



# Why Increase Tourism Marketing: Ohio Has Competition



**Ohio's Tourism Division is funded at  
\$7.5 million annually**

**Average funding for states bordering  
Ohio is \$25 million**





**Cabinet-level Department  
of Tourism with a Secretary  
of Tourism that Reports  
Directly to the Governor**

**Funded at \$39 million  
annually**

<https://www.theintelligencer.net/news/top-headlines/2023/06/leadership-west-virginia-tourism-industry-shows-off-in-fayetteville/>



## Part of the Michigan Economic Development Corporation

Annually funded around \$35 million

Run both “Pure Michigan” and “You Can in Michigan” ads



<https://www.mlive.com/public-interest/2023/07/pure-michigan-to-halt-national-ads-after-surprise-budget-cut.html>

<https://www.michigan.org/pure-michigan-offers-renewed-perspectives-expanded-keep-it-fresh-campaign>



**Part of the  
Indiana  
Destination  
Development  
Corporation**

**Funded at \$20  
million annually**

<https://indianapublicmedia.org/news/indiana-destination-development-corporation-touts-major-boost-in-tourism-funding.php>

# PENNSYLVANIA

## THE GREAT AMERICAN GETAWAY



Pennsylvania rebranded to “The Great American Getaway and its’ Governor is seeking an \$18 million annual budget for tourism marketing.

<https://penncapital-star.com/government-politics/pa-launches-great-american-getaway-tourism-push/>



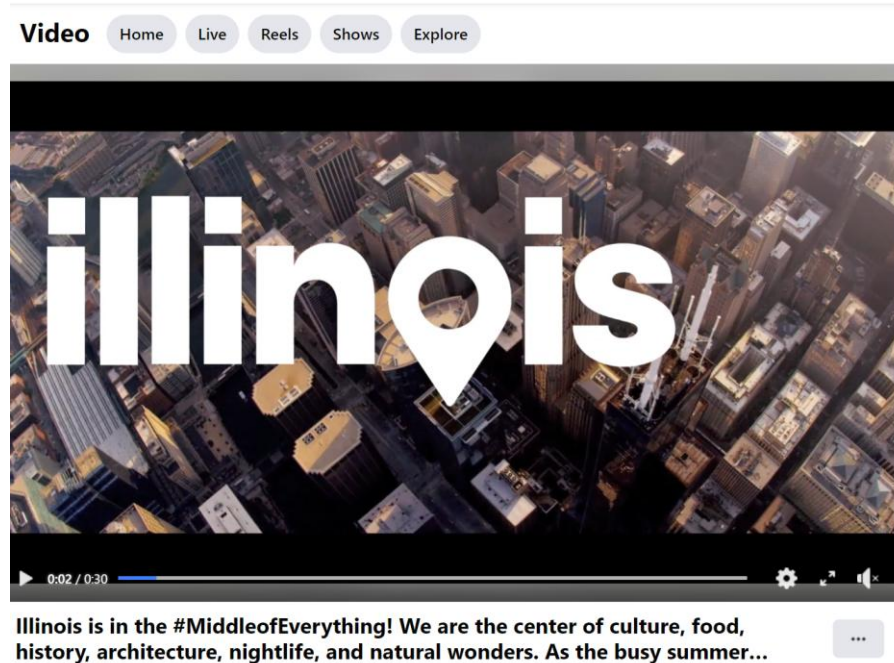
**Part of the Tourism, Arts,  
and Heritage Cabinet with  
a Secretary that reports  
Directly to the Governor.**

**Kentucky Department of  
Tourism annually funded  
around \$15 Million**

<https://tah.ky.gov/About/Pages/default.aspx>



# Other Notable Nearby States



**Funded at \$22 million annually.**

**VIRGINIA  
IS FOR  
LOVERS<sup>®</sup>**

Virginia Tourism Corporation

**Funded at about \$29 million annually**



# U.S. Travel Association

## 2024 State Tourism Office Budget Report

**TOTAL STATE TOURISM MARKETING BUDGETS** GREW BY 8%

FY 2022-23 **\$859 Million**

FY 2023-24 **\$928 Million** +8%

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

Average Grants  
and/or Co-Ops

**\$5.1 Million**

37 STATES PARTICIPATING