

# BIG BEND REGION

The Big Bend tourism region contains 17 counties and includes three prominent MSAs: El Paso, Odessa, and Midland. The Big Bend region's share of domestic travel to and within Texas was no.7 out of the seven Texas tourism regions in 2017. This region saw an increase of total tourism spending in 2017 by +16%. Non-Texan travel to the region accounted for nearly half (46.3%) of domestic travel. Top tourism activities within the region include Culinary Experiences, Shopping, Historic Sites, Museums, Nightlife, Sightseeing and Parks.



## BY THE NUMBERS



**\$3.2 BILLION**  
Direct travel spending  
in Texas in 2017



**\$588 MILLION**  
Total hotel room  
revenue in 2017



**6.7 MILLION**  
Estimated room  
nights sold in 2017



**70.2% LEISURE**  
Purpose of stay from  
domestic market

## TRAVEL MEANS JOBS



**25,700 JOBS**  
Directly supported by  
tourism spending  
within the region



**3.4%**  
Tourism share of  
employment in the  
region

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, Jones Lang LaSalle, Dean Runyan and Associates.  
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TRAVEL  TEXAS