

Minnesota's

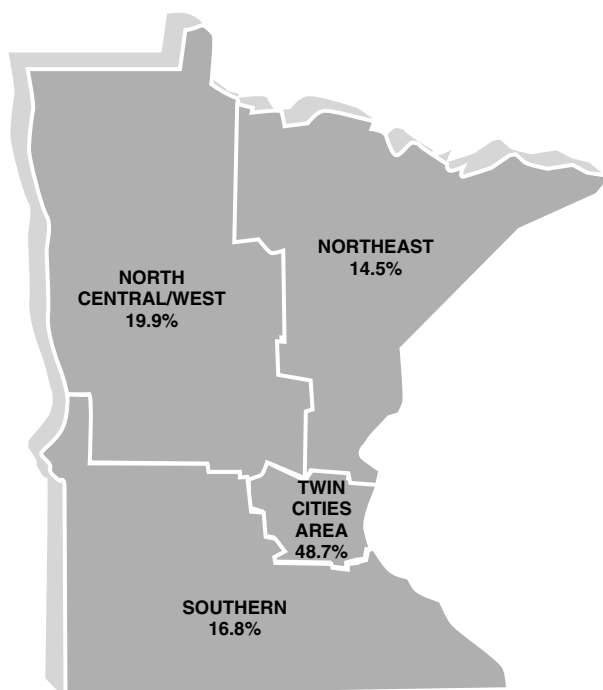
Travel and Tourism Industry

A F A C T S H E E T F O R B U S I N E S S E S

Diversified: *Minnesota's travel and tourism industry offers a wide range of activities throughout the state to please everyone.*

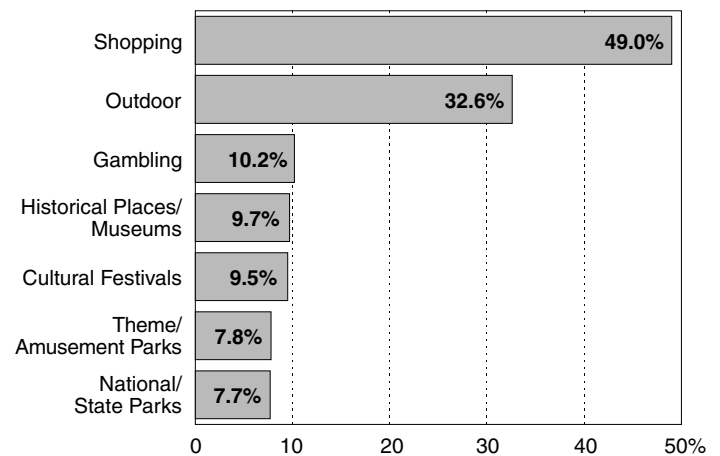
- The travel and tourism industry in Minnesota comprises a wide variety of goods and services, including portions of:
 - Hotel and other lodging places.
 - Amusement parks, casinos and other services (e.g., Valleyfair).
 - Theaters, art museums and historic sites (e.g., the Walker Art Center).
 - Zoos (e.g., the Minnesota Zoo).
 - Restaurants and service stations.
 - Shops, such as those at Mall of America.
 - Airlines and railway transportation.
 - Car and travel rental agencies.
 - State and national parks (e.g., Itasca State Park and Voyageurs National Park).
- In 1999, the metro area was the most visited region in Minnesota.

Regional Distribution of Minnesota Travelers



Source: Travel Industry Association (TIA), TravelScope Survey, 1999.

