Dean Runyan Associates

The Economic Impact of Travel on Texas

1990-2014p

June 2015

Prepared for

Texas Tourism
Office of the Governor
Texas Economic Development & Tourism

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THE ECONOMIC IMPACT OF TRAVEL ON TEXAS

1990-2014p

Texas Tourism
Office of the Governor
Economic Development & Tourism

Primary Research Conducted By:
Dean Runyan Associates
Portland, Oregon

June 2015

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EXECUTIVE SUMMARY

This report describes the economic impacts of travel to and through Texas and the state's metropolitan areas, tourism regions, counties, and selected cities and places. The estimates of the direct impacts associated with traveler spending in Texas were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates for Texas are comparable to the U.S. Travel and Tourism Satellite Accounts produced by the Bureau of Economic Analysis. The estimates of spending, earnings, employment and tax receipts are also used as input data to derive estimates of other economic measures, such as gross domestic product and secondary effects.

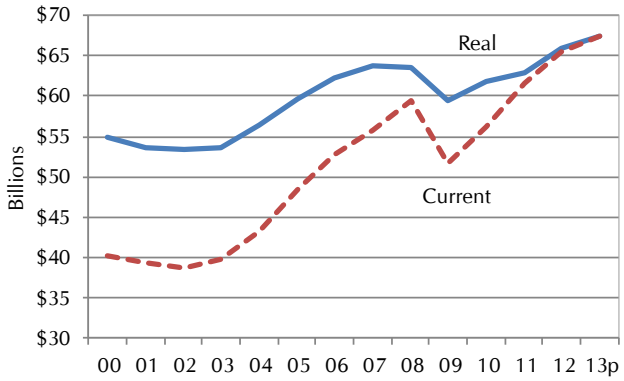
THE TEXAS TRAVEL INDUSTRY CONTINUES TO GROW

The Texas travel industry expanded for the fifth consecutive year. All major indicators of the industry – spending, employment and travel activity showed strong increases.

- ***Spending.***

  Direct travel spending was $70.6 billion in 2014. This represents a 4.7 percent increase over the preceding year in current dollars and a 4.4 increase in real dollars. Real travel spending has increased by 3.6 percent per year since 2009.

Texas Travel Spending in Current and Real Dollars



- ***Travel Activity.*** According to Source Strategies Inc., room demand in Texas increased by 6.3 percent from 2013 to 2014. Visitor air arrivals on domestic flights increased by 3.6 percent. Since 2009, room demand has increased on average by 6.0 percent per year, and domestic visitor air travel has increased by 3.0 percent per year.

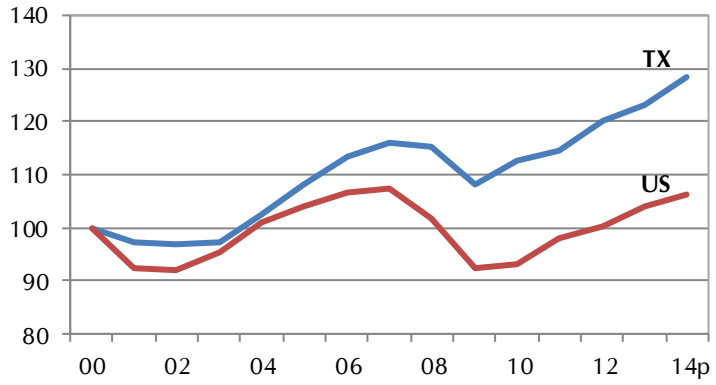
- ***Employment.*** The travel industry generated 630,000 jobs in 2014p, an increase of 3.3 percent over 2013. Since 2010, employment has increased by 3.9 percent per year.

- ***Tax Revenue.*** Local and state tax revenues directly generated by travel spending were $6.0 billion in 2014, an increase of 6.6 percent. This represents approximately 5.3 percent of all local and state tax revenues, or $630 per resident household in the state. Local, state and federal travel-generated taxes amounted to $1,050 per household.

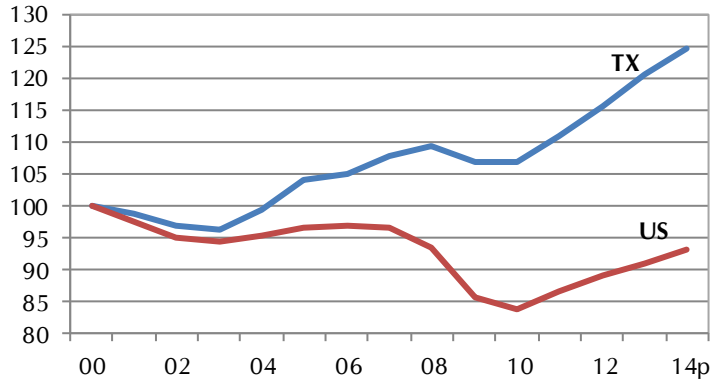
  (Note: The tax revenue estimates in this report have been expanded to include property taxes and sales tax payments attributable to the travel industry income of employees.)

THE TEXAS TRAVEL INDUSTRY HAS PERFORMED SIGNIFICANTLY BETTER THAN THE LARGER U.S. TRAVEL INDUSTRY SINCE 2000

Texas and U.S. Real Travel Spending
(Year 2000 = 100)



Texas and U.S Travel Industry Employment
(Year 2000 = 100)



Sources: Dean Runyan Associates and Bureau of Economic Analysis, U.S. Department of Commerce

The Texas travel industry has performed significantly better than the larger U.S. travel industry in recent years. The recession had a much bigger impact on the U.S. travel industry and the U.S. recovery has been weaker.

Since 2009, real travel spending in the U.S. has increased by 2.9 percent per year; in Texas real travel spending has increased by 3.5 percent per year over the same period.

Since 2010, travel generated employment has increased by 2.7 percent per year in the U.S.; travel-generated employment has increased by 3.9 percent per year in Texas during the same period.

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Houston, Humble, Huntsville & Hurst 113
Irving, Jasper, Katy, Kerrville, 114
Killeen, La Porte, Lakeway & Laredo 115
League City, Lewisville, Longview & Lubbock 116
Lufkin, Marble Falls, Marshall & McAllen 117
McKinney, Mesquite, Midland & Mission 118
Mount Pleasant, Nacogdoches, New Braunfels & Odessa 119
Orange, Palestine, Paris & Pasadena 120
Pearland, Pharr, Plano & Port Aransas 121
Port Arthur, Richardson, Round Rock & San Angelo 122
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PREFACE

The purpose of this study is to document the economic significance of the travel industry in Texas from 1990 to 2014. These findings show the level of travel spending by visitors traveling to and within the state and the impact this spending had on the economy in terms of earnings, employment, and tax revenue.

Dean Runyan Associates prepared this study for the Office of the Governor, Economic Development and Tourism. Dean Runyan Associates has specialized in research and planning services for the travel, tourism, and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional, and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research, and travel and tourism planning.

Many individuals and agencies provided information and advice for this report. Among the organizations involved in this effort were the Texas Comptroller of Public Accounts, the Texas Workforce Commission, the Texas Parks and Wildlife Department, and the Texas Department of Transportation. Federal agencies that provided assistance included the National Park Service, the Department of Labor, the Bureau of Economic Analysis, and the Department of Transportation.

Thanks to Nate Gieryn, Research Manager, Office of the Governor, Economic Development and Tourism, for his assistance.

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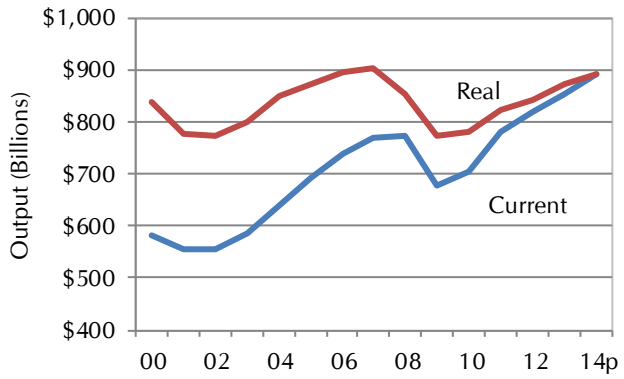
I. U.S. TRAVEL

The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts.[1] Both graphs show direct tourism output for the United States – spending by resident and foreign visitors.

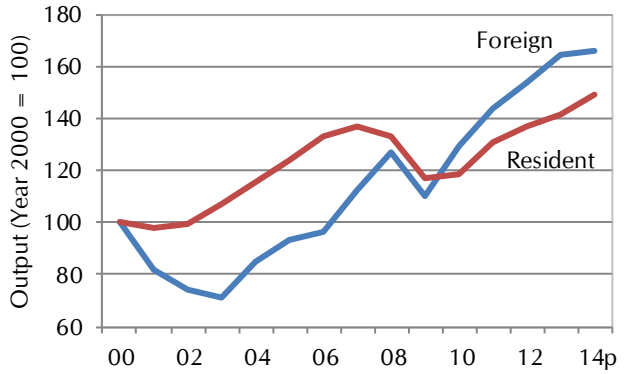
Annual Direct Travel Spending in U.S., 2000-14p



Spending by resident and foreign visitors was $894 billion in 2014 in current dollars. This represents a 4.5 percent increase over 2013. When adjusted for changes in prices (real dollars), spending increased by 2.5 percent from 2013 to 2014 – compared to a 3.6 percent increase from 2012 to 2013.

Spending by Foreign* and Resident Travelers in U.S.

(Current Dollars; Year 2000 = 100)



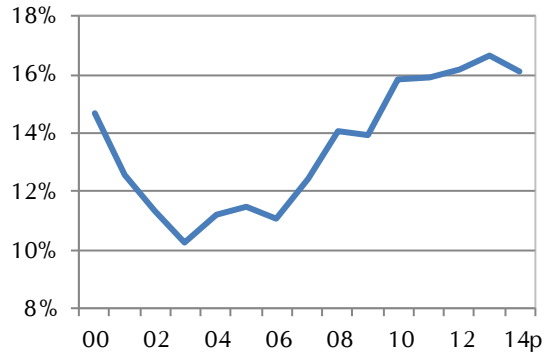
*Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2014, the increase in spending by resident visitors (5.1 percent) exceeded the increase in foreign visitor spending (1.0 percent). This is the first time that resident spending growth was greater than foreign since the 2008-09 recesssion.

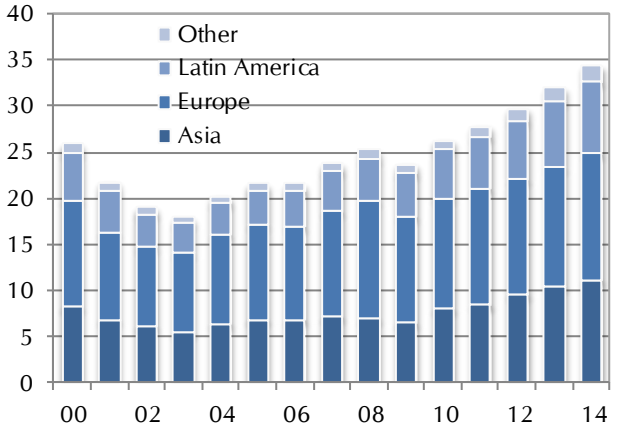
[1] See http://www.bea.gov/industry/index.htm#satellite.

The top left chart shows that the foreign share of U.S. internal travel declined in 2014 because of the lower rate of growth of foreign visitor spending (shown in preceding chart).[2] However, as the graph on the right indicates, overseas arrivals to the U.S. (34.4 million in 2014) continued to increase – 7.4 percent in 2014, following a 7.6 percent increase in 2013. Rather, much of the explanation for the declining foreign share of internal travel in the U.S. is due to the increasing value of U.S. currency (see bottom left chart). As the value of foreign currencies fall relative to the U.S. dollar, foreign visitors have less money to spend on U.S. goods and services.

Foreign Share of U.S. Internal Travel Spending

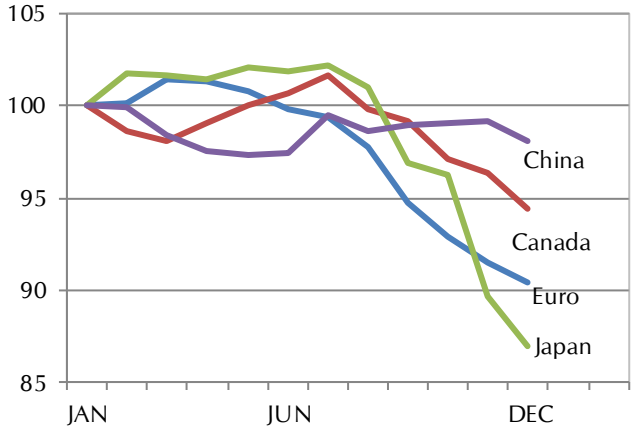


Overseas Arrivals (Millions)



Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, 2014



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

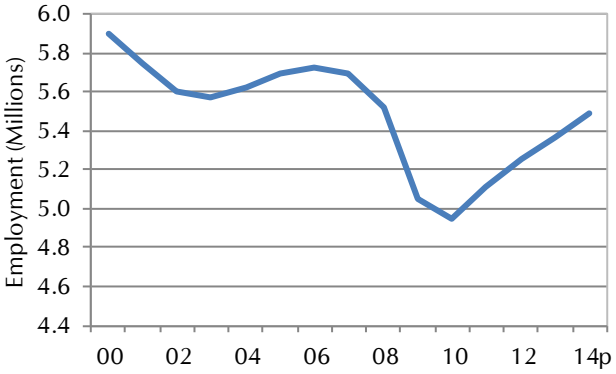
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce.

Relative Value of Selected Foreign Currencies: USForex, Inc. (www.usforex.com)

[2] Internal travel does not include spending on international airfares to U.S carriers.

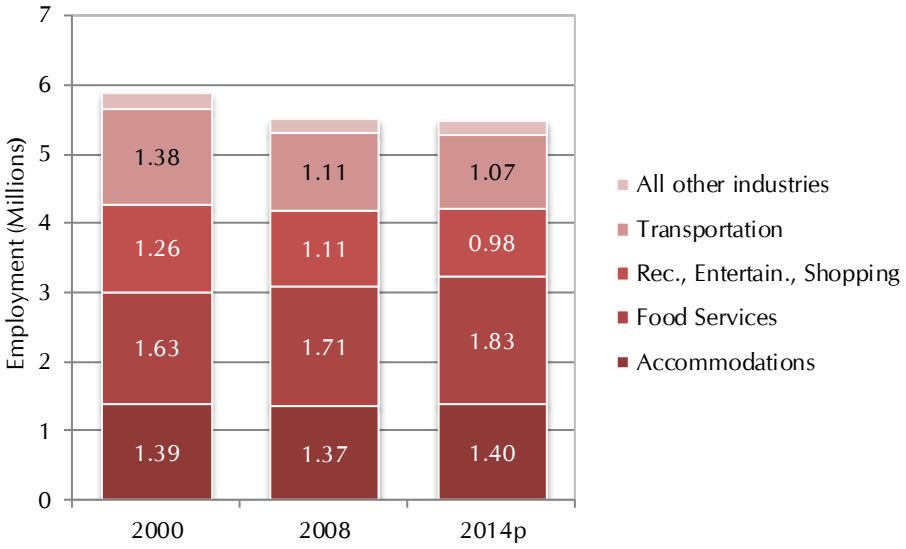
The following two graphs show employment trends since 2000. The first graph shows that travel-generated employment has increased at a steady rate since 2010, although it is still below the level attained prior to the 2008-09 recession. The second graph shows the employment trends of different types of businesses within the travel industry. The only industry that has exhibited substantial growth has been food services.

U.S. Travel Industry Employment

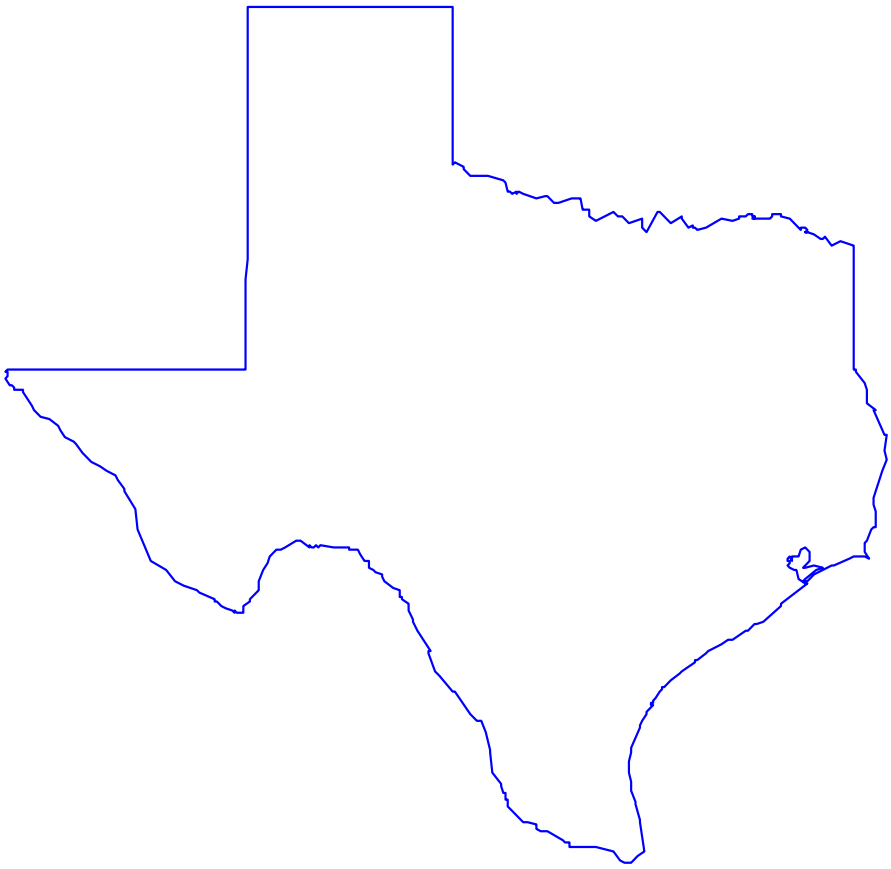


Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.

Components of U.S. Travel Industry Employment



II. Texas Travel Impacts
1990-2014p



The multi-billion dollar travel industry in Texas is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in Texas produces business receipts at these firms, which in turn, employ Texas residents and pay their wages and salaries. State and local government units benefit from travel as well, primarily in the form of excise taxes on the goods and services purchased by visitors. Detailed travel impacts for 1994 through 2014p are reported on pages 7-8. A summary of the Texas travel industry performance follows.

IMPACTS OF TRAVEL IN TEXAS: A SUMMARY

- Total direct travel spending in Texas was $70.6 billion in 2014. This represents a 4.7 percent increase over the preceding year. In real dollars (adjusted for inflation), travel spending increased by 4.4 percent.
- Room demand increased by 6.3 percent from 2013 to 2014 (Source Strategies, Inc.) Visitor air travel on domestic flights to Texas destinations increased by 3.6 percent. Since 2009, room demand has increased by 6.0 percent per year and domestic visitor air travel has increased by 3.0 percent per year.
- Direct travel-generated employment increased by 3.3 percent for the year, while earnings increased by 5.8 percent. This was the fourth consecutive year of employment growth. Since 2010, employment has increased by 3.9 percent per year.
- State and local tax revenue ($6.0 billion) increased by 6.6 percent from 2013 to 2014. *(Note: The tax revenue estimates in this report have been expanded to include property taxes and sales tax payments attributable to the travel industry income of employees.)*
- Travel spending supported jobs in other industries through the re-spending of travel-related revenues by businesses and individuals. The secondary impacts in 2014 were 473,800 jobs and $25.5 billion in earnings.
- The gross domestic product (GDP) of the Texas travel industry was $31.1 billion in 2014. This is similar to other *export-oriented industries* such as microelectronics and agriculture/food production. Only oil and gas production and related manufacturing has a significantly greater GDP.

Texas
Direct Travel Impacts, 1994-2006

	1994	1996	1998	2000	2002	2004	2006
Total Direct Travel Spending ($Billion)							
Destination Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
Other Travel*	4.2	4.6	5.1	6.1	5.3	5.7	6.6
Total Direct Spending	27.5	30.6	33.8	40.1	38.5	43.1	52.7
Visitor Spending by Type of Traveler Accommodation ($Billion)							
Hotel, Motel	12.2	13.7	15.6	18.8	18.1	20.2	25.5
Private Campground	0.4	0.4	0.4	0.5	0.5	0.5	0.6
Public Campground	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Private Home	5.7	6.2	6.5	7.6	7.5	8.5	10.1
Vacation Home	0.5	0.6	0.6	0.6	0.6	0.7	0.8
Day Travel	4.5	5.0	5.4	6.4	6.4	7.3	8.9
Destination Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
Visitor Spending by Commodity Purchased ($Billion)							
Accommodations	3.4	4.0	4.8	5.5	5.3	5.7	7.3
Food Service	4.4	4.9	5.5	6.3	6.6	7.3	8.5
Food Stores	1.0	1.2	1.3	1.4	1.5	1.6	1.8
Local Tran. & Gas	4.4	5.0	4.8	6.8	6.2	8.3	12.0
Arts, Ent. & Rec.	2.8	3.1	3.5	3.9	4.0	4.3	4.9
Retail Sales	4.6	5.1	5.8	6.4	6.6	6.7	7.4
Visitor Air Tran.	2.7	2.9	3.1	3.7	3.1	3.4	4.1
Destination Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
Industry Earnings Generated by Travel Spending ($Billion)							
Accom. & Food Serv.	3.3	3.7	4.3	5.1	5.2	5.6	6.7
Arts, Ent. & Rec.	1.2	1.4	1.5	1.9	2.1	2.3	2.6
Retail**	0.9	1.0	1.1	1.3	1.4	1.5	1.7
Ground Tran.	0.2	0.3	0.3	0.3	0.3	0.3	0.4
Visitor Air Tran.	1.1	1.2	1.3	1.5	1.6	1.5	1.6
Other Travel*	1.8	2.0	2.2	2.6	2.7	2.6	2.8
Total Direct Earnings	8.6	9.6	10.8	12.8	13.4	14.0	15.8
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	200.7	209.8	222.7	241.7	237.4	247.1	271.7
Arts, Ent. & Rec.	91.2	94.9	99.6	108.5	106.3	112.0	115.5
Retail**	59.8	61.4	60.4	67.7	67.3	70.0	72.2
Ground Tran.	12.0	12.7	12.6	12.7	10.9	11.0	12.6
Visitor Air Tran.	23.1	21.8	22.0	24.3	22.4	20.4	19.3
Other Travel*	44.4	44.6	46.8	50.7	46.0	42.0	40.4
Total Direct Employment	431.1	445.3	464.0	505.6	490.3	502.5	531.7
Government Revenue Generated by Travel Spending ($Billion)* **							
Local Tax Receipts	0.9	0.9	1.1	1.2	1.3	1.4	1.6
Visitor	0.5	0.5	0.6	0.7	0.6	0.7	0.9
Resident	0.4	0.4	0.5	0.6	0.6	0.7	0.8
State Tax Receipts	1.6	1.8	2.0	2.3	2.3	2.4	2.8
Visitor	1.3	1.4	1.6	1.8	1.8	2.0	2.3
Resident	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Federal Tax Receipts	1.9	1.7	2.3	2.7	2.6	2.8	3.1
Total Direct Gov't Revenue	4.4	4.5	5.4	6.3	6.1	6.6	7.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Texas
Direct Travel Impacts, 2008-2014p

	2008	2009	2010	2011	2012	2013	2014p
Total Direct Travel Spending ($Billion)							
Destination Spending	52.0	45.0	48.9	53.6	56.9	59.0	61.5
Other Travel*	7.2	6.4	7.0	7.6	8.3	8.4	9.1
Total Direct Spending	59.2	51.3	55.9	61.2	65.2	67.4	70.6
Visitor Spending by Type of Traveler Accommodation ($Billion)							
Hotel, Motel	29.4	24.7	27.4	30.9	33.3	34.9	36.9
Private Campground	0.7	0.7	0.8	0.8	0.8	0.9	0.9
Public Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Private Home	11.2	10.2	10.6	11.5	12.0	12.2	12.4
Vacation Home	0.9	0.8	0.8	0.9	0.9	0.9	0.9
Day Travel	9.7	8.3	9.1	9.3	9.7	10.0	10.2
Destination Spending	52.0	45.0	48.9	53.6	56.9	59.0	61.5
Visitor Spending by Commodity Purchased ($Billion)							
Accommodations	8.6	7.3	7.7	8.7	9.5	10.3	11.3
Food Service	9.6	9.4	9.8	10.6	11.4	12.0	12.8
Food Stores	2.1	2.1	2.1	2.3	2.5	2.5	2.7
Local Tran. & Gas	15.0	10.4	12.5	14.4	14.8	14.9	14.7
Arts, Ent. & Rec.	5.1	4.9	5.0	5.2	5.5	5.7	5.9
Retail Sales	7.5	7.3	7.6	7.9	8.4	8.6	8.9
Visitor Air Tran.	4.2	3.6	4.1	4.5	4.8	4.9	5.2
Destination Spending	52.0	45.0	48.9	53.6	56.9	59.0	61.5
Industry Earnings Generated by Travel Spending ($Billion)							
Accom. & Food Serv.	7.4	7.3	7.6	8.3	9.0	9.5	10.1
Arts, Ent. & Rec.	2.7	2.8	2.8	2.9	3.1	3.3	3.6
Retail**	1.7	1.7	1.7	1.8	1.9	2.0	2.1
Ground Tran.	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Visitor Air Tran.	1.6	1.5	1.6	1.7	1.7	1.9	1.9
Other Travel*	2.9	2.8	2.9	3.0	3.1	3.4	3.5
Total Direct Earnings	16.8	16.4	17.1	18.1	19.3	20.6	21.8
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	288.0	282.3	285.2	301.7	315.4	331.5	343.8
Arts, Ent. & Rec.	119.3	120.5	118.4	120.2	123.3	129.2	136.7
Retail**	73.0	70.4	70.1	71.8	73.5	75.6	77.7
Ground Tran.	12.6	11.6	11.1	11.1	11.5	12.3	13.0
Visitor Air Tran.	19.0	18.0	17.8	18.1	19.6	19.5	18.1
Other Travel*	41.0	38.4	38.3	38.6	41.4	41.6	40.5
Total Direct Employment	553.0	541.2	540.9	561.5	584.8	609.6	629.7
Government Revenue Generated by Travel Spending ($Billion)* **							
Local Tax Receipts	1.7	1.7	1.8	1.8	2.0	2.1	2.3
Visitor	1.0	0.9	0.9	1.0	1.1	1.2	1.3
Resident	0.8	0.8	0.8	0.8	0.9	1.0	1.0
State Tax Receipts	3.0	2.9	3.0	3.1	3.3	3.5	3.7
Visitor	2.5	2.3	2.4	2.5	2.7	2.8	2.9
Resident	0.6	0.6	0.6	0.6	0.7	0.7	0.8
Federal Tax Receipts	3.3	3.1	3.3	3.2	3.4	3.8	4.0
Total Direct Gov't Revenue	8.1	7.7	8.1	8.2	8.7	9.4	10.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

TRAVEL TRENDS

Total direct travel spending in Texas was $70.6 billion in 2014. This represents a 4.7 percent increase over the preceding year in current dollars. Earnings, employment and travel-generated tax receipts were also up for the year. Employment increased by 3.3 percent. This is the fourth consecutive year of employment growth.

Texas Direct Travel Impacts, 1990-2014p

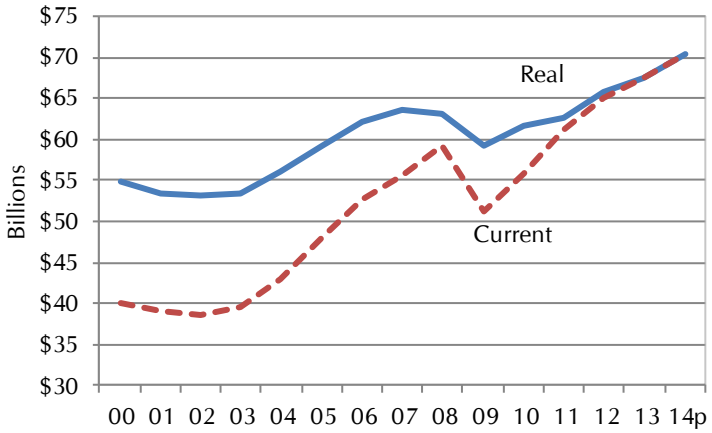
	Spending ($ Billion)	Earnings ($ Billion)	Employment (Thousand)	*Tax Receipts ($ Million) Local	State	Federal
1990	21.6	6.8	383	670	1,220	1,470
1991	22.8	7.0	396	710	1,270	1,540
1992	24.2	7.5	400	750	1,360	1,640
1993	26.0	8.1	418	800	1,480	1,770
1994	27.5	8.6	431	860	1,610	1,920
1995	29.0	9.1	437	910	1,730	2,050
1996	30.6	9.6	445	930	1,810	1,730
1997	32.1	10.0	456	980	1,890	2,110
1998	33.8	10.8	464	1,070	1,990	2,340
1999	36.0	11.8	483	1,140	2,110	2,510
2000	40.1	12.8	506	1,220	2,280	2,750
2001	39.1	13.5	499	1,270	2,300	2,580
2002	38.5	13.4	490	1,280	2,280	2,570
2003	39.5	13.5	486	1,290	2,290	2,550
2004	43.1	14.0	502	1,400	2,420	2,760
2005	48.1	14.8	525	1,500	2,620	2,930
2006	52.7	15.8	532	1,620	2,810	3,130
2007	55.6	16.5	545	1,680	2,970	3,260
2008	59.2	16.8	553	1,730	3,050	3,310
2009	51.3	16.4	541	1,710	2,900	3,140
2010	55.9	17.1	541	1,760	2,980	3,310
2011	61.2	18.1	562	1,840	3,100	3,230
2012	65.2	19.3	585	1,980	3,320	3,410
2013	67.4	20.6	610	2,140	3,510	3,780
2014p	70.6	21.8	630	2,280	3,720	3,970
Annual Percentage Change						
13-14p	4.7	5.8	3.3	6.5	6.0	5.0
90-14p	5.0	5.0	2.1	5.2	4.8	4.2

Note: The percent change for 1990-2014p refers to the average annual percentage change. Total earnings include wage and salary disbursements, other earned income, and proprietor income. Employment includes full- and part-time payroll employees, and proprietors. The employment figure reflects the number of jobs or positions, rather than the number of individuals employed.

*The tax revenue estimates in this report have been expanded to include property taxes and sales tax payments attributable to the travel industry income of employees. See detailed travel impact tables on pages 7-8 for breakout of local and state tax receipts.

VISITATION

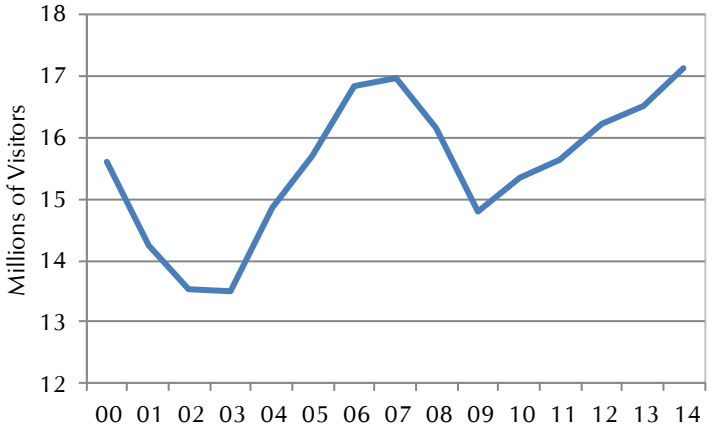
Texas Travel Spending in Real and Current Dollars



In real dollars, travel spending in Texas increased by 4.4 percent from 2013 to 2014p, following a 2.7 percent increase the preceding year.

Sources: South Urban CPI (U.S. Department of Labor), Source Strategies Inc. (San Antonio, Texas), Air Passenger Origin and Destination Survey (U.S. Department of Transportation), and Energy Information Administration (U.S. Department of Energy).

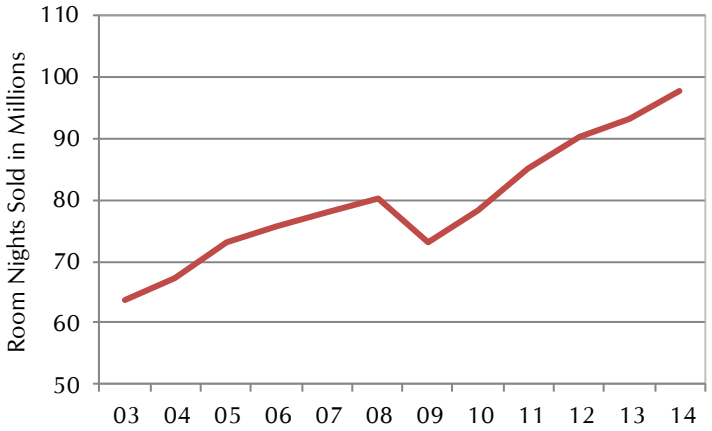
Domestic Air Passenger Visitor Arrivals to Texas



Visitor air arrivals to Texas destinations on domestic flights increased by 3.6 percent from 2013 to 2014p. This follows a 1.8 percent increase the preceding year.

Source: Air Passenger Origin and Destination Survey (U.S. Department of Transportation).

Texas Hotel/Motel Room Demand

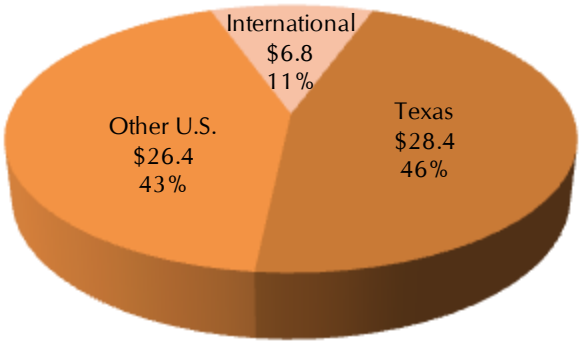


The rate of increase in room demand also slowed. Room demand increased by 6.3 percent from 2013 to 2014, following a 3.3 percent increase the preceding year.

Source: Source Strategies Inc. (San Antonio, Texas).

VISITOR ORIGIN

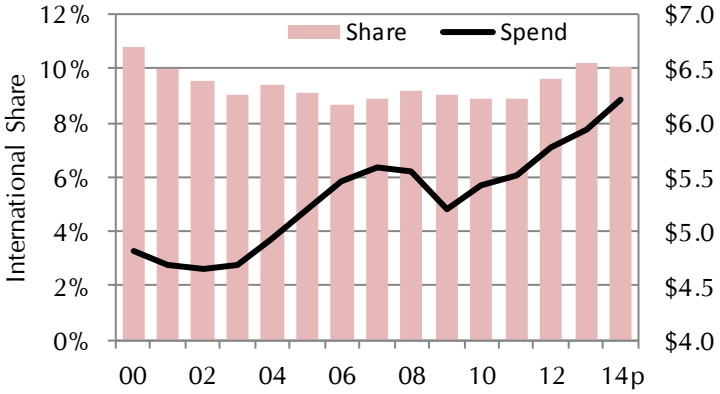
Visitor Spending at Texas Destinations by Origin of Visitor, 2014p



More than one-half of all visitor spending in Texas was generated by residents of other states and countries in 2014.

International visitors spent $6.8 billion in Texas in 2014, equivalent to 11 percent of all visitor spending in the state.

International Visitor Spending in Texas, 2000-14p
Spending in Real 2014 US$



Sources: Dean Runyan Associates, International Trade Administration (U.S. Dept. of Commerce), Bureau of Economic Analysis (U.S. Dept. of Commerce), Household Transportation Survey and Air Passenger Origin and Destination survey (U.S. Dept. of Transportation) and TNS TravelsAmerica visitor survey.

Texas Travel Impacts, 2014p
Origin of Visitor

Origin	Spending ($ Billion)	Earnings ($ Billion)	Employment (Thousand)	Tax Receipts ($ Million) Local	State	Federal
Texas	28.4	7.8	265.3	890	1,720	1,240
Other U.S.	26.4	8.7	262.7	1,150	1,600	1,530
International	6.8	1.8	61.2	240	400	250
All Visitors	61.5	18.2	589.2	2,280	3,720	3,020
Other Travel	9.1	3.5	40.5			950
Total Travel	70.6	21.8	629.7	2,280	3,720	3,970

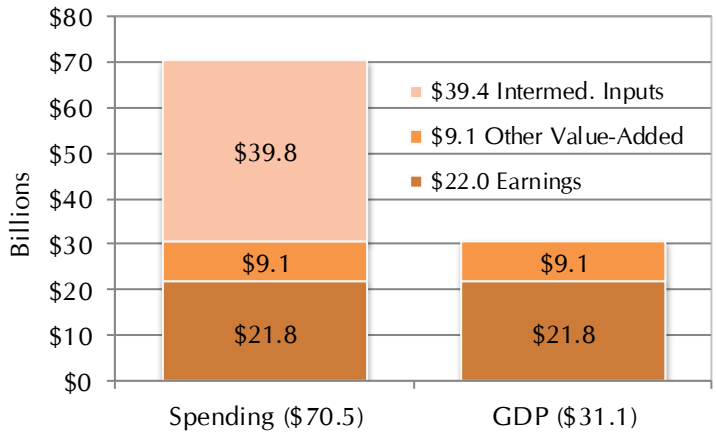
Note: Other travel includes resident passenger air travel, convention and trade shows, and travel arrangement services.

GROSS DOMESTIC PRODUCT

Gross Domestic Product or GDP (also referred to as value-added) is a measure of the economic activity that reflects the market value of the labor and capital used to produce goods and services. It includes payments to individuals in the form of earnings, the taxes and fees paid by firms to government, and operating surplus (including profits, dividends and other payments). This measurement of value-added also has the advantage of excluding the intermediate inputs purchased by businesses from other firms in the production process. Because of this, it is possible to compare the economic contributions of different industries or geographic areas.

The relationship between travel spending and the GDP of the Texas travel industry is shown below. GDP is less than spending by the amount of intermediate inputs purchased by businesses in the travel industry. Examples of such intermediate inputs would be clothing and gifts sold to visitors by retail establishments, or the wine sold to visitors by restaurants.[1]

GDP of Texas Travel Industry, 2014p



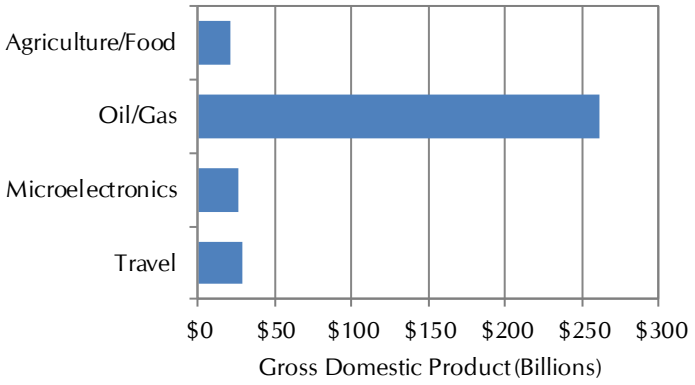
Source: Dean Runyan Associates, Implan Group, LLC, and Bureau of Economic Analysis. Other value-Added includes indirect business taxes and operating surplus.

[1] It should be noted that the estimates reported here represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Texas will be delivered by other Texas firms that are not strictly part of the travel industry, as defined here. For example, restaurants will purchase agricultural products from other Texas businesses. These inputs are sometimes referred to as "indirect" effects. Estimates of indirect and induced effects for employment and earnings are reported in the following section. The chart on page 16 shows the relationship between direct and indirect earnings. This ratio is roughly applicable to travel industry gross state product.

The bar chart below compares the GDP of the Texas Travel Industry with four other leading export-oriented industries in the state. Export-oriented industries are those industries that sell most of their products to export markets. Manufacturing industries usually export their products to other markets. The travel industry is an export-oriented industry because its goods and services are sold to visitors, rather than residents. By contrast, much of the construction industry, retail trade, health care and many other services are oriented toward local/regional markets.[2]

As can be seen, the GDP of the travel industry is similar to microelectronics manufacturing and agriculture/food production. Only oil and gas production and related manufacturing has a significantly greater GDP.

Texas Export-Oriented Industries, 2014p
Gross Domestic Product (Billions)



Source: Dean Runyan Associates and Bureau of Economic Analysis.
Agriculture/Food includes farming and the manufacture of food products.
Oil/Gas includes extraction, support services and the manufacture of petroleum and chemical products. See page 131.

It should also be noted that the travel industry generates a relatively high proportion of business taxes in relation to GDP because sales and excises taxes are imposed on most goods and services purchased by visitors.[3] See page 18 of this report.

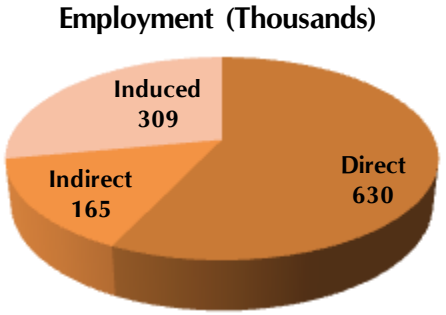
[2] This comparison is based on a more detailed discussion of the travel industry domestic product, *The Economic Significance of the Texas Travel Industry*, prepared for Texas Economic Development and Tourism by Dean Runyan Associates, February 2004.
[3] These business taxes include property taxes, licenses and fees and the sales and excise taxes collected from consumers.

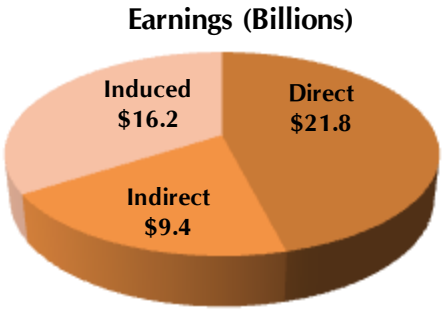
SECONDARY IMPACTS[4]

Travel spending within Texas brings money into many Texas communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers to businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

Total Employment and Earnings Generated by Travel Spending in Texas, 2014p





Total Employment = 1,104,000 jobs.

Total Earnings = $47.3 billion.

Sources: Dean Runyan Associates and Implan Group, LLC. Details may not add to totals due to rounding. The employment multiplier is 1.75 (1,104/630). The earnings multiplier is 2.17 (47.3/21.8).

[4] A more detailed analysis of direct and secondary employment can be found in *Texas Travel Industry Employment and Wages* (January 2013) prepared by Dean Runyan Associates for Texas Tourism. This report compares average hourly wages, educational attainment, demographic characteristics and other factors for occupations in the Texas travel industry and other industries in the state.

The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment, and Recreation**
- **Trade**
- **Transportation**

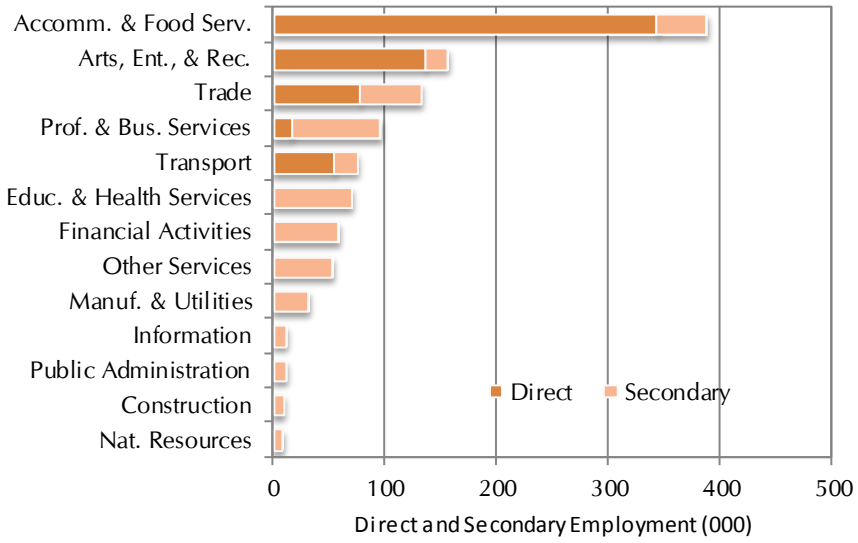
As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

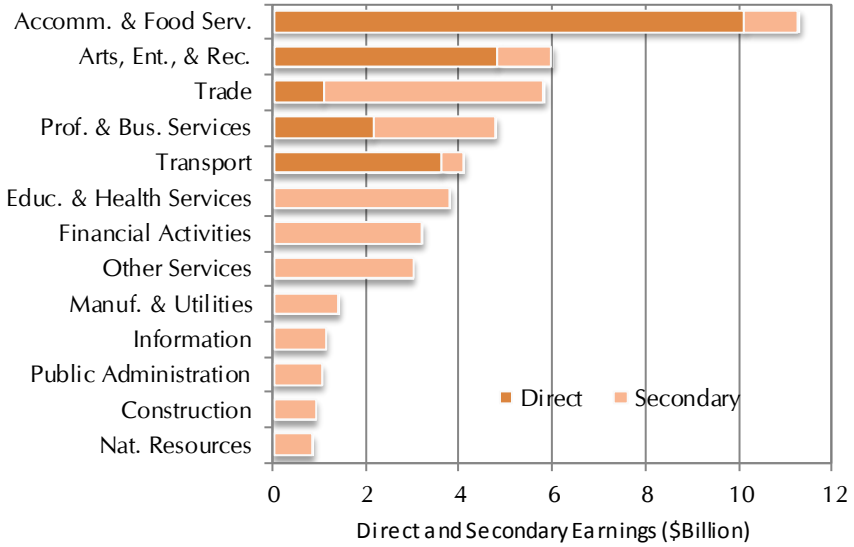
- **Professional & Business Services** (79,400 jobs and $4.7 billion earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (53,300 jobs and $3 billion earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (70,200 jobs and $3.2 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (31,900 jobs and $1.4 billion earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Texas and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

Direct and Secondary Employment
Generated by Travel Spending in Texas, 2014p



Direct and Secondary Earnings
Generated by Travel Spending in Texas, 2014p



Sources: Dean Runyan Associates and Implan Group, LLC.
Industry Groups are defined in Appendix D.

Direct and Secondary Travel-Generated Employment in Texas, 2014p

(thousand jobs)

Industry Group	Direct	Secondary Indirect	Secondary Induced	Secondary Total	Grand Total
Accommodation & Food Services	343.8	11.6	32.2	43.9	387.6
Arts, Entertainment & Recreation	136.7	12.3	7.2	19.5	156.1
Retail Trade	77.7	13.7	41.1	54.7	132.4
Professional & Business Services	16.6	48.8	30.6	79.4	96.0
Transportation	54.9	13.3	7.2	20.5	75.4
Financial Activities		33.3	36.9	70.2	70.2
Public Administration		4.3	54.3	58.6	58.6
Education & Health Services		1.4	51.9	53.3	53.3
Other Services		7.0	24.9	31.9	31.9
Manufacturing & Utilities		6.2	5.8	12.0	12.0
Construction		3.6	8.2	11.8	11.8
Information		4.7	4.8	9.5	9.5
Natural Resources & Mining		4.9	3.7	8.5	8.5
All Industries	629.7	165.0	308.7	473.8	1,103.5

Direct and Secondary Travel-Generated Earnings in Texas, 2014p

($Million)

Industry Group	Direct	Secondary Indirect	Secondary Induced	Secondary Total	Grand Total
Accommodation & Food Services	10,130	320	840	1,160	11,290
Transport	4,810	730	450	1,180	5,990
Professional & Business Services	1,080	2,960	1,780	4,740	5,820
Retail Trade	2,150	720	1,910	2,630	4,780
Arts, Entertainment & Recreation	3,620	290	180	470	4,090
Public Administration		350	3,440	3,790	3,790
Financial Activities		1,490	1,710	3,200	3,200
Education & Health Services		50	2,960	3,000	3,000
Other Services		410	1,000	1,410	1,410
Manufacturing & Utilities		610	520	1,130	1,130
Natural Resources & Mining		750	300	1,050	1,050
Construction		280	630	910	910
Information		420	430	850	850
All Industries	21,780	9,390	16,150	25,540	47,320

III. State and Local Government Revenue

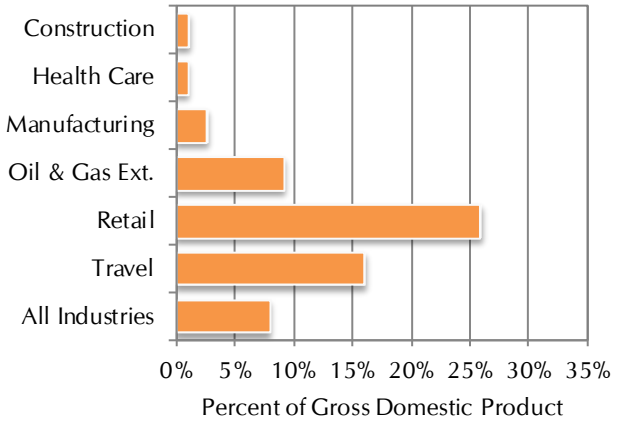
This report is concerned with the contribution of the Texas travel industry to state and local government finance. The first part of the report compares the travel industry to various other sectors of the state economy. The next several sections provide an overview of state and local finance and the revenue contribution of the travel industry. The final section of the report provides a more detailed breakout of state government tax revenue. The report also contains numerous appendices.

Industry Gross Domestic Product and Taxes[1]

One way to consider the tax contributions of various sectors of the economy is to express the tax payments of businesses to government as a percentage of Gross Domestic Product. The bar chart and accompanying table show these tax payments (taxes on production and imports or TOPI) for major sectors of the Texas economy, including travel. TOPI include most of the taxes paid by the business firm to local, state and federal governments except for income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. It is because of these later taxes that retail trade and travel have relatively high proportions of tax payments in relation to their gross domestic products.

Production & Import Taxes as a Percent of Gross Domestic Product

Selected Texas Industry Sectors, 2014 (Preliminary) Calendar Year



Sources: Bureau of Economic Analysis and Dean Runyan Associates. All 2014 preliminary estimates by Dean Runyan Associates. Oil and Gas Extraction does not include related manufacturing industries such as petroleum refining. This is in contrast to the analysis of export-oriented industries in *The Economic Impact of Travel*. See note, below.

	GDP ($M)	*TOPI ($M)	Percent
Construction	79,975	917	1.1%
Health Care	85,841	891	1.0%
Manufacturing	238,375	6,476	2.7%
Oil & Gas Extraction	189,626	17,459	9.2%
Retail	93,036	24,156	26.0%
Travel	30,834	4,960	16.1%
All Industries	1,648,036	131,657	8.0%

Amounts in millions.

*TOPI denotes taxes on production and imports, less subsidies.

[1] See page 143 in Appendix B for a more detailed discussion of GDP.

The remainder of this report will focus on the travel industry and the specific tax contributions made to state and local government in Texas. In addition to the taxes on production discussed in the previous section, the tax payments of travel industry employees derived from the income earned from travel industry businesses will be included.[2] The three primary sources of tax revenue generated by the travel industry are:

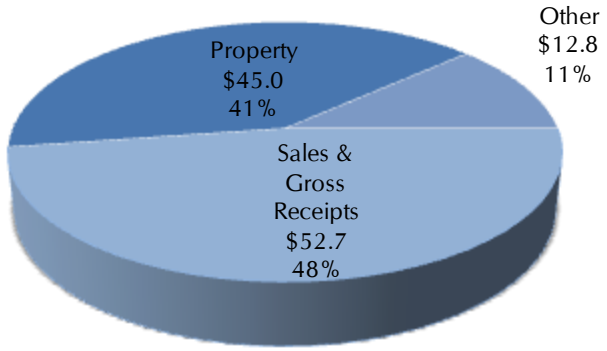
- Sales tax receipts generated by ***visitor spending.*** This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes. (These taxes are denoted as *visitor* taxes in other sections of the report.)
- Property and franchise taxes paid by ***travel industry businesses*** attributable to travel generated business receipts (denoted as *resident* taxes).
- Sales and property taxes paid by ***travel industry employees*** attributable to travel generated earnings (denoted as *resident* taxes).

