



OFFICE OF THE GOVERNOR
ECONOMIC DEVELOPMENT & TOURISM

GREG ABBOTT
GOVERNOR

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Travel Texas Industry Research Binder

The travel industry is a critical component of the Texas economy, bringing jobs to people across the state and outside dollars to Texas communities spurring economic development. The research reports within this binder track the impact of the travel industry and provide data to help inform tourism promotion and development.

Please do not distribute this binder outside of your organization. All requests for copies should be submitted at <https://gov.texas.gov/travel-texas/page/travel-research>. The next research release will be in April 2020 with preliminary estimates for calendar year 2019 travel available at <https://gov.texas.gov/travel-texas> followed by updated research reports in August 2020.

The following links will take you to the tab for each report:

- [2018 Texas Domestic Visitor Profile](#)
- [2018 Texas International Visitors Report](#)
- [2018 Texas Hotel Performance Research](#)
- [2018 The Economic Impact of Travel on Texas](#)

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Sincerely,

A handwritten signature in cursive script that reads "Brad Smyth".

Brad Smyth
Tourism Director, Travel Texas
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2018 Texas Domestic Visitor Profile

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2018 Texas Domestic Visitor Profile

State of Texas

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2018 Texas Domestic Visitor Profile

An Inside Look at the Travel Market in Texas

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Objectives of this report...

The objective of this report is to provide comprehensive and reliable travel information for tourism to and within Texas.

The data are presented in a user-friendly manner to allow decision makers to fully understand travel patterns in their market and to help them design specific strategies for their product.

The data are made available by D.K. Shifflet and Associates, Ltd, through its *DIRECTIONS* syndicated traveler tracking system.

Destination Visitor Counts – Which Metrics Work Best for You?

How many people visit our destination? This is an age-old question asked of destination marketers and researchers on a regular basis. Short of having a turnstile at the entrance to each state, region or city, visitation to any geography can only be estimated. The question then becomes how to do that.

There are a variety of metrics for counting visitors, and each will tell you something different about your guests. The metric you choose depends on how you want to describe visitation to your destination. Keep in mind this may change depending on a specific circumstance. The most important metric for any destination is the amount of money generated by visitors, and the metric you choose will have an impact on how spending is calculated.

There are two basic metrics for counting visitors: Trips and Stays. Trips count unique visits to a destination, while Stays count all visits, whether or not they are unique. For example, if a travel party visits three cities within a state, it is counted as one Trip to the state, but three Stays to the state. The assumption is that it doesn't matter who the people are; what matters is the number of visits or Stays. Note that at the city level, Trips and Stays are virtually the same metric. Like inches, feet and yards, visitor metrics can be described by the level of detail that is reported.

Metric Explanation

Trips – Trips are simply the number of travel parties visiting a destination. For a state, they are only counted once, regardless of the number of destinations visited within the state. This metric is useful for counting unique Trips or travel parties to a destination.

Person-Trips – This metric takes the number of people on the Trip into consideration, so this is the number of people who were in the travel party on the trip. Again, for a state this is only counted once, regardless of the number of destinations visited within the state. This is useful for counting the number of unique people who travel to a destination.

Trip-Days – This metrics represents the number of travel days spent in the market, regardless of the number of people in the travel party and allows trips of longer length by any particular trip party type to have a greater weight than shorter trips. This measure is used to report trip party composition.

Metric Explanation

Stays – This metric accounts for each city a travel party visits. It makes the assumption that each Stay is a unique Trip, ignoring the identity of the travel party but counting the number of places visited instead. This is useful when evaluating the total number of Stays to cities and the state, as well as the associated spending distribution.

Person-Stays – Like Person-Trips, this metric takes the number of people in the travel party for any given Stay into consideration. This is useful when evaluating the number of people visiting a destination as well as spending distribution at the destination and state levels.

Person-Days – This metric adds the number of days to the Person-Stays metric and is most useful in determining per-person-per-day spending.

Metric Explanation

If we look just at Texas, we see that our family of four stayed nine days in Texas and spent a total of \$4,500. Each of the metrics will tell us something different about this Trip to Texas and the associated spending.

If we look just at Trips, we would count this family of four as one Trip during which \$4,500 was spent. We don't know anything about the size of the travel party, how long they stayed in Texas, where they stayed or how much money they spent in each destination.

Person-Trips will tell us a little more about this Trip to Texas. We know there were four people on the Trip; thus, we now know that there were four Person-Trips and the spending was \$1,125 per person. We still don't know anything about the number of places they visited or how much money they spent in each destination within the state.

Stays give a bit more information about the Texas portion than trips. Stays not only tell us how many travel parties there were, but how many places they visited, which in the case of Texas is three. Thus, we now know that there were three Stays with an average of \$1,500 spent per Stay in each destination within Texas. If we look at the actual spend per Stay, there are marked differences, which could have an impact on tax estimations as well as economic impact analyses.

Metric Explanation

Person-Stays will refine this estimation even more by adding the number of persons on each Stay. While the number of persons can obviously vary by destination, for simplicity we have assumed that the entire travel party visited each destination within Texas. Thus, combining the number of destinations visited within Texas with the number of people in the travel party generates 12 Person-Stays with an average spend of \$375 per person per stay. The person-per-stay spending at each destination is \$500, \$2,500 and \$1,500 respectively for Dallas, Austin and San Antonio. Again, these differences could make a difference in how tax dollars are estimated for the state as a whole.

Person-Days is the most refined by combining the total number of people on the stay with the number of days on the stay. This metric also is the best at describing the distribution of money spent in a destination and in a state. In describing this Texas Trip, Person-Days tell us that there were 36 Person-Days spent in Texas and that the average person-per-day spending was \$125. The per-person-per-day spending for Dallas, Austin and San Antonio was respectively \$62.50, \$156.25 and \$125.00.

In summary, all these metrics can be used to describe your visitors, but the metric you choose should depend on how you want to account for your visitors and their associated spending.

A **Designated Market Area (DMA)**, television market area, or simply market is a region where the population can receive the same (or similar) television and radio station offerings and may also include other types of media including newspapers and Internet content. Market regions may overlap, meaning that people residing on the edge of one media market may be able to receive content from other nearby markets. They are widely used in audience measurements, which are compiled in the United States by Nielsen Media Research. Some Texas DMAs are larger than 50 miles and include out-of-state counties.

A **Metropolitan Statistical Area (MSA)** is a geographical region with a relatively high population density at its core and close economic ties throughout the area. Such regions are neither legally incorporated as a city or a town would be, nor are they legal divisions like counties or separate entities such as states; as such, the precise definition of any given metropolitan area can vary with the source. A typical metropolitan area is centered on a single large city that wields substantial influence over the region (e.g., New York City or Philadelphia). However, some metropolitan areas contain more than one large city with no single municipality holding a substantially dominant position (e.g., Dallas-Fort Worth Metroplex, Norfolk-Virginia Beach (Hampton Roads) or Minneapolis-St. Paul (Twin Cities)). MSAs are defined by the U.S. Office of Management and Budget (OMB) and used by the Census Bureau and other federal government agencies for statistical purposes.

User's Guide

Purpose of Stay:

The primary reasons for visiting a destination are outlined. Business Person-Days are divided into Group Meetings (e.g., conventions/seminars) and Transient Business (e.g. sales/consulting). Leisure Person Days are segmented into Leisure Vacation (e.g., general vacation/getaway weekend) and Leisure Non-Vacation (e.g., visiting friends and relatives/special event). They are also segmented by activities that are grouped in various categories, such as: Attractions, Outdoor Sports, Nature, Culture, and Touring. Information on purpose of stay and activities is useful in understanding travel motivations and has direct implications for advertising messages.

Travel Party Composition/Length of Stay:

Trip Party Composition is defined as the makeup of people in the immediate travel party. Trip Party Compositions include the following segments: adults traveling with children (families), couples (one male/one female), one male alone, one female alone, or other adult combinations. The Length of Stay is distributed into Day-Trips, short trips (1-3 nights), medium trips (4-7 nights), and long trips (8+ nights). Information obtained from Trip Party Composition and Length of Stay helps profile the traveler. Both measures are strongly related to the purpose of stay. For instance, the Transient Business person (e.g., salesperson) generally travels alone and has a shorter trip length.

Expenditures:

Data on expenditures represent direct spending per person per day for six expenditure categories: transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures. Expenditure information is critical in assessing the direct economic impact of visitors.

Mode of Transportation/Distance Traveled:

The primary modes of transportation include air, car, bus, train, van/small truck, and camper/RV. The distance traveled (one-way) from home is categorized into short distances (less than 250 miles), medium distances (251 to 500 miles; 501 to 1,000 miles), and long distances (1,001 miles or more). This information is useful in deciding on advertising vehicles and communication reach.

Type of Accommodations:

The proportion of Day-Trips versus one or more nights travel is shown. Lodging types are distributed into paid accommodations (i.e., hotel/motel and non-hotel/motel) and non-paid accommodations. The strength of the hotel/motel market is compared to other paid and non-paid accommodations.

Demographic Profile:

Visitors' age, income, and employment status are key to determining the socioeconomic profile of visitors.

2018 Texas Domestic Visitor Profile

State of Texas

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Data Reported

Volumetric Estimates are reported in the following metrics:

Person-Trips

Person-Stays

Person-Days

Profiling is reported primarily in the Person-Stays metric, certain variables where noted are reported in Stays, Person-Days and Trip-Days metrics.

The primary metric for this report has been transitioned from the Person-Days to the Person-Stays metric. This change was made to better reflect the behavior of the number of people visiting a destination as well as spending distribution at the destination and state levels.

Texas Visitor Volume

Volume

The number of Person-Trips to Texas was estimated at 213.95 million in 2018, with 167.38 Leisure Person-Trips and 46.57 Business Person-Trips.

Person-Trips	Total	Leisure	Business
2018	213.95	167.38	46.57
2017	206.79	159.83	46.96
2016	192.31	142.67	49.63
2015	184.07	134.13	49.94
2014	175.49	126.79	48.70

Person-Trips – This metric takes the number of people on the Trip into consideration, so this is the number of people who were in the travel party on the trip. Again, for a state this is only counted once, regardless of the number of destinations visited within the state. This is useful for counting the number of unique people who travel to a destination.

Texas Visitor Volume

Volume

The number of Person-Stays to Texas was estimated at 285.94 million in 2018, with 213.61 Leisure Person-Stays and 72.33 Business Person-Stays.

Person-Stays	Total	Leisure	Business
2018	285.94	213.61	72.33
2017	275.85	204.10	71.74
2016	266.15	194.40	71.75
2015	255.98	184.63	71.36
2014	243.22	176.23	66.99

Person-Stays – Like Person-Trips, this metric takes the number of people in the travel party for any given Stay into consideration. This is useful when evaluating the number of people visiting a destination as well as spending distribution at the destination and state levels.

Texas Visitor Volume

Volume

The number of Person-Days to Texas was estimated at 590.98 million in 2018, with 444.01 million Leisure Person-Days and 146.97 Business Person-Days

Person-Days	Total	Leisure	Business
2018	590.98	444.01	146.97
2017	571.35	427.81	143.55
2016	549.48	407.70	141.78
2015	535.85	393.73	142.12
2014	516.32	378.50	137.82

Person-Days – This metric adds the number of days to the Person-Stays metric and is most useful in determining per-person-per-day spending.

Texas Visitor Profile

TEXAS				TEXAS			
Top Origin DMAs (Person-Stays)				Top Origin DMAs (Person-Stays)			
In State DMAs				Out-of-State DMAs			
Total Texans (Intrastate)		77.9%		Total Non-Texans (Interstate)		22.1%	
	Dallas-Fort Worth	17.2%			Oklahoma City, OK	1.3%	
	Houston	16.4%			Shreveport, LA	1.2%	
	San Antonio	13.6%			Los Angeles, CA	1.0%	
	Austin	6.5%			Chicago, IL	0.8%	
	Waco-Temple-Bryan	4.7%			Denver, CO	0.6%	
	Harlingen-Weslaco-Brownsville-McAllen	3.5%			Tulsa, OK	0.6%	
	Corpus Christi	3.1%			Phoenix, AZ	0.6%	
	Tyler-Longview (Lufkin & Nacogdoches)	2.6%			New York, NY	0.5%	
	Lubbock	2.0%			Washington, DC (Hagerstown, MD)	0.5%	
	Amarillo	1.4%			Wichita-Hutchinson Plus, KS	0.5%	

Texas Visitor Profile

TEXAS		TEXAS	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	78.8%	Total Business	21.2%
Vacation	23.1%	Meetings	9.2%
Getaway Weekend-Overnight	9.7%	Seminar/Training	4.3%
Day Trip Vacation/Getaway	7.9%	Convention	1.6%
General Vacation-Overnight	5.4%	Other Group Meeting	3.3%
Non-Vacation	55.7%	Transient	12.1%
Visit Friend/Relative	27.7%	Sales/Purchasing	3.8%
Special Event (celebration, reunion)	10.2%	Consulting/Client Service	2.6%
Medical/Health Care	3.7%	Government/Military	1.1%
Convention/Show/Conference	1.6%	Inspection/Audit	0.8%
Seminar/Class/Training (personal)	0.8%	Construction/Repair	0.7%
Other Leisure/Personal	11.8%	Other Business	3.0%

Texas Visitor Profile

TEXAS				TEXAS	
Activities Summary (Stays)					
Attractions (Net)		17.7%	Nature (Net)		15.3%
Nightlife (bar, nightclub, etc.)		7.3%	Parks (national/state, etc)		8.0%
Zoo/Aquarium		3.1%	Beach/Waterfront		6.9%
Amateur Sports (attend/participate)		3.0%	Wildlife Viewing (birds, whales etc.)		2.1%
Culture (Net)		25.0%	Outdoor Sports (Net)		7.5%
Historic Sites		8.9%	Fishing		2.1%
Live Music		7.0%	Hiking		2.1%
Touring/Sightseeing		6.7%	Golfing		1.7%
Family/Life Events (Net)		40.5%	General (Net)		35.7%
Visit Friends/Relatives (general visit)		29.4%	Shopping		18.3%
Personal Celebration (Anniversary, Birthday)		6.2%	Business		7.7%
Holiday Celebration (Thanksgiving, July 4th etc.)		4.0%	Medical/Health/Doctor Visit		4.4%
Libation and Culinary (Net)		23.3%	Trip Party Composition (Stays)		
Culinary/Dining Experience		22.3%	Avg. Party Size (Adults and Children)		1.78 persons
Winery/Distillery/Brewery Tours		1.6%	One Male Only		30.4%
			One Female Only		20.6%
			One Male and One Female		26.1%
			Two Males or Two Females		5.5%
			Three or More Adults		3.9%
			Children Present		13.5%

Texas Visitor Profile

TEXAS				TEXAS		
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		2.04	days	Paid Accommodations		67.3%
Average Length (Overnight Only)		2.55	nights	Hotel/Motel		53.8%
	Day –Trips	49.6%			High-End	14.4%
	1-3 Nights	40.7%			Mid-Level	23.3%
	4-7 Nights	8.1%			Economy	12.2%
	8+ Nights	1.6%		Other Hotel/Motel		4.0%
Primary Mode of Transportation (Person-Days)				Non-Hotel/Motel		13.4%
	Air	7.9%		Non-Paid Accommodations		32.3%
	Auto Travel (Net)	89.9%		Other Overnight		0.4%
Other Transportation (Net)		2.2%				
	Bus	1.3%				
	Train	0.3%				
	Other	0.6%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		275	miles			
	250 Miles or Less	72.1%				
	251-500 Miles	12.7%				
	501-1000 Miles	8.2%				
	1001 Miles or More	7.0%				

Texas Visitor Profile

TEXAS		TEXAS	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.8%	Avg. Per Person Per Day Spending	\$128.00
Transportation - Excluding Airfare	22.0%	Transportation - Total	\$40.70
Transportation - Airfare	9.8%	Transportation - Excluding Airfare	\$28.20
Transportation - Rental Car	5.2%	Transportation - Airfare	\$78.40
Transportation - Other	16.8%	Transportation - Rental Car	\$47.70
Food	24.9%	Transportation - Other	\$21.60
Lodging - Total	19.6%	Food	\$31.90
Lodging - Room	17.7%	Lodging - Total	\$54.00
Lodging - Services	2.0%	Lodging - Room	\$58.60
Shopping	12.3%	Lodging - Services	\$6.90
Entertainment	8.6%	Shopping	\$15.80
Miscellaneous	2.7%	Entertainment	\$11.00
		Miscellaneous	\$3.50

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Texas Visitor Profile

TEXAS			TEXAS	
Demographic Profile (Person-Stays)				
Average Age		48.7	Employment	
	18-34 years	21.6%	Employed	68.4%
	35-49 years	30.1%	Retired	17.5%
	50-64 years	31.4%	Not Employed	14.1%
	65+ years	16.9%		
Marital Status				
Average HH Income		\$96,856	Married	66.0%
Under \$25,000		11.9%	Never Married	19.6%
\$25,000-\$49,999		20.5%	Divorced/Widowed	14.4%
\$50,000-\$74,999		18.7%		
\$75,000-\$99,999		14.5%	Children in Household	
\$100,000-\$149,999		16.5%	Yes	40.3%
\$150,000+		18.0%	No	59.7%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2018	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Total Texas	5,584	0.2%	0.4%	0.6%	0.8%	1.1%

2018 Texas – Non-Resident Overnight Leisure Travel

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Texas Executive Summary

Volume

The number of Non-Resident Overnight Person-Stays to Texas was estimated at 37.15 million in 2018, the volume of Person-Days was estimated at 147.45 million and Person-Trips at 33.46 million.

Person-Days	Non-Resident Overnight Leisure
2018	147.45
2017	139.21
2016	131.51
2015	128.24
2014	119.23
Person-Stays	Non-Resident Overnight Leisure
2018	37.15
2017	34.09
2016	32.11
2015	30.71
2014	28.39
Person-Trips	Non-Resident Overnight Leisure
2018	33.46
2017	31.81
2016	28.99
2015	28.65

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	0%	Total Non-Texans (Interstate)	100%
		Oklahoma City, OK	6.8%
		Chicago, IL	4.1%
		Los Angeles, CA	3.9%
		Tulsa, OK	3.3%
		Wichita-Hutchinson Plus, KS	3.2%
		New York, NY	2.8%
		Shreveport, LA	2.7%
		Lafayette, LA	2.6%
		Denver, CO	2.5%
		Baton Rouge, LA	2.4%

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	100%	Total Business	0%
Vacation	31.5%	Meetings	0%
General Vacation-Overnight	16.0%	Seminar/Training	0%
Getaway Weekend-Overnight	15.5%	Convention	0%
Day Trip Vacation/Getaway	0%	Other Group Meeting	0%
Non-Vacation	68.5%	Transient	0%
Visit Friend/Relative	44.2%	Consulting/Client Service	0%
Special Event (celebration, reunion)	13.7%	Sales/Purchasing	0%
Medical/Health Care	1.6%	Construction/Repair	0%
Convention/Show/Conference	1.6%	Government/Military	0%
Seminar/Class/Training (personal)	0.9%	Inspection/Audit	0%
Other Leisure/Personal	6.6%	Other Business	0%

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS				TEXAS	
Activities Summary (Stays)					
Attractions (Net)		26.8%	Nature (Net)		17.6%
Nightlife (bar, nightclub, etc.)		11.1%	Beach/Waterfront		9.1%
Professional Sports Event		4.8%	Parks (national/state, etc)		8.4%
Theme/Amusement/Water Parks		4.5%	Wildlife Viewing (birds, whales etc.)		1.9%
Culture (Net)		36.9%	Outdoor Sports (Net)		9.5%
Historic Sites		14.3%	Hiking		3.0%
Touring/Sightseeing		13.5%	Golfing		2.1%
Museums/Art Exhibits etc.		12.7%	Biking		1.6%
Family/Life Events (Net)		58.0%	General (Net)		32.8%
Visit Friends/Relatives (general visit)		43.2%	Shopping		24.8%
Personal Special Event (Anniversary, Birthday)		7.6%	Religious/Faith Based Conference		3.6%
Holiday Celebration (Thanksgiving, July 4th etc.)		5.5%	Medical/Health/Doctor Visit		2.6%
Libation and Culinary (Net)		35.3%	Trip Party Composition (Stays)		
Culinary/Dining Experience		34.5%	Avg. Party Size (Adults and Children)		1.85 persons
Winery/Distillery/Brewery Tours		1.9%	One Male Only		19.0%
			One Female Only		23.4%
			One Male and One Female		33.0%
			Two Males or Two Females		6.5%
			Three or More Adults		4.0%
			Children Present		14.2%

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS				TEXAS	
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)		4.04	days	Paid Accommodations	
Average Length (Overnight Only)		3.29	nights	Hotel/Motel	
	Day –Trips	0		High-End	10.8%
	1-3 Nights	68.7%		Mid-Level	18.5%
	4-7 Nights	25.9%		Economy	9.1%
	8+ Nights	5.4%		Other Hotel/Motel	2.8%
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel	12.4%
	Air	26.5%		Non-Paid Accommodations	
	Auto Travel (Net)	72.2%		Other Overnight	
	Other Transportation (Net)	1.3%			
	Bus	0.5%			
	Train	0.4%			
	Other	0.3%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled		798	miles		
	250 Miles or Less	11.5%			
	251-500 Miles	22.4%			
	500-1000 Miles	33.9%			
	1001 Miles or More	32.3%			

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	33.2%	Avg. Per Person Per Day Spending	\$135.40
Transportation - Excluding Airfare	18.5%	Transportation - Total	\$45.10
Transportation - Airfare	14.7%	Transportation - Excluding Airfare	\$25.00
Transportation - Rental Car	6.3%	Transportation - Airfare	\$55.00
Transportation - Other	12.2%	Transportation - Rental Car	\$42.50
Food	23.2%	Transportation - Other	\$16.50
Lodging - Total	18.3%	Food	\$31.50
Lodging - Room	17.1%	Lodging - Total	\$56.50
Lodging - Services	1.2%	Lodging - Room	\$70.90
Shopping	13.0%	Lodging - Services	\$4.70
Entertainment	9.6%	Shopping	\$17.60
Miscellaneous	2.6%	Entertainment	\$13.00
		Miscellaneous	\$3.60

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Texas Non-Resident Overnight Leisure Visitor Profile

TEXAS				TEXAS	
Demographic Profile (Person-Stays)					
Average Age		49.3	Employment		
	18-34 years	22.9%		Employed	63.9%
	35-49 years	27.2%		Retired	22.0%
	50-64 years	29.5%		Not Employed	14.1%
	65+ years	20.3%			
Marital Status					
Average HH Income		\$103,280		Married	64.6%
	Under \$25,000	10.0%		Never Married	22.3%
	\$25,000-\$49,999	20.0%		Divorced/Widowed	13.1%
	\$50,000-\$74,999	17.4%			
	\$75,000-\$99,999	14.9%	Children in Household		
	\$100,000-\$149,999	18.1%		Yes	37.6%
	\$150,000+	19.5%		No	62.4%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2018	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Texas Non-Resident Overnight Leisure	1,842	0.4%	0.7%	1.0%	1.5%	1.9%

2018 Texas – Resident Overnight Leisure Travel

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Texas Executive Summary

Volume

The number of Resident Overnight Leisure Person-Stays to Texas was estimated at 79.39 million in 2018, the volume of Person-Days was estimated at 223.74 million and Person-Trips was estimated at 45.50 million.

Person-Days	Resident Overnight Leisure
2018	223.74
2017	220.09
2016	210.93
2015	203.76
2014	201.60
Person-Stays	Resident Overnight Leisure
2018	79.39
2017	78.68
2016	75.27
2015	71.62
2014	69.16
Person-Trips	Resident Overnight Leisure
2018	45.50
2017	44.59
2016	40.65
2015	40.18

Texas Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	100%	Total Non-Texans (Interstate)	0%
Dallas-Fort Worth	21.3%		
Houston	20.6%		
San Antonio	17.3%		
Harlingen-Weslaco-Brownsville-McAllen	6.9%		
Austin	6.3%		
Corpus Christi	5.8%		
Tyler-Longview (Lufkin & Nacogdoches)	4.1%		
Waco-Temple-Bryan	3.4%		
Laredo	2.2%		
El Paso	2.1%		

Texas Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	100%	Total Business	0%
Vacation	41.4%	Meetings	0%
Getaway Weekend-Overnight	28.9%	Seminar/Training	0%
General Vacation-Overnight	12.5%	Convention	0%
Day Trip Vacation/Getaway	0%	Other Group Meeting	0%
Non-Vacation	58.6%	Transient	0%
Visit Friend/Relative	33.8%	Consulting/Client Service	0%
Special Event (celebration, reunion)	12.8%	Sales/Purchasing	0%
Convention/Show/Conference	2.4%	Construction/Repair	0%
Medical/Health Care	1.9%	Government/Military	0%
Seminar/Class/Training (personal)	1.5%	Inspection/Audit	0%
Other Leisure/Personal	6.1%	Other Business	0%

Texas Resident Overnight Leisure Visitor Profile

TEXAS				TEXAS	
Activities Summary (Stays)					
Attractions (Net)		28.7%	Nature (Net)		25.3%
Nightlife (bar, nightclub, etc.)		12.1%	Beach/Waterfront		14.2%
Zoo/Aquarium		7.0%	Parks (national/state, etc)		10.9%
Theme/Amusement/Water Parks		4.2%	Wildlife Viewing (birds, whales etc.)		4.3%
Culture (Net)		36.0%	Outdoor Sports (Net)		9.1%
Live Music (festivals/concerts/clubs)		12.3%	Fishing		3.3%
Historic Sites		11.4%	Hiking		2.9%
Touring/Sightseeing		9.1%	Boating/Sailing		2.6%
Family/Life Events (Net)		57.7%	General (Net)		30.3%
Visit Friends/Relatives (general visit)		41.5%	Shopping		20.9%
Personal Special Event (Anniversary, Birthday)		9.8%	Religious/Faith Based Conference		4.2%
Holiday Celebration (Thanksgiving, July 4th etc.)		8.5%	Medical/Health/Doctor Visit		2.6%
Libation and Culinary (Net)		25.2%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		23.7%	Avg. Party Size (Adults and Children)		2.20 persons
Winery/Distillery/Brewery Tours		2.6%	One Male Only		14.5%
			One Female Only		16.2%
			One Male and One Female		35.8%
			Two Males or Two Females		5.2%
			Three or More Adults		4.8%
			Children Present		23.5%

Texas Resident Overnight Leisure Visitor Profile

TEXAS			TEXAS	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.81	days	Paid Accommodations	62.1%
Average Length (Overnight Only)	2.06	nights	Hotel/Motel	47.1%
Day –Trips	0%		High-End	10.4%
1-3 Nights	88.4%		Mid-Level	19.0%
4-7 Nights	10.5%		Economy	14.3%
8+ Nights	1.1%		Other Hotel/Motel	3.3%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	15.1%
Air	1.9%		Non-Paid Accommodations	37.5%
Auto Travel (Net)	97.5%		Other Overnight	0.4%
Other Transportation (Net)	0.6%			
Bus	0.3%			
Train	0.1%			
Other	0.2%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	182	miles		
250 Miles or Less	78.7%			
251-500 Miles	19.8%			
500-1000 Miles	1.6%			
1001 Miles or More	0%			

Texas Resident Overnight Leisure Visitor Profile

TEXAS		TEXAS	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	21.7%	Avg. Per Person Per Day Spending	\$94.20
Transportation - Excluding Airfare	19.8%	Transportation - Total	\$20.50
Transportation - Airfare	1.9%	Transportation - Excluding Airfare	\$18.70
Transportation - Rental Car	2.8%	Transportation - Airfare	\$51.70
Transportation - Other	17.0%	Transportation - Rental Car	\$33.70
Food	28.7%	Transportation - Other	\$16.00
Lodging - Total	20.4%	Food	\$27.00
Lodging - Room	18.8%	Lodging - Total	\$35.10
Lodging - Services	1.7%	Lodging - Room	\$37.50
Shopping	14.7%	Lodging - Services	\$3.70
Entertainment	11.0%	Shopping	\$13.80
Miscellaneous	3.4%	Entertainment	\$10.40
		Miscellaneous	\$3.20

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Texas Resident Overnight Leisure Visitor Profile

TEXAS			TEXAS	
Demographic Profile (Person-Stays)				
Average Age		47.2	Employment	
	18-34 years	24.4%	Employed	62.6%
	35-49 years	31.7%	Retired	18.9%
	50-64 years	27.5%	Not Employed	18.5%
	65+ years	16.4%		
Marital Status				
Average HH Income		\$84,612	Married	65.3%
	Under \$25,000	12.2%	Never Married	20.9%
	\$25,000-\$49,999	24.4%	Divorced/Widowed	13.8%
	\$50,000-\$74,999	22.0%		
	\$75,000-\$99,999	13.4%	Children in Household	
	\$100,000-\$149,999	16.2%	Yes	45.3%
	\$150,000+	11.9%	No	54.7%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2018	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Texas Resident Overnight Leisure Travel	1,357	0.4%	0.8%	1.2%	1.7%	2.2%

2018 Texas Day Leisure Visitor Profile

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Texas Executive Summary

Volume

The number of Day Leisure Person-Stays to Texas was estimated at 97.08 million in 2018, the volume of Person-Days was estimated at 72.82 million and Person-Trips at 88.42 million.

Person-Days	Day Leisure
2018	72.82
2017	68.50
2016	65.26
2015	61.72
2014	57.67
Person-Stays	Day Leisure
2018	97.08
2017	91.34
2016	87.01
2015	82.29
2014	78.69
Person-Trips	Day Leisure
2018	88.42
2017	83.43
2016	73.03
2015	65.30

Texas Day Leisure Visitor Profile

TEXAS			TEXAS	
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)	
In State DMAs			Out-of-State DMAs	
Total Texans (Intrastate)	91.1%		Total Non-Texans (Interstate)	8.9%
Houston	21.7%		Shreveport, LA	1.5%
Dallas-Fort Worth	19.0%		Oklahoma City, OK	0.9%
San Antonio	16.8%		Memphis, TN	0.9%
Austin	7.9%		Albuquerque-Santa Fe, NM	0.6%
Waco-Temple-Bryan	6.4%		Denver, CO	0.5%
Harlingen-Weslaco-Brownsville-McAllen	3.8%		Los Angeles, CA	0.4%
Corpus Christi	2.9%		Wichita Falls, TX & Lawton, OK	0.3%
Tyler-Longview (Lufkin & Nacogdoches)	2.3%		Tulsa, OK	0.2%
Amarillo	2.1%		Lafayette, LA	0.2%
Lubbock	1.8%		Tucson (Sierra Vista), AZ	0.2%

Texas Day Leisure Visitor Profile

TEXAS			TEXAS	
Purpose of Stay (Person-Stays)			Purpose of Stay (Person-Stays)	
Total Leisure	100%		Total Business	0%
Vacation	20.3%		Meetings	0%
Day Trip Vacation/Getaway	20.3%		Seminar/Training	0%
Getaway Weekend-Overnight	0%		Convention	0%
General Vacation-Overnight	0%		Other Group Meeting	0%
Non-Vacation	79.7%		Transient	0%
Visit Friend/Relative	33.0%		Consulting/Client Service	0%
Special Event (celebration, reunion)	12.8%		Sales/Purchasing	0%
Medical/Health Care	7.5%		Construction/Repair	0%
Convention/Show/Conference	1.9%		Government/Military	0%
Seminar/Class/Training (personal)	0.7%		Inspection/Audit	0%
Other Leisure/Personal	23.8%		Other Business	0%

Texas Day Leisure Visitor Profile

TEXAS				TEXAS	
Activities Summary (Stays)					
Attractions (Net)		13.7%	Nature (Net)		15.2%
Nightlife (bar, nightclub, etc.)		4.2%	Parks (national/state, etc)		9.4%
Amateur Sports (attend/participate)		3.4%	Beach/Waterfront		4.8%
Zoo/Aquarium		2.3%	Wildlife Viewing (birds, whales etc.)		2.0%
Culture (Net)		25.5%	Outdoor Sports (Net)		7.7%
Historic Sites		8.2%	Fishing		1.9%
Touring/Sightseeing		6.0%	Golfing		1.6%
Museums, Art Exhibits		5.9%	Hiking		1.5%
Family/Life Events (Net)		47.6%	General (Net)		38.7%
Visit Friends/Relatives (general visit)		35.2%	Shopping		24.3%
Personal Special Event (Anniversary, Birthday)		6.8%	Medical/Health/Doctor Visit		7.5%
Holiday Celebration (Thanksgiving, July 4th etc.)		3.4%	Religious/Faith Based Conference		2.5%
Libation and Culinary (Net)		24.0%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		22.9%	Avg. Party Size (Adults and Children)		1.88 persons
Winery/Distillery/Brewery Tours		1.5%	One Male Only		16.6%
			One Female Only		24.6%
			One Male and One Female		32.0%
			Two Males or Two Females		5.7%
			Three or More Adults		4.5%
			Children Present		16.6%

Texas Day Leisure Visitor Profile

TEXAS			TEXAS	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	0.75	days	Paid Accommodations	0%
Average Length (Overnight Only)	0	nights	Hotel/Motel	0%
Day –Trips	100%		High-End	0%
1-3 Nights	0%		Mid-Level	0%
4-7 Nights	0%		Economy	0%
8+ Nights	0%		Other Hotel/Motel	0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	0%
Air	0.5%		Non-Paid Accommodations	0%
Auto Travel (Net)	98.1%		Other Overnight	0%
Other Transportation (Net)	1.4%			
Bus	1.1%			
Train	0.1%			
Other	0.2%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	133	miles		
250 Miles or Less	90.3%			
251-500 Miles	5.3%			
500-1000 Miles	2.5%			
1001 Miles or More	1.8%			

Texas Day Leisure Visitor Profile

TEXAS		TEXAS	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	33.8%	Avg. Per Person Per Day Spending	\$115.30
Transportation - Excluding Airfare	32.0%	Transportation - Total	\$39.00
Transportation - Airfare	1.9%	Transportation - Excluding Airfare	\$36.900
Transportation - Rental Car	3.7%	Transportation - Airfare	\$92.00
Transportation - Other	28.2%	Transportation - Rental Car	\$82.50
Food	30.1%	Transportation - Other	\$32.60
Lodging - Total	0%	Food	\$34.80
Lodging - Room	0%	Lodging - Total	\$0
Lodging - Services	0%	Lodging - Room	\$0
Shopping	22.5%	Lodging - Services	\$0
Entertainment	10.6%	Shopping	\$25.90
Miscellaneous	2.9%	Entertainment	\$12.30
		Miscellaneous	\$3.40

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Texas Day Leisure Visitor Profile

TEXAS			TEXAS	
Demographic Profile (Person-Stays)				
Average Age	50.3	Employment		
18-34 years	19.9%	Employed	60.9%	
35-49 years	26.9%	Retired	22.7%	
50-64 years	33.0%	Not Employed	16.3%	
65+ years	20.2%			
Marital Status				
Average HH Income	\$85,601	Married	62.1%	
Under \$25,000	16.0%	Never Married	17.9%	
\$25,000-\$49,999	22.0%	Divorced/Widowed	20.0%	
\$50,000-\$74,999	19.3%			
\$75,000-\$99,999	13.3%	Children in Household		
\$100,000-\$149,999	14.5%	Yes	40.6%	
\$150,000+	15.0%	No	59.4%	

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2018	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Texas Day Leisure Visitors	1,549	0.4%	0.8%	1.1%	1.6%	2.1%

2018 Texas Overnight Business Travel

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Texas Executive Summary

Volume

The number of Overnight Business Person-Stays to Texas was estimated at 38.63 million in 2018, the volume of Person-Days was estimated at 121.70 million and Person-Trips was estimated at 25.18 million.

Person-Days	Overnight Business
2018	121.70
2017	117.80
2016	115.36
2015	115.64
2014	113.22
Person-Stays	Overnight Business
2018	38.63
2017	37.42
2016	36.53
2015	36.04
2014	34.09
Person-Trips	Overnight Business
2018	25.18
2017	24.51
2016	24.71
2015	24.45

Texas Overnight Business Visitor Profile

TEXAS			TEXAS		
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			Total Non-Texans (Interstate)		
		58.1%			41.9%
	Dallas-Fort Worth	15.0%		Phoenix, AZ	3.2%
	Houston	8.4%		Los Angeles, CA	2.7%
	San Antonio	8.0%		Chicago, IL	2.0%
	Austin	6.1%		Washington, DC (Hagerstown, MD)	1.6%
	Waco-Temple-Bryan	6.0%		Monroe, LA-El Dorado, AR	1.5%
	Corpus Christi	3.4%		Little Rock-Pine Bluff, AR	1.4%
	Tyler-Longview (Lufkin & Nacogdoches)	2.7%		Atlanta, GA	1.4%
	Laredo	2.2%		St. Louis, MO	1.3%
	Lubbock	2.1%		San Diego, CA	1.3%
	Abilene-Sweetwater	1.0%		New York, NY	1.1%

Texas Overnight Business Visitor Profile

TEXAS		TEXAS	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	0%	Total Business	100%
Vacation	0%	Meetings	53.7%
General Vacation-Overnight	0%	Seminar/Training	28.4%
Getaway Weekend-Overnight	0%	Convention	11.4%
Day Trip Vacation/Getaway	0%	Other Group Meeting	13.9%
Non-Vacation	0%	Transient	46.3%
Visit Friend/Relative	0%	Consulting/Client Service	10.5%
Special Event (celebration, reunion)	0%	Sales/Purchasing	10.3%
Other Leisure/Personal	0%	Government/Military	5.1%
Convention/Show/Conference	0%	Inspection/Audit	4.1%
Medical/Health Care	0%	Construction/Repair	1.9%
Seminar/Class/Training (personal)	0%	Other Business	14.6%

Texas Overnight Business Visitor Profile

TEXAS				TEXAS	
Activities Summary (Stays)					
Attractions (Net)		11.9%	Nature (Net)		7.6%
Nightlife (bar, nightclub, etc.)		6.7%	Beach/Waterfront		4.0%
Professional Sports Event		1.6%	Parks (national/state, etc)		3.3%
Amateur Sports (attend/participate)		1.5%	Eco/Sustainable Travel		1.0%
Culture (Net)		14.2%	Outdoor Sports (Net)		5.6%
Historic Sites		6.5%	Hiking		2.2%
Touring/Sightseeing		4.1%	Fishing		1.5%
Museums, Art Exhibits		3.4%	Golfing		1.2%
Family/Life Events (Net)		11.5%	General (Net)		29.4%
Visit Friends/Relatives (general visit)		7.3%	Business		18.6%
Personal Special Event (Anniversary, Birthday)		1.7%	Shopping		7.7%
Holiday Celebration (Thanksgiving, July 4th etc.)		1.0%	Religious/Faith Based Conference		2.9%
Libation and Culinary (Net)		21.2%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		20.8%	Avg. Party Size (Adults and Children)		1.34 persons
Winery/Distillery/Brewery Tours		0.8%	One Male Only		62.5%
			One Female Only		18.5%
			One Male and One Female		7.5%
			Two Males or Two Females		6.5%
			Three or More Adults		2.7%
			Children Present		2.4%

Texas Overnight Business Visitor Profile

TEXAS				TEXAS	
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)		3.39	days	Paid Accommodations	
Average Length (Overnight Only)		2.64	nights	Hotel/Motel	
Day –Trips		0%		High-End	27.1%
1-3 Nights		79.9%		Mid-Level	37.4%
4-7 Nights		15.8%		Economy	10.6%
8+ Nights		4.2%		Other Hotel/Motel	6.7%
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel	
Air		28.8%		Non-Paid Accommodations	
Auto Travel (Net)		67.0%		Other Overnight	
Other Transportation (Net)		4.2%			
Bus		0.8%			
Train		1.1%			
Other		2.3%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled		473	miles		
250 Miles or Less		52.2%			
251-500 Miles		13.6%			
500-1000 Miles		19.2%			
1001 Miles or More		15.1%			

Texas Overnight Business Visitor Profile

TEXAS		TEXAS	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	37.0%	Avg. Per Person Per Day Spending	\$209.50
Transportation - Excluding Airfare	19.2%	Transportation - Total	\$77.40
Transportation - Airfare	17.8%	Transportation - Excluding Airfare	\$40.20
Transportation - Rental Car	7.0%	Transportation - Airfare	\$127.00
Transportation - Other	12.2%	Transportation - Rental Car	\$52.30
Food	18.7%	Transportation - Other	\$25.50
Lodging - Total	33.7%	Food	\$39.10
Lodging - Room	29.2%	Lodging - Total	\$77.40
Lodging - Services	4.4%	Lodging - Room	\$79.40
Shopping	4.7%	Lodging - Services	\$13.00
Entertainment	4.2%	Shopping	\$9.80
Miscellaneous	1.7%	Entertainment	\$8.80
		Miscellaneous	\$3.60

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Texas Overnight Business Visitor Profile

TEXAS				TEXAS	
Demographic Profile (Person-Stays)					
Average Age		46.1	Employment		
	18-34 years	22.5%		Employed	90.2%
	35-49 years	38.4%		Retired	4.4%
	50-64 years	30.6%		Not Employed	5.4%
	65+ years	8.5%			
Marital Status					
Average HH Income		\$138,971		Married	74.2%
	Under \$25,000	3.0%		Never Married	18.5%
	\$25,000-\$49,999	10.4%		Divorced/Widowed	7.3%
	\$50,000-\$74,999	15.2%			
	\$75,000-\$99,999	18.7%	Children in Household		
	\$100,000-\$149,999	17.4%		Yes	41.8%
	\$150,000+	35.3%		No	58.2%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size for 2018	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Texas Overnight Business Travel	1,427	0.4%	0.8%	1.1%	1.6%	2.2%

2018 Region and MSA Visitor Profile

Big Bend Region

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Big Bend Tourism Region



Big Bend Region Executive Summary

Volume/Share

The Big Bend Region contains 17 counties and the following MSAs: El Paso, Odessa, Midland.

The number of Person-Stays to the Big Bend Region was estimated at 8.28 million in 2018, and the volume of Person-Days was estimated at 20.26 million.

The Big Bend Region's share of total Person-Stays to Texas ranked 7 out of the 7 Texas Tourism Regions.

Big Bend Volume (millions)

Person-Days	Total	Leisure	Business
2018	20.26	11.17	9.09
2017	19.20	10.61	8.59
2016	18.73	10.04	8.69
2015	18.49	9.68	8.82
2014	18.12	9.37	8.75
Person-Stays	Total	Leisure	Business
2018	8.28	4.76	3.52
2017	8.02	4.53	3.50
2016	8.14	4.51	3.63
2015	7.76	4.13	3.63
2014	7.53	3.92	3.61

Big Bend Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	2.59%	2.02%	4.72%
2017	2.64%	2.12%	4.68%
2016	2.76%	2.64%	3.24%
2015	2.92%	2.39%	4.69%

Big Bend Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	58.4%	Total Non-Texans (Interstate)	41.6%
San Antonio	14.5%	Albuquerque-Santa Fe, NM	7.5%
Houston	11.1%	El Paso, TX	5.0%
Odessa-Midland	10.5%	Phoenix, AZ	4.1%
Dallas-Fort Worth	7.4%	Montgomery (Selma), AL	2.6%
El Paso	5.3%	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	2.3%
Austin	2.6%	Los Angeles, CA	2.0%
Waco-Temple-Bryan	1.5%	Biloxi-Gulfport, MS	1.7%
Harlingen-Weslaco-Brownsville-McAllen	1.3%	Odessa-Midland, TX	1.3%

Big Bend Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	62.9%	Total Business	37.1%
Vacation	14.8%	Meetings	10.5%
General Vacation-Overnight	7.7%	Seminar/Training	3.6%
Getaway Weekend-Overnight	5.4%	Convention	0.9%
Day Trip Vacation/Getaway	1.7%	Other Group Meeting	6.1%
Non-Vacation	48.1%	Transient	26.6%
Visit Friend/Relative	22.3%	Inspection/Audit	5.3%
Special Event (celebration, reunion)	7.9%	Consulting/Client Service	4.7%
Medical/Health Care	5.8%	Sales/Purchasing	4.6%
Convention/Show/Conference	3.1%	Government/Military	2.1%
Seminar/Class/Training (personal)	0%	Construction/Repair	0.8%
Other Leisure/Personal	9.0%	Other Business	9.0%

Big Bend Tourism Region

REGION			REGION		
Activities Summary (Stays)					
Attractions (Net)		17.7%	Nature (Net)		7.7%
Nightlife (bar, nightclub, etc.)		11.5%	Parks (national/state, etc)		5.5%
Gambling (slots, cards, horses, etc.)		2.8%	Eco/Sustainable Travel		1.6%
Zoo/Aquarium		2.3%	Wildlife Viewing (birds, whales etc.)		1.5%
Culture (Net)		23.6%	Outdoor Sports (Net)		9.0%
Historic Sites		9.4%	Golfing		3.4%
Movies		9.2%	Hiking		3.3%
Museums/Art Exhibits etc.		6.0%	Fishing		1.0%
Family/Life Events (Net)		28.0%	General (Net)		37.8%
Visit Friends/Relatives (general visit)		18.6%	Shopping		15.0%
Personal Special Event (Anniversary, Birthday)		4.7%	Business		10.3%
Funeral/Memorial		4.0%	Medical/Health/Doctor Visit		9.6%
Libation and Culinary (Net)		15.4%	Trip Party Composition (Stays)		
Culinary/Dining Experience		15.4%	Avg. Party Size (Adults and Children)		1.69 persons
Winery/Distillery/Brewery Tours		0.5%	One Male Only		42.8%
			One Female Only		16.3%
			One Male and One Female		19.0%
			Two Males or Two Females		5.4%
			Three or More Adults		9.4%
			Children Present		7.0%

Big Bend Tourism Region

					REGION	
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		2.85	days	Paid Accommodations		74.1%
Average Length (Overnight Only)		3.10	nights	Hotel/Motel		63.1%
Day –Trips		32.3%		High-End	5.6%	
1-3 Nights		48.2%		Mid-Level	37.9%	
4-7 Nights		15.9%		Economy	17.3%	
8+ Nights		3.6%		Other Hotel/Motel	2.2%	
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		11.0%	
Air		15.1%	Non-Paid Accommodations		25.9%	
Auto Travel (Net)		84.2%	Other Overnight		0%	
Other Transportation (Net)		0.8%				
Bus		0.1%				
Train		0.7%				
Other		0%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		459	miles			
250 Miles or Less		38.4%				
251-500 Miles		30.2%				
500-1000 Miles		16.8%				
1001 Miles or More		14.5%				

Big Bend Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	42.1%	Avg. Per Person Per Day Spending	\$144.00
Transportation - Excluding Airfare	21.3%	Transportation - Total	\$60.60
Transportation - Airfare	20.8%	Transportation - Excluding Airfare	\$30.60
Transportation - Rental Car	8.4%	Transportation - Airfare	\$123.90
Transportation - Other	12.9%	Transportation - Rental Car	\$45.40
Food	19.4%	Transportation - Other	\$18.50
Lodging - Total	21.4%	Food	\$28.00
Lodging - Room	20.4%	Lodging - Total	\$49.40
Lodging - Services	1.0%	Lodging - Room	\$55.20
Shopping	7.8%	Lodging - Services	\$2.90
Entertainment	6.3%	Shopping	\$11.20
Miscellaneous	3.0%	Entertainment	\$9.10
		Miscellaneous	\$4.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Big Bend Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age		51.5%	Employment	
	18-34 Years	12.8%	Employed	67.8%
	35-49 Years	32.9%	Retired	22.0%
	50-64 Years	34.6%	Not Employed	10.2%
	65+ Years	19.7%		
Marital Status				
Average HH Income		\$103,089	Married	74.6%
	Under \$25,000	7.6%	Never Married	15.1%
	\$25,000-\$49,999	15.4%	Divorced/Widowed	10.3%
	\$50,000-\$74,999	17.9%		
	\$75,000-\$99,999	17.7%	Children in Household	
	\$100,000-\$149,999	24.7%	Yes	29.2%
	\$150,000+	16.6%	No	70.8%

El Paso MSA

El Paso MSA Executive Summary

Volume/Share

The number of Person-Stays to the El Paso MSA was estimated at 3.47 million in 2018, and the volume of Person-Days was estimated at 9.68 million.

The El Paso MSA's share of total Person-Stays to Texas ranked 16 out of 26 Texas MSAs.

El Paso, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	9.68	4.66	5.02
2017	9.23	4.43	4.80
2016	8.99	4.30	4.69
2015	8.75	4.01	4.74
2014	8.42	3.75	4.67
Person-Stays	Total	Leisure	Business
2018	3.47	1.74	1.73
2017	3.36	1.61	1.75
2016	3.50	1.62	1.87
2015	3.31	1.49	1.82
2014	3.12	1.41	1.71

El Paso, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	1.16%	0.97%	1.88%
2017	1.36%	0.97%	2.92%
2016	1.24%	0.89%	2.62%
2015	1.25%	0.85%	2.57%

El Paso MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	29.5%	Total Non-Texans (Interstate)	70.5%
Dallas-Fort Worth	7.7%	Albuquerque-Santa Fe, NM	13.9%
El Paso	7.1%	Phoenix, AZ	8.6%
Waco-Temple-Bryan	3.2%	El Paso, TX	8.5%
Houston	2.8%	Montgomery (Selma), AL	4.7%
San Antonio	2.7%	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	4.4%
Harlingen-Weslaco-Brownsville-McAllen	2.2%	Los Angeles, CA	4.2%
Austin	2.1%	San Diego, CA	1.8%
Abilene-Sweetwater	0.5%	Odessa-Midland, TX	1.8%

El Paso MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	60.8%	Total Business	39.2%
Vacation	12.1%	Meetings	9.9%
General Vacation-Overnight	6.1%	Seminar/Training	5.2%
Getaway Weekend-Overnight	4.1%	Convention	1.1%
Day Trip Vacation/Getaway	1.9%	Other Group Meeting	3.6%
Non-Vacation	48.7%	Transient	29.3%
Visit Friend/Relative	22.7%	Consulting/Client Service	5.7%
Special Event (celebration, reunion)	8.5%	Inspection/Audit	4.6%
Convention/Show/Conference	3.2%	Government/Military	3.7%
Medical/Health Care	2.7%	Sales/Purchasing	1.5%
Seminar/Class/Training (personal)	0%	Construction/Repair	0.7%
Other Leisure/Personal	11.6%	Other Business	13.0%

El Paso MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	21.6%	Nature (Net)	6.4%
Nightlife (bar, nightclub, etc.)	14.6%	Parks (national/state, etc)	3.2%
Zoo/Aquarium	3.6%	Eco/Sustainable Travel	2.9%
Show: Boat, Car, Home	3.1%	Beach/Waterfront	0.9%
Culture (Net)	27.1%	Outdoor Sports (Net)	8.7%
Movies	13.2%	Golfing	3.9%
Historic Sites	10.3%	Hiking	3.3%
Touring/Sightseeing	6.0%	Boating/Sailing	0.6%
Family/Life Events (Net)	30.7%	General (Net)	39.7%
Visit Friends/Relatives (general visit)	22.8%	Shopping	16.1%
Personal Special Event (Anniversary, Birthday)	4.3%	Medical/Health/Doctor Visit	13.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	2.8%	Business	6.4%
Libation and Culinary (Net)	16.7%	Trip Party Composition (Stays)	
Culinary/Dining Experience	16.7%	Avg. Party Size (Adults and Children)	1.51 persons
Winery/Distillery/Brewery Tours	0%	One Male Only	45.9%
		One Female Only	21.6%
		One Male and One Female	16.0%
		Two Male or Two Females	5.0%
		Three or More Adults	6.7%
		Adult(s) with Children	4.8%

El Paso MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.77	days	Paid Accommodations	78.9%
Average Length (Overnight Only)	2.77	nights	Hotel/Motel	73.4%
	Day –Trips	27.2%	High-End	8.2%
	1-3 Nights	54.5%	Mid-Level	45.3%
	4-7 Nights	15.8%	Economy	18.9%
	8+ Nights	2.5%	Other Hotel/Motel	0.9%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	5.6%
	Air	26.7%	Non-Paid Accommodations	21.1%
	Auto Travel (Net)	72.5%	Other Overnight	0%
	Other Transportation (Net)	0.9%		
	Bus	0%		
	Train	0.9%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	604	miles		
	250 Miles or Less	30.0%		
	251-500 Miles	18.6%		
	500-1000 Miles	26.2%		
	1001 Miles or More	25.3%		

El Paso MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	49.9%	Avg. Per Person Per Day Spending	\$172.00
Transportation - Excluding Airfare	21.0%	Transportation - Total	\$85.90
Transportation - Airfare	28.9%	Transportation - Excluding Airfare	\$36.10
Transportation - Rental Car	10.9%	Transportation - Airfare	\$140.90
Transportation - Other	10.1%	Transportation - Rental Car	\$50.30
Food	17.3%	Transportation - Other	\$17.30
Lodging - Total	20.0%	Food	\$29.70
Lodging - Room	19.7%	Lodging - Total	\$56.60
Lodging - Services	0.3%	Lodging - Room	\$59.80
Shopping	7.0%	Lodging - Services	\$1.10
Entertainment	3.8%	Shopping	\$12.10
Miscellaneous	1.9%	Entertainment	\$6.50
		Miscellaneous	\$3.30

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El Paso MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		51.4	Employment	
	18-34 Years	12.6%	Employed	63.4%
	35-49 Years	34.0%	Retired	23.9%
	50-64 Years	29.7%	Not Employed	12.7%
	65+ Years	23.7%		
Marital Status				
Average HH Income		\$91,607	Married	68.6%
	Under \$25,000	4.6%	Never Married	15.9%
	\$25,000-\$49,999	16.7%	Divorced/Widowed	15.5%
	\$50,000-\$74,999	25.3%		
	\$75,000-\$99,999	22.3%	Children in Household	
	\$100,000-\$149,999	21.2%	Yes	32.9%
	\$150,000+	9.9%	No	67.1%

Odessa, TX MSA

Odessa, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Odessa MSA was estimated at 1.05 million in 2018, and the volume of Person-Days was estimated at 1.88 million.

The Odessa MSA's share of total Person-Stays to Texas ranked 25 out of 26 Texas MSAs.

Odessa, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	1.88	1.42	0.46
2017	2.01	1.47	0.54
2016	1.65	1.06	0.59
2015	1.75	1.13	0.61
2014	1.58	1.03	0.55
Person-Stays	Total	Leisure	Business
2018	1.05	0.71	0.34
2017	1.14	0.71	0.42
2016	1.05	0.64	0.42
2015	1.10	0.68	0.42
2014	0.96	0.57	0.38

Odessa, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	0.14%	0.11%	0.22%
2017	0.53%	0.50%	0.69%
2016	0.27%	0.30%	0.17%
2015	0.47%	0.55%	0.22%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	69.5%	Total Non-Texans (Interstate)	30.5%
Odessa-Midland	35.8%	Biloxi-Gulfport, MS	12.7%
Houston	24.6%	El Paso, TX	6.2%
Dallas-Fort Worth	6.9%	Fort Wayne, IN	4.5%
Lubbock	1.1%	Odessa-Midland, TX	3.4%
El Paso	1.0%	Albany-Schenectady-Troy, NY	2.5%
San Antonio	0.1%	New York, NY	0.4%
		San Diego, CA	0.2%
		Portland, OR	0.2%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	72.4%	Total Business	27.6%
Vacation	6.7%	Meetings	2.2%
General Vacation-Overnight	3.2%	Seminar/Training	2.2%
Day Trip Vacation/Getaway	2.0%	Convention	0%
Getaway Weekend-Overnight	1.5%	Other Group Meeting	0%
Non-Vacation	65.7%	Transient	25.4%
Medical/Health Care	24.1%	Consulting/Client Service	11.8%
Visit Friend/Relative	23.2%	Inspection/Audit	3.2%
Convention/Show/Conference	6.1%	Sales/Purchasing	1.6%
Special Event (celebration, reunion)	3.4%	Construction/Repair	0%
Seminar/Class/Training (personal)	0%	Government/Military	0%
Other Leisure/Personal	9.0%	Other Business	8.8%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	3.9%	Nature (Net)	0.2%
Amateur Sports (attend/participate)	3.0%	Parks (national/state, etc)	0.2%
Nightlife (bar, nightclub, etc.)	0.9%		
Culture (Net)	7.7%	Outdoor Sports (Net)	0%
Movies	4.5%		
Live Music (festivals/concerts/clubs) (2017+)	3.1%		
Historic Sites	0.2%		
Family/Life Events (Net)	12.1%	General (Net)	52.3%
Personal Special Event (Anniversary, Birthday)	7.2%	Shopping	23.2%
Visit Friends/Relatives (general visit)	3.3%	Business	18.9%
Funeral/Memorial	1.0%	Medical/Health/Doctor Visit	9.7%
Libation and Culinary (Net)	9.2%	Trip Party Composition (Stays)	
Culinary/Dining Experience	9.2%	Avg. Party Size (Adults and Children)	1.77 persons
Winery/Distillery/Brewery Tours	0%	One Male Only	37.6%
		One Female Only	17.5%
		One Male and One Female	22.0%
		Two Male or Two Females	0.3%
		Three or More Adults	14.3%
		Adult(s) with Children	8.3%

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.86	days	Paid Accommodations	77.4%
Average Length (Overnight Only)	3.62	nights	Hotel/Motel	73.6%
Day –Trips	41.8%		High-End	0.9%
1-3 Nights	15.4%		Mid-Level	63.2%
4-7 Nights	42.8%		Economy	3.5%
8+ Nights	0%		Other Hotel/Motel	6.0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	3.8%
Air	4.3%		Non-Paid Accommodations	22.6%
Auto Travel (Net)	95.7%		Other Overnight	0%
Other Transportation (Net)	0%			
Bus	0%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	393	miles		
250 Miles or Less	41.2%			
251-500 Miles	37.9%			
500-1000 Miles	12.9%			
1001 Miles or More	7.9%			

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	43.3%	Avg. Per Person Per Day Spending	\$89.90
Transportation - Excluding Airfare	25.3%	Transportation - Total	\$38.90
Transportation - Airfare	18.0%	Transportation - Excluding Airfare	\$22.80
Transportation - Rental Car	1.0%	Transportation - Airfare	\$122.40
Transportation - Other	24.3%	Transportation - Rental Car	\$48.40
Food	17.8%	Transportation - Other	\$21.90
Lodging - Total	24.2%	Food	\$16.00
Lodging - Room	23.2%	Lodging - Total	\$37.60
Lodging - Services	1.0%	Lodging - Room	\$37.50
Shopping	9.8%	Lodging - Services	\$1.60
Entertainment	0%	Shopping	\$8.90
Miscellaneous	5.1%	Entertainment	\$0.00
		Miscellaneous	\$4.60

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Odessa MSA Small Sample – Use with caution

Odessa, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		53.3	Employment	
	18-34 Years	2.9%	Employed	66.5%
	35-49 Years	38.2%	Retired	30.8%
	50-64 Years	39.0%	Not Employed	2.7%
	65+ Years	19.9%		
Marital Status				
Average HH Income		\$126,719	Married	90.0%
	Under \$25,000	2.9%	Never Married	6.9%
	\$25,000-\$49,999	5.0%	Divorced/Widowed	3.1%
	\$50,000-\$74,999	19.9%		
	\$75,000-\$99,999	12.7%	Children in Household	
	\$100,000-\$149,999	46.3%	Yes	18.5%
	\$150,000+	13.2%	No	81.5%

Odessa MSA Small Sample – Use with caution

Midland, TX MSA

Midland, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Midland MSA was estimated at 1.76 million in 2018, and the volume of Person-Days was estimated at 3.69 million.

The Midland MSA's share of total Person-Stays to Texas ranked 19 out of 26 Texas MSAs.

Midland, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	3.69	1.96	1.73
2017	3.62	1.92	1.70
2016	3.86	2.08	1.78
2015	4.01	2.17	1.84
2014	3.98	2.19	1.79
Person-Stays	Total	Leisure	Business
2018	1.76	1.00	0.77
2017	1.71	1.01	0.70
2016	1.80	1.08	0.72
2015	1.70	0.94	0.76
2014	1.61	0.93	0.68

Midland MSA Small Sample – Use with caution

Midland, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	0.45%	0.23%	1.27%
2017	0.36%	0.26%	0.77%
2016	0.57%	0.69%	0.13%
2015	0.59%	0.58%	0.64%

Midland, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	90.8%	Total Non-Texans (Interstate)	9.2%
Houston	33.1%	Little Rock-Pine Bluff, AR	2.3%
San Antonio	14.9%	Kansas City, MO	1.0%
Dallas-Fort Worth	10.9%	Minneapolis-St. Paul, MN	0.8%
Amarillo	6.9%	Springfield, MO	0.7%
Odessa-Midland	6.3%	Oklahoma City, OK	0.7%
San Angelo	5.5%	Bakersfield, CA	0.7%
Lubbock	4.8%	Salt Lake City, UT	0.7%
Tyler-Longview (Lufkin, Nacogdoches)	2.4%	Albany-Schenectady-Troy, NY	0.5%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	48.1%	Total Business	51.9%
Vacation	3.7%	Meetings	30.4%
General Vacation-Overnight	2.6%	Seminar/Training	2.4%
Day Trip Vacation/Getaway	0.7%	Convention	0.1%
Getaway Weekend-Overnight	0.5%	Other Group Meeting	27.8%
Non-Vacation	44.4%	Transient	21.5%
Visit Friend/Relative	28.7%	Sales/Purchasing	8.0%
Medical/Health Care	5.7%	Construction/Repair	3.2%
Convention/Show/Conference	4.7%	Inspection/Audit	3.0%
Special Event (celebration, reunion)	2.0%	Government/Military	1.4%
Seminar/Class/Training (personal)	0%	Consulting/Client Service	0.9%
Other Leisure/Personal	3.3%	Other Business	4.9%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	11.6%	Nature (Net)	0.9%
Amateur Sports (attend/participate)	10.8%	Parks (national/state, etc)	0.9%
Nightlife (bar, nightclub, etc.)	10.1%		
Professional Sports Event	0.6%		
Culture (Net)	20.1%	Outdoor Sports (Net)	11.5%
Museums/Art Exhibits etc.	11.8%	Golfing	9.8%
Theater/Dance Performance (2017+)	10.5%	Biking	0.9%
Historic Sites	4.9%	Hiking	0.7%
Family/Life Events (Net)	36.1%	General (Net)	37.2%
Visit Friends/Relatives (general visit)	20.4%	Business	16.3%
Funeral/Memorial	14.5%	Religious/Faith Based Conference	12.2%
Holiday Celebration (Thanksgiving, July 4th etc.)	1.1%	Real Estate (buy/sell)	9.8%
Libation and Culinary (Net)	11.0%	Trip Party Composition (Stays)	
Culinary/Dining Experience	11.0%	Avg. Party Size (Adults and Children)	1.93 persons
Winery/Distillery/Brewery Tours	0%	One Male Only	35.5%
		One Female Only	15.1%
		One Male and One Female	21.0%
		Two Males or Two Females	3.0%
		Three or More Adults	10.8%
		Children Present	14.6%

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA					MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		2.41	days	Paid Accommodations		61.6%
Average Length (Overnight Only)		2.83	nights	Hotel/Motel		55.1%
	Day –Trips	41.5%		High-End	0.8%	
	1-3 Nights	50.9%		Mid-Level	40.6%	
	4-7 Nights	4.1%		Economy	10.8%	
	8+ Nights	3.5%		Other Hotel/Motel	2.9%	
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel	6.5%	
	Air	9.3%		Non-Paid Accommodations	38.4%	
	Auto Travel (Net)	90.7%		Other Overnight	0%	
Other Transportation (Net)		0%				
	Bus	0%				
	Train	0%				
	Other	0%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		336	miles			
	250 Miles or Less	27.1%				
	251-500 Miles	64.6%				
	500-1000 Miles	6.2%				
	1001 Miles or More	2.1%				

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	39.2%	Avg. Per Person Per Day Spending	\$132.50
Transportation - Excluding Airfare	26.9%	Transportation - Total	\$51.90
Transportation - Airfare	12.3%	Transportation - Excluding Airfare	\$35.60
Transportation - Rental Car	7.0%	Transportation - Airfare	\$125.90
Transportation - Other	19.8%	Transportation - Rental Car	\$66.20
Food	22.4%	Transportation - Other	\$26.30
Lodging - Total	26.0%	Food	\$29.70
Lodging - Room	21.1%	Lodging - Total	\$76.40
Lodging - Services	4.9%	Lodging - Room	\$73.80
Shopping	7.1%	Lodging - Services	\$15.20
Entertainment	3.8%	Shopping	\$9.50
Miscellaneous	1.4%	Entertainment	\$5.00
		Miscellaneous	\$1.90

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Midland MSA Small Sample – Use with caution

Midland, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		48.6	Employment	
	18-34 Years	13.3%	Employed	86.0%
	35-49 Years	53.3%	Retired	13.4%
	50-64 Years	21.3%	Not Employed	0.6%
	65+ Years	12.0%		
Marital Status				
Average HH Income		\$143,869	Married	73.5%
	Under \$25,000	0.5%	Never Married	11.5%
	\$25,000-\$49,999	11.0%	Divorced/Widowed	15.0%
	\$50,000-\$74,999	8.0%		
	\$75,000-\$99,999	10.7%	Children in Household	
	\$100,000-\$149,999	22.8%	Yes	34.5%
	\$150,000+	47.0%	No	65.5%

Midland MSA Small Sample – Use with caution

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Big Bend Region	462	0.8%	1.4%	2.0%	2.9%	3.8%
El Paso, TX MSA	286	1.0%	1.8%	2.6%	3.7%	4.8%
Odessa, TX MSA	34	2.8%	5.2%	7.4%	10.7%	14.1%
Midland, TX MSA	74	1.9%	3.5%	5.0%	7.2%	9.5%

2018 Region and MSA Visitor Profile

Gulf Coast Region

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Gulf Coast Region Executive Summary

Volume/Share

The Gulf Coast Tourism Region contains 26 counties and the following MSAs:

Beaumont-Port Arthur, Corpus Christi, Houston-The Woodlands-Sugar Land, Victoria, and Brownsville-Harlingen.

The number of Person-Stays to the Gulf Coast Region was estimated at 68.58 million in 2018, and the volume of Person-Days was estimated at 151.88 million.

The Gulf Shore Region's share of total Person-Stays to Texas ranked 2 out of the 7 Texas Tourism Regions.

Gulf Coast Volume (millions)

Person-Days	Total	Leisure	Business
2018	151.88	120.40	31.48
2017	146.01	114.69	31.32
2016	142.29	110.67	31.62
2015	138.43	106.27	32.15
2014	133.57	102.06	31.51
Person-Stays	Total	Leisure	Business
2018	68.58	53.01	15.57
2017	65.77	50.11	15.66
2016	63.86	48.24	15.62
2015	61.82	46.00	15.82
2014	58.73	43.77	14.96

Gulf Coast Share of Texas Travel

Person -Stays	Total	Leisure	Business
2018	24.22%	25.68%	18.77%
2017	23.03%	23.23%	22.27%
2016	22.92%	23.66%	20.07%
2015	23.09%	24.05%	19.90%

Gulf Coast Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	77.5%	Total Non-Texans (Interstate)	22.5%
Houston	30.2%	Baton Rouge, LA	1.3%
San Antonio	12.2%	Minneapolis-St. Paul, MN	1.0%
Dallas-Fort Worth	9.0%	Los Angeles, CA	1.0%
Austin	7.3%	Oklahoma City, OK	1.0%
Harlingen-Weslaco-Brownsville-McAllen	5.8%	New Orleans, LA	0.8%
Corpus Christi	3.2%	Memphis, TN	0.8%
Waco-Temple-Bryan	3.0%	Orlando-Daytona Beach-Melbourne, FL	0.7%
Beaumont-Port Arthur	2.1%	Lafayette, LA	0.7%

Gulf Coast Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	82.0%	Total Business	18.0%
Vacation	25.3%	Meetings	9.8%
Getaway Weekend-Overnight	9.1%	Seminar/Training	4.6%
Day Trip Vacation/Getaway	8.8%	Convention	1.8%
General Vacation-Overnight	7.5%	Other Group Meeting	3.4%
Non-Vacation	56.8%	Transient	8.1%
Visit Friend/Relative	29.4%	Sales/Purchasing	2.4%
Special Event (celebration, reunion)	10.3%	Consulting/Client Service	1.0%
Medical/Health Care	3.9%	Government/Military	1.0%
Convention/Show/Conference	1.4%	Construction/Repair	0.7%
Seminar/Class/Training (personal)	0.7%	Inspection/Audit	0.5%
Other Leisure/Personal	11.1%	Other Business	2.5%

Gulf Coast Tourism Region

REGION			REGION		
Activities Summary (Stays)					
Attractions (Net)		18.0%	Nature (Net)		24.7%
Nightlife (bar, nightclub, etc.)		7.8%	Beach/Waterfront		19.8%
Zoo/Aquarium		4.9%	Parks (national/state, etc)		6.4%
Amateur Sports (attend/participate)		2.9%	Wildlife Viewing (birds, whales etc.)		2.2%
Culture (Net)		24.1%	Outdoor Sports (Net)		9.8%
Movies		7.0%	Fishing		4.2%
Live Music (festivals/concerts/clubs) (2017+)		6.6%	Water Sports		2.7%
Touring/Sightseeing		5.9%	Boating/Sailing		1.9%
Family/Life Events (Net)		43.4%	General (Net)		35.4%
Visit Friends/Relatives (general visit)		32.0%	Shopping		20.2%
Personal Special Event (Anniversary, Birthday)		6.3%	Business		6.2%
Holiday Celebration (Thanksgiving, July 4th etc.)		4.8%	Medical/Health/Doctor Visit		4.5%
Libation and Culinary (Net)		22.0%	Trip Party Composition (Stays)		
Culinary/Dining Experience		21.4%	Avg. Party Size (Adults and Children)		1.91 persons
Winery/Distillery/Brewery Tours		0.8%	One Male Only		23.2%
			One Female Only		20.8%
			One Male and One Female		28.4%
			Two Male or Two Females		7.2%
			Three or More Adults		4.3%
			Adult(s) with Children		16.1%

Gulf Coast Tourism Region

					REGION
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	2.16	days	Paid Accommodations		63.6%
Average Length (Overnight Only)	2.58	nights	Hotel/Motel		48.4%
Day –Trips	45.5%			High-End	11.3%
1-3 Nights	43.5%			Mid-Level	23.6%
4-7 Nights	9.4%			Economy	11.1%
8+ Nights	1.6%		Other Hotel/Motel		2.5%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		15.1%
Air	7.2%		Non-Paid Accommodations		36.1%
Auto Travel (Net)	89.9%		Other Overnight		0.4%
Other Transportation (Net)	2.9%				
Bus	1.5%				
Train	0.1%				
Other	1.3%				
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	279	miles			
250 Miles or Less	74.0%				
251-500 Miles	9.5%				
500-1000 Miles	8.7%				
1001 Miles or More	7.8%				

Gulf Coast Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.0%	Avg. Per Person Per Day Spending	\$122.40
Transportation - Excluding Airfare	21.7%	Transportation - Total	\$37.90
Transportation - Airfare	9.3%	Transportation - Excluding Airfare	\$26.60
Transportation - Rental Car	5.5%	Transportation - Airfare	\$79.60
Transportation - Other	16.2%	Transportation - Rental Car	\$46.90
Food	24.8%	Transportation - Other	\$19.90
Lodging - Total	20.9%	Food	\$30.30
Lodging - Room	19.2%	Lodging - Total	\$55.60
Lodging - Services	1.7%	Lodging - Room	\$60.00
Shopping	12.2%	Lodging - Services	\$6.20
Entertainment	8.5%	Shopping	\$15.00
Miscellaneous	2.6%	Entertainment	\$10.40
		Miscellaneous	\$3.10

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Gulf Coast Tourism Region

REGION				REGION	
Demographic Profile (Person-Stays)					
Average Age		46.3	Employment		
	18-34 Years	28.9%		Employed	63.5%
	35-49 Years	29.3%		Retired	18.2%
	50-64 Years	27.3%		Not Employed	18.3%
	65+ Years	14.5%			
Marital Status					
Average HH Income		\$91,698		Married	63.7%
	Under \$25,000	14.6%		Never Married	22.9%
	\$25,000-\$49,999	21.9%		Divorced/Widowed	13.5%
	\$50,000-\$74,999	16.5%			
	\$75,000-\$99,999	13.1%	Children in Household		
	\$100,000-\$149,999	16.7%		Yes	43.5%
	\$150,000+	17.3%		No	56.5%

Beaumont-Port Arthur, TX MSA

Beaumont-Port Arthur, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Beaumont-Port Arthur MSA was estimated at 4.00 million in 2018, and the volume of Person-Days was estimated at 7.26 million.

The Beaumont-Port Arthur MSA's share of total Person-Stays to Texas ranked 14 out of 26 Texas MSAs.

Beaumont-Port Arthur, TX MSA Volume (millions) Beaumont-Port Arthur, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	7.26	5.39	1.87
2017	7.07	5.11	1.96
2016	6.69	4.83	1.86
2015	6.26	4.41	1.85
2014	5.99	4.16	1.83
Person-Stays	Total	Leisure	Business
2018	4.00	2.69	1.30
2017	3.84	2.55	1.29
2016	3.65	2.38	1.27
2015	3.51	2.25	1.26
2014	3.30	2.15	1.16

Person-Stays	Total	Leisure	Business
2018	1.22%	1.29%	0.96%
2017	1.44%	1.33%	1.84%
2016	1.32%	1.21%	1.75%
2015	1.57%	1.34%	2.32%

Beaumont-Port Arthur, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	77.1%	Total Non-Texans (Interstate)	22.9%
Houston	42.5%	Alexandria, LA	3.7%
Beaumont-Port Arthur	16.4%	Lake Charles, LA	2.8%
Tyler-Longview (Lufkin & Nacogdoches)	5.3%	Baton Rouge, LA	1.9%
San Antonio	4.6%	St. Louis, MO	1.7%
Austin	4.2%	Paducah, KY-Cape Girardeau, MO-Harrisburg-Mt. Vernon, IL	1.6%
Shreveport, LA	2.4%	Lafayette, LA	1.6%
Dallas-Fort Worth	0.9%	Indianapolis, IN	1.6%
El Paso	0.4%	Savannah, GA	1.5%

Beaumont-Port Arthur, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	78.3%	Total Business	21.7%
Vacation	12.4%	Meetings	6.9%
General Vacation-Overnight	6.0%	Seminar/Training	5.0%
Getaway Weekend-Overnight	4.0%	Convention	0%
Day Trip Vacation/Getaway	2.5%	Other Group Meeting	1.9%
Non-Vacation	65.8%	Transient	14.9%
Visit Friend/Relative	35.5%	Sales/Purchasing	4.8%
Special Event (celebration, reunion)	9.5%	Government/Military	3.4%
Medical/Health Care	9.3%	Inspection/Audit	1.6%
Convention/Show/Conference	0.2%	Consulting/Client Service	1.5%
Seminar/Class/Training (personal)	0%	Construction/Repair	0.9%
Other Leisure/Personal	11.4%	Other Business	2.6%

Beaumont-Port Arthur, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		10.0%	Nature (Net)		4.0%
Amateur Sports (attend/participate)		7.3%	Beach/Waterfront		3.3%
Nightlife (bar, nightclub, etc.)		3.5%	Parks (national/state, etc)		0.5%
Gambling (slots, cards, horses, etc.)		2.0%	Wildlife Viewing (birds, whales etc.)		0.2%
Culture (Net)		7.6%	Outdoor Sports (Net)		7.5%
Live Music (festivals/concerts/clubs) (2017+)		3.8%	Water Sports		3.3%
Touring/Sightseeing		1.8%	Fishing		1.7%
Movies		1.7%	Biking		1.4%
Family/Life Events (Net)		48.3%	General (Net)		25.4%
Visit Friends/Relatives (general visit)		36.7%	Shopping		16.0%
Wedding		4.4%	Medical/Health/Doctor Visit		7.0%
Funeral/Memorial		3.5%	Business		6.6
Libation and Culinary (Net)		24.6%	Trip Party Composition (Stay)		
Culinary/Dining Experience		24.6%	Avg. Party Size (Adults and Children)		1.81 persons
Winery/Distillery/Brewery Tours		0%	One Male Only		29.4%
			One Female Only		20.1%
			One Male and One Female		22.3%
			Two Male or Two Females		10.3%
			Three or More Adults		3.0%
			Adult(s) with Children		14.9%

Beaumont-Port Arthur, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.03	days	Paid Accommodations	65.4%
Average Length (Overnight Only)	2.94	nights	Hotel/Motel	52.5%
Day –Trips	56.4%		High-End	2.1%
1-3 Nights	29.8%		Mid-Level	33.3%
4-7 Nights	12.2%		Economy	15.9%
8+ Nights	1.6%		Other Hotel/Motel	1.1%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	12.9%
Air	2.7%		Non-Paid Accommodations	34.6%
Auto Travel (Net)	97.1%		Other Overnight	0%
Other Transportation (Net)	0.1%			
Bus	0.1%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	189	miles		
250 Miles or Less	83.4%			
251-500 Miles	7.1%			
500-1000 Miles	6.8%			
1001 Miles or More	2.7%			

Beaumont-Port Arthur, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	35.1%	Avg. Per Person Per Day Spending	\$89.30
Transportation - Excluding Airfare	29.6%	Transportation - Total	\$31.30
Transportation - Airfare	5.5%	Transportation - Excluding Airfare	\$26.40
Transportation - Rental Car	7.3%	Transportation - Airfare	\$50.80
Transportation - Other	22.2%	Transportation - Rental Car	\$52.40
Food	25.0%	Transportation - Other	\$19.80
Lodging - Total	16.7%	Food	\$22.30
Lodging - Room	16.7%	Lodging - Total	\$39.60
Lodging - Services	0%	Lodging - Room	\$53.50
Shopping	15.7%	Lodging - Services	\$0.00
Entertainment	6.0%	Shopping	\$14.10
Miscellaneous	1.5%	Entertainment	\$5.40
		Miscellaneous	\$1.40

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Beaumont-Port Arthur, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		51.8	Employment	
	18-34 Years	13.0%	Employed	59.2%
	35-49 Years	38.6%	Retired	25.7%
	50-64 Years	23.7%	Not Employed	15.1%
	65+ Years	24.7%		
Marital Status				
Average HH Income		\$104,691	Married	73.9%
	Under \$25,000	1.4%	Never Married	12.5%
	\$25,000-\$49,999	26.0%	Divorced/Widowed	13.6%
	\$50,000-\$74,999	20.1%		
	\$75,000-\$99,999	8.1%	Children in Household	
	\$100,000+	20.6%	Yes	47.2%
	\$150,000+	23.8%	No	52.8%

Corpus Christi, TX MSA

Corpus Christi, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Corpus Christi MSA is estimated at 10.49 million in 2018, and the volume of Person-Days was estimated at 22.63 million.

The Corpus Christi MSA's share of total Person-Stays to Texas ranked 6 out of 26 Texas MSAs.

Corpus Christi, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	22.63	18.45	4.18
2017	21.98	17.95	4.03
2016	21.45	17.24	4.21
2015	21.18	16.78	4.41
2014	20.43	16.11	4.32
Person-Stays	Total	Leisure	Business
2018	10.49	8.34	2.15
2017	9.95	7.84	2.11
2016	9.66	7.48	2.18
2015	9.33	7.11	2.22
2014	8.95	6.79	2.15

Corpus Christi , TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	3.70%	3.99%	2.62%
2017	3.66%	3.83%	2.98%
2016	3.36%	3.53%	2.72%
2015	3.49%	3.76%	2.61%

Corpus Christi, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	91.4%	Total Non-Texans (Interstate)	8.6%
San Antonio	35.7%	Memphis, TN	4.0%
Houston	13.5%	Los Angeles, CA	0.7%
Austin	12.3%	New Orleans, LA	0.5%
Harlingen-Weslaco-Brownsville-McAllen	8.1%	Paducah, KY-Cape Girardeau, MO-Harrisburg-Mt. Vernon, IL	0.4%
Corpus Christi	5.5%	Phoenix, AZ	0.3%
Dallas-Fort Worth	5.4%	Las Vegas, NV	0.2%
Laredo	4.8%	Champaign & Springfield-Decatur, IL	0.2%
Waco-Temple-Bryan	2.9%	Bakersfield, CA	0.2%

Corpus Christi, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	84.3%	Total Business	15.7%
Vacation	42.2%	Meetings	11.1%
Day Trip Vacation/Getaway	17.9%	Seminar/Training	4.4%
Getaway Weekend-Overnight	14.8%	Convention	1.5%
General Vacation-Overnight	9.5%	Other Group Meeting	5.1%
Non-Vacation	42.1%	Transient	4.7%
Visit Friend/Relative	20.5%	Sales/Purchasing	1.6%
Special Event (celebration, reunion)	8.8%	Consulting/Client Service	0.7%
Medical/Health Care	2.6%	Government/Military	0.6%
Convention/Show/Conference	0.9%	Inspection/Audit	0.4%
Seminar/Class/Training (personal)	0.1%	Construction/Repair	0%
Other Leisure/Personal	9.2%	Other Business	1.3%

Corpus Christi, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		18.2%	Nature (Net)		49.8%
	Zoo/Aquarium	11.3%		Beach/Waterfront	48.7%
	Nightlife (bar, nightclub, etc.)	4.7%		Wildlife Viewing (birds, whales etc.)	4.3%
	Show: Boat, Car, Home	3.4%		Parks (national/state, etc)	3.9%
Culture (Net)		22.1%	Outdoor Sports (Net)		13.5%
	Touring/Sightseeing	7.8%		Fishing	9.2%
	Historic Sites	5.9%		Water Sports	3.7%
	Movies	5.7%		Boating/Sailing	2.2%
Family/Life Events (Net)		44.6%	General (Net)		30.4%
	Visit Friends/Relatives (general visit)	33.7%		Shopping	19.2%
	Personal Special Event (Anniversary, Birthday)	9.4%		Business	5.5%
	Holiday Celebration (Thanksgiving, July 4th etc.)	3.7%		Medical/Health/Doctor Visit	3.0%
Libation and Culinary (Net)		24.3%	Trip Party Composition (Stays)		
	Culinary/Dining Experience	24.3%	Avg. Party Size (Adults and Children)		1.89 persons
	Winery/Distillery/Brewery Tours	0.1%		One Male Only	24.8%
				One Female Only	19.3%
				One Male and One Female	29.2%
				Two Male or Two Females	7.8%
				Three or More Adults	8.0%
				Adult(s) with Children	10.8%

Corpus Christi, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		2.02	days	Paid Accommodations		66.7%
Average Length (Overnight Only)		2.37	nights	Hotel/Motel		45.6%
	Day –Trips	46.4%		High-End	9.7%	
	1-3 Nights	43.1%		Mid-Level	14.3%	
	4-7 Nights	10.0%		Economy	19.6%	
	8+ Nights	0.5%		Other Hotel/Motel	2.0%	
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel		21.1%
	Air	3.1%		Non-Paid Accommodations		32.4%
	Auto Travel (Net)	96.5%		Other Overnight		0.9%
Other Transportation (Net)		0.5%				
	Bus	0.4%				
	Train	0%				
	Other	0.1%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		219	miles			
	250 Miles or Less	83.4%				
	251-500 Miles	8.3%				
	500-1000 Miles	5.9%				
	1001 Miles or More	2.5%				

Corpus Christi, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	28.5%	Avg. Per Person Per Day Spending	\$115.50
Transportation - Excluding Airfare	23.8%	Transportation - Total	\$32.90
Transportation - Airfare	4.7%	Transportation - Excluding Airfare	\$27.50
Transportation - Rental Car	4.1%	Transportation - Airfare	\$99.40
Transportation - Other	19.6%	Transportation - Rental Car	\$39.80
Food	27.1%	Transportation - Other	\$22.70
Lodging - Total	21.6%	Food	\$31.30
Lodging - Room	20.2%	Lodging - Total	\$48.00
Lodging - Services	1.4%	Lodging - Room	\$49.60
Shopping	10.7%	Lodging - Services	\$4.40
Entertainment	9.1%	Shopping	\$12.30
Miscellaneous	3.0%	Entertainment	\$10.50
		Miscellaneous	\$3.50

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Corpus Christi, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		47.2	Employment	
	18-34 Years	23.4%	Employed	69.9%
	35-49 Years	28.4%	Retired	12.4%
	50-64 Years	38.0%	Not Employed	17.7%
	65+ Years	10.1%		
Marital Status				
Average HH Income		\$80,434	Married	57.2%
	Under \$25,000	21.3%	Never Married	26.4%
	\$25,000-\$49,999	23.2%	Divorced/Widowed	16.4%
	\$50,000-\$74,999	16.1%		
	\$75,000-\$99,999	9.5%	Children in Household	
	\$100,000-\$149,999	13.4%	Yes	33.7%
	\$150,000+	16.5%	No	66.3%

Houston-The Woodlands-Sugar Land, TX MSA

Houston-The Woodlands-Sugar Land, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Houston-The Woodlands-Sugar Land MSA is estimated at 46.34 million in 2018, and the volume of Person-Days was estimated at 103.88 million.

The Houston-The Woodlands-Sugar Land MSA's share of total Person-Stays to Texas ranked 1 out of 26 Texas MSAs.

Houston-The Woodlands-Sugar Land, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	103.88	80.52	23.36
2017	101.76	78.61	23.16
2016	97.76	74.77	22.99
2015	95.61	72.36	23.24
2014	91.57	69.12	22.44
Person-Stays	Total	Leisure	Business
2018	46.34	35.35	10.99
2017	44.65	33.68	10.97
2016	43.13	32.25	10.87
2015	41.78	30.81	10.96
2014	40.07	29.88	10.19

Houston-The Woodlands-Sugar Land, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	16.58%	17.14%	14.53%
2017	15.20%	15.22%	15.09%
2016	15.46%	15.68%	14.62%
2015	15.57%	15.97%	14.22%

Houston-The Woodlands-Sugar Land, TX MSA

MSA			MSA		
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			Total Non-Texans (Interstate)		
		72.9%			27.1%
	Houston	34.7%		Baton Rouge, LA	1.8%
	Dallas-Fort Worth	12.0%		Oklahoma City, OK	1.4%
	Austin	7.4%		Los Angeles, CA	1.3%
	San Antonio	6.8%		Atlanta, GA	1.0%
	Waco-Temple-Bryan	3.6%		Orlando-Daytona Beach-Melbourne, FL	1.0%
	Harlingen-Weslaco-Brownsville-McAllen	1.6%		New Orleans, LA	0.9%
	Beaumont-Port Arthur	1.6%		Toledo, OH	0.9%
	Corpus Christi	1.5%		Lafayette, LA	0.9%

Houston-The Woodlands-Sugar Land, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	80.7%	Total Business	19.3%
Vacation	21.9%	Meetings	9.8%
Day Trip Vacation/Getaway	7.6%	Seminar/Training	3.7%
General Vacation-Overnight	7.3%	Convention	2.3%
Getaway Weekend-Overnight	7.0%	Other Group Meeting	3.7%
Non-Vacation	58.9%	Transient	9.5%
Visit Friend/Relative	30.7%	Sales/Purchasing	2.8%
Special Event (celebration, reunion)	11.2%	Consulting/Client Service	1.2%
Medical/Health Care	3.5%	Government/Military	1.0%
Convention/Show/Conference	1.7%	Construction/Repair	0.9%
Seminar/Class/Training (personal)	1.0%	Inspection/Audit	0.5%
Other Leisure/Personal	10.8%	Other Business	3.1%

Houston-The Woodlands-Sugar Land, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		19.3%	Nature (Net)		19.9%
Nightlife (bar, nightclub, etc.)		9.2%	Beach/Waterfront		13.9%
Zoo/Aquarium		3.6%	Parks (national/state, etc)		6.9%
Professional Sports Event		3.4%	Wildlife Viewing (birds, whales etc.)		1.3%
Culture (Net)		25.6%	Outdoor Sports (Net)		8.8%
Movies		8.0%	Fishing		2.7%
Live Music (festivals/concerts/clubs) (2017+)		7.5%	Water Sports		2.6%
Festival/Fairs (state, craft, etc.)		6.0%	Golfing		2.0%
Family/Life Events (Net)		42.0%	General (Net)		36.6%
Visit Friends/Relatives (general visit)		29.8%	Shopping		20.2%
Personal Special Event (Anniversary, Birthday)		6.0%	Business		6.9%
Holiday Celebration (Thanksgiving, July 4th etc.)		5.1%	Medical/Health/Doctor Visit		4.4%
Libation and Culinary (Net)		21.9%	Trip Party Composition (Stays)		
Culinary/Dining Experience		21.1%	Avg. Party Size (Adults and Children)		1.87 persons
Winery/Distillery/Brewery Tours		1.2%	One Male Only		23.2%
			One Female Only		23.3%
			One Male and One Female		27.7%
			Two Male or Two Females		5.8%
			Three or More Adults		3.4%
			Adult(s) with Children		16.5%

Houston-The Woodlands-Sugar Land, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	2.18	Days	Paid Accommodations		65.8%
Average Length (Overnight Only)	2.51	nights	Hotel/Motel		52.7%
	Day –Trips	43.0%		High-End	13.0%
	1-3 Nights	46.6%		Mid-Level	27.5%
	4-7 Nights	8.6%		Economy	9.4%
	8+ Nights	1.8%	Other Hotel/Motel		2.8%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		13.1%
	Air	9.6%	Non-Paid Accommodations		33.9%
	Auto Travel (Net)	87.5%	Other Overnight		0.3%
	Other Transportation (Net)	2.9%			
	Bus	2.1%			
	Train	0.2%			
	Other	0.6%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	305	miles			
	250 Miles or Less	70.9%			
	251-500 Miles	10.0%			
	500-1000 Miles	10.1%			
	1001 Miles or More	9.0%			

Houston-The Woodlands-Sugar Land, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	32.4%	Avg. Per Person Per Day Spending	\$128.00
Transportation - Excluding Airfare	21.4%	Transportation - Total	\$41.40
Transportation - Airfare	11.0%	Transportation - Excluding Airfare	\$27.40
Transportation - Rental Car	6.1%	Transportation - Airfare	\$77.80
Transportation - Other	15.2%	Transportation - Rental Car	\$48.00
Food	24.8%	Transportation - Other	\$19.50
Lodging - Total	18.3%	Food	\$31.80
Lodging - Room	16.5%	Lodging - Total	\$49.80
Lodging - Services	1.8%	Lodging - Room	\$53.70
Shopping	12.9%	Lodging - Services	\$6.70
Entertainment	9.0%	Shopping	\$16.50
Miscellaneous	2.6%	Entertainment	\$11.60
		Miscellaneous	\$3.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Houston-The Woodlands-Sugar Land, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		45.7	Employment	
	18-34 Years	30.7%	Employed	64.4%
	35-49 Years	29.7%	Retired	17.5%
	50-64 Years	25.7%	Not Employed	18.1%
	65+ Years	13.9%		
Marital Status				
Average HH Income		\$93,509	Married	63.2%
	Under \$25,000	15.6%	Never Married	23.0%
	\$25,000-\$49,999	20.4%	Divorced/Widowed	13.8%
	\$50,000-\$74,999	14.6%		
	\$75,000-\$99,999	15.1%	Children in Household	
	\$100,000+	17.2%	Yes	46.4%
	\$150,000+	17.2%	No	53.6%

Victoria, TX MSA

Victoria, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Victoria MSA is estimated at 0.43 million in 2018, and the volume of Person-Days was estimated at 0.58 million.

The Victoria MSA's share of total Person-Stays to Texas ranked 26 out of 26 Texas MSAs.

Victoria, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	0.58	0.44	0.13
2017	2.09	1.68	0.42
2016	2.35	1.83	0.52
2015	2.34	1.80	0.53
2014	2.43	1.80	0.63
Person-Stays	Total	Leisure	Business
2018	0.43	0.30	0.13
2017	0.91	0.71	0.20
2016	1.09	0.79	0.29
2015	1.17	0.86	0.31
2014	1.24	0.89	0.35

Victoria, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	0.14%	0.18%	0.00%
2017	0.09%	0.12%	0.00%
2016	0.11%	0.02%	0.48%
2015	0.17%	0.20%	0.05%

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

[illegible]

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	100%	Total Business	0%
Vacation	45.8%	Meetings	0%
Day Trip Vacation/Getaway	44.4%	Convention	0%
General Vacation-Overnight	1.4%	Seminar/Training	0%
Getaway Weekend-Overnight	0%	Other Group Meeting	0%
Non-Vacation	54.2%	Transient	0%
Visit Friend/Relative	34.4%	Sales/Purchasing	0%
Special Event (celebration, reunion)	4.7%	Inspection/Audit	0%
Medical/Health Care	0%	Construction/Repair	0%
Convention/Show/Conference	0%	Consulting/Client Service	0%
Seminar/Class/Training (personal)	0%	Government/Military	0%
Other Leisure/Personal	15.1%	Other Business	0%

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

MSA				MSA	
Activities Summary (Stays)					
Attractions (Net)		26.6%	Nature (Net)		52.7%
Nightlife (bar, nightclub, etc.)		23.8%	Parks (national/state, etc)		51.2%
Gambling (slots, cards, horses, etc.)		18.8%	Wildlife Viewing (birds, whales etc.)		44.4%
Zoo/Aquarium		2.8%	Beach/Waterfront		42.2%
Culture (Net)		32.1%	Outdoor Sports (Net)		45.6%
Live Music (festivals/concerts/clubs) (2017+)		23.8%	Hiking		45.6%
Touring/Sightseeing		20.9%			
Movies		18.8%			
Family/Life Events (Net)		21.1%	General (Net)		40.0%
Visit Friends/Relatives (general visit)		20.8%	Shopping		38.1%
Reunion/Graduation		2.0%	Other Activity		2.0%
Personal Special Event (Anniversary, Birthday)		0.3%			
Libation and Culinary (Net)		21.1%	Trip Party Composition (Stays)		
Culinary/Dining Experience		21.1%	Avg. Party Size (Adults and Children)		3.96 persons
Winery/Distillery/Brewery Tours		0%	One Male Only		0%
			One Female Only		0%
			One Male and One Female		12.0%
			Two Male or Two Females		22.6%
			Three or More Adults		0.3%
			Adult(s) with Children		65.1%

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		0.91	days	Paid Accommodations		87.9%
Average Length (Overnight Only)		1.77	nights	Hotel/Motel		39.2%
	Day –Trips	91.0%			High-End	0%
	1-3 Nights	9.0%			Mid-Level	16.4%
	4-7 Nights	0%			Economy	22.7%
	8+ Nights	0%		Other Hotel/Motel		0%
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel		48.7%
	Air	0%		Non-Paid Accommodations		12.1%
	Auto Travel (Net)	100%		Other Overnight		0%
Other Transportation (Net)		0%				
	Bus	0%				
	Train	0%				
	Other	0%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		348	miles			
	250 Miles or Less	63.0%				
	251-500 Miles	2.0%				
	500-1000 Miles	35.0%				
	1001 Miles or More	0%				

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	40.5%	Avg. Per Person Per Day Spending	\$88.50
Transportation - Excluding Airfare	40.5%	Transportation - Total	\$35.90
Transportation - Airfare	0%	Transportation - Excluding Airfare	\$35.90
Transportation - Rental Car	17.0%	Transportation - Airfare	0
Transportation - Other	23.5%	Transportation - Rental Car	\$55.00
Food	22.5%	Transportation - Other	\$20.80
Lodging - Total	3.1%	Food	\$19.90
Lodging - Room	3.1%	Lodging - Total	\$11.60
Lodging - Services	0%	Lodging - Room	\$11.60
Shopping	15.4%	Lodging - Services	\$0.00
Entertainment	6.3%	Shopping	\$13.60
Miscellaneous	12.4%	Entertainment	\$5.50
		Miscellaneous	\$10.90

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Small sample for Victoria MSA – please use with caution

Victoria, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	35.6	Employment		
18-34 Years	77.7%	Employed	46.0%	
35-49 Years	7.6%	Retired	11.2%	
50-64 Years	13.2%	Not Employed	42.8%	
65+ Years	1.4%			
Marital Status				
Average HH Income	\$37,551	Married	62.2%	
Under \$25,000	0%	Never Married	35.3%	
\$25,000-\$49,999	78.2%	Divorced/Widowed	2.5%	
\$50,000-\$74,999	13.4%			
\$75,000-\$99,999	8.4%	Children in Household		
\$100,000+	0%	Yes	83.4%	
\$150,000+	0%	No	16.6%	

Small sample for Victoria MSA – please use with caution

Brownsville-Harlingen, TX MSA

Brownsville-Harlingen, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Brownsville-Harlingen MSA is estimated at 5.06 million in 2018, and the volume of Person-Days was estimated at 12.93 million.

The Brownsville-Harlingen MSA's share of total Person-Stays to Texas ranked 9 out of 26 Texas MSAs.

Brownsville-Harlingen, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	12.93	11.92	1.01
2017	11.95	10.84	1.11
2016	12.68	11.28	1.40
2015	11.91	10.38	1.52
2014	11.09	9.52	1.57
Person-Stays	Total	Leisure	Business
2018	5.06	4.63	0.43
2017	4.79	4.24	0.55
2016	4.61	3.97	0.65
2015	4.30	3.61	0.70
2014	3.88	3.20	0.67

Brownsville-Harlingen, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	1.70%	2.03%	0.48%
2017	1.53%	1.86%	0.24%
2016	1.70%	2.07%	0.28%
2015	1.92%	2.35%	0.49%

Brownsville-Harlingen, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	91.3%	Total Non-Texans (Interstate)	8.7%
Harlingen-Weslaco-Brownsville-McAllen	49.2%	Fargo-Valley City, ND	0.9%
San Antonio	19.7%	Orlando-Daytona Beach-Melbourne, FL	0.7%
Houston	7.8%	Denver, CO	0.7%
Corpus Christi	6.8%	Los Angeles, CA	0.6%
El Paso	2.2%	Minneapolis-St. Paul, MN	0.5%
Austin	2.0%	Kansas City, MO	0.4%
Tyler-Longview (Lufkin & Nacogdoches)	1.4%	Grand Rapids-Kalamazoo-Battle Creek, MI	0.4%
Dallas-Fort Worth	1.2%	Chicago, IL	0.4%

Brownsville-Harlingen, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	95.4%	Total Business	4.6%
Vacation	24.8%	Meetings	3.5%
General Vacation-Overnight	10.8%	Seminar/Training	3.3%
Day Trip Vacation/Getaway	7.3%	Convention	0%
Getaway Weekend-Overnight	6.7%	Other Group Meeting	0.1%
Non-Vacation	70.6%	Transient	1.1%
Visit Friend/Relative	38.5%	Inspection/Audit	0.4%
Medical/Health Care	8.3%	Consulting/Client Service	0.3%
Special Event (celebration, reunion)	6.4%	Sales/Purchasing	0.1%
Convention/Show/Conference	2.0%	Construction/Repair	0%
Seminar/Class/Training (personal)	0%	Government/Military	0%
Other Leisure/Personal	15.3%	Other Business	0.4%

Brownsville-Harlingen, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		17.9%	Nature (Net)		34.5
	Zoo/Aquarium	9.3%		Beach/Waterfront	28.0%
	Nightlife (bar, nightclub, etc.)	7.2%		Parks (national/state, etc)	11.4%
	Show: Boat, Car, Home	1.9%		Wildlife Viewing (birds, whales etc.)	4.8%
Culture (Net)		20.0%	Outdoor Sports (Net)		10.6%
	Live Music (festivals/concerts/clubs) (2017+)	7.2%		Fishing	7.1%
	Historic Sites	7.0%		Water Sports	2.5%
	Touring/Sightseeing	6.1%		Boating/Sailing	1.8%
Family/Life Events (Net)		39.1%	General (Net)		41.2%
	Visit Friends/Relatives (general visit)	31.0%		Shopping	18.6%
	Personal Special Event (Anniversary, Birthday)	5.2%		Medical/Health/Doctor Visit	9.5%
	Holiday Celebration (Thanksgiving, July 4th etc.)	4.5%		Religious/Faith Based Conference	8.0%
Libation and Culinary (Net)		21.4%	Trip Party Composition (Stays)		
	Culinary/Dining Experience	21.4%	Avg. Party Size (Adults and Children)		2.16 persons
	Winery/Distillery/Brewery Tours	0%		One Male Only	21.4%
				One Female Only	5.6%
				One Male and One Female	40.5%
				Two Male or Two Females	1.3%
				Three or More Adults	6.0%
				Adult(s) with Children	25.2%

Brownsville-Harlingen, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.58	days	Paid Accommodations	48.8%
Average Length (Overnight Only)	3.63	nights	Hotel/Motel	29.1%
	Day –Trips	49.6%	High-End	9.0%
	1-3 Nights	33.2%	Mid-Level	9.8%
	4-7 Nights	14.9%	Economy	9.7%
	8+ Nights	2.3%	Other Hotel/Motel	0.5%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	19.8%
	Air	1.9%	Non-Paid Accommodations	51.2%
	Auto Travel (Net)	97.5%	Other Overnight	0%
	Other Transportation (Net)	0.6%		
	Bus	0.6%		
	Train	0%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	226	miles		
	250 Miles or Less	75.1%		
	251-500 Miles	14.0%		
	500-1000 Miles	5.0%		
	1001 Miles or More	6.0%		

Brownsville-Harlingen, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	19.8%	Avg. Per Person Per Day Spending	\$135.20
Transportation - Excluding Airfare	17.2%	Transportation - Total	\$26.80
Transportation - Airfare	2.5%	Transportation - Excluding Airfare	\$23.30
Transportation - Rental Car	2.8%	Transportation - Airfare	\$70.50
Transportation - Other	14.5%	Transportation - Rental Car	\$39.10
Food	20.4%	Transportation - Other	\$19.60
Lodging - Total	45.9%	Food	\$27.60
Lodging - Room	44.8%	Lodging - Total	\$142.10
Lodging - Services	1.1%	Lodging - Room	\$152.70
Shopping	6.8%	Lodging - Services	\$4.90
Entertainment	5.5%	Shopping	\$9.20
Miscellaneous	1.7%	Entertainment	\$7.40
		Miscellaneous	\$2.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Brownsville-Harlingen, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	50.4	Employment		
18-34 Years	20.6%	Employed	59.0%	
35-49 Years	30.5%	Retired	27.3%	
50-64 Years	22.0%	Not Employed	13.6%	
65+ Years	26.9%			
Marital Status				
Average HH Income	\$98,597	Married	71.5%	
Under \$25,000	10.0%	Never Married	17.0%	
\$25,000-\$49,999	24.6%	Divorced/Widowed	11.6%	
\$50,000-\$74,999	21.5%			
\$75,000-\$99,999	7.7%	Children in Household		
\$100,000-\$149,999	16.1%	Yes	38.6%	
\$150,000+	20.0%	No	61.4%	

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Gulf Coast Region	3,300	0.3%	0.5%	0.8%	1.1%	1.4%
Beaumont-Port Arthur, TX MSA	100	1.6%	3.0%	4.3%	6.2%	8.2%
Corpus Christi, TX MSA	264	1.0%	1.9%	2.7%	3.8%	5.0%
Houston-The Woodlands-Sugar Land, TX MSA	2,851	0.3%	0.6%	0.8%	1.2%	1.5%
Victoria, TX MSA	13	4.5%	8.4%	12.0%	17.3%	22.7%
Brownsville-Harlingen, TX MSA	162	1.3%	2.4%	3.4%	4.9%	6.4%

2018 Region and MSA Visitor Profile

Hill Country Region

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Hill Country Tourism Region



Hill Country Region Executive Summary

Volume/Share

The Hill Country Tourism Region contains 25 counties and the following MSAs: Austin-Round Rock

The number of Person-Stays to the Hill Country Region was estimated at 35.84 million in 2018, and the volume of Person-Days was estimated at 68.37 million.

The Hill Country Region's share of total Person-Stays to Texas ranked 4 out of the 7 Texas Tourism Regions.

Hill Country Volume (millions)

Person-Days	Total	Leisure	Business
2018	68.37	50.09	18.28
2017	65.46	47.81	17.64
2016	61.86	44.81	17.05
2015	59.62	42.78	16.84
2014	57.16	40.83	16.34
Person-Stays	Total	Leisure	Business
2018	35.84	25.59	10.25
2017	34.08	24.00	10.08
2016	31.96	22.26	9.70
2017	30.11	20.73	9.38
2014	28.40	19.62	8.77

Hill Country Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	12.55%	12.27%	13.59%
2017	13.18%	13.02%	13.78%
2016	12.94%	12.17%	15.92%
2015	12.04%	11.80%	12.82%

Hill Country Tourism Region

REGION			REGION	
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)	
In State DMAs			Out-of-State DMAs	
Total Texans (Intrastate)	84.8%		Total Non-Texans (Interstate)	15.2%
San Antonio	23.3%		New York, NY	1.1%
Houston	16.2%		Los Angeles, CA	1.0%
Austin	14.9%		Albuquerque-Santa Fe, NM	0.7%
Dallas-Fort Worth	13.2%		Chicago, IL	0.5%
Waco-Temple-Bryan	7.7%		St. Louis, MO	0.5%
Harlingen-Weslaco-Brownsville-McAllen	2.0%		Phoenix, AZ	0.4%
Corpus Christi	1.3%		Atlanta, GA	0.4%
San Angelo	1.0%		Springfield, MO	0.4%

Hill Country Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person--Stays)	
Total Leisure	78.1%	Total Business	21.9%
Vacation	23.2%	Meetings	11.7%
Getaway Weekend-Overnight	9.5%	Seminar/Training	5.3%
Day Trip Vacation/Getaway	9.1%	Convention	2.8%
General Vacation-Overnight	4.6%	Other Group Meeting	3.7%
Non-Vacation	54.8%	Transient	10.2%
Visit Friend/Relative	25.5%	Consulting/Client Service	4.2%
Special Event (celebration, reunion)	10.4%	Sales/Purchasing	2.0%
Medical/Health Care	2.1%	Construction/Repair	1.3%
Convention/Show/Conference	2.1%	Government/Military	0.4%
Seminar/Class/Training (personal)	1.4%	Inspection/Audit	0.3%
Other Leisure/Personal	13.3%	Other Business	2.1%

Hill Country Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	16.7%	Nature (Net)	16.4%
Nightlife (bar, nightclub, etc.)	10.9%	Parks (national/state, etc)	11.1%
Amateur Sports (attend/participate)	3.1%	Beach/Waterfront	3.5%
Show: Boat, Car, Home	1.8%	Wildlife Viewing (birds, whales etc.)	3.3%
Culture (Net)	28.5%	Outdoor Sports (Net)	8.9%
Historic Sites	10.1%	Hiking	3.8%
Live Music (festivals/concerts/clubs) (2017+)	9.6%	Boating/Sailing	1.5%
Touring/Sightseeing	8.9%	Biking	1.5%
Family/Life Events (Net)	37.9%	General (Net)	33.5%
Visit Friends/Relatives (general visit)	26.6%	Shopping	20.1%
Personal Special Event (Anniversary, Birthday)	6.5%	Business	6.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.1%	Medical/Health/Doctor Visit	2.2%
Libation and Culinary (Net)	29.5%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	27.5%	Avg. Party Size (Adults and Children)	1.79 persons
Winery/Distillery/Brewery Tours	4.3%	One Male Only	29.7%
		One Female Only	16.7%
		One Male and One Female	32.2%
		Two Male or Two Females	6.3%
		Three or More Adults	4.2%
		Adult(s) with Children	10.9%

Hill Country Tourism Region

REGION			REGION	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.94	days	Paid Accommodations	64.5%
Average Length (Overnight Only)	2.43	nights	Hotel/Motel	49.1%
Day –Trips	51.0%		High-End	15.3%
1-3 Nights	38.5%		Mid-Level	19.8%
4-7 Nights	9.7%		Economy	9.2%
8+ Nights	0.8%		Other Hotel/Motel	4.7%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	15.5%
Air	7.6%		Non-Paid Accommodations	34.9%
Auto Travel (Net)	90.6%		Other Overnight	0.6%
Other Transportation (Net)	1.7%			
Bus	1.2%			
Train	0%			
Other	0.5%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	253	miles		
250 Miles or Less	80.0%			
251-500 Miles	5.5%			
500-1000 Miles	7.1%			
1001 Miles or More	7.5%			

Hill Country Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	30.6%	Avg. Per Person Per Day Spending	\$133.60
Transportation - Excluding Airfare	19.9%	Transportation - Total	\$40.80
Transportation - Airfare	10.7%	Transportation - Excluding Airfare	\$26.60
Transportation - Rental Car	5.0%	Transportation - Airfare	\$87.40
Transportation - Other	14.9%	Transportation - Rental Car	\$56.20
Food	26.9%	Transportation - Other	\$19.90
Lodging - Total	19.9%	Food	\$36.00
Lodging - Room	18.0%	Lodging - Total	\$63.20
Lodging - Services	1.9%	Lodging - Room	\$67.80
Shopping	13.3%	Lodging - Services	\$7.30
Entertainment	7.1%	Shopping	\$17.80
Miscellaneous	2.2%	Entertainment	\$9.50
		Miscellaneous	\$2.90

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Hill Country Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age	47.2	Employment		
18-34 Years	28.9%	Employed	69.0%	
35-49 Years	26.8%	Retired	18.1%	
50-64 Years	26.3%	Not Employed	12.8%	
65+ Years	18.1%			
Marital Status				
Average HH Income	\$110,506	Married	65.9%	
Under \$25,000	8.9%	Never Married	23.3%	
\$25,000-\$49,999	16.6%	Divorced/Widowed	10.7%	
\$50,000-\$74,999	16.8%			
\$75,000-\$99,999	14.1%	Children in Household		
\$100,000-\$149,999	19.3%	Yes	36.2%	
\$150,000 +	24.4%	No	63.8%	

Austin-Round Rock, TX MSA

Austin-Round Rock, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Austin-Round Rock MSA was estimated at 28.85 million in 2018, and the volume of Person-Days was estimated at 56.61 million.

The Austin-Round Rock MSA's share of total Person-Stays to Texas ranked 4 out of 26 Texas MSAs.

Austin-Round Rock, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	56.61	38.64	16.97
2017	53.58	37.20	16.39
2016	50.27	34.43	15.84
2015	48.18	32.58	15.59
2014	45.55	30.54	15.01
Person-Stays	Total	Leisure	Business
2018	28.85	19.67	9.18
2017	27.41	18.43	8.98
2016	25.61	16.88	8.73
2015	24.11	15.58	8.53
2014	22.62	14.70	7.92

Austin-Round Rock, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	10.54%	9.88%	12.99%
2017	10.43%	9.72%	13.28%
2016	10.22%	9.49%	13.02%
2015	9.75%	9.06%	12.03%

Austin-Round Rock MSA

MSA			MSA		
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)		82.2%	Total Non-Texans (Interstate)		17.8%
	San Antonio	18.1%		New York, NY	1.3%
	Houston	17.8%		Los Angeles, CA	1.3%
	Dallas-Fort Worth	14.3%		Albuquerque-Santa Fe, NM	0.9%
	Austin	13.4%		Chicago, IL	0.6%
	Waco-Temple-Bryan	8.8%		St. Louis, MO	0.6%
	Harlingen-Weslaco-Brownsville-McAllen	2.4%		Phoenix, AZ	0.5%
	Corpus Christi	1.3%		Atlanta, GA	0.5%
	Lubbock	1.1%		Springfield, MO	0.5%

Austin-Round Rock MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	74.1%	Total Business	25.9%
Vacation	18.7%	Meetings	13.9%
Getaway Weekend-Overnight	9.1%	Seminar/Training	6.0%
Day Trip Vacation/Getaway	4.9%	Convention	3.4%
General Vacation-Overnight	4.7%	Other Group Meeting	4.5%
Non-Vacation	55.4%	Transient	12.0%
Visit Friend/Relative	27.9%	Consulting/Client Service	5.1%
Special Event (celebration, reunion)	10.5%	Sales/Purchasing	2.4%
Convention/Show/Conference	2.4%	Construction/Repair	1.5%
Medical/Health Care	2.3%	Government/Military	0.5%
Seminar/Class/Training (personal)	1.6%	Inspection/Audit	0.2%
Other Leisure/Personal	10.7%	Other Business	2.3%

Austin-Round Rock MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	18.1%	Nature (Net)	13.7%
Nightlife (bar, nightclub, etc.)	12.2%	Parks (national/state, etc)	9.3%
Amateur Sports (attend/participate)	3.3%	Beach/Waterfront	2.9%
Show: Boat, Car, Home	1.7%	Wildlife Viewing (birds, whales etc.)	2.1%
Culture (Net)	27.8%	Outdoor Sports (Net)	8.4%
Live Music (festivals/concerts/clubs) (2017+)	10.7%	Hiking	3.0%
Historic Sites	9.4%	Biking	1.5%
Movies	7.3%	Boating/Sailing	1.5%
Family/Life Events (Net)	39.3%	General (Net)	33.7%
Visit Friends/Relatives (general visit)	27.2%	Shopping	19.7%
Personal Special Event (Anniversary, Birthday)	6.3%	Business	7.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.2%	Medical/Health/Doctor Visit	2.5%
Libation and Culinary (Net)	27.5%	Trip Party Composition (Stays)	
Culinary/Dining Experience	26.6%	Avg. Party Size (Adults and Children)	1.72 persons
Winery/Distillery/Brewery Tours	2.6%	One Male Only	32.7%
		One Female Only	17.8%
		One Male and One Female	29.9%
		Two Male or Two Females	5.6%
		Three or More Adults	4.1%
		Adults with Children	9.8%

Austin-Round Rock MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	2.00	days	Paid Accommodations		65.0%
Average Length (Overnight Only)	2.49	nights	Hotel/Motel		52.1%
	Day –Trips	49.9%		High-End	17.7%
	1-3 Nights	38.8%		Mid-Level	19.9%
	4-7 Nights	10.4%		Economy	9.5%
	8+ Nights	0.9%	Other Hotel/Motel		5.0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		12.9%
	Air	9.3%	Non-Paid Accommodations		34.3%
	Auto Travel (Net)	88.8%	Other Overnight		0.7%
	Other Transportation (Net)	1.9%			
	Bus	1.3%			
	Train	0.1%			
	Other	0.6%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	279	miles			
	250 Miles or Less	77.2%			
	251-500 Miles	5.8%			
	500-1000 Miles	8.4%			
	1001 Miles or More	8.6%			

Austin-Round Rock MSA

MSA		MSA	
Expenditure Summary (Person-Stays)		Expenditure Summary (Person-Stays)	
Transportation - Total	32.3%	Avg. Per Person Per Day Spending	\$138.30
Transportation - Excluding Airfare	19.9%	Transportation - Total	\$44.70
Transportation - Airfare	12.4%	Transportation - Excluding Airfare	\$27.50
Transportation - Rental Car	5.2%	Transportation - Airfare	\$88.50
Transportation - Other	14.6%	Transportation - Rental Car	\$52.60
Food	26.3%	Transportation - Other	\$20.30
Lodging - Total	20.9%	Food	\$36.40
Lodging - Room	18.7%	Lodging - Total	\$70.60
Lodging - Services	2.2%	Lodging - Room	\$77.50
Shopping	11.1%	Lodging - Services	\$9.00
Entertainment	7.2%	Shopping	\$15.30
Miscellaneous	2.1%	Entertainment	\$10.00
		Miscellaneous	\$3.00

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Austin-Round Rock MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	46.5	Employment		
18-34 Years	29.4%	Employed	70.5%	
35-49 Years	28.0%	Retired	15.9%	
50-64 Years	25.8%	Not Employed	13.6%	
65+ Years	16.8%			
Marital Status				
Average HH Income	\$110,283	Married	63.7%	
Under \$25,000	8.2%	Never Married	24.8%	
\$25,000-\$49,999	16.5%	Divorced/Widowed	11.5%	
\$50,000-\$74,999	18.9%			
\$75,000-\$99,999	12.9%	Children in Household		
\$100,000-\$149,999	19.5%	Yes	36.9%	
\$150,000+	23.9%	No	63.1%	

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Hill Country Region	2,295	0.3%	0.6%	0.9%	1.3%	1.7%
Austin-Round Rock, TX MSA	2,058	0.4%	0.7%	1.0%	1.4%	1.8%

2018 Region and MSA Visitor Profile

Panhandle Plains Region

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Panhandle Plains Tourism Region



Panhandle Plains Region Executive Summary

Volume/Share

The Panhandle Plains Region contains 81 counties and the following MSAs: Abilene, Lubbock, Amarillo, San Angelo, and Wichita Falls

The number of Person-Stays to the Panhandle Plains Region was estimated at 24.25 million in 2018, and the volume of Person-Days was estimated at 45.38 million.

The Panhandle Plains Region's share of total Person-Stays to Texas ranked 5 out of the 7 Texas Tourism Regions.

Panhandle Plains Volume (millions)

Person-Days	Total	Leisure	Business
2018	45.38	32.27	13.11
2017	45.69	32.75	12.94
2016	43.61	32.01	11.60
2015	43.42	31.50	11.92
2014	41.81	30.92	10.89
Person-Stays	Total	Leisure	Business
2018	24.25	18.17	6.09
2017	24.44	18.11	6.33
2016	23.80	17.54	6.25
2015	23.31	16.91	6.40
2014	22.66	16.70	5.96

Panhandle Plains Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	6.61%	6.89%	5.57%
2017	7.47%	7.60%	6.98%
2016	7.56%	7.72%	6.92%
2015	8.46%	7.85%	10.50%

Panhandle Plains Tourism Region

REGION			REGION	
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)	
In State DMAs			Out-of-State DMAs	
Total Texans (Intrastate)	81.7%	Total Non-Texans (Interstate)	18.3%	
Dallas-Fort Worth	17.3%	Monroe, LA-El Dorado, AR	2.8%	
Amarillo	14.4%	Denver, CO	2.0%	
Abilene-Sweetwater	9.0%	Oklahoma City, OK	1.9%	
Odessa-Midland	7.9%	Amarillo, TX	1.0%	
Lubbock	7.1%	Jackson, MS	0.8%	
San Antonio	6.8%	Albuquerque-Santa Fe, NM	0.7%	
Austin	5.8%	Phoenix, AZ	0.7%	
Houston	4.2%	Washington, DC (Hagerstown, MD)	0.6%	

Panhandle Plains Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	81.6%	Total Business	18.4%
Vacation	15.4%	Meetings	4.7%
Getaway Weekend-Overnight	7.6%	Seminar/Training	2.3%
General Vacation-Overnight	4.7%	Convention	0.1%
Day Trip Vacation/Getaway	3.2%	Other Group Meeting	2.2%
Non-Vacation	66.2%	Transient	13.7%
Visit Friend/Relative	25.4%	Consulting/Client Service	3.5%
Medical/Health Care	9.3%	Inspection/Audit	2.2%
Special Event (celebration, reunion)	7.9%	Government/Military	2.2%
Convention/Show/Conference	2.3%	Sales/Purchasing	0.8%
Seminar/Class/Training (personal)	0.5%	Construction/Repair	0.1%
Other Leisure/Personal	20.8%	Other Business	4.9%

Panhandle Plains Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	9.8%	Nature (Net)	12.0%
Amateur Sports (attend/participate)	4.0%	Parks (national/state, etc)	10.1%
Nightlife (bar, nightclub, etc.)	3.3%	Camping	1.6%
Show: Boat, Car, Home	1.3%	Beach/Waterfront	1.2%
Culture (Net)	14.2%	Outdoor Sports (Net)	6.2%
Historic Sites	4.8%	Hiking	2.3%
Movies	4.5%	Fishing	1.9%
Museums/Art Exhibits etc.	3.6%	Boating/Sailing	1.3%
Family/Life Events (Net)	29.0%	General (Net)	44.5%
Visit Friends/Relatives (general visit)	25.3%	Shopping	21.6%
Personal Special Event (Anniversary, Birthday)	2.3%	Medical/Health/Doctor Visit	11.1%
Holiday Celebration (Thanksgiving, July 4th etc.)	2.0%	Religious/Faith Based Conference	5.5%
Libation and Culinary (Net)	19.8%	Trip Party Composition (Stays)	
Culinary/Dining Experience	18.5%	Avg. Party Size (Adults and Children)	1.84 persons
Winery/Distillery/Brewery Tours	1.7%	One Male Only	20.5%
		One Female Only	21.7%
		One Male and One Female	29.7%
		Two Male or Two Females	8.1%
		Three or More Adults	6.5%
		Adult(s) with Children	13.4%

Panhandle Plains Tourism Region

REGION			REGION		
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	1.98	days	Paid Accommodations		71.6%
Average Length (Overnight Only)	2.52	nights	Hotel/Motel		58.5%
	Day –Trips	51.0%		High-End	2.4%
	1-3 Nights	42.3%		Mid-Level	33.6%
	4-7 Nights	3.9%		Economy	19.4%
	8+ Nights	2.8%	Other Hotel/Motel		3.1%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		13.1%
	Air	5.1%	Non-Paid Accommodations		27.3%
	Auto Travel (Net)	92.3%	Other Overnight		1.1%
	Other Transportation (Net)	2.6%			
	Bus	2.3%			
	Train	0.3%			
	Other	0%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	260	miles			
	250 Miles or Less	57.8%			
	251-500 Miles	30.7%			
	500-1000 Miles	8.1%			
	1001 Miles or More	3.4%			

Panhandle Plains Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.8%	Avg. Per Person Per Day Spending	\$99.40
Transportation - Excluding Airfare	23.9%	Transportation - Total	\$31.60
Transportation - Airfare	7.8%	Transportation - Excluding Airfare	\$23.80
Transportation - Rental Car	4.2%	Transportation - Airfare	\$89.90
Transportation - Other	19.7%	Transportation - Rental Car	\$51.50
Food	24.0%	Transportation - Other	\$19.60
Lodging - Total	16.9%	Food	\$23.90
Lodging - Room	14.4%	Lodging - Total	\$32.90
Lodging - Services	2.4%	Lodging - Room	\$37.60
Shopping	19.7%	Lodging - Services	\$6.00
Entertainment	5.4%	Shopping	\$19.60
Miscellaneous	2.1%	Entertainment	\$5.40
		Miscellaneous	\$2.10

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Panhandle Plains Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age	50.1	Employment		
18-34 Years	19.7%	Employed	66.7%	
35-49 Years	26.9%	Retired	17.0%	
50-64 Years	34.9%	Not Employed	16.3%	
65+ Years	18.6%			
Marital Status				
Average HH Income	\$82,599	Married	68.8%	
Under \$25,000	12.5%	Never Married	17.4%	
\$25,000-\$49,999	25.4%	Divorced/Widowed	13.8%	
\$50,000-\$74,999	18.3%			
\$75,000-\$99,999	15.3%	Children in Household		
\$100,000-\$149,999	15.5%	Yes	38.0%	
\$150,000+	12.9%	No	62.0%	

Abilene, TX MSA

Abilene, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Abilene MSA was estimated at 4.16 million in 2018, and the volume of Person-Days was estimated at 7.35 million.

The Abilene MSA's share of total Person-Stays to Texas ranked 13 out of 26 Texas MSAs.

