



TOURISM
AND THE
ECONOMY

EXPLORE
Minnesota
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TOURISM & THE MINNESOTA ECONOMY

Leisure and Hospitality Industry 2007

Annual Economic Impact

Travel/tourism in Minnesota generates:

- \$11.0 billion in gross sales
- \$679 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 15% of Minnesota's state sales tax.
- The leisure and hospitality industry provides 10.7% of the state's total private sector employment.
- Tourism is comparable to agriculture in its contributions to gross state product.

Growth in the Tourism Industry

Sales at leisure and hospitality businesses grew 35% from 2000 to 2007



*\$11.0 (billion) gross sales for 2007

TRAVELERS & DESTINATIONS

Return on Investment

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

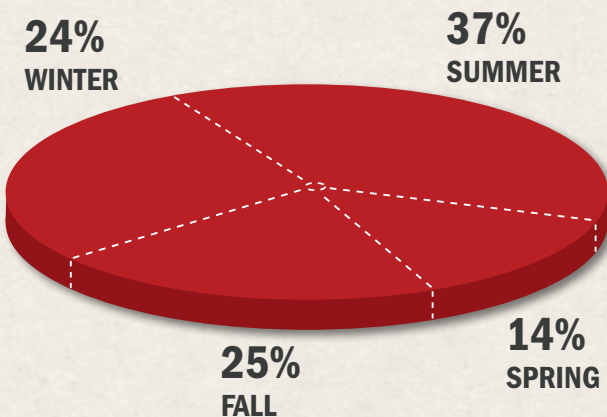
- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

Traveler Spending by Expenditure

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



Fall (Sep-Nov), Winter (Dec-Mar), Spring (Apr-May), Summer (Jun-Aug)

TOURISM EMPLOYMENT

Tourism means jobs in communities across Minnesota.

The leisure and hospitality industry accounts for:

- 247,808 full and part-time jobs
- \$3.9 billion in wages
- The leisure and hospitality industry provides 10.7% of the state's total private sector employment.

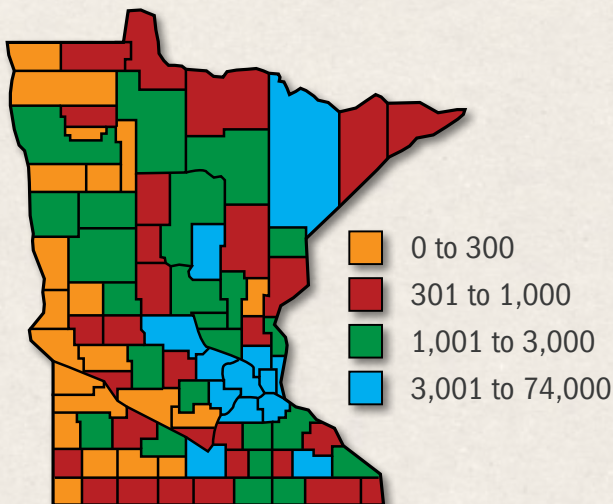
Growth in Leisure & Hospitality Jobs



*247,808 jobs for 2007

- 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 the same period - 157% (inflation-adjusted).

Leisure & Hospitality Jobs 2007 *by county*





ECONOMIC IMPACT *by county*

Leisure and Hospitality Industry 2007

MINNEAPOLIS-ST. PAUL AREA

County	Gross Sales	State Sales Tax	Private Sector Employment
Anoka	\$428,279,061	\$27,806,425	11,153
Carver	\$135,302,410	\$8,439,745	3,159
Chisago	\$55,336,997	\$3,355,920	1,669
Dakota	\$674,044,825	\$42,810,197	17,443
Hennepin	\$3,645,179,633	\$227,455,482	73,546
Isanti	\$29,047,210	\$1,840,517	928
Ramsey	\$1,545,046,809	\$97,688,516	27,344
Scott	\$264,173,768	\$15,396,725	5,821
Washington	\$391,948,303	\$24,461,202	10,920
Wright	\$134,289,131	\$7,979,909	4,352
Region Total	\$7,302,648,147	\$457,234,638	156,335

NORTHEAST REGION

Carlton	\$49,303,519	\$3,194,934	1,113
Cook	\$50,835,223	\$3,064,378	904
Itasca	\$59,299,704	\$3,690,992	1,598
Kanabec	\$12,002,175	\$764,183	279
Koochiching	\$26,906,963	\$1,667,657	584
Lake	\$29,066,178	\$1,758,356	887
Pine	\$60,405,768	\$3,244,446	955
St Louis	\$412,235,319	\$26,309,488	10,370
Region Total	\$700,054,849	\$43,694,434	16,690

