

# 2025 STATE TOURISM OFFICE FUNDING ANALYSIS

An annual overview of how State Tourism Offices fund and allocate their budgets

FY 2025 BUDGET INSIGHTS REPORTED BY 49 STATES AND 2 U.S. TERRITORIES

## TOTAL STATE TOURISM BUDGETS GREW BY 4%



AVERAGE: \$35.1 MILLION | MEDIAN: \$28.3 MILLION

## TOTAL STATE TOURISM MARKETING EXPENDITURE GREW BY 6%



AVERAGE: \$22.4 MILLION | MEDIAN: \$15.8 MILLION

### Average Pass Through Funds

\$5.3 Million

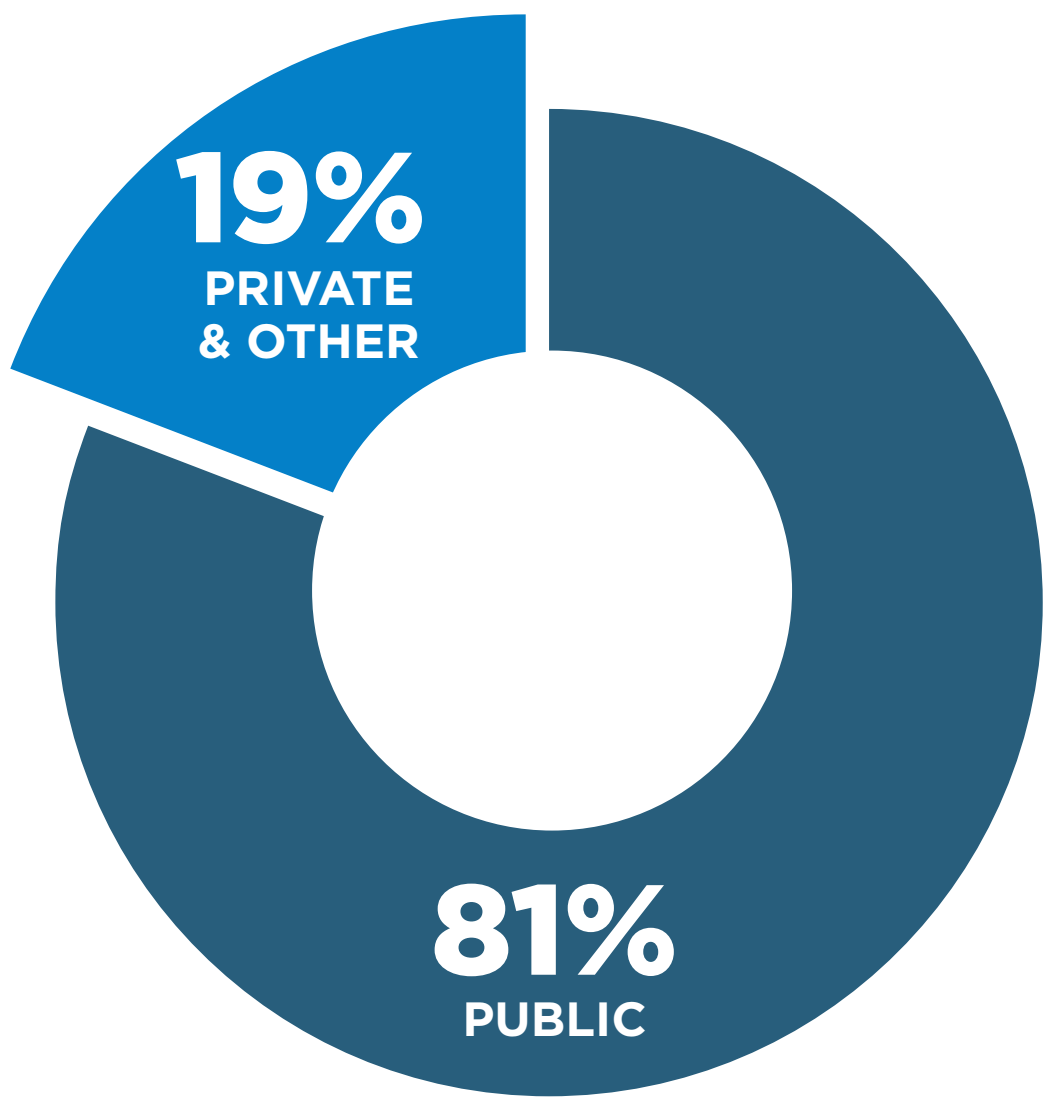
26 STATES PARTICIPATING