Abilene, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	7.35	5.24	2.10
2017	7.10	5.21	1.88
2016	6.93	4.94	1.99
2015	6.76	4.82	1.93
2014	6.57	4.64	1.93
Person-Stays	Total	Leisure	Business
2018	4.16	2.97	1.19
2017	3.95	2.83	1.12
2016	3.83	2.67	1.16
2015	3.67	2.56	1.11
2014	3.65	2.53	1.12

Abilene, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	1.39%	1.31%	1.66%
2017	1.32%	1.26%	1.55%
2016	1.55%	1.30%	2.52%
2015	1.19%	1.24%	1.03%

Abilene MSA Small Sample – Use with caution

Abilene, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	89.0%	Total Non-Texans (Interstate)	11.0%
Dallas-Fort Worth	27.1%	Oklahoma City, OK	2.8%
Abilene-Sweetwater	18.8%	Wheeling, WV-Steubenville, OH	1.1%
San Angelo	14.9%	Phoenix, AZ	1.0%
Odessa-Midland	5.1%	Minneapolis-St. Paul, MN	0.9%
Austin	5.0%	Knoxville, TN	0.8%
Houston	5.0%	New York, NY	0.7%
El Paso	4.9%	South Bend-Elkhart, IN	0.7%
San Antonio	3.2%	Salt Lake City, UT	0.7%

Abilene MSA Small Sample – Use with caution

Abilene, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	75.6%	Total Business	24.4%
Vacation	18.1%	Meetings	7.0%
Getaway Weekend-Overnight	11.0%	Seminar/Training	3.0%
Day Trip Vacation/Getaway	6.5%	Convention	0%
General Vacation-Overnight	0.6%	Other Group Meeting	4.0%
Non-Vacation	57.5%	Transient	17.4%
Visit Friend/Relative	24.4%	Government/Military	6.5%
Convention/Show/Conference	9.7%	Inspection/Audit	3.1%
Special Event (celebration, reunion)	4.9%	Sales/Purchasing	1.3%
Medical/Health Care	2.5%	Consulting/Client Service	0.6%
Seminar/Class/Training (personal)	1.5%	Construction/Repair	0%
Other Leisure/Personal	14.6%	Other Business	5.9%

Abilene MSA Small Sample – Use with caution

Abilene, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		12.6%	Nature (Net)		11.2%
Amateur Sports (attend/participate)		5.2%	Parks (national/state, etc.)		11.2%
Zoo/Aquarium		4.1%			
Nightlife (bar, nightclub, etc.)		2.3%			
Culture (Net)		20.3%	Outdoor Sports (Net)		1.5%
Movies		7.1%	Hiking		1.5%
Theater/Dance Performance (2017+)		7.1%			
Historic Sites		6.1%			
Family/Life Events (Net)		22.3%	General (Net)		42.8%
Visit Friends/Relatives (general visit)		20.3%	Religious/Faith Based Conference		12.5%
Personal Special Event (Anniversary, Birthday)		2.6%	Shopping		11.9%
Holiday Celebration (Thanksgiving, July 4th etc.)		1.3%	Real Estate (buy/sell)		6.9%
Libation and Culinary (Net)		15.5%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		10.9%	Avg. Party Size (Adults and Children)		1.84 persons
Winery/Distillery/Brewery Tours		4.6%	One Male Only		18.2%
			One Female Only		18.3%
			One Male and One Female		38.4%
			Two Male or Two Females		5.7%
			Three or More Adults		4.2%
			Adult(s) with Children		15.2%

Abilene MSA Small Sample – Use with caution

Abilene, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.94	Days	Paid Accommodations	75.8%
Average Length (Overnight Only)	2.40	nights	Hotel/Motel	71.3%
Day –Trips	50.3%		High-End	2.0%
1-3 Nights	42.6%		Mid-Level	44.6%
4-7 Nights	5.0%		Economy	14.6%
8+ Nights	2.0%		Other Hotel/Motel	10.1%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	4.5%
Air	4.5%		Non-Paid Accommodations	22.5%
Auto Travel (Net)	95.5%		Other Overnight	1.7%
Other Transportation (Net)	0%			
Bus	0%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	226	miles		
250 Miles or Less	79.1%			
251-500 Miles	13.3%			
500-1000 Miles	4.7%			
1001 Miles or More	2.9%			

Abilene, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	37.8%	Avg. Per Person Per Day Spending	\$97.80
Transportation - Excluding Airfare	31.0%	Transportation - Total	\$37.00
Transportation - Airfare	6.8%	Transportation - Excluding Airfare	\$30.30
Transportation - Rental Car	11.3%	Transportation - Airfare	\$40.40
Transportation - Other	19.8%	Transportation - Rental Car	\$76.70
Food	27.9%	Transportation - Other	\$19.30
Lodging - Total	23.5%	Food	\$27.30
Lodging - Room	22.6%	Lodging - Total	\$42.80
Lodging - Services	0.9%	Lodging - Room	\$48.00
Shopping	5.8%	Lodging - Services	\$2.30
Entertainment	3.3%	Shopping	\$5.70
Miscellaneous	1.4%	Entertainment	\$3.30
		Miscellaneous	\$1.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Abilene, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		47.9	Employment	
	18-34 Years	28.0%	Employed	64.3%
	35-49 Years	26.3%	Retired	11.4%
	50-64 Years	28.0%	Not Employed	24.3%
	65+ Years	17.6%		
Marital Status				
Average HH Income		\$92,860	Married	79.7%
	Under \$25,000	7.7%	Never Married	16.3%
	\$25,000-\$49,999	24.8%	Divorced/Widowed	4.0%
	\$50,000-\$74,999	10.4%		
	\$75,000-\$99,999	24.8%	Children in Household	
	\$100,000-\$149,999	16.9%	Yes	51.7%
	\$150,000+	15.3%	No	48.3%

Abilene MSA Small Sample – Use with caution

Lubbock, TX MSA

Lubbock, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Lubbock MSA was estimated at 6.48 million in 2018, and the volume of Person-Days was estimated at 10.85 million.

The Lubbock MSA's share of total Person-Stays to Texas ranked 7 out of 26 Texas MSAs.

Lubbock, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	10.85	8.40	2.46
2017	10.59	8.17	2.42
2016	10.14	7.75	2.39
2015	10.03	7.49	2.54
2014	9.67	7.15	2.52
Person-Stays	Total	Leisure	Business
2018	6.48	5.13	1.35
2017	6.28	4.88	1.40
2016	5.96	4.58	1.38
2015	5.81	4.31	1.50
2014	5.71	4.25	1.46

Lubbock, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	2.18%	2.30%	1.72%
2017	2.18%	2.28%	1.78%
2016	1.93%	2.20%	0.90%
2015	2.28%	2.32%	2.14%

Lubbock, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	88.4%	Total Non-Texans (Interstate)	11.6%
Odessa-Midland	19.2%	Amarillo, TX	2.2%
Amarillo	15.8%	Oklahoma City, OK	1.6%
Lubbock	15.0%	Tulsa, OK	0.9%
Dallas-Fort Worth	13.5%	Cincinnati, OH	0.9%
Houston	6.4%	Lincoln & Hastings-Kearney, NE	0.8%
San Antonio	6.3%	Phoenix, AZ	0.8%
Abilene-Sweetwater	4.9%	Odessa-Midland, TX	0.8%
Waco-Temple-Bryan	2.7%	Fort Smith-Fayetteville-Springdale-Rogers, AR	0.8%

Lubbock, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	83.4%	Total Business	16.6%
Vacation	9.4%	Meetings	6.1%
Getaway Weekend-Overnight	6.7%	Seminar/Training	3.4%
Day Trip Vacation/Getaway	2.2%	Convention	0.1%
General Vacation-Overnight	0.5%	Other Group Meeting	2.7%
Non-Vacation	74.0%	Transient	10.4%
Visit Friend/Relative	24.6%	Consulting/Client Service	5.6%
Medical/Health Care	18.6%	Inspection/Audit	2.3%
Special Event (celebration, reunion)	7.5%	Sales/Purchasing	0.8%
Convention/Show/Conference	0.1%	Government/Military	0.3%
Seminar/Class/Training (personal)	0%	Construction/Repair	0%
Other Leisure/Personal	23.2%	Other Business	1.5%

Lubbock, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		10.5%	Nature (Net)		5.0%
Amateur Sports (attend/participate)		7.2%	Parks (national/state, etc)		4.7%
Nightlife (bar, nightclub, etc.)		3.2%	Camping		0.3%
Show: Boat, Car, Home		0.7%	Wildlife Viewing (birds, whales etc.)		0.1%
Culture (Net)		10.8%	Outdoor Sports (Net)		2.9%
Historic Sites		3.7%	Fishing		1.7%
Movies		3.5%	Hiking		1.0%
Museums/Art Exhibits etc.		3.4%	Hunting		0.2%
Family/Life Events (Net)		24.7%	General (Net)		53.9%
Visit Friends/Relatives (general visit)		23.4%	Shopping		27.1%
Personal Special Event (Anniversary, Birthday)		1.4%	Medical/Health/Doctor Visit		20.7%
Holiday Celebration (Thanksgiving, July 4th etc.)		1.1%	Business		4.1%
Libation and Culinary (Net)		19.7%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		19.7%	Avg. Party Size (Adults and Children)		1.70 persons
Winery/Distillery/Brewery Tours		0.9%	One Male Only		27.7%
			One Female Only		21.0%
			One Male and One Female		29.4%
			Two Male or Two Females		6.0%
			Three or More Adults		6.7%
			Adult(s) with Children		9.2%

Lubbock, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.67	days	Paid Accommodations	67.2%
Average Length (Overnight Only)	2.27	nights	Hotel/Motel	63.9%
	Day –Trips	59.3%	High-End	7.1%
	1-3 Nights	36.8%	Mid-Level	37.4%
	4-7 Nights	2.4%	Economy	15.8%
	8+ Nights	1.4%	Other Hotel/Motel	3.5%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	3.3%
	Air	7.7%	Non-Paid Accommodations	32.8%
	Auto Travel (Net)	86.2%	Other Overnight	0%
	Other Transportation (Net)	6.1%		
	Bus	6.1%		
	Train	0%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	220	miles		
	250 Miles or Less	58.5%		
	251-500 Miles	36.9%		
	500-1000 Miles	3.2%		
	1001 Miles or More	1.4%		

Lubbock, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	31.5%	Avg. Per Person Per Day Spending	\$122.20
Transportation - Excluding Airfare	22.1%	Transportation - Total	\$38.50
Transportation - Airfare	9.4%	Transportation - Excluding Airfare	\$27.00
Transportation - Rental Car	3.6%	Transportation - Airfare	\$118.40
Transportation - Other	18.4%	Transportation - Rental Car	\$38.90
Food	22.1%	Transportation - Other	\$22.50
Lodging - Total	14.0%	Food	\$27.00
Lodging - Room	12.8%	Lodging - Total	\$38.40
Lodging - Services	1.3%	Lodging - Room	\$59.60
Shopping	28.0%	Lodging - Services	\$3.90
Entertainment	3.2%	Shopping	\$34.20
Miscellaneous	1.1%	Entertainment	\$3.90
		Miscellaneous	\$1.40

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Lubbock, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		53.5	Employment	
	18-34 Years	13.7%	Employed	58.4%
	35-49 Years	20.0%	Retired	25.1%
	50-64 Years	41.4%	Not Employed	16.5%
	65+ Years	24.9%		
Marital Status				
Average HH Income		\$85,062	Married	63.7%
	Under \$25,000	17.0%	Never Married	19.3%
	\$25,000-\$49,999	16.4%	Divorced/Widowed	17.0%
	\$50,000-\$74,999	23.9%		
	\$75,000-\$99,999	11.0%	Children in Household	
	\$100,000-\$149,999	16.6%	Yes	18.6%
	\$150,000+	15.2%	No	81.4%

Amarillo, TX MSA

Amarillo, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Amarillo MSA was estimated at 5.40 million in 2018, and the volume of Person-Days was estimated at 9.61 million.

The Amarillo MSA's share of total Person-Stays to Texas ranked 8 out of 26 Texas MSAs.

Amarillo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	9.61	7.61	2.01
2017	9.32	7.29	2.03
2016	8.92	6.97	1.94
2015	8.75	6.82	1.93
2014	8.37	6.59	1.79
Person-Stays	Total	Leisure	Business
2018	5.40	4.28	1.12
2017	5.21	4.02	1.19
2016	4.98	3.84	1.14
2015	4.82	3.65	1.17
2014	4.66	3.55	1.11

Amarillo, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	1.67%	1.83%	1.08%
2017	1.69%	1.79%	1.33%
2016	1.91%	1.99%	1.60%
2015	1.82%	1.90%	1.55%

Amarillo, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	66.2%	Total Non-Texans (Interstate)	33.8%
Amarillo	35.3%	Denver, CO	8.1%
Dallas-Fort Worth	15.5%	Jackson, MS	3.2%
Austin	6.2%	Monroe, LA-El Dorado, AR	2.3%
San Antonio	2.8%	Albuquerque-Santa Fe, NM	1.9%
Lubbock	2.4%	Great Falls, MT	1.7%
Houston	2.2%	Wichita-Hutchinson Plus, KS	1.7%
Waco-Temple-Bryan	1.1%	Amarillo, TX	1.5%
Tyler-Longview (Lufkin & Nacogdoches)	0.6%	Monterey-Salinas, CA	1.3%

Amarillo, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	85.2%	Total Business	14.8%
Vacation	20.9%	Meetings	4.3%
General Vacation-Overnight	14.2%	Seminar/Training	2.5%
Getaway Weekend-Overnight	5.7%	Convention	0%
Day Trip Vacation/Getaway	1.0%	Other Group Meeting	1.7%
Non-Vacation	64.3%	Transient	10.5%
Visit Friend/Relative	21.1%	Consulting/Client Service	3.2%
Special Event (celebration, reunion)	9.2%	Government/Military	2.4%
Medical/Health Care	6.9%	Inspection/Audit	1.3%
Convention/Show/Conference	0.1%	Construction/Repair	0.5%
Seminar/Class/Training (personal)	0%	Sales/Purchasing	0.5%
Other Leisure/Personal	27.1%	Other Business	2.5%

Amarillo, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	4.5%	Nature (Net)	11.9%
Zoo/Aquarium	1.6%	Parks (national/state, etc)	11.5%
Nightlife (bar, nightclub, etc.)	1.5%	Wildlife Viewing (birds, whales etc.)	0.5%
Show: Boat, Car, Home	0.9%	Camping	0.5%
Culture (Net)	16.6%	Outdoor Sports (Net)	1.6%
Historic Sites	5.7%	Hiking	1.0%
Movies	5.2%	Golfing	0.4%
Museums/Art Exhibits etc.	5.1%	Extreme/Adventure Sports	0.2%
Family/Life Events (Net)	35.7%	General (Net)	41.2%
Visit Friends/Relatives (general visit)	30.0%	Shopping	22.5%
Reunion/Graduation	3.9%	Medical/Health/Doctor Visit	9.1%
Personal Special Event (Anniversary, Birthday)	2.7%	Religious/Faith Based Conference	5.5%
Libation and Culinary (Net)	24.3%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	23.6%	Avg. Party Size (Adults and Children)	1.78 persons
Winery/Distillery/Brewery Tours	1.4%	One Male Only	20.8%
		One Female Only	29.3%
		One Male and One Female	23.2%
		Two Male or Two Females	7.2%
		Three or More Adults	8.2%
		Adult(s) with Children	11.4%

Amarillo, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.76	days	Paid Accommodations	71.3%
Average Length (Overnight Only)	1.77	nights	Hotel/Motel	59.7%
	Day –Trips	43.2%	High-End	0.4%
	1-3 Nights	51.7%	Mid-Level	37.4%
	4-7 Nights	4.7%	Economy	21.7%
	8+ Nights	0.4%	Other Hotel/Motel	0.2%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	11.6%
Air	6.9%		Non-Paid Accommodations	25.6%
Auto Travel (Net)	93.0%		Other Overnight	3.1%
Other Transportation (Net)	0.1%			
	Bus	0.1%		
	Train	0%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	338	miles		
	250 Miles or Less	41.2%		
	251-500 Miles	38.9%		
	500-1000 Miles	14.3%		
	1001 Miles or More	5.6%		

Amarillo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	36.0%	Avg. Per Person Per Day Spending	\$92.70
Transportation - Excluding Airfare	22.9%	Transportation - Total	\$33.40
Transportation - Airfare	13.1%	Transportation - Excluding Airfare	\$21.20
Transportation - Rental Car	3.4%	Transportation - Airfare	\$146.60
Transportation - Other	19.5%	Transportation - Rental Car	\$37.90
Food	24.6%	Transportation - Other	\$18.10
Lodging - Total	14.9%	Food	\$22.80
Lodging - Room	13.8%	Lodging - Total	\$25.60
Lodging - Services	1.1%	Lodging - Room	\$28.90
Shopping	19.4%	Lodging - Services	\$2.30
Entertainment	4.6%	Shopping	\$18.00
Miscellaneous	0.3%	Entertainment	\$4.30
		Miscellaneous	\$0.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Amarillo, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		49.9	Employment	
18-34 Years		21.9%	Employed	67.0%
35-49 Years		25.4%	Retired	19.5%
50-64 Years		35.0%	Not Employed	13.6%
65+ Years		17.7%		
Marital Status				
Average HH Income		\$89,515	Married	75.0%
Under \$25,000		10.4%	Never Married	11.3%
\$25,000-\$49,999		24.6%	Divorced/Widowed	13.7%
\$50,000-\$74,999		16.9%		
\$75,000-\$99,999		13.7%	Children in Household	
\$100,000-\$149,999		18.8%	Yes	33.8%
\$150,000+		15.6%	No	66.2%

San Angelo, TX MSA

San Angelo, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the San Angelo MSA was estimated at 1.53 million in 2018, and the volume of Person-Days was estimated at 2.88 million.

The San Angelo MSA's share of total Person-Days to Texas ranked 21 out of 26 Texas MSAs.

San Angelo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	2.88	1.97	0.91
2017	2.93	1.97	0.96
2016	2.87	1.95	0.92
2015	2.65	1.77	0.88
2014	2.50	1.69	0.81
Person-Stays	Total	Leisure	Business
2018	1.53	1.08	0.45
2017	1.51	1.05	0.45
2016	1.47	1.08	0.39
2015	1.32	0.96	0.36
2014	1.23	0.88	0.35

San Angelo, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	0.33%	0.35%	0.26%
2017	0.42%	0.47%	0.21%
2016	0.60%	0.61%	0.57%
2015	0.51%	0.57%	0.31%

San Angelo MSA Small Sample – Use with caution

San Angelo, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	93.6%	Total Non-Texans (Interstate)	6.4%
Abilene-Sweetwater	18.1%	Chicago, IL	2.7%
Lubbock	12.3%	Oklahoma City, OK	1.7%
Austin	11.7%	Albany, GA	0.6%
San Antonio	10.6%	Detroit, MI	0.4%
Odessa-Midland	10.1%	Sioux City, IA	0.3%
El Paso	8.7%	Missoula, MT	0.3%
Dallas-Fort Worth	7.7%	Charlotte, NC	0.2%
Tyler-Longview (Lufkin & Nacogdoches)	6.0%	Atlanta, GA	0.1%

San Angelo MSA Small Sample – Use with caution

San Angelo, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	87.2%	Total Business	12.8%
Vacation	20.9%	Meetings	2.8%
Getaway Weekend-Overnight	10.0%	Convention	1.3%
General Vacation-Overnight	9.3%	Seminar/Training	0.3%
Day Trip Vacation/Getaway	1.6%	Other Group Meeting	1.2%
Non-Vacation	66.3%	Transient	10.0%
Visit Friend/Relative	22.0%	Government/Military	3.7%
Special Event (celebration, reunion)	12.1%	Consulting/Client Service	2.7%
Medical/Health Care	8.9%	Sales/Purchasing	1.1%
Convention/Show/Conference	0%	Construction/Repair	0.1%
Seminar/Class/Training (personal)	0%	Inspection/Audit	0%
Other Leisure/Personal	23.4%	Other Business	2.5%

San Angelo MSA Small Sample – Use with caution

San Angelo, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		14.9%	Nature (Net)		18.9%
Nightlife (bar, nightclub, etc.)		5.6%	Parks (national/state, etc)		15.6%
Amateur Sports (attend/participate)		4.7%	Beach/Waterfront		2.4%
Gambling (slots, cards, horses, etc.)		3.9%	Wildlife Viewing (birds, whales etc.)		1.9%
Culture (Net)		7.8%	Outdoor Sports (Net)		15.0%
Historic Sites		5.6%	Boating/Sailing		6.3%
Touring/Sightseeing		2.0%	Biking		4.1%
Museums/Art Exhibits etc.		1.5%	Hiking		4.0%
Family/Life Events (Net)		39.7%	General (Net)		60.9%
Visit Friends/Relatives (general visit)		32.1%	Shopping		32.9%
Holiday Celebration (Thanksgiving, July 4th etc.)		9.7%	Business		11.7%
Personal Special Event (Anniversary, Birthday)		5.3%	Medical/Health/Doctor Visit		8.5%
Libation and Culinary (Net)		27.1%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		27.1%	Avg. Party Size (Adults and Children)		1.88 persons
Winery/Distillery/Brewery Tours		0.6%	One Male Only		13.3%
			One Female Only		21.6%
			One Male and One Female		37.8%
			Two Male or Two Females		7.3%
			Three or More Adults		2.3%
			Adult(s) with Children		17.8%

San Angelo MSA Small Sample – Use with caution

San Angelo, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.94	days	Paid Accommodations	72.7%
Average Length (Overnight Only)	2.39	nights	Hotel/Motel	69.5%
Day –Trips	50.1%		High-End	2.2%
1-3 Nights	42.4%		Mid-Level	28.0%
4-7 Nights	6.5%		Economy	39.3%
8+ Nights	1.0%		Other Hotel/Motel	0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	3.2%
Air	3.9%		Non-Paid Accommodations	27.3%
Auto Travel (Net)	96.1%		Other Overnight	0%
Other Transportation (Net)	0%			
Bus	0%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	218	miles		
250 Miles or Less	73.8%			
251-500 Miles	21.5%			
500-1000 Miles	1.1%			
1001 Miles or More	3.6%			

San Angelo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	28.6%	Avg. Per Person Per Day Spending	\$78.60
Transportation - Excluding Airfare	25.3%	Transportation - Total	\$22.50
Transportation - Airfare	3.3%	Transportation - Excluding Airfare	\$19.90
Transportation - Rental Car	1.6%	Transportation - Airfare	\$46.70
Transportation - Other	23.7%	Transportation - Rental Car	\$65.10
Food	24.2%	Transportation - Other	\$18.60
Lodging – Total	20.3%	Food	\$19.10
Lodging – Room	20.3%	Lodging - Total	\$33.90
Lodging - Services	0%	Lodging - Room	\$36.20
Shopping	23.6%	Lodging - Services	\$0.00
Entertainment	3.1%	Shopping	\$18.60
Miscellaneous	0.2%	Entertainment	\$2.40
		Miscellaneous	\$0.10

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

San Angelo MSA Small Sample – Use with caution

San Angelo, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	52.1	Employment		
18-34 Years	22.9%	Employed	79.4%	
35-49 Years	21.7%	Retired	11.6%	
50-64 Years	31.7%	Not Employed	9.0%	
65+ Years	23.7%			
Marital Status				
Average HH Income	\$58,113	Married	55.4%	
Under \$25,000	25.6%	Never Married	34.3%	
\$25,000-\$49,999	34.3%	Divorced/Widowed	10.3%	
\$50,000-\$74,999	18.0%			
\$75,000-\$99,999	5.9%	Children in Household		
\$100,000-\$149,999	12.7%	Yes	35.1%	
\$150,000+	3.4%	No	64.9%	

San Angelo MSA Small Sample – Use with caution

Wichita Falls, TX MSA

Wichita Falls, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Wichita Falls MSA was estimated at 1.44 million in 2018, and the volume of Person-Days was estimated at 2.41 million.

The Wichita Falls MSA's share of total Person-Stays to Texas ranked 23 out of 26 Texas MSAs.

Wichita Falls, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	2.41	1.65	0.76
2017	2.55	1.75	0.80
2016	2.70	1.82	0.88
2015	2.92	1.97	0.95
2014	2.56	1.87	0.69
Person-Stays	Total	Leisure	Business
2018	1.44	1.05	0.39
2017	1.50	1.08	0.42
2016	1.54	1.06	0.47
2015	1.66	1.14	0.51
2014	1.47	1.07	0.40

Wichita Falls, TX MSA Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	0.10%	0.12%	0.03%
2017	0.48%	0.57%	0.13%
2016	0.23%	0.28%	0.01%
2015	1.00%	0.69%	2.03%

Wichita Falls MSA Small Sample – Use with caution

Wichita Falls, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	96.9%	Total Non-Texans (Interstate)	3.1%
Dallas-Fort Worth	42.7%	Montgomery (Selma), AL	0.9%
San Antonio	31.6%	Phoenix, AZ	0.6%
Wichita Falls, TX & Lawton, OK	9.2%	Wichita Falls, TX & Lawton, OK	0.5%
Houston	5.0%	Oklahoma City, OK	0.3%
Abilene-Sweetwater	4.2%	Los Angeles, CA	0.3%
Austin	3.6%	Salt Lake City, UT	0.2%
Tyler-Longview (Lufkin & Nacogdoches)	0.6%	Lake Charles, LA	0.2%
		Tampa-St. Petersburg (Sarasota), FL	0.1%

Wichita Falls MSA Small Sample – Use with caution

Wichita Falls, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	94.6%	Total Business	5.4%
Vacation	3.9%	Meetings	2.9%
Getaway Weekend-Overnight	2.7%	Seminar/Training	0.2%
General Vacation-Overnight	0.7%	Convention	0%
Day Trip Vacation/Getaway	0.5%	Other Group Meeting	2.7%
Non-Vacation	90.6%	Transient	2.6%
Visit Friend/Relative	60.3%	Government/Military	1.4%
Special Event (celebration, reunion)	13.4%	Sales/Purchasing	0.3%
Seminar/Class/Training (personal)	5.3%	Construction/Repair	0%
Convention/Show/Conference	0.3%	Inspection/Audit	0%
Medical/Health Care	0%	Consulting/Client Service	0%
Other Leisure/Personal	11.3%	Other Business	0.9%

Wichita Falls MSA Small Sample – Use with caution

Wichita Falls, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		14.3%	Nature (Net)		15.7%
Gambling (slots, cards, horses, etc.)		9.6%	Parks (national/state, etc)		15.7%
Nightlife (bar, nightclub, etc.)		2.3%	Camping		1.6%
Amateur Sports (attend/participate)		1.6%	Beach/Waterfront		1.6%
Culture (Net)		11.3%	Outdoor Sports (Net)		8.2%
Touring/Sightseeing		5.5%	Biking		5.7%
Historic Sites		4.4%	Fishing		1.6%
Museums/Art Exhibits etc.		4.4%	Golfing		0.9%
Family/Life Events (Net)		69.2%	General (Net)		14.0%
Visit Friends/Relatives (general visit)		62.1%	Shopping		12.9%
Reunion/Graduation		3.1%	Business		1.0%
Wedding		2.2%			
Libation and Culinary (Net)		19.3%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		19.3%	Avg. Party Size (Adults and Children)		2.52 persons
Winery/Distillery/Brewery Tours		0%	One Male Only		3.9%
			One Female Only		16.1%
			One Male and One Female		47.1%
			Two Male or Two Females		8.3%
			Three or More Adults		2.6%
			Adult(s) with Children		22.1%

Wichita Falls MSA Small Sample – Use with caution

Wichita Falls, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.49	days	Paid Accommodations	78.4%
Average Length (Overnight Only)	1.74	nights	Hotel/Motel	69.2%
	Day –Trips	57.5%	High-End	0%
	1-3 Nights	41.1%	Mid-Level	8.7%
	4-7 Nights	0.8%	Economy	60.1%
	8+ Nights	0.5%	Other Hotel/Motel	0.5%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	9.2%
	Air	0.5%	Non-Paid Accommodations	21.6%
	Auto Travel (Net)	98.6%	Other Overnight	0%
	Other Transportation (Net)	0.9%		
	Bus	0%		
	Train	0.9%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	202	miles		
	250 Miles or Less	57.8%		
	251-500 Miles	40.1%		
	500-1000 Miles	1.7%		
	1001 Miles or More	0.4%		

Wichita Falls, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	34.9%	Avg. Per Person Per Day Spending	\$63.10
Transportation - Excluding Airfare	34.7%	Transportation - Total	\$22.00
Transportation - Airfare	0.2%	Transportation - Excluding Airfare	\$21.90
Transportation - Rental Car	0%	Transportation - Airfare	\$1.10
Transportation - Other	34.7%	Transportation - Rental Car	0
Food	34.0%	Transportation - Other	\$21.90
Lodging - Total	9.9%	Food	\$21.40
Lodging - Room	9.8%	Lodging - Total	\$14.80
Lodging - Services	0%	Lodging - Room	\$23.60
Shopping	8.9%	Lodging - Services	\$0.10
Entertainment	9.3%	Shopping	\$5.60
Miscellaneous	2.8%	Entertainment	\$5.90
		Miscellaneous	\$1.70

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Wichita Falls MSA Small Sample – Use with caution

Wichita Falls, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		43.6	Employment	
	18-34 Years	7.5%	Employed	62.1%
	35-49 Years	69.3%	Retired	6.6%
	50-64 Years	16.7%	Not Employed	31.2%
	65+ Years	6.5%		
Marital Status				
Average HH Income		\$55,000	Married	60.1%
	Under \$25,000	5.8%	Never Married	30.5%
	\$25,000-\$49,999	65.4%	Divorced/Widowed	9.4%
	\$50,000-\$74,999	9.0%		
	\$75,000-\$99,999	4.9%	Children in Household	
	\$100,000-\$149,999	12.5%	Yes	74.2%
	\$150,000+	2.4%	No	25.8%

Wichita Falls MSA Small Sample – Use with caution

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Panhandle Plains Region	563	0.7%	1.3%	1.8%	2.6%	3.5%
Abilene, TX MSA	94	1.7%	3.1%	4.5%	6.4%	8.5%
Lubbock, TX MSA	165	1.3%	2.3%	3.4%	4.9%	6.4%
Amarillo, TX MSA	147	1.3%	2.5%	3.6%	5.1%	6.8%
San Angelo, TX MSA	57	2.2%	4.0%	5.7%	8.3%	10.9%
Wichita Falls, TX MSA	36	2.7%	5.0%	7.2%	10.4%	13.7%

2018 Region and MSA Visitor Profile

Piney Woods Region

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Piney Woods Tourism Region



Piney Woods Region Executive Summary

Volume/Share

The Piney Woods Tourism Region contains 30 counties and the following MSAs: Longview, Texarkana TX-Texarkana AR, Tyler

The number of Person-Stays to the Piney Woods Region was estimated at 15.22 million in 2018, and the volume of Person-Days was estimated at 26.30 million.

The Piney Woods Region's share of total Person-Stays to Texas ranked 6 out of the 7 Texas Tourism Regions.

Piney Woods Volume (millions)

Person-Days	Total	Leisure	Business
2018	26.30	20.82	5.48
2017	25.89	20.19	5.70
2016	25.27	19.62	5.65
2015	25.44	19.89	5.55
2014	25.27	19.92	5.35
Person-Stays	Total	Leisure	Business
2018	15.22	11.98	3.24
2017	14.90	11.51	3.39
2016	14.62	11.15	3.47
2015	14.46	10.97	3.49
2014	13.95	10.81	3.14

Piney Woods Share of Texas Tourism

Person-Days	Total	Leisure	Business
2018	4.39%	4.60%	3.61%
2017	4.84%	5.05%	4.01%
2016	4.91%	5.17%	3.92%
2015	4.69%	4.48%	5.39%

Piney Woods Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	77.0%	Total Non-Texans (Interstate)	23.0%
Tyler-Longview (Lufkin & Nacogdoches)	25.0%	Shreveport, LA	4.6%
Dallas-Fort Worth	20.6%	Springfield, MO	4.3%
Houston	16.9%	Little Rock-Pine Bluff, AR	2.7%
Shreveport, LA	5.1%	Baton Rouge, LA	0.9%
Austin	3.1%	New York, NY	0.8%
Waco-Temple-Bryan	2.1%	Los Angeles, CA	0.6%
San Antonio	1.4%	Grand Rapids-Kalamazoo-Battle Creek, MI	0.6%
Corpus Christi	1.2%	Tri-Cities, TN-VA	0.6%

Piney Woods Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	83.0%	Total Business	17.0%
Vacation	16.9%	Meetings	4.9%
Day Trip Vacation/Getaway	7.0%	Seminar/Training	2.1%
Getaway Weekend-Overnight	6.9%	Convention	0.1%
General Vacation-Overnight	3.0%	Other Group Meeting	2.7%
Non-Vacation	66.1%	Transient	12.1%
Visit Friend/Relative	41.3%	Construction/Repair	6.1%
Special Event (celebration, reunion)	6.1%	Government/Military	1.7%
Medical/Health Care	2.7%	Consulting/Client Service	1.4%
Convention/Show/Conference	0.2%	Sales/Purchasing	1.0%
Seminar/Class/Training (personal)	0.1%	Inspection/Audit	0%
Other Leisure/Personal	15.7%	Other Business	1.9%

Piney Woods Tourism Region

REGION			REGION		
Activities Summary (Stays)					
Attractions (Net)		7.9%	Nature (Net)		13.5%
Zoo/Aquarium		2.6%	Parks (national/state, etc)		9.3%
Amateur Sports (attend/participate)		2.2%	Camping		2.6%
Gambling (slots, cards, horses, etc.)		1.5%	Wildlife Viewing (birds, whales etc.)		2.1%
Culture (Net)		17.6%	Outdoor Sports (Net)		9.3%
Historic Sites		6.9%	Hiking		3.7%
Touring/Sightseeing		6.1%	Fishing		3.5%
Movies		4.4%	Boating/Sailing		1.0%
Family/Life Events (Net)		34.1%	General (Net)		30.0%
Visit Friends/Relatives (general visit)		26.8%	Shopping		16.5%
Holiday Celebration (Thanksgiving, July 4th etc.)		4.1%	Business		3.9%
Personal Special Event (Anniversary, Birthday)		3.2%	Religious/Faith Based Conference		3.6%
Libation and Culinary (Net)		20.9%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		20.5%	Avg. Party Size (Adults and Children)		1.78 persons
Winery/Distillery/Brewery Tours		1.0%	One Male Only		26.9%
			One Female Only		20.0%
			One Male and One Female		31.2%
			Two Male or Two Females		4.9%
			Three or More Adults		3.7%
			Adult(s) with Children		13.1%

Piney Woods Tourism Region

REGION			REGION	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.61	days	Paid Accommodations	52.3%
Average Length (Overnight Only)	2.13	nights	Hotel/Motel	40.2%
Day –Trips	59.7%		High-End	0.6%
1-3 Nights	35.2%		Mid-Level	25.3%
4-7 Nights	4.6%		Economy	13.0%
8+ Nights	0.4%		Other Hotel/Motel	1.3%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	12.1%
Air	1.0%		Non-Paid Accommodations	47.7%
Auto Travel (Net)	98.7%		Other Overnight	0%
Other Transportation (Net)	0.4%			
Bus	0.2%			
Train	0.1%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	176	miles		
250 Miles or Less	83.0%			
251-500 Miles	10.1%			
500-1000 Miles	4.0%			
1001 Miles or More	2.9%			

Piney Woods Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	32.3%	Avg. Per Person Per Day Spending	\$68.80
Transportation - Excluding Airfare	29.0%	Transportation - Total	\$22.20
Transportation - Airfare	3.3%	Transportation - Excluding Airfare	\$20.00
Transportation - Rental Car	2.7%	Transportation - Airfare	\$30.30
Transportation - Other	26.3%	Transportation - Rental Car	\$40.00
Food	28.5%	Transportation - Other	\$18.10
Lodging - Total	14.2%	Food	\$19.60
Lodging - Room	13.3%	Lodging - Total	\$30.60
Lodging - Services	0.9%	Lodging - Room	\$34.00
Shopping	17.2%	Lodging - Services	\$2.30
Entertainment	4.7%	Shopping	\$11.80
Miscellaneous	2.9%	Entertainment	\$3.20
		Miscellaneous	\$2.00

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Piney Woods Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age	50.1	Employment		
18-34 Years	15.9%	Employed	69.5%	
35-49 Years	34.8%	Retired	22.0%	
50-64 Years	28.1%	Not Employed	8.5%	
65+ Years	21.3%			
Marital Status				
Average HH Income	\$71,822	Married	68.1%	
Under \$25,000	15.4%	Never Married	11.0%	
\$25,000-\$49,999	32.9%	Divorced/Widowed	20.9%	
\$50,000-\$74,999	14.9%			
\$75,000-\$99,999	13.0%	Children in Household		
\$100,000-\$149,999	12.8%	Yes	39.2%	
\$150,000+	10.9%	No	60.8%	

Longview, TX MSA

Longview, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Longview MSA was estimated at 3.04 million in 2018, and the volume of Person-Days was estimated at 5.54 million.

The Longview MSA's share of total Person-Stays to Texas ranked 18 out of 26 Texas MSAs.

Longview, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	5.54	3.96	1.58
2017	3.91	2.71	1.20
2016	3.47	2.44	1.04
2015	3.50	2.43	1.07
2014	3.48	2.45	1.02
Person-Stays	Total	Leisure	Business
2018	3.04	2.26	0.78
2017	2.25	1.61	0.64
2016	2.08	1.44	0.64
2015	2.07	1.41	0.66
2014	2.01	1.40	0.61

Longview, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	0.93%	0.92%	0.94%
2017	0.95%	0.94%	0.99%
2016	0.94%	0.91%	1.05%
2015	0.65%	0.61%	0.80%

Longview MSA Small Sample – Use with caution

Longview, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Days)		Top Origin DMAs (Person-Days)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	74.5%	Total Non-Texans (Interstate)	25.5%
Tyler-Longview (Lufkin & Nacogdoches)	22.9%	Little Rock-Pine Bluff, AR	7.7%
Dallas-Fort Worth	17.0%	Baton Rouge, LA	3.2%
Shreveport, LA	16.1%	Tri-Cities, TN-VA	3.0%
Houston	10.4%	Lafayette, LA	2.5%
San Antonio	3.6%	Kansas City, MO	1.8%
Austin	2.3%	Louisville, KY	1.6%
Wichita Falls, TX & Lawton, OK	1.4%	Shreveport, LA	1.4%
Waco-Temple-Bryan	0.6%	San Diego, CA	0.9%

Longview MSA Small Sample – Use with caution

Longview, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	78.7%	Total Business	21.3%
Vacation	6.9%	Meetings	12.6%
General Vacation-Overnight	2.6%	Seminar/Training	8.0%
Day Trip Vacation/Getaway	2.2%	Convention	0%
Getaway Weekend-Overnight	2.0%	Other Group Meeting	4.6%
Non-Vacation	71.9%	Transient	8.7%
Visit Friend/Relative	40.7%	Sales/Purchasing	3.0%
Special Event (celebration, reunion)	13.5%	Government/Military	2.1%
Convention/Show/Conference	0.2%	Construction/Repair	0%
Seminar/Class/Training (personal)	0.1%	Consulting/Client Service	0%
Medical/Health Care	0%	Inspection/Audit	0%
Other Leisure/Personal	17.5%	Other Business	3.6%

Longview MSA Small Sample – Use with caution

Longview, TX MSA

	MSA		MSA
Activities Summary (Stays)			
Attractions (Net)	6.3%	Nature (Net)	8.6%
Amateur Sports (attend/participate)	5.2%	Camping	4.2%
Nightlife (bar, nightclub, etc.)	0.8%	Parks (national/state, etc)	2.7%
Show: Boat, Car, Home	0.2%	Wildlife Viewing (birds, whales etc.)	2.5%
Culture (Net)	11.2%	Outdoor Sports (Net)	10.9%
Historic Sites	4.3%	Fishing	4.6%
Movies	3.8%	Water Sports	2.6%
Touring/Sightseeing	2.9%	Golfing	2.4%
Family/Life Events (Net)	35.7%	General (Net)	23.1%
Visit Friends/Relatives (general visit)	24.0%	Shopping	17.6%
Wedding	4.3%	Medical/Health/Doctor Visit	2.8%
Personal Special Event (Anniversary, Birthday)	3.4%	Service/Volunteerism/Charity	1.8%
Libation and Culinary (Net)	22.7%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.7%	Avg. Party Size (Adults and Children)	1.62 persons
Winery/Distillery/Brewery Tours	1.7%	One Male Only	40.0%
		One Female Only	15.6%
		One Male and One Female	28.7%
		Two Male or Two Females	2.8%
		Three or More Adults	4.8%
		Adult(s) with Children	8.1%

Longview MSA Small Sample – Use with caution

Longview, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		2.15	days	Paid Accommodations		65.8%
Average Length (Overnight Only)		2.53	nights	Hotel/Motel		48.9%
	Day –Trips	44.7%			High-End	0.2%
	1-3 Nights	46.2%			Mid-Level	31.3%
	4-7 Nights	7.1%			Economy	17.3%
	8+ Nights	1.9%		Other Hotel/Motel		0%
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel		16.9%
	Air	2.2%		Non-Paid Accommodations		34.2%
	Auto Travel (Net)	97.3%		Other Overnight		0%
	Other Transportation (Net)	0.5%				
	Bus	0.4%				
	Train	0%				
	Other	0%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		184	miles			
	250 Miles or Less	84.6%				
	251-500 Miles	7.2%				
	500-1000 Miles	6.1%				
	1001 Miles or More	2.1%				

Longview MSA Small Sample – Use with caution

Longview, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	32.0%	Avg. Per Person Per Day Spending	\$77.00
Transportation - Excluding Airfare	26.8%	Transportation - Total	\$24.70
Transportation - Airfare	5.3%	Transportation - Excluding Airfare	\$20.60
Transportation - Rental Car	1.1%	Transportation - Airfare	\$21.60
Transportation - Other	25.6%	Transportation - Rental Car	\$14.30
Food	25.4%	Transportation - Other	\$19.70
Lodging - Total	16.8%	Food	\$19.50
Lodging - Room	16.8%	Lodging - Total	\$27.10
Lodging - Services	0%	Lodging - Room	\$36.60
Shopping	17.7%	Lodging - Services	\$0.00
Entertainment	3.9%	Shopping	\$13.60
Miscellaneous	4.0%	Entertainment	\$3.00
		Miscellaneous	\$3.10

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Longview MSA Small Sample – Use with caution

Longview, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		53.5	Employment	
	18-34 Years	9.6%	Employed	67.6%
	35-49 Years	28.8%	Retired	22.7%
	50-64 Years	33.5%	Not Employed	9.7%
	65+ Years	28.1%		
Marital Status				
Average HH Income		\$80,941	Married	68.9%
	Under \$25,000	1.3%	Never Married	11.5%
	\$25,000-\$49,999	34.7%	Divorced/Widowed	19.6%
	\$50,000-\$74,999	26.9%		
	\$75,000-\$99,999	16.3%	Children in Household	
	\$100,000-\$149,999	5.1%	Yes	31.4%
	\$150,000+	15.7%	No	68.6%

Longview MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

Texarkana, TX-Texarkana, AR MSA Executive Summary

Volume/Share

The number of Person-Stays to the Texarkana MSA was estimated at 1.45 million in 2018, and the volume of Person-Days was estimated at 2.64 million.

The Texarkana MSA's share of total Person-Stays to Texas ranked 22 out of 26 Texas MSAs.

Texarkana, TX-Texarkana, AR MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	2.64	1.72	0.92
2017	2.68	1.61	1.07
2016	2.57	1.59	0.99
2015	2.59	1.72	0.88
2014	2.53	1.69	0.84
Person-Stays	Total	Leisure	Business
2018	1.45	1.13	0.32
2017	1.55	1.12	0.42
2016	1.58	1.09	0.49
2015	1.56	1.08	0.48
2014	1.55	1.10	0.45

Texarkana, TX-Texarkana, AR MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	0.32%	0.30%	0.40%
2017	0.42%	0.51%	0.07%
2016	0.56%	0.50%	0.82%
2015	0.42%	0.45%	0.34%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	48.8%	Total Non-Texans (Interstate)	51.2%
Dallas-Fort Worth	38.3%	Shreveport, LA	15.1%
San Antonio	3.1%	Little Rock-Pine Bluff, AR	13.9%
Shreveport, LA	2.2%	Wichita-Hutchinson Plus, KS	4.9%
Austin	2.2%	Tulsa, OK	4.2%
Houston	1.6%	Fort Smith-Fayetteville-Springdale-Rogers, AR	3.6%
Tyler-Longview (Lufkin & Nacogdoches)	1.4%	Fort Wayne, IN	2.1%
		Chicago, IL	1.7%
		Nashville, TN	1.6%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	87.1%	Total Business	12.9%
Vacation	13.0%	Meetings	3.0%
Getaway Weekend-Overnight	8.3%	Seminar/Training	2.1%
General Vacation-Overnight	4.1%	Convention	0.2%
Day Trip Vacation/Getaway	0.6%	Other Group Meeting	0.7%
Non-Vacation	74.1%	Transient	9.9%
Visit Friend/Relative	51.6%	Consulting/Client Service	4.4%
Medical/Health Care	9.7%	Government/Military	3.6%
Special Event (celebration, reunion)	4.3%	Construction/Repair	0%
Convention/Show/Conference	0%	Sales/Purchasing	0%
Seminar/Class/Training (personal)	0%	Inspection/Audit	0%
Other Leisure/Personal	8.6%	Other Business	1.9%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	7.4%	Nature (Net)	28.5%
Gambling (slots, cards, horses, etc.)	3.0%	Parks (national/state, etc)	28.0%
Show: Boat, Car, Home	2.0%	Camping	0.6%
Nightlife (bar, nightclub, etc.)	1.6%	Wildlife Viewing (birds, whales etc.)	0.6%
Culture (Net)	10.0%	Outdoor Sports (Net)	6.1%
Touring/Sightseeing	6.4%	Boating/Sailing	3.0%
Movies	3.2%	Biking	2.0%
Live Music (festivals/concerts/clubs) (2017+)	2.1%	Fishing	0.6%
Family/Life Events (Net)	42.9%	General (Net)	26.0%
Visit Friends/Relatives (general visit)	38.4%	Shopping	25.3%
Funeral/Memorial	3.7%	Religious/Faith Based Conference	8.0%
Holiday Celebration (Thanksgiving, July 4th etc.)	2.0%	Medical/Health/Doctor Visit	4.9%
Libation and Culinary (Net)	12.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	12.9%	Avg. Party Size (Adults and Children)	2.28 persons
Winery/Distillery/Brewery Tours	0%	One Male Only	27.9%
		One Female Only	2.3%
		One Male and One Female	28.4%
		Two Male or Two Females	1.9%
		Three or More Adults	1.0%
		Adult(s) with Children	38.5%

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.94	days	Paid Accommodations	59.9%
Average Length (Overnight Only)	2.30	nights	Hotel/Motel	54.1%
Day –Trips	48.4%		High-End	1.2%
1-3 Nights	43.9%		Mid-Level	34.8%
4-7 Nights	7.6%		Economy	7.3%
8+ Nights	0%		Other Hotel/Motel	10.8%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	5.8%
Air	0.7%		Non-Paid Accommodations	40.1%
Auto Travel (Net)	99.1%		Other Overnight	0%
Other Transportation (Net)	0.2%			
Bus	0.2%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	186	miles		
250 Miles or Less	80.2%			
251-500 Miles	13.5%			
500-1000 Miles	6.3%			
1001 Miles or More	0%			

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX-Texarkana, AR MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	28.6%	Avg. Per Person Per Day Spending	\$88.10
Transportation - Excluding Airfare	28.4%	Transportation - Total	\$25.20
Transportation - Airfare	0.2%	Transportation - Excluding Airfare	\$25.00
Transportation - Rental Car	9.6%	Transportation - Airfare	\$14.90
Transportation - Other	18.8%	Transportation - Rental Car	\$70.30
Food	22.6%	Transportation - Other	\$16.60
Lodging - Total	27.3%	Food	\$19.90
Lodging - Room	26.4%	Lodging - Total	\$78.80
Lodging - Services	1.0%	Lodging - Room	\$79.00
Shopping	15.0%	Lodging - Services	\$3.80
Entertainment	4.7%	Shopping	\$13.20
Miscellaneous	1.9%	Entertainment	\$4.10
		Miscellaneous	\$1.70

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Texarkana, TX-Texarkana, AR MSA Small Sample – Use with caution

Texarkana, TX- Texarkana, AR MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	42.8	Employment		
18-34 Years	49.6%	Employed	69.6%	
35-49 Years	23.9%	Retired	9.8%	
50-64 Years	13.0%	Not Employed	20.6%	
65+ Years	13.5%			
Marital Status				
Average HH Income	\$97,849	Married	92.5%	
Under \$25,000	5.8%	Never Married	1.8%	
\$25,000-\$49,999	20.6%	Divorced/Widowed	5.7%	
\$50,000-\$74,999	9.8%			
\$75,000-\$99,999	3.6%	Children in Household		
\$100,000-\$149,999	53.9%	Yes	73.3%	
\$150,000+	6.3%	No	26.7%	

Texarkana, TX-
Texarkana, AR MSA Small Sample – Use with caution

Tyler, TX MSA

Tyler, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Tyler MSA was estimated at 3.16 million in 2018, and the volume of Person-Days was estimated at 5.18 million.

The Tyler MSA's share of total Person-Stays to Texas ranked 17 out of 26 Texas MSAs.

Tyler, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	5.18	4.18	1.00
2017	5.19	4.15	1.04
2016	5.31	4.18	1.13
2015	5.22	4.12	1.11
2014	5.10	4.00	1.10
Person-Stays	Total	Leisure	Business
2018	3.16	2.39	0.77
2017	3.09	2.33	0.75
2016	3.06	2.27	0.79
2015	3.02	2.25	0.77
2014	2.92	2.21	0.71

Tyler, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	1.06%	1.09%	0.93%
2017	1.08%	1.10%	1.03%
2016	1.09%	1.07%	1.19%
2015	1.04%	1.08%	0.90%

Tyler, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	86.2%	Total Non-Texans (Interstate)	13.8%
Dallas-Fort Worth	33.0%	Los Angeles, CA	2.6%
Tyler-Longview (Lufkin & Nacogdoches)	32.5%	Salt Lake City, UT	1.9%
Houston	6.2%	Chicago, IL	1.2%
Corpus Christi	5.0%	Monroe, LA-El Dorado, AR	1.1%
Shreveport, LA	3.6%	Panama City, FL	1.0%
Austin	2.1%	Oklahoma City, OK	0.9%
Waco-Temple-Bryan	1.7%	New Orleans, LA	0.8%
San Antonio	1.2%	Orlando-Daytona Beach-Melbourne, FL	0.7%

Tyler, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	81.1%	Total Business	18.9%
Vacation	10.4%	Meetings	8.1%
Getaway Weekend-Overnight	8.4%	Seminar/Training	1.1%
General Vacation-Overnight	1.3%	Convention	0.3%
Day Trip Vacation/Getaway	0.7%	Other Group Meeting	6.8%
Non-Vacation	70.7%	Transient	10.8%
Visit Friend/Relative	32.3%	Construction/Repair	5.4%
Medical/Health Care	7.3%	Consulting/Client Service	1.5%
Special Event (celebration, reunion)	4.0%	Sales/Purchasing	0.8%
Seminar/Class/Training (personal)	0.1%	Inspection/Audit	0.1%
Convention/Show/Conference	0.1%	Government/Military	0%
Other Leisure/Personal	26.9%	Other Business	3.0%

Tyler, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		9.7%	Nature (Net)		7.5%
Zoo/Aquarium		5.8%	Parks (national/state, etc)		5.8%
Nightlife (bar, nightclub, etc.)		1.1%	Beach/Waterfront		1.2%
Show: Boat, Car, Home		1.0%	Camping		0.9%
Culture (Net)		17.4%	Outdoor Sports (Net)		7.5%
Movies		10.6%	Hiking		4.9%
Touring/Sightseeing		3.9%	Biking		0.9%
Museums/Art Exhibits etc.		3.4%	Fishing		0.9%
Family/Life Events (Net)		25.9%	General (Net)		46.6%
Visit Friends/Relatives (general visit)		19.8%	Shopping		28.9%
Holiday Celebration (Thanksgiving, July 4th etc.)		4.0%	Medical/Health/Doctor Visit		6.7%
Reunion/Graduation		3.4%	Spa		5.1%
Libation and Culinary (Net)		23.5%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		22.5%	Avg. Party Size (Adults and Children)		1.50 persons
Winery/Distillery/Brewery Tours		1.2%	One Male Only		25.1%
			One Female Only		33.0%
			One Male and One Female		31.9%
			Two Male or Two Females		3.3%
			Three or More Adults		4.4%
			Adult(s) with Children		2.3%

Tyler, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.36	days	Paid Accommodations	58.4%
Average Length (Overnight Only)	1.75	nights	Hotel/Motel	48.8%
Day –Trips	65.0%		High-End	0.4%
1-3 Nights	33.2%		Mid-Level	27.0%
4-7 Nights	1.8%		Economy	20.1%
8+ Nights	0%		Other Hotel/Motel	1.4%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	9.6%
Air	1.5%		Non-Paid Accommodations	41.6%
Auto Travel (Net)	97.3%		Other Overnight	0%
Other Transportation (Net)	1.1%			
Bus	0.6%			
Train	0.6%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	188	miles		
250 Miles or Less	83.0%			
251-500 Miles	7.9%			
500-1000 Miles	3.7%			
1001 Miles or More	5.5%			

Tyler, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	30.5%	Avg. Per Person Per Day Spending	\$103.10
Transportation - Excluding Airfare	26.3%	Transportation - Total	\$31.40
Transportation - Airfare	4.2%	Transportation - Excluding Airfare	\$27.10
Transportation - Rental Car	3.6%	Transportation - Airfare	\$37.20
Transportation - Other	22.8%	Transportation - Rental Car	\$40.00
Food	23.2%	Transportation - Other	\$23.50
Lodging - Total	12.4%	Food	\$23.90
Lodging - Room	10.4%	Lodging - Total	\$32.00
Lodging - Services	2.0%	Lodging - Room	\$29.80
Shopping	27.5%	Lodging - Services	\$5.60
Entertainment	4.8%	Shopping	\$28.40
Miscellaneous	1.5%	Entertainment	\$4.90
		Miscellaneous	\$1.50

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Tyler, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		52.0	Employment		
	18-34 Years	12.2%		Employed	70.1%
	35-49 Years	37.2%		Retired	24.8%
	50-64 Years	25.6%		Not Employed	5.2%
	65+ Years	25.0%			
Marital Status					
Average HH Income		\$78,161		Married	69.7%
	Under \$25,000	3.8%		Never Married	21.7%
	\$25,000-\$49,999	38.7%		Divorced/Widowed	8.5%
	\$50,000-\$74,999	12.1%			
	\$75,000-\$99,999	18.8%	Children in Household		
	\$100,000-\$149,999	16.4%		Yes	27.0%
	\$150,000+	10.1%		No	73.0%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Piney Woods Region	462	0.8%	1.4%	2.0%	2.9%	3.8%
Longview, TX MSA	94	1.7%	3.1%	4.5%	6.4%	8.5%
Texarkana, TX-Texarkana, AR MSA	33	2.8%	5.2%	7.5%	10.8%	14.3%
Tyler, TX MSA	161	1.3%	2.4%	3.4%	4.9%	6.5%

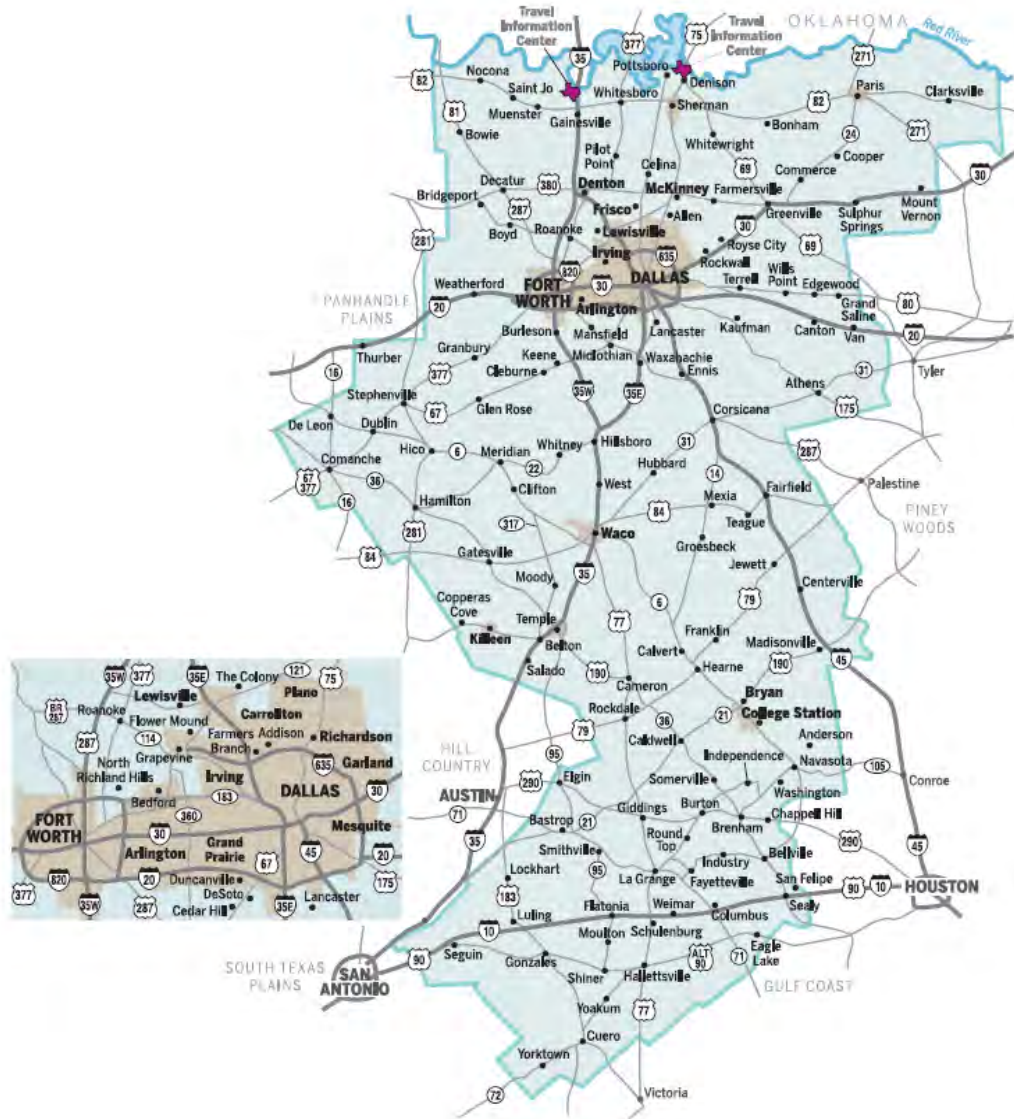
2018 Region and MSA Visitor Profile

Prairies and Lakes Region

*INSIGHTS
THAT TAKE
YOU
PLACES*

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Prairies & Lakes Tourism Region



Prairies & Lakes Region Executive Summary

Volume/Share

The Prairies & Lakes Tourism Region contains 50 counties and the following MSAs: Dallas-Plano-Irving, Fort Worth-Arlington-Grapevine, Sherman-Denison, College Station-Bryan, Killeen-Temple, and Waco.

The number of Person-Stays to the Prairies & Lakes Region was estimated at 85.83 million in 2018, and the volume of Person-Days was estimated at 175.51 million.

The Prairies & Lakes Region's share of total Person-Stays to Texas ranked 1 out of the 7 Texas Tourism Regions.

Prairies & Lakes Volume (millions)

Person-Days	Total	Leisure	Business
2018	175.51	124.23	51.29
2017	169.64	120.21	49.44
2016	163.76	114.48	49.29
2015	159.23	110.26	48.98
2014	154.34	106.79	47.54
Person-Stays	Total	Leisure	Business
2018	85.83	60.95	24.88
2017	83.05	58.80	24.25
2016	80.65	56.47	24.17
2015	77.34	53.61	23.73
2014	73.23	51.09	22.14

Prairies & Lakes Share of Texas Travel

Person-Stays	Total	Leisure	Business
2018	28.92%	27.41%	34.53%
2017	30.07%	28.61%	35.84%
2016	29.57%	28.45%	33.87%
2015	29.08%	27.77%	33.42%

Prairies & Lakes Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	72.0%	Total Non-Texans (Interstate)	28.0%
Dallas-Fort Worth	31.6%	Oklahoma City, OK	3.6%
Houston	11.0%	Tulsa, OK	1.6%
Waco-Temple-Bryan	6.0%	Shreveport, LA	1.4%
Austin	5.6%	Los Angeles, CA	1.2%
San Antonio	4.7%	New York, NY	1.1%
Tyler-Longview (Lufkin & Nacogdoches)	2.1%	Chicago, IL	1.0%
Wichita Falls, TX & Lawton, OK	1.7%	Jackson, MS	0.7%
Harlingen-Weslaco-Brownsville-McAllen	1.5%	Atlanta, GA	0.7%

Prairies & Lakes Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	75.4%	Total Business	24.6%
Vacation	16.5%	Meetings	11.4%
Getaway Weekend-Overnight	7.6%	Seminar/Training	5.3%
Day Trip Vacation/Getaway	5.7%	Convention	2.2%
General Vacation-Overnight	3.1%	Other Group Meeting	3.9%
Non-Vacation	58.9%	Transient	13.2%
Visit Friend/Relative	27.2%	Consulting/Client Service	4.4%
Special Event (celebration, reunion)	11.9%	Sales/Purchasing	2.7%
Medical/Health Care	3.8%	Government/Military	1.1%
Convention/Show/Conference	2.5%	Construction/Repair	0.7%
Seminar/Class/Training (personal)	1.0%	Inspection/Audit	0.6%
Other Leisure/Personal	12.6%	Other Business	3.7%

Prairies & Lakes Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	18.9%	Nature (Net)	8.7%
Nightlife (bar, nightclub, etc.)	6.8%	Parks (national/state, etc)	5.7%
Amateur Sports (attend/participate)	4.2%	Beach/Waterfront	2.1%
Professional Sports Event	4.0%	Camping	1.8%
Culture (Net)	22.5%	Outdoor Sports (Net)	6.6%
Historic Sites	6.1%	Hiking	2.1%
Live Music (festivals/concerts/clubs) (2017+)	6.1%	Fishing	2.1%
Museums/Art Exhibits etc.	5.6%	Golfing	1.6%
Family/Life Events (Net)	41.1%	General (Net)	34.8%
Visit Friends/Relatives (general visit)	27.2%	Shopping	16.2%
Personal Special Event (Anniversary, Birthday)	8.2%	Business	8.6%
Holiday Celebration (Thanksgiving, July 4th etc.)	5.2%	Medical/Health/Doctor Visit	5.2%
Libation and Culinary (Net)	22.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	21.8%	Avg. Party Size (Adults and Children)	1.70 persons
Winery/Distillery/Brewery Tours	1.0%	One Male Only	32.6%
		One Female Only	21.2%
		One Male and One Female	25.1%
		Two Male or Two Females	6.9%
		Three or More Adults	3.9%
		Adult(s) with Children	10.3%

Prairies & Lakes Tourism Region

REGION			REGION		
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	2.01	days	Paid Accommodations		66.0%
Average Length (Overnight Only)	2.46	nights	Hotel/Motel		55.8%
	Day –Trips	48.9%		High-End	14.8%
	1-3 Nights	42.2%		Mid-Level	26.8%
	4-7 Nights	7.4%		Economy	11.0%
	8+ Nights	1.5%	Other Hotel/Motel		3.2%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		10.2%
	Air	10.5%	Non-Paid Accommodations		33.5%
	Auto Travel (Net)	86.5%	Other Overnight		0.4%
	Other Transportation (Net)	3.1%			
	Bus	1.5%			
	Train	1.0%			
	Other	0.6%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	289	miles			
	250 Miles or Less	71.0%			
	251-500 Miles	12.5%			
	500-1000 Miles	8.7%			
	1001 Miles or More	7.9%			

Prairies & Lakes Tourism Region

REGION		REGION	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	33.7%	Avg. Per Person Per Day Spending	\$128.10
Transportation - Excluding Airfare	21.3%	Transportation - Total	\$43.20
Transportation – Airfare	12.4%	Transportation - Excluding Airfare	\$27.20
Transportation - Rental Car	4.6%	Transportation - Airfare	\$82.40
Transportation - Other	16.7%	Transportation - Rental Car	\$43.50
Food	25.5%	Transportation – Other	\$21.40
Lodging - Total	17.5%	Food	\$32.60
Lodging - Room	16.0%	Lodging – Total	\$51.50
Lodging – Services	1.4%	Lodging – Room	\$57.20
Shopping	11.8%	Lodging - Services	\$5.30
Entertainment	8.9%	Shopping	\$15.10
Miscellaneous	2.7%	Entertainment	\$11.30
		Miscellaneous	\$3.50

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Prairies & Lakes Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age	49.4	Employment		
18-34 Years	21.4%	Employed	68.6%	
35-49 Years	29.5%	Retired	20.4%	
50-64 Years	29.4%	Not Employed	11.0%	
65+ Years	19.7%			
Marital Status				
Average HH Income	\$101,834	Married	67.8%	
Under \$25,000	7.7%	Never Married	20.9%	
\$25,000-\$49,999	21.5%	Divorced/Widowed	11.4%	
\$50,000-\$74,999	16.7%			
\$75,000-\$99,999	16.7%	Children in Household		
\$100,000-\$149,999	19.7%	Yes	33.8%	
\$150,000+	17.7%	No	66.2%	

Dallas-Plano-Irving, TX MSA

Dallas-Plano-Irving, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Dallas-Plano-Irving MSA was estimated at 44.21 million in 2018, and the volume of Person-Days was estimated at 99.39 million.

The Dallas-Plano-Irving MSA's share of total Person-Stays to Texas ranked 2 out of 26 Texas MSAs.

Dallas-Plano-Irving, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	99.39	67.12	32.28
2017	95.75	64.52	31.22
2016	91.14	60.29	30.86
2015	87.83	57.16	30.67
2014	83.70	54.27	29.44
Person-Stays	Total	Leisure	Business
2018	44.21	30.23	13.98
2017	42.27	28.69	13.58
2016	40.50	26.94	13.56
2015	38.27	25.11	13.16
2014	35.84	23.76	12.09

Dallas-Plano-Irving, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	15.44%	14.43%	19.18%
2017	16.62%	15.02%	22.99%
2016	16.26%	15.00%	21.12%
2015	15.68%	14.50%	19.59%

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	62.0%	Total Non-Texans (Interstate)	38.0%
Dallas-Fort Worth	23.5%	Oklahoma City, OK	4.9%
Houston	11.0%	Tulsa, OK	2.2%
Austin	5.5%	Shreveport, LA	1.9%
San Antonio	4.5%	Los Angeles, CA	1.8%
Waco-Temple-Bryan	3.6%	New York, NY	1.7%
Lubbock	2.4%	Chicago, IL	1.5%
Tyler-Longview (Lufkin & Nacogdoches)	1.8%	Atlanta, GA	1.2%
Harlingen-Weslaco-Brownsville-McAllen	1.8%	San Diego, CA	1.1%

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	72.9%	Total Business	27.1%
Vacation	18.6%	Meetings	15.1%
Getaway Weekend-Overnight	9.4%	Seminar/Training	7.1%
Day Trip Vacation/Getaway	5.0%	Convention	3.0%
General Vacation-Overnight	4.2%	Other Group Meeting	5.0%
Non-Vacation	54.3%	Transient	12.0%
Visit Friend/Relative	24.8%	Consulting/Client Service	5.0%
Special Event (celebration, reunion)	10.8%	Sales/Purchasing	3.1%
Medical/Health Care	4.3%	Construction/Repair	0.8%
Convention/Show/Conference	2.5%	Inspection/Audit	0.5%
Seminar/Class/Training (personal)	1.0%	Government/Military	0.3%
Other Leisure/Personal	10.9%	Other Business	2.2%

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	20.1%	Nature (Net)	7.3%
Nightlife (bar, nightclub, etc.)	8.3%	Parks (national/state, etc)	4.3%
Professional Sports Event	4.5%	Beach/Waterfront	1.2%
Amateur Sports (attend/participate)	3.6%	Camping	1.0%
Culture (Net)	25.1%	Outdoor Sports (Net)	6.7%
Live Music (festivals/concerts/clubs) (2017+)	8.7%	Golfing	2.3%
Museums/Art Exhibits etc.	6.8%	Fishing	1.2%
Historic Sites	5.4%	Hiking	1.0%
Family/Life Events (Net)	39.3%	General (Net)	33.7%
Visit Friends/Relatives (general visit)	25.9%	Shopping	15.9%
Personal Special Event (Anniversary, Birthday)	7.9%	Business	8.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	4.2%	Medical/Health/Doctor Visit	4.9%
Libation and Culinary (Net)	21.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	21.2%	Avg. Party Size (Adults and Children)	
Winery/Distillery/Brewery Tours	0.6%	One Male Only	34.1%
		One Female Only	24.2%
		One Male and One Female	22.4%
		Two Male or Two Females	7.0%
		Three or More Adults	3.6%
		Adult(s) with Children	8.8%

Dallas-Plano-Irving, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.15	days	Paid Accommodations	66.3%
Average Length (Overnight Only)	2.39	nights	Hotel/Motel	56.3%
Day –Trips	41.5%		High-End	17.8%
1-3 Nights	48.3%		Mid-Level	25.8%
4-7 Nights	8.8%		Economy	9.0%
8+ Nights	1.4%		Other Hotel/Motel	3.7%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	10.0%
Air Travel	15.8%		Non-Paid Accommodations	33.4%
Auto Travel (Net)	80.8%		Other Overnight	0.3%
Other Transportation (Net)	3.5%			
Bus	1.3%			
Train	1.2%			
Other	0.9%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	358	miles		
250 Miles or Less	61.5%			
251-500 Miles	16.3%			
500-1000 Miles	12.0%			
1001 Miles or More	10.1%			

Dallas-Plano-Irving, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	35.7%	Avg. Per Person Per Day Spending	\$144.70
Transportation - Excluding Airfare	20.1%	Transportation - Total	\$51.70
Transportation - Airfare	15.6%	Transportation - Excluding Airfare	\$29.10
Transportation - Rental Car	5.5%	Transportation - Airfare	\$88.40
Transportation - Other	14.6%	Transportation - Rental Car	\$45.50
Food	24.6%	Transportation - Other	\$21.20
Lodging - Total	17.4%	Food	\$35.70
Lodging - Room	15.8%	Lodging - Total	\$55.30
Lodging - Services	1.6%	Lodging - Room	\$61.80
Shopping	11.1%	Lodging - Services	\$6.20
Entertainment	8.6%	Shopping	\$16.00
Miscellaneous	2.5%	Entertainment	\$12.40
		Miscellaneous	\$3.70

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Dallas-Plano-Irving, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		47.8	Employment	
	18-34 Years	24.2%	Employed	71.0%
	35-49 Years	32.1%	Retired	18.3%
	50-64 Years	26.0%	Not Employed	10.7%
	65+ Years	17.7%		
Marital Status				
Average HH Income		\$107,523	Married	67.0%
	Under \$25,000	6.9%	Never Married	23.4%
	\$25,000-\$49,999	21.7%	Divorced/Widowed	9.5%
	\$50,000-\$74,999	16.3%		
	\$75,000-\$99,999	15.6%	Children in Household	
	\$100,000-\$149,999	18.6%	Yes	35.6%
	\$150,000+	20.9%	No	64.4%

Fort Worth-Arlington, TX MSA

Fort Worth-Arlington-Grapevine , TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Fort Worth-Arlington-Grapevine MSA was estimated at 15.98 million in 2018, and the volume of Person-Days was estimated at 32.24 million.

The Fort Worth-Arlington-Grapevine MSA's share of total Person-Stays to Texas ranked 5 out of 26 Texas MSAs.

Fort Worth-Arlington, TX MSA Volume (millions) Fort Worth-Arlington, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business	Person-Stays	Total	Leisure	Business
2018	32.24	23.21	9.03	2018	5.72%	5.40%	6.90%
2017	31.18	22.52	8.67	2017	5.35%	5.20%	5.93%
2016	30.11	21.42	8.68	2016	5.40%	5.06%	6.72%
2015	29.34	20.63	8.72	2015	5.32%	5.07%	6.14%
2014	28.60	20.09	8.51				
Person-Stays	Total	Leisure	Business				
2018	15.98	11.19	4.79				
2017	15.18	10.60	4.58				
2016	14.54	9.92	4.62				
2015	13.91	9.36	4.54				
2014	13.40	9.15	4.26				

Fort Worth-Arlington, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	77.6%	Total Non-Texans (Interstate)	22.4%
Dallas-Fort Worth	53.6%	Oklahoma City, OK	3.9%
Houston	5.8%	Tulsa, OK	1.5%
Wichita Falls, TX & Lawton, OK	3.6%	Youngstown, OH	1.1%
Tyler-Longview (Lufkin & Nacogdoches)	3.0%	Jackson, MS	1.0%
San Antonio	2.7%	Wichita Falls, TX & Lawton, OK	0.9%
Waco-Temple-Bryan	2.2%	Phoenix, AZ	0.9%
Austin	1.8%	Lincoln & Hastings-Kearney, NE	0.8%
Abilene-Sweetwater	1.3%	Los Angeles, CA	0.8%

Fort Worth-Arlington, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	76.1%	Total Business	23.9%
Vacation	17.3%	Meetings	8.7%
Day Trip Vacation/Getaway	7.9%	Seminar/Training	3.4%
Getaway Weekend-Overnight	6.8%	Convention	2.2%
General Vacation-Overnight	2.6%	Other Group Meeting	3.2%
Non-Vacation	58.8%	Transient	15.2%
Visit Friend/Relative	29.3%	Consulting/Client Service	4.2%
Special Event (celebration, reunion)	13.0%	Government/Military	1.5%
Medical/Health Care	2.6%	Sales/Purchasing	1.4%
Seminar/Class/Training (personal)	1.4%	Construction/Repair	1.3%
Convention/Show/Conference	1.4%	Inspection/Audit	0.7%
Other Leisure/Personal	11.1%	Other Business	6.1%

Fort Worth-Arlington, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		21.3%	Nature (Net)		9.3%
	Zoo/Aquarium	5.7%		Parks (national/state, etc)	7.4%
	Theme/Amusement/Water Parks	5.7%		Wildlife Viewing (birds, whales etc.)	1.5%
	Nightlife (bar, nightclub, etc.)	4.3%		Camping	0.9%
Culture (Net)		16.6%	Outdoor Sports (Net)		4.3%
	Museums/Art Exhibits etc.	6.4%		Hiking	1.9%
	Historic Sites	6.3%		Golfing	1.2%
	Touring/Sightseeing	5.4%		Fishing	0.4%
Family/Life Events (Net)		40.7%	General (Net)		33.2%
	Visit Friends/Relatives (general visit)	28.8%		Shopping	15.8%
	Personal Special Event (Anniversary, Birthday)	6.6%		Business	8.5%
	Holiday Celebration (Thanksgiving, July 4th etc.)	4.8%		Medical/Health/Doctor Visit	7.0%
Libation and Culinary (Net)		24.1%	Trip Party Composition (Trip-Days)		
	Culinary/Dining Experience	22.9%	Avg. Party Size (Adults and Children)		1.84 persons
	Winery/Distillery/Brewery Tours	1.5%		One Male Only	29.5%
				One Female Only	20.0%
				One Male and One Female	24.2%
				Two Male or Two Females	5.2%
				Three or More Adults	4.7%
				Adult(s) with Children	16.3%

Fort Worth-Arlington, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.98	days	Paid Accommodations	71.6%
Average Length (Overnight Only)	2.73	nights	Hotel/Motel	60.5%
Day –Trips	54.9%		High-End	14.1%
1-3 Nights	36.3%		Mid-Level	27.3%
4-7 Nights	7.0%		Economy	17.0%
8+ Nights	1.9%		Other Hotel/Motel	2.2%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	11.1%
Air	6.3%		Non-Paid Accommodations	27.9%
Auto Travel (Net)	90.9%		Other Overnight	0.5%
Other Transportation (Net)	2.9%			
Bus	0.5%			
Train	2.1%			
Other	0.3%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	226	miles		
250 Miles or Less	80.1%			
251-500 Miles	7.6%			
500-1000 Miles	6.3%			
1001 Miles or More	6.0%			

Fort Worth-Arlington, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	26.5%	Avg. Per Person Per Day Spending	\$115.40
Transportation - Excluding Airfare	19.1%	Transportation - Total	\$30.60
Transportation - Airfare	7.4%	Transportation - Excluding Airfare	\$22.00
Transportation - Rental Car	2.6%	Transportation - Airfare	\$73.30
Transportation - Other	16.5%	Transportation - Rental Car	\$54.00
Food	24.0%	Transportation - Other	\$19.00
Lodging - Total	19.8%	Food	\$27.70
Lodging - Room	17.9%	Lodging - Total	\$50.90
Lodging - Services	1.9%	Lodging - Room	\$57.00
Shopping	12.8%	Lodging - Services	\$6.10
Entertainment	12.8%	Shopping	\$14.80
Miscellaneous	4.0%	Entertainment	\$14.70
		Miscellaneous	\$4.60

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Fort Worth-Arlington, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age		49.1	Employment	
	18-34 Years	21.9%	Employed	72.1%
	35-49 Years	29.9%	Retired	18.3%
	50-64 Years	30.1%	Not Employed	9.6%
	65+ Years	18.1%		
Marital Status				
Average HH Income		\$91,924	Married/Living with Partner	67.5%
	Under \$25,000	8.2%	Never Married	17.8%
	\$25,000-\$49,999	27.5%	Divorced/Widowed	14.7%
	\$50,000-\$74,999	15.9%		
	\$75,000-\$99,999	15.4%	Children in Household	
	\$100,000-\$149,999	19.6%	Yes	40.5%
	\$150,000+	13.5%	No	59.5%

Sherman-Denison, TX MSA

Sherman-Denison, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Sherman-Denison MSA was estimated at 1.40 million in 2018, and the volume of Person-Days was estimated at 2.99 million.

The Sherman-Denison MSA's share of total Person-Stays to Texas ranked 24 out of 26 Texas MSAs.

Sherman-Denison, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	2.99	2.59	0.40
2017	3.26	2.75	0.52
2016	3.03	2.49	0.54
2015	3.06	2.51	0.55
2014	3.04	2.43	0.61
Person-Stays	Total	Leisure	Business
2018	1.40	1.12	0.28
2017	1.58	1.23	0.35
2016	1.61	1.23	0.38
2015	1.61	1.23	0.38
2014	1.51	1.16	0.35

Sherman-Denison, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	0.11%	0.12%	0.08%
2017	0.26%	0.31%	0.08%
2016	0.12%	0.15%	0.00%
2015	0.53%	0.56%	0.41%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	82.1%	Total Non-Texans (Interstate)	17.9%
Dallas-Fort Worth	73.1%	San Francisco-Oakland-San Jose, CA	7.7%
Waco-Temple-Bryan	4.5%	Seattle-Tacoma, WA	3.6%
Sherman, TX-Ada, OK	2.4%	Sherman, TX-Ada, OK	2.5%
Austin	1.8%	La Crosse-Eau Claire, WI	1.6%
Tyler-Longview (Lufkin & Nacogdoches)	0.3%	Chicago, IL	0.7%
		Shreveport, LA	0.6%
		Phoenix, AZ	0.6%
		Monroe, LA-El Dorado, AR	0.4%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	91.1%	Total Business	8.9%
Vacation	5.5%	Meetings	0%
Day Trip Vacation/Getaway	2.9%	Convention	0%
Getaway Weekend-Overnight	2.1%	Seminar/Training	0%
General Vacation-Overnight	0.5%	Other Group Meeting	0%
Non-Vacation	85.6%	Transient	8.9%
Visit Friend/Relative	28.9%	Consulting/Client Service	4.4%
Special Event (celebration, reunion)	8.5%	Government/Military	0.1%
Convention/Show/Conference	3.9%	Construction/Repair	0%
Medical/Health Care	2.9%	Sales/Purchasing	0%
Seminar/Class/Training (personal)	0%	Inspection/Audit	0%
Other Leisure/Personal	41.3%	Other Business	4.5%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	6.8%	Nature (Net)	13.8%
Amateur Sports (attend/participate)	5.3%	Wildlife Viewing (birds, whales etc.)	10.2%
Professional Sports Event	4.2%	Parks (national/state, etc)	10.1%
Nightlife (bar, nightclub, etc.)	1.0%	Beach/Waterfront	3.5%
Culture (Net)	4.3%	Outdoor Sports (Net)	14.6%
Historic Sites	3.7%	Fishing	12.9%
Touring/Sightseeing	2.4%	Boating/Sailing	2.3%
Live Music (festivals/concerts/clubs) (2017+)	0.6%	Water Sports	1.7%
Family/Life Events (Net)	52.4%	General (Net)	27.7%
Visit Friends/Relatives (general visit)	42.5%	Shopping	20.9%
Personal Special Event (Anniversary, Birthday)	6.9%	Business	6.1%
Funeral/Memorial	1.2%	Medical/Health/Doctor Visit	0.4%
Libation and Culinary (Net)	26.3%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	25.8%	Avg. Party Size (Adults and Children)	1.44 persons
Winery/Distillery/Brewery Tours	0.6%	One Male Only	39.3%
		One Female Only	25.0%
		One Male and One Female	30.5%
		Two Male or Two Females	1.7%
		Three or More Adults	2.6%
		Adult(s) with Children	0.9%

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	3.07	days	Paid Accommodations	61.8%
Average Length (Overnight Only)	6.04	nights	Hotel/Motel	51.5%
Day –Trips	61.6%		High-End	0%
1-3 Nights	26.9%		Mid-Level	18.1%
4-7 Nights	0.2%		Economy	22.2%
8+ Nights	11.3%		Other Hotel/Motel	11.1%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	10.3%
Air	8.4%		Non-Paid Accommodations	38.2%
Auto Travel (Net)	91.6%		Other Overnight	0%
Other Transportation (Net)	0%			
Bus	0%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	245	miles		
250 Miles or Less	83.1%			
251-500 Miles	2.6%			
500-1000 Miles	3.1%			
1001 Miles or More	11.2%			

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	22.8%	Avg. Per Person Per Day Spending	\$149.00
Transportation - Excluding Airfare	15.7%	Transportation - Total	\$34.00
Transportation - Airfare	7.1%	Transportation - Excluding Airfare	\$23.40
Transportation - Rental Car	9.3%	Transportation - Airfare	\$17.20
Transportation - Other	6.8%	Transportation - Rental Car	\$22.80
Food	15.9%	Transportation - Other	\$10.10
Lodging - Total	29.8%	Food	\$23.70
Lodging - Room	29.8%	Lodging - Total	\$66.70
Lodging - Services	0%	Lodging - Room	\$67.80
Shopping	24.9%	Lodging - Services	\$0.00
Entertainment	3.9%	Shopping	\$37.10
Miscellaneous	2.7%	Entertainment	\$5.80
		Miscellaneous	\$4.00

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Sherman-Denison MSA Small Sample – Use with caution

Sherman-Denison, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		61	Employment		
	18-34 Years	1.5%		Employed	45.7%
	35-49 Years	19.6%		Retired	52.0%
	50-64 Years	24.2%		Not Employed	2.3%
	65+ Years	54.6%			
Marital Status					
Average HH Income		\$102,087		Married/Living with Partner	72.1%
	Under \$25,000	2.2%		Never Married	7.0%
	\$25,000-\$49,999	13.8%		Divorced/Widowed	20.9%
	\$50,000-\$74,999	20.1%			
	\$75,000-\$99,999	21.3%	Children in Household		
	\$100,000-\$149,999	28.6%		Yes	11.5%
	\$150,000+	14.0%		No	88.5%

Sherman-Denison MSA Small Sample – Use with caution

College Station-Bryan, TX MSA

College Station-Bryan, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the College Station-BryanMSA was estimated at 4.53 million in 2018, and the volume of Person-Days was estimated at 7.78 million.

The College Station-Bryan MSA's share of total Person-Stays to Texas ranked 11 out of 26 Texas MSAs.

College Station-Bryan, TX MSA Volume (millions) College Station-Bryan, TX MSA Share of Texas Tourism

Person-Days	Total	Leisure	Business
2018	7.78	6.31	1.47
2017	7.55	6.08	1.47
2016	7.19	5.60	1.58
2015	7.13	5.53	1.60
2014	7.13	5.56	1.57
Person-Stays	Total	Leisure	Business
2018	4.53	3.75	0.79
2017	4.36	3.60	0.76
2016	4.19	3.38	0.81
2015	4.12	3.29	0.83
2014	4.04	3.25	0.79

Person-Stays	Total	Leisure	Business
2018	1.55%	1.73%	0.87%
2017	1.66%	1.87%	0.79%
2016	1.29%	1.46%	0.62%
2015	1.43%	1.56%	0.98%

College Station-Bryan, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	92.5%	Total Non-Texans (Interstate)	7.5%
Houston	32.8%	New York, NY	1.7%
Dallas-Fort Worth	22.1%	Charlotte, NC	0.7%
Austin	10.9%	Boston, MA (Manchester, NH)	0.6%
Waco-Temple-Bryan	7.9%	Santa Barbara-Santa Maria-San Luis Obispo, CA	0.6%
San Antonio	6.9%	Nashville, TN	0.4%
Harlingen-Weslaco-Brownsville-McAllen	6.8%	Miami-Fort Lauderdale, FL	0.3%
Abilene-Sweetwater	1.6%	Los Angeles, CA	0.3%
Beaumont-Port Arthur	1.4%	Seattle-Tacoma, WA	0.3%

College Station-Bryan, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	89.3%	Total Business	10.7%
Vacation	16.1%	Meetings	3.8%
Day Trip Vacation/Getaway	8.0%	Seminar/Training	1.7%
Getaway Weekend-Overnight	6.9%	Convention	0.7%
General Vacation-Overnight	1.2%	Other Group Meeting	1.4%
Non-Vacation	73.2%	Transient	6.8%
Visit Friend/Relative	24.7%	Consulting/Client Service	2.1%
Special Event (celebration, reunion)	22.0%	Sales/Purchasing	1.3%
Convention/Show/Conference	3.5%	Inspection/Audit	0.4%
Seminar/Class/Training (personal)	1.8%	Government/Military	0%
Medical/Health Care	0.4%	Construction/Repair	0%
Other Leisure/Personal	20.7%	Other Business	3.0%

College Station-Bryan, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	24.2%	Nature (Net)	20.4%
Amateur Sports (attend/participate)	15.2%	Parks (national/state, etc)	18.2%
Nightlife (bar, nightclub, etc.)	6.0%	Beach/Waterfront	15.6%
Show: Boat, Car, Home	3.8%	Camping	15.1%
Culture (Net)	21.8%	Outdoor Sports (Net)	18.0%
Touring/Sightseeing	12.9%	Hiking	16.5%
Historic Sites	9.3%	Fishing	15.3%
Movies	7.2%	Boating/Sailing	4.1%
Family/Life Events (Net)	51.5%	General (Net)	35.5%
Visit Friends/Relatives (general visit)	31.6%	Shopping	18.7%
Personal Special Event (Anniversary, Birthday)	21.4%	Business	3.9%
Holiday Celebration (Thanksgiving, July 4th etc.)	15.1%	Medical/Health/Doctor Visit	1.5%
Libation and Culinary (Net)	23.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	23.5%	Avg. Party Size (Adults and Children)	1.73 persons
Winery/Distillery/Brewery Tours	0.5%	One Male Only	24.3%
		One Female Only	17.2%
		One Male and One Female	35.2%
		Two Male or Two Females	9.9%
		Three or More Adults	3.2%
		Adult(s) with Children	10.3%

College Station-Bryan, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.74	days	Paid Accommodations	62.4%
Average Length (Overnight Only)	2.07	nights	Hotel/Motel	55.1%
Day –Trips	52.1%		High-End	12.6%
1-3 Nights	41.4%		Mid-Level	30.5%
4-7 Nights	5.7%		Economy	5.3%
8+ Nights	0.8%		Other Hotel/Motel	6.7%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	7.3%
Air	2.6%		Non-Paid Accommodations	37.6%
Auto Travel (Net)	97.4%		Other Overnight	0%
Other Transportation (Net)	0%			
Bus	0%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	233	miles		
250 Miles or Less	82.9%			
251-500 Miles	8.2%			
500-1000 Miles	2.0%			
1001 Miles or More	6.9%			

College Station-Bryan, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	35.1%	Avg. Per Person Per Day Spending	\$103.40
Transportation - Excluding Airfare	30.7%	Transportation - Total	\$36.30
Transportation - Airfare	4.4%	Transportation - Excluding Airfare	\$31.70
Transportation - Rental Car	3.4%	Transportation - Airfare	\$83.00
Transportation - Other	27.3%	Transportation - Rental Car	\$44.40
Food	28.6%	Transportation - Other	\$28.20
Lodging - Total	14.7%	Food	\$29.50
Lodging - Room	14.6%	Lodging - Total	\$42.10
Lodging - Services	0.1%	Lodging - Room	\$47.20
Shopping	13.0%	Lodging - Services	\$0.60
Entertainment	6.9%	Shopping	\$13.40
Miscellaneous	1.8%	Entertainment	\$7.10
		Miscellaneous	\$1.80

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

College Station-Bryan, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		52.5	Employment		
18-34 Years		15.9%	Employed		51.0%
35-49 Years		25.1%	Retired		39.0%
50-64 Years		36.1%	Not Employed		10.0%
65+ Years		22.8%			
Marital Status					
Average HH Income		\$115,443	Married		77.9%
Under \$25,000		8.5%	Never Married		12.5%
\$25,000-\$49,999		7.8%	Divorced/Widowed		9.6%
\$50,000-\$74,999		21.2%			
\$75,000-\$99,999		13.8%	Children in Household		
\$100,000-\$149,999		28.9%	Yes		19.0%
\$150,000+		19.8%	No		81.0%

Killeen-Temple, TX MSA

Killeen-Temple, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Killeen-Temple MSA was estimated at 4.46 million in 2018, and the volume of Person-Days was estimated at 9.32 million.

The Killeen-Temple MSA's share of total Person-Stays to Texas ranked 12 out of 26 Texas MSAs.

Killeen-Temple, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	9.32	6.50	2.82
2017	9.00	6.46	2.55
2016	8.62	6.19	2.42
2015	8.42	6.02	2.40
2014	7.90	5.68	2.22
Person-Stays	Total	Leisure	Business
2018	4.46	3.11	1.36
2017	4.37	3.03	1.34
2016	4.29	3.01	1.28
2015	4.15	2.82	1.33
2014	3.88	2.73	1.15

Killeen-Temple, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	1.45%	1.36%	1.76%
2017	1.58%	1.46%	2.03%
2016	1.51%	1.54%	1.41%
2015	1.59%	1.27%	2.65%

Killeen-Temple, TX MSA

MSA			MSA		
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)			Total Non-Texans (Interstate)		
		87.1%			12.9%
	Waco-Temple-Bryan	20.5%		Baton Rouge, LA	1.9%
	Austin	17.8%		Detroit, MI	1.3%
	San Antonio	17.5%		Pittsburgh, PA	1.2%
	Dallas-Fort Worth	14.5%		Orlando-Daytona Beach-Melbourne, FL	1.2%
	Houston	9.4%		Oklahoma City, OK	0.9%
	Victoria	2.8%		Milwaukee, WI	0.8%
	Abilene-Sweetwater	1.6%		Phoenix, AZ	0.8%
	El Paso	1.2%		Grand Rapids-Kalamazoo-Battle Creek, MI	0.7%

Killeen-Temple, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	74.2%	Total Business	25.8%
Vacation	6.7%	Meetings	5.2%
Getaway Weekend-Overnight	3.7%	Seminar/Training	4.2%
Day Trip Vacation/Getaway	2.0%	Convention	0.9%
General Vacation-Overnight	1.0%	Other Group Meeting	0.1%
Non-Vacation	67.5%	Transient	20.6%
Visit Friend/Relative	37.2%	Sales/Purchasing	5.4%
Medical/Health Care	12.2%	Government/Military	2.2%
Special Event (celebration, reunion)	7.4%	Consulting/Client Service	1.6%
Convention/Show/Conference	1.1%	Inspection/Audit	0.5%
Seminar/Class/Training (personal)	0.4%	Construction/Repair	0%
Other Leisure/Personal	9.1%	Other Business	10.9%

Killeen-Temple, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	3.2%	Nature (Net)	9.2%
Amateur Sports (attend/participate)	1.5%	Wildlife Viewing (birds, whales etc.)	5.3%
Professional Sports Event	0.7%	Parks (national/state, etc)	4.5%
Nightlife (bar, nightclub, etc.)	0.5%	Camping	1.0%
Culture (Net)	16.4%	Outdoor Sports (Net)	2.6%
Movies	6.7%	Hiking	2.0%
Historic Sites	6.4%	Hunting	0.9%
Festival/Fairs (state, craft, etc.)	2.8%	Water Sports	0.4%
Family/Life Events (Net)	38.0%	General (Net)	54.6%
Visit Friends/Relatives (general visit)	27.0%	Shopping	19.3%
Personal Special Event (Anniversary, Birthday)	5.4%	Medical/Health/Doctor Visit	11.1%
Funeral/Memorial	5.1%	Business	9.4%
Libation and Culinary (Net)	18.6%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	18.1%	Avg. Party Size (Adults and Children)	1.67 persons
Winery/Distillery/Brewery Tours	1.1%	One Male Only	29.6%
		One Female Only	25.2%
		One Male and One Female	29.6%
		Two Male or Two Females	6.1%
		Three or More Adults	4.2%
		Adult(s) with Children	5.4%

Killeen-Temple, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.29	days	Paid Accommodations	55.4%
Average Length (Overnight Only)	3.46	nights	Hotel/Motel	39.1%
Day –Trips	55.4%		High-End	3.3%
1-3 Nights	33.5%		Mid-Level	29.4%
4-7 Nights	7.5%		Economy	6.3%
8+ Nights	3.6%		Other Hotel/Motel	0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	16.3%
Air	3.2%		Non-Paid Accommodations	44.0%
Auto Travel (Net)	90.7%		Other Overnight	0.6%
Other Transportation (Net)	6.1%			
Bus	6.1%			
Train	0%			
Other	0%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	192	miles		
250 Miles or Less	85.7%			
251-500 Miles	3.6%			
500-1000 Miles	6.0%			
1001 Miles or More	4.7%			

Killeen-Temple, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	30.7%	Avg. Per Person Per Day Spending	\$76.60
Transportation - Excluding Airfare	24.8%	Transportation - Total	\$23.50
Transportation - Airfare	5.9%	Transportation - Excluding Airfare	\$19.00
Transportation - Rental Car	1.5%	Transportation - Airfare	\$55.70
Transportation - Other	23.3%	Transportation - Rental Car	\$15.60
Food	30.4%	Transportation - Other	\$17.80
Lodging - Total	19.0%	Food	\$23.30
Lodging - Room	18.5%	Lodging - Total	\$38.00
Lodging - Services	0.4%	Lodging - Room	\$41.20
Shopping	14.9%	Lodging - Services	\$1.00
Entertainment	3.3%	Shopping	\$11.40
Miscellaneous	1.7%	Entertainment	\$2.50
		Miscellaneous	\$1.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Killeen-Temple, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		52.6	Employment		
	18-34 Years	13.4%		Employed	52.7%
	35-49 Years	27.0%		Retired	21.2%
	50-64 Years	38.9%		Not Employed	26.1%
	65+ Years	20.8%			
Marital Status					
Average HH Income		\$79,725		Married	72.4%
	Under \$25,000	13.6%		Never Married	10.6%
	\$25,000-\$49,999	23.0%		Divorced/Widowed	17.0%
	\$50,000-\$74,999	15.7%			
	\$75,000-\$99,999	19.6%	Children in Household		
	\$100,000-\$149,999	23.2%		Yes	22.6%
	\$150,000+	5.0%		No	77.4%

Waco, TX MSA

Waco, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Waco MSA was estimated at 4.97 million in 2018, and the volume of Person-Days was estimated at 7.73 million.

The Waco MSA's share of total Person-Stays to Texas ranked 10 out of 26 Texas MSAs.

Waco, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	7.73	4.78	2.96
2017	7.19	4.47	2.71
2016	6.94	4.28	2.66
2015	6.68	4.00	2.68
2014	6.38	3.80	2.58
Person-Stays	Total	Leisure	Business
2018	4.97	3.15	1.82
2017	4.57	2.88	1.69
2016	4.35	2.67	1.68
2015	4.17	2.46	1.71
2014	3.91	2.33	1.59

Waco, TX MSA Share of Texas Tourism

Person-Stays	Total	Leisure	Business
2018	1.82%	1.55%	2.81%
2017	1.75%	1.54%	2.55%
2016	1.65%	1.50%	2.22%
2015	1.71%	1.45%	2.57%

Waco, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	82.0%	Total Non-Texans (Interstate)	18.0%
Waco-Temple-Bryan	28.3%	Oklahoma City, OK	2.2%
Dallas-Fort Worth	22.3%	Boston, MA (Manchester, NH)	1.8%
Austin	10.0%	Philadelphia, PA	1.5%
Houston	5.6%	New Orleans, LA	1.4%
San Antonio	4.5%	Minot-Bismarck-Dickinson (Williston), ND	0.9%
Beaumont-Port Arthur	2.5%	Columbus-Tupelo-West Point, MS	0.8%
Laredo	2.5%	Shreveport, LA	0.8%
Abilene-Sweetwater	1.7%	Raleigh-Durham, NC	0.7%

Waco, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	68.9%	Total Business	31.1%
Vacation	12.2%	Meetings	12.3%
Day Trip Vacation/Getaway	7.8%	Seminar/Training	6.2%
Getaway Weekend-Overnight	3.1%	Convention	1.0%
General Vacation-Overnight	1.4%	Other Group Meeting	5.2%
Non-Vacation	56.7%	Transient	18.7%
Visit Friend/Relative	25.9%	Government/Military	8.4%
Special Event (celebration, reunion)	8.1%	Consulting/Client Service	4.3%
Convention/Show/Conference	4.7%	Sales/Purchasing	1.0%
Seminar/Class/Training (personal)	1.0%	Inspection/Audit	0.6%
Medical/Health Care	0.6%	Construction/Repair	0%
Other Leisure/Personal	16.3%	Other Business	4.4%

Waco, TX MSA

MSA			MSA		
Activities Summary (Stays)					
Attractions (Net)		20.8%	Nature (Net)		5.2%
Nightlife (bar, nightclub, etc.)		12.3%	Parks (national/state, etc)		3.1%
Professional Sports Event		9.6%	Camping		1.5%
Zoo/Aquarium		3.8%	Beach/Waterfront		0.6%
Culture (Net)		24.8%	Outdoor Sports (Net)		3.3%
Touring/Sightseeing		8.8%	Hiking		1.8%
Historic Sites		7.3%	Biking		0.6%
Museums/Art Exhibits etc.		5.3%	Golfing		0.4%
Family/Life Events (Net)		41.5%	General (Net)		30.0%
Visit Friends/Relatives (general visit)		26.8%	Shopping		16.6%
Personal Special Event (Anniversary, Birthday)		6.3%	Business		6.2%
Holiday Celebration (Thanksgiving, July 4th etc.)		6.2%	Service/Volunteerism/Charity		3.5%
Libation and Culinary (Net)		30.4%	Trip Party Composition (Trip-Days)		
Culinary/Dining Experience		29.8%	Avg. Party Size (Adults and Children)		1.73 persons
Winery/Distillery/Brewery Tours		1.0%	One Male Only		40.0%
			One Female Only		11.3%
			One Male and One Female		31.9%
			Two Male or Two Females		4.3%
			Three or More Adults		2.8%
			Adult(s) with Children		9.6%

Waco, TX MSA

MSA				MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)			
Average Length (Incl. Days)		1.46	days	Paid Accommodations		73.0%
Average Length (Overnight Only)		1.91	nights	Hotel/Motel		68.8%
	Day –Trips	62.8%		High-End	8.8%	
	1-3 Nights	34.4%		Mid-Level	37.7%	
	4-7 Nights	2.6%		Economy	22.0%	
	8+ Nights	0.2%		Other Hotel/Motel	0.3%	
Primary Mode of Transportation (Person-Stays)				Non-Hotel/Motel		4.2%
	Air	4.3%		Non-Paid Accommodations		24.1%
	Auto Travel (Net)	95.4%		Other Overnight		2.9%
	Other Transportation (Net)	0.3%				
	Bus	0.3%				
	Train	0%				
	Other	0%				
Distance Traveled One-Way from Home (Person-Stays)						
Average Distance Traveled		240	miles			
	250 Miles or Less	79.2%				
	251-500 Miles	8.5%				
	500-1000 Miles	4.6%				
	1001 Miles or More	7.8%				

Waco, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	29.0%	Avg. Per Person Per Day Spending	\$117.00
Transportation - Excluding Airfare	24.3%	Transportation - Total	\$33.90
Transportation - Airfare	4.7%	Transportation - Excluding Airfare	\$28.40
Transportation - Rental Car	4.0%	Transportation - Airfare	\$52.10
Transportation - Other	20.3%	Transportation - Rental Car	\$31.60
Food	28.8%	Transportation - Other	\$23.80
Lodging - Total	16.7%	Food	\$33.70
Lodging - Room	15.8%	Lodging - Total	\$41.20
Lodging - Services	0.9%	Lodging - Room	\$47.80
Shopping	13.6%	Lodging - Services	\$3.10
Entertainment	9.9%	Shopping	\$15.90
Miscellaneous	2.0%	Entertainment	\$11.60
		Miscellaneous	\$2.30

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

Waco, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	49.3		Employment	
	18-34 Years	24.8%	Employed	75.9%
	35-49 Years	24.1%	Retired	16.7%
	50-64 Years	33.0%	Not Employed	7.4%
	65+ Years	18.1%		
Marital Status				
Average HH Income	\$91,544		Married	58.1%
	Under \$25,000	6.9%	Never Married	27.3%
	\$25,000-\$49,999	15.1%	Divorced/Widowed	14.6%
	\$50,000-\$74,999	20.0%		
	\$75,000-\$99,999	26.3%	Children in Household	
	\$100,000-\$149,999	21.8%	Yes	30.0%
	\$150,000+	9.8%	No	70.0%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
Prairies and Lakes Region	4,682	0.2%	0.4%	0.6%	0.9%	1.2%
Dallas-Plano-Irving, TX MD	3,359	0.3%	0.5%	0.7%	1.1%	1.4%
Fort Worth-Arlington, TX MD	735	0.6%	1.1%	1.6%	2.3%	3.0%
Sherman-Denison, TX MSA	54	2.2%	4.1%	5.9%	8.5%	11.2%
College Station-Bryan, TX MSA	159	1.3%	2.4%	3.4%	4.9%	6.5%
Killeen-Temple, TX MSA	152	1.3%	2.4%	3.5%	5.1%	6.7%
Waco, TX MSA	259	1.0%	1.9%	2.7%	3.9%	5.1%

2018 Region and MSA Visitor Profile

South Texas Plains Region

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South Texas Plains Region Executive Summary

Volume/Share

The South Texas Plains Tourism Region contains 25 counties and the following MSAs: Laredo, McAllen-Edinburg-Mission, San Antonio-New Braunfels

The number of Person-Stays to the South Texas Plains Region was estimated at 47.94 million in 2018, and the volume of Person-Days was estimated at 103.28 million.

The South Texas Plains Region's share of total Person-Stays to Texas ranked 3 out of the 7 Texas Tourism Regions.

South Texas Plains Volume (millions)

Person-Days	Total	Leisure	Business
2018	103.28	85.04	18.24
2017	99.45	81.54	17.91
2016	93.96	76.08	17.88
2015	91.22	73.36	17.87
2014	87.46	69.97	17.50
Person-Stays	Total	Leisure	Business
2018	47.94	39.15	8.79
2017	45.59	37.04	8.54
2016	43.12	34.22	8.90
2015	41.19	32.27	8.92
2014	38.72	30.32	8.41

South Texas Plains Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	17.54%	18.95%	12.31%
2017	16.74%	18.10%	11.33%
2016	16.52%	17.80%	11.59%
2015	16.79%	18.39%	11.48%

South Texas Plains Tourism Region

REGION		REGION	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	86.3%	Total Non-Texans (Interstate)	13.7%
San Antonio	21.3%	Denver, CO	0.8%
Houston	14.3%	Chicago, IL	0.6%
Dallas-Fort Worth	12.9%	Phoenix, AZ	0.5%
Austin	12.4%	New York, NY	0.5%
Corpus Christi	8.8%	Los Angeles, CA	0.4%
Harlingen-Weslaco-Brownsville-McAllen	8.1%	Oklahoma City, OK	0.4%
Laredo	3.1%	Tampa-St. Petersburg (Sarasota), FL	0.4%
Tyler-Longview (Lufkin & Nacogdoches)	1.1%	Louisville, KY	0.4%

South Texas Plains Tourism Region

REGION		REGION	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	85.8%	Total Business	14.2%
Vacation	32.8%	Meetings	6.5%
Day Trip Vacation/Getaway	13.3%	Seminar/Training	3.5%
Getaway Weekend-Overnight	12.8%	Convention	1.5%
General Vacation-Overnight	6.7%	Other Group Meeting	1.5%
Non-Vacation	53.0%	Transient	7.8%
Visit Friend/Relative	25.6%	Sales/Purchasing	2.2%
Special Event (celebration, reunion)	9.1%	Consulting/Client Service	1.4%
Medical/Health Care	4.4%	Inspection/Audit	1.2%
Convention/Show/Conference	1.0%	Construction/Repair	0.8%
Seminar/Class/Training (personal)	0.4%	Government/Military	0.7%
Other Leisure/Personal	12.5%	Other Business	1.4%

South Texas Plains Tourism Region

REGION		REGION	
Activities Summary (Stays)			
Attractions (Net)	23.3%	Nature (Net)	13.9%
Nightlife (bar, nightclub, etc.)	11.2%	Parks (national/state, etc)	9.1%
Theme/Amusement/Water Parks	4.8%	Beach/Waterfront	3.9%
Zoo/Aquarium	4.1%	Wildlife Viewing (birds, whales etc.)	2.0%
Culture (Net)	35.5%	Outdoor Sports (Net)	6.9%
Historic Sites	14.6%	Golfing	2.7%
Live Music (festivals/concerts/clubs) (2017+)	10.3%	Hiking	1.9%
Touring/Sightseeing	9.6%	Extreme/Adventure Sports	1.1%
Family/Life Events (Net)	43.5%	General (Net)	38.9%
Visit Friends/Relatives (general visit)	32.1%	Shopping	23.5%
Personal Special Event (Anniversary, Birthday)	7.2%	Business	5.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	3.6%	Medical/Health/Doctor Visit	5.6%
Libation and Culinary (Net)	23.5%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.9%	Avg. Party Size (Adults and Children)	1.85 persons
Winery/Distillery/Brewery Tours	1.4%	One Male Only	26.2%
		One Female Only	20.1%
		One Male and One Female	28.5%
		Two Male or Two Females	6.6%
		Three or More Adults	3.3%
		Adult(s) with Children	15.3%

South Texas Plains Tourism Region

REGION			REGION	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.00	days	Paid Accommodations	73.8%
Average Length (Overnight Only)	2.54	nights	Hotel/Motel	64.2%
Day –Trips	50.7%		High-End	19.5%
1-3 Nights	39.3%		Mid-Level	27.9%
4-7 Nights	8.8%		Economy	14.2%
8+ Nights	1.3%		Other Hotel/Motel	2.6%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	9.6%
Air	6.2%		Non-Paid Accommodations	25.4%
Auto Travel (Net)	92.5%		Other Overnight	0.8%
Other Transportation (Net)	1.3%			
Bus	0.8%			
Train	0.2%			
Other	0.3%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	258	miles		
250 Miles or Less	76.9%			
251-500 Miles	10.9%			
500-1000 Miles	5.5%			
1001 Miles or More	6.7%			

South Texas Plains Tourism Region

REGION		REGION	
Expenditure Summary (Person-Stays)		Expenditure Summary (Person-Stays)	
Transportation - Total	27.8%	Avg. Per Person Per Day Spending	\$137.80
Transportation - Excluding Airfare	20.3%	Transportation - Total	\$38.30
Transportation - Airfare	7.5%	Transportation - Excluding Airfare	\$28.00
Transportation - Rental Car	3.8%	Transportation - Airfare	\$82.30
Transportation - Other	16.5%	Transportation - Rental Car	\$41.80
Food	25.3%	Transportation - Other	\$22.70
Lodging - Total	17.7%	Food	\$34.90
Lodging - Room	15.6%	Lodging - Total	\$46.70
Lodging - Services	2.1%	Lodging - Room	\$51.60
Shopping	13.8%	Lodging - Services	\$7.00
Entertainment	12.1%	Shopping	\$19.00
Miscellaneous	3.3%	Entertainment	\$16.70
		Miscellaneous	\$4.60

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

South Texas Plains Tourism Region

REGION			REGION	
Demographic Profile (Person-Stays)				
Average Age	49.0	Employment		
18-34 Years	19.5%	Employed	68.2%	
35-49 Years	33.6%	Retired	21.0%	
50-64 Years	28.0%	Not Employed	10.8%	
65+ Years	18.9%			
Marital Status				
Average HH Income	\$94,802	Married	65.6%	
Under \$25,000	11.0%	Never Married	20.1%	
\$25,000-\$49,999	19.1%	Divorced/Widowed	14.3%	
\$50,000-\$74,999	19.3%			
\$75,000-\$99,999	15.9%	Children in Household		
\$100,000-\$149,999	19.0%	Yes	39.8%	
\$150,000+	15.8%	No	60.2%	

Laredo, TX MSA

Laredo, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the Laredo MSA was estimated at 1.74 million in 2018, and the volume of Person-Stays was estimated at 3.25 million.

The Laredo MSA's share of total Person-Stays to Texas ranked 20 out of 26 Texas MSAs.

Laredo, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	3.25	2.09	1.16
2017	3.35	2.21	1.13
2016	2.98	1.86	1.12
2015	3.09	2.01	1.08
2014	2.55	1.46	1.09
Person-Stays	Total	Leisure	Business
2018	1.74	1.05	0.69
2017	1.71	1.05	0.66
2016	1.64	0.95	0.68
2015	1.64	0.97	0.68
2014	1.29	0.62	0.67

Laredo, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	0.29%	0.15%	0.83%
2017	0.23%	0.20%	0.33%
2016	0.27%	0.25%	0.37%
2015	1.09%	1.39%	0.10%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA			MSA		
Top Origin DMAs (Person-Stays)			Top Origin DMAs (Person-Stays)		
In State DMAs			Out-of-State DMAs		
Total Texans (Intrastate)		94.8%	Total Non-Texans (Interstate)		5.2%
	Laredo	43.0%		Tulsa, OK	1.8%
	San Antonio	25.8%		Nashville, TN	1.5%
	Austin	8.6%		Tucson (Sierra Vista), AZ	0.6%
	Dallas-Fort Worth	8.1%		Colorado Springs-Pueblo, CO	0.5%
	Houston	4.4%		Lansing, MI	0.3%
	Harlingen-Weslaco-Brownsville-McAllen	2.8%		Detroit, MI	0.2%
	San Angelo	2.0%		Salt Lake City, UT	0.1%
	El Paso	0.2%		La Crosse-Eau Claire, WI	0.1%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	53.9%	Total Business	46.1%
Vacation	24.8%	Meetings	17.4%
General Vacation-Overnight	19.4%	Seminar/Training	17.4%
Day Trip Vacation/Getaway	3.6%	Convention	0%
Getaway Weekend-Overnight	1.8%	Other Group Meeting	0%
Non-Vacation	29.1%	Transient	28.6%
Visit Friend/Relative	25.8%	Consulting/Client Service	16.0%
Special Event (celebration, reunion)	1.0%	Sales/Purchasing	7.8%
Medical/Health Care	0.1%	Inspection/Audit	4.0%
Convention/Show/Conference	0%	Government/Military	0.3%
Seminar/Class/Training (personal)	0%	Construction/Repair	0%
Other Leisure/Personal	2.2%	Other Business	0.5%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	22.9%	Nature (Net)	2.1%
Amateur Sports (attend/participate)	14.9%	Parks (national/state, etc)	2.1%
Zoo/Aquarium	5.3%	Camping	0.6%
Nightlife (bar, nightclub, etc.)	2.7%		
Culture (Net)	25.2%	Outdoor Sports (Net)	21.7%
Festival/Fairs (state, craft, etc.)	22.0%	Fishing	9.1%
Movies	8.9%	Golfing	8.5%
Live Music (festivals/concerts/clubs) (2017+)	1.2%	Biking	3.7%
Family/Life Events (Net)	50.5%	General (Net)	9.1%
Visit Friends/Relatives (general visit)	38.5%	Shopping	7.9%
Personal Special Event (Anniversary, Birthday)	13.6%	Business	0.7%
Holiday Celebration (Thanksgiving, July 4th etc.)	11.2%	Real Estate (buy/sell)	0.6%
Libation and Culinary (Net)	9.1%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	9.1%	Avg. Party Size (Adults and Children)	1.96 persons
Winery/Distillery/Brewery Tours	0%	One Male Only	30.8%
		One Female Only	3.5%
		One Male and One Female	45.5%
		Two Male or Two Females	7.1%
		Three or More Adults	1.9%
		Adult(s) with Children	11.2%

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA			MSA		
Length of Stay (Stays)			Accommodation Type (Person-Stays)		
Average Length (Incl. Days)	2.78	days	Paid Accommodations		68.8%
Average Length (Overnight Only)	2.31	nights	Hotel/Motel		39.9%
	Day –Trips	12.1%		High-End	4.5%
	1-3 Nights	72.3%		Mid-Level	14.5%
	4-7 Nights	15.1%		Economy	20.8%
	8+ Nights	0.4%	Other Hotel/Motel		0%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel		28.9%
	Air	2.2%	Non-Paid Accommodations		31.2%
	Auto Travel (Net)	83.4%	Other Overnight		0%
	Other Transportation (Net)	14.3%			
	Bus	3.1%			
	Train	11.2%			
	Other	0%			
Distance Traveled One-Way from Home (Person-Stays)					
Average Distance Traveled	142	miles			
	250 Miles or Less	80.2%			
	251-500 Miles	14.6%			
	500-1000 Miles	4.3%			
	1001 Miles or More	0.9%			

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	21.4%	Avg. Per Person Per Day Spending	\$123.80
Transportation - Excluding Airfare	18.9%	Transportation - Total	\$26.50
Transportation - Airfare	2.6%	Transportation - Excluding Airfare	\$23.30
Transportation - Rental Car	2.1%	Transportation - Airfare	\$181.20
Transportation - Other	16.7%	Transportation - Rental Car	\$27.30
Food	23.0%	Transportation - Other	\$20.70
Lodging - Total	16.0%	Food	\$28.40
Lodging - Room	12.3%	Lodging - Total	\$22.00
Lodging - Services	3.7%	Lodging - Room	\$31.00
Shopping	23.0%	Lodging - Services	\$6.50
Entertainment	11.7%	Shopping	\$28.40
Miscellaneous	4.9%	Entertainment	\$14.50
		Miscellaneous	\$6.10

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

Laredo MSA Small Sample – Use with caution

Laredo, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		42.5	Employment		
	18-34 Years	38.3%		Employed	90.0%
	35-49 Years	24.8%		Retired	1.0%
	50-64 Years	35.5%		Not Employed	8.9%
	65+ Years	1.4%			
Marital Status					
Average HH Income		\$74,488		Married	59.4%
	Under \$25,000	15.8%		Never Married	33.4%
	\$25,000-\$49,999	26.4%		Divorced/Widowed	7.2%
	\$50,000-\$74,999	17.0%			
	\$75,000-\$99,999	8.6%	Children in Household		
	\$100,000-\$149,999	20.7%		Yes	42.6%
	\$150,000+	11.5%		No	57.4%

Laredo MSA Small Sample – Use with caution

McAllen-Edinburg-Mission, TX MSA

McAllen-Edinburg-Mission, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the McAllen-Edinburg-Mission MSA was estimated at 3.88 million in 2018, and the volume of Person-Days was estimated at 8.66 million.

The McAllen-Edinburg-Mission MSA's share of total Person-Stays to Texas ranked 15 out of 26 Texas MSAs.

McAllen-Edinburg-Mission, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	8.66	7.53	1.13
2017	8.10	6.90	1.20
2016	8.01	6.85	1.16
2015	7.70	6.63	1.08
2014	7.19	6.12	1.08
Person-Stays	Total	Leisure	Business
2018	3.88	3.24	0.63
2017	3.67	3.01	0.67
2016	3.46	2.78	0.67
2015	3.19	2.54	0.65
2014	2.98	2.36	0.63

McAllen-Edinburg-Mission, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	1.63%	2.02%	0.16%
2017	1.16%	1.36%	0.37%
2016	1.23%	1.29%	1.02%
2015	1.07%	1.09%	0.99%

McAllen-Edinburg-Mission, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	86.2%	Total Non-Texans (Interstate)	13.8%
Harlingen-Weslaco-Brownsville-McAllen	50.0%	Lafayette, LA	2.9%
Corpus Christi	16.3%	Louisville, KY	2.6%
Houston	6.8%	Minneapolis-St. Paul, MN	1.3%
Dallas-Fort Worth	5.7%	Minot-Bismarck-Dickinson (Williston), ND	1.2%
San Antonio	4.7%	Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	1.1%
Laredo	1.0%	Denver, CO	1.0%
Austin	0.6%	Des Moines-Ames, IA	0.9%
Amarillo	0.6%	Tampa-St. Petersburg (Sarasota), FL	0.5%

McAllen-Edinburg-Mission, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	96.0%	Total Business	4.0%
Vacation	23.5%	Meetings	3.3%
Day Trip Vacation/Getaway	16.9%	Seminar/Training	2.7%
Getaway Weekend-Overnight	3.9%	Convention	0%
General Vacation-Overnight	2.7%	Other Group Meeting	0.6%
Non-Vacation	72.5%	Transient	0.7%
Visit Friend/Relative	37.0%	Consulting/Client Service	0.3%
Special Event (celebration, reunion)	10.2%	Inspection/Audit	0.1%
Medical/Health Care	5.6%	Construction/Repair	0%
Seminar/Class/Training (personal)	2.0%	Sales/Purchasing	0%
Convention/Show/Conference	0.1%	Government/Military	0%
Other Leisure/Personal	17.6%	Other Business	0.3%

McAllen-Edinburg-Mission, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	3.8%	Nature (Net)	14.0%
Zoo/Aquarium	2.2%	Beach/Waterfront	7.3%
Nightlife (bar, nightclub, etc.)	1.0%	Parks (national/state, etc)	4.2%
Amateur Sports (attend/participate)	0.6%	Wildlife Viewing (birds, whales etc.)	4.1%
Culture (Net)	30.6%	Outdoor Sports (Net)	4.6%
Movies	23.5%	Golfing	3.1%
Theater/Dance Performance (2017+)	15.9%	Fishing	1.2%
Festival/Fairs (state, craft, etc.)	9.2%	Water Sports	0.3%
Family/Life Events (Net)	53.6%	General (Net)	46.7%
Visit Friends/Relatives (general visit)	30.4%	Shopping	33.4%
Personal Special Event (Anniversary, Birthday)	20.9%	Medical/Health/Doctor Visit	8.6%
Funeral/Memorial	8.4%	Religious/Faith Based Conference	7.5%
Libation and Culinary (Net)	30.9%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	30.8%	Avg. Party Size (Adults and Children)	2.08 persons
Winery/Distillery/Brewery Tours	0.1%	One Male Only	8.6%
		One Female Only	22.0%
		One Male and One Female	38.7%
		Two Male or Two Females	0.9%
		Three or More Adults	1.4%
		Adult(s) with Children	28.4%

McAllen-Edinburg-Mission, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	2.39	days	Paid Accommodations	58.2%
Average Length (Overnight Only)	3.56	nights	Hotel/Motel	46.2%
	Day –Trips	54.0%	High-End	11.5%
	1-3 Nights	31.7%	Mid-Level	11.2%
	4-7 Nights	8.8%	Economy	21.2%
	8+ Nights	5.6%	Other Hotel/Motel	2.3%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	12.0%
Air	3.2%		Non-Paid Accommodations	41.8%
Auto Travel (Net)	96.8%		Other Overnight	0%
Other Transportation (Net)	0%			
	Bus	0%		
	Train	0%		
	Other	0%		
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	248	miles		
	250 Miles or Less	71.9%		
	251-500 Miles	16.2%		
	500-1000 Miles	2.4%		
	1001 Miles or More	9.5%		

McAllen-Edinburg-Mission, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	24.1%	Avg. Per Person Per Day Spending	\$147.00
Transportation - Excluding Airfare	19.4%	Transportation - Total	\$35.50
Transportation - Airfare	4.7%	Transportation - Excluding Airfare	\$28.50
Transportation - Rental Car	1.6%	Transportation - Airfare	\$64.90
Transportation - Other	17.8%	Transportation - Rental Car	\$52.10
Food	22.0%	Transportation - Other	\$26.10
Lodging - Total	23.5%	Food	\$32.30
Lodging - Room	22.8%	Lodging - Total	\$100.70
Lodging - Services	0.7%	Lodging - Room	\$112.40
Shopping	19.8%	Lodging - Services	\$3.60
Entertainment	7.8%	Shopping	\$29.20
Miscellaneous	2.6%	Entertainment	\$11.50
		Miscellaneous	\$3.80

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating “\$0” spending for a category provides a more accurate estimate of category spend as well as total spending.

McAllen-Edinburg-Mission, TX MSA

MSA				MSA	
Demographic Profile (Person-Stays)					
Average Age		51.5	Employment		
	18-34 Years	10.2%		Employed	80.2%
	35-49 Years	32.8%		Retired	16.4%
	50-64 Years	42.3%		Not Employed	3.4%
	65+ Years	14.7%			
Marital Status					
Average HH Income		\$102,638		Married	80.7%
	Under \$25,000	0.8%		Never Married	11.1%
	\$25,000-\$49,999	31.4%		Divorced/Widowed	8.1%
	\$50,000-\$74,999	24.5%			
	\$75,000-\$99,999	9.1%	Children in Household		
	\$100,000-\$149,999	17.3%		Yes	56.2%
	\$150,000+	16.8%		No	43.8%

San Antonio-New Braunfels, TX MSA

San Antonio-New Braunfels, TX MSA Executive Summary

Volume/Share

The number of Person-Stays to the San Antonio-New Braunfels MSA was estimated at 38.87 million in 2018, and the volume of Person-Days was estimated at 84.81 million.

The San Antonio-New Braunfels MSA's share of total Person-Stays to Texas ranked 3 out of 26 Texas MSAs.