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



ECONOMIC IMPACT *by county*

Leisure and Hospitality Industry 2007

SOUTHERN REGION

County	Gross Sales	State Sales Tax	Private Sector Employment
Big Stone	\$3,605,514	\$245,773	149
Blue Earth	\$137,121,398	\$8,566,192	3,803
Brown	\$34,134,072	\$2,147,452	1,177
Chippewa	\$18,682,129	\$914,893	392
Cottonwood	\$7,694,720	\$506,373	297
Dodge	\$14,578,109	\$738,961	416
Faribault	\$10,915,270	\$724,531	373
Fillmore	\$20,555,064	\$1,274,053	586
Freeborn	\$38,777,505	\$2,490,085	1,089
Goodhue	\$63,748,928	\$4,149,915	1,959
Houston	\$9,753,779	\$648,549	307
Jackson	\$9,915,587	\$586,731	319
Lac Qui Parle	\$3,231,179	\$211,704	118
Le Sueur	\$20,734,044	\$1,266,460	724
Lincoln	\$4,856,286	\$235,358	99
Lyon	\$52,703,243	\$2,538,804	1,224
Martin	\$28,490,280	\$1,696,965	924
Mower	\$55,346,318	\$2,961,132	1,312
Murray	\$6,048,185	\$410,039	191
Nicollet	\$30,942,903	\$2,038,183	977
Nobles	\$26,669,890	\$1,735,211	950
Olmsted	\$351,056,532	\$22,220,111	8,087
Pipestone	\$9,626,246	\$623,427	334
Redwood	\$24,821,853	\$1,705,913	443
Renville	\$8,601,092	\$569,818	263
Rice	\$112,181,198	\$4,837,182	2,013
Rock	\$8,546,902	\$564,300	248
Sibley	\$6,948,878	\$466,239	187
Steele	\$61,558,978	\$3,705,626	1,690
Swift	\$8,493,786	\$570,243	224
Traverse	\$2,040,122	\$147,844	36
Wabasha	\$20,310,179	\$1,327,139	747
Waseca	\$12,882,151	\$839,672	439
Watonwan	\$7,496,098	\$496,461	255
Winona	\$60,616,625	\$4,003,704	2,066
Yellow Medicine	\$11,594,633	\$430,401	212
Region Total	\$1,305,279,676	\$78,595,444	34,630

CENTRAL REGION

County	Gross Sales	State Sales Tax	Private Sector Employment
Aitkin	\$20,412,573	\$1,313,548	567
Benton	\$42,329,014	\$2,833,437	1,159
Crow Wing	\$197,217,475	\$11,775,056	4,296
Douglas	\$86,930,030	\$5,559,894	2,261
Grant	\$4,771,181	\$333,795	91
Kandiyohi	\$65,067,911	\$3,747,225	1,759
McLeod	\$35,943,765	\$2,368,241	1,190
Meeker	\$16,381,639	\$1,046,553	487
Mille Lacs	\$48,309,341	\$2,528,878	1,063
Morrison	\$33,391,693	\$2,119,109	1,048
Otter Tail	\$67,359,348	\$4,275,617	2,016
Pope	\$12,060,742	\$823,899	350
Sherburne	\$75,181,178	\$4,556,850	2,111
Stearns	\$268,061,298	\$16,077,492	8,198
Stevens	\$10,315,396	\$561,268	454
Todd	\$16,939,624	\$1,143,047	468
Wadena	\$16,243,870	\$957,615	425
Region Total	\$1,016,916,078	\$62,021,524	27,943

NORTHWEST REGION

Becker	\$66,466,428	\$4,029,324	1,352
Beltrami	\$70,878,565	\$4,288,106	1,810
Cass	\$99,113,656	\$5,846,269	1,807
Clay	\$62,408,767	\$3,811,728	2,204
Clearwater	\$4,738,097	\$301,168	131
Hubbard	\$29,855,611	\$1,825,833	764
Kittson	\$3,081,212	\$189,821	73
Lake of the Woods	\$23,494,162	\$1,269,135	453
Mahnomen	\$16,967,269	\$982,423	83
Marshall	\$4,022,489	\$303,784	130
Norman	\$3,389,133	\$235,432	91
Pennington	\$18,208,248	\$1,163,845	551
Polk	\$37,311,715	\$2,235,498	1,143
Red Lake	\$2,771,140	\$198,642	44
Roseau	\$16,573,386	\$1,084,206	427
Wilkin	\$5,405,671	\$379,585	178
Region Total	\$464,685,549	\$28,144,799	11,241

MINNESOTA

State Total	\$10,970,794,008	\$679,343,756	247,808
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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.

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

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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

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, 2007; Minnesota Department of Employment and Economic Development, 2007; Bureau of Labor Statistics