TEXAS TAX STRUCTURE

The pie chart below, adapted from the Bureau of the Census' State and Local Government Finance and other data sources, shows the main categories of tax revenue in Texas. About one-half of all state and local tax revenue in the state is derived from sales or gross receipts taxes. More than 80 percent of these sales taxes are collected by the state. The next largest category is property taxes -- paid primarily by homeowners and businesses to local governments.[3] The franchise tax on businesses ($4.7 billion in 2014) is included in the other category.

Texas State and Local Government Tax Revenues

2013-14 Fiscal Year (Billions)



Sources: The 2013-14 fiscal year estimates of state and local tax revenues in Texas were prepared by Dean Runyan Associates from various sources, including the Bureau of the Census (State and Local Government Finance), the Texas Comptroller's Office, the Bureau of Economic Analysis and a selection of annual financial reports for cities and counties. Sales and gross receipts taxes include the general sales tax and a variety of selective taxes, such as those on motor fuel and alcoholic beverages. Other taxes include licenses and the state franchise tax. State tax receipts comprise slightly less than one-half of all state and local tax receipts.

Note: The 2013-14 fiscal year is for the period September 1, 2013 through August 31, 2014.

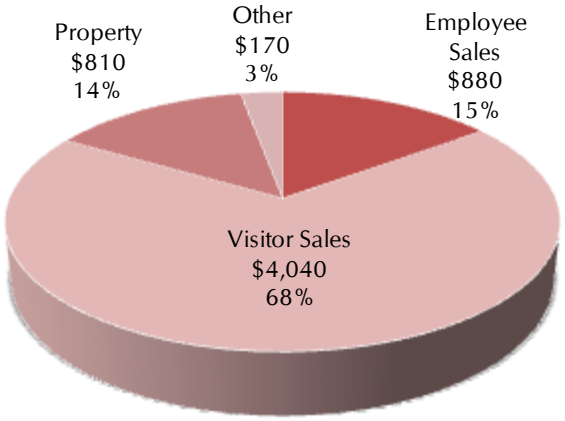
[2] In effect, this means re-allocating some of the sales and excise payments made by other industries to the travel industry because the payments are ultimately made by consumers that earned their income in the travel industry.

[3] Businesses pay 65 percent of all property taxes in Texas according the the Tax Foundation (Fiscal Fact No. 342, November 21, 2012).

TRAVEL INDUSTRY TAX REVENUE

The distribution of taxes generated by the travel industry for the 2013-14 fiscal year is shown in the following pie chart. The categories are the same as the preceding figure, with the exception that sales tax receipts are also distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.

Texas Travel Industry State and Local Government Tax Revenues
2013-14 Fiscal Year
(Million)



Source: Dean Runyan Associates. "Other" travel-generated tax revenue includes the franchise tax and passenger facility charges for visitors who travel to Texas airports.

Whereas slightly less than one-half of all state and local tax revenue in Texas was attributable to sales tax collections in the 2013-14 fiscal year, 83 percent of all travel industry tax revenue was attributable to sales tax receipts from visitors (68 percent) and the purchases of employees in the travel industry (15 percent).

Travel industry state and local tax revenues are compared to total Texas state and local tax revenues in the following table. Because the travel industry generates a relatively high proportion of sales tax revenues, it is associated with proportionately more tax revenues than would be expected given the size of the industry, as measured by earnings or gross domestic product. Whereas the earnings and GDP of the travel industry are in the range of 2 percent of the state totals, travel industry tax revenues represent 5.3 percent of all state and local tax revenues in Texas. This is consistent with the initial analysis that compared different industries within the state.

Texas State and Local Tax Revenues
2013-14 Fiscal Year
($Million)

		Travel-Generated		Percent
	Total	Visitor	Resident	Travel
Sales & Gross Receipts	$52,720	$4,040	$880	9.3%
Property	$45,010	$0	$810	1.8%
License & Other	$12,830	$70	$110	1.4%
Total Tax Receipts	$110,560	$4,110	$1,790	5.3%

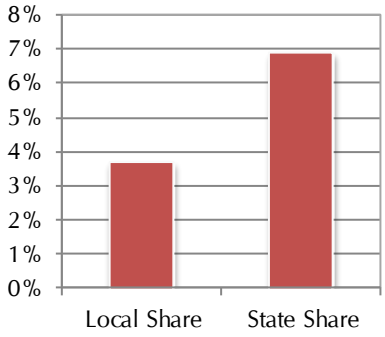
Sources: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance. Resident taxes refer to sales and property tax payments of travel industry employees and property and franchise tax payments of travel industry businesses. Tax revenue directly attributable to visitors ($4.1 billion) accounted for 3.7 percent of all state and local tax revenue. Tax revenue attributable to resident travel industry employees and businesses ($1.8 billion) accounted for 1.6 percent of all state and local tax revenue.

TRAVEL INDUSTRY CONTRIBUTION TO STATE GOVERNMENT

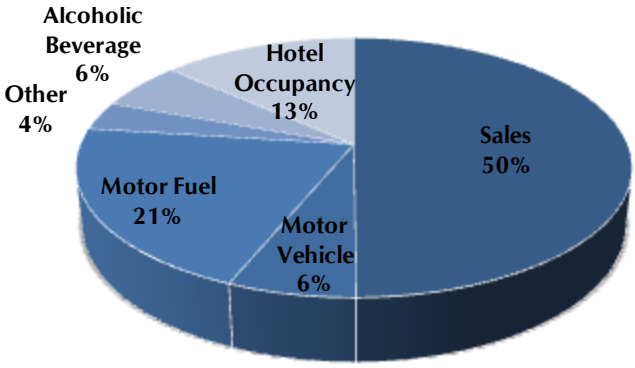
The overall contribution of the travel industry to state government revenue (6.9 percent) is almost twice as great as the contribution to local government (3.8 percent), as indicated in the column chart to the right. This is because state government is primarily dependent on sales and gross receipts taxes, whereas local governments receive most of their revenue from property taxes. (Total tax revenues are roughly similar for both levels of government.)

The pie chart shows the distribution of travel-generated state taxes. Virtually all of the revenue is generated through some form of sales or gross receipts tax.

Travel-Generated Tax Revenue as a Percentage of Total Local and State Revenue, 2014 FY



Travel-Generated Tax Revenue to State Government
2014 FY



Other taxes include the franchise tax and tobacco taxes. Motor vehicle revenue includes the visitor share of the 10 percent auto rental tax.

SUMMARY

This analysis of the tax revenue generated by the Texas travel industry can be summarized as follows:

- The Texas travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about two percent of the state economy, the travel industry generates 5.3 percent of tax revenue.
- The contribution of the travel industry to state government is even more pronounced – 6.9 percent in the 2014 fiscal year.
- The state's reliance on sales and gross receipts taxes is the primary reason for the large revenue contribution of the travel industry. Not only are most travel industry goods and services taxed, but a large share of these commodities are taxed at rates that are greater than the general sales tax (motor fuel, auto rental, mixed beverages).
- A substantial share of travel-generated tax revenue is not borne by Texas residents due to the fact that more than one-half of all visitor spending in the state is made by out-of-state visitors. [4]

Detailed tables for tourism regions, metropolitan areas and counties follow.

[4] Spending by international visitors amounted to 11 percent of spending. Domestic out-of-state visitors contributed 43 percent of all spending. See page 11.

Toursim Region
Travel Generated Tax Revenue per Household, 2014 Calendar Year
(Households in thousands, Tax Revenue Amounts in Millions)

		Visitor Tax Revenue			Resident Tax Revenue			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Big Bend	423	$56	$135	$450	$33	$27	$140	$590
Gulf Coast	2,522	$383	$787	$460	$290	$221	$200	$670
Hill Country	879	$153	$306	$520	$99	$76	$200	$720
Panhandle Plains	603	$58	$182	$400	$38	$31	$120	$510
Piney Woods	698	$34	$118	$220	$32	$26	$80	$300
Prairies and Lakes	3,314	$368	$921	$390	$405	$310	$220	$600
South Texas Plains	1,088	$205	$475	$620	$130	$101	$210	$840
State Total	9,526	$1,256	$2,925	$440	$1,027	$792	$190	$630

Tourism Regions
Visitor Share of State Sales Tax Revenue, 2014 Calendar Year
Amounts in Millions

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Big Bend	$1,286	$58	4.5%
Gulf Coast	$7,260	$350	4.8%
Hill Country	$2,127	$162	7.6%
Panhandle Plains	$1,281	$84	6.6%
Piney Woods	$1,328	$50	3.8%
Prairies and Lakes	$8,327	$434	5.2%
South Texas Plains	$2,397	$212	8.8%
State Total	$24,006	$1,351	5.6%

Metropolitan Area Travel Generated Tax Revenue per Household, 2014 Calendar Year

(Households in thousands, Tax Revenue Amounts in Millions)

		Visitor Tax Revenue			Resident Tax Revenue			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Abilene	63	$7	$23	$470	$4	$3	$120	$590
Amarillo	97	$15	$44	$610	$9	$7	$160	$770
Austin-Round Rock	731	$138	$264	$550	$86	$66	$210	$760
Beaumont-Port Arthur	146	$10	$36	$320	$7	$6	$90	$400
Brownsville-Harlingen	123	$16	$35	$410	$9	$7	$130	$530
College Station-Bryan	90	$9	$25	$380	$6	$5	$120	$510
Corpus Christi	164	$29	$62	$560	$19	$15	$200	$760
Dallas-Plano-Irving	1,654	$201	$530	$440	$212	$161	$230	$670
Fort Worth-Arlington	824	$112	$205	$380	$150	$114	$320	$700
El Paso	266	$25	$70	$360	$18	$14	$120	$480
Houston-Sugar Land-Baytown	2,259	$336	$668	$440	$267	$203	$210	$650
Killeen-Temple-Fort Hood	150	$7	$24	$210	$6	$5	$70	$280
Laredo	71	$9	$31	$560	$7	$6	$180	$730
Longview	80	$4	$16	$250	$3	$3	$70	$320
Lubbock	113	$11	$36	$420	$11	$9	$180	$600
McAllen-Edinburg-Mission	231	$20	$62	$360	$16	$13	$130	$480
Midland	58	$12	$25	$630	$5	$4	$160	$790
Odessa	55	$10	$22	$590	$5	$4	$180	$770
San Angelo	45	$4	$14	$410	$3	$3	$150	$550
San Antonio	825	$178	$387	$690	$113	$86	$240	$930
Sherman-Denison	48	$2	$12	$290	$2	$1	$60	$350
Texarkana	35	$2	$10	$340	$1	$1	$70	$410
Tyler	82	$5	$18	$290	$4	$4	$100	$380
Victoria	45	$5	$15	$430	$3	$2	$110	$540
Waco	90	$7	$26	$370	$5	$4	$110	$480
Wichita Falls	57	$4	$12	$280	$0	$0	$20	$300
Metro Total	8,403	$1,180	$2,671	$460	$971	$746	$200	$660
Non-Metro Total	1,123	$76	$254	$290	$56	$46	$90	$380
State Total	9,526	$1,256	$2,925	$440	$1,027	$792	$190	$630

Metropolitan Area
Visitor Share of State Sales Tax Revenue, 2014 Calendar Year
Amounts in Millions

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Abilene	$127	$10	7.7%
Amarillo	$217	$22	10.3%
Austin-Round Rock	$1,826	$143	7.8%
Beaumont-Port Arthur	$275	$15	5.4%
Brownsville-Harlingen	$182	$19	10.7%
College Station-Bryan	$179	$12	6.5%
Corpus Christi	$398	$32	8.1%
Dallas-Plano-Irving	$4,523	$258	5.7%
Fort Worth-Arlington	$1,843	$97	5.2%
El Paso	$440	$28	6.5%
Houston-Sugar Land-Baytown	$6,778	$290	4.3%
Killeen-Temple-Fort Hood	$202	$13	6.5%
Laredo	$159	$20	12.5%
Longview	$205	$6	3.2%
Lubbock	$249	$19	7.7%
McAllen-Edinburg-Mission	$397	$39	9.9%
Midland	$435	$13	2.9%
Odessa	$310	$12	3.8%
San Angelo	$109	$7	6.5%
San Antonio	$1,878	$162	8.6%
Sherman-Denison	$76	$4	5.6%
Texarkana	$64	$3	5.0%
Tyler	$178	$9	5.1%
Victoria	$133	$7	5.5%
Waco	$158	$13	8.3%
Wichita Falls	$91	$6	6.3%
Metro Total	$21,432	$1,259	5.9%
Non-Metro Total	$2,574	$92	3.6%
State Total	$24,006	$1,351	5.6%

County Travel Generated Tax Revenue per Household, 2014 Calendar Year

Counties with more than 10,000 households

(Households in thousands, Tax Revenue Amounts in Millions)

		Visitor Tax Revenue			Resident Tax Revenue			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Anderson	17.0	$0.9	$3.0	$230	$0.6	$0.5	$70	$300
Angelina	31.4	$1.4	$6.2	$240	$1.2	$1.0	$70	$310
Aransas	10.5	$1.7	$4.4	$570	$1.4	$1.2	$250	$820
*Atascosa	16.2	$1.8	$3.8	$350	$1.1	$0.9	$130	$470
Austin	11.1	$0.3	$2.2	$230	$0.4	$0.4	$70	$300
Bastrop	27.1	$3.4	$7.5	$400	$2.8	$2.4	$190	$590
Bell	120.0	$6.6	$21.0	$230	$5.3	$4.2	$80	$310
Bexar	655.9	$164.3	$348.0	$780	$100.1	$75.8	$270	$1,050
Bowie	34.9	$1.9	$10.0	$340	$1.4	$1.2	$70	$410
Brazoria	114.6	$5.1	$16.2	$190	$4.3	$3.8	$70	$260
Brazos	76.7	$8.8	$23.7	$420	$5.6	$4.8	$140	$560
Brown	14.6	$0.9	$2.5	$240	$0.7	$0.5	$90	$320
Burnet	17.3	$1.5	$3.4	$280	$1.3	$1.0	$130	$410
Caldwell	12.8	$0.4	$1.9	$170	$0.4	$0.3	$50	$230
Cameron	123.4	$15.7	$34.5	$410	$8.8	$6.8	$130	$530
Cass	12.4	$0.2	$1.2	$120	$0.2	$0.2	$40	$150
Chambers	12.9	$0.8	$1.7	$190	$0.3	$0.3	$50	$240
Cherokee	17.9	$0.4	$1.9	$130	$0.4	$0.3	$40	$160
Collin	318.5	$24.2	$61.1	$270	$23.3	$17.6	$130	$400
Comal	46.8	$7.3	$18.7	$560	$6.0	$4.7	$230	$790
Cooke	14.6	$1.0	$3.6	$310	$0.7	$0.6	$90	$400
Coryell	22.5	$0.6	$2.4	$130	$0.5	$0.5	$40	$180
Dallas	908.4	$166.5	$421.7	$650	$178.8	$135.5	$350	$990
Denton	271.4	$4.1	$19.4	$90	$5.1	$3.9	$30	$120
Ector	54.7	$10.3	$21.9	$590	$5.5	$4.2	$180	$770
Ellis	53.5	$2.2	$8.4	$200	$1.8	$1.4	$60	$260
El Paso	266.1	$25.4	$69.8	$360	$18.2	$14.3	$120	$480
Erath	15.4	$0.6	$2.6	$210	$0.5	$0.5	$60	$280
Fannin	12.1	$0.1	$0.7	$60	$0.1	$0.1	$10	$70
Fayette	10.2	$0.7	$2.4	$300	$0.5	$0.4	$90	$390
Fort Bend	217.4	$8.9	$24.7	$150	$7.4	$5.6	$60	$210
Galveston	117.0	$20.4	$39.0	$510	$11.7	$9.0	$180	$680
Gillespie	10.8	$2.5	$4.6	$650	$1.2	$1.0	$200	$860
Grayson	47.9	$2.2	$11.6	$290	$1.6	$1.2	$60	$350
Gregg	46.3	$3.3	$12.2	$340	$2.7	$2.3	$110	$450
Guadalupe	50.8	$2.5	$7.8	$200	$2.6	$2.1	$90	$290
Hale	11.3	$0.8	$2.9	$320	$0.5	$0.5	$90	$410
Hardin	20.8	$0.5	$2.2	$130	$0.4	$0.3	$40	$170
Harris	1,551.3	$285.9	$549.9	$540	$226.8	$171.9	$260	$800
Harrison	25.1	$0.4	$5.1	$220	$0.7	$0.5	$50	$270
Hays	64.6	$5.3	$16.1	$330	$4.1	$3.5	$120	$450
Henderson	31.3	$0.8	$6.5	$230	$1.0	$0.7	$50	$290

*Oil and gas production in recent years may affect travel impact estimates.

County Travel Generated Tax Revenue per Household, 2014 Calendar Year

Counties with more than 10,000 households

(Households in thousands, Tax Revenue Amounts in Millions)

		Visitor Tax Revenue			Resident Tax Revenue			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Hidalgo	230.9	$20.0	$62.3	$360	$16.4	$12.7	$130	$480
Hill	13.1	$0.4	$3.1	$270	$0.4	$0.4	$60	$320
Hood	21.9	$0.9	$2.9	$170	$0.7	$0.6	$60	$230
Hopkins	13.6	$0.5	$3.8	$320	$0.5	$0.4	$70	$390
Howard	11.9	$2.1	$6.5	$730	$0.9	$0.7	$140	$870
Hunt	32.9	$1.1	$6.1	$220	$1.1	$1.0	$60	$280
Jasper	13.7	$0.5	$1.6	$160	$0.5	$0.4	$60	$220
Jefferson	93.3	$8.0	$27.6	$380	$5.1	$4.4	$100	$480
Jim Wells	14.1	$0.6	$4.2	$350	$0.8	$0.7	$110	$460
Johnson	54.3	$1.8	$8.3	$190	$1.4	$1.0	$40	$230
Kaufman	37.4	$1.3	$8.3	$260	$1.1	$0.8	$50	$310
Kendall	14.6	$1.0	$2.9	$260	$1.0	$0.9	$130	$400
Kerr	20.9	$1.6	$4.2	$280	$1.6	$1.4	$140	$420
Kleberg	11.1	$0.9	$3.5	$390	$0.7	$0.6	$120	$510
Lamar	19.7	$0.9	$3.7	$230	$0.8	$0.7	$80	$310
Liberty	25.8	$0.6	$2.8	$130	$0.7	$0.6	$50	$180
Lubbock	111.0	$11.2	$36.1	$430	$10.9	$9.4	$180	$610
McLennan	89.6	$6.9	$26.4	$370	$5.2	$4.5	$110	$480
Matagorda	13.8	$1.2	$2.6	$280	$0.9	$0.7	$110	$390
*Maverick	16.3	$1.1	$3.1	$260	$0.6	$0.5	$70	$330
Medina	16.1	$0.3	$2.4	$170	$0.4	$0.3	$40	$210
Midland	57.8	$11.7	$24.7	$630	$4.8	$4.4	$160	$790
Montgomery	183.6	$13.5	$28.8	$230	$14.3	$10.9	$140	$370
Nacogdoches	24.1	$1.3	$3.9	$210	$0.9	$0.7	$70	$280
Navarro	17.5	$0.7	$2.6	$190	$0.5	$0.5	$60	$250
Nueces	130.4	$25.7	$51.9	$600	$16.2	$12.3	$220	$810
Orange	31.6	$1.3	$6.5	$250	$1.1	$1.0	$70	$310
Palo Pinto	10.9	$0.5	$4.2	$430	$0.6	$0.5	$100	$530
Parker	44.2	$1.2	$6.1	$160	$1.0	$0.9	$40	$210
Polk	16.7	$0.5	$2.4	$180	$0.7	$0.6	$80	$260
Potter	43.0	$14.5	$37.3	$1,200	$7.7	$5.9	$320	$1,520
Randall	50.8	$1.0	$6.3	$140	$1.0	$0.8	$40	$180
Rockwall	29.4	$1.8	$4.9	$230	$1.2	$0.9	$70	$300
Rusk	18.7	$0.5	$2.2	$140	$0.4	$0.3	$40	$180
San Jacinto	10.3	$0.0	$0.3	$30	$0.1	$0.1	$20	$50
San Patricio	23.5	$1.9	$5.9	$330	$1.4	$1.1	$110	$440
Smith	82.2	$5.1	$18.4	$290	$4.2	$3.6	$100	$380
Starr	17.5	$0.4	$1.3	$100	$0.3	$0.2	$30	$120
Tarrant	703.6	$108.7	$187.4	$420	$147.0	$111.4	$370	$790
Taylor	52.0	$7.0	$22.0	$560	$4.2	$3.2	$140	$700
Titus	10.8	$0.8	$3.2	$370	$0.5	$0.4	$90	$450
Tom Green	44.6	$4.4	$13.4	$400	$3.3	$3.2	$150	$550

*Oil and gas production in recent years may affect travel impact estimates.

County Travel Generated Tax Revenue per Household, 2014 Calendar Year

Counties with more than 10,000 households

(Households in thousands, Tax Revenue Amounts in Millions)

		Visitor Tax Revenue			Resident Tax Revenue			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Travis	451.8	$118.5	$209.8	$730	$71.5	$54.2	$280	$1,000
Upshur	15.3	$0.2	$1.3	$100	$0.1	$0.1	$20	$110
Val Verde	15.6	$1.0	$2.5	$220	$0.7	$0.6	$80	$300
Van Zandt	20.1	$0.4	$2.6	$150	$0.4	$0.3	$40	$190
Victoria	33.8	$3.6	$12.1	$470	$2.0	$1.8	$110	$580
Walker	21.5	$1.3	$5.7	$330	$1.0	$0.9	$90	$420
Waller	15.1	$0.6	$2.8	$230	$0.4	$0.3	$40	$270
Washington	13.3	$1.1	$5.7	$510	$0.8	$0.7	$110	$620
*Webb	71.2	$8.7	$30.8	$560	$6.6	$6.0	$180	$730
Wharton	15.1	$0.5	$1.8	$150	$0.4	$0.3	$50	$200
Wichita	49.2	$3.5	$11.1	$300	$0.5	$0.4	$20	$310
Williamson	175.0	$10.0	$28.8	$220	$6.9	$5.3	$70	$290
*Wilson	16.2	$0.6	$2.2	$180	$0.5	$0.4	$50	$230
Wise	21.9	$0.8	$2.7	$160	$0.7	$0.6	$60	$220
Wood	17.5	$0.2	$1.1	$70	$0.4	$0.3	$40	$110
Subtotal	8,948	1,209	2,785	$450	994	766	$200	$640
Other cos.	578	47	140	$320	33	27	$100	$430
State Total	9,526	1,256	2,925	$440	1,027	792	$190	$630

*Oil and gas production in recent years may affect travel impact estimates.

County Visitor Share of State Sales Tax Revenue, 2014 Calendar Year

Amounts in Millions

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Anderson	$24.0	$1.8	7.7%
Andrews	$31.1	$0.8	2.5%
Angelina	$65.9	$2.5	3.8%
Aransas	$14.1	$2.3	16.6%
Archer	$3.9	$0.0	1.0%
Armstrong	$0.3	$0.0	3.5%
*Atascosa	$43.3	$1.7	3.9%
Austin	$15.7	$0.8	4.8%
Bailey	$1.9	$0.1	7.1%
Bandera	$5.7	$0.6	9.8%
Bastrop	$39.2	$3.8	9.7%
Baylor	$1.2	$0.1	4.5%
*Bee	$18.7	$1.0	5.2%
Bell	$175.1	$11.5	6.6%
Bexar	$1,572.7	$140.1	8.9%
Blanco	$10.2	$0.3	3.2%
Borden	$0.1	$0.0	0.1%
Bosque	$3.7	$0.2	5.6%
Bowie	$64.0	$3.2	5.0%
Brazoria	$201.3	$9.1	4.5%
Brazos	$163.8	$11.1	6.8%
Brewster	$6.2	$1.0	16.6%
Briscoe	$0.2	$0.0	4.6%
Brooks	$2.8	$0.2	8.3%
Brown	$22.2	$1.3	6.0%
Burleson	$9.4	$0.3	3.1%
Burnet	$30.8	$1.6	5.1%
Caldwell	$15.8	$0.8	4.9%
Calhoun	$20.9	$0.9	4.2%
Callahan	$3.9	$0.1	2.5%
Cameron	$181.5	$19.4	10.7%
Camp	$5.5	$0.1	2.5%
Carson	$1.9	$0.0	1.4%
Cass	$8.2	$0.4	5.1%
Castro	$1.7	$0.1	3.8%
Chambers	$23.8	$0.6	2.6%
Cherokee	$15.5	$0.7	4.3%
Childress	$3.7	$0.3	8.3%
Clay	$1.4	$0.1	5.5%
Cochran	$0.5	$0.0	5.3%
Coke	$0.7	$0.0	6.2%
Coleman	$2.9	$0.1	4.7%
Collin	$806.2	$36.2	4.5%

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Collingsworth	$0.6	$0.0	3.5%
Colorado	$189.9	$0.8	0.4%
Comal	$126.8	$11.7	9.2%
Comanche	$4.1	$0.2	5.6%
Concho	$0.6	$0.0	6.1%
Cooke	$38.5	$1.4	3.8%
Coryell	$19.9	$1.4	6.9%
Cottle	$0.2	$0.0	5.2%
Crane	$4.5	$0.1	1.5%
Crockett	$4.5	$0.1	3.2%
Crosby	$0.8	$0.0	5.1%
Culberson	$1.6	$0.1	3.6%
Dallam	$5.9	$0.2	3.8%
Dallas	$3,044.2	$197.7	6.5%
Dawson	$7.8	$0.4	5.2%
Deaf Smith	$8.6	$1.3	15.3%
Delta	$0.5	$0.0	6.0%
Denton	$439.2	$12.1	2.8%
*DeWitt	$20.7	$5.7	27.6%
Dickens	$0.5	$0.0	3.8%
*Dimmit	$14.0	$0.8	6.0%
Donley	$1.0	$0.1	11.0%
Duval	$6.7	$0.1	1.5%
Eastland	$11.1	$0.4	3.6%
Ector	$310.4	$11.6	3.8%
Edwards	$0.5	$0.0	3.4%
Ellis	$81.8	$4.0	4.9%
El Paso	$439.6	$28.4	6.5%
Erath	$24.9	$1.1	4.5%
Falls	$3.8	$0.2	6.0%
Fannin	$8.2	$0.3	3.5%
Fayette	$18.3	$0.9	4.8%
Fisher	$0.7	$0.0	2.1%
Floyd	$1.0	$0.1	5.6%
Foard	$0.3	$0.0	4.9%
Fort Bend	$410.9	$13.9	3.4%
Franklin	$2.8	$0.1	5.3%
Freestone	$10.7	$0.6	5.2%
*Frio	$21.6	$1.3	6.2%
Gaines	$12.1	$0.3	2.9%
Galveston	$210.7	$21.5	10.2%
Garza	$4.4	$0.2	3.6%
Gillespie	$23.6	$1.9	8.2%

*Oil and gas production in recent years may affect travel impact estimates.

County Visitor Share of State Sales Tax Revenue, 2014 Calendar Year

Amounts in Millions

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Glasscock	$2.0	$0.0	0.2%
Goliad	$1.4	$0.2	10.7%
*Gonzales	$16.7	$0.5	2.8%
Gray	$48.9	$1.3	2.6%
Grayson	$76.1	$4.2	5.6%
Gregg	$170.8	$5.2	3.1%
Grimes	$12.0	$0.4	3.1%
Guadalupe	$67.2	$4.5	6.7%
Hale	$34.1	$2.2	6.5%
Hall	$0.9	$0.0	2.5%
Hamilton	$3.2	$0.2	5.0%
Hansford	$2.1	$0.1	2.5%
Hardeman	$1.5	$0.1	4.7%
Hardin	$25.5	$1.1	4.3%
Harris	$5,373.7	$227.6	4.2%
Harrison	$42.9	$1.5	3.4%
Hartley	$1.1	$0.0	1.5%
Haskell	$2.5	$0.2	6.3%
Hays	$167.2	$8.9	5.3%
Hemphill	$10.2	$0.4	3.8%
Henderson	$33.4	$1.4	4.2%
Hidalgo	$397.2	$39.1	9.9%
Hill	$16.0	$0.8	5.1%
Hockley	$22.0	$0.6	2.7%
Hood	$34.3	$1.5	4.5%
Hopkins	$19.5	$1.0	5.4%
Houston	$8.9	$0.4	4.2%
Howard	$33.0	$1.7	5.3%
Hudspeth	$0.2	$0.0	4.1%
Hunt	$36.8	$2.5	6.9%
Hutchinson	$12.9	$0.9	6.6%
Irion	$2.5	$0.0	0.5%
Jack	$6.3	$0.1	1.4%
Jackson	$10.6	$0.3	3.0%
Jasper	$17.7	$0.7	3.8%
Jeff Davis	$0.6	$0.0	4.5%
Jefferson	$213.4	$11.4	5.3%
Jim Hogg	$2.4	$0.1	3.6%
Jim Wells	$50.6	$1.5	3.0%
Johnson	$92.6	$2.7	2.9%
Jones	$5.9	$0.1	2.3%
*Karnes	$14.4	$1.1	7.7%
Kaufman	$50.0	$2.5	5.0%

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Kendall	$29.6	$1.4	4.6%
Kenedy	$0.1	$0.0	15.5%
Kent	$0.1	$0.0	10.2%
Kerr	$39.6	$1.9	4.8%
Kimble	$2.3	$0.1	5.8%
King	$0.0	$0.0	3.1%
Kinney	$1.3	$0.1	5.9%
Kleberg	$16.0	$1.4	8.8%
Knox	$2.0	$0.0	2.3%
*La Salle	$8.9	$0.7	8.2%
Lamar	$28.5	$1.5	5.1%
Lamb	$3.3	$0.2	5.3%
Lampasas	$6.8	$0.3	4.3%
Lavaca	$9.4	$0.4	4.1%
Lee	$14.3	$0.3	2.3%
Leon	$8.2	$0.4	5.1%
Liberty	$40.4	$1.3	3.2%
Limestone	$11.2	$0.4	3.4%
Lipscomb	$1.2	$0.0	1.3%
*Live Oak	$12.9	$0.6	5.0%
Llano	$8.9	$1.3	14.7%
Loving	$0.2	$0.0	0.2%
Lubbock	$248.5	$19.2	7.7%
Lynn	$1.3	$0.0	2.4%
McCulloch	$6.4	$0.3	4.2%
McLennan	$157.8	$13.1	8.3%
*McMullen	$4.9	$0.0	1.0%
Madison	$10.3	$0.3	3.3%
Marion	$2.6	$0.1	4.7%
Martin	$5.3	$0.2	3.4%
Mason	$2.4	$0.1	2.1%
Matagorda	$17.9	$1.7	9.2%
*Maverick	$27.0	$1.4	5.1%
Medina	$16.8	$0.8	4.7%
Menard	$0.6	$0.0	5.0%
Midland	$435.5	$12.8	2.9%
Milam	$7.1	$0.4	6.3%
Mills	$1.7	$0.0	2.9%
Mitchell	$3.5	$0.1	3.5%
Montague	$10.7	$0.4	3.4%
Montgomery	$467.5	$14.2	3.0%
Moore	$9.9	$0.6	6.0%
Morris	$5.5	$0.1	2.5%

*Oil and gas production in recent years may affect travel impact estimates.

County Visitor Share of State Sales Tax Revenue, 2014 Calendar Year

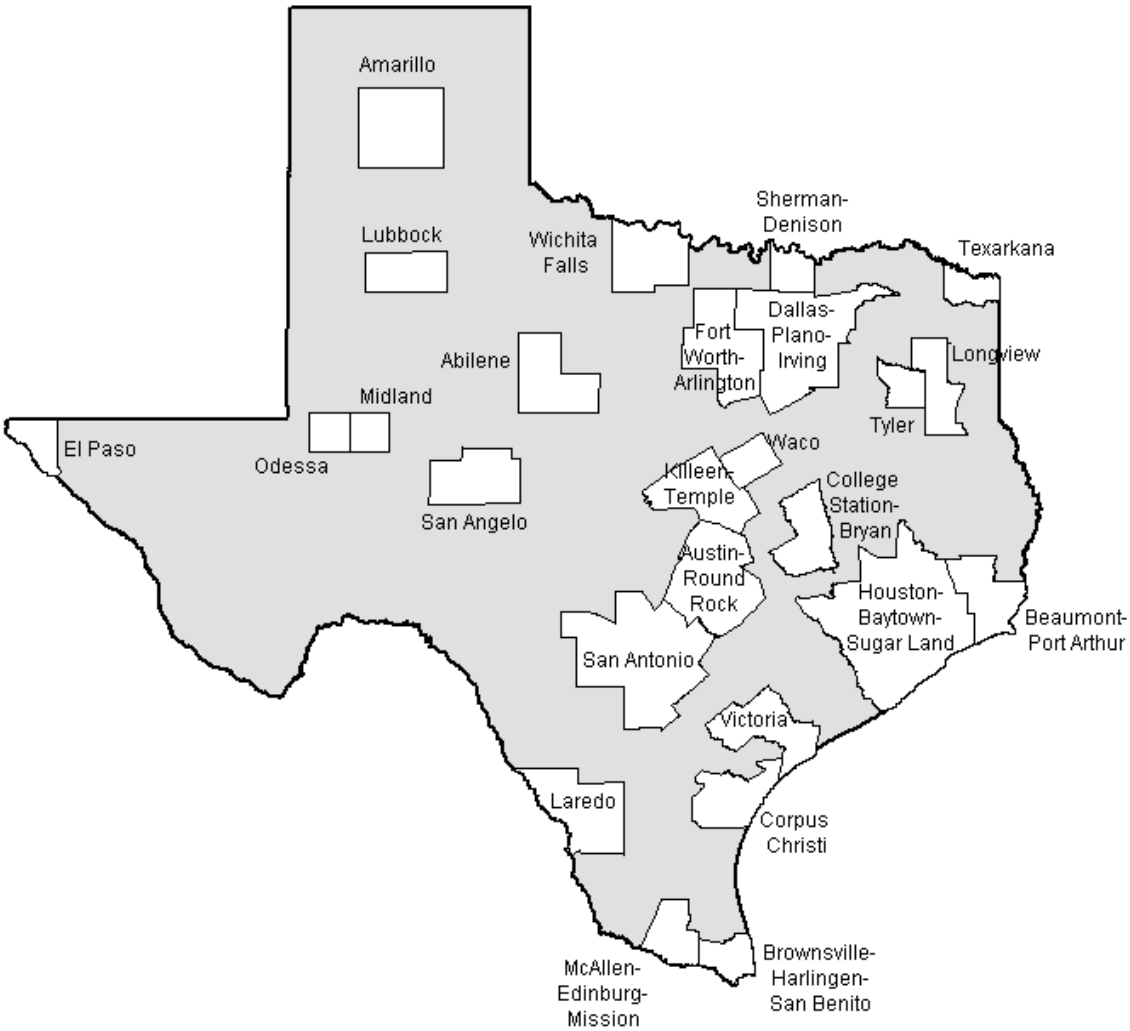
Amounts in Millions

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Motley	$0.2	$0.0	4.7%
Nacogdoches	$31.1	$1.9	6.3%
Navarro	$22.1	$1.3	5.8%
Newton	$1.5	$0.1	4.4%
Nolan	$10.7	$0.6	5.1%
Nueces	$342.2	$27.2	7.9%
Ochiltree	$20.1	$0.6	2.8%
Oldham	$0.4	$0.0	3.2%
Orange	$35.7	$2.5	6.9%
Palo Pinto	$15.7	$1.1	7.1%
Panola	$14.0	$0.4	2.9%
Parker	$76.4	$2.2	2.9%
Parmer	$1.6	$0.0	3.1%
Pecos	$10.7	$0.5	4.6%
Polk	$23.8	$0.8	3.5%
Potter	$147.8	$20.2	13.7%
Presidio	$2.4	$0.1	3.2%
Rains	$4.5	$0.1	2.9%
Randall	$67.3	$2.2	3.2%
Reagan	$9.1	$0.1	1.0%
Real	$1.1	$0.0	4.2%
Red River	$1.7	$0.1	5.0%
Reeves	$15.9	$1.4	8.7%
Refugio	$3.5	$0.2	7.0%
Roberts	$0.1	$0.0	1.3%
Robertson	$5.4	$0.3	6.2%
Rockwall	$63.9	$2.7	4.2%
Runnels	$3.6	$0.1	3.7%
Rusk	$23.9	$0.7	2.9%
Sabine	$2.6	$0.1	4.2%
San Augustine	$2.5	$0.1	3.7%
San Jacinto	$2.6	$0.1	5.5%
San Patricio	$42.1	$2.8	6.8%
San Saba	$1.6	$0.1	6.3%
Schleicher	$2.0	$0.0	0.7%
Scurry	$64.5	$0.8	1.2%
Shackelford	$1.7	$0.1	3.1%
Shelby	$13.0	$0.6	4.6%
Sherman	$0.7	$0.1	7.8%
Smith	$177.9	$9.0	5.1%
Somervell	$6.8	$0.2	2.7%

	State Sales Tax Revenue		
	Total	Visitor	Visitor Share
Starr	$15.8	$0.7	4.4%
Stephens	$7.1	$0.2	3.0%
Sterling	$1.0	$0.0	1.8%
Stonewall	$1.0	$0.0	1.4%
Sutton	$4.3	$0.1	3.3%
Swisher	$1.3	$0.1	5.4%
Tarrant	$1,631.2	$90.1	5.5%
Taylor	$117.2	$9.5	8.1%
Terrell	$0.2	$0.0	13.7%
Terry	$5.3	$0.4	8.1%
Throckmorton	$0.4	$0.0	3.8%
Titus	$26.3	$1.0	3.8%
Tom Green	$106.6	$7.0	6.6%
Travis	$1,190.5	$111.7	9.4%
Trinity	$3.9	$0.2	3.8%
Tyler	$5.6	$0.2	3.7%
Upshur	$10.1	$0.6	5.6%
Upton	$3.1	$0.1	2.3%
Uvalde	$16.0	$1.2	7.4%
Val Verde	$20.4	$1.2	5.9%
Van Zandt	$18.4	$0.7	3.8%
Victoria	$110.5	$6.3	5.7%
Walker	$32.4	$2.1	6.5%
Waller	$31.7	$0.7	2.2%
Ward	$25.4	$1.0	3.8%
Washington	$546.6	$1.4	0.3%
*Webb	$159.3	$19.9	12.5%
Wharton	$27.1	$1.0	3.5%
Wheeler	$3.5	$0.3	7.6%
Wichita	$85.4	$5.6	6.6%
Wilbarger	$5.7	$0.4	7.6%
Willacy	$4.1	$0.3	7.2%
Williamson	$413.7	$17.5	4.2%
*Wilson	$16.2	$0.8	5.0%
Winkler	$9.3	$0.2	1.8%
Wise	$42.2	$1.5	3.7%
Wood	$16.4	$0.5	3.2%
Yoakum	$7.6	$0.1	1.2%
Young	$12.8	$0.5	4.3%
Zapata	$3.7	$0.2	4.9%
*Zavala	$2.3	$0.2	6.5%

*Oil and gas production in recent years may affect travel impact estimates.

IV. METROPOLITAN DIRECT TRAVEL IMPACTS
1990-2014P TOTAL SPENDING
2004-2014P DETAILED IMPACTS



(non-metropolitan counties are shaded)

Metropolitan Statistical Areas

AreaName	Counties included
Abilene	Callahan, Jones, Taylor
Amarillo	Armstrong, Carson, Potter, Randall
Austin-Round Rock	Bastrop, Caldwell, Hays, Travis, Williamson
Beaumont-Port Arthur	Hardin, Jefferson, Orange
Brownsville-Harlingen	Cameron
College Station-Bryan	Brazos, Burleson, Robertson
Corpus Christi	Aransas, Nueces, San Patricio
*Dallas-Plano-Irving Metro. Division	Collin, Dallas, Delta, Denton, Ellis, Hunt, Kaufman, Rockwall
*Fort Worth-Arlington Metro. Division	Johnson, Parker, Tarrant, Wise
El Paso	El Paso
Houston-Sugar Land-Baytown	Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Waller
Killeen-Temple-Fort Hood	Bell, Coryell, Lampasas
Laredo	Webb
Longview	Gregg, Rusk, Upshur
Lubbock	Crosby, Lubbock
McAllen-Edinburg-Mission	Hidalgo
Midland	Midland
Odessa	Ector
San Angelo	Irion, Tom Green
San Antonio	Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, Wilson
Sherman-Denison	Grayson
Texarkana (Texas portion only)	Bowie
Tyler	Smith
Victoria	Calhoun, Goliad, Victoria
Waco	McLennan
Wichita Falls	Archer, Clay, Wichita

Metropolitan statistical areas defined by Office of Management and Budget, June 6, 2003.
*Dallas-Plano-Irving and *Fort Worth-Arlington are Metropolitan Divsions. These two divisons comprise the Dallas-Fort Worth-Arlington Metropolitan Statistical Area.

Metropolitan Statistical Area Travel Spending, 1990-2014p ($Millions)

Area Name	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p
Abilene	152	171	201	212	232	268	268	300	377	431	392	443	449	469
Amarillo	330	367	456	482	518	576	580	632	763	848	814	898	932	943
Austin-Round Rock	1,268	1,467	2,087	2,340	2,621	3,432	3,141	3,592	4,493	5,060	4,983	5,898	6,336	6,696
Beaumont-Port Arthur	241	277	301	333	351	403	391	451	586	700	595	662	662	706
Brownsville-Harlingen	357	389	490	497	528	595	604	640	739	753	747	814	824	850
College Station-Bryan	138	158	197	210	229	258	266	299	362	428	399	436	472	524
Corpus Christi	491	561	673	702	732	822	846	915	1,075	1,139	1,122	1,289	1,340	1,372
Dallas-Plano-Irving	3,349	3,647	4,746	5,409	6,143	7,316	6,712	7,374	8,957	9,946	9,388	10,933	11,420	11,739
Fort Worth-Arlington	1,936	2,132	3,929	4,409	4,784	5,570	4,776	5,336	6,473	6,805	6,637	7,489	7,505	7,776
El Paso	546	602	824	826	883	1,030	984	1,171	1,438	1,594	1,518	1,668	1,642	1,694
Houston-Sugar Land-Baytown	3,977	4,381	5,905	6,756	7,697	9,178	9,100	10,094	12,347	14,119	12,953	15,561	16,325	17,192
Killeen-Temple-Fort Hood	166	189	258	253	253	294	308	342	380	455	436	463	458	479
Laredo	201	250	235	253	303	354	375	411	478	511	519	601	593	604
Longview	98	108	124	141	155	188	180	205	257	303	273	295	303	308
Lubbock	268	295	383	421	419	475	481	523	620	697	686	774	798	821
McAllen-Edinburg-Mission	436	494	601	612	669	780	819	911	1,078	1,202	1,172	1,272	1,300	1,373
Midland	107	119	154	159	224	227	223	242	309	371	354	541	561	657
Odessa	88	98	109	116	130	130	138	161	214	267	231	388	387	428
San Angelo	84	94	115	118	118	133	136	152	186	216	197	258	290	291
San Antonio	2,054	2,393	3,111	3,511	3,835	4,590	4,656	5,232	6,411	7,314	6,936	8,045	8,225	8,644
Sherman-Denison	68	74	86	100	103	128	127	146	183	207	187	206	215	217
Texarkana	66	68	80	86	84	104	102	123	153	188	176	197	191	187
Tyler	117	132	168	182	197	225	226	261	318	369	349	376	389	407
Victoria	93	106	118	127	145	159	155	169	204	230	218	268	269	291
Waco	177	197	255	252	266	319	324	367	430	477	456	494	513	533
Wichita Falls	109	118	140	147	152	169	177	189	219	243	233	245	252	259
Total Texas Metro Areas	16,917	18,886	25,747	28,654	31,773	37,721	36,093	40,240	49,048	54,872	51,974	60,514	62,649	65,461

Travel Share of Total Metropolitan Earnings and Employment, 2014p

	Earnings ($Million)			Employment (thousand jobs)		
Metro Area	Total	Travel	Percent	Total	Travel	Percent
Abilene	4,625	91	2.0%	105	4.0	3.8%
Amarillo	7,685	185	2.4%	162	8.6	5.4%
Austin-Round Rock	70,374	1,811	2.6%	1,265	58.1	4.6%
Beaumont-Port Arthur	11,661	149	1.3%	214	7.4	3.5%
Brownsville-Harlingen	6,509	186	2.9%	188	8.5	4.5%
College Station-Bryan	5,940	133	2.2%	139	6.0	4.3%
Corpus Christi	14,313	401	2.8%	261	16.5	6.3%
Dallas-Plano-Irving	202,920	4,471	2.2%	3,121	105.9	3.4%
Fort Worth-Arlington	74,654	3,160	4.2%	1,322	70.4	5.3%
El Paso	19,246	388	2.0%	420	13.2	3.1%
Houston-Sugar Land-Baytown	293,544	5,619	1.9%	3,954	135.4	3.4%
Killeen-Temple-Fort Hood	11,955	128	1.1%	224	5.5	2.5%
Laredo	5,265	150	2.8%	128	6.2	4.9%
Longview	7,268	72	1.0%	139	3.2	2.3%
Lubbock	8,267	244	2.9%	181	7.9	4.4%
McAllen-Edinburg-Mission	12,831	348	2.7%	346	15.9	4.6%
Midland	13,611	111	0.8%	139	4.1	3.0%
Odessa	6,237	116	1.9%	99	3.4	3.4%
San Angelo	3,235	79	2.4%	71	3.7	5.2%
San Antonio	67,253	2,378	3.5%	1,315	74.9	5.7%
Sherman-Denison	2,521	33	1.3%	61	1.5	2.4%
Texarkana	2,228	31	1.4%	51	1.6	3.1%
Tyler	6,907	94	1.4%	138	3.8	2.7%
Victoria	4,209	58	1.4%	75	2.2	3.0%
Waco	6,327	116	1.8%	141	5.3	3.7%
Wichita Falls	4,217	11	0.3%	89	0.4	0.5%
Metro Total	873,803	20,564	2.4%	14,348	573.7	4.0%

Abilene MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	288.6	360.1	412.5	375.1	424.0	430.5	447.1
Other Travel*	11.3	16.9	18.0	16.9	19.4	18.8	21.9
Total Direct Spending	299.9	377.0	430.5	392.0	443.4	449.2	469.1
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	118.4	156.9	188.5	169.8	201.9	207.3	222.5
Private Campground	4.1	5.1	5.9	6.3	7.0	7.3	7.2
Public Campground	0.8	1.0	1.1	1.1	1.3	1.3	1.3
Private Home	82.7	95.9	106.9	97.2	108.6	108.2	107.4
Vacation Home	2.3	2.5	2.8	2.5	2.7	2.7	2.8
Day Travel	80.3	98.7	107.3	98.1	102.5	103.7	106.0
Destination Spending	288.6	360.1	412.5	375.1	424.0	430.5	447.1
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	29.9	38.5	45.3	42.1	49.5	51.8	58.1
Food Service	46.4	53.5	58.9	59.5	66.4	68.9	74.3
Food Stores	12.1	13.4	15.0	14.7	16.6	17.0	18.1
Local Tran. & Gas	87.3	131.2	168.0	137.3	162.6	162.5	159.3
Arts, Ent. & Rec.	40.1	43.3	44.6	42.9	45.5	46.4	48.5
Retail Sales	65.4	70.6	70.0	69.3	73.0	74.0	77.1
Visitor Air Tran.	7.3	9.6	10.7	9.2	10.4	10.0	11.7
Destination Spending	288.6	360.1	412.5	375.1	424.0	430.5	447.1
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	31.9	37.0	40.8	42.6	47.5	49.2	53.3
Arts, Ent. & Rec.	12.9	13.9	14.4	14.6	15.3	15.9	17.0
Retail**	12.4	13.1	13.2	12.7	14.2	14.6	15.8
Ground Tran.	1.7	1.9	2.1	2.0	2.2	2.3	2.4
Visitor Air Tran.	0.4	0.5	0.5	0.5	0.5	0.6	0.6
Other Travel*	1.2	1.4	1.5	1.7	1.9	2.1	2.3
Total Direct Earnings	60.4	67.8	72.5	74.1	81.7	84.6	91.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,750	1,920	1,940	1,910	2,000	2,050	2,120
Arts, Ent. & Rec.	1,130	1,150	1,060	1,010	980	1,010	1,040
Retail**	660	650	620	580	590	600	620
Ground Tran.	60	60	60	60	60	70	70
Visitor Air Tran.	10	10	10	10	10	10	10
Other Travel*	40	60	40	40	60	70	70
Total Direct Employment	3,680	3,890	3,770	3,650	3,760	3,850	3,980
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	7.3	8.5	9.0	9.1	10.0	10.4	11.4
Visitor	4.3	5.1	5.7	5.4	6.2	6.4	7.1
Resident	3.0	3.3	3.3	3.6	3.8	4.0	4.3
State Tax Receipts	19.0	21.7	23.1	22.4	23.5	24.4	25.8
Visitor	17.0	19.4	20.5	20.0	20.7	21.4	22.5
Resident	2.0	2.3	2.6	2.5	2.8	3.0	3.3
Total Direct Gov't Revenue	26.3	30.2	32.1	31.5	33.5	34.8	37.2