San Antonio-New Braunfels, TX MSA Volume (millions)

Person-Days	Total	Leisure	Business
2018	84.81	70.50	14.31
2017	76.99	63.22	13.77
2016	73.33	59.72	13.62
2015	71.50	57.88	13.63
2014	72.43	58.40	14.04
Person-Stays	Total	Leisure	Business
2018	38.87	32.21	6.66
2017	37.06	30.45	6.62
2016	35.75	29.27	6.48
2015	34.45	28.11	6.33
2014	31.74	25.39	6.34

San Antonio-New Braunfels, TX MSA Share of Texas Travel

Person-Days	Total	Leisure	Business
2018	14.75%	15.93%	10.36%
2017	14.27%	15.41%	9.73%
2016	14.11%	15.17%	10.04%
2015	13.33%	14.63%	9.01%

San Antonio-New Braunfels, TX MSA

MSA		MSA	
Top Origin DMAs (Person-Stays)		Top Origin DMAs (Person-Stays)	
In State DMAs		Out-of-State DMAs	
Total Texans (Intrastate)	85.4%	Total Non-Texans (Interstate)	14.6%
San Antonio	20.5%	Denver, CO	0.8%
Houston	15.7%	Chicago, IL	0.8%
Dallas-Fort Worth	14.5%	Phoenix, AZ	0.6%
Austin	13.9%	New York, NY	0.5%
Corpus Christi	8.1%	Los Angeles, CA	0.5%
Harlingen-Weslaco-Brownsville-McAllen	4.5%	Oklahoma City, OK	0.5%
Laredo	2.7%	Washington, DC (Hagerstown, MD)	0.4%
Waco-Temple-Bryan	1.2%	Tampa-St. Petersburg (Sarasota), FL	0.4%

San Antonio-New Braunfels, TX MSA

MSA		MSA	
Purpose of Stay (Person-Stays)		Purpose of Stay (Person-Stays)	
Total Leisure	85.7%	Total Business	14.3%
Vacation	33.3%	Meetings	6.9%
Getaway Weekend-Overnight	13.7%	Seminar/Training	3.6%
Day Trip Vacation/Getaway	12.4%	Convention	1.7%
General Vacation-Overnight	7.2%	Other Group Meeting	1.6%
Non-Vacation	52.4%	Transient	7.4%
Visit Friend/Relative	25.3%	Sales/Purchasing	2.2%
Special Event (celebration, reunion)	9.4%	Construction/Repair	1.0%
Medical/Health Care	4.7%	Consulting/Client Service	0.9%
Convention/Show/Conference	1.2%	Government/Military	0.8%
Seminar/Class/Training (personal)	0.3%	Inspection/Audit	0.8%
Other Leisure/Personal	11.7%	Other Business	1.6%

San Antonio-New Braunfels, TX MSA

MSA		MSA	
Activities Summary (Stays)			
Attractions (Net)	23.8%	Nature (Net)	14.5%
Nightlife (bar, nightclub, etc.)	12.8%	Parks (national/state, etc)	10.0%
Theme/Amusement/Water Parks	5.6%	Beach/Waterfront	3.8%
Zoo/Aquarium	4.5%	Wildlife Viewing (birds, whales etc.)	1.9%
Culture (Net)	38.0%	Outdoor Sports (Net)	7.1%
Historic Sites	16.8%	Golfing	2.7%
Live Music (festivals/concerts/clubs) (2017+)	11.5%	Hiking	2.2%
Touring/Sightseeing	10.8%	Extreme/Adventure Sports	1.2%
Family/Life Events (Net)	43.3%	General (Net)	38.7%
Visit Friends/Relatives (general visit)	32.4%	Shopping	23.6%
Personal Special Event (Anniversary, Birthday)	6.2%	Medical/Health/Doctor Visit	5.7%
Reunion/Graduation	3.8%	Business	5.6%
Libation and Culinary (Net)	23.0%	Trip Party Composition (Trip-Days)	
Culinary/Dining Experience	22.3%	Avg. Party Size (Adults and Children)	1.83 persons
Winery/Distillery/Brewery Tours	1.6%	One Male Only	27.4%
		One Female Only	20.9%
		One Male and One Female	27.4%
		Two Male or Two Females	6.4%
		Three or More Adults	2.8%
		Adult(s) with Children	15.1%

San Antonio-New Braunfels, TX MSA

MSA			MSA	
Length of Stay (Stays)			Accommodation Type (Person-Stays)	
Average Length (Incl. Days)	1.99	days	Paid Accommodations	74.4%
Average Length (Overnight Only)	2.54	nights	Hotel/Motel	65.2%
Day –Trips	51.3%		High-End	21.1%
1-3 Nights	38.6%		Mid-Level	30.4%
4-7 Nights	9.1%		Economy	12.3%
8+ Nights	1.0%		Other Hotel/Motel	1.4%
Primary Mode of Transportation (Person-Stays)			Non-Hotel/Motel	9.3%
Air	6.9%		Non-Paid Accommodations	24.6%
Auto Travel (Net)	91.8%		Other Overnight	0.9%
Other Transportation (Net)	1.3%			
Bus	0.8%			
Train	0.1%			
Other	0.4%			
Distance Traveled One-Way from Home (Person-Stays)				
Average Distance Traveled	267	miles		
250 Miles or Less	76.5%			
251-500 Miles	10.4%			
500-1000 Miles	6.2%			
1001 Miles or More	6.9%			

San Antonio-New Braunfels, TX MSA

MSA		MSA	
Expenditure Summary (Person-Days)		Expenditure Summary (Person-Days)	
Transportation - Total	28.5%	Avg. Per Person Per Day Spending	\$135.50
Transportation - Excluding Airfare	20.1%	Transportation - Total	\$38.60
Transportation - Airfare	8.4%	Transportation - Excluding Airfare	\$27.20
Transportation - Rental Car	4.1%	Transportation - Airfare	\$83.30
Transportation - Other	16.0%	Transportation - Rental Car	\$41.30
Food	26.2%	Transportation - Other	\$21.70
Lodging - Total	17.3%	Food	\$35.60
Lodging - Room	15.1%	Lodging - Total	\$44.50
Lodging - Services	2.2%	Lodging - Room	\$48.10
Shopping	13.0%	Lodging - Services	\$7.30
Entertainment	11.8%	Shopping	\$17.60
Miscellaneous	3.2%	Entertainment	\$16.00
		Miscellaneous	\$4.40

Data on expenditures represent direct spending per person per day for six expenditure categories (transportation, food/drink, entertainment, shopping, accommodations, and other miscellaneous expenditures) separately and in total. Individual category spending is based on reported spending at least \$1. Total spending is based on reported spending of at least \$1 in any given category, but not necessarily all categories. For this reason the individual categories can not simply be summed to arrive at the total spending figure. Expenditure information is critical in assessing the direct economic impact of visitors and this method of calculating spending averages by eliminating "\$0" spending for a category provides a more accurate estimate of category spend as well as total spending.

San Antonio-New Braunfels, TX MSA

MSA			MSA	
Demographic Profile (Person-Stays)				
Average Age	48.5		Employment	
	18-34 Years	21.3%	Employed	65.8%
	35-49 Years	34.3%	Retired	22.6%
	50-64 Years	24.4%	Not Employed	11.6%
	65+ Years	20.0%		
Marital Status				
Average HH Income	\$94,996		Married	63.1%
	Under \$25,000	12.0%	Never Married	21.3%
	\$25,000-\$49,999	17.9%	Divorced/Widowed	15.6%
	\$50,000-\$74,999	19.0%		
	\$75,000-\$99,999	16.0%	Children in Household	
	\$100,000-\$149,999	19.0%	Yes	39.3%
	\$150,000+	16.1%	No	60.7%

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

Total Travel	Sample Size 2018-2017	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
South Texas Plains Region	1,964	0.4%	0.7%	1.0%	1.4%	1.9%
Laredo, TX MSA	37	2.7%	5.0%	7.1%	10.2%	13.5%
McAllen-Edinburg-Mission, TX MSA	113	1.5%	2.8%	4.1%	5.9%	7.7%
San Antonio-New Braunfels, TX MSA	1,779	0.4%	0.7%	1.0%	1.5%	1.9%

DKSHIFFLET METHODOLOGY

*DK Shifflet's **TRAVEL PERFORMANCE/Monitor** is a comprehensive study measuring the travel behavior of U.S. residents. An average of 50,000 distinct U.S. households are contacted monthly.*

DK Shifflet data are collected using an online methodology employing KnowledgePanel[®], an address-based sample panel offered by GfK. The sample is drawn as a national probability sample, and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. census. The KnowledgePanel[®] sample is used to create benchmark weights, which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month, enabling the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months and daytrips in the past month), details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases. "Travel" is defined as either an overnight trip, defined as going someplace, staying overnight and then returning home, or as a daytrip defined as going to a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip, an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected, including travel to destinations at a city level, hotel brand stayed in, purpose of stay and activities, expenditures, mode of transportation (airline and car rental brand used), party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several open-ended questions are asked to ensure that the responses are not influenced by a prelisted set of response categories. Each respondent identifies the actual destination visited with an open-ended response. This is particularly significant for obtaining accurate data for smaller cities, counties and hotel brands, representing total travel. This increases time and expense to accurately capture these responses, but quality requires it. DK Shifflet's quality control committee conducts bimonthly meetings to review survey results and examine methods to maintain and improve quality control.

DKSHIFFLET

2018 Texas International Visitors Report

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2018

International Visitors to Texas



Texas International Visitors 2018 Report

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Texas International Visitors 2018 Report

Introduction and Methodology

Introduction

This report provides a summary and analysis on total international visitors to Texas. Total visitors are derived from all overseas countries, plus Canada and Mexico.

Overseas visitors to Texas is based on data compiled from the 2018 U.S. Department of Commerce, National Travel and Tourism Office (NTTO) *Survey of International Air Travelers* (SIAT) custom report for Texas and the national report which provides overseas and country-level comparative metrics. For this report the data is based on a model using weighted and unweighted 2017 data and unweighted 2018 data for visitor characteristics. Visits are based on the Travel Market Insights Inc. Inbound Travel Monitor program. In addition, custom Texas metrics were used from other resources including: the Airline Passenger Information System (APIS), custom analysis and data from the I-94 port of entry and first intended address data, custom Texas data from OAG, and general information from NTTO, WTO, Brand USA, US Travel, and the Travel Market Insights Inbound Travel Monitor and Travel Trade Barometer Program.

The Survey of International Air Travelers (SIAT) is the primary resource. The SIAT is an ongoing primary research program which gathers statistical data about consumers that are air passengers traveling in the U.S. – it focuses on overseas residents and Mexican air travelers. The survey data provides information on passenger trip planning, travel patterns, demographics, and spending.

The survey has been conducted on a monthly basis continuously since January 1983. The survey is administered throughout the month, every month of the calendar year. NTTO conducts this program as part of its statistical system (which includes the DHS I-94 and I-92/APIS data) in order to comply with requirements noted in Section 10 of Public Law 104-288, the National Tourism Organization Act of 1996. The Act states that Commerce is to collect and publish comprehensive international travel and tourism statistics and other marketing information. In addition, this program is implemented to enable the Bureau of Economic Analysis (BEA) to comply with Section 8 of the Bretton Woods Agreements Act of 1945 (Public Law 79-171, as amended), and implemented by Executive Order No. 10033 which requires BEA to provide export/import and Gross Domestic Product (GDP) data for the country. The survey data also contributes to the BEA Travel and Tourism Satellite Account (TTSA) program for the United States.

Texas International Visitors 2018 Report

More recent legislation, the Travel Promotion Act of 2009, mandates that NTTO continue and expand its research activities including the SIAT. In addition, the Office of Management & Budget (OMB) re-approved the survey program (0625-0227) as a necessary data collection tool.

The survey (available in 12 languages and consisting of 32 multi-part questions) is self-administered by the passenger who volunteers to take it on departure from the U.S. after their entire visit to the U.S. is completed. The surveys are distributed and collected by two methods: either by flight attendants onboard the flight or by contractors in the departing gate area. The survey is conducted on selected flights which have departed, or are about to depart, from major U.S. international gateway airports. Over 70 airlines (foreign and U.S.) departing U.S. international gateways participate in the survey program.

The sample universe for the SIAT consists of all international air travelers to or from the U.S. (except Canadians). However, there are two separate populations being targeted. One population is comprised of U.S. residents departing the U.S. on the originating leg of their flight. The other population is non-resident visitors (specific visa types) who are on their return leg home, who are aboard the same outbound flight departing the United States.

Sample selection is made, on a random basis, of scheduled flights (clusters) from among all participating airlines that depart the U.S. to overseas or Mexican destinations. A computer program selects a random sample of flights to be surveyed from an electronic database of scheduled airline flights. Major charter carriers are also included in the program. The number of flights sampled proportionately reflects the total number of flights offered by carrier and the dispersion of flights by destination.

Survey data is gathered from self-administered questionnaires. Due to the 'skip-pattern' design of the questions, the same questionnaire is used for both resident and non-resident visitors. There are two data collection methods. The onboard method (highlighted above) involves the direct participation of the airlines, which arrange for their flight crews to distribute and collect surveys onboard. NTTO also collects the questionnaires in the airport departure gate area ("airport-intercept"). The airport-intercept method accounted for approximately 86% of all collections, while the in-flight method accounted for approximately 14%.

The Supplemental Airport Survey Program (SASP) is conducted, in addition to the legacy methods for collecting sample, through NTTO as a public/private partnership to survey additional international flights on a monthly basis to improve airport-specific and destination collections.

Texas International Visitors 2018 Report

Texas sampling comes from all of the U.S. ports of entry/departure that have international flights, including sampling at DFW and IAH. In 2018 approximately 7,000 surveys were collected at the two airports. The sampling is based on targets set for outbound flights departing the U.S. from the airports.

Total respondents in 2018 were 93,570, with 44,966 overseas and Mexican air respondents. Texas was listed as being visited by 2,092 non-residents and 553 Mexican Air respondents – which is the basis for the Texas overseas and Mexico Air visitor characteristics.

This is an adequate sample size for overseas visitors, providing an opportunity to evaluate the characteristics of the overseas visitor market. However, sampling levels are statistically low for some of the visitor markets to Texas and are intended for internal use and should be used when put into context with additional market insight and data support developed by Travel Market Insights Inc.

Texas International Visitors 2018 Report

Methodology Considerations

Canada data is derived from Statistics Canada and the Travel Market Insights Inbound Travel Monitor, XBorder Canada, SMARI.

Mexico data for Texas is derived from the USDOC NTTO, and Banco de Mexico.

Overseas Visitor Metrics:

Revisions to the NTTO visitor data have been incorporated at the time of this report. It should be noted that NTTO could revise 2016, 2017, and 2018 data, although it is unlikely. Should NTTO revise the national level data future reporting will incorporate all new revisions that impact U.S. figures and Texas figures.

In 2015 NTTO revised the 2014 total visitor figures by country to the United States. In 2016 NTTO adjusted market share reporting to a two-digit level improving the accuracy and year over year comparability of the metrics. The two-digit improvement was applied to 2014 market share by U.S. destination (on a limited basis). In addition, the two-digit improvement was applied to all custom and nationally reported data. To ensure Texas metrics were compatible, Travel Market Insights revised all of the 2014 market shares and all related metrics associated with the revision (including: visits, percent change in visits from 2015 and 2014, spending and percent change, room nights and percent change, and additional figures).

In 2014 the U.S. Department of Homeland Security and NTTO established a new methodology for counting visitor arrivals to the U.S. – which technically creates a break in series from previous years. The methodology change should be considered when making 2014 and 2013 year over year comparisons for arrivals and total direct spending.

In 2012 NTTO implemented a new questionnaire. For some portions of the questionnaire there was a break in series between 2012 and 2011 and 2012 and 2013. Questions regarding arrivals had no changes.

Texas International Visitors 2018 Report

Overseas Visitor Spending Methodology:

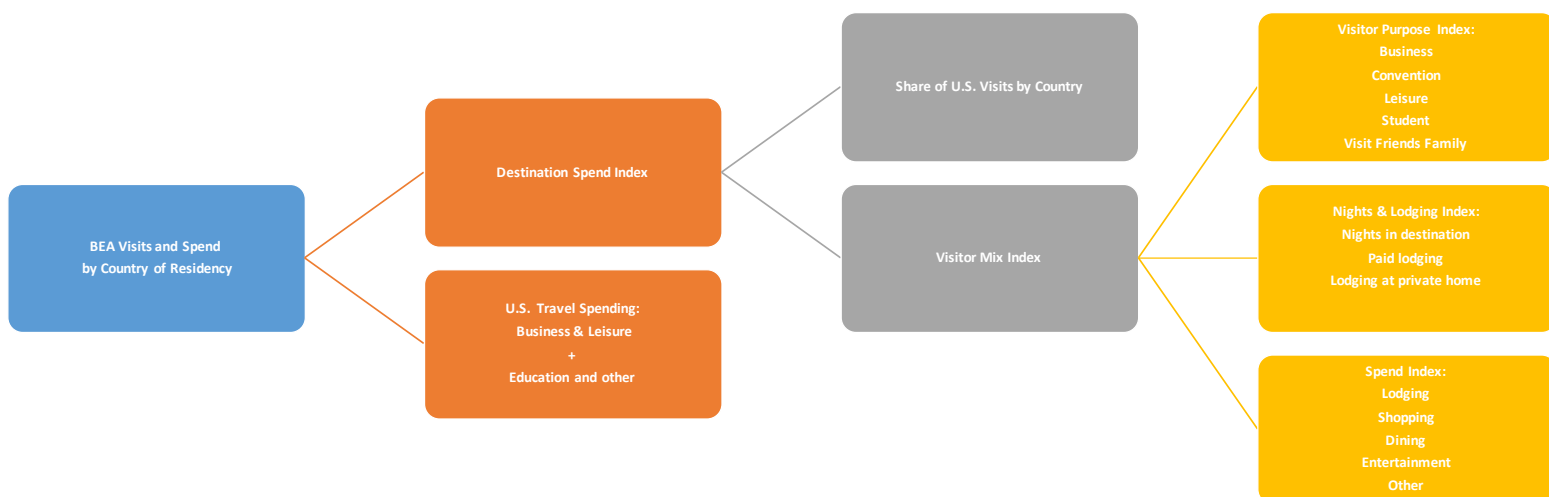
The Bureau of Economic Analysis (BEA) reports U.S. level spending by select countries. The data is widely accepted and is a global standard. The BEA U.S. inbound travel spend model relies on visits and spend by country of residency. For all countries, other than Canada and Mexico and excluding cruise-related travel expenditures, this sub-aggregate component of the travel account is derived by multiplying the number of travelers by a measure of their average expenditures.

Average expenditures are based on data obtained from the SIAT, conducted by NTTO. The number of travelers and SIAT expenditure data include the country of residence for foreign travelers to the United States.

The Travel Market Insights Inbound Travel Monitor program incorporates the BEA spending model to the U.S. into a destination-level spending model. The core of the model is from a comprehensive destination index model – *the Destination Visitor Index Spending Model*. It is based on U.S. arrivals (by country of residency) and spending based on BEA Travel Spend + Education and other spending. The U.S. visitor is indexed with the destination visitor by purpose of trip index, nights and lodging index, nights in destination, nights in private lodging, and lodging at private homes. A spending index is also applied by lodging, shopping, dining, entertainment, and other spend.

By indexing the Texas visitor to the U.S. visitor and creating a visitor index the model establishes a destination's share of spending to the United States.

Destination Spend Model – Destination Visitor Index



Every destination is different! The custom destination visitor index accounts for each destination's unique mix of countries, plus each country's unique visitor travel characteristics.

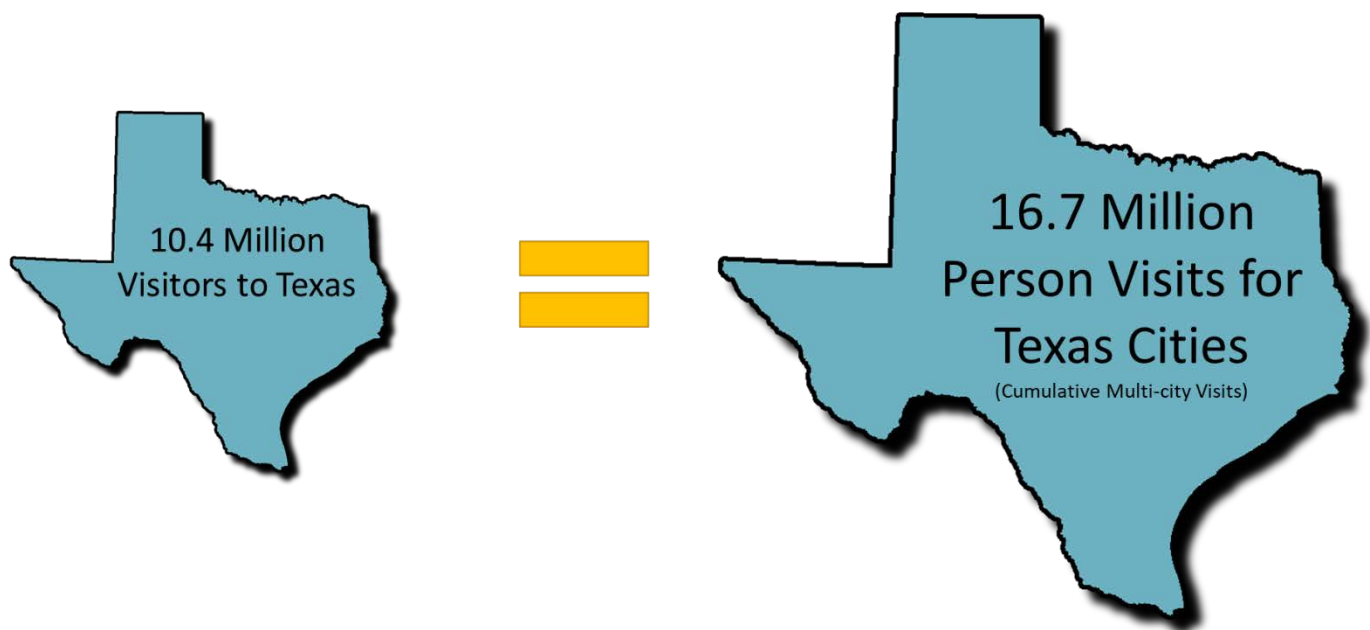
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Texas International Visitors 2018 Report

Texas Total International Visitors

International Total	2016 Volume (in millions)	2017 Volume (in millions)	2018 Volume (in millions)	% Change
International	10.4	9.9	10.4	5.1%
International Cumulative	18.4	17.1	16.7	-2.5%

- Texas was visited by 10.4 million international visitors in 2018. Visits increased from Overseas, Mexico, and Canada resulting in a 5.1% increase in total visits to Texas in 2018 over 2017.
- The 10.4 million international visitors to Texas in 2018 traveled to multiple destinations (1.60 on average) within the state, resulting in a cumulative multi-destination figure of 16.7 million cumulative visits to multiple Texas destinations. Cumulative visits declined compared to prior years due to international visitors traveling to fewer destinations within the state during their visit (on average).



Texas International Visitors 2018 Report

Mexico	2016 Volume (in millions)	2017 Volume (in millions)	2018 Volume (in millions)	% Change
Mexico	8.2	7.7	8.0	4.0%
Mexico Cumulative	15.4	14.1	13.5	-4.5%

- In 2018 8.0 million Mexican residents traveled to Texas, increasing 4.0% compared to 2017.
- The 8.0 million Mexican visitors to Texas in 2018 traveled to multiple destinations (1.69 on average) within the state, resulting in a cumulative visitor figure (or multi-destination figure) of 13.5 million cumulative visits to Texas destinations.

Canada	2016 Volume (in thousands)	2017 Volume (in thousands)	2018 Volume (in thousands)	% Change
Canada	492.0	495.0	497.0	0.4%
Canada Cumulative	789.2	809.3	790.8	-2.3%

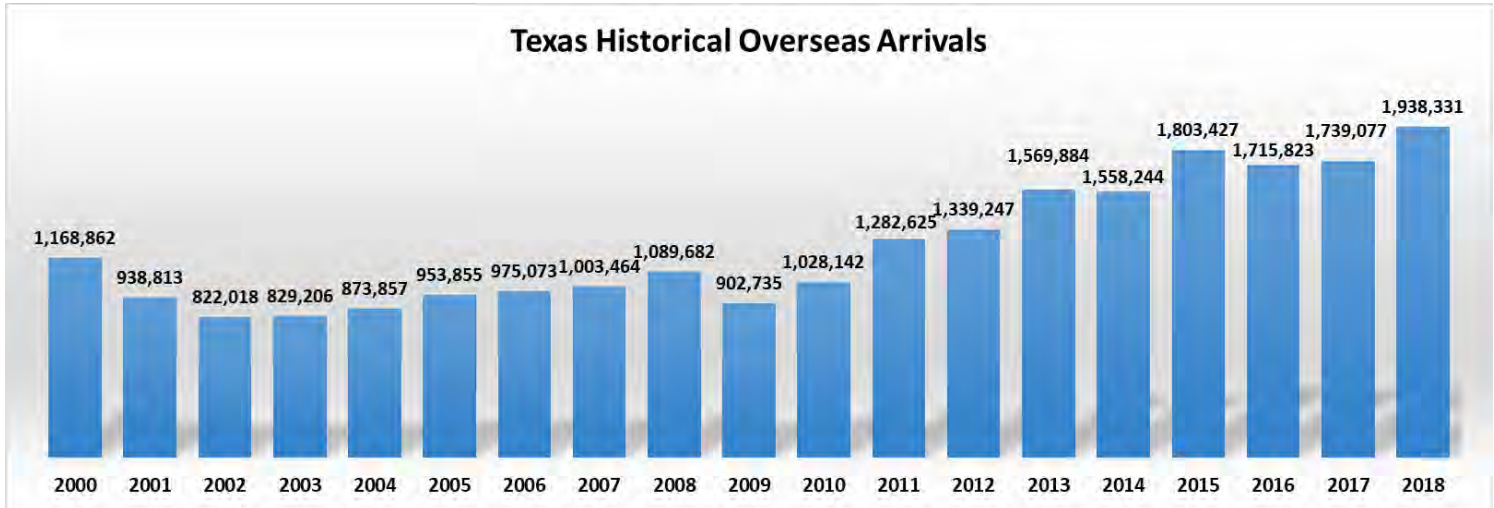
- In 2018 497,000 Canadian residents traveled to Texas, increasing 0.4% and increasing for the second year in a row.
- The half a million Canadian visitors to Texas in 2018 traveled to multiple destinations (1.59 on average) within the state, resulting in a cumulative visitor figure (or multi-destination figure) of 790,800 cumulative visits to Texas destinations.

Overseas	2016 Volume (in millions)	2017 Volume (in millions)	2018 Volume (in millions)	% Change
Overseas	1.7	1.7	1.9	11.5%
Overseas Cumulative	2.2	2.2	2.4	10.3%

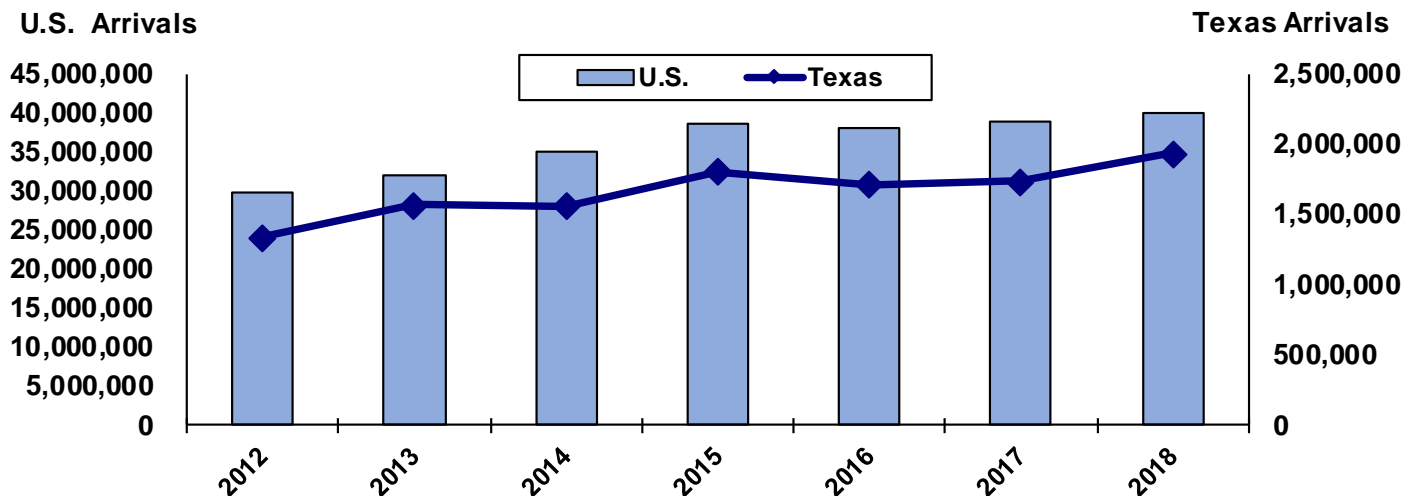
- In 2018 1.9 million overseas residents traveled to Texas, increasing 11.5%, compared to visits in 2017.
- The 1.9 million overseas visitors to Texas in 2018 traveled to multiple destinations (1.25 on average) within the state, resulting in a cumulative visitor figure (or multi-destination figure) of 2.4 million cumulative visits to Texas destinations.

Texas International Visitors 2018 Report

Overseas Visitors to Texas Summary



- Texas overseas visits rebounded in 2018 to record levels and well above the historical visitor volume.
- Texas arrivals increased 115% in just nine years, from less than a million visitors in 2009 to over 1.9 million visitors in 2018.
- The state was visited by 1,035,000 more overseas residents in 2018 than in 2009, and 199,000 more visitors than in 2017.
- Texas outperformed the U.S. on average for visitor growth since 2009. The U.S. visits only grew 68% since 2009 and Texas visits increased 115%.



Texas International Visitors 2018 Report

2018 Visitor Arrivals to Texas

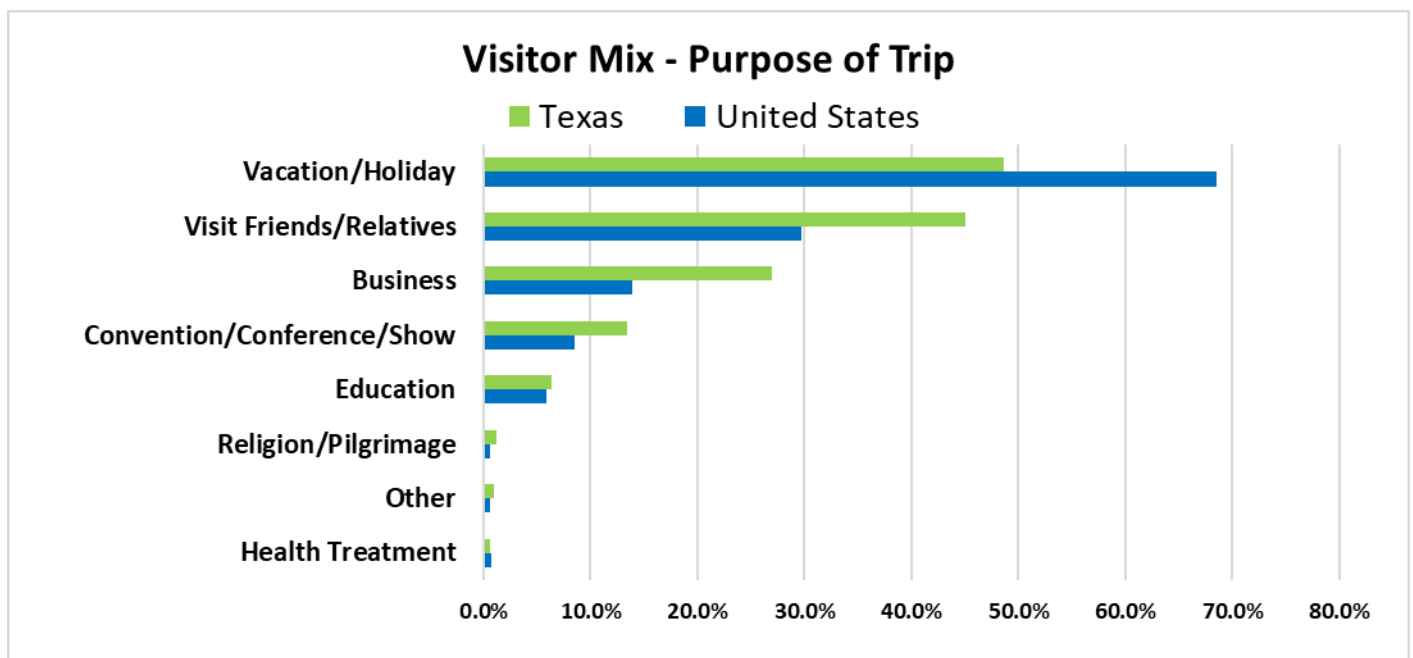
	2017		2018		Percent Change
	Market Share	Arrivals in (000)	Market Share	Arrivals in (000)	
Total Overseas	4.47	1,739	4.86	1,938	11.5%
Mexico (Air) ¹	17.10	430	17.88	493	14.7%

^[1] The majority of Mexican visitors to Texas arrived by ground transportation through a U.S. border port of entry. Mexican visitors arriving in the U.S. by ground transportation are not included in the "Survey of International Air Travelers" (SIAT) and are not included in this study. Please note that Canadians are also not included in the SIAT or this study.

- In 2018 1.9 million overseas residents traveled to Texas, increasing 11.5%, compared to visits in 2017.
- The state attracted 4.86% of all overseas visitors that came to the U.S., including visitors that entered the U.S. in Texas; or visitors that entered the U.S. in another part of the country and then traveled to Texas at some point during their U.S. visit.
- Overseas visits grew in all world regions due to stronger demand, increased lift, and uptick in some markets from business travel.
- Mexican air visitors (excluding land) grew 14.7% in 2018 to register 493,000 visits in Texas. Texas attracted 17.9% of all Mexican air visitors to the U.S. in 2018. Note: Total Mexican visits to Texas destinations was 13.5 million.

Texas International Visitors 2018 Report

- The Texas overseas visitor market mix registered a bump in vacation/holiday visitors in 2018. In 2018 48.6% of the state's visitors were traveling on vacation/holiday, up from 44.4% in 2017.
- The state still has room to grow vacation/holiday travel, as the share is still well behind the U.S. average.
- In contrast, Texas has a diverse visitor mix, with VFR, business, convention/conference, education, and religion/pilgrimage all above the U.S. share. This broad mix combined with an improved share of vacation/holiday visitors played a key part in the overall growth registered in 2018.



Texas International Visitors 2018 Report

Texas Visitor Nights in Hotel

Texas Overseas Visitor Nights In Hotel						
	Visits	Nights in TX	Hotel %	Nights in Hotel	Party Size	Room Nights
2015	1,803,000	11.4	62%	8.1	1.4	6.4M
2016	1,716,000	14.0	63%	8.5	1.3	7.1M
2017	1,739,000	13.9	61%	8.0	1.4	6.1M
2018	1,938,000	12.0	59%	6.3	1.4	5.2M

- In 2018, visitors stayed 12 nights in Texas. The average nights declined by nearly two nights in 2018 compared to 2017.
- The share of visitors staying in a hotel (59%) in 2018 was down just slightly from 61% in 2017.
- For visitors that did stay in a hotel (59%), the average nights were 6.3 nights, down from 8.0 nights in 2017.
- Total room nights registered 5.2 million in 2018, down from 6.1 million room nights in 2017. This is due to the compounding impact of a slightly smaller share using hotels and especially the decrease in average room nights spent in a hotel.
- The strong dollar (weak exchange rate for visitors) likely curtailed length of stay, the share staying in paid lodging, and most importantly the overall nights spent in paid lodging.

Texas International Visitors 2018 Report

Texas Overseas Visitor Spending

Visitor Spending by Overseas Visitors to Texas*					
	2014	2015	2016	2017	2018
Total Overseas Spending (in Billions)	\$4.6	\$4.7	\$4.8	\$5.1	\$5.4
% Change	7.5%	2.8%	1.4%	6.0%	6.6%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

- In 2018 1.9 million overseas visitors spent nearly \$5.4 billion traveling to destinations in Texas. NOTE: BEA revised figures due out later this fall are likely to change the overall spending with spend expected to potentially be more modest.
- Spending grew by 6.6% in 2018 based on current BEA figures that are expected to be revised. The growth in spending is likely directly tied to the strong growth in visitor volume.
- Overseas visitors to Texas spent an estimated \$2,779 per visit in Texas, and \$232 per visitor per day in Texas on average in 2018.

Texas International Visitors 2018 Report

2018 Selected Highlights for Overseas and Mexican Air Travelers to Texas

2018 Selected Visitor Characteristics for Overseas and Mexico Air Travelers to Texas												
	Overseas	Mexico Air	UK	Germany	France	Netherlands	Brazil	Japan	China	S. Korea	India	Australia
Estimated Arrivals	1,938,000	493,000	177,000	120,000	60,000	42,000	83,000	67,000	148,000	59,000	160,000	121,000
Arrivals % Change	11.5%	14.6%	-8.2%	41.6%	26.1%	33.4%	11.4%	11.8%	-9.6%	15.0%	-5.9%	22.8%
Market Share	4.86%	17.88%	3.79%	5.84%	3.38%	5.84%	3.75%	1.91%	4.96%	2.66%	11.59%	8.88%
Share Shift	0.39%	0.78%	-0.50%	1.75%	0.54%	1.31%	-0.14%	0.25%	-0.21%	0.47%	-1.61%	1.44%
Nights in Texas	12.0	10.0	10.2	10.9	12.6	9.8	13.1	5.7	26.0	13.8	21.2	9.5
Nights in hotel	6.3	5.0	5.7	6.1	5.7	8.3	7.4	4.2	14.2	12.1	12.9	6.7
Stayed in hotel	59.4%	57.1%	57.5%	60.8%	64.3%	67.3%	61.5%	83.6%	53.6%	71.3%	59.7%	71.4%
Room-nights	5,181,160	1,082,679	413,393	319,083	168,426	169,000	269,326	167,339	664,386	338,201	1,025,006	340,449
Purpose of Trip: All Purposes												
Leisure	48.6%	55.9%	47.1%	50.1%	33.8%	45.5%	49.0%	17.9%	28.5%	26.9%	24.2%	72.8%
Business	27.0%	25.2%	24.3%	26.2%	32.7%	36.9%	24.8%	57.8%	35.6%	32.7%	48.4%	10.7%
VFR	45.0%	42.0%	50.3%	50.7%	40.7%	34.3%	44.1%	22.4%	37.1%	43.6%	40.2%	42.8%
Student/Education	6.4%	5.3%	3.7%	5.9%	7.8%	4.7%	13.0%	7.7%	16.3%	10.4%	7.2%	7.9%
Historical Places	29.5%	11.9%	37.7%	31.8%	29.1%	39.0%	29.0%	15.6%	26.3%	34.0%	20.7%	58.5%
Sightseeing	69.6%	50.8%	75.0%	63.9%	67.0%	65.8%	62.9%	61.2%	76.8%	66.3%	72.0%	91.2%
Small Towns	32.2%	13.2%	36.3%	42.7%	38.6%	43.2%	27.1%	14.7%	30.3%	18.9%	25.8%	51.4%
Car Rental	30.6%	19.9%	29.4%	54.8%	35.1%	41.6%	44.1%	28.5%	28.0%	25.0%	11.7%	39.8%
Port of Entry:												
Dallas/Ft. Worth	21.3%	29.0%	22.5%	25.5%	18.8%	7.0%	25.6%	27.2%	24.7%	27.7%	33.8%	29.1%
Houston	33.4%	52.4%	42.0%	32.8%	45.9%	60.3%	33.9%	43.2%	19.2%	14.4%	22.0%	10.3%
Texas Main Destination	76.5%	94.1%	83.0%	81.1%	83.1%	81.4%	76.2%	74.8%	77.9%	80.1%	84.6%	48.7%
States Visited	1.9	1.1	1.8	1.9	1.7	2.0	1.6	1.7	1.9	1.8	2.1	3.2
Nights in U.S.	20.9	12.7	15.5	23.4	23.5	15.5	22.0	9.5	37.3	25.3	36.6	27.9
Texas Share of Nights	57.4%	78.7%	65.8%	46.6%	53.6%	63.2%	59.5%	60.0%	69.7%	54.5%	57.9%	34.1%

Source: Travel Market Insights Inc., NTTO

Texas International Visitors 2018 Report

2018 Selected Highlights for Overseas and Mexican Air Travelers to Texas

2018 Selected Visitor Characteristics for Overseas and Mexico Air Travelers to Texas						
	Italy	Taiwan	Colombia	Nordic	Central America	Middle East
Estimated Arrivals	52,000	26,000	43,000	48,000	168,000	92,000
Arrivals % Change	62.4%	39.3%	-9.3%	-18.6%	57.0%	35.6%
Market Share	4.84%	5.41%	4.52%	3.60%	13.12%	7.68%
Share Shift	1.74%	1.50%	-1.06%	-0.76%	3.94%	1.94%
Nights in Texas	7.6	11.8	15.6	9.2	12.8	12.0
Nights in hotel	5.0	6.7	10.8	5.1	5.7	5.2
Stayed in hotel	76.6%	68.9%	55.3%	64.8%	53.0%	51.6%
Room-nights	142,125	85,269	181,758	122,023	391,286	176,247
Purpose of Trip: All Purposes						
Leisure	46.5%	34.0%	46.1%	59.4%	55.8%	42.2%
Business	38.1%	47.2%	17.1%	27.1%	14.5%	35.7%
VFR	29.1%	47.8%	49.5%	47.5%	50.5%	49.0%
Student/Education	6.1%	8.2%	10.2%	8.2%	4.7%	12.8%
Historical Places	30.3%	27.6%	24.0%	27.4%	14.0%	23.2%
Sightseeing	51.4%	58.0%	66.1%	66.1%	60.4%	62.0%
Small Towns	34.0%	41.4%	29.5%	49.4%	22.6%	44.5%
Car Rental	48.0%	29.6%	27.2%	33.5%	22.7%	25.3%
Port of Entry:						
Dallas/Ft. Worth	15.1%	10.9%	20.7%	9.4%	18.0%	8.8%
Houston	33.4%	22.9%	51.7%	35.1%	68.8%	37.8%
Texas Main Destination	78.1%	67.9%	89.0%	80.0%	84.6%	79.8%
States Visited	2.1	2.2	1.4	2.0	1.4	2.1
Nights in U.S.	17.5	17.0	22.7	19.5	16.6	26.7
Texas Share of Nights	43.4%	69.4%	68.7%	47.2%	77.1%	44.9%

Source: Travel Market Insights Inc., NTTO

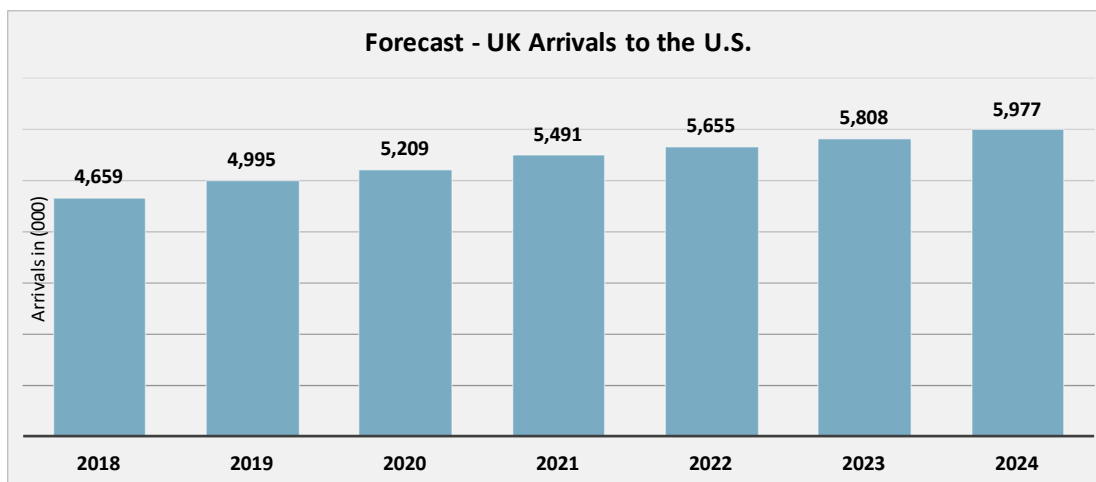
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Texas International Visitors 2018 Report

United Kingdom Visitor Summary 2018

UK Visitation to the USA

- In 2018 4.66 million UK residents traveled to the United States.
- Visitation increased +3.9% in 2018, gaining 176,000 additional visits.
- The UK is the top overseas visitor market, accounting for 11.68% of total overseas visits to the United States. The UK share expanded from 11.52% of total overseas visits in 2017.
- The UK ranked as the top market, by volume, for vacation visitors (main purpose).
- The UK's share of total international visitors increased in 2018 to 5.85%, up from 5.83% of all visits in 2017.
- The UK is the fifth largest national economy in the world by GDP and ninth largest by purchasing power.
- Visitation from UK visitors to the U.S. is forecast to increase 28%, at an average annual rate of 4.2% between 2018 and 2024, to reach nearly 6.0 million by 2024.
- Market concerns are primarily tied to Brexit and the potential of no deal. U.S. policy fluctuations may also be driving some concerns, however, overall it is more likely than not that the U.S. and the UK will be more closely connected should there be no Brexit deal.



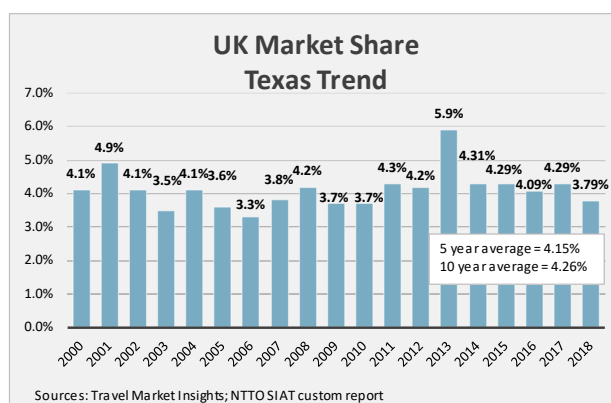
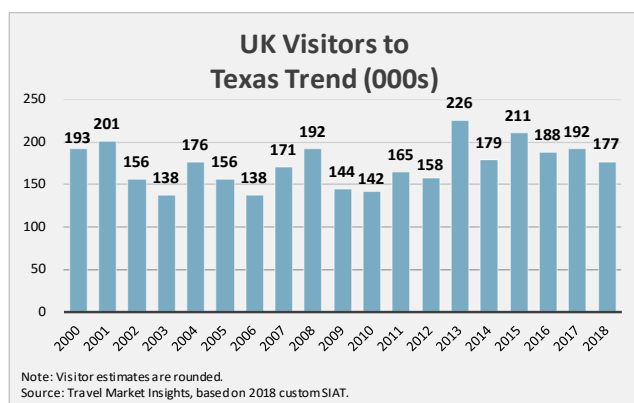
Key UK Market Shifts to the USA

- 2019 outlook is positive with solid growth in the first half of 2019 to the U.S. (up 7%), with this level of growth forecast to continue through 2019.
- Market share increased the most for New York, California, Louisiana, Illinois, and Colorado. In contrast, market share decreased the most for Florida, Hawaii, South Carolina, Texas, and Nevada.
- Length of stay decreased by 0.6 nights (12.2 nights from 12.8 nights).
- Leisure and VFR travel decreased as a share of visits. Business, Education, and Convention travel increased.
- First-time visitors decreased; package travel decreased.
- The percent visiting one state decreased and the percent visiting one destination increased.

Texas International Visitors 2018 Report

UK Visitation to Texas

- 177,000 UK residents explored Texas in 2018.
- Visits to Texas decreased -8.2% in 2018 compared to 2017.
- UK visits to Texas are slightly below the 5-year average.
- Texas attracted 3.79% of the total UK visitors to the United States in 2018.
- Market share decreased -0.50 points in 2018.
- The 2017 market share for Texas was below the 5-year average and the 10-year average.
- In 2017 the UK ranked as the state's top overseas visitor market, accounting for nearly one in every ten (9.1%) overseas visitor to Texas.
- The UK is the third largest vacation market, by volume, for Texas by main purpose of trip and third largest by multiple purpose of trip.



UK Visitor Spending in Texas

Texas Total UK Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$321.1	\$335.7	\$308.6	\$359.6	\$363.4
% Change	-16.3%	4.5%	-8.1%	16.5%	1.1%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

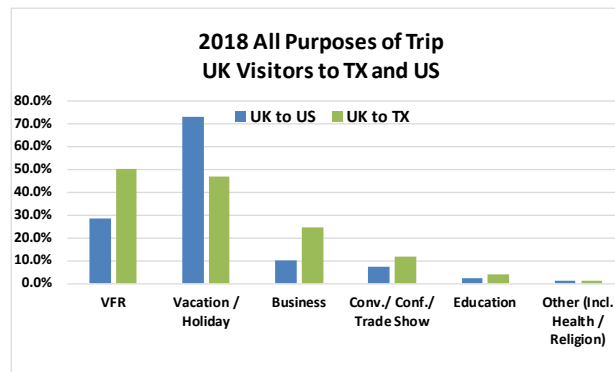
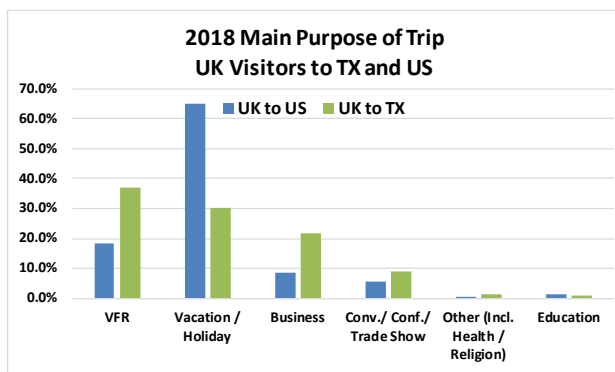
- In 2018 177,000 UK residents spent \$363.4 million traveling to Texas destinations.
- Spending increased 1.1% primarily due to UK visitors spending more per person per day compared to 2017.
- In 2018 UK visitors to Texas spent an estimated \$2,058 per visit in Texas and \$202 per visitor per day in Texas, on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 UK Visitor Characteristics

- UK visitors to Texas spent 10.2 nights in the state on average.
- 58% of the UK visitors indicated they stayed in a hotel. On average, UK visitors spent 5.7 nights in a hotel.
- In 2018 UK visitors to Texas accounted for 413,000 room nights, down -20% due to fewer visitors staying in paid lodging.
- Visiting friends and relatives (VFR) is strong – approximately half (50%) indicated VFR as a purpose of trip (as a multiple purpose trip).
- Leisure travel was listed as a purpose of trip by 47% of the UK visitors to Texas (as a multiple purpose trip).
- One quarter (24%) of the visitors traveled to Texas for business. Convention as a purpose of trip was listed by 12% of the UK visitors.
- Student/education travel accounted for nearly 4% as a multiple purpose of trip.
- A majority (83%) of UK visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Houston was the point of entry to the U.S. for just over two fifths (42%) of the visitors, and Dallas was used by just under one quarter (23%) of the visitors to Texas.
- UK visitors spent 66% of their overall U.S. trip in Texas (stayed in the U.S. 16 nights on average).
- On average, UK visitors to Texas traveled to 1.8 states and 2.3 destinations.
- The top leisure activity was shopping, followed by sightseeing, exploring national parks/monuments, historical locations, and small towns/countryside.
- UK visitors to Texas had an average household income of \$105,000, with a near majority (46%) in management, business, science, and arts positions. Approximately one sixth (16%) of the UK visitors were retired.
- Travel information sources used included: airlines (53%), OTAs (27%), personal recommendations (21%), and corporate travel departments 16% (tied to business and potential educational travel).



Texas International Visitors 2018 Report

2018 Shifts in UK Visitation to Texas

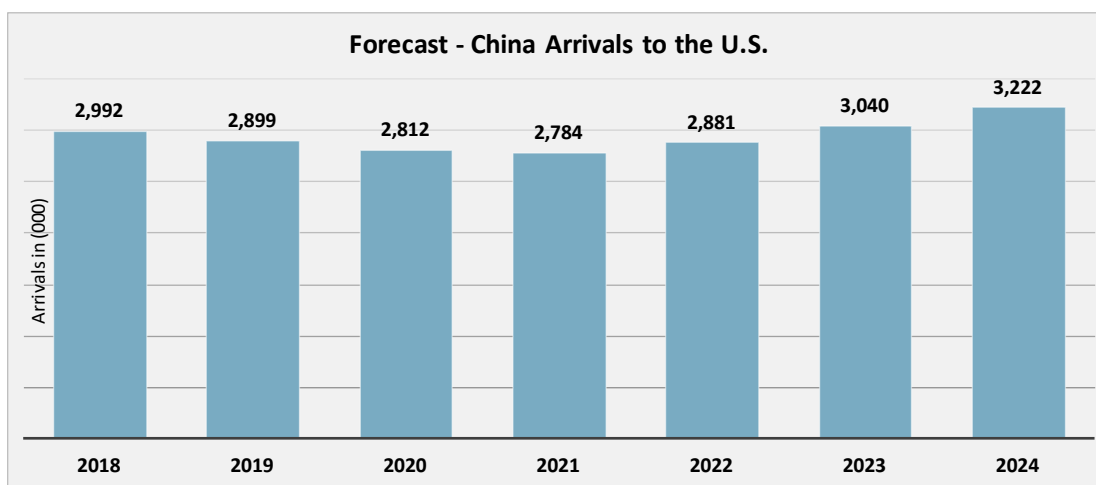
- In 2017 business, vacation, and education travel, as a share of visitors, decreased while VFR and convention travel increased slightly.
- Length of stay decreased -1.0% to 10.2 nights.
- Room nights in a hotel decreased -20% over 2017.
- The 8.2% decrease in visitors was balanced with an increase in spending per day resulting in spending from the UK to increase 1.1% in 2018 over 2017.
- More visitors sought out water sports, amusement parks, and sporting events. In contrast, fewer visitors sought out nightclubbing, guided tours, and national parks.
- More visitors used a personal recommendation, travel guide, and state or city tourism office as an information source. In contrast, use of an OTA, travel agency office, corporate travel department, and tour operators declined.
- Fewer visitors pre-booked lodging than in 2017. Fewer pre-booked lodging direct with the hotel, through an internet booking service, and tour operators, while booking lodging increased for corporate travel departments. In addition, more used an internet booking service and directly with the airline to book their flight, while fewer booked their flight through a travel agency or tour operator.
- In 2018 42% of the visitors from the UK to Texas entered in Houston, compared with 23% who entered through Dallas. Houston's share increased 4 percentage points while Dallas' dropped 1.2 points. This could be tied to an increase in business travel.

Texas International Visitors 2018 Report

China Visitor Summary 2018

Chinese Visitation to the USA

- In 2018 2.99 million Chinese residents traveled to the United States.
- Visitation decreased -5.7% in 2018, losing 182,000 visits.
- In 2018 China ranked as the third largest overseas market, accounting for 7.50% of total overseas visits to the United States. the Chinese share contracted from 8.16% of total overseas visits in 2017.
- China ranked as the eighth largest market, by volume, for vacation visitors (main purpose).
- China's share of total international visitors decreased in 2018 to 3.76%, down from 4.13% of all visits in 2017.
- China is the second largest national economy in the world by GDP and the largest by purchasing power.
- Visitation is forecast to increase 8% at an average annual rate of 1.2% between 2018 and 2024 to reach 3.2 million by 2024.
- Demand has clearly stalled with the strong dollar and the ongoing trade war. Nationalism in both countries is strong now and will be in the short term. Some economists see the trade war as a larger gap than others, and some have warned of a great decoupling of the two economies. With that said, demand is still growing for educational travel (both student and corporate), and with China accounting for nearly 19% of the world's population, the potential is still vast. China remains a top sought after market around the world. Global outbound demand from China is slowing but remains a potentially strong market. Visitors can still choose from 16 plus U.S. non-stop gateways (including both Dallas and Houston) to access the U.S. travel product making the U.S. still more accessible than past years.



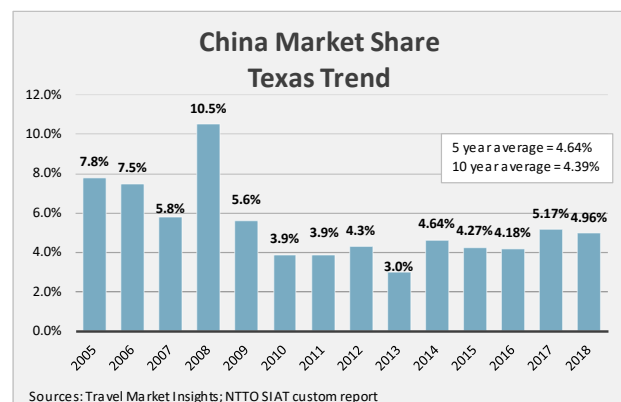
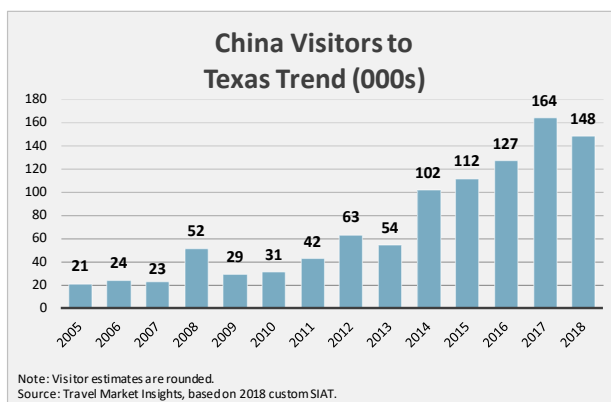
Key Chinese Market Shifts to the USA

- Length of stay decreased to 40.5 nights.
- Leisure, Business, and VFR travel contracted as a share of visits. Convention and Education travel increased.
- First-time visitors decreased; package travel increased.
- The percent visiting only one state increased, as did visiting only one destination.
- Visitation to the U.S. mainland increased in 2018, as fewer Chinese visited the Pacific Islands.

Texas International Visitors 2018 Report

Chinese Visitation to Texas

- 148,000 Chinese residents explored Texas in 2018.
- Visits to Texas decreased -9.6% in 2018.
- Texas attracted 4.96% of the total Chinese visitors to the U.S. in 2018.
- Market share decreased -0.21 points in 2018.
- Texas registered fewer arrivals from China for the first time in five years.
- China is the sixth largest vacation market, by volume, for Texas by main purpose of trip and fifth largest by multiple purpose of trip.
- In 2018 China ranked as the state's third largest overseas visitor market for arrivals, accounting for 7.6% of all overseas visitors to Texas.
- From 2009 to 2018 Chinese visits to Texas increased 404%.
- Texas added 119,000 additional visitors from China since 2009.



Texas International Visitors 2018 Report

Chinese Visitor Spending in Texas

Texas Total Chinese Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$712.7	\$738.6	\$863.4	\$1,005.4	\$1,060.8
% Change	164.0%	3.6%	16.9%	16.4%	5.5%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

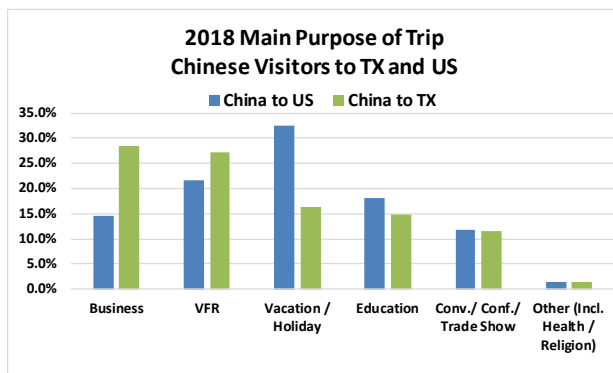
- In 2018 148,000 Chinese residents spent \$1.06 billion traveling to Texas destinations.
- Spending increased 5.5%, primarily due to more Chinese visitors staying in paid accommodations, along with staying more nights in a hotel.
- In 2018 Chinese visitors to Texas spent an estimated \$7,148 per visit, and \$275 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

2018 Chinese Visitor Characteristics

- Chinese visitors to Texas spent 26.0 nights in the state on average.
- 53.6% of the Chinese visitors indicated they stayed in a hotel. On average, Chinese visitors spent 14.2 nights in a hotel.
- In 2018 Chinese visitors to Texas accounted for over 664,000 room nights.
- VFR travel registered as the top trip purpose (37%), followed by business (36%), and leisure (29%).
- Convention as a purpose of trip was listed by 12% of the Chinese visitors.
- Student/education travel accounted for 16% as a multiple purpose of trip.
- The majority (78%) of Chinese visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Dallas was used as a port of entry by 25% of the Chinese visitors, and Houston was used by 19% of the Chinese visitors that stayed in Texas.
- Nearly three quarters (70%) of the trip to the U.S. was spent in Texas.
- Chinese visitors to Texas traveled to 1.9 states and 2.1 destinations on average.
- The top leisure activity was shopping, followed by sightseeing and fine dining.
- Chinese visitors to Texas had an average household income of \$60,600, with just over two fifths (42%) in management, business, science, and arts positions. Only 5% of the Chinese visitors were retired.
- Travel information sources used included: airlines (45%), personal recommendations (31%), OTAs (21%), and corporate travel departments (18%, tied to business and potential educational travel).
- Over one third (38%) of the Chinese visitors to Texas were visiting the U.S. for the first time.

Texas International Visitors 2018 Report



2018 Shifts in Chinese Visitation to Texas

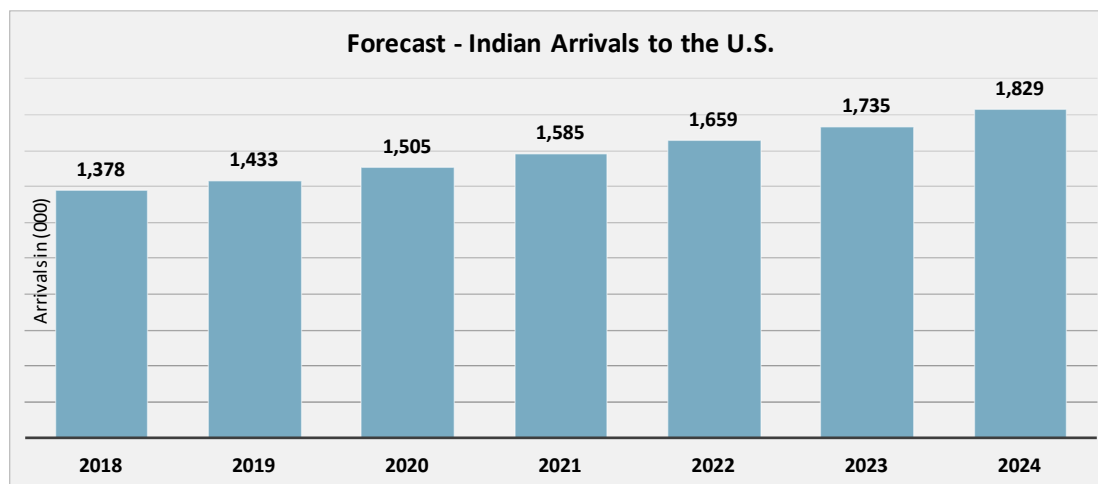
- In 2018 business, convention, and VFR travel, as a share of visitors, increased while vacation, education, and health treatment related travel decreased.
- Length of stay decreased in Texas.
- Room nights in a hotel decreased over 2017.
- More visitors sought out sightseeing, guided tours, and snow sports, while fewer visitors sought out amusement parks, concerts/plays, and small towns/countryside.
- More Chinese visitors used a corporate travel department, DMO office, airline, tour operator, and travel agency as an information source in 2018. In contrast, use of an OTA, personal recommendations, and travel guides declined over last year.
- More visitors also pre-booked lodging than in 2017. Fewer pre-booked lodging with an internet booking service, while more booked directly through the hotel and through a corporate travel department. In addition, more used the airline directly, corporate travel department, and internet booking service to book their flight, while fewer booked through a tour operator/travel club.
- In 2018 19% of the visitors from China to Texas entered in Houston, compared with 25% who entered through Dallas. Houston's share increased 3.5 percentage points while Dallas' share decreased -4.0 points.

Texas International Visitors 2018 Report

India Visitor Summary 2018

India Visitation to the USA

- In 2018 1.38 million Indian residents traveled to the United States.
- Visitation increased +7.2% in 2018, gaining 93,000 visits.
- In 2018 India ranked as the eighth largest overseas visitor arrivals market for the U.S., accounting for 3.46% of total overseas visits to the United States. The Indian share increased from 3.30% of total overseas visits in 2017.
- India ranked as the 15th largest market, by volume, for vacation visitors (main purpose).
- India's share of total international visitors increased in 2018 to 1.73%, up from 1.67% of all visits in 2017.
- India is the seventh largest national economy in the world by GDP and third largest by purchasing power.
- Visitation from India to the U.S. is forecast to increase 33%, at an average annual rate of 4.8% between 2018 and 2024, to register 1.83 million arrivals by 2024.
- India's economy is set to grow around 6.8% in 2019, a downward revision from previous estimates. The Indian economy has slowed, and at present the slowdown is likely to continue as domestic demand is likely to remain weak (for both consumer and industrial sectors). Key consumer demand for domestic air travel has been in the red for five straight months, which could be an indicator in overall lower travel demand. Lending and credit may start to be more limited in the second half of 2019 and into 2020, which could also slow demand for long-haul travel. Inflation is flat and wage increases are weaker – especially in rural India.
- Global economic uncertainty will most certainly not help India turn things around, this includes less investment in the country (at a 15-year low). The economic outlook for the Indian economy is not optimistic. The economic outlook for GDP could register some additional downward adjustments for 2019 and 2020.



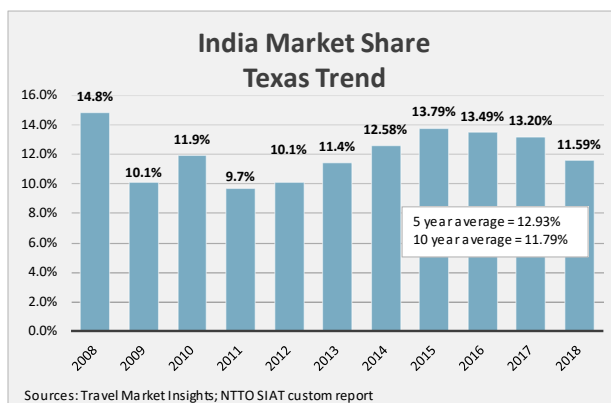
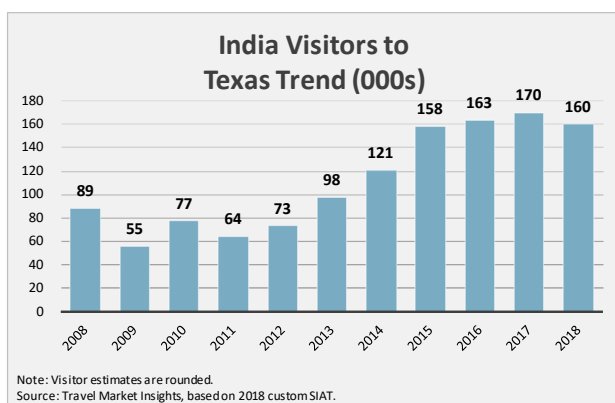
Key Indian Market Shifts to the USA

- Length of stay decreased by 2.4 nights (35.7 nights).
- Leisure and Convention travel increased as a share of visits. Business, VFR, and Education travel decreased.
- First-time visitors decreased and package travel increased.
- The percent visiting one state decreased and the percent visiting one destination also decreased.

Texas International Visitors 2018 Report

Indian Visitation to Texas

- 160,000 Indian residents explored Texas in 2018.
- Visits to Texas decreased -5.9% in 2018.
- Texas attracted 11.59% of the total Indian visitors to the United States in 2018.
- Market share declined -1.61 points in 2018.
- India is the seventh largest vacation market, by volume, for Texas by main purpose of trip and seventh largest by multiple purpose of trip.
- In 2018 India ranked as the state's second largest overseas visitor market for arrivals, accounting for 8.3% of all overseas visitors to Texas.
- From 2009 to 2018 Indian visits to Texas increased 188%.
- Texas added 105,000 additional visitors from India since 2009.



Indian Visitor Spending in Texas

Texas Total Indian Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$569.5	\$847.1	\$1,071.9	\$931.1	\$920.4
% Change	76.2%	48.7%	26.5%	-13.1%	-1.1%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

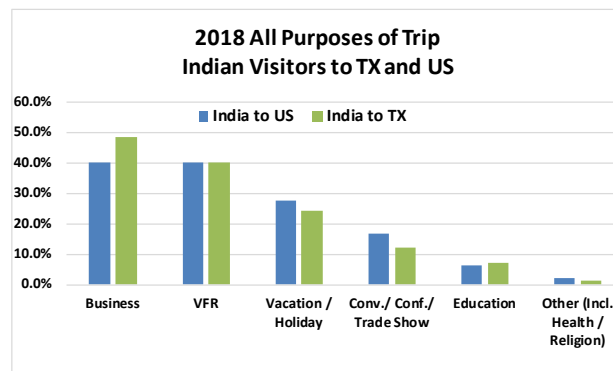
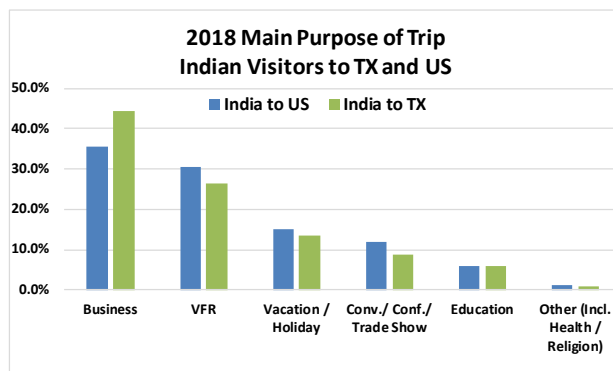
- In 2018 160,000 Indian residents spent \$920 billion traveling to Texas destinations.
- Spending declined -1.1%, primarily due to a lower spend per day and fewer visitors staying in a hotel.
- In 2018 Indian visitors to Texas spent an estimated \$5,763 per visit, and \$272 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Indian Visitor Characteristics

- Indian visitors to Texas spent 21.2 nights in the state, on average.
- Over half (59.7%) of the Indian visitors indicated they stayed in a hotel. On average, Indian visitors spent 12.9 nights in a hotel.
- In 2018 Indian visitors to Texas accounted for nearly 1.03 million room nights.
- Business travel registered as the top trip purpose (48%), followed by VFR at 40%. One quarter (24%) visited for leisure. Just over 12% visited to attend a convention and 7% for educational purposes.
- The majority (85%) of Indian visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Dallas was used as a port of entry by 34% of the Indian visitors and Houston was used by 22% of the Indian visitors that stayed in Texas.
- More than half (58%) of the trip to the U.S. was spent in Texas.
- Indian visitors to Texas traveled to 2.1 states and 2.5 destinations on average.
- The top leisure activity was shopping, followed by sightseeing and enjoying fine dining.
- Indian visitors to Texas had an average household income of \$61,000, with nearly half (49%) in management, business, science, and arts positions. Just under one in twelve (7%) were retired.
- Travel information sources used included: airlines (43%), corporate travel departments (43%), personal recommendations (28%), and OTAs (22%).
- Just under one third (31%) of the Indian visitors to Texas were visiting the U.S. for the first time.



2018 Shifts in Indian Visitation to Texas

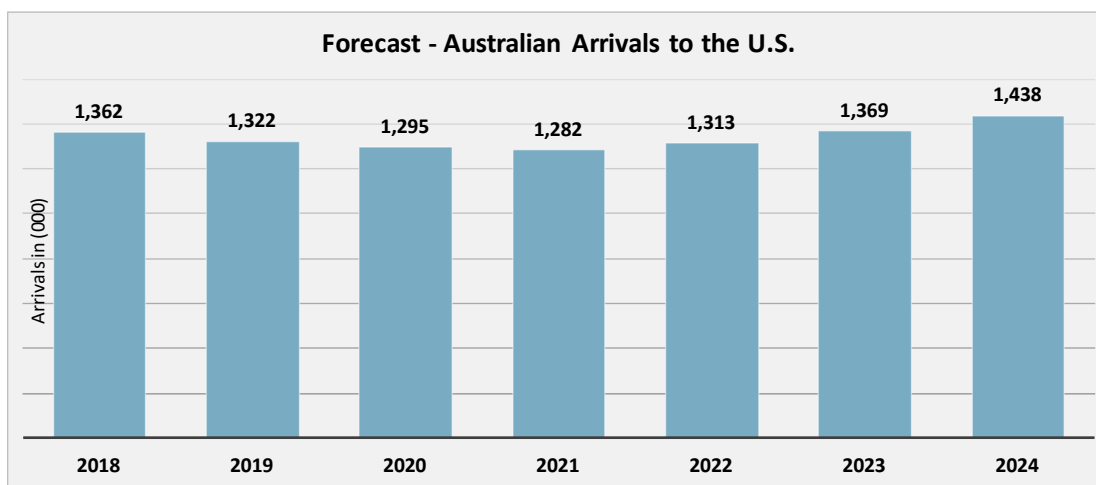
- In 2018 leisure, education, and VFR as a share of visitors increased while business and convention decreased.
- Length of stay increased.
- Room nights in a hotel decreased in part due to a shorter length of stay in hotels.
- More visitors sought out shopping, art galleries, and cultural sights, while fewer visitors sought out snow sports, camping, and concerts/plays.
- More Indian visitors used a tour operator as an information source while fewer used all other sources.
- Fewer visitors pre-booked lodging than in 2017. Fewer pre-booked lodging direct with a hotel, corporate travel department, internet booking service, travel agencies, and the airlines, while booking lodging increased only for tour operators. In addition, more used travel agencies to book their flight, while fewer booked through a corporate travel department.

Texas International Visitors 2018 Report

Australia Visitor Summary 2018

Australian Visitation to the USA

- In 2018 1.36 million Australian residents traveled to the United States.
- Visitation increased +2.9% in 2018, gaining 39,000 visits.
- In 2018 Australia ranked as the ninth largest overseas visitor arrivals market for the U.S., accounting for 3.42% of total overseas visits to the United States. However, the Australian share expanded from 3.40% of total overseas visits in 2017.
- Australia ranked as the seventh largest market for vacation visitors (main purpose).
- Australia's share of total international visitors decreased in 2018 to 1.71%, down from 1.72% of all visits in 2017.
- Australia is the 13th largest national economy in the world by GDP and 19th largest by purchasing power.
- Visitation from Australia to the U.S. is forecast to increase 6%, at an average annual rate of 0.9% between 2018 and 2024, to register nearly 1.44 million arrivals by 2024.
- Looking ahead, Australia's economic outlook is likely going to slow some. Consumer demand is weakening and wages are flat, driving predictions down from 2.2% growth to 2.1% growth in 2019. A recession is not forecast as GDP is forecast to see some potential gains in 2020 and 2021. On the positive side, in 2019 Australians will be getting some tax relief that could help travel.



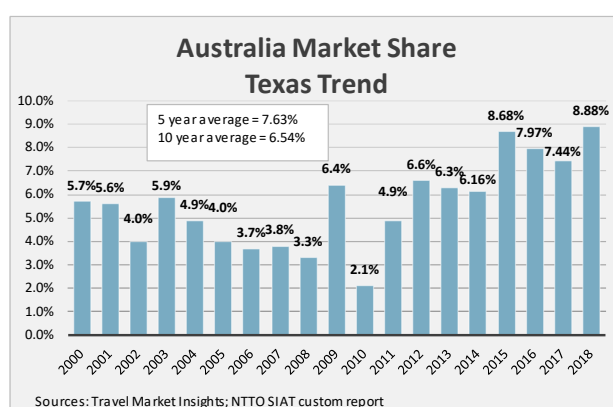
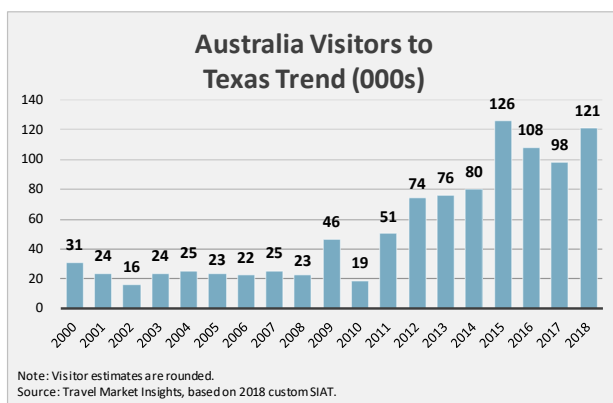
Key Australian Market Shifts to the USA

- Length of stay decreased 0.6 nights (19.3 nights).
- Leisure and Education travel increased as a share of visits. In contrast, VFR, Business, and Convention travel decreased as a share of visitors (also impacting travel to some destinations).
- First-time visitors increased; package travel decreased.
- The percent visiting one state increased while the percent visiting one destination also increased.

Texas International Visitors 2018 Report

Australian Visitation to Texas

- 121,000 Australian residents explored Texas in 2018.
- Visits to Texas increased +22% in 2018.
- Texas attracted 8.88% of the total Australian visitors to the U.S. in 2018.
- Market share increased 1.44 points in 2018.
- Australia is the second largest vacation market, by volume, for Texas by main purpose of trip and by multiple purpose of trip.
- In 2018 Australia ranked as the state's fourth largest overseas visitor market for arrivals, accounting for 6.2% of all overseas visitors to Texas.
- From 2009 to 2018 Australian visits to Texas increased 16%.
- Texas added 75,000 additional visitors from Australia since 2009.



Australian Visitor Spending in Texas

Texas Total Australian Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$152.1	\$289.9	\$218.5	\$253.8	\$259.5
% Change	33.0%	90.6%	-24.6%	16.1%	2.2%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

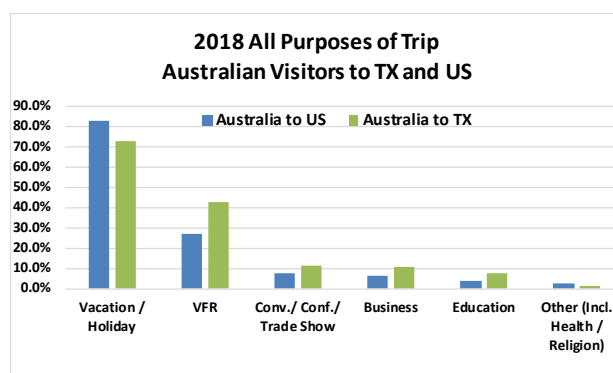
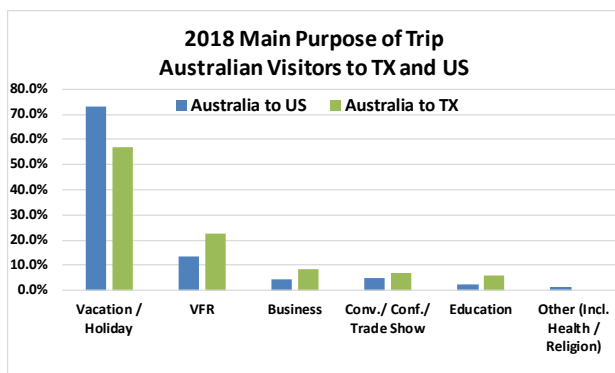
- In 2018 121,000 Australian residents spent nearly \$260 million traveling to Texas destinations.
- Spending increased 2.2%. The increase in spending can be attributed to the increase in volume along with an increase in length of stay in Texas.
- In 2018 Australian visitors to Texas spent an estimated \$2,145 per visit, and \$226 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Australian Visitor Characteristics

- Australian visitors to Texas spent 9.5 nights in the state on average.
- Seven in ten (71%) of the Australian visitors indicated they stayed in a hotel. On average, Australian visitors spent 6.7 nights in a hotel.
- In 2018 Australian visitors to Texas accounted for nearly 340,000 room nights.
- The majority of visitors traveled to Texas for leisure (73%). Two fifths (43%) of the Australian visitors to Texas indicated they visited friends and relatives. Business as a purpose of trip was only 11%, followed by convention/conference/trade show (12%) and education (8%).
- A near majority (49%) of Australian visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- One third (34%) of the Australian visitor's time was spent in Texas during their overall U.S. trip.
- Dallas was used as a port of entry by 29% of the Australian visitors and Houston was used by 10% of the Australian visitors that stayed in Texas.
- Australian visitors to Texas traveled to 3.2 states and 4.0 destinations on average.
- The top leisure activity was sightseeing, however, shopping was nearly on par with sightseeing (91% and 89% respectively). Other top activities included: exploring historical locations, visiting national parks, and guided tours.
- Australian visitors to Texas had an average household income of \$114,000, with two fifths (42%) in management, business, science, and arts positions. Other occupations included: sales and office (9%), service occupations (12%), student (10%), and retired at 10%.
- Travel information sources used included: airline (46%), personal recommendation (41%), travel agency office (39%), OTA (36%), travel guides (10%), and corporate travel department (8%).
- Nearly a third (30%) of the Australian visitors to Texas were visiting the U.S. for the first time.



2018 Shifts in Australian Visitation to Texas

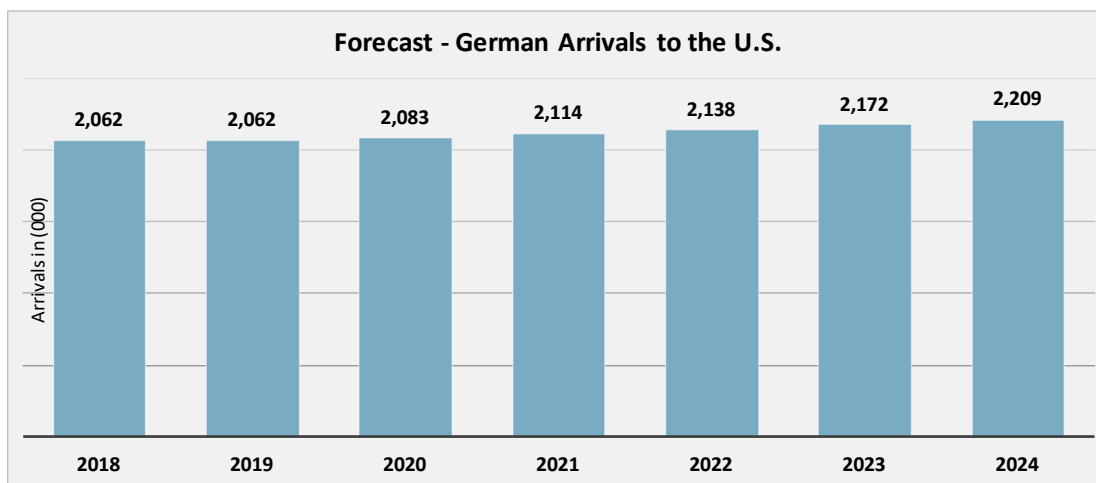
- In 2018 leisure, convention, and VFR as a share of visitors increased, while education decreased.
- Length of stay increased slightly.
- Room nights in a hotel decreased.
- More visitors sought out guided tours and sightseeing, while fewer visitors sought out historical locations and art galleries.
- More Australian visitors used online travel agencies, DMO offices, personal recommendations, and tour operators while all other information sources declined over 2017.
- Fewer visitors pre-booked lodging than in 2017. In addition, more booked their flight directly with the airline while fewer booked through all other sources.
- In 2018 10% of the visitors from Australia to Texas entered in Houston, compared with 29% who entered through Dallas. Houston's share decreased -0.4 percentage points while Dallas' share increased 4.0 points. Nearly half (47%) of Australian visitors to Texas entered in Los Angeles.

Texas International Visitors 2018 Report

Germany Visitor Summary 2018

German Visitation to the USA

- In 2018 2.06 million German residents traveled to the United States.
- Visitation decreased -0.9% in 2018, losing 18,000 visits.
- In 2018 Germany ranked as the sixth largest overseas market, accounting for 5.17% of total overseas visits to the United States. However, the German share contracted from 5.35% of total overseas visits in 2017. Germany dropped from fourth to fifth in 2017 due to South Korea's increase and from fifth to sixth in 2018 with Brazil's rebound.
- Germany ranked as the fifth largest market, by volume, for vacation visitors (main purpose).
- Germany's share of total international visitors decreased in 2018 to 2.59%, down from 2.70% of all visits in 2017.
- Germany is the fourth largest national economy in the world by GDP and fifth largest by purchasing power.
- Visitation from Germany to the U.S. is forecast to increase 7%, at an average annual rate of 1.1% between 2018 and 2024, to reach 2.2 million by 2024.
- Germany is the fourth largest national economy in the world by GDP and fifth largest by purchasing power.
- In 2018, after multiple years of GDP growth, Germany's economy slowed in the second half of 2018. As an export country, Germany took some economic hits due to the global economic slowdown. Looking ahead, GDP is forecast to gain some growth in 2019 and 2020.
- The Euro is likely to rise versus the U.S. Dollar in the short term (2019), however, 2020 is forecast to see the Euro slip. It is a difficult time to predict with so much global uncertainty, which tends to lead to more conservative budgeting by German travelers. This can be both a good and bad thing – with the potential for more all-inclusive packaging to grow some in popularity by consumers.



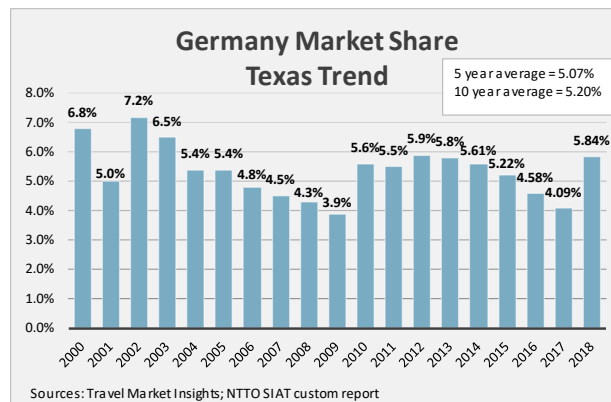
Key German Market Shifts to the USA

- Length of stay declined by 0.6 nights (16.2 nights).
- Business and VFR travel increased as a share of visits. Leisure, Education and Convention travel decreased.
- First-time visitors decreased; package travel decreased.
- The percent visiting one state decreased and the percent visiting one destination decreased.

Texas International Visitors 2018 Report

German Visitation to Texas

- 120,000 German residents explored Texas in 2018.
- Visits to Texas increased 41.6% in 2018.
- Texas attracted 5.84% of the total German visitors to the United States in 2018.
- Market share increased 1.75 points in 2018.
- Germany is the fourth largest vacation market, by volume, for Texas by main purpose of trip and fourth largest by multiple purpose of trip.
- In 2018 Germany ranked as the state's fifth largest overseas visitor market for arrivals, accounting for 6.2% of all overseas visitors to Texas.
- From 2009 to 2018 German visits to Texas increased 82%.
- Texas added 54,000 additional visitors from Germany since 2009.



German Visitor Spending in Texas

Texas Total German Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$163.4	\$154.5	\$139.3	\$160.5	\$222.0
% Change	3.6%	-5.4%	-9.8%	15.2%	38.3%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

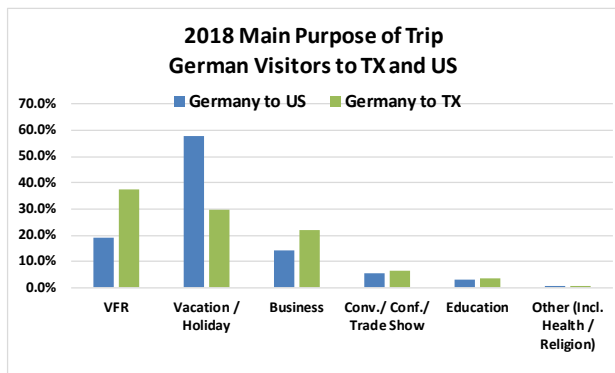
- In 2018 120,000 German residents spent \$222 million traveling to Texas destinations.
- Spending increased 38%, primarily due to an increase in visitors.
- In 2018 German visitors to Texas spent an estimated \$1,843 per visit, and \$169 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 German Visitor Characteristics

- German visitors to Texas spent 10.9 nights in the state on average.
- Approximately 61% of the visitors indicated they stayed in a hotel. On average, German visitors spent 6.1 nights in a hotel.
- In 2018 German visitors to Texas accounted for 319,000 room nights.
- Half of the German visitors to Texas indicated they were visiting friends and relatives (51%) and another 50% indicated they were visiting for vacation. One quarter (26%) of the Germans traveled to Texas for business and 9% to attend a convention/conference/trade show. Education was minimal at 6%.
- A large majority (81%) of the German visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Nearly half (47%) of the German visitor's time was spent in Texas during their overall U.S. trip.
- Dallas was used as a port of entry by 26% of the German visitors and Houston was used by 33% of the German visitors that stayed in Texas.
- German visitors to Texas traveled to 1.9 states and 2.8 destinations on average.
- The top leisure activity was shopping. Sightseeing ranked second, followed by visiting small towns/countryside and visiting historical locations.
- German visitors to Texas had an average household income of \$104,000, with 39% in management, business, science, and arts positions. Other occupations included: service occupations (16%) and retired (7%).
- Travel information sources used included: airline (44%), OTA (38%), corporate travel department (22%), personal recommendation (20%), and travel agency office (17%).
- The majority (85%) of German visitors to Texas were visiting the U.S. as a repeat visitor. Only 15% were visiting for the first time.



2018 Shifts in German Visitation to Texas

- In 2018 leisure and VFR as a share of visitors increased, while business and convention decreased.
- Length of stay decreased.
- Room nights in a hotel also decreased.
- More visitors sought out hunting, historical locations, and cultural/ethnic heritage sights, while fewer visitors sought out guided tours, art galleries, and shopping.
- Fewer German visitors used a tour operator and travel agency office, while all other information sources increased.

Texas International Visitors 2018 Report

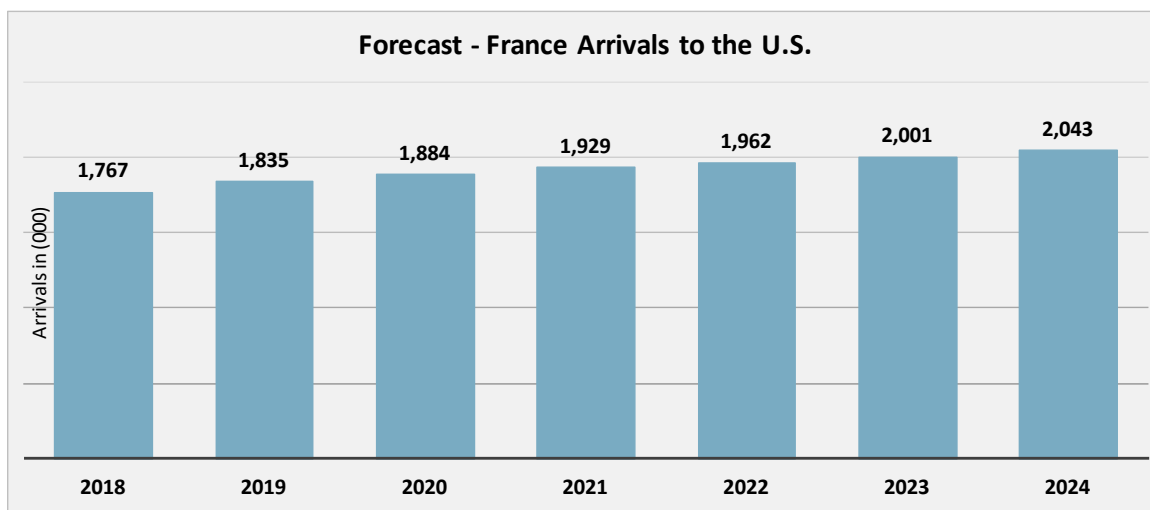
- The same percentage of visitors pre-booked lodging as in 2017. More German visitors pre-booked lodging through an internet booking service and a corporate travel department. However, booking direct with hotel internet booking services and travel agencies was down. In addition, more used a corporate travel department and an internet booking service to book their flight, while fewer booked through a travel agency, tour operator, and directly with the airlines.
- In 2018 33% of the visitors from Germany to Texas entered in Houston, compared with 26% who entered through Dallas. Houston's share increased 2.9 percentage points, while Dallas' share decreased -3.4 points.

Texas International Visitors 2018 Report

France Visitor Summary 2018

French Visitation to the USA

- In 2018 1.77 million French residents traveled to the United States.
- Visitation increased by 6.0% in 2018, gaining 100,000 visits.
- In 2018 France ranked as the seventh largest overseas visitor arrivals market, accounting for 4.43% of total overseas visits to the United States. The French share expanded from 4.29% of total overseas visits in 2017.
- France ranked as the sixth largest market for vacation visitors (main purpose).
- France's share of total international visitors increased in 2018 to 2.22%, up from 2.17% of all visits in 2017.
- France is the sixth largest national economy in the world by GDP and tenth largest by purchasing power.
- Visitation from France to the U.S. is forecast to increase 16%, at an average annual rate of 2.4% between 2018 and 2024, to register over 2.04 million arrivals by 2024.
- The economy in France is moving forward after modest growth in 2018. In 2019 the forecast is for 1.3% growth, which is likely to carry into 2020. The slow economic activity is tied to the global economy, trade wars, and Brexit.



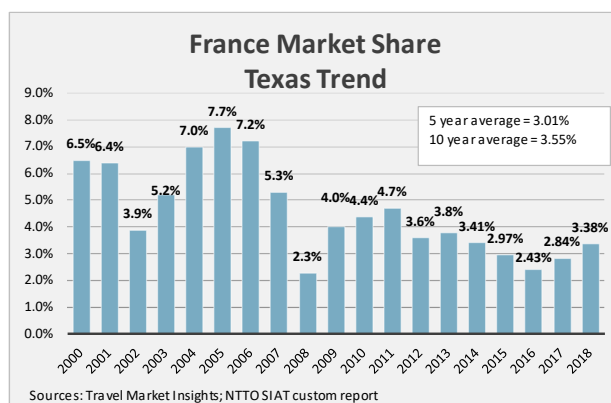
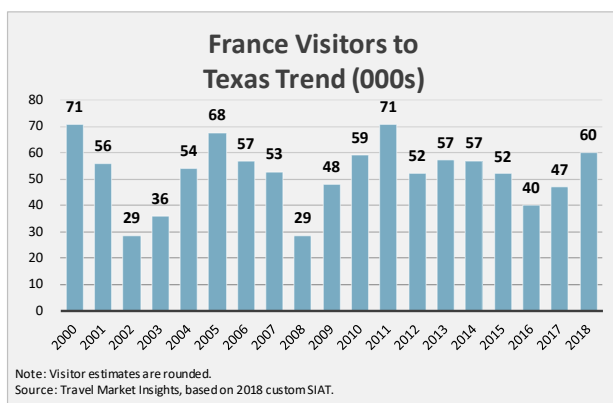
Key French Market Shifts to the USA

- Length of stay decreased by 2.2 nights (14.3 nights).
- Business and Education travel increased as a share of visits. Leisure, VFR, and Convention travel decreased.
- First-time visitors increased; package travel decreased.
- The percent visiting one state decreased and the percent visiting one destination also decreased.

Texas International Visitors 2018 Report

French Visitation to Texas

- 60,000 French residents explored Texas in 2018.
- Texas attracted 3.38% of the total French visitors to the U.S. in 2018.
- Visits to Texas increased 26% in 2018.
- Market share increased 0.54 points in 2018.
- France is the ninth largest vacation market, by volume, for Texas by main purpose of trip and eighth largest by multiple purpose of trip.
- In 2018 France ranked as the state's ninth largest overseas visitor market for arrivals, accounting for 3.1% of all overseas visitors to Texas.
- From 2009 to 2018 French visits to Texas increased 25%.
- Texas registered 12,000 more visitors from France compared to 2009.



French Visitor Spending in Texas

Texas Total French Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$69.5	\$69.4	\$52.1	\$87.0	\$108.8
% Change	36.6%	-0.2%	-24.9%	67.0%	25.1%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

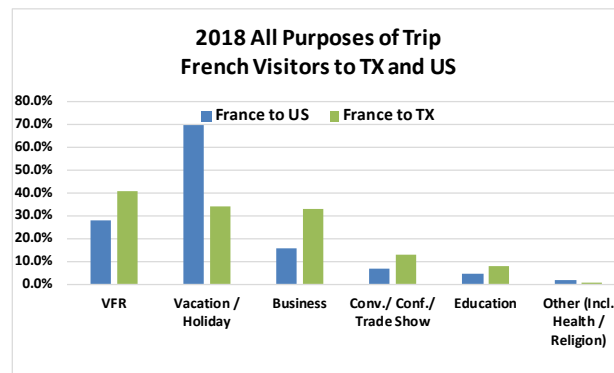
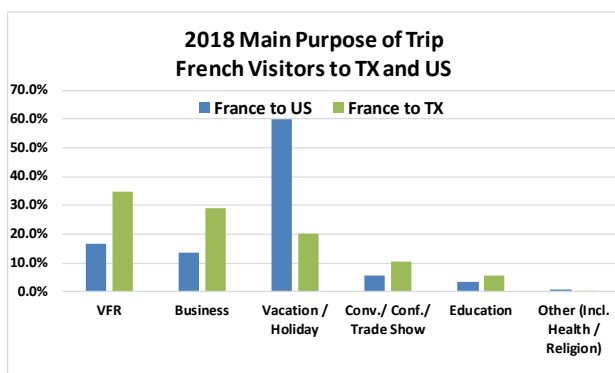
- In 2018 60,000 French residents spent \$108.8 million traveling to Texas destinations.
- Spending increased 25%, primarily due to the increase in French visitors to Texas in 2018.
- In 2018 French visitors to Texas spent an estimated \$1,822 per visit, and \$145 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 French Visitor Characteristics

- French visitors to Texas spent 12.6 nights in the state on average.
- Approximately 64% of the visitors indicated they stayed in a hotel. On average, French visitors spent 5.7 nights in a hotel.
- In 2018 French visitors to Texas accounted for 168,000 room nights.
- Two fifths (41%) of the visitors traveled to Texas to visit friends and relatives, slightly ahead of leisure (34%). Nearly three out of ten (33%) visitors traveled for business, 13% traveled to attend a convention/conference/trade show, and only 8% for education.
- Eight out of ten (83%) of the French visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Just over half (54%) of the French visitor's time was spent in Texas during their overall U.S. trip.
- Dallas was used as a port of entry by 19% of the French visitors and Houston was used by 46% of the French visitors that stayed in Texas.
- French visitors to Texas traveled to 1.7 states and 2.3 destinations on average.
- The top leisure activity was shopping. Sightseeing ranked second, followed by enjoying art galleries/museums, visiting small towns/countryside, and national parks.
- French visitors to Texas had an average household income of \$88,000, with 50% in management, business, science, and arts positions. Nearly 11% were students, sales/office work accounted for 7%, and service occupations registered 5%.
- Travel information sources used included: airline (50%), OTA (21%), personal recommendation (24%), corporate travel department (26%), travel agency (6%), and travel guide (3%).
- The majority (85%) of French visitors to Texas were visiting the U.S. as a repeat visitor. Only 15% were visiting for the first time.



Texas International Visitors 2018 Report

2018 Shifts in French Visitation to Texas

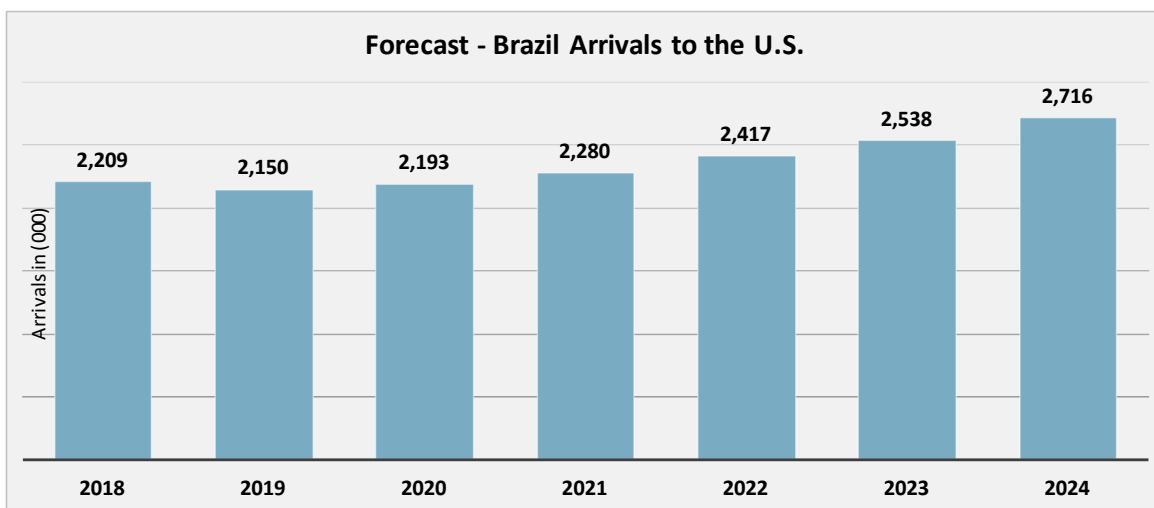
- In 2018 leisure and VFR as a share of visitors decreased, while business, convention, and education increased.
- Length of stay increased.
- Room nights in a hotel decreased.
- More visitors sought out cultural sights, American Indian communities, and national parks, while participation in small towns, sporting events, and hunting/fishing declined.
- More French visitors used an airline and travel agency as information sources. In contrast, use of all other information sources declined over last year.
- More visitors pre-booked lodging than in 2017. Fewer pre-booked lodging through a travel agency, while more pre-booked through all other means. In addition, fewer French visitors booked their flight directly with the airline, while more booked through an internet booking service.
- In 2018 46% of the visitors from France to Texas entered in Houston, compared with 19% who entered through Dallas. Houston's share decreased -0.3 percentage points, while Dallas' share decreased -4.8 points.

Texas International Visitors 2018 Report

Brazil Visitor Summary 2018

Brazilian Visitation to the USA

- In 2018 2.21 million Brazilian residents traveled to the United States.
- Visitation increased by 15.5% in 2018, gaining 297,000 visits.
- In 2018 Brazil ranked as the fifth largest overseas visitor arrivals market for the U.S., accounting for 5.17% of total overseas visits to the United States. The Brazilian share expanded from 4.92% of total overseas visits in 2017.
- Brazil ranked as the third largest market for vacation visitors (main purpose).
- Brazil's share of total international visitors increased in 2018 to 2.77%, up from 2.49% of all visits in 2017.
- Brazil is the ninth largest national economy in the world by GDP and eighth largest by purchasing power.
- Visitation from Brazil to the U.S. is forecast to increase 23%, at an average annual rate of 3.5% between 2018 and 2024, to register nearly 2.72 million arrivals by 2024.
- Hopes for a strong recovery are slipping as forecasts by the IMF cut 2019 Brazil growth below 1% (0.8%), a downward adjustment from 1.0% - 1.5% growth. Investment in Brazil remained weak and private consumption slowed – most likely a reflection of uncertainty and weakening confidence. Rising borrowing costs are expected to climb which could curtail travel for those that travel on credit.



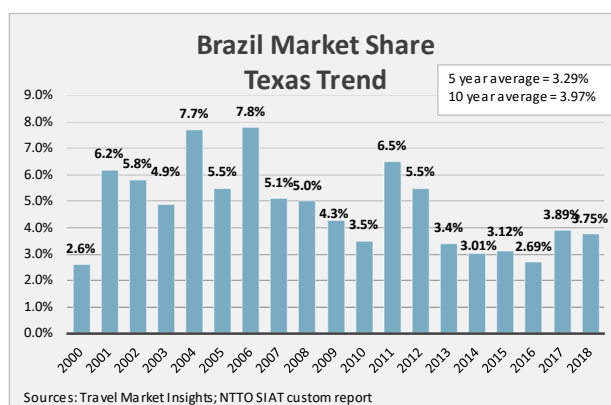
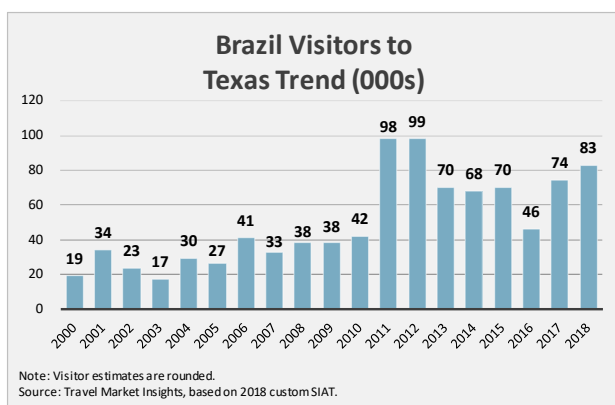
Key Brazilian Market Shifts to the USA

- Length of stay increased to 16.1 nights.
- Leisure, VFR, Business, and Convention travel increased as a share of visits. Education travel decreased.
- First-time visitors decreased and package travel decreased.
- The percent visiting one state decreased and the percent visiting one destination also decreased.

Texas International Visitors 2018 Report

Brazilian Visitation to Texas

- 83,000 Brazilian residents explored Texas in 2018.
- Visits to Texas increased 11.4% in 2018.
- Texas attracted 3.75% of the total Brazilian visitors to the United States in 2018.
- Market share decreased -0.14 points in 2018.
- Brazil is the fifth largest vacation market, by volume, for Texas by main purpose of trip and sixth largest by multiple purpose of trip.
- In 2018 Brazil ranked as the state's sixth largest visitor market, accounting for 4.3% of all overseas visitors to Texas.
- From 2009 to 2018 Brazilian visits to Texas increased 116%.
- Texas registered 45,000 more visitors from Brazil compared to 2009.



Brazilian Visitor Spending in Texas

Texas Total Brazilian Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$226.6	\$207.2	\$116.0	\$101.0	\$108.3
% Change	2.3%	-8.6%	-44.0%	-13.0%	7.3%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

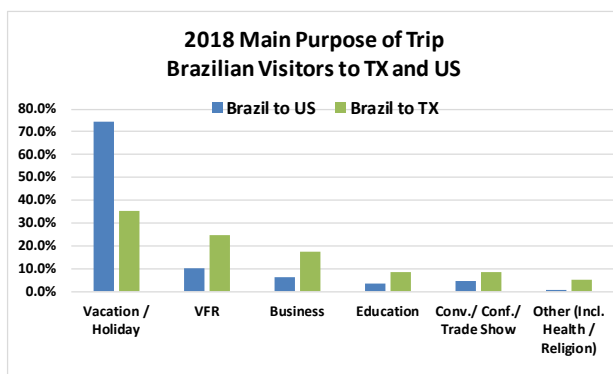
- In 2018 83,000 Brazilian residents spent over \$108 million traveling to Texas destinations.
- Spending increased 7.3%, primarily due to the increase in visitors from Brazil in 2018.
- In 2018 Brazilian visitors to Texas spent an estimated \$1,307 per visit, and \$100 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Brazilian Visitor Characteristics

- Brazilian visitors to Texas spent 13.1 nights in the state on average.
- 62% of the Brazilian visitors indicated they stayed in a hotel. On average, Brazilian visitors spent 7.4 nights in a hotel.
- In 2018 Brazilian visitors to Texas accounted for 269,000 room nights.
- Visiting friends and relatives is strong – four in ten (44%) indicated VFR as a purpose of trip (as a multiple purpose trip).
- Leisure travel was listed as a purpose of trip by 49% of the Brazilian visitors to Texas (as a multiple purpose trip).
- One quarter (25%) of the visitors traveled to Texas for business. Convention as a purpose of trip was listed by 16% of the Brazilian visitors.
- Student/education accounted for 13% as a multiple purpose of trip.
- A majority (76%) of Brazilian visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Houston was the point of entry to the U.S. for one third (34%) of the visitors, and Dallas was used by just over one quarter (26%) of the visitors to Texas.
- Brazilian visitors stayed in Texas 60% of their overall U.S. trip, a 22 night total stay on average.
- Brazilian visitors traveled to 1.6 states and 2.2 destinations on average.
- The top leisure activity was shopping, followed by sightseeing, experiencing fine dining, and visiting national parks.
- Brazilian visitors to Texas had an average household income of \$81,000, with three fifths (60%) in management, business, science, and arts positions. Only 2% of the Brazilian visitors were retired.
- Travel information sources used included: airlines (52%), corporate travel departments (23%), and OTAs (30%).



Texas International Visitors 2018 Report

2018 Shifts in Brazilian Visitation to Texas

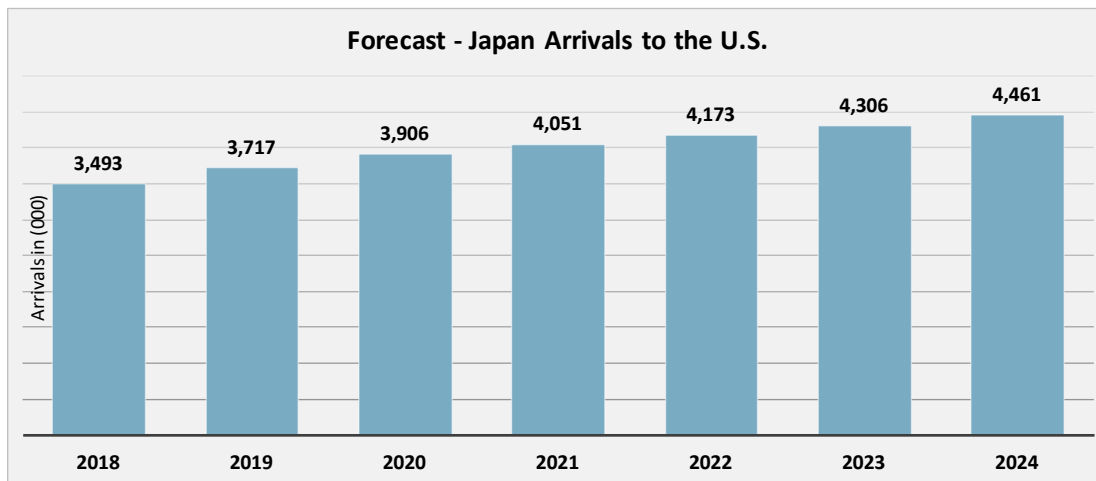
- In 2018 business decreased, while all other purposes increased, especially vacation and VFR.
- Length of stay increased.
- Room nights in a hotel increased.
- More visitors sought out fine dining, cultural sights, and small towns, while fewer visitors sought out amusement parks and nightclubbing.
- More Brazilians gathered trip information from online travel agencies, travel guides, DMO offices, and corporate travel departments, while fewer visitors used airlines, personal recommendations, and tour operators.
- More visitors pre-booked lodging than in 2017. Booking online for pre-booked lodging grew, while booking directly with the hotel declined in 2018.
- In 2018 34% of the visitors from Brazil to Texas entered in Houston, compared with 26% who entered through Dallas. Houston's share decreased -3.2 percentage points, while Dallas' share increased -0.1 points.

Texas International Visitors 2018 Report

Japan Visitor Summary 2018

Japanese Visitation to the USA

- In 2018 3.49 million Japanese residents traveled to the United States.
- Visitation decreased by -2.8% in 2018, losing 102,000 visits.
- In 2018 Japan ranked as the second largest overseas visitor arrivals market for the U.S., accounting for 8.76% of total overseas visits to the United States. However, the Japanese share contracted from 9.24% of total overseas visits in 2017.
- Japan ranked as the second largest market for vacation visitors (main purpose).
- Japan's share of total international visitors decreased in 2018 to 4.39%, down from 4.67% of all visits in 2017.
- Japan is the third largest national economy in the world by GDP and fourth largest by purchasing power.
- Visitation from Japan to the U.S. is forecast to increase 28%, at an average annual rate of 4.2% between 2018 and 2024, to register nearly 4.5 million arrivals by 2024.
- Visits to the U.S. for the first half of 2019 were up 6.4%, a rate of growth not associated with Japan in a long time.
- Japan's economy may be on the road to recovery, but it will be over a long period of time. The U.S. China trade war is creating the largest uncertainty, along with threatened U.S. tariffs on imports from Japan. The increase in visits comes at a volatile time with trade tensions also within Asia (especially with South Korea) and with economic uncertainty in China.



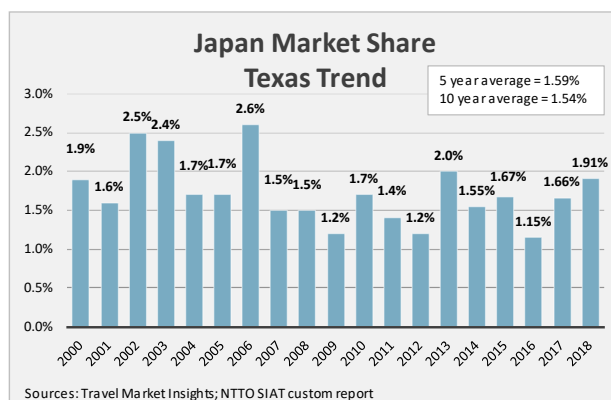
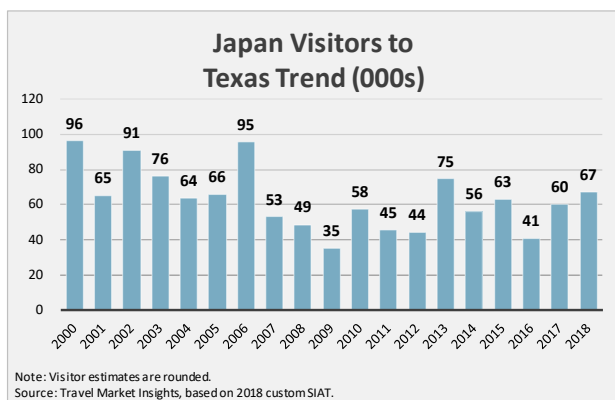
Key Japanese Market Shifts to the USA

- Length of stay declined by 0.8 nights (6.6 nights).
- Leisure, Business, and Education travel increased as a share of visits. VFR and Convention travel decreased.
- First-time visitors increased and package travel increased.
- The percent visiting one state increased, while the percent visiting one destination decreased.

Texas International Visitors 2018 Report

Japanese Visitation to Texas

- 67,000 Japanese residents explored Texas in 2018.
- Visits to Texas increased 11.8% in 2018.
- Texas attracted 1.91% of the total Japanese visitors to the United States in 2018.
- Market share increased 0.25 points in 2018.
- Japan is the 11th largest vacation market, by volume, for Texas by main purpose of trip and 11th largest by multiple purpose of trip.
- In 2018 Japan ranked as the state's seventh largest visitor market, accounting for 3.5% of all overseas visitors to Texas.



Japanese Visitor Spending in Texas

Texas Total Japanese Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$186.3	\$161.8	\$93.4	\$140.3	\$134.1
% Change	-30.1%	-13.1%	-42.3%	50.3%	-4.5%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

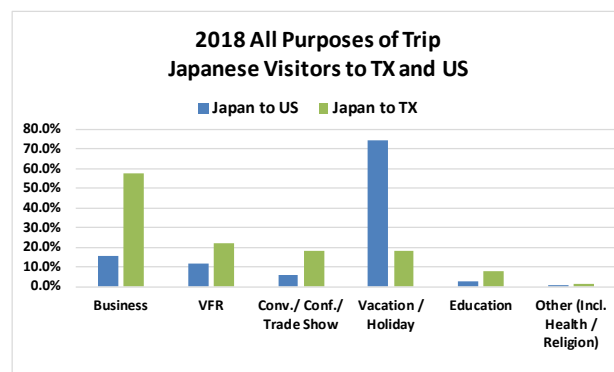
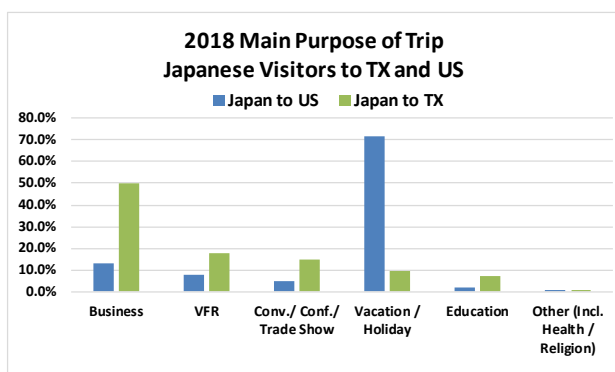
- In 2018 67,000 Japanese residents spent over \$134 million traveling to Texas destinations.
- Spending decreased -4.5%, primarily due to less spending per person per day in 2018.
- In 2018 Japanese visitors to Texas spent an estimated \$2,009 per visit, and \$352 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Japanese Visitor Characteristics

- Japanese visitors to Texas spent 5.7 nights in the state on average.
- 84% of the Japanese visitors indicated they stayed in a hotel. On average, Japanese visitors spent 4.2 nights in a hotel.
- In 2018 Japanese visitors to Texas accounted for 167,000 room nights.
- Business travel is strong – over half (58%) indicated business as a purpose of trip (as a multiple purpose trip).
- Leisure travel was listed as a purpose of trip by 18% of the Japanese visitors to Texas (as a multiple purpose trip).
- Over one in five (22%) of the visitors traveled to Texas for visiting friends and relatives (VFR). Convention as a purpose of trip registered at 18%.
- Student/education accounted for just under 8% as a multiple purpose of trip.
- The majority (75%) of Japanese visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Houston was the point of entry to the U.S. for two fifths (43%) of the visitors, and Dallas was used by just over one quarter (27%) of the visitors to Texas.
- Japanese visitors stayed in Texas 60% of their overall U.S. trip, a 10 night total stay on average.
- On average, Japanese visitors traveled to 1.7 states and 2.0 destinations.
- The top leisure activity was shopping, followed by sightseeing, experiencing fine dining, and historical locations.
- Japanese visitors to Texas had an average household income of \$114,000, with the largest percentage (37%) in management, business, science, and arts positions. Only 2% of the Japanese visitors were retired.
- Travel information sources used included: travel agency (40%), airlines (34%), OTAs (15%), and personal recommendations (14%).



Texas International Visitors 2018 Report

2018 Shifts in Japanese Visitation to Texas

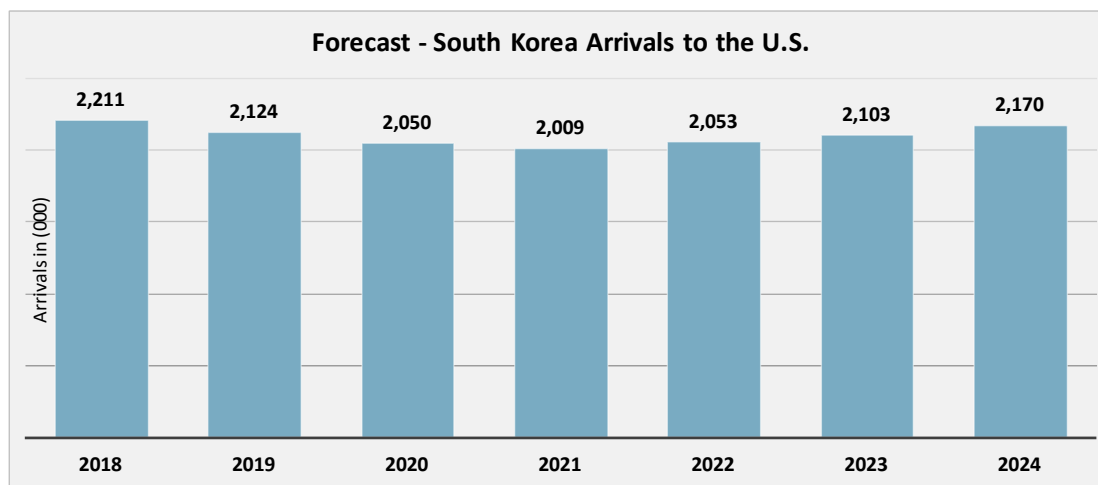
- In 2018 business and convention as a share of visitors decreased while leisure, education, and VFR increased.
- Length of stay was up.
- More visitors sought out sightseeing, fine dining, and golfing/tennis, while fewer visitors sought out nightclubs, guided tours, and water sports.
- More Japanese visitors to Texas used corporate travel departments and personal recommendations to gather travel information in 2018. In contrast, use of airlines, travel guides, travel agencies, and tour operators declined along with using airlines.
- Fewer visitors pre-booked lodging in 2018. More used internet booking services, airlines, and tour operators. Fewer booked lodging through a corporate travel department and directly with the lodging establishment.
- In 2018 43% of the visitors from Japan to Texas entered in Houston, compared with 27% who entered through Dallas. Houston's share increased 3.0 percentage points, while Dallas' share increased 3.8 points.

Texas International Visitors 2018 Report

South Korea Visitor Summary 2018

South Korean Visitation to the USA

- In 2018 2.21 million South Korean residents traveled to the United States.
- Visitation decreased -5.3% in 2017, losing 124,000 visits.
- In 2018 South Korea ranked as the fourth largest overseas market, accounting for 5.54% of total overseas visits to the United States. However, the South Korean share contracted from 6.00% of total overseas visits in 2017. South Korea moved up from the fifth largest market in 2016 to the fourth largest in 2018.
- South Korea ranked as the fourth largest market, by volume, for vacation visitors (main purpose).
- South Korea's share of total international visitors decreased in 2018 to 2.78%, down from 3.03% of all visits in 2017.
- South Korea is the 12th largest national economy in the world by GDP and 14th largest by purchasing power.
- Visitation from South Korea to the U.S. is forecast to decrease -2%, at an average annual rate of -0.3% between 2018 and 2024, to reach 2.17 million by 2024.
- GDP reached a record high in 2017, growing 3.1% over 2016. Economic growth slowed to 2.7% in 2018, the slowest pace in six years. The slowdown was tied to weak exports which has a major impact on a trade-dependent economy when demand is contracting.
- In 2019 the South Korean economy contracted (-0.4 percent) January – March compared to the previous quarter. Government spending helped generate a rebound in the second quarter, however, some forecasts have the economy only growing 2.2% in 2019. The biggest concerns are tied new restrictions on exports to South Korea from Japan related to materials for semiconductor manufacturing and chip manufacturing equipment. Japan trade challenges (trade spat) combined with a slowing global economy, and the China/U.S. trade war are all weighting down growth in South Korea.



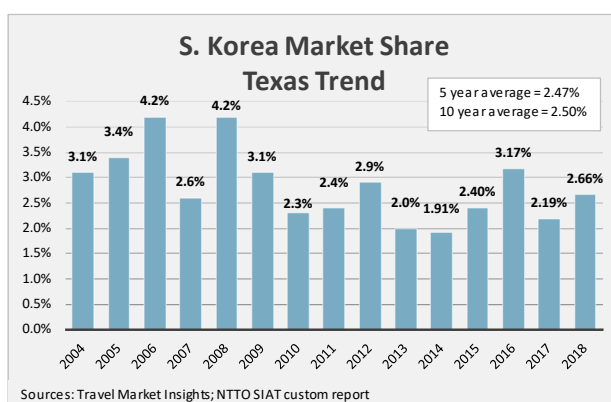
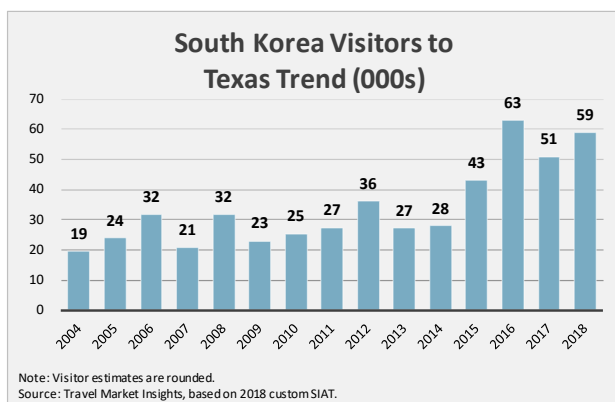
Key South Korean Market Shifts to the USA

- Length of stay decreased by 0.2 nights (14.8 nights).
- Leisure and VFR travel increased as a share of visits. Business, Convention, and Education travel decreased.
- First-time visitors increased and package travel increased.
- The percent visiting one state increased, however, the percent visiting one destination decreased.

Texas International Visitors 2018 Report

South Korean Visitation to Texas

- 59,000 South Korean residents explored Texas in 2018.
- Visits to Texas increased 15% in 2018.
- Texas attracted 2.66% of the total South Korean visitors to the United States in 2018.
- Market share increased 0.47 points in 2018.
- South Korea is the 10th largest vacation market, by volume, for Texas by main purpose of trip and 10th largest by multiple purpose of trip.
- In 2018 South Korea ranked as the state's 11th largest overseas visitor market, accounting for over 3.0% of all overseas visitor to Texas.



South Korean Visitor Spending in Texas

Texas Total South Korean Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	\$230.4	\$333.7	\$256.5	\$167.5	\$211.5
% Change	-11.9%	44.8%	-23.1%	-34.7%	26.3%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

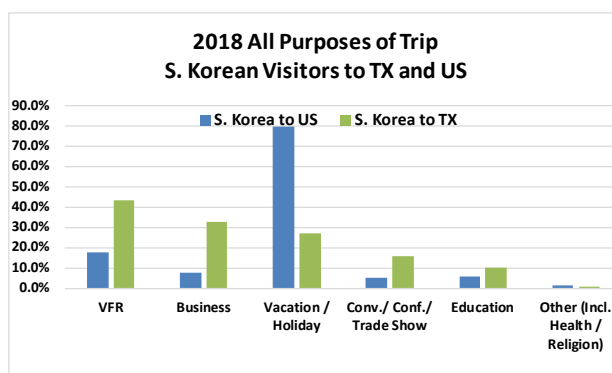
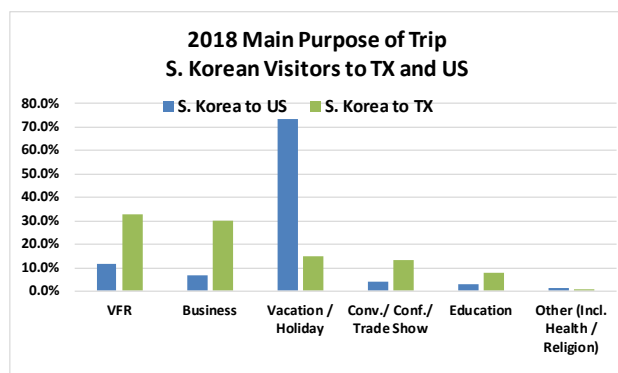
- In 2018 59,000 South Korean residents spent \$211.5 million traveling to Texas destinations.
- Spending increased 26%, primarily due to an increase in visitors from South Korea and a longer length of stay by South Koreans in Texas.
- In 2018 South Korean visitors to Texas spent an estimated \$3,597 per visit, and \$261 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 South Korean Visitor Characteristics

- South Korean visitors to Texas spent 13.8 nights in the state on average.
- 71% of the South Korean visitors indicated they stayed in a hotel. On average, South Korean visitors spent 12.1 nights in a hotel.
- In 2018 South Korean visitors to Texas accounted for over 338,000 room nights.
- Visiting friends and relatives is strong – over two fifths (44%) indicated VFR as a purpose of trip (as a multiple purpose trip).
- Leisure travel was listed as a purpose of trip by 27% of the South Korean visitors to Texas (as a multiple purpose trip).
- Three in ten (33%) traveled to Texas for business. Convention as a purpose of trip was listed by 16% of the South Korean visitors.
- Student/education accounted for 10% as a multiple purpose of trip.
- The majority (80%) of South Korean visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Dallas was the point of entry to the U.S. for 28% of the visitors, and 14% of the visitors entered via Houston.
- South Korean visitors stayed in Texas 55% of their overall U.S. trip, a 25 night total stay on average.
- South Korean visitors traveled to 1.8 states and 2.2 destinations on average.
- The top leisure activity was shopping, followed by sightseeing, national parks, and art galleries.
- South Korean visitors to Texas had an average household income of \$66,000, with the largest percentage (50%) in management, business, science, and arts positions. Just 3% of the South Korean visitors were retired.
- Travel information sources used included: personal recommendations (41%), airlines (31%), OTAs (24%), and corporate travel departments (19%, tied to business and potential educational travel).



