

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.



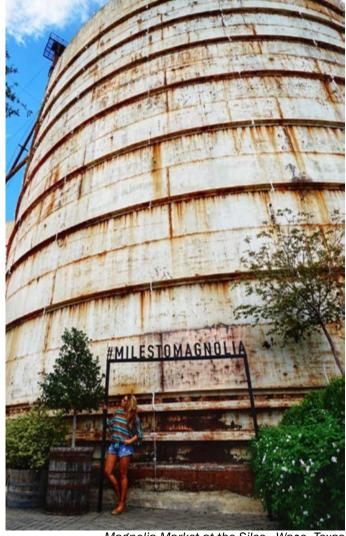
\$28.1 BILLIONDirect Travel Spending



253,800 JOBS Directly supported by tourism



\$2.7 BILLIONState and local taxes



Magnolia Market at the Silos - Waco, Texas





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