



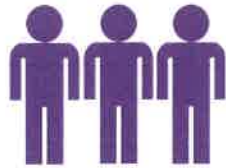
# TEXAS TOURISM TRAVEL FACTS



TOTAL DIRECT TRAVEL SPENDING IN TEXAS IN 2014

# \$70.6 BILLION

DIRECTLY SUPPORTED  
**630,000 JOBS**



INDIRECTLY SUPPORTED  
**474,000 JOBS**



**1 IN 10** TEXAS JOBS  
SUPPORTED  
BY TRAVEL SPENDING

# 4<sup>TH</sup>

CONSECUTIVE YEAR OF TOURISM  
EMPLOYMENT GROWTH  
**IN TEXAS**



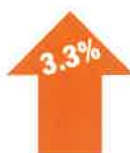
**\$6 BILLION**  
GENERATED IN STATE AND  
LOCAL TAX REVENUES



**\$7.36 TO \$1 ROI**  
STATE TAX REVENUE GENERATED BY  
TEXAS TOURISM ADVERTISING



INCREASE IN  
TOTAL DIRECT  
TRAVEL SPENDING



INCREASE  
IN TRAVEL  
SUPPORTED JOBS



INCREASE IN DOMESTIC  
OVERNIGHT NON-RESIDENT  
LEISURE TRAVEL



INTERNATIONAL  
ARRIVALS IN TEXAS  
**9.7 MILLION**

**\$6.8 BILLION**  
INTERNATIONAL TRAVEL SPENDING

**3<sup>RD</sup>** HIGHEST SHARE OF  
DOMESTIC TRAVEL DAYS

**70%** OF DOMESTIC TRAVEL  
FOR LESIURE PURPOSES

FOR MORE INFORMATION, VISIT [TRAVEL.TEXAS.GOV](http://TRAVEL.TEXAS.GOV)

**TEXAS**