Texas International Visitors 2018 Report

2018 Shifts in South Korean Visitation to Texas

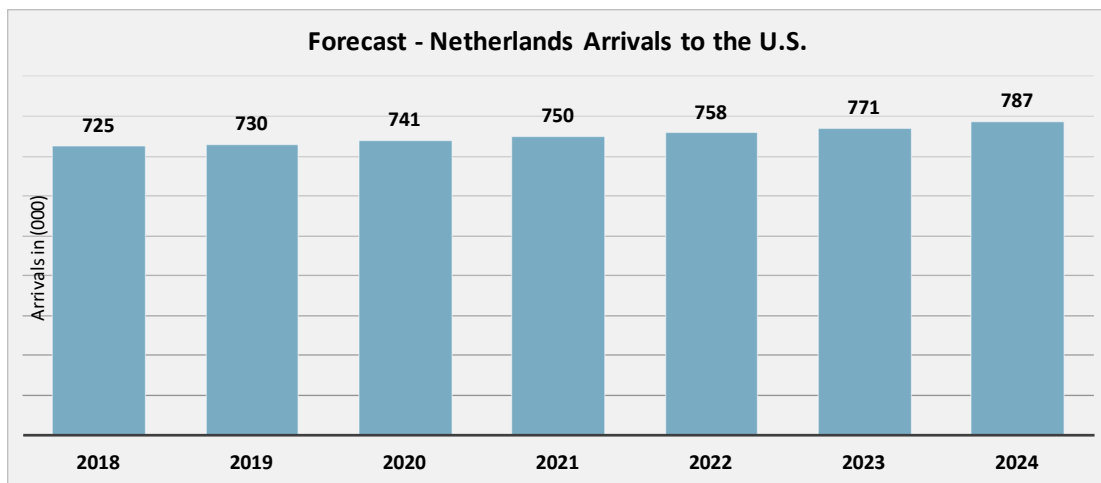
- In 2018 business and VFR as a share of visitors increased, while convention, leisure, and education decreased.
- Length of stay in Texas increased.
- Room nights also increased, primarily due to a longer length of stay in hotels even with a smaller percentage using hotels during their stay.
- More South Korean visitors sought out historical locations, national parks, and amusement parks, while participation fell the most for guided tours, concerts/plays, and fine dining.
- More South Korean visitors to Texas used personal recommendations, corporate travel departments, and DMO offices to gather travel information in 2018. In contrast, use of traditional and online travel agencies declined.
- Fewer visitors pre-booked lodging in 2018. More booked through a corporate travel department. Fewer booked lodging through all other sources.
- In 2018 14% of the visitors from South Korea to Texas entered in Houston, and another 28% entered through Dallas. Houston's share decreased -8.2 percentage points while Dallas' share increased 2.0 points.

Texas International Visitors 2018 Report

Netherlands Visitor Summary 2018

Netherlands Visitation to the USA

- In 2018 725,300 Dutch residents traveled to the United States.
- Visitation increased 3.5% in 2018, gaining 24,000 visits.
- In 2018 Netherlands ranked as the 14th largest overseas market, accounting for 1.82% of total overseas visits to the United States. Market share expanded from 1.80% of total overseas visits in 2017.
- Netherlands ranked as the 13th largest market, by volume, for vacation visitors (main purpose).
- Netherlands share of total international visitors was flat in 2018 at 0.91%, on par with 2017.
- Netherlands is the 18th largest national economy in the world by GDP and 28th largest by purchasing power.
- Visitation from the Netherlands to the U.S. is forecast to increase 8%, at an average annual rate of 1.4% between 2018 and 2024, to reach 787,000 by 2024.
- GDP grew 2.7% in 2018, a bit slower than the strong gains in 2017 (up 2.9%). Positive wage increases likely helped boost travel demand. Easy access to the U.S. is another key driver, there are 39 non-stop flights between the Netherlands and the U.S. on 7 different air carriers and 16 U.S. cities including DFW and IAH.
- Economic growth in 2019 is expected to cool some, primarily due to inflation concerns, trade tensions, and Brexit.



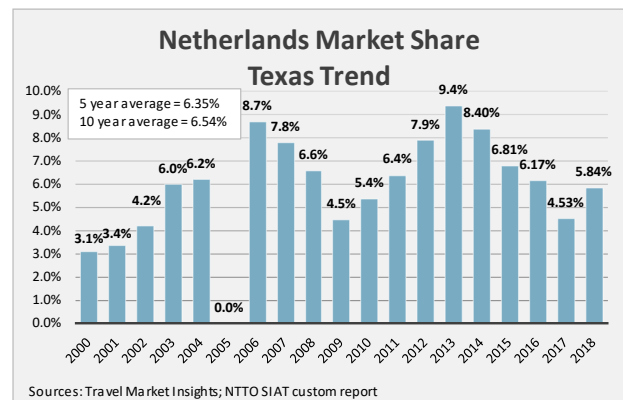
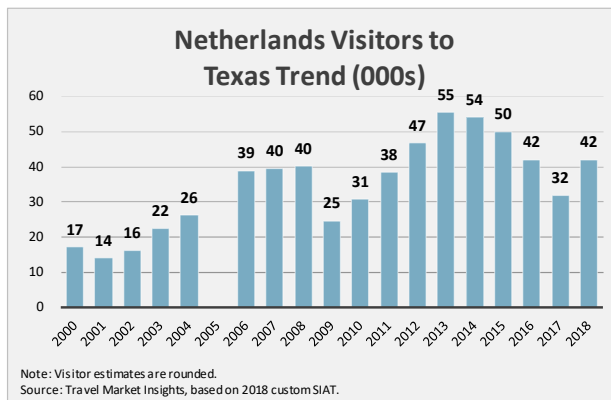
Key Netherlands Market Shifts to the USA

- Length of stay decreased by 2.0 nights (13.8 nights).
- Leisure and VFR travel increased as a share of visits. Business, Education, and Convention travel decreased.
- First-time visitors decreased and package travel decreased.
- The percent visiting one state decreased, however, the percent visiting one destination increased.

Texas International Visitors 2018 Report

Netherlands Visitation to Texas

- 42,000 Dutch residents explored Texas in 2018.
- Visits to Texas increased 33.4% in 2018.
- Texas attracted 5.84% of the total Dutch visitors to the United States in 2018.
- Market share increased 1.31 points in 2018.
- The Netherlands is the eighth largest vacation market, by volume, for Texas by main purpose of trip and ninth largest by multiple purpose of trip.
- In 2018 the Netherlands ranked as the state's 16th largest overseas visitor market, accounting for 2.2% of overseas visitor to Texas.



Netherlands Visitor Spending in Texas

Texas Total Netherlands Visitor Spending*					
	2014	2015	2016	2017	2018
Spending (in millions)	NA	\$88.8	\$55.7	\$44.2	\$79.5
% Change	NA	NA	-37.2%	-20.7%	79.7%

Sources: Travel Market Insights Inbound Travel Monitor - Destination Spending Model, Texas custom SIAT reports, Bureau of Economic Analysis, National Travel and Tourism office.

*Spending includes all visitor spend: including business, leisure, education, and other spend.

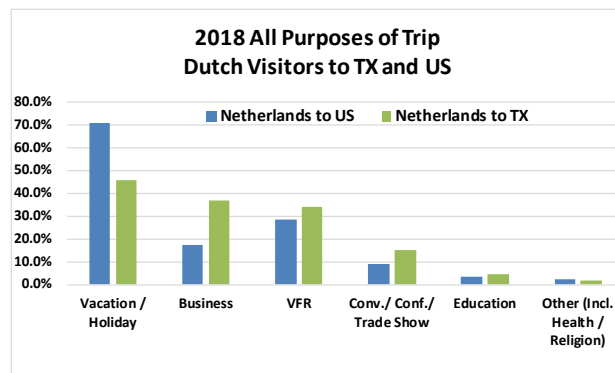
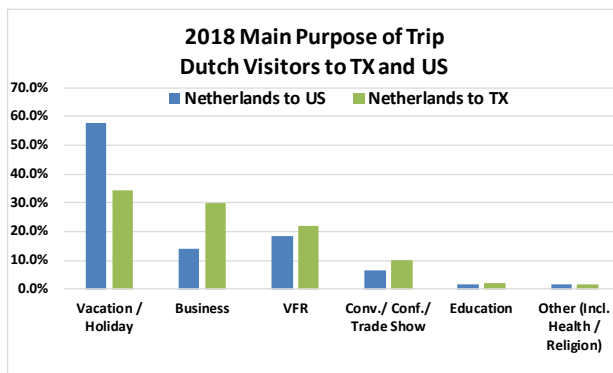
- In 2018 42,000 Dutch residents spent \$79.5 million traveling to Texas destinations.
- Spending increased 80%, primarily due to more visitors spending more per person per day and per trip.
- In 2018 Dutch visitors to Texas spent an estimated \$1,876 per visit, and \$191 per visitor per day in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Netherlands Visitor Characteristics

- Dutch visitors to Texas spent 9.8 nights in the state on average.
- 67% of the Dutch visitors indicated they stayed in a hotel. On average, Dutch visitors spent 8.3 nights in a hotel.
- In 2018 Dutch visitors to Texas accounted for 169,000 room nights.
- Visiting friends and relatives is strong – one third (34%) indicated VFR as a purpose of trip (as a multiple purpose trip).
- Leisure travel was listed as a purpose of trip by 46% of the Dutch visitors to Texas (as a multiple purpose trip).
- Nearly two fifths (37%) of the visitors traveled to Texas for business. Convention as a purpose of trip was listed by 15% of the Dutch visitors.
- Student/education accounted for only 5% as a multiple purpose of trip.
- The majority (81%) of Dutch visitors traveling to Texas in 2018 considered the state as the main destination during their U.S. visit.
- Houston was the point of entry to the U.S. for three fifths (60%) of the visitors, and Dallas was used by just under one in ten (7%) of the visitors to Texas.
- Dutch visitors stayed in Texas 63% of their overall U.S. trip, a 16 night total stay on average.
- Dutch visitors traveled to 2.0 states and 3.0 destinations on average.
- The top leisure activity was shopping, followed by sightseeing, small towns, and national parks.
- Dutch visitors to Texas had an average household income of \$109,000, with the majority (55%) in management, business, science, and arts positions. Approximately 15% of the Dutch visitors were retired.
- Travel information sources used included: airlines (52%), OTAs (40%), and corporate travel departments (27%).



2018 Shifts in Netherlands Visitation to Texas

- In 2018 convention and education as a share of visitors increased, while leisure and VFR decreased.
- Length of stay increased.
- Room nights increased due to a slightly longer length of stay in hotels, even though fewer visitors stayed in a hotel.
- In 2018 more visitors sought out sporting events, small towns, and art galleries. In contrast, the following leisure activities registered the largest declines in the share of visitors: water sports, golfing/tennis, and American Indian communities.

Texas International Visitors 2018 Report

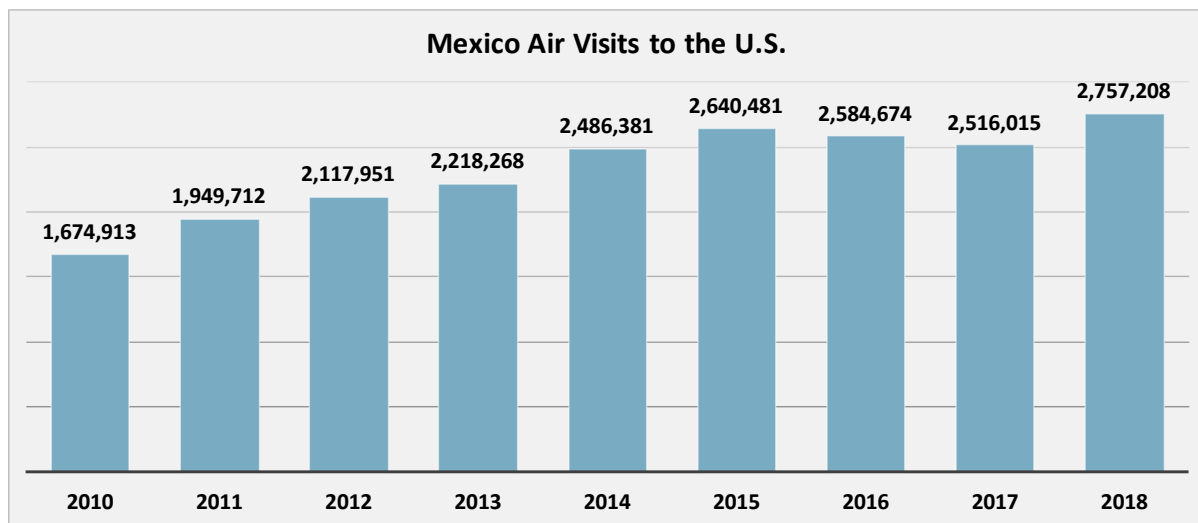
- Use of DMOs as an information source registered the greatest increase, followed by tour operators, travel agencies, personal recommendations, OTAs, and travel guides in 2018. In contrast, there was a decline in the use of airlines.
- The share of visitors pre-booking lodging decreased slightly, mostly through corporate travel offices.
- In 2018 60% of the visitors from the Netherlands to Texas entered in Houston, compared with 7% who entered through Dallas. Houston's share increased 3.4 percentage points, while Dallas' share increased 1.5 points.

Texas International Visitors 2018 Report

Mexico (Air) Visitor Summary 2018

Mexico (Air) Visitation to the USA

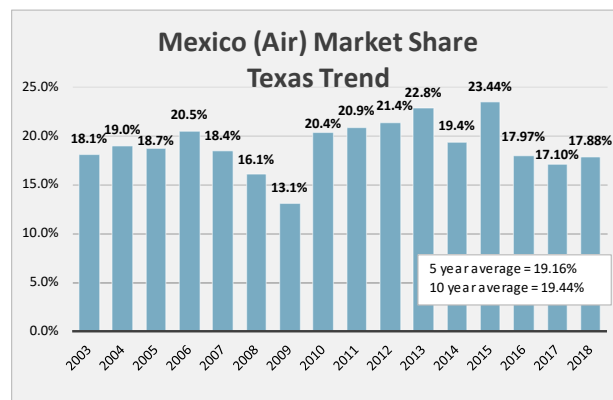
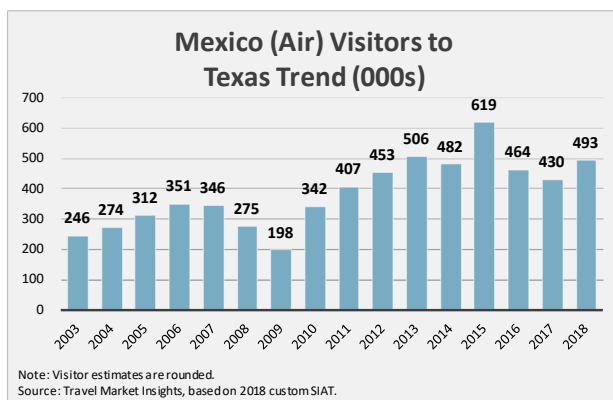
- In 2018 an estimated 2,757,000 Mexican Air visitors traveled to the United States.
- Air visits from Mexico to the U.S. increased 9.6% in 2018.
- In 2018 Mexican Air visitors ranked as the fourth largest (comparable) overseas visitor market to the United States.
- In 2018 Mexico (total) ranked as the second largest international market, accounting for 23.3% of total international visits to the United States. The Mexican share expanded from 23.2% of total international visits in 2017.
- Mexico is the 15th largest national economy in the world by GDP and 11th largest by purchasing power.
- Trade negotiations have smoothed some (*some*), but tensions over immigration and volatility in U.S. policy remain a concern. In 2019 the Mexican Peso lost all its 2019 gains, just after President Trump threatened to add tariffs on goods exported from Mexico to the U.S. – tied to immigration policy.
- In July 2019 the IMF downgraded Mexico's economic outlook to be 0.9%, down considerably from 1.6% growth forecast in April of 2019. The downgrade is tied to weak investment and consumer demand and an expectation that borrowing rates will continue to rise.
- A weaker Peso to the Dollar and an increase in borrowing may result in less border travel and travel by middle and upper-middle-class Mexicans to the United States.



Texas International Visitors 2018 Report

Mexico (Air) Visitation to Texas

- In 2018 Texas hosted 493,000 Mexican Air visitors.
- Visits to Texas increased 14.6% in 2018.
- Mexican Air travelers, as a single market, is larger than all individual overseas markets, registering 316,000 more visits than the United Kingdom in 2018.
- Texas attracted 17.88% of the Mexican Air visitors to the United States in 2018.
- Market share increased 0.78 points in 2018.
- Mexico Air is the largest vacation market, by volume, for Texas by main purpose of trip and by multiple purpose of trip.
- In 2018 Mexico Air ranked as the state's largest overseas visitor market, accounting for 25% of overseas visitor to Texas.



Mexico (Air) Visitor Spending in Texas

Texas Mexican Air Visitor Spending*					
	2014	2015	2016	2017	2018
Spending in Millions (USD)	\$245.0	\$450.6	\$387.5	\$266.3	\$433.8
% Change	-49.5%	83.9%	-14.0%	-31.3%	62.9%

Sources: Travel Market Insights Inc., NTTO, Banco de Mexico.

*Spending is estimated based on TMII spending model, custom SIAT data for Texas, and the U.S.

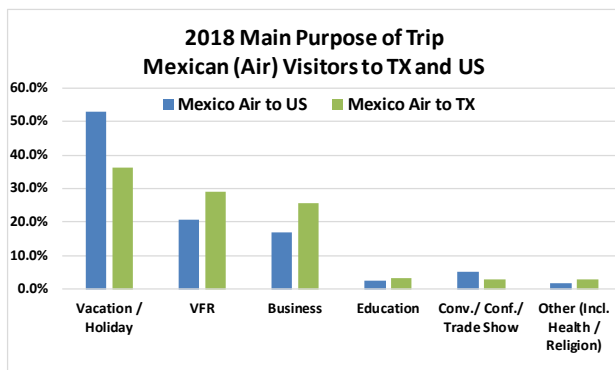
- In 2018 493,000 Mexican Air visitors spent \$433.8 million traveling to Texas destinations.
- Spending increased 63%, primarily due to an increase in visits.
- In 2018 Mexican Air visitors to Texas spent an estimated \$740 per person per visit, and \$88 per visitor per night in Texas on average.

Note: all spending data are preliminary and subject to adjustment until October 2019 when the Bureau of Economic Analysis finalizes the spending figures.

Texas International Visitors 2018 Report

2018 Mexico (Air) Visitor Characteristics

- Mexican Air visitors to Texas spent 10.0 nights in the state on average.
- Over half (57%) of the Mexican Air visitors indicated they stayed in a hotel. On average, Mexican Air visitors spent 5.0 nights in a hotel.
- In 2018 Mexican Air visitors to Texas accounted for over 1.08 million room nights.
- Over half (56%) visited for a vacation (as a multiple purpose) and as a main purpose one third (36%) visited for a vacation. Visiting friends and relatives is strong – just over two fifths (42%) by multiple purpose of trip and 29% as a main purpose of trip.
- One quarter (25%) visited for business (as a multiple purpose) and as a main purpose business was listed by 26% of the Mexican Air visitors.
- Travel for education was listed by 5% of the Mexican Air travelers to Texas. Convention travel was 5% for multiple purpose for travel and 3% as a main purpose for travel.
- Nearly all (94%) of the Mexican Air visitors to Texas considered the state their main destination during their U.S. visit.
- Houston was the point of entry to the U.S. for a majority (52%) of the visitors, and Dallas was used by 29% of the Mexican Air visitors to Texas.
- Mexican Air visitors stayed in Texas 79% of their overall U.S. trip, a 12.7 night total stay in the U.S. on average.
- Mexican Air visitors traveled to 1.1 states and visited 1.5 destinations on average.
- The top leisure activity was shopping, followed by sightseeing, experiencing fine dining, and art galleries.
- Mexican Air visitors to Texas had an average household income of \$51,000 (the lowest of all major markets). The most frequently listed occupation was management, business, science, and arts (41%), followed by sales/office (13%), student (11%), service occupations (11%), and only 5% were retired.
- Travel information sources used included: airlines (63%), OTAs (29%), personal recommendations (20%), corporate travel departments (13%), national/state/city travel office (10%), and travel agency (7%).



2018 Shifts in Mexico (Air) Visitation to Texas

- In 2018 leisure and business as a share of visitors increased, while convention, education, and visiting friends and relatives decreased.
- Length of stay increased.
- Room nights increased due to a slightly longer length of stay in hotels.
- In 2018 more visitors sought out sporting events, cultural sights, and concerts/plays. In contrast, the following leisure activities registered the largest declines in the share of visitors: amusement parks, guided tours, and fine dining.

Texas International Visitors 2018 Report

- Use of airlines as an information source registered the only increase. In contrast, there was a decline in the use of all other information sources.
- The share of visitors pre-booking lodging decreased slightly, mostly through the lodging establishment directly.
- In 2018 52% of the visitors from Mexico (Air) to Texas entered in Houston, compared with 29% who entered through Dallas. Houston's share decreased -5.5 percentage points, while Dallas' share increased 1.5 points.

2018 Texas Hotel Performance Research

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Texas Hotel
Performance Research

2018 Annual Report

Prepared for

TRAVEL  TEXAS





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Hotel Market Overview

Operating fundamentals reach new records nationally in 2018, but a slower pace of growth is expected for 2019.

The U.S. economy's robust performance has led to increased corporate profits and consumer spending due to rising disposable incomes, boding well for lodging demand. The lodging market in the United States enjoyed its ninth consecutive year of economic growth in 2018, with occupancy rates rising by 0.5%, and hotel average daily rates increasing by 2.4%. This resulted in a boost to revenue per available room of 2.9%, which generally exceeded the expectations that hoteliers had set at the beginning of the year.

In 2018, the hotel industry recorded a national occupancy level of 66.2 percent, a record high. Lodging demand marked 2.5 percent growth in 2018 and is expected to rise by another 2.4 percent in 2019.

Against the backdrop of these healthy performance fundamentals, the hotel sector benefited from positive investor and hotel developer sentiment. Hotel transaction volumes surged by 42% nationally, driven by strong purchase volume from real estate investment trusts and private equity investors. For 2019, hotel transaction volumes are expected to hold steady on the 2018 levels, with the sector being one of the most favorable from a year-over-year liquidity standpoint when compared to other real estate asset classes such as office.

The year 2019 is expected to mark the tenth consecutive year of RevPAR growth. The U.S. hotel market is anticipated to post RevPAR growth of 2.6%, marking some softening on the rises recorded in 2018.

At the national level, operators will continue to face concerns over rising labor costs due in part to an increasing labor force shortage fueled by the low national unemployment rate.

Additionally, with occupancy reaching a record high and unlikely to post further notable gains, average daily rate will be the primary driver of lodging performance.

A modern hotel room interior featuring a large bed with white linens and a red throw, a red accent wall, and a glass partition. The room has a contemporary design with wood flooring and a large white graphic overlay on the left side.

Texas Lodging Performance *2018*

By the Numbers *2018*

Texas Lodging Performance

5,124

Number of hotels in the state

2.9%

Annual increase in number of hotels

64.9%

Estimated occupancy rate

497,770

Number of hotel rooms in the state

3.0%

Annual increase in number of hotel rooms

\$98.98

Estimated average daily rate (ADR)

180.6M

Estimated room nights available

4.3%

Annual increase in estimated room nights available

\$64.23

Estimated revenue per available room

117.7M

Estimated room nights sold

4.3%

Annual increase in estimated room nights available

\$11.6B

Room revenue

7.4%

Annual increase in room revenue

Statewide Hotel Market Performance Highlights

Texas' hotel market performance in 2018 largely in line with prior year, with increased share of revenue growth driven by higher room rates

- The hotel market in Texas continues its strong performance streak, with 2018 representing the ninth consecutive year of positive growth in statewide revenue per available room. The performance of the sector is being underpinned by a healthy national and state occupancy and by strong employment trends.
- These fundamentals are leading to robust corporate travel, solid demand for group and conventions business, and very strong leisure travel patterns, driven by consumers' increased focus on experiences rather than material purchases.
- The state posted a 4.3% increase in the number of available room nights during 2018, with an equal increase in room night demand. This kept the overall statewide occupancy level flat with the 2017 level.
- However, against the positive economic backdrop, hotel operators boosted hotel room rates by 3.0% statewide in 2018, which is approximately one-half percentage point higher than the national average.
- Growth in room rates are particularly welcome as this incremental revenue tends to flow to the hotels' bottom line, thus improving asset profitability.

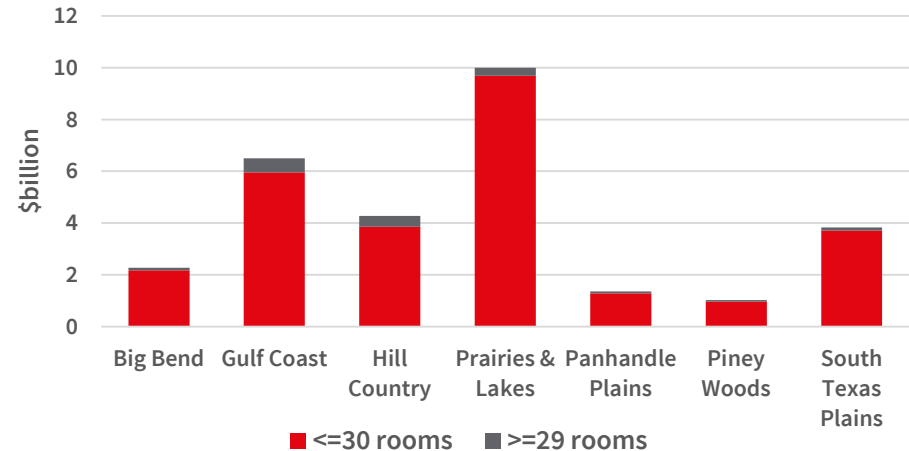
Texas Statewide Summary

	YE2018	% change
Number of hotels	5,124	2.9
Number of rooms	497,770	3.0
Estimated room nights available (millions)	180.5	4.3
Estimated room nights sold(millions)	117.1	4.3
Room revenue (\$billions)	\$11.6	7.4
Estimated occupancy rate	64.9	--
Estimated average daily rate	\$98.98	3.0
Estimated revenue per available room	\$64.23	3.0

Source: JLL, Texas Comptroller data

NB: Except when indicated, data presented takes into account properties with 30 rooms or greater.

Room Revenue by Travel Region (YE 2018)



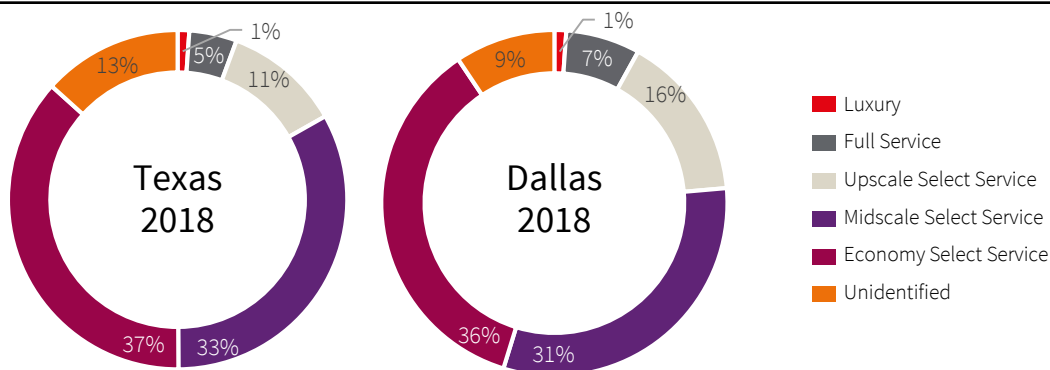
Source: JLL, Texas Comptroller data.

- Two significant factors impacted the year-over-year growth comparisons in 2018—having the most impact in Houston, but also beyond. First, in the months following the one-year anniversary of Hurricane Harvey making landfall, those boosts in hotel performance driven by the incremental demand from displaced residents and aid workers have now dissipated, so hotel occupancy now shows year-over-year declines.
- Furthermore, as tends to be the case with cities that host the Super Bowl, the market's performance for the month in the year following the event shows a decline. This double whammy led to Houston showing nearly an 8% decline in revenue per available room in 2018 as compared to the previous year.
- Following the years 2017 and 2018, where year-over-year performance comparisons were difficult and skewed because of the above-mentioned factors, the year 2019 is expected to show a more normalized environment versus the prior year. This will make it less difficult for hotel operators to budget and forecast their hotel performance overall.
- As the outcome of the above factors and changes to available room nights, hotel demand and hotels' nightly pricing, the state recorded a robust 7.4% increase in hotel room revenue, just slightly shy of the 8.0% growth posted in 2017.

Dallas-Fort Worth-Arlington Snapshot

- Dallas is among the ten largest hotel markets in the U.S. and has seen sustained growth in hotel openings given the strong demographic trends in the market. Driven by the 4.3% supply growth that the market saw in 2017, growth in revenue per available room was constrained, with hotel reporting a 1% decline in 2017.
- In 2018, however, on the back of strong demand, notwithstanding a further decrease in occupancy due to the supply deliveries, hotel operators were able to boost average room rates by 5%, which was twice the national average. The robust room rate growth in the market is being driven by strong corporate travel spend, healthy group and conventions activity, and sustained leisure travel demand.
- In terms of hotel transactions, the largest transaction during the year was the purchase of Four Seasons Resort Dallas Las Colinas, valued at approximately \$580,000 per room. This ties the highest market value (on a per room basis) seen in Dallas-Fort Worth-Arlington on record and is indicative of investors' demand for assets in the market

Hotels by Positioning – YE 2018



Source: JLL, Texas Comptroller data

Dallas MSA Summary

	YE2018	% change
Number of hotels	1,049	4.7
Number of rooms	129,555	4.9
Estimated room nights available (millions)	47.3	4.9
Estimated room nights sold(millions)	32.3	2.6
Room revenue (\$billions)	3.3	7.4
Estimated occupancy rate	68.2%	-1.9
Estimated average daily rate	\$102.72	5.0
Estimated revenue per available room	\$70.05	3.0

Source: JLL, Texas Comptroller data

Dallas MSA Hotel Transactions since 2017

Date	Property name	City	Rooms	Price	Price per Room
Nov-18	Four Seasons Resort Dallas Las Colinas	Irving	405	\$235,000,000	\$ 580,000
Nov-17	Marriott Plano	Plano	404	\$104,000,000	\$ 257,000
Jun-17	Marriott Dallas Addison Quorum By The Galleria	Dallas	547	\$81,000,000	\$ 148,000
Oct-18	Curio Collection The Highland Dallas	Dallas	198	\$70,000,000	\$ 354,000
Apr-17	Hilton Dallas Park Cities	Dallas	224	\$56,000,000	\$ 250,000
Dec-18	Courtyard Dallas Downtown Reunion District	Dallas	167	\$49,000,000	\$ 293,000
Jul-17	Sheraton Hotel DFW Airport	Irving	302	\$46,000,000	\$ 152,000
Feb-17	Hilton Arlington Arlington	Arlington	308	\$46,000,000	\$ 149,000
Apr-18	AC Hotels by Marriott Dallas by the Galleria	Dallas	256	\$45,800,000	\$ 179,000
Nov-17	Hilton Dallas Rockwall	Rockwall	231	\$41,800,000	\$ 181,000
Mar-18	Hampton Inn Suites and Comfort Suites DFW Airport North (2 Hotels)	Grapevine	190	\$25,000,000	\$ 132,000

Source: JLL

Continued, next page

Dallas-Fort Worth-Arlington Snapshot continued**Dallas MSA Hotel Transactions since 2017. continued**

Date	Property name	City	Rooms	Price	Price per Room
May-18	Holiday Inn Express & Suites Fort Worth Downtown	Fort Worth	163	\$20,000,000	\$ 123,000
Jan-17	TownePlace Suites Dallas Las Colinas Irving	Irving	135	\$17,200,000	\$ 127,000
Jan-18	Country Inn & Suites Dallas Love Field Medical Center	Dallas	110	\$15,000,000	\$ 136,000
Feb-18	Staybridge Suites Plano Frisco	Plano	101	\$12,000,000	\$ 119,000
Jan-18	La Quinta Inns & Suites Allen at The Village	Allen	90	\$10,000,000	\$ 111,000
Jan-18	TownePlace Suites Dallas Lewisville	Lewisville	118	\$10,000,000	\$ 85,000
Mar-17	Springhill Suites Dallas Arlington North Arlington	Arlington	121	\$9,200,000	\$ 76,000
Jan-17	TownePlace Suites Dallas Arlington North Arlington	Arlington	94	\$8,200,000	\$ 87,000
Oct-17	Sheraton Hotel Dallas Dallas	Dallas	1840	Undisclosed	Undisclosed
Nov-17	InterContinental Hotel Dallas Addison	Addison	528	Undisclosed	Undisclosed
Dec-17	Westin Dallas Fort Worth Airport Irving	Irving	506	Undisclosed	Undisclosed

Source: JLL

Dallas MSA Properties under construction

Projected Open Date	Property name	City	Rooms	Positioning
19-May	The Westin Irving Convention Center Las Colinas	Irving	350	Full Service
20-Jul	Hyatt Regency Frisco Stonebriar Centre	Frisco	301	Full Service
20-Mar	Live! By Loews Arlington	Arlington	300	Full Service
20-Oct	Westin Southlake	Grapevine	253	Full Service
20-Mar	Drury Plaza Hotel Richardson	Richardson	229	Midscale Select Service
20-Apr	Marriott Dallas Uptown	Dallas	220	Full Service
19-Mar	Thompson Dallas	Dallas	217	Luxury
20-Oct	Autograph Collection Fort Worth North	Fort Worth	202	Full Service
19-Jul	Virgin Hotel Dallas	Dallas	200	Full Service
19-Sep	Hall Arts Hotel	Dallas	183	Full Service
19-Apr	Residence Inn Dallas Frisco	Frisco	175	Premium Select Service
19-Jun	Autograph Collection The Sinclair	Fort Worth	164	Full Service
20-May	element Dallas Las Colinas	Irving	159	Premium Select Service
20-Mar	Courtyard Dallas Frisco	Frisco	158	Premium Select Service
19-Jul	Springhill Suites Fort Worth Historic Stockyards	Fort Worth	152	Premium Select Service
20-Apr	Canopy by Hilton Dallas Frisco Station	Frisco	152	Full Service
19-May	AC Hotels by Marriott Dallas Frisco	Frisco	150	Premium Select Service

Source: JLL, Publicly available information
Hotels greater than 150 rooms

Continued, next page

Dallas-Fort Worth-Arlington Snapshot continued**Dallas MSA Properties under construction, continued**

Projected Open Date	Property name	City	Rooms	Positioning
19-Mar	aloft Dallas Arlington	Arlington	136	Premium Select Service
20-Jan	aloft Coppell Grapevine	Coppell	136	Premium Select Service
19-Mar	TownePlace Suites DFW Airport North Irving	Irving	133	Midscale Select Service
19-May	Fairfield Inn & Suites Dallas Arlington South	South Arlington	133	Midscale Select Service
19-Apr	Hyatt Place Fort Worth North Alliance	Arlington	130	Premium Select Service
19-Aug	La Quinta Inns & Suites Lewisville	Lewisville	129	Midscale Select Service
19-May	Springhill Suites Dallas Central Expressway	Dallas	128	Premium Select Service
19-Apr	Tru by Hilton Coppell DFW Airport North	Coppell	127	Midscale Select Service
19-Apr	Springhill Suites Dallas McKinney	McKinney	123	Premium Select Service
19-Mar	WoodSpring Suites Dallas Plano	Plano	122	Economy Select Service
19-Oct	Home2 Suites by Hilton Dallas Lewisville	Lewisville	122	Midscale Select Service
20-Mar	Autograph Collection Hotel Vin	Grapevine	121	Full Service
19-Apr	Fairfield Inn & Suites Dallas Plano Frisco	Plano	120	Midscale Select Service
20-Feb	Courtyard Dallas Grand Prairie	Grand Prairie	120	Premium Select Service
20-Mar	Springhill Suites Dallas Coppell	Coppell	120	Premium Select Service
19-Jun	Cambria Hotel & Suites Richardson Dallas	Richardson	119	Premium Select Service
20-Jan	Hampton Inn & Suites by Hilton Farmers Branch	Dallas	116	Midscale Select Service
19-Nov	Hilton Garden Inn Dallas Central Expressway North Park	Dallas	110	Premium Select Service
19-Mar	Home2 Suites by Hilton McKinney	McKinney	107	Midscale Select Service
19-Jul	Hampton Inn & Suites Duncanville Dallas	Duncanville	102	Midscale Select Service
19-Feb	Home2 Suites by Hilton Bedford DFW West	Bedford	100	Midscale Select Service

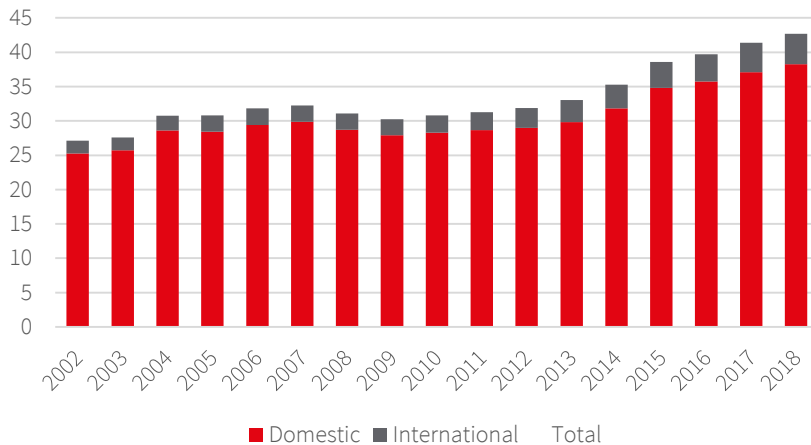
Source: JLL, Publicly available information
Hotels greater than 100 rooms

- Dallas-Fort Worth-Arlington is one of the fastest-growing markets from a hotel supply standpoint. In 2017, the MSA saw hotel room supply grow by 4.3%, followed by 4.9% in 2018. This compares to a national growth rate of 1.8% and 2.0%, respectively.
- While approximately two-thirds of hotel rooms under construction nationally pertain to select service hotels, over 40% of the rooms under construction in Dallas pertain to full service hotels, driven by the additional demand for upscale hotels stemming from the substantial office space additions.
- Among the largest hotels under construction in the Metroplex is the 350-room The Westin Irving Convention Center Las Colinas, which is slated to open in 2019.

Dallas-Fort Worth-Arlington Snapshot continued

- The Dallas-Fort Worth-Arlington metropolitan statistical area has grown into the fourth largest MSA in the country, and this has been associated with a notable increase in hotel demand.
- The Metroplex's population base continues to expand rapidly driven by diverse and growing job opportunities and the strong and expanding economy in the metropolitan area is attracting new residents from across the country.
- Dallas-Fort Worth-Arlington's employment shows fast and steady growth late in this cycle, with almost 900,000 jobs added since 2010. Over the last 20 years, the metropolitan area's economy has evolved into one of the more balanced of the major markets in the US.
- Dallas' low business costs and affordable office rents allow companies to focus on their core business. The MSA's economic growth is expected to surpass the national average in 2019.
- Airport activity continues to increase, with passenger enplanements having grown by 3% in 2018.

DFW and DAL passenger enplanement figures (millions)



Source: Bureau of Transportation Statistics T-100 Market data, dfwairport.com, JLL

Note: DFW pertains to Dallas/Fort Worth International Airport; DAL pertains to Dallas Love Field Airport

Dallas MSA Economic Performance

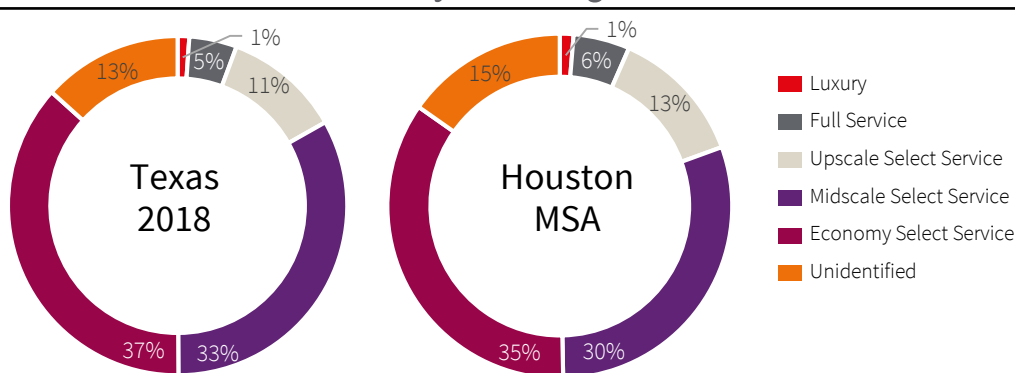
Economic Indicator	2015	2016	2017	2018F	2019F	2020F
GDP Real – Total (\$mil)	455,140	465,478	481,159	496,896	508,905	518,783
% change	5.3	2.3	3.4	3.3	2.4	1.9
TX % change	4.4	-0.3	2.9	3.8	2.3	1.7
US % change	2.9	1.5	2.3	2.7	1.9	1.5
Unemployment rate (%)	4.1	3.8	3.7	3.2	3.3	3.5
TX unemployment rate	4.4	4.7	4.4	3.8	3.9	4.1
US unemployment rate	5.3	4.8	4.4	4.0	4.0	4.1
Personal income, real (mil)	330,677	333,629	340,902	350,512	360,362	368,883
% change	5.0	0.9	2.2	2.8	2.8	2.4
TX % change	3.6	-0.7	1.3	3.3	2.9	2.4
US % change	4.6	1.2	1.3	2.2	2.1	1.7
Total Population (ths)	7,072	7,215	7,356	7,481	7,597	7,717
% change	2.1	2.0	1.9	1.7	1.6	1.6
TX % change	1.8	1.6	1.3	1.4	1.5	1.4
US % change	0.7	0.7	0.8	0.8	0.8	0.8

Source: JLL, Oxford Economics

Houston-The Woodlands-Sugarland Snapshot

- Along with Dallas, the Houston-The Woodlands-Sugarland MSA is among the ten largest hotel markets in the U.S. Performance in the Houston hotel market has marked considerable swings during the past two years. In 2017, the market saw 7.9% growth in RevPAR, driven by the impact of the Super Bowl LI held at NRG Stadium in February 2017, and Hurricane Harvey, which boosted hotel room night demand as residents were displaced from their homes. In 2018, performance in the market reverted to more normalized levels, and RevPAR thereby declined by 7.2%, driven mostly by a loss in occupancy points.
- Full-year 2018 revenue per available room was thus flat on 2017, evidencing the relatively weak performance compared to Dallas, where RevPAR in 2018 rose by 3.0%.
- Partly given the difficulty of underwriting hotel asset value in a year of notable fluctuations in performance, Houston saw relatively tepid transactions activity in 2018, and the market was less liquid from a transactions perspective as compared to Dallas. Among the largest transactions in 2018 was the \$59 million sale of the Doubletree Houston Greenway Plaza Hotel. Conditions for transactions are expected to be more favorable in 2019 as the swings in hotel performance represent more normalized levels.

Hotels by Positioning – YE 2018



Source: JLL, Texas Comptroller data

Houston MSA Summary

	YE2018	% change
Number of hotels	1,044	5.8
Number of rooms	103,671	5.5
Estimated room nights available (millions)	37.8	5.5
Estimated room nights sold(millions)	23.9	-0.3
Room revenue (\$billions)	2.4	-2.0
Estimated occupancy rate	63.1%	-5.5
Estimated average daily rate	\$101.24	-1.7
Estimated revenue per available room	\$63.88	-7.2

Source: JLL, Texas Comptroller data

Houston MSA Hotel Transactions since 2017

Date	Property name	City	Rooms	Price	Price per Room
17-Jan	DoubleTree Houston Greenway Plaza Hotel	Houston	388	\$59,000,000	\$152,000
18-Oct	Park Inn Houston	Houston	220	\$35,000,000	\$159,000
17-Aug	SpringHill Suites Houston	Houston	190	\$34,000,000	\$179,000
18-Oct	Hilton Houston North and Marriott Houston North (2 Hotels)	Houston	870	\$33,000,000	\$38,000
17-Oct	Hilton Houston Galleria Area	Houston	292	\$25,400,000	\$87,000
18-Oct	TownePlace Suites Houston Galleria Arena	Houston	120	\$17,700,000	\$148,000
17-Jul	The Lancaster Hotel Houston	Houston	93	\$17,000,000	\$183,000
18-Jul	Hyatt House Houston West Energy Corridor	Houston	116	\$17,000,000	\$147,000
18-May	Holiday Inn Express & Suites Houston Northwest Highway 290 Cypress	Houston	125	\$15,000,000	\$120,000
17-May	Holiday Inn Houston Energy Corridor Eldridge	Houston	122	\$13,300,000	\$109,000
17-Aug	Holiday Inn Express & Suites Houston East Baytown	Baytown	91	\$13,000,000	\$143,000
17-May	TownePlace Suites Houston Northwest	Houston	127	\$7,000,000	\$55,000

Source: JLL

Houston-The Woodlands-Sugarland Snapshot continued**Houston MSA Properties under construction**

Projected Open Date	Property name	City	Rooms	Positioning
19-Nov	Westin Houston Medical Center	Houston	272	Full Service
19-Aug	Cambria Hotel & Suites Houston	Houston	229	Premium Select Service
19-Sep	Embassy Suites Houston Medical Center	Houston	220	Full Service
19-May	AC Hotels by Marriott Houston Downtown	Houston	185	Premium Select Service
19-Feb	Residence Inn Houston Medical Center NRG Park	Houston	182	Premium Select Service
19-Apr	Hyatt Place Houston Downtown	Houston	150	Premium Select Service
19-Sep	Courtyard Houston Northeast	Houston	144	Premium Select Service
19-Jul	Courtyard Houston West	Houston	140	Premium Select Service
19-Feb	Holiday Inn & Suites Houston Willowbrook	Houston	132	Midscale Select Service
19-Aug	Holiday Inn Express & Suites Houston West Memorial City	Houston	123	Midscale Select Service
20-Feb	Hampton Inn & Suites Houston Sugar Land	Sugar Land	122	Midscale Select Service
19-Apr	Home2 Suites by Hilton Houston Westchase	Houston	120	Midscale Select Service
20-Jan	aloft Shenandoah Woodlands	Shenandoah	116	Premium Select Service
19-Nov	TownePlace Suites Houston Southeast	Houston	112	Midscale Select Service
19-Apr	Staybridge Suites Baytown	Baytown	106	Premium Select Service
19-Oct	Tru by Hilton Katy Houston West	Katy	105	Midscale Select Service
19-Mar	aloft Houston Katy	Katy	104	Premium Select Service
19-Sep	Staybridge Suites Houston Humble	Humble	104	Premium Select Service
19-Apr	Home2 Suites by Hilton Rosenberg Sugar Land	Richmond	100	Midscale Select Service
19-Jul	Holiday Inn Houston	Houston	100	Midscale Select Service
19-Sep	Holiday Inn Express & Suites Stafford	Stafford	100	Midscale Select Service

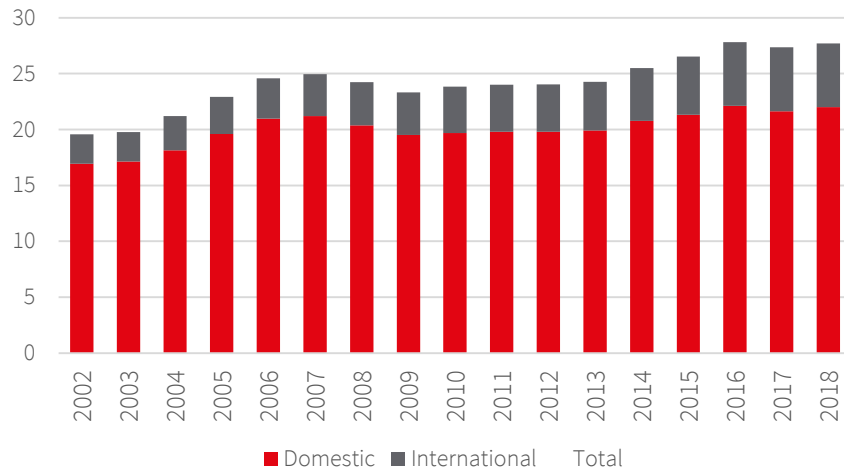
Source: JLL, Publicly available information
Hotels greater than 100 rooms

- The Houston-The Woodlands-Sugarland MSA is one of the fastest-growing markets from a hotel supply standpoint. In 2017, the MSA saw hotel room supply grow by 6.2%, followed by another 6.1% in 2018. This compares to a national growth rate of 1.8% and 2.0%, respectively. The largest opening in 2017 was the 1,000-room Marriott Marquis Houston, with the largest opening in 2018 being the 337-room Marriott Houston CityPlace at Springwoods Village.
- Whereas full service hotels comprised an above-average proportion of under-construction rooms in Dallas, over 80% of the hotel rooms under construction in Houston are select service hotels. This is expected to result in additional competitive pressure for existing hotels, as these smaller hotels of a select service positioning tend to cater to existing demand rather than attracting new conferences/conventions to the market.

Houston-The Woodlands-Sugarland Snapshot continued

- Houston-The Woodlands-Sugarland is the fifth largest MSA in the country, and this population growth has been coupled with a notable increase in hotel demand.
- After a pause in 2017 driven by Hurricane Harvey, economic performance in the market has returned to more positive growth since 2018, and office market activity has resurged as well, leading to more corporate room nights in the market in 2018.
- Houston's relatively low business costs and affordable office rents allow companies to focus on their core business, and this is proving attractive for corporate relocations.
- Gross metro product in Houston is expected to grow by 2.6% in 2019, which is expected to correlate to increased hotel demand.
- Airport activity increased, with passenger enplanements having grown by 1.3% in 2018.

IAH and HOU passenger enplanement figures
(millions)



Source: Source: Bureau of Transportation Statistics T-100 Market data, fly2houston.com
Note: IAH pertains to George Bush Intercontinental Airport and HOU pertains to William P. Hobby Airport

Houston MSA Economic Performance

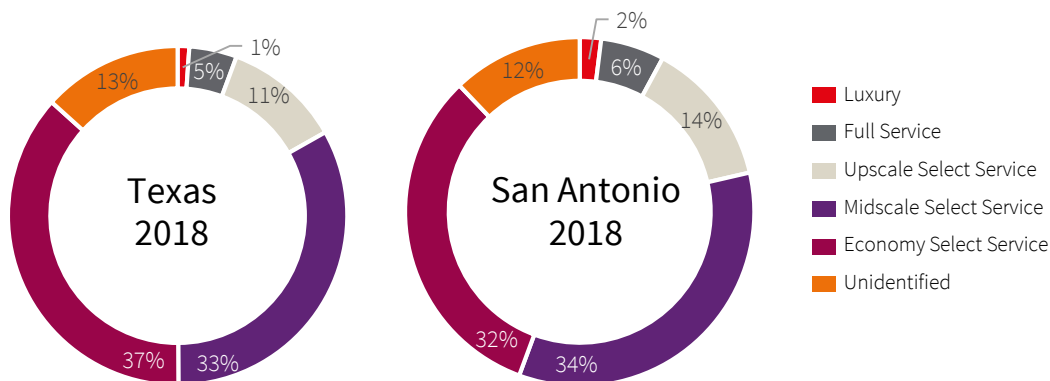
Economic Indicator	2015	2016	2017	2018F	2019F	2020F
GDP Real – Total (\$mil)	452,693	434,323	435,077	456,125	468,111	476,290
% change	4.3	-4.1	0.2	4.8	2.6	1.7
TX % change	4.4	-0.3	2.9	3.8	2.3	1.7
US % change	2.9	1.5	2.3	2.7	1.9	1.5
Unemployment rate (%)	4.6	5.2	5.1	4.4	4.3	4.3
TX unemployment rate	4.4	4.7	4.4	3.8	3.9	4.1
US unemployment rate	5.3	4.8	4.4	4.0	4.0	4.1
Personal income, real (mil)	327,032	317,371	317,550	329,459	340,685	349,850
% change	2.3	-3.0	0.1	3.8	3.4	2.7
TX % change	3.6	-0.7	1.3	3.3	2.9	2.4
US % change	4.6	1.2	1.3	2.2	2.1	1.7
Total Population (ths)	6,625	6,756	6,848	6,954	7,081	7,190
% change	2.4	2.0	1.4	1.5	1.8	1.5
TX % change	1.8	1.6	1.3	1.4	1.5	1.4
US % change	0.7	0.7	0.8	0.8	0.8	0.8

Source: JLL, Oxford Economics

San Antonio-New Braunfels Snapshot

- San Antonio-New Braunfels was the best-performing large hotel market in the state in 2018, with revenue per available room rising by 7%, with the bulk of the growth coming from rises in average daily room rates, as the healthy business and leisure demand allowed hotel operators to drive pricing.
- Compared to Dallas and Houston, San Antonio also witnessed lesser new supply growth in 2018, at 2.6%, closer in line with the national average, which created less pressures from a new supply standpoint. As such, San Antonio saw significantly increased hotel market growth momentum in 2018 vs. 2017.
- San Antonio was home to one of the largest hotel transactions in all of the country in 2018, with the JW Marriott San Antonio Hill Country Resort & Spa changing ownership for \$649 million, or \$648,000 per room, evidencing the current investor demand for resort-oriented assets—driven in part by the difficulty to replace such assets in an environment of elevated construction costs.

Hotels by Positioning – YE 2018



Source: JLL, Texas Comptroller data

San Antonio MSA Summary

	YE2018	% change
Number of hotels	438	2.8
Number of rooms	49,443	2.6
Estimated room nights available (millions)	18.0	2.6
Estimated room nights sold(millions)	11.9	4.2
Room revenue (\$billions)	1.4	9.7
Estimated occupancy rate	65.8%	1.5
Estimated average daily rate	\$116.24	5.3
Estimated revenue per available room	\$76.49	7.0

Source: JLL, Texas Comptroller data

San Antonio MSA Hotel Transactions since 2017

Date	Property name	City	Rooms	Price	Price per Room
18-Aug	JW Marriott San Antonio Hill Country Resort & Spa	San Antonio	1002	\$649,000,000	\$648,000
18-Apr	Eilan Hotel Resort & Spa San Antonio	San Antonio	165	\$34,300,000	\$208,000
18-Dec	El Tropicano Riverwalk San Antonio	San Antonio	325	\$26,000,000	\$80,000
17-Nov	Hotel Indigo San Antonio Riverwalk	San Antonio	149	\$16,100,000	\$108,000
17-Jul	Hotel Valencia Riverwalk San Antonio	San Antonio	213	\$14,250,000	\$67,000

Source: JLL

San Antonio-New Braunfels Snapshot continued**San Antonio MSA Properties under construction**

Projected Open Date	Property name	City	Rooms	Positioning
20-Jun	Canopy by Hilton San Antonio Riverwalk	San Antonio	195	Full Service
19-Sep	Thompson San Antonio	San Antonio	162	Luxury
19-Feb	WoodSpring Suites San Antonio Northwest	San Antonio	123	Economy Select Service
20-Apr	TownePlace Suites San Antonio NW	San Antonio	120	Midscale Select Service
19-Oct	Home2 Suites by Hilton San Antonio Lackland Sea World	San Antonio	111	Midscale Select Service
19-Feb	Home2 Suites by Hilton San Antonio North Stone Oak	San Antonio	106	Midscale Select Service
19-Oct	Tru by Hilton San Antonio Sea World	San Antonio	100	Midscale Select Service

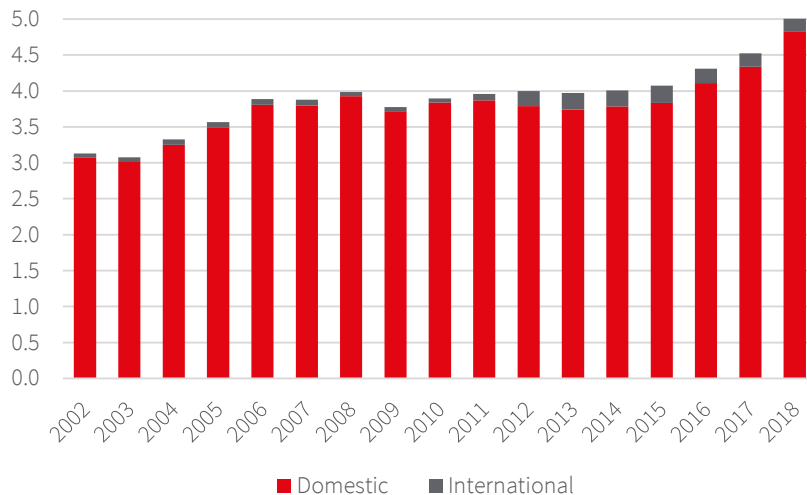
Source: JLL, Publicly available information
Hotels greater than 100 rooms

- As aforementioned, San Antonio is seeing a more limited pipeline of new hotels being constructed in the market as compared to Dallas and Houston. In 2018, the number of available hotel rooms in San Antonio increased by an estimated 2.6%, which just a bit above the national growth rate of 2.0%. During 2018, the largest new hotel to open was the 203-room Embassy Suites by Hilton San Antonio Landmark.
- As a share of total hotel rooms under construction, the composition of new hotels in San Antonio mirrors that of Dallas, with some 40% of new rooms being of a full service positioning. This is higher than the proportion seen nationally, and is indicative of developers' ambitions to bring more high quality hotels to the San Antonio market, and benefit from the recent strong room rate growth trends. The largest hotel under construction in the market is the 195-room Canopy by Hilton San Antonio Riverwalk.

San Antonio-New Braunfels continued

- The San Antonio-New Braunfels MSA boasts a diverse economy, which has attracted new residents to the market and led to continued economic growth.
- The unemployment rate in San Antonio has been below 4% since 2015, and the healthy economic activity in the MSA has led to gains in hotel demand. More recently, the local economy has posted some slowdown, and the metro area is expected to grow by 2.3% in 2018, which is in line with the Texas state average.
- With increased military spending, federal employment is being boosted, but this demand segment tends to be more room rate sensitive than other corporate transient segments.
- Airport activity continues to be strong, with passenger enplanements having grown by 11.2% in 2018.

SAT passenger enplanement figures (millions)



Source: Source: Bureau of Transportation Statistics T-100 Market data, sanantonio.gov, JLL
 Note: SAT pertains to San Antonio International Airport

San Antonio MSA Economic Performance

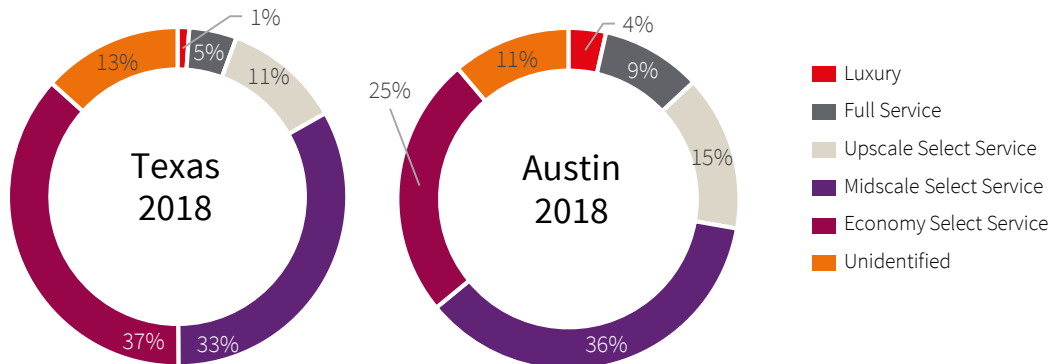
Economic Indicator	2015	2016	2017	2018F	2019F	2020F
GDP Real – Total (\$mil)	105,762	108,277	111,097	114,844	117,432	119,526
% change	5.4	2.4	2.6	3.4	2.3	1.8
TX % change	4.4	-0.3	2.9	3.8	2.3	1.7
US % change	2.9	1.5	2.3	2.7	1.9	1.5
Unemployment rate (%)	3.8	3.8	3.6	3.0	3.0	3.1
TX unemployment rate	4.4	4.7	4.4	3.8	3.9	4.1
US unemployment rate	5.3	4.8	4.4	4.0	4.0	4.1
Personal income, real (mil)	95,996	97,118	98,675	101,531	104,385	106,975
% change	6.5	1.2	1.6	2.9	2.8	2.5
TX % change	3.6	-0.7	1.3	3.3	2.9	2.4
US % change	4.6	1.2	1.3	2.2	2.1	1.7
Total Population (ths)	2,375	2,423	2,468	2,510	2,552	2,596
% change	2.2	2.0	1.9	1.7	1.7	1.7
TX % change	1.8	1.6	1.3	1.4	1.5	1.4
US % change	0.7	0.7	0.8	0.8	0.8	0.8

Source: JLL, Oxford Economics

Austin-Round Rock Snapshot

- Austin-Round Rock has been one of the top growing hotel markets in the country, with hotel property performance and hotel development growth to match the considerable population increases and rising corporate activity.
- However, the market's increases in room supply have depressed hotel operating performance for two consecutive years, as supply deliveries outpaced the rise in room night demand. Austin recorded a 0.7% decrease in revenue per available room in 2018, as occupancy rates declined. But even with decreasing occupancy, operators were able to drive room rate growth by 1.5%, indicative of the relative strength of the economy and hotel market demand.
- With performance growth having softened, and fewer opportunities being in the marketplace, the pace of hotel asset transactions in Austin slowed in 2018 from prior years. The year 2018 saw fewer hotel transactions, with one of the largest sales in the market being the purchase of the Hotel Indigo and Holiday Inn Express & Suites Austin University for approximately \$62 million.

Hotels by Positioning – YE 2018



Source: JLL, Texas Comptroller data

Austin MSA Summary

	YE2018	% change
Number of hotels	334	6.7
Number of rooms	40,501	5.4
Estimated room nights available (millions)	14.8	5.4
Estimated room nights sold(millions)	10.4	3.0
Room revenue (\$billions)	\$1.4	4.6
Estimated occupancy rate	70.3%	-2.2
Estimated average daily rate	\$136.62	1.5
Estimated revenue per available room	\$96.04	-0.7

Source: JLL, Texas Comptroller data

Austin MSA Hotel Transactions since 2017

Date	Property name	City	Rooms	Price	Price per Room
17-Aug	Hotel Indigo Austin Univ , Holiday Inn Express Austin Univ (2 Hotels)	Austin	305	\$62,049,945	\$203,000
18-Mar	DoubleTree Austin Northwest Arboretum	Austin	194	\$27,100,000	\$140,000
18-Apr	Hyatt Place Austin Airport Austin	Austin	155	\$18,402,431	\$119,000
18-Feb	Holiday Inn Express & Suites Austin Northwest Four Points	Austin	82	\$10,500,000	\$128,000
18-Mar	Holiday Inn Express & Suites Dripping Springs Austin Area	Dripping Springs	84	\$9,000,000	\$107,000

Source: JLL

Austin-Round Rock continued**Austin MSA Properties under construction**

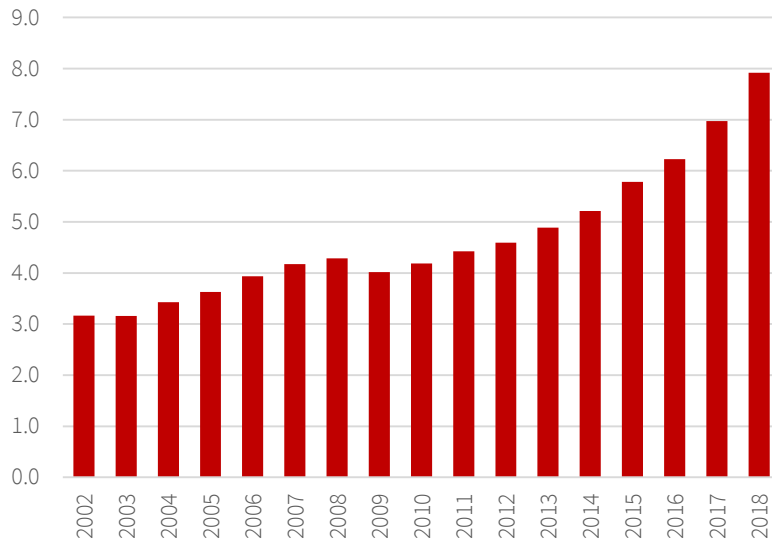
Projected Open Date	Property name	City	Rooms	Positioning
20-Nov	Kalahari Resort Round Rock	Round Rock	1,000	Full Service
20-Jul	Marriott Austin Downtown	Austin	619	Full Service
19-Jun	Proper Hotel Austin	Austin	245	Luxury
20-May	Autograph Collection Austin Downtown	Austin	191	Full Service
19-Oct	Hotel ZaZa Austin	Austin	160	Luxury
20-Jan	AC Hotels by Marriott Austin Downtown	Austin	156	Premium Select Service
20-Jul	Canopy by Hilton Austin Downtown	Austin	140	Full Service
20-Jan	aloft Austin Airport	Austin	136	Premium Select Service
19-Jun	element Austin Round Rock	Round Rock	123	Premium Select Service
19-Jun	aloft Round Rock	Round Rock	120	Premium Select Service
19-Aug	Hilton Garden Inn Cedar Park Austin	Austin	117	Premium Select Service
20-May	Residence Inn San Marcos	San Marcos	117	Premium Select Service
20-Feb	TownePlace Suites Austin South	Austin	104	Midscale Select Service
19-Oct	La Quinta Inns & Suites The Oaks	Lakeway	103	Midscale Select Service

Source: JLL, Publicly available information
Hotels greater than 100 rooms

- To satisfy the substantial new corporate office space and business and visitor activity in the Austin-Round Rock MSA, a significant number of new hotels have sprouted up in the market. The year 2018 saw room supply rise by 5.4%, which was more than twice the national growth rate.
- The market has now seen the opening of the two convention center headquarters hotels – the 1,012-room JW Marriott Austin, and the 1,048-room Fairmont Austin. With these hotels having opened, the pace of new deliveries is expected to slow, which is slated to ameliorate the performance of existing hotels. The largest hotel under construction in Austin the 619-room Marriott Austin Downtown which broke ground in early 2018.
- Outside of the city, the 1,000-room Kalahari Resort Round Rock which broke ground in mid-2018 is one of the largest hotels under construction in the entire U.S. The \$550 million, 345-acre complex will include between 150,000 and 200,000 sq. ft. of meeting space, outdoor pools, five restaurants, a spa; arcade and retail space.

Austin-Round Rock continued

- The Austin market has achieved GDP growth averaging nearly 6% annually since 2010, making it one of the top-performing MSAs nationally over this period. This tech hub boasts a highly skilled workforce and one of the largest research universities in the country, two significant drivers of lodging demand.
- The Austin-Round Rock economy is expected to continue to grow at an above-average pace throughout 2019 which will translate to positive hotel demand. Technology-related sectors will lead the way.
- Austin's well-educated labor force, the high share of technology companies, the relatively low cost of doing business compared with other high-tech centers, and robust population growth will contribute to the market's out-performance. Homebuilding remains strong, but house prices are decelerating.

AUS passenger enplanement figures (millions)

Source: Source: Bureau of Transportation Statistics T-100 Market data, austinTEXAS.gov, JLL
 Note: AUS pertains to Austin-Bergstrom International Airport

Austin MSA Economic Performance

Economic Indicator	2015	2016	2017	2018F	2019F	2020F
GDP Real – Total (\$mil)	119,272	124,292	127,885	132,609	136,222	139,273
% change	7.0	4.2	2.9	3.7	2.7	2.2
TX % change	4.4	-0.3	2.9	3.8	2.3	1.7
US % change	2.9	1.5	2.3	2.7	1.9	1.5
Unemployment rate (%)	3.4	3.2	3.2	2.7	2.6	2.7
TX unemployment rate	4.4	4.7	4.4	3.8	3.9	4.1
US unemployment rate	5.3	4.8	4.4	4.0	4.0	4.1
Personal income, real (mil)	93,311	95,714	97,608	100,671	103,937	106,822
% change	7.1	2.6	2.0	3.1	3.2	2.8
TX % change	3.6	-0.7	1.3	3.3	2.9	2.4
US % change	4.6	1.2	1.3	2.2	2.1	1.7
Total Population (ths)	1,991	2,049	2,104	2,154	2,202	2,251
% change	3.0	2.9	2.7	2.4	2.2	2.2
TX % change	1.8	1.6	1.3	1.4	1.5	1.4
US % change	0.7	0.7	0.8	0.8	0.8	0.8

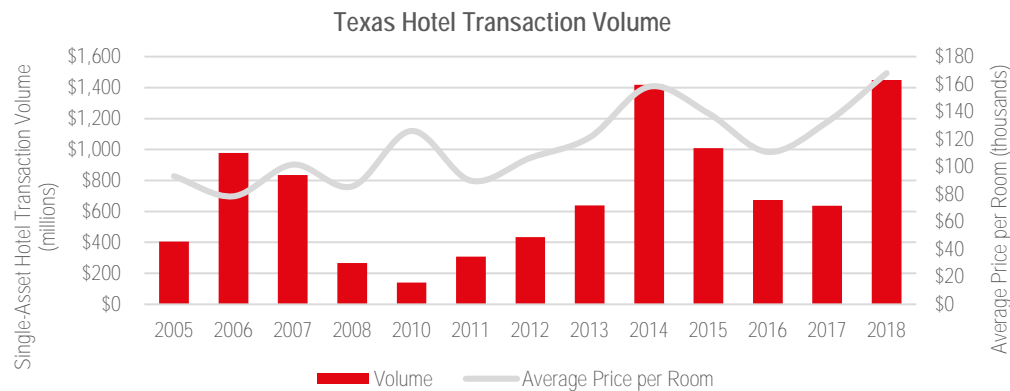
Source: JLL, Oxford Economics

- Austin's unemployment rate remains below 3%, below the national average, and the workforce continues to grow strongly.
- Moreover, Austin-Bergstrom International Airport continues to sustain increases in passenger traffic, with enplanement rising by 13.6% in 2018.

Texas Hotel Transaction Landscape

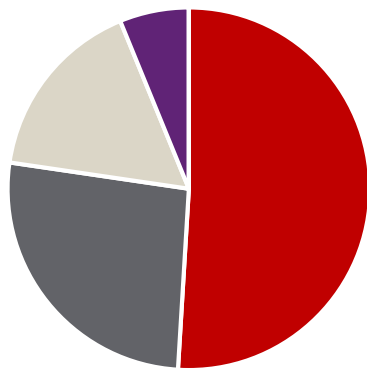
Texas hotel transaction volume picks up driven by liquidity for resort properties

- Following several years of lower transaction volumes, the amount of single-asset hotel transactions reached a new record in the state in 2018. This increase in activity was driven by large transactions with a resort/leisure and group orientation, to include the JW Marriott San Antonio Hill Country Resort & Spa and the Four Seasons Dallas Las Colinas, both of which changed ownership during 2018.
- Across the state as a whole, while the bulk of the other transactions were smaller in nature, average hotel valuation trends continued to rise, with the year seeing a notable 27% increase in purchase volume. Whereas the composition of hotel purchasers was more diversified in 2017, the year 2018 saw a heavier concentration of private equity buyers, often driven by their interest in increasing exposure to property types that are more difficult to build in today's market, such as resort assets.



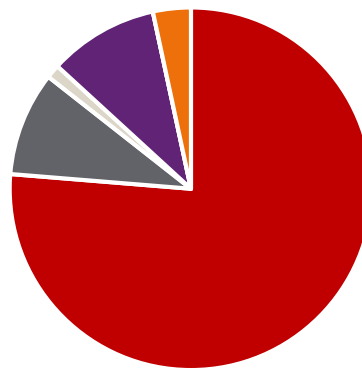
Note: JW Marriott San Antonio Hill Country Resort & Spa transaction is excluded from the average price per room calculation for 2018

2017 Texas transactions by buyer volume



Private Equity Hotel Operator Developer Other Bank/Institution REIT

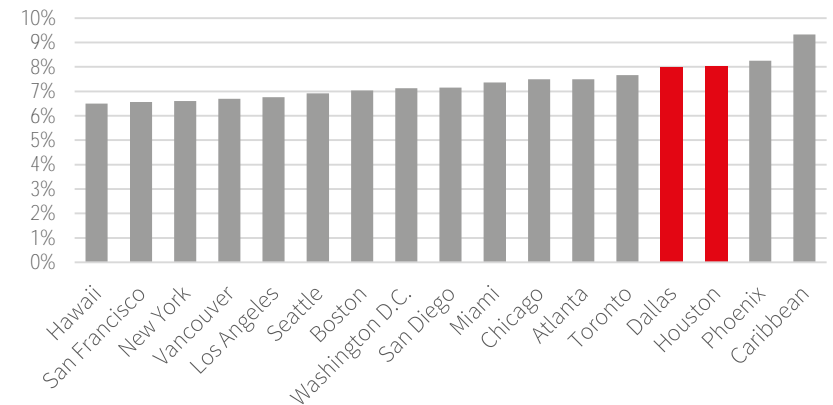
2018 Texas transactions by buyer volume



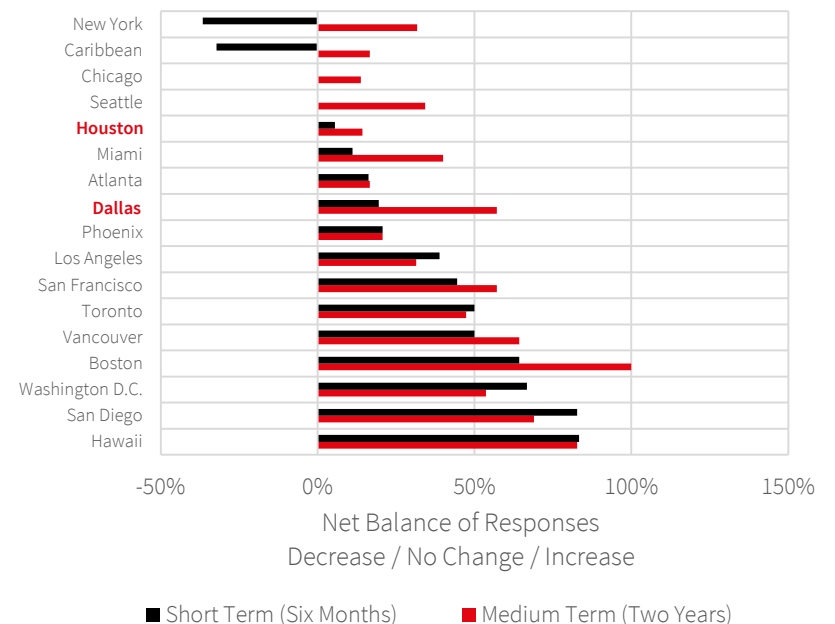
Private Equity Hotel Operator Developer Other Bank/Institution REIT

Source: JLL

North America Surveyed Cap Rates by Market



Investors' Hotel Operating Performance Expectations



Source: JLL

Note: Respective geographies are generally representative of MSAs



JLL

About Us

JLL Hotels and Hospitality Group

Data in context

JLL's research team delivers intelligence, analysis and insight through market-leading reports and services that illuminate today's commercial real estate dynamics and identify tomorrow's challenges and opportunities. Our more than 400 global research professionals track and analyze economic and property trends and forecast future conditions in over 60 countries, producing unrivalled local and global perspectives. Our research and expertise, fueled by real-time information and innovative thinking around the world, creates a competitive advantage for our clients and drives successful strategies and optimal real estate decisions.

JLL (NYSE: JLL) is a professional services and investment management firm offering specialized real estate services to clients seeking increased value by owning, occupying and investing in real estate. A Fortune 500 company with annual fee revenue of \$5.2 billion and gross revenue of \$6.0 billion, JLL has more than 280 corporate offices, operates in more than 80 countries and has a global workforce of more than 70,000. On behalf of its clients, the firm provides management and real estate outsourcing services for a property portfolio of 4.0 billion square feet, or 372 million square meters, and completed \$138 billion in sales, acquisitions and finance transactions in 2015. Its investment management business, LaSalle Investment Management, has \$58.3 billion of real estate assets under management. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated. For further information, visit www.jll.com.

Texas Lodging Performance Reports

Beginning in 2015, Travel Texas engaged JLL to monitor and report on the state's hotel industry performance.

Using the raw data compiled by the Texas Comptroller office, JLL reports on performance on a monthly, quarterly, and annual basis. The report provides data to compare hotel lodging performance on a month-over-month and a year-to-date and full-year level.

To date, the Hotel Lodging Performance Report has focused on "traditional hotels" in Texas. Hence data presented in this reports aggregates the performance among hotels with 30 or more rooms. This accounts for approximately 95% of units and revenues, reported in the texas.gov data.



The background image shows a vibrant night scene of a multi-story building, likely a restaurant or bar, with extensive outdoor seating. The building features multiple levels with balconies and large windows, all illuminated with warm, golden lights. String lights are draped across the balconies and the building's facade. In the foreground, a canal reflects the lights from the building and the surrounding area. Several tables with chairs are set up on the ground level, some covered with large, dark umbrellas. People are visible sitting at these tables, enjoying the evening. The overall atmosphere is lively and festive. A large, white, brush-stroke-like graphic element is overlaid on the left side of the image, partially obscuring the building and the canal.

Appendix

- Definitions
- Data Sources, Methodology
- MSA trends

1. Definitions

The following terms are used throughout this report. These common hospitality industry terms are defined below:

- **Room nights available** = the number of hotel rooms available X the number of nights during the time period analyzed.
- **Room nights sold** = the number of room nights rented.
- **Occupancy** = room nights sold / room nights available
- **Total rooms revenue** = the amount of money hotels earn by renting out their dwellings. This pertains to rooms revenue only as defined by the *Uniform System of Accounts for the Lodging Industry Eleventh Revised Edition* and therefore excludes other revenues earned by a hotel such as food and beverage revenue. Total rooms revenue figures are reported by the Texas Comptroller on a monthly basis.
- **Revenue Per Available Room (RevPAR)** = rooms revenue / room nights available
- **Average Daily Rate (ADR)** = Revenue Per Available Room / Occupancy
- **MSA** = Metropolitan Statistical Area

2. Data Sources | Methodology

- The research approach used to analyze information utilized in this report was created by JLL.
- Throughout the analysis, JLL leveraged the Texas Comptroller's data to quantify RevPAR figures. This data is [publicly available](#).
- The Metropolitan Statistical Areas (MSAs) utilized in this report are defined by the U.S. Census Bureau. Aggregations of city- and county-level data are reported based on the hotel properties that are located within those city and/or county jurisdictions. Lastly, the Texas Travel regions are based on definitions of groups of MSAs provided by the Travel Texas Office of the Governor Economic Development and Tourism. In some cases, these geographic definitions are different from how Markets and/or Tracts are defined by industry data providers such as STR, Inc.
- JLL modified select outliers in the Texas Comptroller data, particularly with respect to hotel room counts that were deemed inaccurate.
- Supply and supply growth figures, pertaining to both hotels and rooms, are based on the number of hotels and rooms in the comptroller database.
- RevPAR figures are calculations based on room count and room revenue figures reported by the Texas Comptroller data, and an assumed annual operating period of 365 days per year—366 days in leap years. Given that some hotels, or rooms within hotels, may be closed for one or more days in a given year, for instance if undergoing a renovation, JLL notes that room nights available are estimates.
- JLL estimated occupancy rates and average daily rates by using the calculated RevPAR figures. The estimated occupancy rate was used to project room nights sold. These estimates are based on JLL's experience in the market, current and/or recent hotel advisory projects and assignments where JLL has performance figures on individual hotels and/or submarkets, discussions with hotel operators, owners and investors, JLL's ongoing collaboration with a number of convention and visitors bureaus in the state of Texas, and overall knowledge of trends with regards to the various market areas, geographies and hotel types.
- JLL takes reasonable efforts to validate but makes no warranties about the accuracy of the data provided by the Texas Comptroller's and disclaims any liability in connection with the use of the data or any reliance on the data for any purpose. The results of this analysis are to be relied upon at the discretion of the user.
- Economic and enplanement figures shown in the market write-up sections were gathered by JLL and sourced accordingly. However, JLL understands that these data are available from a number of different sources, and therefore does not have the intention of serving as the primary source for this information.
- Given the increasing prevalence of shared accommodations in which residents make available their dwellings for short term rentals, room revenues for shared accommodations, which are subject to hotel occupancy taxes, are reported by the Texas Comptroller. While such properties are a valid source of accommodations in the market, they do not reflect broader performance of the hotel sector given that, unlike traditional hotels, the supply of shared accommodations can fluctuate based on when the host decides to rent his or her respective space(s). In order to hone in on the performance of traditional hotels in Texas, throughout the analysis, JLL aggregates the performance among hotels with 30 or more rooms. Doing so accounts for approximately 95% of both units and revenues, reported in the texas.gov data. This room count minimum also generally excludes campsites and recreational vehicle parks from the analysis, which are likewise deemed by JLL to not be representative of traditional hotels' performance.
- Below are examples of hotel brands represented in the positioning of hotels utilized by JLL:
 - Luxury:** Four Seasons, Ritz-Carlton, JW Marriott, unbranded hotels of comparable positioning
 - Full Service:** Hyatt, Marriott, Hilton, unbranded hotels of comparable positioning
 - Upscale Select Service:** Courtyard by Marriott, aloft, Hilton Garden Inn, unbranded hotels of comparable positioning
 - Midscale Select Service:** Comfort Inn, Holiday Inn Express, Fairfield Inn, unbranded hotels of comparable positioning
 - Economy Select Service:** Extended Stay America, Motel 6, America's Best Value Inn, unbranded hotels of comparable positioning
- If there are any questions about the methodology or data, or if there is additional information available that was not considered in this report, please direct inquiries to the JLL contacts listed on the final page of this report.

3. United States, Texas, and Texas Metropolitan Statistical Area Lodging Performance

United States lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % change
2015	53,898		5,037,767		1,800.0		1,200.0		\$144,230		65.4%		\$120.24		\$78.67	
2016	54,580	1.3%	5,113,334	1.5%	1,828.8	1.6%	1,220.4	1.7%	\$151,154	4.8%	65.5%	0.1%	\$123.97	3.1%	\$81.19	3.2%
2017	55,300	1.8%	5,202,000	1.8%	1,898.7	1.5%	1,251.3	2.7%	\$158,560	4.9%	65.9%	0.8%	\$126.72	2.1%	\$83.57	3.0%
2018	55,787	0.9%	5,259,908	1.1%	1,919.9	1.1%	1,271.0	1.6%	\$165,008	4.1%	66.2%	0.5%	\$129.83	2.5%	\$85.96	2.9%

Source: JLL, publicly available data from STR

Texas lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	4,606		442,387		161.5		105.9		\$9,919		65.6%		\$93.66		\$61.43	
2016	4,735	2.8%	455,053	2.9%	166.5	3.1%	104.6	-1.2%	\$10,013	0.9%	62.8%	-4.3%	\$95.73	2.2%	\$60.12	-2.1%
2017	4,916	3.8%	475,630	4.5%	173.6	4.2%	112.5	7.6%	\$10,816	8.0%	64.8%	3.2%	\$96.15	0.4%	\$62.30	3.6%
2018	5,097	3.7%	494,465	4.0%	180.5	4.0%	117.1	4.1%	\$11,593	7.2%	64.9%	0.2%	\$98.98	2.9%	\$64.23	3.1%

Abilene, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	42		3,411		1.2		0.7		\$51		58.2%		\$71.06		\$41.36	
2016	44	4.0%	3,529	3.5%	1.3	3.7%	0.7	-0.7%	\$50	-3.7%	55.7%	-4.3%	\$68.93	-3.0%	\$38.39	-7.2%
2017	44	0.6%	3,554	0.7%	1.3	0.4%	0.8	4.6%	\$53	7.0%	58.0%	4.1%	\$70.55	2.4%	\$40.92	6.6%
2018	44	1.1%	3,604	1.4%	1.3	1.4%	0.7	-1.2%	\$57	7.8%	56.5%	-2.6%	\$77.02	9.2%	\$43.52	6.4%

Amarillo, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	62		5,665		2.1		1.4		\$104		66.8%		\$75.15		\$50.20	
2016	62	-0.7%	5,603	-1.1%	2.1	-0.8%	1.5	6.6%	\$105	0.8%	71.8%	7.5%	\$71.07	-5.4%	\$51.03	1.6%
2017	63	3.0%	5,588	-0.3%	2.0	-0.5%	1.5	-0.1%	\$105	0.1%	72.1%	0.4%	\$71.24	0.3%	\$51.37	0.7%
2018	67	5.5%	6,094	9.1%	2.2	9.1%	1.6	8.8%	\$116	10.6%	71.9%	-0.3%	\$72.45	1.7%	\$52.09	1.4%

3. Metropolitan Statistical Area Lodging Performance, continued

Austin-Round Rock, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	280		34,009		12.4		9.1		\$1,206		73.7%		\$131.85		\$97.17	
2016	295	5.4%	36,140	6.3%	13.2	6.6%	9.5	4.2%	\$1,301	7.8%	72.1%	-2.2%	\$136.41	3.5%	\$98.35	1.2%
2017	313	6.0%	38,435	6.4%	14.0	6.1%	10.1	5.8%	\$1,357	4.3%	71.9%	-0.3%	\$134.57	-1.3%	\$96.76	-1.6%
2018	334	6.7%	40,501	5.4%	14.8	5.4%	10.4	3.0%	\$1,420	4.6%	70.3%	-2.2%	\$136.62	1.5%	\$96.04	-0.7%

Beaumont-Port Arthur, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	80		6,350		2.3		1.4		\$91		62.1%		\$63.50		\$39.44	
2016	79	-1.8%	6,289	-1.0%	2.3	-0.7%	1.2	-14.9%	\$89	-2.6%	53.2%	-14.3%	\$72.71	14.5%	\$38.68	-1.9%
2017	81	3.1%	6,531	3.8%	2.4	3.6%	1.4	12.1%	\$105	18.4%	57.6%	8.3%	\$76.79	5.6%	\$44.23	14.3%
2018	84	4.1%	7,208	10.4%	2.6	10.4%	1.7	20.7%	\$113	7.0%	63.0%	9.4%	\$68.05	-11.4%	\$42.87	-3.1%

Brownsville-Harlingen, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	95		7,166		2.6		1.4		\$118		53.7%		\$83.95		\$45.08	
2016	95	0.3%	7,048	-1.6%	2.6	-1.4%	1.4	-3.8%	\$115	-2.3%	52.4%	-2.4%	\$85.22	1.5%	\$44.66	-0.9%
2017	97	1.6%	7,177	1.8%	2.6	1.6%	1.4	2.3%	\$118	2.8%	52.8%	0.8%	\$85.60	0.4%	\$45.20	1.2%
2018	100	3.6%	7,445	3.7%	2.7	3.7%	1.5	8.6%	\$127	7.3%	55.3%	4.7%	\$84.56	-1.2%	\$46.76	3.5%

College Station-Bryan, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	55		4,826		1.8		1.1		\$105		65.1%		\$91.14		\$59.33	
2016	58	4.7%	5,011	3.8%	1.8	4.1%	1.2	1.6%	\$104	0.0%	63.5%	-2.5%	\$89.72	-1.6%	\$56.97	-4.0%
2017	63	7.8%	5,515	10.1%	2.0	9.8%	1.3	10.6%	\$116	11.1%	64.0%	0.8%	\$90.07	0.4%	\$57.65	1.2%
2018	68	8.0%	6,205	12.5%	2.3	12.5%	1.4	9.0%	\$124	6.8%	62.0%	-3.1%	\$88.28	-2.0%	\$54.73	-5.1%

3. Metropolitan Statistical Area Lodging Performance, continued

Corpus Christi, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	144		11,803		4.3		2.7		\$228		62.0%		\$85.54		\$53.03	
2016	144	0.1%	11,700	-0.9%	4.3	-0.6%	2.6	-3.8%	\$217	-4.8%	60.0%	-3.2%	\$84.64	-1.0%	\$50.78	-4.2%
2017	147	1.6%	12,028	2.8%	4.4	2.5%	2.9	11.1%	\$246	13.3%	65.0%	8.3%	\$86.35	2.0%	\$56.13	10.5%
2018	148	0.6%	12,019	-0.1%	4.4	-0.1%	2.8	-3.3%	\$219	-11.1%	62.9%	-3.2%	\$79.43	-8.0%	\$49.96	-11.0%

Dallas-Fort Worth-Arlington, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	943		116,005		42.3		29.9		\$2,761		70.5%		\$92.50		\$65.21	
2016	965	2.3%	118,437	2.1%	43.3	2.4%	30.9	3.4%	\$2,997	8.5%	71.2%	1.0%	\$97.11	5.0%	\$69.14	6.0%
2017	1,003	3.9%	123,508	4.3%	45.1	4.0%	31.4	1.8%	\$3,085	2.9%	69.7%	-2.1%	\$98.17	1.1%	\$68.43	-1.0%
2018	1,049	4.7%	129,555	4.9%	47.3	4.9%	32.3	2.6%	\$3,313	7.4%	68.2%	-1.9%	\$102.72	5.0%	\$70.05	3.0%

El Paso, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	85		9,730		3.6		2.4		\$172		66.8%		\$72.36		\$48.33	
2016	82	-2.6%	9,570	-1.6%	3.5	-1.4%	2.5	3.3%	\$184	7.0%	70.0%	4.8%	\$74.90	3.5%	\$52.43	8.5%
2017	85	3.6%	9,968	4.2%	3.6	3.9%	2.5	0.2%	\$179	-2.4%	67.5%	-3.6%	\$72.96	-2.6%	\$49.25	-6.1%
2018	89	4.3%	10,215	2.5%	3.7	2.5%	2.6	4.8%	\$196	9.2%	69.0%	2.2%	\$76.08	4.3%	\$52.49	6.6%

Houston-The Woodlands-Sugar Land, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	881		88,126		32.2		22.0		\$2,280		68.4%		\$103.64		\$70.89	
2016	925	5.0%	92,508	5.0%	33.9	5.3%	21.1	-4.3%	\$2,158	-5.3%	62.2%	-9.1%	\$102.49	-1.1%	\$63.75	-10.1%
2017	987	6.6%	98,243	6.2%	35.9	5.9%	24.0	13.7%	\$2,467	14.3%	66.8%	7.4%	\$103.01	0.5%	\$68.81	7.9%
2018	1,044	5.8%	103,671	5.5%	37.8	5.5%	23.9	-0.3%	\$2,417	-2.0%	63.1%	-5.5%	\$101.24	-1.7%	\$63.88	-7.2%

3. Metropolitan Statistical Area Lodging Performance, continued

Killeen-Temple, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	81		5,961		2.2		1.2		\$71		56.8%		\$57.51		\$32.67	
2016	80	-1.4%	5,849	-1.9%	2.1	-1.6%	1.3	4.8%	\$75	4.9%	60.5%	6.5%	\$57.54	0.1%	\$34.81	6.6%
2017	83	4.2%	6,032	3.1%	2.2	2.8%	1.4	7.9%	\$83	10.8%	63.5%	5.0%	\$59.09	2.7%	\$37.52	7.8%
2018	83	-1.0%	5,954	-1.3%	2.2	-1.3%	1.4	-1.3%	\$84	1.1%	63.5%	0.0%	\$60.53	2.5%	\$38.44	2.5%

Laredo, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	40		4,110		1.5		1.0		\$62		64.8%		\$64.25		\$41.64	
2016	40	0.4%	4,141	0.8%	1.5	1.0%	0.8	-12.7%	\$59	-6.1%	56.0%	-13.6%	\$69.08	7.5%	\$38.69	-7.1%
2017	38	-4.0%	3,931	-5.1%	1.4	-5.3%	0.9	2.8%	\$63	8.1%	60.8%	8.6%	\$72.63	5.1%	\$44.16	14.1%
2018	41	6.7%	4,125	4.9%	1.5	4.9%	0.9	0.1%	\$70	9.8%	58.0%	-4.6%	\$79.69	9.7%	\$46.22	4.7%

Longview, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	54		3,282		1.2		0.7		\$42		57.6%		\$60.23		\$34.69	
2016	55	2.0%	3,451	5.1%	1.3	5.4%	0.7	1.4%	\$36	-12.8%	55.4%	-3.8%	\$51.81	-14.0%	\$28.70	-17.3%
2017	54	-0.5%	3,531	2.3%	1.3	2.0%	0.7	6.1%	\$39	8.2%	57.6%	4.0%	\$52.82	2.0%	\$30.43	6.0%
2018	55	1.5%	3,635	3.0%	1.3	3.0%	0.7	1.0%	\$41	4.7%	56.5%	-1.9%	\$54.77	3.7%	\$30.95	1.7%

Lubbock, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	57		5,176		1.9		1.2		\$102		65.8%		\$81.81		\$53.83	
2016	60	3.9%	5,406	4.4%	2.0	4.7%	1.1	-9.4%	\$107	5.3%	56.9%	-13.5%	\$95.13	16.3%	\$54.13	0.5%
2017	66	10.4%	5,869	8.6%	2.1	8.3%	1.2	2.7%	\$107	-0.1%	54.0%	-5.1%	\$92.49	-2.8%	\$49.94	-7.7%
2018	71	7.4%	6,435	9.7%	2.3	9.7%	1.4	17.2%	\$118	10.1%	57.7%	6.9%	\$86.93	-6.0%	\$50.16	0.4%

3. Metropolitan Statistical Area Lodging Performance, continued

McAllen-Edinburg-Mission, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	94		6,882		2.5		1.5		\$119		60.5%		\$78.55		\$47.52	
2016	95	1.0%	7,033	2.2%	2.6	2.5%	1.4	-6.8%	\$113	-5.6%	55.0%	-9.1%	\$79.57	1.3%	\$43.76	-7.9%
2017	97	2.8%	7,604	8.1%	2.8	7.8%	1.4	-3.9%	\$101	-9.9%	49.0%	-10.9%	\$74.61	-6.2%	\$36.56	-16.5%
2018	99	1.9%	7,779	2.3%	2.8	2.3%	1.5	13.8%	\$103	1.6%	54.5%	11.2%	\$66.59	-10.7%	\$36.29	-0.7%

Midland, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	49		4,580		1.7		1.1		\$115		65.2%		\$105.52		\$68.80	
2016	53	8.9%	4,937	7.8%	1.8	8.1%	1.0	-8.8%	\$86	-25.4%	55.0%	-15.6%	\$86.28	-18.2%	\$47.45	-31.0%
2017	54	0.6%	5,059	2.5%	1.8	2.2%	1.3	33.8%	\$136	58.5%	72.0%	30.9%	\$102.22	18.5%	\$73.60	55.1%
2018	55	3.3%	5,226	3.3%	1.9	3.3%	1.3	-3.9%	\$241	77.0%	67.0%	-6.9%	\$188.21	84.1%	\$126.10	71.3%

Odessa, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	42		4,112		1.5		0.9		\$99		60.1%		\$109.92		\$66.06	
2016	45	7.5%	4,356	5.9%	1.6	6.2%	0.9	-2.8%	\$69	-30.0%	55.0%	-8.5%	\$79.20	-27.9%	\$43.56	-34.1%
2017	48	6.3%	4,936	13.3%	1.8	13.0%	1.2	41.8%	\$111	60.4%	69.0%	25.5%	\$89.62	13.2%	\$61.84	42.0%
2018	46	-3.8%	4,826	-2.2%	1.8	-2.2%	1.2	-2.2%	\$190	70.2%	69.0%	0.0%	\$155.99	74.1%	\$107.64	74.1%

San Angelo, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	32		2,647		1.0		0.5		\$37		53.1%		\$71.56		\$38.00	
2016	34	4.9%	2,855	7.9%	1.0	8.2%	0.6	7.9%	\$31	-16.7%	53.0%	-0.2%	\$55.22	-22.8%	\$29.27	-23.0%
2017	33	-1.5%	2,826	-1.0%	1.0	-1.3%	0.6	13.6%	\$38	23.4%	61.0%	15.1%	\$59.96	8.6%	\$36.57	25.0%
2018	34	0.8%	2,909	2.9%	1.1	2.9%	0.6	-2.1%	\$43	13.5%	58.0%	-4.9%	\$69.52	16.0%	\$40.32	10.2%

3. Metropolitan Statistical Area Lodging Performance, continued

San Antonio-New Braunfels, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	410		47,532		17.3		11.2		\$1,151		64.3%		\$103.16		\$66.33	
2016	413	0.9%	47,197	-0.7%	17.3	-0.4%	11.0	-1.1%	\$1,201	4.4%	63.9%	-0.6%	\$108.82	5.5%	\$69.54	4.8%
2017	426	3.1%	48,188	2.1%	17.6	1.8%	11.4	3.3%	\$1,258	4.7%	64.8%	1.4%	\$110.37	1.4%	\$71.52	2.8%
2018	438	2.8%	49,443	2.6%	18.0	2.6%	11.9	4.2%	\$1,380	9.7%	65.8%	1.5%	\$116.24	5.3%	\$76.49	7.0%

Sherman-Denison, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	23		1,928		0.7		0.4		\$20		55.2%		\$52.44		\$28.95	
2016	22	-3.6%	1,973	2.3%	0.7	2.6%	0.4	12.7%	\$21	1.2%	60.6%	9.8%	\$47.09	-10.2%	\$28.54	-1.4%
2017	23	2.3%	2,001	1.4%	0.7	1.1%	0.5	3.3%	\$22	4.5%	61.9%	2.1%	\$47.64	1.2%	\$29.49	3.3%
2018	23	1.8%	2,022	1.0%	0.7	1.0%	0.5	0.4%	\$22	2.5%	61.5%	-0.6%	\$48.65	2.1%	\$29.92	1.5%

Texarkana, TX-AR lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	20		1,754		0.6		0.3		\$22		53.4%		\$65.65		\$35.06	
2016	20	0.8%	1,785	1.8%	0.7	2.0%	0.3	1.5%	\$24	6.3%	53.1%	-0.6%	\$68.78	4.8%	\$36.52	4.2%
2017	21	1.2%	1,876	5.1%	0.7	4.8%	0.4	2.0%	\$24	0.9%	51.7%	-2.6%	\$68.02	-1.1%	\$35.17	-3.7%
2018	21	2.8%	1,905	1.6%	0.7	1.6%	0.4	10.0%	\$26	5.9%	56.0%	8.3%	\$65.49	-3.7%	\$36.67	4.3%

Tyler, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	44		3,459		1.3		0.7		\$57		58.7%		\$77.32		\$45.39	
2016	46	4.0%	3,656	5.7%	1.3	6.0%	0.8	12.1%	\$48	-15.7%	62.1%	5.8%	\$58.11	-24.8%	\$36.09	-20.5%
2017	48	4.8%	3,967	8.5%	1.4	8.2%	0.9	5.2%	\$50	3.9%	60.4%	-2.7%	\$57.34	-1.3%	\$34.64	-4.0%
2018	49	3.3%	4,144	4.5%	1.5	4.5%	0.9	7.2%	\$52	2.8%	62.0%	2.6%	\$54.98	-4.1%	\$34.09	-1.6%

3. Metropolitan Statistical Area Lodging Performance, continued

Victoria, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	27		1,954		0.7		0.4		\$27		54.5%		\$69.96		\$38.13	
2016	26	-4.6%	1,892	-3.2%	0.7	-2.9%	0.3	-16.3%	\$24	-11.3%	47.0%	-13.8%	\$74.12	5.9%	\$34.83	-8.6%
2017	25	-1.9%	1,849	-2.3%	0.7	-2.5%	0.4	16.1%	\$30	26.1%	56.0%	19.1%	\$80.47	8.6%	\$45.06	29.4%
2018	25	1.0%	1,858	0.5%	0.7	0.5%	0.4	16.6%	\$32	4.2%	65.0%	16.1%	\$71.89	-10.7%	\$46.73	3.7%

Waco, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	53		4,202		1.5		1.0		\$73		68.3%		\$69.39		\$47.39	
2016	56	4.6%	4,415	5.1%	1.6	5.4%	1.1	5.7%	\$82	13.4%	68.5%	0.3%	\$74.49	7.3%	\$51.02	7.7%
2017	56	1.1%	4,453	0.9%	1.6	0.6%	1.2	7.0%	\$91	10.1%	72.9%	6.4%	\$76.64	2.9%	\$55.87	9.5%
2018	60	6.1%	4,781	7.4%	1.7	7.4%	1.3	5.6%	\$99	9.5%	71.7%	-1.6%	\$79.50	3.7%	\$57.00	2.0%

Wichita Falls, TX lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	29		2,300		0.8		0.5		\$29		62.1%		\$55.30		\$34.34	
2016	29	0.3%	2,400	4.3%	0.9	4.6%	0.5	4.5%	\$32	9.3%	62.0%	-0.2%	\$57.85	4.6%	\$35.86	4.4%
2017	30	5.5%	2,500	4.2%	0.9	3.9%	0.5	-0.3%	\$31	-0.8%	59.5%	-4.0%	\$57.57	-0.5%	\$34.26	-4.5%
2018	30	0.6%	2,535	1.4%	0.9	1.4%	0.6	5.6%	\$34	8.3%	62.0%	4.2%	\$59.03	2.5%	\$36.60	6.8%

Non-MSA lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	884		55,426		20.2		11.1		\$776		54.9%		\$69.85		\$38.35	
2016	913	3.3%	57,916	4.5%	21.2	4.8%	9.8	-12.2%	\$685	-11.7%	46.0%	-16.2%	\$70.27	0.6%	\$32.32	-15.7%
2017	932	2.0%	60,453	4.4%	22.1	4.1%	11.5	18.2%	\$799	16.5%	52.3%	13.6%	\$69.26	-1.4%	\$36.19	12.0%
2018	939	0.8%	60,372	-0.1%	22.0	-0.1%	13.4	16.4%	\$959	20.1%	60.9%	16.6%	\$71.46	3.2%	\$43.52	20.3%

Source: JLL, Texas.gov

4. Travel Region Lodging Performance

The seven Texas Travel Regions are defined by the Economic Development and Tourism branch within the Office of the Governor and cover the entire geography of the state. The table below outlines each of the state's MSAs with corresponding Texas Travel Region in which it is situated.

Texas Travel Regions by MSA									
MSA	Travel Region	MSA	Travel Region	MSA	Travel Region	MSA	Travel Region	MSA	Travel Region
Abilene, TX	Panhandle Plains	College Station-Bryan, TX	Prairies & Lakes	Killeen-Temple, TX	Prairies & Lakes	Midland, TX	Big Bend	Texarkana, TX-AR	Piney Woods
Amarillo, TX	Panhandle Plains	Corpus Christi, TX	Gulf Coast	Laredo, TX	South Texas Plains	Odessa, TX	Big Bend	Tyler, TX	Piney Woods
Austin-Round Rock, TX	Hill Country	Dallas-Fort Worth-Arlington, TX	Prairies & Lakes	Longview, TX	Piney Woods	San Angelo, TX	Panhandle Plains	Victoria, TX	Gulf Coast
Beaumont-Port Arthur, TX	Gulf Coast	El Paso, TX	Big Bend	Lubbock, TX	Panhandle Plains	San Antonio-New Braunfels, TX	South Texas Plains	Waco, TX	Prairies & Lakes
Brownsville-Harlingen, TX	Gulf Coast	Houston-The Woodlands-Sugar Land, TX	Gulf Coast	McAllen-Edinburg-Mission, TX	South Texas Plains	Sherman-Denison, TX	Prairies & Lakes	Wichita Falls, TX	Panhandle Plains

Source: Travel Texas

Big Bend lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	260		24,247		8.9		5.7		\$506		64.9%		\$88.04		\$57.13	
2016	272	4.5%	25,090	3.5%	9.2	3.8%	5.7	0.1%	\$452	-10.6%	62.6%	-3.5%	\$78.63	-10.7%	\$49.23	-13.8%
2017	280	3.3%	26,455	5.4%	9.7	5.2%	6.7	15.9%	\$588	30.0%	69.0%	10.2%	\$88.21	12.2%	\$60.87	23.6%
2018	286	2.1%	27,415	3.6%	10.0	3.6%	6.3	-6.0%	\$875	48.9%	62.6%	-9.2%	\$139.67	58.3%	\$87.48	43.7%

Gulf Coast lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	1,189		110,848		40.5		26.9		\$2,584		66.5%		\$96.12		\$63.87	
2016	1,231	3.5%	114,516	3.3%	41.9	3.6%	25.5	-5.0%	\$2,457	-4.9%	60.9%	-8.3%	\$96.22	0.1%	\$58.61	-8.2%
2017	1,297	5.4%	120,799	5.5%	44.1	5.2%	28.8	12.8%	\$2,799	13.9%	65.3%	7.3%	\$97.17	1.0%	\$63.48	8.3%
2018	1,364	5.2%	127,110	5.2%	46.4	5.2%	32.6	13.2%	\$2,738	-2.2%	70.3%	7.6%	\$83.95	-13.6%	\$59.02	-7.0%

Hill Country lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	432		44,060		16.1		11.9		\$1,354		73.7%		\$114.21		\$84.18	
2016	450	4.2%	46,569	5.7%	17.0	6.0%	12.3	3.7%	\$1,448	7.0%	72.1%	-2.2%	\$117.85	3.2%	\$84.97	0.9%
2017	475	5.6%	50,049	7.5%	18.3	7.2%	13.1	6.9%	\$1,525	5.3%	71.9%	-0.3%	\$116.08	-1.5%	\$83.46	-1.8%
2018	500	5.2%	51,806	3.5%	18.9	3.5%	12.8	-2.4%	\$1,607	5.4%	67.8%	-5.7%	\$125.37	8.0%	\$85.00	1.8%

4. Travel Region Lodging Performance, continued

Prairies & Lakes lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	1,388		147,131		53.7		37.3		\$3,242		69.4%		\$86.93		\$60.36	
2016	1,419	2.2%	150,480	2.3%	55.1	2.6%	38.7	3.7%	\$3,489	7.6%	70.2%	1.1%	\$90.23	3.8%	\$63.35	5.0%
2017	1,471	3.6%	157,132	4.4%	57.4	4.1%	39.7	2.6%	\$3,609	3.4%	69.2%	-1.4%	\$90.92	0.8%	\$62.92	-0.7%
2018	1,518	3.2%	163,366	4.0%	59.6	4.0%	36.5	-8.0%	\$3,854	6.8%	61.2%	-11.6%	\$105.59	16.1%	\$64.63	2.7%

Panhandle Plains lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	398		28,794		10.5		6.0		\$461		56.8%		\$77.21		\$43.88	
2016	412	3.5%	29,848	3.7%	10.9	3.9%	5.4	-8.9%	\$442	-4.1%	49.8%	-12.4%	\$81.31	5.3%	\$40.49	-7.7%
2017	427	3.7%	30,873	3.4%	11.3	3.2%	6.1	12.9%	\$466	5.4%	54.5%	9.5%	\$75.90	-6.7%	\$41.39	2.2%
2018	440	2.9%	32,253	4.5%	11.8	4.5%	6.9	12.6%	\$540	15.7%	58.8%	7.7%	\$78.03	2.8%	\$45.85	10.8%

Piney Woods lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	306		22,184		8.1		4.6		\$394		57.2%		\$85.04		\$48.63	
2016	314	2.6%	23,366	5.3%	8.6	5.6%	4.9	6.6%	\$366	-7.0%	57.7%	0.9%	\$74.27	-12.7%	\$42.85	-11.9%
2017	323	2.9%	24,588	5.2%	9.0	4.9%	5.2	4.8%	\$407	11.2%	57.6%	-0.2%	\$78.81	6.1%	\$45.40	6.0%
2018	334	3.4%	25,684	4.5%	9.4	4.5%	6.0	15.8%	\$416	2.0%	63.9%	10.9%	\$69.40	-11.9%	\$44.33	-2.4%

South Texas Plains lodging performance																
Year	Hotels	Hotels % chg	Rooms	Rooms % chg	Est room nights available (mil)	Est room nights available % chg	Est room nights sold (mil)	Est room nights sold % chg	Total room revenue (mil)	Total room revenue % chg	Occupancy	Occupancy % chg	ADR	ADR % chg	RevPAR	RevPAR % chg
2015	633		65,122		23.8		15.1		\$1,379		63.6%		\$91.25		\$58.02	
2016	638	0.7%	65,185	0.1%	23.9	0.4%	14.7	-2.5%	\$1,358	-1.6%	61.8%	-2.8%	\$92.10	0.9%	\$56.91	-1.9%
2017	643	0.9%	65,734	0.8%	24.0	0.6%	15.0	1.4%	\$1,422	4.8%	62.3%	0.9%	\$95.11	3.3%	\$59.28	4.2%
2018	643	0.0%	65,734	0.0%	24.0	0.0%	15.6	4.1%	\$1,422	0.0%	64.9%	4.1%	\$91.34	-4.0%	\$59.28	0.0%

Source: JLL, texas.gov



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The Economic Impact of Travel on Texas 1994-2018p

Travel Texas
Office of the Governor
Economic Development & Tourism

Primary Research Conducted By:
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August 2019

Preface

The purpose of this study is to document the economic significance of the travel industry in Texas from 1994 to 2018. These findings show the level of travel spending by visitors traveling to and within the state and the impact this spending had on the economy in terms of earnings, employment, and tax revenue.

Dean Runyan Associates prepared this study for the Office of the Governor, Economic Development and Tourism. Dean Runyan Associates has specialized in research and planning services for the travel, tourism, and recreation industry since 1984. With respect to economic impact analysis, the firm developed and currently maintains the Regional Travel Impact Model (RTIM), a proprietary computer model for analyzing travel economic impacts at the state, regional, and local level. Dean Runyan Associates also has extensive experience in project feasibility analysis, market evaluation, survey research, and travel and tourism planning.

Many individuals and agencies provided information and advice for this report. Among the organizations involved in this effort were the Texas Comptroller of Public Accounts, the Texas Workforce Commission, the Texas Parks and Wildlife Department, and the Texas Department of Transportation. Federal agencies that provided assistance included the National Park Service, the Department of Labor, the Bureau of Economic Analysis, and the Department of Transportation.

Thanks to Nate Gieryn, Research Manager, Office of the Governor, Economic Development and Tourism, for his assistance.

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Executive Summary

This report describes the economic impacts of travel to and through Texas and the state's metropolitan areas, tourism regions, counties, and selected cities and places. The estimates of the direct impacts associated with traveler spending in Texas were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The estimates for Texas are comparable to the U.S. Travel and Tourism Satellite Accounts produced by the Bureau of Economic Analysis. The estimates of spending, earnings, employment and tax receipts are also used as input data to derive estimates of other economic measures, such as gross domestic product and secondary effects.

The growth rate of the Texas travel industry increased in 2018, following positive growth in 2017.

- Current spending increased by 7.5 percent in 2018, compared to a 8.0 percent increase in 2017.
- Real spending (adjusted for inflation) increased by 5.8 percent in 2018, compared to 6.3 percent the preceding year.
- State and local tax revenue generated by travel spending increased by 7.3 percent in 2018, compared to the previous 9.0 percent.
- The gross domestic product (GDP) of the Texas travel industry was \$38.5 billion in 2018. This reflects a 5.8 percent increase in travel industry GDP.
- Earnings increased 5.8 percent, compared to 5.8 percent in 2017.
- Direct travel impacts also create secondary impacts. The total industry spending is \$164 billion. Total earnings is \$59 billion. Total employment is 1.2 million jobs.

Growth in travel generated employment and earnings remain strong. Employment increased by 2.9 percent for the year, similar to the 3.2 percent per year annual average since 2010. This was the eighth consecutive year of employment growth. This is not necessarily an inconsistency as changes in employment in the travel industry typically lag changes in visitor volume and spending.

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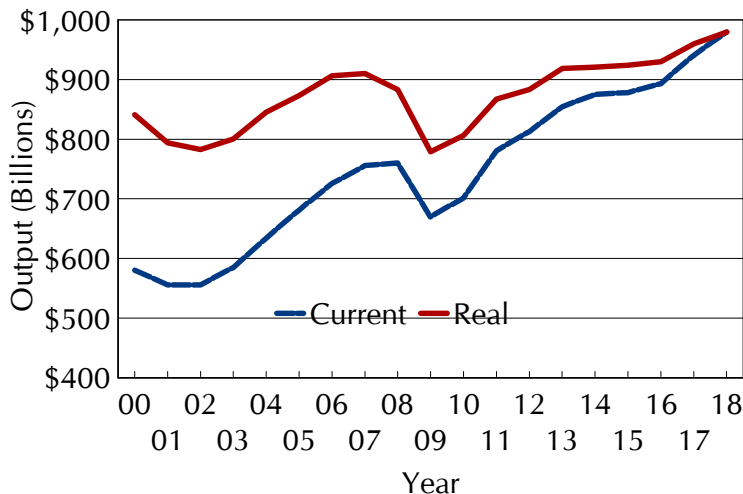
I. NATIONAL TRAVEL TRENDS



The national level data in this section focuses on visitor spending trends in current and real dollars, resident and foreign visitor spending in the U.S., and trends in travel-generated employment.

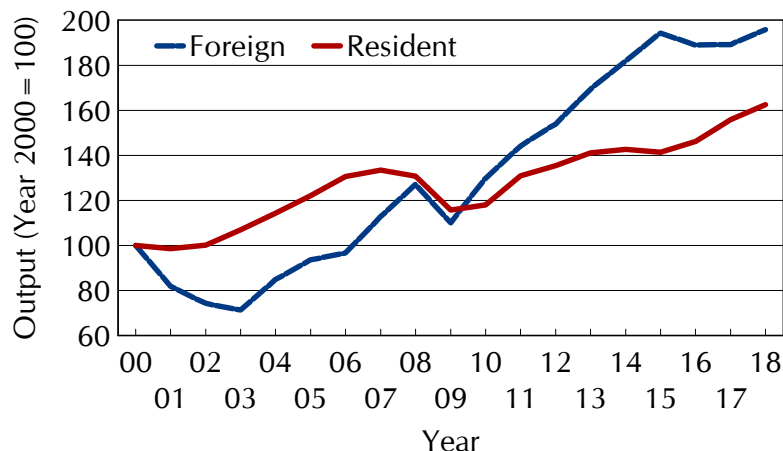
The following two graphs are derived from the Bureau of Economic Analysis Travel and Tourism Satellite Accounts*. Both graphs show direct tourism output for the United States - spending by resident and foreign visitors. 2018p has been estimated by Dean Runyan Associates.

Annual Direct Travel Spending in U.S., 2000-18p



Spending by resident and foreign visitors was \$980 billion in 2018 in current dollars. This represents a 4.1 percent increase over 2017. When adjusted for changes in prices (real dollars), spending increased by 2.0 percent from 2017 to 2018 compared to a 3.2 percent increase for the preceding year.

Spending by Foreign and Resident Travelers in U.S.
(Current Dollars; Year 2000 = 100)



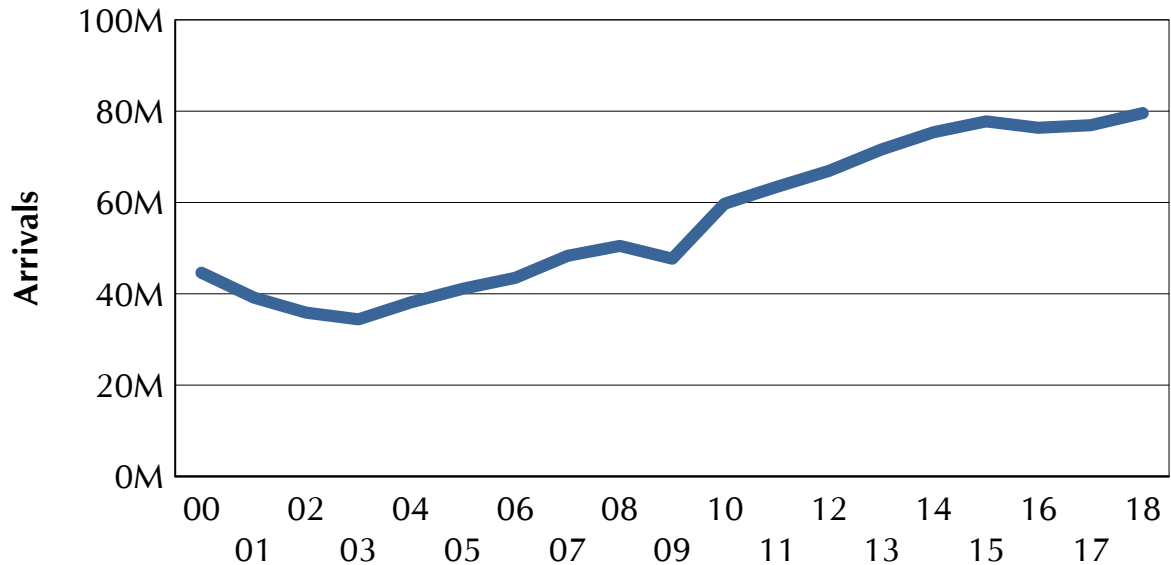
Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

*See <http://www.bea.gov/industry/index.htm#satellite>.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2018, the increase in spending by resident visitors (4.2 percent) compares to a growth of 3.5 percent for non resident visitors. Visitor spending by non-residents increased by 6.8 percent from 2014 to 2015.

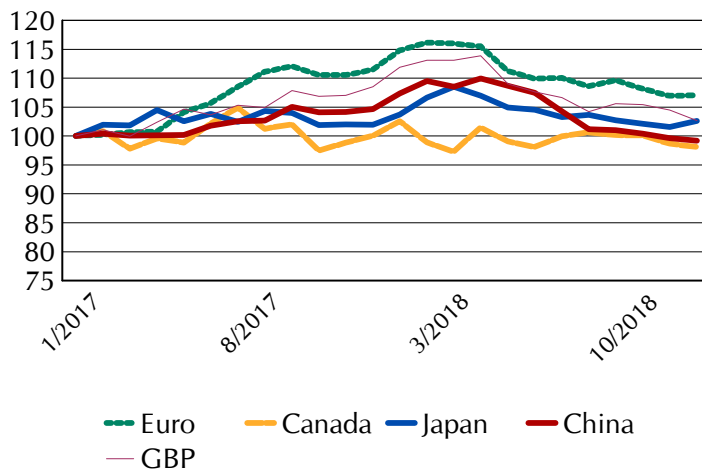
Foreign arrivals increased 3.5 percent from 2017 to 2018. The dollar continues to remain strong against selected foreign currencies. This can apply downward pressure on international spending by lessening the purchasing power of the international visitor that has traveled to the U.S.

Overseas arrivals to the U.S.



Relative Value of Selected Foreign Currencies compared to U.S. Dollar

Monthly Averages, Jan 2017 through December 2018



Sources:

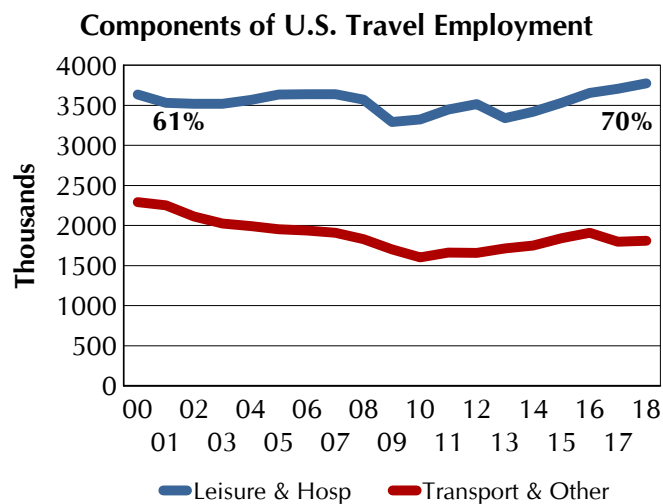
Overseas Arrivals: National Travel & Tourism Office, U.S. Department of Commerce

Relative Value of Selected Foreign Currencies: USForex, Inc. (www.usforex.com)

The following two graphs show employment trends since 2000 and the composition of travel industry employment since the recession. The first graph shows that travel-generated employment recovered from the 2008-09 recession by 2016. Leisure and hospitality employment was 3.8 million in 2018 or 70 percent of total travel industry employment, compared to 3.6 million in 2000 or 61 percent of the total. In 2018 total travel employment grew by 1.8 percent. Additionally, employment in transportation and other industries declined over the same period from 2.3 million to 1.8 million, mostly due to decreased employment in the airline and related transportation industries.



Source: Bureau of Economic Analysis Travel & Tourism Satellite Accounts.

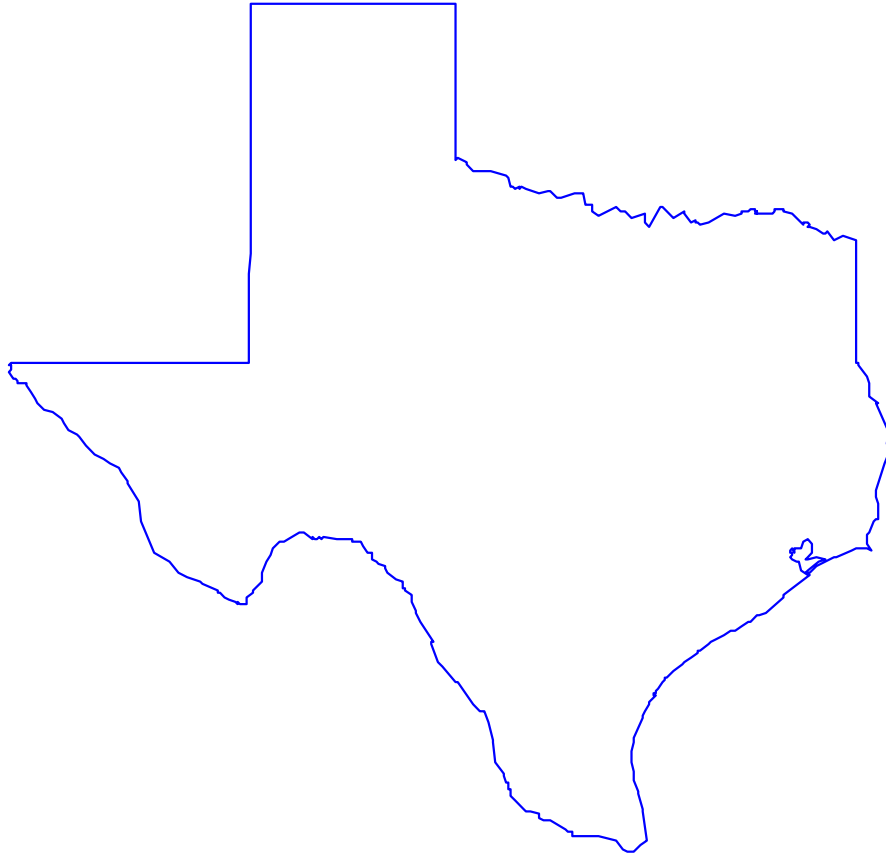


Source: Dean Runyan Associates, Bureau of Labor Statistics, Bureau of Economic Analysis Travel & Tourism Satellite Accounts.
 Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.

II. Texas Travel Impacts

1994-2018p Travel Impacts Detail

2010-2018p Travel Impacts Trend



Texas Travel Impacts

These preliminary estimates for the Texas and U.S. travel industries are subject to revision as more complete source data becomes available.

- Texas experienced strong growth this year. Statewide room demand was strong at 5.8 percent following a 6.1 percent increase in 2017 and current dollar travel spending increased by 7.5 percent following a 8.0 percent increase the preceding year.
- Total current dollar travel spending in the state was \$80.3 billion in 2018, an increase of 7.5 percent. Visitor spending, excluding transportation, increased by 6.1 percent for the year. Total real dollar travel spending (adjusted for inflation) increased by 5.8 percent, compared to a 6.5 percent increase in 2017.
- Both employment and earnings continued to expand in 2018. Employment increased by 2.9 percent in 2018. The annual rate of increase since 2010 is 3.2 percent. Consistent with the growth in employment, real travel spending has also increased at a healthy rate since 2010 (3.6 percent per year).
- Local and state tax revenue also increased in 2018. Total local and state tax revenues were \$7.5 billion in 2018, an increase of 7.3 percent.

