

Tourism and the Economy

ANNUAL ECONOMIC IMPACT, 2008

Travel/tourism in Minnesota generates:

- \$11.2 billion in leisure & hospitality gross sales *
- \$694 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 16% of Minnesota's state sales tax.
- Tourism is comparable to agriculture in its contributions to the gross state product.

GROWTH IN THE TOURISM INDUSTRY

Sales at leisure and hospitality businesses grew 38% from 2000 to 2008



RETURN ON INVESTMENT

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

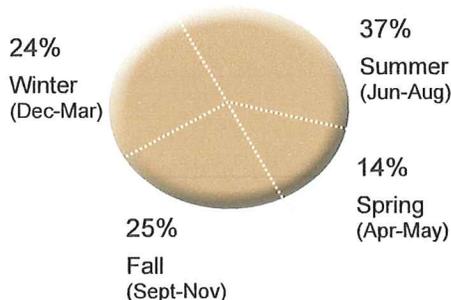
- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

TRAVELER SPENDING BY SECTOR

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



TOURISM EMPLOYMENT

Tourism means jobs in communities across Minnesota. The leisure and hospitality industry accounts for:

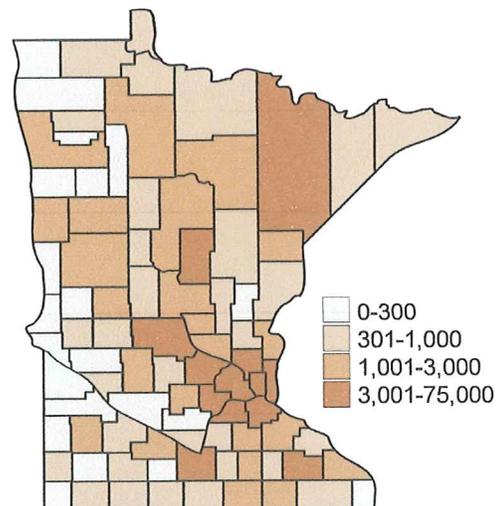
- 245,788 full- and part-time jobs
- \$4.0 billion in wages
- 10.7% of the state's total private sector employment.

GROWTH IN LEISURE & HOSPITALITY JOBS



- 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 this same period – 157% (inflation-adjusted).

LEISURE & HOSPITALITY JOBS BY COUNTY, 2008



Information for the tourism industry, including additional research reports and information on state tourism marketing programs, is available at:

www.industry.exploreminnesota.com

* Preliminary, subject to change.

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, 2008; Minnesota Department of Employment and Economic Development, 2008; Bureau of Labor Statistics

