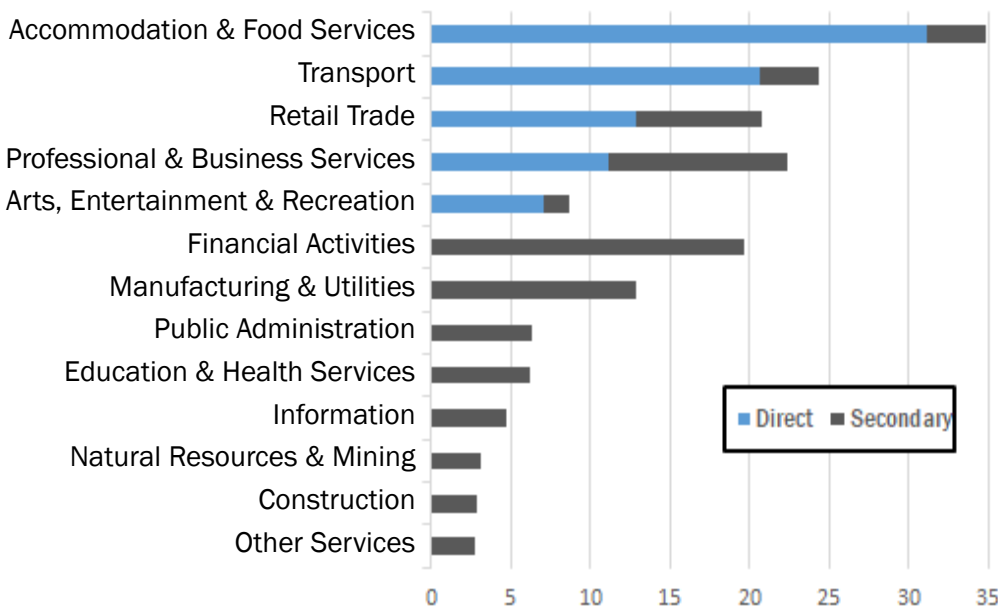


2019 ECONOMIC IMPACT

Travel and tourism is a critical component of the Texas economy and an economic development driver. Traveler spending impacts many sectors of the economy.

Traveler Spending Impacts

Direct, indirect and induced impacts by sector (Billions)



IMPACT
 In 2019, \$83.0 billion in travel spending resulted in a \$169.8 billion economic impact to the Texas Economy (direct, indirect, and induced)

- ▶ 1 in 10**
Texas jobs created by travel
- ▶ 1.3 Million**
Texas jobs created by travel
- ▶ \$63 Billion**
In travel generated earnings

What Did 2020 Look Like?



The travel industry was among the hardest hit by the pandemic. Preliminary economic impact estimates show that in 2020 direct travel spending in Texas was \$56.9 billion – a decline of -31.5% from 2019. The drop in travel spending resulted in a loss of -\$53.5 billion in economic activity. For more details, please refer to the [2020-2021 Research Roundup](#).