TEXAS

Travel Impacts 1994-2006

Total Direct Travel Spending (\$Billion)

	1994	1996	1998	2000	2002	2004	2006
Destination Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
Other Travel*	4.2	4.6	5.1	6.1	5.3	5.7	6.6
Total	27.5	30.6	33.8	40.1	38.5	43.1	52.7

Visitor Spending by Type of Traveler Accomodation (\$Billion)

	1994	1996	1998	2000	2002	2004	2006
Hotel, Motel, STR	12.2	13.7	15.6	18.8	18.1	20.2	25.5
Private Campground	0.4	0.4	0.4	0.5	0.5	0.5	0.6
Public Campground	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Private Home	5.7	6.2	6.5	7.6	7.5	8.5	10.1
Vacation Home	0.5	0.6	0.6	0.6	0.6	0.7	0.8
Day Travel	4.5	5.0	5.4	6.4	6.4	7.3	8.9
Total	23.4	26.1	28.7	34.1	33.3	37.3	46.0

Visitor Spending by Commodity Purchased (\$Billion)

	1994	1996	1998	2000	2002	2004	2006
Accommodations	3.4	4.0	4.8	5.5	5.3	5.7	7.3
Food Service	4.4	4.9	5.5	6.3	6.6	7.3	8.5
Food Stores	1.0	1.2	1.3	1.4	1.5	1.6	1.8
Local Tran. & Gas	4.4	5.0	4.8	6.8	6.2	8.3	12.0
Arts, Ent. & Rec.	2.8	3.1	3.5	3.9	4.0	4.3	4.9
Retail Sales	4.6	5.1	5.8	6.4	6.6	6.7	7.4
Visitor Air Tran.	2.7	2.9	3.1	3.7	3.1	3.4	4.1
Total	23.4	26.1	28.7	34.1	33.3	37.3	46.0

Industry Earnings Generated by Travel Spending (\$Billion)

	1994	1996	1998	2000	2002	2004	2006
Accom. & Food Serv.	3.3	3.7	4.3	5.1	5.2	5.6	6.7
Arts, Ent. & Rec.	1.2	1.4	1.5	1.9	2.1	2.3	2.6
Retail**	0.9	1.0	1.1	1.3	1.4	1.5	1.7
Ground Tran.	0.2	0.3	0.3	0.3	0.3	0.3	0.4
Visitor Air Tran.	1.1	1.2	1.3	1.5	1.6	1.5	1.6
Other Travel*	1.8	2.0	2.2	2.6	2.7	2.6	2.8
Total	8.6	9.6	10.8	12.8	13.4	14.0	15.8

Industry Employment Generated by Travel Spending (Thousand Jobs)

	1994	1996	1998	2000	2002	2004	2006
Accom. & Food Serv.	200.7	209.8	222.7	241.7	237.4	247.1	271.7
Arts, Ent. & Rec.	91.2	94.9	99.6	108.5	106.3	112.0	115.5
Retail**	59.8	61.4	60.4	67.7	67.3	70.0	72.2
Ground Tran.	12.0	12.7	12.6	12.7	10.9	11.0	12.6
Visitor Air Tran.	23.1	21.8	22.0	24.3	22.4	20.4	19.3
Other Travel*	44.4	44.6	46.8	50.7	46.0	42.0	40.4
Total	431.1	445.3	464.0	505.6	490.3	502.5	531.7

Government Revenue Generated by Travel Spending (\$Billion)

	1994	1996	1998	2000	2002	2004	2006
Local Tax Receipts	0.9	0.9	1.1	1.2	1.3	1.4	1.6
Visitor	0.5	0.5	0.6	0.7	0.6	0.7	0.9
Business/Employee	0.4	0.4	0.5	0.6	0.6	0.7	0.8
State Tax Receipts	1.6	1.8	2.0	2.3	2.3	2.4	2.8
Visitor	1.3	1.4	1.6	1.8	1.8	2.0	2.3
Business/Employee	0.3	0.4	0.4	0.5	0.5	0.5	0.5
Federal Tax Receipts	1.9	1.7	2.3	2.7	2.6	2.8	3.1
Total	6.9	7.2	8.5	9.8	9.7	10.4	12.0

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline.

TEXAS

Travel Impacts 2008-2018p

Total Direct Travel Spending (\$Billion)							
	2008	2010	2012	2014	2016	2017	2018
Destination Spending	52.1	48.9	56.6	61.2	59.6	64.6	69.5
Other Travel*	7.2	7.0	8.3	9.1	9.6	10.2	10.8
Total	59.2	55.9	64.8	70.3	69.2	74.7	80.3
Visitor Spending by Type of Traveler Accomodation (\$Billion)							
	2008	2010	2012	2014	2016	2017	2018
Hotel, Motel, STR	29.4	27.4	33.3	36.9	36.4	39.8	43.2
Private Campground	0.7	0.8	0.8	0.9	0.8	0.9	0.9
Public Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Private Home	11.2	10.6	11.7	12.1	11.7	12.3	13.0
Vacation Home	0.9	0.8	0.9	0.9	0.9	1.0	1.0
Day Travel	9.7	9.1	9.6	10.1	9.6	10.4	11.2
Total	52.1	48.9	56.6	61.2	59.6	64.6	69.5
Visitor Spending by Commodity Purchased (\$Billion)							
	2008	2010	2012	2014	2016	2017	2018
Accommodations	8.6	7.7	9.5	11.3	11.7	12.8	13.9
Food Service	9.6	9.8	11.3	12.7	13.7	14.6	15.6
Food Stores	2.1	2.1	2.4	2.7	2.7	2.8	2.9
Local Tran. & Gas	15.0	12.5	14.7	14.6	11.1	13.1	14.8
Arts, Ent. & Rec.	5.1	5.0	5.5	5.9	6.1	6.4	6.7
Retail Sales	7.5	7.6	8.3	8.8	8.9	9.3	9.6
Visitor Air Tran.	4.2	4.1	4.8	5.2	5.3	5.5	6.0
Total	52.1	48.9	56.6	61.2	59.6	64.6	69.5
Industry Earnings Generated by Travel Spending (\$Billion)							
	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	7.4	7.6	8.9	10.1	11.2	11.7	12.5
Arts, Ent. & Rec.	2.7	2.8	3.1	3.6	4.1	4.3	4.4
Retail**	1.7	1.7	1.9	2.1	2.3	2.4	2.5
Ground Tran.	0.4	0.4	0.4	0.5	0.5	0.5	0.6
Visitor Air Tran.	1.6	1.6	1.7	1.8	2.1	2.3	2.5
Other Travel*	2.9	2.9	3.1	3.5	4.1	4.5	4.7
Total	16.8	17.1	19.2	21.6	24.3	25.7	27.2
Industry Employment Generated by Travel Spending (Thousand Jobs)							
	2008	2010	2012	2014	2016	2017	2018
Accom. & Food Serv.	288.1	285.4	314.0	341.9	360.3	368.2	380.9
Arts, Ent. & Rec.	118.6	117.8	121.7	136.3	144.5	147.3	153.0
Retail**	73.0	70.1	72.7	77.0	81.3	81.4	81.7
Ground Tran.	12.6	11.1	11.5	13.0	13.1	13.2	13.3
Visitor Air Tran.	19.0	17.8	19.6	17.6	19.8	20.8	21.3
Other Travel*	41.0	38.3	41.4	40.1	44.9	46.6	47.1
Total	552.4	540.4	580.8	625.9	664.1	677.6	697.2
Government Revenue Generated by Travel Spending (\$Billion)							
	2008	2010	2012	2014	2016	2017	2018
Local Tax Receipts	1.7	1.8	2.0	2.3	2.5	2.8	3.0
Visitor	1.0	0.9	1.1	1.3	1.3	1.5	1.6
Business/Employee	0.8	0.8	0.9	1.0	1.2	1.3	1.3
State Tax Receipts	3.1	3.0	3.3	3.7	3.9	4.2	4.5
Visitor	2.5	2.4	2.6	2.9	3.0	3.3	3.5
Business/Employee	0.6	0.6	0.7	0.8	0.8	0.8	1.0
Federal Tax Receipts	3.3	3.3	3.4	4.0	4.3	4.6	4.8
Total	12.9	12.8	13.9	15.9	17.0	18.5	19.7

Details may not add to totals due to rounding. *Other Travel includes resident air travel, travel arrangement, and convention/trade shows. **Retail includes gasoline.

Recent Travel Trends in Texas

Direct Travel Impacts, 2010-2018p

							Avg. Annual %Chg.	
Spending (\$Billions)	2010	2012	2014	2016	2017	2018	17-18	10-18
Total (Current \$)	55.9	64.8	70.3	69.2	74.7	80.3	7.5%	4.6%
Other	7.0	8.3	9.1	9.6	10.2	10.8	6.1%	5.5%
Visitor	48.9	56.6	61.2	59.6	64.6	69.5	7.7%	4.5%
Non-transportation	32.3	37.0	41.4	43.2	46.0	48.7	6.1%	5.3%
Transportation	16.7	19.5	19.8	16.4	18.6	20.8	11.7%	2.8%
Earnings (\$Billions)								
Earnings (Current \$)	17.1	19.2	21.6	24.3	25.7	27.2	5.8%	6.0%
Employment (Thousands)								
Employment	540.4	580.8	625.9	664.1	677.6	697.2	2.9%	3.2%
Tax Revenue (\$Billions)								
Total (Current \$)	8.1	8.7	9.9	10.6	11.5	12.3	6.6%	5.4%
Local Tax Receipts	1.8	2.0	2.3	2.5	2.8	3.0	6.8%	6.8%
Visitor	0.9	1.1	1.3	1.3	1.5	1.6	7.3%	7.5%
Business or Employee	0.8	0.9	1.0	1.2	1.3	1.3	6.3%	5.9%
State Tax Receipts	3.0	3.3	3.7	3.9	4.2	4.5	7.6%	5.3%
Visitor	2.4	2.6	2.9	3.0	3.3	3.5	6.3%	5.0%
Business or Employee	0.6	0.7	0.8	0.8	0.8	1.0	12.7%	6.7%
Federal	3.3	3.4	4.0	4.3	4.6	4.8	5.5%	4.8%

Other spending includes resident air travel, travel arrangement and reservation services, and convention and trade show organizers. **Non-transportation visitor spending** includes accommodations, food services, retail, food stores, and arts, entertainment & recreation. **Visitor transportation spending** includes gasoline, auto rental, other local ground transportation and one-way airfares.

Earnings include wages & salaries, earned benefits and proprietor income.

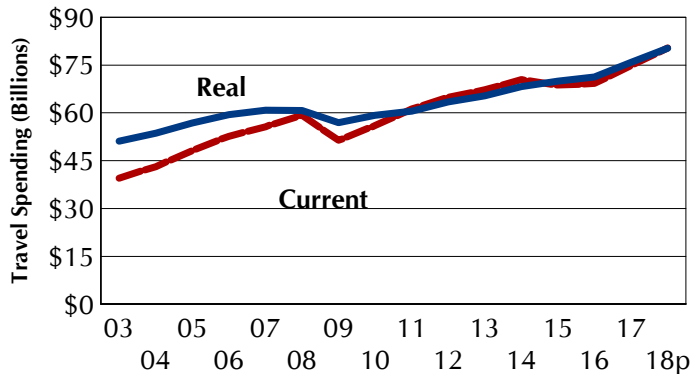
Employment includes all full- and part-time employment of payroll employees and proprietors.

Local tax revenue includes lodging taxes, sales taxes, auto rental taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of employees and businesses.

State tax revenue includes lodging, sales and motor fuel tax payments of visitors, and the income tax and sales tax payments attributable to the travel industry income of businesses and employees.

Federal tax revenue includes motor fuel excise taxes and airline ticket taxes paid by visitors, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

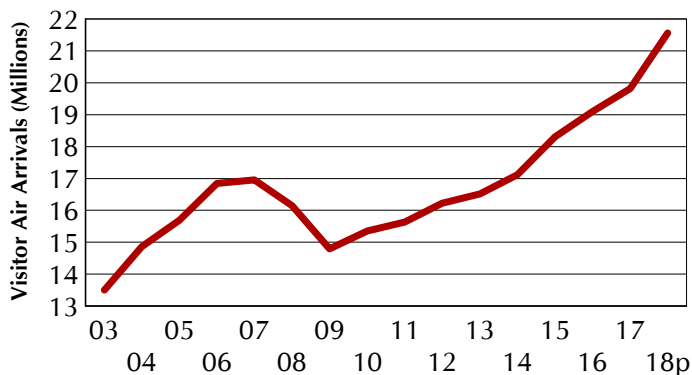
Texas Direct Spending Real and Current Dollars



In real dollars (adjusted for inflation) Texas travel spending increased by 5.8 percent over 2017. In current dollars, the increase was 7.4 percent. Gasoline prices increased by 10 percent for the year.

Sources: Source Strategies Inc. (San Antonio, Texas), Energy Information Administration, U.S. Department of Transportation Origin and Destination Survey, and Bureau of Labor Statistics CPI-West Urban.

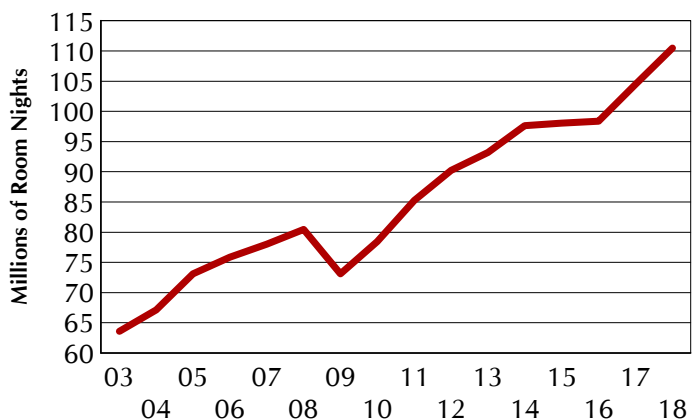
Air Passenger Visitor Arrivals to Texas U.S. Air Carriers



Visitor air arrivals to Texas increased by 8.0 percent from 2017 to 2018, following a 3.8 percent increase the preceding year.

Sources: U.S. Department of Transportation Origin and Destination Survey and Dean Runyan Associates.

Texas Hotel/Motel Room Demand



The rate of increase in room demand was 5.8 percent from 2017 to 2018. In 2016 the rate of increase in room demand was flat.

Sources: Source Strategies Inc. (San Antonio, Texas).

Visitor Origin

More than one-half of all visitor spending in Texas was generated by residents of other states and countries in 2018. International visitors spent \$6.9 billion in Texas in 2018 equivalent to 10 percent of all visitor spending in the state.

International spending excludes spending on healthcare and education travel.

Texas Travel Impacts by Origin of Visitor, 2018p

Origin	Spending (\$Billions)	Earnings (\$Billions)	Employment (Thousand)	Tax Receipts (\$Millions)		
				Local	State	Federal
Texas	\$32.1	\$9.1	290.0	\$623	\$1,636	\$1,346
Other U.S.	\$30.6	\$9.0	278.2	\$778	\$1,568	\$1,252
International	\$6.9	\$1.9	60.6	\$151	\$343	\$278
All Visitors	\$69.5	\$20.0	628.8	\$1,551	\$3,548	\$2,876
Other Travel	\$10.8	\$4.7	47.1	\$0	\$0	\$1,157
Total Travel	\$80.3	\$24.7	675.9	\$1,551	\$3,548	\$4,033

Sources: Dean Runyan Associates, International Trade Administration and Bureau of Economic Analysis (U.S. Dept. of Commerce), TNS TravelsAmerica visitor survey, Air Passenger Origin and Destination survey (U.S. Dept. of Transportation).



Visitor Spending at Texas Destinations by Origin of Visitor, 2018p



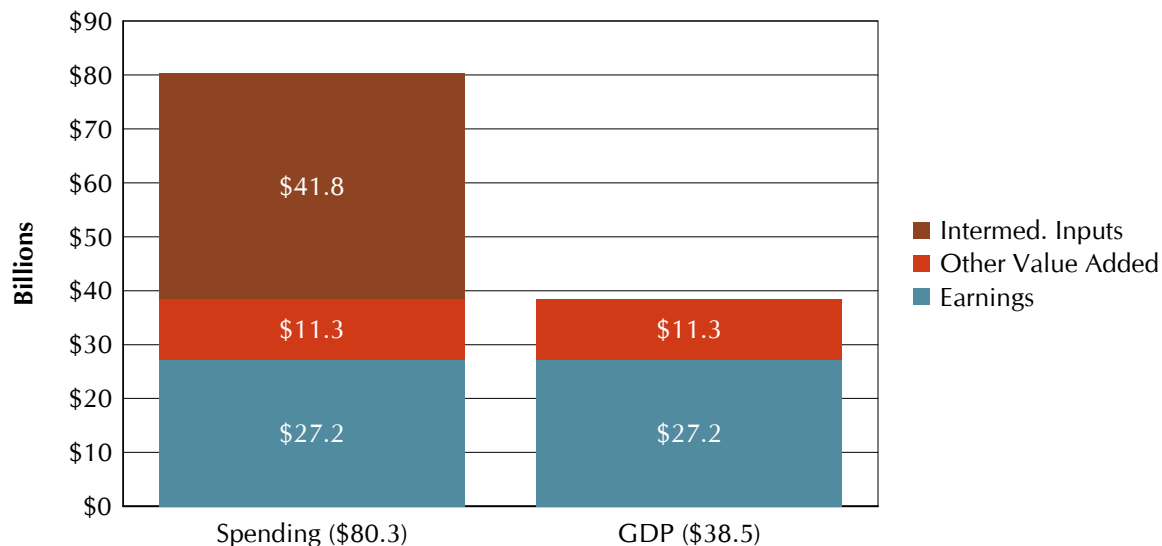
International	10.0%
Other U.S.	43.9%
Texas	46.1%
Total:	100.0%

Sources: See above chart for source of international estimates. See first graph on preceding page for constant dollar estimates. Constant dollar visitor spending does not include "Other Travel."

Texas Travel Industry Gross Domestic Product

Gross Domestic Product or GDP (also referred to as value-added) is a measure of the economic activity that reflects the market value of the labor and capital used to produce goods and services. It includes payments to individuals in the form of earnings, the taxes and fees paid by firms to government, and operating surplus (including profits, dividends and other payments). This measurement of value-added also has the advantage of excluding the intermediate inputs purchased by businesses from other firms in the production process. Because of this, it is possible to compare the economic contributions of different industries or geographic areas.

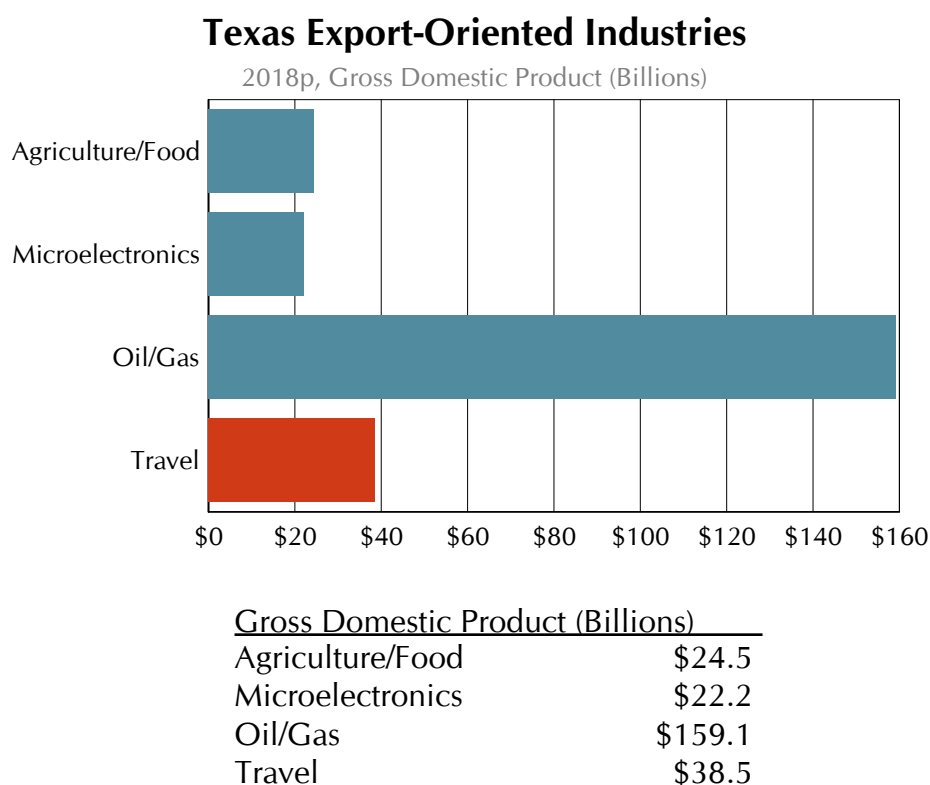
The relationship between travel spending and the GDP of the Texas travel industry is shown below. GDP is less than spending by the amount of intermediate inputs purchased by businesses in the travel industry. Examples of such intermediate inputs would be clothing and gifts sold to visitors by retail establishments, or the wine sold to visitors by restaurants.[2]



[2] It should be noted that the estimates reported here represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Texas will be delivered by other Texas firms that are not strictly part of the travel industry, as defined here. For example, restaurants will purchase agricultural products from other Texas businesses. These inputs are sometimes referred to as “indirect” effects. Estimates of indirect and induced effects for employment and earnings are reported in the following section. The chart on page 17 shows the relationship between direct and indirect earnings. This ratio is roughly applicable to travel industry gross state product.

The bar chart below compares the GDP of the Texas Travel Industry with four other leading export-oriented industries in the state. Export-oriented industries are those industries that sell most of their products to export markets. Manufacturing industries usually export their products to other markets. The travel industry is an export-oriented industry because its goods and services are sold to visitors, rather than residents. By contrast, much of the construction industry, retail trade, health care and many other services are oriented toward local/regional markets.

As can be seen, the GDP of the travel industry is similar to microelectronics manufacturing and agriculture/food production. Only oil and gas production and related manufacturing has a significantly greater GDP. GDP of the travel industry is slightly more than 2 percent of the state total.



Source: Dean Runyan Associates and Bureau of Economic Analysis. Agriculture/Food includes farming and the manufacture of food products. Oil/Gas includes extraction, support services and the manufacture of petroleum and chemical products. Microelectronics refers to NAICS 334 (Computer and electronic products). See page 161.

It should also be noted that the travel industry generates a relatively high proportion of business taxes in relation to GDP because sales and excises taxes are imposed on most goods and services purchased by visitors.[3] See page 19 of this report.

[3] These business taxes include property taxes, licenses and fees and the sales and excise taxes collected from consumers.

Secondary Impacts

Travel spending within Texas brings money into many Texas communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related revenues creates *indirect and induced impacts*. To summarize:

- **Direct** impacts represent the employment and earnings attributable to travel expenditures made directly by travelers to businesses throughout the state.
- **Indirect** impacts represent the employment and earnings associated with industries that supply goods and services to the direct businesses (i.e., those that receive money directly from travelers throughout the state).
- **Induced** impacts represent the employment and earnings that result from purchases for food, housing, transportation, recreation, and other goods and services made by travel industry employees, and the employees of the indirectly affected industries.

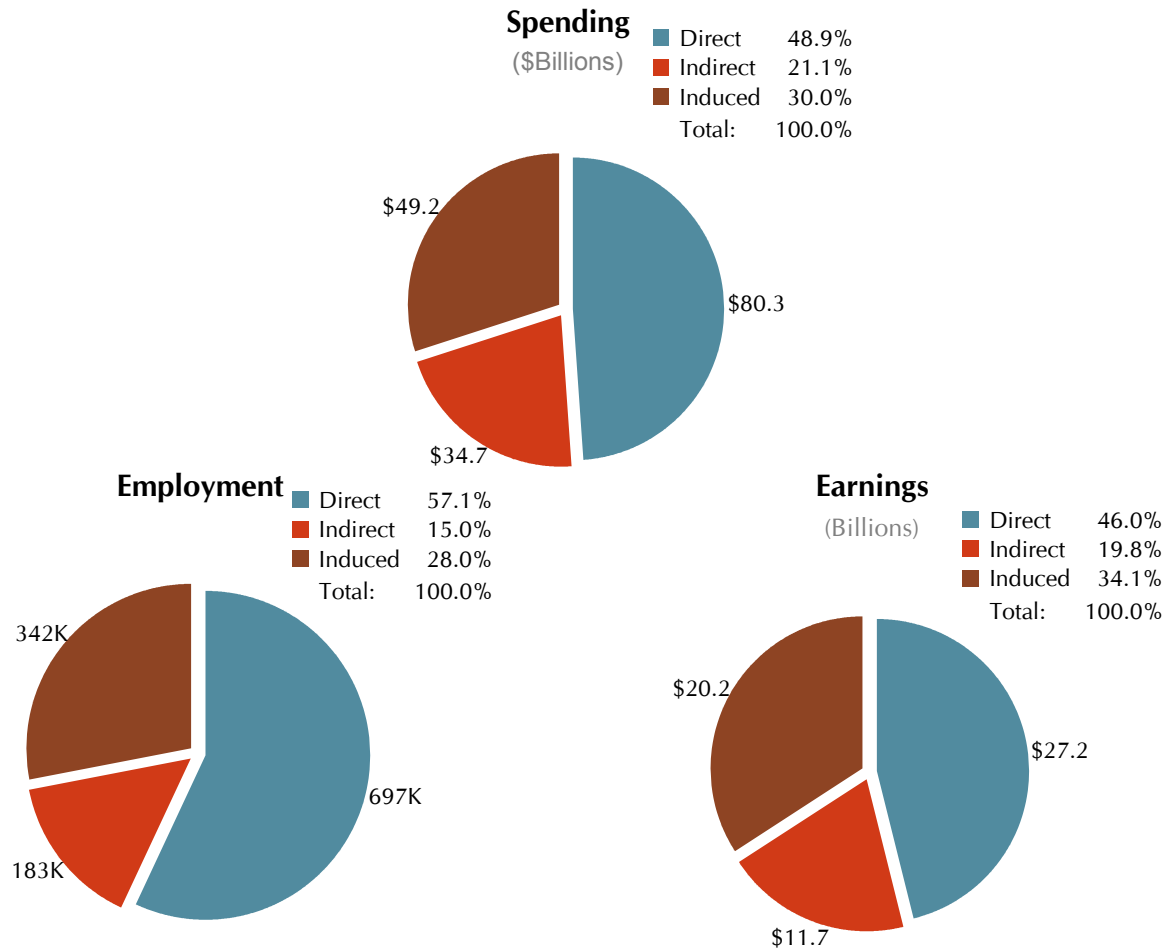
The impacts in this section are presented in terms of the employment and earnings of eleven major industry groups. These industry groups are similar, but not identical to the business service (or commodity) categories presented elsewhere in this report. (The specific industries that comprise these major groups are listed in Appendix D.) Direct travel impacts, such as those discussed in the first part of this section and the regional and county impacts presented elsewhere in this report are found in the following industry groups:

- **Accommodations & Food Services**
- **Arts, Entertainment, and Recreation**
- **Trade**
- **Transportation**

As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) rather than commodity or business service groupings.

The indirect and induced impacts of travel spending are found in all thirteen industry groupings shown in the following tables and graphs. To summarize the primary secondary impacts:

Total Spending, Employment and Earnings Generated by Travel Activity in Texas, 2018p

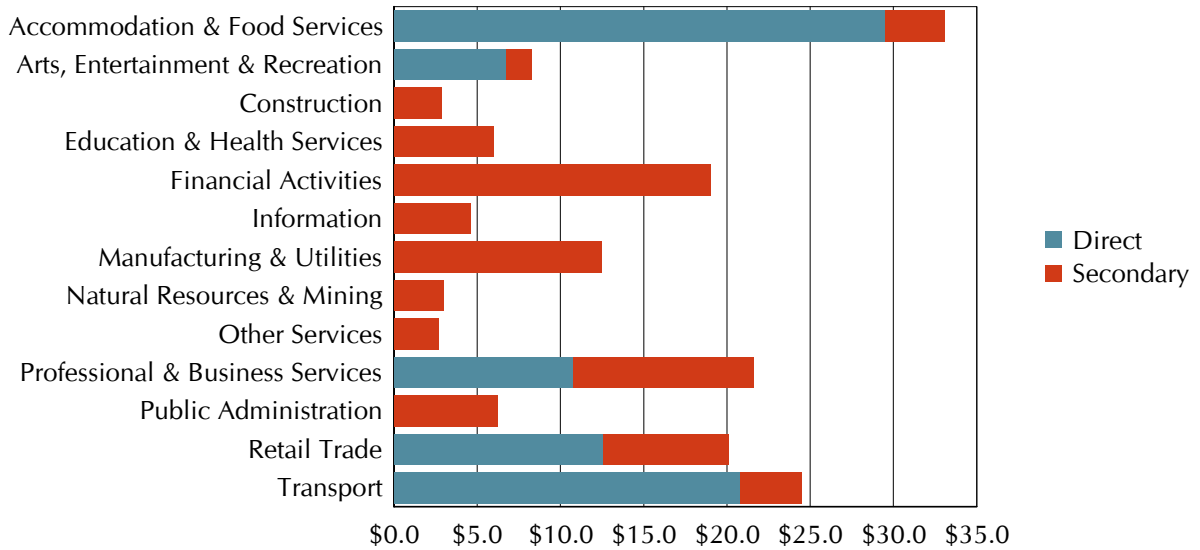


Sources: Dean Runyan Associates with IMPLAN GROUP, LLC. Total employment was 1,221,700 jobs. The employment multiplier for 2018 is 1.75 (1,221.74/697.19). Total earnings were \$59.12 Billion. The earnings multiplier is 2.17 (59.12/27.21). The spending multiplier is 2.05 (164.26/80.32)

- **Professional & Business Services** (87,890 jobs and \$5.9 billion earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (59,010 jobs and \$3.8 billion earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services
- **Financial Activities** (77,760 jobs and \$4.0 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (35,290 jobs and \$1.8 billion earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

Direct and Secondary Travel Spending in Texas, 2018p

(Chart - \$Billion) (Table - \$Million)



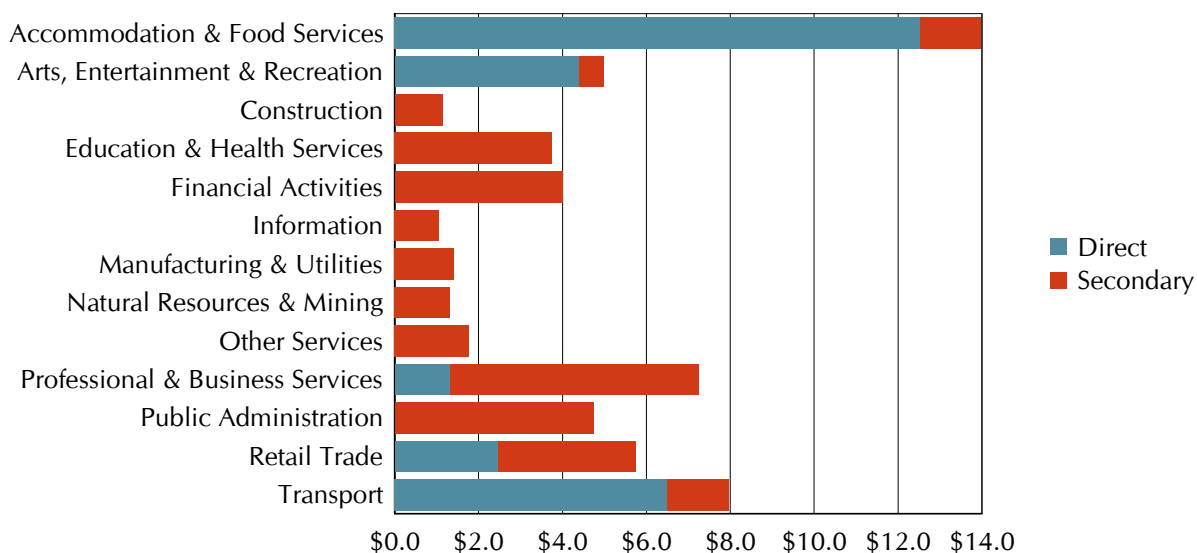
Industry Group	Secondary				Grand Total
	Direct	Indirect	Induced	Total	
Accommodation & Food Services	29,480	1,090	2,490	3,580	33,060
Arts, Entertainment & Recreation	6,720	970	580	1,540	8,260
Retail Trade	12,550	2,230	5,320	7,550	20,100
Professional & Business Services	10,770	6,840	4,020	10,870	21,640
Transport	20,800	2,190	1,470	3,660	24,450
Natural Resources & Mining		2,150	860	3,010	3,010
Construction		800	2,020	2,820	2,820
Manufacturing & Utilities		7,490	4,980	12,460	12,460
Information		2,100	2,470	4,570	4,570
Financial Activities		7,100	11,930	19,030	19,030
Education & Health Services		90	5,890	5,980	5,980
Other Services		720	1,930	2,650	2,650
Public Administration		930	5,270	6,200	6,200
All Industries	80,320	34,700	49,230	83,920	164,230

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix F. Details may not add to totals due to rounding.

Direct and Secondary Travel-Generated Earnings in Texas, 2018p

(Chart - \$Billion) (Table - \$Million)

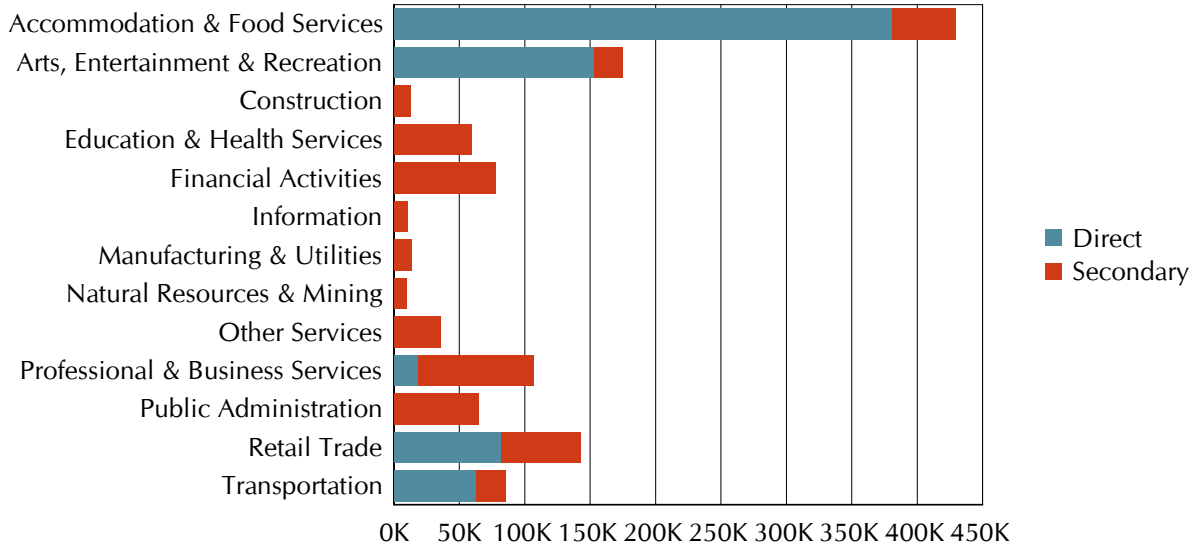


Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	12,520	400	1,050	1,460	13,970
Arts, Entertainment & Recreation	4,400	370	230	590	5,000
Retail Trade	2,470	910	2,380	3,290	5,760
Professional & Business Services	1,330	3,700	2,220	5,920	7,250
Transport	6,490	920	560	1,480	7,960
Natural Resources & Mining		940	380	1,320	1,320
Construction		350	790	1,140	1,140
Manufacturing & Utilities		760	650	1,410	1,410
Information		520	540	1,060	1,060
Financial Activities		1,860	2,140	4,000	4,000
Education & Health Services		60	3,690	3,750	3,750
Other Services		510	1,250	1,770	1,770
Public Administration		440	4,290	4,740	4,740
All Industries	27,210	11,740	20,170	31,930	59,130

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix F. Details may not add to totals due to rounding.

Direct and Secondary Travel-Generated Employment in Texas, 2018p (thousand jobs)



Industry Group	Secondary			Total	Grand Total
	Direct	Indirect	Induced		
Accommodation & Food Services	380.9	12.9	35.7	48.6	429.5
Arts, Entertainment & Recreation	153.0	13.6	8.0	21.6	174.5
Retail Trade	81.7	15.1	45.5	60.6	142.3
Professional & Business Services	18.5	54.0	33.9	87.9	106.4
Transportation	63.1	14.8	7.9	22.7	85.8
Natural Resources & Mining		5.4	4.1	9.5	9.5
Construction		4.0	9.1	13.0	13.0
Manufacturing & Utilities		6.8	6.4	13.2	13.2
Information		5.2	5.4	10.5	10.5
Financial Activities		36.9	40.9	77.8	77.8
Education & Health Services		1.6	57.4	59.0	59.0
Other Services		7.7	27.6	35.3	35.3
Public Administration		4.8	60.2	64.9	64.9
All Industries	697.2	182.7	341.8	524.5	1,221.7

Source: Dean Runyan Associates and Minnesota Implan Group.

Note: These industry groups are not equivalent to the categories used in the direct impact tables used in this report. See Appendix F. Details may not add to totals due to rounding.

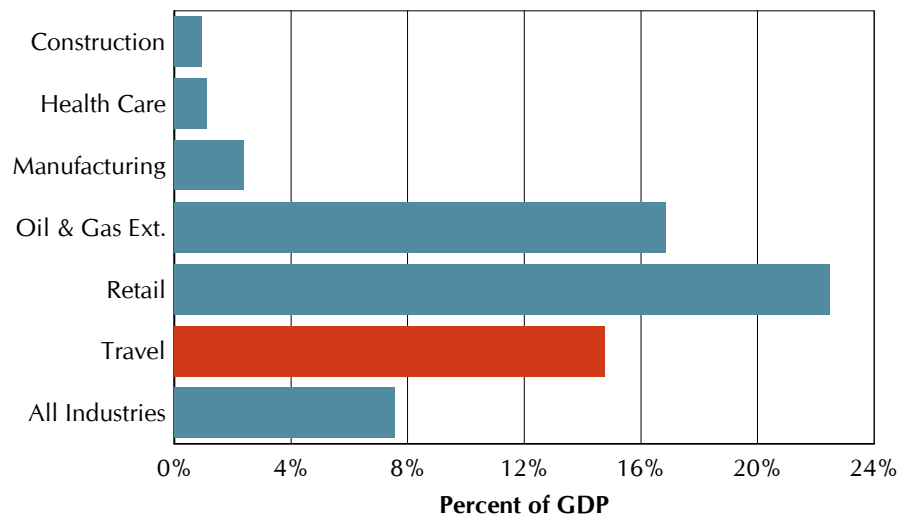
III. State and Local Government Revenue

This report is concerned with the contribution of the Texas travel industry to state and local government finance. The first part of the report compares the travel industry to various other sectors of the state economy. The next several sections provide an overview of state and local finance and the revenue contribution of the travel industry. The final section of the report provides a more detailed breakout of state government tax revenue. The report also contains numerous appendices.

Industry Gross Domestic Product and Taxes

One way to consider the tax contributions of various sectors of the economy is to express the tax payments of businesses to government as a percentage of Gross Domestic Product. The bar chart and accompanying table show these tax payments (taxes on production and imports or TOPI) for major sectors of the Texas economy, including travel. TOPI include most of the taxes paid by the business firm to local, state and federal governments except for income taxes. This includes property taxes, licenses and fees and the sales and excise taxes collected from consumers. It is because of these later taxes that retail trade and travel have relatively high proportions of tax payments in relation to their gross domestic products.

Production & Import Taxes as a Percent of Gross Domestic Product
Selected Texas Industry Sectors, 2018 (Preliminary) Calendar Year



Sources: Bureau of Economic Analysis and Dean Runyan Associates. All 2018 preliminary estimates by Dean Runyan Associates. Oil and Gas Extraction does not include related manufacturing industries such as petroleum refining. This is in contrast to the analysis of export-oriented industries in *The Economic Impact of Travel*.

	GDP (\$M)	*TOPI (\$M)	Percent
Construction	94,227	873	0.9%
Health Care	108,728	1,218	1.1%
Manufacturing	230,446	5,478	2.4%
Oil & Gas Extraction	119,983	20,231	16.9%
Retail	98,078	22,044	22.5%
Travel	38,493	5,678	14.8%
All Industries	1,775,797	134,001	7.5%

*TOPI denotes taxes on production and imports, less subsidies.

The remainder of this report will focus on the travel industry and the specific tax contributions made to state and local government in Texas. In addition to the taxes on production discussed in the previous section, the tax payments of travel industry employees derived from the income earned from travel industry businesses will be included.[1] The three primary sources of tax revenue generated by the travel industry are:

- Sales tax receipts generated by **visitor spending**. This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes. (These taxes are denoted as *visitor* taxes in other sections of the report.)
- Property and franchise taxes paid by **travel industry businesses** attributable to travel generated business receipts (denoted as *resident* taxes).
- Sales and property taxes paid by **travel industry employees** attributable to travel generated earnings (denoted as *resident* taxes).

Texas Tax Structure

The pie chart below, adapted from the Bureau of the Census' State and Local Government Finance and other data sources, shows the main categories of tax revenue in Texas. About one-half of all state and local tax revenue in the state is derived from sales or gross receipts taxes. More than 80 percent of these sales taxes are collected by the state. The next largest category is property taxes – paid primarily by homeowners and businesses to local governments.[2] The franchise tax on businesses (\$3.7 billion in 2018) is included in the other category.

Texas State and Local Government Tax Revenues

2017-2018 Fiscal Year (Millions)



Sales & Gross Receipts	61617.2	49.6%
Property	53614.6	43.1%
License & Other	9090.5	7.3%
Total:	124322.2	100.0%

Sources: The 2017-18 fiscal year estimates of state and local tax revenues in Texas were prepared by Dean Runyan Associates from various sources, including the Bureau of the Census (State and Local Government Finance), the Texas Comptroller's Office, the Bureau of Economic Analysis and a selection of annual financial reports for cities and counties. Sales and gross receipts taxes include the general sales tax and a variety of selective taxes, such as those on lodging, motor fuel and alcoholic beverages. Other taxes include licenses and the state franchise tax. State tax receipts comprise slightly less than one-half of all state and local tax receipts.

Note: The 2017-18 fiscal year is for the period September 1, 2017 through August 31, 2018.

[1]In effect, this means re-allocating some of the sales and excise payments made by other industries to the travel industry because the payments are ultimately made by consumers that earned their income in the travel industry.

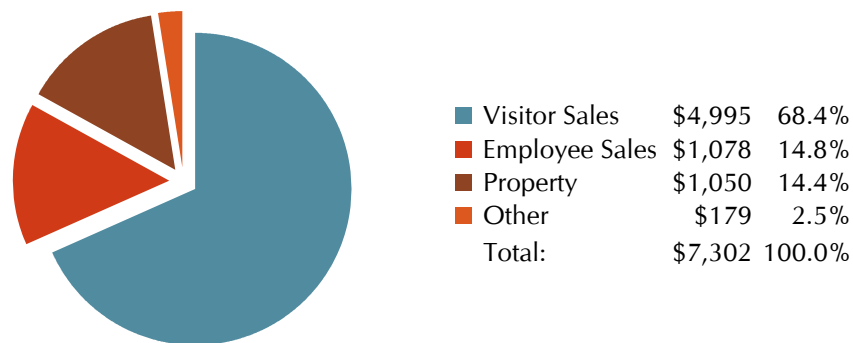
[2]Businesses pay 62 percent of all property taxes in Texas according to the Texas Taxpayers and Research Associates (Observations on the Property Tax in Texas, January 2016).

Travel Industry Tax Revenue

The distribution of taxes generated by the travel industry for the 2017-18 fiscal year is shown in the following pie chart. The categories are the same as the preceding figure, with the exception that sales tax receipts are also distinguished between those that are generated by visitor spending and those that are generated by the spending of travel industry employees.

Texas Travel Industry State and Local Government Tax Revenue

2017-2018 Fiscal Year (Million)



Source: Dean Runyan Associates. "Other" travel-generated tax revenue includes the franchise tax and passenger facility charges for visitors who travel to Texas airports.

Whereas slightly less than one-half of all state and local tax revenue in Texas was attributable to sales tax collections in the 2017-18 fiscal year, 83 percent of all travel industry tax revenue was attributable to sales tax receipts from visitors (68 percent) and the purchases of employees in the travel industry (15 percent), including selective taxes on hotel occupancy, motor fuel, and mixed beverages.

Travel industry state and local tax revenues are compared to total Texas state and local tax revenues in the following table. Because the travel industry generates a relatively high proportion of sales tax revenues, it is associated with proportionately more tax revenues than would be expected given the size of the industry, as measured by earnings or gross domestic product. Whereas the earnings and GDP of the travel industry are slightly more than 2 percent of the state totals, travel industry tax revenues represent 5.8 percent of all state and local tax revenues in Texas. This is consistent with the initial analysis that compared different industries within the state.

Texas State and Local Tax Revenues 2017-2018 Fiscal Year (Million)

		Travel Generated		
	Total	Visitor	Business & Employee	Percent Travel
Sales & Gross Receipts	\$61,620	\$5,000	\$1,080	9.9%
Property	\$53,610	\$0	\$1,050	2.0%
License & Other	\$9,100	\$90	\$80	1.9%
Total Tax Receipts	\$124,330	\$5,090	\$2,210	5.9%

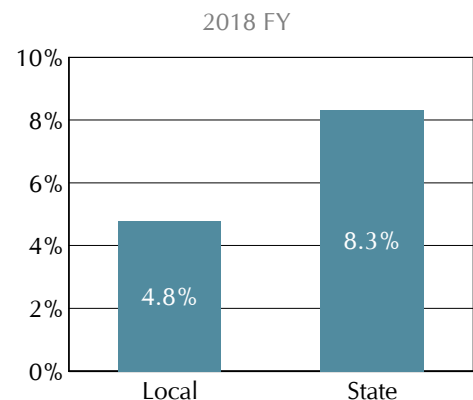
Sources: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance. Business & employee taxes refer to sales and property tax payments of travel industry employees and property and franchise tax payments of travel industry businesses. Tax revenue directly attributable to visitors (\$5.1 billion) accounted for 4.1 percent of all state and local tax revenue. Tax revenue attributable to travel industry employees and businesses (\$2.2 billion) accounted for 1.8 percent of all state and local tax revenue.

Travel Industry Contribution to State Government

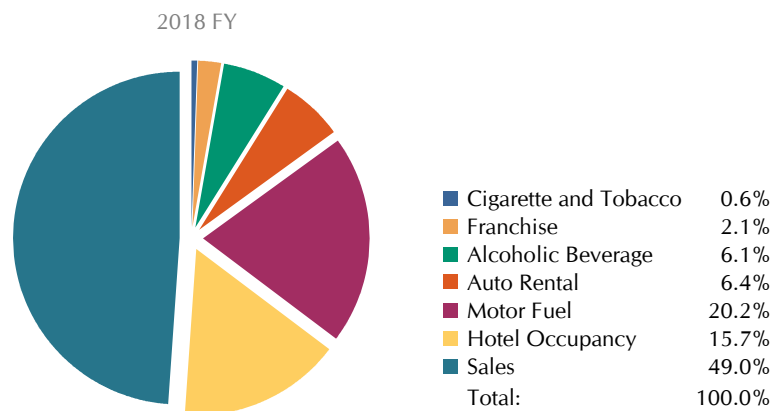
The overall contribution of the travel industry to state government revenue (8.3 percent) is greater than the contribution to local government (4.8 percent), as indicated in the column chart to the right. This is because state government is primarily dependent on sales and gross receipts taxes, whereas local governments receive most of their revenue from property taxes. (Total tax revenues are roughly similar for both levels of government.)

The pie chart shows the distribution of travel-generated state taxes. Virtually all of the revenue is generated through some form of sales or gross receipts tax.

Travel-Generated Tax Revenue as a Percentage of Total Local and State Revenue



Travel-Generated Tax Revenue to State Government



Summary

This analysis of the tax revenue generated by the Texas travel industry can be summarized as follows:

- The Texas travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about two percent of the state economy, the travel industry generates 5.9 percent of tax revenue.
- The contribution of the travel industry to state government is even more pronounced - 8.3 percent in the 2018 fiscal year.
- The state's reliance on sales and gross receipts taxes is the primary reason for the large revenue contribution of the travel industry. Not only are most travel industry goods and services taxed, but a large share of these commodities are taxed at rates that are greater than the general sales tax (motor fuel, auto rental, mixed beverages).
- A substantial share of travel-generated tax revenue is not borne by Texas residents due to the fact that more than one-half of all visitor spending in the state is made by out-of-state visitors.[4]

Detailed tables for tourism regions, metropolitan areas and counties follow.

[4]Spending by international visitors amounted to 10 percent of spending. Domestic out-of-state visitors contributed 44 percent of all spending. See page 11.

Tourism Region
Travel Generated Tax Revenue per Household, 2018p Calendar Year
(Households in thousands, Tax Revenue Amounts in Millions)

	<u>Visitor Tax Revenue</u>				<u>Business/Employee Tax Revenue</u>			Total Tax Revenue per Household
	Household	Local	State	Revenue per Household	Local	State	Revenue per Household	
Big Bend	436	\$87	\$183	\$620	\$40	\$30	\$160	\$780
Gulf Coast	2,669	\$456	\$913	\$510	\$341	\$242	\$220	\$730
Hill Country	976	\$235	\$415	\$670	\$143	\$102	\$250	\$920
Panhandle Plains	609	\$67	\$207	\$450	\$49	\$37	\$140	\$590
Piney Woods	736	\$40	\$136	\$240	\$37	\$28	\$90	\$330
Prairies and Lakes	3,570	\$499	\$1,143	\$460	\$561	\$399	\$270	\$730
South Texas Plains	1,149	\$254	\$551	\$700	\$159	\$114	\$240	\$940

Tourism Regions
Visitor Share of State Sales Tax Revenue, 2018p Calendar Year
Amounts in Millions

	<u>State Sales Tax Revenue</u>		Visitor Share
	Total	Visitor	
Big Bend	\$1,575	\$74	4.7%
Gulf Coast	\$7,859	\$394	5.0%
Hill Country	\$2,764	\$207	7.5%
Panhandle Plains	\$1,243	\$91	7.3%
Piney Woods	\$1,502	\$55	3.7%
Prairies and Lakes	\$9,767	\$515	5.3%
South Texas Plains	\$2,619	\$234	8.9%

Metropolitan Area
Travel Generated Tax Revenue per Household, 2018p Calendar Year
(Households in thousands, Tax Revenue Amounts in Millions)

	Visitor Tax Revenue				Business/Employee Tax Revenue			Total Tax Revenue per Household
	Household	Local	State	Revenue per Household	Local	State	Revenue per Household	
Abilene	64	\$9	\$26	\$540	\$5	\$4	\$140	\$690
Amarillo	100	\$19	\$51	\$690	\$12	\$8	\$200	\$900
Austin-Round Rock	815	\$214	\$362	\$710	\$126	\$89	\$260	\$970
Beaumont-Port Arthur	153	\$14	\$44	\$380	\$8	\$7	\$100	\$470
Brownsville-Harlingen	124	\$19	\$38	\$460	\$11	\$8	\$150	\$610
College Station-Bryan	97	\$12	\$31	\$440	\$8	\$7	\$160	\$590
Corpus Christi	166	\$32	\$68	\$600	\$24	\$17	\$240	\$850
Dallas-Plano-Irving	1,796	\$290	\$677	\$540	\$278	\$196	\$260	\$800
Fort Worth-Arlington	911	\$152	\$263	\$450	\$236	\$167	\$440	\$900
El Paso	270	\$33	\$84	\$430	\$22	\$16	\$140	\$580
Houston-The Woodlands-Sugar Land	2,423	\$401	\$781	\$490	\$312	\$220	\$220	\$710
Killeen-Temple	160	\$9	\$27	\$220	\$8	\$6	\$80	\$310
Laredo	74	\$10	\$34	\$590	\$7	\$6	\$180	\$770
Longview	81	\$4	\$18	\$270	\$3	\$3	\$80	\$350
Lubbock	120	\$14	\$43	\$480	\$14	\$11	\$210	\$680
McAllen-Edinburg-Mission	241	\$20	\$67	\$360	\$20	\$14	\$140	\$500
Midland	66	\$18	\$35	\$800	\$6	\$5	\$160	\$960
Odessa	58	\$18	\$33	\$880	\$5	\$4	\$160	\$1,040
San Angelo	46	\$4	\$15	\$420	\$4	\$3	\$160	\$570
San Antonio-New Braunfels	893	\$230	\$461	\$770	\$141	\$100	\$270	\$1,040
Sherman-Denison	52	\$2	\$13	\$300	\$2	\$1	\$70	\$370
Texarkana	35	\$3	\$12	\$420	\$2	\$1	\$90	\$510
Tyler	86	\$6	\$20	\$300	\$5	\$4	\$100	\$400
Victoria	37	\$4	\$13	\$460	\$2	\$2	\$100	\$560
Waco	94	\$11	\$33	\$470	\$7	\$6	\$140	\$610
Wichita Falls	57	\$4	\$14	\$320	\$3	\$2	\$90	\$410

Metropolitan Area
Visitor Share of State Sales Tax Revenue, 2018p Calendar Year
Amounts in Millions

	<u>State Sales Tax Revenue</u>		Visitor Share
	Total	Visitor	
Abilene	\$131	\$11	8.5%
Amarillo	\$226	\$24	10.6%
Austin-Round Rock	\$2,398	\$184	7.7%
Beaumont-Port Arthur	\$314	\$17	5.4%
Brownsville-Harlingen	\$196	\$21	10.6%
College Station-Bryan	\$223	\$14	6.2%
Corpus Christi	\$380	\$34	8.9%
Dallas-Plano-Irving	\$5,149	\$313	6.1%
Fort Worth-Arlington	\$2,187	\$120	5.5%
El Paso	\$494	\$33	6.7%
Houston-The Woodlands-Sugar Land	\$7,447	\$330	4.4%
Killeen-Temple	\$231	\$14	6.1%
Laredo	\$161	\$21	13.1%
Longview	\$200	\$7	3.4%
Lubbock	\$283	\$22	7.9%
McAllen-Edinburg-Mission	\$431	\$41	9.6%
Midland	\$555	\$16	2.8%
Odessa	\$355	\$16	4.6%
San Angelo	\$103	\$7	7.0%
San Antonio-New Braunfels	\$2,167	\$183	8.4%
Sherman-Denison	\$92	\$5	4.9%
Texarkana	\$71	\$4	5.3%
Tyler	\$203	\$10	4.9%
Victoria	\$105	\$6	6.2%
Waco	\$186	\$16	8.4%
Wichita Falls	\$93	\$6	6.5%

County
Travel Generated Tax Revenue per Household, 2018p Calendar Year

Counties with more than 10,000 households
(Households in thousands, Tax Revenue in Millions)

	<u>Visitor Tax Revenue</u>				<u>Business/Employee Tax Revenue</u>			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Anderson	17	\$1	\$3	\$240	\$1	\$1	\$70	\$310
Angelina	31	\$2	\$7	\$290	\$1	\$1	\$90	\$380
Aransas	10	\$1	\$4	\$540	\$1	\$1	\$260	\$800
*Atascosa	17	\$1	\$4	\$300	\$1	\$1	\$110	\$410
Austin	11	\$0	\$3	\$260	\$1	\$0	\$80	\$340
Bastrop	30	\$4	\$9	\$410	\$3	\$3	\$200	\$610
Bell	130	\$8	\$24	\$240	\$7	\$5	\$90	\$340
Bexar	702	\$214	\$416	\$900	\$125	\$88	\$300	\$1,200
Bowie	35	\$3	\$12	\$420	\$2	\$1	\$90	\$510
Brazoria	125	\$7	\$19	\$210	\$6	\$4	\$80	\$290
Brazos	83	\$11	\$29	\$480	\$8	\$6	\$170	\$650
Brown	15	\$1	\$3	\$270	\$1	\$1	\$100	\$370
Burnet	18	\$2	\$4	\$330	\$2	\$1	\$150	\$480
Caldwell	14	\$0	\$2	\$180	\$0	\$0	\$50	\$240
Cameron	124	\$19	\$38	\$460	\$11	\$8	\$150	\$610
Cass	12	\$0	\$1	\$140	\$0	\$0	\$40	\$170
Chambers	14	\$1	\$2	\$220	\$0	\$0	\$50	\$270
Cherokee	18	\$0	\$2	\$140	\$0	\$0	\$40	\$180
Collin	362	\$39	\$86	\$350	\$34	\$24	\$160	\$500
Comal	56	\$9	\$22	\$560	\$8	\$6	\$240	\$800
Cooke	15	\$1	\$4	\$330	\$1	\$1	\$90	\$430
Coryell	22	\$1	\$3	\$150	\$1	\$1	\$50	\$200
Dallas	952	\$225	\$515	\$780	\$224	\$158	\$400	\$1,180
Denton	310	\$17	\$42	\$190	\$14	\$10	\$70	\$270
Ector	58	\$18	\$33	\$880	\$5	\$4	\$160	\$1,040
Ellis	60	\$3	\$11	\$230	\$3	\$2	\$70	\$300

*Oil and gas production in recent years may affect travel impact estimates.

County
Travel Generated Tax Revenue per Household, 2018p Calendar Year

Counties with more than 10,000 households
(Households in thousands, Tax Revenue in Millions)

	<u>Visitor Tax Revenue</u>			<u>Business/Employee Tax Revenue</u>			<u>Total Tax</u>	
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
El Paso	268	\$33	\$84	\$430	\$22	\$16	\$140	\$580
Erath	16	\$1	\$3	\$240	\$1	\$1	\$80	\$310
Fannin	13	\$0	\$1	\$100	\$0	\$0	\$20	\$110
Fayette	10	\$1	\$3	\$320	\$0	\$0	\$80	\$410
Fort Bend	250	\$10	\$28	\$150	\$9	\$6	\$60	\$210
Galveston	126	\$28	\$50	\$620	\$15	\$11	\$200	\$830
Gillespie	11	\$4	\$6	\$870	\$1	\$1	\$230	\$1,110
Grayson	52	\$2	\$13	\$300	\$2	\$1	\$70	\$370
Gregg	46	\$4	\$14	\$380	\$3	\$2	\$110	\$490
Guadalupe	57	\$3	\$9	\$220	\$3	\$2	\$100	\$330
Hale	11	\$1	\$3	\$330	\$1	\$0	\$100	\$430
Hardin	21	\$1	\$3	\$150	\$1	\$0	\$40	\$190
Harris	1,641	\$337	\$639	\$590	\$264	\$186	\$270	\$870
Harrison	25	\$0	\$6	\$250	\$1	\$1	\$50	\$300
Hays	78	\$8	\$22	\$390	\$6	\$5	\$140	\$530
Henderson	32	\$1	\$7	\$260	\$1	\$1	\$60	\$320
Hidalgo	241	\$20	\$67	\$360	\$20	\$14	\$140	\$500
Hill	14	\$0	\$4	\$300	\$0	\$0	\$60	\$360
Hood	25	\$1	\$3	\$180	\$1	\$1	\$60	\$240
Hopkins	14	\$1	\$5	\$380	\$1	\$1	\$90	\$460
Howard	12	\$4	\$9	\$1,070	\$1	\$1	\$170	\$1,240
Hunt	36	\$1	\$7	\$230	\$2	\$1	\$80	\$300
Jasper	14	\$1	\$2	\$180	\$1	\$0	\$70	\$250
Jefferson	94	\$11	\$34	\$480	\$6	\$5	\$120	\$600
Jim Wells	14	\$1	\$4	\$360	\$1	\$1	\$100	\$460
Johnson	59	\$2	\$10	\$210	\$2	\$1	\$50	\$260

*Oil and gas production in recent years may affect travel impact estimates.

County
Travel Generated Tax Revenue per Household, 2018p Calendar Year

Counties with more than 10,000 households
(Households in thousands, Tax Revenue in Millions)

	<u>Visitor Tax Revenue</u>				<u>Business/Employee Tax Revenue</u>			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Kaufman	43	\$2	\$10	\$260	\$1	\$1	\$50	\$320
Kendall	17	\$1	\$3	\$260	\$1	\$1	\$150	\$410
Kerr	22	\$2	\$5	\$350	\$2	\$2	\$160	\$510
Kleberg	11	\$1	\$4	\$430	\$1	\$1	\$110	\$540
Lamar	20	\$1	\$4	\$270	\$1	\$1	\$90	\$360
Liberty	29	\$1	\$3	\$140	\$1	\$1	\$50	\$190
Llano	10	\$2	\$4	\$570	\$3	\$2	\$430	\$1,000
Lubbock	116	\$14	\$43	\$490	\$14	\$11	\$220	\$710
McLennan	94	\$11	\$33	\$470	\$7	\$6	\$140	\$610
Matagorda	14	\$2	\$3	\$350	\$1	\$1	\$150	\$490
*Maverick	17	\$1	\$3	\$280	\$1	\$1	\$80	\$370
Medina	17	\$0	\$3	\$180	\$0	\$0	\$50	\$230
Midland	64	\$18	\$33	\$800	\$6	\$5	\$160	\$960
Montgomery	209	\$16	\$34	\$240	\$16	\$11	\$130	\$370
Nacogdoches	24	\$2	\$5	\$270	\$1	\$1	\$80	\$340
Navarro	18	\$1	\$3	\$210	\$1	\$0	\$60	\$280
Nueces	133	\$28	\$56	\$630	\$20	\$14	\$260	\$890
Orange	32	\$2	\$7	\$280	\$1	\$1	\$80	\$360
Palo Pinto	11	\$1	\$5	\$500	\$1	\$1	\$110	\$600
Parker	50	\$2	\$7	\$180	\$1	\$1	\$50	\$230
Polk	18	\$1	\$3	\$190	\$1	\$1	\$90	\$280
Potter	42	\$17	\$42	\$1,410	\$11	\$7	\$430	\$1,830
Randall	54	\$1	\$7	\$160	\$1	\$1	\$40	\$200
Rockwall	34	\$2	\$6	\$250	\$2	\$1	\$80	\$320
Rusk	19	\$0	\$2	\$150	\$0	\$0	\$40	\$190
San Jacinto	11	\$0	\$0	\$40	\$0	\$0	\$20	\$60

*Oil and gas production in recent years may affect travel impact estimates.

County
Travel Generated Tax Revenue per Household, 2018p Calendar Year

Counties with more than 10,000 households
(Households in thousands, Tax Revenue in Millions)

	<u>Visitor Tax Revenue</u>				<u>Business/Employee Tax Revenue</u>			Total Tax
	Households	Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
San Patricio	23	\$3	\$8	\$470	\$2	\$1	\$140	\$600
Smith	86	\$6	\$20	\$300	\$5	\$4	\$100	\$400
Starr	18	\$0	\$1	\$100	\$0	\$0	\$30	\$130
Tarrant	754	\$146	\$239	\$510	\$232	\$163	\$520	\$1,030
Taylor	53	\$9	\$26	\$650	\$5	\$4	\$170	\$820
Titus	11	\$1	\$3	\$390	\$1	\$0	\$90	\$480
Tom Green	45	\$4	\$14	\$400	\$4	\$3	\$160	\$560
Travis	490	\$188	\$293	\$980	\$106	\$75	\$370	\$1,350
Upshur	16	\$0	\$1	\$110	\$0	\$0	\$20	\$130
Val Verde	16	\$1	\$3	\$270	\$1	\$1	\$90	\$360
Van Zandt	21	\$1	\$3	\$170	\$1	\$0	\$40	\$220
Victoria	34	\$4	\$13	\$480	\$2	\$2	\$100	\$580
Walker	22	\$2	\$7	\$370	\$1	\$1	\$90	\$460
Waller	17	\$1	\$3	\$240	\$0	\$0	\$40	\$280
Washington	14	\$1	\$6	\$560	\$1	\$1	\$120	\$680
*Webb	74	\$10	\$34	\$590	\$7	\$6	\$180	\$770
Wharton	15	\$1	\$2	\$190	\$0	\$0	\$50	\$250
Wichita	49	\$4	\$12	\$340	\$3	\$2	\$100	\$440
Williamson	203	\$14	\$36	\$250	\$9	\$7	\$80	\$330
*Wilson	18	\$0	\$2	\$150	\$0	\$0	\$50	\$200
Wise	24	\$1	\$3	\$180	\$1	\$1	\$60	\$250
Wood	18	\$0	\$1	\$80	\$0	\$0	\$40	\$120

*Oil and gas production in recent years may affect travel impact estimates.

County Visitor Share of State Sales Tax Revenues, 2018p Calendar Year

Amounts in Millions

<u>State Sales Tax Revenue</u>				<u>State Sales Tax Revenue</u>			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Anderson	\$23.4	\$1.8	7.8%	Coke	\$0.6	\$0.0	7.4%
Andrews	\$27.2	\$1.0	3.6%	Coleman	\$2.8	\$0.1	5.1%
Angelina	\$66.4	\$2.8	4.2%	Collin	\$972.1	\$48.1	4.9%
Aransas	\$15.6	\$2.1	13.1%	Collingsworth	\$0.9	\$0.0	2.2%
Archer	\$2.7	\$0.0	1.5%	Colorado	\$14.1	\$0.9	6.5%
Armstrong	\$0.4	\$0.0	2.2%	Comal	\$165.6	\$13.4	8.1%
*Atascosa	\$46.0	\$1.8	4.0%	Comanche	\$5.3	\$0.3	4.8%
Austin	\$15.6	\$0.8	5.4%	Concho	\$0.5	\$0.0	7.7%
Bailey	\$2.5	\$0.2	6.1%	Cooke	\$45.6	\$1.5	3.4%
Bandera	\$7.0	\$0.6	8.9%	Coryell	\$24.3	\$1.4	5.8%
Bastrop	\$50.5	\$4.3	8.6%	Cottle	\$0.3	\$0.0	4.8%
Baylor	\$1.3	\$0.1	4.5%	Crane	\$5.1	\$0.1	2.3%
*Bee	\$15.5	\$1.0	6.2%	Crockett	\$4.1	\$0.2	4.4%
Bell	\$198.4	\$12.4	6.2%	Crosby	\$0.9	\$0.0	4.7%
Bexar	\$1,798.0	\$158.8	8.8%	Culberson	\$4.7	\$0.1	1.6%
Blanco	\$13.3	\$0.4	3.0%	Dallam	\$6.0	\$0.2	3.6%
Borden	\$0.1	\$0.0	0.1%	Dallas	\$3,261.1	\$227.5	7.0%
Bosque	\$4.1	\$0.2	5.6%	Dawson	\$7.1	\$0.5	7.1%
Bowie	\$71.4	\$3.8	5.3%	Deaf Smith	\$8.8	\$0.4	4.2%
Brazoria	\$248.4	\$10.1	4.0%	Delta	\$0.6	\$0.0	5.2%
Brazos	\$206.7	\$13.1	6.3%	Denton	\$607.3	\$23.7	3.9%
Brewster	\$7.1	\$1.3	19.0%	*DeWitt	\$11.8	\$1.6	13.7%
Briscoe	\$0.3	\$0.0	3.9%	Dickens	\$0.6	\$0.0	3.4%
Brooks	\$2.5	\$0.2	8.5%	*Dimmit	\$12.5	\$1.0	8.3%
Brown	\$29.3	\$1.4	4.8%	Donley	\$1.0	\$0.1	11.6%
Burleson	\$10.2	\$0.3	2.8%	Duval	\$3.9	\$0.1	2.7%
Burnet	\$44.9	\$1.8	4.0%	Eastland	\$11.5	\$0.4	3.9%
Caldwell	\$15.1	\$0.9	5.7%	Ector	\$354.9	\$16.4	4.6%
Calhoun	\$43.6	\$1.0	2.3%	Edwards	\$0.7	\$0.0	2.4%
Callahan	\$5.2	\$0.1	2.1%	Ellis	\$108.3	\$4.8	4.4%
Cameron	\$196.4	\$20.8	10.6%	El Paso	\$493.9	\$33.1	6.7%
Camp	\$8.5	\$0.2	1.8%	Erath	\$30.4	\$1.2	3.9%
Carson	\$2.2	\$0.0	1.0%	Falls	\$4.0	\$0.3	6.3%
Cass	\$9.7	\$0.5	4.7%	Fannin	\$10.5	\$0.4	4.1%
Castro	\$2.0	\$0.1	2.7%	Fayette	\$19.5	\$0.9	4.6%
Chambers	\$32.3	\$0.7	2.2%	Fisher	\$0.9	\$0.0	1.8%
Cherokee	\$16.5	\$0.7	4.4%	Floyd	\$1.0	\$0.1	6.8%
Childress	\$4.1	\$0.3	8.0%	Foard	\$0.2	\$0.0	8.6%
Clay	\$1.6	\$0.1	5.0%	Fort Bend	\$491.5	\$15.5	3.1%
Cochran	\$0.4	\$0.0	6.4%	Franklin	\$2.9	\$0.2	5.6%

*Oil and gas production in recent years may affect travel impact estimates

County Visitor Share of State Sales Tax Revenues, 2018p Calendar Year

Amounts in Millions

<u>State Sales Tax Revenue</u>				<u>State Sales Tax Revenue</u>			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Freestone	\$9.2	\$0.5	5.7%	Jasper	\$18.8	\$0.7	3.9%
*Frio	\$11.7	\$1.2	10.4%	Jeff Davis	\$0.6	\$0.0	4.6%
Gaines	\$14.3	\$0.4	2.6%	Jefferson	\$242.1	\$13.2	5.5%
Galveston	\$260.5	\$26.4	10.1%	Jim Hogg	\$1.7	\$0.1	5.4%
Garza	\$3.1	\$0.2	5.4%	Jim Wells	\$31.2	\$1.5	4.8%
Gillespie	\$28.6	\$2.4	8.2%	Johnson	\$102.9	\$3.2	3.1%
Glasscock	\$3.8	\$0.0	0.1%	Jones	\$4.1	\$0.1	3.6%
Goliad	\$2.3	\$0.2	7.0%	*Karnes	\$13.7	\$1.5	11.0%
*Gonzales	\$13.7	\$0.5	3.7%	Kaufman	\$69.7	\$2.7	3.9%
Gray	\$21.2	\$1.2	5.8%	Kendall	\$36.2	\$1.5	4.0%
Grayson	\$92.4	\$4.6	4.9%	Kenedy	\$0.2	\$0.0	12.7%
Gregg	\$165.7	\$5.6	3.4%	Kent	\$0.1	\$0.0	7.3%
Grimes	\$14.7	\$0.4	2.6%	Kerr	\$44.8	\$2.3	5.1%
Guadalupe	\$74.0	\$5.3	7.1%	Kimble	\$2.7	\$0.1	5.2%
Hale	\$30.4	\$2.1	6.8%	King	\$0.1	\$0.0	0.5%
Hall	\$0.8	\$0.0	2.9%	Kinney	\$1.3	\$0.1	6.4%
Hamilton	\$4.0	\$0.2	4.3%	Kleberg	\$16.8	\$1.4	8.4%
Hansford	\$1.7	\$0.0	2.6%	Knox	\$1.4	\$0.0	2.5%
Hardeman	\$1.7	\$0.1	4.1%	*La Salle	\$8.0	\$0.9	11.5%
Hardin	\$27.5	\$1.2	4.4%	Lamar	\$33.1	\$1.6	4.9%
Harris	\$5,739.5	\$258.4	4.5%	Lamb	\$3.6	\$0.2	5.4%
Harrison	\$40.9	\$1.5	3.6%	Lampasas	\$8.2	\$0.4	4.3%
Hartley	\$1.6	\$0.0	0.9%	Lavaca	\$7.8	\$0.4	5.0%
Haskell	\$2.7	\$0.2	5.8%	Lee	\$12.5	\$0.3	2.7%
Hays	\$237.0	\$12.1	5.1%	Leon	\$8.2	\$0.4	4.8%
Hemphill	\$4.5	\$0.2	4.9%	Liberty	\$41.1	\$1.4	3.4%
Henderson	\$38.1	\$1.5	3.9%	Limestone	\$10.4	\$0.4	4.1%
Hidalgo	\$431.3	\$41.2	9.6%	Lipscomb	\$0.8	\$0.0	1.3%
Hill	\$19.7	\$0.9	4.6%	*Live Oak	\$10.7	\$0.5	4.5%
Hockley	\$19.1	\$0.6	3.4%	Llano	\$10.6	\$1.6	15.2%
Hood	\$42.9	\$1.6	3.8%	Loving	\$2.6	\$0.0	0.0%
Hopkins	\$23.6	\$1.2	5.2%	Lubbock	\$280.1	\$22.3	7.9%
Houston	\$9.7	\$0.4	3.8%	Lynn	\$1.8	\$0.0	1.9%
Howard	\$40.3	\$2.5	6.1%	McCulloch	\$5.5	\$0.3	4.8%
Hudspeth	\$0.6	\$0.0	2.0%	McLennan	\$185.7	\$15.6	8.4%
Hunt	\$48.1	\$2.7	5.6%	*McMullen	\$1.4	\$0.0	3.0%
Hutchinson	\$11.6	\$0.7	6.3%	Madison	\$8.3	\$0.4	4.4%
Irion	\$1.5	\$0.0	0.9%	Marion	\$3.3	\$0.1	4.3%
Jack	\$4.3	\$0.1	1.8%	Martin	\$4.2	\$0.2	5.4%
Jackson	\$8.2	\$0.3	4.2%	Mason	\$1.9	\$0.1	3.1%

*Oil and gas production in recent years may affect travel impact estimates

County Visitor Share of State Sales Tax Revenues, 2018p Calendar Year

Amounts in Millions

<u>State Sales Tax Revenue</u>				<u>State Sales Tax Revenue</u>			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Matagorda	\$18.4	\$1.9	10.2%	Rusk	\$22.7	\$0.7	3.1%
*Maverick	\$27.7	\$1.4	5.2%	Sabine	\$2.7	\$0.1	4.4%
Medina	\$21.5	\$0.9	4.1%	San Augustine	\$2.7	\$0.1	3.2%
Menard	\$0.6	\$0.0	5.3%	San Jacinto	\$2.8	\$0.2	5.7%
Midland	\$550.5	\$15.4	2.8%	San Patricio	\$44.3	\$3.7	8.3%
Milam	\$8.3	\$0.4	5.4%	San Saba	\$1.8	\$0.1	5.8%
Mills	\$1.9	\$0.1	2.7%	Schleicher	\$1.4	\$0.0	1.0%
Mitchell	\$3.0	\$0.2	6.6%	Scurry	\$29.4	\$1.0	3.5%
Montague	\$7.9	\$0.4	5.4%	Shackelford	\$1.4	\$0.1	4.4%
Montgomery	\$582.6	\$16.1	2.8%	Shelby	\$12.3	\$0.7	5.7%
Moore	\$10.3	\$0.7	6.7%	Sherman	\$0.8	\$0.0	5.6%
Morris	\$4.1	\$0.2	3.9%	Smith	\$203.1	\$9.9	4.9%
Motley	\$0.3	\$0.0	5.2%	Somervell	\$9.1	\$0.2	2.2%
Nacogdoches	\$34.8	\$2.3	6.6%	Starr	\$15.3	\$0.7	4.7%
Navarro	\$23.4	\$1.4	5.8%	Stephens	\$5.7	\$0.2	4.0%
Newton	\$1.8	\$0.1	3.9%	Sterling	\$1.0	\$0.0	2.1%
Nolan	\$10.6	\$0.6	5.9%	Stonewall	\$0.8	\$0.0	1.6%
Nueces	\$319.8	\$28.1	8.8%	Sutton	\$2.2	\$0.2	7.4%
Ochiltree	\$10.8	\$0.3	3.0%	Swisher	\$1.6	\$0.1	4.3%
Oldham	\$0.8	\$0.0	1.7%	Tarrant	\$1,893.7	\$110.6	5.8%
Orange	\$42.4	\$2.5	6.0%	Taylor	\$121.3	\$10.8	8.9%
Palo Pinto	\$14.6	\$1.3	8.8%	Terrell	\$0.1	\$0.0	13.5%
Panola	\$15.6	\$0.4	2.7%	Terry	\$4.6	\$0.4	9.7%
Parker	\$104.2	\$2.5	2.4%	Throckmorton	\$0.3	\$0.0	4.3%
Parmer	\$1.7	\$0.1	3.1%	Titus	\$32.1	\$1.0	3.1%
Pecos	\$39.2	\$0.6	1.6%	Tom Green	\$101.7	\$7.2	7.1%
Polk	\$24.7	\$0.9	3.8%	Travis	\$1,573.6	\$145.5	9.2%
Potter	\$145.2	\$21.5	14.8%	Trinity	\$3.2	\$0.2	5.0%
Presidio	\$2.7	\$0.1	4.3%	Tyler	\$6.8	\$0.2	3.2%
Rains	\$5.4	\$0.1	2.7%	Upshur	\$11.5	\$0.6	5.3%
Randall	\$77.3	\$2.4	3.1%	Upton	\$4.6	\$0.1	2.0%
Reagan	\$6.8	\$0.3	3.7%	Uvalde	\$17.0	\$1.4	8.2%
Real	\$1.4	\$0.0	3.4%	Val Verde	\$22.0	\$1.3	6.0%
Red River	\$2.0	\$0.1	3.9%	Van Zandt	\$21.7	\$0.8	3.9%
Reeves	\$40.0	\$3.3	8.4%	Victoria	\$102.4	\$6.3	6.2%
Refugio	\$3.6	\$0.3	7.8%	Walker	\$39.5	\$2.4	6.1%
Roberts	\$0.1	\$0.0	1.9%	Waller	\$35.0	\$0.8	2.2%
Robertson	\$6.1	\$0.4	6.3%	Ward	\$28.3	\$1.4	4.9%
Rockwall	\$82.9	\$3.1	3.7%	Washington	\$1,063.8	\$1.5	0.1%
Runnels	\$4.5	\$0.1	3.1%	*Webb	\$160.8	\$21.1	13.1%

*Oil and gas production in recent years may affect travel impact estimates

County Visitor Share of State Sales Tax Revenues, 2018p Calendar Year

Amounts in Millions

	<u>State Sales Tax Revenue</u>		
	Total	Visitor	Visitor Share
Wheeler	\$2.7	\$0.2	7.8%
Wichita	\$88.2	\$5.9	6.7%
Wilbarger	\$5.8	\$0.5	8.4%
Willacy	\$3.9	\$0.3	8.4%
Williamson	\$521.9	\$21.1	4.0%
*Wilson	\$19.1	\$0.8	4.2%
Winkler	\$18.4	\$0.3	1.8%
Wise	\$42.8	\$2.0	4.6%
Wood	\$19.4	\$0.6	3.0%
Yoakum	\$7.2	\$0.1	1.9%
Young	\$11.7	\$0.5	4.4%
Zapata	\$3.6	\$0.2	5.2%
*Zavala	\$1.9	\$0.1	5.7%

*Oil and gas production in recent years may affect travel impact estimates

IV. Metropolitan Direct Travel Impacts

2000-2018p Total Spending

2000-2018p Detailed Impacts



(non-metropolitan counties are shaded)

Metropolitan Statistical Areas

AreaName	Counties included
Abilene	Callahan, Jones, Taylor
Amarillo	Armstrong, Carson, Oldham, Potter, Randall
Austin-Round Rock	Bastrop, Caldwell, Hays, Travis, Williamson
Beaumont-Port Arthur	Hardin, Jefferson, Newton, Orange
Brownsville-Harlingen	Cameron
College Station-Bryan	Brazos, Burleson, Robertson
Corpus Christi	Aransas, Nueces, San Patricio
*Dallas-Plano-Irving Metro. Division	Collin, Dallas, Denton, Ellis, Hunt, Kaufman, Rockwall
*Fort Worth-Arlington Metro. Division	Hood, Johnson, Parker, Somervell, Tarrant, Wise
El Paso	El Paso, Hudspeth
Houston-The Woodlands-Sugar Land	Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, Waller
Killeen-Temple	Bell, Coryell, Lampasas
Laredo	Webb
Longview	Gregg, Rusk, Upshur
Lubbock	Crosby, Lubbock, Lynn
McAllen-Edinburg-Mission	Hidalgo
Midland	Martin, Midland
Odessa	Ector
San Angelo	Irion, Tom Green
San Antonio-New Braunfels	Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, Wilson
Sherman-Denison	Grayson
Texarkana (Texas portion only)	Bowie
Tyler	Smith
Victoria	Goliad, Victoria
Waco	Falls, McLennan
Wichita Falls	Archer, Clay, Wichita

Metropolitan statistical areas defined by Office of Management and Budget, 2017.

*Dallas-Plano-Irving and *Fort Worth-Arlington are Metropolitan Divisions. These two divisions comprise the Dallas-Fort Worth-Arlington Metropolitan Statistical Area.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

Abilene	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	268	377	431	440	425	417	455	498	9.4%	3.5%
Visitor Spending	257	360	413	420	405	397	434	478	10.0%	3.5%
Non-transportation	182	219	234	249	275	276	287	312	8.6%	3.0%
Transportation	75	141	179	172	129	122	147	166	12.6%	4.5%
Amarillo	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	582	773	862	904	908	898	945	991	4.9%	3.0%
Visitor Spending	538	721	806	843	846	838	885	928	4.9%	3.1%
Non-transportation	392	467	491	536	610	617	623	635	1.9%	2.7%
Transportation	146	254	314	307	236	221	262	293	12.0%	3.9%
Austin-Round Rock	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	3,432	4,493	5,061	5,861	7,058	7,425	8,019	8,715	8.7%	5.3%
Visitor Spending	2,872	3,894	4,364	5,010	6,012	6,310	6,831	7,483	9.5%	5.5%
Non-transportation	2,165	2,844	3,127	3,690	4,684	4,949	5,310	5,773	8.7%	5.6%
Transportation	707	1,050	1,238	1,319	1,328	1,361	1,521	1,710	12.4%	5.0%
Beaumont-Port Arthur	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	406	590	705	661	656	640	726	771	6.2%	3.6%
Visitor Spending	389	579	695	655	646	632	719	766	6.6%	3.8%
Non-transportation	268	356	411	385	445	445	490	504	3.0%	3.6%
Transportation	121	223	285	270	200	187	229	262	14.3%	4.4%
Brownsville-Harlingen	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	595	740	753	811	826	828	850	906	6.5%	2.4%
Visitor Spending	557	699	713	759	782	781	802	854	6.6%	2.4%
Non-transportation	443	552	553	596	644	647	654	692	5.8%	2.5%
Transportation	113	147	160	163	138	134	148	162	9.8%	2.0%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

College Station-Bryan	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	258	362	428	433	491	491	534	585	9.4%	4.6%
Visitor Spending	241	342	410	415	473	473	516	566	9.6%	4.9%
Non-transportation	189	248	292	303	386	391	419	456	8.9%	5.0%
Transportation	52	94	118	112	87	82	97	110	12.9%	4.2%
Corpus Christi	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	822	1,074	1,138	1,282	1,354	1,346	1,439	1,399	-2.8%	3.0%
Visitor Spending	784	1,022	1,089	1,228	1,294	1,290	1,383	1,339	-3.2%	3.0%
Non-transportation	644	799	836	981	1,089	1,096	1,159	1,093	-5.6%	3.0%
Transportation	140	223	253	247	205	194	224	246	9.6%	3.2%
Dallas-Plano-Irving	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	7,315	8,956	9,945	10,871	12,449	12,992	13,669	14,539	6.4%	3.9%
Visitor Spending	6,494	8,081	8,890	9,620	10,813	11,224	11,769	12,568	6.8%	3.7%
Non-transportation	5,113	5,917	6,207	6,899	8,295	8,742	8,956	9,461	5.6%	3.5%
Transportation	1,381	2,164	2,683	2,721	2,519	2,482	2,813	3,107	10.4%	4.6%
El Paso	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	1,033	1,444	1,602	1,668	1,626	1,630	1,706	1,881	10.3%	3.4%
Visitor Spending	877	1,257	1,404	1,452	1,400	1,403	1,471	1,634	11.1%	3.5%
Non-transportation	499	640	666	735	793	820	811	896	10.5%	3.3%
Transportation	379	617	739	717	608	582	660	738	11.8%	3.8%
Fort Worth-Arlington	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	5,612	6,541	6,882	7,538	7,547	7,677	8,227	8,925	8.5%	2.6%
Visitor Spending	3,637	4,486	4,834	5,242	5,504	5,620	6,014	6,513	8.3%	3.3%
Non-transportation	1,760	2,374	2,622	2,876	3,407	3,557	3,724	3,988	7.1%	4.6%
Transportation	1,877	2,112	2,212	2,366	2,097	2,064	2,290	2,525	10.3%	1.7%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

Houston-The Woodlands-Sugar Land	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	9,169	12,341	14,116	15,471	16,463	16,237	17,829	18,678	4.8%	4.0%
Visitor Spending	7,471	10,466	12,090	13,014	13,619	13,327	14,866	15,531	4.5%	4.1%
Non-transportation	4,846	6,448	7,330	7,992	9,193	9,028	10,101	10,220	1.2%	4.2%
Transportation	2,625	4,018	4,760	5,023	4,426	4,299	4,764	5,310	11.5%	4.0%
Killeen-Temple	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	294	380	456	458	502	503	534	551	3.2%	3.6%
Visitor Spending	275	378	455	457	468	474	505	523	3.6%	3.6%
Non-transportation	224	300	353	360	376	387	403	410	1.9%	3.4%
Transportation	51	79	101	97	92	87	102	112	10.3%	4.5%
Laredo	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	354	478	511	595	560	539	592	624	5.4%	3.2%
Visitor Spending	339	460	493	571	539	520	568	600	5.6%	3.2%
Non-transportation	286	367	381	461	447	433	469	488	4.0%	3.0%
Transportation	53	93	112	110	92	87	99	112	13.2%	4.3%
Longview	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	188	257	303	293	275	260	284	311	9.6%	2.8%
Visitor Spending	180	250	296	287	269	254	279	305	9.5%	3.0%
Non-transportation	131	160	180	177	188	179	186	200	7.1%	2.4%
Transportation	48	90	116	110	81	75	92	106	14.4%	4.4%
Lubbock	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	475	621	698	769	783	802	840	913	8.6%	3.7%
Visitor Spending	420	558	630	697	707	725	760	831	9.3%	3.9%
Non-transportation	307	375	407	475	529	553	562	609	8.4%	3.9%
Transportation	113	183	224	222	178	172	198	222	12.0%	3.8%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

McAllen-Edinburg-Mission	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	780	1,078	1,203	1,263	1,333	1,321	1,336	1,406	5.2%	3.3%
Visitor Spending	735	1,022	1,143	1,197	1,265	1,258	1,269	1,332	5.0%	3.4%
Non-transportation	612	811	886	956	1,065	1,065	1,055	1,090	3.3%	3.3%
Transportation	123	211	256	241	200	192	213	242	13.3%	3.8%
Midland	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	234	323	387	554	597	513	650	859	32.1%	7.5%
Visitor Spending	192	273	327	482	512	438	562	744	32.3%	7.8%
Non-transportation	128	174	206	351	384	318	415	565	36.4%	8.6%
Transportation	64	99	120	131	128	120	147	178	20.9%	5.9%
Odessa	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	130	210	269	386	354	281	425	611	43.6%	9.0%
Visitor Spending	130	210	269	385	353	280	425	611	43.6%	9.0%
Non-transportation	109	169	216	335	318	247	384	563	46.7%	9.6%
Transportation	21	41	53	51	36	33	41	47	14.7%	4.6%
San Angelo	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	133	185	216	256	229	215	241	283	17.3%	4.3%
Visitor Spending	125	175	204	244	216	204	229	271	18.2%	4.4%
Non-transportation	95	119	134	178	166	157	172	207	19.8%	4.4%
Transportation	30	56	70	66	50	48	57	64	13.3%	4.3%
San Antonio-New Braunfels	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	4,590	6,408	7,317	8,001	8,222	8,399	9,003	9,695	7.7%	4.2%
Visitor Spending	4,166	5,865	6,694	7,360	7,314	7,401	7,936	8,600	8.4%	4.1%
Non-transportation	2,704	3,472	3,808	4,505	4,926	5,072	5,272	5,630	6.8%	4.2%
Transportation	1,463	2,392	2,886	2,855	2,389	2,329	2,664	2,970	11.5%	4.0%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

Sherman-Denison	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	128	183	207	204	188	189	209	220	5.2%	3.1%
Visitor Spending	128	181	206	204	187	188	208	220	5.4%	3.1%
Non-transportation	86	100	101	104	116	122	126	126	-0.6%	2.1%
Transportation	42	81	105	100	71	67	82	94	14.6%	4.6%
Texarkana	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	104	153	187	195	172	174	190	203	6.7%	3.8%
Visitor Spending	103	153	186	195	172	173	189	202	6.8%	3.8%
Non-transportation	63	75	86	99	102	108	110	111	1.2%	3.2%
Transportation	40	78	100	95	69	65	79	91	14.4%	4.7%
Tyler	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	225	318	369	374	385	367	386	406	5.0%	3.3%
Visitor Spending	200	282	321	338	346	336	354	374	5.5%	3.5%
Non-transportation	151	194	214	233	262	260	265	274	3.5%	3.4%
Transportation	49	87	106	105	84	76	89	99	11.1%	4.0%
Victoria	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	138	176	196	229	211	198	227	242	6.4%	3.2%
Visitor Spending	134	174	193	227	210	197	226	241	6.5%	3.3%
Non-transportation	107	124	129	167	167	156	176	184	4.6%	3.0%
Transportation	27	50	64	60	43	40	50	57	13.5%	4.3%
Waco	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	325	440	488	500	518	540	585	631	7.9%	3.7%
Visitor Spending	310	422	470	483	500	524	567	614	8.2%	3.9%
Non-transportation	238	289	303	322	378	407	427	456	6.7%	3.7%
Transportation	72	133	167	161	122	117	140	158	13.0%	4.5%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Direct Metropolitan Travel Spending Travel Spending, 2000-2018p
(\$Millions)

Wichita Falls	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	169	219	243	243	236	238	248	264	6.4%	2.5%
Visitor Spending	160	210	235	237	228	232	242	258	6.5%	2.7%
Non-transportation	120	141	149	157	167	175	175	182	4.2%	2.4%
Transportation	41	69	86	80	61	57	68	76	12.5%	3.5%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers. Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

Travel Share Total Metropolitan Earnings & Employment, 2018p

Metro MSA	Earnings (\$Million)			Employment (Thousand Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Abilene	4,804	109	2.3%	107	4	3.8%
Amarillo	8,690	242	2.8%	167	10	5.8%
Austin-Round Rock	96,481	2,563	2.7%	1,482	71	4.8%
Beaumont-Port Arthur	12,928	174	1.3%	215	8	3.6%
Brownsville-Harlingen	7,435	221	3.0%	194	10	5.0%
College Station-Bryan	7,517	181	2.4%	159	7	4.5%
Corpus Christi	13,725	480	3.5%	258	17	6.6%
Dallas-Plano-Irving	243,328	5,647	2.3%	3,573	126	3.5%
Fort Worth-Arlington	82,727	4,809	5.8%	1,502	85	5.7%
El Paso	20,988	460	2.2%	446	14	3.2%
Houston-The Woodlands-Sugar Land	308,920	6,343	2.1%	4,185	140	3.4%
Killeen-Temple	12,775	160	1.3%	226	6	2.7%
Laredo	5,956	162	2.7%	144	6	4.3%
Longview	6,565	74	1.1%	139	3	2.2%
Lubbock	9,400	296	3.1%	197	9	4.5%
McAllen-Edinburg-Mission	14,783	403	2.7%	385	17	4.4%
Midland	13,109	127	1.0%	177	4	2.4%
Odessa	6,929	108	1.6%	108	3	2.7%
San Angelo	3,505	85	2.4%	75	4	4.8%
San Antonio-New Braunfels	82,224	2,865	3.5%	1,465	82	5.6%
Sherman-Denison	2,978	42	1.4%	70	2	2.4%
Texarkana	2,599	37	1.4%	55	2	3.2%
Tyler	8,034	103	1.3%	151	4	2.6%
Victoria	2,738	44	1.6%	58	2	2.7%
Waco	8,030	162	2.0%	160	6	3.7%
Wichita Falls	3,986	62	1.6%	93	4	3.8%
Metro Total	991,154	25,960	2.6%	15,790	644	4.1%

Source: Dean Runyan Associates, Bureau of Economic Analysis

Abilene MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	257	360	413	420	405	397	434	478
Other Travel*	11	17	18	19	21	19	21	20
Total	268	377	431	440	425	417	455	498

Visitor Spending by Type of Accommodation (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	103	157	189	202	204	200	220	249
Private Campground	4	5	6	7	7	7	7	7
Public Campground	1	1	1	1	1	1	1	1
Private Home	75	96	107	106	96	94	102	106
Vacation Home	2	3	3	3	3	3	3	3
Day Travel	73	99	107	102	94	93	101	112
Total	257	360	413	420	405	397	434	478

Visitor Spending by Commodity Purchased (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	26	39	45	50	58	57	61	66
Food Service	41	53	59	66	75	77	81	90
Food Stores	11	13	15	16	18	18	18	19
Local Tran. & Gas	68	131	168	161	118	111	136	155
Arts, Ent. & Rec.	38	43	45	45	48	48	50	54
Retail Sales	66	71	70	72	75	75	77	82
Visitor Air Tran.	6	10	11	10	11	11	12	11
Total	257	360	413	420	405	397	434	478

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	29	37	41	47	54	55	57	60
Arts, Ent. & Rec.	11	14	14	15	18	18	19	20
Retail**	11	13	13	14	16	17	17	18
Ground Tran.	1	2	2	2	3	3	3	3
Visitor Air Tran.	0	0	1	1	1	3	3	3
Other Travel*	1	1	1	2	2	5	6	6
Total	54	68	72	81	93	100	104	109

Industry Employment Generated by Travel Spending (Jobs)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,750	1,940	1,960	2,000	2,110	2,100	2,150	2,180
Arts, Ent. & Rec.	1,280	1,160	1,070	990	1,080	1,030	1,000	1,060
Retail**	670	670	630	600	640	670	640	640
Ground Tran.	70	70	70	70	80	80	80	70
Visitor Air Tran.	20	10	10	20	20	20	30	20
Other Travel*	50	60	50	70	70	70	80	70
Total	3,830	3,900	3,790	3,750	4,000	3,970	3,970	4,050

Government Revenue Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	6	8	9	10	11	12	13	14
Visitor	4	5	6	6	7	7	8	9
Business/Employee	2	3	3	4	4	5	5	5
State Tax Receipts	18	22	23	23	26	26	28	30
Visitor	16	19	21	21	22	23	25	26
Business/Employee	2	2	3	3	3	3	3	4
Federal Tax Receipts	14	17	18	17	20	21	22	23
Total Local & State Tax	24	30	32	33	37	38	41	44

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Amarillo MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	538	721	806	843	846	838	885	928
Other Travel*	44	52	57	61	61	59	60	63
Total	582	773	862	904	908	898	945	991
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	213	289	334	378	401	400	417	438
Private Campground	7	10	12	14	14	13	15	15
Public Campground	3	4	5	6	5	5	6	6
Private Home	69	93	105	107	96	94	102	108
Vacation Home	2	2	3	3	3	3	3	3
Day Travel	244	322	346	335	327	323	343	357
Total	538	721	806	843	846	838	885	928
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	59	76	84	98	123	125	125	134
Food Service	87	113	125	142	167	171	176	179
Food Stores	23	29	32	36	41	40	40	41
Local Tran. & Gas	112	214	274	262	191	179	219	250
Arts, Ent. & Rec.	48	58	60	62	68	69	70	70
Retail Sales	175	192	190	198	213	212	212	212
Visitor Air Tran.	34	40	40	45	45	43	43	43
Total	538	721	806	843	846	838	885	928
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	55	70	76	91	106	110	113	118
Arts, Ent. & Rec.	21	27	29	31	37	39	40	39
Retail**	28	34	34	36	43	44	43	44
Ground Tran.	2	3	3	3	3	3	3	4
Visitor Air Tran.	1	2	2	2	3	12	14	15
Other Travel*	2	4	4	4	5	17	19	22
Total	111	140	147	169	198	224	232	242
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	3,550	4,210	4,270	4,450	4,800	4,950	5,030	5,160
Arts, Ent. & Rec.	2,240	2,300	2,370	2,240	2,480	2,600	2,660	2,650
Retail**	1,660	1,620	1,520	1,440	1,580	1,590	1,580	1,530
Ground Tran.	90	100	100	90	100	100	100	90
Visitor Air Tran.	30	30	20	30	30	110	110	120
Other Travel*	80	100	80	80	70	170	180	180
Total	7,650	8,360	8,360	8,340	9,070	9,510	9,660	9,730
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	14	18	19	22	26	27	29	31
Visitor	9	11	12	14	16	17	18	19
Business/Employee	5	7	7	8	9	11	11	12
State Tax Receipts	36	43	45	47	53	54	57	59
Visitor	32	38	40	41	46	46	49	51
Business/Employee	4	5	5	6	7	8	8	8
Federal Tax Receipts	30	36	38	37	43	46	48	50
Total Local & State Tax	50	61	64	69	78	81	86	90

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Austin-Round Rock MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	2,872	3,894	4,364	5,010	6,012	6,310	6,831	7,483
Other Travel*	559	599	697	851	1,046	1,114	1,188	1,234
Total	3,432	4,493	5,061	5,861	7,058	7,425	8,019	8,717
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	1,561	2,106	2,394	2,871	3,683	3,907	4,282	4,769
Private Campground	12	16	18	21	21	21	22	22
Public Campground	7	9	10	11	11	11	12	12
Private Home	706	950	1,070	1,193	1,297	1,343	1,400	1,471
Vacation Home	18	23	26	28	31	31	32	33
Day Travel	569	790	846	885	969	997	1,083	1,176
Total	2,872	3,894	4,364	5,010	6,012	6,310	6,831	7,483
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	520	676	803	949	1,369	1,479	1,606	1,783
Food Service	565	812	905	1,119	1,421	1,509	1,639	1,795
Food Stores	131	186	214	257	311	318	334	355
Local Tran. & Gas	354	633	799	786	642	618	736	839
Arts, Ent. & Rec.	271	354	371	411	486	509	542	582
Retail Sales	677	817	834	954	1,096	1,134	1,188	1,259
Visitor Air Tran.	353	417	438	534	687	743	785	871
Total	2,872	3,894	4,364	5,010	6,012	6,310	6,831	7,483
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	472	638	714	929	1,263	1,374	1,540	1,677
Arts, Ent. & Rec.	132	185	196	247	331	355	380	404
Retail**	119	159	165	190	236	250	258	274
Ground Tran.	18	22	25	27	33	33	36	40
Visitor Air Tran.	14	15	15	17	25	28	30	32
Other Travel*	61	64	80	95	122	134	140	137
Total	817	1,083	1,194	1,505	2,010	2,174	2,384	2,564
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	21,360	25,080	26,330	30,800	37,820	39,800	42,400	44,740
Arts, Ent. & Rec.	9,570	9,700	9,880	11,230	13,520	14,320	14,330	14,620
Retail**	5,740	6,190	6,320	6,510	7,600	7,860	7,920	8,010
Ground Tran.	760	820	820	730	890	900	930	980
Visitor Air Tran.	310	230	230	260	310	330	340	350
Other Travel*	1,900	1,340	1,550	1,770	1,900	2,050	2,020	2,000
Total	39,640	43,360	45,140	51,290	62,030	65,260	67,950	70,700
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	101	139	152	183	248	270	310	340
Visitor	65	86	97	114	154	165	193	214
Business/Employee	36	53	55	69	93	105	116	126
State Tax Receipts	173	222	244	281	354	373	411	452
Visitor	143	185	202	229	284	299	333	362
Business/Employee	29	36	42	52	70	73	78	89
Federal Tax Receipts	194	232	252	280	377	404	439	473
Total Local & State Tax	274	361	396	464	602	642	721	791

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Beaumont-Port Arthur MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	389	579	695	655	646	632	719	766
Other Travel*	18	11	10	5	10	8	7	9
Total	406	590	705	661	656	640	726	775
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	157	268	348	322	341	333	392	417
Private Campground	3	4	5	6	6	6	6	6
Public Campground	1	1	1	2	1	1	2	2
Private Home	127	160	175	175	154	152	162	175
Vacation Home	7	8	9	9	9	9	9	10
Day Travel	94	138	157	142	134	131	148	157
Total	389	579	695	655	646	632	719	766
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	50	84	108	89	108	107	127	136
Food Service	69	95	112	113	136	138	151	155
Food Stores	21	27	32	33	37	37	39	39
Local Tran. & Gas	113	219	281	269	196	183	225	257
Arts, Ent. & Rec.	41	51	56	52	57	58	62	62
Retail Sales	87	99	103	99	106	106	111	112
Visitor Air Tran.	8	5	4	1	5	4	4	4
Total	389	579	695	655	646	632	719	766
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	42	61	73	71	82	84	82	89
Arts, Ent. & Rec.	20	27	30	39	44	46	49	49
Retail**	17	21	23	23	27	28	29	29
Ground Tran.	2	3	3	3	4	3	4	4
Visitor Air Tran.	1	1	1	0	1	1	1	1
Other Travel*	3	3	3	2	2	3	3	3
Total	86	116	132	138	160	164	167	176
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	2,760	3,320	3,780	3,240	3,610	3,640	3,530	3,650
Arts, Ent. & Rec.	2,040	2,050	2,250	2,570	2,870	2,850	3,010	2,850
Retail**	1,010	1,020	1,050	930	1,030	1,030	1,030	1,030
Ground Tran.	80	80	80	80	90	90	90	90
Visitor Air Tran.	10	10	10	10	10	10	10	10
Other Travel*	100	70	70	50	40	40	40	40
Total	6,010	6,550	7,240	6,880	7,650	7,670	7,710	7,670
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	9	13	16	15	17	18	21	22
Visitor	5	8	10	9	10	10	13	14
Business/Employee	4	5	6	6	7	8	8	8
State Tax Receipts	28	36	41	38	43	43	48	50
Visitor	25	32	36	33	37	37	42	44
Business/Employee	3	4	5	5	6	6	6	7
Federal Tax Receipts	23	28	30	27	33	33	35	37
Total Local & State Tax	37	50	56	53	60	61	69	72

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Brownsville-Harlingen MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	557	699	713	759	782	781	802	854
Other Travel*	38	40	40	51	44	47	48	51
Total	595	740	753	811	826	828	850	906

Visitor Spending by Type of Accommodation (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	301	380	369	383	398	395	400	441
Private Campground	77	94	104	126	134	134	140	142
Public Campground	4	5	5	6	6	6	7	7
Private Home	99	126	134	142	139	139	145	151
Vacation Home	39	49	54	55	57	58	60	61
Day Travel	37	46	46	47	48	48	50	52
Total	557	699	713	759	782	781	802	854

Visitor Spending by Commodity Purchased (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	135	175	171	178	199	198	199	220
Food Service	91	122	127	142	157	161	165	175
Food Stores	40	51	57	66	71	70	71	73
Local Tran. & Gas	55	80	94	92	75	71	82	91
Arts, Ent. & Rec.	51	63	63	65	68	69	69	72
Retail Sales	125	140	136	146	149	149	149	153
Visitor Air Tran.	59	67	66	72	63	63	66	71
Total	557	699	713	759	782	781	802	854

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	64	83	83	98	111	115	126	130
Arts, Ent. & Rec.	22	28	29	32	38	39	40	41
Retail**	21	26	26	28	32	32	32	33
Ground Tran.	6	6	6	6	6	6	6	6
Visitor Air Tran.	2	3	3	4	4	4	5	5
Other Travel*	3	3	3	3	4	4	4	5
Total	117	150	150	171	195	200	213	221

Industry Employment Generated by Travel Spending (Jobs)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	4,280	4,770	4,330	4,600	5,040	5,130	5,550	5,580
Arts, Ent. & Rec.	1,870	1,890	1,680	1,670	1,910	2,200	2,380	2,450
Retail**	1,360	1,450	1,360	1,330	1,390	1,400	1,370	1,360
Ground Tran.	300	350	320	160	170	160	160	160
Visitor Air Tran.	50	50	50	60	50	40	50	50
Other Travel*	130	80	70	80	70	60	60	60
Total	8,000	8,590	7,810	7,900	8,630	8,990	9,570	9,660

Government Revenue Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	16	21	21	22	25	25	27	30
Visitor	11	14	14	14	16	15	17	19
Business/Employee	5	7	7	8	9	10	10	11
State Tax Receipts	29	36	36	38	41	41	43	46
Visitor	25	30	30	32	34	34	36	38
Business/Employee	4	5	5	6	7	7	7	8
Federal Tax Receipts	25	29	29	30	33	34	36	38
Total Local & State Tax	45	57	56	60	66	66	70	76

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

College Station-Bryan MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	241	342	410	415	473	473	516	566
Other Travel*	17	20	18	17	19	18	18	19
Total	258	362	428	433	491	491	534	585
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	98	148	194	199	255	254	282	317
Private Campground	3	5	5	6	6	6	6	6
Public Campground	2	3	3	3	4	4	4	4
Private Home	66	88	97	101	100	101	106	110
Vacation Home	7	8	9	9	9	9	10	10
Day Travel	64	91	102	96	99	99	109	119
Total	241	342	410	415	473	473	516	566
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	41	63	84	88	123	122	133	148
Food Service	50	69	82	88	113	117	126	138
Food Stores	13	17	20	22	25	26	27	28
Local Tran. & Gas	45	85	109	104	76	70	86	98
Arts, Ent. & Rec.	26	32	36	35	42	43	45	49
Retail Sales	59	67	71	71	83	84	88	93
Visitor Air Tran.	8	9	9	8	11	12	12	12
Total	241	342	410	415	473	473	516	566
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	32	45	54	60	86	89	101	117
Arts, Ent. & Rec.	11	15	17	20	30	32	34	36
Retail**	9	12	13	13	16	17	17	18
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	1	3	3	3
Other Travel*	2	3	2	2	2	4	5	5
Total	55	75	86	96	136	146	160	181
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	2,250	2,700	2,940	3,030	3,710	3,810	4,080	4,510
Arts, Ent. & Rec.	1,170	1,060	1,070	1,200	1,550	1,580	1,720	1,900
Retail**	580	600	620	570	670	670	670	690
Ground Tran.	30	30	20	20	30	30	30	30
Visitor Air Tran.	10	10	10	10	10	20	20	20
Other Travel*	80	60	40	40	40	50	50	50
Total	4,120	4,460	4,700	4,870	6,010	6,170	6,570	7,200
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	6	9	10	11	15	16	18	20
Visitor	4	5	6	7	9	9	11	12
Business/Employee	2	3	4	4	6	7	7	8
State Tax Receipts	16	21	24	24	30	31	34	37
Visitor	14	18	20	20	25	25	28	31
Business/Employee	2	3	3	3	5	5	6	7
Federal Tax Receipts	13	16	17	17	23	24	26	29
Total Local & State Tax	22	29	34	35	45	46	52	58

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Corpus Christi MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	784	1,022	1,089	1,228	1,294	1,290	1,383	1,339
Other Travel*	38	52	50	54	60	56	57	61
Total	822	1,074	1,138	1,282	1,354	1,346	1,439	1,399
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	453	603	643	767	828	824	892	836
Private Campground	35	45	51	60	62	62	65	67
Public Campground	5	7	7	8	9	9	9	9
Private Home	139	175	184	184	184	183	192	201
Vacation Home	20	25	27	27	28	29	30	31
Day Travel	131	169	176	182	183	184	195	194
Total	784	1,022	1,089	1,228	1,294	1,290	1,383	1,339
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	159	216	230	280	324	316	349	320
Food Service	190	246	265	317	357	367	387	369
Food Stores	53	66	73	86	94	94	96	93
Local Tran. & Gas	92	163	201	194	149	141	169	190
Arts, Ent. & Rec.	95	113	114	124	132	135	139	133
Retail Sales	146	158	154	175	182	183	188	179
Visitor Air Tran.	48	60	51	53	56	54	56	55
Total	784	1,022	1,089	1,228	1,294	1,290	1,383	1,339
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	126	162	170	225	285	293	302	306
Arts, Ent. & Rec.	41	52	53	65	82	86	89	84
Retail**	30	36	37	42	48	49	50	48
Ground Tran.	5	5	5	5	6	6	6	6
Visitor Air Tran.	2	2	2	2	3	3	4	17
Other Travel*	2	5	3	4	5	5	5	19
Total	205	263	270	344	428	441	456	480
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	7,580	8,150	8,550	9,910	11,370	11,390	11,510	11,340
Arts, Ent. & Rec.	3,150	3,170	2,960	3,160	3,620	3,890	3,930	3,680
Retail**	1,610	1,640	1,590	1,620	1,730	1,780	1,760	1,650
Ground Tran.	210	200	180	160	180	170	170	170
Visitor Air Tran.	60	30	30	40	30	40	50	130
Other Travel*	50	160	100	100	90	80	90	180
Total	12,650	13,350	13,400	14,990	17,010	17,360	17,510	17,150
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	25	34	35	42	50	51	57	56
Visitor	16	21	22	27	30	30	35	32
Business/Employee	9	13	12	16	20	21	22	24
State Tax Receipts	47	58	60	69	78	79	85	84
Visitor	40	49	51	57	63	64	70	68
Business/Employee	7	9	9	12	15	15	15	17
Federal Tax Receipts	38	46	47	50	64	65	68	71
Total Local & State Tax	72	92	95	111	128	130	143	140

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Dallas-Plano-Irving MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	6,494	8,081	8,890	9,620	10,813	11,224	11,769	12,568
Other Travel*	822	876	1,055	1,252	1,635	1,768	1,900	1,973
Total	7,315	8,956	9,945	10,871	12,449	12,992	13,669	14,540
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	4,070	4,866	5,356	5,971	7,052	7,405	7,736	8,315
Private Campground	15	19	22	26	26	25	27	28
Public Campground	11	14	15	18	17	17	18	19
Private Home	1,126	1,553	1,780	1,880	1,920	1,941	2,056	2,153
Vacation Home	20	27	31	32	32	32	34	36
Day Travel	1,251	1,602	1,685	1,693	1,767	1,803	1,898	2,018
Total	6,494	8,081	8,890	9,620	10,813	11,224	11,769	12,568
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	1,296	1,407	1,520	1,599	2,124	2,305	2,386	2,572
Food Service	1,398	1,770	1,913	2,266	2,755	2,909	3,007	3,190
Food Stores	232	292	323	369	429	436	440	456
Local Tran. & Gas	1,220	2,005	2,459	2,443	2,072	2,015	2,325	2,584
Arts, Ent. & Rec.	893	1,050	1,065	1,135	1,294	1,351	1,373	1,434
Retail Sales	1,294	1,399	1,386	1,529	1,692	1,741	1,750	1,809
Visitor Air Tran.	161	159	225	278	446	467	488	522
Total	6,494	8,081	8,890	9,620	10,813	11,224	11,769	12,568
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,358	1,561	1,632	1,889	2,289	2,477	2,574	2,673
Arts, Ent. & Rec.	457	574	588	661	862	923	943	975
Retail**	286	342	343	381	458	482	479	498
Ground Tran.	87	100	104	111	134	135	140	148
Visitor Air Tran.	175	223	224	291	190	305	327	374
Other Travel*	479	542	588	714	666	854	925	979
Total	2,842	3,341	3,479	4,047	4,600	5,175	5,388	5,647
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	47,840	46,240	46,570	51,970	61,160	65,240	66,500	67,850
Arts, Ent. & Rec.	16,980	16,720	15,540	16,520	20,640	21,430	21,800	22,850
Retail**	12,520	13,700	13,950	13,890	15,660	16,280	15,960	15,710
Ground Tran.	3,050	3,180	3,140	2,820	3,360	3,370	3,370	3,330
Visitor Air Tran.	3,000	2,280	2,420	2,860	1,920	3,370	3,690	4,000
Other Travel*	10,480	8,180	8,490	9,640	9,030	11,440	12,020	12,400
Total	93,860	90,290	90,110	97,710	111,770	121,130	123,340	126,140
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	261	315	324	367	444	495	536	568
Visitor	136	151	164	181	229	245	272	290
Business/Employee	126	164	160	186	215	250	264	278
State Tax Receipts	470	542	573	623	733	775	816	873
Visitor	368	431	451	485	574	601	641	677
Business/Employee	102	112	122	138	159	173	175	196
Federal Tax Receipts	434	484	519	533	671	740	777	811
Total Local & State Tax	731	857	897	990	1,177	1,270	1,352	1,440

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

El Paso MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	877	1,257	1,404	1,452	1,400	1,403	1,471	1,634
Other Travel*	156	188	197	216	226	227	235	247
Total	1,033	1,444	1,602	1,668	1,626	1,630	1,706	1,881
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	581	848	951	999	975	984	1,023	1,156
Private Campground	14	19	23	27	25	24	27	28
Public Campground	1	1	1	1	1	1	1	1
Private Home	172	234	262	263	250	245	262	275
Vacation Home	4	6	7	7	7	7	7	7
Day Travel	105	148	160	156	143	142	151	167
Total	877	1,257	1,404	1,452	1,400	1,403	1,471	1,634
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	109	155	166	174	198	207	203	228
Food Service	130	177	189	222	245	257	257	288
Food Stores	32	42	46	53	57	57	57	61
Local Tran. & Gas	242	441	556	535	408	386	464	528
Arts, Ent. & Rec.	63	79	80	85	89	92	91	99
Retail Sales	165	188	184	201	204	208	203	220
Visitor Air Tran.	137	176	183	182	200	196	196	210
Total	877	1,257	1,404	1,452	1,400	1,403	1,471	1,634
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	125	171	178	225	256	272	273	287
Arts, Ent. & Rec.	29	39	40	49	52	55	55	60
Retail**	31	39	39	43	49	51	50	54
Ground Tran.	10	13	14	14	16	15	16	17
Visitor Air Tran.	7	10	12	14	17	19	20	18
Other Travel*	13	15	16	19	22	25	27	24
Total	217	287	299	364	411	438	441	460
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	5,520	6,460	6,140	6,800	7,400	7,520	7,480	7,730
Arts, Ent. & Rec.	2,140	2,860	2,980	3,160	3,260	3,520	3,480	3,860
Retail**	1,690	1,910	1,910	1,890	1,990	2,070	1,970	2,020
Ground Tran.	470	450	470	420	480	470	470	480
Visitor Air Tran.	180	170	150	160	160	170	170	150
Other Travel*	440	310	280	270	260	280	290	250
Total	10,450	12,150	11,930	12,710	13,550	14,050	13,870	14,490
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	25	35	36	41	46	48	51	55
Visitor	16	21	22	24	27	28	29	33
Business/Employee	9	14	13	16	19	21	21	22
State Tax Receipts	58	72	76	79	86	88	92	101
Visitor	50	63	65	66	71	73	78	84
Business/Employee	8	10	11	13	15	15	15	16
Federal Tax Receipts	66	82	86	85	96	99	103	108
Total Local & State Tax	83	108	112	120	131	137	143	156

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Fort Worth-Arlington MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	3,637	4,486	4,834	5,242	5,504	5,620	6,014	6,513
Other Travel*	1,975	2,055	2,049	2,296	2,043	2,057	2,213	2,413
Total	5,612	6,541	6,882	7,538	7,547	7,677	8,227	8,925
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	2,122	2,661	2,925	3,238	3,523	3,623	3,876	4,218
Private Campground	17	22	25	30	29	28	30	32
Public Campground	7	9	10	12	11	11	11	12
Private Home	882	954	968	1,058	1,002	1,000	1,071	1,149
Vacation Home	20	25	29	30	30	31	32	33
Day Travel	590	815	877	874	910	928	993	1,068
Total	3,637	4,486	4,834	5,242	5,504	5,620	6,014	6,513
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	416	607	720	780	971	1,021	1,078	1,177
Food Service	446	635	716	828	1,005	1,059	1,121	1,205
Food Stores	79	109	124	139	162	164	169	178
Local Tran. & Gas	439	741	910	899	725	699	818	915
Arts, Ent. & Rec.	395	518	544	570	650	677	703	744
Retail Sales	423	505	518	559	619	636	653	685
Visitor Air Tran.	1,438	1,371	1,302	1,467	1,373	1,365	1,472	1,610
Total	3,637	4,486	4,834	5,242	5,504	5,620	6,014	6,513
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	356	505	564	695	818	876	926	991
Arts, Ent. & Rec.	224	313	332	392	511	546	570	597
Retail**	85	111	115	125	151	158	161	169
Ground Tran.	27	31	32	34	38	38	40	42
Visitor Air Tran.	806	697	611	641	1,139	925	1,090	1,222
Other Travel*	1,084	1,020	951	1,001	1,637	1,364	1,596	1,787
Total	2,581	2,676	2,604	2,888	4,294	3,908	4,383	4,809
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	16,960	20,290	22,550	24,180	27,430	28,800	29,650	30,630
Arts, Ent. & Rec.	9,320	13,030	16,360	16,740	20,910	21,120	21,320	24,380
Retail**	4,050	4,590	4,660	4,540	5,120	5,270	5,310	5,370
Ground Tran.	1,010	890	890	850	910	920	920	910
Visitor Air Tran.	12,070	8,150	7,680	8,070	8,950	8,490	9,140	9,450
Other Travel*	17,140	12,240	12,110	12,760	13,210	12,860	13,750	14,190
Total	60,540	59,190	64,260	67,150	76,530	77,450	80,080	84,920
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	177	219	213	235	321	316	356	389
Visitor	63	87	94	102	121	127	142	152
Business/Employee	114	131	120	133	201	189	214	236
State Tax Receipts	217	252	267	286	366	358	389	430
Visitor	125	162	176	187	218	226	246	263
Business/Employee	93	90	91	99	149	131	143	167
Federal Tax Receipts	640	603	599	616	784	745	823	884
Total Local & State Tax	395	470	481	521	688	673	745	819

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Houston-The Woodlands-Sugar Land MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	7,471	10,466	12,090	13,014	13,619	13,327	14,866	15,531
Other Travel*	1,698	1,875	2,026	2,457	2,844	2,910	2,963	3,148
Total	9,169	12,341	14,116	15,471	16,463	16,237	17,829	18,678
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	4,350	6,129	7,279	8,014	8,665	8,378	9,563	9,919
Private Campground	41	54	61	72	70	70	73	76
Public Campground	3	4	4	5	5	5	5	5
Private Home	1,703	2,328	2,588	2,801	2,777	2,799	2,904	3,094
Vacation Home	76	99	112	116	122	125	129	134
Day Travel	1,297	1,852	2,045	2,006	1,981	1,950	2,190	2,302
Total	7,471	10,466	12,090	13,014	13,619	13,327	14,866	15,531
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	1,124	1,598	2,013	2,129	2,663	2,506	2,911	2,882
Food Service	1,304	1,830	2,096	2,414	2,796	2,816	3,166	3,263
Food Stores	245	334	386	433	488	480	516	523
Local Tran. & Gas	1,697	2,928	3,609	3,578	2,927	2,797	3,273	3,683
Arts, Ent. & Rec.	944	1,230	1,320	1,375	1,497	1,497	1,643	1,670
Retail Sales	1,229	1,456	1,515	1,640	1,749	1,730	1,865	1,882
Visitor Air Tran.	928	1,090	1,151	1,445	1,499	1,501	1,491	1,627
Total	7,471	10,466	12,090	13,014	13,619	13,327	14,866	15,531
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,007	1,409	1,637	1,893	2,390	2,375	2,367	2,536
Arts, Ent. & Rec.	417	580	629	680	811	830	915	920
Retail**	262	338	355	389	454	463	489	499
Ground Tran.	101	124	129	140	163	159	167	179
Visitor Air Tran.	468	623	652	670	755	767	777	766
Other Travel*	818	999	1,077	1,117	1,373	1,419	1,465	1,442
Total	3,072	4,073	4,479	4,888	5,946	6,013	6,179	6,343
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	45,100	54,460	59,260	63,180	74,100	73,800	71,590	73,960
Arts, Ent. & Rec.	21,170	22,780	22,890	22,790	25,340	25,370	26,580	26,400
Retail**	13,050	13,750	14,010	13,700	14,970	15,200	15,770	15,800
Ground Tran.	3,790	3,670	3,690	3,480	4,060	3,970	4,000	4,030
Visitor Air Tran.	7,650	7,640	7,750	7,400	7,120	6,700	6,670	6,390
Other Travel*	16,000	14,480	14,570	13,520	14,220	13,990	14,000	13,620
Total	106,750	116,780	122,170	124,080	139,810	139,030	138,610	140,200
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	292	409	453	507	616	617	701	713
Visitor	157	209	248	282	339	327	398	401
Business/Employee	136	200	205	225	277	290	302	312
State Tax Receipts	508	649	719	758	877	870	960	1,001
Visitor	398	513	563	591	671	668	759	781
Business/Employee	110	136	157	167	207	202	202	220
Federal Tax Receipts	681	812	885	904	1,099	1,114	1,148	1,189
Total Local & State Tax	801	1,058	1,173	1,265	1,494	1,486	1,661	1,714

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Killeen-Temple MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	275	378	455	457	468	474	505	523
Other Travel*	19	1	2	1	34	29	29	28
Total	294	380	456	458	502	503	534	551
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	109	164	215	214	220	225	243	250
Private Campground	2	2	3	3	3	3	3	3
Public Campground	3	4	4	5	5	5	5	5
Private Home	103	127	142	149	155	155	163	170
Vacation Home	4	4	5	5	5	5	5	6
Day Travel	55	77	87	82	79	80	85	89
Total	275	378	455	457	468	474	505	523
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	39	61	81	77	78	80	87	89
Food Service	59	84	101	108	118	123	129	133
Food Stores	21	29	35	38	41	41	42	42
Local Tran. & Gas	40	79	101	97	70	65	80	92
Arts, Ent. & Rec.	30	39	44	44	45	47	48	49
Retail Sales	74	86	93	94	95	96	98	98
Visitor Air Tran.	10	0	0	0	22	22	21	20
Total	275	378	455	457	468	474	505	523
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	35	51	62	73	81	85	97	103
Arts, Ent. & Rec.	13	18	21	22	26	27	28	28
Retail**	14	18	20	21	23	24	24	24
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	1	1	1	2
Other Travel*	1	1	1	0	2	2	2	3
Total	65	89	104	117	133	140	154	160
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	2,690	3,210	3,350	3,500	3,570	3,690	4,040	4,120
Arts, Ent. & Rec.	1,380	1,500	880	830	900	930	970	950
Retail**	840	900	970	890	920	940	930	900
Ground Tran.	20	20	20	20	20	20	20	20
Visitor Air Tran.	10	0	0	0	20	20	20	20
Other Travel*	70	30	30	20	40	30	40	40
Total	5,000	5,660	5,250	5,270	5,480	5,640	6,010	6,060
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	7	10	12	12	13	14	16	16
Visitor	4	6	7	7	7	8	9	9
Business/Employee	3	4	5	5	6	7	7	8
State Tax Receipts	18	23	26	27	29	29	32	33
Visitor	15	20	23	23	24	24	26	27
Business/Employee	2	3	4	4	5	5	5	6
Federal Tax Receipts	14	14	16	16	24	24	26	27
Total Local & State Tax	25	33	38	39	42	44	47	49

