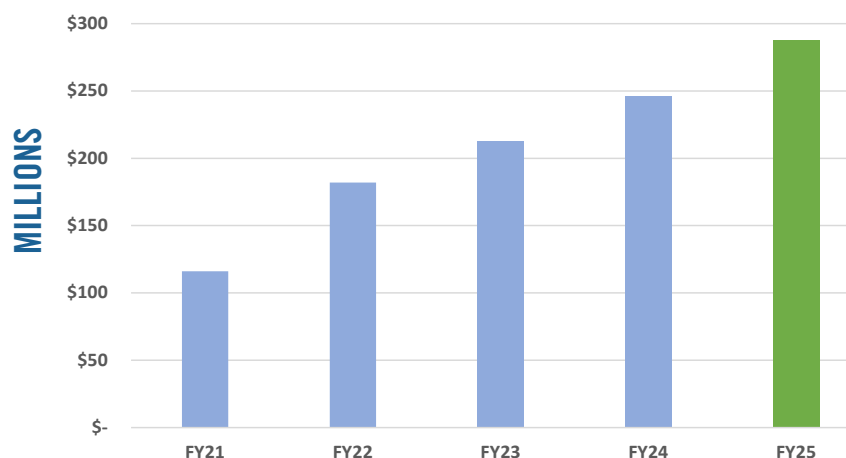


TRAVEL TEXAS

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 State Taxes Generated

Out-of-state impact of Travel Texas 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

★ **6.6 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