

By the Numbers:

45%

of leisure travelers visit regional, state or national parks.

DESTINATION ANALYSTS - 2017

48%

of overnight state park visitors stay in private resorts or campgrounds.

MN DNR - 2017

50%

of Minnesota's tourist attractions are outdoor recreation or nature based.

EXPLORE MINNESOTA DATABASE - 2017

51%

of state park visitors are more than 100 miles away from home.

MN DNR - 2017

12

of Minnesota's most-visited tourist attractions are state or national parks.

EXPLORE MINNESOTA - 2010

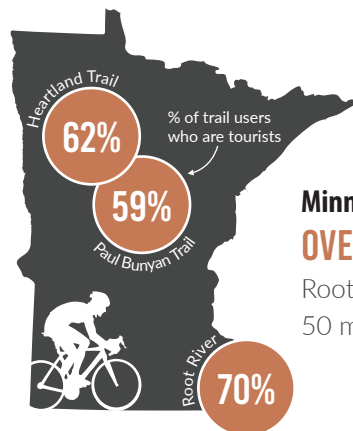
MINNESOTA TOURISM IS BIG BUSINESS

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



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

¹ Explore Minnesota. "Top Minnesota Attractions by Tourism Region." 2010.

² Minnesota DNR. "2017 Minnesota State Parks Visitor Survey." 2017.

³ David-Peterson Associates. "The Profile of Travelers in Minnesota June through May." 2012.

⁴ Explore Minnesota. "Tourism & Minnesota's Economy." 2017.

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.

* Graphics created by Freepik

