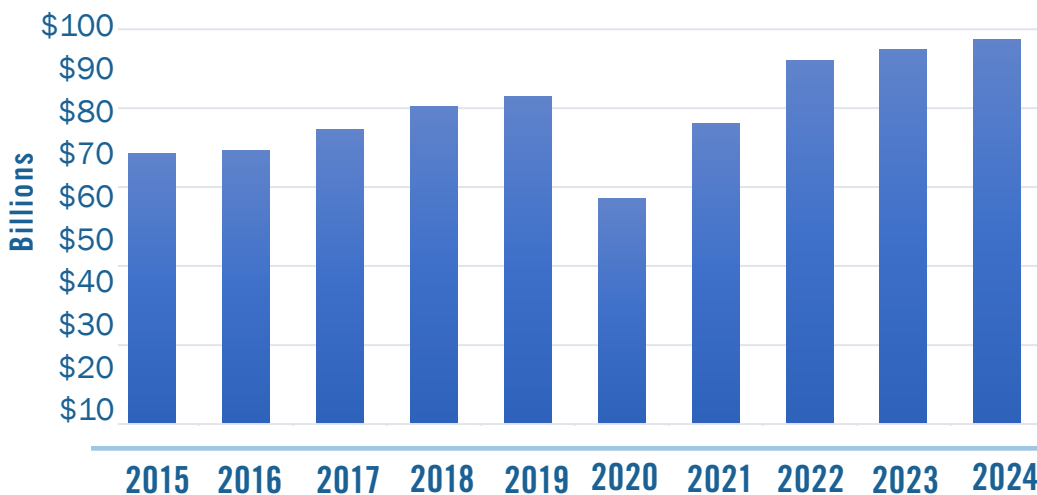


# TRAVEL SPENDING

Millions travel to and within Texas each year. Visitor spending at Texas destinations brings new money into communities, spurring job creation and economic development.

## Travel Spending 2015-2024

Estimates are in current \$USD, not adjusted for inflation.



increase in  
direct spending  
up from 2023

## What is direct travel spending?

## ★IMPACT★

Direct travel spending to and within Texas increased by 3.5% in 2024 to \$97.5 billion.

★ 47%  
Travel spending  
by Texans

★ 45%  
Travel spending by  
other U.S. visitors

★ 8%  
Travel spending  
by international  
visitors