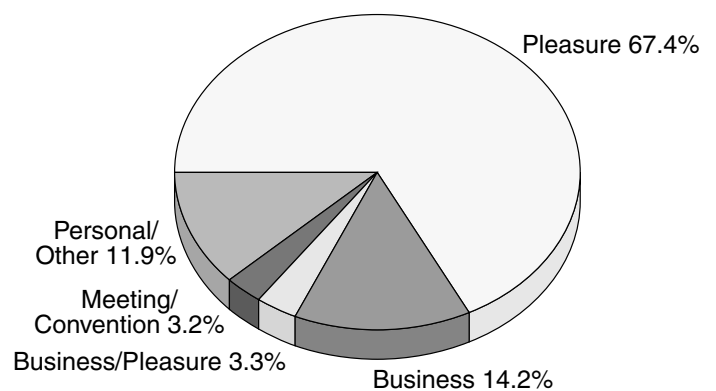
Minnesota Travel Activities Ranked by Participation Level, 1999



Note: Data reflects all travelers in Minnesota.
Source: TIA, TravelScope Survey, 1999.

- Shopping is the most popular travel and tourism activity in the state for Minnesota and non-Minnesota residents combined. Other activities with lower participation rates (6.8 to 3.2 percent) include nightlife/dancing, golf and tennis.
- In 1999, the majority of visitors came to the state for pleasure.

Primary Purpose of Trips to Minnesota, 1999



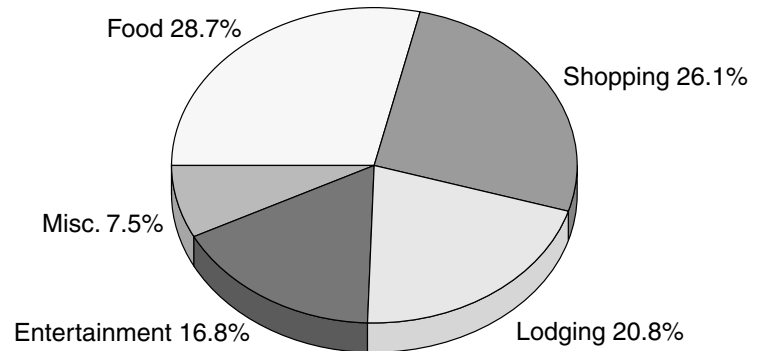
Source: TIA, TravelScope Survey, 1999.

Impact:

Minnesota's travel and tourism industry has an important effect on the state's economy.

- In 1999, travelers generated gross sales of \$8.3 billion in travel and tourism (e.g., hotels, restaurants, etc.) and industries supported by travel and tourism activities (e.g., suppliers of hotels).
- Travel, tourism and supporting activities contributed \$4.6 billion to Minnesota's gross state product in 1999.
- Travel and tourism activities supported approximately 126,360 jobs in the state and \$3.3 billion in wages and salaries in 1999.
- State and local tax receipts associated with travel and tourism totaled almost \$1 billion in 1999, an increase of 19 percent since 1995.

Distribution of Travel Expenditures, 1999



Notes: Data reflects all travelers in Minnesota.
Transportation was excluded because this expense might not occur in Minnesota.
Source: Shifflet and Associates, Ltd., 1999

International:

Minnesota tourism industry is known worldwide.

- In 2000, the Minneapolis-St. Paul (MSP) International Airport ranked 14th busiest in the world based on the number of passengers (37 million).
- International tourists and travelers enjoy 234 non-stop flights a week to 24 international destinations in Europe, Asia and Latin America.
- Minnesota is the home of the world's fourth largest airline, Northwest Airlines (NWA). NWA and other air companies brought an estimated 3.6 million U.S. travelers (one person on one trip) to Minnesota in 1999.
- In 1999, an estimated 487,000 travelers from Canada and 238,000 travelers from other countries visited Minnesota for a total of 725,000 international travelers.
- In 1999, international visitors' purchases in Minnesota generated \$387 million in sales throughout the economy.
- The Carlson Companies, Inc., one of the largest privately owned companies in Minnesota, is the parent company to the internationally known Radisson hotel chain, Carlson Wagonlit travel agencies and TGIF restaurant chain.
- Mall of America is the largest retail and entertainment complex in the country, attracting more visitors every year (over 40 million) than Disney World, the Grand Canyon and Graceland combined.