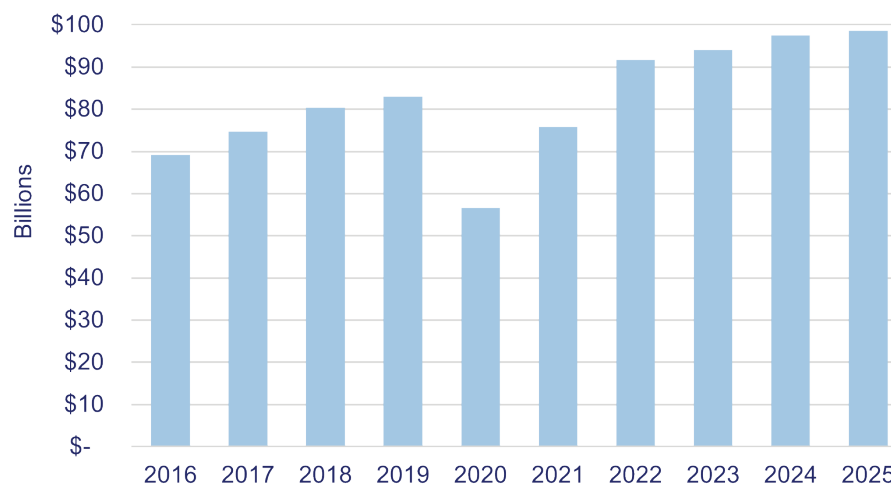


TRAVEL SPENDING

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

Direct Travel Spending (current \$USD)



★ IMPACT ★

Direct travel spending to and within Texas increased by 1.2% to \$98.7 billion in 2025.

- ★ **47%**
Travel spending by in-state travelers
- ★ **44%**
Travel spending by out-of-state travelers
- ★ **9%**
Travel spending by international travelers



What is direct travel spending?

Direct travel spending includes visitor spending or spending on goods and services by visitors at the destination, and other travel spending which refers to convention and trade show operations, travel arrangement services, and resident spending on airfare. All expenditures included directly support the travel industry in Texas.