



Minnesota Tourism Growth Coalition

Resolution: In Support of Explore MN Tourism Funding

WHEREAS, investing in tourism promotion is critical to Minnesota’s economic health and well-being across the state, and positively impacts virtually every county in Minnesota.

WHEREAS, the face of tourism is diverse, from small family businesses to major corporations. Minnesota’s leisure and hospitality sector contributes \$14.4 billion in annual gross sales and generates \$930 million in state sales tax each year.

WHEREAS, tourism in Minnesota generates jobs, supporting nearly 260,000 full and part-time leisure and hospitality jobs in communities across the state. A total of 11% of all private sector employment and nearly 17% of all state sales taxes is generated from the leisure and hospitality sector.

WHEREAS, investing in Minnesota tourism advertising has shown a significant return. Every \$1 invested in state tourism advertising generates an estimated \$98 in traveler spending and \$9 in state and local taxes.

WHEREAS, Minnesota continues to be vastly outspent by our competitors in the effort to draw visitors and their dollars to other states. By losing market share and drawing a smaller part of the pool of travelers, Minnesota limits the opportunity to grow revenue and jobs that tourism generates.

WHEREAS, increased funding will allow Explore Minnesota Tourism to enhance awareness and deepen market penetration, expand international marketing, maximize emerging technology, leverage the impact of events, and increase public relations and social media marketing efforts.

Now therefore, the organization listed below resolves: To support the Minnesota Tourism Growth Coalition in its legislative request for increased Explore Minnesota Tourism funding and support of other tourism policies. This request will increase Minnesota’s competitive drive for tourism activity and expand opportunities for increased tourism promotion.

Name of Organization

Date

Address

Email

Signed

Print Name

Please send signed resolution to:
Minnesota Tourism Growth Coalition, 2345 Rice Street, Suite 220, St. Paul, MN 55113
or info@mntourism.net