

The Tourism Advantage: Smart Budgets, Stronger States

Q1 2025



INTRODUCTION.

DRUMROLL PLEASE...



INTRODUCTION

FULL SERVICE OFFERINGS

Madden Media is a full-service agency with decades of experience in delivering innovative, data-driven marketing solutions. We specialize in tourism, economic development, and placemaking, offering expertise across multiple channels and disciplines to elevate destinations and communities.



**STRATEGIC
PLANNING**



**EMAIL
MARKETING**



**DESTINATION
INTELLIGENCE**



**PUBLIC
RELATIONS**



CREATIVE



MEDIA



WEB

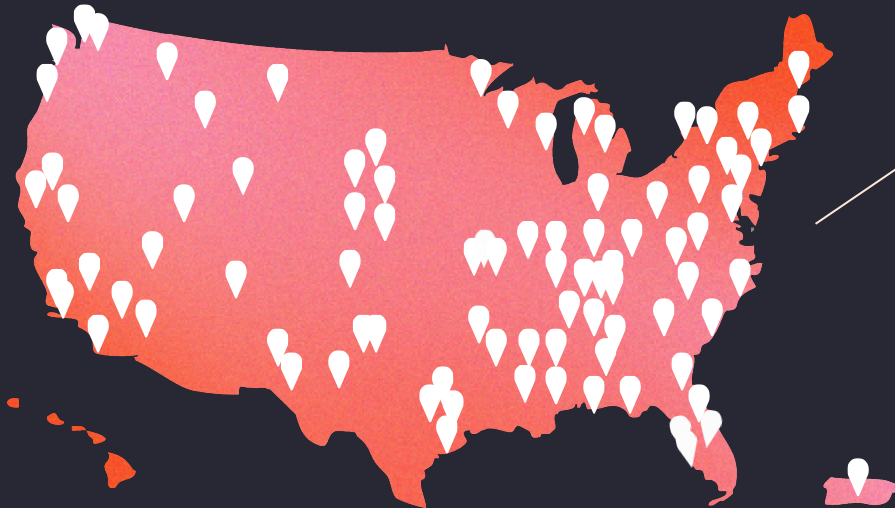


SEO

PHYSICALLY REMOTE *ENGAGED LIKE LOCALS*



We engage deep in our partner's communities, while ensuring we bring visitor perspective and nationwide best practices for the Travel & Tourism space!



WE CAN HIRE THE
BEST PEOPLE FOR
THE JOB, NO
MATTER THEIR
LOCATION

WE WERE
REMOTE/HYBRID
BEFORE COVID,
GIVING US A HEAD
START TO FIGURE
THINGS OUT

40 Years of Experience. 200+ Communities Supported.

IMadden was founded in 1982, and for over four decades, we've been a committed partner to travel and tourism organizations across the U.S. Today, we actively support over 200 communities nationwide—bringing data-smart strategy, magnetic creative, and a whole lot of tourism know-how to the table.

We're not new to the industry—we're built for it. More than a quarter of our team has direct experience working inside DMOs. That real-world perspective shapes how we work and the results we deliver.

Top Current Accounts



Since 2021, we've expanded partnerships with major cities, states, and leisure destinations, while maintaining strong ties with locally driven DMOs. Notable wins include Port Aransas, Duluth, Door County, Eureka Springs, Davis County, Lake County, Puerto Rico, Jacksonville, Aurora, and National Harbor.

Today, hospitality and tourism accounts make up the core of our work. From statewide campaigns to regional storytelling and hyperlocal strategy, our client base reflects the full range of the tourism landscape.

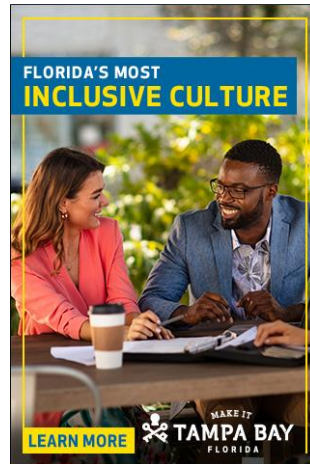
Economic Development

Goal: Attraction new residents and businesses

Action: Created MakeItTampaBay.com , a one-stop platform for relation information.

Result: Users spent 85% more time on page compared to site averages.

When Tourism and Economic Development efforts work together, meaningful results happen!





THERE'S POWER IN COMMUNITY.

Travel and tourism is just one piece of the puzzle. We are here to help build the collective, support local economies, and energize collective impact.

LET'S TALK TOURISM'S ECONOMIC PUNCH

TOURISM ECONOMIC POWER: FUELING STATE GROWTH & FISCAL HEALTH



Why Tourism Is a Big Deal for Your State's Wallet

- **Maintains Economic Health & Manages Taxes**
- **Preserves a High Quality of Life for Residents**
- **Ensures a Competitive Edge in a Global Market**



Show Me the Money!

The ROI of Tourism: A Florida Case Study **\$8B+**

Annual State Tax Revenue **\$1,800**

In Annual Tax Savings Per Household

These funds directly support state programs
and many vital public services.



