



HOSPITALITY + TOURISM FACTS

1.1 BILLION
STATE SALES TAX

18%

OF TOTAL STATE
TAX REVENUE

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 B

SOUTHERN REGION

1.794 B

CENTRAL REGION

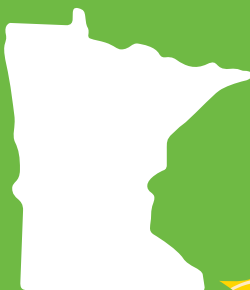
1.378 B

NORTHEAST REGION

978 M

NORTHWEST REGION

674 M



TOURISM
ADVERTISING
RETURNS

\$180

OF TRAVELER SPENDING FOR
EVERY \$1 INVESTED IN
ADVERTISING

11%

OF ALL PRIVATE SECTOR
EMPLOYMENT IN
MINNESOTA.

276K JOBS IN MN

\$6.1
BILLION IN WAGES

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 [MINNESOTACVBS.COM](https://minnesotacvbs.com)**