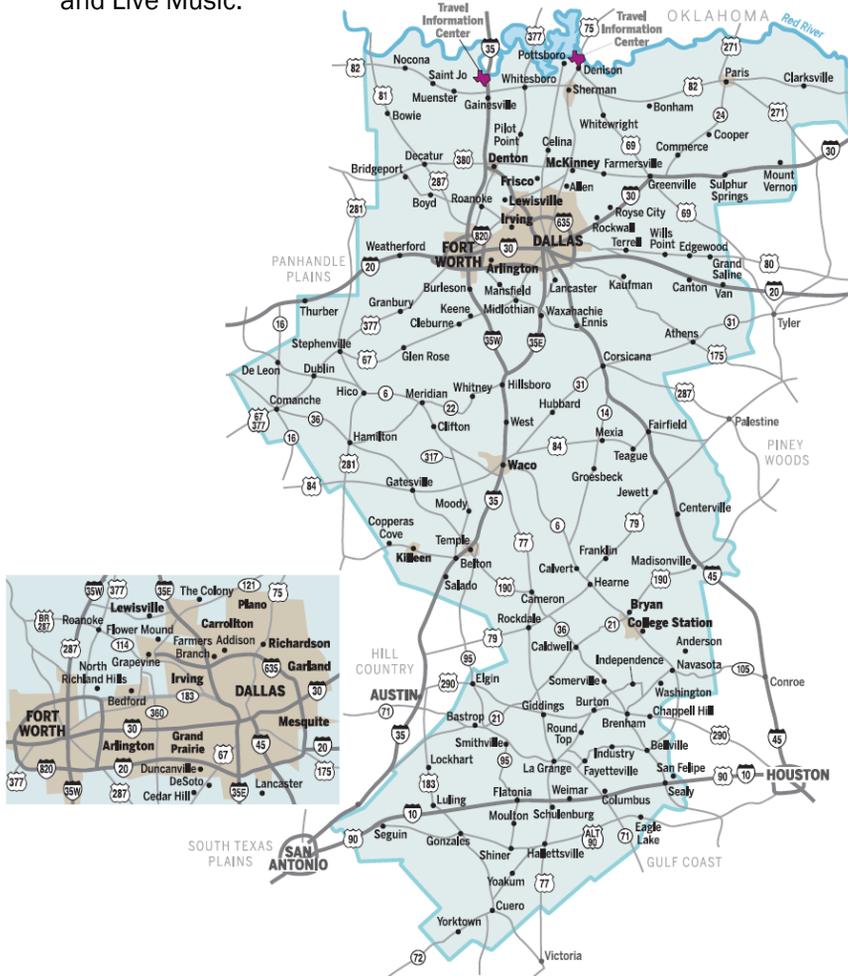


# PRAIRIES AND LAKES REGION

The Prairies and Lakes tourism region contains 50 counties and includes six prominent MSAs: Dallas-Plano-Irving, Fort Worth-Arlington-Grapevine, 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 2018. This region saw an increase of total tourism spending in 2018 by +7.2%. Top activities travelers engaged in during their visit to the region include Culinary Experiences, Shopping, Nightlife, Historic Sites, and Live Music.



## BY THE NUMBERS



**\$27.1 BILLION**  
Direct travel spending  
in Texas in 2018



**\$3.8 BILLION**  
Total hotel room  
revenue in 2018



**36.5 MILLION**  
Estimated room  
nights sold in 2018



**75.4% LEISURE**  
Purpose of stay from  
domestic market

## TRAVEL MEANS JOBS



**247,100 JOBS**  
Directly supported by  
tourism spending  
within the region



**3.9%**  
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](http://traveltexas.research@gov.texas.gov).

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

TRAVEL  TEXAS