Visitors Power Communities

In 2022, Florida tourism generated **\$8.2 billion** in local tax revenue.

This funds:

- Schools & Public Safety
- Infrastructure Projects
- Environmental Protection & Parks
- Arts & Culture Programs



From Tourist to Neighbor: Building Our Workforce

- **Attracts New Residents:** Visitors often become residents, expanding the tax base and workforce.
- **Creates Career Paths:** Tourism develops valuable skills, with 2 in 5 hospitality starters eventually earning six-figure salaries.



Arizona's Story: Tourism's Economic Footprint

- **45.7 Million** Overnight Visitors
- **\$29.3 Billion** in Direct Spending
- **187,000** Jobs Created
- **\$4.2 Billion** in Tax Revenue



New York State: Crushing It with Tourism!

- **\$137 Billion** Total Economic Impact
- **1 in 10 Jobs** Supported by Tourism
- **\$1,420** Average Household Tax Savings



I LOVE NY: The Brand That Builds State Strength

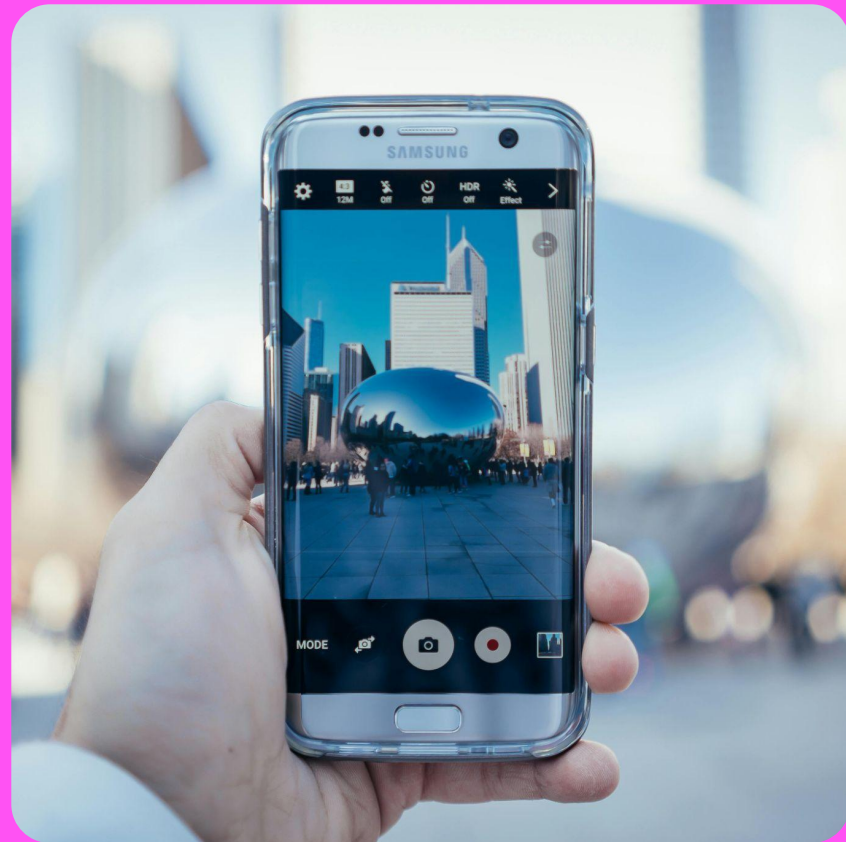
For every \$1 invested in tourism, the return is:

- **\$85 in Total Economic Impact**
- **\$9 in Tax Return**



How Tourism Strengthens the **WHOLE** Economy

- Visitor spending drives **60% of additional revenue** beyond the travel costs.
- A **10% increase in tourism jobs** can lead to a **2.5% rise** in a community's overall employment.



Tourism Boosts Quality of Life and Infrastructure

Case Study: **Fort Myers Beach, FL**

Over \$190 million from tourism revenue has gone toward preserving local beaches since 1990—without additional taxes on residents.



Strong Brands Attract Talent & Investment

Research shows that exposure to tourism ads results in **17% lift in perception** of a destination as an excellent place to start a business.



Speed Bumps Ahead: Overcoming Misperceptions

- Sensationalized news after an incident can make an entire state seem inaccessible.
- This can significantly impact visitor numbers and tax revenue.
- Proactive, accurate communication is the antidote.



BUDGET CUTS HAVE CONSEQUENCES

WHEN ONE STATE CUTS THEIR BUDGET, OTHERS TAKE ADVANTAGE



Pennsylvania's tourism funding dropped significantly from \$30 million in Fiscal Year 2008-2009 to just \$7 million in Fiscal Year 2014-2015 (a 77% decrease). As a result, between 2009 and 2014, the state lost over \$600 million in state and local tax revenue that travelers would have generated. While national direct travel spending increased by 24% and state/local tax revenues by 22% across all 50 states during 2010-2014, Pennsylvania only saw increases of 17% in both categories. Furthermore, overseas visitors to the U.S. increased by 44% since 2007, but only by 19% in Pennsylvania.

