



## Tourism is the “Front Door” to Economic Growth

### **Investing in Minnesota Tourism is Smart**

- Tourism is a \$15 billion Minnesota industry annually – that’s almost \$41 million per day!
- Tourism generates jobs. The tourism industry employs over 265,000 Minnesotans in full and part-time leisure and hospitality jobs in communities across the state, paying \$5.4 billion in wages. Tourism jobs represent 11% of all private sector employment in Minnesota.
- Tourism positively impacts every county in Minnesota.

### **Tourism Growth is Fueled by Promotion Funding**

- Minnesota continues to be substantially outspent by our competitors in the effort to draw visitors and their dollars to other states. Minnesota’s tourism budget ranks 22<sup>nd</sup> nationwide - well below our key competitors.
- Funding promotion and major event support 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.
- Losing market share and drawing a smaller share of the traveling public limits the opportunity to grow revenue and jobs that Minnesota tourism generates.

### **Tourism Investment = Positive Returns**

- Investing in Minnesota tourism provides 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 owned businesses to major Minnesota corporations. Minnesota’s leisure and hospitality sector generates \$969 billion in state and local sales tax each year – approximately 18% of all state sales tax revenue!
- Tourism and related traveler spending supports a wide variety of Main Street businesses and indirectly supports jobs in many other industries as well. Tourism events support enhances community engagement and infrastructure – assets enjoyed by both residents and visitors.

### **Tourism Growth Opportunities**

- Increased tourism funding will provide:
  - Increased national awareness of unique Minnesota travel destination opportunities;
  - Increased support of local community marketing efforts;
  - Expanded global marketing efforts;
  - Continued leverage of the positive statewide impact of events.

Source: Explore Minnesota Tourism

**Please support increased funding for tourism marketing and  
major tourism events program grants.**

*The Minnesota Tourism Growth Coalition was established in 2013 to coordinate activities to increase the marketing budget of Explore Minnesota Tourism 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@psickcapitololutions.com](mailto:spstick@psickcapitololutions.com)**