

# 2024 visitor economy impact

## MINNESOTA TOTAL

- 81.6 million visitors\*
- \$24.7 billion in total economic impact
- 182,435 jobs supported
- \$2.4 billion in state & local taxes

### Northwest region

| County            | Economic impact (millions) | Total jobs | State & local taxes (millions) |
|-------------------|----------------------------|------------|--------------------------------|
| Becker            | \$152.0                    | 1,186      | \$13.9                         |
| Beltrami          | \$241.0                    | 1,927      | \$22.5                         |
| Cass              | \$364.8                    | 2,989      | \$36.0                         |
| Clay              | \$130.9                    | 1,048      | \$11.7                         |
| Clearwater        | \$16.2                     | 89         | \$1.4                          |
| Hubbard           | \$84.6                     | 521        | \$7.8                          |
| Kittson           | \$8.9                      | 38         | \$0.7                          |
| Lake of the Woods | \$90.2                     | 800        | \$9.6                          |
| Mahnomen          | \$60.3                     | 316        | \$5.8                          |
| Marshall          | \$8.2                      | 40         | \$0.7                          |
| Norman            | \$5.0                      | 26         | \$0.4                          |
| Pennington        | \$94.5                     | 858        | \$7.7                          |
| Polk County       | \$88.3                     | 653        | \$7.9                          |
| Red Lake          | \$4.1                      | 25         | \$0.3                          |
| Roseau            | \$81.8                     | 676        | \$7.5                          |
| Wilkin            | \$8.2                      | 42         | \$0.6                          |
| Region Total      | \$1,439.1                  | 11,235     | \$134.5                        |

### Northeast region

| County         | Economic impact (millions) | Total jobs | State & local taxes (millions) |
|----------------|----------------------------|------------|--------------------------------|
| Carlton        | \$129.9                    | 783        | \$11.3                         |
| Cook           | \$227.7                    | 1,769      | \$27.8                         |
| Itasca         | \$208.7                    | 1,409      | \$19.2                         |
| Kanabec        | \$22.2                     | 155        | \$2.2                          |
| Koochiching    | \$99.2                     | 749        | \$8.5                          |
| Lake           | \$152.0                    | 1,146      | \$13.7                         |
| Pine           | \$163.8                    | 868        | \$12.8                         |
| Saint Louis    | \$1,049.5                  | 5,188      | \$103.0                        |
| Regional Total | \$2,053.1                  | 12,066     | \$198.4                        |

### Minneapolis–St. Paul area

| County         | Economic impact (millions) | Total jobs | State & local taxes (millions) |
|----------------|----------------------------|------------|--------------------------------|
| Anoka          | \$724.6                    | 5,787      | \$68.3                         |
| Carver         | \$224.3                    | 1,884      | \$21.7                         |
| Chisago        | \$85.5                     | 642        | \$7.9                          |
| Dakota         | \$1,563.6                  | 11,458     | \$136.7                        |
| Hennepin       | \$9,342.9                  | 67,204     | \$902.7                        |
| Isanti         | \$67.5                     | 470        | \$5.9                          |
| Ramsey         | \$2,147.6                  | 17,595     | \$219.6                        |
| Scott          | \$516.6                    | 3,764      | \$50.0                         |
| Washington     | \$743.1                    | 6,125      | \$73.0                         |
| Wright         | \$269.4                    | 2,125      | \$24.7                         |
| Regional Total | \$15,685.1                 | 117,053    | \$1,510.3                      |

