Economic Impact of Travel
Travelers spent an estimated $11.8 billion during their trips in the South Texas Plains region in 2019. This spending directly supported an estimated 103,200 jobs with $3.5 billion in earnings and generated $1.1 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.

$11.8 BILLION Direct Travel Spending

103,200 JOBS Directly supported by tourism

$1.1 BILLION State and local taxes

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

Sources: Dean Runyan & Associates
Last Updated: October 2020
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Sources: Texas Department of Transportation
Last Updated: October 2020