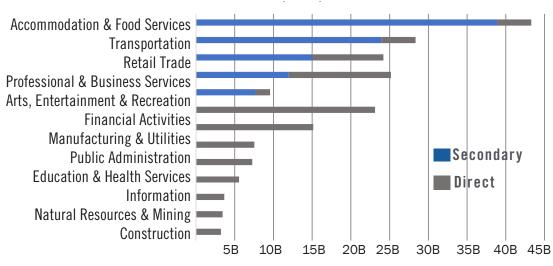
ECONOMIC IMPACT

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 2024, \$97.5 billion in travel spending generated economic impacts across the Texas economy (direct, indirect and induced)

★ \$199.5 Billion

in economic impact

★ 1.3 Million

Texas jobs created by travel

★ \$79.7 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.

3.5% increase in direct spending up from 2023

