This study identifies the status of sustainable tourism practices among MN tourism industry organizations & if/what changes have occurred since 2007.

Tourism is an $11.9 billion industry in Minnesota and supports almost 240,000 jobs (Explore Minnesota, 2013).

Sustainable tourism “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (WTO 2005).

Building knowledge about the current state of sustainable tourism in Minnesota will provide information to effectively: design and distribute needed resources, identify where opportunities lie to improve sustainable practices, and identify barriers to sustainable practice implementation.

**Who?**

Tourism region representation:

- Lodging-Camping: 39%
- Convention/Visitor Bureau: 39%
- Event-Festival: 15%
- Retail: 4%
- Government: 5%
- Other: 27%

**How?**

Sample: 3540 recipients in Explore Minnesota Tourism’s database, including lodging, camping, events/festivals, retail, & government sectors.

Questionnaire: Developed in cooperation with Explore Minnesota Tourism to assess current actions in the areas of energy, water, air, waste, landscaping, & purchasing related to sustainability. It included questions concerning attitudes regarding the benefits & barriers to implementing these practices.

Administration: March 2013 the survey was sent out electronically via SurveyMonkey using a modified Dillman et al. (2009) technique. Of the viable sample (3420), 16% responded (n=535) & 61% completed the questionnaire (n=354).

**What?**

Most frequently cited difficulties in the adoption of sustainable tourism practices (% agree):

- Time & Energy: 57%
- Initial Costs: 55%
- Lack of Information: 47%

**Barriers**

- 11% of respondents reported Completed/Ongoing for collecting rainwater or stormwater

**Benefits**

- 61% of respondents completed the questionnaire

**Energy Efficiency**

- 54% of respondents implemented energy actions across the years:

  - Daylight used to greatest possible extent
  - Use of compact fluorescent bulbs (CFLs)
  - Use of Energy Star qualified equipment
  - EMS used to prevent circulating air, heating, cooling, or lighting when not necessary
  - Providing customers with ideas on energy conservation practices
  - Including an energy audit by a qualified professional
  - Use of renewable energy

- 47% of respondents implemented energy actions across the years:

  - Vanishing use of CFLs

**Comparison of most and least frequently implemented energy actions across the years:**

- Completed/ongoing
- Not attempted
- Renewable Energy Professional Energy Audit