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Laredo MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	339	460	493	571	539	520	568	600
Other Travel*	15	18	19	24	21	19	23	24
Total	354	478	511	595	560	539	592	624
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	178	245	262	328	295	277	315	336
Private Campground	1	1	1	1	1	1	1	1
Public Campground	0	0	0	0	0	0	0	0
Private Home	117	157	171	179	184	185	190	198
Vacation Home	3	4	5	5	5	5	5	6
Day Travel	40	53	54	57	54	52	57	60
Total	339	460	493	571	539	520	568	600
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	44	59	60	83	71	65	73	81
Food Service	73	102	111	138	143	141	155	162
Food Stores	11	16	18	21	22	21	22	23
Local Tran. & Gas	42	79	100	98	75	71	86	98
Arts, Ent. & Rec.	25	32	33	37	36	35	38	39
Retail Sales	134	158	159	181	176	171	180	184
Visitor Air Tran.	10	14	12	12	17	16	13	15
Total	339	460	493	571	539	520	568	600
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	50	69	72	88	102	100	98	104
Arts, Ent. & Rec.	9	13	14	15	18	18	20	20
Retail**	18	23	24	27	29	29	30	31
Ground Tran.	2	3	3	3	4	4	4	4
Visitor Air Tran.	0	0	0	1	1	1	1	1
Other Travel*	2	1	1	2	2	2	2	3
Total	83	109	113	135	156	154	155	162
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	2,820	3,280	3,160	3,400	3,750	3,670	3,600	3,760
Arts, Ent. & Rec.	840	980	950	920	1,040	1,010	1,060	980
Retail**	1,140	1,220	1,200	1,230	1,220	1,240	1,280	1,240
Ground Tran.	80	80	80	80	90	90	90	90
Visitor Air Tran.	10	10	10	20	30	30	20	30
Other Travel*	100	50	40	50	50	50	60	60
Total	4,990	5,630	5,440	5,690	6,190	6,090	6,100	6,160
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	8	12	12	15	15	15	16	17
Visitor	5	7	7	9	8	8	9	10
Business/Employee	3	5	5	6	7	7	7	7
State Tax Receipts	23	29	30	35	36	35	38	40
Visitor	20	25	26	30	30	29	32	34
Business/Employee	3	4	4	5	6	6	6	6
Federal Tax Receipts	14	18	19	19	23	23	24	25
Total Local & State Tax	31	41	42	50	50	49	54	57

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Longview MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	180	250	296	287	269	254	279	305
Other Travel*	8	7	7	6	6	5	5	6
Total	188	257	303	293	275	260	284	311
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	84	119	147	145	141	129	141	157
Private Campground	0	0	0	0	0	0	0	0
Public Campground	1	1	2	2	2	2	2	2
Private Home	42	57	65	65	58	58	64	67
Vacation Home	5	6	7	7	7	7	7	8
Day Travel	48	67	75	68	61	58	64	71
Total	180	250	296	287	269	254	279	305
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	25	34	43	42	46	41	43	47
Food Service	41	53	60	61	67	65	69	74
Food Stores	10	12	14	14	15	14	14	15
Local Tran. & Gas	45	88	113	108	78	73	90	102
Arts, Ent. & Rec.	20	24	25	24	24	23	24	26
Retail Sales	35	37	38	36	36	35	36	38
Visitor Air Tran.	3	2	3	2	3	3	3	3
Total	180	250	296	287	269	254	279	305
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	24	31	36	38	40	39	41	42
Arts, Ent. & Rec.	11	14	16	15	16	16	16	17
Retail**	8	9	10	10	11	11	11	12
Ground Tran.	0	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	1	1	2	1	1	1
Other Travel*	2	2	2	3	3	2	2	2
Total	46	57	64	67	72	68	72	74
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,660	1,840	2,030	1,930	1,940	1,840	1,900	1,900
Arts, Ent. & Rec.	730	800	830	740	730	760	770	750
Retail**	480	420	420	380	400	390	380	390
Ground Tran.	20	20	20	20	20	20	20	20
Visitor Air Tran.	10	10	10	20	20	10	10	10
Other Travel*	90	60	60	60	50	20	20	20
Total	2,990	3,140	3,360	3,140	3,160	3,050	3,110	3,090
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	4	6	6	7	7	7	7	8
Visitor	2	3	4	4	4	4	4	4
Business/Employee	2	3	3	3	3	3	3	3
State Tax Receipts	13	16	18	17	18	18	19	20
Visitor	11	14	15	15	15	15	16	18
Business/Employee	2	2	2	2	3	2	3	3
Federal Tax Receipts	10	12	13	12	13	13	14	15
Total Local & State Tax	17	22	24	24	25	24	26	28

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Lubbock MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	420	558	630	697	707	725	760	831
Other Travel*	56	63	68	72	76	76	80	87
Total	475	621	698	769	783	802	840	918
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	173	234	279	339	356	371	386	432
Private Campground	4	5	6	7	7	7	7	8
Public Campground	1	1	1	1	1	1	1	1
Private Home	104	137	149	153	149	149	157	164
Vacation Home	2	3	3	3	3	3	3	3
Day Travel	136	179	192	194	191	195	206	223
Total	420	558	630	697	707	725	760	831
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	47	63	75	97	117	122	122	136
Food Service	72	95	107	130	148	158	164	179
Food Stores	19	24	27	32	35	36	37	39
Local Tran. & Gas	74	138	175	168	125	118	143	163
Arts, Ent. & Rec.	41	51	53	58	62	65	67	71
Retail Sales	128	142	144	158	166	171	173	183
Visitor Air Tran.	38	45	48	53	53	54	55	60
Total	420	558	630	697	707	725	760	831
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	79	104	117	156	178	191	199	212
Arts, Ent. & Rec.	13	17	19	22	27	29	29	31
Retail**	21	26	27	30	34	36	36	38
Ground Tran.	2	3	3	3	4	3	4	4
Visitor Air Tran.	2	2	2	3	3	4	4	5
Other Travel*	6	5	5	6	7	7	8	9
Total	124	157	172	219	252	270	281	298
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	3,270	3,950	4,160	4,690	4,960	5,350	5,410	5,570
Arts, Ent. & Rec.	1,250	1,300	1,310	1,300	1,490	1,590	1,620	1,610
Retail**	1,120	1,290	1,270	1,260	1,350	1,440	1,410	1,460
Ground Tran.	130	110	120	110	110	110	110	110
Visitor Air Tran.	50	30	40	50	40	50	50	50
Other Travel*	260	110	100	120	100	100	100	110
Total	6,070	6,790	6,990	7,520	8,060	8,640	8,710	8,910
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	11	14	16	20	22	24	26	28
Visitor	6	7	8	10	11	12	13	14
Business/Employee	5	7	7	10	11	12	13	14
State Tax Receipts	28	34	37	41	46	48	50	54
Visitor	23	28	30	33	36	38	40	43
Business/Employee	5	6	6	8	9	10	10	11
Federal Tax Receipts	25	31	33	34	39	41	43	46
Total Local & State Tax	39	48	53	61	68	72	76	82

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

McAllen-Edinburg-Mission MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	735	1,022	1,143	1,197	1,265	1,258	1,269	1,332
Other Travel*	45	55	60	67	67	63	68	74
Total	780	1,078	1,203	1,263	1,333	1,321	1,336	1,406
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	232	341	387	382	429	417	394	422
Private Campground	106	134	150	180	185	185	195	200
Public Campground	1	1	1	1	1	1	1	2
Private Home	197	279	311	332	340	344	356	373
Vacation Home	63	83	95	102	106	107	112	115
Day Travel	136	185	198	199	204	203	210	220
Total	735	1,022	1,143	1,197	1,265	1,258	1,269	1,332
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	100	139	161	159	185	181	168	174
Food Service	191	273	304	340	391	397	402	421
Food Stores	66	89	102	118	130	129	129	132
Local Tran. & Gas	83	160	206	197	143	134	164	188
Arts, Ent. & Rec.	59	77	81	84	90	91	91	93
Retail Sales	196	233	238	255	269	268	265	271
Visitor Air Tran.	40	51	51	43	57	59	49	54
Total	735	1,022	1,143	1,197	1,265	1,258	1,269	1,332
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	114	159	176	210	239	245	267	280
Arts, Ent. & Rec.	26	37	39	42	55	57	57	58
Retail**	35	46	48	53	61	62	61	63
Ground Tran.	1	2	2	2	2	2	2	2
Visitor Air Tran.	2	2	2	1	2	2	1	0
Other Travel*	5	3	4	4	4	2	1	0
Total	184	248	271	312	364	371	389	403
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	7,030	8,470	8,580	9,000	9,840	9,880	10,690	10,790
Arts, Ent. & Rec.	2,400	2,770	3,030	2,920	3,660	3,640	3,590	3,440
Retail**	2,100	2,450	2,480	2,420	2,610	2,630	2,510	2,480
Ground Tran.	50	50	50	50	60	60	60	60
Visitor Air Tran.	30	30	30	20	30	30	10	0
Other Travel*	200	90	100	80	100	30	10	0
Total	11,810	13,860	14,270	14,500	16,300	16,270	16,860	16,770
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	19	27	29	32	37	37	39	40
Visitor	11	15	17	18	20	20	20	20
Business/Employee	8	12	12	14	17	18	19	20
State Tax Receipts	45	58	64	67	75	75	77	81
Visitor	38	50	54	56	62	63	64	67
Business/Employee	7	8	10	11	13	13	13	14
Federal Tax Receipts	35	45	48	47	58	59	61	64
Total Local & State Tax	64	86	93	99	112	113	116	121

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Midland MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	192	273	327	482	512	438	562	744
Other Travel*	43	49	60	72	85	75	88	115
Total	234	323	387	554	597	513	650	859
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	79	122	159	287	309	248	340	490
Private Campground	0	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0	0
Private Home	59	76	86	89	97	96	105	116
Vacation Home	1	1	1	1	1	1	1	1
Day Travel	53	74	81	105	105	93	115	137
Total	192	273	327	482	512	438	562	744
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	18	31	50	111	124	88	130	228
Food Service	30	44	51	85	96	85	109	132
Food Stores	8	10	12	19	21	18	22	26
Local Tran. & Gas	30	58	75	72	51	47	59	67
Arts, Ent. & Rec.	17	23	25	36	38	34	42	50
Retail Sales	55	65	68	100	104	92	111	130
Visitor Air Tran.	34	41	45	60	78	73	89	111
Total	192	273	327	482	512	438	562	744
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	20	31	40	56	67	55	61	75
Arts, Ent. & Rec.	7	10	11	12	15	13	17	19
Retail**	8	10	11	15	17	16	19	22
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	2	4	4	3	4	4	5	5
Other Travel*	3	5	5	3	5	5	5	5
Total	40	59	70	89	109	93	106	127
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,290	1,720	1,930	2,240	2,450	1,960	2,130	2,470
Arts, Ent. & Rec.	620	740	740	720	770	750	900	960
Retail**	460	500	460	590	630	600	660	700
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	40	30	30	40	40	40	40	50
Other Travel*	70	50	60	50	50	50	50	50
Total	2,500	3,050	3,220	3,650	3,950	3,400	3,780	4,230
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	4	7	8	13	15	12	16	24
Visitor	2	4	5	9	10	8	11	18
Business/Employee	2	3	3	4	5	4	5	6
State Tax Receipts	11	15	17	25	27	24	30	40
Visitor	10	13	15	21	23	20	26	35
Business/Employee	2	2	3	3	4	3	4	5
Federal Tax Receipts	15	18	21	24	30	27	31	38
Total Local & State Tax	15	21	25	38	42	35	46	63

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Odessa MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	130	210	269	385	353	280	425	611
Other Travel*	0	0	0	0	0	0	0	0
Total	130	210	269	386	354	281	425	611
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	45	95	141	241	211	151	266	423
Private Campground	0	0	0	0	0	0	0	0
Public Campground	0	0	0	0	0	0	0	0
Private Home	41	49	52	53	57	57	57	58
Vacation Home	1	1	1	1	1	1	1	1
Day Travel	43	65	75	91	84	71	101	129
Total	130	210	269	385	353	280	425	611
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	13	30	53	105	91	57	107	206
Food Service	27	45	56	85	87	72	111	147
Food Stores	7	10	12	18	18	15	21	26
Local Tran. & Gas	21	41	53	51	36	33	41	47
Arts, Ent. & Rec.	15	22	26	34	33	28	41	52
Retail Sales	47	62	69	93	89	74	105	132
Visitor Air Tran.	0	0	0	0	0	0	0	0
Total	130	210	269	385	353	280	425	611
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	20	36	51	63	85	62	47	57
Arts, Ent. & Rec.	7	11	13	14	16	14	20	26
Retail**	7	11	12	16	16	14	19	24
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	34	57	75	93	118	91	87	108
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,040	1,520	1,930	1,910	2,280	1,790	1,300	1,450
Arts, Ent. & Rec.	620	760	620	540	560	490	640	820
Retail**	370	420	420	500	490	450	570	680
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	10	10	0	0	0	0	0	0
Total	2,040	2,710	2,980	2,960	3,330	2,740	2,520	2,950
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	4	6	9	13	14	10	15	23
Visitor	2	4	5	9	8	6	11	18
Business/Employee	1	3	3	4	5	4	4	5
State Tax Receipts	9	13	16	23	23	19	26	37
Visitor	8	11	14	20	19	15	23	33
Business/Employee	1	2	3	3	4	3	3	4
Federal Tax Receipts	6	8	10	10	14	11	11	13
Total Local & State Tax	13	20	25	36	37	29	41	60

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

San Angelo MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	125	175	204	244	216	204	229	271
Other Travel*	8	11	12	11	13	11	12	13
Total	133	185	216	256	229	215	241	283
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	53	81	100	138	118	108	125	157
Private Campground	2	2	3	3	3	3	3	3
Public Campground	0	1	1	1	1	1	1	1
Private Home	35	44	48	47	46	46	49	50
Vacation Home	3	5	6	6	5	5	5	6
Day Travel	32	42	46	50	44	42	46	54
Total	125	175	204	244	216	204	229	271
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	15	21	28	45	39	34	40	50
Food Service	24	33	38	51	50	48	54	65
Food Stores	6	7	8	11	10	10	11	12
Local Tran. & Gas	24	47	60	57	41	38	47	54
Arts, Ent. & Rec.	12	15	17	20	18	18	19	23
Retail Sales	38	42	43	52	48	46	49	57
Visitor Air Tran.	6	9	9	9	9	10	10	10
Total	125	175	204	244	216	204	229	271
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	18	25	29	43	51	47	48	52
Arts, Ent. & Rec.	8	11	12	14	13	13	14	16
Retail**	6	8	8	9	10	10	10	11
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	2	2	3
Other Travel*	1	0	0	0	1	3	3	3
Total	33	44	50	67	75	75	78	85
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,210	1,470	1,600	2,040	2,250	2,050	2,050	2,110
Arts, Ent. & Rec.	950	930	950	950	840	810	870	990
Retail**	390	380	380	410	390	400	390	430
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	10	10	10	10	10	20	20	20
Other Travel*	40	20	20	10	10	30	30	30
Total	2,600	2,820	2,960	3,420	3,500	3,300	3,370	3,580
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	3	4	4	6	6	6	7	8
Visitor	1	2	2	3	3	3	3	4
Business/Employee	1	2	2	3	3	3	3	4
State Tax Receipts	9	11	12	15	15	14	16	18
Visitor	7	9	10	12	12	11	13	15
Business/Employee	1	2	2	3	3	3	3	3
Federal Tax Receipts	8	10	11	11	13	13	14	15
Total Local & State Tax	11	15	17	21	21	20	23	26

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

San Antonio-New Braunfels MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	4,166	5,865	6,694	7,360	7,314	7,401	7,936	8,600
Other Travel*	424	544	623	641	908	999	1,067	1,117
Total	4,590	6,408	7,317	8,001	8,222	8,399	9,003	9,717
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	2,685	3,776	4,345	4,965	4,996	5,071	5,438	5,950
Private Campground	43	58	65	74	74	73	78	80
Public Campground	4	4	5	5	6	5	6	6
Private Home	818	1,151	1,306	1,319	1,295	1,305	1,393	1,464
Vacation Home	30	41	47	48	50	51	53	55
Day Travel	585	835	925	948	895	894	967	1,045
Total	4,166	5,865	6,694	7,360	7,314	7,401	7,936	8,600
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	692	950	1,084	1,186	1,351	1,398	1,476	1,615
Food Service	769	1,037	1,164	1,487	1,657	1,722	1,801	1,929
Food Stores	116	152	173	213	233	234	240	250
Local Tran. & Gas	1,090	1,908	2,381	2,308	1,812	1,732	2,049	2,322
Arts, Ent. & Rec.	452	565	596	680	716	737	757	794
Retail Sales	674	769	791	938	968	982	999	1,042
Visitor Air Tran.	372	484	504	547	576	596	615	648
Total	4,166	5,865	6,694	7,360	7,314	7,401	7,936	8,600
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	631	848	932	1,097	1,278	1,348	1,438	1,538
Arts, Ent. & Rec.	298	398	425	495	604	637	658	685
Retail**	143	178	185	219	250	260	262	274
Ground Tran.	55	67	72	72	79	78	83	91
Visitor Air Tran.	30	42	41	47	27	29	30	32
Other Travel*	77	102	115	107	188	221	242	253
Total	1,234	1,635	1,770	2,038	2,426	2,573	2,712	2,874
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	30,790	32,080	35,180	37,980	41,280	42,840	44,600	46,200
Arts, Ent. & Rec.	15,810	15,300	16,630	17,560	19,920	20,630	20,400	21,230
Retail**	6,600	7,290	7,560	7,970	8,500	8,750	8,650	8,720
Ground Tran.	2,060	2,030	2,140	1,870	2,090	2,090	2,120	2,180
Visitor Air Tran.	750	520	470	520	320	310	330	350
Other Travel*	2,630	2,240	2,500	2,110	2,720	3,140	3,330	3,290
Total	58,650	59,460	64,480	68,030	74,830	77,770	79,440	81,980
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	153	209	228	256	294	311	344	371
Visitor	98	129	147	163	181	187	212	230
Business/Employee	54	80	81	94	113	124	132	141
State Tax Receipts	287	360	391	426	472	485	520	561
Visitor	242	306	329	357	387	398	431	461
Business/Employee	44	55	62	70	84	87	89	100
Federal Tax Receipts	282	354	378	379	454	476	505	534
Total Local & State Tax	439	570	619	683	766	796	864	932

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Sherman-Denison MSA Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	128	181	206	204	187	188	208	220
Other Travel*	0	2	1	1	1	1	0	0
Total	128	183	207	204	188	189	209	220

Visitor Spending by Type of Accommodation (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	46	66	74	76	73	76	84	87
Private Campground	1	2	2	2	2	2	2	2
Public Campground	7	11	13	15	13	13	14	15
Private Home	16	23	28	28	24	23	26	28
Vacation Home	7	10	12	11	11	11	11	12
Day Travel	50	71	78	72	65	64	71	76
Total	128	181	206	204	187	188	208	220

Visitor Spending by Commodity Purchased (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	17	20	21	22	24	26	28	27
Food Service	22	28	29	31	36	39	41	41
Food Stores	8	10	10	11	12	13	13	13
Local Tran. & Gas	42	81	105	100	71	67	82	94
Arts, Ent. & Rec.	8	10	9	9	10	10	11	11
Retail Sales	31	33	31	31	33	34	34	34
Visitor Air Tran.	0	0	0	0	0	0	0	0
Total	128	181	206	204	187	188	208	220

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	15	18	18	20	23	25	27	29
Arts, Ent. & Rec.	2	3	3	3	3	3	3	3
Retail**	6	7	7	7	9	9	9	9
Ground Tran.	0	0	0	0	1	1	1	1
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	1	0	0	0	0	0	0
Total	23	29	28	31	35	38	40	42

Industry Employment Generated by Travel Spending (Jobs)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	930	1,050	970	970	1,050	1,110	1,170	1,240
Arts, Ent. & Rec.	220	130	120	110	100	110	110	110
Retail**	370	350	320	300	330	330	330	320
Ground Tran.	10	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	20	10	10	10	0	10	10
Total	1,540	1,560	1,430	1,400	1,500	1,560	1,630	1,700

Government Revenue Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	3	3	3	3	4	4	4	4
Visitor	2	2	2	2	2	2	2	2
Business/Employee	1	1	1	1	2	2	2	2
State Tax Receipts	10	12	12	12	13	13	14	15
Visitor	9	11	11	10	11	12	13	13
Business/Employee	1	1	1	1	1	1	1	1
Federal Tax Receipts	7	9	9	8	9	10	11	11
Total Local & State Tax	12	15	15	15	16	17	19	19

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Texarkana MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	103	153	186	195	172	173	189	202
Other Travel*	1	1	1	1	1	1	1	1
Total	104	153	187	195	172	174	190	203
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	43	64	85	97	87	90	97	103
Private Campground	1	1	1	1	1	1	1	1
Public Campground	5	7	8	9	8	8	9	9
Private Home	24	36	41	38	33	31	35	38
Vacation Home	1	1	2	1	1	1	1	2
Day Travel	29	43	50	48	42	41	46	49
Total	103	153	186	195	172	173	189	202
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	12	17	23	27	26	28	29	30
Food Service	16	20	23	27	30	32	33	33
Food Stores	5	6	7	8	9	9	9	9
Local Tran. & Gas	40	78	100	95	69	65	79	91
Arts, Ent. & Rec.	10	11	12	13	13	14	14	14
Retail Sales	21	21	22	24	24	25	25	25
Visitor Air Tran.	0	0	0	0	0	0	0	0
Total	103	153	186	195	172	173	189	202
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	9	12	14	20	20	22	22	22
Arts, Ent. & Rec.	3	4	4	5	5	6	6	6
Retail**	4	5	5	6	7	7	7	7
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0	0
Total	18	22	25	32	33	36	37	37
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	730	840	920	1,120	1,090	1,160	1,210	1,160
Arts, Ent. & Rec.	350	360	350	340	360	400	390	350
Retail**	230	230	230	230	240	250	250	240
Ground Tran.	20	20	20	20	30	30	30	30
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	30	10	10	10	10	0	0	0
Total	1,360	1,460	1,520	1,720	1,720	1,830	1,870	1,780
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	2	2	3	4	4	4	4	4
Visitor	1	1	2	2	2	2	3	3
Business/Employee	1	1	1	1	1	2	2	2
State Tax Receipts	8	10	11	11	12	12	13	14
Visitor	7	9	10	10	10	11	12	12
Business/Employee	1	1	1	1	1	1	1	1
Federal Tax Receipts	6	7	8	8	9	9	10	10
Total Local & State Tax	10	12	14	15	15	16	17	18

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Tyler MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	200	282	321	338	346	336	354	374
Other Travel*	25	36	48	36	39	31	32	32
Total	225	318	369	374	385	367	386	406
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	80	120	143	158	171	163	170	179
Private Campground	4	5	6	7	7	7	8	8
Public Campground	2	2	2	3	3	3	3	3
Private Home	55	72	79	82	78	78	83	87
Vacation Home	4	5	5	5	5	5	6	6
Day Travel	56	78	85	83	81	80	86	91
Total	200	282	321	338	346	336	354	374
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	26	38	47	51	61	58	58	60
Food Service	38	53	59	68	79	80	83	87
Food Stores	12	16	18	20	23	22	23	23
Local Tran. & Gas	43	79	99	97	75	69	83	93
Arts, Ent. & Rec.	23	29	31	32	34	35	35	36
Retail Sales	51	59	59	63	66	66	67	68
Visitor Air Tran.	6	8	7	8	9	7	7	6
Total	200	282	321	338	346	336	354	374
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	26	36	41	48	51	51	59	59
Arts, Ent. & Rec.	7	9	9	10	12	13	13	13
Retail**	10	12	13	14	16	16	16	17
Ground Tran.	2	2	2	3	3	3	3	3
Visitor Air Tran.	0	0	0	0	0	2	2	1
Other Travel*	7	10	15	10	11	11	12	10
Total	51	70	80	85	94	96	105	103
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,700	2,030	2,190	2,370	2,270	2,250	2,530	2,540
Arts, Ent. & Rec.	550	540	560	560	610	630	640	640
Retail**	420	470	490	470	520	530	510	510
Ground Tran.	90	90	90	90	100	90	80	80
Visitor Air Tran.	10	10	0	10	10	10	10	10
Other Travel*	170	190	290	170	150	140	140	140
Total	2,940	3,330	3,630	3,660	3,650	3,650	3,920	3,930
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	5	7	8	8	9	10	10	11
Visitor	3	4	4	5	5	5	6	6
Business/Employee	2	3	3	4	4	4	5	5
State Tax Receipts	14	17	19	20	22	22	23	24
Visitor	12	15	16	17	19	18	20	20
Business/Employee	2	3	3	3	3	3	4	4
Federal Tax Receipts	11	14	16	15	17	17	18	18
Total Local & State Tax	18	24	27	28	32	31	34	35

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Victoria MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	134	174	193	227	210	197	226	241
Other Travel*	4	2	3	1	1	1	1	1
Total	138	176	196	229	211	198	227	242
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	37	49	57	91	80	71	88	94
Private Campground	1	1	2	2	2	2	2	2
Public Campground	0	0	0	0	0	0	0	0
Private Home	34	43	48	47	45	45	47	49
Vacation Home	2	3	3	3	3	3	3	4
Day Travel	60	78	82	85	80	76	86	91
Total	134	174	193	227	210	197	226	241
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	14	18	21	40	33	27	36	38
Food Service	26	32	35	44	48	47	52	55
Food Stores	8	10	11	14	15	14	15	15
Local Tran. & Gas	25	49	63	60	43	40	49	56
Arts, Ent. & Rec.	16	19	19	21	22	21	23	24
Retail Sales	42	45	43	48	49	47	51	52
Visitor Air Tran.	2	1	1	0	1	1	1	0
Total	134	174	193	227	210	197	226	241
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	15	19	20	27	28	27	23	23
Arts, Ent. & Rec.	5	6	6	7	7	7	8	8
Retail**	8	9	9	10	11	11	12	12
Ground Tran.	0	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	1	0	0	0
Total	28	34	35	45	48	46	44	44
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	990	1,040	1,020	1,140	1,160	1,090	920	880
Arts, Ent. & Rec.	430	330	310	290	290	280	280	300
Retail**	390	360	340	340	360	360	370	380
Ground Tran.	10	0	0	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0	0
Other Travel*	20	10	10	10	10	10	10	10
Total	1,840	1,740	1,670	1,800	1,830	1,740	1,590	1,570
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	3	4	4	5	5	5	6	6
Visitor	2	2	2	3	3	3	4	4
Business/Employee	1	2	2	2	2	2	2	2
State Tax Receipts	9	11	11	13	13	13	14	15
Visitor	8	9	10	11	12	11	13	13
Business/Employee	1	1	1	2	2	2	2	2
Federal Tax Receipts	6	7	7	7	8	8	8	8
Total Local & State Tax	12	14	15	18	18	18	20	21

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Waco MSA Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	310	422	470	483	500	524	567	614
Other Travel*	15	18	18	17	18	16	17	17
Total	325	440	488	500	518	540	585	631
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	106	151	175	193	219	239	261	289
Private Campground	4	5	6	7	6	6	7	7
Public Campground	3	4	4	5	5	4	5	5
Private Home	67	87	97	98	91	90	96	101
Vacation Home	2	3	3	3	3	3	3	4
Day Travel	128	173	185	177	176	181	196	209
Total	310	422	470	483	500	524	567	614
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	37	50	57	62	81	93	101	117
Food Service	59	77	84	93	112	120	127	133
Food Stores	19	23	26	28	33	34	35	36
Local Tran. & Gas	66	125	160	154	115	109	132	150
Arts, Ent. & Rec.	35	42	43	43	48	51	53	55
Retail Sales	88	96	94	96	104	109	112	115
Visitor Air Tran.	6	7	7	7	7	8	8	8
Total	310	422	470	483	500	524	567	614
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	37	48	51	63	75	84	92	101
Arts, Ent. & Rec.	13	17	18	18	22	23	24	25
Retail**	15	18	18	19	22	24	24	25
Ground Tran.	2	3	3	3	4	3	4	4
Visitor Air Tran.	0	0	0	0	0	2	2	2
Other Travel*	3	2	2	2	3	5	5	6
Total	70	88	92	106	125	141	151	162
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	2,290	2,610	2,650	2,900	3,120	3,370	3,550	3,670
Arts, Ent. & Rec.	1,210	1,320	1,260	1,180	1,240	1,280	1,210	1,200
Retail**	860	880	870	810	910	940	920	900
Ground Tran.	80	90	90	90	100	100	100	100
Visitor Air Tran.	0	0	0	10	10	20	20	20
Other Travel*	120	70	90	70	60	70	70	70
Total	4,570	4,980	4,950	5,060	5,430	5,770	5,870	5,960
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	7	9	10	11	13	15	17	18
Visitor	4	5	6	6	7	8	10	11
Business/Employee	3	4	4	5	6	6	7	8
State Tax Receipts	21	26	27	28	32	34	37	40
Visitor	19	23	24	24	27	29	32	34
Business/Employee	3	3	3	4	5	5	5	6
Federal Tax Receipts	15	19	19	19	22	24	26	27
Total Local & State Tax	28	35	37	39	45	49	54	58

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Wichita Falls MSA Travel Impacts
2000-2018p

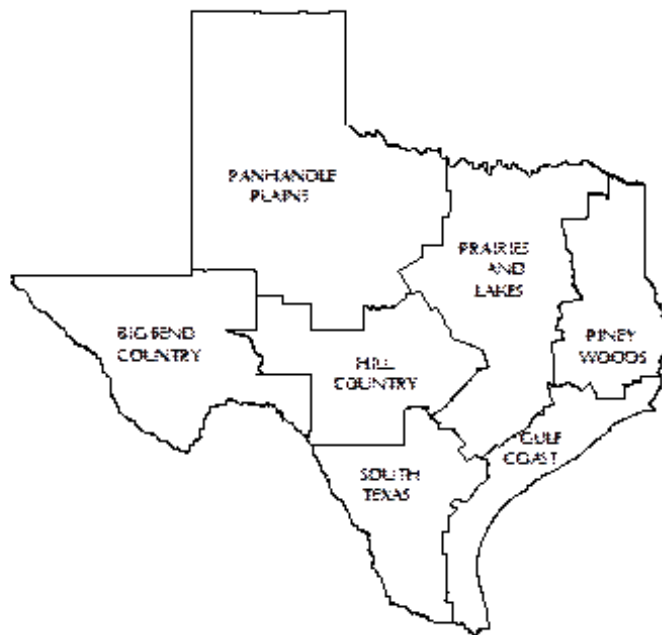
Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	160	210	235	237	228	232	242	258
Other Travel*	9	9	8	6	8	7	6	6
Total	169	219	243	243	236	238	248	264
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	61	83	96	102	104	109	110	118
Private Campground	2	3	4	4	4	4	5	5
Public Campground	1	1	1	1	1	1	1	1
Private Home	58	73	79	76	69	68	73	78
Vacation Home	3	4	5	5	4	4	4	5
Day Travel	35	47	51	48	45	45	48	51
Total	160	210	235	237	228	232	242	258
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	19	25	30	31	34	37	36	40
Food Service	31	39	42	47	52	55	55	57
Food Stores	9	10	12	12	13	14	13	14
Local Tran. & Gas	33	62	78	74	55	51	62	70
Arts, Ent. & Rec.	25	29	30	30	31	32	32	33
Retail Sales	36	37	36	37	37	38	38	38
Visitor Air Tran.	8	7	7	6	6	6	6	6
Total	160	210	235	237	228	232	242	258
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	18	22	24	29	31	33	32	34
Arts, Ent. & Rec.	9	11	11	13	14	15	15	15
Retail**	6	7	7	8	9	9	9	9
Ground Tran.	1	1	1	1	1	1	1	1
Visitor Air Tran.	0	0	0	0	0	0	0	2
Other Travel*	1	1	1	0	1	0	0	2
Total	35	43	45	52	55	59	57	62
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,260	1,430	1,480	1,570	1,590	1,750	1,570	1,640
Arts, Ent. & Rec.	1,150	1,250	1,220	1,280	1,290	1,440	1,440	1,450
Retail**	400	380	380	350	370	390	370	370
Ground Tran.	40	40	40	20	20	20	20	20
Visitor Air Tran.	10	10	10	10	10	10	10	10
Other Travel*	50	60	20	10	10	10	10	20
Total	2,920	3,170	3,140	3,250	3,290	3,610	3,420	3,510
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	4	5	5	6	6	7	7	7
Visitor	2	3	3	3	3	4	4	4
Business/Employee	2	2	2	2	3	3	3	3
State Tax Receipts	10	12	13	13	14	15	15	16
Visitor	9	11	11	11	12	13	13	14
Business/Employee	1	1	2	2	2	2	2	2
Federal Tax Receipts	8	10	10	10	11	11	12	12
Total Local & State Tax	14	17	18	19	20	21	22	23

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

**V. Direct Travel Impacts For Tourism Regions
2000-2018p Travel Spending
2000-2018p Detailed Impacts**



Tourism Regions

BIG BEND

BREWSTER, CRANE, CULBERSON, ECTOR, EL PASO, HUDSPETH, JEFF DAVIS, LOVING, MIDLAND, PECOS, PRESIDIO, REEVES, TERRELL, UPTON, VAL VERDE, WARD, WINKLER

GULF COAST

ARANSAS, BRAZORIA, CALHOUN, CAMERON, CHAMBERS, FORT BEND, GALVESTON, HARRIS, JACKSON, JEFFERSON, KENEDY, KLEBERG, MATAGORDA, NUECES, ORANGE, REFUGIO, SAN PATRICIO, VICTORIA, WHARTON, WILLACY

HILL COUNTRY

BANDERA, BLANCO, BROWN, BURNET, COMAL, CROCKETT, EDWARDS, GILLESPIE, HAYS, IRION, KENDALL, KERR, KIMBLE, KINNEY, LAMPASAS, LLANO, MASON, MCCULLOCH, MEDINA, MENARD, MILLS, REAGAN, REAL, SAN SABA, SCHLEICHER, SUTTON, TRAVIS, UVALDE, WILLIAMSON

PANHANDLE PLAINS

ANDREWS, ARCHER, ARMSTRONG, BAILEY, BAYLOR, BORDEN, BRISCOE, CALLAHAN, CARSON, CASTRO, CHILDRESS, CLAY, COCHRAN, COKE, COLEMAN, COLLINGSWORTH, CONCHO, COTTLE, CROSBY, DALLAM, DAWSON, DEAF SMITH, DICKENS, DONLEY, EASTLAND, FISHER, FLOYD, FOARD, GAINES, GARZA, GLASSCOCK, GRAY, HALE, HALL, HANSFORD, HARDEMAN, HARTLEY, HASKELL, HEMPHILL, HOCKLEY, HOWARD, HUTCHINSON, JACK, JONES, KENT, KING, KNOX, LAMB, LIPSCOMB, LUBBOCK, LYNN, MARTIN, MITCHELL, MOORE, MOTLEY, NOLAN, OCHILTREE, OLDHAM, PALO PINTO, PARMER, POTTER, RANDALL, ROBERTS, RUNNELS, SCURRY, SHACKELFORD, SHERMAN, STEPHENS, STERLING, STONEWALL, SWISHER, TAYLOR, TERRY, THROCKMORTON, TOM GREEN, WHEELER, WICHITA, WILBARGER, YOAKUM, YOUNG

PINEY WOODS

ANGELINA, BOWIE, CAMP, CASS, CHEROKEE, GREGG, HARDIN, HARRISON, HOUSTON, JASPER, LIBERTY, MARION, MONTGOMERY, MORRIS, NACOGDOCHES, NEWTON, PANOLA, POLK, RUSK, SABINE, SAN AUGUSTINE, SAN JACINTO, SHELBY, SMITH, TITUS, TRINITY, TYLER, UPSHUR, WALKER WOOD

PRAIRIES AND LAKES

ANDERSON, AUSTIN, BASTROP, BELL, BOSQUE, BRAZOS, BURLESON, CALDWELL, COLLIN, COLORADO, COMANCHE, COOKE, CORYELL, DALLAS, DELTA, DENTON, DEWITT, ELLIS, ERATH, FALLS, FANNIN, FAYETTE, FRANKLIN, FREESTONE, GONZALES, GRAYSON, GRIMES, GUADALUPE, HAMILTON, HENDERSON, HILL, HOOD, HOPKINS, HUNT, JOHNSON, KAUFMAN, LAMAR, LAVACA, LEE, LEON, LIMESTONE, MADISON, MCLENNAN, MILAM, MONTAGUE, NAVARRO, PARKER, RAINS, RED RIVER, ROBERTSON, ROCKWALL, SOMERVELL, TARRANT, VAN ZANDT, WALLER, WASHINGTON, WISE

SOUTH TEXAS

ATASCOSA, BEE, BEXAR, BROOKS, DIMMIT, DUVAL, FRIO, GOLIAD, HIDALGO, JIM HOGG, JIM WELLS, KARNES, LA SALLE, LIVE OAK, MAVERICK, MCMULLEN, STARR, WEBB, WILSON, ZAPATA, ZAVALA,

Regional Direct Travel Spending, 2000-2018p
(\$Millions)

Big Bend Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	1,551	2,202	2,532	2,918	2,925	2,768	3,212	3,925	22.2%	5.3%
Visitor Spending	1,352	1,964	2,273	2,630	2,613	2,464	2,889	3,562	23.3%	5.5%
Non-transportation	854	1,138	1,273	1,647	1,781	1,673	1,971	2,520	27.8%	6.2%
Transportation	498	826	1,000	983	832	791	918	1,042	13.6%	4.2%
Gulf Coast Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	10,941	14,561	16,497	17,950	18,932	18,693	20,443	21,346	4.4%	3.8%
Visitor Spending	9,151	12,606	14,402	15,429	16,040	15,722	17,424	18,140	4.1%	3.9%
Non-transportation	6,166	8,023	8,983	9,762	11,098	10,934	12,090	12,196	0.9%	3.9%
Transportation	2,985	4,582	5,420	5,667	4,942	4,789	5,334	5,944	11.4%	3.9%
Hill Country Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	3,988	5,290	5,937	6,831	8,049	8,413	9,098	9,863	8.4%	5.2%
Visitor Spending	3,422	4,671	5,217	5,954	6,973	7,274	7,882	8,630	9.5%	5.3%
Non-transportation	2,628	3,453	3,763	4,428	5,496	5,774	6,190	6,724	8.6%	5.4%
Transportation	794	1,219	1,454	1,526	1,477	1,500	1,692	1,905	12.6%	5.0%
Panhandle Plains Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	2,059	2,837	3,275	3,534	3,380	3,317	3,561	3,909	9.8%	3.6%
Visitor Spending	1,929	2,683	3,109	3,361	3,199	3,142	3,379	3,724	10.2%	3.7%
Non-transportation	1,389	1,715	1,893	2,187	2,311	2,306	2,380	2,596	9.1%	3.5%
Transportation	541	968	1,216	1,174	888	837	1,000	1,129	12.9%	4.2%
Piney Woods Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	1,292	1,913	2,254	2,328	2,308	2,235	2,461	2,607	5.9%	4.0%
Visitor Spending	1,247	1,841	2,162	2,236	2,193	2,143	2,363	2,506	6.0%	4.0%
Non-transportation	928	1,234	1,387	1,493	1,650	1,638	1,746	1,802	3.2%	3.8%
Transportation	318	606	775	743	543	505	617	704	14.0%	4.5%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers.

Regional Direct Travel Spending, 2000-2018p
(\$Millions)

Prairies and Lakes Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	14,709	18,072	19,905	21,602	23,175	23,824	25,337	27,151	7.2%	3.5%
Visitor Spending	11,857	15,095	16,754	18,011	19,419	19,930	21,154	22,702	7.3%	3.7%
Non-transportation	8,112	9,902	10,685	11,803	13,966	14,600	15,096	15,983	5.9%	3.8%
Transportation	3,745	5,193	6,069	6,207	5,453	5,330	6,059	6,719	10.9%	3.3%
South Texas Plains Tourism Region	2000	2006	2008	2012	2015	2016	2017	2018	17-18	00-18
Total Spending	5,591	7,780	8,827	9,675	9,874	9,947	10,628	11,472	7.9%	4.1%
Visitor Spending	5,111	7,177	8,143	8,962	8,901	8,884	9,492	10,279	8.3%	4.0%
Non-transportation	3,459	4,455	4,855	5,725	6,199	6,256	6,490	6,925	6.7%	3.9%
Transportation	1,651	2,723	3,288	3,237	2,703	2,629	3,002	3,354	11.7%	4.0%

Details may not add to totals due to rounding. Percentages represent annual change and calculated on unrounded numbers.

Travel Share Total Regional Earnings & Employment, 2018p

Region	Earnings (\$Million)			Employment (Thousand Jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Big Bend	44,962	844	1.9%	804	28.2	3.5%
Gulf Coast	328,817	6,956	2.1%	4,603	170.1	3.7%
Hill Country	107,514	2,927	2.7%	1,763	84.8	4.8%
Panhandle Plains	47,377	1,003	2.1%	979	39.6	4.1%
Piney Woods	50,863	769	1.5%	1,029	26.5	2.6%
Prairies and Lakes	381,470	11,433	3.0%	6,297	247.1	3.9%
South Texas Plains	100,257	3,259	3.3%	1,933	100.5	5.2%
State	1,061,260	27,191	2.6%	17,408	696.8	4.0%

Source: Dean Runyan Associates, Bureau of Economic Analysis

Big Bend Tourism Region Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	1,352	1,964	2,273	2,630	2,613	2,464	2,889	3,562
Other Travel*	200	238	258	288	312	303	324	362
Total	1,551	2,202	2,532	2,918	2,925	2,768	3,212	3,925
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	783	1,187	1,410	1,721	1,730	1,614	1,937	2,509
Private Campground	26	36	42	49	47	46	50	51
Public Campground	7	9	10	11	11	11	11	11
Private Home	289	378	420	425	425	419	445	470
Vacation Home	13	16	19	18	18	18	18	19
Day Travel	235	337	373	405	383	357	427	502
Total	1,352	1,964	2,273	2,630	2,613	2,464	2,889	3,562
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	186	283	354	500	561	496	632	948
Food Service	212	298	336	441	490	478	556	667
Food Stores	59	79	91	114	124	119	132	152
Local Tran. & Gas	328	608	773	741	555	523	633	721
Arts, Ent. & Rec.	114	145	152	178	186	180	200	229
Retail Sales	283	333	341	416	422	400	450	523
Visitor Air Tran.	171	217	227	242	277	269	285	321
Total	1,352	1,964	2,273	2,630	2,613	2,464	2,889	3,562
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	193	277	315	403	482	465	472	536
Arts, Ent. & Rec.	51	70	74	86	97	98	107	121
Retail**	52	66	69	83	94	93	102	116
Ground Tran.	10	13	14	14	16	16	17	18
Visitor Air Tran.	9	14	15	17	21	23	25	23
Other Travel*	17	20	21	23	27	30	32	30
Total	334	460	508	625	737	726	755	844
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	9,910	11,990	12,680	14,000	15,680	14,740	15,070	16,760
Arts, Ent. & Rec.	4,450	5,140	5,020	5,010	5,280	5,440	5,790	6,430
Retail**	2,970	3,220	3,210	3,410	3,610	3,640	3,770	4,040
Ground Tran.	480	470	480	430	500	490	490	500
Visitor Air Tran.	230	200	190	200	210	210	220	190
Other Travel*	560	380	340	330	320	340	340	310
Total	18,600	21,390	21,920	23,390	25,590	24,860	25,680	28,230
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	37	54	60	76	86	83	99	127
Visitor	23	32	37	48	53	49	63	87
Business/Employee	14	22	23	28	33	34	36	40
State Tax Receipts	88	114	125	144	158	152	176	213
Visitor	76	98	107	122	131	127	150	183
Business/Employee	12	16	18	22	27	25	26	30
Federal Tax Receipts	94	119	128	131	154	152	163	180
Total Local & State Tax	126	168	185	220	244	235	275	340

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Gulf Coast Tourism Region Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	9,151	12,606	14,402	15,429	16,040	15,722	17,424	18,140
Other Travel*	1,789	1,955	2,095	2,521	2,892	2,971	3,019	3,210
Total	10,941	14,561	16,497	17,950	18,932	18,693	20,443	21,350

Visitor Spending by Type of Accommodation (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	5,215	7,254	8,503	9,318	10,000	9,701	10,982	11,346
Private Campground	158	199	224	267	277	276	290	298
Public Campground	15	19	20	24	25	24	26	26
Private Home	2,040	2,736	3,016	3,228	3,178	3,193	3,321	3,533
Vacation Home	140	177	197	201	209	212	220	227
Day Travel	1,584	2,221	2,442	2,391	2,352	2,315	2,586	2,710
Total	9,151	12,606	14,402	15,429	16,040	15,722	17,424	18,140

Visitor Spending by Commodity Purchased (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	1,449	2,019	2,458	2,606	3,174	3,010	3,454	3,427
Food Service	1,668	2,288	2,596	2,968	3,417	3,448	3,829	3,922
Food Stores	364	480	549	615	686	674	715	721
Local Tran. & Gas	1,940	3,359	4,146	4,095	3,319	3,166	3,716	4,186
Arts, Ent. & Rec.	1,115	1,425	1,517	1,572	1,704	1,705	1,855	1,878
Retail Sales	1,570	1,812	1,863	2,001	2,118	2,096	2,236	2,249
Visitor Air Tran.	1,045	1,223	1,273	1,571	1,623	1,622	1,617	1,758
Total	9,151	12,606	14,402	15,429	16,040	15,722	17,424	18,140

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,208	1,643	1,880	2,172	2,700	2,699	2,710	2,885
Arts, Ent. & Rec.	490	668	719	788	940	965	1,053	1,054
Retail**	326	412	431	469	545	555	582	591
Ground Tran.	112	138	143	153	177	173	182	195
Visitor Air Tran.	473	629	658	676	763	775	787	790
Other Travel*	823	1,000	1,072	1,107	1,355	1,408	1,452	1,443
Total	3,433	4,490	4,903	5,365	6,481	6,574	6,766	6,958

Industry Employment Generated by Travel Spending (Jobs)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	59,710	69,640	74,910	79,250	91,430	91,120	89,500	91,720
Arts, Ent. & Rec.	27,960	29,280	29,150	29,400	32,790	33,290	34,910	34,400
Retail**	16,980	17,610	17,760	17,260	18,720	18,990	19,480	19,390
Ground Tran.	4,350	4,280	4,240	3,860	4,470	4,370	4,390	4,420
Visitor Air Tran.	7,780	7,730	7,840	7,520	7,220	6,790	6,780	6,580
Other Travel*	16,190	14,600	14,610	13,500	14,140	13,950	13,960	13,660
Total	132,960	143,140	148,510	150,790	168,760	168,500	169,010	170,170

Government Revenue Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	339	468	514	572	688	690	783	797
Visitor	188	248	289	326	386	373	453	456
Business/Employee	151	220	224	246	302	317	330	341
State Tax Receipts	608	767	843	887	1,017	1,010	1,111	1,156
Visitor	485	616	671	703	791	788	890	913
Business/Employee	124	151	172	184	226	221	221	242
Federal Tax Receipts	761	902	977	994	1,202	1,221	1,261	1,307
Total Local & State Tax	947	1,235	1,357	1,459	1,705	1,700	1,894	1,953

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Hill Country Tourism Region Travel Impacts

2000-2018p

Total Direct Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	3,422	4,671	5,217	5,954	6,973	7,274	7,882	8,630
Other Travel*	566	618	720	878	1,076	1,139	1,216	1,263
Total	3,988	5,290	5,937	6,831	8,049	8,413	9,098	9,892

Visitor Spending by Type of Accommodation (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	1,826	2,492	2,810	3,367	4,201	4,425	4,857	5,415
Private Campground	47	59	65	77	79	79	83	84
Public Campground	13	16	17	20	20	20	21	22
Private Home	794	1,079	1,220	1,346	1,448	1,495	1,562	1,641
Vacation Home	71	91	102	103	108	110	114	118
Day Travel	672	935	1,002	1,041	1,118	1,144	1,244	1,350
Total	3,422	4,671	5,217	5,954	6,973	7,274	7,882	8,630

Visitor Spending by Commodity Purchased (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	643	847	985	1,161	1,616	1,731	1,883	2,091
Food Service	661	938	1,039	1,280	1,599	1,691	1,836	2,009
Food Stores	165	228	260	310	369	375	394	418
Local Tran. & Gas	441	801	1,016	992	790	756	907	1,034
Arts, Ent. & Rec.	386	518	539	595	680	708	747	798
Retail Sales	772	922	940	1,082	1,232	1,269	1,331	1,409
Visitor Air Tran.	353	417	438	534	687	743	785	871
Total	3,422	4,671	5,217	5,954	6,973	7,274	7,882	8,630

Industry Earnings Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	558	754	831	1,065	1,414	1,531	1,719	1,874
Arts, Ent. & Rec.	182	258	272	335	437	466	496	525
Retail**	143	187	194	224	275	289	299	318
Ground Tran.	19	23	26	28	34	35	37	41
Visitor Air Tran.	14	15	15	17	25	28	30	32
Other Travel*	64	72	90	107	135	145	152	149
Total	979	1,310	1,427	1,775	2,321	2,494	2,734	2,940

Industry Employment Generated by Travel Spending (Jobs)

	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	27,040	31,790	33,000	37,670	44,810	46,770	50,040	52,800
Arts, Ent. & Rec.	12,850	13,250	13,420	14,730	17,420	18,370	18,510	18,850
Retail**	7,210	7,680	7,840	8,080	9,280	9,570	9,620	9,760
Ground Tran.	800	850	850	760	930	940	970	1,010
Visitor Air Tran.	310	230	230	260	310	330	340	350
Other Travel*	2,020	1,540	1,780	1,990	2,090	2,220	2,220	2,200
Total	50,230	55,350	57,120	63,480	74,830	78,190	81,710	84,960

Government Revenue Generated by Travel Spending (\$Million)

	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	117	162	175	210	279	302	347	380
Visitor	74	98	110	129	171	182	214	236
Business/Employee	43	64	65	81	108	120	133	144
State Tax Receipts	207	266	290	332	411	430	475	521
Visitor	172	221	239	270	330	345	385	418
Business/Employee	35	44	50	61	81	84	90	103
Federal Tax Receipts	221	268	289	317	423	451	490	527
Total Local & State Tax	324	427	465	541	690	732	821	901

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Panhandle Plains Tourism Region Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	1,929	2,683	3,109	3,361	3,199	3,142	3,379	3,724
Other Travel*	130	154	165	173	181	175	182	191
Total	2,059	2,837	3,275	3,534	3,380	3,317	3,561	3,915
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	756	1,115	1,383	1,653	1,604	1,568	1,685	1,921
Private Campground	29	40	46	53	51	51	54	56
Public Campground	12	16	19	21	21	20	22	23
Private Home	474	622	685	674	622	613	661	692
Vacation Home	50	64	71	69	66	65	69	72
Day Travel	608	827	905	891	835	824	887	959
Total	1,929	2,683	3,109	3,361	3,199	3,142	3,379	3,724
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	228	324	399	511	551	533	555	645
Food Service	338	449	514	613	664	677	710	775
Food Stores	96	122	141	163	172	169	174	184
Local Tran. & Gas	448	858	1,100	1,050	763	714	874	998
Arts, Ent. & Rec.	199	240	255	271	279	283	290	308
Retail Sales	527	579	585	630	644	643	651	683
Visitor Air Tran.	93	111	116	123	124	123	125	130
Total	1,929	2,683	3,109	3,361	3,199	3,142	3,379	3,724
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	251	335	384	493	535	548	568	606
Arts, Ent. & Rec.	77	100	108	122	136	141	145	153
Retail**	98	119	123	136	152	155	156	165
Ground Tran.	8	9	10	10	12	12	12	13
Visitor Air Tran.	4	5	5	6	8	21	24	27
Other Travel*	13	13	12	14	17	33	38	42
Total	451	581	642	781	859	909	942	1,005
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	15,070	18,060	19,490	21,580	21,620	21,760	21,990	22,900
Arts, Ent. & Rec.	8,180	8,590	8,680	8,450	8,810	9,060	9,280	9,560
Retail**	5,880	6,120	5,960	5,850	6,110	6,230	6,100	6,240
Ground Tran.	350	340	350	330	350	340	340	330
Visitor Air Tran.	120	90	80	110	100	200	210	220
Other Travel*	550	400	310	310	290	400	420	420
Total	30,150	33,600	34,870	36,630	37,280	37,990	38,340	39,690
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	47	63	70	85	93	96	104	114
Visitor	27	35	41	50	54	53	59	66
Business/Employee	19	28	29	35	39	43	45	48
State Tax Receipts	133	164	178	192	205	207	221	241
Visitor	116	143	155	164	174	175	189	204
Business/Employee	17	20	23	28	31	32	32	37
Federal Tax Receipts	109	134	143	144	162	168	178	188
Total Local & State Tax	179	227	247	277	297	302	324	354

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Piney Woods Tourism Region Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	1,247	1,841	2,162	2,236	2,193	2,143	2,363	2,506
Other Travel*	45	73	92	92	115	91	98	101
Total	1,292	1,913	2,254	2,328	2,308	2,235	2,461	2,607
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	471	756	939	1,015	1,050	1,010	1,134	1,201
Private Campground	14	19	22	27	26	25	28	29
Public Campground	22	30	34	39	38	38	41	43
Private Home	354	492	559	569	526	524	565	600
Vacation Home	101	127	143	141	140	142	149	156
Day Travel	284	416	465	444	413	405	447	478
Total	1,247	1,841	2,162	2,236	2,193	2,143	2,363	2,506
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	208	311	385	410	476	458	501	518
Food Service	241	332	376	419	471	477	512	535
Food Stores	85	111	127	140	152	150	155	159
Local Tran. & Gas	309	596	765	733	532	496	608	695
Arts, Ent. & Rec.	153	196	207	213	226	228	241	247
Retail Sales	241	284	291	310	325	325	337	343
Visitor Air Tran.	9	10	10	10	11	10	9	9
Total	1,247	1,841	2,162	2,236	2,193	2,143	2,363	2,506
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	189	279	323	383	447	448	462	478
Arts, Ent. & Rec.	67	91	98	106	121	125	133	135
Retail**	59	76	79	86	99	102	104	107
Ground Tran.	5	6	6	7	8	8	8	8
Visitor Air Tran.	1	1	1	1	2	2	2	2
Other Travel*	14	24	33	34	45	37	40	39
Total	334	477	541	618	722	721	749	770
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	11,000	13,640	14,780	15,050	15,660	15,690	15,920	16,090
Arts, Ent. & Rec.	5,130	5,740	5,810	5,460	5,850	6,110	6,250	6,240
Retail**	3,230	3,290	3,340	3,220	3,450	3,520	3,500	3,490
Ground Tran.	200	200	200	200	230	210	210	200
Visitor Air Tran.	20	10	20	20	30	20	20	20
Other Travel*	490	510	620	540	520	430	450	450
Total	20,080	23,390	24,770	24,490	25,740	25,970	26,350	26,490
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	30	46	51	58	67	67	75	77
Visitor	16	23	27	30	34	33	39	40
Business/Employee	14	23	24	28	33	34	36	37
State Tax Receipts	88	114	126	130	144	143	156	164
Visitor	75	97	106	108	118	118	131	136
Business/Employee	13	17	20	22	26	25	25	28
Federal Tax Receipts	68	89	97	95	113	113	120	125
Total Local & State Tax	118	160	177	188	211	210	231	241

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

Prairies and Lakes Tourism Region Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	11,857	15,095	16,754	18,011	19,419	19,930	21,154	22,702
Other Travel*	2,851	2,978	3,151	3,591	3,756	3,894	4,183	4,455
Total	14,709	18,072	19,905	21,602	23,175	23,824	25,337	27,157
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	6,783	8,464	9,516	10,593	12,022	12,469	13,197	14,253
Private Campground	64	86	99	116	111	109	117	122
Public Campground	51	68	76	88	85	83	90	94
Private Home	2,503	3,189	3,517	3,701	3,634	3,651	3,891	4,110
Vacation Home	155	204	232	229	221	221	236	248
Day Travel	2,301	3,083	3,314	3,283	3,347	3,397	3,624	3,875
Total	11,857	15,095	16,754	18,011	19,419	19,930	21,154	22,702
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	1,954	2,378	2,711	2,892	3,689	3,922	4,102	4,431
Food Service	2,179	2,863	3,165	3,710	4,467	4,697	4,899	5,211
Food Stores	432	557	630	712	814	823	839	870
Local Tran. & Gas	2,124	3,646	4,527	4,447	3,594	3,458	4,057	4,546
Arts, Ent. & Rec.	1,449	1,769	1,827	1,932	2,188	2,278	2,336	2,447
Retail Sales	2,097	2,335	2,352	2,558	2,808	2,881	2,919	3,024
Visitor Air Tran.	1,622	1,546	1,542	1,760	1,859	1,873	2,001	2,172
Total	11,857	15,095	16,754	18,011	19,419	19,930	21,154	22,702
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	1,934	2,375	2,567	3,035	3,629	3,891	4,084	4,287
Arts, Ent. & Rec.	753	984	1,027	1,176	1,525	1,627	1,678	1,742
Retail**	456	559	571	628	750	786	789	821
Ground Tran.	119	137	143	152	181	182	190	200
Visitor Air Tran.	982	920	835	932	1,330	1,236	1,423	1,603
Other Travel*	1,570	1,571	1,547	1,722	2,313	2,232	2,536	2,782
Total	5,813	6,546	6,691	7,647	9,728	9,954	10,699	11,435
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	78,970	83,430	87,300	95,680	109,150	114,910	118,070	121,060
Arts, Ent. & Rec.	32,760	36,330	37,910	39,360	48,320	49,500	50,330	54,620
Retail**	21,710	23,600	24,010	23,630	26,370	27,240	26,880	26,680
Ground Tran.	4,280	4,290	4,250	3,890	4,520	4,540	4,530	4,480
Visitor Air Tran.	15,090	10,440	10,110	10,950	10,910	11,920	12,900	13,510
Other Travel*	27,970	20,700	20,890	22,630	22,450	24,510	26,000	26,820
Total	180,770	178,800	184,470	196,130	221,720	232,610	238,700	247,150
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	476	588	601	674	849	898	989	1,060
Visitor	220	268	294	323	396	419	467	499
Business/Employee	256	320	306	351	453	479	522	561
State Tax Receipts	811	952	1,016	1,091	1,302	1,338	1,429	1,541
Visitor	602	732	781	829	963	1,003	1,079	1,143
Business/Employee	209	220	235	262	339	335	350	399
Federal Tax Receipts	1,169	1,202	1,243	1,272	1,605	1,640	1,768	1,871
Total Local & State Tax	1,287	1,540	1,616	1,764	2,151	2,236	2,418	2,601

Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

South Texas Plains Tourism Region Travel Impacts
2000-2018p

Total Direct Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Visitor Spending	5,111	7,177	8,143	8,962	8,901	8,884	9,492	10,279
Other Travel*	481	603	684	712	973	1,062	1,137	1,193
Total	5,591	7,780	8,827	9,675	9,874	9,947	10,628	11,472
Visitor Spending by Type of Accommodation (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Hotel, Motel, STR	3,002	4,239	4,858	5,593	5,609	5,591	5,982	6,569
Private Campground	133	171	194	229	233	231	246	253
Public Campground	2	2	3	3	3	3	3	3
Private Home	1,132	1,582	1,782	1,801	1,774	1,785	1,892	1,986
Vacation Home	101	133	152	156	161	163	170	176
Day Travel	742	1,050	1,154	1,180	1,121	1,113	1,200	1,292
Total	5,111	7,177	8,143	8,962	8,901	8,884	9,492	10,279
Visitor Spending by Commodity Purchased (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accommodations	814	1,120	1,273	1,450	1,600	1,595	1,678	1,847
Food Service	1,011	1,375	1,535	1,916	2,139	2,190	2,290	2,450
Food Stores	203	266	303	371	409	400	411	429
Local Tran. & Gas	1,228	2,173	2,721	2,635	2,052	1,958	2,324	2,637
Arts, Ent. & Rec.	479	601	630	708	740	756	775	814
Retail Sales	952	1,093	1,114	1,279	1,311	1,314	1,335	1,385
Visitor Air Tran.	423	549	567	602	651	671	677	717
Total	5,111	7,177	8,143	8,962	8,901	8,884	9,492	10,279
Industry Earnings Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	774	1,043	1,143	1,378	1,583	1,635	1,734	1,852
Arts, Ent. & Rec.	302	403	427	490	599	628	647	673
Retail**	192	241	249	289	328	338	341	356
Ground Tran.	58	71	77	77	84	84	89	97
Visitor Air Tran.	32	44	43	49	30	32	31	34
Other Travel*	83	100	112	104	184	217	236	246
Total	1,441	1,902	2,051	2,387	2,809	2,934	3,078	3,259
Industry Employment Generated by Travel Spending (Jobs)								
	2000	2006	2008	2012	2015	2016	2017	2018
Accom. & Food Serv.	40,010	43,160	45,980	50,750	54,530	55,350	57,580	59,590
Arts, Ent. & Rec.	17,200	17,200	18,580	19,250	22,130	22,720	22,260	22,860
Retail**	9,720	10,700	10,900	11,280	11,980	12,170	12,050	12,110
Ground Tran.	2,190	2,150	2,270	2,000	2,240	2,230	2,270	2,320
Visitor Air Tran.	790	560	510	560	370	370	360	380
Other Travel*	2,900	2,250	2,490	2,090	2,740	3,090	3,260	3,210
Total	72,820	76,020	80,730	85,940	94,000	95,930	97,770	100,490
Government Revenue Generated by Travel Spending (\$Million)								
	2000	2006	2008	2012	2015	2016	2017	2018
Local Tax Receipts	175	240	259	295	334	348	383	413
Visitor	112	147	166	186	204	207	233	254
Business/Employee	63	93	94	109	130	141	150	159
State Tax Receipts	347	438	473	518	569	577	617	665
Visitor	295	374	401	436	470	478	515	551
Business/Employee	52	64	72	82	98	99	101	114
Federal Tax Receipts	326	410	436	439	523	542	574	607
Total Local & State Tax	522	678	732	813	903	925	999	1,078

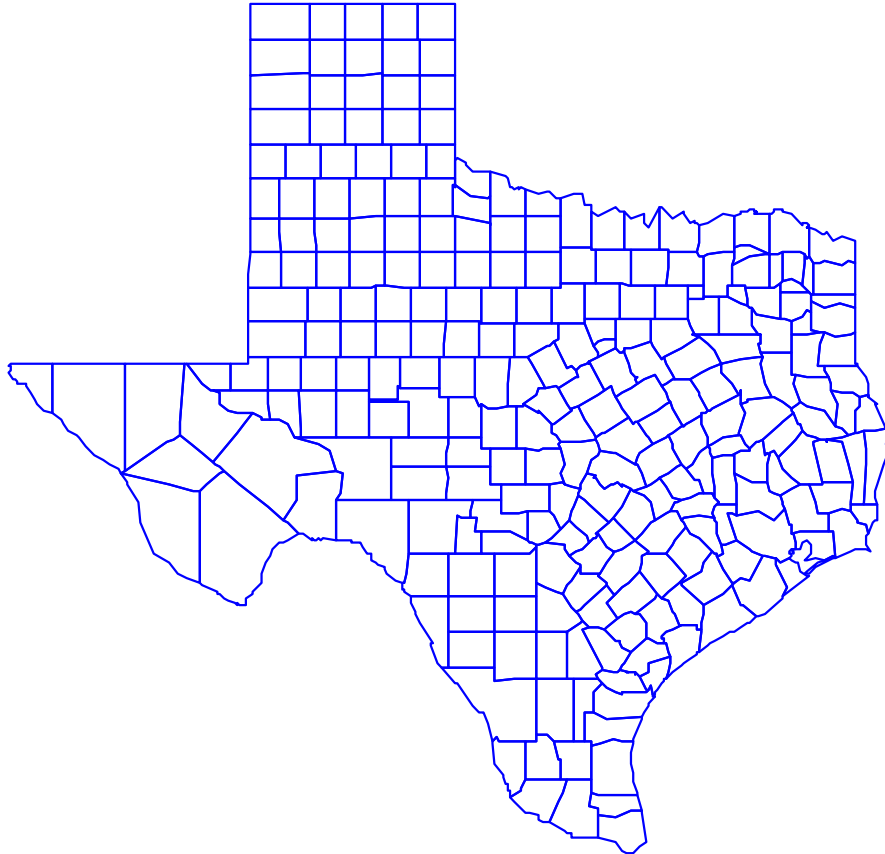
Details may not add to totals due to rounding.

*Other Travel includes resident air travel, travel arrangement services, and convention and trade shows.

**Retail includes gasoline.

VI. COUNTY TRAVEL IMPACTS

2000-2018p Travel Spending



Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Anderson	29,110	670	2.3%	\$1,322	\$14.3	1.1%
Andrews	10,980	440	4.0%	\$729	\$7.4	1.0%
Angelina	47,610	1,560	3.3%	\$2,157	\$31.9	1.5%
Aransas	9,160	1,130	12.4%	\$342	\$31.2	9.1%
Archer	4,860	10	0.2%	\$155	\$0.2	0.1%
Armstrong	1,120	10	0.8%	\$31	\$0.1	0.3%
Atascosa	23,100	720	3.1%	\$1,055	\$22.6	2.1%
Austin	18,340	430	2.4%	\$752	\$10.9	1.4%
Bailey	3,550	80	2.3%	\$217	\$1.5	0.7%
Bandera	8,420	800	9.5%	\$225	\$23.3	10.3%
Bastrop	33,040	2,010	6.1%	\$1,297	\$71.9	5.5%
Baylor	2,050	30	1.3%	\$69	\$0.8	1.2%
Bee	13,590	390	2.9%	\$515	\$9.3	1.8%
Bell	193,920	5,420	2.8%	\$11,443	\$143.7	1.3%
Bexar	1,206,290	71,620	5.9%	\$71,277	\$2,544.4	3.6%
Blanco	6,780	200	2.9%	\$249	\$4.6	1.9%
Borden	430	0	0.0%	\$13	\$0.0	0.1%
Bosque	7,840	170	2.2%	\$271	\$7.3	2.7%
Bowie	55,010	1,780	3.2%	\$2,599	\$37.1	1.4%
Brazoria	166,840	5,290	3.2%	\$9,715	\$119.8	1.2%
Brazos	141,450	6,790	4.8%	\$6,890	\$171.3	2.5%
Brewster	6,080	1,630	26.9%	\$264	\$42.6	16.1%
Briscoe	930	10	1.0%	\$17	\$0.2	1.0%
Brooks	4,050	70	1.8%	\$166	\$1.9	1.1%
Brown	23,100	690	3.0%	\$906	\$17.8	2.0%
Burleson	9,120	170	1.8%	\$333	\$4.7	1.4%
Burnet	27,240	1,110	4.1%	\$1,014	\$32.9	3.2%
Caldwell	16,780	220	1.3%	\$619	\$8.9	1.4%
Calhoun	14,830	420	2.8%	\$1,020	\$12.1	1.2%
Callahan	6,730	50	0.8%	\$194	\$1.1	0.6%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Cameron	194,280	9,660	5.0%	\$7,435	\$220.6	3.0%
Camp	5,510	90	1.6%	\$256	\$1.8	0.7%
Carson	6,170	20	0.4%	\$507	\$0.4	0.1%
Cass	12,710	300	2.4%	\$450	\$5.8	1.3%
Castro	4,260	20	0.5%	\$273	\$0.5	0.2%
Chambers	22,440	270	1.2%	\$1,388	\$9.3	0.7%
Cherokee	22,830	450	2.0%	\$907	\$9.3	1.0%
Childress	3,830	190	4.9%	\$151	\$3.2	2.1%
Clay	4,620	50	1.1%	\$112	\$0.8	0.7%
Cochran	1,220	10	1.2%	\$56	\$0.2	0.4%
Coke	1,860	40	2.3%	\$51	\$0.7	1.4%
Coleman	4,520	70	1.6%	\$103	\$1.5	1.4%
Collin	630,950	16,460	2.6%	\$43,048	\$682.3	1.6%
Collingsworth	1,780	10	0.8%	\$52	\$0.3	0.5%
Colorado	11,790	510	4.3%	\$441	\$14.3	3.2%
Comal	91,010	4,690	5.1%	\$3,994	\$153.5	3.8%
Comanche	7,290	130	1.8%	\$255	\$2.8	1.1%
Concho	1,180	10	0.9%	\$30	\$0.4	1.4%
Cooke	24,880	600	2.4%	\$1,104	\$17.3	1.6%
Coryell	23,110	480	2.1%	\$1,058	\$13.4	1.3%
Cottle	980	10	0.9%	\$35	\$0.2	0.5%
Crane	2,380	40	1.6%	\$154	\$0.7	0.5%
Crockett	2,460	210	8.4%	\$86	\$3.4	4.0%
Crosby	2,380	30	1.1%	\$80	\$0.5	0.6%
Culberson	1,680	190	11.5%	\$86	\$6.2	7.2%
Dallam	5,630	250	4.5%	\$358	\$5.9	1.6%
Dallas	2,302,810	98,610	4.3%	\$170,450	\$4,547.3	2.7%
Dawson	6,660	260	3.8%	\$308	\$4.4	1.4%
Deaf Smith	10,150	190	1.9%	\$617	\$4.0	0.6%
Delta	1,800	10	0.8%	\$40	\$0.3	0.8%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Denton	404,670	7,120	1.8%	\$19,608	\$274.7	1.4%
DeWitt	13,190	480	3.6%	\$539	\$12.6	2.3%
Dickens	1,380	10	0.5%	\$29	\$0.1	0.5%
Dimmit	8,190	320	3.9%	\$521	\$7.6	1.5%
Donley	2,250	80	3.6%	\$102	\$1.8	1.8%
Duval	6,730	80	1.2%	\$195	\$1.4	0.7%
Eastland	13,710	270	2.0%	\$806	\$5.2	0.6%
Ector	107,610	2,950	2.7%	\$6,929	\$107.7	1.6%
Edwards	1,250	10	0.5%	\$19	\$0.2	1.0%
Ellis	84,110	1,310	1.6%	\$3,583	\$51.4	1.4%
El Paso	443,820	14,470	3.3%	\$20,843	\$459.5	2.2%
Erath	25,940	540	2.1%	\$1,089	\$14.9	1.4%
Falls	6,810	100	1.4%	\$224	\$2.4	1.1%
Fannin	15,060	120	0.8%	\$528	\$2.8	0.5%
Fayette	17,120	440	2.6%	\$587	\$10.2	1.7%
Fisher	1,810	10	0.4%	\$43	\$0.2	0.4%
Floyd	2,870	30	1.0%	\$129	\$0.6	0.5%
Foard	770	0	0.5%	\$15	\$0.1	0.6%
Fort Bend	327,380	5,180	1.6%	\$16,131	\$183.2	1.1%
Franklin	5,110	100	2.0%	\$238	\$1.8	0.7%
Freestone	8,510	340	4.0%	\$321	\$5.4	1.7%
Frio	10,780	390	3.6%	\$577	\$9.0	1.6%
Gaines	11,350	190	1.7%	\$628	\$4.5	0.7%
Galveston	156,280	11,250	7.2%	\$8,119	\$305.0	3.8%
Garza	3,150	100	3.3%	\$109	\$2.9	2.7%
Gillespie	21,090	1,020	4.8%	\$679	\$30.6	4.5%
Glasscock	1,610	0	0.2%	\$93	\$0.0	0.0%
Goliad	3,860	60	1.6%	\$79	\$1.9	2.4%
Gonzales	11,830	250	2.1%	\$579	\$6.4	1.1%
Gray	11,940	560	4.7%	\$610	\$13.8	2.3%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Grayson	69,850	1,690	2.4%	\$2,978	\$41.6	1.4%
Gregg	101,410	2,550	2.5%	\$5,133	\$62.1	1.2%
Grimes	13,430	220	1.6%	\$594	\$5.6	1.0%
Guadalupe	66,070	2,010	3.0%	\$2,888	\$70.3	2.4%
Hale	17,060	740	4.3%	\$732	\$13.0	1.8%
Hall	1,630	10	0.8%	\$35	\$0.3	0.9%
Hamilton	5,070	60	1.2%	\$152	\$1.4	0.9%
Hansford	3,860	20	0.5%	\$287	\$0.3	0.1%
Hardeman	2,160	70	3.4%	\$76	\$1.0	1.4%
Hardin	20,830	480	2.3%	\$842	\$10.8	1.3%
Harris	3,142,160	109,830	3.5%	\$253,134	\$5,363.7	2.1%
Harrison	36,100	670	1.9%	\$1,789	\$15.0	0.8%
Hartley	3,450	10	0.3%	\$317	\$0.2	0.1%
Haskell	2,790	90	3.3%	\$92	\$1.4	1.5%
Hays	108,650	4,020	3.7%	\$4,746	\$129.2	2.7%
Hemphill	3,810	60	1.6%	\$208	\$1.4	0.7%
Henderson	31,800	490	1.6%	\$1,146	\$22.4	2.0%
Hidalgo	385,470	16,770	4.4%	\$14,783	\$403.5	2.7%
Hill	16,530	490	2.9%	\$590	\$10.4	1.8%
Hockley	14,640	380	2.6%	\$754	\$7.3	1.0%
Hood	30,180	520	1.7%	\$1,173	\$16.8	1.4%
Hopkins	20,120	570	2.8%	\$810	\$14.0	1.7%
Houston	11,150	230	2.1%	\$463	\$5.7	1.2%
Howard	17,970	1,050	5.8%	\$994	\$24.3	2.4%
Hudspeth	2,460	20	0.7%	\$144	\$0.4	0.3%
Hunt	46,300	840	1.8%	\$2,250	\$32.4	1.4%
Hutchinson	10,610	380	3.6%	\$700	\$9.0	1.3%
Irion	1,490	20	1.1%	\$68	\$0.4	0.6%
Jack	7,950	40	0.5%	\$358	\$0.7	0.2%
Jackson	8,530	110	1.3%	\$376	\$2.7	0.7%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Jasper	14,830	510	3.5%	\$606	\$11.8	1.9%
Jeff Davis	1,460	120	8.0%	\$45	\$4.3	9.7%
Jefferson	158,440	6,040	3.8%	\$10,288	\$132.7	1.3%
Jim Hogg	2,550	60	2.4%	\$88	\$1.4	1.6%
Jim Wells	23,850	750	3.2%	\$1,119	\$17.3	1.5%
Johnson	75,380	1,160	1.5%	\$3,315	\$35.9	1.1%
Jones	7,300	140	1.9%	\$252	\$2.7	1.1%
Karnes	10,610	490	4.6%	\$518	\$14.8	2.9%
Kaufman	51,630	840	1.6%	\$2,053	\$28.2	1.4%
Kendall	32,050	1,190	3.7%	\$1,536	\$30.7	2.0%
Kenedy	690	10	1.9%	\$55	\$0.3	0.6%
Kent	570	10	1.3%	\$26	\$0.1	0.6%
Kerr	32,200	1,590	4.9%	\$1,266	\$40.4	3.2%
Kimble	3,020	140	4.6%	\$69	\$2.7	3.9%
King	740	0	0.0%	\$29	\$0.0	0.0%
Kinney	2,270	100	4.3%	\$90	\$2.1	2.3%
Kleberg	16,070	530	3.3%	\$714	\$14.4	2.0%
Knox	1,910	20	0.9%	\$67	\$0.4	0.6%
La Salle	5,530	730	13.1%	\$347	\$19.4	5.6%
Lamar	31,210	860	2.8%	\$1,331	\$21.3	1.6%
Lamb	6,340	110	1.8%	\$345	\$2.2	0.6%
Lampasas	8,590	160	1.8%	\$274	\$3.2	1.2%
Lavaca	12,200	140	1.1%	\$408	\$4.0	1.0%
Lee	11,760	200	1.7%	\$515	\$6.4	1.3%
Leon	9,770	230	2.4%	\$417	\$4.6	1.1%
Liberty	29,250	410	1.4%	\$1,340	\$17.7	1.3%
Limestone	12,450	130	1.0%	\$515	\$2.8	0.5%
Lipscomb	2,630	10	0.3%	\$168	\$0.2	0.1%
Live Oak	6,600	220	3.3%	\$288	\$4.8	1.7%
Llano	10,070	2,340	23.3%	\$360	\$52.2	14.5%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Loving		0			\$0.0	
Lubbock	191,810	8,830	4.6%	\$9,206	\$295.3	3.2%
Lynn	3,000	20	0.6%	\$114	\$0.3	0.2%
McCulloch	5,090	140	2.8%	\$179	\$2.4	1.4%
McLennan	153,630	5,860	3.8%	\$7,806	\$159.7	2.0%
McMullen	1,060	20	2.1%	\$34	\$0.6	1.7%
Madison	6,810	100	1.5%	\$244	\$2.4	1.0%
Marion	3,620	130	3.5%	\$112	\$2.1	1.9%
Martin	4,510	190	4.2%	\$209	\$3.2	1.5%
Mason	2,880	50	1.8%	\$75	\$0.8	1.0%
Matagorda	16,430	1,060	6.5%	\$888	\$24.2	2.7%
Maverick	24,250	690	2.8%	\$963	\$16.1	1.7%
Medina	18,880	370	1.9%	\$652	\$9.3	1.4%
Menard	1,420	10	1.0%	\$28	\$0.3	1.1%
Midland	172,190	4,040	2.3%	\$12,900	\$123.9	1.0%
Milam	10,040	280	2.8%	\$363	\$6.5	1.8%
Mills	2,910	20	0.7%	\$70	\$0.5	0.7%
Mitchell	3,680	70	2.0%	\$126	\$2.2	1.8%
Montague	10,700	330	3.0%	\$324	\$5.4	1.7%
Montgomery	294,590	7,310	2.5%	\$17,091	\$325.1	1.9%
Moore	13,270	390	2.9%	\$800	\$7.5	0.9%
Morris	5,720	40	0.7%	\$372	\$1.0	0.3%
Motley	760	10	0.8%	\$16	\$0.1	0.6%
Nacogdoches	33,070	1,130	3.4%	\$1,457	\$22.4	1.5%
Navarro	26,780	620	2.3%	\$971	\$13.2	1.4%
Newton	2,630	30	1.3%	\$84	\$0.7	0.9%
Nolan	8,690	420	4.9%	\$389	\$10.1	2.6%
Nueces	219,950	14,650	6.7%	\$11,941	\$410.5	3.4%
Ochiltree	7,700	190	2.5%	\$446	\$3.7	0.8%
Oldham	1,480	50	3.4%	\$82	\$0.9	1.2%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Orange	32,640	1,090	3.3%	\$1,714	\$29.9	1.7%
Palo Pinto	14,800	570	3.8%	\$591	\$14.6	2.5%
Panola	14,080	210	1.5%	\$619	\$3.8	0.6%
Parker	66,660	930	1.4%	\$2,730	\$29.1	1.1%
Parmer	6,970	40	0.5%	\$471	\$0.7	0.2%
Pecos	8,220	610	7.4%	\$396	\$11.2	2.8%
Polk	19,580	810	4.1%	\$707	\$18.8	2.7%
Potter	99,710	8,340	8.4%	\$5,546	\$215.9	3.9%
Presidio	3,460	90	2.7%	\$167	\$3.4	2.0%
Rains	4,440	80	1.8%	\$118	\$2.8	2.3%
Randall	58,190	1,310	2.3%	\$2,525	\$24.9	1.0%
Reagan	3,470	290	8.4%	\$174	\$5.1	2.9%
Real	1,830	90	5.0%	\$41	\$2.3	5.8%
Red River	5,210	30	0.6%	\$136	\$1.0	0.8%
Reeves	11,500	2,060	17.9%	\$821	\$41.9	5.1%
Refugio	3,560	110	3.2%	\$139	\$2.8	2.0%
Roberts	580	0	0.3%	\$11	\$0.0	0.4%
Robertson	8,410	250	3.0%	\$294	\$4.7	1.6%
Rockwall	52,610	960	1.8%	\$2,336	\$30.5	1.3%
Runnels	5,520	90	1.6%	\$176	\$1.6	0.9%
Rusk	22,250	360	1.6%	\$938	\$8.0	0.9%
Sabine	3,700	100	2.8%	\$145	\$2.4	1.6%
San Augustine	3,220	100	3.0%	\$133	\$1.9	1.4%
San Jacinto	5,750	130	2.3%	\$147	\$2.7	1.8%
San Patricio	28,800	1,370	4.8%	\$1,442	\$38.2	2.7%
San Saba	4,050	60	1.5%	\$123	\$0.9	0.7%
Schleicher	1,830	10	0.4%	\$58	\$0.1	0.2%
Scurry	10,380	690	6.7%	\$529	\$14.8	2.8%
Shackelford	3,570	90	2.6%	\$246	\$1.8	0.7%
Shelby	13,070	590	4.5%	\$588	\$10.3	1.8%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Sherman	1,710	30	1.8%	\$156	\$0.5	0.3%
Smith	151,230	3,930	2.6%	\$8,034	\$103.3	1.3%
Somervell	5,850	170	2.9%	\$348	\$4.3	1.2%
Starr	23,550	250	1.1%	\$745	\$5.8	0.8%
Stephens	6,080	80	1.4%	\$185	\$1.8	1.0%
Sterling	980	20	1.6%	\$34	\$0.2	0.7%
Stonewall	1,180	10	1.2%	\$30	\$0.2	0.7%
Sutton	2,970	170	5.7%	\$179	\$2.6	1.5%
Swisher	3,270	40	1.2%	\$212	\$0.8	0.4%
Tarrant	1,288,180	81,190	6.3%	\$73,595	\$4,704.2	6.4%
Taylor	92,960	3,860	4.2%	\$4,359	\$105.6	2.4%
Terrell	530	10	2.6%	\$16	\$0.2	1.2%
Terry	5,940	230	3.8%	\$274	\$3.9	1.4%
Throckmorton	1,450	10	0.8%	\$18	\$0.2	1.2%
Titus	20,340	530	2.6%	\$881	\$11.9	1.4%
Tom Green	73,210	3,570	4.9%	\$3,437	\$84.9	2.5%
Travis	1,055,870	58,560	5.5%	\$75,293	\$2,163.6	2.9%
Trinity	4,320	260	5.9%	\$126	\$6.7	5.3%
Tyler	6,260	120	1.9%	\$220	\$2.2	1.0%
Upshur	14,910	180	1.2%	\$494	\$3.8	0.8%
Upton	2,490	70	2.8%	\$144	\$1.0	0.7%
Uvalde	14,450	840	5.8%	\$535	\$22.5	4.2%
Val Verde	26,230	710	2.7%	\$1,196	\$17.0	1.4%
Van Zandt	21,810	490	2.2%	\$709	\$11.4	1.6%
Victoria	54,140	1,510	2.8%	\$2,659	\$41.8	1.6%
Walker	34,580	1,110	3.2%	\$1,521	\$24.6	1.6%
Waller	27,470	230	0.8%	\$1,249	\$8.5	0.7%
Ward	8,100	1,110	13.7%	\$499	\$21.8	4.4%
Washington	24,070	720	3.0%	\$928	\$18.8	2.0%
Webb	143,750	6,160	4.3%	\$5,956	\$162.3	2.7%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

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Travel Share of Total County Employment, 2018p

	Employment			Earnings (\$Millions)		
	Total	Travel	Percent Travel	Total	Travel	Percent Travel
Wharton	24,470	460	1.9%	\$976	\$9.5	1.0%
Wheeler	4,590	150	3.3%	\$157	\$3.0	1.9%
Wichita	83,770	3,450	4.1%	\$3,720	\$61.3	1.6%
Wilbarger	7,990	260	3.3%	\$329	\$5.6	1.7%
Willacy	6,140	160	2.7%	\$341	\$4.3	1.3%
Williamson	267,940	5,870	2.2%	\$14,525	\$189.2	1.3%
Wilson	18,670	440	2.3%	\$597	\$10.6	1.8%
Winkler	5,490	110	1.9%	\$356	\$2.1	0.6%
Wise	36,180	940	2.6%	\$1,567	\$18.7	1.2%
Wood	18,770	370	2.0%	\$655	\$8.7	1.3%
Yoakum	5,000	80	1.6%	\$336	\$1.6	0.5%
Young	13,960	340	2.4%	\$488	\$7.8	1.6%
Zapata	5,930	180	3.0%	\$261	\$3.0	1.1%
Zavala	4,340	50	1.3%	\$173	\$1.1	0.6%

Source: Dean Runyan Associates, U.S. Bureau of Labor Statistics, and U.S. Bureau of Economic Analysis.

Total and travel-generated employment estimates by Dean Runyan Associates.

Note: Details may not add to totals due to rounding. Percentages calculated on unrounded numbers.

2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Anderson	56,425	56,425	14,334	670	1,593	3,662
Andrews	37,069	37,069	7,447	438	1,052	2,122
Angelina	138,067	137,859	31,874	1,563	3,236	8,548
Aransas	89,920	89,920	31,242	1,132	2,911	5,154
Archer	1,915	1,915	174	8	17	59
Armstrong	1,381	1,381	101	9	6	100
*Atascosa	72,039	72,039	22,600	725	2,461	4,504
Austin	45,104	45,104	10,903	433	889	2,991
Bailey	5,201	5,201	1,518	83	159	341
Bandera	34,925	34,758	23,277	800	1,806	2,188
Bastrop	164,455	163,979	71,929	2,009	7,275	11,294
Baylor	6,866	6,866	795	28	86	409
*Bee	40,799	40,799	9,311	392	987	2,392
Bell	489,418	461,741	143,738	5,423	14,710	28,756
Bexar	8,813,435	7,719,036	2,544,384	71,619	339,000	504,287
Blanco	17,353	17,353	4,616	195	572	1,013
Borden	110	110	13	0	0	1
Bosque	15,860	15,860	7,339	175	617	949
Bowie	202,861	202,157	37,080	1,779	4,367	13,521
Brazoria	391,843	387,797	119,754	5,289	12,337	23,720
Brazos	545,983	527,091	171,319	6,785	19,221	35,184
Brewster	81,673	81,673	42,626	1,634	3,852	4,850
Briscoe	1,388	1,388	170	9	10	79
Brooks	13,431	13,431	1,864	73	221	863
Brown	54,331	53,986	17,815	690	1,972	3,517
Burleson	15,027	15,027	4,745	168	370	787
Burnet	87,180	86,772	32,918	1,112	3,512	5,221
Caldwell	35,880	35,880	8,863	219	844	2,441
Calhoun	45,999	45,999	12,127	420	1,675	2,718
Callahan	3,925	3,925	1,066	51	75	165

Details may not add to totals due to rounding.

The sum of county visitor spending is less than statewide visitor spending because a portion of county ground transportation is allocated to "other travel" at the county level. *Oil and gas production in recent years may effect travel estimates

2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Cameron	905,691	854,195	220,590	9,664	30,059	46,155
Camp	17,928	17,928	1,801	88	138	1,165
Carson	6,523	6,523	417	22	27	461
Cass	23,277	23,277	5,790	303	529	1,623
Castro	2,696	2,696	458	21	41	186
Chambers	38,174	38,174	9,305	273	1,569	2,361
Cherokee	38,317	38,317	9,336	453	841	2,490
Childress	15,017	15,017	3,199	187	628	966
Clay	22,944	22,944	812	50	57	1,566
Cochran	917	917	205	14	14	54
Coke	3,547	3,547	722	43	45	82
Coleman	7,165	7,165	1,451	72	157	367
Collin	1,876,191	1,657,638	682,338	16,456	72,278	109,723
Collingsworth	2,072	2,072	252	15	19	126
Colorado	61,969	61,969	14,293	507	1,278	4,106
Comal	457,874	436,150	162,871	4,827	17,023	28,142
Comanche	14,790	14,790	2,760	128	271	831
Concho	1,232	1,232	420	11	27	61
Cooke	67,049	67,049	17,286	600	1,902	4,616
Coryell	46,150	45,503	13,439	480	1,317	3,204
Cottle	1,857	1,857	186	9	13	120
Crane	4,406	4,406	718	39	120	253
Crockett	35,677	35,677	3,441	206	450	2,493
Crosby	1,648	1,648	453	26	30	68
Culberson	42,879	42,879	6,233	193	959	2,965
Dallam	15,038	15,038	5,873	254	618	1,044
Dallas	11,260,327	9,587,341	4,547,319	98,605	449,019	672,677
Dawson	22,277	22,277	4,368	256	519	1,470
Deaf Smith	18,089	18,089	3,966	193	508	1,271
Delta	1,590	1,590	317	13	22	64

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Denton	845,740	770,772	274,710	7,119	30,929	51,999
*DeWitt	73,136	73,136	12,610	475	1,662	4,949
Dickens	496	496	140	7	11	29
*Dimmit	48,629	48,284	7,603	321	1,583	2,992
Donley	6,425	6,425	1,819	82	213	355
Duval	12,352	12,352	1,393	80	182	763
Eastland	19,158	18,814	5,218	274	669	1,188
Ector	610,993	610,777	107,674	2,947	23,057	36,902
Edwards	892	892	182	6	11	25
El Paso	1,874,892	1,628,290	459,454	14,469	54,887	100,246
Ellis	182,274	180,883	51,371	1,311	5,895	12,469
Erath	51,480	51,480	14,877	543	1,526	3,602
Falls	10,785	10,785	2,394	97	260	603
Fannin	17,354	17,354	2,832	123	364	1,089
Fayette	49,665	49,320	10,342	449	1,205	3,044
Fisher	1,075	1,075	172	8	13	64
Floyd	5,419	5,419	640	30	45	370
Foard	384	384	96	4	8	19
Fort Bend	569,125	531,616	183,218	5,176	18,850	34,137
Franklin	9,730	9,730	1,760	101	192	466
Freestone	50,881	50,536	5,577	344	655	3,517
*Frio	39,217	39,217	8,954	391	1,082	2,462
Gaines	20,766	20,766	4,459	194	629	1,292
Galveston	1,060,013	1,041,588	305,039	11,252	43,277	60,836
Garza	10,736	10,736	2,933	104	233	787
Gillespie	117,008	114,290	31,789	1,049	5,165	7,454
Glasscock	264	264	45	3	2	8
Goliad	11,205	11,205	1,893	63	231	702
*Gonzales	33,444	33,444	6,367	250	867	2,189
Gray	47,704	47,704	13,762	562	1,368	3,201

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Grayson	220,187	219,730	41,831	1,695	4,486	14,595
Gregg	245,460	239,800	62,120	2,554	6,618	16,007
Grimes	20,123	20,123	5,644	219	500	1,012
Guadalupe	169,665	169,306	70,423	2,011	6,519	11,886
Hale	49,672	49,362	13,127	745	1,406	3,291
Hall	2,515	2,515	322	13	35	167
Hamilton	6,490	6,490	1,407	62	167	346
Hansford	1,791	1,791	300	19	36	110
Hardeman	6,661	6,661	1,043	72	125	450
Hardin	45,792	45,792	10,785	476	1,157	2,932
Harris	15,750,225	12,722,468	5,363,692	109,830	601,010	824,685
Harrison	94,505	94,505	15,048	670	1,190	6,342
Hartley	1,111	1,111	207	12	15	58
Haskell	5,720	5,720	1,410	91	204	308
Hays	391,290	389,733	129,920	4,038	14,027	26,930
Hemphill	7,331	7,331	1,364	62	278	443
Henderson	121,554	120,949	22,641	501	2,063	8,242
Hidalgo	1,406,089	1,332,071	403,471	16,774	40,118	81,054
Hill	62,557	62,557	10,357	486	948	4,008
Hockley	27,382	27,382	7,347	383	615	1,871
Hood	64,690	64,208	16,988	521	1,926	3,867
Hopkins	73,565	73,221	14,166	573	1,321	5,146
Houston	36,818	36,473	5,808	236	458	2,415
Howard	153,550	153,550	24,327	1,048	4,768	9,891
Hudspeth	5,799	5,799	427	17	21	396
Hunt	112,773	112,054	32,726	845	2,779	8,060
Hutchinson	40,316	39,971	9,138	386	995	2,630
Irion	11,543	11,543	435	16	22	912
Jack	4,690	4,690	735	38	67	294
Jackson	13,760	13,760	2,669	110	319	755

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Jasper	39,357	39,357	11,771	515	1,182	2,257
Jeff Davis	9,334	9,334	4,344	116	186	694
Jefferson	600,619	591,750	134,246	6,070	17,597	38,932
Jim Hogg	6,429	6,085	1,590	65	137	340
Jim Wells	73,047	73,047	17,303	752	1,340	5,084
Johnson	168,865	164,448	36,045	1,171	4,168	11,424
Jones	8,778	8,778	2,693	136	179	489
*Karnes	68,459	68,459	14,804	492	1,812	4,326
Kaufman	151,891	151,675	28,338	839	2,985	10,755
Kendall	84,608	84,249	30,886	1,189	2,597	4,385
Kenedy	850	850	326	13	13	41
Kent	772	772	145	8	7	40
Kerr	108,881	106,251	41,534	1,604	4,169	6,861
Kimble	18,202	18,202	2,702	138	412	1,205
King	44	44	7	0	0	1
Kinney	5,700	5,700	2,083	99	116	177
Kleberg	62,226	62,226	14,407	528	1,610	4,220
Knox	3,024	3,024	385	17	30	190
*La Salle	45,501	45,501	19,373	726	2,278	3,117
Lamar	73,840	73,577	21,403	863	2,105	5,056
Lamb	14,721	14,721	2,182	112	208	949
Lampasas	15,319	15,319	3,244	158	383	975
Lavaca	18,626	17,936	4,327	143	459	1,110
Lee	26,170	26,170	6,450	202	524	1,751
Leon	34,567	34,567	4,611	230	585	2,226
Liberty	55,048	55,048	17,655	415	1,610	3,877
Limestone	20,206	20,206	2,824	128	430	1,178
Lipscomb	2,506	2,506	206	8	12	169
*Live Oak	38,010	38,010	4,777	220	672	2,356
Llano	118,276	117,931	52,224	2,341	4,590	5,493

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Loving	45	45	8	1	0	1
Lubbock	915,110	828,473	297,489	8,870	27,903	54,287
Lynn	1,155	1,155	259	17	17	72
Madison	12,531	12,531	2,362	103	362	731
Marion	8,807	8,807	2,074	128	219	321
Martin	24,733	24,733	3,171	191	179	1,716
Mason	3,250	3,250	784	53	93	168
Matagorda	66,589	66,244	24,310	1,068	2,802	4,036
*Maverick	64,962	64,962	16,137	689	2,030	4,084
McCulloch	18,725	18,725	2,436	142	427	1,192
McLennan	619,931	603,145	159,690	5,863	18,047	39,318
*McMullen	2,443	2,443	589	22	23	142
Medina	46,822	46,822	9,251	368	786	3,074
Menard	2,850	2,850	314	14	25	162
Midland	833,831	718,847	123,895	4,042	23,560	37,831
Milam	29,384	29,384	6,508	282	578	1,999
Mills	2,954	2,954	505	22	47	156
Mitchell	13,335	13,335	2,244	74	410	791
Montague	20,962	20,617	5,416	325	552	1,196
Montgomery	715,488	655,749	325,106	7,308	32,164	45,102
Moore	46,329	46,329	7,486	387	1,303	3,144
Morris	5,902	5,902	1,025	42	82	363
Motley	792	792	104	6	7	42
Nacogdoches	85,970	84,766	22,440	1,133	2,791	5,568
Navarro	53,785	53,785	13,172	615	1,495	3,460
Newton	5,017	5,017	725	34	58	196
Nolan	31,544	31,544	10,096	424	1,500	1,981
Nueces	1,159,496	1,098,922	410,534	14,647	48,200	69,985
Ochiltree	20,036	20,036	3,650	192	531	1,330
Oldham	10,074	9,730	943	50	91	713

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Orange	123,445	123,445	29,905	1,092	2,958	8,413
Palo Pinto	81,135	80,790	14,596	566	1,294	5,466
Panola	19,800	19,800	3,790	205	649	1,201
Parker	122,530	121,990	29,128	934	3,011	8,369
Parmer	5,271	5,271	746	36	63	352
Pecos	82,309	82,309	11,153	611	3,561	5,173
Polk	59,467	59,122	18,767	812	1,468	3,531
Potter	849,704	787,224	215,893	8,336	27,871	49,734
Presidio	17,853	17,853	3,419	93	767	1,053
Rains	8,301	8,301	2,763	82	189	447
Randall	123,561	123,561	24,889	1,313	2,569	8,217
Reagan	19,635	19,635	5,117	290	271	1,168
Real	7,257	7,257	2,330	92	173	377
Red River	4,615	4,615	1,027	31	71	282
Reeves	208,672	208,672	41,916	2,058	10,100	13,253
Refugio	24,708	24,708	2,796	114	298	1,725
Roberts	1,142	1,142	45	2	2	81
Robertson	23,637	23,637	4,744	250	750	1,387
Rockwall	111,057	107,228	30,502	962	3,882	7,031
Runnels	7,266	7,266	1,575	86	129	464
Rusk	41,257	41,257	8,045	357	868	2,699
Sabine	12,881	12,881	2,377	104	137	426
San Augustine	7,219	7,219	1,883	96	106	317
San Jacinto	12,585	12,370	2,691	134	158	483
San Patricio	149,968	149,968	38,220	1,369	4,903	9,266
San Saba	3,759	3,759	897	63	68	224
Schleicher	467	467	132	7	10	21
Scurry	45,331	45,331	14,847	692	1,473	3,130
Shackelford	2,515	2,515	1,792	95	131	184
Shelby	41,418	41,418	10,320	590	1,135	2,480

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Sherman	5,793	5,793	496	31	34	404
Smith	405,804	373,720	103,291	3,929	10,618	24,318
Somervell	18,009	18,009	4,347	167	609	928
Starr	29,680	29,680	5,823	250	692	1,663
Stephens	7,456	7,456	1,838	83	202	401
Sterling	2,612	2,612	233	16	16	186
Stonewall	855	855	218	15	13	41
Sutton	10,173	10,173	2,634	169	429	589
Swisher	3,652	3,652	826	40	63	252
Tarrant	8,485,933	6,078,644	4,704,236	81,190	377,017	401,566
Taylor	485,326	465,007	105,564	3,859	13,695	29,601
Terrell	1,119	1,119	203	14	8	32
Terry	13,660	13,660	3,885	226	509	915
Throckmorton	3,755	3,755	210	11	13	253
Titus	57,104	57,104	11,896	531	1,317	3,932
Tom Green	271,621	259,119	84,882	3,567	8,018	17,276
Travis	7,457,269	6,233,884	2,163,611	58,562	294,353	368,164
Trinity	11,686	11,686	6,700	256	442	656
Tyler	10,808	10,808	2,185	118	202	510
Upshur	24,166	24,166	3,836	183	356	1,637
Upton	4,404	4,404	1,048	68	143	247
Uvalde	92,132	91,442	22,468	842	3,239	5,945
Val Verde	60,912	60,223	17,032	715	2,023	3,637
Van Zandt	57,041	56,697	11,422	489	1,071	3,602
Victoria	230,332	229,641	41,771	1,505	5,521	14,279
Walker	116,218	115,529	24,601	1,114	2,662	7,539
Waller	53,387	53,027	8,462	225	1,175	3,580
Ward	69,180	69,180	21,792	1,106	3,614	4,538
Washington	103,568	103,223	18,808	724	2,091	7,134
*Webb	624,072	600,183	162,295	6,161	16,992	39,871

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2018p Texas County Travel Impacts

	Direct Travel-Generated Impacts					
	Travel Spending		Earnings (\$000)	Employment (Jobs)	Taxes	
	Total Direct Spending (\$000)	Visitor Spending (\$000)			Local (\$Million)	State (\$Million)
Wharton	39,810	39,810	9,491	456	1,196	2,542
Wheeler	20,940	20,940	3,049	153	406	1,457
Wichita	239,299	232,995	61,276	3,452	7,159	14,505
Wilbarger	25,297	25,297	5,562	264	792	1,651
Willacy	26,805	26,805	4,279	163	378	1,682
Williamson	667,729	659,553	189,214	5,868	23,173	42,948
*Wilson	37,836	37,836	10,559	438	923	2,613
Winkler	16,211	16,211	2,073	107	418	916
Wise	65,472	65,248	18,713	936	1,874	4,108
Wood	28,054	28,054	8,731	368	586	1,561
Yoakum	7,679	7,679	1,574	80	257	482
Young	26,221	25,532	7,767	341	716	1,719
Zapata	15,550	15,550	2,987	175	195	575
*Zavala	8,772	8,772	1,110	55	120	558

