

PRAIRIES AND LAKES REGION

The Prairies and Lakes tourism region contains 50 counties and includes the following prominent Metropolitan Statistical Area's (MSA's) [Dallas-Plano-Irving](#), [Fort Worth-Arlington-Grapevine](#), [Sherman-Denison](#), [College Station-Bryan](#), [Killeen-Temple](#), and [Waco](#).

Economic Impact of Travel

Travelers spent an estimated \$28.1 billion during their trips in the Prairies and Lakes region in 2019. This spending directly supported an estimated 253,800 jobs with \$12.1 billion in earnings and generated \$2.7 billion 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.



\$28.1 BILLION

Direct Travel Spending



253,800 JOBS

Directly supported
by tourism



\$2.7 BILLION

State and local taxes



Magnolia Market at the Silos - Waco, Texas

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