

TEXAS TRAVEL FACTS



OFFICE OF THE GOVERNOR ECONOMIC DEVELOPMENT & TOURISM ROI (FY17)

\$8.15 to \$1 ROI in state tax revenue from Texas Tourism Advertising
\$4.6 Billion influenced travel spending from outside of Texas
\$282 Million in state taxes generated, 45,600 travel industry jobs supported



TEXAS TRAVEL INDUSTRY ECONOMIC IMPACT (2016)

\$69.1 Billion in total direct travel spending
\$6.4 Billion generated in state and local tax revenues



TEXAS TRAVEL INDUSTRY JOB CREATION (2016)

664,000 jobs directly supported by travel spending
6th consecutive year of tourism employment growth



INTERNATIONAL & DOMESTIC TRAVEL IN TEXAS (2016)

3rd highest share of domestic travel days among US states
78% of domestic travel in Texas was for leisure purposes
\$7.0 Billion in international travel spending
10.3 Million international arrivals in Texas

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV

TEXAS