



tourism matters for itasca county

2024 DATA

total visitor spending
\$130 million

0.9% share of state
tourism visitor spending



lodging*
\$61.9 million



food & beverage
\$24.2 million



recreation
\$10.8 million



retail
\$19.5 million



transportation[^]
\$13.5 million

Each Minnesota household would need to be taxed \$1,031 more annually to make up for visitor-generated dollars.[†]

* Lodging spending includes second-home spending.

[^] Transportation spending includes both ground and air transportation.

[†] Minnesota household tax savings are based on state-level analysis.

itasca county tourism impacts

Tourist activity benefits households, businesses and government entities across our state. Explore Minnesota partners with Tourism Economics to quantify the economic impact of Minnesota’s visitor economy, including the far-reaching impacts of visitor spending.

Employment, income, and state and local tax revenue estimates prove the value of tourism in Itasca County.

 **1,409 jobs**

 **\$208.7 million in economic impact**

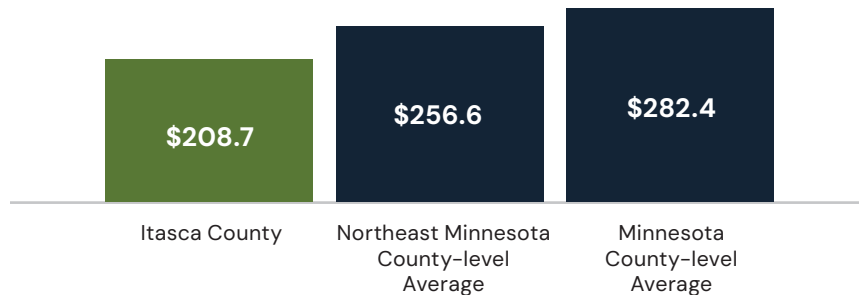
 **\$19.2 million in taxes**

Visitors include Minnesotans and non-Minnesotans who stayed overnight or traveled at least 50 miles to reach their destination.

Direct impacts are business sales, jobs, income and taxes created directly by visitor spending to tourism-related sectors (e.g., lodging, transportation, recreation).

Indirect and Induced impacts are included in estimated total economic impacts. Indirect refers to wider impacts (e.g., food wholesalers, utilities, business services) in the supply chain. Induced impacts are created from local spending by employees whose wages are generated by visitor spending.

total economic impact comparison by geography (\$ millions)



To learn more about Itasca County tourism trends, and how your metrics compare to other Minnesota counties, scan the below QR codes.



[2024 minnesota report](#)



[2024 county-level report](#)