

# OUT-OF-STATE TRAVEL TO TEXAS

Visitation from out-of-state travelers remains a primary focus of the Travel Texas program. These travelers spend more on average compared to in-state travelers while bringing money into the state. Vacation travelers are more likely to be considering competing states and destinations when making travel plans, increasing the importance of Texas being part of that consideration set.

## TRAVELERS FROM OUT-OF-STATE SPEND MORE AND STAY LONGER, SPURRING ECONOMIC DEVELOPMENT

Out-of-state leisure visitors spent \$34.9 billion at Texas destinations, accounting for 55% of all travel spend at these destinations in 2017. Domestically, top origin states included California, Oklahoma, Louisiana, Florida, New York, Missouri, New Mexico, and Georgia. Internationally, top origin countries include Mexico, Canada, the United Kingdom, China, India, Germany, Australia, and Brazil. Texas boasts direct flights to 49 domestic states and territories and 42 international flights to other countries. Long-term forecasts for international travel to Texas predict growth from key international markets, including Mexico, Canada, and overseas markets.



**68.5 MILLION**  
Estimated visitors to Texas from  
out-of-state in 2017 (up 5.8%)

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](mailto:traveltexas.research@gov.texas.gov).

Sources: D.K Shifflet & Associates, Travel Market Insights, Dean Runyan.  
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## BY THE NUMBERS



**\$34.9 BILLION**  
Spent at Texas  
destinations by out-  
of-state visitors



**55%**  
Share of total travel  
spend at destinations  
from out-of-state  
visitors



**\$2.7 BILLION**  
Generated in state  
and local taxes by  
non-resident spend



**\$1 IN \$10**  
Dollars spent on  
travel in Texas by  
international visitors

## TRAVEL MEANS JOBS



**346,000 JOBS**  
Directly supported in  
Texas by non-resident  
spending

TRAVEL  TEXAS