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Amarillo MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	590.3	710.4	791.6	762.0	837.1	871.4	879.8
Other Travel*	42.2	52.2	56.6	51.9	60.9	60.7	63.4
Total Direct Spending	632.5	762.5	848.2	813.9	898.0	932.1	943.1
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	232.5	282.8	327.1	320.9	372.8	395.0	402.8
Private Campground	8.1	9.9	11.5	12.1	13.6	14.0	14.0
Public Campground	3.5	4.3	5.0	5.0	5.6	5.8	5.8
Private Home	76.0	92.3	104.1	93.3	108.3	107.7	107.7
Vacation Home	2.0	2.4	2.8	2.5	2.8	2.8	2.8
Day Travel	268.1	318.6	341.2	328.2	334.0	346.1	346.7
Destination Spending	590.3	710.4	791.6	762.0	837.1	871.4	879.8
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	62.8	74.3	82.4	84.7	96.9	106.7	111.1
Food Service	99.9	112.4	123.8	132.5	142.9	153.2	158.3
Food Stores	26.2	28.8	32.1	33.2	36.1	38.1	39.4
Local Tran. & Gas	137.5	206.4	264.2	215.8	255.3	254.5	248.8
Arts, Ent. & Rec.	52.9	57.4	59.4	60.3	62.3	65.6	66.5
Retail Sales	178.9	191.1	189.3	196.6	198.7	208.6	209.3
Visitor Air Tran.	32.0	40.0	40.4	38.8	44.9	44.7	46.5
Destination Spending	590.3	710.4	791.6	762.0	837.1	871.4	879.8
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	61.4	69.0	74.6	83.6	91.0	97.2	99.3
Arts, Ent. & Rec.	25.1	27.2	28.5	30.5	31.5	33.7	35.0
Retail**	32.0	33.8	33.9	34.0	36.3	38.2	40.0
Ground Tran.	2.4	2.7	2.9	2.8	3.1	3.1	3.2
Visitor Air Tran.	1.7	1.9	1.7	2.3	2.4	2.7	2.6
Other Travel*	3.0	3.7	3.4	3.8	4.0	4.5	4.6
Total Direct Earnings	125.5	138.4	145.1	156.9	168.3	179.2	184.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,920	4,110	4,170	4,390	4,410	4,650	4,550
Arts, Ent. & Rec.	2,280	2,270	2,340	2,360	2,240	2,360	2,350
Retail**	1,620	1,600	1,500	1,460	1,420	1,480	1,510
Ground Tran.	80	90	90	90	90	90	90
Visitor Air Tran.	30	20	20	20	30	30	20
Other Travel*	80	90	70	60	70	70	70
Total Direct Employment	8,050	8,230	8,230	8,440	8,280	8,710	8,620
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	16.1	17.8	18.5	20.7	21.9	23.6	24.2
Visitor	9.7	11.0	11.8	12.9	14.1	15.1	15.5
Resident	6.3	6.8	6.7	7.8	7.8	8.5	8.8
State Tax Receipts	37.7	42.3	44.5	45.2	46.6	49.4	50.7
Visitor	33.6	37.7	39.4	40.0	40.8	43.2	44.0
Resident	4.1	4.6	5.1	5.2	5.8	6.2	6.7
Total Direct Gov't Revenue	53.8	60.1	62.9	65.8	68.5	73.0	75.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Austin-Round Rock MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	3,092	3,894	4,363	4,291	5,047	5,434	5,728
Other Travel*	500	599	697	692	851	902	968
Total Direct Spending	3,592	4,493	5,060	4,983	5,898	6,336	6,696
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	1,599	2,106	2,393	2,347	2,872	3,164	3,378
Private Campground	13	16	18	19	21	22	22
Public Campground	8	9	10	10	11	11	12
Private Home	807	950	1,070	1,058	1,220	1,264	1,315
Vacation Home	20	23	26	26	28	29	30
Day Travel	646	790	845	831	894	943	970
Destination Spending	3,092	3,894	4,363	4,291	5,047	5,434	5,728
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	480	676	802	752	949	1,080	1,192
Food Service	672	812	904	967	1,129	1,229	1,301
Food Stores	159	186	214	221	261	278	294
Local Tran. & Gas	433	633	799	670	792	802	798
Arts, Ent. & Rec.	305	354	371	372	416	444	460
Retail Sales	721	817	834	866	966	1,023	1,052
Visitor Air Tran.	322	417	438	444	534	578	629
Destination Spending	3,092	3,894	4,363	4,291	5,047	5,434	5,728
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	505	638	714	759	934	1,014	1,138
Arts, Ent. & Rec.	159	185	196	211	250	268	299
Retail**	141	159	165	166	192	204	218
Ground Tran.	19	22	25	24	27	28	30
Visitor Air Tran.	14	15	15	15	17	20	19
Other Travel*	60	64	80	77	95	104	107
Total Direct Earnings	898	1,083	1,193	1,252	1,515	1,636	1,811
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	21.5	25.1	26.3	27.5	31.0	33.2	35.4
Arts, Ent. & Rec.	9.0	9.7	9.9	10.5	11.3	12.0	12.7
Retail**	5.9	6.2	6.3	6.2	6.6	6.9	7.1
Ground Tran.	0.7	0.8	0.8	0.8	0.7	0.8	0.8
Visitor Air Tran.	0.3	0.2	0.2	0.2	0.3	0.3	0.2
Other Travel*	1.4	1.3	1.6	1.5	1.8	1.9	1.8
Total Direct Employment	38.6	43.4	45.1	46.8	51.7	55.0	58.1
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	112	139	152	157	184	204	223
Visitor	66	86	97	95	114	127	138
Resident	45	53	55	62	70	77	86
State Tax Receipts	184	222	244	245	283	307	330
Visitor	154	185	202	204	231	250	264
Resident	30	36	42	42	52	57	66
Total Direct Gov't Revenue	295	361	396	402	467	512	553

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Beaumont-Port Arthur MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	437.7	574.9	690.2	586.5	656.4	652.4	695.6
Other Travel*	13.1	11.1	9.9	8.6	5.3	9.1	10.8
Total Direct Spending	450.8	586.0	700.1	595.0	661.7	661.5	706.4
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	181.2	268.1	347.5	276.8	321.8	314.4	357.8
Private Campground	3.6	4.4	5.0	5.5	6.1	6.4	6.3
Public Campground	1.0	1.2	1.3	1.4	1.5	1.6	1.6
Private Home	140.5	158.6	173.7	161.0	178.1	182.1	175.2
Vacation Home	5.0	5.5	6.2	5.7	6.1	6.2	6.1
Day Travel	106.5	137.1	156.5	136.1	142.7	141.6	148.6
Destination Spending	437.7	574.9	690.2	586.5	656.4	652.4	695.6
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	52.6	81.7	106.3	78.9	87.2	83.3	100.0
Food Service	78.7	94.8	110.9	103.3	113.7	113.7	129.0
Food Stores	22.8	26.3	31.2	28.5	31.9	31.7	35.4
Local Tran. & Gas	144.4	217.7	279.6	228.4	270.6	269.8	263.7
Arts, Ent. & Rec.	44.9	51.1	55.5	49.8	52.4	51.8	56.7
Retail Sales	88.9	98.5	102.9	95.3	99.6	98.2	105.9
Visitor Air Tran.	5.5	4.7	4.0	2.2	1.1	3.9	4.9
Destination Spending	437.7	574.9	690.2	586.5	656.4	652.4	695.6
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	47.0	60.9	72.5	66.2	71.3	69.4	75.1
Arts, Ent. & Rec.	24.0	27.2	29.9	34.9	39.2	39.3	41.9
Retail**	19.7	21.3	22.5	20.6	22.8	23.0	25.6
Ground Tran.	2.2	2.6	2.8	2.8	3.1	3.1	3.3
Visitor Air Tran.	0.6	0.7	0.8	0.7	0.3	0.4	0.4
Other Travel*	2.6	2.7	2.9	3.2	2.1	2.2	2.5
Total Direct Earnings	96.1	115.4	131.4	128.4	138.9	137.4	149.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,790	3,290	3,750	3,190	3,220	3,270	3,450
Arts, Ent. & Rec.	2,000	2,040	2,240	2,460	2,590	2,710	2,810
Retail**	1,030	1,000	1,020	910	920	920	970
Ground Tran.	50	60	60	60	60	60	70
Visitor Air Tran.	0	10	10	0	0	0	0
Other Travel*	60	60	60	60	50	50	50
Total Direct Employment	6,030	6,500	7,200	6,740	6,900	7,080	7,410
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	10.4	13.4	15.6	13.9	14.7	14.5	16.5
Visitor	5.8	8.0	9.8	7.8	8.6	8.4	9.8
Resident	4.6	5.4	5.7	6.1	6.1	6.2	6.7
State Tax Receipts	30.5	36.3	40.4	37.1	38.4	38.7	42.0
Visitor	27.1	32.2	35.5	32.6	33.3	33.6	36.3
Resident	3.4	4.1	4.9	4.5	5.1	5.1	5.7
Total Direct Gov't Revenue	40.9	49.7	55.9	51.0	53.1	53.3	58.5

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Brownsville-Harlingen MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	603.7	698.9	712.8	702.1	763.1	777.2	803.9
Other Travel*	36.1	40.2	40.2	45.0	51.2	46.6	46.3
Total Direct Spending	639.9	739.1	753.1	747.1	814.3	823.7	850.2
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	321.7	380.0	369.4	350.6	383.2	389.9	410.0
Private Campground	82.3	94.0	104.2	116.2	125.8	131.9	134.3
Public Campground	4.2	4.7	5.1	5.5	5.9	6.2	6.3
Private Home	111.8	125.8	134.0	130.8	145.1	144.3	146.2
Vacation Home	43.5	48.5	53.8	51.7	55.5	56.2	57.5
Day Travel	40.2	46.0	46.4	47.3	47.5	48.7	49.5
Destination Spending	603.7	698.9	712.8	702.1	763.1	777.2	803.9
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	149.4	175.2	170.6	162.5	177.8	185.3	198.5
Food Service	105.0	121.8	127.0	132.4	142.8	148.6	154.8
Food Stores	46.1	51.5	56.9	59.7	66.1	68.4	70.8
Local Tran. & Gas	60.3	79.9	93.5	80.4	92.4	91.5	92.0
Arts, Ent. & Rec.	56.9	63.3	62.9	63.2	65.4	67.1	68.4
Retail Sales	128.2	140.0	135.9	140.5	147.0	150.1	151.6
Visitor Air Tran.	57.9	67.2	66.0	63.3	71.5	66.2	67.9
Destination Spending	603.7	698.9	712.8	702.1	763.1	777.2	803.9
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	72.2	82.8	82.6	88.4	98.4	103.5	105.7
Arts, Ent. & Rec.	25.5	28.4	28.5	32.9	31.9	31.9	36.3
Retail**	23.6	25.8	25.9	26.2	28.5	29.3	30.6
Ground Tran.	5.5	6.1	6.2	5.7	6.1	5.8	6.2
Visitor Air Tran.	2.6	3.5	3.4	3.6	3.6	4.1	4.1
Other Travel*	2.8	3.3	3.1	3.4	3.3	3.5	3.5
Total Direct Earnings	132.3	149.8	149.7	160.2	171.8	178.0	186.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	4,430	4,760	4,330	4,350	4,620	4,870	4,890
Arts, Ent. & Rec.	1,820	1,880	1,670	1,810	1,670	1,670	1,880
Retail**	1,390	1,450	1,360	1,340	1,340	1,360	1,370
Ground Tran.	300	340	320	190	160	160	170
Visitor Air Tran.	40	50	50	40	60	60	60
Other Travel*	80	80	70	60	70	70	70
Total Direct Employment	8,090	8,580	7,810	7,810	7,940	8,220	8,470
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	18.6	21.2	20.7	21.3	22.4	23.3	24.5
Visitor	12.0	13.9	13.8	13.4	14.5	14.9	15.7
Resident	6.7	7.3	6.8	7.9	7.9	8.4	8.8
State Tax Receipts	31.1	35.5	35.7	35.7	38.2	39.5	41.3
Visitor	26.7	30.4	30.4	30.4	32.3	33.2	34.5
Resident	4.4	5.1	5.3	5.3	5.9	6.3	6.8
Total Direct Gov't Revenue	49.8	56.7	56.3	57.0	60.6	62.8	65.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

College Station-Bryan MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	282.8	341.8	409.7	382.1	419.1	455.1	504.8
Other Travel*	15.7	19.8	18.3	17.1	17.4	17.3	18.8
Total Direct Spending	298.5	361.6	428.0	399.2	436.5	472.3	523.6
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	118.4	147.8	193.7	177.7	199.3	228.7	271.5
Private Campground	3.8	4.6	5.2	5.6	6.2	6.4	6.3
Public Campground	2.3	2.6	2.9	3.1	3.3	3.5	3.6
Private Home	76.1	87.8	96.5	92.1	104.1	105.3	105.6
Vacation Home	7.4	8.2	9.0	8.2	8.8	8.9	9.1
Day Travel	74.8	90.8	102.5	95.4	97.3	102.3	108.7
Destination Spending	282.8	341.8	409.7	382.1	419.1	455.1	504.8
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	50.0	62.6	84.4	77.7	87.6	102.8	127.4
Food Service	61.0	69.1	81.6	83.2	88.7	98.0	111.0
Food Stores	15.6	17.0	20.1	20.0	21.9	23.4	25.6
Local Tran. & Gas	56.2	85.0	108.9	88.3	104.6	105.0	102.7
Arts, Ent. & Rec.	29.6	32.3	35.5	34.6	35.4	38.2	42.2
Retail Sales	62.5	66.9	70.6	70.8	72.6	77.6	84.5
Visitor Air Tran.	7.8	8.9	8.6	7.5	8.4	10.1	11.3
Destination Spending	282.8	341.8	409.7	382.1	419.1	455.1	504.8
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	38.6	44.7	54.3	56.1	60.5	74.8	85.4
Arts, Ent. & Rec.	13.7	15.0	16.6	18.0	20.1	23.1	29.1
Retail**	11.1	11.7	12.6	12.3	13.3	14.2	15.8
Ground Tran.	0.5	0.5	0.5	0.5	0.5	0.6	0.7
Visitor Air Tran.	0.3	0.3	0.3	0.6	0.4	0.5	0.5
Other Travel*	1.8	2.6	1.7	2.2	1.8	1.7	1.9
Total Direct Earnings	65.9	74.9	85.9	89.7	96.5	114.9	133.5
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,480	2,680	2,930	3,000	3,030	3,460	3,740
Arts, Ent. & Rec.	1,030	1,050	1,050	1,130	1,200	1,270	1,520
Retail**	600	590	600	580	570	600	650
Ground Tran.	20	20	10	10	20	20	30
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	50	50	40	40	30	30	30
Total Direct Employment	4,230	4,440	4,680	4,820	4,910	5,430	6,010
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	7.4	8.5	10.2	10.3	11.0	12.9	15.3
Visitor	4.2	5.1	6.4	6.1	6.7	7.8	9.3
Resident	3.2	3.5	3.7	4.2	4.2	5.2	6.0
State Tax Receipts	18.1	20.7	23.6	23.1	24.2	26.9	30.5
Visitor	15.8	18.0	20.4	19.9	20.7	22.6	25.3
Resident	2.3	2.7	3.2	3.2	3.5	4.3	5.2
Total Direct Gov't Revenue	25.5	29.2	33.8	33.4	35.1	39.8	45.8

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Corpus Christi MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	867	1,023	1,089	1,073	1,235	1,286	1,313
Other Travel*	48	52	50	48	54	54	59
Total Direct Spending	915	1,075	1,139	1,122	1,289	1,340	1,372
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	504	604	644	640	769	807	826
Private Campground	38	45	51	55	60	63	64
Public Campground	6	7	7	8	8	9	9
Private Home	152	175	184	172	189	191	196
Vacation Home	22	25	27	25	27	27	28
Day Travel	145	169	176	173	183	189	190
Destination Spending	867	1,023	1,089	1,073	1,235	1,286	1,313
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	180	216	230	227	280	301	313
Food Service	217	246	265	280	319	335	344
Food Stores	60	66	73	75	86	90	92
Local Tran. & Gas	111	163	201	167	196	196	194
Arts, Ent. & Rec.	104	113	114	115	125	129	131
Retail Sales	147	158	155	160	176	181	182
Visitor Air Tran.	47	60	51	50	53	53	58
Destination Spending	867	1,023	1,089	1,073	1,235	1,286	1,313
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	142.4	162.0	169.7	190.1	226.1	248.9	265.1
Arts, Ent. & Rec.	48.1	52.4	53.4	56.7	65.6	69.9	77.6
Retail**	34.0	36.3	36.7	37.0	42.2	43.7	45.5
Ground Tran.	4.6	5.4	5.3	5.0	5.4	5.4	5.9
Visitor Air Tran.	2.4	2.0	1.7	2.0	2.4	2.7	2.6
Other Travel*	6.2	4.8	3.5	3.7	3.9	4.3	4.7
Total Direct Earnings	237.6	262.7	270.4	294.5	345.5	374.8	401.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	7,870	8,150	8,530	9,090	9,940	10,700	10,950
Arts, Ent. & Rec.	3,200	3,140	2,940	2,970	3,170	3,320	3,520
Retail**	1,570	1,620	1,580	1,550	1,620	1,660	1,660
Ground Tran.	160	190	160	150	150	160	170
Visitor Air Tran.	40	30	20	30	30	30	30
Other Travel*	190	150	90	90	90	90	100
Total Direct Employment	13,100	13,340	13,400	13,930	15,060	16,000	16,480
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	30.3	34.2	34.6	36.8	42.7	46.1	48.3
Visitor	18.3	21.4	22.2	22.3	26.7	28.4	29.3
Resident	12.0	12.8	12.4	14.5	16.0	17.7	19.0
State Tax Receipts	50.8	57.8	60.5	61.5	69.6	73.7	76.7
Visitor	43.0	48.9	51.0	51.7	57.7	60.6	62.1
Resident	7.9	8.8	9.5	9.8	11.9	13.1	14.5
Total Direct Gov't Revenue	81.1	92.0	95.1	98.3	112.2	119.8	125.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Dallas-Plano-Irving MD
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	6,620	8,081	8,891	8,365	9,681	10,131	10,355
Other Travel*	755	876	1,055	1,023	1,252	1,289	1,384
Total Direct Spending	7,374	8,957	9,946	9,388	10,933	11,420	11,739
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	3,913	4,864	5,356	4,986	5,967	6,328	6,458
Private Campground	16	19	22	24	26	27	28
Public Campground	12	14	16	17	18	19	19
Private Home	1,319	1,554	1,781	1,711	1,930	1,958	2,022
Vacation Home	23	27	31	29	32	33	34
Day Travel	1,337	1,602	1,686	1,598	1,707	1,766	1,793
Destination Spending	6,620	8,081	8,891	8,365	9,681	10,131	10,355
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,101	1,406	1,521	1,334	1,598	1,760	1,811
Food Service	1,520	1,769	1,914	1,964	2,281	2,423	2,495
Food Stores	259	292	323	322	374	391	405
Local Tran. & Gas	1,418	2,005	2,458	2,079	2,462	2,484	2,486
Arts, Ent. & Rec.	935	1,051	1,065	1,037	1,144	1,197	1,229
Retail Sales	1,273	1,398	1,386	1,393	1,544	1,602	1,610
Visitor Air Tran.	113	159	225	236	278	274	320
Destination Spending	6,620	8,081	8,891	8,365	9,681	10,131	10,355
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	1,321	1,561	1,633	1,624	1,896	2,011	2,049
Arts, Ent. & Rec.	510	574	588	592	666	707	782
Retail**	314	342	343	334	385	401	420
Ground Tran.	86	100	104	98	112	113	122
Visitor Air Tran.	186	223	224	257	291	323	317
Other Travel*	493	542	588	600	714	772	782
Total Direct Earnings	2,911	3,341	3,480	3,505	4,063	4,327	4,471
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	42.0	46.2	46.6	46.5	52.2	55.5	56.6
Arts, Ent. & Rec.	16.0	16.7	15.5	15.6	16.7	17.6	19.3
Retail**	11.8	13.7	14.0	13.3	14.0	14.5	14.7
Ground Tran.	2.7	3.2	3.1	2.8	2.8	3.0	3.2
Visitor Air Tran.	2.5	2.3	2.4	2.4	2.9	2.8	2.6
Other Travel*	8.7	8.2	8.5	7.9	9.6	9.8	9.5
Total Direct Employment	83.7	90.3	90.1	88.5	98.2	103.2	105.9
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	271	315	324	328	370	400	414
Visitor	124	151	164	154	181	195	201
Resident	147	164	160	174	189	205	212
State Tax Receipts	466	542	573	556	627	666	691
Visitor	370	431	451	440	488	516	530
Resident	96	112	122	116	139	150	161
Total Direct Gov't Revenue	738	857	897	884	997	1,066	1,105

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Fort Worth-Arlington MD
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	3,658	4,419	4,758	4,633	5,194	5,293	5,529
Other Travel*	1,678	2,053	2,048	2,004	2,295	2,212	2,246
Total Direct Spending	5,336	6,473	6,805	6,637	7,489	7,505	7,776
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	2,143	2,629	2,887	2,812	3,210	3,294	3,476
Private Campground	15	18	21	22	25	26	25
Public Campground	7	9	10	10	11	12	11
Private Home	815	946	960	926	1,061	1,053	1,076
Vacation Home	16	18	21	20	21	22	22
Day Travel	663	799	859	843	865	887	919
Destination Spending	3,658	4,419	4,758	4,633	5,194	5,293	5,529
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	447	590	700	664	764	805	878
Food Service	528	622	701	750	819	861	923
Food Stores	92	105	120	124	136	142	151
Local Tran. & Gas	514	729	895	753	892	899	892
Arts, Ent. & Rec.	447	506	532	543	563	582	612
Retail Sales	444	495	507	529	553	569	591
Visitor Air Tran.	1,186	1,371	1,302	1,270	1,467	1,435	1,483
Destination Spending	3,658	4,419	4,758	4,633	5,194	5,293	5,529
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	410	497	556	586	690	713	749
Arts, Ent. & Rec.	272	308	327	344	389	409	463
Retail**	98	108	112	113	124	128	138
Ground Tran.	27	31	31	30	34	34	37
Visitor Air Tran.	683	697	611	612	641	726	710
Other Travel*	940	1,019	950	952	1,001	1,098	1,064
Total Direct Earnings	2,431	2,659	2,587	2,638	2,878	3,108	3,160
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	17.8	19.9	22.2	22.9	24.0	25.3	26.1
Arts, Ent. & Rec.	12.3	12.8	16.2	16.7	16.7	17.8	19.8
Retail**	4.2	4.5	4.6	4.5	4.5	4.6	4.8
Ground Tran.	0.8	0.9	0.9	0.8	0.8	0.9	0.9
Visitor Air Tran.	9.2	8.2	7.7	7.3	8.1	8.1	7.5
Other Travel*	12.9	12.2	12.1	11.7	12.8	12.4	11.3
Total Direct Employment	57.3	58.5	63.6	63.8	66.8	69.1	70.4
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	195	217	212	221	235	253	262
Visitor	72	86	93	91	101	106	112
Resident	123	130	119	131	134	147	150
State Tax Receipts	215	248	263	261	284	302	318
Visitor	135	159	173	174	185	194	205
Resident	80	89	91	87	99	108	114
Total Direct Gov't Revenue	411	465	475	482	519	555	581

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

El Paso MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	1,013	1,251	1,396	1,323	1,453	1,436	1,479
Other Travel*	157	188	197	196	216	206	215
Total Direct Spending	1,171	1,438	1,594	1,518	1,668	1,642	1,694
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	682	847	949	906	999	983	1,020
Private Campground	15	18	22	23	25	27	27
Public Campground	1	1	1	1	1	1	1
Private Home	191	232	260	238	266	264	268
Vacation Home	4	5	6	6	6	6	6
Day Travel	121	147	158	150	155	155	156
Destination Spending	1,013	1,251	1,396	1,323	1,453	1,436	1,479
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	126	154	165	166	173	170	185
Food Service	158	176	189	205	222	223	234
Food Stores	38	42	46	48	53	53	56
Local Tran. & Gas	298	436	550	455	534	534	526
Arts, Ent. & Rec.	73	79	80	82	86	85	87
Retail Sales	177	187	184	193	202	199	203
Visitor Air Tran.	143	176	183	174	182	172	187
Destination Spending	1,013	1,251	1,396	1,323	1,453	1,436	1,479
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	150	170	178	199	225	227	241
Arts, Ent. & Rec.	36	39	40	46	49	46	49
Retail**	37	39	39	39	44	44	47
Ground Tran.	11	13	14	13	14	14	15
Visitor Air Tran.	8	10	12	12	14	16	16
Other Travel*	13	15	16	17	19	22	21
Total Direct Earnings	256	286	298	326	364	369	388
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	6,130	6,440	6,120	6,200	6,800	6,880	7,180
Arts, Ent. & Rec.	2,880	2,850	2,970	3,100	3,170	3,000	3,160
Retail**	1,930	1,890	1,890	1,880	1,890	1,880	1,920
Ground Tran.	410	450	460	430	420	450	480
Visitor Air Tran.	150	160	150	140	160	150	150
Other Travel*	320	300	270	260	270	290	250
Total Direct Employment	11,850	12,120	11,890	12,020	12,730	12,670	13,150
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	31.0	35.1	35.6	38.5	40.8	41.0	43.5
Visitor	18.2	21.2	22.2	22.6	24.2	23.8	25.4
Resident	12.8	13.8	13.5	16.0	16.7	17.2	18.2
State Tax Receipts	63.6	72.1	75.5	76.3	79.2	80.4	84.1
Visitor	55.0	62.3	64.8	65.3	66.5	67.3	69.8
Resident	8.6	9.8	10.6	11.0	12.7	13.1	14.3
Total Direct Gov't Revenue	94.6	107.2	111.1	114.8	120.0	121.3	127.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Houston-Sugar Land-Baytown MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	8,418	10,471	12,093	10,927	13,104	13,728	14,366
Other Travel*	1,676	1,876	2,026	2,027	2,457	2,597	2,826
Total Direct Spending	10,094	12,347	14,119	12,953	15,561	16,325	17,192
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	4,820	6,124	7,271	6,372	8,013	8,513	9,044
Private Campground	45	54	61	67	72	74	74
Public Campground	4	4	5	5	6	6	6
Private Home	1,959	2,331	2,591	2,506	2,865	2,926	2,971
Vacation Home	91	105	119	113	122	125	129
Day Travel	1,498	1,853	2,046	1,864	2,026	2,084	2,142
Destination Spending	8,418	10,471	12,093	10,927	13,104	13,728	14,366
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,231	1,600	2,015	1,643	2,132	2,401	2,661
Food Service	1,544	1,829	2,095	2,040	2,432	2,573	2,750
Food Stores	291	334	387	371	439	457	486
Local Tran. & Gas	2,043	2,930	3,610	3,034	3,608	3,645	3,633
Arts, Ent. & Rec.	1,079	1,232	1,322	1,230	1,390	1,446	1,514
Retail Sales	1,302	1,455	1,514	1,463	1,658	1,716	1,780
Visitor Air Tran.	928	1,090	1,151	1,146	1,445	1,491	1,543
Destination Spending	8,418	10,471	12,093	10,927	13,104	13,728	14,366
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	1,166	1,408	1,636	1,588	1,901	2,031	2,209
Arts, Ent. & Rec.	509	580	629	620	687	726	783
Retail**	308	338	355	335	393	409	441
Ground Tran.	106	124	129	121	140	143	155
Visitor Air Tran.	594	623	652	683	670	751	730
Other Travel*	964	1,000	1,077	1,131	1,117	1,258	1,301
Total Direct Earnings	3,647	4,074	4,478	4,478	4,908	5,317	5,619
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	48.8	54.5	59.3	55.8	63.5	67.4	71.0
Arts, Ent. & Rec.	21.8	22.8	22.9	21.8	23.1	24.2	25.4
Retail**	13.7	13.8	14.0	12.9	13.9	14.3	14.8
Ground Tran.	3.3	3.7	3.7	3.2	3.5	3.8	4.0
Visitor Air Tran.	7.4	7.6	7.8	7.1	7.4	7.3	6.8
Other Travel*	14.6	14.5	14.6	13.3	13.5	13.7	13.5
Total Direct Employment	109.5	116.9	122.2	114.2	124.9	130.7	135.4
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	353	409	453	448	510	561	603
Visitor	168	209	248	227	283	309	336
Resident	184	200	205	222	228	251	267
State Tax Receipts	556	649	719	677	764	817	871
Visitor	436	513	563	529	595	632	668
Resident	120	136	157	148	168	185	203
Total Direct Gov't Revenue	909	1,058	1,173	1,126	1,274	1,378	1,474

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Killeen-Temple-Fort Hood MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	330.0	378.2	453.7	434.3	461.8	456.5	477.1
Other Travel*	11.7	1.5	1.6	2.0	1.1	1.2	1.5
Total Direct Spending	341.8	379.7	455.4	436.3	462.9	457.7	478.6
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	140.4	164.1	213.9	204.4	213.2	205.0	222.9
Private Campground	1.9	2.3	2.5	2.8	3.1	3.2	3.2
Public Campground	3.1	3.6	3.8	4.1	4.5	4.8	4.8
Private Home	114.8	127.3	142.0	135.3	153.1	156.1	155.8
Vacation Home	3.9	4.4	5.0	4.6	5.1	5.1	5.2
Day Travel	65.8	76.6	86.5	83.0	82.8	82.2	85.2
Destination Spending	330.0	378.2	453.7	434.3	461.8	456.5	477.1
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	51.1	61.2	80.4	76.7	77.2	73.8	81.0
Food Service	74.6	83.7	100.3	103.4	109.0	109.1	117.2
Food Stores	26.5	29.1	35.4	35.4	38.4	38.3	40.9
Local Tran. & Gas	51.9	78.6	101.1	82.3	97.5	97.2	94.9
Arts, Ent. & Rec.	36.1	39.3	44.1	43.3	44.2	43.8	46.1
Retail Sales	81.9	86.4	92.5	93.1	95.3	94.2	97.1
Visitor Air Tran.	7.9	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	330.0	378.2	453.7	434.3	461.8	456.5	477.1
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	45.1	50.8	61.6	68.4	73.5	75.1	79.4
Arts, Ent. & Rec.	16.9	18.3	20.7	21.5	22.4	23.6	25.2
Retail**	17.2	18.1	19.8	19.4	20.8	20.8	22.2
Ground Tran.	0.6	0.7	0.7	0.7	0.8	0.8	0.9
Visitor Air Tran.	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	1.1	0.6	0.7	0.9	0.5	0.5	0.6
Total Direct Earnings	81.2	88.6	103.6	110.9	118.0	120.9	128.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,020	3,190	3,330	3,370	3,510	3,570	3,630
Arts, Ent. & Rec.	1,470	1,490	870	820	820	870	890
Retail**	870	890	940	910	890	880	910
Ground Tran.	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	30	20	20	20	10	10	10
Total Direct Employment	5,440	5,650	5,220	5,160	5,300	5,390	5,500
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	9.1	9.9	11.5	12.1	12.3	12.4	13.2
Visitor	5.0	5.6	6.9	6.7	6.9	6.8	7.3
Resident	4.0	4.3	4.7	5.4	5.4	5.6	6.0
State Tax Receipts	20.5	23.0	26.4	26.3	27.1	27.2	28.9
Visitor	17.8	19.9	22.7	22.5	22.9	22.9	24.1
Resident	2.8	3.0	3.7	3.8	4.1	4.3	4.7
Total Direct Gov't Revenue	29.6	32.8	38.0	38.4	39.4	39.6	42.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Laredo MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	396.7	460.2	492.1	495.2	576.8	572.6	582.4
Other Travel*	14.5	17.5	18.6	23.7	24.2	20.1	22.1
Total Direct Spending	411.2	477.7	510.7	518.9	601.0	592.8	604.4
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	208.8	245.4	261.7	268.6	329.1	319.5	325.4
Private Campground	0.6	0.7	0.8	0.9	0.9	1.0	1.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	137.5	157.2	171.0	167.0	183.8	189.7	192.6
Vacation Home	3.7	4.2	4.8	4.6	5.0	5.1	5.2
Day Travel	46.0	52.6	53.9	54.2	58.0	57.4	58.1
Destination Spending	396.7	460.2	492.1	495.2	576.8	572.6	582.4
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	50.2	59.4	60.1	64.4	83.5	79.2	79.6
Food Service	90.1	102.0	111.2	119.2	140.0	139.8	145.1
Food Stores	14.0	15.6	17.5	18.0	21.5	21.4	22.2
Local Tran. & Gas	53.6	78.9	100.1	83.4	98.6	98.9	97.4
Arts, Ent. & Rec.	29.1	31.9	32.9	33.3	37.2	36.8	37.5
Retail Sales	147.1	158.1	158.5	164.9	184.1	182.0	183.7
Visitor Air Tran.	12.6	14.3	11.9	11.9	11.9	14.6	16.8
Destination Spending	396.7	460.2	492.1	495.2	576.8	572.6	582.4
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	60.7	68.6	71.4	72.7	88.3	92.5	97.2
Arts, Ent. & Rec.	11.9	13.0	13.5	13.2	15.2	15.3	17.9
Retail**	21.9	23.4	23.7	23.8	27.6	27.5	28.8
Ground Tran.	2.4	2.7	2.9	2.9	3.3	3.2	3.4
Visitor Air Tran.	0.4	0.4	0.4	0.3	0.6	0.9	0.9
Other Travel*	2.0	1.1	1.0	0.9	1.5	1.7	1.8
Total Direct Earnings	99.3	109.3	113.0	113.8	136.5	141.1	150.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,120	3,280	3,150	3,010	3,420	3,550	3,700
Arts, Ent. & Rec.	960	970	940	860	930	920	1,070
Retail**	1,190	1,220	1,190	1,170	1,240	1,220	1,240
Ground Tran.	70	80	80	80	80	80	90
Visitor Air Tran.	10	10	10	0	10	20	10
Other Travel*	50	40	30	30	40	50	40
Total Direct Employment	5,420	5,620	5,430	5,170	5,750	5,870	6,180
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	10.4	11.6	11.6	12.5	14.7	14.8	15.3
Visitor	5.8	6.6	6.8	7.2	8.8	8.6	8.7
Resident	4.7	5.0	4.8	5.3	5.9	6.2	6.6
State Tax Receipts	25.9	29.0	30.3	31.0	35.4	35.6	36.8
Visitor	22.3	24.9	25.9	26.9	30.3	30.2	30.8
Resident	3.6	4.0	4.3	4.1	5.1	5.4	6.0
Total Direct Gov't Revenue	36.3	40.6	41.8	43.5	50.1	50.4	52.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Longview MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	198.7	249.8	295.6	266.5	289.0	297.1	301.6
Other Travel*	6.3	6.9	7.0	6.4	5.7	5.5	6.2
Total Direct Spending	205.0	256.7	302.6	272.9	294.7	302.6	307.8
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	90.6	118.2	147.0	132.1	144.0	150.9	155.7
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	1.1	1.4	1.6	1.7	1.9	2.0	2.0
Private Home	47.9	56.9	64.7	59.1	67.5	67.1	66.4
Vacation Home	5.6	6.5	7.4	6.7	7.5	7.4	7.4
Day Travel	53.5	66.7	74.9	66.9	68.1	69.6	70.0
Destination Spending	198.7	249.8	295.6	266.5	289.0	297.1	301.6
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	25.8	33.8	43.1	40.2	42.0	44.6	46.7
Food Service	45.9	52.8	59.8	58.6	61.3	64.7	67.6
Food Stores	10.6	11.9	13.6	13.1	14.2	14.6	15.3
Local Tran. & Gas	58.1	88.0	113.2	92.1	109.2	108.8	106.1
Arts, Ent. & Rec.	21.5	23.7	25.3	23.6	23.8	24.6	25.2
Retail Sales	34.6	37.3	38.0	36.5	36.4	37.5	37.9
Visitor Air Tran.	2.2	2.3	2.6	2.4	2.2	2.3	2.7
Destination Spending	198.7	249.8	295.6	266.5	289.0	297.1	301.6
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	26.1	30.8	35.6	34.5	37.8	38.7	40.3
Arts, Ent. & Rec.	13.0	14.4	15.5	15.8	15.3	15.8	15.6
Retail**	8.7	9.2	9.5	9.0	9.7	10.0	10.7
Ground Tran.	0.6	0.7	0.7	0.7	0.8	0.8	0.8
Visitor Air Tran.	0.2	0.2	0.6	0.5	1.1	1.4	1.4
Other Travel*	1.4	1.5	2.1	1.9	2.8	2.9	3.0
Total Direct Earnings	50.0	56.8	64.0	62.4	67.4	69.6	71.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,650	1,810	2,000	1,840	1,910	1,970	1,980
Arts, Ent. & Rec.	760	790	810	790	730	760	720
Retail**	430	410	400	370	370	380	390
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	10	0	10	10	10
Other Travel*	50	50	50	40	50	50	40
Total Direct Employment	2,950	3,110	3,340	3,110	3,140	3,240	3,210
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	4.9	5.7	6.4	6.4	6.6	6.9	7.2
Visitor	2.5	3.0	3.6	3.4	3.6	3.8	4.0
Resident	2.4	2.7	2.8	3.0	3.0	3.1	3.2
State Tax Receipts	13.8	16.0	17.6	16.8	17.1	17.9	18.5
Visitor	12.1	13.9	15.2	14.6	14.6	15.3	15.7
Resident	1.8	2.0	2.4	2.2	2.5	2.6	2.8
Total Direct Gov't Revenue	18.7	21.6	24.0	23.2	23.6	24.8	25.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Lubbock MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	469.6	557.8	629.3	618.9	701.3	725.5	744.2
Other Travel*	53.2	62.6	67.9	67.0	72.4	72.4	76.9
Total Direct Spending	522.9	620.4	697.2	685.9	773.7	797.9	821.1
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	193.8	234.1	279.2	280.2	338.9	355.7	369.9
Private Campground	4.4	5.4	6.1	6.5	7.1	7.4	7.4
Public Campground	0.6	0.7	0.8	0.8	0.9	0.9	0.9
Private Home	116.3	135.9	148.6	140.4	156.0	157.9	159.4
Vacation Home	2.3	2.6	2.8	2.6	2.8	2.8	2.8
Day Travel	152.2	179.1	191.7	188.5	195.8	200.8	203.8
Destination Spending	469.6	557.8	629.3	618.9	701.3	725.5	744.2
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	53.3	63.0	75.1	77.4	97.1	106.1	114.1
Food Service	83.9	95.0	106.8	115.7	130.5	137.4	144.0
Food Stores	21.8	24.0	27.3	28.4	32.2	33.4	35.0
Local Tran. & Gas	93.0	137.6	175.1	143.9	169.7	169.5	166.1
Arts, Ent. & Rec.	46.4	50.6	53.3	54.6	58.8	60.8	62.5
Retail Sales	133.0	142.6	143.6	151.1	159.8	164.4	167.4
Visitor Air Tran.	38.3	45.0	48.1	47.9	53.2	53.9	55.1
Destination Spending	469.6	557.8	629.3	618.9	701.3	725.5	744.2
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	92.0	103.9	116.6	133.6	156.7	164.8	171.9
Arts, Ent. & Rec.	16.0	17.4	18.5	20.2	22.0	23.1	25.5
Retail**	24.6	26.1	26.7	27.1	30.0	31.1	32.9
Ground Tran.	2.6	2.9	3.1	3.0	3.2	3.2	3.4
Visitor Air Tran.	1.7	2.0	2.0	2.2	2.9	3.2	3.1
Other Travel*	4.3	4.7	4.5	4.9	5.8	6.4	6.8
Total Direct Earnings	141.1	157.0	171.5	190.9	220.6	231.7	243.7
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	3,750	3,940	4,140	4,360	4,690	4,880	4,880
Arts, Ent. & Rec.	1,280	1,290	1,300	1,300	1,300	1,360	1,440
Retail**	1,210	1,280	1,250	1,250	1,260	1,300	1,320
Ground Tran.	110	110	110	100	110	110	110
Visitor Air Tran.	30	30	30	30	40	40	40
Other Travel*	110	100	90	90	110	110	110
Total Direct Employment	6,520	6,770	6,960	7,160	7,550	7,830	7,930
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	13.2	14.3	15.7	17.6	19.7	21.0	22.1
Visitor	6.4	7.0	8.2	8.6	10.0	10.6	11.2
Resident	6.8	7.3	7.4	9.0	9.7	10.4	10.9
State Tax Receipts	30.3	34.0	36.7	37.9	41.4	43.5	45.6
Visitor	25.3	28.4	30.3	31.1	33.3	34.9	36.1
Resident	5.0	5.6	6.4	6.8	8.1	8.7	9.4
Total Direct Gov't Revenue	43.5	48.3	52.4	55.5	61.1	64.5	67.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

McAllen-Edinburg-Mission MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	871	1,022	1,142	1,111	1,206	1,241	1,309
Other Travel*	40	55	60	61	67	59	64
Total Direct Spending	911	1,078	1,202	1,172	1,272	1,300	1,373
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	289	341	386	351	381	391	442
Private Campground	114	134	150	165	180	188	190
Public Campground	1	1	1	1	1	1	1
Private Home	237	279	311	303	341	350	357
Vacation Home	72	83	95	93	102	104	107
Day Travel	159	185	198	198	201	206	213
Destination Spending	871	1,022	1,142	1,111	1,206	1,241	1,309
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	118	139	161	149	159	163	185
Food Service	239	272	304	317	343	357	383
Food Stores	80	89	102	107	119	123	129
Local Tran. & Gas	106	160	206	168	199	198	194
Arts, Ent. & Rec.	70	77	81	82	85	87	91
Retail Sales	216	233	238	247	258	264	272
Visitor Air Tran.	41	51	51	42	43	49	56
Destination Spending	871	1,022	1,142	1,111	1,206	1,241	1,309
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	139.9	158.9	176.3	195.6	211.0	219.6	228.7
Arts, Ent. & Rec.	33.3	36.6	38.8	41.2	42.6	44.8	53.0
Retail**	42.7	46.0	48.3	48.8	53.3	54.7	58.5
Ground Tran.	1.5	1.7	1.8	1.8	2.0	2.0	2.1
Visitor Air Tran.	1.6	1.7	1.9	1.7	1.5	1.9	1.9
Other Travel*	3.1	3.4	4.1	3.9	3.7	3.9	4.1
Total Direct Earnings	222.0	248.3	271.2	292.9	314.1	327.0	348.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	8,020	8,460	8,570	8,740	9,060	9,430	9,590
Arts, Ent. & Rec.	2,740	2,770	3,020	2,960	2,940	3,100	3,580
Retail**	2,340	2,440	2,480	2,450	2,440	2,490	2,570
Ground Tran.	40	50	50	50	50	50	50
Visitor Air Tran.	20	20	30	20	20	20	20
Other Travel*	80	80	90	80	70	70	70
Total Direct Employment	13,270	13,850	14,270	14,310	14,600	15,180	15,900
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	24.5	27.3	29.2	30.8	32.2	33.7	36.5
Visitor	13.3	15.2	16.8	16.4	17.7	18.3	20.0
Resident	11.2	12.1	12.4	14.4	14.5	15.4	16.4
State Tax Receipts	51.7	58.3	63.5	64.2	67.8	70.3	75.0
Visitor	44.3	49.9	54.0	54.4	56.9	58.8	62.3
Resident	7.4	8.4	9.6	9.8	10.9	11.5	12.7
Total Direct Gov't Revenue	76.1	85.6	92.7	95.0	99.9	104.0	111.5

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Midland MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	204.3	259.3	310.6	300.0	468.7	482.5	568.3
Other Travel*	38.2	49.4	60.5	54.1	72.0	78.2	88.7
Total Direct Spending	242.4	308.8	371.0	354.1	540.8	560.7	657.0
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	89.4	122.1	159.8	153.9	286.8	293.2	361.3
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	55.8	65.1	71.6	68.6	79.3	86.6	92.8
Vacation Home	0.7	0.8	0.9	0.8	0.9	0.9	1.0
Day Travel	58.4	71.4	78.3	76.7	101.7	101.8	113.3
Destination Spending	204.3	259.3	310.6	300.0	468.7	482.5	568.3
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	21.3	31.3	50.0	44.8	110.9	112.7	151.3
Food Service	35.9	43.6	51.4	54.6	85.8	86.7	101.5
Food Stores	8.8	10.2	12.1	12.3	18.7	18.8	21.7
Local Tran. & Gas	30.1	45.8	59.1	47.9	56.8	56.5	55.1
Arts, Ent. & Rec.	19.5	22.6	24.9	25.0	36.5	36.5	41.5
Retail Sales	57.2	64.8	68.3	70.6	100.3	99.8	112.3
Visitor Air Tran.	31.5	41.1	44.8	44.8	59.8	71.5	85.0
Destination Spending	204.3	259.3	310.6	300.0	468.7	482.5	568.3
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	24.0	30.8	40.7	40.6	55.5	60.6	71.8
Arts, Ent. & Rec.	8.2	9.5	10.6	11.6	12.4	13.8	15.1
Retail**	8.5	9.5	10.2	10.2	14.7	14.8	17.1
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	2.9	3.7	3.5	4.1	2.6	3.1	3.1
Other Travel*	3.7	4.6	5.0	5.1	3.3	3.5	3.4
Total Direct Earnings	47.5	58.4	70.2	71.7	88.7	96.0	110.7
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,440	1,710	1,930	1,810	2,210	2,350	2,600
Arts, Ent. & Rec.	700	740	740	760	720	790	800
Retail**	450	460	430	420	560	560	620
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	30	30	30	30	40	40	40
Other Travel*	50	40	50	40	50	50	40
Total Direct Employment	2,700	3,000	3,210	3,100	3,610	3,800	4,130
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	5.0	6.5	7.9	8.0	12.9	13.4	16.6
Visitor	2.8	3.8	4.9	4.7	9.0	9.2	11.7
Resident	2.2	2.7	3.0	3.3	3.8	4.2	4.8
State Tax Receipts	11.7	14.0	16.4	16.3	24.1	24.7	29.1
Visitor	9.9	11.9	13.7	13.7	20.7	21.0	24.7
Resident	1.7	2.2	2.7	2.6	3.3	3.7	4.4
Total Direct Gov't Revenue	16.7	20.5	24.3	24.2	36.9	38.1	45.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Odessa MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	161.2	213.4	267.3	231.3	387.4	386.9	427.7
Other Travel*	0.3	0.3	0.2	0.2	0.2	0.2	0.3
Total Direct Spending	161.4	213.7	267.5	231.5	387.6	387.1	428.0
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	64.1	97.9	139.6	112.7	241.1	238.1	271.4
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	44.0	48.4	52.5	51.0	54.1	56.5	57.5
Vacation Home	0.8	0.9	1.0	0.9	1.0	1.0	1.1
Day Travel	52.2	66.3	74.2	66.6	91.3	91.2	97.7
Destination Spending	161.2	213.4	267.3	231.3	387.4	386.9	427.7
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	18.8	30.9	52.2	38.7	104.6	103.7	123.9
Food Service	35.3	45.5	55.6	51.9	85.7	86.6	96.5
Food Stores	8.3	10.1	12.3	11.3	17.7	17.8	19.7
Local Tran. & Gas	27.0	41.1	53.1	43.0	51.0	50.7	49.4
Arts, Ent. & Rec.	18.4	22.4	25.4	22.8	34.6	34.6	37.7
Retail Sales	53.3	63.3	68.7	63.6	93.7	93.4	100.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	161.2	213.4	267.3	231.3	387.4	386.9	427.7
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	26.4	36.6	50.1	41.7	63.2	66.6	81.0
Arts, Ent. & Rec.	9.0	11.0	12.6	11.9	13.9	14.8	17.4
Retail**	9.1	10.6	11.7	10.5	15.8	15.9	17.6
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Earnings	44.8	58.5	74.5	64.3	93.2	97.5	116.3
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,220	1,550	1,910	1,500	1,910	1,970	2,200
Arts, Ent. & Rec.	690	770	610	530	540	560	600
Retail**	400	420	410	360	500	500	530
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	2,330	2,760	2,950	2,410	2,970	3,040	3,350
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	4.9	6.5	8.5	7.3	13.2	13.5	15.8
Visitor	2.6	3.6	5.1	4.2	8.9	8.9	10.3
Resident	2.2	2.8	3.4	3.2	4.3	4.6	5.5
State Tax Receipts	10.7	13.5	16.3	14.5	22.8	23.2	26.1
Visitor	9.2	11.5	13.7	12.4	19.6	19.7	21.9
Resident	1.5	2.0	2.6	2.1	3.2	3.4	4.2
Total Direct Gov't Revenue	15.6	20.0	24.8	21.8	36.1	36.6	41.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

San Angelo MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	143.3	175.5	203.9	187.3	246.8	278.5	278.9
Other Travel*	8.8	10.5	12.0	10.0	11.4	11.6	12.5
Total Direct Spending	152.2	186.0	215.9	197.3	258.2	290.1	291.4
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	63.9	81.2	100.1	91.0	138.7	166.7	166.2
Private Campground	2.0	2.4	2.8	3.0	3.1	3.2	3.2
Public Campground	0.5	0.6	0.7	0.7	0.7	0.8	0.8
Private Home	38.1	44.0	48.4	44.8	48.6	48.1	49.1
Vacation Home	3.5	4.6	5.6	4.9	5.5	5.5	5.5
Day Travel	35.2	42.6	46.3	43.0	50.1	54.2	54.0
Destination Spending	143.3	175.5	203.9	187.3	246.8	278.5	278.9
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	17.8	21.6	28.3	25.8	44.9	61.1	60.5
Food Service	28.4	33.2	37.9	37.9	51.4	58.7	59.9
Food Stores	6.5	7.3	8.4	8.2	10.7	11.8	12.1
Local Tran. & Gas	30.6	46.6	60.1	48.7	57.7	57.5	56.0
Arts, Ent. & Rec.	13.9	15.5	16.5	15.8	20.0	22.2	22.3
Retail Sales	38.7	42.3	43.3	42.6	52.9	58.4	58.1
Visitor Air Tran.	7.4	9.0	9.4	8.3	9.2	8.8	9.9
Destination Spending	143.3	175.5	203.9	187.3	246.8	278.5	278.9
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	21.4	24.9	29.4	33.6	43.1	48.9	51.9
Arts, Ent. & Rec.	9.9	11.1	11.9	12.0	13.7	14.7	15.1
Retail**	7.0	7.6	7.8	7.5	9.6	10.5	10.9
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Total Direct Earnings	39.1	44.4	50.0	54.0	67.2	75.0	78.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,350	1,470	1,590	1,720	2,050	2,230	2,250
Arts, Ent. & Rec.	900	930	950	900	950	980	960
Retail**	390	380	370	340	400	440	440
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,670	2,820	2,950	3,010	3,450	3,690	3,690
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	3.4	3.9	4.4	4.6	6.3	7.7	7.8
Visitor	1.6	1.9	2.3	2.2	3.5	4.5	4.4
Resident	1.8	2.0	2.1	2.4	2.8	3.2	3.4
State Tax Receipts	9.6	11.0	12.1	11.9	14.8	16.9	17.3
Visitor	8.1	9.3	10.2	9.8	12.2	14.0	14.1
Resident	1.5	1.7	2.0	2.0	2.6	3.0	3.2
Total Direct Gov't Revenue	13.0	14.9	16.5	16.5	21.1	24.6	25.1

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

San Antonio MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	4,698	5,867	6,691	6,340	7,403	7,578	7,791
Other Travel*	534	544	623	596	641	647	853
Total Direct Spending	5,232	6,411	7,314	6,936	8,045	8,225	8,644
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	2,990	3,778	4,343	4,133	4,970	5,100	5,278
Private Campground	48	58	65	70	74	78	78
Public Campground	4	4	5	5	5	6	6
Private Home	945	1,151	1,306	1,217	1,350	1,375	1,392
Vacation Home	35	41	47	44	48	49	50
Day Travel	677	835	925	871	956	971	987
Destination Spending	4,698	5,867	6,691	6,340	7,403	7,578	7,791
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	740	950	1,083	1,026	1,187	1,254	1,331
Food Service	902	1,037	1,164	1,234	1,496	1,552	1,635
Food Stores	136	152	173	178	215	223	235
Local Tran. & Gas	1,312	1,908	2,381	1,994	2,327	2,333	2,306
Arts, Ent. & Rec.	510	565	595	599	685	701	724
Retail Sales	709	770	791	819	946	963	987
Visitor Air Tran.	390	484	504	491	547	552	572
Destination Spending	4,698	5,867	6,691	6,340	7,403	7,578	7,791
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	717	848	932	959	1,101	1,164	1,227
Arts, Ent. & Rec.	360	398	424	434	499	528	584
Retail**	167	178	185	185	221	227	243
Ground Tran.	56	67	72	67	72	72	77
Visitor Air Tran.	34	42	41	45	47	54	52
Other Travel*	120	102	115	109	107	117	195
Total Direct Earnings	1,454	1,636	1,769	1,799	2,048	2,162	2,378
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	30.6	32.1	35.2	34.5	38.1	40.1	40.7
Arts, Ent. & Rec.	15.6	15.3	17.4	16.8	18.3	19.3	20.5
Retail**	7.4	7.3	7.6	7.4	8.0	8.2	8.4
Ground Tran.	1.8	2.0	2.1	1.8	1.9	2.0	2.1
Visitor Air Tran.	0.5	0.5	0.5	0.5	0.5	0.5	0.5
Other Travel*	2.6	2.2	2.5	2.2	2.1	2.2	2.7
Total Direct Employment	58.5	59.5	65.2	63.2	69.0	72.4	74.9
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	179	210	228	231	258	272	291
Visitor	105	129	147	142	163	170	178
Resident	73	80	81	89	95	102	113
State Tax Receipts	311	361	391	387	429	448	473
Visitor	263	306	329	327	359	372	387
Resident	48	55	62	60	70	75	86
Total Direct Gov't Revenue	489	570	619	618	687	720	764

