

## Economic Impact of Minnesota Tourism

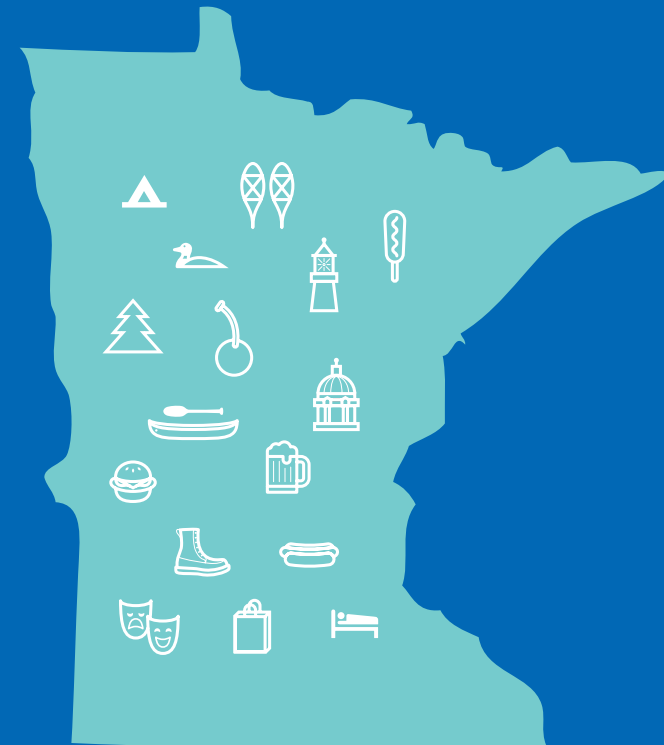
### Growth in Billions

Sales at leisure and hospitality businesses grew 50% from 2004 to 2016, including 3.7% annual growth for 2016

*(Note: data not available yet for 2017)*



2016 **\$15.0**  
 2013 **\$13.0**  
 2010 **\$11.3**  
 2007 **\$11.0**  
 2004 **\$10.0**



The general fund operating budget for fiscal years 2017-18:

**\$14.148**  
 Million Annually\*

\*Includes \$500,000 in supplemental state funding available when private sector support generated by Explore Minnesota is at least \$3 million. Explore Minnesota generated a record amount of match dollars in FY16

Private Industry **Match** Cash **\$2.78 million**  
 In-kind **\$8.80 million**  
 Total **\$11.58 million**



### Sales

Grow gross receipts/sales of tourism in Minnesota

Leisure & Hospitality **\$15.0 Billion**

*gross sale annually*  
 Almost \$41 million a day



### Revenue

Generate state and local sales tax revenue from tourism

State sales tax **\$969 Million**

*generated annually*  
 18% of all state tax revenue



### Jobs

Increase leisure & hospitality employment in Minnesota

Total payroll: \$5.4 billion  
**265,000 jobs**

*size of employment*  
 11% of total private sector  
*(Note: data not available yet for 2017)*

## #OnlyinMN Campaign

Achieved a **9-to-1** state and local tax return on investment of Explore Minnesota spring/summer marketing



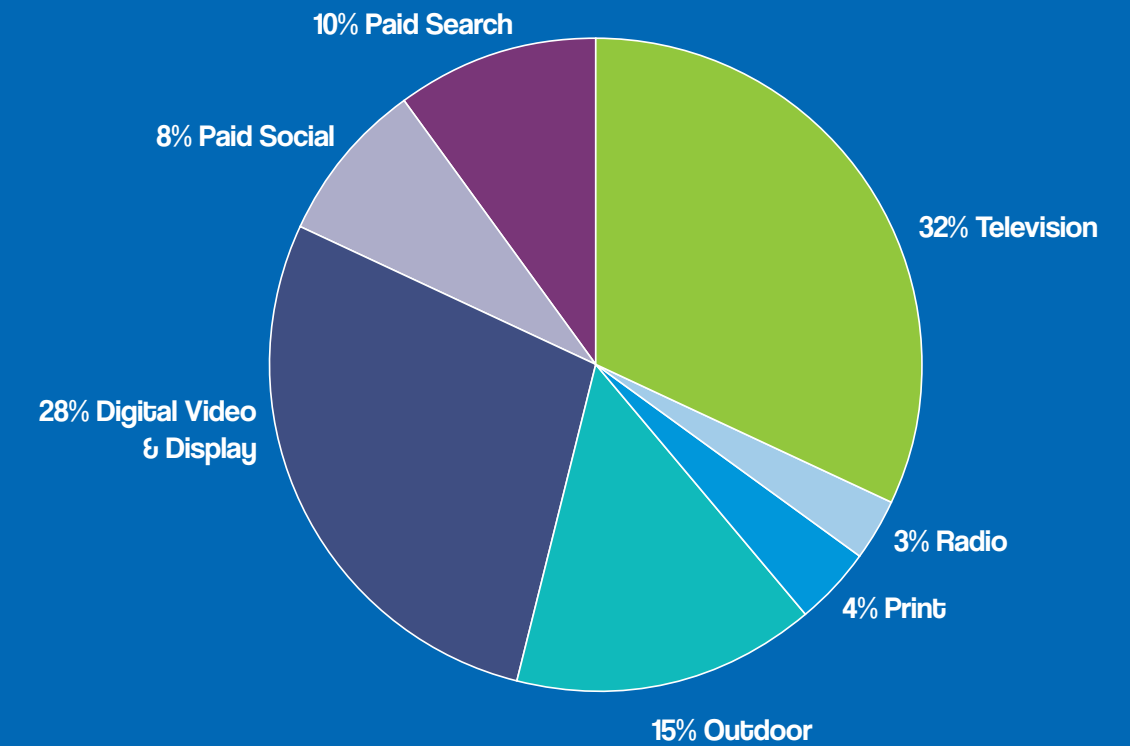
Generated **\$383.9 Million** in traveler spending



### Grew audience

21% totaling more than **417,000 followers**

## Advertising Media



**8 Million**  
 Customers served

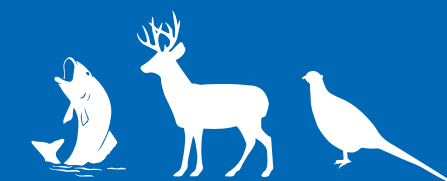
International Visitation **814,000**

292,000 Overseas visitors

524,000 Canadian overnight visits



Generated over **4.5 Billion** earned media impressions via internal and agency public relations



Including **1.3 Billion** media impressions for Governor's Openers



**\$1.58 Million** in grants awarded to 100+ tourism organizations and events