PINEY WOODS REGION

The Piney Woods tourism region contains 30 counties and includes three prominent MSAs: Longview, Tyler, and Texarkana TX-Texarkana AR. The Piney Woods region's share of domestic travel to and within Texas ranked no. 6 out of the seven Texas tourism regions in 2018. This region saw an increase of total tourism spending in 2018 by +5.9%. Top tourism activities within the region include Parks, Dining Experiences, Historic Sites, Sightseeing, and Hiking.

BY THE NUMBERS

$2.6 BILLION
Direct travel spending in Texas in 2018

$416 MILLION
Total hotel room revenue in 2018

6.0 MILLION
Estimated room nights sold in 2018

83.0% LEISURE
Purpose of stay from domestic market

TRAVEL MEANS JOBS

26,400 JOBS
Directly supported by tourism spending within the region

2.6%
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