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Sherman-Denison MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	144.4	181.5	205.8	186.2	205.1	214.7	216.6
Other Travel*	1.5	1.8	1.1	0.8	0.6	0.7	0.8
Total Direct Spending	145.8	183.4	206.9	187.0	205.7	215.4	217.4
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	51.3	65.6	74.4	66.3	75.6	83.7	85.9
Private Campground	1.2	1.5	1.9	1.9	2.2	2.3	2.2
Public Campground	8.4	10.5	12.5	12.6	14.6	14.8	14.6
Private Home	19.0	23.3	27.6	24.4	28.4	27.7	27.4
Vacation Home	8.3	9.8	11.5	10.3	11.5	11.3	11.4
Day Travel	56.2	70.7	77.9	70.6	72.7	75.0	75.1
Destination Spending	144.4	181.5	205.8	186.2	205.1	214.7	216.6
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	17.3	20.5	20.9	19.7	21.9	25.3	26.8
Food Service	25.1	28.1	29.3	30.3	31.2	34.3	36.0
Food Stores	8.7	9.5	10.3	10.4	11.0	11.8	12.4
Local Tran. & Gas	53.5	81.3	104.8	85.1	100.8	100.4	97.9
Arts, Ent. & Rec.	8.8	9.5	9.4	9.3	9.2	9.9	10.2
Retail Sales	30.9	32.7	31.1	31.5	30.9	33.0	33.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	144.4	181.5	205.8	186.2	205.1	214.7	216.6
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	15.9	17.8	18.0	19.6	20.4	21.2	21.7
Arts, Ent. & Rec.	2.3	2.5	2.5	2.7	2.6	2.7	2.5
Retail**	6.7	7.0	6.9	6.8	7.3	7.8	8.3
Ground Tran.	0.4	0.4	0.5	0.4	0.5	0.5	0.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.6	0.8	0.5	0.3	0.3	0.3	0.3
Total Direct Earnings	25.9	28.6	28.4	30.0	31.0	32.4	33.4
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	990	1,050	960	980	970	1,000	1,010
Arts, Ent. & Rec.	120	120	110	110	100	100	100
Retail**	360	340	320	310	300	320	320
Ground Tran.	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	0	0	0	0
Total Direct Employment	1,510	1,550	1,430	1,430	1,400	1,450	1,460
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	2.9	3.2	3.1	3.3	3.3	3.6	3.8
Visitor	1.6	1.8	1.8	1.8	1.9	2.1	2.2
Resident	1.3	1.4	1.3	1.5	1.4	1.5	1.6
State Tax Receipts	10.2	11.6	11.8	11.7	11.6	12.4	12.8
Visitor	9.4	10.6	10.8	10.7	10.5	11.2	11.6
Resident	0.9	1.0	1.0	1.0	1.1	1.1	1.2
Total Direct Gov't Revenue	13.2	14.8	15.0	14.9	14.9	16.0	16.6

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Texarkana MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	122.7	152.5	186.7	175.3	196.1	190.0	186.2
Other Travel*	0.5	0.7	0.9	1.0	0.7	0.7	0.9
Total Direct Spending	123.2	153.2	187.6	176.3	196.8	190.8	187.0
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	52.8	64.2	85.6	84.5	96.9	89.5	86.3
Private Campground	0.8	1.1	1.2	1.2	1.4	1.5	1.5
Public Campground	5.4	7.1	8.0	7.8	8.9	9.5	9.6
Private Home	28.2	35.8	40.5	34.6	39.3	40.7	40.6
Vacation Home	1.1	1.3	1.5	1.3	1.5	1.5	1.5
Day Travel	34.4	43.1	49.7	45.8	48.2	47.3	46.5
Destination Spending	122.7	152.5	186.7	175.3	196.1	190.0	186.2
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	15.0	16.8	23.2	25.8	27.4	24.3	23.0
Food Service	18.8	19.9	23.0	25.3	27.5	26.5	26.6
Food Stores	5.7	6.0	7.0	7.4	8.2	7.9	8.0
Local Tran. & Gas	51.3	77.5	99.7	81.3	96.3	96.0	93.8
Arts, Ent. & Rec.	10.6	10.9	11.7	12.1	12.6	12.1	12.0
Retail Sales	21.2	21.4	22.1	23.5	24.2	23.2	22.8
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Destination Spending	122.7	152.5	186.7	175.3	196.1	190.0	186.2
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	11.2	11.9	14.4	16.8	19.7	17.9	18.2
Arts, Ent. & Rec.	4.0	4.1	4.4	4.9	5.0	4.8	4.7
Retail**	5.2	5.1	5.4	5.5	6.0	6.0	6.3
Ground Tran.	0.7	0.8	0.9	0.8	0.9	0.9	1.0
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.2	0.3	0.4	0.4	0.3	0.3	0.4
Total Direct Earnings	21.2	22.2	25.5	28.4	31.9	30.0	30.6
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	830	840	920	1,030	1,120	980	980
Arts, Ent. & Rec.	360	350	340	360	330	320	310
Retail**	250	230	220	220	220	220	220
Ground Tran.	20	20	20	20	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,480	1,460	1,530	1,650	1,720	1,570	1,550
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	2.4	2.5	3.0	3.4	3.6	3.3	3.3
Visitor	1.3	1.5	1.9	2.0	2.2	2.0	1.9
Resident	1.0	1.0	1.1	1.3	1.4	1.3	1.4
State Tax Receipts	8.9	9.8	10.8	11.0	11.2	11.1	11.1
Visitor	8.1	9.0	9.8	10.0	10.0	9.9	10.0
Resident	0.8	0.8	1.0	1.0	1.2	1.1	1.2
Total Direct Gov't Revenue	11.2	12.3	13.7	14.4	14.8	14.4	14.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Tyler MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	232.6	281.7	321.0	308.7	340.0	350.5	363.5
Other Travel*	28.6	36.4	47.6	40.3	35.9	38.5	43.1
Total Direct Spending	261.2	318.1	368.6	349.0	375.9	389.0	406.7
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	95.4	119.9	143.2	138.6	157.4	164.6	175.0
Private Campground	4.6	5.5	6.2	6.7	7.4	7.7	7.7
Public Campground	1.9	2.2	2.5	2.6	2.8	3.0	3.0
Private Home	62.2	71.8	79.4	74.9	83.9	85.0	85.5
Vacation Home	4.0	4.6	5.1	4.8	5.3	5.3	5.4
Day Travel	64.5	77.7	84.7	81.0	83.2	85.0	86.9
Destination Spending	232.6	281.7	321.0	308.7	340.0	350.5	363.5
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	30.8	38.0	46.9	45.7	50.5	52.9	57.0
Food Service	46.1	53.0	59.5	62.4	68.0	71.0	75.4
Food Stores	14.1	15.7	18.0	18.3	20.3	21.0	22.2
Local Tran. & Gas	54.3	79.3	99.4	83.3	98.0	99.5	98.7
Arts, Ent. & Rec.	26.4	29.0	30.6	30.5	31.8	32.7	33.9
Retail Sales	54.3	58.7	59.5	60.9	63.1	64.5	66.2
Visitor Air Tran.	6.6	7.9	7.0	7.6	8.2	9.0	10.1
Destination Spending	232.6	281.7	321.0	308.7	340.0	350.5	363.5
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	31.1	36.0	41.0	44.8	48.4	49.9	51.4
Arts, Ent. & Rec.	8.1	8.9	9.5	9.8	10.4	10.9	11.7
Retail**	11.3	12.1	12.6	12.6	13.8	14.2	15.1
Ground Tran.	2.1	2.4	2.5	2.5	2.7	2.9	3.2
Visitor Air Tran.	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Other Travel*	7.7	10.0	14.7	11.8	9.7	10.3	12.2
Total Direct Earnings	60.5	69.7	80.5	81.8	85.4	88.5	94.1
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,860	2,030	2,190	2,250	2,370	2,370	2,380
Arts, Ent. & Rec.	520	540	560	540	560	570	590
Retail**	470	470	490	480	470	480	500
Ground Tran.	80	90	80	80	80	100	100
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	140	180	280	210	160	160	170
Total Direct Employment	3,100	3,330	3,620	3,590	3,670	3,710	3,770
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	6.0	6.9	7.7	8.0	8.3	8.7	9.3
Visitor	3.1	3.6	4.2	4.2	4.6	4.8	5.1
Resident	2.9	3.2	3.5	3.9	3.7	4.0	4.2
State Tax Receipts	15.3	17.5	19.1	19.1	20.0	20.9	22.0
Visitor	13.1	14.9	16.1	16.2	16.8	17.6	18.4
Resident	2.1	2.5	3.0	2.9	3.1	3.3	3.6
Total Direct Gov't Revenue	21.2	24.3	26.8	27.1	28.3	29.6	31.4

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Victoria MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	167.1	202.4	227.2	216.2	266.8	268.0	289.4
Other Travel*	2.4	1.8	2.5	1.6	1.1	1.0	1.2
Total Direct Spending	169.5	204.2	229.8	217.8	268.0	269.0	290.6
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	45.8	59.6	72.5	71.5	108.3	107.1	122.8
Private Campground	1.5	1.9	2.2	2.3	2.5	2.6	2.6
Public Campground	0.6	0.7	0.7	0.8	0.8	0.9	0.9
Private Home	42.1	48.2	53.6	49.3	53.9	54.4	53.8
Vacation Home	8.6	9.6	10.6	9.7	10.4	10.6	10.8
Day Travel	68.5	82.5	87.7	82.6	90.9	92.5	98.5
Destination Spending	167.1	202.4	227.2	216.2	266.8	268.0	289.4
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	21.1	26.9	32.2	33.1	53.3	50.4	58.5
Food Service	35.5	40.4	44.4	45.5	54.4	56.7	63.2
Food Stores	13.1	14.5	16.2	16.0	19.1	19.6	21.5
Local Tran. & Gas	34.4	52.3	67.5	54.7	64.8	64.5	62.9
Arts, Ent. & Rec.	18.0	19.8	20.1	19.7	22.5	23.1	25.2
Retail Sales	44.0	47.4	46.2	46.5	52.3	53.3	57.5
Visitor Air Tran.	1.0	1.1	0.7	0.6	0.4	0.4	0.6
Destination Spending	167.1	202.4	227.2	216.2	266.8	268.0	289.4
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	21.4	24.9	27.7	28.0	35.2	33.2	35.3
Arts, Ent. & Rec.	6.2	6.8	7.0	7.2	8.0	7.9	8.4
Retail**	9.3	10.0	10.0	9.8	11.4	11.7	13.1
Ground Tran.	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.2	0.3	0.3
Other Travel*	0.1	0.2	0.2	0.2	0.5	0.5	0.5
Total Direct Earnings	37.2	42.0	45.1	45.4	55.5	53.9	57.8
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,220	1,320	1,350	1,230	1,460	1,350	1,400
Arts, Ent. & Rec.	340	350	330	300	320	310	320
Retail**	410	420	380	370	390	410	440
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	10	10
Total Direct Employment	2,010	2,140	2,110	1,950	2,230	2,110	2,200
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	3.8	4.4	4.7	5.0	6.6	6.4	7.2
Visitor	2.0	2.4	2.7	2.8	4.1	4.0	4.6
Resident	1.8	2.0	2.0	2.1	2.4	2.4	2.6
State Tax Receipts	10.7	12.2	13.0	12.9	15.2	15.4	16.8
Visitor	9.4	10.7	11.3	11.3	13.1	13.4	14.5
Resident	1.3	1.5	1.7	1.6	2.0	2.0	2.2
Total Direct Gov't Revenue	14.5	16.6	17.7	17.9	21.7	21.8	23.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Waco MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	351.5	412.1	458.4	438.0	476.8	495.9	514.4
Other Travel*	15.3	17.9	18.3	18.0	17.2	16.6	19.0
Total Direct Spending	366.7	430.0	476.7	456.0	493.9	512.5	533.3
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	125.9	147.9	171.3	165.6	189.4	202.2	216.5
Private Campground	3.9	4.8	5.5	5.9	6.6	6.8	6.8
Public Campground	3.0	3.6	4.1	4.2	4.7	4.9	4.9
Private Home	71.3	82.9	92.3	85.4	96.4	96.6	96.6
Vacation Home	1.9	2.2	2.5	2.3	2.5	2.5	2.6
Day Travel	145.4	170.7	182.8	174.5	177.2	182.9	187.0
Destination Spending	351.5	412.1	458.4	438.0	476.8	495.9	514.4
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	43.3	49.0	54.7	54.2	60.0	66.1	73.3
Food Service	69.6	76.1	82.3	87.2	92.6	98.7	105.0
Food Stores	20.8	22.3	24.7	25.3	27.4	28.8	30.5
Local Tran. & Gas	82.4	122.8	156.6	128.8	152.4	152.4	149.6
Arts, Ent. & Rec.	38.3	40.4	41.2	41.4	42.2	44.1	45.8
Retail Sales	90.7	94.3	92.1	95.1	95.5	99.3	102.2
Visitor Air Tran.	6.4	7.2	6.8	6.1	6.6	6.5	7.9
Destination Spending	351.5	412.1	458.4	438.0	476.8	495.9	514.4
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	43.5	47.3	50.6	56.9	63.0	67.0	69.9
Arts, Ent. & Rec.	15.5	16.4	16.9	18.3	18.0	19.1	19.6
Retail**	16.5	17.1	17.1	17.1	18.2	19.0	20.4
Ground Tran.	2.1	2.4	2.6	2.6	2.9	2.9	3.1
Visitor Air Tran.	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Other Travel*	2.0	2.2	2.5	3.0	2.4	2.4	2.8
Total Direct Earnings	79.8	85.6	89.9	98.0	104.6	110.7	116.0
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	2,500	2,560	2,590	2,710	2,870	3,020	3,060
Arts, Ent. & Rec.	1,290	1,280	1,220	1,240	1,150	1,210	1,210
Retail**	870	840	830	820	790	820	850
Ground Tran.	70	80	80	70	80	80	90
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	70	70	80	90	60	60	60
Total Direct Employment	4,830	4,850	4,820	4,950	4,980	5,230	5,290
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	8.4	9.0	9.3	10.1	10.5	11.3	12.1
Visitor	4.6	5.0	5.4	5.5	5.9	6.4	6.9
Resident	3.8	4.0	3.9	4.6	4.6	5.0	5.2
State Tax Receipts	23.1	25.4	26.7	27.0	27.7	29.3	30.9
Visitor	20.2	22.3	23.3	23.5	23.9	25.2	26.4
Resident	2.8	3.1	3.4	3.5	3.8	4.1	4.5
Total Direct Gov't Revenue	31.5	34.4	36.0	37.0	38.2	40.6	42.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

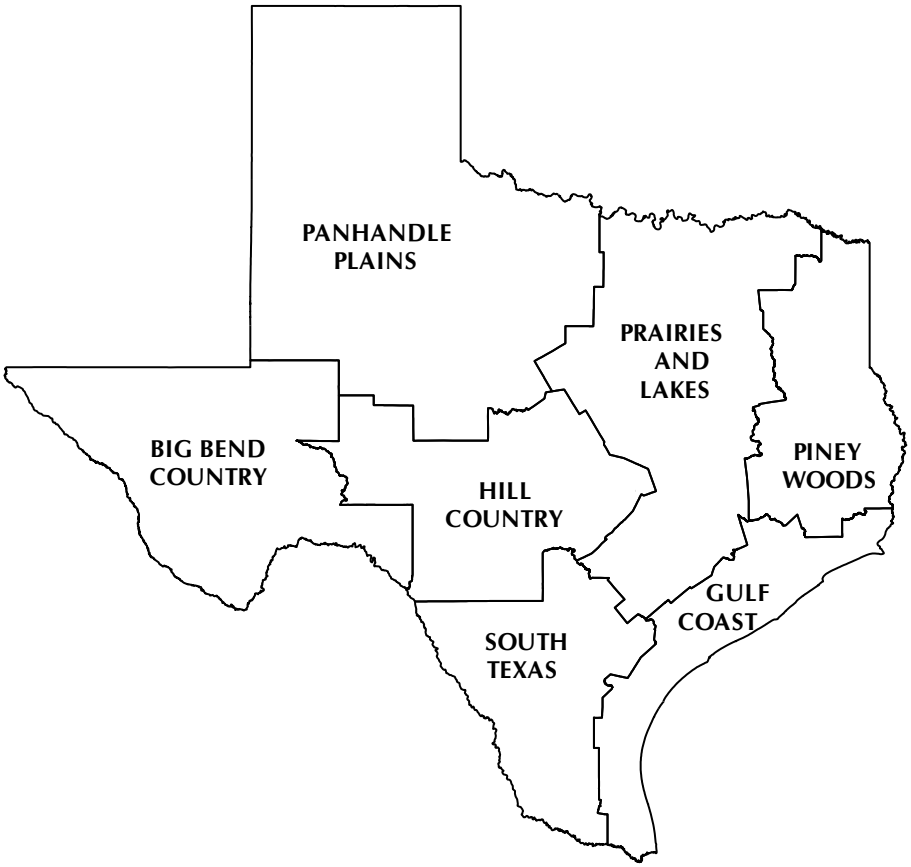
Wichita Falls MSA
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	182.0	210.1	235.0	226.5	238.5	244.9	251.1
Other Travel*	7.1	8.6	8.0	6.6	6.4	6.8	7.7
Total Direct Spending	189.1	218.7	243.0	233.1	244.9	251.7	258.8
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	72.4	82.5	95.5	98.0	101.3	105.9	111.8
Private Campground	2.6	3.2	3.6	3.9	4.3	4.5	4.5
Public Campground	0.7	0.9	1.1	1.1	1.3	1.4	1.4
Private Home	62.5	72.5	79.2	70.9	78.4	78.8	78.3
Vacation Home	3.4	4.2	4.9	4.2	4.6	4.6	4.5
Day Travel	40.4	46.9	50.7	48.5	48.7	49.7	50.7
Destination Spending	182.0	210.1	235.0	226.5	238.5	244.9	251.1
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	23.1	25.5	29.6	31.0	31.1	31.9	33.6
Food Service	36.6	39.1	42.3	45.6	47.1	49.5	52.3
Food Stores	9.9	10.4	11.5	11.9	12.6	13.0	13.7
Local Tran. & Gas	41.3	61.5	78.4	64.0	74.8	75.4	74.0
Arts, Ent. & Rec.	28.3	29.2	29.7	29.9	30.0	30.9	31.8
Retail Sales	36.6	37.1	36.2	37.5	37.3	38.2	39.0
Visitor Air Tran.	6.3	7.3	7.4	6.7	5.5	6.1	6.7
Destination Spending	182.0	210.1	235.0	226.5	238.5	244.9	251.1
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	21.1	22.4	24.3	27.4	29.2	29.7	0.3
Arts, Ent. & Rec.	10.7	11.1	11.4	12.1	13.6	13.9	0.0
Retail**	7.1	7.2	7.2	7.2	7.6	7.9	8.4
Ground Tran.	0.8	0.9	0.9	0.8	0.8	0.9	1.0
Visitor Air Tran.	0.4	0.3	0.3	0.3	0.3	0.4	0.3
Other Travel*	0.9	1.2	0.7	0.5	0.5	0.5	0.5
Total Direct Earnings	40.9	43.0	44.7	48.4	52.0	53.3	10.6
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,400	1,410	1,460	1,570	1,550	1,570	10
Arts, Ent. & Rec.	1,280	1,240	1,200	1,220	1,270	1,300	0
Retail**	390	360	360	350	340	360	360
Ground Tran.	30	30	30	20	10	20	20
Visitor Air Tran.	10	0	0	0	0	0	0
Other Travel*	30	50	20	10	10	10	10
Total Direct Employment	3,190	3,150	3,120	3,230	3,250	3,300	410
Government Revenue Generated by Travel Spending ($Million)* **							
Local Tax Receipts	4.6	4.9	5.1	5.6	5.7	5.9	4.0
Visitor	2.6	2.8	3.0	3.3	3.3	3.4	3.5
Resident	2.1	2.1	2.0	2.4	2.4	2.5	0.5
State Tax Receipts	11.3	12.3	13.0	13.2	13.3	13.9	12.8
Visitor	10.0	10.9	11.4	11.6	11.5	12.0	12.4
Resident	1.4	1.5	1.6	1.6	1.8	1.9	0.4
Total Direct Gov't Revenue	16.0	17.2	18.1	18.9	18.9	19.7	16.9

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

V. Direct Travel Impacts for Tourism Regions

1990-2014p Total Spending
2004-2014p Detailed Impacts



TOURISM REGIONS

REGION	COUNTIES
BIG BEND	BREWSTER, CRANE, CULBERSON, ECTOR, EL PASO, HUDSPETH, JEFF DAVIS, LOVING, MIDLAND, PECOS, PRESIDIO, REEVES, TERRELL, UPTON, VAL VERDE, WARD, WINKLER
GULF COAST	ARANSAS, BRAZORIA, CALHOUN, CAMERON, CHAMBERS, FORT BEND, GALVESTON, HARRIS, JACKSON, JEFFERSON, KENEDY, KLEBERG, MATAGORDA, NUECES, ORANGE, REFUGIO, SAN PATRICIO, VICTORIA, WHARTON, WILLACY
HILL COUNTRY	BANDERA, BLANCO, BROWN, BURNET, COMAL, CROCKETT, EDWARDS, GILLESPIE, HAYS, IRION, KENDALL, KERR, KIMBLE, KINNEY, LAMPASAS, LLANO, MASON, MCCULLOCH, MEDINA, MENARD, MILLS, REAGAN, REAL, SAN SABA, SCHLEICHER, SUTTON, TRAVIS, UVALDE, WILLIAMSON
PANHANDLE PLAINS	ANDREWS, ARCHER, ARMSTRONG, BAILEY, BAYLOR, BORDEN, BRISCOE, CALLAHAN, CARSON, CASTRO, CHILDRESS, CLAY, COCHRAN, COKE, COLEMAN, COLLINGSWORTH, CONCHO, COTTLE, CROSBY, DALLAM, DAWSON, DEAF SMITH, DICKENS, DONLEY, EASTLAND, FISHER, FLOYD, FOARD, GAINES, GARZA, GLASSCOCK, GRAY, HALE, HALL, HANSFORD, HARDEMAN, HARTLEY, HASKELL, HEMPHILL, HOCKLEY, HOWARD, HUTCHINSON, JACK, JONES, KENT, KING, KNOX, LAMB, LIPSCOMB, LUBBOCK, LYNN, MARTIN, MITCHELL, MOORE, MOTLEY, NOLAN, OCHILTREE, OLDHAM, PALO PINTO, PARMER, POTTER, RANDALL, ROBERTS, RUNNELS, SCURRY, SHACKELFORD, SHERMAN, STEPHENS, STERLING, STONEWALL, SWISHER, TAYLOR, TERRY, THROCKMORTON, TOM GREEN, WHEELER, WICHITA, WILBARGER, YOAKUM, YOUNG
PINEY WOODS	ANGELINA, BOWIE, CAMP, CASS, CHEROKEE, GREGG, HARDIN, HARRISON, HOUSTON, JASPER, LIBERTY, MARION, MONTGOMERY, MORRIS, NACOGDOCHES, NEWTON, PANOLA, POLK, RUSK, SABINE, SAN AUGUSTINE, SAN JACINTO, SHELBY, SMITH, TITUS, TRINITY, TYLER, UPSHUR, WALKER, WOOD
PRAIRIES AND LAKES	ANDERSON, AUSTIN, BASTROP, BELL, BOSQUE, BRAZOS, BURLESON, CALDWELL, COLLIN, COLORADO, COMANCHE, COOKE, CORYELL, DALLAS, DELTA, DENTON, DEWITT, ELLIS, ERATH, FALLS, FANNIN, FAYETTE, FRANKLIN, FREESTONE, GONZALES, GRAYSON, GRIMES, GUADALUPE, HAMILTON, HENDERSON, HILL, HOOD, HOPKINS, HUNT, JOHNSON, KAUFMAN, LAMAR, LAVACA, LEE, LEON, LIMESTONE, MADISON, MCLENNAN, MILAM, MONTAGUE, NAVARRO, PARKER, RAINS, RED RIVER, ROBERTSON, ROCKWALL, SOMERVELL, TARRANT, VAN ZANDT, WALLER, WASHINGTON, WISE
SOUTH TEXAS	ATASCOSA, BEE, BEXAR, BROOKS, DIMMIT, DUVAL, FRIO, GOLIAD, HIDALGO, JIM HOGG, JIM WELLS, KARNES, LA SALLE, LIVE OAK, MAVERICK, MCMULLEN, STARR, WEBB, WILSON, ZAPATA, ZAVALA,

Tourism Region Travel Spending, 1990-2001 ($Millions)

Area Name	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001
Big Bend	840	894	927	1,000	1,212	1,261	1,238	1,343	1,377	1,436	1,551	1,513
Gulf Coast	5,056	5,358	5,604	5,918	7,365	7,767	8,267	8,794	9,266	9,886	10,941	11,066
Hill Country	1,567	1,689	1,808	2,014	2,479	2,567	2,771	2,934	3,094	3,423	3,988	3,826
Panhandle Plains	1,212	1,283	1,346	1,457	1,636	1,701	1,746	1,780	1,816	1,884	2,059	2,057
Piney Woods	727	766	802	864	920	973	1,028	1,078	1,113	1,160	1,292	1,301
Prairies and Lakes	6,307	6,541	6,925	7,416	10,061	10,701	11,285	11,711	12,447	13,265	14,709	13,772
South Texas Plains	2,642	2,810	3,071	3,384	3,867	4,035	4,287	4,474	4,696	4,991	5,591	5,522
Texas Total	18,351	19,342	20,484	22,054	27,540	29,005	30,622	32,114	33,810	36,044	40,131	39,057

Tourism Region Travel Spending, 2002-2014p ($Millions)

Area Name	2002	2003	2004	2005	2006	2007	2008	2009	2010	2012	2013	2014p
Big Bend	1,512	1,577	1,765	1,955	2,204	2,339	2,530	2,149	2,374	2,936	2,941	3,174
Gulf Coast	10,865	11,011	11,973	13,465	14,558	15,351	16,492	14,073	15,183	18,044	18,824	19,747
Hill Country	3,715	3,858	4,246	4,769	5,290	5,662	5,935	5,340	5,839	6,872	7,343	7,734
Panhandle Plains	2,083	2,149	2,315	2,602	2,838	3,052	3,269	2,853	3,078	3,560	3,663	3,769
Piney Woods	1,298	1,396	1,523	1,757	1,913	2,049	2,253	1,955	2,110	2,345	2,401	2,507
Prairies and Lakes	13,335	13,653	14,840	16,488	18,067	18,975	19,905	17,382	18,937	21,712	22,299	23,206
South Texas Plains	5,711	5,893	6,391	7,106	7,782	8,191	8,824	7,573	8,412	9,733	9,956	10,457
Texas Total	38,519	39,536	43,053	48,142	52,653	55,620	59,209	51,325	55,932	65,203	67,428	70,594

Travel Share of Total Regional Earnings and Employment, 2014p

	Earnings ($Million)			Employment (thousand jobs)		
Region	Total	Travel	Percent	Total	Travel	Percent
Big Bend	42,570	713	1.7%	730	25.5	3.5%
Gulf Coast	316,682	6,117	1.9%	4,434	163.4	3.7%
Hill Country	79,582	2,109	2.7%	1,519	71.5	4.7%
Panhandle Plains	47,055	818	1.7%	970	35.5	3.7%
Piney Woods	45,262	702	1.6%	951	25.7	2.7%
Prairies and Lakes	328,279	8,554	2.6%	5,626	214.1	3.8%
South Texas Plains	86,088	2,767	3.2%	1,788	94.0	5.3%
State Total	945,517	21,781	2.3%	16,018	629.7	3.9%

Big Bend Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	1,568	1,966	2,272	2,124	2,648	2,656	2,870
Other Travel*	197	238	258	250	288	285	305
Total Direct Spending	1,765	2,204	2,530	2,374	2,936	2,941	3,174
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	927	1,189	1,408	1,315	1,726	1,722	1,903
Private Campground	28	36	42	44	50	52	52
Public Campground	8	9	10	10	11	11	11
Private Home	318	378	420	390	435	443	454
Vacation Home	14	16	19	17	18	18	18
Day Travel	273	338	372	349	409	409	431
Destination Spending	1,568	1,966	2,272	2,124	2,648	2,656	2,870
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	219	283	354	328	501	508	611
Food Service	257	298	335	351	444	448	494
Food Stores	70	79	91	92	115	115	126
Local Tran. & Gas	411	608	773	635	748	746	733
Arts, Ent. & Rec.	132	146	152	152	179	179	191
Retail Sales	304	334	340	347	420	417	443
Visitor Air Tran.	175	217	227	219	242	243	272
Destination Spending	1,568	1,966	2,272	2,124	2,648	2,656	2,870
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	234	277	314	330	404	416	466
Arts, Ent. & Rec.	63	70	73	81	86	87	95
Retail**	62	67	69	68	84	85	93
Ground Tran.	11	13	14	13	14	14	15
Visitor Air Tran.	11	14	15	16	17	19	19
Other Travel*	17	20	21	22	23	26	25
Total Direct Earnings	399	461	507	531	628	647	713
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	10,790	11,940	12,580	11,950	13,970	14,370	15,580
Arts, Ent. & Rec.	5,040	5,110	4,990	5,030	5,000	4,940	5,160
Retail**	3,170	3,140	3,110	3,030	3,350	3,360	3,530
Ground Tran.	410	450	460	430	420	450	480
Visitor Air Tran.	180	190	180	170	200	190	190
Other Travel*	390	350	320	300	320	350	300
Total Direct Employment	20,140	21,350	21,850	21,080	23,450	23,800	25,400
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	46	54	60	61	77	78	89
Visitor	26	32	37	36	48	49	56
Resident	20	22	23	26	28	30	33
State Tax Receipts	98	114	125	123	145	148	162
Visitor	85	98	106	105	123	125	135
Resident	14	16	18	18	22	23	27
Total Direct Gov't Revenue	145	168	184	184	222	226	251

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Gulf Coast Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	10,215	12,603	14,397	13,091	15,523	16,180	16,879
Other Travel*	1,758	1,955	2,095	2,092	2,521	2,644	2,868
Total Direct Spending	11,973	14,558	16,492	15,183	18,044	18,824	19,747
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	5,744	7,251	8,498	7,502	9,319	9,831	10,411
Private Campground	171	199	224	247	267	280	283
Public Campground	16	19	20	22	24	25	25
Private Home	2,321	2,736	3,016	2,903	3,300	3,365	3,407
Vacation Home	157	177	197	187	201	205	210
Day Travel	1,806	2,220	2,441	2,231	2,412	2,475	2,543
Destination Spending	10,215	12,603	14,397	13,091	15,523	16,180	16,879
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,578	2,018	2,457	2,052	2,606	2,880	3,158
Food Service	1,946	2,287	2,595	2,544	2,989	3,149	3,352
Food Stores	422	480	549	534	622	645	682
Local Tran. & Gas	2,338	3,359	4,145	3,477	4,128	4,164	4,144
Arts, Ent. & Rec.	1,256	1,424	1,516	1,416	1,586	1,645	1,716
Retail Sales	1,636	1,811	1,863	1,807	2,022	2,084	2,152
Visitor Air Tran.	1,040	1,223	1,273	1,262	1,571	1,615	1,675
Destination Spending	10,215	12,603	14,397	13,091	15,523	16,180	16,879
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	1,376	1,643	1,879	1,840	2,181	2,324	2,498
Arts, Ent. & Rec.	590	668	719	719	795	836	904
Retail**	379	412	431	408	474	492	528
Ground Tran.	118	138	143	134	154	156	169
Visitor Air Tran.	599	629	658	690	676	758	738
Other Travel*	968	1,000	1,072	1,124	1,107	1,241	1,280
Total Direct Earnings	4,029	4,489	4,902	4,915	5,386	5,807	6,117
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	63.3	69.6	74.9	71.0	79.6	84.2	87.7
Arts, Ent. & Rec.	28.2	29.3	29.1	28.3	29.7	31.1	32.6
Retail**	17.5	17.6	17.7	16.5	17.4	17.9	18.5
Ground Tran.	3.8	4.3	4.2	3.6	3.9	4.2	4.4
Visitor Air Tran.	7.5	7.7	7.8	7.2	7.5	7.4	6.9
Other Travel*	14.8	14.6	14.6	13.3	13.5	13.6	13.4
Total Direct Employment	135.0	143.1	148.5	139.9	151.6	158.4	163.4
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	405	468	513	508	576	628	673
Visitor	201	248	289	266	327	354	383
Resident	203	220	224	243	249	274	290
State Tax Receipts	660	767	843	798	893	950	1,009
Visitor	527	616	671	635	708	747	787
Resident	133	151	172	163	185	203	221
Total Direct Gov't Revenue	1,065	1,235	1,356	1,306	1,469	1,578	1,681

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Hill Country Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	3,730	4,672	5,215	5,122	5,995	6,412	6,731
Other Travel*	516	618	720	716	878	931	1,003
Total Direct Spending	4,246	5,290	5,935	5,839	6,872	7,343	7,734
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	1,909	2,492	2,808	2,760	3,366	3,678	3,910
Private Campground	50	59	65	71	77	80	81
Public Campground	14	16	17	18	20	21	21
Private Home	912	1,079	1,220	1,197	1,378	1,425	1,479
Vacation Home	80	91	102	96	104	105	108
Day Travel	765	935	1,001	980	1,051	1,103	1,131
Destination Spending	3,730	4,672	5,215	5,122	5,995	6,412	6,731
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	621	847	984	932	1,161	1,306	1,435
Food Service	786	938	1,039	1,111	1,292	1,398	1,476
Food Stores	198	228	260	269	314	333	351
Local Tran. & Gas	544	801	1,015	846	1,001	1,010	1,001
Arts, Ent. & Rec.	437	518	538	542	598	630	650
Retail Sales	823	923	940	979	1,096	1,157	1,189
Visitor Air Tran.	322	417	438	444	534	578	629
Destination Spending	3,730	4,672	5,215	5,122	5,995	6,412	6,731
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	605	754	830	887	1,070	1,158	1,283
Arts, Ent. & Rec.	220	258	272	292	337	360	399
Retail**	169	187	194	195	226	239	255
Ground Tran.	20	23	26	25	28	29	32
Visitor Air Tran.	14	15	15	15	17	20	19
Other Travel*	67	72	90	88	107	116	122
Total Direct Earnings	1,095	1,310	1,426	1,501	1,785	1,922	2,109
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	27,290	31,620	32,860	34,090	37,660	40,370	42,240
Arts, Ent. & Rec.	12,180	13,130	14,010	14,510	15,360	16,290	17,040
Retail**	7,320	7,550	7,700	7,600	8,020	8,410	8,650
Ground Tran.	640	800	800	750	710	770	830
Visitor Air Tran.	250	230	230	210	250	260	240
Other Travel*	1,470	1,480	1,700	1,680	1,930	2,060	1,980
Total Direct Employment	49,470	55,190	57,680	59,240	64,310	68,480	71,380
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	131	162	175	181	212	233	253
Visitor	76	98	110	107	129	143	154
Resident	55	64	65	74	82	90	99
State Tax Receipts	222	266	290	292	334	361	386
Visitor	185	221	239	242	272	294	309
Resident	37	44	50	50	62	68	77
Total Direct Gov't Revenue	353	427	465	474	546	594	639

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Panhandle Plains Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	2,190	2,684	3,104	2,922	3,387	3,490	3,584
Other Travel*	126	154	165	155	173	173	185
Total Direct Spending	2,315	2,838	3,269	3,078	3,560	3,663	3,769
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	878	1,116	1,379	1,313	1,655	1,729	1,816
Private Campground	32	40	46	49	53	55	55
Public Campground	14	16	19	19	21	22	22
Private Home	526	621	685	624	691	693	692
Vacation Home	56	64	71	64	69	69	70
Day Travel	684	827	904	854	898	921	929
Destination Spending	2,190	2,684	3,104	2,922	3,387	3,490	3,584
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	264	324	398	389	511	554	601
Food Service	393	450	512	535	618	647	687
Food Stores	111	122	141	142	165	170	180
Local Tran. & Gas	570	858	1,100	897	1,060	1,057	1,034
Arts, Ent. & Rec.	220	241	254	251	273	282	288
Retail Sales	541	579	583	598	637	657	664
Visitor Air Tran.	91	111	116	111	123	123	130
Destination Spending	2,190	2,684	3,104	2,922	3,387	3,490	3,584
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	291	335	383	421	496	517	513
Arts, Ent. & Rec.	91	100	107	112	123	128	121
Retail**	113	119	123	122	137	142	150
Ground Tran.	8	9	10	10	11	11	11
Visitor Air Tran.	4	5	5	6	6	7	7
Other Travel*	11	13	12	13	14	15	16
Total Direct Earnings	519	582	640	683	786	820	818
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	16,350	17,720	19,050	19,430	21,350	21,920	20,620
Arts, Ent. & Rec.	8,120	8,260	8,310	8,110	8,190	8,430	7,240
Retail**	5,820	5,760	5,610	5,370	5,540	5,690	5,760
Ground Tran.	280	290	290	270	270	290	290
Visitor Air Tran.	80	60	60	60	80	80	70
Other Travel*	290	320	230	210	260	280	280
Total Direct Employment	31,700	33,260	34,400	34,270	36,510	37,440	35,040
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	56	63	69	74	86	91	94
Visitor	30	35	41	42	50	53	57
Resident	26	28	28	33	35	37	37
State Tax Receipts	144	164	178	177	194	203	211
Visitor	126	143	154	154	166	173	180
Resident	18	20	23	24	28	30	31
Total Direct Gov't Revenue	200	227	247	252	279	294	305

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Piney Woods Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	1,465	1,840	2,162	2,021	2,253	2,291	2,378
Other Travel*	59	73	92	88	92	110	129
Total Direct Spending	1,523	1,913	2,253	2,110	2,345	2,401	2,507
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	568	755	939	885	1,013	1,035	1,113
Private Campground	16	19	22	24	27	28	28
Public Campground	25	30	34	35	39	41	42
Private Home	412	492	559	515	585	591	591
Vacation Home	112	127	143	131	141	142	145
Day Travel	332	416	465	431	448	453	460
Destination Spending	1,465	1,840	2,162	2,021	2,253	2,291	2,378
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	241	311	385	368	410	423	472
Food Service	286	332	376	390	423	436	462
Food Stores	99	111	127	128	141	144	152
Local Tran. & Gas	395	596	765	625	740	738	722
Arts, Ent. & Rec.	175	196	207	204	216	219	228
Retail Sales	258	284	291	297	314	319	330
Visitor Air Tran.	9	10	10	10	10	11	13
Destination Spending	1,465	1,840	2,162	2,021	2,253	2,291	2,378
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	229	279	323	342	385	394	430
Arts, Ent. & Rec.	82	91	98	102	107	110	117
Retail**	70	76	79	78	87	89	96
Ground Tran.	5	6	6	6	7	7	8
Visitor Air Tran.	1	1	1	1	1	2	2
Other Travel*	19	24	33	32	34	42	49
Total Direct Earnings	406	477	541	562	621	644	702
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	12,040	13,490	14,650	14,370	14,970	14,840	15,470
Arts, Ent. & Rec.	5,430	5,600	5,660	5,510	5,370	5,490	5,680
Retail**	3,230	3,150	3,190	3,080	3,100	3,150	3,270
Ground Tran.	110	120	110	110	110	130	130
Visitor Air Tran.	0	0	10	0	10	10	10
Other Travel*	380	450	550	490	480	560	580
Total Direct Employment	21,600	23,220	24,620	23,990	24,500	24,610	25,590
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	39	46	51	54	58	61	66
Visitor	19	23	27	27	30	31	34
Resident	20	23	24	27	28	30	32
State Tax Receipts	98	114	126	124	131	136	144
Visitor	84	97	106	105	109	112	118
Resident	14	17	20	19	22	23	26
Total Direct Gov't Revenue	136	160	177	179	189	196	211

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

Prairies and Lakes Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	12,356	15,090	16,755	15,864	18,121	18,754	19,527
Other Travel*	2,484	2,978	3,151	3,072	3,591	3,544	3,678
Total Direct Spending	14,840	18,067	19,905	18,937	21,712	22,299	23,206
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	6,795	8,459	9,516	8,974	10,593	11,100	11,704
Private Campground	70	86	99	106	116	120	121
Public Campground	57	68	76	79	88	92	92
Private Home	2,711	3,190	3,518	3,345	3,784	3,807	3,885
Vacation Home	174	204	232	211	229	230	233
Day Travel	2,549	3,082	3,314	3,150	3,310	3,406	3,493
Destination Spending	12,356	15,090	16,755	15,864	18,121	18,754	19,527
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	1,846	2,376	2,711	2,453	2,891	3,129	3,408
Food Service	2,457	2,862	3,165	3,281	3,736	3,947	4,189
Food Stores	495	557	630	633	719	748	794
Local Tran. & Gas	2,534	3,646	4,526	3,785	4,484	4,510	4,478
Arts, Ent. & Rec.	1,574	1,769	1,827	1,806	1,947	2,025	2,105
Retail Sales	2,128	2,334	2,352	2,386	2,584	2,669	2,732
Visitor Air Tran.	1,321	1,546	1,542	1,520	1,760	1,726	1,822
Destination Spending	12,356	15,090	16,755	15,864	18,121	18,754	19,527
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	1,998	2,374	2,567	2,614	3,048	3,215	3,401
Arts, Ent. & Rec.	875	984	1,028	1,056	1,185	1,253	1,401
Retail**	515	559	571	560	635	659	702
Ground Tran.	119	137	143	134	153	155	167
Visitor Air Tran.	870	920	835	870	932	1,049	1,027
Other Travel*	1,442	1,571	1,547	1,562	1,722	1,878	1,855
Total Direct Earnings	5,819	6,544	6,692	6,796	7,675	8,209	8,554
Industry Employment Generated by Travel Spending (Thousand Jobs)							
Accom. & Food Serv.	75.6	83.4	87.3	88.0	96.1	101.5	107.0
Arts, Ent. & Rec.	34.9	36.3	37.9	38.5	39.7	42.0	46.2
Retail**	21.6	23.6	24.0	23.1	23.9	24.6	25.3
Ground Tran.	3.7	4.3	4.2	3.7	3.9	4.1	4.3
Visitor Air Tran.	11.7	10.4	10.1	9.7	10.9	10.9	10.1
Other Travel*	21.9	20.7	20.9	19.8	22.6	22.5	21.1
Total Direct Employment	169.4	178.7	184.5	182.8	197.1	205.5	214.1
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	515	588	601	617	679	732	773
Visitor	221	268	295	281	324	344	368
Resident	294	320	306	336	355	387	405
State Tax Receipts	822	952	1,016	994	1,098	1,164	1,231
Visitor	629	732	781	768	834	877	921
Resident	193	220	235	225	264	287	310
Total Direct Gov't Revenue	1,337	1,539	1,617	1,610	1,777	1,896	2,003

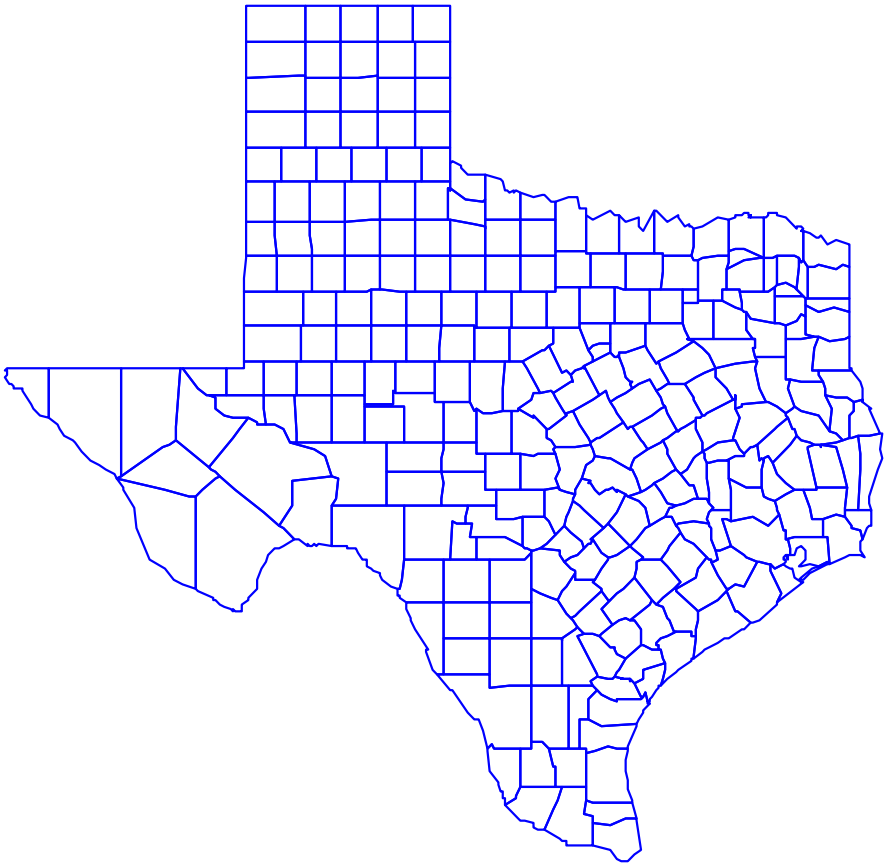
Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

South Texas Plains Tourism Region
Travel Impacts, 2004-2014p

	2004	2006	2008	2010	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	5,817	7,179	8,140	7,749	9,021	9,252	9,544
Other Travel*	575	603	684	663	712	704	913
Total Direct Spending	6,391	7,782	8,824	8,412	9,733	9,956	10,457
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	3,383	4,241	4,856	4,628	5,599	5,761	6,002
Private Campground	144	171	194	211	229	239	241
Public Campground	2	2	3	3	3	3	3
Private Home	1,314	1,582	1,782	1,667	1,844	1,879	1,902
Vacation Home	115	133	152	144	156	159	162
Day Travel	859	1,050	1,154	1,097	1,190	1,211	1,234
Destination Spending	5,817	7,179	8,140	7,749	9,021	9,252	9,544
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	886	1,120	1,273	1,216	1,452	1,534	1,635
Food Service	1,203	1,376	1,534	1,621	1,930	2,008	2,126
Food Stores	239	266	303	314	375	392	415
Local Tran. & Gas	1,488	2,173	2,720	2,272	2,656	2,661	2,628
Arts, Ent. & Rec.	545	601	630	632	714	728	752
Retail Sales	1,011	1,094	1,113	1,149	1,291	1,312	1,345
Visitor Air Tran.	443	549	567	545	602	616	644
Destination Spending	5,817	7,179	8,140	7,749	9,021	9,252	9,544
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	893	1,044	1,142	1,193	1,384	1,465	1,539
Arts, Ent. & Rec.	365	403	427	435	494	521	581
Retail**	226	241	249	249	292	300	321
Ground Tran.	59	71	77	72	77	77	82
Visitor Air Tran.	36	44	43	46	49	56	55
Other Travel*	119	100	112	106	104	113	189
Total Direct Earnings	1,698	1,903	2,050	2,101	2,401	2,534	2,767
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	40,930	43,080	45,840	45,530	50,910	53,530	54,410
Arts, Ent. & Rec.	17,360	17,110	18,490	17,880	19,320	20,320	22,010
Retail**	10,620	10,600	10,810	10,570	11,290	11,540	11,870
Ground Tran.	1,890	2,130	2,240	1,940	1,990	2,130	2,230
Visitor Air Tran.	550	550	510	470	550	560	510
Other Travel*	2,600	2,220	2,460	2,190	2,060	2,140	2,660
Total Direct Employment	74,210	75,950	80,590	78,790	86,370	90,480	93,900
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	206	240	259	265	297	313	335
Visitor	121	147	166	161	186	194	205
Resident	85	93	94	103	111	119	130
State Tax Receipts	380	438	473	470	522	545	575
Visitor	323	374	401	400	439	456	475
Resident	57	64	72	70	83	89	101
Total Direct Gov't Revenue	586	678	732	735	819	858	910

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline. ***Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

VI. Direct COUNTY TRAVEL IMPACTS
1990-2014p



Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	Total	Travel	Percent	Total	Travel	Percent
Anderson	1,187	14.2	1.2%	27,210	750	2.8%
Andrews	772	6.8	0.9%	10,550	390	3.7%
Angelina	2,132	26.7	1.3%	48,810	1,370	2.8%
Aransas	397	31.6	8.0%	12,180	1,280	10.5%
Archer	188	0.2	0.1%	4,160	10	0.2%
Armstrong	38	0.1	0.2%	1,560	10	0.6%
*Atascosa	971	24.4	2.5%	23,140	850	3.7%
Austin	746	9.4	1.3%	18,290	410	2.2%
Bailey	186	1.3	0.7%	4,030	80	2.0%
Bandera	223	22.0	9.9%	8,430	1,380	16.4%
Bastrop	944	61.6	6.5%	29,180	1,810	6.2%
Baylor	75	0.7	0.9%	2,340	30	1.3%
*Bee	634	12.0	1.9%	12,970	520	4.0%
Bell	10,885	114.1	1.0%	193,250	4,850	2.5%
Bexar	59,521	2,105.2	3.5%	1,116,470	65,100	5.8%
Blanco	314	3.7	1.2%	13,100	180	1.4%
Borden	14	0.0	0.1%	1,030	0	0.0%
Bosque	226	6.8	3.0%	7,810	180	2.3%
Bowie	2,228	30.6	1.4%	50,650	1,560	3.1%
Brazoria	7,495	97.0	1.3%	148,610	4,560	3.1%
Brazos	5,327	125.2	2.3%	123,240	5,630	4.6%
Brewster	229	28.9	12.6%	5,830	1,210	20.8%
Briscoe	39	0.2	0.4%	1,420	10	0.7%
Brooks	153	2.1	1.3%	3,900	90	2.3%
Brown	798	15.1	1.9%	22,490	590	2.6%
Burleson	271	4.2	1.5%	7,850	170	2.2%
Burnet	1,013	27.1	2.7%	30,110	1,050	3.5%
Caldwell	510	8.2	1.6%	14,770	220	1.5%
Calhoun	930	10.3	1.1%	14,190	360	2.5%
Callahan	147	1.0	0.6%	5,770	50	0.9%
Cameron	6,509	186.3	2.9%	188,250	8,480	4.5%
Camp	227	1.6	0.7%	5,740	80	1.4%
Carson	473	0.5	0.1%	5,950	30	0.5%
Cass	484	5.2	1.1%	12,550	260	2.1%
Castro	241	0.6	0.2%	4,110	30	0.7%
Chambers	848	7.0	0.8%	14,540	230	1.6%
Cherokee	846	7.9	0.9%	24,290	430	1.8%
Childress	143	3.3	2.3%	3,690	210	5.7%
Clay	257	0.7	0.3%	6,540	40	0.6%
Cochran	85	0.2	0.2%	1,990	10	0.5%
Coke	47	0.6	1.4%	2,010	50	2.5%
Coleman	128	1.3	1.0%	4,880	80	1.6%
Collin	32,318	490.0	1.5%	540,040	13,250	2.5%

*Oil and gas production in recent years may effect travel estimates.

Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	**Total**	**Travel**	**Percent**	**Total**	**Travel**	**Percent**
Collingsworth	75	0.2	0.3%	2,120	10	0.5%
Colorado	472	12.5	2.6%	13,480	520	3.9%
Comal	2,722	129.0	4.7%	67,200	4,060	6.0%
Comanche	248	2.3	0.9%	8,590	120	1.4%
Concho	55	0.8	1.5%	1,920	30	1.6%
Cooke	1,569	16.2	1.0%	29,440	590	2.0%
Coryell	809	11.7	1.4%	23,270	510	2.2%
Cottle	40	0.2	0.4%	1,630	10	0.6%
Crane	177	0.4	0.2%	2,480	20	0.8%
Crockett	114	4.6	4.0%	2,930	310	10.6%
Crosby	194	0.4	0.2%	2,850	20	0.7%
Culberson	60	4.5	7.5%	1,900	160	8.4%
Dallam	375	4.9	1.3%	6,080	240	3.9%
Dallas	148,383	3,762.1	2.5%	2,085,870	85,940	4.1%
Dawson	299	3.3	1.1%	6,890	200	2.9%
Deaf Smith	512	13.3	2.6%	10,450	710	6.8%
Delta	50	0.3	0.6%	2,790	10	0.4%
Denton	14,267	108.3	0.8%	296,550	3,320	1.1%
*DeWitt	603	115.2	19.1%	14,320	4,350	30.4%
Dickens	41	0.1	0.3%	1,890	10	0.5%
*Dimmit	498	7.7	1.5%	8,460	320	3.8%
Donley	29	1.7	5.9%	1,400	80	5.7%
Duval	274	1.3	0.5%	6,810	80	1.2%
Eastland	924	4.0	0.4%	12,310	220	1.8%
Ector	6,237	116.3	1.9%	99,380	3,360	3.4%
Edwards	27	0.2	0.8%	1,670	10	0.6%
Ellis	2,812	37.5	1.3%	67,410	1,060	1.6%
El Paso	19,246	388.4	2.0%	419,820	13,160	3.1%
Erath	796	11.8	1.5%	24,220	470	1.9%
Falls	242	2.2	0.9%	7,150	100	1.4%
Fannin	448	1.9	0.4%	13,840	90	0.7%
Fayette	573	10.4	1.8%	17,380	520	3.0%
Fisher	98	0.2	0.2%	2,230	10	0.4%
Floyd	200	0.6	0.3%	3,620	30	0.8%
Foard	16	0.1	0.6%	1,260	0	0.0%
Fort Bend	13,538	156.5	1.2%	299,590	4,920	1.6%
Franklin	210	1.6	0.8%	6,850	100	1.5%
Freestone	481	6.0	1.3%	11,100	440	4.0%
*Frio	592	12.6	2.1%	11,070	540	4.9%
Gaines	596	4.1	0.7%	10,670	210	2.0%
Galveston	7,169	247.7	3.5%	154,180	9,860	6.4%
Garza	365	3.3	0.9%	4,310	110	2.6%
Gillespie	560	26.2	4.7%	18,960	960	5.1%

*Oil and gas production in recent years may effect travel estimates.

Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	**Total**	**Travel**	**Percent**	**Total**	**Travel**	**Percent**
Glasscock	60	0.0	0.1%	1,300	0	0.0%
Goliad	98	1.9	2.0%	3,450	70	2.0%
*Gonzales	453	9.7	2.2%	12,010	400	3.3%
Gray	806	15.4	1.9%	14,010	660	4.7%
Grayson	2,521	33.4	1.3%	60,910	1,470	2.4%
Gregg	5,752	60.6	1.1%	105,340	2,690	2.6%
Grimes	620	5.6	0.9%	13,830	230	1.7%
Guadalupe	1,937	55.9	2.9%	46,560	1,700	3.7%
Hale	640	12.2	1.9%	15,880	770	4.8%
Hall	98	0.3	0.3%	1,870	10	0.5%
Hamilton	134	1.3	0.9%	4,610	60	1.3%
Hansford	303	0.3	0.1%	4,240	20	0.5%
Hardeman	69	1.0	1.5%	2,280	70	3.1%
Hardin	908	9.1	1.0%	23,930	480	2.0%
Harris	248,554	4,773.0	1.9%	3,027,720	107,420	3.5%
Harrison	2,036	13.9	0.7%	35,310	650	1.8%
Hartley	191	0.2	0.1%	3,310	10	0.3%
Haskell	133	1.4	1.1%	3,320	100	3.0%
Hays	3,410	91.2	2.7%	91,760	3,100	3.4%
Hemphill	249	2.7	1.1%	4,370	110	2.5%
Henderson	1,004	20.2	2.0%	30,250	500	1.7%
Hidalgo	12,831	348.4	2.7%	346,110	15,910	4.6%
Hill	547	9.2	1.7%	15,900	470	3.0%
Hockley	988	6.7	0.7%	14,990	350	2.3%
Hood	1,092	15.2	1.4%	23,770	460	1.9%
Hopkins	745	11.4	1.5%	20,670	470	2.3%
Houston	430	6.9	1.6%	10,340	320	3.1%
Howard	987	20.0	2.0%	17,400	1,000	5.7%
Hudspeth	101	0.3	0.3%	2,360	10	0.4%
Hunt	1,784	25.0	1.4%	43,320	730	1.7%
Hutchinson	856	10.0	1.2%	13,520	440	3.3%
Irion	89	0.4	0.4%	1,740	10	0.6%
Jack	373	0.8	0.2%	7,070	40	0.6%
Jackson	352	2.4	0.7%	8,620	110	1.3%
Jasper	676	10.2	1.5%	18,970	530	2.8%
Jeff Davis	43	3.6	8.3%	1,650	110	6.7%
Jefferson	9,230	114.6	1.2%	158,890	5,840	3.7%
Jim Hogg	146	1.4	1.0%	3,020	70	2.3%
Jim Wells	1,480	18.7	1.3%	27,210	850	3.1%
Johnson	2,979	28.8	1.0%	73,980	1,050	1.4%
Jones	370	2.3	0.6%	9,140	120	1.3%
*Karnes	449	15.3	3.4%	10,180	510	5.0%

*Oil and gas production in recent years may effect travel estimates.

Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	Total	Travel	Percent	Total	Travel	Percent
Kaufman	1,720	22.8	1.3%	45,240	740	1.6%
Kendall	849	23.2	2.7%	20,060	1,050	5.2%
Kenedy	65	0.3	0.4%	1,180	20	1.7%
Kent	17	0.1	0.8%	1,130	10	0.9%
Kerr	1,135	35.9	3.2%	30,320	1,520	5.0%
Kimble	88	2.6	2.9%	3,140	150	4.8%
King	10	0.0	0.1%	390	0	0.0%
Kinney	59	1.9	3.2%	1,740	100	5.7%
Kleberg	770	16.0	2.1%	18,050	620	3.4%
Knox	113	0.5	0.5%	2,210	30	1.4%
*La Salle	249	23.1	9.3%	4,790	990	20.7%
Lamar	1,219	18.5	1.5%	29,060	810	2.8%
Lamb	275	1.8	0.6%	6,550	100	1.5%
Lampasas	261	2.5	0.9%	7,840	140	1.8%
Lavaca	367	5.1	1.4%	11,510	180	1.6%
Lee	469	6.5	1.4%	11,380	240	2.1%
Leon	432	5.8	1.3%	10,420	300	2.9%
Liberty	1,170	16.1	1.4%	28,730	420	1.5%
Limestone	476	2.5	0.5%	12,220	130	1.1%
Lipscomb	111	0.3	0.3%	2,760	20	0.7%
*Live Oak	362	8.2	2.3%	8,080	410	5.1%
Llano	224	38.7	17.3%	7,620	2,080	27.3%
Loving	0	0.0	0.0%	40	0	0.0%
Lubbock	8,073	243.3	3.0%	178,500	7,920	4.4%
Lynn	169	0.2	0.1%	2,660	20	0.8%
McCulloch	225	2.5	1.1%	5,150	160	3.1%
McLennan	6,327	116.0	1.8%	141,330	5,290	3.7%
*McMullen	63	1.0	1.6%	1,910	50	2.6%
Madison	272	2.6	1.0%	7,730	130	1.7%
Marion	115	1.9	1.6%	4,160	130	3.1%
Martin	167	2.4	1.4%	3,200	140	4.4%
Mason	68	0.7	1.0%	2,910	50	1.7%
Matagorda	852	19.0	2.2%	17,160	920	5.4%
*Maverick	860	13.8	1.6%	22,950	570	2.5%
Medina	599	7.9	1.3%	18,020	350	1.9%
Menard	22	0.3	1.6%	1,500	20	1.3%
Midland	13,611	110.7	0.8%	139,100	4,140	3.0%
Milam	461	6.6	1.4%	10,910	310	2.8%
Mills	75	0.5	0.6%	3,410	20	0.6%
Mitchell	199	1.7	0.8%	4,260	60	1.4%
Montague	475	4.7	1.0%	11,650	300	2.6%
Montgomery	12,854	301.9	2.3%	234,070	7,210	3.1%

*Oil and gas production in recent years may effect travel estimates.

Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	Total	Travel	Percent	Total	Travel	Percent
Moore	702	6.7	1.0%	13,070	380	2.9%
Morris	347	0.9	0.3%	6,420	50	0.8%
Motley	20	0.1	0.5%	1,240	10	0.8%
Nacogdoches	1,219	18.8	1.5%	29,950	1,010	3.4%
Navarro	999	11.9	1.2%	28,240	600	2.1%
Newton	75	0.7	0.9%	3,050	30	1.0%
Nolan	392	9.1	2.3%	9,510	430	4.5%
Nueces	12,523	340.3	2.7%	219,820	14,070	6.4%
Ochiltree	569	6.3	1.1%	8,930	340	3.8%
Oldham	110	1.0	0.9%	1,780	60	3.4%
Orange	1,523	25.2	1.7%	31,170	1,110	3.6%
Palo Pinto	606	13.0	2.2%	13,600	580	4.3%
Panola	804	3.7	0.5%	16,090	190	1.2%
Parker	2,526	22.5	0.9%	63,410	770	1.2%
Parmer	333	0.6	0.2%	7,050	30	0.4%
Pecos	416	8.0	1.9%	8,550	540	6.3%
Polk	622	15.9	2.6%	17,360	740	4.3%
Potter	5,372	162.7	3.0%	111,400	7,490	6.7%
Presidio	142	1.8	1.3%	3,380	60	1.8%
Rains	114	2.3	2.0%	4,830	80	1.7%
Randall	1,802	21.6	1.2%	42,680	1,120	2.6%
Reagan	196	2.6	1.3%	3,740	160	4.3%
Real	35	2.0	5.7%	1,830	80	4.4%
Red River	122	1.2	1.0%	4,750	40	0.8%
Reeves	257	19.4	7.6%	5,900	1,240	21.0%
Refugio	189	2.5	1.3%	4,410	110	2.5%
Roberts	11	0.0	0.4%	810	0	0.0%
Robertson	342	4.1	1.2%	7,780	220	2.8%
Rockwall	1,585	24.9	1.6%	39,400	840	2.1%
Runnels	209	1.2	0.6%	5,900	70	1.2%
Rusk	1,039	8.0	0.8%	21,900	390	1.8%
Sabine	123	2.1	1.7%	3,810	110	2.9%
San Augustine	96	1.8	1.9%	3,070	90	2.9%
San Jacinto	137	2.5	1.8%	5,750	150	2.6%
San Patricio	1,393	29.6	2.1%	29,490	1,160	3.9%
San Saba	94	0.8	0.8%	3,640	60	1.6%
Schleicher	77	0.1	0.2%	2,100	10	0.5%
Scurry	879	13.4	1.5%	12,070	660	5.5%
Shackelford	276	1.2	0.4%	3,610	80	2.2%
Shelby	569	8.6	1.5%	12,830	540	4.2%
Sherman	109	0.5	0.5%	2,040	40	2.0%
Smith	6,907	94.1	1.4%	137,820	3,770	2.7%

*Oil and gas production in recent years may effect travel estimates.

Travel Share of Total County Employment, 2014p

	Earnings ($Million)			Employment (jobs)		
County	**Total**	**Travel**	**Percent**	**Total**	**Travel**	**Percent**
Somervell	349	4.0	1.1%	5,940	160	2.7%
Starr	689	5.5	0.8%	22,630	250	1.1%
Stephens	386	1.7	0.4%	6,290	80	1.3%
Sterling	42	0.2	0.5%	1,430	20	1.4%
Stonewall	34	0.3	0.8%	1,610	20	1.2%
Sutton	288	2.6	0.9%	3,910	170	4.3%
Swisher	161	0.8	0.5%	3,480	40	1.1%
Tarrant	67,391	3,093.3	4.6%	1,148,530	67,800	5.9%
Taylor	4,108	88.2	2.1%	89,640	3,830	4.3%
Terrell	28	0.2	0.7%	1,150	10	0.9%
Terry	319	3.7	1.2%	6,140	230	3.7%
Throckmorton	62	0.2	0.3%	1,860	10	0.5%
Titus	812	11.2	1.4%	20,050	540	2.7%
Tom Green	3,146	78.5	2.5%	69,520	3,680	5.3%
Travis	55,043	1,504.2	2.7%	928,670	47,900	5.2%
Trinity	128	4.7	3.7%	4,660	190	4.1%
Tyler	236	2.2	0.9%	7,120	140	2.0%
Upshur	477	3.3	0.7%	11,760	160	1.4%
Upton	219	0.9	0.4%	3,140	60	1.9%
Uvalde	506	15.0	3.0%	13,920	690	5.0%
Val Verde	1,104	15.4	1.4%	24,110	650	2.7%
Van Zandt	555	9.3	1.7%	19,500	420	2.2%
Victoria	3,181	45.6	1.4%	57,270	1,780	3.1%
Walker	1,290	23.1	1.8%	31,010	1,170	3.8%
Waller	1,032	7.6	0.7%	22,650	220	1.0%
Ward	464	13.1	2.8%	7,020	700	10.0%
Washington	1,094	17.1	1.6%	24,050	740	3.1%
*Webb	5,265	150.0	2.8%	127,560	6,190	4.9%
Wharton	935	8.5	0.9%	22,790	430	1.9%
Wheeler	194	4.5	2.3%	4,660	260	5.6%
Wichita	3,772	9.7	0.3%	78,700	380	0.5%
Wilbarger	391	5.3	1.4%	8,770	280	3.2%
Willacy	228	3.7	1.6%	6,360	150	2.4%
Williamson	10,467	145.9	1.4%	201,010	5,080	2.5%
*Wilson	431	10.0	2.3%	14,810	420	2.8%
Winkler	235	1.2	0.5%	4,210	70	1.7%
Wise	1,758	15.6	0.9%	35,780	810	2.3%
Wood	523	7.9	1.5%	15,540	360	2.3%
Yoakum	472	0.9	0.2%	6,140	60	1.0%
Young	673	8.1	1.2%	14,210	400	2.8%
Zapata	391	2.8	0.7%	7,290	170	2.3%
*Zavala	130	1.8	1.4%	4,770	90	1.9%

*Oil and gas production in recent years may effect travel estimates.

2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Anderson	57,940	57,940	14,210	750	900	3,020
Andrews	30,400	30,400	6,780	390	530	1,420
Angelina	129,640	129,370	26,690	1,370	1,370	6,250
Aransas	100,110	100,110	31,560	1,280	1,680	4,380
Archer	1,870	1,870	160	10	10	50
Armstrong	1,430	1,430	90	10	0	80
*Atascosa	80,050	80,050	24,430	850	1,820	3,790
Austin	43,040	43,040	9,380	410	300	2,200
Bailey	4,780	4,780	1,280	80	80	250
Bandera	33,290	33,090	22,020	1,380	670	1,190
Bastrop	152,610	152,000	61,620	1,810	3,400	7,470
Baylor	6,750	6,750	690	30	30	310
*Bee	44,730	44,730	12,030	520	670	2,060
Bell	421,110	420,470	114,110	4,850	6,560	21,030
Bexar	7,799,520	6,973,670	2,105,200	65,100	164,300	347,960
Blanco	14,530	14,530	3,690	180	250	650
Borden	100	100	10	0	0	0
Bosque	15,350	15,350	6,770	180	250	600
Bowie	187,050	186,150	30,620	1,560	1,900	9,960
Brazoria	352,590	348,020	96,980	4,560	5,070	16,160
Brazos	486,010	467,190	125,180	5,630	8,760	23,670
Brewster	60,400	60,400	28,880	1,210	1,070	2,130
Briscoe	1,400	1,400	150	10	0	60
Brooks	15,380	15,380	2,060	90	180	790
Brown	51,220	50,780	15,080	590	910	2,540
Burleson	15,520	15,520	4,190	170	160	610
Burnet	78,830	78,310	27,060	1,050	1,490	3,390
Caldwell	34,930	34,930	8,170	220	390	1,860
Calhoun	39,770	39,770	10,300	360	780	1,810
Callahan	3,660	3,660	950	50	20	110
Cameron	850,150	803,900	186,310	8,480	15,690	34,530
Camp	17,980	17,980	1,570	80	50	940
Carson	7,200	7,200	450	30	10	400
Cass	22,610	22,610	5,240	260	210	1,220
Castro	3,250	3,250	570	30	20	160
Chambers	34,310	34,310	6,960	230	800	1,650
Cherokee	37,750	37,750	7,890	430	370	1,890
Childress	15,580	15,580	3,320	210	470	810
Clay	23,410	23,410	700	40	20	1,300
Cochran	900	900	190	10	0	40
Coke	3,260	3,260	650	50	10	50
Coleman	6,940	6,940	1,280	80	80	290
Collin	1,417,140	1,242,560	489,980	13,250	24,210	61,140

*Recent oil & gas production may affect travel impact estimates. **Resident taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Collingsworth	2,090	2,090	230	10	10	100
Colorado	60,900	60,900	12,500	520	500	3,100
Comal	411,210	384,770	128,970	4,060	7,300	18,740
Comanche	13,870	13,870	2,350	120	100	620
Concho	1,480	1,480	800	30	20	60
Cooke	66,260	66,260	16,180	590	990	3,550
Coryell	44,420	43,600	11,710	510	570	2,410
Cottle	1,910	1,910	170	10	0	100
Crane	2,150	2,150	400	20	30	100
Crockett	38,180	38,180	4,620	310	350	2,090
Crosby	1,510	1,510	400	20	10	50
Culberson	39,160	39,160	4,530	160	370	2,120
Dallam	15,330	15,330	4,860	240	300	760
Dallas	9,414,620	8,235,230	3,762,100	85,940	166,530	421,720
Dawson	18,950	18,950	3,350	200	210	1,010
Deaf Smith	50,970	50,970	13,280	710	1,160	2,790
Delta	1,480	1,480	280	10	10	40
Denton	392,200	369,460	108,250	3,320	4,070	19,390
*DeWitt	257,280	257,280	115,200	4,350	7,210	13,550
Dickens	470	470	130	10	0	20
*Dimmit	43,290	42,850	7,680	320	990	2,200
Donley	6,270	6,270	1,720	80	110	260
Duval	13,080	13,080	1,320	80	130	640
Eastland	16,790	16,350	3,990	220	310	810
Ector	427,990	427,720	116,270	3,360	10,320	21,880
Edwards	1,000	1,000	220	10	10	30
Ellis	156,160	154,380	37,530	1,060	2,200	8,420
El Paso	1,693,530	1,478,630	388,360	13,160	25,390	69,840
Erath	48,840	48,840	11,840	470	650	2,630
Falls	10,640	10,640	2,200	100	140	460
Fannin	12,750	12,750	1,860	90	90	660
Fayette	50,250	49,810	10,450	520	670	2,420
Fisher	1,080	1,080	160	10	0	50
Floyd	5,230	5,230	550	30	10	290
Foard	370	370	90	0	0	10
Fort Bend	528,380	501,990	156,470	4,920	8,880	24,660
Franklin	9,240	9,240	1,620	100	90	350
Freestone	54,670	54,230	6,050	440	450	3,020
*Frio	50,020	50,020	12,640	540	970	2,550
Gaines	19,570	19,570	4,130	210	330	950
Galveston	880,410	860,650	247,750	9,860	20,420	38,960
Garza	10,920	10,920	3,270	110	100	600
Gillespie	93,560	91,280	26,150	960	2,460	4,640

*Recent oil & gas production may affect travel impact estimates. **Resident taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Glasscock	250	250	40	0	0	10
Goliad	11,570	11,570	1,920	70	140	580
*Gonzales	39,290	39,290	9,740	400	840	2,000
Gray	54,520	54,520	15,400	660	910	2,810
Grayson	217,400	216,610	33,370	1,470	2,210	11,550
Gregg	240,840	235,070	60,560	2,690	3,340	12,210
Grimes	20,700	20,700	5,650	230	260	770
Guadalupe	150,430	149,970	55,950	1,700	2,480	7,840
Hale	52,350	51,960	12,220	770	780	2,850
Hall	2,440	2,440	270	10	10	130
Hamilton	6,070	6,070	1,270	60	80	260
Hansford	2,170	2,170	340	20	30	110
Hardeman	6,870	6,870	1,040	70	70	360
Hardin	42,470	42,470	9,150	480	480	2,180
Harris	14,563,850	11,864,760	4,773,000	107,420	285,920	549,880
Harrison	95,800	95,800	13,900	650	450	5,150
Hartley	1,220	1,220	230	10	0	50
Haskell	5,960	5,960	1,440	100	140	260
Hays	302,940	300,960	91,170	3,100	5,320	16,060
Hemphill	17,640	17,640	2,670	110	620	880
Henderson	123,110	121,390	20,230	500	830	6,450
Hidalgo	1,373,270	1,309,330	348,410	15,910	20,050	62,340
Hill	61,100	61,100	9,170	470	400	3,100
Hockley	26,840	26,840	6,710	350	250	1,420
Hood	61,160	60,550	15,230	460	930	2,850
Hopkins	69,560	69,120	11,380	470	490	3,830
Houston	39,280	38,840	6,930	320	250	2,000
Howard	123,080	123,080	20,040	1,000	2,100	6,530
Hudspeth	5,890	5,890	350	10	0	320
Hunt	111,080	110,160	24,970	730	1,100	6,070
Hutchinson	46,090	45,650	10,040	440	640	2,330
Irion	12,040	12,040	380	10	0	700
Jack	5,380	5,380	850	40	60	270
Jackson	13,070	13,070	2,420	110	170	580
Jasper	37,660	37,660	10,210	530	510	1,610
Jeff Davis	9,180	9,180	3,600	110	0	430
Jefferson	541,320	530,500	114,580	5,840	7,960	27,640
Jim Hogg	6,070	5,640	1,410	70	50	230
Jim Wells	78,980	78,980	18,700	850	640	4,240
Johnson	156,560	151,400	28,830	1,050	1,770	8,330
Jones	8,680	8,680	2,310	120	40	350
*Karnes	63,520	63,520	15,310	510	1,060	3,210

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2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Kaufman	147,390	147,120	22,850	740	1,270	8,320
Kendall	81,120	80,660	23,190	1,050	980	2,860
Kenedy	780	780	290	20	0	20
Kent	780	780	130	10	0	30
Kerr	95,430	92,080	35,880	1,520	1,620	4,240
Kimble	18,760	18,760	2,590	150	270	980
King	40	40	10	0	0	0
Kinney	5,400	5,400	1,860	100	20	90
Kleberg	64,380	64,380	16,030	620	930	3,450
Knox	3,650	3,650	540	30	20	180
*La Salle	50,660	50,660	23,080	990	1,580	2,480
Lamar	70,470	70,130	18,490	810	930	3,680
Lamb	14,000	14,000	1,770	100	70	720
Lampasas	13,070	13,070	2,470	140	140	670
Lavaca	21,210	20,340	5,130	180	330	990
Lee	27,220	27,220	6,490	240	230	1,360
Leon	39,010	39,010	5,770	300	500	2,010
Liberty	51,790	51,790	16,100	420	630	2,780
Limestone	18,920	18,920	2,520	130	230	920
Lipscomb	3,030	3,030	310	20	0	160
*Live Oak	54,820	54,820	8,230	410	1,050	2,740
Llano	94,800	94,360	38,700	2,080	1,290	2,660
Loving	30	30	10	0	0	0
Lubbock	819,600	742,710	243,310	7,920	11,170	36,080
Lynn	1,130	1,130	240	20	10	60
McCulloch	19,100	19,100	2,470	160	280	990
McLennan	533,340	514,380	115,990	5,290	6,890	26,370
*McMullen	3,980	3,980	1,010	50	0	190
Madison	12,740	12,740	2,630	130	270	620
Marion	7,970	7,970	1,900	130	100	200
Martin	22,880	22,880	2,400	140	30	1,270
Mason	2,870	2,870	660	50	40	110
Matagorda	58,080	57,640	18,970	920	1,230	2,640
*Maverick	63,620	63,620	13,810	570	1,090	3,120
Medina	45,820	45,820	7,920	350	310	2,380
Menard	3,100	3,100	350	20	20	140
Midland	656,960	568,290	110,670	4,140	11,740	24,690
Milam	31,000	31,000	6,620	310	280	1,620
Mills	2,880	2,880	450	20	30	130
Mitchell	9,370	9,370	1,670	60	110	430
Montague	19,120	18,680	4,680	300	230	830
Montgomery	673,630	598,620	301,910	7,210	13,450	28,820

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2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Moore	44,670	44,670	6,700	380	790	2,440
Morris	5,610	5,610	920	50	30	280
Motley	760	760	90	10	0	30
Nacogdoches	74,410	73,530	18,820	1,010	1,260	3,870
Navarro	51,140	51,140	11,940	600	730	2,600
Newton	4,830	4,830	670	30	20	140
Nolan	29,870	29,870	9,130	430	890	1,420
Nueces	1,151,690	1,092,710	340,260	14,070	25,730	51,870
Ochiltree	32,120	32,120	6,260	340	810	1,630
Oldham	10,740	10,300	990	60	50	580
Orange	122,610	122,610	25,230	1,110	1,320	6,480
Palo Pinto	78,760	78,320	13,020	580	510	4,180
Panola	19,530	19,530	3,670	190	410	970
Parker	114,420	113,730	22,450	770	1,170	6,100
Parmer	5,340	5,340	640	30	20	280
Pecos	58,580	58,580	7,990	540	1,460	3,040
Polk	56,850	56,410	15,870	740	510	2,450
Potter	816,040	752,690	162,710	7,490	14,450	37,310
Presidio	10,130	10,130	1,810	60	250	470
Rains	7,790	7,790	2,270	80	50	300
Randall	118,450	118,450	21,560	1,120	1,020	6,260
Reagan	9,800	9,800	2,600	160	20	450
Real	6,550	6,550	2,010	80	50	230
Red River	4,940	4,940	1,180	40	30	230
Reeves	101,140	101,140	19,440	1,240	2,990	5,270
Refugio	25,070	25,070	2,460	110	160	1,400
Roberts	1,190	1,190	40	0	0	70
Robertson	22,040	22,040	4,120	220	420	1,030
Rockwall	99,120	94,480	24,870	840	1,810	4,930
Runnels	7,180	7,180	1,220	70	50	360
Rusk	43,390	42,930	8,010	390	480	2,210
Sabine	11,870	11,870	2,100	110	20	280
San Augustine	7,840	7,840	1,820	90	40	250
San Jacinto	11,860	11,590	2,470	150	20	310
San Patricio	120,540	120,540	29,580	1,160	1,910	5,890
San Saba	3,640	3,640	790	60	30	170
Schleicher	460	460	130	10	0	20
Scurry	39,590	39,590	13,400	660	650	2,050
Shackelford	2,150	2,150	1,200	80	30	100
Shelby	36,970	36,970	8,590	540	430	1,700
Sherman	6,210	6,210	520	40	10	340
Smith	406,670	363,530	94,080	3,770	5,100	18,400

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2014p Direct Travel Impacts by County

County	Total Direct Spending ($000)	Visitor Spending ($000)	Earnings ($000)	Employment (jobs)	**Visitor Tax Receipts Local ($000)	State ($000)
Somervell	17,180	17,180	3,960	160	340	660
Starr	28,980	28,980	5,550	250	370	1,320
Stephens	6,910	6,910	1,660	80	100	300
Sterling	2,650	2,650	210	20	0	170
Stonewall	1,040	1,040	260	20	0	40
Sutton	10,340	10,340	2,580	170	310	460
Swisher	3,780	3,780	800	40	20	200
Tarrant	7,449,630	5,209,330	3,093,310	67,800	108,670	187,400
Taylor	456,730	434,790	88,170	3,830	7,000	22,050
Terrell	1,160	1,160	200	10	0	20
Terry	13,460	13,460	3,750	230	300	720
Throckmorton	3,890	3,890	190	10	0	210
Titus	59,910	59,910	11,240	540	750	3,220
Tom Green	279,340	266,820	78,460	3,680	4,450	13,360
Travis	5,636,430	4,688,570	1,504,210	47,900	118,500	209,760
Trinity	10,680	10,680	4,720	190	70	340
Tyler	10,470	10,470	2,180	140	100	390
Upshur	23,600	23,600	3,280	160	160	1,310
Upton	3,560	3,560	850	60	70	150
Uvalde	78,260	77,380	15,050	690	1,350	3,890
Val Verde	56,000	55,130	15,360	650	950	2,540
Van Zandt	52,800	52,360	9,310	420	360	2,610
Victoria	239,300	238,100	45,590	1,780	3,650	12,140
Walker	110,850	109,970	23,140	1,170	1,310	5,670
Waller	52,060	51,610	7,580	220	620	2,800
Ward	40,840	40,840	13,070	700	1,100	2,090
Washington	105,320	104,880	17,070	740	1,090	5,680
*Webb	604,430	582,370	150,020	6,190	8,740	30,800
Wharton	34,030	34,030	8,530	430	500	1,750
Wheeler	26,600	26,600	4,500	260	410	1,440
Wichita	233,530	225,820	9,720	380	3,520	11,080
Wilbarger	23,790	23,790	5,320	280	430	1,230
Willacy	26,480	26,480	3,720	150	150	1,320
Williamson	569,190	551,230	145,910	5,080	10,000	28,780
*Wilson	42,510	42,510	9,990	420	610	2,220
Winkler	7,690	7,690	1,170	70	110	370
Wise	55,290	55,010	15,580	810	810	2,720
Wood	27,340	26,900	7,930	360	160	1,100
Yoakum	4,780	4,780	940	60	50	240
Young	27,950	27,070	8,080	400	350	1,360
Zapata	16,390	16,390	2,840	170	130	480
*Zavala	12,100	12,100	1,830	90	180	600

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Visitor Spending by County, 1990-2014p

Alphabetical Listing

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Anderson	21.2	25.0	29.5	31.1	33.2	38.2	37.8	40.3	48.1	50.8	48.0	53.3	55.5	57.9	4.3	4.5
Andrews	4.1	4.4	4.9	5.4	5.4	5.6	5.7	5.9	7.7	11.5	13.6	23.0	24.1	30.4	8.7	26.1
Angelina	48.4	53.7	60.3	67.5	71.2	81.2	82.7	91.9	113.0	129.8	117.9	128.2	130.7	129.4	4.2	-1.0
Aransas	27.0	29.8	42.5	47.3	49.4	57.8	59.7	70.0	85.4	96.2	96.2	97.2	100.1	100.1	5.6	0.0
Archer	1.5	1.7	1.3	1.4	1.4	1.5	1.6	1.7	1.8	1.9	1.8	1.8	1.8	1.9	0.9	2.4
Armstrong	0.4	0.5	0.6	0.6	0.5	0.7	0.6	0.8	1.2	1.5	1.2	1.5	1.5	1.4	5.1	-1.9
*Atascosa	10.9	11.9	13.3	14.7	15.6	18.1	18.9	20.9	24.3	28.6	33.4	55.2	73.5	80.1	8.6	8.9
Austin	12.2	13.7	15.8	18.3	20.6	23.2	23.9	28.6	36.4	42.2	37.7	43.6	42.0	43.0	5.4	2.6
Bailey	2.3	2.6	3.0	2.8	2.5	3.2	3.2	3.8	3.9	4.1	4.7	4.5	4.3	4.8	3.1	11.8
Bandera	9.8	11.3	14.4	15.6	16.1	18.5	17.9	19.7	24.8	28.2	30.0	30.6	31.8	33.1	5.2	4.0
Bastrop	19.9	22.3	24.1	27.6	29.9	36.7	38.3	46.5	80.0	126.0	121.2	137.7	142.1	152.0	8.8	7.0
Baylor	2.9	3.3	3.5	3.7	3.7	4.4	4.3	5.0	6.5	7.5	6.2	6.8	6.8	6.7	3.5	-0.6
*Bee	11.9	13.0	14.6	16.0	16.3	17.7	19.1	20.9	26.4	29.0	36.0	49.0	47.1	44.7	5.7	-5.1
Bell	143.8	163.9	193.9	205.2	206.1	237.1	250.5	285.3	328.1	396.3	380.8	403.4	399.0	420.5	4.6	5.4
Bexar	1,870.4	2,180.7	2,627.4	2,952.9	3,195.4	3,814.8	3,854.0	4,289.3	5,364.1	6,107.5	5,743.7	6,653.9	6,792.7	6,973.7	5.6	2.7
Blanco	4.1	4.7	5.3	5.8	5.8	7.1	6.2	7.7	9.8	10.6	11.2	13.2	14.0	14.5	5.4	4.0
Borden	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.0	6.4
Bosque	4.7	5.2	5.6	5.9	5.9	10.1	9.6	10.4	13.6	13.3	12.1	13.3	13.3	15.3	5.0	15.0
Bowie	65.7	68.4	79.3	85.6	83.1	103.3	102.0	122.7	152.5	186.7	175.3	196.1	190.0	186.2	4.4	-2.0
Brazoria	98.6	108.5	118.7	130.4	138.7	156.6	168.7	184.5	231.4	273.4	264.0	320.9	337.4	348.0	5.4	3.2
Brazos	126.2	145.6	166.6	179.0	194.9	223.7	231.5	258.5	313.8	375.3	350.3	382.8	417.5	467.2	5.6	11.9
Brewster	22.2	25.3	28.3	31.6	33.3	36.5	38.9	42.4	46.3	48.0	50.3	51.1	56.2	60.4	4.3	7.4
Briscoe	0.5	0.6	0.6	0.7	0.7	0.8	0.8	1.0	1.3	1.5	1.3	1.4	1.4	1.4	4.4	-0.6
Brooks	4.2	4.8	5.3	6.5	7.1	7.8	8.1	10.3	13.0	16.3	13.2	14.3	15.3	15.4	5.5	0.5
Brown	20.9	23.1	25.6	26.6	28.5	31.7	33.5	37.6	44.1	47.6	44.8	47.9	49.7	50.8	3.8	2.1
Burleson	6.1	6.8	7.4	7.8	8.2	9.0	10.1	10.1	11.3	12.8	11.8	13.8	14.3	15.5	4.0	8.3
Burnet	23.7	26.3	29.2	34.2	40.6	49.4	46.9	48.5	56.0	65.7	63.3	71.8	78.6	78.3	5.1	-0.3
Caldwell	10.0	11.2	12.5	13.8	14.5	17.6	18.0	20.9	25.2	29.9	28.3	31.9	33.3	34.9	5.4	4.8
Calhoun	13.1	15.7	16.3	17.3	18.8	21.8	21.5	24.4	28.2	34.5	32.2	36.7	37.1	39.8	4.7	7.1
Callahan	1.9	2.1	2.4	2.5	2.8	3.0	3.2	3.3	3.6	3.7	3.6	3.5	3.6	3.7	2.8	1.9
Cameron	356.6	388.9	450.4	464.7	494.4	556.5	572.3	603.7	698.9	712.8	702.1	763.1	777.2	803.9	3.4	3.4
Camp	4.9	5.7	6.2	6.8	6.6	8.7	8.2	10.5	14.5	18.0	15.9	18.2	18.0	18.0	5.5	-0.4
Carson	2.1	2.3	2.9	3.4	3.3	4.3	4.2	5.1	6.7	8.0	6.4	7.3	7.2	7.2	5.2	-0.3
Cass	9.9	10.0	10.6	11.4	11.5	13.2	13.1	15.7	19.5	24.1	21.2	23.2	23.2	22.6	3.5	-2.6

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Visitor Spending by County, 1990-2014p

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($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Castro	1.3	1.5	1.7	1.6	1.6	1.8	1.8	2.1	3.0	3.3	3.0	3.2	3.1	3.2	4.0	3.2
Chambers	7.9	8.2	9.1	9.8	11.2	14.1	13.6	18.0	25.3	31.2	28.5	33.4	32.6	34.3	6.3	5.4
Cherokee	13.1	14.1	15.3	17.0	17.3	18.7	20.8	25.4	33.8	37.4	31.8	39.0	39.0	37.7	4.5	-3.1
Childress	3.7	4.3	5.2	6.2	7.6	9.5	10.0	10.2	11.9	12.2	13.0	15.1	16.7	15.6	6.2	-6.4
Clay	5.8	6.5	6.9	7.7	7.2	10.3	9.5	12.8	19.0	24.5	19.9	23.9	23.7	23.4	6.0	-1.4
Cochran	0.5	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9	0.9	2.2	-0.8
Coke	2.3	2.6	2.7	2.8	2.8	2.9	3.0	3.1	3.3	3.4	3.2	3.1	3.1	3.3	1.4	4.3
Coleman	3.2	3.6	4.1	4.2	4.7	5.0	5.1	5.6	6.5	7.1	6.6	7.1	6.8	6.9	3.3	2.6
Collin	171.9	194.3	219.6	267.9	334.7	456.1	518.1	627.1	816.8	954.5	958.4	1,104.8	1,182.7	1,242.6	8.6	5.1
Collingsworth	0.9	1.0	1.1	1.2	1.2	1.4	1.4	1.7	2.1	2.6	2.4	2.4	2.3	2.1	3.5	-7.1
Colorado	17.2	20.1	21.7	24.7	24.5	31.7	31.4	38.0	47.5	58.3	51.2	63.4	62.6	60.9	5.4	-2.7
Comal	85.5	98.4	113.3	121.5	140.9	169.2	172.8	202.0	237.6	278.0	284.4	350.9	364.8	384.8	6.5	5.5
Comanche	5.5	6.2	7.1	7.7	7.5	8.6	8.5	9.7	11.5	14.0	12.4	13.6	13.9	13.9	3.9	0.0
Concho	0.7	0.8	1.0	1.1	1.1	1.4	1.5	1.4	1.4	1.5	1.5	1.6	1.4	1.5	3.1	3.6
Cooke	14.1	15.0	17.9	21.0	21.4	25.6	24.5	35.9	46.0	62.9	52.3	71.0	66.2	66.3	6.7	0.1
Coryell	17.5	19.3	22.1	23.7	24.3	28.7	29.3	34.3	38.0	43.6	40.8	44.8	43.7	43.6	3.9	-0.2
Cottle	0.6	0.7	0.9	0.9	0.8	1.0	0.9	1.2	1.6	2.1	1.8	1.9	1.9	1.9	4.7	-1.5
Crane	0.8	0.9	1.0	1.2	1.2	1.1	1.2	1.2	1.5	1.7	1.6	2.1	2.1	2.1	4.1	3.5
Crockett	8.4	9.0	10.3	11.5	10.2	13.9	13.4	17.9	25.1	31.8	27.6	37.4	37.8	38.2	6.5	1.0
Crosby	1.0	1.1	1.2	1.2	1.3	1.4	1.4	1.4	1.5	1.5	1.4	1.5	1.5	1.5	1.8	1.0
Culberson	10.2	11.0	12.8	14.2	13.8	18.7	18.7	23.6	32.9	39.9	34.0	38.9	39.5	39.2	5.8	-0.7
Dallam	6.2	6.2	7.4	7.2	8.2	9.0	9.3	10.7	13.4	15.6	15.7	15.0	16.1	15.3	3.9	-4.6
Dallas	2,919.7	3,165.7	3,680.9	4,185.3	4,658.2	5,524.1	4,918.1	5,338.7	6,463.9	6,981.3	6,476.5	7,493.4	7,838.2	8,235.2	4.4	5.1
Dawson	5.9	7.2	8.1	8.4	8.2	9.5	9.4	10.2	12.8	15.8	15.8	19.8	18.9	19.0	5.0	0.4
Deaf Smith	4.8	5.4	5.9	6.8	5.9	7.1	7.1	9.8	13.6	17.6	14.2	15.5	16.5	51.0	10.4	209.3
Delta	0.6	0.6	0.8	0.8	0.8	0.9	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.5	4.0	2.4
Denton	131.7	146.2	165.1	194.0	232.1	281.7	316.1	366.6	429.9	503.7	505.5	598.8	615.9	369.5	4.4	-40.0
*DeWitt	13.1	14.5	15.6	17.2	17.0	22.3	21.2	26.6	36.9	46.5	44.9	62.2	70.9	257.3	13.2	262.9
Dickens	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.5	0.7	0.5	0.5	0.1	-1.1
*Dimmit	5.6	5.7	6.4	6.9	6.9	8.7	8.3	10.1	13.8	16.8	17.6	36.0	46.0	42.8	8.9	-6.8
Donley	2.0	2.2	2.9	2.9	2.9	3.2	3.2	4.5	6.0	6.6	6.0	6.1	6.5	6.3	5.0	-4.1
Duval	3.8	4.2	5.0	5.6	5.7	6.8	6.4	7.7	10.9	12.9	11.8	14.6	13.4	13.1	5.3	-2.4
Eastland	6.9	7.3	8.3	8.9	9.1	10.1	9.9	10.4	12.6	14.1	13.9	16.2	15.8	16.3	3.7	3.2
Ector	88.4	97.8	108.4	115.5	130.2	129.8	137.9	161.2	213.4	267.3	231.3	387.4	386.9	427.7	6.8	10.6

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($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Edwards	0.8	0.9	0.7	0.7	0.7	0.8	0.8	1.1	1.2	1.3	1.0	0.9	1.0	1.0	0.9	4.9
Ellis	40.2	46.2	51.5	57.2	63.0	77.2	78.5	95.2	119.3	140.8	129.4	146.5	147.6	154.4	5.8	4.6
El Paso	545.5	601.9	679.2	691.6	740.9	874.3	847.3	1,013.4	1,250.9	1,396.3	1,322.8	1,452.8	1,435.7	1,478.6	4.2	3.0
Erath	13.3	14.5	17.9	17.8	18.5	24.0	22.5	28.5	36.7	46.2	40.9	47.6	48.5	48.8	5.6	0.7
Falls	4.4	4.8	5.5	5.9	5.8	6.5	6.4	6.8	7.5	9.3	8.3	10.0	10.6	10.6	3.7	0.8
Fannin	5.1	5.7	6.6	7.5	6.9	8.6	8.6	8.7	10.7	12.3	11.3	12.6	13.1	12.8	3.9	-2.6
Fayette	14.3	16.4	18.3	17.5	19.4	20.6	20.7	23.9	29.3	38.5	35.1	44.2	43.9	49.8	5.3	13.5
Fisher	0.4	0.5	0.6	0.6	0.6	0.7	0.7	0.8	1.0	1.1	1.0	1.1	1.1	1.1	3.9	-0.6
Floyd	1.8	1.9	2.2	2.3	2.2	2.8	2.7	3.9	4.8	5.9	4.7	5.9	6.0	5.2	4.6	-12.2
Foard	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.4	2.3	2.6
Fort Bend	88.2	98.6	105.6	129.8	159.7	189.9	206.5	255.8	321.5	400.3	366.2	448.0	476.5	502.0	7.5	5.4
Franklin	3.3	3.7	4.1	5.0	5.2	5.8	5.8	6.6	8.1	8.7	7.8	8.7	8.9	9.2	4.4	3.9
Freestone	13.1	14.8	16.4	18.3	19.3	26.9	25.1	32.6	45.4	62.0	48.4	54.9	54.5	54.2	6.1	-0.5
*Frio	6.1	6.1	6.5	6.7	7.2	8.1	8.2	9.0	10.6	13.6	19.3	43.4	47.1	50.0	9.1	6.2
Gaines	4.4	5.1	5.7	6.2	6.2	7.0	6.9	7.7	9.8	12.8	11.8	13.9	15.6	19.6	6.4	25.6
Galveston	293.8	320.2	356.7	393.3	424.1	497.9	512.0	552.6	691.5	792.7	669.3	795.6	823.0	860.6	4.6	4.6
Garza	2.3	2.4	2.7	2.9	2.7	3.6	4.0	6.8	9.0	11.4	9.7	11.1	10.8	10.9	6.6	1.4
Gillespie	18.1	21.3	24.8	30.5	34.7	42.0	48.8	53.1	66.1	78.8	80.7	83.8	87.2	91.3	7.0	4.7
Glasscock	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	3.6	6.8
Goliad	3.2	3.5	4.0	4.3	4.5	5.4	5.3	6.3	8.0	9.6	8.5	11.0	11.8	11.6	5.5	-1.8
*Gonzales	7.2	7.6	8.3	9.1	9.3	11.6	10.7	13.7	18.3	21.8	21.8	29.5	35.8	39.3	7.3	9.7
Gray	14.8	16.4	19.4	20.6	20.8	22.5	23.1	25.4	35.2	49.1	39.6	55.9	53.8	54.5	5.6	1.4
Grayson	68.1	74.3	86.1	100.1	103.4	127.7	124.9	144.4	181.5	205.8	186.2	205.1	214.7	216.6	4.9	0.9
Gregg	76.2	84.4	95.3	109.4	120.6	143.3	138.1	157.3	195.9	232.1	209.1	223.8	232.1	235.1	4.8	1.3
Grimes	7.7	8.8	9.9	10.5	11.0	12.9	12.7	14.1	15.9	17.6	17.2	19.1	20.0	20.7	4.2	3.5
Guadalupe	31.9	35.8	40.5	44.6	48.4	55.8	59.3	67.0	91.3	107.4	116.4	158.5	150.7	150.0	6.7	-0.5
Hale	28.3	32.4	35.6	36.4	40.3	41.3	46.7	46.8	49.8	51.9	50.7	54.6	53.0	52.0	2.6	-1.9
Hall	1.4	1.6	1.7	1.7	1.8	2.1	1.7	1.6	2.4	2.7	2.2	2.5	2.5	2.4	2.5	-2.3
Hamilton	2.9	3.3	3.6	3.8	3.3	3.9	3.9	4.4	5.2	6.0	5.6	5.4	5.6	6.1	3.1	8.9
Hansford	0.9	1.0	1.1	1.3	1.2	1.3	1.3	1.5	1.7	2.0	1.9	2.0	2.0	2.2	3.7	8.7
Hardeman	2.2	2.6	2.8	3.0	2.8	3.2	3.2	3.7	6.0	6.9	6.1	7.2	7.2	6.9	4.9	-4.9
Hardin	15.5	17.2	18.7	20.1	21.6	24.3	25.1	28.7	37.2	40.9	37.3	40.9	42.0	42.5	4.3	1.0
Harris	3,330.1	3,672.7	4,101.6	4,670.5	5,291.2	6,316.8	6,288.1	7,025.8	8,713.5	10,022.4	9,046.9	10,845.7	11,368.7	11,864.8	5.4	4.4
Harrison	31.5	34.9	38.1	42.9	42.7	52.4	52.8	62.3	87.5	104.2	93.8	95.0	97.0	95.8	4.7	-1.3

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($ Millions)

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Hartley	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.8	0.9	1.1	1.2	1.2	1.2	4.8	-2.3
Haskell	2.6	2.9	3.2	3.4	3.5	3.7	3.5	3.7	4.0	4.3	4.7	5.3	6.1	6.0	3.5	-2.6
Hays	56.7	63.2	74.1	82.8	91.8	112.2	120.3	141.3	175.1	202.2	229.0	265.4	285.6	301.0	7.2	5.4
Hemphill	1.2	1.2	1.3	1.5	1.8	1.2	1.4	4.4	4.1	5.2	9.1	16.8	18.3	17.6	12.0	-3.4
Henderson	40.1	44.3	46.0	51.8	51.6	64.6	62.5	76.9	101.3	124.3	107.8	120.6	121.7	121.4	4.7	-0.3
Hidalgo	436.4	494.3	556.4	573.6	632.3	735.2	783.4	871.0	1,022.3	1,142.4	1,111.3	1,205.7	1,240.9	1,309.3	4.7	5.5
Hill	17.2	19.5	22.1	25.2	28.8	36.6	37.3	45.2	57.5	68.9	57.3	62.3	61.4	61.1	5.4	-0.4
Hockley	7.2	8.0	9.5	9.6	9.5	11.1	11.0	12.8	15.6	26.4	23.1	25.7	25.9	26.8	5.6	3.8
Hood	20.2	23.3	22.8	25.4	26.7	32.8	36.9	38.4	52.4	65.6	53.2	55.9	58.4	60.5	4.7	3.6
Hopkins	21.2	24.1	26.8	29.5	29.1	37.6	35.7	43.9	56.5	69.8	60.5	69.7	70.1	69.1	5.0	-1.4
Houston	12.1	13.6	15.0	16.5	16.0	20.0	19.1	24.6	33.4	40.9	33.6	38.3	38.5	38.8	5.0	0.8
Howard	26.4	31.4	34.6	37.6	35.6	44.1	40.2	54.7	75.6	103.5	83.0	118.0	120.6	123.1	6.6	2.1
Hudspeth	1.8	1.9	2.3	2.4	2.2	2.9	2.7	3.6	5.2	6.5	5.5	6.2	6.2	5.9	5.2	-4.9
Hunt	36.6	40.4	44.0	48.7	51.5	59.1	63.6	70.7	90.5	105.5	94.8	104.9	108.6	110.2	4.7	1.4
Hutchinson	10.8	12.4	13.5	14.9	17.1	19.2	21.4	23.5	35.9	38.9	36.6	44.9	40.8	45.6	6.2	11.8
Irion	2.8	3.1	3.5	3.9	3.6	5.3	4.8	6.7	10.1	12.9	10.5	12.4	12.3	12.0	6.3	-2.5
Jack	2.2	2.3	2.6	2.8	3.0	3.3	3.6	3.8	4.3	5.1	5.4	6.2	5.6	5.4	3.8	-3.5
Jackson	4.8	5.5	6.1	6.5	6.9	7.4	7.4	8.2	9.1	11.1	10.8	12.8	13.3	13.1	4.2	-1.6
Jasper	16.6	18.8	24.1	26.0	27.2	27.8	27.9	29.5	38.0	41.6	33.7	35.3	36.2	37.7	3.5	3.9
Jeff Davis	2.5	3.4	3.6	4.1	4.2	5.2	4.9	5.4	7.1	8.4	8.5	8.8	9.2	9.2	5.5	0.1
Jefferson	183.0	214.0	221.7	241.0	253.9	296.2	287.6	336.1	435.2	526.9	447.2	498.2	491.5	530.5	4.5	7.9
Jim Hogg	2.2	2.4	2.9	3.3	3.6	3.4	3.4	3.9	4.9	6.0	5.3	5.6	5.3	5.6	4.0	5.6
Jim Wells	22.4	24.4	28.0	30.0	32.5	37.1	37.3	44.0	58.9	69.8	65.9	88.5	81.7	79.0	5.4	-3.3
Johnson	33.6	37.7	42.2	48.1	51.4	66.2	64.9	78.8	111.0	149.0	126.2	144.3	148.6	151.4	6.5	1.9
Jones	4.4	4.9	5.3	5.9	5.9	6.7	6.7	7.2	8.1	8.9	8.1	8.7	8.7	8.7	2.9	-0.7
*Karnes	5.8	6.4	7.5	8.4	8.1	10.5	10.1	12.1	15.6	19.2	17.4	37.2	43.0	63.5	10.5	47.6
Kaufman	35.5	39.6	43.9	49.2	50.5	68.1	67.7	83.0	110.8	136.9	125.0	143.8	144.9	147.1	6.1	1.5
Kendall	22.5	29.4	34.9	40.3	45.6	50.6	54.8	54.9	66.2	70.5	66.6	74.2	78.2	80.7	5.5	3.1
Kenedy	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.4	-2.4
Kent	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.7	0.8	0.7	0.8	0.8	0.8	3.8	-1.7
Kerr	40.4	45.8	51.5	56.6	59.8	67.9	70.2	77.5	86.1	93.2	85.7	87.9	90.1	92.1	3.5	2.2
Kimble	6.0	6.9	7.5	7.9	8.5	9.6	10.1	11.9	15.4	19.3	16.0	18.8	19.1	18.8	4.8	-1.9
King	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	-0.2
Kinney	3.3	3.7	4.1	4.4	4.5	4.7	4.8	4.8	5.1	5.2	5.3	5.4	5.5	5.4	2.1	-0.9

