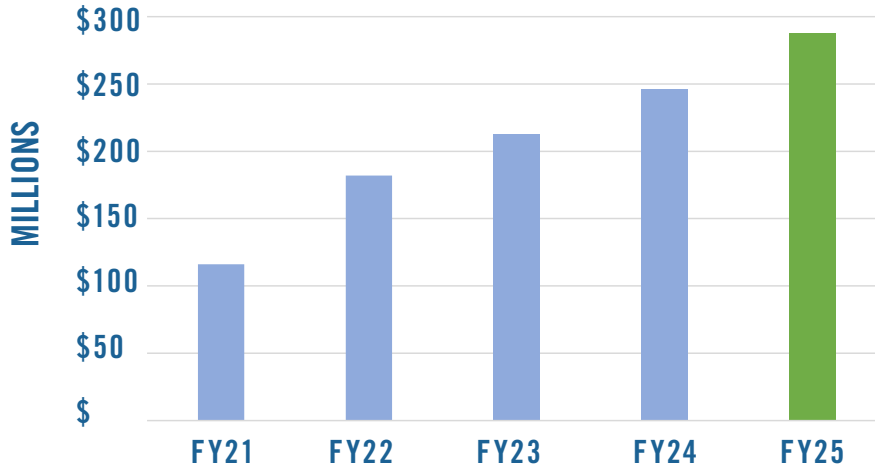
TOURISM PROMOTION

Travel Texas promotion generates travel to and within the state. Travel influenced by the Travel Texas program creates jobs and out-of-state visitors generate taxes not borne by Texas residents.

Estimated Return on Investment
State tax impact of Travel Texas out-of-state advertising by fiscal year



★ IMPACT ★

Out-of state advertising generated $288 million in state tax revenue in FY25. An increase of 17% over FY24 with the launch of the LET's campaign.

★ **$4.6 Billion**
Influenced out-of-state spending

★ **2.0 Million**
Influenced out-of-state trips

★ **6.5 Million**
Influenced hotel roomnights

About Travel Texas

The Travel Texas program is funded through a portion of the state hotel occupancy tax and generates a proven return on investment. Tourism advertising ensures that Texas remains top of mind as a premier travel destination in a competitive marketplace The estimated ROI for the program from influenced out-of-state travel for FY25 is **$6.00 for every $1.00 of state taxes** allocated for domestic advertising.

$6 to 1
ROI for state taxes allocated to domestic advertising

TRAVEL TEXAS

Travel Texas is located within the Office of the Governor, Texas Economic Development and Tourism Office

Source: Strategic Marketing and Research Insights; Last Updated: October 2025