

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 \$37.5 billion at Texas destinations, accounting for 54% of all travel spend at these destinations in 2018. Domestically, top origin states included Louisiana, Oklahoma, California, Florida, Illinois, Kansas, New York, and Colorado. Internationally, top origin markets include Mexico, Canada, the United Kingdom, China, Germany, Australia, and Brazil. Texas boasts direct flights to 47 domestic states and territories and 44 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.



72.5 MILLION
Estimated visitors to Texas from out-of-state in 2018 (up 6.6%)

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



\$37.5 BILLION
Spent at Texas destinations by out-of-state visitors



54%
Share of total travel spend at destinations from out-of-state visitors



\$2.8 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



338,000 JOBS
Directly supported in Texas by non-resident spending