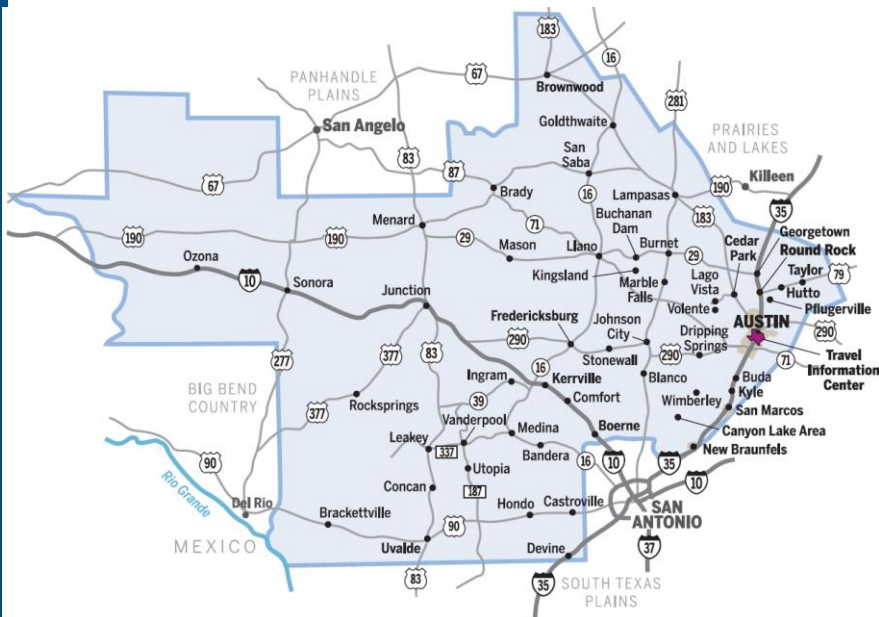


HILL COUNTRY REGION

The Hill Country tourism region contains 29 counties and includes one prominent MSA: Austin-Round Rock. The Hill Country region's share of domestic travel to and within Texas ranked no. 4 out of the seven Texas tourism regions in 2017. This region saw an increase of total tourism spending in 2017 by +8%. Travelers to this region engage in a range of tourism activities, including Parks, Nightlife, Culinary/Dining Experiences, and Shopping.



BY THE NUMBERS



\$9.1 BILLION
Direct travel spending
in Texas in 2017



\$1.5 BILLION
Total hotel room
revenue in 2017



13.1 MILLION
Estimated room
nights sold in 2017



76.8% LEISURE
Purpose of stay from
domestic market

TRAVEL MEANS JOBS



81,700 JOBS
Directly supported by
tourism spending
within the region



5.0%
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 Runyan and Associates.
Last Updated: January 2019

TRAVEL  TEXAS