Sales at leisure and hospitality businesses grew 50% from 2004 to 2016, including 3.7% annual growth for 2016 (Note: data not available yet for 2017).

2017 AT A GLANCE

Economic Impact of Minnesota Tourism

Growth in Billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Billions</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$15.0</td>
</tr>
<tr>
<td>2013</td>
<td>$13.0</td>
</tr>
<tr>
<td>2010</td>
<td>$11.3</td>
</tr>
<tr>
<td>2007</td>
<td>$11.0</td>
</tr>
<tr>
<td>2004</td>
<td>$10.0</td>
</tr>
</tbody>
</table>

The general fund operating budget for fiscal year 2017-18:

$14.148 Million Annually*

*Includes $500,000 in supplemental state funding available when private sector support generated by Explore Minnesota is at least $3 million.

Explore Minnesota generated a record amount of match dollars in FY16.

Private Industry Match

Cash $2.78 million
In-kind $8.80 million
Total $11.58 million

Achieved a 9-to-1 state and local tax return on investment of Explore Minnesota spring/summer marketing.

Grew audience 21% totaling more than 417,000 followers.

Advertising Media

32% Television
3% Radio
4% Print
28% Digital Video & Display
8% Paid Social
15% Outdoor
8% Paid Search

Generated $383.9 Million in traveler spending.

Marketing and Programs

Economic Impact of Minnesota Tourism

- Generated over 4.5 Billion earned media impressions via internal and agency public relations.
- Including 1.3 Billion media impressions for Governor’s Openers.
- $1.58 Million in grants awarded to 100+ tourism organizations and events.

International Visitation

814,000
292,000 Overseas visitors
524,000 Canadian overnight visits

For more details on Explore Minnesota marketing and programs, go to: industry.exploreminnesota.com

8 Million Customers served

Governor’s Openers

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