Sources: \*Longwoods 2024;  
Tourism Economics Study of the 2024 Minnesota Visitor Economy



| Southern region |                            |            |                                |
|-----------------|----------------------------|------------|--------------------------------|
| County          | Economic impact (millions) | Total jobs | State & local taxes (millions) |
| Big Stone       | \$9.4                      | 48         | \$0.9                          |
| Blue Earth      | \$266.4                    | 2,237      | \$25.3                         |
| Brown           | \$71.3                     | 633        | \$6.4                          |
| Chippewa        | \$24.2                     | 148        | \$2.2                          |
| Cottonwood      | \$20.8                     | 127        | \$1.8                          |
| Dodge           | \$12.9                     | 102        | \$1.2                          |
| Faribault       | \$19.5                     | 132        | \$1.7                          |
| Fillmore        | \$27.9                     | 237        | \$3.0                          |
| Freeborn        | \$121.1                    | 873        | \$10.4                         |
| Goodhue         | \$195.9                    | 1,448      | \$17.2                         |
| Houston         | \$26.7                     | 210        | \$2.4                          |
| Jackson         | \$24.8                     | 195        | \$2.3                          |
| Lac qui Parle   | \$5.1                      | 31         | \$0.5                          |
| Le Sueur        | \$30.8                     | 189        | \$3.2                          |
| Lincoln         | \$6.7                      | 34         | \$0.6                          |
| Lyon            | \$91.8                     | 711        | \$8.3                          |
| Martin          | \$60.4                     | 360        | \$5.6                          |
| Mower           | \$91.4                     | 674        | \$8.6                          |
| Murray          | \$13.0                     | 90         | \$1.1                          |
| Nicollet        | \$55.8                     | 476        | \$5.4                          |
| Nobles          | \$68.7                     | 513        | \$6.1                          |
| Olmsted         | \$1,212.6                  | 9,072      | \$107.4                        |
| Pipestone       | \$21.1                     | 129        | \$1.7                          |
| Redwood         | \$62.9                     | 364        | \$6.0                          |
| Renville        | \$20.4                     | 106        | \$1.7                          |
| Rice            | \$154.1                    | 1,271      | \$14.5                         |
| Rock            | \$20.7                     | 134        | \$1.9                          |
| Sibley          | \$12.7                     | 74         | \$1.1                          |

| Steele          | \$131.6                    | 1,064      | \$11.4                         |
|-----------------|----------------------------|------------|--------------------------------|
| Swift           | \$16.4                     | 104        | \$1.3                          |
| Traverse        | \$4.4                      | 20         | \$0.3                          |
| Wabasha         | \$42.3                     | 340        | \$3.8                          |
| Waseca          | \$26.3                     | 216        | \$2.4                          |
| Watsonwan       | \$18.7                     | 122        | \$1.6                          |
| Winona          | \$164.6                    | 1,411      | \$14.7                         |
| Yellow Medicine | \$35.0                     | 203        | \$2.6                          |
| Regional Total  | \$3,188.2                  | 24,101     | \$286.9                        |
| Central region  |                            |            |                                |
| County          | Economic impact (millions) | Total jobs | State & local taxes (millions) |
| Aitkin          | \$75                       | 388        | \$6.2                          |
| Benton          | \$66.8                     | 532        | \$6.3                          |
| Crow Wing       | \$507.7                    | 3,952      | \$52.0                         |
| Douglas         | \$234.3                    | 1,812      | \$21.0                         |
| Grant           | \$9.5                      | 42         | \$0.7                          |
| Kandiyohi       | \$140.6                    | 1,142      | \$15.5                         |
| McLeod          | \$78.9                     | 547        | \$7.0                          |
| Meeker          | \$32.1                     | 224        | \$2.8                          |
| Mille Lacs      | \$115.5                    | 689        | \$10.1                         |
| Morrison        | \$71.7                     | 582        | \$6.7                          |
| Otter Tail      | \$211                      | 1,448      | \$18.8                         |
| Pope            | \$42.5                     | 264        | \$3.7                          |
| Sherburne       | \$130.9                    | 1,144      | \$12.2                         |
| Stearns         | \$535.2                    | 4,472      | \$49.8                         |
| Stevens         | \$33.1                     | 282        | \$3.0                          |
| Todd            | \$43.8                     | 267        | \$3.9                          |
| Wadena          | \$31.1                     | 193        | \$2.7                          |
| Regional Total  | \$2,359.8                  | 17,980     | \$222.4                        |