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.


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