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Kleberg	20.1	22.7	25.7	28.8	28.8	33.7	33.7	38.2	45.6	60.4	53.2	59.1	59.0	64.4	5.0	9.1
Knox	1.6	1.6	1.9	1.8	1.8	2.3	2.1	2.5	3.0	3.8	3.5	3.6	3.6	3.6	3.5	0.8
*La Salle	2.7	2.7	2.9	3.4	3.0	4.1	4.0	4.9	6.4	7.9	11.0	28.6	44.4	50.7	12.9	14.2
Lamar	23.7	25.6	28.6	31.6	31.2	40.8	39.2	42.2	55.7	64.4	61.1	69.5	71.3	70.1	4.6	-1.6
Lamb	3.7	4.2	4.7	5.1	5.2	6.7	6.4	7.8	10.2	13.5	11.8	14.4	13.9	14.0	5.7	0.7
Lampasas	4.9	5.4	6.0	7.1	7.5	9.1	8.9	10.4	12.2	13.9	12.6	13.6	13.8	13.1	4.1	-5.6
Lavaca	6.2	7.0	7.1	7.7	8.0	8.9	8.6	10.1	13.4	15.6	14.4	19.4	19.2	20.3	5.1	5.7
Lee	7.8	9.6	11.2	11.5	10.5	13.1	12.4	15.7	19.9	24.7	20.9	24.9	25.9	27.2	5.3	5.2
Leon	9.1	10.0	11.6	13.2	13.0	16.8	16.9	22.1	29.4	36.9	30.9	37.7	38.3	39.0	6.3	2.0
Liberty	17.1	19.3	20.2	22.1	25.9	28.6	30.4	34.7	41.9	50.1	43.0	48.3	49.2	51.8	4.7	5.2
Limestone	8.0	8.8	9.5	10.2	9.9	11.0	10.8	12.0	14.9	18.6	17.6	19.4	18.8	18.9	3.7	0.7
Lipscomb	0.9	0.8	0.9	1.0	0.9	1.3	1.2	1.6	2.2	3.0	2.3	2.9	3.0	3.0	5.1	-0.5
*Live Oak	10.6	11.1	12.0	13.3	14.5	16.7	16.3	19.9	26.8	33.7	31.4	49.8	54.0	54.8	7.1	1.5
Llano	23.6	25.9	27.8	28.0	29.5	34.3	37.1	44.2	86.9	90.6	90.2	93.7	94.3	94.4	5.9	0.0
Loving	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Lubbock	267.0	294.0	323.5	363.7	367.2	417.4	428.0	468.2	556.3	627.7	617.5	699.8	724.0	742.7	4.4	2.6
Lynn	0.6	0.6	0.7	0.8	0.8	0.9	0.9	0.9	1.1	1.1	1.0	1.1	1.1	1.1	3.0	1.4
McCulloch	6.0	6.7	7.0	8.3	8.5	9.9	10.0	10.8	13.8	16.6	15.0	18.1	18.0	19.1	5.0	6.0
McLennan	176.7	196.9	221.3	239.2	254.8	303.5	309.4	351.5	412.1	458.4	438.0	476.8	495.9	514.4	4.6	3.7
*McMullen	0.4	0.4	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.9	3.0	4.0	10.4	34.2
Madison	4.5	5.0	5.3	5.9	6.4	6.3	6.4	7.9	9.7	9.8	8.8	11.8	12.7	12.7	4.4	0.6
Marion	5.0	5.6	6.1	6.6	6.8	7.4	7.7	8.1	8.2	8.3	7.4	7.1	7.4	8.0	2.0	8.1
Martin	3.9	4.3	4.9	5.5	5.1	7.3	6.7	9.2	13.6	17.3	14.4	21.0	22.6	22.9	7.7	1.2
Mason	1.5	1.7	1.6	1.6	1.8	2.0	2.1	2.2	2.5	2.6	2.5	2.6	2.9	2.9	2.8	0.0
Matagorda	21.4	23.7	25.9	30.0	30.0	34.2	33.9	34.8	39.6	48.9	45.0	49.9	52.2	57.6	4.2	10.3
*Maverick	17.2	19.5	21.6	23.4	25.8	31.0	32.2	35.4	45.2	52.6	53.3	59.8	61.9	63.6	5.6	2.8
Medina	15.1	16.9	18.4	20.8	21.2	24.9	24.5	28.0	36.8	44.1	41.0	46.0	45.8	45.8	4.7	0.0
Menard	1.3	1.5	1.4	1.6	1.5	1.8	1.8	2.1	2.7	3.2	2.8	3.0	3.1	3.1	3.7	-0.2
Midland	107.2	119.1	132.6	140.4	179.9	184.4	187.5	204.3	259.3	310.6	300.0	468.7	482.5	568.3	7.2	17.8
Milam	9.8	10.8	12.1	13.3	13.5	16.9	17.2	20.6	26.2	34.0	29.1	31.4	32.0	31.0	4.9	-3.2
Mills	1.4	1.6	1.8	2.0	2.0	2.3	2.3	2.5	2.9	3.2	3.0	2.8	2.9	2.9	3.0	0.2
Mitchell	3.6	3.9	4.5	4.7	4.8	5.3	5.3	5.9	7.2	9.1	7.4	9.3	9.5	9.4	4.0	-1.5
Montague	8.1	8.4	9.2	10.2	10.3	11.7	12.0	13.2	15.5	18.5	18.2	20.0	19.8	18.7	3.5	-5.8
Montgomery	110.9	120.3	130.8	159.1	191.3	223.3	232.4	283.4	364.2	424.3	422.0	510.0	538.0	598.6	7.3	11.3

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Alphabetical Listing

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Moore	10.4	11.0	12.7	14.7	14.8	19.5	19.6	23.8	32.6	39.1	38.8	46.5	44.4	44.7	6.2	0.6
Morris	2.4	2.5	2.8	3.0	3.0	3.4	3.4	3.9	5.0	5.7	5.1	5.5	5.6	5.6	3.6	0.7
Motley	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.8	0.7	0.8	0.8	0.8	3.8	-1.0
Nacogdoches	28.6	32.8	36.1	40.6	42.8	46.2	47.3	53.2	67.2	80.8	87.5	81.2	73.2	73.5	4.0	0.5
Navarro	17.1	18.2	20.8	23.9	20.8	24.5	26.2	28.7	39.6	45.8	41.7	47.3	48.8	51.1	4.7	4.9
Newton	2.4	2.7	3.0	3.2	3.3	3.6	3.7	4.1	4.8	5.1	4.5	4.8	4.8	4.8	3.0	1.3
Nolan	7.3	8.7	9.9	9.8	11.6	12.6	12.0	14.2	17.0	24.4	19.6	26.9	26.5	29.9	6.0	12.7
Nueces	432.9	496.1	540.4	574.4	597.5	667.1	684.3	723.3	845.2	892.4	880.9	1,021.3	1,065.5	1,092.7	3.9	2.6
Ochiltree	5.1	5.4	6.3	7.4	7.7	8.4	8.5	11.0	18.2	25.2	21.0	32.0	31.8	32.1	7.9	0.9
Oldham	2.7	2.9	3.4	3.8	3.8	5.5	5.1	6.2	9.4	11.1	9.1	10.5	10.4	10.3	5.8	-1.0
Orange	42.6	46.2	50.7	55.7	57.0	64.6	66.6	72.9	102.5	122.4	101.9	117.3	118.9	122.6	4.5	3.1
Palo Pinto	22.1	23.4	26.6	30.1	31.7	44.3	41.3	52.1	68.8	82.9	73.0	80.3	80.1	78.3	5.4	-2.2
Panola	4.4	5.0	5.6	6.3	7.4	7.8	8.6	10.4	13.4	17.0	21.8	18.6	18.6	19.5	6.4	5.1
Parker	29.2	32.2	37.9	43.7	44.6	55.3	58.1	72.0	98.5	116.5	96.6	111.2	113.4	113.7	5.8	0.3
Parmer	1.7	2.0	2.3	2.6	2.5	2.9	2.9	3.6	4.6	5.6	4.8	5.5	5.5	5.3	4.9	-3.7
Pecos	13.7	15.0	17.9	19.6	19.5	23.9	24.3	28.1	39.0	59.4	46.8	53.4	55.2	58.6	6.2	6.1
Polk	21.6	24.5	24.9	27.1	28.5	33.8	34.5	39.6	48.6	57.0	48.7	54.5	56.3	56.4	4.1	0.2
Potter	291.7	323.8	370.3	393.7	419.5	462.5	472.2	509.3	606.6	670.6	648.8	712.7	744.9	752.7	4.0	1.0
Presidio	1.9	2.1	2.6	2.5	3.3	4.2	5.7	6.1	8.2	8.9	8.2	9.7	10.3	10.1	7.1	-1.3
Rains	2.8	3.2	3.3	3.8	4.0	5.0	5.1	5.5	6.2	6.9	6.2	7.4	8.0	7.8	4.3	-3.1
Randall	35.7	39.9	44.7	49.0	52.3	65.1	64.8	75.1	95.9	111.6	105.6	115.7	117.8	118.5	5.1	0.5
Reagan	1.0	1.1	1.2	1.4	1.2	1.3	1.3	1.5	2.0	2.6	2.4	4.4	5.9	9.8	9.9	65.3
Real	1.9	2.1	2.1	2.3	2.6	3.1	3.7	4.0	5.0	5.7	5.2	5.3	5.9	6.6	5.3	11.6
Red River	2.2	2.4	2.8	3.0	3.1	3.5	3.4	3.8	4.6	5.1	4.6	5.0	5.0	4.9	3.5	-0.6
Reeves	12.8	13.0	14.4	16.1	15.3	19.9	18.1	23.7	34.3	43.1	43.0	77.0	84.2	101.1	9.0	20.1
Refugio	6.8	7.7	8.7	9.3	9.5	12.0	11.3	14.6	19.7	25.6	21.7	26.0	25.6	25.1	5.6	-2.3
Roberts	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.7	1.0	1.3	1.0	1.2	1.2	1.2	6.2	-2.3
Robertson	5.6	6.0	7.0	8.1	8.8	8.4	8.4	14.2	16.7	21.6	20.0	22.5	23.2	22.0	5.8	-5.0
Rockwall	12.3	13.6	14.6	16.9	18.1	27.4	31.7	37.3	48.4	67.2	74.5	87.7	91.1	94.5	8.9	3.7
Runnels	3.2	3.8	4.4	4.7	4.5	4.9	4.6	5.2	6.3	7.2	6.8	7.1	7.1	7.2	3.4	1.1
Rusk	12.7	13.6	15.0	16.6	16.4	21.5	20.6	24.6	32.9	39.7	36.5	42.0	41.7	42.9	5.2	3.0
Sabine	6.4	7.0	7.4	7.6	8.7	8.9	8.9	9.5	10.8	12.1	11.1	10.9	11.6	11.9	2.6	2.2
San Augustine	3.7	4.0	4.9	5.0	5.4	5.8	6.0	6.5	7.6	8.7	8.6	7.8	7.8	7.8	3.2	1.1
San Jacinto	6.0	6.7	6.9	7.6	7.6	8.4	8.6	9.4	11.0	12.1	10.5	11.3	11.3	11.6	2.8	2.2

Visitor Spending by County, 1990-2014p

Alphabetical Listing

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
San Patricio	30.9	34.7	40.1	45.7	48.4	58.8	68.4	74.0	92.3	100.7	96.3	116.9	120.6	120.5	5.8	-0.1
San Saba	2.2	2.4	2.7	3.0	2.9	3.3	3.5	3.5	3.8	4.0	3.7	3.6	3.7	3.6	2.0	-1.3
Schleicher	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	1.6	0.6
Scurry	9.2	10.0	11.7	11.6	12.0	14.6	15.9	18.5	24.4	30.7	29.8	37.0	41.6	39.6	6.3	-4.9
Shackelford	0.9	1.0	1.2	1.1	1.5	1.6	1.7	1.8	2.0	2.5	2.0	2.2	2.2	2.2	3.7	-2.4
Shelby	10.8	12.1	13.3	14.0	15.6	17.5	17.4	20.5	25.2	35.1	35.1	40.7	34.4	37.0	5.3	7.6
Sherman	1.6	1.8	2.1	2.1	1.9	2.7	2.5	3.6	5.1	6.3	5.7	6.3	6.2	6.2	5.9	-0.3
Smith	117.2	131.6	147.5	159.5	173.1	200.0	204.4	232.6	281.7	321.0	308.7	340.0	350.5	363.5	4.8	3.7
Somervell	4.7	5.4	6.1	6.9	7.1	8.0	9.6	10.4	14.9	16.0	14.7	15.6	15.8	17.2	5.6	8.9
Starr	11.0	12.1	14.0	15.1	15.9	17.8	19.0	20.2	24.7	27.9	25.8	27.6	28.0	29.0	4.1	3.4
Stephens	4.0	4.7	5.2	4.9	5.1	5.5	5.2	5.4	5.9	6.7	5.9	6.3	6.7	6.9	2.3	3.2
Sterling	0.8	0.8	1.0	1.1	1.0	1.3	1.2	1.6	2.1	2.7	2.2	2.6	2.6	2.7	5.4	0.7
Stonewall	0.5	0.6	0.7	0.7	0.7	0.7	0.7	0.8	1.0	1.0	0.9	0.9	1.0	1.0	2.8	7.8
Sutton	4.3	4.3	5.0	5.4	5.4	5.8	6.6	8.0	10.2	10.6	7.9	11.8	11.6	10.3	3.7	-11.0
Swisher	1.4	1.5	1.6	2.6	2.6	2.9	2.6	2.9	3.3	3.8	3.4	4.0	3.9	3.8	4.4	-2.2
Tarrant	1,862.8	2,049.1	2,356.0	2,658.4	2,937.8	3,448.0	3,066.4	3,477.7	4,167.2	4,438.6	4,356.5	4,880.3	4,973.6	5,209.3	4.4	4.7
Taylor	146.0	164.2	191.1	201.5	215.7	247.1	248.8	278.1	348.5	399.9	363.3	411.8	418.2	434.8	4.7	4.0
Terrell	0.7	1.1	1.2	1.1	1.0	1.4	1.3	1.4	1.4	1.5	1.1	1.1	1.1	1.2	2.0	5.4
Terry	3.3	3.9	4.6	4.6	4.6	4.5	4.9	5.0	5.5	7.6	8.8	14.8	14.1	13.5	6.1	-4.5
Throckmorton	1.1	1.2	1.4	1.5	1.4	1.9	1.8	2.4	3.4	4.2	3.4	4.0	4.0	3.9	5.5	-1.8
Titus	17.0	18.3	19.2	21.8	23.7	28.9	28.0	35.5	45.6	54.7	48.6	61.4	57.0	59.9	5.4	5.1
Tom Green	81.6	90.7	101.1	106.4	108.2	119.6	124.6	136.6	165.4	191.0	176.8	234.4	266.1	266.8	5.1	0.3
Travis	1,087.1	1,263.9	1,539.2	1,713.7	1,929.3	2,481.9	2,271.1	2,589.9	3,239.9	3,581.6	3,489.8	4,111.4	4,443.1	4,688.6	6.3	5.5
Trinity	5.5	6.6	6.7	6.8	7.1	7.9	8.2	8.7	10.6	11.3	10.1	11.4	11.0	10.7	2.8	-2.9
Tyler	5.4	6.1	6.2	6.6	7.0	7.5	7.4	8.3	9.2	11.5	9.6	10.3	10.7	10.5	2.8	-2.2
Upshur	8.7	9.7	10.9	12.0	11.9	14.8	14.9	16.8	21.0	23.8	20.9	23.2	23.3	23.6	4.3	1.1
Upton	0.6	0.6	0.7	0.8	0.7	1.2	1.1	1.2	2.3	2.7	2.9	3.2	3.1	3.6	7.9	15.2
Uvalde	18.8	21.2	23.4	24.9	27.8	34.8	36.6	44.2	55.9	66.9	66.7	77.1	75.2	77.4	6.1	3.0
Val Verde	24.7	27.3	32.4	34.1	35.8	39.5	41.6	43.2	51.5	56.9	51.0	55.3	52.8	55.1	3.4	4.4
Van Zandt	16.8	18.1	21.1	23.3	23.8	30.4	30.8	35.0	44.4	52.9	46.8	52.2	52.1	52.4	4.8	0.5
Victoria	76.7	86.8	97.0	104.9	118.0	128.7	125.1	136.4	166.1	183.1	175.4	219.1	219.1	238.1	4.8	8.7
Walker	35.3	39.4	42.2	47.7	51.1	59.6	58.2	65.6	82.3	99.8	86.8	99.0	105.3	110.0	4.8	4.4
Waller	12.2	13.2	14.6	16.2	16.0	20.6	20.8	25.1	34.5	44.6	38.9	47.4	49.7	51.6	6.2	3.9
Ward	4.4	4.6	4.8	5.6	5.7	6.1	5.7	6.2	8.9	15.5	12.7	27.1	25.0	40.8	9.7	63.6

Visitor Spending by County, 1990-2014p

Alphabetical Listing

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Washington	25.1	28.1	30.4	35.3	35.8	48.9	47.5	60.1	77.5	96.0	83.8	98.2	102.1	104.9	6.1	2.7
*Webb	201.0	250.0	221.3	245.8	291.5	339.0	361.5	396.7	460.2	492.1	495.2	576.8	572.6	582.4	4.5	1.7
Wharton	13.6	14.6	15.7	18.1	19.0	23.2	21.9	24.4	29.5	35.0	29.2	34.5	34.3	34.0	3.9	-0.7
Wheeler	6.0	7.1	7.0	8.2	8.4	9.3	10.4	13.0	18.0	23.0	22.4	32.6	29.4	26.6	6.4	-9.4
Wichita	101.3	110.1	117.5	129.9	135.1	148.7	159.4	167.6	189.4	208.5	204.9	212.8	219.3	225.8	3.4	3.0
Wilbarger	7.5	8.4	8.7	10.8	10.8	11.9	11.6	13.2	16.4	20.4	18.9	25.5	26.7	23.8	4.9	-11.0
Willacy	7.6	8.4	9.4	10.4	10.8	13.4	13.6	16.8	21.4	25.9	23.3	26.7	26.6	26.5	5.4	-0.3
Williamson	94.4	106.2	111.5	138.6	161.5	224.0	257.8	293.7	374.0	423.4	422.8	500.3	529.8	551.2	7.6	4.0
*Wilson	7.7	8.3	9.0	10.3	11.3	14.3	13.9	16.8	21.9	27.0	24.4	34.2	40.0	42.5	7.4	6.3
Winkler	2.0	2.2	2.3	2.6	2.7	2.7	2.8	3.1	4.1	5.1	4.0	5.5	6.1	7.7	5.7	27.0
Wise	10.8	13.0	14.7	19.0	21.1	26.4	25.8	29.5	42.6	53.6	54.0	58.2	57.6	55.0	7.0	-4.5
Wood	12.2	13.9	15.8	16.8	17.3	18.8	18.7	20.6	23.4	27.8	25.2	26.7	26.6	26.9	3.4	1.0
Yoakum	1.9	2.1	2.1	2.4	2.4	2.8	2.7	2.9	4.1	5.2	3.9	5.0	5.1	4.8	4.0	-6.4
Young	8.7	9.5	10.3	11.7	11.6	12.8	13.4	15.2	22.8	27.3	23.9	29.5	27.6	27.1	4.9	-1.8
Zapata	6.3	7.1	8.8	8.7	9.2	9.5	9.6	11.4	13.7	17.4	14.6	15.3	15.2	16.4	4.1	7.8
*Zavala	2.5	2.8	3.1	3.2	3.1	3.9	4.2	5.2	6.7	8.8	9.0	13.3	14.8	12.1	6.7	-18.1

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Harris	3,330.1	3,672.7	4,101.6	4,670.5	5,291.2	6,316.8	6,288.1	7,025.8	8,713.5	10,022.4	9,046.9	10,845.7	11,368.7	11,864.8	5.4	4.4
Dallas	2,919.7	3,165.7	3,680.9	4,185.3	4,658.2	5,524.1	4,918.1	5,338.7	6,463.9	6,981.3	6,476.5	7,493.4	7,838.2	8,235.2	4.4	5.1
Bexar	1,870.4	2,180.7	2,627.4	2,952.9	3,195.4	3,814.8	3,854.0	4,289.3	5,364.1	6,107.5	5,743.7	6,653.9	6,792.7	6,973.7	5.6	2.7
Tarrant	1,862.8	2,049.1	2,356.0	2,658.4	2,937.8	3,448.0	3,066.4	3,477.7	4,167.2	4,438.6	4,356.5	4,880.3	4,973.6	5,209.3	4.4	4.7
Travis	1,087.1	1,263.9	1,539.2	1,713.7	1,929.3	2,481.9	2,271.1	2,589.9	3,239.9	3,581.6	3,489.8	4,111.4	4,443.1	4,688.6	6.3	5.5
El Paso	545.5	601.9	679.2	691.6	740.9	874.3	847.3	1,013.4	1,250.9	1,396.3	1,322.8	1,452.8	1,435.7	1,478.6	4.2	3.0
Hidalgo	436.4	494.3	556.4	573.6	632.3	735.2	783.4	871.0	1,022.3	1,142.4	1,111.3	1,205.7	1,240.9	1,309.3	4.7	5.5
Collin	171.9	194.3	219.6	267.9	334.7	456.1	518.1	627.1	816.8	954.5	958.4	1,104.8	1,182.7	1,242.6	8.6	5.1
Nueces	432.9	496.1	540.4	574.4	597.5	667.1	684.3	723.3	845.2	892.4	880.9	1,021.3	1,065.5	1,092.7	3.9	2.6
Galveston	293.8	320.2	356.7	393.3	424.1	497.9	512.0	552.6	691.5	792.7	669.3	795.6	823.0	860.6	4.6	4.6
Cameron	356.6	388.9	450.4	464.7	494.4	556.5	572.3	603.7	698.9	712.8	702.1	763.1	777.2	803.9	3.4	3.4
Potter	291.7	323.8	370.3	393.7	419.5	462.5	472.2	509.3	606.6	670.6	648.8	712.7	744.9	752.7	4.0	1.0
Lubbock	267.0	294.0	323.5	363.7	367.2	417.4	428.0	468.2	556.3	627.7	617.5	699.8	724.0	742.7	4.4	2.6
Montgomery	110.9	120.3	130.8	159.1	191.3	223.3	232.4	283.4	364.2	424.3	422.0	510.0	538.0	598.6	7.3	11.3
*Webb	201.0	250.0	221.3	245.8	291.5	339.0	361.5	396.7	460.2	492.1	495.2	576.8	572.6	582.4	4.5	1.7
Midland	107.2	119.1	132.6	140.4	179.9	184.4	187.5	204.3	259.3	310.6	300.0	468.7	482.5	568.3	7.2	17.8
Williamson	94.4	106.2	111.5	138.6	161.5	224.0	257.8	293.7	374.0	423.4	422.8	500.3	529.8	551.2	7.6	4.0
Jefferson	183.0	214.0	221.7	241.0	253.9	296.2	287.6	336.1	435.2	526.9	447.2	498.2	491.5	530.5	4.5	7.9
McLennan	176.7	196.9	221.3	239.2	254.8	303.5	309.4	351.5	412.1	458.4	438.0	476.8	495.9	514.4	4.6	3.7
Fort Bend	88.2	98.6	105.6	129.8	159.7	189.9	206.5	255.8	321.5	400.3	366.2	448.0	476.5	502.0	7.5	5.4
Brazos	126.2	145.6	166.6	179.0	194.9	223.7	231.5	258.5	313.8	375.3	350.3	382.8	417.5	467.2	5.6	11.9
Taylor	146.0	164.2	191.1	201.5	215.7	247.1	248.8	278.1	348.5	399.9	363.3	411.8	418.2	434.8	4.7	4.0
Ector	88.4	97.8	108.4	115.5	130.2	129.8	137.9	161.2	213.4	267.3	231.3	387.4	386.9	427.7	6.8	10.6
Bell	143.8	163.9	193.9	205.2	206.1	237.1	250.5	285.3	328.1	396.3	380.8	403.4	399.0	420.5	4.6	5.4
Comal	85.5	98.4	113.3	121.5	140.9	169.2	172.8	202.0	237.6	278.0	284.4	350.9	364.8	384.8	6.5	5.5
Denton	131.7	146.2	165.1	194.0	232.1	281.7	316.1	366.6	429.9	503.7	505.5	598.8	615.9	369.5	4.4	-40.0
Smith	117.2	131.6	147.5	159.5	173.1	200.0	204.4	232.6	281.7	321.0	308.7	340.0	350.5	363.5	4.8	3.7
Brazoria	98.6	108.5	118.7	130.4	138.7	156.6	168.7	184.5	231.4	273.4	264.0	320.9	337.4	348.0	5.4	3.2
Hays	56.7	63.2	74.1	82.8	91.8	112.2	120.3	141.3	175.1	202.2	229.0	265.4	285.6	301.0	7.2	5.4
Tom Green	81.6	90.7	101.1	106.4	108.2	119.6	124.6	136.6	165.4	191.0	176.8	234.4	266.1	266.8	5.1	0.3
*DeWitt	13.1	14.5	15.6	17.2	17.0	22.3	21.2	26.6	36.9	46.5	44.9	62.2	70.9	257.3	13.2	262.9
Victoria	76.7	86.8	97.0	104.9	118.0	128.7	125.1	136.4	166.1	183.1	175.4	219.1	219.1	238.1	4.8	8.7
Gregg	76.2	84.4	95.3	109.4	120.6	143.3	138.1	157.3	195.9	232.1	209.1	223.8	232.1	235.1	4.8	1.3
Wichita	101.3	110.1	117.5	129.9	135.1	148.7	159.4	167.6	189.4	208.5	204.9	212.8	219.3	225.8	3.4	3.0

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Grayson	68.1	74.3	86.1	100.1	103.4	127.7	124.9	144.4	181.5	205.8	186.2	205.1	214.7	216.6	4.9	0.9
Bowie	65.7	68.4	79.3	85.6	83.1	103.3	102.0	122.7	152.5	186.7	175.3	196.1	190.0	186.2	4.4	-2.0
Ellis	40.2	46.2	51.5	57.2	63.0	77.2	78.5	95.2	119.3	140.8	129.4	146.5	147.6	154.4	5.8	4.6
Bastrop	19.9	22.3	24.1	27.6	29.9	36.7	38.3	46.5	80.0	126.0	121.2	137.7	142.1	152.0	8.8	7.0
Johnson	33.6	37.7	42.2	48.1	51.4	66.2	64.9	78.8	111.0	149.0	126.2	144.3	148.6	151.4	6.5	1.9
Guadalupe	31.9	35.8	40.5	44.6	48.4	55.8	59.3	67.0	91.3	107.4	116.4	158.5	150.7	150.0	6.7	-0.5
Kaufman	35.5	39.6	43.9	49.2	50.5	68.1	67.7	83.0	110.8	136.9	125.0	143.8	144.9	147.1	6.1	1.5
Angelina	48.4	53.7	60.3	67.5	71.2	81.2	82.7	91.9	113.0	129.8	117.9	128.2	130.7	129.4	4.2	-1.0
Howard	26.4	31.4	34.6	37.6	35.6	44.1	40.2	54.7	75.6	103.5	83.0	118.0	120.6	123.1	6.6	2.1
Orange	42.6	46.2	50.7	55.7	57.0	64.6	66.6	72.9	102.5	122.4	101.9	117.3	118.9	122.6	4.5	3.1
Henderson	40.1	44.3	46.0	51.8	51.6	64.6	62.5	76.9	101.3	124.3	107.8	120.6	121.7	121.4	4.7	-0.3
San Patricio	30.9	34.7	40.1	45.7	48.4	58.8	68.4	74.0	92.3	100.7	96.3	116.9	120.6	120.5	5.8	-0.1
Randall	35.7	39.9	44.7	49.0	52.3	65.1	64.8	75.1	95.9	111.6	105.6	115.7	117.8	118.5	5.1	0.5
Parker	29.2	32.2	37.9	43.7	44.6	55.3	58.1	72.0	98.5	116.5	96.6	111.2	113.4	113.7	5.8	0.3
Hunt	36.6	40.4	44.0	48.7	51.5	59.1	63.6	70.7	90.5	105.5	94.8	104.9	108.6	110.2	4.7	1.4
Walker	35.3	39.4	42.2	47.7	51.1	59.6	58.2	65.6	82.3	99.8	86.8	99.0	105.3	110.0	4.8	4.4
Washington	25.1	28.1	30.4	35.3	35.8	48.9	47.5	60.1	77.5	96.0	83.8	98.2	102.1	104.9	6.1	2.7
Reeves	12.8	13.0	14.4	16.1	15.3	19.9	18.1	23.7	34.3	43.1	43.0	77.0	84.2	101.1	9.0	20.1
Aransas	27.0	29.8	42.5	47.3	49.4	57.8	59.7	70.0	85.4	96.2	96.2	97.2	100.1	100.1	5.6	0.0
Harrison	31.5	34.9	38.1	42.9	42.7	52.4	52.8	62.3	87.5	104.2	93.8	95.0	97.0	95.8	4.7	-1.3
Rockwall	12.3	13.6	14.6	16.9	18.1	27.4	31.7	37.3	48.4	67.2	74.5	87.7	91.1	94.5	8.9	3.7
Llano	23.6	25.9	27.8	28.0	29.5	34.3	37.1	44.2	86.9	90.6	90.2	93.7	94.3	94.4	5.9	0.0
Kerr	40.4	45.8	51.5	56.6	59.8	67.9	70.2	77.5	86.1	93.2	85.7	87.9	90.1	92.1	3.5	2.2
Gillespie	18.1	21.3	24.8	30.5	34.7	42.0	48.8	53.1	66.1	78.8	80.7	83.8	87.2	91.3	7.0	4.7
Kendall	22.5	29.4	34.9	40.3	45.6	50.6	54.8	54.9	66.2	70.5	66.6	74.2	78.2	80.7	5.5	3.1
*Atascosa	10.9	11.9	13.3	14.7	15.6	18.1	18.9	20.9	24.3	28.6	33.4	55.2	73.5	80.1	8.6	8.9
Jim Wells	22.4	24.4	28.0	30.0	32.5	37.1	37.3	44.0	58.9	69.8	65.9	88.5	81.7	79.0	5.4	-3.3
Palo Pinto	22.1	23.4	26.6	30.1	31.7	44.3	41.3	52.1	68.8	82.9	73.0	80.3	80.1	78.3	5.4	-2.2
Burnet	23.7	26.3	29.2	34.2	40.6	49.4	46.9	48.5	56.0	65.7	63.3	71.8	78.6	78.3	5.1	-0.3
Uvalde	18.8	21.2	23.4	24.9	27.8	34.8	36.6	44.2	55.9	66.9	66.7	77.1	75.2	77.4	6.1	3.0
Nacogdoches	28.6	32.8	36.1	40.6	42.8	46.2	47.3	53.2	67.2	80.8	87.5	81.2	73.2	73.5	4.0	0.5
Lamar	23.7	25.6	28.6	31.6	31.2	40.8	39.2	42.2	55.7	64.4	61.1	69.5	71.3	70.1	4.6	-1.6
Hopkins	21.2	24.1	26.8	29.5	29.1	37.6	35.7	43.9	56.5	69.8	60.5	69.7	70.1	69.1	5.0	-1.4
Cooke	14.1	15.0	17.9	21.0	21.4	25.6	24.5	35.9	46.0	62.9	52.3	71.0	66.2	66.3	6.7	0.1

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Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Kleberg	20.1	22.7	25.7	28.8	28.8	33.7	33.7	38.2	45.6	60.4	53.2	59.1	59.0	64.4	5.0	9.1
*Maverick	17.2	19.5	21.6	23.4	25.8	31.0	32.2	35.4	45.2	52.6	53.3	59.8	61.9	63.6	5.6	2.8
*Karnes	5.8	6.4	7.5	8.4	8.1	10.5	10.1	12.1	15.6	19.2	17.4	37.2	43.0	63.5	10.5	47.6
Hill	17.2	19.5	22.1	25.2	28.8	36.6	37.3	45.2	57.5	68.9	57.3	62.3	61.4	61.1	5.4	-0.4
Colorado	17.2	20.1	21.7	24.7	24.5	31.7	31.4	38.0	47.5	58.3	51.2	63.4	62.6	60.9	5.4	-2.7
Hood	20.2	23.3	22.8	25.4	26.7	32.8	36.9	38.4	52.4	65.6	53.2	55.9	58.4	60.5	4.7	3.6
Brewster	22.2	25.3	28.3	31.6	33.3	36.5	38.9	42.4	46.3	48.0	50.3	51.1	56.2	60.4	4.3	7.4
Titus	17.0	18.3	19.2	21.8	23.7	28.9	28.0	35.5	45.6	54.7	48.6	61.4	57.0	59.9	5.4	5.1
Pecos	13.7	15.0	17.9	19.6	19.5	23.9	24.3	28.1	39.0	59.4	46.8	53.4	55.2	58.6	6.2	6.1
Anderson	21.2	25.0	29.5	31.1	33.2	38.2	37.8	40.3	48.1	50.8	48.0	53.3	55.5	57.9	4.3	4.5
Matagorda	21.4	23.7	25.9	30.0	30.0	34.2	33.9	34.8	39.6	48.9	45.0	49.9	52.2	57.6	4.2	10.3
Polk	21.6	24.5	24.9	27.1	28.5	33.8	34.5	39.6	48.6	57.0	48.7	54.5	56.3	56.4	4.1	0.2
Val Verde	24.7	27.3	32.4	34.1	35.8	39.5	41.6	43.2	51.5	56.9	51.0	55.3	52.8	55.1	3.4	4.4
Wise	10.8	13.0	14.7	19.0	21.1	26.4	25.8	29.5	42.6	53.6	54.0	58.2	57.6	55.0	7.0	-4.5
*Live Oak	10.6	11.1	12.0	13.3	14.5	16.7	16.3	19.9	26.8	33.7	31.4	49.8	54.0	54.8	7.1	1.5
Gray	14.8	16.4	19.4	20.6	20.8	22.5	23.1	25.4	35.2	49.1	39.6	55.9	53.8	54.5	5.6	1.4
Freestone	13.1	14.8	16.4	18.3	19.3	26.9	25.1	32.6	45.4	62.0	48.4	54.9	54.5	54.2	6.1	-0.5
Van Zandt	16.8	18.1	21.1	23.3	23.8	30.4	30.8	35.0	44.4	52.9	46.8	52.2	52.1	52.4	4.8	0.5
Hale	28.3	32.4	35.6	36.4	40.3	41.3	46.7	46.8	49.8	51.9	50.7	54.6	53.0	52.0	2.6	-1.9
Liberty	17.1	19.3	20.2	22.1	25.9	28.6	30.4	34.7	41.9	50.1	43.0	48.3	49.2	51.8	4.7	5.2
Waller	12.2	13.2	14.6	16.2	16.0	20.6	20.8	25.1	34.5	44.6	38.9	47.4	49.7	51.6	6.2	3.9
Navarro	17.1	18.2	20.8	23.9	20.8	24.5	26.2	28.7	39.6	45.8	41.7	47.3	48.8	51.1	4.7	4.9
Deaf Smith	4.8	5.4	5.9	6.8	5.9	7.1	7.1	9.8	13.6	17.6	14.2	15.5	16.5	51.0	10.4	209.3
Brown	20.9	23.1	25.6	26.6	28.5	31.7	33.5	37.6	44.1	47.6	44.8	47.9	49.7	50.8	3.8	2.1
*La Salle	2.7	2.7	2.9	3.4	3.0	4.1	4.0	4.9	6.4	7.9	11.0	28.6	44.4	50.7	12.9	14.2
*Frio	6.1	6.1	6.5	6.7	7.2	8.1	8.2	9.0	10.6	13.6	19.3	43.4	47.1	50.0	9.1	6.2
Fayette	14.3	16.4	18.3	17.5	19.4	20.6	20.7	23.9	29.3	38.5	35.1	44.2	43.9	49.8	5.3	13.5
Erath	13.3	14.5	17.9	17.8	18.5	24.0	22.5	28.5	36.7	46.2	40.9	47.6	48.5	48.8	5.6	0.7
Medina	15.1	16.9	18.4	20.8	21.2	24.9	24.5	28.0	36.8	44.1	41.0	46.0	45.8	45.8	4.7	0.0
Hutchinson	10.8	12.4	13.5	14.9	17.1	19.2	21.4	23.5	35.9	38.9	36.6	44.9	40.8	45.6	6.2	11.8
*Bee	11.9	13.0	14.6	16.0	16.3	17.7	19.1	20.9	26.4	29.0	36.0	49.0	47.1	44.7	5.7	-5.1
Moore	10.4	11.0	12.7	14.7	14.8	19.5	19.6	23.8	32.6	39.1	38.8	46.5	44.4	44.7	6.2	0.6
Coryell	17.5	19.3	22.1	23.7	24.3	28.7	29.3	34.3	38.0	43.6	40.8	44.8	43.7	43.6	3.9	-0.2
Austin	12.2	13.7	15.8	18.3	20.6	23.2	23.9	28.6	36.4	42.2	37.7	43.6	42.0	43.0	5.4	2.6

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Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Rusk	12.7	13.6	15.0	16.6	16.4	21.5	20.6	24.6	32.9	39.7	36.5	42.0	41.7	42.9	5.2	3.0
*Dimmit	5.6	5.7	6.4	6.9	6.9	8.7	8.3	10.1	13.8	16.8	17.6	36.0	46.0	42.8	8.9	-6.8
*Wilson	7.7	8.3	9.0	10.3	11.3	14.3	13.9	16.8	21.9	27.0	24.4	34.2	40.0	42.5	7.4	6.3
Hardin	15.5	17.2	18.7	20.1	21.6	24.3	25.1	28.7	37.2	40.9	37.3	40.9	42.0	42.5	4.3	1.0
Ward	4.4	4.6	4.8	5.6	5.7	6.1	5.7	6.2	8.9	15.5	12.7	27.1	25.0	40.8	9.7	63.6
Calhoun	13.1	15.7	16.3	17.3	18.8	21.8	21.5	24.4	28.2	34.5	32.2	36.7	37.1	39.8	4.7	7.1
Scurry	9.2	10.0	11.7	11.6	12.0	14.6	15.9	18.5	24.4	30.7	29.8	37.0	41.6	39.6	6.3	-4.9
*Gonzales	7.2	7.6	8.3	9.1	9.3	11.6	10.7	13.7	18.3	21.8	21.8	29.5	35.8	39.3	7.3	9.7
Culberson	10.2	11.0	12.8	14.2	13.8	18.7	18.7	23.6	32.9	39.9	34.0	38.9	39.5	39.2	5.8	-0.7
Leon	9.1	10.0	11.6	13.2	13.0	16.8	16.9	22.1	29.4	36.9	30.9	37.7	38.3	39.0	6.3	2.0
Houston	12.1	13.6	15.0	16.5	16.0	20.0	19.1	24.6	33.4	40.9	33.6	38.3	38.5	38.8	5.0	0.8
Crockett	8.4	9.0	10.3	11.5	10.2	13.9	13.4	17.9	25.1	31.8	27.6	37.4	37.8	38.2	6.5	1.0
Cherokee	13.1	14.1	15.3	17.0	17.3	18.7	20.8	25.4	33.8	37.4	31.8	39.0	39.0	37.7	4.5	-3.1
Jasper	16.6	18.8	24.1	26.0	27.2	27.8	27.9	29.5	38.0	41.6	33.7	35.3	36.2	37.7	3.5	3.9
Shelby	10.8	12.1	13.3	14.0	15.6	17.5	17.4	20.5	25.2	35.1	35.1	40.7	34.4	37.0	5.3	7.6
Caldwell	10.0	11.2	12.5	13.8	14.5	17.6	18.0	20.9	25.2	29.9	28.3	31.9	33.3	34.9	5.4	4.8
Chambers	7.9	8.2	9.1	9.8	11.2	14.1	13.6	18.0	25.3	31.2	28.5	33.4	32.6	34.3	6.3	5.4
Wharton	13.6	14.6	15.7	18.1	19.0	23.2	21.9	24.4	29.5	35.0	29.2	34.5	34.3	34.0	3.9	-0.7
Bandera	9.8	11.3	14.4	15.6	16.1	18.5	17.9	19.7	24.8	28.2	30.0	30.6	31.8	33.1	5.2	4.0
Ochiltree	5.1	5.4	6.3	7.4	7.7	8.4	8.5	11.0	18.2	25.2	21.0	32.0	31.8	32.1	7.9	0.9
Milam	9.8	10.8	12.1	13.3	13.5	16.9	17.2	20.6	26.2	34.0	29.1	31.4	32.0	31.0	4.9	-3.2
Andrews	4.1	4.4	4.9	5.4	5.4	5.6	5.7	5.9	7.7	11.5	13.6	23.0	24.1	30.4	8.7	26.1
Nolan	7.3	8.7	9.9	9.8	11.6	12.6	12.0	14.2	17.0	24.4	19.6	26.9	26.5	29.9	6.0	12.7
Starr	11.0	12.1	14.0	15.1	15.9	17.8	19.0	20.2	24.7	27.9	25.8	27.6	28.0	29.0	4.1	3.4
Lee	7.8	9.6	11.2	11.5	10.5	13.1	12.4	15.7	19.9	24.7	20.9	24.9	25.9	27.2	5.3	5.2
Young	8.7	9.5	10.3	11.7	11.6	12.8	13.4	15.2	22.8	27.3	23.9	29.5	27.6	27.1	4.9	-1.8
Wood	12.2	13.9	15.8	16.8	17.3	18.8	18.7	20.6	23.4	27.8	25.2	26.7	26.6	26.9	3.4	1.0
Hockley	7.2	8.0	9.5	9.6	9.5	11.1	11.0	12.8	15.6	26.4	23.1	25.7	25.9	26.8	5.6	3.8
Wheeler	6.0	7.1	7.0	8.2	8.4	9.3	10.4	13.0	18.0	23.0	22.4	32.6	29.4	26.6	6.4	-9.4
Willacy	7.6	8.4	9.4	10.4	10.8	13.4	13.6	16.8	21.4	25.9	23.3	26.7	26.6	26.5	5.4	-0.3
Refugio	6.8	7.7	8.7	9.3	9.5	12.0	11.3	14.6	19.7	25.6	21.7	26.0	25.6	25.1	5.6	-2.3
Wilbarger	7.5	8.4	8.7	10.8	10.8	11.9	11.6	13.2	16.4	20.4	18.9	25.5	26.7	23.8	4.9	-11.0
Upshur	8.7	9.7	10.9	12.0	11.9	14.8	14.9	16.8	21.0	23.8	20.9	23.2	23.3	23.6	4.3	1.1
Clay	5.8	6.5	6.9	7.7	7.2	10.3	9.5	12.8	19.0	24.5	19.9	23.9	23.7	23.4	6.0	-1.4

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Martin	3.9	4.3	4.9	5.5	5.1	7.3	6.7	9.2	13.6	17.3	14.4	21.0	22.6	22.9	7.7	1.2
Cass	9.9	10.0	10.6	11.4	11.5	13.2	13.1	15.7	19.5	24.1	21.2	23.2	23.2	22.6	3.5	-2.6
Robertson	5.6	6.0	7.0	8.1	8.8	8.4	8.4	14.2	16.7	21.6	20.0	22.5	23.2	22.0	5.8	-5.0
Grimes	7.7	8.8	9.9	10.5	11.0	12.9	12.7	14.1	15.9	17.6	17.2	19.1	20.0	20.7	4.2	3.5
Lavaca	6.2	7.0	7.1	7.7	8.0	8.9	8.6	10.1	13.4	15.6	14.4	19.4	19.2	20.3	5.1	5.7
Gaines	4.4	5.1	5.7	6.2	6.2	7.0	6.9	7.7	9.8	12.8	11.8	13.9	15.6	19.6	6.4	25.6
Panola	4.4	5.0	5.6	6.3	7.4	7.8	8.6	10.4	13.4	17.0	21.8	18.6	18.6	19.5	6.4	5.1
McCulloch	6.0	6.7	7.0	8.3	8.5	9.9	10.0	10.8	13.8	16.6	15.0	18.1	18.0	19.1	5.0	6.0
Dawson	5.9	7.2	8.1	8.4	8.2	9.5	9.4	10.2	12.8	15.8	15.8	19.8	18.9	19.0	5.0	0.4
Limestone	8.0	8.8	9.5	10.2	9.9	11.0	10.8	12.0	14.9	18.6	17.6	19.4	18.8	18.9	3.7	0.7
Kimble	6.0	6.9	7.5	7.9	8.5	9.6	10.1	11.9	15.4	19.3	16.0	18.8	19.1	18.8	4.8	-1.9
Montague	8.1	8.4	9.2	10.2	10.3	11.7	12.0	13.2	15.5	18.5	18.2	20.0	19.8	18.7	3.5	-5.8
Camp	4.9	5.7	6.2	6.8	6.6	8.7	8.2	10.5	14.5	18.0	15.9	18.2	18.0	18.0	5.5	-0.4
Hemphill	1.2	1.2	1.3	1.5	1.8	1.2	1.4	4.4	4.1	5.2	9.1	16.8	18.3	17.6	12.0	-3.4
Somervell	4.7	5.4	6.1	6.9	7.1	8.0	9.6	10.4	14.9	16.0	14.7	15.6	15.8	17.2	5.6	8.9
Zapata	6.3	7.1	8.8	8.7	9.2	9.5	9.6	11.4	13.7	17.4	14.6	15.3	15.2	16.4	4.1	7.8
Eastland	6.9	7.3	8.3	8.9	9.1	10.1	9.9	10.4	12.6	14.1	13.9	16.2	15.8	16.3	3.7	3.2
Childress	3.7	4.3	5.2	6.2	7.6	9.5	10.0	10.2	11.9	12.2	13.0	15.1	16.7	15.6	6.2	-6.4
Burleson	6.1	6.8	7.4	7.8	8.2	9.0	10.1	10.1	11.3	12.8	11.8	13.8	14.3	15.5	4.0	8.3
Brooks	4.2	4.8	5.3	6.5	7.1	7.8	8.1	10.3	13.0	16.3	13.2	14.3	15.3	15.4	5.5	0.5
Bosque	4.7	5.2	5.6	5.9	5.9	10.1	9.6	10.4	13.6	13.3	12.1	13.3	13.3	15.3	5.0	15.0
Dallam	6.2	6.2	7.4	7.2	8.2	9.0	9.3	10.7	13.4	15.6	15.7	15.0	16.1	15.3	3.9	-4.6
Blanco	4.1	4.7	5.3	5.8	5.8	7.1	6.2	7.7	9.8	10.6	11.2	13.2	14.0	14.5	5.4	4.0
Lamb	3.7	4.2	4.7	5.1	5.2	6.7	6.4	7.8	10.2	13.5	11.8	14.4	13.9	14.0	5.7	0.7
Comanche	5.5	6.2	7.1	7.7	7.5	8.6	8.5	9.7	11.5	14.0	12.4	13.6	13.9	13.9	3.9	0.0
Terry	3.3	3.9	4.6	4.6	4.6	4.5	4.9	5.0	5.5	7.6	8.8	14.8	14.1	13.5	6.1	-4.5
Duval	3.8	4.2	5.0	5.6	5.7	6.8	6.4	7.7	10.9	12.9	11.8	14.6	13.4	13.1	5.3	-2.4
Jackson	4.8	5.5	6.1	6.5	6.9	7.4	7.4	8.2	9.1	11.1	10.8	12.8	13.3	13.1	4.2	-1.6
Lampasas	4.9	5.4	6.0	7.1	7.5	9.1	8.9	10.4	12.2	13.9	12.6	13.6	13.8	13.1	4.1	-5.6
Fannin	5.1	5.7	6.6	7.5	6.9	8.6	8.6	8.7	10.7	12.3	11.3	12.6	13.1	12.8	3.9	-2.6
Madison	4.5	5.0	5.3	5.9	6.4	6.3	6.4	7.9	9.7	9.8	8.8	11.8	12.7	12.7	4.4	0.6
*Zavala	2.5	2.8	3.1	3.2	3.1	3.9	4.2	5.2	6.7	8.8	9.0	13.3	14.8	12.1	6.7	-18.1
Irion	2.8	3.1	3.5	3.9	3.6	5.3	4.8	6.7	10.1	12.9	10.5	12.4	12.3	12.0	6.3	-2.5
Sabine	6.4	7.0	7.4	7.6	8.7	8.9	8.9	9.5	10.8	12.1	11.1	10.9	11.6	11.9	2.6	2.2

