospitality industry accounts for 16% of Minnesota's state sales tax.
- 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 38% from 2000 to 2008



RETURN ON INVESTMENT

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

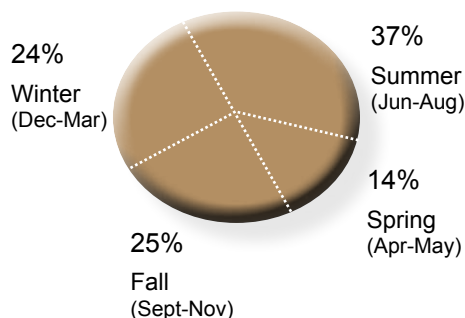
- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

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

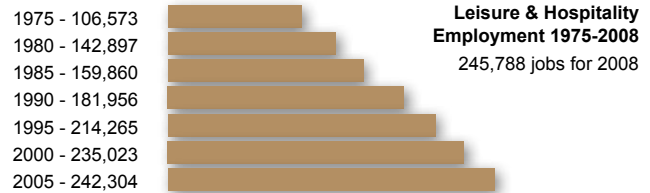


TOURISM EMPLOYMENT

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

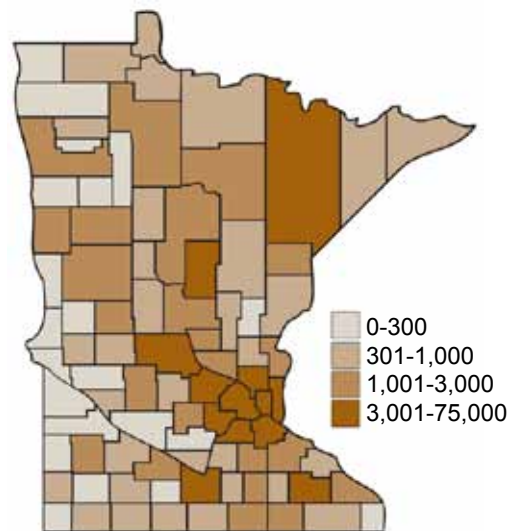
- 245,788 full- and part-time jobs
- \$4.0 billion in wages
- 10.7% of the state's total private sector employment.

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, 2008



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

www.industry.exploreminnesota.com

* Revised, April 2010

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, 2008; Minnesota Department of Employment and Economic Development, 2008; Bureau of Labor Statistics

