

# 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 2018. This region saw an increase of total tourism spending in 2018 by +22.2%. Non-Texan travel to the region accounted for 41.6% of all domestic travel in the region. Top tourism activities within the region include Culinary Experiences, Shopping, Nightlife, Historic Sites, Parks, and Museums.



## BY THE NUMBERS



**\$3.9 BILLION**  
Direct travel spending  
in Texas in 2018



**\$875 MILLION**  
Total hotel room  
revenue in 2018



**6.3 MILLION**  
Estimated room  
nights sold in 2018



**62.9% LEISURE**  
Purpose of stay from  
domestic market

## TRAVEL MEANS JOBS



**28,200 JOBS**  
Directly supported by  
tourism spending  
within the region



**3.5%**  
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.  
Last Updated: August 2019

TRAVEL  TEXAS