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Anderson											
Total Spending	38.2	48.7	46.0	52.4	56.9	54.2	53.3	54.8	56.4	2.9%	2.2%
Visitor Spending	38.2	48.1	45.7	52.1	56.9	54.2	53.3	54.8	56.4	2.9%	2.2%
Non-transportation	34.3	40.5	39.4	42.8	47.8	47.5	47.1	47.1	47.6	1.0%	1.8%
Transportation	3.9	7.6	6.4	9.3	9.1	6.7	6.3	7.7	8.8	14.5%	4.6%
Andrews											
Total Spending	5.6	7.7	12.0	22.9	31.2	24.9	21.9	29.2	37.1	27.0%	11.1%
Visitor Spending	5.6	7.7	12.0	22.9	31.2	24.9	21.9	29.2	37.1	27.0%	11.1%
Non-transportation	5.3	7.0	11.5	22.1	30.4	24.3	21.3	28.5	36.3	27.3%	11.3%
Transportation	0.3	0.7	0.6	0.8	0.8	0.6	0.5	0.7	0.8	14.8%	4.6%
Angelina											
Total Spending	82.0	113.3	111.1	127.1	128.4	118.9	120.0	130.8	138.1	5.5%	2.9%
Visitor Spending	81.2	113.0	110.8	126.9	128.1	118.6	119.8	130.6	137.9	5.6%	3.0%
Non-transportation	62.6	76.5	80.4	82.1	84.7	86.9	90.4	94.2	96.1	2.0%	2.4%
Transportation	18.6	36.5	30.5	44.8	43.4	31.7	29.4	36.4	41.8	14.8%	4.6%
Aransas											
Total Spending	57.8	84.6	97.8	96.8	99.3	101.4	98.5	102.1	89.9	-11.9%	2.5%
Visitor Spending	57.8	84.6	97.8	96.8	99.3	101.4	98.5	102.1	89.9	-11.9%	2.5%
Non-transportation	53.5	76.2	90.7	86.5	89.3	93.9	91.5	93.5	80.1	-14.3%	2.3%
Transportation	4.3	8.4	7.1	10.3	10.1	7.5	7.0	8.6	9.8	14.4%	4.7%
Archer											
Total Spending	1.5	1.8	1.8	1.8	1.8	1.8	1.8	1.9	1.9	2.7%	1.2%
Visitor Spending	1.5	1.8	1.8	1.8	1.8	1.8	1.8	1.9	1.9	2.7%	1.2%
Non-transportation	1.5	1.7	1.7	1.7	1.7	1.7	1.7	1.8	1.8	2.0%	1.1%
Transportation	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Armstrong											
Total Spending	0.7	1.2	1.0	1.4	1.4	1.1	1.0	1.2	1.4	12.7%	4.0%
Visitor Spending	0.7	1.2	1.0	1.4	1.4	1.1	1.0	1.2	1.4	12.7%	4.0%
Non-transportation	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	3.0%	1.6%
Transportation	0.5	1.0	0.8	1.2	1.2	0.9	0.8	1.0	1.2	14.8%	4.6%
Atascosa*											
Total Spending	18.6	24.4	28.5	54.4	80.3	58.8	54.0	64.0	72.0	12.5%	7.8%
Visitor Spending	18.1	24.3	28.5	54.4	80.3	58.8	54.0	64.0	72.0	12.5%	8.0%
Non-transportation	14.7	17.5	22.8	46.1	72.3	53.0	48.5	57.3	64.3	12.2%	8.5%
Transportation	3.4	6.8	5.6	8.3	8.0	5.9	5.4	6.7	7.7	14.8%	4.6%
Austin											
Total Spending	23.5	38.7	37.4	43.5	42.8	39.0	37.0	42.7	45.1	5.7%	3.7%
Visitor Spending	23.2	38.3	37.0	43.2	42.8	39.0	37.0	42.7	45.1	5.7%	3.8%
Non-transportation	14.8	21.9	23.3	23.1	23.3	24.7	23.7	26.2	26.2	0.0%	3.2%
Transportation	8.4	16.3	13.7	20.1	19.5	14.3	13.4	16.5	18.9	14.6%	4.6%
Bailey											
Total Spending	3.2	3.9	3.9	4.5	4.7	4.9	4.1	4.4	5.2	17.1%	2.8%
Visitor Spending	3.2	3.9	3.9	4.5	4.7	4.9	4.1	4.4	5.2	17.1%	2.8%
Non-transportation	2.8	3.2	3.3	3.6	3.9	4.2	3.5	3.7	4.3	17.9%	2.4%
Transportation	0.4	0.7	0.6	0.9	0.9	0.7	0.6	0.8	0.9	13.4%	4.8%
Bandera											
Total Spending	18.5	24.9	29.0	31.0	33.2	31.6	30.5	29.8	34.9	17.3%	3.6%
Visitor Spending	18.5	24.9	28.8	30.8	33.0	31.5	30.3	29.6	34.8	17.3%	3.6%
Non-transportation	17.5	22.9	27.1	28.3	30.5	29.7	28.7	27.6	32.4	17.5%	3.5%
Transportation	1.0	2.1	1.7	2.5	2.5	1.8	1.7	2.1	2.4	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Bastrop											
Total Spending	36.7	80.0	119.2	137.3	151.7	151.7	151.5	155.8	164.5	5.6%	8.7%
Visitor Spending	36.7	80.0	118.8	136.8	151.1	151.2	151.0	155.3	164.0	5.6%	8.7%
Non-transportation	29.9	66.7	107.6	120.4	135.2	139.4	140.1	141.8	148.5	4.7%	9.3%
Transportation	6.8	13.3	11.2	16.4	15.9	11.8	11.0	13.5	15.5	14.5%	4.6%
Baylor											
Total Spending	4.6	6.5	5.8	6.7	6.7	5.7	5.6	6.3	6.9	9.0%	2.2%
Visitor Spending	4.4	6.5	5.8	6.7	6.7	5.7	5.6	6.3	6.9	9.0%	2.5%
Non-transportation	2.7	3.0	2.9	2.5	2.6	2.8	2.8	2.9	3.0	2.2%	0.6%
Transportation	1.7	3.4	2.8	4.2	4.1	3.0	2.8	3.4	3.9	14.8%	4.6%
Bee*											
Total Spending	18.1	27.3	28.1	48.4	44.9	38.6	32.9	40.1	40.8	1.8%	4.6%
Visitor Spending	17.7	26.4	27.2	48.0	44.9	38.6	32.9	40.1	40.8	1.8%	4.8%
Non-transportation	14.0	19.2	21.2	39.1	36.3	32.3	27.0	32.9	32.5	-1.1%	4.8%
Transportation	3.7	7.2	6.0	8.9	8.6	6.3	5.8	7.2	8.3	14.8%	4.6%
Bell											
Total Spending	255.4	328.9	364.2	400.3	473.2	449.7	451.4	473.6	489.4	3.3%	3.7%
Visitor Spending	237.1	328.0	362.8	399.8	439.0	416.3	422.5	445.1	461.7	3.7%	3.8%
Non-transportation	193.1	262.5	307.7	319.2	336.1	336.4	346.7	356.9	364.9	2.3%	3.6%
Transportation	44.0	65.6	55.1	80.6	102.9	79.9	75.8	88.3	96.8	9.7%	4.5%
Bexar											
Total Spending	4,234.8	5,891.2	5,651.5	7,236.9	7,754.7	7,428.2	7,611.0	8,151.1	8,813.4	8.1%	4.2%
Visitor Spending	3,814.8	5,362.3	5,106.9	6,616.2	6,928.9	6,544.9	6,631.9	7,106.2	7,719.0	8.6%	4.0%
Non-transportation	2,407.6	3,078.5	3,097.5	3,894.2	4,196.3	4,251.9	4,392.3	4,552.3	4,874.4	7.1%	4.0%
Transportation	1,407.2	2,283.8	2,009.4	2,721.9	2,732.6	2,293.0	2,239.6	2,553.9	2,844.7	11.4%	4.0%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Blanco											
Total Spending	7.6	10.5	10.0	13.2	14.3	14.4	15.1	16.0	17.4	8.7%	4.7%
Visitor Spending	7.1	9.9	10.0	13.2	14.3	14.4	15.1	16.0	17.4	8.7%	5.1%
Non-transportation	6.4	8.4	8.8	11.4	12.6	13.1	13.9	14.5	15.7	8.1%	5.1%
Transportation	0.7	1.4	1.2	1.8	1.7	1.3	1.2	1.4	1.7	14.8%	4.6%
Borden											
Total Spending	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.0%	1.4%
Visitor Spending	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.0%	1.4%
Non-transportation	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.0%	1.4%
Bosque											
Total Spending	10.1	13.6	11.5	13.6	15.6	15.8	15.7	16.6	15.9	-4.5%	2.5%
Visitor Spending	10.1	13.6	11.5	13.6	15.6	15.8	15.7	16.6	15.9	-4.5%	2.5%
Non-transportation	9.1	11.9	10.0	11.4	13.4	14.0	14.0	14.6	13.6	-7.0%	2.2%
Transportation	1.0	1.8	1.5	2.2	2.2	1.7	1.7	2.0	2.3	13.1%	4.8%
Bowie											
Total Spending	104.2	153.4	157.1	195.5	185.0	172.3	173.5	190.0	202.9	6.7%	3.8%
Visitor Spending	103.3	152.7	156.2	194.8	184.1	171.5	172.9	189.4	202.2	6.8%	3.8%
Non-transportation	63.3	75.1	90.9	99.4	91.1	102.4	108.2	109.9	111.2	1.2%	3.2%
Transportation	40.0	77.5	65.3	95.4	93.0	69.1	64.7	79.5	90.9	14.4%	4.7%
Brazoria											
Total Spending	160.4	233.7	247.9	314.6	352.5	354.2	348.9	375.3	391.8	4.4%	5.1%
Visitor Spending	156.6	231.7	245.5	310.6	348.0	351.5	345.7	372.3	387.8	4.2%	5.2%
Non-transportation	133.2	185.9	207.2	254.4	293.4	311.4	308.3	326.1	334.9	2.7%	5.3%
Transportation	23.4	45.7	38.3	56.2	54.6	40.2	37.4	46.2	52.9	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Brazos											
Total Spending	241.0	333.7	348.9	396.6	483.3	459.5	458.7	497.8	546.0	9.7%	4.6%
Visitor Spending	223.7	314.0	332.5	379.2	464.5	441.0	440.5	479.4	527.1	9.9%	4.9%
Non-transportation	175.2	227.0	260.2	275.8	359.7	360.4	364.7	389.4	425.5	9.3%	5.1%
Transportation	48.5	87.0	72.3	103.4	104.8	80.6	75.8	90.0	101.6	12.8%	4.2%
Brewster											
Total Spending	37.1	46.3	49.9	51.0	60.3	66.6	72.0	74.3	81.7	9.9%	4.5%
Visitor Spending	36.5	46.1	49.9	51.0	60.3	66.6	72.0	74.3	81.7	9.9%	4.6%
Non-transportation	36.0	45.2	49.2	49.9	59.2	65.8	71.3	73.4	80.6	9.9%	4.6%
Transportation	0.5	0.9	0.8	1.1	1.1	0.8	0.8	0.9	1.1	14.4%	4.7%
Briscoe											
Total Spending	0.8	1.3	1.1	1.4	1.4	1.2	1.1	1.3	1.4	9.2%	2.8%
Visitor Spending	0.8	1.3	1.1	1.4	1.4	1.2	1.1	1.3	1.4	9.2%	2.8%
Non-transportation	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6	1.8%	0.9%
Transportation	0.4	0.7	0.6	0.9	0.9	0.6	0.6	0.7	0.8	14.8%	4.6%
Brooks											
Total Spending	7.8	13.0	11.8	13.9	15.0	12.3	11.2	12.9	13.4	3.9%	3.0%
Visitor Spending	7.8	13.0	11.8	13.9	15.0	12.3	11.2	12.9	13.4	3.9%	3.0%
Non-transportation	5.1	7.6	7.3	7.3	8.5	7.6	6.9	7.5	7.2	-3.9%	2.0%
Transportation	2.8	5.4	4.5	6.7	6.5	4.7	4.4	5.4	6.2	14.8%	4.6%
Brown											
Total Spending	32.0	44.5	43.6	47.9	50.8	49.6	47.0	50.5	54.3	7.6%	3.0%
Visitor Spending	31.7	44.2	43.3	47.6	50.4	49.3	46.7	50.2	54.0	7.6%	3.0%
Non-transportation	27.3	35.7	36.1	37.1	40.2	41.6	39.6	41.4	44.0	6.2%	2.7%
Transportation	4.4	8.5	7.2	10.5	10.2	7.6	7.1	8.8	10.0	14.4%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Burleson											
Total Spending	9.0	11.4	11.7	13.7	15.5	14.5	13.4	14.5	15.0	3.5%	2.9%
Visitor Spending	9.0	11.4	11.7	13.7	15.5	14.5	13.4	14.5	15.0	3.5%	2.9%
Non-transportation	8.2	9.7	10.3	11.6	13.4	13.1	12.0	12.8	13.1	2.1%	2.6%
Transportation	0.9	1.7	1.4	2.1	2.0	1.5	1.4	1.7	1.9	14.8%	4.6%
Burnet											
Total Spending	49.9	56.1	59.3	68.9	73.5	73.8	75.5	82.4	87.2	5.7%	3.2%
Visitor Spending	49.4	55.6	58.9	68.4	73.0	73.3	75.1	82.0	86.8	5.8%	3.2%
Non-transportation	44.2	45.4	50.3	55.8	60.8	64.3	66.7	71.7	74.9	4.5%	3.0%
Transportation	5.2	10.3	8.6	12.6	12.2	9.0	8.4	10.3	11.8	14.7%	4.6%
Caldwell											
Total Spending	17.6	25.2	25.5	31.4	34.5	30.6	29.7	33.1	35.9	8.4%	4.0%
Visitor Spending	17.6	25.2	25.5	31.4	34.5	30.6	29.7	33.1	35.9	8.4%	4.0%
Non-transportation	12.2	14.5	16.6	18.3	21.8	21.3	21.1	22.4	23.6	5.3%	3.8%
Transportation	5.4	10.7	8.9	13.1	12.7	9.3	8.6	10.7	12.2	14.8%	4.6%
Calhoun											
Total Spending	21.8	28.3	31.2	36.4	39.5	36.1	36.4	42.7	46.0	7.7%	4.2%
Visitor Spending	21.8	28.3	31.2	36.4	39.5	36.1	36.4	42.7	46.0	7.7%	4.2%
Non-transportation	20.1	24.9	28.4	32.2	35.4	33.1	33.6	39.3	42.1	7.1%	4.2%
Transportation	1.7	3.4	2.8	4.2	4.1	3.0	2.7	3.4	3.9	14.8%	4.6%
Callahan											
Total Spending	3.0	3.6	3.7	3.5	3.6	3.7	3.7	3.8	3.9	2.2%	1.4%
Visitor Spending	3.0	3.6	3.7	3.5	3.6	3.7	3.7	3.8	3.9	2.2%	1.4%
Non-transportation	3.0	3.4	3.6	3.3	3.4	3.5	3.6	3.7	3.7	1.8%	1.3%
Transportation	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2	10.4%	5.2%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Cameron											
Total Spending	594.7	739.6	721.2	810.6	844.7	826.1	828.0	850.0	905.7	6.5%	2.4%
Visitor Spending	556.5	699.4	682.9	759.3	798.4	782.3	780.7	801.6	854.2	6.6%	2.4%
Non-transportation	443.2	552.2	555.1	596.0	639.1	643.9	646.7	653.6	691.7	5.8%	2.5%
Transportation	113.3	147.2	127.8	163.3	159.3	138.4	134.0	148.0	162.5	9.8%	2.0%
Camp											
Total Spending	8.7	14.5	13.1	18.1	17.8	14.6	13.8	16.0	17.9	12.2%	4.1%
Visitor Spending	8.7	14.5	13.1	18.1	17.8	14.6	13.8	16.0	17.9	12.2%	4.1%
Non-transportation	2.9	3.4	3.8	4.4	4.5	4.8	4.6	4.6	5.0	6.6%	3.0%
Transportation	5.7	11.1	9.3	13.7	13.3	9.9	9.2	11.3	13.0	14.5%	4.6%
Carson											
Total Spending	4.3	6.7	5.4	7.2	7.1	5.3	5.0	5.8	6.5	11.8%	2.3%
Visitor Spending	4.3	6.7	5.4	7.2	7.1	5.3	5.0	5.8	6.5	11.8%	2.3%
Non-transportation	1.8	1.7	1.2	1.0	1.2	1.0	1.0	0.8	0.8	-6.3%	-4.5%
Transportation	2.5	5.0	4.2	6.1	6.0	4.3	4.0	5.0	5.7	14.8%	4.6%
Cass											
Total Spending	13.2	19.5	20.0	22.9	22.4	20.0	18.6	20.5	23.3	13.5%	3.2%
Visitor Spending	13.2	19.5	20.0	22.9	22.4	20.0	18.6	20.5	23.3	13.5%	3.2%
Non-transportation	8.4	10.0	12.1	11.3	11.2	11.7	10.8	10.9	12.3	12.5%	2.2%
Transportation	4.8	9.4	7.9	11.6	11.3	8.3	7.8	9.6	11.0	14.6%	4.6%
Castro											
Total Spending	1.8	3.1	2.9	3.2	2.7	2.3	2.3	2.5	2.7	7.7%	2.1%
Visitor Spending	1.8	3.1	2.9	3.2	2.7	2.3	2.3	2.5	2.7	7.7%	2.1%
Non-transportation	1.3	2.0	1.9	1.8	1.4	1.4	1.4	1.4	1.4	2.2%	0.6%
Transportation	0.6	1.1	0.9	1.4	1.3	1.0	0.9	1.1	1.3	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Chambers											
Total Spending	14.1	25.3	27.0	33.3	34.2	31.7	32.6	39.1	38.2	-2.4%	5.7%
Visitor Spending	14.1	25.3	27.0	33.2	34.2	31.7	32.6	39.1	38.2	-2.4%	5.7%
Non-transportation	10.2	17.6	20.6	23.8	25.1	25.1	26.4	31.5	29.4	-6.6%	6.0%
Transportation	3.9	7.7	6.4	9.4	9.1	6.6	6.2	7.6	8.8	14.8%	4.6%
Cherokee											
Total Spending	18.9	33.8	31.5	39.0	37.5	33.7	32.0	35.0	38.3	9.6%	4.0%
Visitor Spending	18.7	33.8	31.5	39.0	37.5	33.7	32.0	35.0	38.3	9.6%	4.1%
Non-transportation	12.1	20.9	20.7	23.2	22.1	22.4	21.5	22.0	23.5	6.6%	3.7%
Transportation	6.6	12.9	10.8	15.8	15.4	11.3	10.5	13.0	14.9	14.7%	4.6%
Childress											
Total Spending	9.5	11.9	11.8	15.0	14.6	13.6	13.6	14.5	15.0	3.9%	2.6%
Visitor Spending	9.5	11.9	11.8	15.0	14.6	13.6	13.6	14.5	15.0	3.9%	2.6%
Non-transportation	8.8	10.6	10.7	13.4	13.0	12.4	12.6	13.1	13.5	2.8%	2.4%
Transportation	0.7	1.3	1.1	1.6	1.6	1.2	1.1	1.3	1.5	14.5%	4.6%
Clay											
Total Spending	10.3	19.0	16.7	23.7	23.2	18.1	17.2	20.6	22.9	11.5%	4.6%
Visitor Spending	10.3	19.0	16.7	23.7	23.2	18.1	17.2	20.6	22.9	11.5%	4.6%
Non-transportation	1.9	2.5	3.0	3.5	3.6	3.8	3.9	4.2	4.1	-1.5%	4.4%
Transportation	8.4	16.5	13.7	20.2	19.6	14.3	13.3	16.4	18.9	14.8%	4.6%
Cochran											
Total Spending	0.8	0.9	0.8	0.9	0.9	0.8	0.8	0.9	0.9	5.4%	1.1%
Visitor Spending	0.8	0.9	0.8	0.9	0.9	0.8	0.8	0.9	0.9	5.4%	1.1%
Non-transportation	0.6	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.6	2.3%	0.0%
Transportation	0.1	0.2	0.2	0.3	0.3	0.2	0.2	0.3	0.3	12.9%	4.9%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Coke											
Total Spending	2.9	3.3	3.3	3.1	3.2	3.3	3.4	3.5	3.5	2.1%	1.1%
Visitor Spending	2.9	3.3	3.3	3.1	3.2	3.3	3.4	3.5	3.5	2.1%	1.1%
Non-transportation	2.9	3.3	3.3	3.1	3.2	3.3	3.4	3.5	3.5	2.1%	1.1%
Coleman											
Total Spending	5.0	6.5	6.5	7.1	6.9	6.5	6.5	6.7	7.2	6.3%	2.0%
Visitor Spending	5.0	6.5	6.5	7.1	6.9	6.5	6.5	6.7	7.2	6.3%	2.0%
Non-transportation	4.3	5.3	5.5	5.5	5.4	5.4	5.4	5.5	5.7	4.3%	1.5%
Transportation	0.7	1.3	1.1	1.6	1.5	1.1	1.0	1.3	1.5	14.7%	4.6%
Collin											
Total Spending	499.7	871.9	958.2	1,223.4	1,408.8	1,505.5	1,642.9	1,744.0	1,876.2	7.6%	7.6%
Visitor Spending	456.1	817.7	875.2	1,094.2	1,234.2	1,303.5	1,398.0	1,500.6	1,657.6	10.5%	7.4%
Non-transportation	383.3	680.8	757.9	925.0	1,067.4	1,175.6	1,276.7	1,353.4	1,490.2	10.1%	7.8%
Transportation	72.7	136.8	117.3	169.2	166.8	127.9	121.3	147.2	167.5	13.8%	4.7%
Collingsworth											
Total Spending	1.4	2.1	2.1	2.4	2.1	1.7	1.7	1.9	2.1	9.7%	2.2%
Visitor Spending	1.4	2.1	2.1	2.4	2.1	1.7	1.7	1.9	2.1	9.7%	2.2%
Non-transportation	0.8	0.9	1.1	1.0	0.7	0.8	0.8	0.8	0.8	2.3%	-0.3%
Transportation	0.6	1.1	0.9	1.4	1.3	1.0	0.9	1.1	1.3	14.8%	4.6%
Colorado											
Total Spending	32.0	47.8	45.3	63.3	60.6	54.8	51.9	56.0	62.0	10.7%	3.7%
Visitor Spending	31.7	47.5	45.1	63.3	60.6	54.8	51.9	56.0	62.0	10.7%	3.8%
Non-transportation	18.2	21.1	22.9	30.8	29.0	31.6	30.3	29.4	31.4	7.1%	3.1%
Transportation	13.5	26.4	22.1	32.5	31.5	23.2	21.6	26.6	30.5	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Comal											
Total Spending	172.4	250.6	276.0	367.9	407.9	399.5	394.3	426.5	457.9	7.4%	5.6%
Visitor Spending	169.2	236.7	258.5	348.5	381.5	376.2	375.4	405.3	436.2	7.6%	5.4%
Non-transportation	150.6	200.4	228.0	303.9	338.0	343.9	345.3	368.2	393.8	6.9%	5.5%
Transportation	18.7	36.3	30.5	44.6	43.4	32.2	30.1	37.0	42.4	14.5%	4.7%
Comanche											
Total Spending	8.6	11.7	11.8	13.5	13.8	13.0	12.3	13.7	14.8	7.6%	3.1%
Visitor Spending	8.6	11.7	11.8	13.5	13.8	13.0	12.3	13.7	14.8	7.6%	3.1%
Non-transportation	6.3	7.2	8.1	8.1	8.5	9.1	8.7	9.3	9.7	4.2%	2.4%
Transportation	2.3	4.4	3.7	5.4	5.3	3.8	3.6	4.4	5.1	14.8%	4.6%
Concho											
Total Spending	1.4	1.5	1.6	1.6	1.5	1.4	1.2	1.2	1.2	2.7%	-0.6%
Visitor Spending	1.4	1.5	1.6	1.6	1.5	1.4	1.2	1.2	1.2	2.7%	-0.6%
Non-transportation	1.4	1.5	1.6	1.6	1.5	1.4	1.2	1.2	1.2	2.7%	-0.6%
Cooke											
Total Spending	25.6	45.9	51.1	70.6	65.7	58.4	56.8	60.7	67.0	10.4%	5.5%
Visitor Spending	25.6	45.9	51.1	70.6	65.7	58.4	56.8	60.7	67.0	10.4%	5.5%
Non-transportation	16.0	27.2	35.3	47.6	43.3	41.9	41.4	41.7	45.3	8.5%	5.9%
Transportation	9.6	18.7	15.7	23.0	22.4	16.6	15.4	19.0	21.8	14.5%	4.6%
Coryell											
Total Spending	29.2	38.6	39.9	44.7	43.6	40.0	40.0	44.9	46.1	2.7%	2.6%
Visitor Spending	28.7	38.0	39.3	44.1	42.8	39.3	39.4	44.3	45.5	2.7%	2.6%
Non-transportation	23.9	28.7	31.4	32.6	31.5	30.8	31.5	34.6	34.4	-0.5%	2.0%
Transportation	4.9	9.3	7.9	11.5	11.3	8.5	8.0	9.7	11.1	14.2%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Cottle											
Total Spending	1.0	1.6	1.5	1.9	1.9	1.5	1.5	1.7	1.9	10.7%	3.6%
Visitor Spending	1.0	1.6	1.5	1.9	1.9	1.5	1.5	1.7	1.9	10.7%	3.6%
Non-transportation	0.4	0.4	0.6	0.5	0.5	0.5	0.5	0.5	0.6	2.1%	1.8%
Transportation	0.6	1.1	0.9	1.4	1.4	1.0	0.9	1.1	1.3	14.8%	4.6%
Crane											
Total Spending	1.1	1.5	1.7	2.1	2.1	2.2	2.6	3.3	4.4	32.6%	8.0%
Visitor Spending	1.1	1.5	1.7	2.1	2.1	2.2	2.6	3.3	4.4	32.6%	8.0%
Non-transportation	1.1	1.5	1.7	2.1	2.1	2.2	2.6	3.3	4.4	32.6%	8.0%
Crockett											
Total Spending	13.9	25.2	21.8	37.3	37.5	25.9	23.4	27.7	35.7	28.9%	5.4%
Visitor Spending	13.9	25.2	21.5	37.3	37.5	25.9	23.4	27.7	35.7	28.9%	5.4%
Non-transportation	3.9	5.5	5.1	13.1	14.1	8.8	7.5	8.0	13.1	63.2%	7.0%
Transportation	10.0	19.7	16.4	24.2	23.4	17.1	15.9	19.6	22.5	14.8%	4.6%
Crosby											
Total Spending	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	2.5%	1.1%
Visitor Spending	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	2.5%	1.1%
Non-transportation	1.4	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	2.5%	1.1%
Culberson											
Total Spending	18.7	33.0	28.4	38.7	38.9	31.7	31.9	37.0	42.9	15.8%	4.7%
Visitor Spending	18.7	33.0	28.4	38.7	38.9	31.7	31.9	37.0	42.9	15.8%	4.7%
Non-transportation	6.5	9.0	8.4	9.2	10.3	10.9	12.5	13.1	15.4	17.6%	4.9%
Transportation	12.2	24.0	20.0	29.4	28.5	20.8	19.3	23.9	27.5	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Dallam											
Total Spending	9.0	13.3	12.4	14.4	15.0	14.8	15.1	14.1	15.0	6.5%	2.9%
Visitor Spending	9.0	13.3	12.4	14.4	15.0	14.8	15.1	14.1	15.0	6.5%	2.9%
Non-transportation	7.4	10.2	9.8	10.5	11.2	12.0	12.5	11.0	11.4	4.1%	2.5%
Transportation	1.6	3.1	2.6	3.8	3.7	2.7	2.5	3.1	3.6	14.7%	4.6%
Dallas											
Total Spending	6,293.6	7,275.0	6,813.3	8,552.6	9,370.2	9,781.6	10,147.8	10,637.8	11,260.3	5.9%	3.3%
Visitor Spending	5,524.1	6,463.3	5,972.6	7,456.0	8,190.9	8,403.8	8,679.4	9,045.1	9,587.3	6.0%	3.1%
Non-transportation	4,341.5	4,682.1	4,341.1	5,206.2	5,860.8	6,227.4	6,518.3	6,625.6	6,930.7	4.6%	2.6%
Transportation	1,182.6	1,781.2	1,631.6	2,249.8	2,330.0	2,176.4	2,161.2	2,419.5	2,656.7	9.8%	4.6%
Dawson											
Total Spending	9.5	12.9	12.1	19.6	18.8	16.0	15.0	17.7	22.3	25.8%	4.8%
Visitor Spending	9.5	12.9	12.1	19.6	18.8	16.0	15.0	17.7	22.3	25.8%	4.8%
Non-transportation	6.5	7.0	7.2	12.5	11.9	10.8	10.2	11.8	15.5	31.5%	4.9%
Transportation	3.0	5.8	4.9	7.1	7.0	5.2	4.8	5.9	6.8	14.5%	4.7%
Deaf Smith											
Total Spending	7.1	13.6	12.5	15.4	16.3	14.6	16.0	16.2	18.1	11.8%	5.3%
Visitor Spending	7.1	13.6	12.5	15.4	16.3	14.6	16.0	16.2	18.1	11.8%	5.3%
Non-transportation	4.3	8.1	8.0	8.7	9.8	9.8	11.6	10.7	11.8	10.3%	5.8%
Transportation	2.8	5.5	4.5	6.7	6.5	4.7	4.4	5.4	6.2	14.8%	4.6%
Delta											
Total Spending	0.9	1.2	1.2	1.4	1.5	1.4	1.4	1.5	1.6	4.9%	3.0%
Visitor Spending	0.9	1.2	1.2	1.4	1.5	1.4	1.4	1.5	1.6	4.9%	3.0%
Non-transportation	0.7	0.8	0.9	0.9	0.9	0.9	0.9	1.0	1.0	1.4%	2.0%
Transportation	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6	11.1%	5.1%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Denton											
Total Spending	289.0	438.3	482.0	610.6	656.5	691.5	715.4	770.9	845.7	9.7%	6.1%
Visitor Spending	281.7	430.0	465.9	591.4	633.7	641.6	666.3	713.1	770.8	8.1%	5.8%
Non-transportation	242.3	352.5	401.3	496.3	541.6	574.3	603.9	635.8	682.1	7.3%	5.9%
Transportation	39.4	77.5	64.6	95.1	92.1	67.3	62.4	77.3	88.7	14.8%	4.6%
DeWitt*											
Total Spending	22.3	36.8	33.5	61.7	77.6	62.3	49.0	58.7	73.1	24.7%	6.8%
Visitor Spending	22.3	36.8	33.5	61.7	77.6	62.3	49.0	58.7	73.1	24.7%	6.8%
Non-transportation	9.9	12.3	13.1	31.7	48.6	41.1	29.4	34.3	45.2	31.7%	8.8%
Transportation	12.4	24.5	20.4	30.0	29.1	21.2	19.7	24.4	28.0	14.8%	4.6%
Dickens											
Total Spending	0.4	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.5	2.7%	0.7%
Visitor Spending	0.4	0.5	0.5	0.7	0.5	0.5	0.5	0.5	0.5	2.7%	0.7%
Non-transportation	0.4	0.5	0.5	0.6	0.4	0.4	0.4	0.5	0.5	2.4%	0.5%
Transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4%	5.5%
Dimmit*											
Total Spending	8.7	13.8	13.7	36.4	42.7	35.4	25.1	31.6	48.6	53.6%	10.1%
Visitor Spending	8.7	13.8	13.7	36.1	42.3	35.0	24.8	31.3	48.3	54.2%	10.0%
Non-transportation	4.9	6.5	7.6	27.1	33.6	28.6	18.8	24.0	39.9	66.3%	12.3%
Transportation	3.7	7.3	6.1	9.0	8.7	6.4	5.9	7.3	8.4	14.7%	4.6%
Donley											
Total Spending	3.2	6.0	6.1	6.1	5.9	5.8	6.0	6.4	6.4	0.1%	4.0%
Visitor Spending	3.2	6.0	6.1	6.1	5.9	5.8	6.0	6.4	6.4	0.1%	4.0%
Non-transportation	2.7	5.1	5.4	4.9	4.8	5.0	5.3	5.5	5.4	-2.3%	3.8%
Transportation	0.5	0.9	0.8	1.1	1.1	0.8	0.7	0.9	1.1	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Duval											
Total Spending	6.8	10.8	10.1	14.4	12.7	10.2	9.3	10.2	12.4	21.2%	3.3%
Visitor Spending	6.8	10.8	10.1	14.4	12.7	10.2	9.3	10.2	12.4	21.2%	3.3%
Non-transportation	3.8	4.8	5.1	7.0	5.5	5.0	4.4	4.1	5.4	30.7%	2.0%
Transportation	3.1	6.1	5.1	7.4	7.2	5.3	4.9	6.0	6.9	14.8%	4.6%
Eastland											
Total Spending	10.3	13.0	13.7	16.4	16.7	17.1	15.9	16.5	19.2	16.0%	3.5%
Visitor Spending	10.1	12.7	13.4	16.1	16.3	16.7	15.6	16.2	18.8	16.3%	3.5%
Non-transportation	9.1	10.6	11.7	13.5	13.8	14.9	13.9	14.1	16.5	16.6%	3.4%
Transportation	1.0	2.1	1.7	2.5	2.4	1.8	1.7	2.1	2.4	14.8%	4.6%
Ector											
Total Spending	130.0	210.4	209.7	385.5	419.4	353.7	280.6	425.5	611.0	43.6%	9.0%
Visitor Spending	129.8	210.1	209.5	385.3	419.2	353.5	280.4	425.3	610.8	43.6%	9.0%
Non-transportation	108.8	169.0	175.1	334.8	370.1	317.5	247.0	384.0	563.4	46.7%	9.6%
Transportation	21.0	41.2	34.4	50.5	49.0	36.0	33.4	41.3	47.4	14.7%	4.6%
Edwards											
Total Spending	0.8	1.2	1.1	0.9	1.0	0.8	0.9	0.9	0.9	2.2%	0.7%
Visitor Spending	0.8	1.2	1.1	0.9	1.0	0.8	0.9	0.9	0.9	2.2%	0.7%
Non-transportation	0.8	1.2	1.1	0.9	1.0	0.8	0.9	0.9	0.9	2.2%	0.7%
El Paso											
Total Spending	1,030.0	1,439.1	1,372.3	1,661.6	1,684.5	1,622.0	1,625.5	1,700.4	1,874.9	10.3%	3.4%
Visitor Spending	874.3	1,251.6	1,191.9	1,446.1	1,469.6	1,395.8	1,398.3	1,465.8	1,628.3	11.1%	3.5%
Non-transportation	497.9	638.9	659.7	734.2	760.3	791.9	819.5	809.8	895.2	10.5%	3.3%
Transportation	376.3	612.7	532.3	711.8	709.3	603.9	578.8	655.9	733.1	11.8%	3.8%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Ellis											
Total Spending	77.8	119.6	122.2	145.7	154.2	150.1	158.6	168.8	182.3	8.0%	4.8%
Visitor Spending	77.2	119.2	121.8	144.6	152.5	148.5	157.3	167.4	180.9	8.0%	4.8%
Non-transportation	54.6	75.2	84.9	90.5	99.9	109.9	121.4	123.1	130.0	5.7%	4.9%
Transportation	22.5	44.0	36.8	54.1	52.5	38.6	35.9	44.4	50.9	14.6%	4.6%
Erath											
Total Spending	24.0	36.8	38.7	47.7	48.6	43.6	41.7	45.0	51.5	14.5%	4.3%
Visitor Spending	24.0	36.8	38.2	47.4	48.6	43.6	41.7	45.0	51.5	14.5%	4.3%
Non-transportation	17.0	23.0	26.7	30.5	32.2	31.7	30.6	31.3	35.7	14.3%	4.2%
Transportation	7.0	13.8	11.5	16.9	16.4	11.9	11.1	13.7	15.7	14.8%	4.6%
Falls											
Total Spending	6.7	7.5	7.7	9.9	10.6	9.7	9.6	10.3	10.8	5.0%	2.7%
Visitor Spending	6.5	7.5	7.7	9.9	10.6	9.7	9.6	10.3	10.8	5.0%	2.9%
Non-transportation	5.0	4.8	5.3	6.5	7.2	6.9	6.9	7.0	7.2	1.7%	2.0%
Transportation	1.5	2.7	2.4	3.3	3.4	2.8	2.7	3.2	3.6	12.3%	4.9%
Fannin											
Total Spending	8.6	10.7	10.6	12.5	12.7	11.3	13.9	15.0	17.4	16.0%	4.0%
Visitor Spending	8.6	10.7	10.6	12.5	12.7	11.3	13.9	15.0	17.4	16.0%	4.0%
Non-transportation	6.0	5.7	6.4	6.3	6.6	6.6	9.5	9.6	11.3	17.1%	3.6%
Transportation	2.6	5.0	4.3	6.1	6.0	4.6	4.4	5.3	6.1	13.8%	4.7%
Fayette											
Total Spending	20.8	29.7	33.2	44.2	49.6	43.2	41.2	48.7	49.7	2.0%	4.9%
Visitor Spending	20.6	29.4	32.9	43.8	49.2	42.8	40.9	48.4	49.3	2.0%	5.0%
Non-transportation	14.1	16.8	22.4	28.4	34.1	31.7	30.4	35.6	34.6	-2.6%	5.1%
Transportation	6.5	12.6	10.6	15.5	15.1	11.2	10.4	12.8	14.7	14.5%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Fisher											
Total Spending	0.7	1.0	0.9	1.1	1.1	0.9	0.9	1.0	1.1	8.3%	2.5%
Visitor Spending	0.7	1.0	0.9	1.1	1.1	0.9	0.9	1.0	1.1	8.3%	2.5%
Non-transportation	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	2.1%	0.9%
Transportation	0.2	0.5	0.4	0.6	0.6	0.4	0.4	0.5	0.6	14.8%	4.6%
Floyd											
Total Spending	2.8	4.8	4.5	5.8	5.2	4.7	4.6	4.9	5.4	10.2%	3.7%
Visitor Spending	2.8	4.8	4.5	5.8	5.2	4.7	4.6	4.9	5.4	10.2%	3.7%
Non-transportation	1.2	1.7	1.8	1.9	1.4	1.9	2.0	1.7	1.8	2.3%	2.0%
Transportation	1.6	3.1	2.6	3.9	3.8	2.8	2.6	3.2	3.7	14.5%	4.6%
Foard											
Total Spending	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	3.7%	1.1%
Visitor Spending	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	3.7%	1.1%
Non-transportation	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	2.1%	0.1%
Transportation	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	8.4%	5.5%
Fort Bend											
Total Spending	195.5	332.2	378.1	467.1	522.6	506.3	500.7	551.7	569.1	3.2%	6.1%
Visitor Spending	189.9	321.3	364.1	442.3	496.2	477.4	468.7	518.8	531.6	2.5%	5.9%
Non-transportation	154.4	252.4	306.2	357.5	413.6	416.2	411.6	448.4	451.1	0.6%	6.1%
Transportation	35.5	68.9	57.9	84.8	82.5	61.2	57.2	70.3	80.5	14.5%	4.7%
Franklin											
Total Spending	5.8	8.1	8.0	9.0	9.2	8.7	9.1	9.5	9.7	2.9%	3.0%
Visitor Spending	5.8	8.1	7.8	8.7	9.2	8.7	9.1	9.5	9.7	2.9%	3.0%
Non-transportation	4.7	6.1	6.0	6.2	6.7	6.8	7.3	7.3	7.2	-0.3%	2.5%
Transportation	1.1	2.0	1.7	2.5	2.5	1.9	1.8	2.2	2.5	13.6%	4.8%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Freestone											
Total Spending	26.9	45.2	44.4	54.8	54.3	41.8	39.5	46.5	50.9	9.5%	3.6%
Visitor Spending	26.9	45.2	44.4	54.5	53.8	41.4	39.2	46.1	50.5	9.5%	3.6%
Non-transportation	11.5	15.2	19.3	17.6	18.0	15.1	14.8	16.0	16.0	-0.3%	1.8%
Transportation	15.3	30.1	25.1	36.9	35.8	26.2	24.4	30.1	34.6	14.7%	4.6%
Frio*											
Total Spending	8.1	10.5	14.1	43.2	50.9	41.1	33.4	34.8	39.2	12.5%	9.1%
Visitor Spending	8.1	10.5	14.1	43.2	50.9	41.1	33.4	34.8	39.2	12.5%	9.1%
Non-transportation	6.8	7.9	11.8	39.9	47.7	38.8	31.2	32.2	36.1	12.4%	9.7%
Transportation	1.4	2.6	2.2	3.2	3.2	2.3	2.2	2.7	3.1	14.4%	4.7%
Gaines											
Total Spending	7.0	9.8	11.3	13.7	19.4	15.4	14.3	16.8	20.8	23.8%	6.2%
Visitor Spending	7.0	9.8	11.3	13.7	19.4	15.4	14.3	16.8	20.8	23.8%	6.2%
Non-transportation	4.7	5.2	7.5	8.1	13.9	11.4	10.5	12.1	15.4	27.3%	6.9%
Transportation	2.4	4.6	3.8	5.6	5.5	4.0	3.8	4.6	5.3	14.6%	4.6%
Galveston											
Total Spending	503.1	703.2	667.3	809.6	879.2	879.8	879.7	1,007.0	1,060.0	5.3%	4.2%
Visitor Spending	497.9	692.1	655.8	792.0	859.4	863.7	864.6	990.0	1,041.6	5.2%	4.2%
Non-transportation	461.8	623.2	597.3	707.0	776.1	800.9	805.6	917.8	959.2	4.5%	4.1%
Transportation	36.1	69.0	58.5	85.0	83.3	62.7	59.0	72.2	82.4	14.1%	4.7%
Garza											
Total Spending	3.6	9.0	8.8	11.0	10.9	8.2	8.0	9.7	10.7	10.4%	6.2%
Visitor Spending	3.6	9.0	8.5	11.0	10.9	8.2	8.0	9.7	10.7	10.4%	6.2%
Non-transportation	1.2	4.3	4.6	5.1	5.2	4.0	4.1	5.0	5.3	6.2%	8.6%
Transportation	2.4	4.8	4.0	5.9	5.7	4.1	3.8	4.8	5.5	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Gillespie											
Total Spending	42.5	66.4	78.6	85.4	93.3	94.6	96.8	105.6	117.0	10.8%	5.8%
Visitor Spending	42.0	66.2	77.0	83.7	91.0	92.6	95.2	103.0	114.3	11.0%	5.7%
Non-transportation	38.0	58.5	70.6	74.3	81.8	85.8	88.8	95.2	105.3	10.7%	5.8%
Transportation	3.9	7.6	6.4	9.4	9.2	6.8	6.4	7.8	8.9	14.4%	4.7%
Glasscock											
Total Spending	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	2.3%	2.1%
Visitor Spending	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	2.3%	2.1%
Non-transportation	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	2.3%	2.1%
Goliad											
Total Spending	5.4	8.1	7.3	11.0	11.1	9.3	8.7	10.2	11.2	9.7%	4.2%
Visitor Spending	5.4	8.1	7.3	11.0	11.1	9.3	8.7	10.2	11.2	9.7%	4.2%
Non-transportation	3.0	3.5	3.5	5.3	5.6	5.2	4.8	5.5	5.8	5.7%	3.7%
Transportation	2.4	4.6	3.9	5.6	5.5	4.1	3.8	4.7	5.4	14.3%	4.7%
Gonzales*											
Total Spending	11.6	18.3	17.6	29.2	38.9	29.2	24.5	28.8	33.4	16.2%	6.1%
Visitor Spending	11.6	18.3	17.6	29.2	38.9	29.2	24.5	28.8	33.4	16.2%	6.1%
Non-transportation	5.5	6.4	7.7	14.7	24.8	18.9	14.9	16.9	19.8	17.3%	7.3%
Transportation	6.1	11.8	9.9	14.6	14.1	10.4	9.7	11.9	13.7	14.7%	4.6%
Gray											
Total Spending	22.8	35.2	36.8	55.7	53.9	43.7	41.5	42.0	47.7	13.5%	4.2%
Visitor Spending	22.5	35.2	36.8	55.7	53.9	43.7	41.5	42.0	47.7	13.5%	4.3%
Non-transportation	16.3	23.2	26.7	40.9	39.5	33.0	31.5	29.7	33.7	13.1%	4.1%
Transportation	6.2	12.0	10.1	14.8	14.4	10.7	10.0	12.3	14.1	14.5%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Grayson											
Total Spending	127.7	183.3	170.1	204.3	215.2	187.9	188.8	208.9	220.2	5.4%	3.1%
Visitor Spending	127.7	181.5	169.2	203.7	214.4	187.2	188.2	208.5	219.7	5.4%	3.1%
Non-transportation	86.1	100.2	101.1	103.8	117.4	115.7	121.6	126.3	125.6	-0.6%	2.1%
Transportation	41.6	81.3	68.1	99.9	97.1	71.5	66.6	82.2	94.2	14.6%	4.6%
Gregg											
Total Spending	150.8	202.9	200.3	229.0	239.1	216.9	205.2	224.8	245.5	9.2%	2.7%
Visitor Spending	143.3	196.5	194.2	223.3	233.3	211.2	199.7	219.8	239.8	9.1%	2.9%
Non-transportation	108.9	133.2	140.8	146.1	157.8	155.0	147.2	155.5	166.2	6.9%	2.4%
Transportation	34.4	63.3	53.4	77.1	75.6	56.2	52.5	64.4	73.6	14.4%	4.3%
Grimes											
Total Spending	12.9	15.9	18.0	18.9	20.5	18.7	18.4	19.1	20.1	5.2%	2.5%
Visitor Spending	12.9	15.9	18.0	18.9	20.5	18.7	18.4	19.1	20.1	5.2%	2.5%
Non-transportation	11.4	12.9	15.5	15.3	16.9	16.1	16.0	16.2	16.7	3.4%	2.2%
Transportation	1.5	3.0	2.5	3.6	3.5	2.6	2.4	3.0	3.4	14.8%	4.6%
Guadalupe											
Total Spending	56.1	91.8	103.6	157.4	148.8	150.8	156.8	166.0	169.7	2.2%	6.3%
Visitor Spending	55.8	91.3	103.3	157.0	148.4	150.4	156.5	165.6	169.3	2.2%	6.4%
Non-transportation	44.4	69.2	84.6	129.8	121.8	130.5	137.9	142.8	143.2	0.3%	6.7%
Transportation	11.5	22.1	18.7	27.2	26.6	19.9	18.6	22.8	26.1	14.3%	4.7%
Hale											
Total Spending	41.6	49.9	49.5	53.0	50.9	55.5	51.1	48.5	49.7	2.3%	1.0%
Visitor Spending	41.3	49.6	49.3	52.7	50.5	55.1	50.8	48.2	49.4	2.3%	1.0%
Non-transportation	39.7	46.5	46.7	48.8	46.8	52.4	48.3	45.1	45.7	1.4%	0.8%
Transportation	1.6	3.2	2.6	3.9	3.8	2.7	2.5	3.2	3.6	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
Hall	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	2.1	2.4	2.0	2.4	2.4	2.1	2.0	2.3	2.5	10.2%	1.1%
Visitor Spending	2.1	2.4	2.0	2.4	2.4	2.1	2.0	2.3	2.5	10.2%	1.1%
Non-transportation	1.4	1.1	0.9	0.8	0.8	1.0	0.9	1.0	1.0	4.0%	-1.7%
Transportation	0.7	1.3	1.1	1.6	1.6	1.1	1.0	1.3	1.5	14.8%	4.6%
Hamilton	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	3.9	5.2	5.7	5.4	6.0	6.0	5.9	6.2	6.5	5.2%	2.8%
Visitor Spending	3.9	5.2	5.7	5.4	6.0	6.0	5.9	6.2	6.5	5.2%	2.8%
Non-transportation	3.7	4.7	5.2	4.7	5.3	5.5	5.5	5.6	5.9	4.2%	2.6%
Transportation	0.3	0.5	0.5	0.7	0.6	0.5	0.4	0.5	0.6	14.8%	4.6%
Hansford	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	1.3	1.7	1.7	1.9	2.1	1.8	1.9	2.0	1.8	-11.6%	1.7%
Visitor Spending	1.3	1.7	1.7	1.9	2.1	1.8	1.9	2.0	1.8	-11.6%	1.7%
Non-transportation	1.1	1.3	1.3	1.4	1.6	1.4	1.5	1.6	1.3	-19.1%	0.9%
Transportation	0.2	0.4	0.4	0.6	0.5	0.4	0.4	0.4	0.5	14.8%	4.6%
Hardeman	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	3.2	6.0	5.3	7.2	6.8	5.6	5.0	5.7	6.7	16.8%	4.1%
Visitor Spending	3.2	6.0	5.3	7.2	6.8	5.6	5.0	5.7	6.7	16.8%	4.1%
Non-transportation	1.5	2.7	2.5	3.0	2.8	2.6	2.2	2.3	2.8	20.2%	3.5%
Transportation	1.7	3.4	2.8	4.1	4.0	3.0	2.8	3.4	3.9	14.6%	4.6%
Hardin	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	24.3	37.3	35.2	40.3	41.8	39.3	38.3	43.9	45.8	4.3%	3.6%
Visitor Spending	24.3	37.3	35.2	40.3	41.8	39.3	38.3	43.9	45.8	4.3%	3.6%
Non-transportation	17.7	24.8	24.6	24.9	26.8	28.0	27.7	30.9	30.9	0.1%	3.1%
Transportation	6.5	12.5	10.6	15.4	15.1	11.3	10.6	13.0	14.9	14.2%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Harris											
Total Spending	7,992.8	10,542.0	10,054.8	13,154.9	14,507.9	13,920.4	13,730.6	15,018.5	15,750.2	4.9%	3.8%
Visitor Spending	6,316.8	8,716.7	8,334.0	10,792.4	11,808.8	11,191.7	10,923.3	12,165.9	12,722.5	4.6%	4.0%
Non-transportation	3,850.2	5,005.8	5,074.9	6,147.4	7,027.0	7,038.9	6,880.0	7,715.9	7,771.8	0.7%	4.0%
Transportation	2,466.5	3,710.9	3,259.1	4,644.9	4,781.9	4,152.8	4,043.3	4,450.0	4,950.7	11.3%	3.9%
Harrison											
Total Spending	52.4	87.7	85.9	94.4	94.9	82.5	80.4	88.4	94.5	6.9%	3.3%
Visitor Spending	52.4	87.4	85.6	94.0	94.9	82.5	80.4	88.4	94.5	6.9%	3.3%
Non-transportation	31.2	45.8	50.8	42.9	45.3	46.3	46.8	46.8	46.8	0.0%	2.3%
Transportation	21.2	41.6	34.7	51.1	49.5	36.2	33.6	41.6	47.7	14.8%	4.6%
Hartley											
Total Spending	0.6	1.1	1.1	1.2	1.0	0.9	1.1	1.1	1.1	5.5%	3.6%
Visitor Spending	0.6	0.8	0.8	1.2	1.0	0.9	1.1	1.1	1.1	5.5%	3.6%
Non-transportation	0.4	0.5	0.5	0.8	0.6	0.6	0.8	0.7	0.7	1.2%	3.2%
Transportation	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.4	14.8%	4.6%
Haskell											
Total Spending	3.7	4.0	4.3	5.4	5.9	5.3	5.4	5.8	5.7	-1.9%	2.5%
Visitor Spending	3.7	4.0	4.3	5.4	5.9	5.3	5.4	5.8	5.7	-1.9%	2.5%
Non-transportation	3.5	3.7	4.0	5.0	5.5	5.0	5.1	5.5	5.3	-2.9%	2.3%
Transportation	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	12.4%	4.9%
Hays											
Total Spending	113.9	176.3	210.3	264.1	299.6	312.0	329.4	350.4	391.3	11.7%	7.1%
Visitor Spending	112.2	175.2	209.0	262.7	297.6	310.2	328.0	348.9	389.7	11.7%	7.2%
Non-transportation	92.1	135.9	176.1	214.4	250.7	275.6	295.7	309.1	344.1	11.3%	7.6%
Transportation	20.2	39.3	32.9	48.3	46.9	34.6	32.3	39.8	45.6	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Hemphill											
Total Spending	1.2	4.1	7.4	16.4	17.6	13.7	7.9	8.6	7.3	-15.1%	10.5%
Visitor Spending	1.2	4.1	7.4	16.4	17.6	13.7	7.9	8.6	7.3	-15.1%	10.5%
Non-transportation	0.9	3.6	7.0	15.8	17.0	13.2	7.4	8.1	6.7	-17.1%	11.5%
Transportation	0.3	0.5	0.4	0.6	0.6	0.5	0.5	0.6	0.6	12.3%	4.9%
Henderson											
Total Spending	65.1	102.4	96.8	121.4	122.1	102.5	98.7	111.1	121.6	9.4%	3.5%
Visitor Spending	64.6	101.3	94.4	119.6	120.4	101.0	97.5	110.5	120.9	9.4%	3.5%
Non-transportation	31.3	36.3	40.0	39.8	42.9	44.1	44.5	45.1	46.0	1.9%	2.2%
Transportation	33.2	65.0	54.3	79.8	77.5	56.9	52.9	65.4	75.0	14.7%	4.6%
Hidalgo											
Total Spending	779.7	1,077.8	1,128.9	1,263.2	1,359.2	1,332.8	1,321.0	1,336.3	1,406.1	5.2%	3.3%
Visitor Spending	735.2	1,022.5	1,073.1	1,196.7	1,295.3	1,265.5	1,257.6	1,268.7	1,332.1	5.0%	3.4%
Non-transportation	612.2	811.4	897.3	956.2	1,047.4	1,065.3	1,065.3	1,055.2	1,090.2	3.3%	3.3%
Transportation	123.0	211.1	175.8	240.5	247.9	200.2	192.3	213.5	241.9	13.3%	3.8%
Hill											
Total Spending	36.6	57.9	54.0	62.0	60.8	52.7	52.1	58.2	62.6	7.4%	3.0%
Visitor Spending	36.6	57.9	54.0	62.0	60.8	52.7	52.1	58.2	62.6	7.4%	3.0%
Non-transportation	23.5	32.0	32.4	30.2	30.1	30.3	31.3	32.5	33.0	1.6%	1.9%
Transportation	13.1	25.9	21.5	31.7	30.7	22.4	20.8	25.8	29.6	14.8%	4.6%
Hockley											
Total Spending	11.3	15.9	21.5	25.4	27.0	22.9	21.1	24.3	27.4	12.8%	5.0%
Visitor Spending	11.1	15.6	21.3	25.4	27.0	22.9	21.1	24.3	27.4	12.8%	5.1%
Non-transportation	6.9	7.5	14.4	15.5	17.2	15.7	14.3	16.0	17.9	11.9%	5.4%
Transportation	4.2	8.1	6.8	10.0	9.7	7.2	6.8	8.3	9.5	14.4%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Hood											
Total Spending	33.4	54.0	55.8	56.5	61.2	59.2	59.5	63.6	64.7	1.7%	3.7%
Visitor Spending	32.8	52.4	55.2	56.1	60.5	58.6	59.1	63.1	64.2	1.7%	3.8%
Non-transportation	28.5	44.0	48.2	45.8	50.5	51.2	52.1	54.6	54.4	-0.3%	3.7%
Transportation	4.3	8.4	7.0	10.3	10.0	7.4	6.9	8.5	9.8	14.5%	4.6%
Hopkins											
Total Spending	37.6	57.1	55.4	69.5	69.0	59.3	58.8	66.7	73.6	10.4%	3.8%
Visitor Spending	37.6	56.8	55.1	69.2	68.5	59.0	58.5	66.3	73.2	10.4%	3.8%
Non-transportation	20.8	24.0	27.7	28.9	29.5	30.4	31.9	33.5	35.5	6.2%	3.0%
Transportation	16.7	32.8	27.4	40.3	39.1	28.6	26.6	32.9	37.7	14.7%	4.6%
Houston											
Total Spending	20.5	33.4	29.9	38.0	39.2	32.4	29.9	32.8	36.8	12.2%	3.3%
Visitor Spending	20.0	33.4	29.9	38.0	38.8	32.0	29.6	32.5	36.5	12.3%	3.4%
Non-transportation	9.7	13.2	13.0	13.2	14.7	14.3	13.1	12.2	13.2	8.2%	1.7%
Transportation	10.3	20.2	16.9	24.9	24.1	17.7	16.4	20.3	23.3	14.7%	4.6%
Howard											
Total Spending	44.4	75.2	73.5	117.4	122.9	99.2	88.5	114.3	153.5	34.3%	7.1%
Visitor Spending	44.1	74.9	73.2	117.4	122.9	99.2	88.5	114.3	153.5	34.3%	7.2%
Non-transportation	21.3	30.1	35.8	62.4	69.6	60.3	52.4	69.6	102.2	46.9%	9.1%
Transportation	22.8	44.8	37.4	55.0	53.3	39.0	36.2	44.8	51.4	14.8%	4.6%
Hudspeth											
Total Spending	2.9	5.2	4.4	6.0	5.8	4.5	4.3	5.1	5.8	12.9%	3.9%
Visitor Spending	2.9	5.2	4.4	6.0	5.8	4.5	4.3	5.1	5.8	12.9%	3.9%
Non-transportation	0.7	0.8	0.7	0.6	0.6	0.7	0.7	0.8	0.8	1.6%	0.5%
Transportation	2.2	4.4	3.7	5.4	5.2	3.8	3.5	4.4	5.0	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Hunt											
Total Spending	59.3	90.8	90.2	104.8	109.6	98.3	103.0	108.7	112.8	3.7%	3.6%
Visitor Spending	59.1	90.5	89.9	104.1	108.7	97.5	102.3	108.0	112.1	3.7%	3.6%
Non-transportation	40.1	53.1	58.7	58.1	64.2	65.0	72.2	70.7	69.2	-2.1%	3.1%
Transportation	19.0	37.4	31.2	45.9	44.5	32.5	30.1	37.3	42.8	14.8%	4.6%
Hutchinson											
Total Spending	19.7	36.7	34.4	45.3	46.3	42.4	38.9	38.4	40.3	5.0%	4.1%
Visitor Spending	19.2	36.1	33.9	44.6	45.9	42.0	38.6	38.1	40.0	5.0%	4.2%
Non-transportation	11.9	21.9	22.0	27.2	28.9	29.5	26.9	23.7	23.5	-0.9%	3.8%
Transportation	7.3	14.2	11.9	17.5	17.0	12.5	11.7	14.4	16.5	14.6%	4.6%
Irion											
Total Spending	5.3	10.1	8.5	12.3	11.9	8.9	8.3	10.1	11.5	14.1%	4.4%
Visitor Spending	5.3	10.1	8.5	12.3	11.9	8.9	8.3	10.1	11.5	14.1%	4.4%
Non-transportation	0.4	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	2.3%	1.9%
Transportation	4.9	9.6	8.0	11.7	11.4	8.3	7.7	9.5	10.9	14.8%	4.6%
Jack											
Total Spending	3.3	4.3	4.3	6.2	5.3	4.0	3.9	4.3	4.7	7.9%	1.9%
Visitor Spending	3.3	4.3	4.3	6.2	5.3	4.0	3.9	4.3	4.7	7.9%	1.9%
Non-transportation	2.4	2.4	2.8	3.8	3.0	2.4	2.4	2.4	2.5	2.5%	0.3%
Transportation	1.0	1.9	1.6	2.3	2.3	1.7	1.5	1.9	2.2	14.8%	4.6%
Jackson											
Total Spending	7.4	9.1	10.3	12.7	13.0	12.1	11.0	11.8	13.8	16.3%	3.5%
Visitor Spending	7.4	9.1	10.3	12.7	13.0	12.1	11.0	11.8	13.8	16.3%	3.5%
Non-transportation	6.5	7.4	8.9	10.6	10.9	10.6	9.7	10.1	11.8	16.5%	3.4%
Transportation	0.9	1.7	1.4	2.1	2.0	1.5	1.4	1.7	2.0	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Jasper											
Total Spending	27.8	38.1	34.4	35.0	37.3	35.5	34.6	38.9	39.4	1.3%	2.0%
Visitor Spending	27.8	38.1	34.4	35.0	37.3	35.5	34.6	38.9	39.4	1.3%	2.0%
Non-transportation	23.8	30.1	27.8	25.2	27.8	28.6	28.2	30.9	30.3	-2.2%	1.4%
Transportation	4.0	8.0	6.6	9.8	9.5	6.9	6.4	7.9	9.1	14.8%	4.6%
Jeff Davis											
Total Spending	5.2	7.1	7.3	8.8	9.2	8.2	8.3	8.7	9.3	7.3%	3.3%
Visitor Spending	5.2	7.1	7.3	8.8	9.2	8.2	8.3	8.7	9.3	7.3%	3.3%
Non-transportation	3.4	3.5	4.3	4.4	4.9	5.1	5.4	5.1	5.2	2.1%	2.4%
Transportation	1.8	3.6	3.0	4.4	4.2	3.1	2.9	3.6	4.1	14.8%	4.6%
Jefferson											
Total Spending	313.9	445.2	441.3	500.2	539.5	502.0	489.4	556.4	600.6	7.9%	3.7%
Visitor Spending	296.2	434.4	432.4	494.8	528.7	492.0	481.0	549.0	591.7	7.8%	3.9%
Non-transportation	204.3	267.8	293.3	294.3	329.0	341.9	340.9	378.0	396.4	4.9%	3.7%
Transportation	91.9	166.7	139.1	200.5	199.7	150.1	140.1	171.0	195.4	14.2%	4.3%
Jim Hogg											
Total Spending	3.4	4.9	5.0	5.8	6.0	6.0	5.2	5.4	6.4	20.1%	3.6%
Visitor Spending	3.4	4.9	5.0	5.5	5.5	5.6	4.9	5.0	6.1	21.3%	3.2%
Non-transportation	2.9	3.9	4.2	4.3	4.4	4.7	4.1	4.0	4.9	23.1%	3.0%
Transportation	0.5	1.0	0.8	1.2	1.2	0.9	0.8	1.0	1.1	14.1%	4.7%
Jim Wells											
Total Spending	37.1	58.9	54.8	87.1	78.3	63.8	59.7	66.1	73.0	10.5%	3.8%
Visitor Spending	37.1	58.9	54.8	87.1	78.3	63.8	59.7	66.1	73.0	10.5%	3.8%
Non-transportation	22.5	30.4	30.9	52.1	44.2	38.6	36.2	37.2	39.9	7.3%	3.2%
Transportation	14.6	28.5	23.9	35.0	34.1	25.2	23.5	28.9	33.1	14.5%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Johnson											
Total Spending	67.7	113.0	117.2	147.8	154.1	137.1	138.1	154.7	168.9	9.1%	5.2%
Visitor Spending	66.2	111.7	111.7	142.4	149.0	134.1	134.4	150.8	164.4	9.1%	5.2%
Non-transportation	34.1	48.6	59.0	65.0	73.8	79.0	83.2	87.5	91.8	5.0%	5.7%
Transportation	32.2	63.1	52.7	77.4	75.1	55.1	51.2	63.3	72.6	14.7%	4.6%
Jones											
Total Spending	6.7	8.1	7.7	8.5	8.5	7.7	7.6	8.2	8.8	6.4%	1.6%
Visitor Spending	6.7	8.1	7.7	8.5	8.5	7.7	7.6	8.2	8.8	6.4%	1.6%
Non-transportation	5.2	5.3	5.3	5.0	5.1	5.2	5.2	5.3	5.5	2.1%	0.3%
Transportation	1.5	2.8	2.4	3.5	3.4	2.5	2.4	2.9	3.3	14.5%	4.7%
Karnes*											
Total Spending	10.5	15.6	14.9	36.5	63.1	55.3	41.8	54.3	68.5	26.1%	11.0%
Visitor Spending	10.5	15.6	14.9	36.5	63.1	55.3	41.8	54.3	68.5	26.1%	11.0%
Non-transportation	5.8	6.5	7.3	25.3	52.3	47.4	34.5	45.2	58.0	28.4%	13.6%
Transportation	4.6	9.1	7.6	11.2	10.9	7.9	7.3	9.1	10.4	14.8%	4.6%
Kaufman											
Total Spending	68.2	111.7	108.4	142.8	145.7	126.1	124.5	137.5	151.9	10.5%	4.5%
Visitor Spending	68.1	111.5	108.2	142.6	145.4	125.9	124.3	137.3	151.7	10.5%	4.5%
Non-transportation	31.4	39.5	48.1	54.2	59.6	63.0	65.9	65.1	68.8	5.8%	4.5%
Transportation	36.7	72.0	60.1	88.4	85.8	62.9	58.4	72.2	82.8	14.7%	4.6%
Kendall											
Total Spending	50.8	66.6	65.8	73.7	80.9	80.5	83.6	87.4	84.6	-3.1%	2.9%
Visitor Spending	50.6	66.3	65.3	73.3	80.5	80.1	83.3	87.0	84.2	-3.2%	2.9%
Non-transportation	45.3	55.9	56.7	60.6	68.1	71.1	75.0	76.7	72.4	-5.6%	2.6%
Transportation	5.3	10.4	8.6	12.7	12.3	9.0	8.3	10.3	11.9	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Kenedy											
Total Spending	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.6%	0.6%
Visitor Spending	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.6%	0.6%
Non-transportation	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	2.6%	0.6%
Kent											
Total Spending	0.5	0.7	0.7	0.8	0.8	0.7	0.6	0.7	0.8	8.1%	2.1%
Visitor Spending	0.5	0.7	0.7	0.8	0.8	0.7	0.6	0.7	0.8	8.1%	2.1%
Non-transportation	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	2.1%	0.3%
Transportation	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.4	14.8%	4.6%
Kerr											
Total Spending	68.3	88.0	88.5	90.8	93.8	91.1	92.3	100.9	108.9	7.9%	2.6%
Visitor Spending	67.9	85.5	85.8	87.3	90.4	88.2	89.9	98.4	106.3	8.0%	2.5%
Non-transportation	60.3	71.0	73.5	69.4	73.0	75.1	77.6	83.3	89.0	6.9%	2.2%
Transportation	7.6	14.5	12.3	17.9	17.5	13.1	12.3	15.1	17.2	14.2%	4.7%
Kimble											
Total Spending	9.6	15.7	15.2	18.7	18.5	15.6	14.9	16.5	18.2	10.5%	3.6%
Visitor Spending	9.6	15.7	15.2	18.7	18.5	15.6	14.9	16.5	18.2	10.5%	3.6%
Non-transportation	5.2	6.9	7.9	8.0	8.1	8.0	7.8	7.7	8.2	5.7%	2.6%
Transportation	4.4	8.8	7.3	10.7	10.4	7.6	7.0	8.7	10.0	14.8%	4.6%
King											
Total Spending	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3%	1.5%
Visitor Spending	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3%	1.5%
Non-transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3%	1.5%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Kinney											
Total Spending	4.7	5.1	5.5	5.3	5.3	5.5	5.6	5.7	5.7	0.2%	1.1%
Visitor Spending	4.7	5.1	5.5	5.3	5.3	5.5	5.6	5.7	5.7	0.2%	1.1%
Non-transportation	4.6	5.1	5.5	5.3	5.3	5.4	5.6	5.6	5.6	0.0%	1.1%
Transportation	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1	8.4%	5.5%
Kleberg											
Total Spending	34.0	45.2	53.7	58.8	63.6	53.4	52.4	57.6	62.2	8.0%	3.4%
Visitor Spending	33.7	45.2	53.4	58.4	63.6	53.4	52.4	57.6	62.2	8.0%	3.5%
Non-transportation	25.1	28.4	39.3	37.7	43.5	38.6	38.6	40.6	42.8	5.2%	3.0%
Transportation	8.6	16.9	14.1	20.7	20.1	14.8	13.7	17.0	19.5	14.7%	4.6%
Knox											
Total Spending	2.3	3.0	3.1	3.5	3.2	2.5	2.4	2.8	3.0	9.6%	1.6%
Visitor Spending	2.3	3.0	3.1	3.5	3.2	2.5	2.4	2.8	3.0	9.6%	1.6%
Non-transportation	1.4	1.4	1.7	1.5	1.2	1.1	1.1	1.1	1.2	2.1%	-1.2%
Transportation	0.8	1.6	1.4	2.0	1.9	1.4	1.3	1.6	1.9	14.8%	4.6%
La Salle*											
Total Spending	4.1	6.4	6.8	28.5	51.1	37.2	24.9	37.2	45.5	22.4%	14.4%
Visitor Spending	4.1	6.4	6.8	28.5	51.1	37.2	24.9	37.2	45.5	22.4%	14.4%
Non-transportation	2.1	2.6	3.6	23.8	46.6	33.8	21.8	33.4	41.1	23.2%	17.9%
Transportation	1.9	3.8	3.2	4.7	4.5	3.3	3.1	3.8	4.4	14.7%	4.6%
Lamar											
Total Spending	41.4	56.2	57.7	69.3	69.1	65.0	64.7	71.1	73.8	3.8%	3.3%
Visitor Spending	40.8	55.7	57.3	69.0	68.8	64.7	64.5	70.9	73.6	3.8%	3.3%
Non-transportation	30.7	35.9	40.7	44.6	45.2	47.5	48.5	51.1	50.9	-0.4%	2.8%
Transportation	10.1	19.8	16.5	24.3	23.6	17.2	16.0	19.8	22.7	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Lamb											
Total Spending	6.7	10.2	10.9	14.2	13.9	12.1	11.5	12.8	14.7	15.0%	4.5%
Visitor Spending	6.7	10.2	10.9	14.2	13.9	12.1	11.5	12.8	14.7	15.0%	4.5%
Non-transportation	3.3	3.6	5.4	6.2	6.1	6.4	6.2	6.3	7.2	15.1%	4.4%
Transportation	3.3	6.6	5.5	8.1	7.8	5.7	5.3	6.6	7.5	14.8%	4.6%
Lampasas											
Total Spending	9.1	12.2	12.1	13.3	13.0	11.9	12.1	15.2	15.3	1.0%	2.9%
Visitor Spending	9.1	12.2	12.1	13.3	13.0	11.9	12.1	15.2	15.3	1.0%	2.9%
Non-transportation	7.2	8.5	9.0	8.8	8.6	8.7	9.2	11.5	11.1	-3.4%	2.4%
Transportation	1.9	3.7	3.1	4.5	4.4	3.2	3.0	3.7	4.2	14.8%	4.6%
Lavaca											
Total Spending	8.9	13.7	12.3	19.9	21.0	17.3	15.1	17.6	18.6	5.6%	4.2%
Visitor Spending	8.9	13.4	12.1	19.2	20.1	16.5	14.5	17.0	17.9	5.7%	3.9%
Non-transportation	6.7	9.0	8.3	13.8	14.8	12.6	10.8	12.4	12.8	2.5%	3.7%
Transportation	2.3	4.4	3.7	5.4	5.3	3.9	3.7	4.5	5.2	14.5%	4.7%
Lee											
Total Spending	13.3	20.1	19.1	24.7	27.1	22.5	20.3	24.2	26.2	8.0%	3.8%
Visitor Spending	13.1	19.8	19.1	24.7	27.1	22.5	20.3	24.2	26.2	8.0%	3.9%
Non-transportation	7.2	8.2	9.4	10.5	13.2	12.3	10.8	12.5	12.7	1.8%	3.2%
Transportation	5.9	11.6	9.7	14.3	13.9	10.2	9.5	11.7	13.4	14.6%	4.6%
Leon											
Total Spending	16.8	29.4	27.0	37.4	38.5	30.8	29.0	32.5	34.6	6.3%	4.1%
Visitor Spending	16.8	29.4	27.0	37.4	38.5	30.8	29.0	32.5	34.6	6.3%	4.1%
Non-transportation	8.9	13.8	14.0	18.3	20.0	17.3	16.5	17.0	16.7	-1.6%	3.6%
Transportation	7.9	15.6	13.0	19.1	18.5	13.5	12.5	15.5	17.8	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Liberty											
Total Spending	28.6	41.9	41.9	47.7	51.3	48.6	47.8	53.2	55.0	3.5%	3.7%
Visitor Spending	28.6	41.9	41.9	47.7	51.3	48.6	47.8	53.2	55.0	3.5%	3.7%
Non-transportation	21.2	27.7	29.9	30.2	34.2	35.9	35.9	38.6	38.3	-0.6%	3.3%
Transportation	7.4	14.2	12.0	17.5	17.1	12.7	11.9	14.6	16.7	14.4%	4.7%
Limestone											
Total Spending	11.0	14.9	16.7	19.5	18.7	16.9	17.2	18.4	20.2	9.6%	3.5%
Visitor Spending	11.0	14.9	16.7	19.5	18.7	16.9	17.2	18.4	20.2	9.6%	3.5%
Non-transportation	8.2	9.4	12.2	12.8	12.2	12.1	12.8	13.0	13.9	7.5%	3.0%
Transportation	2.8	5.5	4.6	6.7	6.5	4.8	4.4	5.5	6.3	14.8%	4.6%
Lipscomb											
Total Spending	1.3	2.2	1.9	2.8	3.0	2.0	1.9	2.2	2.5	12.3%	3.8%
Visitor Spending	1.3	2.2	1.9	2.8	3.0	2.0	1.9	2.2	2.5	12.3%	3.8%
Non-transportation	0.4	0.4	0.4	0.6	0.9	0.4	0.4	0.4	0.4	1.7%	1.2%
Transportation	0.9	1.8	1.5	2.2	2.2	1.6	1.5	1.8	2.1	14.8%	4.6%
Live Oak*											
Total Spending	16.7	26.7	25.7	49.2	55.8	37.9	31.8	35.8	38.0	6.3%	4.7%
Visitor Spending	16.7	26.7	25.7	49.2	55.8	37.9	31.8	35.8	38.0	6.3%	4.7%
Non-transportation	9.0	11.5	13.0	30.6	37.7	24.7	19.6	20.6	20.7	0.0%	4.7%
Transportation	7.7	15.2	12.6	18.6	18.0	13.2	12.2	15.1	17.4	14.8%	4.6%
Llano											
Total Spending	34.8	87.9	90.6	98.6	100.7	101.7	106.0	107.2	118.3	10.3%	7.0%
Visitor Spending	34.3	87.6	90.3	98.2	100.3	101.3	105.7	106.9	117.9	10.3%	7.1%
Non-transportation	30.4	80.3	84.1	89.2	91.4	94.6	99.3	99.1	109.0	10.1%	7.3%
Transportation	3.9	7.3	6.2	9.0	8.9	6.8	6.4	7.8	8.9	13.8%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Loving											
Total Spending	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5%	2.3%
Visitor Spending	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5%	2.3%
Non-transportation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5%	2.3%
Lubbock											
Total Spending	473.3	618.3	644.5	766.6	814.1	780.5	799.1	837.5	915.1	9.3%	3.7%
Visitor Spending	417.4	555.6	578.7	694.2	737.2	704.3	722.6	757.6	828.5	9.4%	3.9%
Non-transportation	304.7	373.0	416.1	472.8	517.2	526.4	550.7	559.4	606.4	8.4%	3.9%
Transportation	112.7	182.6	162.6	221.4	220.0	177.9	171.9	198.2	222.0	12.0%	3.8%
Lynn											
Total Spending	0.9	1.1	1.0	1.1	1.1	1.0	1.0	1.1	1.2	5.3%	1.6%
Visitor Spending	0.9	1.1	1.0	1.1	1.1	1.0	1.0	1.1	1.2	5.3%	1.6%
Non-transportation	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9	2.6%	1.0%
Transportation	0.1	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3	14.8%	4.6%
Madison											
Total Spending	6.3	9.7	8.5	11.5	12.7	11.1	10.0	10.9	12.5	15.1%	3.9%
Visitor Spending	6.3	9.7	8.5	11.5	12.7	11.1	10.0	10.9	12.5	15.1%	3.9%
Non-transportation	6.0	9.0	8.0	10.6	11.9	10.5	9.4	10.2	11.8	15.1%	3.8%
Transportation	0.3	0.7	0.6	0.8	0.8	0.6	0.5	0.7	0.8	14.8%	4.6%
Marion											
Total Spending	7.4	8.2	7.9	7.1	8.0	8.2	8.2	8.5	8.8	3.1%	1.0%
Visitor Spending	7.4	8.2	7.9	7.1	8.0	8.2	8.2	8.5	8.8	3.1%	1.0%
Non-transportation	7.1	7.7	7.4	6.5	7.3	7.5	7.4	7.7	7.9	2.5%	0.6%
Transportation	0.3	0.5	0.5	0.6	0.7	0.7	0.7	0.8	0.9	9.2%	5.4%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Martin											
Total Spending	7.3	13.6	11.6	20.8	22.7	17.6	15.2	17.5	24.7	41.5%	7.0%
Visitor Spending	7.3	13.6	11.6	20.8	22.7	17.6	15.2	17.5	24.7	41.5%	7.0%
Non-transportation	1.0	1.1	1.2	5.4	7.9	6.7	5.2	5.0	10.4	107.7%	14.1%
Transportation	6.4	12.5	10.4	15.3	14.9	10.8	10.1	12.5	14.3	14.8%	4.6%
Mason											
Total Spending	2.0	2.5	2.5	2.5	2.9	2.9	2.9	3.0	3.3	6.8%	2.9%
Visitor Spending	2.0	2.5	2.5	2.5	2.9	2.9	2.9	3.0	3.3	6.8%	2.9%
Non-transportation	1.8	2.2	2.2	2.1	2.4	2.6	2.6	2.7	2.8	5.7%	2.7%
Transportation	0.2	0.4	0.3	0.4	0.4	0.3	0.3	0.4	0.4	14.8%	4.6%
Matagorda											
Total Spending	34.5	40.0	51.0	50.0	57.2	65.7	63.0	66.4	66.6	0.3%	3.7%
Visitor Spending	34.2	39.7	50.8	49.7	56.8	65.3	62.6	66.1	66.2	0.3%	3.7%
Non-transportation	33.4	38.2	49.5	47.9	55.0	63.7	61.1	64.3	64.2	0.0%	3.7%
Transportation	0.8	1.4	1.3	1.8	1.8	1.6	1.5	1.8	2.0	11.7%	5.0%
Maverick*											
Total Spending	31.3	45.5	47.4	59.7	62.6	60.1	57.3	59.4	65.0	9.4%	4.1%
Visitor Spending	31.0	45.5	47.4	59.7	62.6	60.1	57.3	59.4	65.0	9.4%	4.2%
Non-transportation	24.8	33.3	37.1	44.6	48.0	49.4	47.3	47.0	50.8	8.0%	4.1%
Transportation	6.3	12.2	10.3	15.0	14.6	10.8	10.0	12.4	14.2	14.6%	4.6%
McCulloch											
Total Spending	9.9	13.8	14.2	18.0	18.9	16.6	15.5	18.5	18.7	1.2%	3.6%
Visitor Spending	9.9	13.8	14.2	18.0	18.9	16.6	15.5	18.5	18.7	1.2%	3.6%
Non-transportation	6.4	6.9	8.4	9.5	10.7	10.6	10.0	11.6	10.8	-6.8%	3.0%
Transportation	3.5	6.9	5.8	8.5	8.2	6.0	5.6	6.9	7.9	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
McLennan											
Total Spending	318.6	432.3	428.4	490.6	526.4	508.7	530.5	574.3	619.9	7.9%	3.8%
Visitor Spending	303.5	414.4	410.2	473.5	507.5	490.8	514.1	556.9	603.1	8.3%	3.9%
Non-transportation	233.1	284.4	300.2	315.8	351.2	371.5	400.0	420.1	448.6	6.8%	3.7%
Transportation	70.3	130.0	110.0	157.6	156.3	119.2	114.1	136.7	154.5	13.0%	4.5%
McMullen*											
Total Spending	0.6	0.7	0.7	0.9	4.2	3.6	2.0	2.0	2.4	24.6%	8.1%
Visitor Spending	0.6	0.7	0.7	0.9	4.2	3.6	2.0	2.0	2.4	24.6%	8.1%
Non-transportation	0.6	0.7	0.7	0.9	4.1	3.6	2.0	1.9	2.4	25.1%	8.2%
Transportation	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	8.4%	5.5%
Medina											
Total Spending	24.9	36.8	36.5	45.4	45.3	40.5	39.4	43.7	46.8	7.2%	3.6%
Visitor Spending	24.9	36.8	36.5	45.4	45.3	40.5	39.4	43.7	46.8	7.2%	3.6%
Non-transportation	15.9	19.0	21.7	23.5	24.1	25.1	25.0	25.9	26.4	2.0%	2.9%
Transportation	9.1	17.8	14.8	21.8	21.2	15.5	14.4	17.8	20.4	14.7%	4.6%
Menard											
Total Spending	1.8	2.7	2.5	3.0	3.1	2.4	2.3	2.6	2.8	9.1%	2.5%
Visitor Spending	1.8	2.7	2.5	3.0	3.1	2.4	2.3	2.6	2.8	9.1%	2.5%
Non-transportation	1.1	1.3	1.3	1.2	1.4	1.1	1.1	1.1	1.1	2.2%	0.3%
Transportation	0.7	1.4	1.2	1.8	1.7	1.3	1.2	1.5	1.7	14.3%	4.7%
Midland											
Total Spending	227.0	308.9	325.3	533.6	654.2	579.2	498.2	632.6	833.8	31.8%	7.5%
Visitor Spending	184.4	259.5	272.9	461.6	565.5	494.5	422.9	544.4	718.8	32.0%	7.9%
Non-transportation	126.8	172.5	197.4	345.5	425.9	376.9	312.7	409.5	555.0	35.5%	8.5%
Transportation	57.6	86.9	75.6	116.0	139.7	117.6	110.2	134.9	163.9	21.4%	6.0%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Milam											
Total Spending	16.9	26.2	25.7	31.0	32.4	27.4	25.7	28.4	29.4	3.3%	3.1%
Visitor Spending	16.9	26.2	25.7	31.0	32.4	27.4	25.7	28.4	29.4	3.3%	3.1%
Non-transportation	10.1	12.8	14.5	14.5	16.4	15.7	14.8	15.0	14.0	-7.0%	1.8%
Transportation	6.8	13.4	11.2	16.5	16.0	11.7	10.9	13.4	15.4	14.7%	4.6%
Mills											
Total Spending	2.3	2.9	2.9	2.8	2.9	2.6	2.6	2.8	3.0	6.1%	1.3%
Visitor Spending	2.3	2.9	2.9	2.8	2.9	2.6	2.6	2.8	3.0	6.1%	1.3%
Non-transportation	1.9	2.0	2.2	1.8	1.8	1.9	1.9	1.9	2.0	2.2%	0.2%
Transportation	0.4	0.9	0.7	1.1	1.0	0.7	0.7	0.9	1.0	14.8%	4.6%
Mitchell											
Total Spending	5.3	7.2	7.0	9.3	9.1	7.0	7.3	9.7	13.3	37.4%	5.2%
Visitor Spending	5.3	7.2	7.0	9.3	9.1	7.0	7.3	9.7	13.3	37.4%	5.2%
Non-transportation	3.6	4.0	4.3	5.3	5.2	4.1	4.6	6.4	9.5	49.7%	5.5%
Transportation	1.7	3.2	2.7	4.0	3.9	2.9	2.7	3.4	3.8	14.2%	4.7%
Montague											
Total Spending	11.9	15.8	16.8	20.2	18.7	17.0	17.3	18.7	21.0	12.0%	3.2%
Visitor Spending	11.7	15.5	16.6	19.8	18.3	16.7	17.0	18.4	20.6	12.2%	3.2%
Non-transportation	9.3	10.9	12.7	14.1	12.8	12.6	13.2	13.7	15.3	11.4%	2.8%
Transportation	2.4	4.7	3.9	5.7	5.5	4.0	3.7	4.6	5.3	14.8%	4.6%
Montgomery											
Total Spending	230.3	389.5	416.6	553.1	669.9	638.1	616.5	690.3	715.5	3.6%	6.5%
Visitor Spending	223.3	364.1	382.9	506.1	594.9	570.9	564.0	633.0	655.7	3.6%	6.2%
Non-transportation	191.5	302.6	331.2	430.4	521.2	516.1	512.8	570.0	583.7	2.4%	6.4%
Transportation	31.8	61.5	51.8	75.7	73.8	54.8	51.2	63.0	72.0	14.4%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Moore											
Total Spending	19.5	32.2	30.4	46.0	44.1	39.3	38.3	42.9	46.3	7.9%	4.9%
Visitor Spending	19.5	32.2	30.4	46.0	44.1	39.3	38.3	42.9	46.3	7.9%	4.9%
Non-transportation	10.8	15.2	16.2	25.0	23.9	24.5	24.6	26.0	26.8	3.4%	5.2%
Transportation	8.7	17.0	14.2	20.9	20.3	14.8	13.7	17.0	19.5	14.8%	4.6%
Morris											
Total Spending	3.4	5.0	5.0	5.4	5.5	5.0	5.0	5.5	5.9	7.1%	3.1%
Visitor Spending	3.4	5.0	5.0	5.4	5.5	5.0	5.0	5.5	5.9	7.1%	3.1%
Non-transportation	2.2	2.8	3.0	2.6	2.7	2.8	2.8	2.9	3.0	2.1%	1.7%
Transportation	1.2	2.2	2.0	2.8	2.8	2.3	2.2	2.6	2.9	12.6%	4.9%
Motley											
Total Spending	0.5	0.7	0.6	0.8	0.8	0.7	0.7	0.7	0.8	7.6%	2.8%
Visitor Spending	0.5	0.7	0.6	0.8	0.8	0.7	0.7	0.7	0.8	7.6%	2.8%
Non-transportation	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	2.3%	1.3%
Transportation	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	13.4%	4.8%
Nacogdoches											
Total Spending	47.2	67.6	73.7	81.2	73.8	73.3	70.9	80.1	86.0	7.3%	3.4%
Visitor Spending	46.2	67.1	73.0	80.5	72.9	72.6	70.2	79.0	84.8	7.4%	3.4%
Non-transportation	39.5	53.8	62.0	64.3	57.2	61.1	59.6	65.8	69.6	5.9%	3.2%
Transportation	6.7	13.2	11.0	16.2	15.7	11.5	10.6	13.2	15.1	14.8%	4.6%
Navarro											
Total Spending	24.7	40.0	40.8	47.1	50.9	46.0	45.2	50.7	53.8	6.1%	4.4%
Visitor Spending	24.5	39.7	40.5	47.1	50.9	46.0	45.2	50.7	53.8	6.1%	4.5%
Non-transportation	18.4	28.1	30.7	32.9	36.9	35.3	35.2	38.5	39.8	3.6%	4.4%
Transportation	6.1	11.6	9.8	14.3	14.0	10.6	10.0	12.2	13.9	14.0%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Newton											
Total Spending	3.6	4.8	4.5	4.7	4.8	4.6	4.5	4.8	5.0	4.6%	1.8%
Visitor Spending	3.6	4.8	4.5	4.7	4.8	4.6	4.5	4.8	5.0	4.6%	1.8%
Non-transportation	3.2	3.9	3.8	3.6	3.7	3.8	3.8	3.9	4.0	2.2%	1.3%
Transportation	0.5	0.9	0.8	1.1	1.1	0.8	0.7	0.9	1.0	14.8%	4.6%
Nolan											
Total Spending	12.6	17.2	19.1	26.8	29.7	29.2	25.2	25.3	31.5	24.6%	5.2%
Visitor Spending	12.6	17.2	19.1	26.8	29.7	29.2	25.2	25.3	31.5	24.6%	5.2%
Non-transportation	11.4	14.8	17.1	23.9	26.9	27.2	23.3	23.0	28.8	25.6%	5.3%
Transportation	1.2	2.4	2.0	2.9	2.8	2.1	1.9	2.4	2.7	14.8%	4.6%
Nueces											
Total Spending	705.4	897.3	892.1	1,069.5	1,143.6	1,130.7	1,124.1	1,196.7	1,159.5	-3.1%	2.8%
Visitor Spending	667.1	845.6	846.0	1,015.8	1,084.6	1,070.7	1,067.9	1,140.1	1,098.9	-3.6%	2.8%
Non-transportation	544.5	656.5	688.3	810.0	874.4	895.8	901.4	950.3	892.7	-6.1%	2.8%
Transportation	122.6	189.2	157.7	205.8	210.3	174.9	166.4	189.8	206.2	8.7%	2.9%
Ochiltree											
Total Spending	8.4	18.1	17.9	31.7	32.0	21.4	19.0	18.9	20.0	6.3%	4.9%
Visitor Spending	8.4	18.1	17.9	31.7	32.0	21.4	19.0	18.9	20.0	6.3%	4.9%
Non-transportation	4.4	10.1	11.3	21.9	22.6	14.5	12.6	10.9	10.9	0.0%	5.2%
Transportation	4.1	8.0	6.6	9.8	9.5	6.9	6.4	7.9	9.1	14.8%	4.6%
Oldham											
Total Spending	5.5	9.4	7.8	10.7	10.6	8.1	7.6	8.9	10.1	12.8%	3.5%
Visitor Spending	5.5	9.4	7.6	10.4	10.2	7.8	7.3	8.6	9.7	13.2%	3.3%
Non-transportation	1.7	2.0	1.4	1.4	1.4	1.4	1.4	1.3	1.3	3.9%	-1.5%
Transportation	3.7	7.4	6.1	9.0	8.8	6.4	5.9	7.3	8.4	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Orange											
Total Spending	64.6	103.0	93.1	115.6	122.6	109.7	108.0	120.9	123.4	2.1%	3.7%
Visitor Spending	64.6	102.7	92.9	115.6	122.6	109.7	108.0	120.9	123.4	2.1%	3.7%
Non-transportation	42.4	59.4	56.6	62.4	70.9	71.5	72.4	77.0	73.2	-5.0%	3.1%
Transportation	22.2	43.3	36.3	53.2	51.7	38.2	35.6	43.9	50.3	14.5%	4.6%
Palo Pinto											
Total Spending	44.8	69.1	63.3	80.0	76.4	63.6	61.6	72.1	81.1	12.5%	3.4%
Visitor Spending	44.3	68.8	63.0	79.7	76.0	63.3	61.3	71.8	80.8	12.6%	3.4%
Non-transportation	25.7	32.3	32.6	34.9	32.5	31.5	31.8	35.2	38.9	10.4%	2.3%
Transportation	18.6	36.5	30.5	44.8	43.5	31.8	29.5	36.5	41.9	14.8%	4.6%
Panola											
Total Spending	8.1	13.9	17.0	18.6	19.4	18.2	14.7	17.4	19.8	13.5%	5.1%
Visitor Spending	7.8	13.6	17.0	18.6	19.4	18.2	14.7	17.4	19.8	13.5%	5.3%
Non-transportation	6.0	10.1	14.1	14.4	15.3	15.1	11.8	13.9	15.7	13.3%	5.5%
Transportation	1.8	3.4	2.9	4.2	4.1	3.1	2.9	3.6	4.1	14.2%	4.7%
Parker											
Total Spending	55.6	98.4	88.3	110.8	113.3	101.6	100.9	111.1	122.5	10.3%	4.5%
Visitor Spending	55.3	97.9	87.7	110.3	112.6	101.0	100.4	110.6	122.0	10.3%	4.5%
Non-transportation	34.1	56.2	52.9	59.1	63.0	64.7	66.7	68.9	74.1	7.6%	4.4%
Transportation	21.2	41.7	34.8	51.2	49.6	36.3	33.7	41.7	47.9	14.7%	4.6%
Parmer											
Total Spending	2.9	4.6	4.2	5.4	5.3	4.4	4.3	4.9	5.3	8.6%	3.3%
Visitor Spending	2.9	4.6	4.2	5.4	5.3	4.4	4.3	4.9	5.3	8.6%	3.3%
Non-transportation	1.4	1.6	1.7	1.7	1.6	1.7	1.9	1.8	1.8	-1.9%	1.3%
Transportation	1.6	3.0	2.5	3.7	3.6	2.7	2.5	3.1	3.5	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Pecos											
Total Spending	23.9	39.0	40.2	53.0	58.8	53.5	51.6	62.3	82.3	32.1%	7.1%
Visitor Spending	23.9	39.0	40.2	53.0	58.8	53.5	51.6	62.3	82.3	32.1%	7.1%
Non-transportation	14.6	20.5	24.8	30.4	36.9	37.5	36.8	43.9	61.2	39.3%	8.3%
Transportation	9.4	18.4	15.4	22.6	21.9	16.0	14.8	18.4	21.1	14.8%	4.6%
Polk											
Total Spending	34.3	49.2	48.2	54.4	56.3	51.5	51.3	56.9	59.5	4.4%	3.1%
Visitor Spending	33.8	48.6	47.9	54.0	55.8	51.1	51.0	56.6	59.1	4.5%	3.2%
Non-transportation	25.0	31.5	33.5	32.9	35.3	36.0	36.9	39.2	39.2	0.0%	2.5%
Transportation	8.8	17.2	14.4	21.1	20.5	15.1	14.1	17.4	19.9	14.6%	4.6%
Potter											
Total Spending	506.3	659.6	648.4	770.9	814.6	789.3	780.6	815.3	849.7	4.2%	2.9%
Visitor Spending	462.5	607.5	598.6	710.0	751.3	728.3	721.4	755.6	787.2	4.2%	3.0%
Non-transportation	348.5	416.5	434.9	480.0	523.8	547.0	550.7	556.6	566.1	1.7%	2.7%
Transportation	114.0	191.0	163.7	230.0	227.5	181.3	170.8	199.0	221.1	11.1%	3.7%
Presidio											
Total Spending	4.2	8.2	8.2	9.7	10.1	9.9	13.0	15.4	17.9	15.7%	8.3%
Visitor Spending	4.2	8.2	8.2	9.7	10.1	9.9	13.0	15.4	17.9	15.7%	8.3%
Non-transportation	3.4	6.6	6.9	7.7	8.2	8.5	11.7	13.8	16.0	15.8%	9.0%
Transportation	0.8	1.6	1.3	2.0	1.9	1.4	1.3	1.6	1.8	14.8%	4.6%
Rains											
Total Spending	5.0	6.2	5.9	7.2	7.7	7.5	7.6	8.5	8.3	-2.7%	2.8%
Visitor Spending	5.0	6.2	5.9	7.2	7.7	7.5	7.6	8.5	8.3	-2.7%	2.8%
Non-transportation	4.1	4.4	4.4	5.0	5.6	5.9	6.0	6.6	6.1	-7.5%	2.3%
Transportation	0.9	1.8	1.5	2.2	2.2	1.6	1.6	1.9	2.2	14.0%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Randall											
Total Spending	65.1	95.9	95.6	114.2	116.5	103.6	103.3	113.7	123.6	8.7%	3.6%
Visitor Spending	65.1	95.8	95.6	114.2	116.5	103.6	103.3	113.7	123.6	8.7%	3.6%
Non-transportation	40.0	46.5	54.5	53.7	57.8	60.8	63.6	64.5	67.1	4.0%	2.9%
Transportation	25.1	49.3	41.1	60.6	58.7	42.8	39.8	49.2	56.5	14.8%	4.6%
Reagan											
Total Spending	1.3	2.0	2.1	4.5	9.8	12.3	7.8	11.6	19.6	70.0%	16.3%
Visitor Spending	1.3	2.0	2.1	4.5	9.8	12.3	7.8	11.6	19.6	70.0%	16.3%
Non-transportation	1.0	1.4	1.5	3.8	9.1	11.8	7.3	10.9	18.9	73.1%	17.9%
Transportation	0.3	0.6	0.5	0.7	0.7	0.5	0.5	0.6	0.7	14.4%	4.7%
Real											
Total Spending	3.1	5.0	5.1	5.3	6.4	6.8	6.6	7.5	7.3	-3.2%	4.8%
Visitor Spending	3.1	5.0	5.1	5.3	6.4	6.8	6.6	7.5	7.3	-3.2%	4.8%
Non-transportation	3.0	4.8	4.9	5.1	6.1	6.7	6.5	7.3	7.0	-3.7%	4.8%
Transportation	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	14.8%	4.6%
Red River											
Total Spending	3.5	4.6	4.3	4.9	4.9	4.0	3.9	4.3	4.6	7.4%	1.6%
Visitor Spending	3.5	4.6	4.3	4.9	4.9	4.0	3.9	4.3	4.6	7.4%	1.6%
Non-transportation	2.6	2.8	2.9	2.7	2.8	2.5	2.5	2.5	2.6	2.2%	0.0%
Transportation	0.9	1.8	1.5	2.2	2.1	1.5	1.4	1.8	2.0	14.8%	4.6%
Reeves											
Total Spending	19.9	34.4	34.2	76.6	99.7	92.6	82.2	120.9	208.7	72.6%	13.9%
Visitor Spending	19.9	34.4	34.2	76.6	99.7	92.6	82.2	120.9	208.7	72.6%	13.9%
Non-transportation	9.8	14.5	17.6	52.2	76.0	75.3	66.1	101.0	185.8	84.0%	17.8%
Transportation	10.1	19.9	16.6	24.4	23.7	17.3	16.1	19.9	22.8	14.7%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

											Avg. Annual Chg.
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Refugio											
Total Spending	12.0	19.7	18.5	25.7	24.8	20.0	18.9	21.6	24.7	14.3%	4.1%
Visitor Spending	12.0	19.7	18.5	25.7	24.8	20.0	18.9	21.6	24.7	14.3%	4.1%
Non-transportation	4.6	5.2	6.4	7.9	7.5	7.4	7.3	7.1	8.1	13.4%	3.2%
Transportation	7.4	14.5	12.1	17.8	17.3	12.6	11.7	14.5	16.6	14.8%	4.6%
Roberts											
Total Spending	0.5	1.3	0.8	1.2	1.2	0.9	0.8	1.0	1.1	13.8%	4.4%
Visitor Spending	0.5	1.0	0.8	1.2	1.2	0.9	0.8	1.0	1.1	13.8%	4.4%
Non-transportation	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	2.1%	2.0%
Transportation	0.5	0.9	0.8	1.1	1.1	0.8	0.7	0.9	1.1	14.8%	4.6%
Robertson											
Total Spending	8.4	16.7	20.5	22.3	22.0	17.4	19.0	22.1	23.6	6.9%	5.9%
Visitor Spending	8.4	16.6	20.5	22.3	22.0	17.4	19.0	22.1	23.6	6.9%	5.9%
Non-transportation	5.6	11.4	16.0	15.8	15.6	12.6	14.5	16.6	17.3	4.5%	6.4%
Transportation	2.8	5.3	4.5	6.5	6.4	4.8	4.5	5.5	6.3	14.1%	4.7%
Rockwall											
Total Spending	27.6	48.9	71.5	91.3	98.1	95.4	99.4	100.8	111.1	10.2%	8.0%
Visitor Spending	27.4	48.4	67.5	86.7	93.5	92.6	96.1	97.4	107.2	10.1%	7.9%
Non-transportation	19.7	33.5	54.9	68.3	75.5	79.3	83.7	82.0	89.7	9.3%	8.8%
Transportation	7.7	15.0	12.6	18.4	18.0	13.3	12.4	15.3	17.5	14.4%	4.7%
Runnels											
Total Spending	4.9	6.3	6.1	7.1	7.1	6.4	6.2	6.9	7.3	5.3%	2.2%
Visitor Spending	4.9	6.3	6.1	7.1	7.1	6.4	6.2	6.9	7.3	5.3%	2.2%
Non-transportation	3.5	3.6	3.8	3.8	3.9	4.0	4.0	4.2	4.1	-0.7%	0.9%
Transportation	1.4	2.7	2.3	3.3	3.2	2.4	2.2	2.7	3.1	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
Rusk	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	22.0	33.5	33.2	41.3	42.3	37.0	33.7	36.6	41.3	12.8%	3.6%
Visitor Spending	21.5	32.9	32.9	41.3	41.9	37.0	33.7	36.6	41.3	12.8%	3.7%
Non-transportation	12.8	16.0	18.7	20.5	21.6	22.0	19.7	19.3	21.5	11.4%	2.9%
Transportation	8.7	16.9	14.2	20.8	20.2	15.0	14.0	17.2	19.7	14.5%	4.7%
Sabine	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	8.9	10.8	11.3	10.9	11.8	11.7	11.9	12.6	12.9	2.2%	2.1%
Visitor Spending	8.9	10.8	11.3	10.9	11.8	11.7	11.9	12.6	12.9	2.2%	2.1%
Non-transportation	8.1	9.1	9.9	8.9	9.9	10.3	10.6	10.9	11.0	0.3%	1.7%
Transportation	0.8	1.7	1.4	2.0	2.0	1.4	1.3	1.7	1.9	14.8%	4.6%
San Augustine	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	6.1	7.9	8.0	7.8	7.8	7.1	6.8	7.4	7.2	-2.9%	1.0%
Visitor Spending	5.8	7.6	8.0	7.8	7.8	7.1	6.8	7.4	7.2	-2.9%	1.2%
Non-transportation	4.9	5.8	6.5	5.6	5.7	5.5	5.4	5.7	5.2	-8.5%	0.3%
Transportation	0.9	1.8	1.5	2.2	2.1	1.5	1.4	1.8	2.0	14.8%	4.6%
San Jacinto	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	8.5	11.2	11.2	11.4	11.8	11.4	11.5	12.1	12.6	4.3%	2.2%
Visitor Spending	8.4	11.0	11.0	11.2	11.5	11.1	11.3	11.9	12.4	4.3%	2.2%
Non-transportation	7.3	9.0	9.3	8.7	9.1	9.3	9.6	9.8	10.0	2.2%	1.7%
Transportation	1.0	2.0	1.7	2.5	2.4	1.8	1.7	2.1	2.4	14.7%	4.6%
San Patricio	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Total Spending	58.8	92.6	93.2	115.7	118.7	122.0	123.5	140.7	150.0	6.6%	5.3%
Visitor Spending	58.8	92.2	93.0	115.7	118.7	122.0	123.5	140.7	150.0	6.6%	5.3%
Non-transportation	45.7	66.8	71.7	84.5	88.3	99.5	102.6	114.9	120.4	4.8%	5.5%
Transportation	13.1	25.4	21.3	31.3	30.4	22.5	20.9	25.8	29.6	14.5%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
San Saba											
Total Spending	3.3	3.8	3.7	3.5	3.5	3.4	4.0	4.5	3.8	-16.3%	0.7%
Visitor Spending	3.3	3.8	3.7	3.5	3.5	3.4	4.0	4.5	3.8	-16.3%	0.7%
Non-transportation	3.0	3.2	3.3	2.8	2.9	2.9	3.5	3.9	3.1	-20.7%	0.2%
Transportation	0.3	0.6	0.5	0.7	0.7	0.5	0.5	0.6	0.6	14.8%	4.6%
Schleicher											
Total Spending	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	2.4%	0.9%
Visitor Spending	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	2.4%	0.9%
Non-transportation	0.4	0.4	0.5	0.5	0.5	0.5	0.4	0.5	0.5	2.4%	0.9%
Scurry											
Total Spending	14.6	24.4	27.3	37.0	38.5	33.8	32.9	38.0	45.3	19.4%	6.5%
Visitor Spending	14.6	24.4	27.3	37.0	38.5	33.8	32.9	38.0	45.3	19.4%	6.5%
Non-transportation	9.1	13.8	18.4	23.9	25.8	24.4	24.2	27.2	33.0	21.2%	7.4%
Transportation	5.5	10.7	8.9	13.1	12.7	9.4	8.7	10.8	12.3	14.6%	4.6%
Shackelford											
Total Spending	1.6	2.0	2.0	2.1	2.1	2.2	2.1	2.3	2.5	9.9%	2.4%
Visitor Spending	1.6	2.0	2.0	2.1	2.1	2.2	2.1	2.3	2.5	9.9%	2.4%
Non-transportation	1.5	1.7	1.8	1.8	1.7	1.9	1.9	2.0	2.2	9.1%	2.1%
Transportation	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.3	0.4	14.8%	4.6%
Shelby											
Total Spending	17.7	25.2	31.1	40.4	36.5	32.1	31.0	34.9	41.4	18.6%	4.8%
Visitor Spending	17.5	25.2	31.1	40.4	36.5	32.1	31.0	34.9	41.4	18.6%	4.9%
Non-transportation	11.0	12.8	20.6	25.1	21.5	20.8	20.4	21.9	26.6	21.4%	5.0%
Transportation	6.5	12.3	10.5	15.2	14.9	11.3	10.7	13.0	14.9	14.0%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Sherman											
Total Spending	2.7	5.1	4.7	6.2	6.2	4.9	4.7	5.1	5.8	13.9%	4.4%
Visitor Spending	2.7	5.1	4.7	6.2	6.2	4.9	4.7	5.1	5.8	13.9%	4.4%
Non-transportation	0.7	1.2	1.4	1.4	1.5	1.5	1.5	1.2	1.3	11.0%	3.7%
Transportation	2.0	3.9	3.2	4.8	4.6	3.4	3.1	3.9	4.5	14.8%	4.6%
Smith											
Total Spending	224.9	318.0	334.7	373.8	404.4	384.8	366.8	386.4	405.8	5.0%	3.3%
Visitor Spending	200.0	281.5	290.5	338.0	361.2	346.1	336.3	354.4	373.7	5.5%	3.5%
Non-transportation	150.6	194.4	215.1	232.6	253.2	262.5	260.3	265.0	274.4	3.5%	3.4%
Transportation	49.3	87.2	75.4	105.4	108.1	83.7	76.0	89.4	99.3	11.1%	4.0%
Somervell											
Total Spending	8.3	14.8	14.5	15.6	17.1	16.7	16.9	17.6	18.0	2.3%	4.4%
Visitor Spending	8.0	14.8	14.5	15.6	17.1	16.7	16.9	17.6	18.0	2.3%	4.6%
Non-transportation	6.4	11.6	11.7	11.6	13.2	13.7	14.1	14.2	14.1	-0.4%	4.5%
Transportation	1.7	3.2	2.7	3.9	3.9	3.0	2.8	3.4	3.9	13.8%	4.7%
Starr											
Total Spending	17.8	24.4	25.3	27.2	28.5	27.2	26.9	27.6	29.7	7.4%	2.9%
Visitor Spending	17.8	24.4	25.3	27.2	28.5	27.2	26.9	27.6	29.7	7.4%	2.9%
Non-transportation	14.8	18.3	20.2	19.7	21.3	22.0	22.0	21.6	22.8	5.3%	2.4%
Transportation	3.1	6.0	5.0	7.4	7.2	5.2	4.9	6.0	6.9	14.8%	4.6%
Stephens											
Total Spending	5.5	5.9	6.5	6.3	6.8	7.2	7.1	7.1	7.5	4.3%	1.7%
Visitor Spending	5.5	5.9	6.5	6.3	6.8	7.2	7.1	7.1	7.5	4.3%	1.7%
Non-transportation	5.4	5.7	6.4	6.0	6.6	7.0	6.9	6.9	7.2	4.0%	1.7%
Transportation	0.1	0.2	0.2	0.3	0.2	0.2	0.2	0.2	0.2	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Sterling											
Total Spending	1.3	2.1	1.9	2.6	2.6	2.1	2.0	2.4	2.6	10.9%	4.0%
Visitor Spending	1.3	2.1	1.9	2.6	2.6	2.1	2.0	2.4	2.6	10.9%	4.0%
Non-transportation	0.5	0.5	0.6	0.6	0.7	0.7	0.7	0.7	0.8	2.4%	2.7%
Transportation	0.8	1.6	1.4	2.0	1.9	1.4	1.3	1.6	1.9	14.8%	4.6%
Stonewall											
Total Spending	0.7	1.0	0.9	0.9	1.0	0.9	0.9	1.1	0.9	-19.2%	0.8%
Visitor Spending	0.7	1.0	0.9	0.9	1.0	0.9	0.9	1.1	0.9	-19.2%	0.8%
Non-transportation	0.7	0.8	0.8	0.7	0.9	0.8	0.8	0.9	0.7	-24.1%	0.2%
Transportation	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1	0.2	14.8%	4.6%
Sutton											
Total Spending	5.8	10.2	7.5	11.7	10.6	7.5	6.9	7.9	10.2	28.2%	3.2%
Visitor Spending	5.8	10.2	7.5	11.7	10.6	7.5	6.9	7.9	10.2	28.2%	3.2%
Non-transportation	5.4	9.4	6.8	10.7	9.6	6.9	6.2	7.1	9.3	29.7%	3.0%
Transportation	0.4	0.8	0.7	1.0	1.0	0.7	0.6	0.8	0.9	14.8%	4.6%
Swisher											
Total Spending	2.9	3.3	3.1	4.0	3.8	3.3	3.2	3.5	3.7	3.3%	1.3%
Visitor Spending	2.9	3.3	3.1	4.0	3.8	3.3	3.2	3.5	3.7	3.3%	1.3%
Non-transportation	2.1	1.8	1.8	2.1	1.9	2.0	2.0	2.0	1.9	-5.5%	-0.7%
Transportation	0.8	1.5	1.3	1.9	1.8	1.3	1.2	1.5	1.8	14.8%	4.6%
Tarrant											
Total Spending	5,420.0	6,218.1	5,773.1	7,148.7	7,431.0	7,180.7	7,310.6	7,821.4	8,485.9	8.5%	2.5%
Visitor Spending	3,448.0	4,166.8	3,977.4	4,859.4	5,190.7	5,141.9	5,258.9	5,613.6	6,078.6	8.3%	3.2%
Non-transportation	1,633.7	2,177.1	2,321.9	2,644.0	2,953.9	3,152.3	3,295.3	3,447.0	3,695.0	7.2%	4.6%
Transportation	1,814.3	1,989.7	1,655.5	2,215.4	2,236.8	1,989.7	1,963.6	2,166.5	2,383.6	10.0%	1.5%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Taylor											
Total Spending	258.0	365.3	356.2	427.8	452.9	414.1	405.4	443.1	485.3	9.5%	3.6%
Visitor Spending	247.1	348.5	340.3	408.4	430.9	393.2	386.0	422.4	465.0	10.1%	3.6%
Non-transportation	173.8	210.7	222.0	240.5	264.8	266.5	266.8	278.0	302.6	8.8%	3.1%
Transportation	73.3	137.8	118.3	167.9	166.1	126.7	119.2	144.3	162.4	12.6%	4.5%
Terrell											
Total Spending	1.4	1.4	1.4	1.1	1.1	1.1	1.1	1.1	1.1	1.9%	-1.2%
Visitor Spending	1.4	1.4	1.4	1.1	1.1	1.1	1.1	1.1	1.1	1.9%	-1.2%
Non-transportation	1.4	1.4	1.4	1.1	1.1	1.1	1.1	1.1	1.1	1.9%	-1.2%
Terry											
Total Spending	4.5	5.5	7.0	14.8	13.2	11.4	11.3	11.3	13.7	20.5%	6.3%
Visitor Spending	4.5	5.5	7.0	14.8	13.2	11.4	11.3	11.3	13.7	20.5%	6.3%
Non-transportation	4.2	4.9	6.5	14.0	12.4	10.7	10.6	10.6	12.8	21.2%	6.5%
Transportation	0.4	0.6	0.6	0.8	0.8	0.7	0.7	0.8	0.9	11.6%	5.0%
Throckmorton											
Total Spending	1.9	3.4	2.9	3.9	3.9	3.0	2.8	3.3	3.8	12.6%	3.7%
Visitor Spending	1.9	3.4	2.9	3.9	3.9	3.0	2.8	3.3	3.8	12.6%	3.7%
Non-transportation	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	2.1%	0.7%
Transportation	1.4	2.8	2.3	3.4	3.3	2.4	2.2	2.7	3.2	14.8%	4.6%
Titus											
Total Spending	28.9	45.6	46.3	61.0	59.5	53.2	49.8	55.0	57.1	3.8%	3.9%
Visitor Spending	28.9	45.6	46.3	61.0	59.5	53.2	49.8	55.0	57.1	3.8%	3.9%
Non-transportation	17.7	23.7	28.0	34.1	33.4	34.1	32.1	33.2	32.0	-3.5%	3.3%
Transportation	11.2	22.0	18.3	27.0	26.1	19.0	17.7	21.9	25.1	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Tom Green											
Total Spending	127.5	175.3	182.7	243.5	279.0	220.1	207.2	231.3	271.6	17.4%	4.3%
Visitor Spending	119.6	164.8	172.6	232.1	266.4	207.5	196.1	218.9	259.1	18.4%	4.4%
Non-transportation	94.2	118.8	133.5	177.4	212.3	165.5	156.1	171.7	205.9	19.9%	4.4%
Transportation	25.4	46.0	39.1	54.7	54.1	41.9	40.1	47.1	53.2	12.9%	4.2%
Travis											
Total Spending	3,035.4	3,830.1	3,792.4	4,927.4	5,606.1	5,994.7	6,331.0	6,845.0	7,457.3	8.9%	5.1%
Visitor Spending	2,481.9	3,239.8	3,195.1	4,085.9	4,658.2	4,965.1	5,225.6	5,666.5	6,233.9	10.0%	5.2%
Non-transportation	1,843.3	2,323.8	2,373.9	2,931.8	3,397.1	3,754.7	3,974.2	4,280.9	4,679.3	9.3%	5.3%
Transportation	638.6	916.0	821.1	1,154.1	1,261.1	1,210.3	1,251.5	1,385.6	1,554.6	12.2%	5.1%
Trinity											
Total Spending	7.9	10.6	10.4	11.3	10.6	10.1	10.5	11.0	11.7	6.3%	2.2%
Visitor Spending	7.9	10.6	10.4	11.3	10.6	10.1	10.5	11.0	11.7	6.3%	2.2%
Non-transportation	6.7	8.3	8.4	8.5	7.9	8.0	8.5	8.6	8.9	4.1%	1.6%
Transportation	1.2	2.3	1.9	2.8	2.8	2.1	2.0	2.4	2.7	14.1%	4.7%
Tyler											
Total Spending	7.5	9.2	9.8	10.1	10.4	9.9	9.8	10.9	10.8	-1.2%	2.1%
Visitor Spending	7.5	9.2	9.8	10.1	10.4	9.9	9.8	10.9	10.8	-1.2%	2.1%
Non-transportation	6.7	7.7	8.6	8.2	8.6	8.6	8.7	9.5	9.1	-3.7%	1.7%
Transportation	0.8	1.5	1.2	1.8	1.8	1.3	1.2	1.5	1.7	14.8%	4.6%
Upshur											
Total Spending	14.9	21.0	19.5	22.9	23.3	20.6	20.7	22.3	24.2	8.2%	2.7%
Visitor Spending	14.8	21.0	19.5	22.9	23.3	20.6	20.7	22.3	24.2	8.2%	2.8%
Non-transportation	9.5	10.9	10.9	10.5	11.1	11.3	11.8	11.6	11.9	3.0%	1.3%
Transportation	5.3	10.1	8.6	12.4	12.2	9.3	8.8	10.7	12.2	13.9%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Upton											
Total Spending	1.2	2.3	2.2	3.1	3.5	3.0	2.7	3.3	4.4	35.4%	7.5%
Visitor Spending	1.2	2.3	2.2	3.1	3.5	3.0	2.7	3.3	4.4	35.4%	7.5%
Non-transportation	1.1	2.1	2.1	2.9	3.3	2.8	2.6	3.1	4.2	36.8%	7.7%
Transportation	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	14.8%	4.6%
Uvalde											
Total Spending	35.3	56.5	57.0	77.2	76.7	72.3	74.6	83.4	92.1	10.5%	5.5%
Visitor Spending	34.8	55.9	56.4	76.5	75.8	71.5	74.0	82.7	91.4	10.6%	5.5%
Non-transportation	23.3	33.5	37.6	48.9	49.0	51.7	55.5	59.9	65.4	9.1%	5.9%
Transportation	11.5	22.4	18.8	27.6	26.8	19.8	18.5	22.8	26.1	14.5%	4.6%
Val Verde											
Total Spending	40.0	52.1	51.0	55.1	55.4	53.4	54.6	56.6	60.9	7.5%	2.4%
Visitor Spending	39.5	51.5	50.7	54.7	54.5	52.6	53.9	56.0	60.2	7.6%	2.4%
Non-transportation	35.4	43.5	43.9	44.8	44.8	45.4	47.2	47.7	50.7	6.4%	2.0%
Transportation	4.2	8.0	6.8	9.9	9.7	7.2	6.8	8.3	9.5	14.3%	4.7%
Van Zandt											
Total Spending	30.4	44.4	43.4	52.1	52.4	46.3	45.1	51.7	57.0	10.3%	3.6%
Visitor Spending	30.4	44.4	43.1	51.8	52.0	45.9	44.8	51.4	56.7	10.3%	3.5%
Non-transportation	18.8	21.6	24.2	23.9	24.9	26.1	26.4	28.7	30.6	6.8%	2.7%
Transportation	11.6	22.7	18.9	27.9	27.0	19.8	18.4	22.7	26.1	14.7%	4.6%
Victoria											
Total Spending	132.3	167.9	154.2	217.6	236.3	202.2	189.2	216.9	230.3	6.2%	3.1%
Visitor Spending	128.7	166.0	152.3	216.5	235.1	201.1	188.2	215.9	229.6	6.4%	3.3%
Non-transportation	104.5	120.7	114.8	161.6	181.7	161.8	151.7	170.8	178.5	4.5%	3.0%
Transportation	24.2	45.4	37.5	54.8	53.4	39.3	36.6	45.1	51.1	13.4%	4.2%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Walker											
Total Spending	60.3	82.9	82.7	98.7	109.7	91.8	92.0	107.4	116.2	8.3%	3.7%
Visitor Spending	59.6	82.3	82.1	98.0	108.8	91.0	91.3	106.7	115.5	8.3%	3.7%
Non-transportation	41.1	46.2	51.9	53.7	65.7	59.2	61.7	70.1	73.6	5.0%	3.3%
Transportation	18.5	36.1	30.2	44.3	43.1	31.8	29.7	36.6	41.9	14.6%	4.6%
Waller											
Total Spending	20.7	34.8	34.8	47.2	51.7	45.1	43.3	51.0	53.4	4.6%	5.4%
Visitor Spending	20.6	34.5	34.5	46.8	51.3	44.7	43.0	50.7	53.0	4.6%	5.4%
Non-transportation	8.5	10.8	14.7	17.8	23.1	24.0	23.7	26.9	25.7	-4.3%	6.3%
Transportation	12.1	23.6	19.8	29.0	28.2	20.7	19.3	23.8	27.3	14.6%	4.6%
Ward											
Total Spending	6.1	8.9	10.5	27.0	44.7	35.0	30.5	54.0	69.2	28.2%	14.4%
Visitor Spending	6.1	8.9	10.5	27.0	44.7	35.0	30.5	54.0	69.2	28.2%	14.4%
Non-transportation	4.5	5.8	7.9	23.2	41.0	32.3	28.0	50.9	65.6	29.0%	16.0%
Transportation	1.6	3.1	2.6	3.8	3.7	2.7	2.5	3.1	3.5	14.8%	4.6%
Washington											
Total Spending	49.4	78.3	72.5	97.7	104.8	85.2	80.9	92.3	103.6	12.3%	4.2%
Visitor Spending	48.9	77.7	72.2	97.3	104.4	84.8	80.6	91.9	103.2	12.3%	4.2%
Non-transportation	24.4	29.6	32.1	38.4	47.2	42.9	41.6	43.8	48.0	9.6%	3.8%
Transportation	24.5	48.0	40.1	59.0	57.2	41.9	39.0	48.2	55.2	14.7%	4.6%
Webb*											
Total Spending	354.0	477.7	454.7	595.0	598.8	560.2	539.2	591.8	624.1	5.4%	3.2%
Visitor Spending	339.0	460.2	435.5	570.7	576.7	538.7	520.2	568.4	600.2	5.6%	3.2%
Non-transportation	286.4	367.0	357.7	461.1	463.2	446.8	432.7	469.0	487.7	4.0%	3.0%
Transportation	52.6	93.2	77.9	109.7	113.5	91.9	87.5	99.4	112.5	13.2%	4.3%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

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Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Wharton											
Total Spending	23.5	29.6	29.1	34.0	33.5	35.5	35.4	41.1	39.8	-3.1%	3.0%
Visitor Spending	23.2	29.3	28.8	34.0	33.5	35.5	35.4	41.1	39.8	-3.1%	3.0%
Non-transportation	20.6	24.1	24.5	27.7	27.4	31.0	31.3	35.9	33.9	-5.7%	2.8%
Transportation	2.6	5.2	4.3	6.3	6.1	4.5	4.2	5.1	5.9	14.8%	4.6%
Wheeler											
Total Spending	9.3	18.0	17.4	32.3	26.5	19.3	17.0	19.5	20.9	7.5%	4.6%
Visitor Spending	9.3	18.0	17.4	32.3	26.5	19.3	17.0	19.5	20.9	7.5%	4.6%
Non-transportation	4.2	8.0	9.1	20.0	14.6	10.5	8.8	9.4	9.4	-0.2%	4.6%
Transportation	5.1	10.1	8.4	12.3	12.0	8.8	8.1	10.1	11.5	14.7%	4.6%
Wichita											
Total Spending	157.3	198.1	204.1	218.0	232.1	216.3	219.5	225.9	239.3	5.9%	2.4%
Visitor Spending	148.7	189.4	196.9	211.5	224.4	208.4	213.0	219.6	233.0	6.1%	2.5%
Non-transportation	116.1	137.3	151.4	152.2	164.0	161.8	169.5	168.6	176.0	4.4%	2.3%
Transportation	32.6	52.2	45.5	59.3	60.5	46.6	43.5	51.0	57.0	11.8%	3.2%
Wilbarger											
Total Spending	11.9	16.4	19.1	25.5	23.7	20.8	21.1	22.5	25.3	12.3%	4.3%
Visitor Spending	11.9	16.4	19.1	25.5	23.7	20.8	21.1	22.5	25.3	12.3%	4.3%
Non-transportation	8.8	10.2	13.9	17.9	16.4	15.4	16.2	16.4	18.3	11.3%	4.2%
Transportation	3.1	6.1	5.1	7.5	7.3	5.3	4.9	6.1	7.0	14.8%	4.6%
Willacy											
Total Spending	13.4	21.7	20.9	26.4	26.2	22.2	21.7	25.7	26.8	4.3%	3.9%
Visitor Spending	13.4	21.4	20.9	26.4	26.2	22.2	21.7	25.7	26.8	4.3%	3.9%
Non-transportation	7.4	9.7	11.1	12.1	12.3	11.9	12.2	13.9	13.3	-4.4%	3.3%
Transportation	6.0	11.7	9.8	14.4	14.0	10.3	9.6	11.8	13.5	14.6%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p

(\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Williamson											
Total Spending	228.2	381.5	399.1	500.5	561.6	569.4	583.1	634.8	667.7	5.2%	6.1%
Visitor Spending	224.0	374.0	390.7	492.8	543.6	555.2	575.9	627.1	659.6	5.2%	6.2%
Non-transportation	187.6	302.8	331.2	405.4	458.7	492.8	517.8	555.5	577.4	3.9%	6.4%
Transportation	36.4	71.2	59.5	87.4	84.9	62.4	58.1	71.7	82.2	14.6%	4.6%
Wilson*											
Total Spending	14.3	21.9	21.4	34.4	41.9	32.1	29.7	34.2	37.8	10.7%	5.6%
Visitor Spending	14.3	21.9	21.4	34.4	41.9	32.1	29.7	34.2	37.8	10.7%	5.6%
Non-transportation	7.6	8.9	10.5	18.3	26.3	20.8	19.2	21.2	22.9	8.2%	6.3%
Transportation	6.6	13.1	10.9	16.0	15.5	11.3	10.5	13.0	14.9	14.8%	4.6%
Winkler											
Total Spending	2.7	4.1	3.8	5.4	7.6	8.5	8.4	11.7	16.2	39.1%	10.6%
Visitor Spending	2.7	4.1	3.8	5.4	7.6	8.5	8.4	11.7	16.2	39.1%	10.6%
Non-transportation	2.1	3.0	2.9	4.1	6.3	7.6	7.5	10.6	15.0	41.6%	11.5%
Transportation	0.5	1.1	0.9	1.3	1.3	0.9	0.9	1.1	1.2	14.5%	4.7%
Wise											
Total Spending	26.7	42.5	44.9	58.3	55.2	51.9	50.7	58.6	65.5	11.8%	5.1%
Visitor Spending	26.4	42.3	44.7	58.1	54.9	51.7	50.5	58.3	65.2	11.8%	5.2%
Non-transportation	23.2	36.3	39.6	50.7	47.6	46.1	45.3	51.9	58.0	11.6%	5.2%
Transportation	3.2	6.0	5.1	7.4	7.3	5.6	5.3	6.4	7.3	13.9%	4.7%
Wood											
Total Spending	18.8	23.7	24.6	26.8	27.2	25.2	25.0	26.6	28.1	5.3%	2.2%
Visitor Spending	18.8	23.4	24.6	26.5	26.8	25.2	25.0	26.6	28.1	5.3%	2.2%
Non-transportation	15.6	17.3	19.4	18.9	19.3	19.7	19.8	20.3	20.8	2.5%	1.6%
Transportation	3.2	6.2	5.2	7.6	7.4	5.5	5.2	6.4	7.3	14.3%	4.7%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound fares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

Direct County Travel Spending, 2000-2018p (\$Millions)

										Avg. Annual Chg.	
	2000	2006	2009	2012	2014	2015	2016	2017	2018	17-18	00-18
Yoakum											
Total Spending	2.8	4.0	4.2	4.9	4.7	4.1	4.2	6.4	7.7	20.7%	5.9%
Visitor Spending	2.8	4.0	4.2	4.9	4.7	4.1	4.2	6.4	7.7	20.7%	5.9%
Non-transportation	2.1	2.7	3.0	3.3	3.1	2.9	3.1	5.0	6.1	22.3%	6.2%
Transportation	0.7	1.3	1.1	1.6	1.6	1.2	1.1	1.3	1.5	14.8%	4.6%
Young											
Total Spending	13.1	23.1	22.4	29.6	27.5	23.3	22.1	23.9	26.2	9.6%	4.0%
Visitor Spending	12.8	22.8	22.2	29.2	26.6	22.5	21.5	23.3	25.5	9.8%	3.9%
Non-transportation	9.1	15.5	16.1	20.3	18.0	16.2	15.7	16.0	17.2	7.5%	3.6%
Transportation	3.7	7.3	6.1	8.9	8.6	6.3	5.8	7.2	8.3	14.8%	4.6%
Zapata											
Total Spending	9.5	13.7	15.5	15.3	16.4	15.8	15.6	15.7	15.6	-1.3%	2.8%
Visitor Spending	9.5	13.7	15.5	15.3	16.4	15.8	15.6	15.7	15.6	-1.3%	2.8%
Non-transportation	8.8	12.4	14.4	13.7	14.9	14.7	14.6	14.4	14.0	-2.7%	2.6%
Transportation	0.7	1.3	1.1	1.6	1.6	1.1	1.1	1.3	1.5	14.8%	4.6%
Zavala*											
Total Spending	3.9	6.7	6.9	13.2	11.9	8.2	5.9	7.4	8.8	19.3%	4.6%
Visitor Spending	3.9	6.7	6.9	13.2	11.9	8.2	5.9	7.4	8.8	19.3%	4.6%
Non-transportation	1.9	2.6	3.5	8.2	7.1	4.7	2.6	3.3	4.1	24.9%	4.5%
Transportation	2.1	4.1	3.4	5.0	4.8	3.5	3.3	4.0	4.6	14.8%	4.6%

Notes: Transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Motor fuel constitutes most transportation costs (usually more than 90 percent) except for those counties with major airports. Total spending includes all visitor spending, resident out-bound airfares, travel arrangement services and convention/trade shows. Visitor spending is not listed separately for those counties where it constitutes at least 97 percent of total spending.

*Oil and gas production in recent years may affect travel impact estimates.

VII. CITY AND PLACE TRAVEL IMPACTS

2006-2018p

This section provides travel impact estimates for over 300 cities and places within Texas for the years 2006 through 2018. These estimates were derived from the county and metropolitan impact found in this report, room sales data for cities and places reported by Source Strategies, Inc. of San Antonio, and population estimates of places reported by the U.S. Census Bureau.

The cities and places chosen were based on the availability of room sales data and other source data to check and validate the estimates. This other source data included the (a) Economic Census data for places in Texas, (b) gross sales data from the Texas Comptroller of Public Accounts, and (c) zip code data from County Business Patterns (U.S. Census Bureau). Only travel impact estimates that are consistent with other source data are reported. The minimum selection criteria is employment over ten jobs.

The estimates reported are summary measures of spending, earnings, employment and local and state taxes. More detailed estimates (such as those reported for metro areas in *The Economic Impact of Travel on Texas*) would require more data collection and modeling efforts. For small cities and places such detailed estimates cannot be reliably made. In general, estimates for smaller areas will be less reliable.

City level data has an availability lag that can go back multiple years. In these cases there may be more revisions at the city level than are present at the county and higher levels of analysis. City estimates also rely strongly on the associated county impacts, any county that is revised based on new information will cause the underlying city(s) to also be revised. Data may also be revised for some areas based on more detailed analyses done for individual cities as separate projects to this report.

**City and Place Direct Travel Impacts
2006-2018p**

Abilene	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	342	392	356	404	428	384	420	461
Visitor Spending (\$M)	325	374	340	385	407	365	400	442
No Transportation (\$M)	197	211	206	227	250	252	264	288
Transportation (\$M)	128	163	134	158	157	113	136	154
Earnings (\$M)	62	67	68	75	84	93	97	102
Total Employment	3,540	3,450	3,340	3,440	3,640	3,650	3,660	3,750
State & Local Tax Rev. (\$M)	27.0	28.8	28.2	30.0	33.4	34.2	37.3	40.3
Local Tax Rev.	7.5	8.0	8.0	8.9	10.1	10.5	11.7	12.6
Visitor	4.7	5.3	5.0	5.8	6.6	6.5	7.5	8.2
Business/Employee	2.7	2.7	3.0	3.1	3.5	4.0	4.2	4.4
State Tax Rev.	19.5	20.8	20.2	21.1	23.3	23.6	25.6	27.7
Visitor	17.6	18.7	18.2	18.8	20.5	20.8	22.7	24.5
Business/Employee	1.9	2.1	2.0	2.3	2.8	2.8	2.9	3.2
Addison	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	406	438	356	410	446	470	457	420
Visitor Spending (\$M)	402	434	353	405	442	465	452	413
No Transportation (\$M)	300	310	259	295	330	368	350	317
Transportation (\$M)	103	124	94	110	112	97	102	97
Earnings (\$M)	144	148	126	145	160	185	177	157
Total Employment	4,240	4,130	3,530	3,870	4,340	4,770	4,500	3,940
State & Local Tax Rev. (\$M)	32.3	33.7	28.1	31.8	35.3	39.7	40.0	36.7
Local Tax Rev.	9.6	10.0	8.2	9.5	10.8	12.5	13.0	12.0
Visitor	8.8	9.3	7.4	8.6	9.8	11.2	11.7	10.7
Business/Employee	0.8	0.8	0.8	1.0	1.0	1.2	1.3	1.4
State Tax Rev.	22.7	23.6	20.0	22.2	24.6	27.3	27.0	24.7
Visitor	22.1	23.1	19.4	21.5	23.8	26.4	26.2	23.7
Business/Employee	0.6	0.6	0.5	0.7	0.8	0.8	0.8	1.0
Alamo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	24	25	27	26	24	23	24
Visitor Spending (\$M)	16	24	25	27	26	24	23	24
No Transportation (\$M)	13	20	21	22	22	21	20	20
Transportation (\$M)	3	5	4	5	4	3	3	4
Earnings (\$M)	4	6	7	7	7	7	7	7
Total Employment	220	310	330	330	320	330	310	300
State & Local Tax Rev. (\$M)	1.6	2.1	2.2	2.3	2.3	2.3	2.3	2.4
Local Tax Rev.	0.5	0.7	0.7	0.7	0.8	0.8	0.8	0.8
Visitor	0.2	0.4	0.4	0.4	0.4	0.4	0.3	0.3
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev.	1.1	1.4	1.5	1.6	1.6	1.6	1.5	1.6
Visitor	0.9	1.2	1.3	1.3	1.3	1.3	1.2	1.3
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Alice	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	38	44	45	66	56	42	44	50
Visitor Spending (\$M)	38	44	45	66	56	42	44	50
No Transportation (\$M)	21	23	26	42	34	27	26	29
Transportation (\$M)	17	22	18	24	22	15	18	21
Earnings (\$M)	9	9	12	19	15	12	12	13
Total Employment	500	500	590	860	660	550	530	550
State & Local Tax Rev. (\$M)	3.0	3.2	3.5	4.9	4.3	3.6	3.7	4.1
Local Tax Rev.	0.6	0.6	0.7	1.2	0.9	0.7	0.7	0.8
Visitor	0.3	0.3	0.4	0.7	0.5	0.4	0.4	0.4
Business/Employee	0.3	0.3	0.3	0.5	0.4	0.3	0.4	0.4
State Tax Rev.	2.4	2.6	2.8	3.8	3.3	2.9	3.0	3.3
Visitor	2.2	2.3	2.5	3.4	3.0	2.7	2.7	3.0
Business/Employee	0.2	0.2	0.3	0.4	0.3	0.3	0.3	0.3

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

**City and Place Direct Travel Impacts
2006-2018p**

Allen	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	69	91	111	139	155	160	157	154
Visitor Spending (\$M)	63	81	100	125	136	134	132	131
No Transportation (\$M)	52	66	85	106	118	122	119	117
Transportation (\$M)	11	15	15	19	18	12	13	14
Earnings (\$M)	21	28	37	47	54	60	58	56
Total Employment	740	970	1,240	1,380	1,450	1,510	1,390	1,320
State & Local Tax Rev. (\$M)	6.5	8.1	9.9	12.0	13.7	15.0	15.2	15.6
Local Tax Rev.	2.4	3.0	3.7	4.4	5.1	6.0	6.2	6.3
Visitor	1.0	1.4	1.8	2.4	2.7	2.8	2.9	2.9
Business/Employee	1.4	1.6	1.9	2.0	2.4	3.2	3.3	3.5
State Tax Rev.	4.1	5.2	6.3	7.6	8.6	9.0	9.0	9.2
Visitor	3.2	3.9	5.0	6.1	6.7	6.8	6.9	6.8
Business/Employee	0.9	1.2	1.2	1.5	1.9	2.2	2.2	2.4
Alpine	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	21	21	23	24	28	32	33	34
Visitor Spending (\$M)	21	21	23	24	28	32	33	34
No Transportation (\$M)	21	20	22	24	27	32	33	34
Transportation (\$M)	0	1	0	1	1	0	0	0
Earnings (\$M)	10	9	11	12	13	17	18	18
Total Employment	630	560	580	550	560	650	710	690
State & Local Tax Rev. (\$M)	2.2	2.2	2.5	2.5	3.0	3.8	4.1	4.5
Local Tax Rev.	1.0	1.0	1.1	1.1	1.3	1.7	1.9	2.1
Visitor	0.3	0.3	0.4	0.4	0.5	0.6	0.7	0.8
Business/Employee	0.7	0.6	0.8	0.7	0.8	1.1	1.2	1.3
State Tax Rev.	1.2	1.2	1.3	1.4	1.7	2.1	2.2	2.4
Visitor	0.7	0.7	0.8	0.8	1.0	1.2	1.3	1.4
Business/Employee	0.5	0.5	0.6	0.6	0.7	0.9	0.9	1.0
Alvarado	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	12	10	17	18	18	20	22
Visitor Spending (\$M)	2	12	10	17	18	18	20	22
No Transportation (\$M)	1	6	5	9	10	12	12	13
Transportation (\$M)	1	6	5	8	8	6	7	9
Earnings (\$M)	0	2	2	3	4	4	5	5
Total Employment	10	90	80	120	130	150	150	160
State & Local Tax Rev. (\$M)	0.1	0.8	0.8	1.2	1.3	1.5	1.7	1.8
Local Tax Rev.	0.0	0.2	0.2	0.3	0.3	0.4	0.4	0.4
Visitor	0.0	0.2	0.1	0.2	0.3	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.1	0.7	0.6	0.9	1.0	1.1	1.3	1.4
Visitor	0.1	0.6	0.6	0.9	1.0	1.1	1.2	1.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alvin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	25	29	23	29	29	30	33	33
Visitor Spending (\$M)	25	29	23	29	28	29	32	33
No Transportation (\$M)	21	23	19	24	24	26	28	28
Transportation (\$M)	5	6	4	5	4	3	4	4
Earnings (\$M)	7	7	6	8	8	9	10	10
Total Employment	400	420	340	390	380	420	420	450
State & Local Tax Rev. (\$M)	2.0	2.2	1.9	2.2	2.4	2.6	2.9	3.0
Local Tax Rev.	0.6	0.6	0.6	0.7	0.8	0.9	1.0	1.0
Visitor	0.3	0.4	0.3	0.4	0.4	0.5	0.6	0.6
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	1.4	1.6	1.3	1.6	1.6	1.7	1.9	2.0
Visitor	1.2	1.4	1.1	1.3	1.3	1.4	1.6	1.6
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

**City and Place Direct Travel Impacts
2006-2018p**

Amarillo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	705	784	753	829	874	832	870	912
Visitor Spending (\$M)	653	728	701	768	811	774	811	850
No Transportation (\$M)	433	458	474	502	548	579	583	596
Transportation (\$M)	220	270	227	266	263	194	228	254
Earnings (\$M)	129	136	146	157	173	211	218	228
Total Employment	7,670	7,700	7,870	7,730	8,060	8,860	8,960	9,050
State & Local Tax Rev. (\$M)	54.6	57.4	59.1	61.5	67.6	73.0	77.0	80.4
Local Tax Rev.	16.3	17.0	18.1	19.3	21.5	24.4	26.0	27.2
Visitor	10.5	11.3	11.6	12.7	14.1	15.2	16.4	17.1
Business/Employee	5.8	5.7	6.6	6.6	7.4	9.2	9.6	10.1
State Tax Rev.	38.3	40.4	40.9	42.2	46.1	48.6	51.0	53.2
Visitor	34.4	36.0	36.5	37.3	40.4	42.2	44.5	46.0
Business/Employee	3.9	4.3	4.4	4.9	5.7	6.4	6.4	7.1
Andrews	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	10	12	22	30	20	28	36
Visitor Spending (\$M)	6	10	12	22	30	20	28	36
No Transportation (\$M)	6	9	12	21	29	20	27	35
Transportation (\$M)	1	1	1	1	1	0	1	1
Earnings (\$M)	2	2	3	5	7	5	6	7
Total Employment	110	200	230	320	380	360	410	420
State & Local Tax Rev. (\$M)	0.5	0.7	0.9	1.7	2.4	1.6	2.2	2.9
Local Tax Rev.	0.1	0.2	0.3	0.5	0.8	0.5	0.7	1.0
Visitor	0.1	0.1	0.2	0.4	0.5	0.3	0.4	0.7
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	0.3	0.5	0.7	1.1	1.6	1.1	1.5	2.0
Visitor	0.3	0.5	0.6	1.0	1.4	1.0	1.4	1.8
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Angleton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	16	16	18	21	22	21	23
Visitor Spending (\$M)	14	16	16	18	20	22	21	23
No Transportation (\$M)	11	12	13	15	17	20	19	20
Transportation (\$M)	3	3	3	3	3	2	3	3
Earnings (\$M)	4	4	4	5	6	7	6	7
Total Employment	210	220	230	240	270	310	280	310
State & Local Tax Rev. (\$M)	1.2	1.3	1.3	1.4	1.7	1.9	1.9	2.1
Local Tax Rev.	0.3	0.4	0.4	0.4	0.5	0.6	0.7	0.7
Visitor	0.2	0.2	0.2	0.2	0.3	0.4	0.4	0.4
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	0.8	0.9	0.9	1.0	1.2	1.3	1.3	1.4
Visitor	0.7	0.7	0.8	0.8	0.9	1.1	1.1	1.1
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Anthony	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	13	11	12	10	8	9	9
Visitor Spending (\$M)	14	13	11	12	10	8	9	9
No Transportation (\$M)	8	7	7	7	6	6	6	6
Transportation (\$M)	6	6	4	5	4	3	3	3
Earnings (\$M)	4	3	3	3	3	3	3	3
Total Employment	160	120	110	110	100	90	90	90
State & Local Tax Rev. (\$M)	1.2	1.0	1.0	1.0	0.9	0.9	0.9	1.0
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Visitor	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.9	0.7	0.7	0.7	0.6	0.6	0.6	0.7
Visitor	0.8	0.7	0.6	0.6	0.5	0.5	0.5	0.6
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Aransas Pass	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	23	19	15	19	16	16	18	19
Visitor Spending (\$M)	23	19	15	19	16	16	18	19
No Transportation (\$M)	18	14	12	14	12	14	16	16
Transportation (\$M)	5	5	3	4	3	2	3	3
Earnings (\$M)	6	4	4	5	5	5	6	6
Total Employment	300	220	180	220	190	210	230	240
State & Local Tax Rev. (\$M)	1.9	1.5	1.3	1.6	1.5	1.6	1.9	1.9
Local Tax Rev.	0.6	0.5	0.4	0.6	0.5	0.6	0.7	0.7
Visitor	0.5	0.4	0.3	0.4	0.3	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Rev.	1.3	1.0	0.9	1.0	0.9	1.0	1.2	1.2
Visitor	1.2	0.9	0.8	0.9	0.8	0.8	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Arlington	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	573	577	567	632	656	675	731	767
Visitor Spending (\$M)	509	522	515	580	619	654	707	743
No Transportation (\$M)	396	396	408	452	493	554	589	614
Transportation (\$M)	113	126	107	129	126	101	119	129
Earnings (\$M)	190	184	192	222	235	265	283	291
Total Employment	6,890	7,140	7,370	7,680	8,310	8,980	9,300	9,710
State & Local Tax Rev. (\$M)	82.7	79.1	80.2	86.6	101.3	111.5	124.2	134.7
Local Tax Rev.	38.0	35.1	36.8	38.7	45.9	52.2	59.2	63.9
Visitor	11.0	11.1	11.1	12.9	14.3	16.3	18.8	19.7
Business/Employee	27.0	23.9	25.7	25.9	31.6	35.9	40.5	44.2
State Tax Rev.	44.7	44.1	43.4	47.8	55.4	59.3	64.9	70.8
Visitor	26.3	25.9	26.3	28.7	31.1	34.4	38.0	39.6
Business/Employee	18.4	18.2	17.1	19.1	24.3	24.9	26.9	31.1
Athens	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	35	48	43	44	46	39	42	44
Visitor Spending (\$M)	35	48	42	43	45	39	42	44
No Transportation (\$M)	16	19	19	18	20	21	21	21
Transportation (\$M)	19	28	23	26	26	18	21	24
Earnings (\$M)	7	9	9	8	9	10	10	10
Total Employment	220	250	230	210	220	230	230	220
State & Local Tax Rev. (\$M)	2.4	3.0	3.0	2.7	3.0	3.1	3.3	3.3
Local Tax Rev.	0.4	0.6	0.6	0.5	0.6	0.6	0.7	0.7
Visitor	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	2.0	2.4	2.4	2.2	2.4	2.5	2.6	2.6
Visitor	1.9	2.3	2.3	2.1	2.3	2.3	2.5	2.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Atlanta	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	11	13	15	15	5	6	6
Visitor Spending (\$M)	8	11	13	15	15	5	6	6
No Transportation (\$M)	5	6	9	10	10	3	3	4
Transportation (\$M)	3	5	4	5	5	2	2	3
Earnings (\$M)	2	3	5	5	5	2	2	2
Total Employment	110	220	380	350	350	90	90	90
State & Local Tax Rev. (\$M)	0.6	0.8	1.0	1.0	1.1	0.5	0.5	0.5
Local Tax Rev.	0.1	0.2	0.3	0.3	0.3	0.1	0.1	0.1
Visitor	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
State Tax Rev.	0.5	0.6	0.7	0.8	0.8	0.4	0.4	0.4
Visitor	0.4	0.6	0.7	0.7	0.8	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Austin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4,034	4,470	4,319	5,141	5,882	6,626	7,157	7,524
Visitor Spending (\$M)	3,410	3,757	3,618	4,281	4,905	5,514	5,971	6,280
No Transportation (\$M)	2,408	2,602	2,574	3,035	3,535	4,144	4,458	4,618
Transportation (\$M)	1,002	1,155	1,044	1,246	1,369	1,371	1,513	1,661
Earnings (\$M)	872	962	940	1,144	1,379	1,677	1,844	1,894
Total Employment	37,700	39,610	38,500	42,700	48,490	55,180	57,480	56,940
State & Local Tax Rev. (\$M)	283.6	306.2	302.7	354.1	422.2	497.9	561.7	592.3
Local Tax Rev.	109.3	117.6	117.5	139.8	170.7	209.3	241.7	255.4
Visitor	70.2	78.6	74.5	91.6	111.4	135.8	160.5	167.8
Business/Employee	39.1	39.0	43.1	48.2	59.3	73.5	81.2	87.5
State Tax Rev.	174.3	188.6	185.2	214.4	251.5	288.5	320.0	336.9
Visitor	148.5	159.6	157.4	179.8	207.3	239.1	267.6	277.1
Business/Employee	25.8	29.0	27.8	34.6	44.2	49.4	52.4	59.8
Bandera	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	16	19	19	22	21	16	20
Visitor Spending (\$M)	15	16	19	19	22	21	16	20
No Transportation (\$M)	14	15	18	18	21	20	16	19
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	10	11	13	13	16	15	13	14
Total Employment	450	470	520	460	490	510	420	460
State & Local Tax Rev. (\$M)	0.9	1.0	1.2	1.2	1.4	1.3	1.0	1.3
Local Tax Rev.	0.3	0.4	0.5	0.5	0.6	0.5	0.4	0.5
Visitor	0.3	0.3	0.4	0.4	0.5	0.4	0.4	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.5	0.6	0.7	0.7	0.8	0.8	0.6	0.8
Visitor	0.5	0.6	0.7	0.7	0.8	0.7	0.6	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bastrop	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	17	18	24	27	27	28	31
Visitor Spending (\$M)	14	17	18	24	27	27	28	31
No Transportation (\$M)	12	14	16	21	24	25	26	28
Transportation (\$M)	2	2	2	3	3	2	2	3
Earnings (\$M)	5	6	7	9	11	12	13	14
Total Employment	200	200	230	310	320	330	360	380
State & Local Tax Rev. (\$M)	1.2	1.5	1.7	2.1	2.5	2.6	2.8	3.1
Local Tax Rev.	0.4	0.6	0.6	0.8	0.9	1.0	1.1	1.2
Visitor	0.3	0.4	0.4	0.6	0.7	0.7	0.8	0.8
Business/Employee	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.4
State Tax Rev.	0.8	1.0	1.0	1.3	1.6	1.6	1.8	1.9
Visitor	0.7	0.8	0.9	1.2	1.3	1.4	1.5	1.6
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Bay City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	29	37	35	38	45	48	53	54
Visitor Spending (\$M)	29	37	35	38	44	48	52	54
No Transportation (\$M)	28	36	34	37	43	47	51	52
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	9	12	12	13	15	17	19	20
Total Employment	600	710	640	650	720	750	830	870
State & Local Tax Rev. (\$M)	2.3	3.0	2.8	3.1	3.8	4.3	4.8	4.9
Local Tax Rev.	0.8	1.1	1.1	1.2	1.4	1.7	1.9	2.0
Visitor	0.5	0.8	0.7	0.8	1.0	1.2	1.4	1.4
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.6
State Tax Rev.	1.4	1.9	1.8	2.0	2.3	2.6	2.9	3.0
Visitor	1.2	1.6	1.6	1.7	2.0	2.2	2.5	2.6
Business/Employee	0.2	0.3	0.2	0.3	0.3	0.3	0.4	0.4

