

# 2023 visitor economy impact

## MINNESOTA TOTAL

- 80.2 million visitors\*
- \$14.1 billion in visitor spending
- 180,473 jobs generated
- \$2.3 billion state & local taxes generated

### Northwest region

County	Spending (millions)	Employment	State & local taxes (millions)
Becker County	\$154.6	1,194	\$13.6
Beltrami County	\$240.5	1,923	\$21.9
Cass County	\$366.6	3,049	\$35.0
Clay County	\$130.9	1,046	\$11.4
Clearwater County	\$17.0	95	\$1.4
Hubbard County	\$84.6	532	\$7.7
Kittson County	\$9.0	39	\$0.7
Lake of the Woods County	\$91.8	817	\$9.5
Mahnomen County	\$58.5	309	\$5.2
Marshall County	\$8.3	41	\$0.7
Norman County	\$4.8	25	\$0.4
Pennington County	\$95.7	852	\$7.8
Polk County	\$88.9	660	\$7.6
Red Lake County	\$4.1	25	\$0.3
Roseau County	\$81.5	681	\$7.4
Wilkin County	\$8.4	45	\$0.6
Region Total	\$1,445.3	\$11,332.7	\$131.3

### Northeast region

County	Spending (millions)	Employment	State & local taxes (millions)
Carlton County	\$128.7	771	\$10.9
Cook County	\$235.3	1,846	\$28.2
Itasca County	\$208.4	1,389	\$18.6
Kanabec County	\$22.0	156	\$2.0
Koochiching County	\$100.5	761	\$8.1
Lake County	\$152.7	1,158	\$13.5
Pine County	\$166.3	898	\$12.6
Saint Louis County	\$1,052.9	5,189	\$100.3
Regional Total	\$2,066.9	\$12,168.8	\$194.3

  

Minneapolis–St. Paul area			
County	Spending (millions)	Employment	State & local taxes (millions)
Anoka County	\$727.7	5,726	\$66.3
Carver County	\$227.1	1,937	\$21.5
Chisago County	\$84.6	642	\$7.7
Dakota County	\$1,567.5	11,370	\$133.8
Hennepin County	\$9,056.6	65,336	\$851.0
Isanti County	\$66.6	462	\$5.7
Ramsey County	\$2,088.7	17,190	\$208.8
Scott County	\$510.7	3,730	\$48.1
Washington County	\$758.5	6,269	\$72.1
Wright County	\$274.0	2,151	\$24.2
Regional Total	\$15,361.8	114,813	\$1,439.1

Sources: \*Longwoods 2023; Tourism Economics 2023



Southern region			
County	Spending (millions)	Employment	State & local taxes (millions)
Big Stone County	\$9.2	48	\$0.9
Blue Earth County	\$266.7	2,223	\$24.6
Brown County	\$75.2	655	\$6.6
Chippewa County	\$24.5	150	\$2.3
Cottonwood County	\$21.0	130	\$1.9
Dodge County	\$12.9	101	\$1.2
Faribault County	\$19.8	137	\$1.7
Fillmore County	\$29.3	247	\$3.0
Freeborn County	\$128.3	931	\$10.6
Goodhue County	\$196.6	1,425	\$16.8
Houston County	\$25.2	198	\$2.3
Jackson County	\$24.8	192	\$2.2
Lac qui Parle County	\$5.1	32	\$0.5
Le Sueur County	\$30.7	187	\$3.1
Lincoln County	\$6.6	35	\$0.5
Lyon County	\$92.0	715	\$8.2
Martin County	\$61.2	364	\$5.6
Mower County	\$85.8	648	\$8.1
Murray County	\$12.9	88	\$1.0
Nicollet County	\$58.4	494	\$5.4
Nobles County	\$72.6	545	\$6.3
Olmsted County	\$1,184.2	8,874	\$102.0
Pipestone County	\$21.3	133	\$1.7
Redwood County	\$63.6	368	\$5.8
Renville County	\$20.3	107	\$1.7
Rice County	\$154.8	1,269	\$13.9
Rock County	\$20.7	132	\$1.9
Sibley County	\$12.5	70	\$1.1

Steele County	\$124.0	1,014	\$10.7
Swift County	\$16.6	104	\$1.4
Traverse County	\$4.4	21	\$0.3
Wabasha County	\$41.7	339	\$3.7
Waseca County	\$26.4	215	\$2.4
Watonwan County	\$18.4	120	\$1.5
Winona County	\$162.2	1,373	\$14.2
Yellow Medicine County	\$35.4	204	\$2.6
Regional Total	\$3,165.5	\$23,887.6	\$277.6
Central region			
County	Spending (millions)	Employment	State & local taxes (millions)
Aitkin County	\$74.2	380	\$6.1
Benton County	\$72.7	567	\$6.5
Crow Wing County	\$512.8	3,969	\$50.6
Douglas County	\$231.5	1,791	\$20.3
Grant County	\$9.5	42	\$0.7
Kandiyohi County	\$154.5	1,285	\$16.0
McLeod County	\$78.4	540	\$6.8
Meeker County	\$32.2	232	\$2.7
Mille Lacs County	\$115.9	691	\$10.0
Morrison County	\$71.7	559	\$6.5
Otter Tail County	\$212.6	1,459	\$18.7
Pope County	\$43.7	276	\$3.8
Sherburne County	\$132.0	1,138	\$12.0
Stearns County	\$563.3	4,616	\$50.0
Stevens County	\$32.4	272	\$2.8
Todd County	\$43.3	259	\$3.8
Wadena County	\$31.5	194	\$2.6
Regional Total	\$2,412.2	18,271	\$220.0