Minnesota tourism is big business

Tourism is a major economic force in Minnesota, and parks and trails are a big reason why. State parks are the most-visited tourist attractions in every region of Minnesota outside the Twin Cities. In fact, one fifth of state park visitors are from out-of-state. And when Minnesota tourists are asked what they are visiting, parks and trails rank second behind family and friends.\(^1\)\(^3\)

All those out-of-town visitors have a big economic impact. Every day, tourists across Minnesota spend nearly $40 million dollars, support 260,000 jobs, and generate $930 million in annual state sales tax. That amounts to 11 percent of private-sector employment and 17% of total state sales tax revenues.\(^4\)

What do tourists find appealing about Minnesota?\(^5\)

Nature and the outdoors dominate the reasons tourists find Minnesota appealing.

- **69%** Stunning scenery
- **48%** Parks and Trails
- **38%** Hunting and Fishing
- **35%** Outdoor activities
- **24%** Pro sports
- **23%** Shopping

Minnesota's state trails are tourist destinations

**OVER HALF** of trail users on the Heartland, Paul Bunyan, Root River, and Harmony-Preston State Trail are more than 50 miles from home.\(^6\)

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\(^1\) Explore Minnesota. "Top Minnesota Attractions by Tourism Region." 2010.
\(^3\) David-Peterson Associates. ‘The Profile of Travelers in Minnesota June through May.’ 2012.
\(^5\) Ipsos Reid. “Minnesota Brand Perception Study.” 2011.
\(^6\) Minnesota DNR. “User Characteristics and Use Trends Since the 1990s on Paved State Bicycle Trails” 2014.

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