

PANHANDLE PLAINS REGION

The Panhandle Plains tourism region contains 81 counties and includes five prominent MSAs: Amarillo, Lubbock, Abilene, San Angelo and Wichita Falls. The Panhandle Plains region's share of domestic travel to and within Texas ranked no. 5 out of the seven Texas tourism regions in 2018. This region saw an increase of total tourism spending in 2018 by +9.8%. Top activities within the region include Culinary/Dining Experiences, Shopping, Parks, Sports, and Historic Sites.

BY THE NUMBERS



\$3.9 BILLION
Direct travel spending
in Texas in 2018



\$540 MILLION
Total hotel room
revenue in 2018



6.9 MILLION
Estimated room
nights sold in 2018



81.6% LEISURE
Purpose of stay from
domestic market

TRAVEL MEANS JOBS



39,600 JOBS
Directly supported by
tourism spending
within the region



4.1%
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