



Tourism and Minnesota's Economic Recovery

ANNUAL ECONOMIC IMPACT, 2009

Travel/tourism in Minnesota generates:

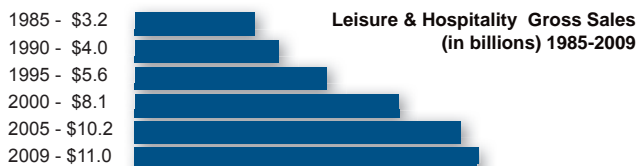
- \$11.0 billion in leisure & hospitality gross sales
- \$3.9 billion in wages
- \$699 million in state sales tax

CONTRIBUTING TO THE ECONOMY

- Travel & tourism creates jobs and generates sales in virtually every county of the state.
- Travelers in Minnesota spend more than \$33 million a day.
- Travel & tourism has a positive economic impact on a wide variety of businesses, from financial services to printing, and from museums to car rentals, supporting Main Street businesses across the state.
- The leisure and hospitality industry accounts for 17% of Minnesota's state sales tax revenues.
- Tourism is comparable to agriculture in its contributions to the gross state product.

GROWTH IN THE TOURISM INDUSTRY

Sales at leisure and hospitality businesses grew 36% from 2000 to 2009



RETURN ON INVESTMENT

Every \$1 invested in state tourism marketing returns an estimated:

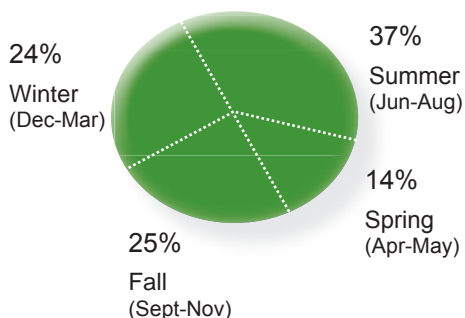
- \$4.60 in state and local taxes
- \$20.40 in wages
- \$53 in gross sales

The economic impact of travel & tourism in Minnesota ranks significantly higher for some measures compared to other states:

Minnesota Ranking Among States

State Tourism Office Budget	28th
Traveler Spending	22nd
Travel-Generated Employment	18th
Travel-Generated Payroll	14th
Travel-Generated Tax Receipts	9th

TRAVELER EXPENDITURES BY SEASON

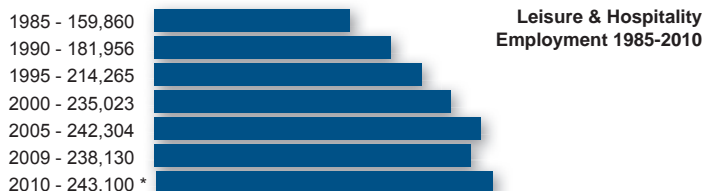


TOURISM EMPLOYMENT

Tourism means jobs in communities across Minnesota. The leisure and hospitality industry accounts for:

- 243,100 full- and part-time jobs *
- 11% of the state's total private sector employment.

GROWTH IN LEISURE & HOSPITALITY JOBS

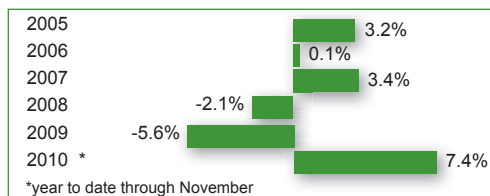


* Projected

- Leisure and hospitality employment was up 2% in 2010 over 2009
- Leisure and hospitality has been among Minnesota's top industries for job growth coming out of the recession.
- Minnesota's leisure and hospitality job growth ranked 5th in the nation, with 245,300 jobs in November 2010, a 4.5% increase over November 2009. (Minneapolis/St. Paul Business Journal)

CHANGE IN MINNESOTA LODGING DEMAND (Rooms Sold)

Source: STR (Smith Travel Research, Inc.)



Demand for rooms at Minnesota lodging properties bounced back substantially in 2010, reflecting an increase in business and leisure travel.

TRAVELER SPENDING BY SECTOR

Spending during Minnesota's 39 million annual person-visits is distributed throughout the economy:

- Shopping 25%
- Recreation 25%
- Food 24%
- Lodging 14%
- Transportation 12%

Information for the tourism industry, including additional research reports and information on state tourism marketing programs, is available at: www.industry.exploreminnesota.com

Sources: *Explore Minnesota Tourism, spring/summer 2000; The Economic Impact of Expenditures by Travelers on Minnesota, June 2007-May 2008, Davidson-Peterson Associates; Minnesota Department of Revenue, 2009; Minnesota Department of Employment and Economic Development, 2009; Bureau of Labor Statistics; U.S. Travel Association.*

