

Economic Impact: Sales and Jobs

Travel/tourism in Minnesota generates:

SALES

- \$13.6 billion in gross sales
- More than \$37 million a day

JOBS

- 254,400 full- and part-time jobs
- 11% of total private sector employment
- \$4.7 billion in wages

REVENUE

- \$878 million in state sales tax
- 17% of state sales tax revenues

Note: Data for leisure & hospitality sector, 2014

International Travel to Minnesota

Minnesota's appeal as a travel destination extends across the globe, including:

- 633,00 Canadian travelers on overnight trips
- 258,000 additional international travelers from other countries

Note: Canadian estimate is for 2014; Estimate for other countries is 2012-2014 annual average

Growth in the tourism industry

Sales at leisure and hospitality businesses grew 37% from 2004 to 2014, including 5% annual growth for 2014.



Leisure & Hospitality Gross Sales (in billions) 2004-2014

Impacts of state tourism advertising

- 3.2 million Minnesota trips
- \$337.4 million traveler spending
- \$31.2 million direct state and local taxes
- 2.6 million additional intended trips in next 12 months
- \$75 to \$1 traveler spending return on ad investment
- \$7 to \$1 state and local tax return on ad investment

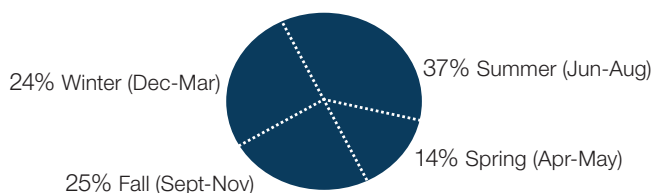
Note: Impacts of Explore Minnesota's spring/summer 2015 advertising

Minnesota ranking among states

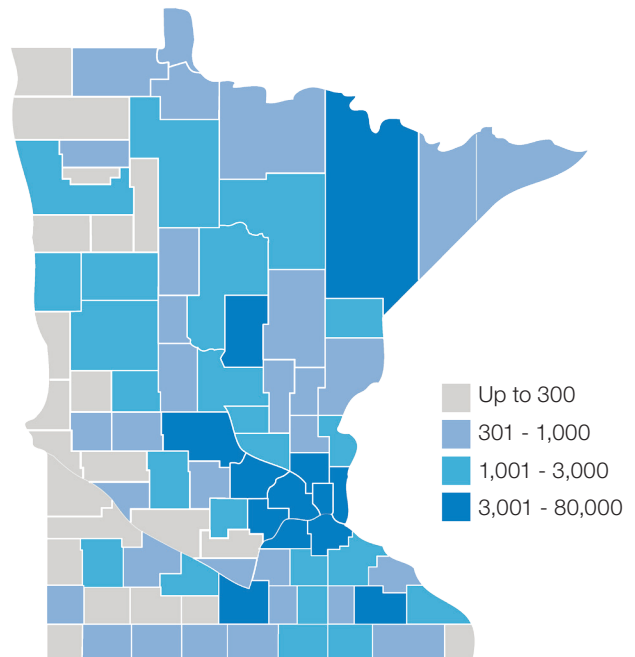
The economic impact of travel & tourism in Minnesota ranks significantly higher compared to other states in:

Traveler Spending	22 nd
Travel-Generated Employment	18 th
Travel-Generated Payroll	15 th
Travel-Generated Tax Receipts	10 th

Traveler expenditures by season



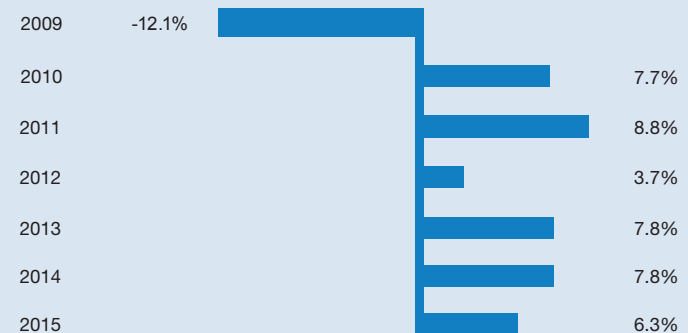
Leisure & hospitality jobs by county, 2014



- Travel & tourism creates jobs and generates sales in every county of Minnesota.
- Tourism jobs represent all levels of employment, from important entry-level service jobs to high-paying executive positions.
- Traveler spending indirectly supports jobs in many other industries, as well, from financial services to printing.

Change in room revenue

Source: STR, Inc.



After a decline in room revenue in 2009 due to the recession, Minnesota lodging properties have seen annual increases in room revenue.

Traveler spending by sector

Spending during Minnesota's 69 million annual person-trips (including overnight and day trips) is distributed throughout the economy:

- Food 23.5%
- Lodging 21%
- Retail 17%
- Recreation 16%
- Transportation 16.5%
- Second Homes 6%

Find more information at: industry.exploreminnesota.com

Sources: Minnesota 2015 Tourism Advertising Evaluation, Longwoods International; The Economic Impact of 2013 Travel in Minnesota, Tourism Economics; The Economic Impact of Expenditures by Travelers on Minnesota, June 2007-May 2008, Davidson-Peterson Associates; Minnesota Department of Revenue, 2014; Minnesota Department of Employment and Economic Development, 2014; Bureau of Labor Statistics; U.S. Travel Association; U.S. Department of Commerce, National Travel and Tourism Office, 2012-2014; Statistics Canada, 2014.

