

## Travelers in Minnesota Spent Almost \$12 Billion Total in 12-Month Period

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### Generated \$2 Billion in Revenue to State and Local Governments

More than 41 million people traveled in Minnesota between June 2005 and May 2006, spending \$11.79 billion in the state, according to a report released today by Explore Minnesota Tourism and the University of Minnesota Tourism Center. The almost \$12 billion spent in Minnesota supported 286,000 full-time jobs, \$6.9 billion in resident income (wages, salaries and proprietary income), \$1.5 billion in state government revenues and \$0.5 billion in local government revenues.

More than half of these expenditures were from travelers who stayed overnight in hotels, motels and bed and breakfast establishments. Food, shopping and recreation combined account for three-quarters of all the dollars spent by travelers. Popular activities for travelers to Minnesota included dining out, visiting friends and relatives, sightseeing, shopping for gifts and taking in city sights.

More than a third of total traveler expenditures were spent in the summer season. Travelers spent \$4.5 billion in the summer season (June through August); \$2.7 billion, or 23 percent, in the fall (September through November); \$2.6 billion, or 22 percent, in spring (March through May) and almost \$2 billion, or 16 percent, in winter (December through February).

### About this research

This report, compiled by Davidson-Peterson Associates, looked at traveler expenditures made in Minnesota. The economic analysis was based on the following surveys:

- œ Telephone interviews with a random sample of accommodations managers upon conclusion of each season. During the 12-month period, a total of 2,375 interviews were completed.
- œ Self-administered questionnaires were completed by 2,274 travelers who were either staying overnight or had traveled at least 50 miles from home on a day trip. These questionnaires were completed during each of the four seasons.
- œ A total of 1,001 telephone interviews with Minnesotans during all four seasons.

This statewide economic impact report also provides information by types of lodging and other demographics, and includes analysis of travelers by Minnesota region. For background and more information on this report, see <http://www.industry.exploreminnesota.com/research>.

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