2025 visitor economy impact

MINNESOTA TOTAL

- 82.5 million visitors*
- $25.2 billion in total economic impact
- $2.4 billion in state & local taxes generated
- 180,514 jobs supported

northwest region				
County	**Total visitors**	**Total economic impact ($millions)**	**Total state & local taxes ($millions)**	**Total jobs supported**
Becker	609,000	$158.0	$14.3	1,225
Beltrami	973,900	$251.8	$23.1	1,939
Cass	2,002,500	$370.3	$36.7	2,964
Clay	383,700	$132.8	$11.7	1,013
Clearwater	49,600	$16.2	$1.4	89
Hubbard	339,400	$85.6	$7.8	517
Kittson	35,800	$9.0	$0.7	38
Lake of the Woods	555,200	$90.1	$9.4	785
Mahnomen	414,700	$58.7	$6.3	308
Marshall	13,200	$8.3	$0.7	38
Norman	12,400	$5.3	$0.4	27
Pennington	322,300	$93.2	$7.5	800
Polk County	308,200	$87.6	$7.9	628
Red Lake	11,500	$4.1	$0.3	25
Roseau	308,800	$82.6	$7.2	659
Wilkin	20,000	$8.4	$0.6	40
Region total	6,360,200	$1,462.0	$136.0	11,095

Sources: *Longwoods 2025 Travel USA Minnesota Study;
Tourism Economics Study of the 2025 Minnesota Visitor Economy

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northeast region				
County	**Total visitors**	**Total economic impact ($millions)**	**Total state & local taxes ($millions)**	**Total jobs supported**
Carlton	600,100	$130.4	$11.3	758
Cook	921,300	$236.8	$27.3	1,793
Itasca	669,100	$207.0	$19.4	1,352
Kanabec	72,600	$22.4	$2.2	152
Koochiching	347,000	$97.1	$8.4	719
Lake	793,000	$159.1	$13.9	1,193
Pine	929,800	$167.2	$13.0	846
Saint Louis	5,189,800	$1,064.5	$103.5	5,119
Region total	9,522,700	$2,084.5	$199.0	11,932

minneapolis-st. paul area				
County	**Total visitors**	**Total economic impact ($millions)**	**Total state & local taxes ($millions)**	**Total jobs supported**
Anoka	1,524,400	$749.3	$70.2	5,753
Carver	373,000	$211.0	$20.5	1,653
Chisago	225,900	$86.9	$7.9	634
Dakota	4,332,300	$1,638.3	$140.4	11,672
Hennepin	25,070,700	$9,502.4	$926.7	66,647
Isanti	110,000	$68.3	$6.0	457
Ramsey	5,007,200	$2,158.0	$221.0	17,089
Scott	2,498,200	$530.4	$50.6	3,709
Washington	2,225,500	$765.0	$74.7	6,112
Wright	584,300	$276.2	$25.4	2,110
Region total	41,951,500	$15,985.8	$1,543.4	115,836

southern region				
County	Total visitors	Total economic impact ($millions)	Total state & local taxes ($millions)	Total jobs supported
Big Stone	39,800	$9.6	$0.9	49
Blue Earth	1,195,200	$272.5	$25.6	2,232
Brown	262,900	$70.9	$6.3	612
Chippewa	117,100	$23.9	$2.2	141
Cottonwood	98,400	$20.8	$1.8	123
Dodge	33,200	$13.2	$1.3	102
Faribault	72,600	$19.5	$1.7	131
Fillmore	180,100	$28.1	$3.0	234
Freeborn	512,600	$122.4	$10.6	872
Goodhue	1,051,800	$203.4	$17.4	1,480
Houston	90,700	$27.0	$2.4	206
Jackson	148,100	$24.7	$2.3	188
Lac qui Parle	4,000	$5.0	$0.5	30
Le Sueur	99,000	$31.0	$3.2	184
Lincoln	12,700	$6.6	$0.6	32
Lyon	373,900	$90.1	$8.1	663
Martin	313,300	$60.9	$5.6	356
Mower	372,500	$94.7	$8.9	681
Murray	38,100	$13.2	$1.1	87
Nicollet	260,500	$57.5	$5.5	475
Nobles	348,500	$68.3	$6.0	497
Olmsted	6,142,800	$1,243.0	$110.4	9,039
Pipestone	83,300	$21.2	$1.8	125
Redwood	464,100	$62.9	$6.2	356
Renville	57,700	$20.7	$1.7	104
Rice	536,700	$154.0	$14.7	1,224
Rock	142,600	$21.1	$1.9	135
Sibley	39,000	$12.7	$1.1	72
Steele	528,600	$140.0	$12.1	1,104
Swift	45,600	$16.3	$1.3	102
Traverse	14,500	$4.3	$0.3	20
Wabasha	139,700	$43.0	$3.8	339
Waseca	100,100	$26.5	$2.4	211
Watonwan	73,500	$18.5	$1.6	116
Winona	739,600	$169.0	$15.0	1,409
Yellow Medicine	158,400	$35.2	$2.6	198
Region total	14,891,200	$3,251.7	$291.9	23,929

central region				
County	Total visitors	Total economic impact ($millions)	Total state & local taxes ($millions)	Total jobs supported
Aitkin	257,100	$75.8	$6.1	371
Benton	213,700	$65.6	$6.2	509
Crow Wing	2,588,500	$518.0	$53.1	3,919
Douglas	951,400	$233.8	$20.5	1,738
Grant	26,800	$9.4	$0.7	41
Kandiyohi	834,400	$140.7	$15.4	1,110
McLeod	264,900	$78.9	$6.9	530
Meeker	75,100	$32.3	$2.8	219
Mille Lacs	695,700	$118.7	$10.1	701
Morrison	265,000	$73.7	$6.9	587
Otter Tail	688,500	$211.2	$18.7	1,392
Pope	193,600	$43.0	$3.6	259
Sherburne	255,000	$134.7	$12.5	1,129
Stearns	2,054,900	$551.6	$50.9	4,496
Stevens	147,300	$33.3	$3.1	275
Todd	171,800	$44.5	$4.0	265
Wadena	97,100	$30.7	$2.7	183
Region total	9,780,800	$2,395.9	$224.2	17,724