

# PRAIRIES AND LAKES REGION

The Prairies and Lakes tourism region contains 57 counties and includes six prominent MSAs: Dallas-Plano-Irving, Fort Worth-Arlington, College Station-Bryan, Waco, Killeen-Temple, and Sherman-Denison. The Prairies and Lakes region's share of domestic travel to and within Texas ranked no. 1 out of the seven Texas tourism regions in 2017. This region saw an increase of total tourism spending in 2017 by +6.2%. Top activities travelers engaged in during their visit to the region include Culinary Experiences, Shopping, and Personal Special Events.



## BY THE NUMBERS



**\$25.3 BILLION**  
Direct travel spending  
in Texas in 2017



**\$3.6 BILLION**  
Total hotel room  
revenue in 2017



**39.7 MILLION**  
Estimated room  
nights sold in 2017



**76.2% LEISURE**  
Purpose of stay from  
domestic market

## TRAVEL MEANS JOBS



**238,500 JOBS**  
Directly supported by  
tourism spending  
within the region



**4.0%**  
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](mailto:traveltexas.research@gov.texas.gov).

Sources: D.K. Shifflet & Associates, Jones Lang LaSalle, Dean Runyan and Associates.  
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TRAVEL  TEXAS