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
San Jacinto	6.0	6.7	6.9	7.6	7.6	8.4	8.6	9.4	11.0	12.1	10.5	11.3	11.3	11.6	2.8	2.2
Goliad	3.2	3.5	4.0	4.3	4.5	5.4	5.3	6.3	8.0	9.6	8.5	11.0	11.8	11.6	5.5	-1.8
Garza	2.3	2.4	2.7	2.9	2.7	3.6	4.0	6.8	9.0	11.4	9.7	11.1	10.8	10.9	6.6	1.4
Trinity	5.5	6.6	6.7	6.8	7.1	7.9	8.2	8.7	10.6	11.3	10.1	11.4	11.0	10.7	2.8	-2.9
Falls	4.4	4.8	5.5	5.9	5.8	6.5	6.4	6.8	7.5	9.3	8.3	10.0	10.6	10.6	3.7	0.8
Tyler	5.4	6.1	6.2	6.6	7.0	7.5	7.4	8.3	9.2	11.5	9.6	10.3	10.7	10.5	2.8	-2.2
Sutton	4.3	4.3	5.0	5.4	5.4	5.8	6.6	8.0	10.2	10.6	7.9	11.8	11.6	10.3	3.7	-11.0
Oldham	2.7	2.9	3.4	3.8	3.8	5.5	5.1	6.2	9.4	11.1	9.1	10.5	10.4	10.3	5.8	-1.0
Presidio	1.9	2.1	2.6	2.5	3.3	4.2	5.7	6.1	8.2	8.9	8.2	9.7	10.3	10.1	7.1	-1.3
Reagan	1.0	1.1	1.2	1.4	1.2	1.3	1.3	1.5	2.0	2.6	2.4	4.4	5.9	9.8	9.9	65.3
Mitchell	3.6	3.9	4.5	4.7	4.8	5.3	5.3	5.9	7.2	9.1	7.4	9.3	9.5	9.4	4.0	-1.5
Franklin	3.3	3.7	4.1	5.0	5.2	5.8	5.8	6.6	8.1	8.7	7.8	8.7	8.9	9.2	4.4	3.9
Jeff Davis	2.5	3.4	3.6	4.1	4.2	5.2	4.9	5.4	7.1	8.4	8.5	8.8	9.2	9.2	5.5	0.1
Jones	4.4	4.9	5.3	5.9	5.9	6.7	6.7	7.2	8.1	8.9	8.1	8.7	8.7	8.7	2.9	-0.7
Marion	5.0	5.6	6.1	6.6	6.8	7.4	7.7	8.1	8.2	8.3	7.4	7.1	7.4	8.0	2.0	8.1
San Augustine	3.7	4.0	4.9	5.0	5.4	5.8	6.0	6.5	7.6	8.7	8.6	7.8	7.8	7.8	3.2	1.1
Rains	2.8	3.2	3.3	3.8	4.0	5.0	5.1	5.5	6.2	6.9	6.2	7.4	8.0	7.8	4.3	-3.1
Winkler	2.0	2.2	2.3	2.6	2.7	2.7	2.8	3.1	4.1	5.1	4.0	5.5	6.1	7.7	5.7	27.0
Carson	2.1	2.3	2.9	3.4	3.3	4.3	4.2	5.1	6.7	8.0	6.4	7.3	7.2	7.2	5.2	-0.3
Runnels	3.2	3.8	4.4	4.7	4.5	4.9	4.6	5.2	6.3	7.2	6.8	7.1	7.1	7.2	3.4	1.1
Coleman	3.2	3.6	4.1	4.2	4.7	5.0	5.1	5.6	6.5	7.1	6.6	7.1	6.8	6.9	3.3	2.6
Stephens	4.0	4.7	5.2	4.9	5.1	5.5	5.2	5.4	5.9	6.7	5.9	6.3	6.7	6.9	2.3	3.2
Hardeman	2.2	2.6	2.8	3.0	2.8	3.2	3.2	3.7	6.0	6.9	6.1	7.2	7.2	6.9	4.9	-4.9
Baylor	2.9	3.3	3.5	3.7	3.7	4.4	4.3	5.0	6.5	7.5	6.2	6.8	6.8	6.7	3.5	-0.6
Real	1.9	2.1	2.1	2.3	2.6	3.1	3.7	4.0	5.0	5.7	5.2	5.3	5.9	6.6	5.3	11.6
Donley	2.0	2.2	2.9	2.9	2.9	3.2	3.2	4.5	6.0	6.6	6.0	6.1	6.5	6.3	5.0	-4.1
Sherman	1.6	1.8	2.1	2.1	1.9	2.7	2.5	3.6	5.1	6.3	5.7	6.3	6.2	6.2	5.9	-0.3
Hamilton	2.9	3.3	3.6	3.8	3.3	3.9	3.9	4.4	5.2	6.0	5.6	5.4	5.6	6.1	3.1	8.9
Haskell	2.6	2.9	3.2	3.4	3.5	3.7	3.5	3.7	4.0	4.3	4.7	5.3	6.1	6.0	3.5	-2.6
Hudspeth	1.8	1.9	2.3	2.4	2.2	2.9	2.7	3.6	5.2	6.5	5.5	6.2	6.2	5.9	5.2	-4.9
Jim Hogg	2.2	2.4	2.9	3.3	3.6	3.4	3.4	3.9	4.9	6.0	5.3	5.6	5.3	5.6	4.0	5.6
Morris	2.4	2.5	2.8	3.0	3.0	3.4	3.4	3.9	5.0	5.7	5.1	5.5	5.6	5.6	3.6	0.7
Kinney	3.3	3.7	4.1	4.4	4.5	4.7	4.8	4.8	5.1	5.2	5.3	5.4	5.5	5.4	2.1	-0.9
Jack	2.2	2.3	2.6	2.8	3.0	3.3	3.6	3.8	4.3	5.1	5.4	6.2	5.6	5.4	3.8	-3.5

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Parmer	1.7	2.0	2.3	2.6	2.5	2.9	2.9	3.6	4.6	5.6	4.8	5.5	5.5	5.3	4.9	-3.7
Floyd	1.8	1.9	2.2	2.3	2.2	2.8	2.7	3.9	4.8	5.9	4.7	5.9	6.0	5.2	4.6	-12.2
Red River	2.2	2.4	2.8	3.0	3.1	3.5	3.4	3.8	4.6	5.1	4.6	5.0	5.0	4.9	3.5	-0.6
Newton	2.4	2.7	3.0	3.2	3.3	3.6	3.7	4.1	4.8	5.1	4.5	4.8	4.8	4.8	3.0	1.3
Yoakum	1.9	2.1	2.1	2.4	2.4	2.8	2.7	2.9	4.1	5.2	3.9	5.0	5.1	4.8	4.0	-6.4
Bailey	2.3	2.6	3.0	2.8	2.5	3.2	3.2	3.8	3.9	4.1	4.7	4.5	4.3	4.8	3.1	11.8
*McMullen	0.4	0.4	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.9	3.0	4.0	10.4	34.2
Throckmorton	1.1	1.2	1.4	1.5	1.4	1.9	1.8	2.4	3.4	4.2	3.4	4.0	4.0	3.9	5.5	-1.8
Swisher	1.4	1.5	1.6	2.6	2.6	2.9	2.6	2.9	3.3	3.8	3.4	4.0	3.9	3.8	4.4	-2.2
Callahan	1.9	2.1	2.4	2.5	2.8	3.0	3.2	3.3	3.6	3.7	3.6	3.5	3.6	3.7	2.8	1.9
Knox	1.6	1.6	1.9	1.8	1.8	2.3	2.1	2.5	3.0	3.8	3.5	3.6	3.6	3.6	3.5	0.8
San Saba	2.2	2.4	2.7	3.0	2.9	3.3	3.5	3.5	3.8	4.0	3.7	3.6	3.7	3.6	2.0	-1.3
Upton	0.6	0.6	0.7	0.8	0.7	1.2	1.1	1.2	2.3	2.7	2.9	3.2	3.1	3.6	7.9	15.2
Coke	2.3	2.6	2.7	2.8	2.8	2.9	3.0	3.1	3.3	3.4	3.2	3.1	3.1	3.3	1.4	4.3
Castro	1.3	1.5	1.7	1.6	1.6	1.8	1.8	2.1	3.0	3.3	3.0	3.2	3.1	3.2	4.0	3.2
Menard	1.3	1.5	1.4	1.6	1.5	1.8	1.8	2.1	2.7	3.2	2.8	3.0	3.1	3.1	3.7	-0.2
Lipscomb	0.9	0.8	0.9	1.0	0.9	1.3	1.2	1.6	2.2	3.0	2.3	2.9	3.0	3.0	5.1	-0.5
Mills	1.4	1.6	1.8	2.0	2.0	2.3	2.3	2.5	2.9	3.2	3.0	2.8	2.9	2.9	3.0	0.2
Mason	1.5	1.7	1.6	1.6	1.8	2.0	2.1	2.2	2.5	2.6	2.5	2.6	2.9	2.9	2.8	0.0
Sterling	0.8	0.8	1.0	1.1	1.0	1.3	1.2	1.6	2.1	2.7	2.2	2.6	2.6	2.7	5.4	0.7
Hall	1.4	1.6	1.7	1.7	1.8	2.1	1.7	1.6	2.4	2.7	2.2	2.5	2.5	2.4	2.5	-2.3
Hansford	0.9	1.0	1.1	1.3	1.2	1.3	1.3	1.5	1.7	2.0	1.9	2.0	2.0	2.2	3.7	8.7
Shackelford	0.9	1.0	1.2	1.1	1.5	1.6	1.7	1.8	2.0	2.5	2.0	2.2	2.2	2.2	3.7	-2.4
Crane	0.8	0.9	1.0	1.2	1.2	1.1	1.2	1.2	1.5	1.7	1.6	2.1	2.1	2.1	4.1	3.5
Collingsworth	0.9	1.0	1.1	1.2	1.2	1.4	1.4	1.7	2.1	2.6	2.4	2.4	2.3	2.1	3.5	-7.1
Cottle	0.6	0.7	0.9	0.9	0.8	1.0	0.9	1.2	1.6	2.1	1.8	1.9	1.9	1.9	4.7	-1.5
Archer	1.5	1.7	1.3	1.4	1.4	1.5	1.6	1.7	1.8	1.9	1.8	1.8	1.8	1.9	0.9	2.4
Crosby	1.0	1.1	1.2	1.2	1.3	1.4	1.4	1.4	1.5	1.5	1.4	1.5	1.5	1.5	1.8	1.0
Delta	0.6	0.6	0.8	0.8	0.8	0.9	1.0	1.1	1.2	1.3	1.3	1.4	1.4	1.5	4.0	2.4
Concho	0.7	0.8	1.0	1.1	1.1	1.4	1.5	1.4	1.4	1.5	1.5	1.6	1.4	1.5	3.1	3.6
Armstrong	0.4	0.5	0.6	0.6	0.5	0.7	0.6	0.8	1.2	1.5	1.2	1.5	1.5	1.4	5.1	-1.9
Briscoe	0.5	0.6	0.6	0.7	0.7	0.8	0.8	1.0	1.3	1.5	1.3	1.4	1.4	1.4	4.4	-0.6
Hartley	0.4	0.5	0.5	0.5	0.5	0.6	0.6	0.7	0.8	0.9	1.1	1.2	1.2	1.2	4.8	-2.3
Roberts	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.7	1.0	1.3	1.0	1.2	1.2	1.2	6.2	-2.3

*Oil and gas production in recent years may affect travel impact estimates.

Visitor Spending by County, 1990-2014p

Counties ranked by level of 2014p spending

($ Millions)

County	1990	1992	1994	1996	1998	2000	2002	2004	2006	2008	2010	2012	2013	2014p	Annual % Change 90-14p	Annual % Change 13-14p
Terrell	0.7	1.1	1.2	1.1	1.0	1.4	1.3	1.4	1.4	1.5	1.1	1.1	1.1	1.2	2.0	5.4
Lynn	0.6	0.6	0.7	0.8	0.8	0.9	0.9	0.9	1.1	1.1	1.0	1.1	1.1	1.1	3.0	1.4
Fisher	0.4	0.5	0.6	0.6	0.6	0.7	0.7	0.8	1.0	1.1	1.0	1.1	1.1	1.1	3.9	-0.6
Stonewall	0.5	0.6	0.7	0.7	0.7	0.7	0.7	0.8	1.0	1.0	0.9	0.9	1.0	1.0	2.8	7.8
Edwards	0.8	0.9	0.7	0.7	0.7	0.8	0.8	1.1	1.2	1.3	1.0	0.9	1.0	1.0	0.9	4.9
Cochran	0.5	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.9	0.9	0.9	0.9	0.9	0.9	2.2	-0.8
Kenedy	0.4	0.5	0.6	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.4	-2.4
Kent	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.7	0.8	0.7	0.8	0.8	0.8	3.8	-1.7
Motley	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.8	0.7	0.8	0.8	0.8	3.8	-1.0
Dickens	0.5	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.7	0.5	0.7	0.5	0.5	0.1	-1.1
Schleicher	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	1.6	0.6
Foard	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.3	0.4	0.4	0.4	2.3	2.6
Glasscock	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	3.6	6.8
Borden	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	1.0	6.4
King	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	-0.2
Loving	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

VII. TEXAS CITY AND PLACE DIRECT TRAVEL IMPACTS 2002-2014P

This section provides travel impact estimates for 100 cities and places within Texas for the years 2002 through 2014. These estimates were derived from the county and metropolitan impact found in this report, room sales data for cities and places reported by Source Strategies, Inc. of San Antonio, and population estimates of places reported by the U.S. Census Bureau.

The cities and places chosen were based on the availability of room sales data and other source data to check and validate the estimates. This other source data included the (a) Economic Census data for places in Texas, (b) gross sales data from the Texas Comptroller of Public Accounts, and (c) zip code data from County Business Patterns (U.S. Census Bureau). Only travel impact estimates that are consistent with other source data are reported. The 100 cities and places accounted for more than 80 percent of all travel spending in the state in 2014.

The estimates reported are summary measures of spending, earnings, employment and local and state taxes. More detailed estimates (such as those reported for metro areas in *The Economic Impact of Travel on Texas*) would require more data collection and modeling efforts. For small cities and places such detailed estimates cannot be reliably made. In general, estimates for smaller areas will be less reliable.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Abilene								
Spending ($M)	241	270	343	393	356	406	412	431
Earnings ($M)	53	55	62	67	68	76	78	85
Total Employment	3,410	3,330	3,540	3,460	3,330	3,470	3,550	3,680
Local Tax Rev. ($M)	6.1	6.4	7.5	8.0	8.0	8.9	9.3	10.2
Visitor	3.8	3.9	4.7	5.3	5.0	5.8	6.0	6.6
Resident	2.3	2.5	2.7	2.7	3.0	3.1	3.3	3.6
State Tax Rev. ($M)	16.1	17.0	19.6	20.8	20.2	21.3	22.1	23.5
Visitor	14.4	15.3	17.7	18.7	18.1	19.0	19.6	20.7
Resident	1.7	1.7	1.9	2.1	2.0	2.3	2.5	2.8
Addison								
Spending ($M)	240	330	408	438	355	402	406	437
Earnings ($M)	91	122	144	148	126	142	143	157
Total Employment	3,060	3,790	4,260	4,130	3,520	3,790	3,880	4,240
Local Tax Rev. ($M)	6.1	7.9	9.6	10.0	8.1	9.4	9.8	10.7
Visitor	5.4	7.1	8.8	9.3	7.3	8.4	8.7	9.6
Resident	0.7	0.8	0.8	0.8	0.8	1.0	1.1	1.1
State Tax Rev. ($M)	14.3	19.2	22.8	23.6	19.9	21.8	22.2	24.1
Visitor	13.8	18.7	22.2	23.0	19.4	21.1	21.4	23.3
Resident	0.5	0.5	0.6	0.6	0.5	0.7	0.8	0.8
Allen								
Spending ($M)	34	54	70	95	108	140	151	156
Earnings ($M)	11	17	22	30	36	47	51	54
Total Employment	410	630	750	1,010	1,200	1,390	1,430	1,460
Local Tax Rev. ($M)	1.2	1.9	2.4	3.0	3.6	4.4	4.9	5.2
Visitor	0.4	0.8	1.0	1.4	1.7	2.4	2.5	2.7
Resident	0.8	1.1	1.4	1.6	1.9	2.1	2.3	2.5
State Tax Rev. ($M)	2.3	3.3	4.2	5.3	6.1	7.6	8.2	8.6
Visitor	1.7	2.6	3.2	4.1	4.9	6.1	6.5	6.7
Resident	0.6	0.7	0.9	1.2	1.2	1.5	1.7	1.9
Amarillo								
Spending ($M)	540	588	705	781	754	832	867	877
Earnings ($M)	113	117	129	135	147	157	168	173
Total Employment	7,260	7,510	7,660	7,660	7,880	7,750	8,180	8,080
Local Tax Rev. ($M)	14.0	14.6	16.2	16.9	18.2	19.4	21.0	21.6
Visitor	9.1	9.2	10.5	11.2	11.6	12.7	13.8	14.2
Resident	4.9	5.4	5.8	5.7	6.6	6.6	7.2	7.5
State Tax Rev. ($M)	32.9	34.2	38.3	40.2	41.0	42.4	45.1	46.2
Visitor	29.4	30.7	34.3	35.9	36.6	37.5	39.8	40.6
Resident	3.5	3.5	3.9	4.3	4.4	4.9	5.3	5.7

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Arlington								
Spending ($M)	500	504	576	561	565	647	662	669
Earnings ($M)	173	173	191	179	191	227	232	239
Total Employment	6,730	6,990	6,900	6,910	7,330	7,870	8,240	8,470
Local Tax Rev. ($M)	38.7	36.2	38.0	34.6	36.8	39.3	42.4	43.5
Visitor	10.1	9.9	10.9	10.6	11.0	13.2	13.8	14.5
Resident	28.5	26.2	27.1	23.9	25.8	26.1	28.6	29.0
State Tax Rev. ($M)	46.1	42.0	44.7	43.2	43.3	48.7	51.7	53.7
Visitor	25.5	24.9	26.3	25.0	26.2	29.4	30.7	31.7
Resident	20.5	17.1	18.4	18.2	17.2	19.2	21.0	21.9
Austin								
Spending ($M)	2,780	3,230	4,038	4,475	4,334	5,181	5,592	5,928
Earnings ($M)	656	738	876	967	947	1,158	1,258	1,394
Total Employment	32,080	34,070	37,730	39,690	38,750	43,210	46,340	48,900
Local Tax Rev. ($M)	79.2	89.5	110.1	118.5	118.8	142.1	158.6	173.5
Visitor	49.9	55.1	71.0	79.5	75.6	93.3	104.6	113.5
Resident	29.4	34.4	39.1	39.0	43.1	48.8	53.9	59.9
State Tax Rev. ($M)	129.6	144.8	174.0	188.3	185.4	215.9	235.8	252.9
Visitor	109.3	123.2	148.2	159.4	157.6	181.0	197.4	208.8
Resident	20.3	21.6	25.8	29.0	27.8	34.9	38.4	44.1
Baytown								
Spending ($M)	78	83	104	132	111	150	160	186
Earnings ($M)	23	23	27	33	30	40	43	52
Total Employment	910	890	970	1,110	980	1,240	1,340	1,550
Local Tax Rev. ($M)	4.2	4.5	5.1	5.8	5.4	6.5	7.3	8.3
Visitor	1.6	1.6	2.0	2.8	2.2	3.3	3.7	4.6
Resident	2.6	2.9	3.0	3.0	3.2	3.2	3.6	3.7
State Tax Rev. ($M)	6.2	6.3	7.4	8.8	7.9	9.7	10.6	12.1
Visitor	4.3	4.4	5.3	6.5	5.8	7.4	8.0	9.3
Resident	1.9	1.9	2.1	2.3	2.1	2.4	2.6	2.8
Beaumont								
Spending ($M)	188	223	287	341	277	295	301	318
Earnings ($M)	43	49	58	66	61	63	63	67
Total Employment	2,750	3,010	3,230	3,620	3,230	3,140	3,320	3,420
Local Tax Rev. ($M)	4.3	5.0	6.4	7.6	6.3	6.5	6.4	7.2
Visitor	2.9	3.3	4.5	5.6	4.2	4.4	4.2	4.8
Resident	1.4	1.7	1.9	2.1	2.2	2.2	2.2	2.4
State Tax Rev. ($M)	12.8	14.3	17.0	18.9	16.6	16.6	17.0	18.2
Visitor	11.7	13.1	15.6	17.2	15.0	14.8	15.2	16.1
Resident	1.1	1.2	1.5	1.8	1.6	1.8	1.8	2.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Bedford								
Spending ($M)	74	69	84	69	60	74	74	82
Earnings ($M)	26	24	28	22	20	26	26	29
Total Employment	1,000	950	1,010	840	760	890	920	1,040
Local Tax Rev. ($M)	5.5	4.9	5.2	4.4	4.4	4.8	5.2	5.5
Visitor	1.5	1.4	1.6	1.3	1.1	1.5	1.5	1.8
Resident	4.0	3.6	3.6	3.1	3.3	3.4	3.7	3.7
State Tax Rev. ($M)	6.7	5.7	6.3	5.4	4.9	5.8	6.1	6.7
Visitor	3.8	3.4	3.9	3.0	2.7	3.3	3.4	3.9
Resident	2.8	2.3	2.5	2.4	2.2	2.5	2.7	2.8
Big Spring								
Spending ($M)	35	49	68	96	77	112	115	117
Earnings ($M)	6	8	10	13	11	18	19	19
Total Employment	440	560	600	820	600	910	940	970
Local Tax Rev. ($M)	0.6	0.8	1.0	1.6	1.3	2.4	2.6	2.8
Visitor	0.3	0.5	0.7	1.1	0.8	1.7	1.9	2.1
Resident	0.3	0.3	0.4	0.5	0.5	0.7	0.7	0.7
State Tax Rev. ($M)	3.1	3.7	4.4	5.4	4.8	6.3	6.5	6.8
Visitor	2.9	3.5	4.1	5.0	4.5	5.7	6.0	6.2
Resident	0.2	0.2	0.3	0.4	0.3	0.5	0.5	0.6
Boerne								
Spending ($M)	40	37	44	46	40	44	48	50
Earnings ($M)	12	11	12	12	11	12	13	15
Total Employment	740	650	670	640	570	580	640	670
Local Tax Rev. ($M)	0.8	0.7	0.9	0.9	0.8	0.9	1.0	1.1
Visitor	0.6	0.5	0.6	0.6	0.5	0.6	0.7	0.8
Resident	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev. ($M)	1.7	1.5	1.8	1.8	1.7	1.8	1.9	2.1
Visitor	1.5	1.4	1.6	1.6	1.5	1.5	1.7	1.8
Resident	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Brenham								
Spending ($M)	37	46	59	74	66	76	79	81
Earnings ($M)	8	8	9	10	10	12	13	14
Total Employment	480	510	490	510	510	530	580	590
Local Tax Rev. ($M)	0.6	0.7	0.8	0.9	0.9	1.0	1.1	1.3
Visitor	0.4	0.5	0.5	0.6	0.6	0.7	0.8	0.9
Resident	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4
State Tax Rev. ($M)	3.1	3.4	3.8	4.1	4.1	4.2	4.4	4.6
Visitor	2.9	3.2	3.6	3.9	3.9	3.9	4.1	4.3
Resident	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Brownsville								
Spending ($M)	175	191	225	259	240	256	253	259
Earnings ($M)	30	32	38	45	44	45	46	48
Total Employment	1,840	1,900	2,090	2,270	2,060	2,000	2,050	2,100
Local Tax Rev. ($M)	4.8	5.2	5.9	6.3	6.3	6.4	6.7	7.0
Visitor	2.2	2.3	2.8	3.4	2.9	3.0	3.1	3.2
Resident	2.6	2.9	3.1	2.9	3.4	3.4	3.6	3.8
State Tax Rev. ($M)	8.0	8.3	9.7	11.2	10.4	10.8	11.1	11.6
Visitor	6.1	6.4	7.5	8.9	8.1	8.2	8.4	8.6
Resident	1.9	1.9	2.2	2.3	2.3	2.6	2.7	3.0
Clute								
Spending ($M)	26	25	33	41	32	43	49	51
Earnings ($M)	8	7	9	11	9	12	14	15
Total Employment	540	460	530	620	490	620	690	690
Local Tax Rev. ($M)	0.5	0.5	0.6	0.8	0.6	0.9	1.0	1.1
Visitor	0.4	0.4	0.5	0.7	0.5	0.8	0.9	1.0
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	1.4	1.3	1.6	2.0	1.6	2.1	2.4	2.5
Visitor	1.3	1.3	1.6	1.9	1.5	2.0	2.3	2.4
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
College Station								
Spending ($M)	178	198	247	299	273	296	320	344
Earnings ($M)	41	44	52	62	63	67	80	89
Total Employment	2,900	2,860	3,110	3,360	3,370	3,420	3,750	3,980
Local Tax Rev. ($M)	4.0	4.4	5.3	6.6	6.4	6.9	8.0	9.2
Visitor	2.8	3.0	3.8	4.9	4.5	4.9	5.6	6.5
Resident	1.2	1.4	1.5	1.6	1.9	1.9	2.4	2.8
State Tax Rev. ($M)	10.4	11.2	13.3	15.6	14.9	15.5	17.1	18.8
Visitor	9.5	10.2	12.1	14.1	13.5	13.9	15.2	16.4
Resident	1.0	1.0	1.2	1.4	1.4	1.6	2.0	2.4
Conroe								
Spending ($M)	37	34	44	61	55	68	75	85
Earnings ($M)	16	14	18	24	23	29	33	38
Total Employment	580	470	540	690	630	730	800	900
Local Tax Rev. ($M)	1.3	1.4	1.7	2.2	2.2	2.7	3.0	3.5
Visitor	0.7	0.6	0.8	1.1	1.0	1.3	1.4	1.7
Resident	0.6	0.8	1.0	1.0	1.2	1.4	1.5	1.8
State Tax Rev. ($M)	2.4	2.2	2.7	3.5	3.3	4.0	4.4	5.0
Visitor	2.0	1.7	2.1	2.7	2.5	2.9	3.2	3.6
Resident	0.4	0.5	0.7	0.8	0.8	1.0	1.1	1.4

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Corpus Christi								
Spending ($M)	569	611	709	746	729	839	867	906
Earnings ($M)	145	152	164	169	182	215	232	253
Total Employment	8,320	8,310	8,290	8,360	8,520	9,240	9,800	10,340
Local Tax Rev. ($M)	18.9	20.1	22.2	22.5	24.0	28.0	30.3	32.3
Visitor	10.8	11.0	12.6	13.2	13.1	15.9	16.9	17.8
Resident	8.1	9.1	9.6	9.3	10.9	12.2	13.4	14.5
State Tax Rev. ($M)	32.6	33.5	37.5	39.2	39.7	45.1	47.7	50.6
Visitor	26.8	27.6	30.9	32.2	32.4	36.2	37.9	39.6
Resident	5.8	5.9	6.6	7.0	7.3	9.0	9.9	11.0
Corsicana								
Spending ($M)	25	27	38	44	39	45	46	49
Earnings ($M)	6	6	9	10	9	10	11	11
Total Employment	370	410	520	540	520	540	540	580
Local Tax Rev. ($M)	0.5	0.5	0.8	0.8	0.8	0.8	0.9	1.0
Visitor	0.3	0.4	0.5	0.6	0.5	0.6	0.6	0.7
Resident	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev. ($M)	1.6	1.7	2.2	2.4	2.2	2.4	2.5	2.7
Visitor	1.5	1.5	2.0	2.2	2.1	2.2	2.3	2.5
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Dallas								
Spending ($M)	3,222	3,346	4,025	4,411	4,133	4,875	5,133	5,445
Earnings ($M)	1,466	1,520	1,725	1,746	1,773	2,063	2,237	2,336
Total Employment	42,040	40,130	42,090	41,060	39,780	44,970	47,550	49,770
Local Tax Rev. ($M)	115.2	120.5	137.7	135.6	134.3	152.9	166.7	177.1
Visitor	57.8	56.6	67.9	69.6	64.3	76.9	84.3	90.3
Resident	57.4	63.9	69.8	66.0	70.0	75.9	82.4	86.8
State Tax Rev. ($M)	202.7	205.7	236.0	242.1	232.3	265.8	285.4	303.4
Visitor	161.4	164.1	188.5	192.0	185.8	209.9	224.9	237.6
Resident	41.2	41.6	47.5	50.2	46.6	55.9	60.5	65.8
Decatur								
Spending ($M)	14	17	25	33	32	42	41	39
Earnings ($M)	4	5	7	9	9	12	11	11
Total Employment	260	320	410	510	510	620	620	570
Local Tax Rev. ($M)	0.2	0.3	0.4	0.6	0.6	0.7	0.7	0.7
Visitor	0.2	0.3	0.4	0.5	0.5	0.7	0.6	0.6
Resident	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	0.8	0.9	1.3	1.7	1.6	2.1	2.1	2.0
Visitor	0.8	0.9	1.2	1.6	1.6	2.0	2.0	1.9
Resident	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Del Rio								
Spending ($M)	38	39	47	52	45	49	47	49
Earnings ($M)	12	12	14	14	13	14	13	14
Total Employment	680	680	730	720	610	620	580	590
Local Tax Rev. ($M)	1.2	1.2	1.4	1.5	1.3	1.4	1.3	1.4
Visitor	0.7	0.7	0.9	1.0	0.8	0.9	0.8	0.9
Resident	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Rev. ($M)	2.2	2.2	2.6	2.8	2.5	2.6	2.5	2.7
Visitor	1.9	1.9	2.2	2.4	2.1	2.2	2.1	2.2
Resident	0.4	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Denton								
Spending ($M)	83	96	112	136	135	162	150	69
Earnings ($M)	25	28	31	37	40	48	44	19
Total Employment	1,010	1,120	1,170	1,220	1,260	1,520	1,380	590
Local Tax Rev. ($M)	2.5	2.8	3.1	3.6	3.9	4.6	4.4	1.6
Visitor	1.6	1.8	2.1	2.6	2.6	3.2	3.0	0.7
Resident	0.8	1.0	1.0	1.1	1.3	1.4	1.5	0.9
State Tax Rev. ($M)	5.3	5.9	6.6	7.7	7.9	9.2	8.7	4.0
Visitor	4.7	5.3	5.9	6.9	7.1	8.2	7.6	3.4
Resident	0.6	0.6	0.7	0.8	0.9	1.1	1.1	0.7
Dumas								
Spending ($M)	18	22	30	36	37	44	42	42
Earnings ($M)	3	4	4	5	6	7	6	6
Total Employment	270	290	320	320	380	430	390	370
Local Tax Rev. ($M)	0.4	0.5	0.6	0.7	0.8	1.0	1.0	1.0
Visitor	0.3	0.4	0.5	0.5	0.6	0.8	0.7	0.8
Resident	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev. ($M)	1.5	1.6	2.0	2.1	2.3	2.5	2.4	2.5
Visitor	1.4	1.6	1.9	2.0	2.2	2.3	2.3	2.3
Resident	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Duncanville								
Spending ($M)	35	46	67	79	66	73	72	77
Earnings ($M)	12	16	23	26	22	24	24	27
Total Employment	380	470	640	680	580	610	620	680
Local Tax Rev. ($M)	2.3	2.7	3.3	3.4	3.3	3.6	3.8	4.0
Visitor	0.4	0.6	1.0	1.2	0.9	1.0	1.1	1.2
Resident	1.8	2.1	2.3	2.2	2.4	2.5	2.7	2.8
State Tax Rev. ($M)	2.8	3.5	4.7	5.2	4.6	5.0	5.1	5.6
Visitor	1.5	2.1	3.1	3.6	3.0	3.1	3.1	3.4
Resident	1.3	1.4	1.6	1.7	1.6	1.9	2.0	2.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Eagle Pass								
Spending ($M)	23	25	33	39	40	45	47	49
Earnings ($M)	6	6	7	8	10	10	11	11
Total Employment	360	380	440	460	470	490	490	470
Local Tax Rev. ($M)	0.6	0.6	0.8	0.9	1.1	1.2	1.3	1.3
Visitor	0.4	0.4	0.6	0.7	0.8	1.0	1.0	1.0
Resident	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev. ($M)	1.4	1.5	1.9	2.1	2.2	2.4	2.5	2.7
Visitor	1.3	1.4	1.7	1.9	2.0	2.2	2.3	2.4
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3
Edinburg								
Spending ($M)	69	74	88	97	89	98	98	104
Earnings ($M)	16	17	19	20	20	21	22	24
Total Employment	1,010	1,000	1,030	1,040	970	1,000	1,020	1,080
Local Tax Rev. ($M)	1.9	2.0	2.2	2.3	2.4	2.5	2.6	2.8
Visitor	0.9	0.9	1.1	1.1	1.0	1.1	1.1	1.2
Resident	0.9	1.1	1.2	1.2	1.4	1.4	1.5	1.6
State Tax Rev. ($M)	4.0	4.1	4.7	5.0	4.8	5.2	5.3	5.7
Visitor	3.3	3.4	3.8	4.1	3.9	4.1	4.2	4.4
Resident	0.7	0.7	0.8	0.9	0.9	1.1	1.1	1.3
El Paso								
Spending ($M)	945	1,126	1,385	1,531	1,466	1,610	1,584	1,638
Earnings ($M)	215	245	275	286	315	352	356	376
Total Employment	10,060	11,320	11,610	11,370	11,540	12,230	12,180	12,680
Local Tax Rev. ($M)	22.5	26.1	29.7	30.4	32.7	34.4	34.6	36.9
Visitor	13.7	15.6	18.4	19.4	19.7	20.9	20.7	22.2
Resident	8.8	10.5	11.3	11.0	12.9	13.5	14.0	14.8
State Tax Rev. ($M)	53.3	59.4	67.4	70.3	71.3	73.9	75.0	78.6
Visitor	46.7	52.3	59.4	61.6	62.4	63.5	64.3	67.0
Resident	6.6	7.1	8.0	8.7	8.9	10.3	10.7	11.6
Fort Worth								
Spending ($M)	870	912	989	1,142	1,337	1,552	1,628	1,723
Earnings ($M)	276	287	307	330	365	440	462	503
Total Employment	11,500	11,820	11,970	12,140	12,330	13,440	14,370	15,670
Local Tax Rev. ($M)	74.1	69.5	69.6	70.1	84.7	92.3	100.8	105.9
Visitor	20.8	21.0	21.9	24.9	28.8	34.6	37.1	40.6
Resident	53.3	48.5	47.8	45.2	55.9	57.6	63.7	65.3
State Tax Rev. ($M)	82.3	78.8	82.3	89.5	97.2	110.4	119.0	127.5
Visitor	47.6	49.2	50.8	56.1	62.9	71.3	75.9	81.9
Resident	34.7	29.6	31.4	33.4	34.3	39.1	43.1	45.6

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Fredericksburg								
Spending ($M)	44	47	60	73	75	78	81	85
Earnings ($M)	13	14	17	20	23	22	23	24
Total Employment	770	800	910	890	990	900	900	880
Local Tax Rev. ($M)	1.4	1.5	1.9	2.3	2.4	2.5	2.7	2.9
Visitor	1.1	1.2	1.5	1.9	2.0	2.1	2.2	2.4
Resident	0.3	0.3	0.4	0.4	0.5	0.5	0.5	0.5
State Tax Rev. ($M)	2.6	2.8	3.4	4.0	4.2	4.2	4.5	4.7
Visitor	2.4	2.5	3.1	3.6	3.8	3.9	4.0	4.3
Resident	0.2	0.2	0.3	0.4	0.4	0.4	0.4	0.4
Frisco								
Spending ($M)	68	98	171	219	238	271	306	321
Earnings ($M)	22	32	54	68	78	89	101	110
Total Employment	890	1,230	1,960	2,380	2,630	2,760	3,010	3,160
Local Tax Rev. ($M)	2.1	2.9	4.8	6.0	6.7	7.6	8.7	9.1
Visitor	1.3	1.8	3.4	4.3	4.5	5.2	6.0	6.3
Resident	0.7	1.1	1.4	1.7	2.1	2.4	2.8	2.7
State Tax Rev. ($M)	4.1	5.7	9.4	11.7	12.9	14.4	16.3	17.2
Visitor	3.6	5.0	8.5	10.4	11.5	12.7	14.3	15.1
Resident	0.5	0.7	1.0	1.3	1.4	1.8	2.0	2.1
Gainesville								
Spending ($M)	22	34	41	57	46	64	60	60
Earnings ($M)	5	9	9	13	11	16	15	15
Total Employment	300	450	460	580	470	620	550	540
Local Tax Rev. ($M)	0.4	0.7	0.8	1.1	0.9	1.3	1.2	1.2
Visitor	0.3	0.5	0.6	0.9	0.6	1.0	0.9	0.9
Resident	0.1	0.2	0.2	0.3	0.2	0.3	0.3	0.3
State Tax Rev. ($M)	1.7	2.3	2.5	3.2	2.8	3.6	3.4	3.5
Visitor	1.6	2.2	2.4	3.0	2.6	3.4	3.2	3.2
Resident	0.1	0.1	0.2	0.2	0.2	0.3	0.2	0.3
Galveston								
Spending ($M)	366	399	500	578	489	573	585	605
Earnings ($M)	103	112	137	156	139	161	164	172
Total Employment	5,660	6,060	6,850	7,340	6,190	6,700	6,780	6,930
Local Tax Rev. ($M)	9.9	10.6	13.5	15.8	12.8	15.6	16.3	17.2
Visitor	8.4	9.1	11.8	14.1	11.2	13.9	14.6	15.3
Resident	1.5	1.5	1.7	1.7	1.5	1.7	1.7	1.8
State Tax Rev. ($M)	18.3	19.5	23.9	27.2	23.4	26.9	27.7	28.8
Visitor	17.2	18.5	22.7	25.9	22.3	25.7	26.4	27.4
Resident	1.1	1.0	1.2	1.3	1.0	1.2	1.3	1.4

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Garland								
Spending ($M)	173	184	218	234	235	261	263	272
Earnings ($M)	60	62	70	72	76	85	86	91
Total Employment	1,880	1,820	1,960	1,900	2,010	2,100	2,130	2,230
Local Tax Rev. ($M)	12.9	14.3	16.0	15.4	16.4	17.7	18.9	19.8
Visitor	1.9	1.9	2.4	2.4	2.6	2.8	2.9	3.1
Resident	11.0	12.3	13.6	13.0	13.8	14.9	16.0	16.7
State Tax Rev. ($M)	15.4	15.8	18.3	19.0	19.0	21.0	21.8	23.2
Visitor	7.5	7.8	9.0	9.1	9.8	10.0	10.1	10.6
Resident	7.9	8.0	9.3	9.8	9.2	11.0	11.8	12.7
Georgetown								
Spending ($M)	34	37	49	56	49	60	66	71
Earnings ($M)	8	9	11	12	11	14	16	18
Total Employment	400	420	490	510	450	530	570	640
Local Tax Rev. ($M)	0.9	1.0	1.3	1.4	1.3	1.7	1.9	2.1
Visitor	0.6	0.6	0.8	0.9	0.8	1.0	1.1	1.3
Resident	0.3	0.4	0.5	0.5	0.6	0.6	0.7	0.8
State Tax Rev. ($M)	2.2	2.4	3.0	3.2	2.9	3.5	3.8	4.2
Visitor	2.0	2.1	2.6	2.9	2.6	3.0	3.3	3.6
Resident	0.2	0.3	0.3	0.4	0.4	0.5	0.5	0.6
Granbury								
Spending ($M)	27	28	41	54	39	41	42	44
Earnings ($M)	7	7	10	13	10	10	11	11
Total Employment	340	320	420	500	370	350	350	350
Local Tax Rev. ($M)	0.5	0.5	0.8	1.1	0.7	0.8	0.8	0.9
Visitor	0.4	0.4	0.7	1.0	0.6	0.7	0.7	0.8
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	1.4	1.4	2.0	2.6	1.9	2.0	2.1	2.2
Visitor	1.4	1.4	2.0	2.5	1.9	1.9	2.0	2.1
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Grand Prairie								
Spending ($M)	148	162	199	214	208	234	238	241
Earnings ($M)	53	57	66	68	69	79	81	83
Total Employment	1,760	1,820	1,980	2,010	2,040	2,170	2,250	2,310
Local Tax Rev. ($M)	10.5	11.5	13.2	13.1	14.2	15.3	16.5	17.1
Visitor	2.3	2.4	2.9	3.1	2.9	3.3	3.5	3.7
Resident	8.1	9.1	10.3	10.1	11.2	11.9	12.9	13.4
State Tax Rev. ($M)	12.9	13.4	15.7	16.7	16.5	18.5	19.6	20.5
Visitor	7.1	7.5	8.7	9.1	9.1	9.7	10.1	10.3
Resident	5.9	5.9	7.0	7.6	7.5	8.8	9.5	10.2

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Grapevine								
Spending ($M)	314	536	795	948	834	919	935	1,014
Earnings ($M)	109	184	261	301	282	322	328	368
Total Employment	4,410	7,820	10,290	12,350	11,300	11,620	12,030	13,400
Local Tax Rev. ($M)	11.0	15.9	22.3	25.6	23.1	25.7	26.8	29.5
Visitor	7.4	12.6	18.9	22.6	19.8	22.3	23.0	25.6
Resident	3.6	3.3	3.4	3.0	3.3	3.4	3.8	3.8
State Tax Rev. ($M)	19.9	30.9	43.3	49.5	44.8	48.1	49.7	54.1
Visitor	17.3	28.7	41.0	47.2	42.6	45.7	46.9	51.2
Resident	2.6	2.2	2.3	2.3	2.2	2.5	2.8	2.9
Greenville								
Spending ($M)	37	40	51	60	55	62	66	68
Earnings ($M)	10	10	12	13	13	14	15	17
Total Employment	410	380	400	440	410	430	470	490
Local Tax Rev. ($M)	0.8	0.8	0.9	1.0	1.0	1.0	1.1	1.2
Visitor	0.6	0.5	0.6	0.7	0.7	0.7	0.8	0.8
Resident	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev. ($M)	2.7	2.7	3.2	3.5	3.4	3.5	3.8	4.0
Visitor	2.5	2.6	3.0	3.2	3.2	3.2	3.5	3.7
Resident	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Harlingen								
Spending ($M)	97	103	118	131	123	136	132	134
Earnings ($M)	18	18	20	23	23	25	25	25
Total Employment	1,070	1,070	1,120	1,170	1,060	1,100	1,100	1,110
Local Tax Rev. ($M)	2.5	2.5	2.8	2.9	2.9	3.0	3.1	3.2
Visitor	1.4	1.4	1.6	1.8	1.6	1.8	1.8	1.8
Resident	1.1	1.1	1.2	1.1	1.3	1.3	1.3	1.4
State Tax Rev. ($M)	4.2	4.3	4.8	5.4	5.0	5.4	5.4	5.5
Visitor	3.5	3.5	3.9	4.5	4.1	4.4	4.4	4.5
Resident	0.8	0.8	0.8	0.9	0.9	0.9	1.0	1.1
Hillsboro								
Spending ($M)	18	21	29	38	28	34	35	35
Earnings ($M)	4	4	5	6	5	6	6	6
Total Employment	250	290	320	370	280	300	320	300
Local Tax Rev. ($M)	0.3	0.3	0.4	0.5	0.4	0.4	0.4	0.4
Visitor	0.2	0.2	0.3	0.4	0.2	0.3	0.3	0.3
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	1.2	1.4	1.7	2.0	1.6	1.7	1.8	1.8
Visitor	1.1	1.3	1.6	1.9	1.5	1.6	1.7	1.7
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Houston								
Spending ($M)	6,533	7,207	8,776	9,961	9,024	10,843	11,383	11,884
Earnings ($M)	2,647	2,832	3,129	3,419	3,404	3,630	3,962	4,106
Total Employment	73,910	74,830	79,320	82,660	75,910	82,270	86,170	87,860
Local Tax Rev. ($M)	195.4	208.8	240.1	265.5	245.0	281.0	310.4	330.7
Visitor	115.1	120.7	148.2	173.9	148.3	183.8	202.9	218.1
Resident	80.3	88.1	91.8	91.6	96.7	97.2	107.5	112.7
State Tax Rev. ($M)	329.1	348.5	403.4	441.4	404.5	453.4	485.6	511.9
Visitor	271.4	291.2	340.9	371.8	340.2	381.8	406.8	426.5
Resident	57.7	57.3	62.5	69.7	64.3	71.6	78.9	85.4
Humble								
Spending ($M)	58	76	113	136	112	138	137	151
Earnings ($M)	17	22	30	35	31	38	38	43
Total Employment	710	870	1,120	1,230	1,060	1,220	1,210	1,330
Local Tax Rev. ($M)	2.2	2.7	3.7	4.4	3.7	4.5	4.7	5.2
Visitor	1.6	2.0	3.0	3.7	3.0	3.8	3.9	4.4
Resident	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8
State Tax Rev. ($M)	3.9	4.8	6.7	7.6	6.6	7.7	7.8	8.6
Visitor	3.5	4.4	6.2	7.1	6.1	7.2	7.2	8.0
Resident	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6
Huntsville								
Spending ($M)	45	50	63	80	67	78	85	90
Earnings ($M)	11	11	13	15	14	16	18	20
Total Employment	810	870	900	980	840	860	940	990
Local Tax Rev. ($M)	0.9	1.0	1.1	1.3	1.2	1.3	1.6	1.8
Visitor	0.6	0.6	0.6	0.8	0.7	0.8	1.0	1.2
Resident	0.4	0.4	0.4	0.4	0.5	0.5	0.6	0.6
State Tax Rev. ($M)	3.2	3.4	3.8	4.4	4.0	4.2	4.7	5.1
Visitor	2.9	3.1	3.5	4.0	3.7	3.8	4.3	4.6
Resident	0.3	0.3	0.3	0.4	0.3	0.4	0.5	0.5
Hurst								
Spending ($M)	27	35	44	51	51	57	59	57
Earnings ($M)	9	12	15	16	17	20	21	20
Total Employment	350	470	510	620	660	680	720	720
Local Tax Rev. ($M)	3.5	3.4	3.6	3.4	3.6	3.8	4.1	4.1
Visitor	0.5	0.6	0.7	0.9	1.0	1.1	1.2	1.2
Resident	3.1	2.8	2.8	2.5	2.6	2.7	2.9	2.9
State Tax Rev. ($M)	3.5	3.5	3.8	4.1	4.1	4.5	4.8	4.9
Visitor	1.3	1.6	1.9	2.2	2.3	2.5	2.7	2.7
Resident	2.2	1.8	1.9	1.9	1.8	2.0	2.1	2.2

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Irving								
Spending ($M)	948	1,074	1,292	1,404	1,266	1,480	1,527	1,610
Earnings ($M)	357	395	452	468	443	516	535	573
Total Employment	11,850	12,100	13,210	12,940	12,220	13,630	14,270	15,290
Local Tax Rev. ($M)	30.0	32.9	38.7	39.8	37.5	43.1	46.1	49.3
Visitor	20.0	21.6	26.1	27.6	24.3	28.7	30.5	32.8
Resident	9.9	11.3	12.6	12.2	13.2	14.4	15.6	16.5
State Tax Rev. ($M)	59.8	66.0	76.5	80.4	75.2	85.0	89.0	94.9
Visitor	52.7	58.6	67.9	71.1	66.4	74.4	77.5	82.4
Resident	7.1	7.4	8.6	9.3	8.8	10.6	11.5	12.5
Jasper								
Spending ($M)	12	13	22	27	19	18	19	21
Earnings ($M)	4	4	7	8	6	5	5	6
Total Employment	270	290	430	460	300	260	270	310
Local Tax Rev. ($M)	0.3	0.3	0.5	0.6	0.4	0.4	0.4	0.5
Visitor	0.2	0.2	0.4	0.5	0.3	0.3	0.3	0.4
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	0.6	0.7	1.0	1.2	0.9	0.8	0.8	0.9
Visitor	0.6	0.6	1.0	1.1	0.8	0.7	0.8	0.9
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Katy								
Spending ($M)	26	31	43	74	86	132	149	159
Earnings ($M)	8	9	11	19	24	36	41	45
Total Employment	320	340	420	660	810	1,160	1,320	1,400
Local Tax Rev. ($M)	1.1	1.2	1.5	2.4	2.8	4.2	4.9	5.3
Visitor	0.6	0.7	1.0	1.9	2.2	3.6	4.2	4.7
Resident	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev. ($M)	1.8	2.1	2.7	4.2	5.1	7.3	8.3	9.0
Visitor	1.5	1.7	2.3	3.8	4.7	6.9	7.9	8.5
Resident	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5
Kerrville								
Spending ($M)	47	53	59	64	57	58	61	63
Earnings ($M)	20	22	24	24	24	23	24	25
Total Employment	1,260	1,330	1,290	1,270	1,110	950	1,100	1,040
Local Tax Rev. ($M)	1.5	1.7	1.8	1.9	1.8	1.7	1.8	1.9
Visitor	0.9	1.0	1.1	1.2	1.0	1.0	1.1	1.2
Resident	0.6	0.7	0.7	0.7	0.7	0.7	0.7	0.7
State Tax Rev. ($M)	2.8	3.1	3.3	3.5	3.2	3.1	3.3	3.4
Visitor	2.3	2.5	2.7	2.9	2.6	2.5	2.7	2.8
Resident	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.6

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Killeen								
Spending ($M)	130	146	148	197	192	196	187	201
Earnings ($M)	27	33	35	46	50	51	50	55
Total Employment	1,930	2,230	2,270	2,310	2,330	2,280	2,240	2,350
Local Tax Rev. ($M)	2.8	3.4	3.8	4.9	5.1	5.1	5.0	5.5
Visitor	1.6	2.1	2.3	3.2	3.2	3.1	2.9	3.2
Resident	1.1	1.4	1.5	1.7	2.0	2.0	2.1	2.2
State Tax Rev. ($M)	6.5	7.8	8.7	11.1	11.2	11.1	10.8	11.8
Visitor	5.7	6.9	7.7	9.7	9.8	9.6	9.3	10.1
Resident	0.8	0.9	1.1	1.3	1.4	1.5	1.6	1.8
La Porte								
Spending ($M)	37	39	48	68	52	64	68	82
Earnings ($M)	11	11	12	17	14	17	18	23
Total Employment	430	420	440	570	460	520	560	680
Local Tax Rev. ($M)	2.0	2.1	2.4	2.9	2.6	2.9	3.3	3.8
Visitor	0.7	0.7	0.9	1.4	1.0	1.4	1.5	2.0
Resident	1.3	1.4	1.5	1.5	1.6	1.6	1.7	1.8
State Tax Rev. ($M)	3.0	3.0	3.5	4.5	3.8	4.3	4.6	5.4
Visitor	2.0	2.1	2.4	3.3	2.7	3.1	3.3	4.1
Resident	0.9	0.9	1.0	1.1	1.1	1.2	1.3	1.4
Lakeway								
Spending ($M)	30	28	30	42	47	54	59	62
Earnings ($M)	10	9	9	12	15	18	19	21
Total Employment	440	380	370	470	570	620	660	700
Local Tax Rev. ($M)	1.1	1.1	1.2	1.5	1.7	2.0	2.3	2.5
Visitor	0.7	0.6	0.7	1.0	1.1	1.4	1.5	1.6
Resident	0.3	0.4	0.5	0.5	0.6	0.7	0.8	0.8
State Tax Rev. ($M)	1.9	1.8	1.9	2.4	2.8	3.2	3.5	3.7
Visitor	1.6	1.5	1.5	2.0	2.4	2.7	2.9	3.1
Resident	0.2	0.3	0.3	0.4	0.4	0.5	0.6	0.6
Laredo								
Spending ($M)	364	394	464	496	508	589	581	593
Earnings ($M)	89	95	107	110	112	134	139	148
Total Employment	5,140	5,200	5,480	5,290	5,080	5,650	5,770	6,080
Local Tax Rev. ($M)	9.0	9.8	11.1	11.0	11.9	14.1	14.2	14.6
Visitor	5.2	5.4	6.4	6.5	7.0	8.6	8.3	8.4
Resident	3.8	4.4	4.7	4.5	5.0	5.5	5.8	6.2
State Tax Rev. ($M)	23.4	24.7	28.0	29.2	30.2	34.5	34.6	35.8
Visitor	20.2	21.3	24.2	25.1	26.3	29.7	29.5	30.2
Resident	3.3	3.4	3.8	4.1	3.9	4.9	5.1	5.6

