

TRAVEL TEXAS RESEARCH



TEXAS TRAVEL INDUSTRY IMPACTS (2017p)

- The **\$74.7 billion** Texas travel industry is a vital part of the state and local economies.
- Direct travel spending increased by **7.9%** in current dollars.
- **\$7.0 billion** generated in state and local tax revenues.
- Each Texas household saves **\$690** in state and local taxes generated by travel.
- **677,600** jobs directly supported by travel spending, the **7th** consecutive year of tourism employment growth.
- **\$10.8 billion** in hotel room revenue in properties with 30 or more rooms.
- **68.5 million** travelers visited Texas from outside the state.

IMPORTANCE OF TOURISM PROMOTION (FY2017)

- Out-of-state tourism advertising and marketing grows Texas jobs.
- Out-of-state leisure travelers spend more and stay longer, spurring economic development.
- Travel Texas advertising generated **\$282 million** in state taxes from out-of-state travel, an **8-to-1** return.
- Travel Texas advertising influenced **\$4.6 billion** in travel spending.
- Non-Texans aware of advertising are more likely to view Texas as a desirable leisure travel destination.
- Tourism advertising also improves non-Texan's perceptions of Texas as a place to do business or relocate a business.
- The Travel Texas program is funded by **1/12th** of the State Hotel Occupancy Tax.

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV



*Year-end 2017 Texas Travel Industry Impact estimates are preliminary and subject to later adjustment. Travel Texas advertising impacts are for FY2017. Last updated: June 2018.