Tourism is the “Front Door” to Economic Growth

Tourism Investment = Positive Returns

- Investing in Minnesota tourism provides a significant return. Every $1 invested in state tourism advertising generates an estimated $9 in state and local taxes and $92 in traveler spending.

- The face of tourism is diverse, from small family owned businesses to major Minnesota corporations. Minnesota's leisure and hospitality sector generates $996 million in state sales tax each year - approximately 18% of all state sales tax revenue!

- Tourism and related traveler spending supports a wide variety of Main Street businesses and indirectly supports jobs in many other industries as well. Tourism events support enhances community engagement and infrastructure - assets enjoyed by both residents and visitors.

Tourism Growth Opportunities

- Increased tourism funding will provide:
  - Increased support of local community marketing efforts & co-op grants;
  - Continued leverage of the positive statewide impact of tourism events;
  - Increased national awareness of unique Minnesota travel destination opportunities;
  - Expanded global marketing efforts;

Tourism Growth is Fueled by Promotion Funding

- Minnesota continues to be substantially outspent by our competitors in the effort to draw visitors and their dollars to other states. Minnesota’s tourism budget ranks 22nd nationwide - well below our key competitors.

- Funding promotion and major event support in Minnesota generates a positive economic impact. Major events across the state shine a spotlight on Minnesota and attract first-time visitors who can return for both tourism and business purposes.

- Losing market share and drawing a smaller share of the traveling public limits the opportunity to grow revenue and jobs that Minnesota tourism generates.

Please Support SF 721 (Ruud) & HF 584 (Sundin)

Providing increased funding for tourism marketing and new tourism events grants.

The Minnesota Tourism Growth Coalition was established in 2013 to coordinate activities to increase the marketing budget of Explore Minnesota Tourism through an increase in awareness of the importance of the tourism industry in Minnesota. The Coalition has support from tourism organizations and businesses throughout the state. For more information visit: mntourism.net or contact Sarah Psick: spsick@psickcapitalsolutions.com
Tourism and Hospitality Organizations and Businesses Supporting Tourism Funding

Brophy Lake Resort, Alexandria
Leech Lake Area Chamber of Commerce
Visit Greater St. Cloud
Timber Trails Resort, Remer
Geneva Beach Resort, Alexandria
Visit Sauk Centre
Hidden Haven Resort, Cohasset
Visit Fairmont
Visit Grand Rapids
Visit Winona
Niemeyer’s Rugged River
Experience Rochester
Boyd Lodge, Crosslake
Pike Point Resort, Tenstrike
Sunset Bay Resort
Mall of America
Visit Duluth
Visit Saint Paul
Arrowwood Resort & Conference Center
Community of Minnesota Resorts
Explore Alexandria
Meet Minneapolis
Bloomington Convention & Visitors Bureau
TrueMedia
Visit Mankato
Iron Range Tourism Bureau
Visit Fergus Falls
Otter Tail County
Roseville Convention & Visitors Bureau
Ed-Ventures Educational Travel
Grand View Lodge, Nisswa
Canal Park Lodge, Duluth
Hampton Inn & Suites, Alexandria
Discover St. Louis Park
Experience Burnsville
Stillwater/Oak Park Heights Convention & Visitors Bureau
Minneapolis NW Convention & Visitors Bureau
Fargo/Moorhead Convention & Visitors Bureau
Explore Minnesota Golf
... and many more!

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