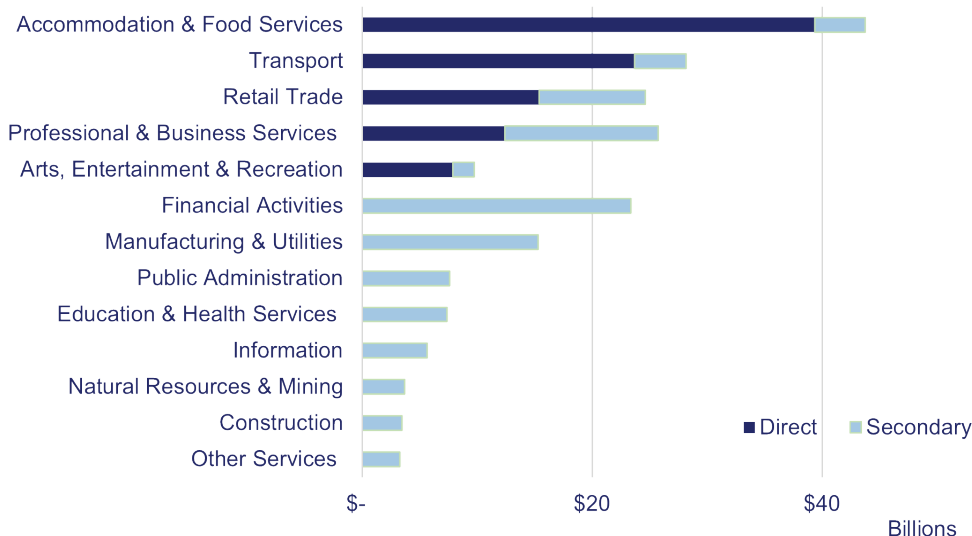


ECONOMIC IMPACT

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

Direct and Secondary Impacts by Industry Sector



★ IMPACT ★

In 2025, \$98.7 billion in travel spending generated economic impacts across the Texas economy (direct, indirect and induced)

★ \$201.8 Billion

Economic impact

★ 1.3 Million

Texas jobs created by travel

★ \$80.8 Billion

Travel generated earnings

What is Economic Impact?

Travel spending has both direct and secondary impacts. Secondary impacts result from the re-spending of travel-related revenues and can be categorized as either indirect (goods and services purchased by businesses) or induced (purchases made by employees). Economic impact includes both direct and secondary impacts.