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.

$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