Economic Impact of Travel
Travelers spent an estimated $3.9 billion during their trips in the Pandhandle Plains region in 2019. This spending directly supported an estimated 40,500 jobs with $1.1 billion in earnings and generated $358.9 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.

Sources: Dean Runyan & Associates
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