



Below are some frequently asked Texas travel research questions. For more information and detailed research reports please visit: [www.travel.texas.gov](http://www.travel.texas.gov).

**What is the economic impact of tourism in Texas?**

Preliminary estimates show that direct travel spending in Texas was \$68.7 billion in 2015. This spending directly supported 648,000 jobs and generated \$6.2 billion in state and local tax revenues, an increase of 3.5% and 5% respectively.

**How many domestic visitors travel to and within Texas?**

Total domestic travel (Texan and Non-Texan) to Texas destinations increased 5.2% in 2015 with an estimated 256 million visitors. Roughly 76% were traveling for leisure versus 24% for business. Domestic leisure travel to Texas destinations accounted for nearly three out of every four travel days across the state. Non-resident overnight leisure travel increased by more than 8%.

**What are top international markets for Texas?**

International travel to Texas has been growing among both established and emerging markets around the world. In 2015, international visitors spent \$6.9 billion across the state and directly supported 66,400 jobs. Top origin markets for Texas include Mexico, Canada, the United Kingdom, Germany, Brazil, Australia, and China. International visitors spend more and stay longer with projected growth in several markets. Overall international travel to the United States is projected to increase by 20% through 2020.

**How did the Texas hotel industry perform last year?**

Texas hotels collected an estimated \$9.9 billion in revenues in 2015, an increase of 3.2% over the previous year. Average hotel occupancy statewide was 64.9%, with total room-nights sold increasing 0.7 percentage points to 98.3 million.

*Notes: Last updated August 2016.*

