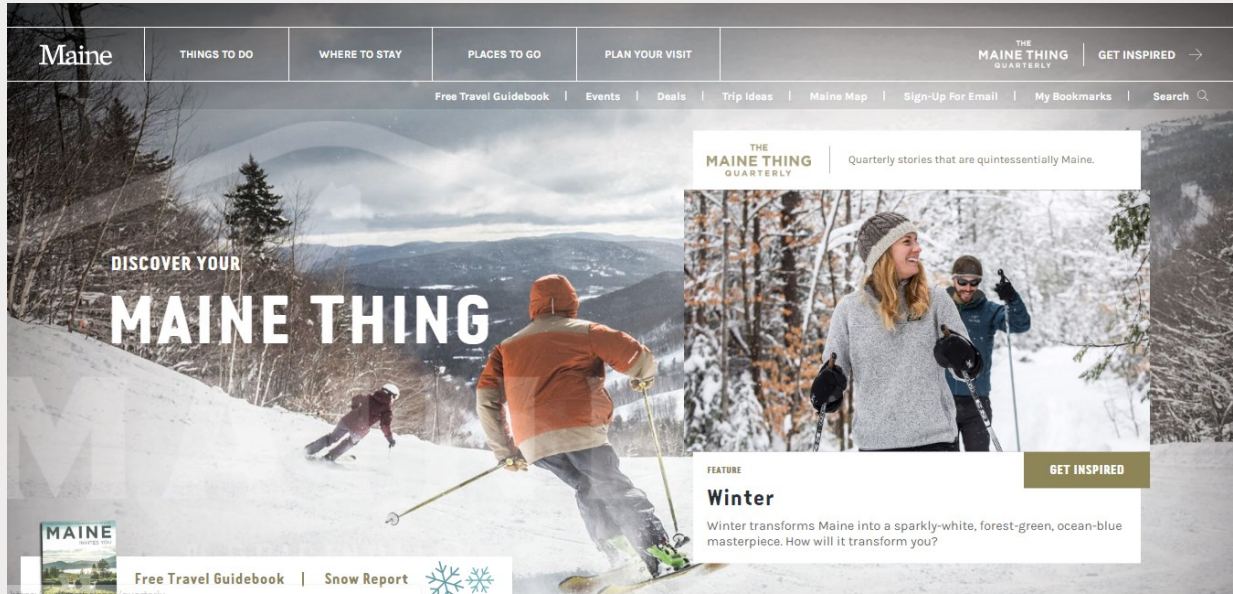


# Why Vermont Should Create a Dedicated Fund for Tourism Marketing

## Maine's Experience Proves Why

The Maine Tourism Office's annual budget is funded via 5% of the Lodging and Meals Tax. Prior to this dedicated fund going into effect, Maine's tourism budget was from \$3 - \$4 million annually. Since this dedicated fund went into effect, the budget has increased to \$17.1 million (an over \$13M or almost 400% increase).



### LODGING & MEALS TAX

\$208M

#### TAXABLE RECEIPT INCREASE

FY 19 annual lodging & meals tax receipts are **\$208M more than in FY 04.**

### RESULTS

FY 04 - FY 19

\$20M

\$13.9M

#### INVESTING IN TOURISM YIELDS POSITIVE RESULTS

- Investing in tourism marketing consistently yields a positive economic impact for the state of Maine.
- In **year 1**, Maine saw a **\$20M increase** in Lodging & Meals Tax receipts.
- Maine experiences an **annual average increase of \$13.9M** in Lodging & Meals tax receipts.

### RETURN ON INVESTMENT

\$189M

#### ANNUALIZED ROI

The net return of Maine's tourism investment FY 04 - FY 19 represents a **\$189M investment gain**, and an **annualized ROI of 16%**.