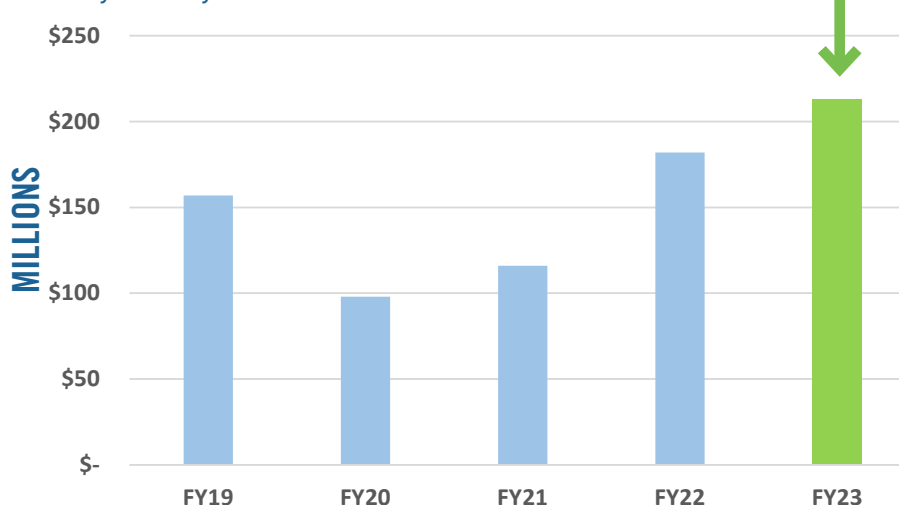


RETURN ON INVESTMENT

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 \$213 million in state tax revenue in FY23. An increase of 17% over FY22 with the continues GetYour Own Trip to Texas campaign.

- ★ **\$3.3 Billion**
Influenced out-of-state spending
- ★ **\$1.6 Million**
Influenced out-of-state trips
- ★ **\$4.8 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 over the last five fiscal years (FY19-FY23) is **\$7.00 for every \$1.00 of state taxes** allocated for domestic advertising.