ECONOMIC IMPACT BY COUNTY

Minnesota's Leisure and Hospitality Industry, 2009

	Gross Sales	State Sales Tax	Jobs		Gross Sales	State Sales Tax	Jobs
Minneapolis - Saint Paul Area				Southern Minnesota			
Anoka	\$427,594,545	\$28,658,527	11,059	Big Stone	\$3,860,842	\$259,567	134
Carver	\$129,089,147	\$8,307,240	3,317	Blue Earth	\$149,890,259	\$9,251,546	3,650
Chisago	\$48,943,340	\$3,115,928	1,437	Brown	\$32,704,571	\$2,118,633	1,219
Dakota	\$691,805,820	\$44,558,862	15,937	Chippewa	\$14,477,746	\$985,232	372
Hennepin	\$3,611,000,337	\$230,884,297	72,299	Cottonwood	\$8,037,461	\$521,901	294
Isanti	\$30,936,390	\$2,102,830	832	Dodge	\$12,870,995	\$766,619	361
Ramsey	\$1,631,511,171	\$104,133,535	26,926	Faribault	\$9,665,830	\$649,108	354
Scott	\$252,637,666	\$15,522,862	5,649	Fillmore	\$19,586,689	\$1,322,576	561
Washington	\$376,894,653	\$24,379,270	9,478	Freeborn	\$40,715,679	\$2,691,409	1,031
Wright	\$146,097,997	\$8,730,557	4,283	Goodhue	\$64,976,150	\$4,337,594	1,826
Region Total	\$ 7,346,511,066	\$470,393,908	151,217	Houston	\$9,849,023	\$684,938	290
Central Minnesota				Jackson	\$9,196,783	\$567,475	334
Aitkin	\$19,692,353	\$1,341,999	562	Lac Qui Parle	\$3,767,870	\$246,507	96
Benton	\$46,317,612	\$3,087,361	1,170	Le Sueur	\$20,956,561	\$1,327,478	522
Crow Wing	\$183,854,232	\$11,290,691	3,772	Lincoln	\$3,347,940	\$242,064	104
Douglas	\$91,084,882	\$5,899,891	2,147	Lyon	\$66,699,482	\$2,642,517	1,227
Grant	\$3,675,382	\$253,225	65	Martin	\$27,110,889	\$1,757,170	834
Kandiyohi	\$65,761,894	\$4,049,579	1,621	Mower	\$52,240,952	\$3,131,463	1,314
McLeod	\$35,284,732	\$2,412,029	1,144	Murray	\$7,585,436	\$513,628	188
Meeker	\$14,956,312	\$990,154	415	Nicollet	\$32,306,774	\$2,208,198	953
Mille Lacs	\$42,476,615	\$2,267,822	834	Nobles	\$24,623,287	\$1,641,562	851
Morrison	\$34,219,694	\$2,316,916	1,017	Olmsted	\$353,761,640	\$22,972,136	7,739
Otter Tail	\$68,854,972	\$4,465,085	1,908	Pipestone	\$10,490,121	\$697,924	338
Pope	\$12,292,432	\$820,842	312	Redwood	\$24,333,024	\$1,720,408	423
Sherburne	\$73,938,675	\$4,477,738	1,896	Renville	\$8,937,535	\$608,457	279
Stearns	\$255,844,198	\$15,964,469	7,407	Rice	\$109,243,765	\$4,978,634	2,138
Stevens	\$12,129,031	\$700,656	464	Rock	\$8,609,138	\$580,844	247
Todd	\$17,876,829	\$1,194,738	421	Sibley	\$7,307,560	\$511,633	177
Wadena	\$14,413,135	\$971,263	392	Steele	\$59,272,160	\$3,818,583	1,454
Region Total	\$992,672,980	\$62,504,458	25,547	Swift	\$8,777,494	\$607,123	214
Northwest Minnesota				Traverse	\$2,100,371	\$154,535	31
Becker	\$62,595,767	\$3,979,708	1,310	Wabasha	\$20,555,722	\$1,342,161	634
Beltrami	\$70,958,914	\$4,526,452	1,676	Waseca	\$12,834,494	\$852,238	408
Cass	\$88,780,036	\$5,507,925	1,774	Watonwan	\$7,083,997	\$486,042	223
Clay	\$62,480,364	\$4,008,237	2,195	Winona	\$64,234,254	\$4,275,587	2,072
Clearwater	\$4,859,152	\$322,268	117	Yellow Medicine	\$13,501,188	\$450,668	231
Hubbard	\$32,092,906	\$2,116,089	751	Region Total	\$1,325,513,682	\$81,924,158	33,123
Kittson	\$2,875,454	\$205,549	52	Northeast Minnesota			
Lake of the Woods	\$24,233,128	\$1,355,662	427	Carlton	\$54,779,685	\$3,612,447	1,064
Mahnomen	\$15,845,614	\$949,900	78	Cook	\$48,472,297	\$3,013,050	824
Marshall	\$4,804,572	\$362,963	127	Itasca	\$68,317,044	\$4,294,678	1,551
Norman	\$3,105,843	\$218,148	73	Kanabec	\$10,867,771	\$699,085	268
Pennington	\$20,117,488	\$1,350,524	522	Koochiching	\$23,936,119	\$1,529,715	582
Polk	\$38,504,404	\$2,386,915	1,215	Lake	\$27,857,073	\$1,833,228	837
Red Lake	\$1,873,156	\$132,671	59	Pine	\$57,965,947	\$3,237,375	897
Roseau	\$15,480,246	\$1,040,345	414	St Louis	\$412,831,033	\$27,373,139	10,229
Wilkin	\$5,676,665	\$370,694	200	Region Total	\$705,026,969	\$45,592,717	16,252
Region Total	\$454,283,709	\$28,834,050	10,990	Minnesota Total	\$11,013,765,143	\$699,132,081	238,130

Notes: State total does not equal the sum of counties or regions because some data is withheld to avoid disclosure of individual businesses; and some state level data is for businesses located outside of Minnesota. The Leisure and Hospitality industry consists of Accommodations; Food Services and Drinking Places; and Arts, Entertainment and Recreation.

Sources: Minnesota Department of Revenue; Minnesota Department of Employment and Economic Development