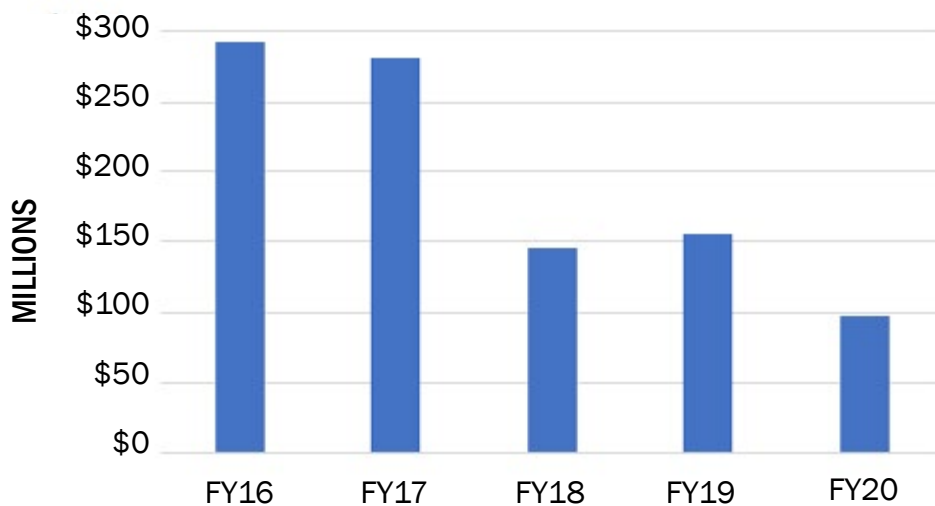


# RETURN ON INVESTMENT

Travel Texas promotion generates travel to and within the state. Travel influenced by the Travel Texas program creates jobs and out-of-state visitors generate taxes not borne by Texas residents.

## Estimated State Taxes Generated

Out-of-state impact of Travel Texas advertising by fiscal year



### IMPACT

Prior to the pandemic, the **FY20 ROI was on pace to exceed FY19**. Tourism budgets were reduced in FY18 and FY19 limiting impacts compared to prior years.

► **\$1.5 Billion**  
Influenced out-of-state spending in FY20

► **2.7 Million**  
Influenced hotel roomnights

► **15,700**  
Texas travel industry jobs directly supported

## About Travel Texas



The Travel Texas program is funded through a portion of the state hotel occupancy tax and generates state hotel occupancy tax and generates a proven return on investment. Tourism advertising ensures that Texas remains top of mind as a premier travel destination in a competitive marketplace. The estimated ROI for the program from influenced out-of-state travel over the last five fiscal years (FY16-FY20) is **\$8.5 to 1 in state taxes** for domestic advertising budget allocated.