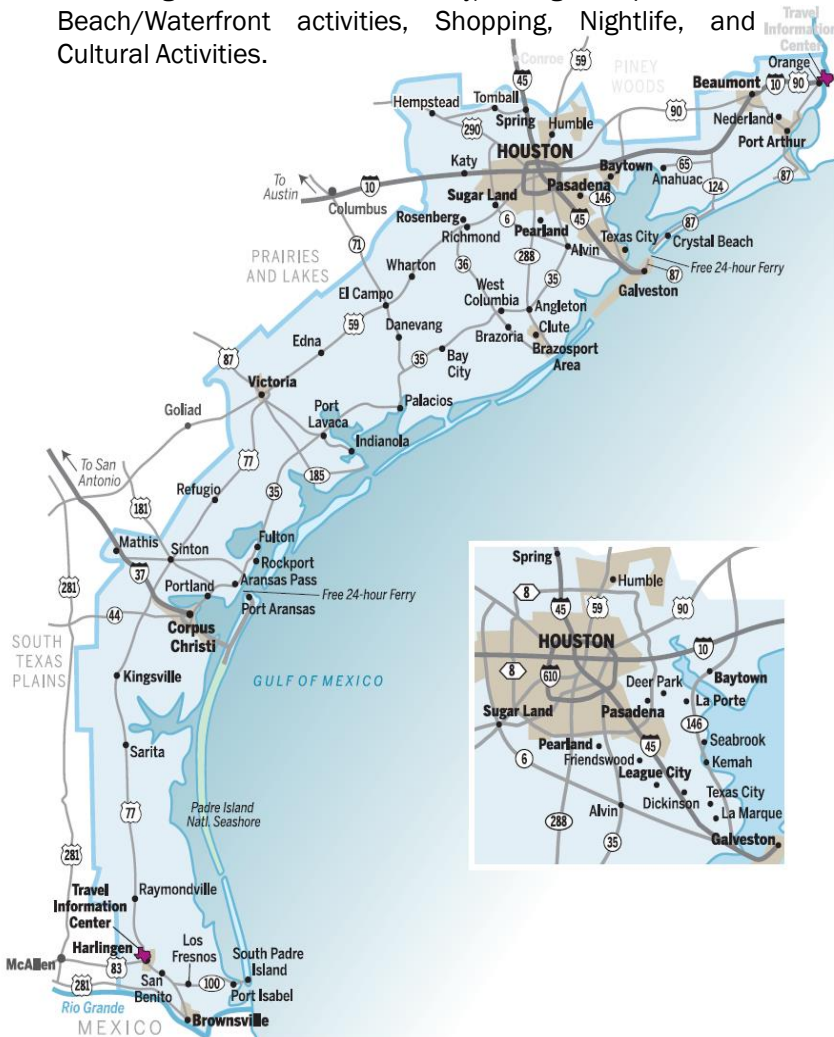


GULF COAST REGION

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.



BY THE NUMBERS



\$21.3 BILLION
Direct travel spending
in Texas in 2018



\$2.7 BILLION
Total hotel room
revenue in 2018



32.6 MILLION
Estimated room
nights sold in 2018



82% LEISURE
Purpose of stay from
domestic market

TRAVEL MEANS JOBS



170,100 JOBS
Directly supported by
tourism spending
within the region



3.7%
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.

Sources: D.K. Shifflet & Associates, Jones Lang LaSalle, Dean Runayn and Associates.
Last Updated: August 2019

TRAVEL  TEXAS