

HELPFUL TIPS: STATE TOURISM OFFICE BUDGET SURVEY SUBSCRIPTION

The U.S Travel State Tourism Office (STO) Budget Survey and Report focuses on tourism budgets, actual spending information and sources of funding for state tourism offices based on survey completed by representatives of tourism offices in all 50 states.

The budgets and actual spending being collected are based on fiscal year (FY) of each participating state and are available in the following categories:

- Total (from FY 1972-73 to most current)
- Private funding (from FY 2000-01 to most current)
- Public funding (from FY 2000-01 to most current)
- Total Advertising and Promotion (from FY 1999-00 to most current)
- Domestic Advertising and Promotion (from FY 1999-00 to most current)
- International Advertising and Promotion (from FY 1999-00 to most current)

Map Tab

Subscribers use the Map Tab to view provisional budgets or actual spending for total U.S. and all participating states in a selected FY. Charts and data can be downloaded into Word, Excel or PDF.

Dashboard Tab

Subscribers use the Dashboard Tab to view a graphical presentation of the provisional budgets or actual spending, both in dollars and percent change in any given number of available FYs. The data is presented into two ways: (1) Summary—shows budget categories in bar and line graphs and (2) Share—shows public/private funding and domestic/international dollars in pie charts. Charts and data can be downloaded into Word, Excel or PDF.

Ranking Tab

Subscribers use the Ranking Tab to sort one or multiple categories of provisional budget or actual spending in a table for any number of states for any given FY. Ranking can be done in two ways: (1) By Category in a given year, and (2) By Year for a given category. Any ranking analysis can be downloaded in Word, Excel or PDF.

Comparison Tab

Subscribers can utilize the Comparison Tab to compare provisional budget and spending categories in charts, which can also be downloaded into Word, Excel or PDF. The analysis is presented in two ways: (1) Within State – allows a user to compare the different categories overtime in a given state, and (2) Versus Other States—allows a user to compare one state to one or multiple states over time in a given category.

Advanced Query Tab

Subscribers can manipulate and download all the statistics contained in STO Budget Survey data in an interactive database.