



# Minnesota Tourism Growth Coalition

## Tourism is the “front door” to economic development

### Tourism Investment is Smart

- Tourism in the state of Minnesota is a \$15.0 billion industry annually.
- Tourism in Minnesota generates jobs, supporting nearly 265,000 full and part-time leisure and hospitality jobs in communities across the state, paying \$5.4 billion in wages. Tourism positively impacts virtually every county in Minnesota.
- A total of 11% of all private sector employment and nearly 18% of all state sales taxes is generated from the leisure and hospitality sector.

### Tourism is Fueled by Promotion

- Funding major events in Minnesota generates a positive economic impact. Major events across the state shine a spotlight on Minnesota and attract first-time visitors who can return for both tourism and business purposes.
- However, 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.

### Tourism Return on Investment

- Investing in Minnesota tourism has shown a significant return. Every \$1 invested in state tourism advertising generates an estimated \$9 in state and local taxes and \$92 in traveler spending.
- The face of tourism is diverse, from small family businesses to major corporations. Minnesota’s leisure and hospitality sector contributes \$15.0 billion in annual gross sales and generates \$969 billion in state sales tax each year.
- Tourism and related traveler spending supports a wide variety of Main Street businesses and indirectly supports jobs in many other industries as well.

Source: Explore Minnesota Tourism

**Thank you for your  
continued support of  
tourism funding in the  
state of Minnesota**

*The Minnesota Tourism Growth Coalition was established in 2013 to coordinate activities to increase the marketing budget of Explore Minnesota through an increase in awareness of the importance of the tourism industry in Minnesota.*

*The Coalition has support from tourism organizations and businesses throughout the state.*

**For more information visit: [mntourism.net](http://mntourism.net) or contact Sarah Psick [spstick@psickcapitolsolutions.com](mailto:spstick@psickcapitolsolutions.com)**