The Gulf Coast tourism region contains 26 counties and includes five prominent MSAs: Houston-The Woodlands-Sugar Land (which includes Galveston), Beaumont-Port Arthur, Corpus Christi, Victoria, and Brownsville. The Gulf Coast region’s share of domestic travel to and within Texas ranked no. 2 out of the seven Texas tourism regions in 2018. This region saw an increase of total tourism spending in 2018 by +4.4%. Top tourism activities within the region include Culinary/Dining Experiences, Beach/Waterfront activities, Shopping, Nightlife, and Cultural Activities.

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