

TOURISM'S ECONOMIC IMPACT ON MINNESOTA

\$16.6
BILLION
Leisure and
Hospitality Industry
Gross Sales

\$1.1
BILLION
State
Sales Tax

276
THOUSAND
Jobs

\$11.7
BILLION
Leisure and
Hospitality Industry
Gross Sales

\$731
MILLION
State
Sales Tax

205
THOUSAND
Jobs

2019

2020

2020 Tourism Facts by County

County	Gross Sales	State Sales Tax	Private Sector Employment
TWIN CITIES METRO REGION			
Anoka	\$539,768,235	\$35,605,698	10,406
Carver	\$174,113,613	\$11,531,652	3,645
Chisago	\$66,479,432	\$4,421,121	1,446
Dakota	\$811,285,372	\$51,913,874	14,977
Hennepin	\$3,211,248,593	\$200,048,831	57,764
Isanti	\$42,668,008	\$2,811,025	913
Ramsey	\$1,800,931,686	\$113,733,687	20,973
Scott	\$305,159,577	\$16,268,264	4,712
Washington	\$490,180,452	\$32,394,274	9,360
Wright	\$216,849,754	\$12,179,510	3,924
Region Total	\$7,658,684,722	\$480,907,936	128,120
NORTHEAST REGION			
Carlton	\$49,412,312	\$3,185,631	917
Cook	\$67,897,385	\$4,453,808	773
Itasca	\$69,954,973	\$4,358,173	1,259
Kanabec	\$14,595,215	\$984,821	274
Koochiching	\$31,056,022	\$1,968,264	528
Lake	\$37,670,370	\$2,443,071	571
Pine	\$51,230,209	\$2,816,908	815
St Louis	\$436,164,247	\$28,508,724	8,701
Region Total	\$757,980,733	\$48,719,400	13,838
SOUTHERN REGION			
Big Stone	\$5,016,463	\$362,626	100
Blue Earth	\$158,741,583	\$10,132,949	3,618
Brown	\$31,872,202	\$2,103,103	917
Chippewa	\$14,358,290	\$995,435	335
Cottonwood	\$11,599,201	\$733,992	282
Dodge	\$9,558,168	\$669,694	358
Faribault	\$8,485,102	\$585,713	208
Fillmore	\$17,390,336	\$1,190,301	461
Freeborn	\$40,083,695	\$2,686,098	993
Goodhue	\$84,785,859	\$4,940,172	1,670
Houston	\$12,713,533	\$797,886	318
Jackson	\$9,035,695	\$599,401	226
Lac qui Parle	\$4,609,820	\$324,798	90
Le Sueur	\$27,605,179	\$1,629,370	452
Lincoln	\$3,926,978	\$264,017	84
Lyon	\$44,896,494	\$2,872,221	897
Martin	\$36,387,066	\$2,314,048	707
Mower	\$47,266,755	\$3,086,045	980
Murray	\$5,968,552	\$412,297	128
Nicollet	\$33,334,753	\$2,171,444	796
Nobles	\$26,780,063	\$1,740,320	528
Olmsted	\$384,571,776	\$24,938,825	7,685
Pipestone	\$9,498,266	\$656,397	275
Redwood	\$21,496,482	\$1,247,554	326
Renville	\$7,825,955	\$551,424	184
Rice	\$102,478,485	\$5,935,397	1,869
Rock	\$9,016,360	\$622,818	232
Sibley	\$6,966,522	\$491,793	173
Steele	\$58,323,472	\$3,902,803	1,263
Swift	\$7,485,201	\$520,451	191
Traverse	\$1,451,149	\$98,651	36
Wabasha	\$24,284,370	\$1,510,318	511
Waseca	\$17,203,056	\$1,118,268	385
Watsonwan	\$7,211,057	\$474,558	227
Winona	\$72,981,345	\$4,398,721	1,973
Yellow Medicine	\$12,042,943	\$493,675	204
Region Total	\$1,377,252,226	\$87,573,583	29,682

County	Gross Sales	State Sales Tax	Private Sector Employment
CENTRAL REGION			
Aitkin	\$21,536,816	\$1,417,738	458
Benton	\$47,397,678	\$3,004,627	974
Crow Wing	\$213,038,436	\$13,082,858	3,375
Douglas	\$90,603,889	\$5,794,558	1,873
Grant	\$2,834,408	\$180,887	40
Kandiyohi	\$84,479,527	\$5,388,171	1,569
McLeod	\$41,614,612	\$2,779,672	1,030
Meeker	\$13,522,446	\$899,045	363
Mille Lacs	\$51,787,315	\$2,940,681	796
Morrison	\$41,758,596	\$2,791,877	876
Otter Tail	\$81,777,455	\$5,349,506	1,760
Pope	\$12,794,312	\$859,103	298
Sherburne	\$102,079,083	\$6,802,942	2,243
Stearns	\$265,721,570	\$17,540,667	5,711
Stevens	\$12,945,194	\$714,407	285
Todd	\$16,778,443	\$1,143,372	352
Wadena	\$18,013,366	\$1,055,130	323
Region Total	\$1,118,683,146	\$71,745,241	22,326
NORTHWEST REGION			
Becker	\$62,745,614	\$3,993,486	1,472
Beltrami	\$124,161,005	\$6,402,368	1,900
Cass	\$108,181,997	\$6,670,665	1,464
Clay	\$70,133,312	\$4,524,450	1,520
Clearwater	\$5,733,481	\$362,781	146
Hubbard	\$36,107,007	\$2,406,523	648
Kittson	\$1,787,887	\$110,198	47
Lake of the Woods	\$43,719,372	\$2,268,931	453
Mahnomen	\$8,268,999	\$562,632	80
Marshall	\$4,239,491	\$324,579	90
Norman	\$2,643,193	\$178,024	48
Pennington	\$25,239,790	\$1,694,078	475
Polk	\$41,443,322	\$2,534,773	846
Red Lake	\$2,738,363	\$175,462	80
Roseau	\$16,603,605	\$1,025,719	335
Wilkin	\$2,833,474	\$210,066	N/A
Region Total	\$556,579,912	\$33,444,735	9,604
MINNESOTA TOTAL	\$11,662,504,210	\$730,869,322	204,519

2019 TO 2020 CHANGE

■ Down more than 20%
 ■ Down 11-20%
 ■ Down 0-10%
 ■ Up
 ■ 2019/2020 data not available



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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.

SOURCE: Minnesota Department of Revenue, U.S. Bureau of Labor Statistics Quarterly Census of Employment and Wages (2020)