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2008

	Gross Sales (preliminary)	State Sales Tax (preliminary)	Jobs		Gross Sales (preliminary)	State Sales Tax (preliminary)	Jobs
Minneapolis - Saint Paul Area				Southern Minnesota			
Anoka	\$419,869,415	\$27,464,518	11,311	Big Stone	\$3,505,070	\$228,409	144
Carver	\$136,574,548	\$8,348,551	3,456	Blue Earth	\$146,009,301	\$8,999,708	3,650
Chisago	\$52,685,091	\$3,293,943	1,521	Brown	\$29,913,870	\$1,901,436	1,259
Dakota	\$680,265,869	\$43,148,369	16,575	Chippewa	\$14,298,142	\$959,851	398
Hennepin	\$3,683,290,842	\$232,553,451	74,193	Cottonwood	\$7,635,490	\$506,080	322
Isanti	\$29,928,469	\$1,981,093	925	Dodge	\$14,999,922	\$787,589	393
Ramsey	\$1,640,090,444	\$103,601,792	27,368	Faribault	\$10,607,053	\$699,606	374
Scott	\$257,363,849	\$15,331,637	6,030	Fillmore	\$21,419,411	\$1,284,000	592
Washington	\$396,889,345	\$24,493,134	10,256	Freeborn	\$39,751,669	\$2,547,621	1,001
Wright	\$143,767,399	\$8,559,516	4,315	Goodhue	\$62,137,412	\$4,042,676	1,929
Region Total	\$7,440,725,271	\$468,776,004	155,950	Houston	\$9,446,818	\$654,024	285
Central Minnesota				Jackson	\$10,249,091	\$586,267	326
Aitkin	\$19,359,426	\$1,279,992	564	Lac Qui Parle	\$3,627,522	\$222,656	105
Benton	\$45,728,037	\$3,042,586	1,136	Le Sueur	\$21,640,812	\$1,334,033	602
Crow Wing	\$185,612,037	\$11,239,024	4,095	Lincoln	\$2,973,044	\$209,024	103
Douglas	\$92,146,203	\$5,767,843	2,230	Lyon	\$65,726,541	\$2,554,719	1,237
Grant	\$3,527,906	\$239,403	66	Martin	\$29,048,283	\$1,833,299	866
Kandiyohi	\$72,424,487	\$4,226,953	1,696	Mower	\$55,256,244	\$3,105,780	1,326
McLeod	\$37,123,884	\$2,493,892	1,195	Murray	\$7,378,407	\$460,677	168
Meeker	\$15,181,117	\$971,910	455	Nicollet	\$29,393,321	\$1,957,040	990
Mille Lacs	\$42,104,848	\$2,209,166	935	Nobles	\$25,560,132	\$1,662,523	899
Morrison	\$36,374,661	\$2,344,883	1,072	Olmsted	\$365,004,475	\$22,988,287	7,956
Otter Tail	\$66,603,799	\$4,168,631	1,989	Pipestone	\$11,344,605	\$735,880	344
Pope	\$12,402,672	\$805,621	317	Redwood	\$24,067,034	\$1,636,689	439
Sherburne	\$74,126,535	\$4,474,857	2,012	Renville	\$9,348,889	\$611,203	283
Stearns	\$265,789,941	\$16,126,729	7,899	Rice	\$109,670,796	\$4,911,945	2,120
Stevens	\$10,509,862	\$577,772	453	Rock	\$8,474,929	\$560,835	247
Todd	\$17,924,193	\$1,181,223	428	Sibley	\$6,961,490	\$478,573	195
Wadena	\$15,119,215	\$978,697	433	Steele	\$60,061,266	\$3,720,084	1,504
Region Total	\$1,012,058,823	\$62,129,183	26,975	Swift	\$8,166,659	\$551,440	204
Northwest Minnesota				Traverse	\$2,036,449	\$143,928	39
Becker	\$62,598,681	\$3,804,632	1,290	Wabasha	\$20,408,410	\$1,289,636	683
Beltrami	\$70,540,061	\$4,408,046	1,673	Waseca	\$13,371,289	\$857,491	439
Cass	\$94,396,013	\$5,608,371	1,843	Watsonwan	\$7,259,993	\$482,887	230
Clay	\$61,557,027	\$3,808,160	2,229	Winona	\$65,212,794	\$4,248,849	2,101
Clearwater	\$5,157,943	\$311,984	136	Yellow Medicine	\$11,513,818	\$407,922	216
Hubbard	\$30,283,880	\$1,859,113	766	Region Total	\$1,333,480,451	\$80,162,665	33,969
Kittson	\$2,550,799	\$177,810	61	Northeast Minnesota			
Lake of the Woods	\$24,815,943	\$1,363,006	455	Carlton	\$50,815,913	\$3,308,614	1,060
Mahnomen	\$16,536,687	\$953,042	80	Cook	\$48,973,345	\$3,042,220	889
Marshall	\$4,337,378	\$324,836	122	Itasca	\$60,778,152	\$3,769,178	1,556
Norman	\$3,487,124	\$241,646	88	Kanabec	\$10,367,682	\$669,103	257
Pennington	\$19,464,067	\$1,264,429	511	Koochiching	\$27,682,810	\$1,705,271	580
Polk	\$36,978,281	\$2,257,699	1,168	Lake	\$28,636,917	\$1,762,112	863
Red Lake	\$2,623,562	\$183,875	53	Pine	\$59,533,743	\$3,197,021	991
Roseau	\$15,892,794	\$1,032,759	426	St Louis	\$418,074,098	\$26,832,443	10,455
Wilkin	\$5,735,499	\$365,229	179	Region Total	\$704,862,660	\$44,285,961	16,651
Region Total	\$456,955,739	\$27,964,637	11,080	Minnesota Total	\$11,165,736,892	\$694,201,524	245,788

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. Gross sales and state sales tax statistics are preliminary, and subject to change.

Sources: Minnesota Department of Revenue; Minnesota Department of Employment and Economic Development