Economic Impact by County

Minnesota's Leisure and Hospitality Industry, 2014

	Gross Sales	Sales Tax	Private Sector Employment		Gross Sales	Sales Tax	Private Sector Employment
Minneapolis - St. Paul Area				Southern Minnesota			
Anoka	\$515,671,031	\$34,771,223	12,164	Big Stone	\$4,521,180	\$326,513	116
Carver	\$167,402,057	\$11,119,607	3,804	Blue Earth	\$178,359,038	\$11,631,162	3,963
Chisago	\$60,511,475	\$3,936,536	1,461	Brown	\$37,537,540	\$2,515,410	1,136
Dakota	\$817,349,108	\$53,729,727	17,379	Chippewa	\$15,833,603	\$1,107,936	384
Hennepin	\$4,681,048,376	\$307,267,775	79,869	Cottonwood	\$10,118,032	\$694,832	274
Isanti	\$33,960,959	\$2,378,311	951	Dodge	\$11,546,686	\$811,695	423
Ramsey	\$1,878,232,243	\$121,713,288	27,482	Faribault	\$11,065,714	\$739,566	301
Scott	\$353,798,403	\$19,830,978	5,896	Fillmore	\$20,026,267	\$1,411,494	629
Washington	\$477,244,735	\$32,203,251	10,700	Freeborn	\$44,426,704	\$3,011,110	1,009
Wright	\$207,778,783	\$12,010,512	4,472	Goodhue	\$69,953,034	\$4,750,068	1,803
Region Total	\$9,192,997,170	\$598,961,208	164,178	Houston	\$9,921,296	\$681,019	257
Central Minnesota				Jackson	\$10,478,233	\$682,046	318
Aitkin	\$21,303,335	\$1,429,108	474	Lac Qui Parle	\$4,059,040	\$277,276	98
Benton	\$54,806,319	\$3,654,142	1,328	Le Sueur	\$27,358,861	\$1,726,275	619
Crow Wing	\$219,764,993	\$13,723,626	3,969	Lincoln	\$4,078,741	\$296,194	102
Douglas	\$108,111,248	\$7,272,122	2,217	Lyon	\$70,864,422	\$3,251,500	1,377
Grant	\$2,178,720	\$129,392	46	Martin	\$34,217,605	\$2,185,015	807
Kandiyohi	\$88,229,427	\$5,462,315	1,637	Mower	\$50,175,741	\$3,309,800	1,228
McLeod	\$42,143,380	\$2,804,361	1,290	Murray	\$8,116,516	\$565,976	177
Meeker	\$18,578,868	\$1,251,223	502	Nicollet	\$35,372,248	\$2,439,473	926
Mille Lacs	\$47,710,177	\$2,605,451	885	Nobles	\$27,632,132	\$1,891,472	718
Morrison	\$40,789,850	\$2,820,276	1,045	Olmsted	\$445,238,740	\$29,345,590	8,316
Otter Tail	\$87,332,472	\$5,839,655	2,055	Pipestone	\$11,098,269	\$763,735	316
Pope	\$14,920,237	\$970,748	345	Redwood	\$25,863,966	\$1,844,768	416
Sherburne	\$82,294,708	\$5,245,656	2,163	Renville	\$7,679,065	\$540,555	264
Stearns	\$310,680,454	\$20,514,081	7,449	Rice	\$155,337,179	\$6,488,858	2,339
Stevens	\$16,147,681	\$930,812	351	Rock	\$10,431,131	\$727,352	261
Todd	\$19,966,823	\$1,386,165	365	Sibley	\$8,260,746	\$593,366	178
Wadena	\$15,559,350	\$1,060,268	388	Steele	\$69,652,276	\$4,278,490	1,543
Region Total	\$1,190,518,042	\$77,099,401	26,509	Swift	\$8,939,780	\$641,835	221
Northwest Minnesota				Traverse	\$1,932,793	\$135,744	0
Becker	\$79,053,922	\$5,090,534	1,552	Wabasha	\$27,002,096	\$1,775,116	777
Beltrami	\$92,827,650	\$6,031,109	2,192	Waseca	\$14,339,431	\$960,951	420
Cass	\$104,579,509	\$6,373,522	1,866	Watsonwan	\$7,244,083	\$488,290	205
Clay	\$81,953,715	\$5,310,616	1,945	Winona	\$98,293,435	\$6,650,028	2,331
Clearwater	\$5,707,849	\$418,449	180	Yellow Medicine	\$13,077,134	\$523,746	203
Hubbard	\$31,419,452	\$2,128,812	733	Region Total	\$1,590,052,757	\$100,064,256	34,455
Kittson	\$2,914,505	\$201,451	64	Northeast Minnesota			
Lake of the Woods	\$36,094,180	\$2,010,636	506	Carlton	\$66,832,919	\$3,968,889	1,084
Mahnomen	\$14,286,821	\$974,941	92	Cook	\$59,004,973	\$3,759,244	920
Marshall	\$5,173,475	\$399,428	125	Itasca	\$72,699,353	\$4,578,685	1,458
Norman	\$2,897,790	\$194,171	63	Kanabec	\$13,224,485	\$869,947	336
Pennington	\$25,212,483	\$1,696,670	551	Koochiching	\$29,761,365	\$1,898,140	578
Polk	\$47,697,630	\$2,932,443	1,114	Lake	\$34,781,898	\$2,289,774	896
Red Lake	\$2,320,566	\$168,422	66	Pine	\$66,451,094	\$3,530,607	958
Roseau	\$21,034,459	\$1,346,393	362	St Louis	\$508,749,581	\$34,530,464	10,533
Wilkin	\$4,537,697	\$321,876	127	Region Total	\$851,505,668	\$55,425,750	16,763
Region Total	\$557,711,703	\$35,599,473	11,538	Minnesota Total \$13,622,881,649 \$877,706,017 254,380			

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