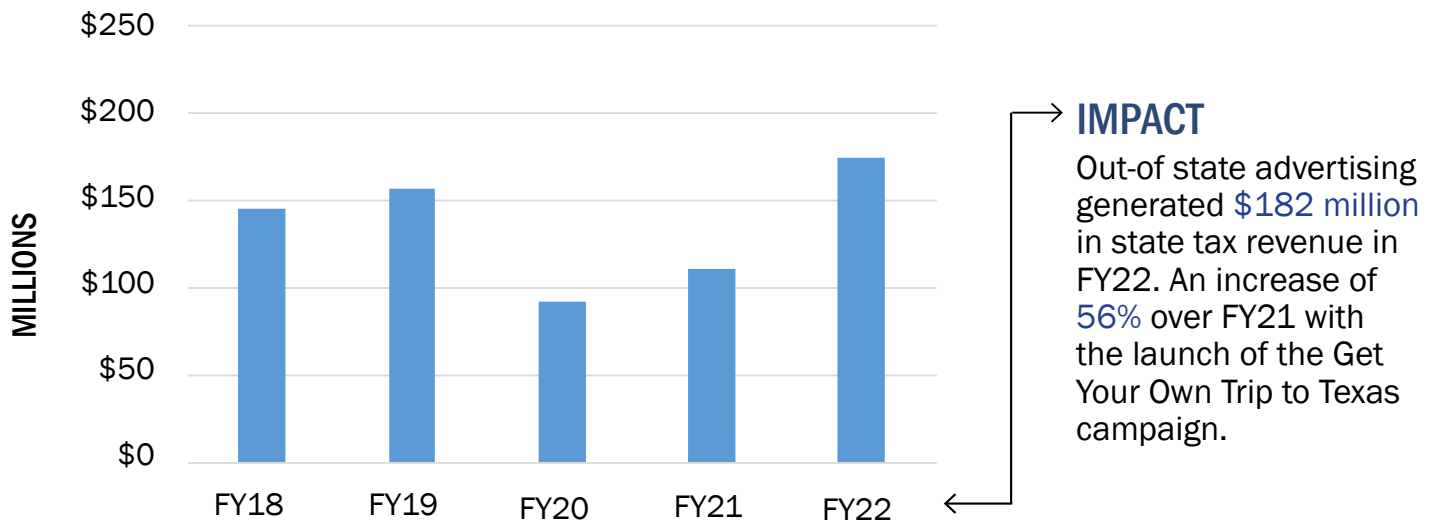


RETURN ON INVESTMENT

Travel Texas promotion generates travel to and within the state. Travel influenced by the Travel Texas program creates jobs and out-of-state visitors generate taxes not borne by Texas residents.

Estimated State Taxes Generated

Out-of-state impact of Travel Texas advertising by fiscal year



▶ **\$2.9 Billion**
Influenced out-of-state spending in FY22

▶ **1.6 Million**
Influenced out-of-state trips in FY22

▶ **4.9 Million**
Influenced hotel roomnights

About Travel Texas



The Travel Texas program is funded through a portion of the state hotel occupancy tax and generates a proven return on investment. Tourism advertising ensures that Texas remains top of mind as a premier travel destination in a competitive marketplace. The estimated ROI for the program from influenced out-of-state travel over the last five fiscal years (FY18-FY22) is **\$8.00 to 1 in state taxes** for domestic advertising budget allocated.