

RETURN ON INVESTMENT

The Travel Texas program in the Office of the Governor, Economic Development & Tourism division promotes Texas as a premier travel destination in out-of-state domestic and international markets. The program is funded through state hotel occupancy tax dollars and generates a proven return on investment. Out-of-state leisure travel to Texas influenced by Travel Texas advertising and marketing activities brings additional travel spending, taxes, hotel room nights, and jobs to Texas.

**THE TRAVEL TEXAS PROGRAM
ATTRACTS OUT-OF-STATE TRAVELERS,
CREATES LOCAL JOBS AND GROWS
THE STATE AND LOCAL ECONOMIES**

Travel spending from outside the state influenced by Travel Texas advertising and website generated \$156.6 million in state taxes in FY19 with significant impacts on sales, gasoline, hotel occupancy, mixed beverage and auto rental tax collections as well as local taxes.



\$156.6 MILLION

**State taxes generated from out-of-state
domestic Tourism Promotion in FY19**

Travel Texas advertising ensures that Texas remains top of mind as a travel destination in a competitive marketplace. Tourism promotion improves perceptions of the state both as a leisure destination and place to do business all while generating measurable returns in out-of-state travel, local jobs and economic growth.

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: Strategic Marketing and Research Insights.
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BY THE NUMBERS



\$2.5 BILLION

**Domestic travel
spending from outside
the state influenced
by Travel Texas
advertising in FY19**



1.6 MILLION

**Advertising influenced
leisure trips**



4.3 MILLION

**Influenced hotel room
nights**



44%

**Advertising awareness
among traveling U.S.
households**

TRAVEL MEANS JOBS



25,000

**Texas travel industry
jobs directly supported**

TRAVEL  TEXAS™