### Average Grants & Co-Ops

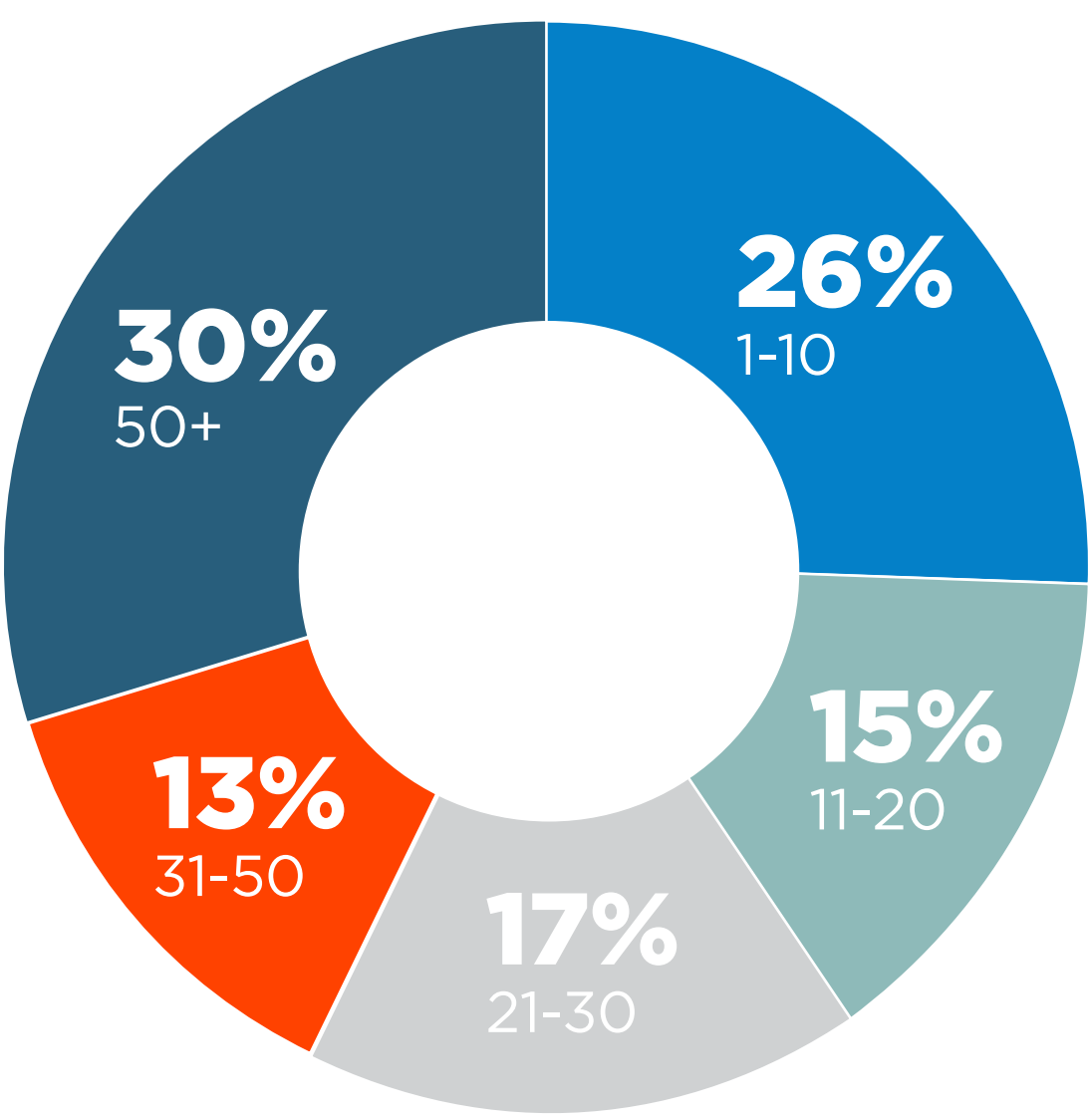
\$5.8 Million

41 STATES PARTICIPATING

## FUNDING SOURCES



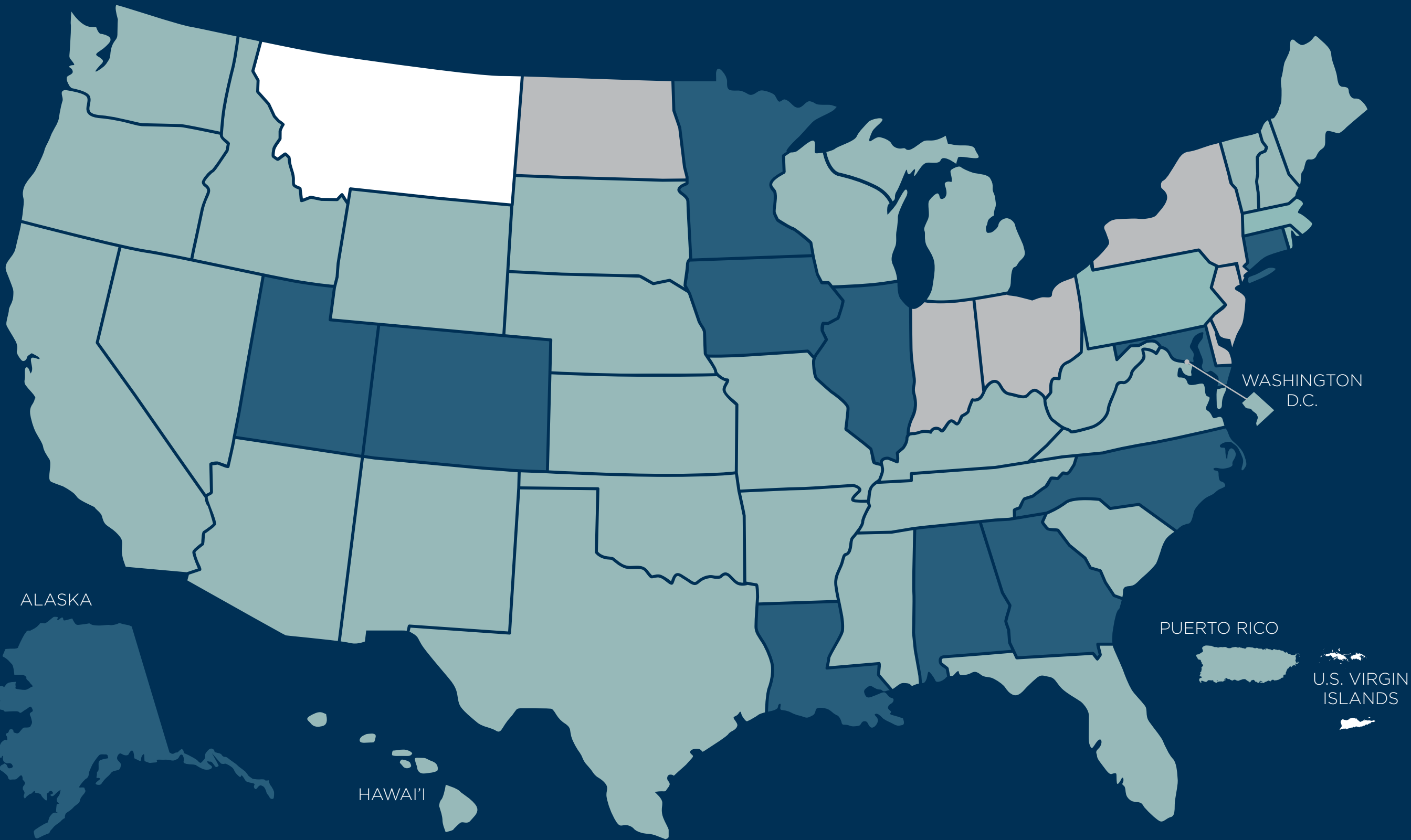
## STAFF BREAKDOWN



## CHANGE IN STATE TOURISM BUDGET

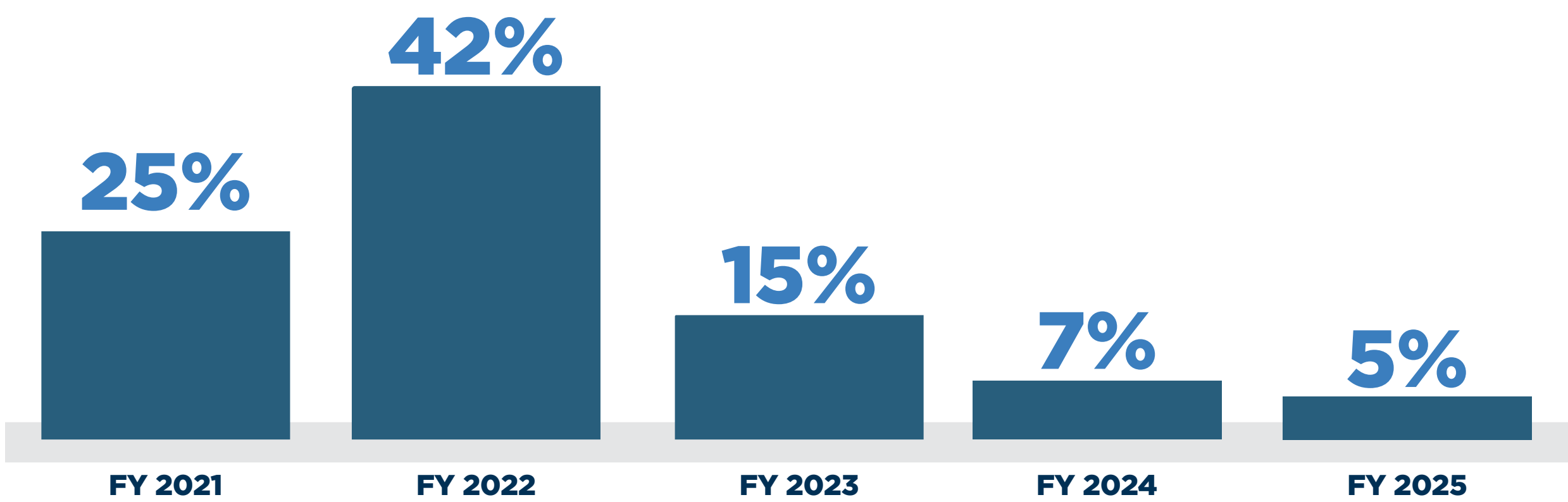
FY 2025 VS PRIOR FISCAL YEAR

↑ INCREASE 33 STATES    ↓ DECREASE 12 STATES    ↔ NO CHANGE 6 STATES    □ NO DATA 2 STATES



ALL REFERENCES ARE TO U.S. STATES AND TERRITORIES REPORTING DATA.

## YOY CHANGE IN CUMULATIVE EXPENDITURE



\*YOY REFLECTS DATA FROM THE ORIGINAL SURVEY YEAR