

2024 leisure & hospitality industry data

MINNESOTA TOTAL

- Gross Sales: \$20.5 billion
 - » Up 2.9% from 2023
- State Sales Tax: \$1.3 billion
- Employment: 273,239
 - » Up 2.1% from 2023

Northwest region			
County	Gross Sales	State Sales Tax	Employment
Becker	\$103,402,837	\$ 6,733,781	1,797
Beltrami	\$133,702,874	\$ 8,622,997	2,253
Cass	\$174,572,400	\$ 10,834,681	2,110
Clay	\$111,886,817	\$7,073,006	2,027
Clearwater	\$8,835,071	\$605,675	145
Hubbard	\$50,983,870	\$3,430,148	837
Kittson	\$2,943,504	\$ 178,682	43
Lake of the Woods	\$45,714,254	\$2,492,266	486
Mahnomen	\$17,401,711	\$1,128,964	84
Marshall	\$6,471,821	\$462,201	125
Norman	\$4,447,016	\$298,788	98
Pennington	\$35,087,757	\$2,290,774	601
Polk	\$61,633,797	\$3,854,184	944
Red Lake	\$2,830,309	\$208,288	96
Roseau	\$26,760,407	\$1,607,973	433
Wilkin	\$4,486,821	\$319,546	62
Region Total	\$791,161,266	\$50,141,954	12,141

Northeast region			
County	Gross Sales	State Sales Tax	Employment
Carlton	\$78,587,686	\$4,954,767	1,115
Cook	\$82,978,635	\$5,455,550	773
Itasca	\$104,373,050	\$6,589,728	1,494
Kanabec	\$21,375,118	\$1,354,267	341
Koochiching	\$49,655,528	\$2,974,067	624
Lake	\$47,540,909	\$3,134,865	709
Pine	\$80,437,203	\$4,656,953	1,053
St. Louis	\$714,514,756	\$45,955,407	11,190
Region Total	\$1,179,462,885	\$75,075,604	17,299
Minneapolis–St. Paul area			
County	Gross Sales	State Sales Tax	Employment
Anoka	\$859,718,616	\$55,466,470	13,802
Carver	\$313,807,270	\$20,038,848	4,718
Chisago	\$105,589,829	\$6,988,109	1,798
Dakota	1,315,019,846	\$83,623,581	19,162
Hennepin	\$6,991,987,115	\$437,483,328	81,863
Isanti	\$65,749,915	\$4,271,150	1,248
Ramsey	\$2,782,787,965	\$177,215,820	28,716
Scott	\$557,305,392	\$30,304,483	6,958
Washington	\$810,457,767	\$52,569,402	12,278
Wright	\$280,040,251	\$18,904,097	5,538
Region Total	\$14,082,463,966	\$886,865,288	176,081

Notes: State total does not equal the sum of counties or regions because some data is withheld to avoid disclosure

Sources: Minnesota Department of Revenue & Minnesota Department of Economic Development QCEW



Southern region			
County	Gross Sales	State Sales Tax	Employment
Big Stone	\$6,858,529	\$490,841	120
Blue Earth	\$260,067,638	\$16,361,255	4,624
Brown	\$47,205,932	\$3,112,687	1,135
Chippewa	\$19,201,123	\$1,328,288	362
Cottonwood	\$15,774,002	\$1,025,695	323
Dodge	\$18,148,270	\$1,159,017	457
Faribault	\$12,528,085	\$878,750	247
Fillmore	\$29,378,389	\$1,953,999	638
Freeborn	\$70,891,789	\$4,593,309	1,181
Goodhue	\$120,431,605	\$7,407,914	2,151
Houston	\$20,145,370	\$1,286,585	401
Jackson	\$14,510,561	\$965,093	265
Lac Qui Parle	\$5,986,575	\$405,928	117
Le Sueur	\$40,923,281	\$2,610,889	605
Lincoln	\$4,967,521	\$370,428	110
Lyon	\$71,648,922	\$4,685,573	1,106
Martin	\$49,282,572	\$3,155,624	849
Mower	\$71,063,535	\$4,675,170	1,360
Murray	\$8,407,683	\$609,254	183
Nicollet	\$56,357,847	\$3,788,259	1,010
Nobles	\$37,774,175	\$2,523,536	656
Olmsted	\$663,608,681	\$41,690,125	9,596
Pipestone	\$12,076,812	\$847,079	300
Redwood	\$31,655,392	\$2,213,867	372
Renville	\$11,545,354	\$813,618	193
Rice	\$162,270,780	\$9,272,236	2,603
Rock	\$13,458,313	\$931,762	254
Sibley	\$10,281,832	\$732,150	208

Steele	\$86,702,713	\$5,794,164	1,536
Swift	\$12,160,096	\$833,423	232
Traverse	\$2,245,014	\$151,102	41
Wabasha	\$35,832,647	\$2,387,337	698
Waseca	\$25,295,739	\$1,619,422	463
Watonwan	\$8,806,319	\$612,822	259
Winona	\$124,228,143	\$7,701,098	2,904
Yellow Medicine	\$18,175,997	\$747,476	245
Region Total	\$2,199,897,236	\$139,244,934	37,804
Central region			
County	Gross Sales	State Sales Tax	Employment
Aitkin	\$33,877,964	\$2,273,693	656
Benton	\$67,741,454	\$4,221,551	1,230
Crow Wing	\$355,143,915	\$21,769,960	4,677
Douglas	\$127,676,375	\$8,442,982	2,251
Grant	\$3,140,216	\$181,286	58
Kandiyohi	\$130,582,623	\$8,202,737	1,795
McLeod	\$58,904,379	\$3,873,642	1,266
Meeker	\$22,671,852	\$1,558,476	481
Mille Lacs	\$66,548,516	\$3,737,331	887
Morrison	\$63,616,885	\$4,328,555	1,124
Otter Tail	\$135,401,565	\$8,870,473	2,294
Pope	\$18,544,115	\$1,242,015	334
Sherburne	\$156,106,753	\$10,240,572	2,950
Stearns	\$421,454,721	\$27,759,375	6,975
Stevens	\$19,545,015	\$1,313,335	395
Todd	\$28,628,616	\$1,845,158	515
Wadena	\$26,432,654	\$1,499,140	406
Region Total	\$1,736,017,618	\$111,360,281	28,294