

2024 STATE TOURISM OFFICE BUDGET REPORT

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

FY 23-24 BUDGET INSIGHTS REPORTED BY 46 STATES AND 2 U.S. TERRITORIES

TOTAL STATE TOURISM BUDGETS GREW BY 7%



AVERAGE: \$39.0 MILLION | MEDIAN: \$28.6 MILLION

TOTAL STATE TOURISM MARKETING BUDGETS GREW BY 8%



AVERAGE: \$19.8 MILLION | MEDIAN: \$12.2 MILLION

Average Pass Through Funds

\$11.0 Million

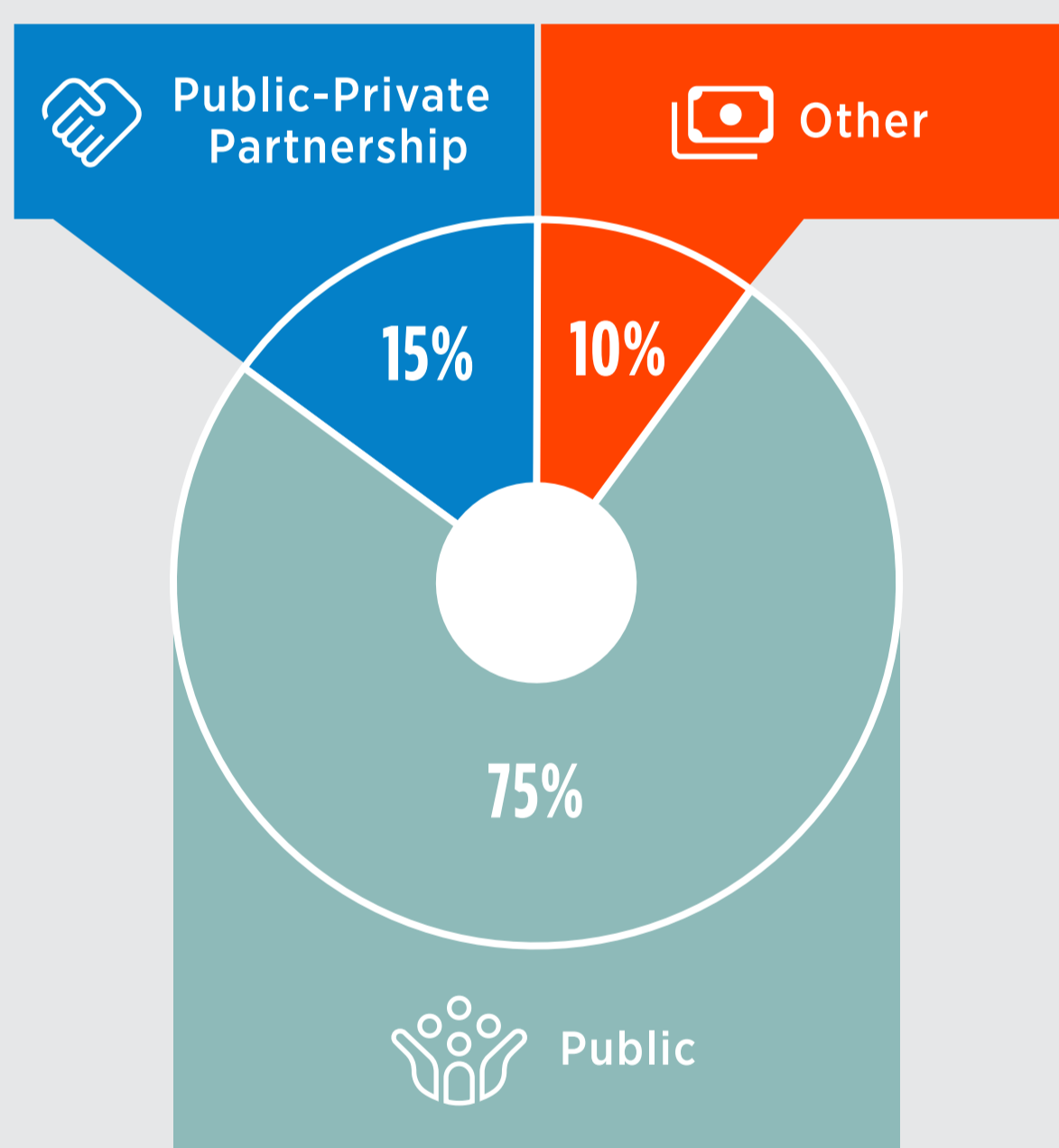
27 STATES PARTICIPATING

Average Grants and/or Co-Ops

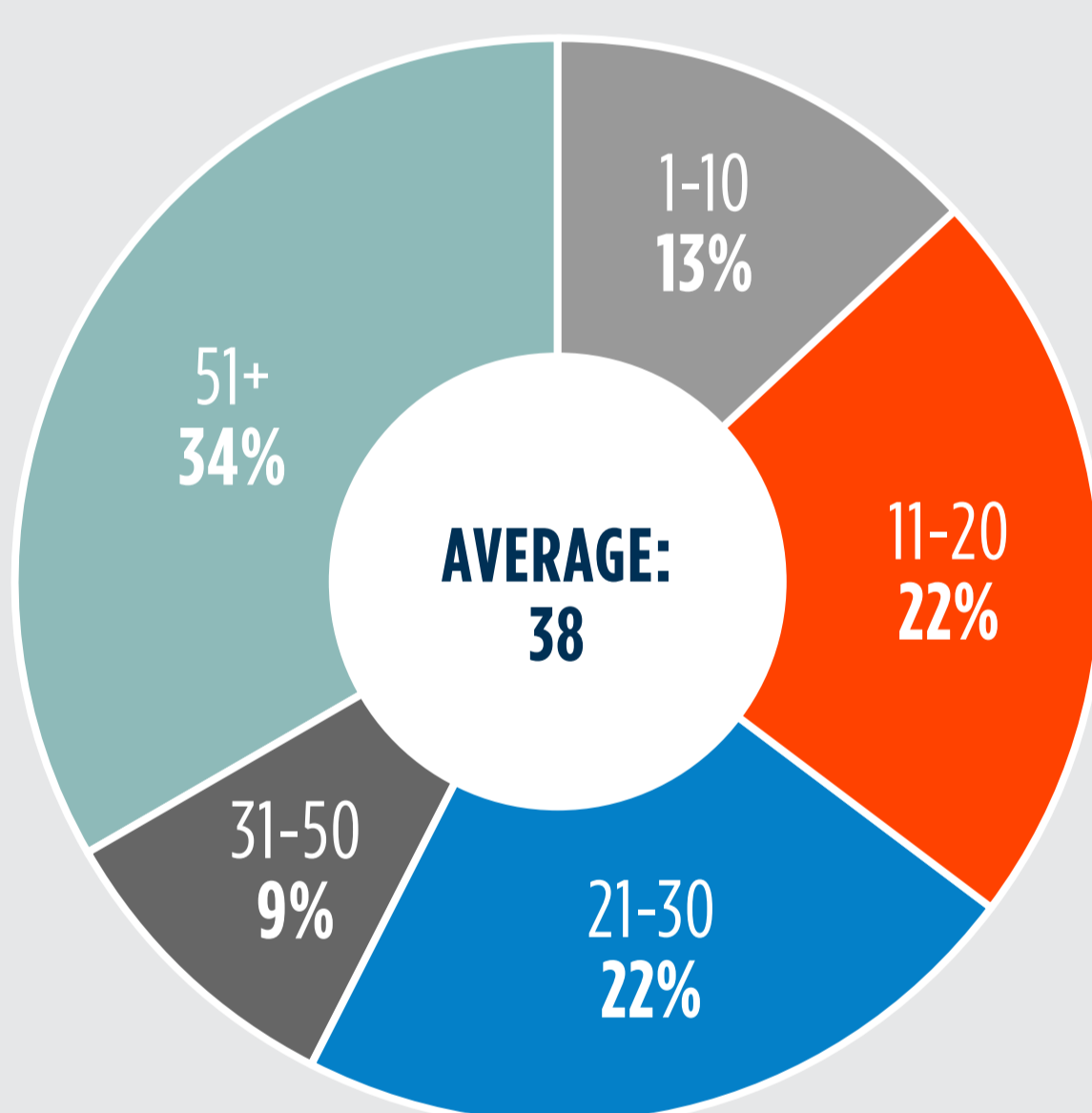
\$5.1 Million

37 STATES PARTICIPATING

