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
PRAIRIES AND LAKES REGION

Travel Texas is located within the Office of the Governor, Economic Development and Tourism. TravelTexas.research@gov.texas.gov.

Sources: Texas Department of Transportation
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