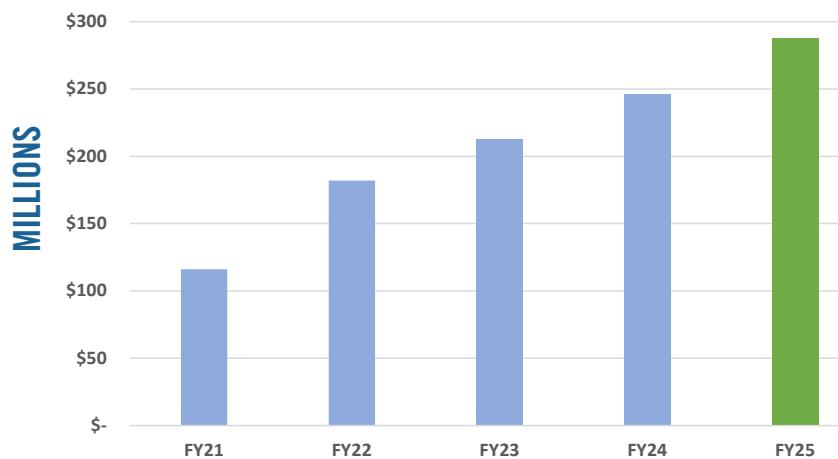


# RETURN ON INVESTMENT

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.

### 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

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

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

★ **6.6 Million**  
Influenced hotel roomnights