

IMPORTANCE OF TOURISM PROMOTION

The Travel Texas program in the Office of the Governor, Economic Development & Tourism division promotes Texas as a premier travel destination in out-of-state and international markets. The program is funded through state hotel occupancy dollars and generates a proven return on investment. Out-of-state leisure travel to Texas influenced by Travel Texas advertising and marketing activities brings additional travel spending, taxes, hotel room nights, and jobs to Texas.

THE TRAVEL TEXAS PROGRAM ATTRACTS OUT-OF-STATE TRAVELERS, CREATES LOCAL JOBS AND GROWS THE STATE AND LOCAL ECONOMIES

The FY18 ROI for the Travel Texas program was \$10.49 for every dollar invested. However, Travel Texas operated under a reduced budget which had a significant impact on all activities and outcomes.



\$10 to \$ 1

Return on Investment in State Tax Dollars from Tourism Promotion in FY18

Advertising-influenced leisure travel spending from outside the state dropped -42.7% to \$2.3 billion in FY18 after a budget reduction leading to a decline of -\$107.5 million in state taxes generated, fewer influenced hotel room nights and a reduction in jobs supported.



-\$107.5 MILLION

Decline in State Taxes Generated in FY18 compared to FY17 after Budget Reduction

Travel Texas is located within the Office of the Governor, Economic Development and Tourism division. For more information, contact us at traveltexas.research@gov.texas.gov.

Sources: Strategic Marketing and Research Insights.
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BY THE NUMBERS



\$2.3 BILLION

Travel spending from outside the state influenced by Travel Texas advertising in FY18



-42.7%

Decline in advertising influenced travel spending after budget reduction



\$145.3 MILLION

State taxes generated in FY18



4.0 MILLION

Influenced hotel room nights in FY18

TRAVEL MEANS JOBS



23,300

Texas jobs directly supported in FY18

TRAVEL  TEXAS