

BIG BEND REGION

The Big Bend tourism region contains 19 counties and includes three prominent Metropolitan Statistical Area's (MSA's) **El Paso, Odessa, and Midland.**

Economic Impact of Travel

Travelers spent an estimated \$4.0 billion during their trips in the Big Bend region in 2019. This spending directly supported an estimated 28,800 jobs with \$911.2 million in earnings and generated \$345.9 million in state and local taxes. Travel spending also generates secondary impacts on the economy.

How Does Travel Impact My Community?

Economic impact estimates are available for all 254 Texas counties and more than 300+ cities. To access, visit the Travel Research page at the Travel Texas industry website:

www.travel.texas.gov.



\$4.0 BILLION

Direct Travel Spending



28,800 JOBS

Directly supported
by tourism.



\$345.9 MILLION

State and local taxes



Santa Elena Canyon - Big Bend National Park

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