



TEXAS TOURISM TRAVEL FACTS



TOTAL DIRECT TRAVEL SPENDING IN TEXAS IN 2015

\$68.7 BILLION

DIRECTLY SUPPORTED 648,000 JOBS  **DIRECTLY & INDIRECTLY SUPPORTED 1.1 MILLION JOBS**



1 IN 10 TEXAS JOBS SUPPORTED BY TRAVEL SPENDING



5TH CONSECUTIVE YEAR OF TOURISM EMPLOYMENT GROWTH **IN TEXAS**



\$6.2 BILLION GENERATED IN STATE AND LOCAL TAX REVENUES



\$7.70 TO \$1 ROI STATE TAX REVENUE GENERATED BY TEXAS TOURISM ADVERTISING



INTERNATIONAL ARRIVALS IN TEXAS IN 2015
10.2 MILLION

\$6.9 BILLION INTERNATIONAL TRAVEL SPENDING IN 2015

3RD HIGHEST SHARE OF DOMESTIC TRAVEL DAYS IN 2015

72% OF DOMESTIC TRAVEL FOR LEISURE PURPOSES IN 2015

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV