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
League City								
Spending ($M)	46	50	66	69	65	78	80	87
Earnings ($M)	14	15	18	18	17	21	22	25
Total Employment	570	570	660	590	560	630	640	690
Local Tax Rev. ($M)	2.3	2.6	3.5	3.7	3.6	4.2	4.4	4.9
Visitor	0.8	0.8	1.2	1.1	0.9	1.2	1.2	1.4
Resident	1.4	1.8	2.3	2.6	2.7	3.1	3.3	3.5
State Tax Rev. ($M)	3.3	3.6	4.6	5.0	4.8	5.6	5.8	6.4
Visitor	2.2	2.4	3.0	3.0	3.0	3.3	3.4	3.7
Resident	1.0	1.2	1.6	2.0	1.8	2.3	2.4	2.7
Lewisville								
Spending ($M)	137	158	175	210	188	234	217	101
Earnings ($M)	51	57	61	70	66	83	77	33
Total Employment	1,670	1,750	1,750	1,910	1,810	2,180	2,030	810
Local Tax Rev. ($M)	3.5	3.9	4.2	4.9	4.6	5.8	5.5	1.8
Visitor	2.7	3.0	3.3	4.0	3.6	4.6	4.2	1.0
Resident	0.8	0.9	0.9	1.0	1.1	1.2	1.2	0.8
State Tax Rev. ($M)	7.4	8.4	8.9	10.3	9.7	11.6	10.9	4.5
Visitor	6.9	7.8	8.3	9.6	9.0	10.7	9.9	3.9
Resident	0.6	0.6	0.6	0.7	0.7	0.9	0.9	0.6
Longview								
Spending ($M)	115	132	163	197	172	184	190	191
Earnings ($M)	30	33	37	43	41	44	46	46
Total Employment	1,830	1,960	2,070	2,280	2,030	2,000	2,090	2,040
Local Tax Rev. ($M)	2.5	2.8	3.2	3.7	3.6	3.7	3.9	4.0
Visitor	1.4	1.5	1.7	2.2	1.9	2.0	2.2	2.3
Resident	1.2	1.3	1.5	1.6	1.6	1.6	1.7	1.8
State Tax Rev. ($M)	7.9	8.6	9.8	11.1	10.3	10.4	11.0	11.2
Visitor	7.0	7.6	8.7	9.8	9.1	9.0	9.5	9.7
Resident	0.9	1.0	1.1	1.3	1.2	1.4	1.4	1.5
Lubbock								
Spending ($M)	449	488	581	655	643	723	743	766
Earnings ($M)	127	133	148	162	180	207	217	228
Total Employment	5,970	6,100	6,350	6,560	6,720	7,050	7,290	7,380
Local Tax Rev. ($M)	10.3	11.0	12.3	13.2	14.7	16.6	17.8	18.8
Visitor	5.3	5.5	6.3	7.1	7.3	8.7	9.2	9.8
Resident	5.0	5.6	6.0	6.1	7.4	8.0	8.6	9.0
State Tax Rev. ($M)	26.2	27.5	30.9	33.5	34.4	37.5	39.3	41.1
Visitor	22.1	23.3	26.3	28.2	28.8	30.8	32.1	33.3
Resident	4.1	4.1	4.6	5.3	5.5	6.7	7.1	7.8

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Lufkin								
Spending ($M)	57	62	78	90	82	88	91	89
Earnings ($M)	15	15	17	18	18	19	19	19
Total Employment	1,030	1,000	1,060	1,080	1,000	980	1,030	990
Local Tax Rev. ($M)	1.2	1.2	1.4	1.6	1.6	1.6	1.7	1.7
Visitor	0.8	0.8	1.0	1.1	1.1	1.1	1.2	1.2
Resident	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5
State Tax Rev. ($M)	3.5	3.7	4.3	4.6	4.5	4.5	4.7	4.7
Visitor	3.2	3.4	3.9	4.3	4.1	4.1	4.3	4.3
Resident	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Marble Falls								
Spending ($M)	23	21	24	33	32	34	39	43
Earnings ($M)	9	8	8	11	12	12	14	15
Total Employment	480	380	370	480	510	500	550	600
Local Tax Rev. ($M)	0.6	0.5	0.6	0.8	0.8	0.9	1.0	1.1
Visitor	0.5	0.4	0.5	0.7	0.6	0.7	0.8	0.9
Resident	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev. ($M)	1.2	1.0	1.1	1.5	1.5	1.6	1.8	2.0
Visitor	1.1	1.0	1.0	1.4	1.4	1.4	1.7	1.9
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Marshall								
Spending ($M)	40	48	71	85	75	72	75	74
Earnings ($M)	8	9	12	13	13	11	11	11
Total Employment	520	530	670	690	660	510	540	530
Local Tax Rev. ($M)	0.4	0.5	0.6	0.6	0.6	0.5	0.6	0.6
Visitor	0.3	0.3	0.3	0.4	0.4	0.3	0.3	0.3
Resident	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2
State Tax Rev. ($M)	3.1	3.3	4.3	4.7	4.5	3.9	4.1	4.1
Visitor	2.9	3.2	4.1	4.5	4.3	3.7	3.9	4.0
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
McAllen								
Spending ($M)	383	409	482	512	481	520	538	577
Earnings ($M)	98	101	112	117	121	130	138	147
Total Employment	5,970	5,970	6,190	6,020	5,810	5,930	6,280	6,590
Local Tax Rev. ($M)	7.8	8.2	9.1	9.6	9.4	9.9	10.5	11.4
Visitor	6.1	6.2	7.0	7.5	7.0	7.5	7.9	8.7
Resident	1.8	2.0	2.1	2.1	2.4	2.4	2.6	2.7
State Tax Rev. ($M)	19.0	19.6	22.0	22.8	22.0	23.2	24.4	26.2
Visitor	17.7	18.3	20.5	21.1	20.4	21.3	22.5	24.1
Resident	1.3	1.3	1.5	1.6	1.6	1.8	1.9	2.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
McKinney								
Spending ($M)	57	72	90	111	114	137	152	159
Earnings ($M)	18	23	28	34	37	45	51	54
Total Employment	700	840	950	1,140	1,210	1,290	1,350	1,400
Local Tax Rev. ($M)	2.0	2.6	3.3	3.9	4.4	5.1	5.7	6.2
Visitor	0.8	1.0	1.2	1.4	1.5	1.8	2.0	2.1
Resident	1.1	1.6	2.1	2.4	2.9	3.3	3.8	4.1
State Tax Rev. ($M)	3.6	4.4	5.5	6.5	6.8	8.0	8.7	9.4
Visitor	2.8	3.4	4.1	4.6	4.8	5.6	5.9	6.3
Resident	0.8	1.0	1.4	1.8	2.0	2.4	2.8	3.1
Mesquite								
Spending ($M)	164	175	199	213	194	219	225	232
Earnings ($M)	59	62	66	68	64	73	75	79
Total Employment	1,880	1,810	1,850	1,770	1,670	1,800	1,890	1,980
Local Tax Rev. ($M)	8.9	9.8	11.0	10.7	11.0	11.9	12.8	13.4
Visitor	2.5	2.5	2.8	2.8	2.5	2.8	3.0	3.2
Resident	6.5	7.3	8.2	7.9	8.5	9.1	9.8	10.2
State Tax Rev. ($M)	12.4	12.9	14.4	15.0	14.1	15.6	16.5	17.5
Visitor	7.8	8.1	8.8	9.0	8.5	8.9	9.3	9.8
Resident	4.6	4.8	5.6	6.0	5.7	6.7	7.2	7.8
Midland								
Spending ($M)	185	203	261	318	303	476	487	572
Earnings ($M)	39	42	52	63	65	84	90	105
Total Employment	2,350	2,500	2,810	3,020	2,920	3,490	3,700	4,040
Local Tax Rev. ($M)	3.6	3.9	5.0	6.4	6.4	11.0	11.3	14.3
Visitor	2.0	2.1	2.8	3.9	3.7	7.9	7.9	10.3
Resident	1.6	1.8	2.2	2.4	2.7	3.1	3.4	4.0
State Tax Rev. ($M)	10.5	11.1	13.4	15.6	15.6	23.2	23.7	28.1
Visitor	9.2	9.7	11.6	13.4	13.4	20.5	20.7	24.5
Resident	1.4	1.4	1.8	2.2	2.1	2.7	3.0	3.6
Mission								
Spending ($M)	56	71	88	107	117	128	129	139
Earnings ($M)	13	16	19	23	28	31	31	34
Total Employment	770	950	1,030	1,200	1,380	1,420	1,450	1,560
Local Tax Rev. ($M)	1.6	1.9	2.2	2.6	3.0	3.1	3.2	3.5
Visitor	0.7	0.9	1.1	1.4	1.5	1.7	1.7	1.9
Resident	0.9	1.0	1.1	1.2	1.4	1.4	1.5	1.6
State Tax Rev. ($M)	3.2	3.9	4.6	5.5	6.2	6.6	6.8	7.4
Visitor	2.6	3.2	3.8	4.6	5.3	5.5	5.7	6.1
Resident	0.6	0.7	0.8	0.9	1.0	1.1	1.1	1.3

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Mount Pleasant								
Spending ($M)	24	30	39	47	41	54	49	53
Earnings ($M)	5	6	7	8	8	11	9	10
Total Employment	360	410	420	440	440	520	440	500
Local Tax Rev. ($M)	0.5	0.6	0.7	0.8	0.8	1.0	0.9	1.0
Visitor	0.4	0.4	0.5	0.6	0.5	0.8	0.6	0.7
Resident	0.1	0.2	0.2	0.2	0.2	0.3	0.2	0.2
State Tax Rev. ($M)	1.8	2.1	2.4	2.6	2.5	3.0	2.8	3.0
Visitor	1.7	2.0	2.3	2.5	2.4	2.8	2.6	2.8
Resident	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Nacogdoches								
Spending ($M)	38	43	55	67	76	68	59	60
Earnings ($M)	11	12	14	17	21	18	15	16
Total Employment	810	870	1,000	1,100	1,260	1,060	870	840
Local Tax Rev. ($M)	1.1	1.2	1.5	1.9	2.3	1.9	1.6	1.6
Visitor	0.7	0.8	1.1	1.4	1.7	1.4	1.1	1.1
Resident	0.3	0.4	0.4	0.5	0.6	0.5	0.5	0.5
State Tax Rev. ($M)	2.4	2.6	3.2	3.8	4.4	3.8	3.4	3.5
Visitor	2.1	2.4	2.9	3.4	4.0	3.4	3.1	3.1
Resident	0.2	0.2	0.3	0.4	0.4	0.4	0.3	0.4
New Braunfels								
Spending ($M)	132	158	182	205	205	263	277	294
Earnings ($M)	43	51	56	62	65	83	90	98
Total Employment	1,950	2,200	2,170	2,370	2,320	2,790	2,970	3,120
Local Tax Rev. ($M)	3.7	4.4	5.0	5.6	5.9	7.4	8.0	8.7
Visitor	2.5	2.9	3.4	3.8	3.8	5.0	5.4	5.8
Resident	1.2	1.5	1.7	1.8	2.1	2.4	2.6	2.9
State Tax Rev. ($M)	7.9	9.1	10.1	11.1	11.4	14.3	15.2	16.3
Visitor	7.0	8.0	9.0	9.7	10.0	12.5	13.2	14.0
Resident	0.9	1.0	1.2	1.4	1.4	1.8	2.0	2.3
Odessa								
Spending ($M)	150	175	236	295	255	427	433	485
Earnings ($M)	34	40	54	69	60	85	90	102
Total Employment	1,940	2,200	2,660	2,940	2,420	3,070	3,180	3,360
Local Tax Rev. ($M)	3.2	3.8	5.2	7.0	5.9	11.3	11.4	13.5
Visitor	1.8	2.1	3.1	4.5	3.6	8.1	8.1	9.4
Resident	1.4	1.7	2.1	2.5	2.3	3.1	3.4	4.1
State Tax Rev. ($M)	8.2	9.3	12.0	14.7	12.8	21.0	21.2	24.0
Visitor	7.2	8.2	10.5	12.7	11.2	18.6	18.7	20.8
Resident	1.0	1.1	1.5	1.9	1.6	2.4	2.5	3.2

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Orange								
Spending ($M)	34	35	54	71	53	63	63	65
Earnings ($M)	9	8	12	14	12	14	14	14
Total Employment	550	490	640	710	550	630	630	620
Local Tax Rev. ($M)	0.7	0.6	0.9	1.2	0.9	1.0	1.1	1.1
Visitor	0.5	0.4	0.7	0.9	0.6	0.8	0.8	0.9
Resident	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev. ($M)	2.5	2.4	3.3	3.8	3.1	3.4	3.5	3.7
Visitor	2.3	2.3	3.1	3.7	3.0	3.2	3.3	3.4
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Palestine								
Spending ($M)	24	26	32	34	33	37	39	42
Earnings ($M)	6	7	8	8	9	10	10	11
Total Employment	410	450	520	490	470	510	520	570
Local Tax Rev. ($M)	0.5	0.6	0.7	0.7	0.7	0.8	0.8	1.0
Visitor	0.4	0.4	0.5	0.6	0.5	0.6	0.6	0.7
Resident	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev. ($M)	1.5	1.5	1.8	1.9	1.8	2.0	2.2	2.3
Visitor	1.3	1.4	1.7	1.7	1.7	1.9	2.0	2.1
Resident	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Paris								
Spending ($M)	32	34	46	54	51	59	61	59
Earnings ($M)	10	10	12	13	14	16	17	16
Total Employment	580	540	630	650	640	660	690	710
Local Tax Rev. ($M)	0.8	0.8	1.0	1.0	1.1	1.2	1.3	1.3
Visitor	0.5	0.5	0.6	0.7	0.7	0.8	0.9	0.9
Resident	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev. ($M)	2.3	2.3	2.8	3.0	3.1	3.3	3.5	3.4
Visitor	2.0	2.1	2.6	2.8	2.8	3.0	3.1	3.1
Resident	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.4
Pasadena								
Spending ($M)	108	111	137	149	124	148	152	165
Earnings ($M)	32	31	35	36	32	38	40	45
Total Employment	1,200	1,130	1,210	1,170	1,010	1,120	1,160	1,250
Local Tax Rev. ($M)	7.4	7.8	8.6	8.8	8.6	9.1	9.9	10.6
Visitor	1.5	1.4	1.9	2.2	1.7	2.2	2.3	2.7
Resident	5.8	6.4	6.6	6.6	7.0	7.0	7.6	7.9
State Tax Rev. ($M)	9.7	9.7	11.2	11.9	10.7	11.8	12.5	13.5
Visitor	5.5	5.5	6.7	6.9	6.0	6.7	6.9	7.5
Resident	4.2	4.2	4.5	5.0	4.6	5.1	5.6	6.0

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Pearland								
Spending ($M)	30	43	60	84	92	117	127	136
Earnings ($M)	9	12	16	21	26	32	35	39
Total Employment	340	460	560	710	850	1,000	1,090	1,160
Local Tax Rev. ($M)	0.9	1.2	1.7	2.3	2.8	3.5	4.0	4.4
Visitor	0.3	0.6	0.8	1.4	1.7	2.3	2.6	2.9
Resident	0.5	0.7	0.8	0.9	1.1	1.3	1.4	1.5
State Tax Rev. ($M)	1.9	2.5	3.4	4.5	5.1	6.1	6.7	7.2
Visitor	1.4	2.1	2.8	3.7	4.3	5.1	5.6	5.9
Resident	0.4	0.5	0.6	0.8	0.8	1.0	1.1	1.3
Pharr								
Spending ($M)	63	84	104	126	118	129	130	141
Earnings ($M)	17	22	27	32	33	35	36	39
Total Employment	1,050	1,350	1,500	1,670	1,600	1,640	1,670	1,810
Local Tax Rev. ($M)	1.8	2.3	2.7	3.1	3.1	3.3	3.4	3.8
Visitor	1.0	1.3	1.6	2.0	1.8	2.0	2.0	2.3
Resident	0.8	1.0	1.1	1.1	1.3	1.3	1.4	1.5
State Tax Rev. ($M)	4.0	5.1	6.0	7.0	6.8	7.2	7.4	8.1
Visitor	3.4	4.4	5.3	6.2	6.0	6.3	6.4	7.0
Resident	0.6	0.6	0.7	0.9	0.9	1.0	1.0	1.2
Plano								
Spending ($M)	307	349	425	480	437	488	524	567
Earnings ($M)	100	113	133	147	142	160	173	194
Total Employment	3,990	4,370	4,820	5,130	4,780	4,920	5,100	5,540
Local Tax Rev. ($M)	9.4	10.7	12.9	14.1	13.8	15.3	16.8	18.2
Visitor	5.8	6.4	8.0	8.9	8.1	9.1	9.9	10.9
Resident	3.6	4.3	4.9	5.2	5.7	6.2	6.9	7.2
State Tax Rev. ($M)	18.9	20.7	24.3	26.5	24.8	27.2	29.3	32.0
Visitor	16.3	17.9	21.0	22.6	21.0	22.7	24.3	26.5
Resident	2.6	2.8	3.3	3.9	3.8	4.5	5.0	5.5
Port Aransas								
Spending ($M)	139	150	179	192	206	235	248	239
Earnings ($M)	42	44	51	52	62	72	78	80
Total Employment	2,420	2,480	2,600	2,650	2,970	3,160	3,380	3,330
Local Tax Rev. ($M)	3.7	3.9	4.7	4.9	5.3	6.3	6.8	6.6
Visitor	3.6	3.8	4.6	4.8	5.2	6.1	6.6	6.4
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
State Tax Rev. ($M)	7.5	8.0	9.3	9.7	10.6	11.8	12.5	12.2
Visitor	7.4	7.9	9.2	9.6	10.6	11.7	12.4	12.1
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Port Arthur								
Spending ($M)	63	70	88	124	108	128	121	143
Earnings ($M)	17	18	21	29	27	31	29	36
Total Employment	690	700	780	1,000	920	1,000	920	1,100
Local Tax Rev. ($M)	1.7	1.9	2.5	3.4	3.1	3.5	3.2	4.0
Visitor	1.1	1.1	1.6	2.5	2.1	2.5	2.2	2.9
Resident	0.7	0.8	0.9	0.9	1.0	1.0	1.0	1.1
State Tax Rev. ($M)	3.9	4.2	5.1	6.7	6.3	6.9	6.6	7.8
Visitor	3.4	3.6	4.4	5.9	5.5	6.1	5.7	6.9
Resident	0.6	0.6	0.7	0.8	0.8	0.8	0.8	1.0
Richardson								
Spending ($M)	226	252	310	329	295	333	350	365
Earnings ($M)	83	90	106	107	101	114	121	128
Total Employment	2,760	2,790	3,130	3,020	2,840	3,030	3,210	3,390
Local Tax Rev. ($M)	8.2	8.9	10.5	10.5	10.1	11.3	12.3	13.1
Visitor	4.3	4.5	5.7	5.9	5.2	5.9	6.4	6.8
Resident	3.9	4.4	4.8	4.6	5.0	5.4	5.9	6.3
State Tax Rev. ($M)	14.8	16.0	18.9	19.4	18.1	19.8	21.1	22.4
Visitor	12.0	13.1	15.7	15.9	14.8	15.8	16.8	17.7
Resident	2.8	2.9	3.3	3.5	3.3	4.0	4.3	4.8
Round Rock								
Spending ($M)	151	174	236	261	231	265	285	297
Earnings ($M)	46	52	69	73	70	82	89	97
Total Employment	2,110	2,250	2,760	2,790	2,620	2,810	3,000	3,130
Local Tax Rev. ($M)	4.2	4.7	6.5	6.9	6.4	7.5	8.3	9.0
Visitor	3.5	3.8	5.4	5.9	5.2	6.1	6.8	7.3
Resident	0.8	0.9	1.0	1.1	1.2	1.4	1.5	1.7
State Tax Rev. ($M)	8.9	9.9	12.9	13.6	12.5	13.9	15.1	15.9
Visitor	8.3	9.3	12.2	12.8	11.7	12.9	14.0	14.6
Resident	0.5	0.6	0.7	0.8	0.8	1.0	1.1	1.3
San Angelo								
Spending ($M)	113	124	149	174	160	217	249	249
Earnings ($M)	35	37	42	47	51	64	72	76
Total Employment	2,530	2,550	2,680	2,810	2,870	3,320	3,570	3,570
Local Tax Rev. ($M)	2.8	3.0	3.4	3.9	4.1	5.7	7.0	7.1
Visitor	1.4	1.5	1.8	2.2	2.0	3.3	4.3	4.3
Resident	1.4	1.5	1.7	1.7	2.1	2.4	2.7	2.8
State Tax Rev. ($M)	8.0	8.4	9.6	10.7	10.4	13.3	15.3	15.6
Visitor	6.7	7.2	8.2	9.0	8.7	11.1	12.8	12.9
Resident	1.2	1.2	1.4	1.7	1.7	2.2	2.5	2.7

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
San Antonio								
Spending ($M)	4,101	4,591	5,646	6,428	6,014	6,924	7,056	7,395
Earnings ($M)	1,183	1,260	1,421	1,531	1,532	1,726	1,817	1,989
Total Employment	51,340	49,910	50,780	54,920	52,530	57,070	59,700	61,770
Local Tax Rev. ($M)	137.2	145.4	171.1	183.8	182.9	203.4	214.1	229.1
Visitor	88.9	91.7	113.5	126.4	121.1	138.2	143.9	151.7
Resident	48.3	53.7	57.6	57.4	61.8	65.2	70.1	77.5
State Tax Rev. ($M)	250.4	264.9	307.5	331.8	323.9	355.3	369.4	389.0
Visitor	215.7	229.9	268.2	288.1	282.8	307.2	318.0	330.3
Resident	34.7	35.0	39.2	43.7	41.1	48.0	51.4	58.7
San Marcos								
Spending ($M)	69	81	100	111	122	138	147	155
Earnings ($M)	20	23	27	28	35	41	43	48
Total Employment	980	1,040	1,130	1,120	1,320	1,380	1,490	1,610
Local Tax Rev. ($M)	1.7	1.9	2.3	2.5	3.2	3.6	4.0	4.4
Visitor	1.2	1.3	1.7	1.9	2.3	2.6	2.9	3.1
Resident	0.5	0.6	0.6	0.6	0.9	1.0	1.1	1.3
State Tax Rev. ($M)	4.6	5.2	6.1	6.4	7.3	8.0	8.7	9.4
Visitor	4.2	4.8	5.6	5.8	6.7	7.2	7.8	8.2
Resident	0.4	0.4	0.5	0.5	0.6	0.8	0.9	1.1
Seabrook								
Spending ($M)	12	23	36	39	32	40	42	46
Earnings ($M)	3	7	10	10	9	11	11	13
Total Employment	140	260	360	350	290	340	360	400
Local Tax Rev. ($M)	0.6	1.0	1.4	1.4	1.3	1.5	1.7	1.9
Visitor	0.2	0.5	0.9	0.9	0.7	1.0	1.1	1.2
Resident	0.4	0.5	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev. ($M)	0.9	1.6	2.3	2.4	2.1	2.4	2.6	2.8
Visitor	0.7	1.3	2.0	2.0	1.7	2.0	2.1	2.4
Resident	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5
Seguin								
Spending ($M)	28	30	36	43	45	78	65	58
Earnings ($M)	11	11	13	15	17	29	24	22
Total Employment	480	470	480	560	580	920	770	680
Local Tax Rev. ($M)	0.7	0.8	1.0	1.1	1.3	2.1	1.7	1.6
Visitor	0.5	0.5	0.6	0.8	0.9	1.6	1.3	1.1
Resident	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5
State Tax Rev. ($M)	1.8	1.9	2.2	2.4	2.7	4.4	3.7	3.4
Visitor	1.6	1.7	1.9	2.2	2.4	4.0	3.3	3.0
Resident	0.2	0.2	0.2	0.3	0.3	0.4	0.4	0.4

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Sherman								
Spending ($M)	58	66	88	106	82	79	92	94
Earnings ($M)	11	12	14	15	13	12	14	15
Total Employment	670	710	780	770	650	550	640	650
Local Tax Rev. ($M)	1.1	1.2	1.3	1.4	1.3	1.2	1.4	1.5
Visitor	0.7	0.8	0.9	1.0	0.8	0.7	0.9	1.0
Resident	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5
State Tax Rev. ($M)	4.2	4.5	5.4	5.9	5.0	4.4	5.2	5.4
Visitor	4.0	4.3	5.1	5.5	4.6	4.0	4.8	5.0
Resident	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
South Padre Island								
Spending ($M)	271	278	317	274	296	327	343	360
Earnings ($M)	66	67	75	64	74	82	87	91
Total Employment	4,180	4,210	4,410	3,410	3,720	3,870	4,110	4,240
Local Tax Rev. ($M)	6.4	6.5	7.5	6.2	6.6	7.4	7.8	8.3
Visitor	6.4	6.5	7.4	6.2	6.5	7.3	7.8	8.3
Resident	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.1
State Tax Rev. ($M)	13.3	13.6	15.3	12.9	14.1	15.3	16.1	16.9
Visitor	13.3	13.5	15.3	12.9	14.0	15.3	16.0	16.9
Resident	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stafford								
Spending ($M)	72	72	92	114	80	100	111	113
Earnings ($M)	23	22	26	32	24	30	33	35
Total Employment	930	870	980	1,110	820	960	1,070	1,090
Local Tax Rev. ($M)	2.1	2.0	2.6	3.3	2.3	3.0	3.5	3.7
Visitor	2.0	1.9	2.4	3.2	2.1	2.8	3.3	3.5
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev. ($M)	4.2	4.0	4.9	5.8	4.2	5.0	5.6	5.8
Visitor	4.1	3.9	4.8	5.6	4.1	4.9	5.4	5.6
Resident	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Sugar Land								
Spending ($M)	44	78	100	128	113	149	159	163
Earnings ($M)	13	23	29	36	34	45	47	50
Total Employment	610	1,000	1,120	1,320	1,210	1,460	1,550	1,590
Local Tax Rev. ($M)	1.2	2.0	2.5	3.2	2.9	3.8	4.2	4.5
Visitor	0.7	1.4	1.8	2.4	2.1	3.0	3.3	3.5
Resident	0.5	0.6	0.7	0.7	0.7	0.8	0.9	0.9
State Tax Rev. ($M)	2.8	4.5	5.5	6.7	6.1	7.7	8.3	8.6
Visitor	2.5	4.1	5.0	6.1	5.6	7.1	7.6	7.9
Resident	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.7

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Sweetwater								
Spending ($M)	11	13	16	23	19	26	25	29
Earnings ($M)	3	4	5	7	6	8	8	9
Total Employment	250	300	310	430	330	410	390	420
Local Tax Rev. ($M)	0.4	0.5	0.6	0.9	0.7	1.0	1.0	1.2
Visitor	0.3	0.3	0.4	0.6	0.5	0.7	0.7	0.9
Resident	0.1	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev. ($M)	0.7	0.8	0.9	1.3	1.0	1.4	1.4	1.6
Visitor	0.6	0.7	0.8	1.1	0.9	1.2	1.2	1.4
Resident	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2
Temple								
Spending ($M)	74	81	96	106	101	115	120	127
Earnings ($M)	19	21	23	25	26	30	33	35
Total Employment	1,410	1,430	1,500	1,260	1,230	1,360	1,470	1,520
Local Tax Rev. ($M)	1.9	2.1	2.4	2.6	2.7	2.9	3.0	3.3
Visitor	1.2	1.4	1.6	1.8	1.7	1.9	1.9	2.1
Resident	0.7	0.8	0.8	0.9	1.0	1.0	1.1	1.1
State Tax Rev. ($M)	4.6	4.9	5.5	6.0	5.9	6.4	6.8	7.3
Visitor	4.1	4.4	5.0	5.3	5.2	5.7	5.9	6.4
Resident	0.5	0.5	0.6	0.7	0.7	0.8	0.8	0.9
Texarkana								
Spending ($M)	72	88	109	128	129	147	139	133
Earnings ($M)	14	16	17	18	22	25	23	23
Total Employment	1,030	1,120	1,100	1,100	1,270	1,350	1,210	1,170
Local Tax Rev. ($M)	1.3	1.5	1.6	1.9	2.2	2.4	2.2	2.1
Visitor	1.0	1.1	1.2	1.4	1.7	1.8	1.6	1.5
Resident	0.3	0.4	0.4	0.4	0.5	0.6	0.5	0.5
State Tax Rev. ($M)	5.4	6.1	6.7	7.1	7.7	7.9	7.7	7.6
Visitor	5.2	5.8	6.4	6.7	7.3	7.5	7.3	7.1
Resident	0.3	0.3	0.3	0.4	0.4	0.5	0.4	0.5
Texas City								
Spending ($M)	37	36	44	59	51	62	64	71
Earnings ($M)	10	10	11	15	14	17	17	20
Total Employment	540	500	540	710	600	670	690	770
Local Tax Rev. ($M)	1.8	1.9	2.3	2.7	2.4	2.8	3.0	3.2
Visitor	0.7	0.6	0.8	1.2	0.9	1.2	1.3	1.5
Resident	1.1	1.2	1.5	1.5	1.5	1.6	1.6	1.7
State Tax Rev. ($M)	2.6	2.5	2.9	3.8	3.3	3.8	4.0	4.4
Visitor	1.7	1.7	1.9	2.6	2.3	2.6	2.8	3.1
Resident	0.8	0.8	1.0	1.2	1.0	1.2	1.2	1.3

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Tyler								
Spending ($M)	163	190	234	265	252	275	286	299
Earnings ($M)	39	44	51	57	59	63	65	69
Total Employment	2,140	2,310	2,520	2,680	2,660	2,770	2,800	2,840
Local Tax Rev. ($M)	3.3	3.8	4.4	4.9	5.0	5.4	5.6	6.0
Visitor	2.2	2.4	2.9	3.3	3.3	3.6	3.8	4.0
Resident	1.2	1.4	1.5	1.6	1.8	1.7	1.8	2.0
State Tax Rev. ($M)	9.5	10.5	12.1	13.1	13.0	13.8	14.4	15.3
Visitor	8.6	9.5	11.0	11.7	11.7	12.3	12.9	13.6
Resident	1.0	1.0	1.2	1.4	1.3	1.4	1.5	1.7
Victoria								
Spending ($M)	108	118	145	161	153	196	196	215
Earnings ($M)	24	25	29	30	31	39	38	42
Total Employment	1,410	1,370	1,490	1,430	1,330	1,600	1,520	1,630
Local Tax Rev. ($M)	2.3	2.4	2.8	3.0	3.2	4.5	4.3	4.9
Visitor	1.4	1.4	1.8	1.9	2.0	3.1	3.0	3.5
Resident	0.9	1.0	1.1	1.1	1.2	1.4	1.4	1.5
State Tax Rev. ($M)	7.0	7.4	8.6	9.0	9.0	10.9	11.0	12.2
Visitor	6.3	6.7	7.7	8.1	8.1	9.7	9.9	10.9
Resident	0.7	0.7	0.8	0.9	0.9	1.1	1.1	1.3
Waco								
Spending ($M)	229	258	291	299	112	291	301	322
Earnings ($M)	53	56	58	56	18	61	64	69
Total Employment	3,280	3,400	3,270	2,980	930	2,880	3,010	3,130
Local Tax Rev. ($M)	4.9	5.3	5.6	5.4	3.1	5.8	6.3	6.9
Visitor	3.1	3.3	3.5	3.4	0.6	3.4	3.6	4.1
Resident	1.8	2.1	2.1	2.1	2.5	2.5	2.6	2.8
State Tax Rev. ($M)	14.5	15.5	16.4	16.0	6.8	15.7	16.6	17.9
Visitor	13.0	14.0	14.8	14.2	4.9	13.7	14.4	15.5
Resident	1.5	1.5	1.6	1.8	1.8	2.0	2.2	2.4
Waxahachie								
Spending ($M)	20	28	38	49	39	49	50	54
Earnings ($M)	5	7	9	11	10	12	12	14
Total Employment	210	270	310	330	290	350	360	390
Local Tax Rev. ($M)	0.5	0.7	0.9	1.0	0.9	1.1	1.2	1.3
Visitor	0.3	0.5	0.6	0.8	0.6	0.8	0.8	0.9
Resident	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev. ($M)	1.5	1.9	2.4	2.8	2.4	2.8	2.9	3.2
Visitor	1.4	1.8	2.2	2.6	2.2	2.6	2.7	2.9
Resident	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts, 2002-2014p

	2002	2004	2006	2008	2010	2012	2013	2014p
Weatherford								
Spending ($M)	34	44	66	78	52	71	74	74
Earnings ($M)	8	10	14	15	11	14	15	16
Total Employment	410	470	580	600	410	510	530	540
Local Tax Rev. ($M)	0.6	0.7	1.1	1.2	0.8	1.1	1.2	1.2
Visitor	0.5	0.6	0.9	1.0	0.6	0.9	0.9	1.0
Resident	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev. ($M)	2.5	3.0	4.0	4.3	3.1	3.8	4.0	4.1
Visitor	2.4	2.9	3.8	4.1	2.9	3.6	3.8	3.9
Resident	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.2
Webster								
Spending ($M)	65	72	87	101	119	141	145	166
Earnings ($M)	20	21	24	26	33	39	40	47
Total Employment	800	830	870	910	1,130	1,250	1,290	1,470
Local Tax Rev. ($M)	2.2	2.3	2.8	3.2	3.7	4.4	4.8	5.6
Visitor	1.9	2.0	2.3	2.7	3.2	3.9	4.2	5.0
Resident	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6
State Tax Rev. ($M)	4.2	4.5	5.1	5.6	6.9	7.7	8.1	9.3
Visitor	4.0	4.2	4.9	5.3	6.6	7.4	7.7	8.8
Resident	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Weslaco								
Spending ($M)	44	51	59	64	58	61	63	72
Earnings ($M)	12	14	15	16	16	16	17	20
Total Employment	740	830	850	850	790	770	800	930
Local Tax Rev. ($M)	1.2	1.4	1.5	1.6	1.6	1.6	1.7	1.9
Visitor	0.7	0.8	0.9	1.0	0.9	0.9	1.0	1.2
Resident	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.7
State Tax Rev. ($M)	2.7	3.0	3.4	3.6	3.4	3.5	3.6	4.1
Visitor	2.4	2.7	3.0	3.1	2.9	3.0	3.1	3.6
Resident	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Wichita Falls								
Spending ($M)	149	156	176	188	187	193	144	150
Earnings ($M)	35	36	37	37	41	44	31	7
Total Employment	2,670	2,760	2,710	2,610	2,750	2,760	1,940	250
Local Tax Rev. ($M)	3.9	4.0	4.1	4.2	4.7	4.7	3.8	2.4
Visitor	2.4	2.4	2.5	2.7	2.8	2.9	1.9	2.0
Resident	1.5	1.6	1.6	1.6	1.8	1.8	1.9	0.4
State Tax Rev. ($M)	8.7	8.9	9.5	9.8	10.2	10.3	7.9	7.1
Visitor	7.6	7.8	8.4	8.6	9.0	8.9	6.5	6.8
Resident	1.1	1.0	1.1	1.2	1.2	1.4	1.4	0.3

Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Resident tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

APPENDICES

Appendix A. Regional Travel Impact Model

Appendix B. Travel Industry Accounts: A comparison of the Regional Travel Impact Model and Travel & Tourism Satellite Accounts

Appendix C. Texas Earnings and Employment by Industry Sector

Appendix D. Secondary Impacts Industry Groups

REGIONAL TRAVEL IMPACT MODEL

This appendix provides a brief overview of methodology, terminology and limitations of these impact estimates. Other appendices in this report provide greater detail for many of these topics.

REVISIONS TO 2014 REPORT

Two additional types of tax revenue are included in this report: local property taxes paid by businesses and travel industry employees (households) and the state and local sales and excise taxes paid by travel industry employees (households). These revisions apply to all estimates from 1992 through 2014.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in Texas were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Texas travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings and tax receipts generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

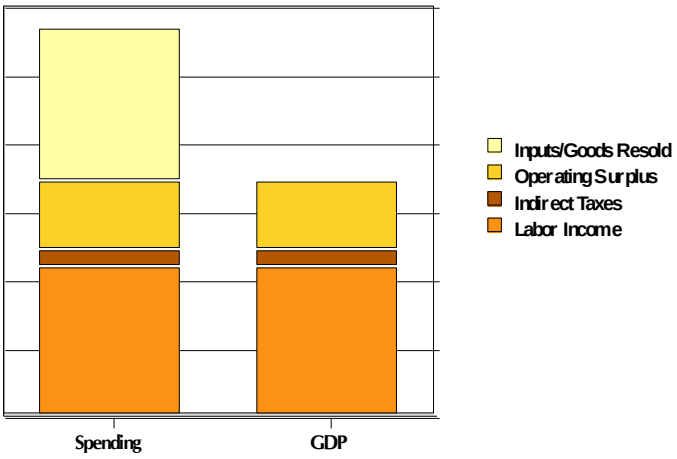
Direct impacts are reported for all counties, metropolitan areas, tourism regions, and selected cities and places within Texas. *Secondary* employment and earnings impacts over and above direct impacts are reported at the state level only. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Texas economy prepared by the Minnesota IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures from travelers. Hotels, for example, purchase maintenance services from independent contractors. Induced impacts represent the purchase of goods and services by employees whose earnings are in part derived from travel expenditures. The sum of the direct, indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for employment or earnings.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Texas travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value added" of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries.

The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade businesses and resell with a markup. These inputs or goods are not counted as the GDP of the restaurant or retail industry because their value was created in other industries (e.g., agriculture, accounting, manufacturing).

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" – as measured from surveys of visitors – is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of the local farm would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that part of GDP is not counted.

The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of sales taxes, businesses are essentially a collection agency for the government. The final

component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm.

The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

COMPARISON WITH OTHER EXPORT-ORIENTED INDUSTRIES

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, mining, and manufacturing are the best examples of export-oriented industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market. Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the "comparative advantage" of the local economy within larger regional, national and global markets.

For the purposes of this report, the four major export-oriented industries in Texas are[1]:

- **Microelectronics**. This industry includes establishments that manufacture computers, communications equipment and similar products and components that utilize integrated circuits. This is the largest manufacturing subsector (NAICS 334) in Texas.
- **Agriculture/Food**. The agriculture and food group encompasses parts of two major industry categories: crop and animal production, and food manufacturing or processing.
- **Oil/Gas**. This industry is comprised of oil and gas extraction and the manufacture of petroleum and chemical products.
- **Travel**. A portion of the transportation, retail, leisure, and hospitality industries as estimated in this report.

[1] This comparison is based on a more detailed discussion of the travel industry domestic product, *The Economic Significance of the Texas Travel Industry*, prepared for Texas Office of the Governor, Economic Development & Tourism by Dean Runyan Associates, February 2004. Appendix C of this report also shows the earnings and employment of primary industry sectors in Texas.

These industries are compared in terms of earnings and GDP in order to illustrate the significance of the travel industry in the larger economy. This type of comparison is more meaningful for the travel industry than comparisons with non-export oriented industries (e.g., health care, retail trade, government) where industry growth is largely a function of population and demographic factors.

TYPES OF TRAVEL IMPACTS INCLUDED

Most of the travel that occurs in Texas is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical or educational purposes. All trips to Texas by U.S. residents and foreign visitors are included. The travel of Texas residents to other destinations within Texas is included, provided that it is neither commuting nor other routine travel. Travel to non-Texas destinations by Texas residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

TRANSPORTATION IMPACTS

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations.

IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	Visitor taxes include all taxes levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods, auto rental and airport passenger facility charges. Resident taxes include property tax payments and sales tax revenue attributable to the income of travel industry businesses and employees.
State Tax Receipts	Visitor taxes include all taxes levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods, and auto rental. Resident taxes include the franchise tax and sales tax revenue attributable to the income of travel industry businesses and employees.

VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Campground	Travelers staying in a privately owned (i.e., commercial) or publicly managed campgrounds.
Private Home	Travelers staying as guests with friends or relatives.
Vacation Home	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where a transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in Texas.

REPORTING FORMAT

A description of the headings and categories of the detailed direct impact tables is provided below.

- *Total Direct Travel Spending* includes the total visitor spending at destination, described above, plus spending on travel agencies and resident air travel (other spending). Total direct travel spending does not include secondary (indirect and induced) effects.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels or motels includes their spending on accommodations, food & beverage service, recreation, transportation and all other visitor related commodities.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The total spending on commodities is identical to the total spending by type of accommodation.

The next two sections, *Travel-Generated Earnings and Employment by Industry,* provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Industry Earnings Generated by Travel Spending* includes the payroll, other earned benefits and proprietor income of all employees in that industry classification.
- *Industry Employment Generated by Travel Spending* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section provides an estimate of tax receipts generated by travel spending.

- *Tax Revenues Generated by Travel Spending* provides a breakout of local, state and federal tax receipts at the state level, and local and state tax receipts for areas within the state. The local and state taxes are further broken out as "visitor" and "resident". Visitor taxes include all transient occupancy taxes, sales taxes, mixed beverage taxes, motor fuel taxes, auto rental taxes and airport passenger facility charges. Resident taxes include property taxes, the franchise tax and the sales/excise tax payments attributable to the income of travel industry employees. Federal taxes include income and payroll taxes, the motor fuel excise tax and airline ticket taxes.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of two graphs in the national and state sections of the report.
- The employment estimates in this report are estimates of the total number of full- and part-time jobs (positions) directly generated by travel spending, rather than the number of individuals employed. Both payroll jobs and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel-related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.
- The estimates in this report supersede all previously published impact estimates.

TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which now provides annual and quarterly estimates of travel and tourism at the national level describes a Travel and Tourism Satellite Account (TTSA) as "present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts."[2] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSAs). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one-way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

[2] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, "U.S. Travel and Tourism Satellite Accounts for 1998-2003," Survey of Current Business 84 (September 2004): 43-59.

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the ***travel industry*** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is measure of the ***demand segments*** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the ***components of economic output*** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger – they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of ***indirect and induced effects*** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.[3] There are only three significant industrial classifications, accommodations (NAICS 721) and Scheduled Passenger Air Transportation (NAICS 481111) and Travel Arrangement and Reservation Services (NAICS 5615) that *primarily* sell travel industry goods and services.[4] Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of visitor industry firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor

[3] The North American Industrial Classification System (NAICS) is the current standard in the United States.
[4] Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.[5]

The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however. Suppose, for example, that the focus of a travel industry account is the state of Texas. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Dallas be treated in that only some of the economic impact of this spending will occur in Texas? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Texas and ignore the remainder for the purpose of creating a travel industry account for Texas. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, which includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Texas can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Texas *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*.[6]

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.[7]

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[5] The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

[6] The same issue arises with Travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

[7] The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

Bureau of Economic Analysis Tourism Industries
Distribution of Travel-Generated Compensation
in United States, 2007

Accommodation & Food Services	**38.1%**
Traveler accommodations	21.5%
Food services and drinking places	16.6%
Transportation	**23.3%**
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
Recreation	**11.2%**
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
Retail & Nondurable Goods Production	**17.8%**
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	5.8%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
Travel Arrangement	**7.3%**
All other industries	**2.2%**
Total Tourism Compensation	**100.0%**

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	
	Accommodation (721)
	Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	
	Performing Arts, Spectator Sports (711)
	Museums (712)
	Amusement, Gambling (713)
	Scenic and Sightseeing Transportation (487)
Retail	
	Food & Beverage Stores (445)
	Gasoline Stations (447)
	Clothing and Clothing Accessories Stores (448)
	Sporting Goods, Hobby, Book, and Music Stores (451)
	General Merchandise Stores (452)
	Miscellaneous Store Retailers (453)
Ground Transportation	
	Interurban and rural bus transportation (4852)
	Taxi and Limousine Service (4853)
	Charter Bus Industry (4855)
	Passenger Car Rental (532111)
	Parking Lots and Garages (812930)
Air Transportation	
	Scheduled Air Passenger Transportation (481111)
	Support Activities for Air Transportation (4881)
Administrative/Support Services	
	Travel Arrangement and Reservation Services (5615)
	Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: ***leisure versus business travel***, and ***resident versus non-resident travel***. The third demand category is typically reported in the RTIM: ***type of traveler accommodation***. These three demand categories will be discussed in turn.

The distinction between ***leisure versus business travel*** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more "marketable" segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between ***resident versus non-resident travel*** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.[8] The distinction is obviously also important because it is based on different political, legal, and currency regimes – factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.[9] There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism, the evaluation of the tax impacts of resident versus nonresident travel might also be important.[10]

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[8] Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

[9] The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category.

[10] Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.[11] The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, B&Bs., and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors)

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

[11] In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

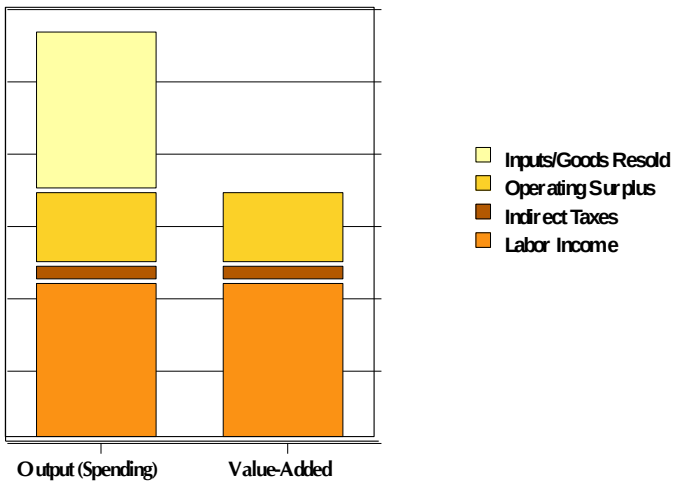
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are:[12]

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees)

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. The economic impact of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in the United States mainland

[12] There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus; the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

by Boeing or in Europe by Airbus. Value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because some of the economic impact of that spending will occur elsewhere.[13]

Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called "indirect" because most of them are actually paid by consumers in the form of sales or excise taxes.[14] The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross Domestic Product). At the level of the state, travel industry value-added or GDP is an important measure – more economically meaningful than travel spending.[15] For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax revenue***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

[13] It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

[14] Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

[15] It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great as or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects – the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.[16] As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

[16] The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis – the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

Texas Earnings and Employment by Industry Sector, 2013

Industry Sector	Earnings ($Million)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	**168,729**	**19.0%**	**1,797**	**11.6%**
Agriculture, Forestry, Fishing and related	5,936	0.7%	318	2.1%
Mining	80,399	9.0%	534	3.4%
Manufacturing	82,394	9.3%	945	6.1%
***Travel*	20,582	*2.3%*	610	*3.9%*
Primarily Non Export-Oriented	**405,866**	**45.7%**	**7,878**	**50.8%**
Construction	65,402	7.4%	985	6.4%
Utilities	8,407	0.9%	54	0.3%
Wholesale trade	54,591	6.1%	615	4.0%
Retail trade	51,357	5.8%	1,511	9.7%
Real estate and rental and leasing	18,334	2.1%	674	4.3%
Management of companies and enterprises	11,412	1.3%	125	0.8%
Administrative and waste services	37,453	4.2%	1,038	6.7%
Other services, except public administration	33,281	3.7%	903	5.8%
Government and government enterprises	125,629	14.1%	1,974	12.7%
Mixed	**314,154**	**35.3%**	**5,830**	**37.6%**
Transportation and warehousing	43,100	4.8%	569	3.7%
Information	19,610	2.2%	244	1.6%
Finance and insurance	51,529	5.8%	928	6.0%
Professional and technical services	81,185	9.1%	997	6.4%
Educational services	8,288	0.9%	228	1.5%
Health care and social assistance	79,014	8.9%	1,500	9.7%
Leisure and Hospitality	31,427	3.5%	1,365	8.8%
Texas Total**	**888,748**	**100.0%**	**15,505**	**100.0%**

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transporation, and retail trade).

Industry Groups

Accommodation & Food Services

Food services and drinking places
Hotels and motels, including casino hotels
Other accommodations

Arts, Entertainment & Recreation

Amusement parks, arcades, and gambling industries
Bowling centers
Fitness and recreational sports centers
Independent artists, writers, and performers
Museums, historical sites, zoos, and parks
Other amusement and recreation industries
Performing arts companies
Promoters of performing arts and sports and agents for public figures
Spectator sports companies

Construction

Construction of new nonresidential commercial and health care structures
Construction of new nonresidential manufacturing structures
Construction of new residential permanent site single- and multi-family structures
Construction of other new nonresidential structures
Construction of other new residential structures
Maintenance and repair construction of nonresidential structures
Maintenance and repair construction of residential structures

Education and Health Services

Child day care services
Community food, housing, and other relief services, including rehabilitation services
Home health care services
Individual and family services
Medical and diagnostic labs and outpatient and other ambulatory care services
Nursing and residential care facilities
Offices of physicians, dentists, and other health practitioners
Other private educational services
Private elementary and secondary schools
Private hospitals
Private junior colleges, colleges, universities, and professional schools

Financial Activities

Commercial and industrial machinery and equipment rental and leasing
Funds, trusts, and other financial vehicles
General and consumer goods rental except video tapes and discs
Imputed rental activity for owner-occupied dwellings
Insurance agencies, brokerages, and related activities
Insurance carriers
Lessors of nonfinancial intangible assets
Monetary authorities and depository credit intermediation activities
Nondepository credit intermediation and related activities
Real estate establishments
Securities, commodity contracts, investments, and related activities
Video tape and disc rental

Information

Book publishers
Cable and other subscription programming
Data processing, hosting, ISP, web search portals and related services
Directory, mailing list, and other publishers
Internet publishing and broadcasting
Motion picture and video industries
Newspaper publishers
Other information services
Periodical publishers
Radio and television broadcasting
Software publishers
Sound recording industries
Telecommunications

Manufacturing & Utilities

(280 industries)

Natural Resources and Mining

All other crop farming
Animal production, except cattle and poultry and eggs
Cattle ranching and farming
Commercial Fishing
Commercial hunting and trapping
Commercial logging
Cotton farming
Dairy cattle and milk production
Drilling oil and gas wells
Extraction of oil and natural gas
Forestry, forest products, and timber tract production
Fruit farming
Grain farming
Greenhouse, nursery, and floriculture production
Mining and quarrying other nonmetallic minerals
Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
Mining and quarrying stone
Mining coal
Mining copper, nickel, lead, and zinc
Mining gold, silver, and other metal ore
Mining iron ore
Oilseed farming
Poultry and egg production
Sugarcane and sugar beet farming
Support activities for agriculture and forestry
Support activities for oil and gas operations
Support activities for other mining
Tobacco farming
Tree nut farming
Vegetable and melon farming

Other Services

Automotive repair and maintenance, except car washes
Car washes
Civic, social, professional, and similar organizations
Commercial and industrial machinery and equipment repair and maintenance
Death care services
Dry-cleaning and laundry services
Electronic and precision equipment repair and maintenance
Grantmaking, giving, and social advocacy organizations
Other personal services
Personal and household goods repair and maintenance
Personal care services
Private household operations
Religious organizations

Professional and Business Services

Accounting, tax preparation, bookkeeping, and payroll services
Advertising and related services
All other miscellaneous professional, scientific, and technical services
Architectural, engineering, and related services
Business support services
Computer systems design services
Custom computer programming services
Employment services
Environmental and other technical consulting services
Facilities support services
Investigation and security services
Legal services
Management of companies and enterprises
Management, scientific, and technical consulting services
Office administrative services
Other computer related services, including facilities management
Other support services
Photographic services
Scientific research and development services
Services to buildings and dwellings
Specialized design services
Travel arrangement and reservation services
Veterinary services
Waste management and remediation services

Public Administration

Federal electric utilities
Other Federal Government enterprises
Other state and local government enterprises
State and local government electric utilities
State and local government passenger transit
US Postal Service

Trade

Retail Nonstores - Direct and electronic sales
Retail Stores - Building material and garden supply
Retail Stores - Clothing and clothing accessories
Retail Stores - Electronics and appliances
Retail Stores - Food and beverage
Retail Stores - Furniture and home furnishings
Retail Stores - Gasoline stations
Retail Stores - General merchandise
Retail Stores - Health and personal care
Retail Stores - Miscellaneous
Retail Stores - Motor vehicle and parts
Retail Stores - Sporting goods, hobby, book and music
Wholesale trade businesses

Transport

Automotive equipment rental and leasing
Couriers and messengers
Scenic and sightseeing transportation and support activities for transportation
Transit and ground passenger transportation
Transport by air
Transport by pipeline
Transport by rail
Transport by truck
Transport by water
Warehousing and storage