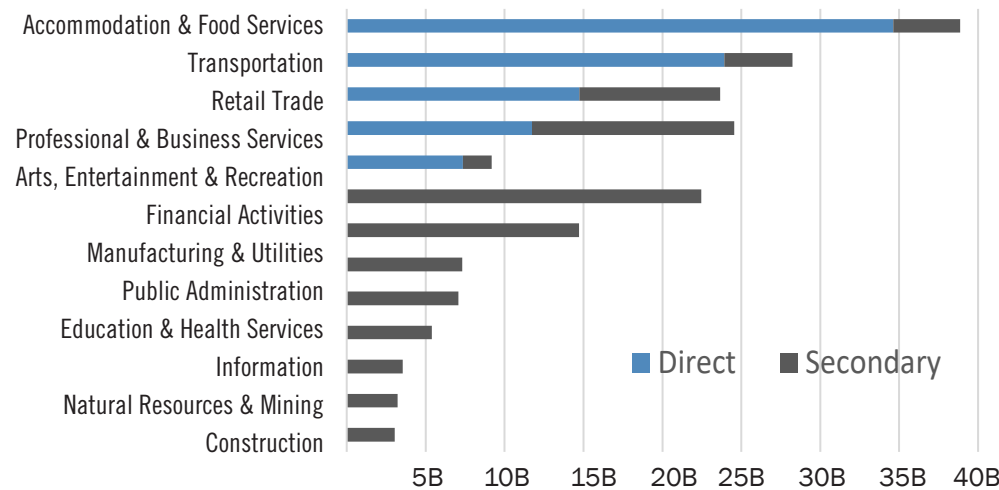


# ECONOMIC IMPACT

Travel and tourism are critical components of the Texas economy and economic development drivers. Traveler spending impacts many sectors of the economy.

Traveler Spending Impacts  
Direct, indirect and induced impacts by sector (Billions)



## ★ IMPACT ★

In 2023, \$94.8 billion in travel spending resulted in a \$193.8 billion economic impact to the Texas economy (direct, indirect, and induced)

★ 1 in 11

Texas jobs created by travel

★ 1.3 Million

Texas jobs created by travel

★ \$72.9 Billion

In travel generated earnings

## Travel Texas & Economic Impact

The travel industry represents an important component of the Texas state economy. Spending associated with travel in Texas generates earnings, employment and taxes throughout the state. Many communities in Texas are attractive travel destinations and count the travel industry as a primary economic industry in their area.

