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.

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