

## HILL COUNTRY REGION

The Hill Country tourism region contains 25 counties and includes one prominent Metropolitan Statistical Area's (MSA's) [Austin-Round Rock](#).

### Economic Impact of Travel

Travelers spent an estimated \$10.5 billion during their trips in the Hill Country region in 2019. This spending directly supported an estimated 89,600 jobs with \$3.2 billion in earnings and generated \$975.8 million in state and local taxes. Travel spending also generates secondary impacts on the economy.

### How Does Travel Impact My Community?

Economic impact estimates are available for all 254 Texas counties and more than 300+ cities. To access, visit the Travel Research page at the Travel Texas industry website:

[www.travel.texas.gov](http://www.travel.texas.gov).



**\$10.5 BILLION**

Direct Travel Spending



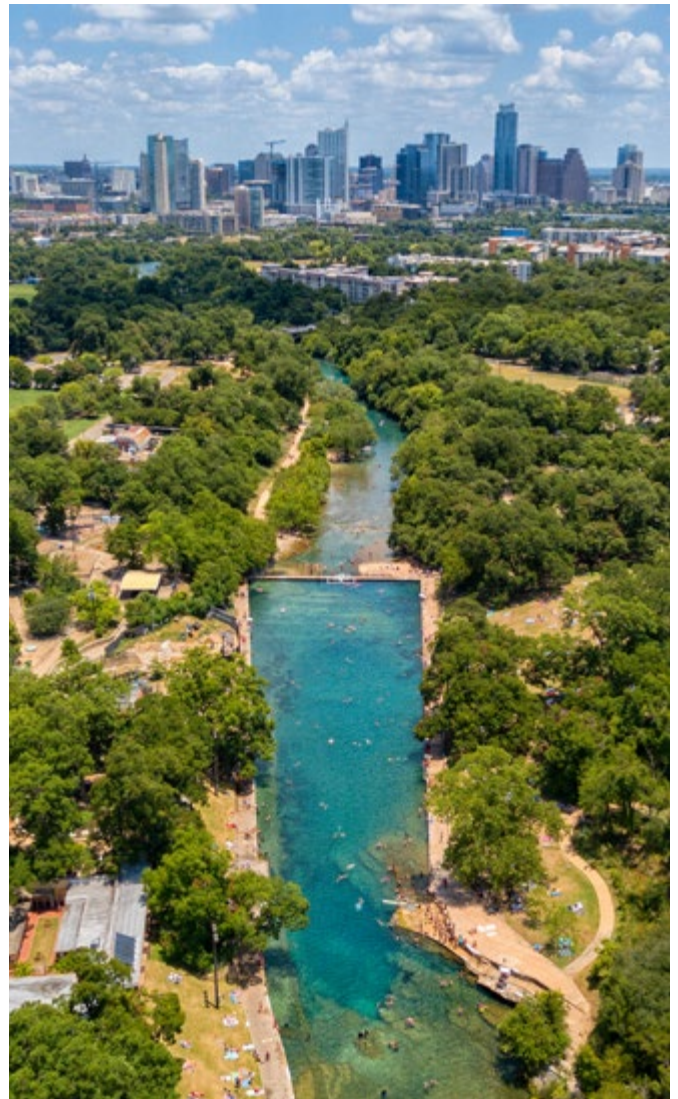
**89,600 JOBS**

Directly supported  
by tourism



**\$975.8 MILLION**

State and local taxes



*Barton Springs Municipal Pool - Austin, Texas*

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