FUNDING SOURCES

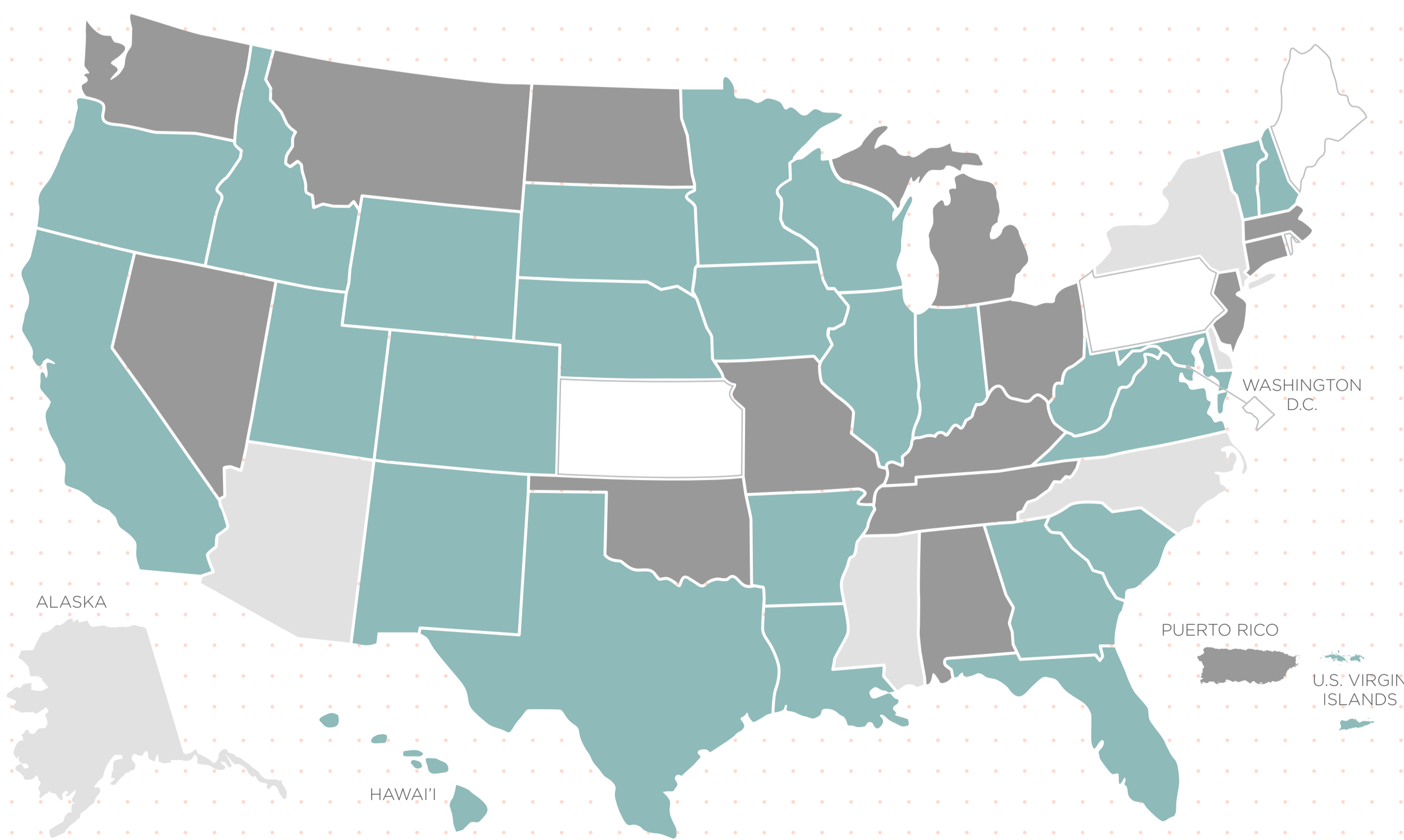


STAFF BREAKDOWN



CHANGE IN STATE TOURISM BUDGET

FY 2023-24 VS PRIOR FISCAL YEAR



■ INCREASE 27 STATES
 ■ DECREASE 15 STATES
 ■ NO CHANGE 6 STATES
 NO DATA 5 STATES

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