The leisure and hospitality sector contributes $16 billion in annual gross sales in MN. That's almost $44 million per day.

Gross sales by region:
- Minneapolis – St. Paul Region: $11.463 billion
- Southern Region: $1.794 billion
- Central Region: $1.378 billion
- Northeast Region: $978 million
- Northwest Region: $674 million

Tourism advertising returns:
- $180 of traveler spending for every $1 invested in advertising

11% of all private sector employment in Minnesota.

$6.1 billion in wages

2019 Tourism Industry Stats

Sources: U.S. Travel Association + Explore Minnesota
DUE TO THE PANDEMIC, MINNESOTA’S TOURISM INDUSTRY HAS SUFFERED NEARLY $12 BILLION IN TRAVEL SPENDING LOSSES AS OF JAN 2022

HOW CAN YOU HELP?
SUPPORT THESE MACVB 2023 LEGISLATIVE PRIORITIES

PRESERVE THE LIMITED USE OF LOCAL OPTION LODGING TAX FOR MARKETING

SUPPORT FEDERAL TAX CONFORMITY
SUPPORT INCREASE IN THE EXPLORE MINNESOTA TOURISM BUDGET
SUPPORT UNIFORM LODGING REGULATION & TAXATION

SUPPORT POST-LABOR DAY SCHOOL START

MORE INFORMATION ON MACVB TOURISM PRIORITIES AT MINNESOTACVB.COM