\$30M

70%

After Washington completely shut down its state tourism promotion office in 2011, traveler spending in neighboring Montana grew 70% faster than in Washington. Despite efforts by the Washington Tourism Alliance (a private industry group), the state continued to fall behind other states in the region.

Challenge: Shifting Business Landscape

- Tight profit margins in hospitality require strategic support.
- 32% of major event planners are now avoiding locations based on federal or state laws.
- Policy decisions directly impact tourism revenue.



What's Next? Meet the Modern Traveler

They are seeking:

- **Local Culture & Experiences (62%)**
- **Wellness & Detox Trips (\$1 Trillion Market by 2027)**
- **Authentic Connection & Stories**
- **Speed, Efficiency, & Seamless Planning**



Game Plan: Boost Revenue with Targeted Marketing

- Hyper-specific campaigns for segments like families, nature lovers, and art fans.
- Focus on high-value international visitors.
- Leverage new trends like "Set-Jetting" (traveling to filming locations) and "Gig-Tripping" (traveling for concerts).



Game Plan: Protect the Investment

- Fully Fund Tourism Agencies to ensure they can effectively drive revenue.
- Protect the Tourist Development Tax (TDT).
 - ◆ Paid by visitors, not residents.
 - ◆ Diverting TDT is a hidden tax on your own residents.



Local Heroes: Empower Local DMOs

They are experts at:

- Promoting unique local assets.
- Coordinating a consistent brand message.
- Leveraging market expertise to drive spending.



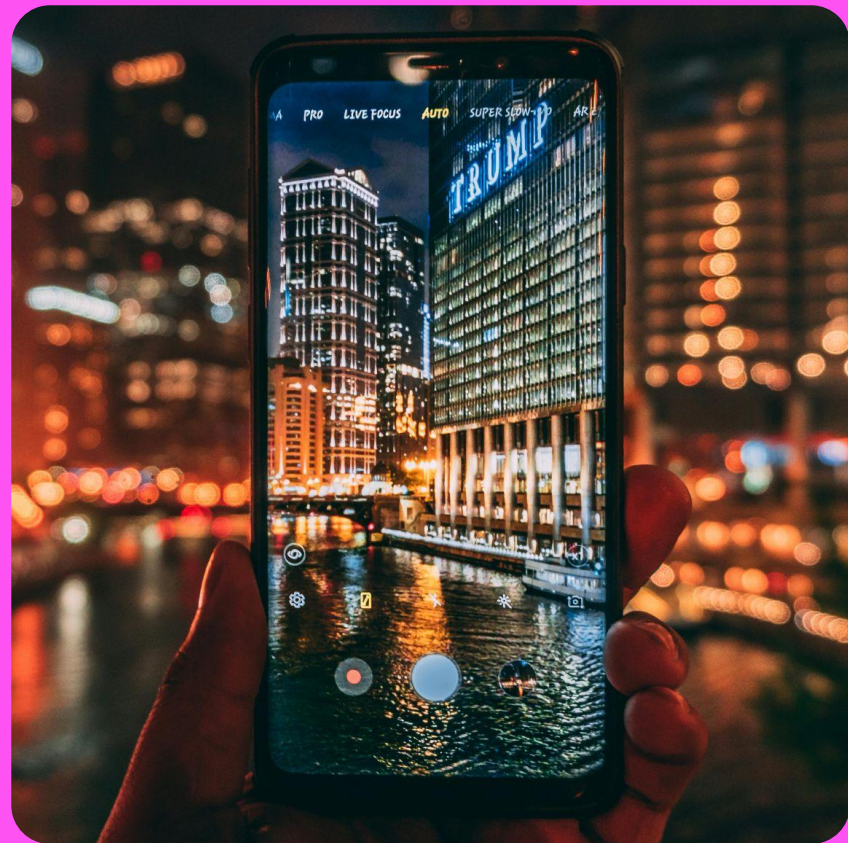
Game Plan: Focus on High-Impact Travelers

- **International Visitors:** Stay longer, spend more.
- **Conventions & Meetings:** \$126 billion and 620K jobs
- **Live Events:** Attract visitors and generate significant sales across sports, concerts, and major events.



Future-Ready: Embrace Technology & Data

- **Leverage AI** in marketing with tools like smart AI shopping assistants.
- **Build a robust data foundation** to understand traveler preferences and personalize experiences.
- **Drive efficiency** and improve economic returns.



Building Trust & Collaborative Growth

- **Be Transparent & Authentic:** In an age of misinformation, trust is your most valuable asset.
- **Foster Public-Private Partnerships:** Collaboration is key to maximizing efforts and ensuring sustained growth.



Smart Tourism Investment = Stronger States

- Tourism is a vital economic engine.
- It grows the economy and keeps resident taxes low.
- It builds vibrant communities.
- **It requires sustained, strategic investment to succeed.**





THANKS!



Dana Krueger

Destination Strategy Director

315-527-3040

Dkrueger@maddenmedia.com

