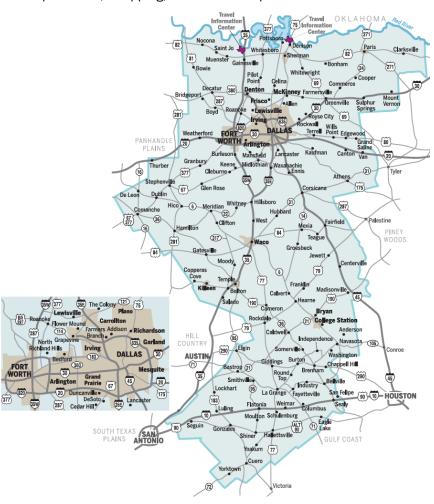
## **PRAIRIES AND LAKES REGION**

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.



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.

## BY THE NUMBERS









## **TRAVEL MEANS JOBS**



238,500 JOBS

Directly supported by tourism spending within the region



4.0%

Tourism share of employment in the region



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