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2008

	Gross Sales	State Sales Tax	Jobs		Gross Sales	State Sales Tax	Jobs
Minneapolis - Saint Paul Area				Southern Minnesota			
Anoka	\$420,500,015	\$27,497,899	11,311	Big Stone	\$3,519,685	\$229,359	144
Carver	\$133,830,758	\$8,217,807	3,456	Blue Earth	\$144,348,356	\$8,945,564	3,650
Chisago	\$52,632,916	\$3,288,132	1,521	Brown	\$33,006,338	\$2,094,839	1,259
Dakota	\$678,176,134	\$42,995,896	16,575	Chippewa	\$14,140,312	\$946,314	398
Hennepin	\$3,704,919,576	\$233,764,102	74,193	Cottonwood	\$7,762,140	\$507,499	322
Isanti	\$29,217,555	\$1,934,650	925	Dodge	\$14,469,788	\$750,196	393
Ramsey	\$1,636,653,429	\$103,268,167	27,368	Faribault	\$10,645,863	\$702,128	374
Scott	\$259,991,074	\$15,418,905	6,030	Fillmore	\$21,302,201	\$1,284,779	592
Washington	\$400,646,250	\$24,730,203	10,256	Freeborn	\$41,213,598	\$2,599,034	1,001
Wright	\$144,121,969	\$8,571,808	4,315	Goodhue	\$65,716,523	\$4,274,282	1,929
Region Total	\$7,460,689,676	\$469,687,569	155,950	Houston	\$9,504,642	\$656,900	285
Central Minnesota				Jackson	\$10,249,091	\$586,267	326
Aitkin	\$19,770,437	\$1,308,846	564	Lac Qui Parle	\$3,627,522	\$222,656	105
Benton	\$45,704,063	\$3,041,027	1,136	Le Sueur	\$21,626,813	\$1,333,032	602
Crow Wing	\$186,381,249	\$11,286,828	4,095	Lincoln	\$3,139,193	\$219,824	103
Douglas	\$93,483,092	\$5,854,742	2,230	Lyon	\$64,904,965	\$2,494,776	1,237
Grant	\$3,527,906	\$239,403	66	Martin	\$29,050,563	\$1,833,444	866
Kandiyohi	\$68,617,403	\$3,981,204	1,696	Mower	\$55,376,834	\$3,113,618	1,326
McLeod	\$36,986,478	\$2,481,406	1,195	Murray	\$7,378,407	\$460,677	168
Meeker	\$15,166,121	\$970,049	455	Nicollet	\$29,975,482	\$1,995,428	990
Mille Lacs	\$42,462,939	\$2,232,876	935	Nobles	\$25,715,398	\$1,672,616	899
Morrison	\$36,384,029	\$2,345,168	1,072	Olmsted	\$361,957,909	\$22,775,837	7,956
Otter Tail	\$67,772,117	\$4,232,377	1,989	Pipestone	\$11,344,605	\$735,880	344
Pope	\$12,402,672	\$805,621	317	Redwood	\$24,067,034	\$1,636,689	439
Sherburne	\$73,361,182	\$4,427,676	2,012	Renville	\$9,435,111	\$616,570	283
Stearns	\$259,493,909	\$15,677,117	7,899	Rice	\$109,430,916	\$4,894,977	2,120
Stevens	\$12,576,960	\$715,777	453	Rock	\$8,486,029	\$561,557	247
Todd	\$17,925,593	\$1,181,314	428	Sibley	\$7,000,123	\$481,080	195
Wadena	\$15,160,445	\$981,377	433	Steele	\$59,067,585	\$3,698,297	1,504
Region Total	\$1,007,176,595	\$61,762,808	26,975	Swift	\$8,173,406	\$551,879	204
Northwest Minnesota				Traverse	\$2,045,375	\$144,508	39
Becker	\$62,671,246	\$3,806,880	1,290	Wabasha	\$20,411,185	\$1,289,816	683
Beltrami	\$68,401,113	\$4,253,027	1,673	Waseca	\$13,410,683	\$859,788	439
Cass	\$94,581,812	\$5,620,640	1,843	Watonwan	\$7,259,993	\$482,887	230
Clay	\$62,238,121	\$3,852,431	2,229	Winona	\$65,213,721	\$4,248,910	2,101
Clearwater	\$5,157,983	\$311,987	136	Yellow Medicine	\$11,513,818	\$407,922	216
Hubbard	\$30,304,164	\$1,860,132	766	Region Total	\$1,335,491,207	\$80,309,829	33,969
Kittson	\$2,550,799	\$177,810	61	Northeast Minnesota			
Lake of the Woods	\$24,824,942	\$1,363,591	455	Carlton	\$50,362,167	\$3,279,756	1,060
Mahnomen	\$16,536,687	\$953,042	80	Cook	\$48,981,808	\$3,042,770	889
Marshall	\$4,337,378	\$324,836	122	Itasca	\$60,222,420	\$3,728,756	1,556
Norman	\$3,708,659	\$256,046	88	Kanabec	\$9,637,085	\$621,495	257
Pennington	\$19,346,761	\$1,257,190	511	Koochiching	\$27,728,923	\$1,708,075	580
Polk	\$36,885,794	\$2,251,180	1,168	Lake	\$28,677,374	\$1,763,805	863
Red Lake	\$2,623,562	\$183,875	53	Pine	\$60,200,815	\$3,239,831	991
Roseau	\$15,977,069	\$1,038,237	426	St Louis	\$423,558,595	\$27,172,531	10,455
Wilkin	\$5,735,499	\$365,229	179	Region Total	\$709,369,187	\$44,557,019	16,651
Region Total	\$455,881,589	\$27,876,133	11,080	Minnesota Total	\$11,186,557,171	\$695,091,452	245,788

These final gross sales and state sales tax statistics published in April, 2010 replace any preliminary data.

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