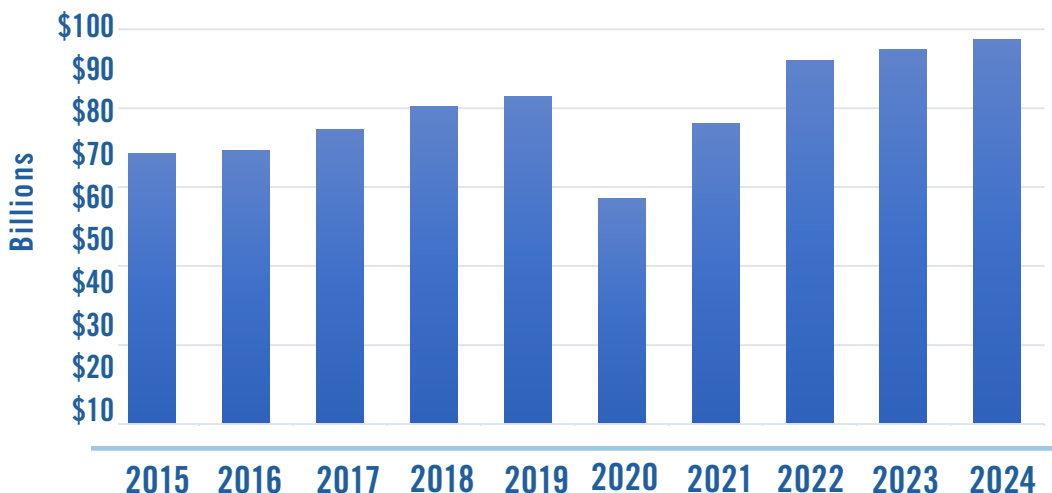


TRAVEL SPENDING

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.



★ 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

3.5%

increase in direct spending up from 2023

What is direct travel spending?

Direct travel spending includes both visitor spending and other spending. Visitor spending refers to all spending on goods and services by visitors at the destination. Other travel spending refers to expenditures at travel arrangement companies located in Texas, convention and trade show operations, and spending on air by residents to leave the state for travel elsewhere. These expenditures directly support the travel industry in Texas.