



Minnesota Tourism Growth Coalition

“Minnesota must invest in tourism to stay competitive, attract more out-of-state visitors and grow Minnesota’s tourism business.”

Doug Killian, Minnesota Tourism Growth Coalition chair

Investing in Tourism is Smart

- Tourism in the state of Minnesota is a \$13 billion industry.
- Tourism supports 250,000 leisure and hospitality jobs providing almost \$4.5 billion in wages.
- Leisure and hospitality generates nearly \$840 million in state sales tax revenues, which is 17% of Minnesota’s sales tax revenues.
- Travel and tourism creates jobs and generates sales in virtually every county of Minnesota
- Travel and tourism has a positive impact, supporting a wide variety of Main Street businesses across the state.
- Tourism jobs represent all levels of employment and traveler spending indirectly supports jobs in many other industries as well, from printing to car sales.

Tourism Spending - Return on Investment

- A 2014 Tourism Advertising Study for old and new markets found that a \$4.7 million advertising investment resulted in \$320.2 million in incremental visitor spending and \$29.7 million of incremental taxes.
- Explore Minnesota Tourism leverages state funding by generating private sector support through cash and in-kind matching funds.
- There are few ways government generates revenue and jobs – tourism does both.

Tourism is Fueled by Promotion

- After years of decline, Minnesota’s investment in tourism marketing was restored to FY08/09 levels in the last biennium.
- However, Minnesota is still being outspent in tourism marketing by our competitors.
- Illinois and Michigan continue to dramatically outspend us in tourism marketing, and regional competitors like Wisconsin, South Dakota, and Missouri continue to be major competitors.

Please Support HF 434 (Fabian)/SF 22 (Saxhaug) to Increase Minnesota’s Tourism Marketing Budget by \$5 Million Per Year

The Minnesota Tourism Growth Coalition was created to coordinate activities to increase the marketing budget for Explore Minnesota Tourism through an increase in awareness of the importance of the tourism industry in Minnesota. The Coalition has support from more than 100 tourism organizations and businesses throughout the state.

For more information visit: mntourism.net