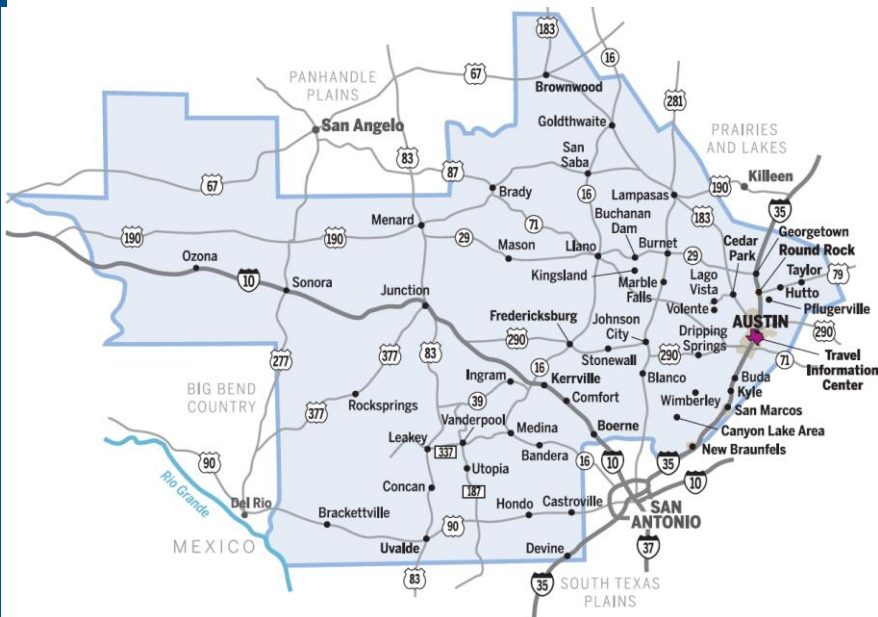


HILL COUNTRY REGION

The Hill Country tourism region contains 25 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 2018. This region saw an increase of total tourism spending in 2018 by +8.4%. Travelers to this region engage in a range of tourism activities, including Parks, Nightlife, Culinary/Dining Experiences, Historic Sites, Live Music, and Shopping.



BY THE NUMBERS



\$9.8 BILLION
Direct travel spending
in Texas in 2018



\$1.6 BILLION
Total hotel room
revenue in 2018



12.8 MILLION
Estimated room
nights sold in 2018



78.1% LEISURE
Purpose of stay from
domestic market

TRAVEL MEANS JOBS



84,900 JOBS
Directly supported by
tourism spending
within the region



4.8%
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: August 2019

TRAVEL  TEXAS