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Baytown	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	105	133	111	147	182	174	205	191
Visitor Spending (\$M)	97	125	104	139	171	162	193	178
No Transportation (\$M)	63	79	68	91	117	119	140	125
Transportation (\$M)	34	46	36	47	54	43	53	53
Earnings (\$M)	27	33	30	39	51	56	60	57
Total Employment	980	1,120	980	1,220	1,520	1,610	1,580	1,520
State & Local Tax Rev. (\$M)	12.6	14.7	13.3	16.0	20.1	20.6	23.9	22.5
Local Tax Rev.	5.1	5.8	5.4	6.4	8.2	8.5	10.0	9.3
Visitor	2.1	2.8	2.2	3.3	4.5	4.6	5.9	5.2
Business/Employee	3.0	3.0	3.2	3.2	3.7	3.9	4.0	4.1
State Tax Rev.	7.5	8.8	7.9	9.6	11.9	12.1	13.9	13.2
Visitor	5.4	6.5	5.8	7.2	9.1	9.4	11.2	10.3
Business/Employee	2.1	2.3	2.1	2.3	2.8	2.7	2.7	2.9
Beaumont	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	287	340	271	295	317	285	342	366
Visitor Spending (\$M)	280	334	265	292	310	280	337	360
No Transportation (\$M)	174	201	164	175	193	199	233	242
Transportation (\$M)	106	133	101	117	117	81	104	118
Earnings (\$M)	58	65	60	63	67	74	79	82
Total Employment	3,220	3,590	3,160	3,150	3,420	3,480	3,740	3,700
State & Local Tax Rev. (\$M)	23.4	26.4	22.5	23.2	25.4	26.3	31.4	33.1
Local Tax Rev.	6.4	7.5	6.2	6.5	7.2	7.7	9.6	10.1
Visitor	4.5	5.5	4.1	4.4	4.9	5.0	6.8	7.2
Business/Employee	1.9	2.1	2.2	2.1	2.4	2.7	2.8	2.9
State Tax Rev.	17.0	18.9	16.3	16.6	18.2	18.6	21.8	22.9
Visitor	15.6	17.1	14.7	14.8	16.1	16.5	19.8	20.6
Business/Employee	1.5	1.8	1.6	1.8	2.1	2.1	2.1	2.3
Bedford	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	84	68	60	72	79	91	96	96
Visitor Spending (\$M)	76	61	54	66	74	88	94	93
No Transportation (\$M)	59	46	42	51	59	75	78	77
Transportation (\$M)	17	15	11	15	15	14	16	16
Earnings (\$M)	28	22	20	25	28	36	37	36
Total Employment	1,020	830	770	870	1,000	1,210	1,230	1,210
State & Local Tax Rev. (\$M)	11.6	9.8	9.4	10.4	12.6	14.5	15.9	16.8
Local Tax Rev.	5.3	4.4	4.4	4.7	5.7	6.7	7.5	8.0
Visitor	1.7	1.3	1.1	1.4	1.7	2.2	2.5	2.5
Business/Employee	3.6	3.1	3.3	3.3	4.0	4.5	5.1	5.5
State Tax Rev.	6.4	5.4	4.9	5.7	6.8	7.8	8.4	8.8
Visitor	3.9	3.0	2.7	3.2	3.7	4.7	5.0	5.0
Business/Employee	2.5	2.4	2.2	2.5	3.1	3.1	3.4	3.9
Bee Cave	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	3	4	5	6	6	6	6
Visitor Spending (\$M)	2	3	3	4	5	5	5	5
No Transportation (\$M)	2	2	3	3	4	4	4	4
Transportation (\$M)	0	1	1	1	1	1	1	1
Earnings (\$M)	1	1	1	1	2	2	2	2
Total Employment	30	30	40	40	50	60	60	60
State & Local Tax Rev. (\$M)	0.4	0.5	0.5	0.7	0.9	1.1	1.2	1.3
Local Tax Rev.	0.2	0.2	0.2	0.3	0.4	0.5	0.6	0.6
Visitor	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.2	0.2	0.3	0.4	0.5	0.5	0.6
State Tax Rev.	0.2	0.3	0.3	0.4	0.5	0.6	0.6	0.7
Visitor	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.2	0.3	0.3	0.4	0.4

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Beeville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	18	27	38	35	24	30	30
Visitor Spending (\$M)	17	18	26	38	35	24	30	30
No Transportation (\$M)	13	13	22	32	29	21	25	25
Transportation (\$M)	4	5	5	6	6	4	5	5
Earnings (\$M)	4	4	8	12	10	7	7	7
Total Employment	260	240	390	500	430	290	300	300
State & Local Tax Rev. (\$M)	1.3	1.3	2.1	3.0	2.6	1.8	2.3	2.3
Local Tax Rev.	0.4	0.4	0.7	1.1	0.8	0.5	0.7	0.7
Visitor	0.2	0.2	0.5	0.8	0.6	0.3	0.5	0.5
Business/Employee	0.1	0.1	0.2	0.3	0.2	0.2	0.2	0.2
State Tax Rev.	0.9	0.9	1.4	1.9	1.8	1.3	1.6	1.6
Visitor	0.8	0.8	1.3	1.7	1.6	1.2	1.5	1.5
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Bellmead	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	63	67	68	68	71	71	68	64
Visitor Spending (\$M)	63	66	67	68	71	70	68	64
No Transportation (\$M)	44	44	48	46	50	56	53	49
Transportation (\$M)	19	22	20	21	21	14	16	15
Earnings (\$M)	14	14	16	16	17	20	19	17
Total Employment	800	750	810	760	780	810	740	650
State & Local Tax Rev. (\$M)	4.7	4.7	5.0	4.8	5.2	5.7	5.8	5.5
Local Tax Rev.	1.1	1.1	1.2	1.2	1.3	1.6	1.6	1.6
Visitor	0.9	1.0	1.0	1.0	1.1	1.3	1.3	1.3
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	3.6	3.6	3.8	3.6	3.9	4.2	4.1	3.8
Visitor	3.5	3.4	3.7	3.4	3.7	4.0	3.9	3.6
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3
Belton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	18	22	20	22	23	21	22	23
Visitor Spending (\$M)	18	22	20	22	23	21	22	23
No Transportation (\$M)	15	17	16	17	19	18	19	19
Transportation (\$M)	4	5	4	4	4	3	4	4
Earnings (\$M)	4	5	5	6	6	6	7	7
Total Employment	280	250	240	250	270	250	270	270
State & Local Tax Rev. (\$M)	1.6	1.9	1.8	1.9	2.1	2.1	2.3	2.3
Local Tax Rev.	0.5	0.6	0.6	0.6	0.7	0.7	0.8	0.8
Visitor	0.3	0.3	0.3	0.3	0.4	0.3	0.4	0.4
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	1.1	1.3	1.2	1.3	1.4	1.4	1.5	1.5
Visitor	1.0	1.1	1.0	1.1	1.2	1.1	1.2	1.2
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Benbrook	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	21	18	21	19	17	18	18
Visitor Spending (\$M)	16	17	15	18	16	15	17	17
No Transportation (\$M)	12	13	12	14	13	13	14	14
Transportation (\$M)	4	4	3	4	3	2	3	3
Earnings (\$M)	6	7	6	7	7	6	7	7
Total Employment	220	240	210	240	220	210	220	220
State & Local Tax Rev. (\$M)	3.8	3.6	3.5	3.8	4.4	4.7	5.3	5.7
Local Tax Rev.	1.9	1.7	1.8	1.9	2.2	2.4	2.8	3.0
Visitor	0.3	0.3	0.3	0.4	0.3	0.3	0.4	0.4
Business/Employee	1.6	1.4	1.5	1.5	1.8	2.1	2.4	2.6
State Tax Rev.	1.9	1.9	1.7	2.0	2.2	2.3	2.5	2.7
Visitor	0.8	0.9	0.7	0.9	0.8	0.8	0.9	0.9
Business/Employee	1.1	1.1	1.0	1.1	1.4	1.5	1.6	1.8

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Big Lake	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	2	2	4	10	7	11	15
Visitor Spending (\$M)	2	2	2	4	10	7	11	15
No Transportation (\$M)	1	2	2	4	9	7	11	14
Transportation (\$M)	1	1	1	1	1	0	1	1
Earnings (\$M)	0	0	0	1	3	2	3	4
Total Employment	30	40	40	70	160	120	170	210
State & Local Tax Rev. (\$M)	0.1	0.1	0.1	0.3	0.7	0.5	0.8	1.1
Local Tax Rev.	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2
Visitor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2
State Tax Rev.	0.1	0.1	0.1	0.2	0.5	0.4	0.7	0.9
Visitor	0.1	0.1	0.1	0.2	0.4	0.3	0.6	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.2
Big Spring	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	69	98	77	112	117	85	109	148
Visitor Spending (\$M)	68	97	77	112	117	85	109	148
No Transportation (\$M)	28	44	34	61	67	51	67	100
Transportation (\$M)	40	54	43	52	50	34	42	49
Earnings (\$M)	10	14	11	18	19	17	19	24
Total Employment	590	830	610	910	970	780	830	1,020
State & Local Tax Rev. (\$M)	5.5	7.2	6.1	8.6	9.6	7.9	10.1	13.8
Local Tax Rev.	1.0	1.6	1.3	2.4	2.8	2.0	2.8	4.5
Visitor	0.6	1.1	0.8	1.7	2.1	1.4	2.1	3.5
Business/Employee	0.4	0.5	0.5	0.7	0.7	0.6	0.7	0.9
State Tax Rev.	4.5	5.6	4.9	6.2	6.8	5.9	7.3	9.4
Visitor	4.2	5.2	4.5	5.7	6.2	5.5	6.8	8.7
Business/Employee	0.3	0.4	0.3	0.5	0.6	0.5	0.5	0.7
Blanco	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	3	4	6	6	6	6	6
Visitor Spending (\$M)	2	3	4	6	6	6	6	6
No Transportation (\$M)	2	2	4	5	6	5	6	6
Transportation (\$M)	0	0	0	1	1	0	0	1
Earnings (\$M)	1	1	1	1	2	2	2	2
Total Employment	40	30	60	80	80	80	80	70
State & Local Tax Rev. (\$M)	0.2	0.2	0.3	0.4	0.5	0.5	0.5	0.5
Local Tax Rev.	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Visitor	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.1	0.1	0.2	0.3	0.3	0.3	0.3	0.3
Visitor	0.1	0.1	0.2	0.2	0.3	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boerne	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	45	45	40	44	51	55	58	53
Visitor Spending (\$M)	44	45	40	44	51	55	58	53
No Transportation (\$M)	38	38	34	37	44	50	52	46
Transportation (\$M)	6	7	6	7	7	5	6	6
Earnings (\$M)	12	12	11	12	15	18	22	20
Total Employment	670	640	570	580	680	720	870	770
State & Local Tax Rev. (\$M)	2.7	2.7	2.4	2.7	3.2	3.7	4.3	3.9
Local Tax Rev.	0.9	0.9	0.8	0.9	1.1	1.4	1.6	1.4
Visitor	0.6	0.6	0.5	0.6	0.8	0.9	1.1	0.9
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.4	0.5	0.5
State Tax Rev.	1.8	1.8	1.6	1.8	2.1	2.4	2.7	2.5
Visitor	1.6	1.6	1.4	1.5	1.8	2.0	2.3	2.0
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Borger	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	31	33	32	40	42	6	7	8
Visitor Spending (\$M)	31	33	32	40	41	6	7	8
No Transportation (\$M)	19	18	19	25	27	3	3	3
Transportation (\$M)	12	15	12	15	15	3	4	4
Earnings (\$M)	7	7	7	9	9	1	1	1
Total Employment	460	340	350	400	400	50	60	60
State & Local Tax Rev. (\$M)	2.5	2.4	2.5	3.0	3.2	0.9	0.9	1.0
Local Tax Rev.	0.6	0.6	0.6	0.8	0.9	0.3	0.3	0.3
Visitor	0.4	0.4	0.4	0.6	0.6	0.0	0.0	0.0
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	1.9	1.8	1.9	2.2	2.3	0.6	0.6	0.7
Visitor	1.7	1.7	1.7	2.0	2.1	0.4	0.4	0.5
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Bowie	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	10	10	12	10	10	10	12
Visitor Spending (\$M)	7	10	10	12	9	10	10	12
No Transportation (\$M)	6	7	8	9	7	8	8	9
Transportation (\$M)	2	3	2	3	2	2	2	2
Earnings (\$M)	2	2	3	3	2	3	3	3
Total Employment	150	180	200	200	160	170	160	180
State & Local Tax Rev. (\$M)	0.5	0.6	0.7	0.8	0.6	0.7	0.7	0.8
Local Tax Rev.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Visitor	0.1	0.1	0.2	0.2	0.1	0.1	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.6
Visitor	0.3	0.4	0.4	0.5	0.4	0.4	0.5	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brady	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	14	13	16	17	14	17	17
Visitor Spending (\$M)	12	14	13	16	17	14	17	17
No Transportation (\$M)	6	7	7	9	10	9	11	10
Transportation (\$M)	6	7	6	7	7	5	6	7
Earnings (\$M)	2	2	2	2	2	2	2	2
Total Employment	130	130	130	150	150	140	140	130
State & Local Tax Rev. (\$M)	0.9	1.0	1.0	1.1	1.3	1.2	1.5	1.4
Local Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.4
Visitor	0.1	0.2	0.1	0.2	0.3	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.8	0.8	0.9	0.9	0.9	1.1	1.0
Visitor	0.7	0.7	0.7	0.8	0.9	0.8	1.0	1.0
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Brenham	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	59	74	66	76	80	59	67	75
Visitor Spending (\$M)	59	74	65	75	80	59	67	74
No Transportation (\$M)	24	28	28	31	38	32	34	36
Transportation (\$M)	35	46	37	44	42	27	34	38
Earnings (\$M)	9	10	10	12	14	12	13	14
Total Employment	490	510	510	520	590	510	520	540
State & Local Tax Rev. (\$M)	4.5	5.0	5.0	5.1	5.9	5.3	5.9	6.3
Local Tax Rev.	0.8	0.9	0.9	1.0	1.3	1.1	1.3	1.4
Visitor	0.5	0.6	0.6	0.7	0.9	0.8	0.9	1.0
Business/Employee	0.2	0.2	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev.	3.8	4.1	4.1	4.1	4.6	4.2	4.6	4.9
Visitor	3.6	3.9	3.9	3.9	4.3	3.9	4.3	4.6
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3

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Bridge City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	5	6	5	5	5	6
Visitor Spending (\$M)	5	6	5	6	5	5	5	6
No Transportation (\$M)	3	3	3	3	3	3	3	3
Transportation (\$M)	2	3	2	3	2	2	2	3
Earnings (\$M)	1	1	1	1	1	1	1	1
Total Employment	50	40	50	50	40	50	40	40
State & Local Tax Rev. (\$M)	0.5	0.5	0.5	0.5	0.5	0.5	0.6	0.6
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Visitor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Visitor	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Bridgeport	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	7	11	10	11	8	10	11
Visitor Spending (\$M)	6	7	11	10	11	8	10	11
No Transportation (\$M)	5	6	10	9	9	7	9	10
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	2	3	3	3	3	3	3
Total Employment	90	110	180	160	160	130	150	160
State & Local Tax Rev. (\$M)	0.5	0.6	0.9	0.8	0.8	0.7	0.8	0.9
Local Tax Rev.	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Visitor	0.1	0.1	0.2	0.2	0.2	0.1	0.1	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.4	0.6	0.6	0.6	0.5	0.6	0.7
Visitor	0.3	0.3	0.6	0.5	0.5	0.4	0.5	0.6
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Brookshire	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	14	10	17	18	11	17	15
Visitor Spending (\$M)	10	14	10	17	18	11	17	15
No Transportation (\$M)	4	6	5	8	10	7	10	8
Transportation (\$M)	5	8	5	9	8	4	7	7
Earnings (\$M)	1	2	2	3	3	2	3	3
Total Employment	60	70	50	80	90	70	90	70
State & Local Tax Rev. (\$M)	0.7	0.9	0.7	1.1	1.3	1.0	1.5	1.2
Local Tax Rev.	0.1	0.2	0.1	0.3	0.3	0.2	0.4	0.3
Visitor	0.1	0.2	0.1	0.2	0.3	0.2	0.4	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.6	0.8	0.6	0.9	1.0	0.7	1.1	0.9
Visitor	0.6	0.7	0.6	0.8	0.9	0.7	1.1	0.9
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownfield	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	7	8	14	13	11	11	13
Visitor Spending (\$M)	5	7	8	14	13	11	11	13
No Transportation (\$M)	4	6	8	14	12	10	10	12
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	2	2	4	4	3	3	4
Total Employment	100	150	150	260	210	200	190	220
State & Local Tax Rev. (\$M)	0.4	0.6	0.8	1.4	1.2	1.0	1.1	1.3
Local Tax Rev.	0.1	0.2	0.3	0.5	0.4	0.3	0.4	0.5
Visitor	0.1	0.1	0.2	0.3	0.3	0.2	0.2	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.4	0.5	0.9	0.8	0.7	0.7	0.8
Visitor	0.3	0.4	0.4	0.8	0.7	0.6	0.6	0.7
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Brownsville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	222	256	240	254	256	254	256	276
Visitor Spending (\$M)	196	231	211	221	226	223	224	242
No Transportation (\$M)	132	160	147	150	158	163	160	171
Transportation (\$M)	64	71	63	71	68	60	64	71
Earnings (\$M)	37	44	44	44	48	52	54	57
Total Employment	2,040	2,250	2,050	1,980	2,070	2,260	2,330	2,400
State & Local Tax Rev. (\$M)	15.4	17.4	16.7	17.0	18.4	19.2	19.7	21.5
Local Tax Rev.	5.9	6.3	6.3	6.4	7.0	7.4	7.8	8.6
Visitor	2.7	3.3	2.9	3.0	3.2	3.3	3.4	4.0
Business/Employee	3.1	2.9	3.4	3.4	3.8	4.2	4.5	4.7
State Tax Rev.	9.5	11.1	10.4	10.7	11.5	11.7	11.9	12.9
Visitor	7.3	8.8	8.1	8.1	8.5	8.8	8.9	9.6
Business/Employee	2.2	2.3	2.3	2.6	3.0	3.0	3.0	3.3
Brownwood	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	29	32	32	34	36	34	35	31
Visitor Spending (\$M)	29	32	32	34	36	34	35	31
No Transportation (\$M)	24	25	26	27	29	29	30	25
Transportation (\$M)	5	7	6	7	7	5	6	5
Earnings (\$M)	9	9	10	10	11	11	12	10
Total Employment	480	420	450	420	430	430	460	400
State & Local Tax Rev. (\$M)	2.6	2.6	2.7	2.8	3.1	3.1	3.3	3.0
Local Tax Rev.	0.8	0.9	0.9	0.9	1.0	1.1	1.2	1.1
Visitor	0.5	0.6	0.6	0.6	0.7	0.7	0.8	0.6
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev.	1.7	1.8	1.8	1.9	2.1	2.0	2.2	1.9
Visitor	1.5	1.5	1.6	1.6	1.8	1.8	1.9	1.6
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Bryan	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	67	73	79	84	123	112	128	144
Visitor Spending (\$M)	65	72	78	83	122	112	127	143
No Transportation (\$M)	47	50	58	60	96	94	105	117
Transportation (\$M)	18	22	20	23	26	18	22	26
Earnings (\$M)	13	14	17	18	32	33	38	45
Total Employment	790	750	930	930	1,460	1,460	1,630	1,840
State & Local Tax Rev. (\$M)	6.5	7.0	7.8	8.0	12.4	12.4	14.3	16.2
Local Tax Rev.	1.9	2.1	2.5	2.5	4.2	4.3	5.1	5.8
Visitor	0.6	0.7	0.9	1.0	2.0	1.9	2.4	2.8
Business/Employee	1.3	1.4	1.5	1.5	2.1	2.4	2.6	3.0
State Tax Rev.	4.6	4.9	5.4	5.5	8.2	8.1	9.2	10.4
Visitor	3.6	3.7	4.2	4.2	6.3	6.2	7.2	8.0
Business/Employee	1.0	1.2	1.1	1.3	1.9	1.9	2.0	2.4
Buda	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	15	22	31	38	41	46	55
Visitor Spending (\$M)	10	15	22	31	38	41	46	55
No Transportation (\$M)	8	11	18	26	33	37	41	49
Transportation (\$M)	2	3	4	5	6	4	5	6
Earnings (\$M)	3	4	6	9	12	14	16	19
Total Employment	110	150	240	320	410	460	520	590
State & Local Tax Rev. (\$M)	0.9	1.2	1.9	2.6	3.3	3.9	4.4	5.2
Local Tax Rev.	0.3	0.3	0.6	0.8	1.1	1.3	1.5	1.7
Visitor	0.2	0.3	0.4	0.6	0.8	0.9	1.1	1.3
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.4	0.4	0.4
State Tax Rev.	0.6	0.9	1.3	1.8	2.3	2.6	2.9	3.5
Visitor	0.6	0.8	1.2	1.6	2.0	2.3	2.6	3.1
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Buffalo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	19	12	16	18	12	13	16
Visitor Spending (\$M)	15	19	12	16	18	12	13	16
No Transportation (\$M)	8	10	7	9	10	7	7	8
Transportation (\$M)	7	9	6	8	8	4	5	7
Earnings (\$M)	2	3	2	3	3	2	2	2
Total Employment	150	170	110	140	150	100	110	120
State & Local Tax Rev. (\$M)	1.0	1.2	0.9	1.1	1.2	0.9	1.0	1.1
Local Tax Rev.	0.2	0.3	0.2	0.3	0.3	0.2	0.2	0.2
Visitor	0.2	0.3	0.2	0.2	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.8	1.0	0.7	0.8	0.9	0.7	0.8	0.9
Visitor	0.8	0.9	0.7	0.8	0.9	0.7	0.8	0.9
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burleson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	42	56	52	56	62	62	67	72
Visitor Spending (\$M)	37	51	47	51	58	59	65	69
No Transportation (\$M)	22	33	33	35	41	46	48	50
Transportation (\$M)	15	18	14	17	18	14	17	19
Earnings (\$M)	11	15	16	17	20	22	23	24
Total Employment	400	590	590	590	680	720	750	780
State & Local Tax Rev. (\$M)	3.7	4.7	4.7	4.9	6.0	6.7	7.5	8.0
Local Tax Rev.	1.2	1.6	1.6	1.7	2.2	2.5	2.8	3.0
Visitor	0.6	0.9	0.9	1.0	1.1	1.3	1.5	1.6
Business/Employee	0.6	0.7	0.8	0.8	1.0	1.2	1.4	1.5
State Tax Rev.	2.5	3.1	3.1	3.2	3.8	4.2	4.6	5.0
Visitor	2.1	2.6	2.6	2.6	3.0	3.4	3.7	3.9
Business/Employee	0.4	0.5	0.5	0.6	0.8	0.8	0.9	1.1
Burnet	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	22	18	23	19	24	24	23
Visitor Spending (\$M)	19	22	18	23	19	24	24	23
No Transportation (\$M)	16	18	16	19	16	22	21	20
Transportation (\$M)	3	4	3	4	3	2	3	3
Earnings (\$M)	7	7	7	8	7	9	10	9
Total Employment	300	320	290	340	260	340	330	300
State & Local Tax Rev. (\$M)	1.4	1.6	1.4	1.7	1.5	1.9	2.1	2.0
Local Tax Rev.	0.5	0.6	0.5	0.6	0.5	0.7	0.8	0.8
Visitor	0.4	0.4	0.4	0.5	0.4	0.5	0.6	0.6
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	0.9	1.0	0.9	1.1	0.9	1.2	1.3	1.2
Visitor	0.8	0.9	0.8	1.0	0.8	1.1	1.1	1.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Caldwell	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	5	7	8	8	8	9
Visitor Spending (\$M)	5	6	5	7	8	8	8	9
No Transportation (\$M)	4	5	4	6	7	7	7	8
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	2	1	2	2	2	3	3
Total Employment	70	80	70	80	90	90	90	100
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.4	0.5	0.4	0.5	0.5
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
State Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4
Visitor	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Cameron	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	8	7	7	9	6	7	7
Visitor Spending (\$M)	5	8	7	7	9	6	7	7
No Transportation (\$M)	2	4	3	3	5	3	4	3
Transportation (\$M)	3	4	3	4	4	2	3	3
Earnings (\$M)	1	2	2	2	2	2	2	1
Total Employment	50	90	80	80	110	70	80	60
State & Local Tax Rev. (\$M)	0.4	0.6	0.6	0.5	0.7	0.6	0.6	0.6
Local Tax Rev.	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.5	0.4	0.4	0.5	0.4	0.5	0.5
Visitor	0.3	0.4	0.4	0.4	0.5	0.4	0.4	0.4
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Canadian	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	7	10	16	17	7	8	7
Visitor Spending (\$M)	4	7	10	16	17	7	8	7
No Transportation (\$M)	3	7	10	16	17	7	8	7
Transportation (\$M)	0	1	0	1	1	0	1	1
Earnings (\$M)	1	1	2	3	3	1	1	1
Total Employment	40	60	90	120	110	60	60	60
State & Local Tax Rev. (\$M)	0.3	0.7	0.9	1.5	1.6	0.7	0.8	0.7
Local Tax Rev.	0.1	0.3	0.4	0.6	0.7	0.3	0.3	0.3
Visitor	0.1	0.2	0.3	0.5	0.6	0.2	0.3	0.2
Business/Employee	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.0
State Tax Rev.	0.2	0.4	0.6	0.9	0.9	0.4	0.5	0.4
Visitor	0.2	0.4	0.5	0.8	0.9	0.4	0.5	0.4
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Canton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	22	21	23	23	22	22	22
Visitor Spending (\$M)	17	22	20	23	23	22	22	22
No Transportation (\$M)	10	12	12	13	14	15	15	14
Transportation (\$M)	7	10	8	10	9	6	7	8
Earnings (\$M)	4	4	5	5	5	6	6	5
Total Employment	220	240	240	230	230	250	240	210
State & Local Tax Rev. (\$M)	1.1	1.3	1.3	1.3	1.4	1.5	1.5	1.5
Local Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Visitor	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.9	1.0	1.0	1.1	1.1	1.2	1.2	1.2
Visitor	0.9	1.0	1.0	1.0	1.1	1.2	1.2	1.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canyon	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	24	29	26	29	30	29	32	33
Visitor Spending (\$M)	23	29	26	29	30	29	32	33
No Transportation (\$M)	12	13	14	14	16	19	19	19
Transportation (\$M)	11	15	12	14	14	10	13	14
Earnings (\$M)	5	5	5	6	6	7	7	8
Total Employment	280	290	300	280	290	350	360	360
State & Local Tax Rev. (\$M)	1.8	1.9	2.0	1.9	2.1	2.5	2.7	2.7
Local Tax Rev.	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.7
Visitor	0.3	0.3	0.3	0.3	0.3	0.5	0.5	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.4	1.6	1.6	1.5	1.7	1.9	2.0	2.1
Visitor	1.4	1.5	1.5	1.5	1.6	1.8	1.9	2.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Carrollton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	105	116	105	119	129	146	161	167
Visitor Spending (\$M)	83	91	82	90	98	110	121	126
No Transportation (\$M)	62	65	61	67	74	89	96	98
Transportation (\$M)	21	26	21	23	24	20	25	28
Earnings (\$M)	33	35	33	38	43	54	58	59
Total Employment	940	940	880	950	1,050	1,260	1,330	1,330
State & Local Tax Rev. (\$M)	11.7	12.0	11.7	12.9	14.1	17.0	18.4	19.4
Local Tax Rev.	4.8	4.7	4.9	5.3	5.7	7.3	7.9	8.3
Visitor	1.1	1.2	1.1	1.2	1.4	1.9	2.2	2.2
Business/Employee	3.7	3.5	3.8	4.1	4.3	5.4	5.7	6.1
State Tax Rev.	6.9	7.3	6.8	7.6	8.3	9.8	10.5	11.2
Visitor	4.4	4.6	4.3	4.5	5.0	6.0	6.7	6.9
Business/Employee	2.5	2.7	2.5	3.0	3.3	3.7	3.8	4.3
Carthage	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	14	19	15	16	12	14	16
Visitor Spending (\$M)	10	14	19	15	16	12	14	16
No Transportation (\$M)	8	11	17	12	13	10	12	14
Transportation (\$M)	2	3	3	3	3	2	2	3
Earnings (\$M)	2	3	4	3	3	2	3	3
Total Employment	150	170	240	170	170	140	170	180
State & Local Tax Rev. (\$M)	0.8	1.1	1.6	1.2	1.3	0.9	1.2	1.4
Local Tax Rev.	0.3	0.4	0.6	0.4	0.4	0.3	0.4	0.5
Visitor	0.2	0.3	0.5	0.4	0.4	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
State Tax Rev.	0.5	0.7	1.0	0.8	0.8	0.6	0.8	0.9
Visitor	0.5	0.7	1.0	0.7	0.8	0.6	0.8	0.9
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cedar Hill	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	35	42	46	53	57	58	61	62
Visitor Spending (\$M)	25	30	35	39	42	42	43	44
No Transportation (\$M)	18	21	25	28	31	33	33	33
Transportation (\$M)	7	10	10	11	11	9	10	11
Earnings (\$M)	11	13	15	17	19	21	22	22
Total Employment	300	320	380	410	460	490	490	480
State & Local Tax Rev. (\$M)	5.7	6.2	6.9	7.6	8.2	9.4	9.7	10.1
Local Tax Rev.	2.7	2.8	3.2	3.5	3.7	4.5	4.7	4.8
Visitor	0.3	0.4	0.5	0.5	0.6	0.7	0.7	0.7
Business/Employee	2.4	2.4	2.7	2.9	3.1	3.8	3.9	4.1
State Tax Rev.	3.0	3.4	3.7	4.1	4.5	4.9	5.0	5.3
Visitor	1.3	1.5	1.9	2.0	2.2	2.3	2.4	2.4
Business/Employee	1.7	1.9	1.8	2.2	2.4	2.6	2.6	2.9
Cedar Park	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	46	55	62	75	85	90	105	108
Visitor Spending (\$M)	42	50	56	68	77	80	93	97
No Transportation (\$M)	34	39	46	56	65	72	82	85
Transportation (\$M)	8	11	10	12	12	8	11	12
Earnings (\$M)	12	14	17	22	26	30	35	36
Total Employment	480	530	640	730	830	900	1,000	990
State & Local Tax Rev. (\$M)	3.8	4.2	5.2	6.2	7.3	8.1	10.1	10.6
Local Tax Rev.	1.2	1.3	1.7	2.1	2.6	3.0	3.9	4.1
Visitor	0.7	0.8	1.0	1.3	1.5	1.7	2.1	2.2
Business/Employee	0.5	0.5	0.7	0.8	1.0	1.3	1.7	1.8
State Tax Rev.	2.6	2.9	3.5	4.1	4.8	5.2	6.2	6.6
Visitor	2.2	2.5	3.0	3.5	4.0	4.3	5.1	5.3
Business/Employee	0.3	0.4	0.5	0.6	0.8	0.9	1.1	1.3

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Center	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	22	24	27	23	19	21	24
Visitor Spending (\$M)	12	22	24	27	23	19	21	24
No Transportation (\$M)	7	14	16	19	15	14	15	17
Transportation (\$M)	5	8	7	9	8	6	7	7
Earnings (\$M)	3	5	7	7	6	6	6	6
Total Employment	210	380	440	470	370	320	340	360
State & Local Tax Rev. (\$M)	0.8	1.4	1.7	1.9	1.5	1.4	1.6	1.8
Local Tax Rev.	0.2	0.4	0.5	0.6	0.4	0.4	0.4	0.5
Visitor	0.1	0.3	0.4	0.5	0.3	0.3	0.4	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	1.0	1.2	1.3	1.1	1.0	1.2	1.3
Visitor	0.6	1.0	1.1	1.2	1.0	1.0	1.1	1.2
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Childress	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	12	13	15	14	14	14	15
Visitor Spending (\$M)	12	12	13	15	14	14	14	15
No Transportation (\$M)	11	10	11	13	13	13	13	13
Transportation (\$M)	1	2	1	2	2	1	1	1
Earnings (\$M)	3	2	3	3	3	3	3	3
Total Employment	200	180	210	220	190	180	190	190
State & Local Tax Rev. (\$M)	1.1	1.1	1.2	1.4	1.4	1.4	1.5	1.5
Local Tax Rev.	0.4	0.4	0.5	0.6	0.6	0.5	0.6	0.6
Visitor	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.7	0.8	0.9	0.9	0.8	0.9	0.9
Visitor	0.6	0.6	0.7	0.8	0.7	0.7	0.8	0.8
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Clarendon	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	6	6	6	5	6	6	6
Visitor Spending (\$M)	6	6	6	6	5	6	6	6
No Transportation (\$M)	5	5	5	5	4	5	5	5
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	2	2	2	1	2	2	2
Total Employment	110	120	100	80	70	80	90	80
State & Local Tax Rev. (\$M)	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Local Tax Rev.	0.1	0.2	0.1	0.1	0.1	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Visitor	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleburne	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	38	56	44	44	46	38	44	49
Visitor Spending (\$M)	37	55	43	43	45	38	44	48
No Transportation (\$M)	17	27	22	20	23	24	26	28
Transportation (\$M)	20	29	21	22	22	14	17	20
Earnings (\$M)	6	9	8	8	9	9	10	11
Total Employment	280	400	320	280	320	320	340	350
State & Local Tax Rev. (\$M)	3.0	4.1	3.5	3.1	3.5	3.6	4.0	4.3
Local Tax Rev.	0.6	0.9	0.8	0.7	0.9	0.9	1.0	1.1
Visitor	0.4	0.7	0.5	0.5	0.6	0.6	0.7	0.8
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	2.4	3.1	2.7	2.4	2.7	2.6	3.0	3.2
Visitor	2.3	3.0	2.5	2.2	2.5	2.4	2.8	3.0
Business/Employee	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Cleveland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	16	13	15	18	18	21	20
Visitor Spending (\$M)	11	16	12	14	17	17	20	19
No Transportation (\$M)	8	11	9	10	13	14	16	15
Transportation (\$M)	3	4	3	4	4	3	4	4
Earnings (\$M)	4	6	5	6	8	9	9	9
Total Employment	140	180	140	150	180	200	200	190
State & Local Tax Rev. (\$M)	0.9	1.3	1.0	1.1	1.4	1.5	1.8	1.7
Local Tax Rev.	0.3	0.4	0.3	0.3	0.4	0.5	0.6	0.6
Visitor	0.2	0.3	0.2	0.3	0.4	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.9	0.7	0.8	1.0	1.0	1.2	1.2
Visitor	0.6	0.8	0.7	0.7	0.9	1.0	1.2	1.1
Business/Employee	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Clute	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	40	30	42	52	52	57	50
Visitor Spending (\$M)	33	40	30	42	52	52	57	50
No Transportation (\$M)	28	32	25	35	45	47	51	44
Transportation (\$M)	5	7	5	6	7	5	6	6
Earnings (\$M)	9	11	9	12	15	17	18	16
Total Employment	540	590	460	590	710	770	770	700
State & Local Tax Rev. (\$M)	2.3	2.7	2.1	2.9	3.7	3.9	4.5	3.9
Local Tax Rev.	0.6	0.8	0.6	0.9	1.1	1.2	1.5	1.3
Visitor	0.5	0.7	0.5	0.7	1.0	1.1	1.3	1.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Rev.	1.7	1.9	1.5	2.0	2.6	2.7	3.0	2.7
Visitor	1.6	1.8	1.4	1.9	2.4	2.6	2.9	2.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
College Station	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	250	303	272	295	344	331	353	385
Visitor Spending (\$M)	233	286	256	279	326	313	336	367
No Transportation (\$M)	169	205	192	204	252	258	272	295
Transportation (\$M)	64	81	64	75	74	55	64	72
Earnings (\$M)	53	63	63	67	88	100	109	122
Total Employment	3,150	3,390	3,350	3,390	3,970	4,150	4,350	4,760
State & Local Tax Rev. (\$M)	18.8	22.4	21.2	22.2	28.0	28.9	32.2	35.4
Local Tax Rev.	5.3	6.6	6.3	6.8	9.2	9.6	11.0	12.3
Visitor	3.8	5.0	4.5	4.9	6.5	6.4	7.5	8.2
Business/Employee	1.5	1.6	1.9	1.9	2.7	3.2	3.6	4.1
State Tax Rev.	13.4	15.7	14.8	15.4	18.8	19.3	21.1	23.2
Visitor	12.3	14.3	13.4	13.8	16.3	16.8	18.4	19.9
Business/Employee	1.2	1.4	1.4	1.6	2.4	2.5	2.7	3.3
Columbus	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	23	31	26	38	36	30	32	34
Visitor Spending (\$M)	23	30	26	38	36	30	32	34
No Transportation (\$M)	12	14	14	20	19	19	19	19
Transportation (\$M)	11	16	12	17	17	11	13	15
Earnings (\$M)	5	6	6	9	8	9	9	9
Total Employment	280	300	270	370	340	330	320	310
State & Local Tax Rev. (\$M)	1.6	1.9	1.8	2.4	2.4	2.3	2.4	2.6
Local Tax Rev.	0.3	0.3	0.3	0.5	0.5	0.5	0.5	0.5
Visitor	0.2	0.3	0.2	0.4	0.4	0.4	0.4	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.3	1.6	1.5	1.9	1.9	1.9	1.9	2.0
Visitor	1.3	1.5	1.4	1.8	1.8	1.8	1.9	2.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

**City and Place Direct Travel Impacts
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Comanche	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	8	7	7	8	7	8	9
Visitor Spending (\$M)	5	8	7	7	8	7	8	9
No Transportation (\$M)	3	5	5	5	5	6	6	7
Transportation (\$M)	2	3	2	2	2	2	2	2
Earnings (\$M)	1	1	1	1	1	2	2	2
Total Employment	60	90	80	80	80	80	90	90
State & Local Tax Rev. (\$M)	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.6
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Visitor	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conroe	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	46	59	55	67	84	77	85	93
Visitor Spending (\$M)	43	55	50	61	74	69	76	84
No Transportation (\$M)	36	45	42	52	65	63	68	74
Transportation (\$M)	7	10	8	9	9	7	8	9
Earnings (\$M)	18	23	23	29	38	38	37	41
Total Employment	570	660	630	720	900	890	850	930
State & Local Tax Rev. (\$M)	4.6	5.5	5.5	6.6	8.4	8.7	9.5	10.4
Local Tax Rev.	1.8	2.1	2.2	2.6	3.5	3.7	4.1	4.4
Visitor	0.8	1.1	1.0	1.3	1.7	1.5	1.8	2.0
Business/Employee	1.0	1.0	1.2	1.4	1.8	2.2	2.3	2.4
State Tax Rev.	2.8	3.4	3.3	3.9	5.0	5.0	5.4	6.0
Visitor	2.2	2.6	2.5	2.9	3.6	3.5	3.9	4.3
Business/Employee	0.7	0.8	0.8	1.0	1.4	1.5	1.5	1.7
Converse	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	14	13	24	27	26	28	32
Visitor Spending (\$M)	11	12	11	22	24	21	22	25
No Transportation (\$M)	6	7	7	14	15	15	15	17
Transportation (\$M)	4	5	5	8	9	6	7	9
Earnings (\$M)	3	3	3	6	8	9	9	10
Total Employment	110	120	110	210	240	240	240	270
State & Local Tax Rev. (\$M)	1.9	2.1	2.1	3.1	3.6	3.8	4.0	4.9
Local Tax Rev.	0.8	0.9	0.9	1.3	1.5	1.7	1.8	2.2
Visitor	0.1	0.1	0.1	0.4	0.4	0.4	0.4	0.4
Business/Employee	0.7	0.8	0.9	0.9	1.1	1.3	1.4	1.7
State Tax Rev.	1.1	1.2	1.2	1.8	2.1	2.1	2.2	2.7
Visitor	0.6	0.6	0.6	1.2	1.3	1.2	1.3	1.5
Business/Employee	0.5	0.6	0.6	0.7	0.8	0.9	0.9	1.2
Copperas Cove	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	22	26	25	27	24	22	23	22
Visitor Spending (\$M)	21	26	25	27	24	22	23	22
No Transportation (\$M)	17	19	20	20	19	18	19	17
Transportation (\$M)	5	6	5	6	5	4	4	4
Earnings (\$M)	5	5	6	6	6	6	7	6
Total Employment	290	280	280	290	250	250	270	230
State & Local Tax Rev. (\$M)	1.8	2.0	2.1	2.1	2.0	2.0	2.1	2.0
Local Tax Rev.	0.5	0.6	0.6	0.6	0.6	0.6	0.6	0.6
Visitor	0.3	0.4	0.4	0.4	0.3	0.3	0.4	0.3
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Rev.	1.3	1.5	1.5	1.5	1.4	1.4	1.5	1.4
Visitor	1.2	1.3	1.3	1.3	1.2	1.2	1.3	1.2
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Corinth	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	8	10	11	12	13	13	13
Visitor Spending (\$M)	7	8	10	11	11	12	12	11
No Transportation (\$M)	5	6	8	9	9	11	10	10
Transportation (\$M)	1	2	2	2	2	1	1	2
Earnings (\$M)	2	2	3	3	3	4	4	4
Total Employment	70	70	90	100	100	110	110	100
State & Local Tax Rev. (\$M)	0.7	0.8	1.0	1.1	1.2	1.4	1.3	1.4
Local Tax Rev.	0.2	0.3	0.4	0.4	0.4	0.5	0.5	0.5
Visitor	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	0.5	0.6	0.7	0.7	0.8	0.9	0.8	0.9
Visitor	0.4	0.4	0.5	0.5	0.6	0.7	0.6	0.6
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Corpus Christi	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	725	766	744	848	914	907	1,002	1,027
Visitor Spending (\$M)	676	718	696	795	857	852	946	968
No Transportation (\$M)	505	530	535	613	670	702	772	772
Transportation (\$M)	171	188	162	182	188	150	174	195
Earnings (\$M)	167	173	185	216	254	284	305	347
Total Employment	8,460	8,520	8,690	9,340	10,370	11,110	11,640	12,110
State & Local Tax Rev. (\$M)	60.0	62.2	63.9	72.8	82.4	87.0	97.8	101.2
Local Tax Rev.	22.1	22.4	23.8	27.6	31.8	34.3	39.2	40.1
Visitor	12.4	13.1	12.9	15.6	17.5	18.1	22.2	21.9
Business/Employee	9.6	9.3	10.9	12.0	14.3	16.2	17.0	18.2
State Tax Rev.	38.0	39.8	40.0	45.1	50.6	52.7	58.6	61.1
Visitor	31.4	32.8	32.8	36.2	39.6	41.5	47.3	48.3
Business/Employee	6.6	7.0	7.2	8.9	11.0	11.2	11.3	12.8
Corsicana	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	38	43	39	45	49	40	48	51
Visitor Spending (\$M)	37	43	39	45	49	40	48	51
No Transportation (\$M)	27	30	28	31	35	32	37	38
Transportation (\$M)	11	14	11	13	13	9	11	13
Earnings (\$M)	9	9	9	10	11	11	12	13
Total Employment	510	530	520	540	580	520	580	590
State & Local Tax Rev. (\$M)	2.9	3.2	3.0	3.3	3.7	3.3	4.0	4.2
Local Tax Rev.	0.8	0.8	0.8	0.8	1.0	0.9	1.1	1.2
Visitor	0.5	0.6	0.5	0.6	0.7	0.6	0.8	0.9
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	2.2	2.4	2.2	2.4	2.7	2.4	2.9	3.1
Visitor	2.0	2.2	2.1	2.2	2.5	2.2	2.7	2.8
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Cotulla	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	10	28	51	24	36	45
Visitor Spending (\$M)	5	6	10	28	51	24	36	45
No Transportation (\$M)	2	2	7	23	46	21	33	40
Transportation (\$M)	3	3	3	4	4	3	4	4
Earnings (\$M)	1	1	4	13	23	9	14	19
Total Employment	60	70	190	600	990	400	590	720
State & Local Tax Rev. (\$M)	0.4	0.4	0.9	2.8	5.1	2.3	3.6	4.6
Local Tax Rev.	0.1	0.1	0.3	1.2	2.2	0.8	1.4	1.8
Visitor	0.1	0.1	0.2	0.9	1.6	0.6	1.0	1.3
Business/Employee	0.0	0.0	0.1	0.3	0.6	0.3	0.4	0.5
State Tax Rev.	0.3	0.3	0.6	1.6	2.9	1.5	2.2	2.8
Visitor	0.3	0.3	0.5	1.3	2.5	1.3	2.0	2.4
Business/Employee	0.0	0.0	0.1	0.2	0.5	0.2	0.3	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Crockett	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	20	25	18	21	23	17	16	17
Visitor Spending (\$M)	20	25	18	21	23	17	15	17
No Transportation (\$M)	10	11	9	9	11	9	8	8
Transportation (\$M)	10	14	10	12	12	8	8	9
Earnings (\$M)	4	5	4	4	5	4	3	3
Total Employment	240	250	180	210	240	190	140	130
State & Local Tax Rev. (\$M)	1.4	1.6	1.2	1.3	1.5	1.3	1.1	1.2
Local Tax Rev.	0.3	0.3	0.2	0.2	0.3	0.2	0.2	0.2
Visitor	0.2	0.2	0.1	0.2	0.2	0.2	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.1	1.3	1.0	1.0	1.2	1.0	0.9	1.0
Visitor	1.1	1.2	1.0	1.0	1.1	1.0	0.9	0.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Crystal City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	6	7	10	9	4	5	6
Visitor Spending (\$M)	4	6	7	10	9	4	5	6
No Transportation (\$M)	2	3	4	7	6	2	2	3
Transportation (\$M)	3	3	3	3	3	2	2	3
Earnings (\$M)	0	1	1	2	2	0	1	1
Total Employment	30	40	60	100	70	20	30	40
State & Local Tax Rev. (\$M)	0.3	0.4	0.5	0.8	0.7	0.3	0.4	0.4
Local Tax Rev.	0.0	0.1	0.1	0.3	0.2	0.0	0.1	0.1
Visitor	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.1
Business/Employee	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.3	0.4	0.5	0.5	0.3	0.3	0.4
Visitor	0.2	0.3	0.3	0.5	0.4	0.2	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Cuero	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	21	26	42	47	32	39	52
Visitor Spending (\$M)	14	21	26	42	47	32	39	52
No Transportation (\$M)	5	7	13	23	31	20	24	33
Transportation (\$M)	9	13	14	18	16	12	15	19
Earnings (\$M)	2	3	6	12	15	10	11	9
Total Employment	130	170	260	480	590	400	420	350
State & Local Tax Rev. (\$M)	1.2	1.5	2.1	3.3	4.1	3.0	3.6	4.4
Local Tax Rev.	0.2	0.3	0.5	0.9	1.3	0.7	0.9	1.1
Visitor	0.1	0.2	0.3	0.7	0.9	0.4	0.6	0.8
Business/Employee	0.1	0.1	0.2	0.3	0.4	0.3	0.3	0.3
State Tax Rev.	1.0	1.2	1.7	2.4	2.9	2.3	2.7	3.4
Visitor	0.9	1.1	1.6	2.2	2.6	2.1	2.5	3.2
Business/Employee	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2
Dalhart	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	13	15	16	15	15	16	15	15
Visitor Spending (\$M)	13	15	16	15	15	16	15	15
No Transportation (\$M)	10	11	13	11	11	13	11	12
Transportation (\$M)	3	4	3	4	4	3	3	4
Earnings (\$M)	4	5	6	5	5	6	6	6
Total Employment	220	230	310	230	230	280	290	250
State & Local Tax Rev. (\$M)	1.2	1.3	1.5	1.3	1.3	1.6	1.5	1.6
Local Tax Rev.	0.4	0.4	0.5	0.4	0.5	0.6	0.6	0.6
Visitor	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	0.8	0.9	0.9	0.8	0.9	1.0	1.0	1.0
Visitor	0.7	0.7	0.8	0.7	0.7	0.9	0.8	0.8
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Dallas	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3,996	4,345	4,132	4,866	5,410	6,031	6,338	6,815
Visitor Spending (\$M)	3,586	3,831	3,631	4,265	4,730	5,109	5,367	5,822
No Transportation (\$M)	2,546	2,563	2,492	2,903	3,295	3,693	3,789	4,066
Transportation (\$M)	1,041	1,268	1,139	1,362	1,435	1,416	1,578	1,756
Earnings (\$M)	1,716	1,727	1,772	2,061	1,995	2,559	2,671	2,855
Total Employment	41,860	40,580	39,760	44,900	47,320	55,580	56,940	59,080
State & Local Tax Rev. (\$M)	372.5	375.0	366.4	417.3	464.8	534.5	571.4	614.4
Local Tax Rev.	137.5	135.2	134.2	152.1	168.5	203.1	220.9	235.3
Visitor	67.8	69.2	64.3	77.0	89.6	103.6	116.1	126.0
Business/Employee	69.8	65.9	69.9	75.2	78.9	99.5	104.8	109.3
State Tax Rev.	235.0	239.8	232.2	265.1	296.3	331.5	350.5	379.2
Visitor	187.5	189.7	185.7	209.5	235.7	262.5	280.8	302.2
Business/Employee	47.5	50.1	46.5	55.6	60.6	69.0	69.7	77.0
Dayton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	7	5	7	8	7	7	8
Visitor Spending (\$M)	6	7	5	7	8	7	7	8
No Transportation (\$M)	4	5	4	4	5	5	5	6
Transportation (\$M)	2	2	2	2	2	2	2	2
Earnings (\$M)	2	2	2	2	3	3	3	3
Total Employment	70	70	50	60	70	70	60	60
State & Local Tax Rev. (\$M)	0.5	0.6	0.5	0.5	0.6	0.6	0.7	0.7
Local Tax Rev.	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.3	0.4	0.5	0.5	0.5	0.5
Visitor	0.3	0.4	0.3	0.3	0.4	0.4	0.4	0.5
Business/Employee	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.1
Decatur	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	25	32	32	41	38	35	43	46
Visitor Spending (\$M)	24	32	32	41	38	35	43	46
No Transportation (\$M)	21	28	28	36	33	31	38	41
Transportation (\$M)	3	4	4	5	5	3	4	5
Earnings (\$M)	7	9	9	12	11	11	13	13
Total Employment	400	490	510	620	560	560	660	660
State & Local Tax Rev. (\$M)	1.7	2.2	2.2	2.8	2.6	2.4	3.0	3.3
Local Tax Rev.	0.4	0.6	0.6	0.7	0.7	0.6	0.7	0.8
Visitor	0.4	0.5	0.5	0.7	0.6	0.5	0.7	0.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.3	1.6	1.6	2.1	2.0	1.9	2.3	2.5
Visitor	1.2	1.6	1.6	2.0	1.9	1.8	2.2	2.4
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Deer Park	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	38	54	52	62	72	63	71	69
Visitor Spending (\$M)	34	51	49	59	67	58	66	64
No Transportation (\$M)	22	32	32	38	46	42	47	44
Transportation (\$M)	12	19	17	20	21	16	18	19
Earnings (\$M)	10	14	14	17	20	20	21	21
Total Employment	350	450	460	510	590	580	550	540
State & Local Tax Rev. (\$M)	4.9	6.2	6.2	7.0	8.3	8.0	8.8	8.6
Local Tax Rev.	2.1	2.5	2.5	2.9	3.4	3.4	3.8	3.7
Visitor	0.7	1.1	1.1	1.4	1.7	1.6	1.9	1.7
Business/Employee	1.4	1.4	1.5	1.5	1.7	1.8	1.9	1.9
State Tax Rev.	2.9	3.7	3.7	4.2	4.9	4.6	5.1	5.0
Visitor	1.9	2.7	2.7	3.1	3.6	3.4	3.8	3.6
Business/Employee	0.9	1.1	1.0	1.1	1.3	1.3	1.2	1.3

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Del Rio	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	47	51	45	49	49	49	50	54
Visitor Spending (\$M)	46	51	45	49	48	48	50	53
No Transportation (\$M)	40	42	38	40	40	43	43	45
Transportation (\$M)	7	9	7	8	8	6	7	8
Earnings (\$M)	14	14	13	14	14	15	15	15
Total Employment	720	720	610	610	580	610	600	640
State & Local Tax Rev. (\$M)	4.0	4.2	3.8	4.0	4.0	4.3	4.5	4.9
Local Tax Rev.	1.4	1.5	1.3	1.4	1.4	1.5	1.6	1.8
Visitor	0.9	1.0	0.8	0.9	0.9	1.0	1.1	1.2
Business/Employee	0.5	0.5	0.5	0.5	0.5	0.6	0.5	0.6
State Tax Rev.	2.6	2.8	2.5	2.6	2.6	2.8	2.9	3.1
Visitor	2.2	2.3	2.1	2.2	2.2	2.3	2.5	2.6
Business/Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Denison	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	31	39	62	59	69	73	78
Visitor Spending (\$M)	31	31	39	62	59	69	73	78
No Transportation (\$M)	17	15	21	32	33	45	44	45
Transportation (\$M)	14	16	18	30	27	24	28	33
Earnings (\$M)	5	4	6	10	9	14	14	16
Total Employment	260	210	310	450	410	600	590	630
State & Local Tax Rev. (\$M)	2.6	2.3	3.1	4.3	4.3	5.7	6.0	6.2
Local Tax Rev.	0.6	0.5	0.7	0.9	0.9	1.2	1.3	1.3
Visitor	0.3	0.3	0.4	0.6	0.6	0.9	0.9	0.9
Business/Employee	0.3	0.2	0.3	0.3	0.3	0.3	0.4	0.4
State Tax Rev.	2.0	1.8	2.4	3.4	3.4	4.5	4.7	4.9
Visitor	1.8	1.6	2.2	3.2	3.1	4.3	4.5	4.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Denton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	109	131	134	159	171	172	185	207
Visitor Spending (\$M)	107	129	131	155	167	164	176	195
No Transportation (\$M)	89	105	112	132	144	150	158	175
Transportation (\$M)	18	24	20	23	22	14	18	21
Earnings (\$M)	30	36	39	47	52	57	60	69
Total Employment	1,140	1,190	1,250	1,490	1,580	1,630	1,690	1,810
State & Local Tax Rev. (\$M)	9.6	11.1	11.7	13.6	15.0	15.8	17.5	19.5
Local Tax Rev.	3.1	3.6	3.8	4.5	5.1	5.6	6.4	7.1
Visitor	2.1	2.5	2.6	3.1	3.5	3.8	4.4	5.0
Business/Employee	1.0	1.1	1.3	1.4	1.6	1.8	2.0	2.2
State Tax Rev.	6.5	7.5	7.9	9.0	9.9	10.2	11.1	12.3
Visitor	5.8	6.7	7.0	8.0	8.7	8.9	9.8	10.8
Business/Employee	0.7	0.8	0.9	1.0	1.2	1.3	1.3	1.5
DeSoto	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	54	71	89	103	106	110	111	115
Visitor Spending (\$M)	42	57	77	87	89	92	90	93
No Transportation (\$M)	31	40	56	63	66	73	70	71
Transportation (\$M)	11	17	21	24	23	19	20	22
Earnings (\$M)	18	22	30	35	37	42	42	42
Total Employment	490	580	800	880	930	1,020	980	960
State & Local Tax Rev. (\$M)	7.5	8.6	10.5	11.7	12.3	14.1	14.3	14.9
Local Tax Rev.	3.4	3.6	4.3	4.8	5.0	6.0	6.3	6.5
Visitor	0.7	0.9	1.3	1.5	1.7	1.9	1.9	2.0
Business/Employee	2.7	2.7	3.0	3.2	3.3	4.1	4.4	4.5
State Tax Rev.	4.1	5.0	6.1	6.9	7.3	8.0	8.0	8.4
Visitor	2.3	3.0	4.1	4.5	4.7	5.2	5.1	5.2
Business/Employee	1.9	2.1	2.0	2.4	2.6	2.9	2.9	3.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Dilley	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	4	7	14	20	8	11	11
Visitor Spending (\$M)	3	4	7	14	20	8	11	11
No Transportation (\$M)	2	3	6	13	19	8	10	10
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	1	2	4	5	2	3	2
Total Employment	40	40	90	170	220	100	120	110
State & Local Tax Rev. (\$M)	0.2	0.3	0.6	1.2	1.7	0.7	1.0	0.9
Local Tax Rev.	0.1	0.1	0.2	0.4	0.5	0.2	0.3	0.3
Visitor	0.0	0.1	0.1	0.3	0.4	0.1	0.2	0.2
Business/Employee	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.2	0.2	0.4	0.8	1.1	0.5	0.7	0.7
Visitor	0.2	0.2	0.3	0.7	1.0	0.4	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Donna	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	20	20	23	26	28	25	26	27
Visitor Spending (\$M)	19	20	23	26	27	25	26	27
No Transportation (\$M)	16	16	19	22	23	23	22	23
Transportation (\$M)	3	4	4	4	4	3	3	4
Earnings (\$M)	5	5	6	7	8	8	8	9
Total Employment	270	250	310	330	350	350	360	360
State & Local Tax Rev. (\$M)	1.8	1.7	2.0	2.2	2.4	2.3	2.4	2.5
Local Tax Rev.	0.6	0.5	0.6	0.7	0.8	0.8	0.8	0.8
Visitor	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
State Tax Rev.	1.2	1.2	1.4	1.5	1.6	1.6	1.6	1.7
Visitor	1.0	1.0	1.2	1.3	1.4	1.3	1.3	1.4
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3
Dripping Springs	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	2	2	7	10	14	15	24
Visitor Spending (\$M)	2	2	2	7	10	14	15	24
No Transportation (\$M)	1	1	2	5	8	13	14	21
Transportation (\$M)	0	1	0	1	1	1	2	3
Earnings (\$M)	0	0	0	2	3	5	5	8
Total Employment	20	20	20	70	110	160	170	260
State & Local Tax Rev. (\$M)	0.2	0.2	0.2	0.5	0.8	1.2	1.4	2.2
Local Tax Rev.	0.0	0.0	0.1	0.2	0.3	0.4	0.5	0.7
Visitor	0.0	0.0	0.0	0.1	0.2	0.3	0.4	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
State Tax Rev.	0.1	0.1	0.1	0.4	0.6	0.8	0.9	1.5
Visitor	0.1	0.1	0.1	0.3	0.5	0.8	0.9	1.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Dumas	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	30	36	37	44	42	37	41	44
Visitor Spending (\$M)	30	36	37	44	42	37	41	44
No Transportation (\$M)	15	16	20	24	23	24	25	26
Transportation (\$M)	15	20	16	19	19	13	16	18
Earnings (\$M)	4	5	6	7	6	7	7	7
Total Employment	310	310	370	420	370	390	380	380
State & Local Tax Rev. (\$M)	2.5	2.7	3.1	3.5	3.4	3.5	3.9	4.1
Local Tax Rev.	0.6	0.6	0.8	1.0	1.0	1.0	1.2	1.2
Visitor	0.4	0.5	0.6	0.8	0.8	0.8	0.9	0.9
Business/Employee	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	1.9	2.1	2.3	2.5	2.4	2.5	2.8	2.9
Visitor	1.8	2.0	2.1	2.3	2.3	2.4	2.6	2.7
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Duncanville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	69	79	66	70	75	84	86	90
Visitor Spending (\$M)	59	68	56	58	62	71	71	74
No Transportation (\$M)	43	48	41	42	46	56	55	57
Transportation (\$M)	15	20	15	16	16	15	16	18
Earnings (\$M)	23	25	22	24	26	32	32	33
Total Employment	650	680	580	590	650	780	760	760
State & Local Tax Rev. (\$M)	8.1	8.6	7.9	8.3	8.9	10.7	10.9	11.5
Local Tax Rev.	3.4	3.4	3.3	3.5	3.7	4.6	4.8	4.9
Visitor	1.1	1.2	0.9	1.0	1.1	1.5	1.5	1.6
Business/Employee	2.3	2.2	2.3	2.5	2.6	3.1	3.2	3.3
State Tax Rev.	4.7	5.2	4.6	4.8	5.2	6.1	6.2	6.5
Visitor	3.2	3.5	3.0	3.0	3.3	4.0	4.0	4.2
Business/Employee	1.6	1.7	1.6	1.9	2.0	2.2	2.1	2.4
Eagle Pass	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	39	41	46	49	44	45	51
Visitor Spending (\$M)	33	39	41	46	49	44	45	51
No Transportation (\$M)	25	28	32	36	39	38	37	41
Transportation (\$M)	8	10	8	10	10	7	8	10
Earnings (\$M)	7	8	10	10	11	11	12	13
Total Employment	440	450	480	490	460	510	530	570
State & Local Tax Rev. (\$M)	2.7	3.0	3.4	3.7	3.9	3.9	4.1	4.6
Local Tax Rev.	0.8	0.9	1.1	1.3	1.3	1.3	1.4	1.6
Visitor	0.6	0.7	0.8	1.0	1.0	1.0	1.1	1.2
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	1.9	2.1	2.3	2.4	2.6	2.6	2.7	3.0
Visitor	1.7	1.9	2.0	2.2	2.4	2.3	2.5	2.7
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Early	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	8	6	6	7	6	7	13
Visitor Spending (\$M)	8	8	6	6	7	6	7	13
No Transportation (\$M)	7	7	5	5	6	5	6	11
Transportation (\$M)	1	2	1	1	1	1	1	2
Earnings (\$M)	2	2	2	2	2	2	2	4
Total Employment	130	110	90	80	80	80	90	170
State & Local Tax Rev. (\$M)	0.6	0.6	0.5	0.5	0.6	0.5	0.6	1.1
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4
Visitor	0.2	0.2	0.1	0.1	0.1	0.1	0.2	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.7
Visitor	0.4	0.4	0.3	0.3	0.3	0.3	0.4	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Eastland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	7	9	11	11	12	12	14
Visitor Spending (\$M)	5	7	9	11	11	12	12	14
No Transportation (\$M)	5	6	8	10	10	11	11	12
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	2	2	3	3	3	3	4
Total Employment	90	110	140	160	160	180	180	210
State & Local Tax Rev. (\$M)	0.4	0.5	0.7	0.8	0.8	0.9	1.0	1.2
Local Tax Rev.	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.4
Visitor	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
State Tax Rev.	0.3	0.4	0.4	0.6	0.6	0.6	0.6	0.8
Visitor	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Edinburg	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	89	99	89	96	102	115	131	132
Visitor Spending (\$M)	81	91	81	88	94	107	122	123
No Transportation (\$M)	62	67	63	67	72	87	100	97
Transportation (\$M)	20	24	19	21	22	20	23	25
Earnings (\$M)	19	20	20	21	23	30	36	35
Total Employment	1,040	1,070	980	990	1,060	1,320	1,580	1,470
State & Local Tax Rev. (\$M)	6.9	7.5	7.2	7.6	8.4	9.8	11.2	11.6
Local Tax Rev.	2.2	2.4	2.4	2.5	2.8	3.3	3.7	3.9
Visitor	1.0	1.2	1.0	1.1	1.2	1.5	1.8	1.7
Business/Employee	1.2	1.2	1.4	1.4	1.6	1.8	2.0	2.2
State Tax Rev.	4.7	5.1	4.8	5.1	5.6	6.5	7.5	7.7
Visitor	3.9	4.2	3.9	4.0	4.3	5.2	6.1	6.1
Business/Employee	0.8	0.9	0.9	1.0	1.3	1.3	1.3	1.6
Edna	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	7	7	9	8	6	7	8
Visitor Spending (\$M)	5	7	7	9	8	6	7	8
No Transportation (\$M)	5	6	6	7	7	5	6	7
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	1	1	2	2	1	2	2
Total Employment	70	80	70	80	70	50	70	70
State & Local Tax Rev. (\$M)	0.3	0.5	0.5	0.6	0.5	0.4	0.5	0.6
Local Tax Rev.	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.3	0.3	0.4	0.4	0.3	0.3	0.4
Visitor	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
El Campo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	11	9	12	12	11	14	12
Visitor Spending (\$M)	10	11	9	12	12	11	14	12
No Transportation (\$M)	8	9	7	10	10	10	13	11
Transportation (\$M)	2	2	2	2	2	1	2	2
Earnings (\$M)	3	3	2	3	3	3	4	3
Total Employment	170	170	130	170	160	150	170	140
State & Local Tax Rev. (\$M)	0.8	0.9	0.8	1.0	1.0	1.0	1.3	1.1
Local Tax Rev.	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4
Visitor	0.2	0.2	0.1	0.2	0.2	0.2	0.3	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.7	0.5	0.7	0.7	0.7	0.9	0.8
Visitor	0.5	0.6	0.5	0.6	0.6	0.6	0.8	0.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
El Paso	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	1,387	1,536	1,465	1,605	1,631	1,583	1,644	1,814
Visitor Spending (\$M)	1,202	1,340	1,271	1,391	1,417	1,357	1,411	1,569
No Transportation (\$M)	610	634	664	703	730	792	776	859
Transportation (\$M)	592	706	608	688	687	565	635	710
Earnings (\$M)	276	287	315	351	368	426	426	444
Total Employment	11,640	11,410	11,540	12,210	12,610	13,600	13,320	13,920
State & Local Tax Rev. (\$M)	97.3	101.0	103.9	107.9	114.5	124.1	128.9	140.5
Local Tax Rev.	29.8	30.4	32.6	34.3	36.4	41.3	43.1	46.8
Visitor	18.4	19.5	19.7	20.9	22.1	24.3	25.8	28.7
Business/Employee	11.3	11.0	12.9	13.4	14.4	17.0	17.3	18.1
State Tax Rev.	67.5	70.6	71.3	73.6	78.1	82.8	85.9	93.7
Visitor	59.5	61.9	62.4	63.3	66.6	70.6	73.9	80.5
Business/Employee	8.0	8.7	8.9	10.3	11.5	12.2	11.9	13.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Elgin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	9	10	9	10	11	12	12	12
Visitor Spending (\$M)	8	9	8	9	9	11	10	10
No Transportation (\$M)	7	7	7	7	8	10	9	9
Transportation (\$M)	1	2	1	1	1	1	1	1
Earnings (\$M)	3	3	3	3	3	4	4	4
Total Employment	100	100	100	100	110	130	120	110
State & Local Tax Rev. (\$M)	0.9	1.0	1.0	1.1	1.3	1.4	1.5	1.5
Local Tax Rev.	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.6
Visitor	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.2	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	0.6	0.6	0.6	0.7	0.8	0.8	0.9	0.9
Visitor	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.5
Business/Employee	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Elmendorf	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	5	10	9	4	4	6
Visitor Spending (\$M)	5	5	5	10	9	4	4	5
No Transportation (\$M)	3	3	3	6	6	3	3	4
Transportation (\$M)	2	2	2	4	3	1	1	2
Earnings (\$M)	1	1	2	3	3	1	1	2
Total Employment	50	50	50	100	90	40	40	50
State & Local Tax Rev. (\$M)	0.5	0.5	0.5	0.9	0.9	0.5	0.5	0.7
Local Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3
Visitor	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.3	0.3	0.6	0.5	0.3	0.3	0.4
Visitor	0.3	0.3	0.3	0.5	0.5	0.2	0.2	0.3
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Ennis	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	22	25	27	29	29	28	29	31
Visitor Spending (\$M)	22	25	27	29	29	28	29	31
No Transportation (\$M)	15	15	18	19	20	22	22	23
Transportation (\$M)	8	9	9	10	9	6	7	8
Earnings (\$M)	5	5	7	7	7	8	9	9
Total Employment	180	170	200	200	210	230	230	240
State & Local Tax Rev. (\$M)	1.9	2.0	2.3	2.3	2.4	2.7	2.8	3.0
Local Tax Rev.	0.5	0.5	0.6	0.6	0.7	0.8	0.9	1.0
Visitor	0.4	0.4	0.4	0.5	0.5	0.6	0.6	0.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	1.4	1.5	1.7	1.6	1.7	1.9	1.9	2.0
Visitor	1.3	1.3	1.5	1.5	1.6	1.7	1.7	1.8
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Euless	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	42	42	42	47	47	70	73	75
Visitor Spending (\$M)	33	34	34	40	42	67	70	72
No Transportation (\$M)	25	26	27	31	33	57	58	59
Transportation (\$M)	7	9	7	9	9	10	12	13
Earnings (\$M)	14	13	14	16	17	27	28	28
Total Employment	460	480	500	530	570	920	920	940
State & Local Tax Rev. (\$M)	8.6	8.2	8.4	9.0	10.8	13.6	14.9	16.5
Local Tax Rev.	4.4	4.0	4.3	4.4	5.3	6.6	7.4	8.2
Visitor	0.6	0.6	0.6	0.8	0.9	1.6	1.8	1.8
Business/Employee	3.8	3.3	3.6	3.6	4.4	5.0	5.6	6.4
State Tax Rev.	4.2	4.2	4.1	4.6	5.5	7.0	7.5	8.3
Visitor	1.7	1.7	1.7	1.9	2.1	3.5	3.7	3.8
Business/Employee	2.6	2.5	2.4	2.7	3.4	3.5	3.7	4.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Fairfield	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	30	47	33	37	37	24	29	31
Visitor Spending (\$M)	30	47	33	37	37	24	28	31
No Transportation (\$M)	12	20	14	14	15	11	12	12
Transportation (\$M)	18	27	19	23	22	13	17	19
Earnings (\$M)	4	6	4	4	5	4	4	4
Total Employment	310	460	360	360	350	270	280	250
State & Local Tax Rev. (\$M)	2.2	3.2	2.4	2.4	2.5	2.0	2.3	2.3
Local Tax Rev.	0.4	0.6	0.4	0.4	0.4	0.3	0.4	0.4
Visitor	0.3	0.6	0.4	0.4	0.4	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	1.8	2.5	2.0	1.9	2.0	1.7	1.9	2.0
Visitor	1.8	2.5	2.0	1.9	2.0	1.7	1.9	2.0
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Falfurrias	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	14	11	12	13	9	11	11
Visitor Spending (\$M)	11	14	11	12	13	9	11	11
No Transportation (\$M)	7	8	6	6	8	6	7	6
Transportation (\$M)	4	6	5	5	5	3	4	5
Earnings (\$M)	2	2	2	2	2	2	2	2
Total Employment	100	110	90	70	80	60	70	60
State & Local Tax Rev. (\$M)	0.8	1.0	0.8	0.8	0.9	0.8	0.9	0.9
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor	0.1	0.2	0.1	0.1	0.2	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.8	0.6	0.6	0.7	0.6	0.7	0.7
Visitor	0.6	0.7	0.6	0.6	0.7	0.6	0.6	0.6
Business/Employee	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Farmers Branch	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	198	216	179	191	220	242	233	241
Visitor Spending (\$M)	190	208	171	182	210	230	219	225
No Transportation (\$M)	142	148	125	132	156	182	169	172
Transportation (\$M)	49	60	46	50	53	48	49	53
Earnings (\$M)	69	72	63	67	78	94	89	89
Total Employment	2,030	2,000	1,730	1,760	2,090	2,400	2,230	2,190
State & Local Tax Rev. (\$M)	17.4	18.2	15.7	16.5	19.4	23.1	23.1	24.2
Local Tax Rev.	5.7	5.9	5.2	5.6	6.6	8.1	8.5	8.9
Visitor	4.0	4.3	3.4	3.7	4.5	5.4	5.4	5.5
Business/Employee	1.7	1.6	1.7	1.9	2.1	2.8	3.0	3.4
State Tax Rev.	11.6	12.2	10.6	11.0	12.9	14.9	14.6	15.2
Visitor	10.4	11.0	9.4	9.6	11.2	13.0	12.6	12.8
Business/Employee	1.2	1.2	1.2	1.4	1.6	1.9	2.0	2.4
Flatonía	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	2	2	4	4	5	6	6
Visitor Spending (\$M)	3	2	2	4	4	5	6	6
No Transportation (\$M)	2	1	1	3	3	4	4	4
Transportation (\$M)	1	1	1	1	1	1	1	2
Earnings (\$M)	1	0	0	1	1	1	1	1
Total Employment	40	30	20	50	40	60	60	60
State & Local Tax Rev. (\$M)	0.2	0.2	0.2	0.3	0.3	0.4	0.5	0.5
Local Tax Rev.	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.1	0.1	0.2	0.2	0.3	0.3	0.3
Visitor	0.2	0.1	0.1	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Floresville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	8	9	20	27	17	20	23
Visitor Spending (\$M)	6	8	9	20	27	17	20	23
No Transportation (\$M)	3	4	4	12	18	12	13	15
Transportation (\$M)	3	4	4	8	9	6	7	8
Earnings (\$M)	1	2	2	4	7	6	6	7
Total Employment	70	80	90	210	280	230	250	280
State & Local Tax Rev. (\$M)	0.5	0.5	0.6	1.4	2.0	1.4	1.6	1.8
Local Tax Rev.	0.1	0.1	0.1	0.3	0.6	0.3	0.4	0.4
Visitor	0.1	0.1	0.1	0.3	0.5	0.2	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.5	1.0	1.5	1.1	1.3	1.4
Visitor	0.4	0.4	0.5	1.0	1.4	1.1	1.2	1.3
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
Forest Hill	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	13	22	24	29	31	37	37
Visitor Spending (\$M)	8	11	21	22	27	30	36	36
No Transportation (\$M)	6	8	16	17	22	25	30	30
Transportation (\$M)	2	3	4	5	6	5	6	6
Earnings (\$M)	3	4	8	8	10	12	14	14
Total Employment	110	150	290	290	370	410	470	470
State & Local Tax Rev. (\$M)	2.2	2.2	3.0	3.1	3.9	4.4	5.1	5.4
Local Tax Rev.	1.1	1.0	1.3	1.4	1.7	1.9	2.3	2.4
Visitor	0.1	0.2	0.5	0.5	0.7	0.8	1.0	1.0
Business/Employee	1.0	0.8	0.9	0.9	1.1	1.2	1.3	1.4
State Tax Rev.	1.0	1.2	1.6	1.7	2.2	2.4	2.8	3.0
Visitor	0.4	0.5	1.1	1.1	1.4	1.6	1.9	1.9
Business/Employee	0.7	0.6	0.6	0.6	0.8	0.8	0.9	1.0
Forney	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	16	18	24	25	23	26	29
Visitor Spending (\$M)	12	16	18	24	25	23	26	29
No Transportation (\$M)	4	5	7	9	11	12	12	13
Transportation (\$M)	8	11	11	14	15	11	13	16
Earnings (\$M)	1	2	3	3	4	5	5	6
Total Employment	50	60	90	110	130	150	160	160
State & Local Tax Rev. (\$M)	1.0	1.1	1.5	1.7	2.0	2.2	2.4	2.6
Local Tax Rev.	0.2	0.2	0.3	0.3	0.4	0.5	0.5	0.6
Visitor	0.1	0.1	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.3
State Tax Rev.	0.8	0.9	1.2	1.4	1.6	1.7	1.9	2.1
Visitor	0.8	0.9	1.1	1.3	1.4	1.6	1.7	1.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Fort Stockton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	36	56	44	49	54	48	59	78
Visitor Spending (\$M)	36	56	44	49	54	48	59	78
No Transportation (\$M)	20	34	26	29	35	35	42	59
Transportation (\$M)	16	22	18	20	19	13	17	19
Earnings (\$M)	5	8	6	7	8	8	9	11
Total Employment	400	620	460	430	510	520	570	590
State & Local Tax Rev. (\$M)	3.0	4.6	3.7	3.9	4.6	4.6	5.9	8.0
Local Tax Rev.	0.8	1.5	1.1	1.3	1.6	1.6	2.2	3.2
Visitor	0.7	1.3	1.0	1.1	1.4	1.4	2.0	3.0
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	2.2	3.1	2.6	2.6	3.0	3.0	3.7	4.7
Visitor	2.1	2.9	2.4	2.4	2.8	2.8	3.5	4.5
Business/Employee	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Fort Worth	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	983	1,143	1,321	1,447	1,584	1,586	1,702	1,877
Visitor Spending (\$M)	914	1,078	1,245	1,370	1,525	1,542	1,652	1,822
No Transportation (\$M)	705	812	980	1,059	1,207	1,300	1,368	1,499
Transportation (\$M)	209	266	265	311	318	242	283	323
Earnings (\$M)	299	324	355	402	452	497	526	573
Total Employment	11,840	12,050	12,080	12,370	14,030	14,630	15,020	16,430
State & Local Tax Rev. (\$M)	151.8	159.9	180.8	194.2	234.1	256.1	286.1	320.4
Local Tax Rev.	69.3	69.8	83.8	88.7	108.1	123.0	140.4	156.1
Visitor	21.5	24.6	28.0	31.6	36.7	39.8	45.4	50.3
Business/Employee	47.8	45.2	55.8	57.1	71.4	83.2	95.0	105.8
State Tax Rev.	82.6	90.1	97.0	105.6	126.0	133.1	145.7	164.3
Visitor	51.2	56.7	62.7	66.7	75.4	80.0	87.5	95.6
Business/Employee	31.4	33.4	34.3	38.9	50.6	53.1	58.2	68.7
Franklin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	6	6	6	6	4	5	5
Visitor Spending (\$M)	2	6	6	6	6	4	5	5
No Transportation (\$M)	1	4	5	4	4	3	4	4
Transportation (\$M)	1	2	1	1	1	1	1	1
Earnings (\$M)	0	1	1	1	1	1	1	1
Total Employment	20	70	70	60	60	50	50	50
State & Local Tax Rev. (\$M)	0.1	0.4	0.4	0.4	0.4	0.3	0.4	0.4
Local Tax Rev.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.1	0.3	0.3	0.3	0.3	0.2	0.2	0.3
Visitor	0.1	0.3	0.3	0.3	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fredericksburg	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	60	73	75	78	85	88	97	108
Visitor Spending (\$M)	60	72	74	77	84	88	96	107
No Transportation (\$M)	53	64	68	69	76	82	89	99
Transportation (\$M)	6	8	7	8	8	5	7	8
Earnings (\$M)	17	20	23	22	24	26	28	29
Total Employment	910	890	990	900	880	900	930	970
State & Local Tax Rev. (\$M)	5.3	6.3	6.7	6.8	7.5	8.2	9.5	10.6
Local Tax Rev.	1.9	2.3	2.4	2.5	2.9	3.2	3.8	4.2
Visitor	1.5	1.9	2.0	2.1	2.4	2.6	3.2	3.6
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6
State Tax Rev.	3.4	4.0	4.2	4.2	4.7	5.0	5.7	6.4
Visitor	3.1	3.6	3.8	3.9	4.2	4.5	5.3	5.8
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Freer	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	7	7	9	7	6	5	5
Visitor Spending (\$M)	6	7	7	9	7	6	5	5
No Transportation (\$M)	3	4	4	6	4	4	3	3
Transportation (\$M)	2	3	3	4	3	2	2	2
Earnings (\$M)	1	1	1	1	1	1	1	1
Total Employment	40	40	60	70	50	50	40	40
State & Local Tax Rev. (\$M)	0.4	0.4	0.5	0.6	0.5	0.4	0.3	0.4
Local Tax Rev.	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1
Visitor	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3
Visitor	0.3	0.3	0.3	0.4	0.3	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Frisco	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	172	221	237	270	316	346	392	463
Visitor Spending (\$M)	168	213	227	258	299	319	362	433
No Transportation (\$M)	141	176	195	220	260	292	328	391
Transportation (\$M)	27	37	32	38	39	27	34	42
Earnings (\$M)	54	68	78	89	107	127	142	167
Total Employment	1,980	2,390	2,620	2,750	3,080	3,420	3,680	4,210
State & Local Tax Rev. (\$M)	14.3	17.8	19.5	22.0	26.4	30.5	35.5	42.0
Local Tax Rev.	4.8	6.0	6.6	7.6	9.3	11.3	13.3	15.7
Visitor	3.4	4.3	4.5	5.2	6.3	7.2	8.8	10.7
Business/Employee	1.4	1.7	2.1	2.3	3.0	4.1	4.5	5.0
State Tax Rev.	9.5	11.8	12.9	14.4	17.1	19.2	22.1	26.3
Visitor	8.5	10.5	11.5	12.7	14.8	16.4	19.1	22.7
Business/Employee	1.0	1.3	1.4	1.7	2.3	2.8	3.0	3.5
Fulton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	14	13	14	14	15	15	18
Visitor Spending (\$M)	15	14	13	14	14	15	15	18
No Transportation (\$M)	14	13	12	13	13	14	14	17
Transportation (\$M)	1	1	1	1	1	1	1	2
Earnings (\$M)	4	4	4	4	5	5	5	7
Total Employment	220	190	200	190	190	200	190	240
State & Local Tax Rev. (\$M)	1.1	1.0	1.0	1.0	1.0	1.1	1.1	1.3
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Visitor	0.3	0.3	0.2	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.9
Visitor	0.7	0.6	0.6	0.6	0.6	0.7	0.7	0.8
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Gainesville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	40	56	46	64	59	53	55	61
Visitor Spending (\$M)	40	56	46	64	59	53	55	61
No Transportation (\$M)	24	35	29	43	39	39	38	41
Transportation (\$M)	16	21	17	21	20	14	17	19
Earnings (\$M)	9	13	11	16	15	15	15	16
Total Employment	440	580	470	620	530	530	530	550
State & Local Tax Rev. (\$M)	3.2	4.3	3.7	4.9	4.6	4.6	4.8	5.2
Local Tax Rev.	0.7	1.1	0.9	1.3	1.2	1.2	1.3	1.3
Visitor	0.5	0.8	0.6	1.0	0.9	0.9	1.0	1.0
Business/Employee	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	2.5	3.2	2.8	3.6	3.4	3.4	3.6	3.8
Visitor	2.3	3.0	2.6	3.3	3.2	3.2	3.3	3.6
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.2	0.2	0.3
Galveston	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	502	580	488	571	606	614	698	743
Visitor Spending (\$M)	500	578	486	568	603	612	695	741
No Transportation (\$M)	453	518	436	511	548	573	647	685
Transportation (\$M)	47	61	49	58	55	39	48	55
Earnings (\$M)	138	156	139	160	173	196	202	216
Total Employment	6,890	7,370	6,170	6,680	6,940	7,520	7,540	7,920
State & Local Tax Rev. (\$M)	37.6	43.1	36.1	42.3	46.0	48.2	57.2	61.2
Local Tax Rev.	13.6	15.9	12.7	15.5	17.2	18.1	22.0	23.7
Visitor	11.9	14.2	11.2	13.9	15.3	16.0	19.9	21.5
Business/Employee	1.7	1.7	1.5	1.6	1.8	2.0	2.1	2.2
State Tax Rev.	24.0	27.3	23.3	26.8	28.9	30.1	35.2	37.5
Visitor	22.8	26.0	22.3	25.6	27.4	28.7	33.7	35.9
Business/Employee	1.2	1.3	1.0	1.2	1.4	1.4	1.4	1.6

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Garland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	207	224	225	258	269	298	302	315
Visitor Spending (\$M)	158	170	174	195	204	224	222	232
No Transportation (\$M)	117	120	129	143	153	181	174	179
Transportation (\$M)	40	50	45	52	50	43	47	52
Earnings (\$M)	66	69	73	84	91	111	111	112
Total Employment	1,840	1,800	1,910	2,080	2,210	2,590	2,500	2,500
State & Local Tax Rev. (\$M)	33.3	33.5	34.6	38.3	40.3	47.6	48.5	51.8
Local Tax Rev.	15.7	15.1	16.2	17.5	18.2	22.4	23.4	24.7
Visitor	2.1	2.2	2.4	2.8	3.1	3.9	4.0	4.1
Business/Employee	13.6	12.9	13.8	14.8	15.1	18.5	19.4	20.6
State Tax Rev.	17.6	18.4	18.4	20.8	22.1	25.1	25.1	27.2
Visitor	8.3	8.6	9.2	9.8	10.5	12.3	12.3	12.7
Business/Employee	9.3	9.8	9.2	10.9	11.6	12.8	12.9	14.5
Gatesville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	12	11	13	13	12	14	16
Visitor Spending (\$M)	11	12	11	12	13	11	14	16
No Transportation (\$M)	9	9	9	9	10	9	11	13
Transportation (\$M)	3	3	3	3	3	2	3	3
Earnings (\$M)	3	3	3	3	4	4	5	5
Total Employment	170	160	140	160	170	150	170	190
State & Local Tax Rev. (\$M)	1.0	1.0	1.0	1.0	1.1	1.0	1.3	1.5
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Visitor	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.7	0.7	0.7	0.8	0.7	0.9	1.0
Visitor	0.7	0.7	0.6	0.7	0.7	0.7	0.8	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
George West	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	9	12	11	12	14	9	11	10
Visitor Spending (\$M)	9	12	11	12	14	9	11	10
No Transportation (\$M)	4	5	6	8	9	6	6	6
Transportation (\$M)	5	6	5	5	4	3	4	5
Earnings (\$M)	1	1	1	2	2	1	2	1
Total Employment	60	70	70	90	100	80	80	60
State & Local Tax Rev. (\$M)	0.6	0.7	0.8	0.9	1.1	0.8	0.9	0.8
Local Tax Rev.	0.1	0.1	0.2	0.3	0.3	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.2	0.3	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
State Tax Rev.	0.5	0.6	0.6	0.7	0.7	0.6	0.7	0.6
Visitor	0.5	0.6	0.6	0.6	0.7	0.5	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Georgetown	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	47	53	48	59	70	83	99	104
Visitor Spending (\$M)	47	52	48	58	68	82	98	103
No Transportation (\$M)	38	41	39	48	57	74	87	91
Transportation (\$M)	9	11	8	10	11	8	11	12
Earnings (\$M)	11	11	11	14	18	24	28	30
Total Employment	470	480	450	520	630	790	900	940
State & Local Tax Rev. (\$M)	4.1	4.4	4.3	5.1	6.2	7.9	9.6	10.1
Local Tax Rev.	1.3	1.3	1.3	1.6	2.1	2.7	3.4	3.6
Visitor	0.8	0.9	0.8	1.0	1.3	1.7	2.2	2.3
Business/Employee	0.5	0.5	0.6	0.6	0.8	1.0	1.1	1.2
State Tax Rev.	2.9	3.0	2.9	3.5	4.2	5.2	6.2	6.6
Visitor	2.5	2.7	2.6	3.0	3.5	4.5	5.5	5.7
Business/Employee	0.3	0.4	0.4	0.5	0.6	0.7	0.7	0.9

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Giddings	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	15	13	16	19	13	17	19
Visitor Spending (\$M)	12	15	13	16	19	13	17	19
No Transportation (\$M)	6	7	6	8	11	8	10	10
Transportation (\$M)	6	8	6	8	9	5	7	9
Earnings (\$M)	3	3	3	4	5	4	5	5
Total Employment	130	150	140	160	190	140	160	160
State & Local Tax Rev. (\$M)	0.8	1.0	0.9	1.0	1.3	1.1	1.3	1.4
Local Tax Rev.	0.1	0.2	0.2	0.2	0.3	0.2	0.3	0.3
Visitor	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.8	0.7	0.8	1.0	0.8	1.0	1.1
Visitor	0.6	0.8	0.7	0.8	1.0	0.8	1.0	1.1
Business/Employee	0.0	0.1	0.0	0.1	0.1	0.1	0.1	0.1
Glen Rose	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	16	14	15	17	17	17	18
Visitor Spending (\$M)	15	16	14	15	17	17	17	18
No Transportation (\$M)	11	12	11	12	13	14	14	14
Transportation (\$M)	3	4	3	4	4	3	3	4
Earnings (\$M)	3	3	3	3	4	4	4	4
Total Employment	180	180	160	150	160	160	150	170
State & Local Tax Rev. (\$M)	1.0	1.1	0.9	1.0	1.1	1.2	1.3	1.3
Local Tax Rev.	0.4	0.4	0.3	0.3	0.4	0.4	0.5	0.5
Visitor	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.7	0.6	0.6	0.7	0.7	0.8	0.8
Visitor	0.6	0.6	0.6	0.6	0.6	0.7	0.7	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gonzales	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	11	15	23	33	19	24	28
Visitor Spending (\$M)	10	11	15	23	33	19	24	28
No Transportation (\$M)	4	4	7	13	23	12	15	18
Transportation (\$M)	6	7	8	10	11	7	9	11
Earnings (\$M)	1	1	3	5	9	5	5	6
Total Employment	80	70	150	230	370	200	190	220
State & Local Tax Rev. (\$M)	0.7	0.7	1.1	1.7	2.8	1.6	2.0	2.4
Local Tax Rev.	0.1	0.1	0.2	0.5	1.0	0.4	0.5	0.7
Visitor	0.1	0.1	0.2	0.4	0.8	0.3	0.4	0.6
Business/Employee	0.0	0.0	0.1	0.1	0.2	0.1	0.1	0.1
State Tax Rev.	0.6	0.6	0.9	1.2	1.8	1.2	1.5	1.7
Visitor	0.6	0.6	0.8	1.1	1.7	1.2	1.4	1.6
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Graford	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	36	29	30	24	21	27	29
Visitor Spending (\$M)	33	36	29	30	24	21	27	29
No Transportation (\$M)	16	16	14	13	11	11	13	14
Transportation (\$M)	17	20	15	16	13	10	13	15
Earnings (\$M)	6	6	5	5	4	4	5	5
Total Employment	290	270	240	230	180	180	210	210
State & Local Tax Rev. (\$M)	2.2	2.2	1.9	1.7	1.5	1.6	1.9	2.0
Local Tax Rev.	0.3	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Visitor	0.2	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	1.9	1.9	1.7	1.5	1.3	1.4	1.7	1.8
Visitor	1.9	1.9	1.7	1.5	1.3	1.4	1.7	1.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Graham	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	21	20	25	22	17	18	20
Visitor Spending (\$M)	17	21	19	24	21	17	18	20
No Transportation (\$M)	12	14	14	18	15	13	13	14
Transportation (\$M)	5	7	6	7	6	4	5	6
Earnings (\$M)	5	6	6	8	7	6	6	6
Total Employment	300	330	310	370	320	260	250	280
State & Local Tax Rev. (\$M)	1.4	1.6	1.6	1.9	1.7	1.5	1.6	1.7
Local Tax Rev.	0.4	0.4	0.4	0.6	0.5	0.4	0.5	0.5
Visitor	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.3
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	1.0	1.2	1.1	1.3	1.2	1.1	1.1	1.2
Visitor	0.9	1.0	1.0	1.2	1.1	0.9	1.0	1.1
Business/Employee	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1
Granbury	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	41	54	38	40	44	44	48	48
Visitor Spending (\$M)	41	54	38	40	44	44	48	48
No Transportation (\$M)	35	45	32	33	37	40	42	41
Transportation (\$M)	6	8	6	7	7	5	6	7
Earnings (\$M)	10	13	10	10	11	12	13	13
Total Employment	420	500	360	350	340	390	410	400
State & Local Tax Rev. (\$M)	2.8	3.7	2.6	2.7	3.1	3.3	3.7	3.7
Local Tax Rev.	0.8	1.1	0.7	0.8	0.9	1.0	1.2	1.1
Visitor	0.7	1.0	0.6	0.7	0.8	0.9	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	2.0	2.6	1.9	2.0	2.2	2.3	2.5	2.5
Visitor	2.0	2.5	1.8	1.9	2.1	2.2	2.4	2.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Grand Prairie	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	201	219	209	235	244	247	277	298
Visitor Spending (\$M)	166	182	174	193	204	207	232	251
No Transportation (\$M)	125	131	130	142	154	168	184	197
Transportation (\$M)	41	51	44	50	50	39	48	54
Earnings (\$M)	67	69	70	79	84	94	104	109
Total Employment	2,000	2,050	2,050	2,170	2,340	2,510	2,710	2,840
State & Local Tax Rev. (\$M)	29.1	30.0	30.8	33.6	37.1	42.2	46.2	50.1
Local Tax Rev.	13.2	13.2	14.2	15.2	16.7	20.0	22.1	23.6
Visitor	2.9	3.1	3.0	3.4	3.7	4.2	5.0	5.5
Business/Employee	10.3	10.0	11.2	11.8	12.9	15.8	17.0	18.1
State Tax Rev.	15.8	16.9	16.6	18.5	20.5	22.2	24.2	26.5
Visitor	8.8	9.2	9.2	9.7	10.5	11.3	12.8	13.7
Business/Employee	7.0	7.6	7.5	8.7	9.9	10.9	11.3	12.7
Grapevine	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	775	879	823	879	961	1,021	1,050	1,118
Visitor Spending (\$M)	766	870	815	869	951	1,011	1,038	1,105
No Transportation (\$M)	600	668	651	683	763	858	868	919
Transportation (\$M)	166	202	164	186	188	153	170	186
Earnings (\$M)	277	303	301	324	361	420	426	443
Total Employment	9,010	9,770	9,690	9,720	10,910	11,980	11,940	12,400
State & Local Tax Rev. (\$M)	63.3	69.3	66.4	70.0	79.1	88.2	95.0	101.1
Local Tax Rev.	21.0	23.2	22.1	23.9	27.4	31.1	34.7	37.1
Visitor	17.6	20.2	18.9	20.5	23.3	26.4	29.2	31.1
Business/Employee	3.4	3.0	3.3	3.3	4.2	4.8	5.5	6.0
State Tax Rev.	42.3	46.0	44.3	46.1	51.6	57.0	60.3	64.0
Visitor	40.0	43.7	42.1	43.6	48.4	53.7	56.6	59.8
Business/Employee	2.3	2.3	2.2	2.5	3.2	3.3	3.7	4.2

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Greenville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	51	60	55	62	67	67	66	67
Visitor Spending (\$M)	51	60	55	62	67	67	66	66
No Transportation (\$M)	31	34	34	36	42	49	45	43
Transportation (\$M)	19	26	21	25	26	18	21	23
Earnings (\$M)	12	13	13	14	16	20	20	21
Total Employment	400	440	410	430	480	550	540	550
State & Local Tax Rev. (\$M)	4.1	4.4	4.3	4.5	5.1	5.8	5.8	5.8
Local Tax Rev.	0.9	1.0	1.0	1.0	1.2	1.4	1.4	1.4
Visitor	0.6	0.7	0.7	0.7	0.8	1.0	1.0	0.9
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	3.2	3.4	3.4	3.5	4.0	4.5	4.4	4.4
Visitor	3.0	3.2	3.2	3.2	3.7	4.2	4.1	4.0
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4
Groves	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	28	27	20	20	22	17	20	20
Visitor Spending (\$M)	27	27	20	19	22	17	19	20
No Transportation (\$M)	17	16	12	11	14	12	13	13
Transportation (\$M)	10	11	8	8	8	5	6	7
Earnings (\$M)	5	5	4	4	5	4	4	4
Total Employment	310	280	230	200	240	210	220	210
State & Local Tax Rev. (\$M)	2.4	2.3	1.9	1.7	2.0	1.9	2.1	2.2
Local Tax Rev.	0.7	0.7	0.5	0.5	0.6	0.6	0.7	0.7
Visitor	0.4	0.4	0.2	0.2	0.3	0.2	0.3	0.3
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	1.7	1.6	1.3	1.2	1.4	1.3	1.4	1.5
Visitor	1.5	1.4	1.1	1.0	1.1	1.0	1.1	1.2
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Gun Barrel City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	9	11	11	14	14	11	13	13
Visitor Spending (\$M)	9	11	11	14	14	11	13	13
No Transportation (\$M)	4	4	4	5	6	6	6	6
Transportation (\$M)	5	7	6	8	9	6	7	8
Earnings (\$M)	2	2	2	2	3	3	3	3
Total Employment	50	50	60	60	70	60	60	60
State & Local Tax Rev. (\$M)	0.7	0.7	0.8	0.9	1.0	1.0	1.0	1.0
Local Tax Rev.	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.6	0.7	0.7	0.8	0.8	0.8	0.8
Visitor	0.5	0.6	0.6	0.7	0.7	0.7	0.8	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Hallettsville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	6	10	8	4	6	6
Visitor Spending (\$M)	5	6	6	10	7	4	6	6
No Transportation (\$M)	4	5	5	8	6	3	4	4
Transportation (\$M)	1	2	1	2	1	1	1	1
Earnings (\$M)	1	2	2	3	2	1	1	1
Total Employment	70	70	70	100	70	40	50	50
State & Local Tax Rev. (\$M)	0.4	0.4	0.4	0.7	0.6	0.3	0.4	0.4
Local Tax Rev.	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Visitor	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.3	0.3	0.5	0.4	0.2	0.3	0.3
Visitor	0.2	0.3	0.3	0.5	0.4	0.2	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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Harker Heights	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	13	16	18	20	20	19	20	20
Visitor Spending (\$M)	13	16	18	20	20	19	20	20
No Transportation (\$M)	10	12	15	16	16	16	16	16
Transportation (\$M)	3	4	3	4	4	3	3	4
Earnings (\$M)	3	3	4	5	5	5	6	6
Total Employment	180	160	200	210	210	210	220	220
State & Local Tax Rev. (\$M)	1.4	1.6	1.9	1.9	2.1	2.1	2.3	2.4
Local Tax Rev.	0.5	0.5	0.6	0.7	0.7	0.8	0.8	0.9
Visitor	0.1	0.2	0.2	0.3	0.3	0.2	0.3	0.3
Business/Employee	0.3	0.3	0.4	0.4	0.5	0.5	0.6	0.6
State Tax Rev.	0.9	1.1	1.2	1.3	1.4	1.4	1.5	1.5
Visitor	0.7	0.8	0.9	1.0	1.0	1.0	1.1	1.1
Business/Employee	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Harlingen	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	120	130	123	136	134	138	136	139
Visitor Spending (\$M)	107	117	108	119	119	122	120	122
No Transportation (\$M)	73	80	75	82	83	90	86	86
Transportation (\$M)	34	36	33	37	35	32	34	36
Earnings (\$M)	21	23	23	25	26	29	30	29
Total Employment	1,140	1,150	1,060	1,100	1,110	1,270	1,270	1,220
State & Local Tax Rev. (\$M)	7.7	8.2	7.8	8.4	8.7	9.3	9.5	9.8
Local Tax Rev.	2.9	2.9	2.9	3.0	3.2	3.5	3.6	3.8
Visitor	1.6	1.8	1.6	1.8	1.8	2.0	2.0	2.2
Business/Employee	1.2	1.1	1.3	1.2	1.4	1.5	1.6	1.7
State Tax Rev.	4.9	5.3	4.9	5.3	5.5	5.9	5.8	6.0
Visitor	4.0	4.4	4.1	4.4	4.5	4.8	4.8	4.8
Business/Employee	0.8	0.9	0.8	0.9	1.1	1.1	1.1	1.2
Hearne	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	12	11	14	13	12	15	16
Visitor Spending (\$M)	12	12	11	14	13	12	15	16
No Transportation (\$M)	9	9	8	10	10	9	11	12
Transportation (\$M)	3	3	3	4	3	2	3	4
Earnings (\$M)	2	2	2	3	3	3	3	3
Total Employment	150	140	130	150	140	150	170	170
State & Local Tax Rev. (\$M)	0.8	0.9	0.8	1.0	1.0	0.9	1.2	1.3
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Visitor	0.2	0.2	0.2	0.3	0.3	0.2	0.3	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.6	0.6	0.7	0.6	0.6	0.8	0.8
Visitor	0.6	0.6	0.5	0.6	0.6	0.6	0.7	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Henderson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	18	23	22	25	26	21	20	23
Visitor Spending (\$M)	18	22	22	25	26	21	20	23
No Transportation (\$M)	10	12	13	14	15	14	12	13
Transportation (\$M)	8	10	9	11	11	7	8	9
Earnings (\$M)	4	4	4	5	5	5	5	5
Total Employment	190	210	220	240	250	250	210	220
State & Local Tax Rev. (\$M)	1.3	1.5	1.6	1.7	1.8	1.7	1.6	1.8
Local Tax Rev.	0.3	0.4	0.4	0.4	0.5	0.4	0.4	0.4
Visitor	0.2	0.3	0.3	0.4	0.4	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.0	1.2	1.2	1.3	1.4	1.3	1.2	1.4
Visitor	1.0	1.1	1.2	1.2	1.3	1.3	1.2	1.3
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1

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Hereford	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	13	16	13	14	15	15	15	17
Visitor Spending (\$M)	13	16	13	14	15	15	15	17
No Transportation (\$M)	8	10	8	8	9	11	10	11
Transportation (\$M)	5	6	5	6	6	4	5	6
Earnings (\$M)	2	3	3	3	3	4	3	4
Total Employment	170	200	160	140	150	180	170	180
State & Local Tax Rev. (\$M)	1.1	1.4	1.1	1.1	1.3	1.5	1.5	1.6
Local Tax Rev.	0.3	0.4	0.3	0.3	0.3	0.4	0.4	0.5
Visitor	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.8	1.0	0.9	0.8	0.9	1.1	1.1	1.2
Visitor	0.8	0.9	0.8	0.8	0.8	0.9	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Hewitt	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	17	15	18	20	19	18	21
Visitor Spending (\$M)	11	16	14	18	20	19	18	20
No Transportation (\$M)	8	11	10	12	14	15	14	15
Transportation (\$M)	4	6	4	6	6	4	4	5
Earnings (\$M)	2	3	3	4	4	5	5	5
Total Employment	130	170	160	180	200	200	180	190
State & Local Tax Rev. (\$M)	1.1	1.4	1.4	1.6	1.8	2.0	2.0	2.2
Local Tax Rev.	0.3	0.4	0.4	0.5	0.5	0.6	0.6	0.7
Visitor	0.1	0.2	0.1	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	0.8	1.0	1.0	1.1	1.3	1.4	1.3	1.5
Visitor	0.6	0.8	0.8	0.9	1.0	1.1	1.0	1.1
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Hillsboro	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	29	37	28	35	37	32	37	43
Visitor Spending (\$M)	29	37	28	35	37	32	37	43
No Transportation (\$M)	17	21	16	19	20	21	23	25
Transportation (\$M)	12	17	12	16	17	11	14	18
Earnings (\$M)	5	6	5	6	6	7	7	8
Total Employment	320	370	270	310	320	320	350	370
State & Local Tax Rev. (\$M)	2.0	2.4	1.9	2.1	2.3	2.4	2.7	3.0
Local Tax Rev.	0.4	0.5	0.3	0.4	0.4	0.4	0.5	0.5
Visitor	0.3	0.3	0.2	0.3	0.3	0.3	0.4	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.7	1.9	1.6	1.8	1.9	2.0	2.2	2.5
Visitor	1.6	1.9	1.5	1.7	1.8	1.9	2.1	2.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Hondo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	13	14	14	14	13	14	15
Visitor Spending (\$M)	12	13	14	14	14	13	14	15
No Transportation (\$M)	7	7	9	8	9	9	10	10
Transportation (\$M)	5	6	5	6	5	4	5	5
Earnings (\$M)	2	2	3	3	3	3	3	3
Total Employment	120	120	130	120	120	130	140	130
State & Local Tax Rev. (\$M)	0.8	0.9	1.0	0.9	0.9	1.0	1.1	1.1
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.7	0.8	0.7	0.7	0.8	0.9	0.9
Visitor	0.6	0.6	0.7	0.7	0.7	0.7	0.8	0.8
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Horseshoe Bay	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	67	68	73	78	82	85	97	104
Visitor Spending (\$M)	67	68	73	78	82	85	96	104
No Transportation (\$M)	62	61	67	71	75	80	90	97
Transportation (\$M)	5	7	6	7	7	5	7	8
Earnings (\$M)	26	26	31	32	34	39	43	46
Total Employment	1,570	1,490	1,670	1,760	1,840	1,910	2,010	2,090
State & Local Tax Rev. (\$M)	3.1	3.2	3.5	3.7	4.0	4.4	5.3	5.8
Local Tax Rev.	1.1	1.1	1.3	1.3	1.5	1.7	2.0	2.3
Visitor	0.9	0.9	1.0	1.1	1.2	1.3	1.7	1.9
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	2.0	2.1	2.2	2.4	2.5	2.7	3.2	3.5
Visitor	1.9	1.9	2.0	2.2	2.3	2.5	3.0	3.3
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Houston	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8,689	9,837	9,036	10,837	11,883	11,072	11,918	12,578
Visitor Spending (\$M)	7,096	8,107	7,284	8,724	9,518	8,649	9,480	9,981
No Transportation (\$M)	3,981	4,500	4,083	4,845	5,518	5,254	5,821	5,904
Transportation (\$M)	3,115	3,607	3,200	3,879	4,001	3,395	3,659	4,077
Earnings (\$M)	3,107	3,389	3,408	3,630	4,091	4,327	4,399	4,494
Total Employment	78,580	81,730	76,030	82,240	88,090	87,950	87,540	87,310
State & Local Tax Rev. (\$M)	638.6	700.4	650.9	733.8	842.5	826.6	922.4	951.0
Local Tax Rev.	239.2	264.4	245.6	280.8	330.2	327.0	373.2	378.0
Visitor	147.4	172.7	148.5	184.1	218.4	205.2	247.5	249.4
Business/Employee	91.8	91.7	97.1	96.7	111.8	121.8	125.7	128.6
State Tax Rev.	399.4	436.0	405.3	453.0	512.3	499.6	549.2	572.9
Visitor	336.8	366.3	340.7	381.4	426.4	415.2	465.7	482.4
Business/Employee	62.5	69.7	64.6	71.6	85.9	84.4	83.5	90.6
Humble	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	92	115	97	119	137	132	164	164
Visitor Spending (\$M)	90	114	95	117	135	130	162	162
No Transportation (\$M)	60	75	64	79	93	95	118	114
Transportation (\$M)	30	39	31	38	41	35	44	47
Earnings (\$M)	25	30	27	33	39	43	49	49
Total Employment	910	1,040	910	1,050	1,200	1,290	1,410	1,380
State & Local Tax Rev. (\$M)	8.6	10.3	9.0	10.6	12.7	13.1	16.4	16.2
Local Tax Rev.	3.1	3.8	3.2	4.0	4.8	4.9	6.4	6.2
Visitor	2.4	3.1	2.5	3.3	4.0	4.1	5.5	5.3
Business/Employee	0.7	0.7	0.7	0.7	0.8	0.8	0.9	0.9
State Tax Rev.	5.5	6.5	5.8	6.7	7.8	8.2	10.1	10.0
Visitor	5.0	6.0	5.3	6.1	7.2	7.6	9.5	9.4
Business/Employee	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6
Huntsville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	63	79	67	77	89	74	88	95
Visitor Spending (\$M)	63	79	67	77	89	73	87	95
No Transportation (\$M)	37	44	40	44	56	51	59	63
Transportation (\$M)	26	34	27	33	33	22	28	32
Earnings (\$M)	13	15	14	16	19	19	20	21
Total Employment	900	980	840	850	980	910	950	940
State & Local Tax Rev. (\$M)	4.9	5.6	5.2	5.5	6.8	6.4	7.5	8.0
Local Tax Rev.	1.1	1.3	1.2	1.3	1.8	1.6	2.0	2.1
Visitor	0.6	0.8	0.7	0.8	1.2	1.0	1.3	1.4
Business/Employee	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev.	3.8	4.4	4.0	4.2	5.1	4.8	5.6	5.9
Visitor	3.5	4.0	3.7	3.8	4.5	4.3	5.1	5.4
Business/Employee	0.3	0.4	0.3	0.4	0.5	0.5	0.5	0.5

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Hurst	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	44	52	52	55	56	55	57	65
Visitor Spending (\$M)	37	46	46	50	52	53	55	63
No Transportation (\$M)	29	35	37	39	42	45	45	52
Transportation (\$M)	8	11	10	11	11	8	9	11
Earnings (\$M)	14	16	17	19	20	21	22	25
Total Employment	500	630	670	670	700	720	720	820
State & Local Tax Rev. (\$M)	7.4	7.6	7.7	8.1	9.5	10.1	11.0	12.3
Local Tax Rev.	3.6	3.4	3.6	3.7	4.4	4.9	5.4	6.0
Visitor	0.7	1.0	1.0	1.1	1.2	1.3	1.4	1.6
Business/Employee	2.8	2.5	2.6	2.6	3.2	3.6	4.0	4.3
State Tax Rev.	3.8	4.2	4.1	4.4	5.1	5.3	5.6	6.4
Visitor	1.9	2.3	2.4	2.5	2.6	2.8	2.9	3.3
Business/Employee	1.9	1.9	1.7	1.9	2.5	2.5	2.6	3.0
Hutchins	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	8	11	13	15	17	18	18
Visitor Spending (\$M)	4	7	10	11	13	15	15	16
No Transportation (\$M)	3	5	7	8	10	12	12	12
Transportation (\$M)	1	2	3	3	3	3	3	4
Earnings (\$M)	2	3	4	4	5	7	7	7
Total Employment	50	70	100	110	140	160	160	160
State & Local Tax Rev. (\$M)	0.8	0.9	1.2	1.4	1.6	1.9	2.0	2.1
Local Tax Rev.	0.3	0.4	0.5	0.6	0.6	0.8	0.8	0.8
Visitor	0.1	0.1	0.2	0.2	0.3	0.3	0.4	0.4
Business/Employee	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5
State Tax Rev.	0.4	0.6	0.7	0.8	1.0	1.2	1.2	1.2
Visitor	0.2	0.3	0.5	0.6	0.7	0.8	0.9	0.9
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Hutto	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	9	15	17	19	24	26	26
Visitor Spending (\$M)	6	9	14	17	18	24	26	26
No Transportation (\$M)	5	7	12	14	15	21	23	23
Transportation (\$M)	1	2	3	3	3	2	3	3
Earnings (\$M)	1	2	3	4	5	7	7	7
Total Employment	60	80	130	140	160	220	230	230
State & Local Tax Rev. (\$M)	0.6	0.8	1.3	1.5	1.8	2.4	2.6	2.7
Local Tax Rev.	0.2	0.2	0.4	0.5	0.6	0.8	0.9	0.9
Visitor	0.1	0.1	0.2	0.3	0.3	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.2	0.2	0.3	0.4	0.4	0.4
State Tax Rev.	0.4	0.6	0.9	1.0	1.2	1.5	1.7	1.7
Visitor	0.3	0.5	0.8	0.9	1.0	1.3	1.4	1.4
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3
Ingleside	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	19	16	21	24	18	20	38
Visitor Spending (\$M)	15	19	16	21	24	18	20	38
No Transportation (\$M)	12	14	12	16	19	16	17	32
Transportation (\$M)	3	5	4	5	5	3	3	6
Earnings (\$M)	4	4	4	6	7	6	7	13
Total Employment	190	220	200	240	300	240	250	490
State & Local Tax Rev. (\$M)	1.3	1.5	1.4	1.7	2.1	1.8	2.1	3.6
Local Tax Rev.	0.4	0.5	0.5	0.6	0.7	0.7	0.8	1.3
Visitor	0.3	0.4	0.3	0.4	0.5	0.4	0.5	1.0
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	0.9	1.0	0.9	1.1	1.4	1.2	1.3	2.3
Visitor	0.8	0.9	0.8	1.0	1.2	1.0	1.1	2.1
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Ingram	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	5	4	4	5	4	6	6
Visitor Spending (\$M)	4	5	4	4	4	4	6	6
No Transportation (\$M)	3	4	3	3	4	3	5	5
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	2	2	2	2	2	2	2
Total Employment	90	100	80	70	80	60	90	90
State & Local Tax Rev. (\$M)	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.6
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.2	0.3	0.2	0.2	0.3	0.2	0.3	0.4
Visitor	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Iredell	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	6	7	8	11	10	11	12
Visitor Spending (\$M)	7	6	7	8	11	10	11	12
No Transportation (\$M)	6	6	6	7	10	10	10	11
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	3	3	3	4	5	5	6	6
Total Employment	130	90	90	100	130	130	140	140
State & Local Tax Rev. (\$M)	0.4	0.4	0.4	0.4	0.6	0.6	0.7	0.7
Local Tax Rev.	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.2	0.2	0.3	0.4	0.4	0.5	0.5
Visitor	0.3	0.2	0.2	0.3	0.4	0.4	0.5	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Irving	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	1,309	1,414	1,268	1,465	1,595	1,633	1,688	1,749
Visitor Spending (\$M)	1,254	1,353	1,211	1,394	1,522	1,551	1,596	1,651
No Transportation (\$M)	933	964	887	1,014	1,135	1,230	1,236	1,264
Transportation (\$M)	321	389	324	380	387	321	360	387
Earnings (\$M)	458	471	443	511	568	638	649	651
Total Employment	13,380	13,020	12,240	13,490	15,150	16,180	16,200	16,010
State & Local Tax Rev. (\$M)	116.4	120.8	112.7	126.8	140.6	155.9	164.7	170.5
Local Tax Rev.	39.0	40.0	37.5	42.7	47.5	55.0	59.5	61.6
Visitor	26.4	27.7	24.3	28.4	32.5	36.3	39.9	41.1
Business/Employee	12.6	12.2	13.2	14.3	15.0	18.8	19.6	20.6
State Tax Rev.	77.4	80.8	75.3	84.1	93.1	100.9	105.2	108.9
Visitor	68.8	71.5	66.5	73.6	81.7	87.9	92.2	94.4
Business/Employee	8.6	9.3	8.8	10.6	11.5	13.0	13.0	14.5
Jacksonville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	20	17	23	22	19	22	23
Visitor Spending (\$M)	19	20	17	23	22	19	22	23
No Transportation (\$M)	12	12	11	15	14	14	15	16
Transportation (\$M)	6	8	6	8	8	5	7	8
Earnings (\$M)	4	4	4	5	5	5	6	6
Total Employment	290	240	220	290	270	290	300	300
State & Local Tax Rev. (\$M)	1.4	1.4	1.2	1.6	1.6	1.5	1.7	1.8
Local Tax Rev.	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.5
Visitor	0.3	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.0	1.0	0.9	1.2	1.2	1.2	1.3	1.4
Visitor	1.0	0.9	0.9	1.1	1.1	1.1	1.2	1.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Jasper	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	22	27	19	18	21	19	22	21
Visitor Spending (\$M)	22	27	19	18	21	19	22	21
No Transportation (\$M)	19	22	15	14	17	17	18	18
Transportation (\$M)	4	5	4	4	4	3	3	4
Earnings (\$M)	7	8	6	5	6	6	7	7
Total Employment	430	460	300	260	310	300	300	290
State & Local Tax Rev. (\$M)	1.6	1.8	1.3	1.2	1.4	1.4	1.6	1.6
Local Tax Rev.	0.5	0.6	0.4	0.4	0.5	0.5	0.6	0.5
Visitor	0.4	0.5	0.3	0.3	0.4	0.4	0.5	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.0	1.2	0.9	0.8	0.9	0.9	1.1	1.1
Visitor	1.0	1.1	0.8	0.7	0.8	0.8	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Jefferson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	7	6	5	6	6	7	7
Visitor Spending (\$M)	7	7	6	5	6	6	7	7
No Transportation (\$M)	7	7	6	5	6	6	6	7
Transportation (\$M)	0	0	0	0	0	0	0	0
Earnings (\$M)	2	2	2	1	2	2	2	2
Total Employment	160	150	120	90	110	100	110	110
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.2	0.3	0.3	0.3	0.3
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2
Visitor	0.2	0.2	0.2	0.1	0.1	0.1	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Jewett	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	6	7	9	8	6	9	8
Visitor Spending (\$M)	4	6	7	9	8	6	9	8
No Transportation (\$M)	2	3	4	5	4	4	5	5
Transportation (\$M)	2	3	3	4	3	2	4	4
Earnings (\$M)	1	1	1	1	1	1	2	1
Total Employment	40	50	70	80	60	50	70	60
State & Local Tax Rev. (\$M)	0.3	0.4	0.5	0.6	0.5	0.4	0.7	0.6
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.3	0.4	0.4	0.4	0.4	0.5	0.5
Visitor	0.2	0.3	0.4	0.4	0.4	0.3	0.5	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	5	5	5	6	7	7	8
Visitor Spending (\$M)	5	5	5	5	6	7	7	8
No Transportation (\$M)	4	5	4	5	5	7	7	7
Transportation (\$M)	1	1	1	1	1	0	1	1
Earnings (\$M)	1	1	1	1	1	2	2	2
Total Employment	90	80	70	80	70	100	90	90
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.4	0.4	0.5	0.6	0.6
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.2	0.2	0.2	0.3	0.4	0.4	0.4
Visitor	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Jourdanton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	3	7	15	23	15	16	19
Visitor Spending (\$M)	2	3	7	15	23	15	16	19
No Transportation (\$M)	1	2	6	13	21	13	15	17
Transportation (\$M)	1	1	1	2	2	1	1	2
Earnings (\$M)	0	1	2	5	7	5	6	6
Total Employment	20	30	90	160	250	180	200	190
State & Local Tax Rev. (\$M)	0.1	0.2	0.6	1.2	1.9	1.1	1.4	1.5
Local Tax Rev.	0.0	0.1	0.2	0.4	0.7	0.3	0.4	0.5
Visitor	0.0	0.0	0.1	0.4	0.6	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.1	0.2	0.4	0.7	1.2	0.8	0.9	1.0
Visitor	0.1	0.1	0.4	0.7	1.1	0.7	0.8	1.0
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Junction	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	16	14	16	17	14	15	17
Visitor Spending (\$M)	14	16	14	16	17	14	15	17
No Transportation (\$M)	6	7	6	7	8	8	7	8
Transportation (\$M)	7	9	8	9	9	6	8	9
Earnings (\$M)	2	2	2	2	2	2	2	3
Total Employment	160	180	150	150	150	140	130	130
State & Local Tax Rev. (\$M)	1.1	1.2	1.1	1.2	1.3	1.2	1.3	1.4
Local Tax Rev.	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.4
Visitor	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.8	0.9	0.8	0.9	0.9	0.9	1.0	1.1
Visitor	0.8	0.8	0.8	0.8	0.9	0.9	0.9	1.0
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Karnes	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	3	3	4	11	2	2	2
Visitor Spending (\$M)	3	3	3	4	11	2	2	2
No Transportation (\$M)	1	1	1	2	9	1	1	1
Transportation (\$M)	2	2	2	1	2	0	0	0
Earnings (\$M)	0	0	0	1	3	0	0	0
Total Employment	20	20	20	30	80	10	10	10
State & Local Tax Rev. (\$M)	0.2	0.2	0.2	0.4	1.0	0.3	0.3	0.4
Local Tax Rev.	0.0	0.0	0.0	0.1	0.3	0.1	0.1	0.2
Visitor	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Business/Employee	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.1
State Tax Rev.	0.2	0.2	0.2	0.3	0.7	0.2	0.2	0.2
Visitor	0.2	0.2	0.2	0.2	0.5	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Katy	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	51	73	86	132	159	160	196	197
Visitor Spending (\$M)	50	71	85	131	157	157	194	195
No Transportation (\$M)	33	46	56	87	109	116	141	138
Transportation (\$M)	17	25	28	44	48	42	53	57
Earnings (\$M)	14	19	24	36	45	52	58	59
Total Employment	500	650	810	1,160	1,400	1,560	1,650	1,650
State & Local Tax Rev. (\$M)	4.9	6.5	7.9	11.4	14.3	15.4	19.3	19.1
Local Tax Rev.	1.8	2.4	2.8	4.1	5.3	5.7	7.4	7.2
Visitor	1.3	1.9	2.2	3.6	4.7	4.9	6.5	6.3
Business/Employee	0.5	0.5	0.5	0.6	0.7	0.8	0.8	0.9
State Tax Rev.	3.1	4.2	5.1	7.3	8.9	9.7	11.9	11.9
Visitor	2.8	3.8	4.7	6.9	8.4	9.2	11.4	11.3
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.6

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Kemah	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	21	18	21	31	36	31	36	34
Visitor Spending (\$M)	21	18	21	31	36	31	36	34
No Transportation (\$M)	19	16	19	28	33	29	33	31
Transportation (\$M)	2	2	2	3	3	2	2	3
Earnings (\$M)	6	5	6	9	10	10	10	10
Total Employment	280	230	270	360	410	380	390	360
State & Local Tax Rev. (\$M)	1.5	1.4	1.6	2.3	2.7	2.4	2.9	2.8
Local Tax Rev.	0.6	0.5	0.5	0.8	1.0	0.9	1.1	1.1
Visitor	0.5	0.4	0.5	0.8	0.9	0.8	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.0	0.9	1.0	1.4	1.7	1.5	1.8	1.7
Visitor	0.9	0.8	1.0	1.4	1.6	1.4	1.7	1.6
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Kenedy	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	7	7	27	48	29	39	46
Visitor Spending (\$M)	5	7	7	27	48	29	39	46
No Transportation (\$M)	3	3	4	20	41	24	33	40
Transportation (\$M)	3	4	3	7	7	5	6	7
Earnings (\$M)	1	1	1	6	12	8	10	10
Total Employment	50	50	60	220	390	290	320	340
State & Local Tax Rev. (\$M)	0.4	0.4	0.5	1.9	3.6	2.2	3.0	3.6
Local Tax Rev.	0.1	0.1	0.1	0.5	1.0	0.5	0.8	1.0
Visitor	0.0	0.0	0.1	0.4	0.9	0.4	0.6	0.8
Business/Employee	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.2
State Tax Rev.	0.3	0.4	0.4	1.4	2.6	1.7	2.3	2.7
Visitor	0.3	0.4	0.4	1.4	2.4	1.6	2.2	2.6
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Kermit	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	5	4	5	7	8	11	16
Visitor Spending (\$M)	4	5	4	5	7	8	11	16
No Transportation (\$M)	3	3	3	4	6	7	10	15
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	1	1	1	1	1	2	2
Total Employment	40	50	40	50	60	70	90	100
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.3	0.5	0.6	0.9	1.3
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.2	0.3	0.4
Visitor	0.0	0.0	0.0	0.1	0.1	0.1	0.2	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
State Tax Rev.	0.2	0.2	0.2	0.3	0.4	0.4	0.6	0.9
Visitor	0.2	0.2	0.2	0.2	0.3	0.4	0.6	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kerrville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	58	63	57	57	62	62	67	74
Visitor Spending (\$M)	57	62	56	56	60	61	66	73
No Transportation (\$M)	48	51	47	45	50	54	57	62
Transportation (\$M)	9	11	9	11	11	8	9	11
Earnings (\$M)	23	24	24	23	24	27	28	29
Total Employment	1,280	1,250	1,110	950	1,030	1,020	1,060	1,120
State & Local Tax Rev. (\$M)	5.1	5.3	5.0	4.8	5.3	5.7	6.3	6.9
Local Tax Rev.	1.8	1.8	1.8	1.7	1.9	2.1	2.4	2.6
Visitor	1.1	1.1	1.0	1.0	1.2	1.3	1.5	1.7
Business/Employee	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.9
State Tax Rev.	3.3	3.4	3.2	3.1	3.4	3.6	3.9	4.3
Visitor	2.7	2.8	2.6	2.5	2.8	3.0	3.3	3.6
Business/Employee	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.7

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Kilgore	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	26	29	32	36	39	27	31	33
Visitor Spending (\$M)	26	28	31	36	39	27	31	32
No Transportation (\$M)	17	18	22	23	27	20	22	22
Transportation (\$M)	8	10	10	12	13	7	9	10
Earnings (\$M)	6	6	8	9	10	8	8	8
Total Employment	350	340	390	410	450	350	370	350
State & Local Tax Rev. (\$M)	2.1	2.3	2.6	2.8	3.2	2.5	2.9	2.9
Local Tax Rev.	0.6	0.6	0.7	0.7	0.9	0.7	0.8	0.8
Visitor	0.4	0.4	0.5	0.5	0.6	0.4	0.5	0.5
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	1.6	1.6	1.9	2.0	2.3	1.8	2.1	2.1
Visitor	1.4	1.5	1.7	1.8	2.1	1.6	1.9	1.9
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Killeen	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	154	200	192	193	254	243	255	259
Visitor Spending (\$M)	153	200	192	192	221	214	226	232
No Transportation (\$M)	123	158	158	154	159	167	173	175
Transportation (\$M)	30	42	34	38	61	47	53	57
Earnings (\$M)	37	47	50	50	56	62	69	72
Total Employment	2,370	2,350	2,330	2,250	2,330	2,460	2,660	2,660
State & Local Tax Rev. (\$M)	12.9	16.2	16.4	16.0	17.0	17.9	19.5	20.1
Local Tax Rev.	3.9	4.9	5.2	5.0	5.4	5.8	6.4	6.6
Visitor	2.4	3.3	3.2	3.1	3.2	3.3	3.7	3.7
Business/Employee	1.5	1.7	2.0	1.9	2.2	2.5	2.8	2.9
State Tax Rev.	9.0	11.2	11.2	11.0	11.6	12.1	13.0	13.5
Visitor	8.0	9.9	9.8	9.5	9.8	10.3	11.1	11.3
Business/Employee	1.1	1.3	1.4	1.5	1.8	1.8	1.9	2.1
Kingsville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	40	53	48	54	58	48	53	57
Visitor Spending (\$M)	40	52	48	53	58	48	53	57
No Transportation (\$M)	25	34	32	35	40	35	38	40
Transportation (\$M)	15	19	16	18	18	12	15	17
Earnings (\$M)	9	12	12	13	15	13	13	14
Total Employment	470	590	550	510	560	510	490	490
State & Local Tax Rev. (\$M)	3.5	4.4	4.2	4.4	5.0	4.6	5.0	5.3
Local Tax Rev.	0.9	1.2	1.1	1.2	1.4	1.3	1.4	1.5
Visitor	0.5	0.7	0.6	0.7	0.9	0.7	0.8	0.9
Business/Employee	0.4	0.5	0.5	0.5	0.6	0.6	0.5	0.5
State Tax Rev.	2.6	3.2	3.1	3.2	3.6	3.3	3.6	3.8
Visitor	2.3	2.8	2.7	2.8	3.1	2.9	3.2	3.4
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.4	0.4	0.4
Kyle	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	20	25	27	31	33	39	47
Visitor Spending (\$M)	15	20	24	27	31	32	39	46
No Transportation (\$M)	11	14	19	21	25	29	34	40
Transportation (\$M)	4	6	5	6	5	4	5	6
Earnings (\$M)	3	4	6	7	9	10	12	15
Total Employment	150	170	240	240	300	330	400	460
State & Local Tax Rev. (\$M)	1.5	1.9	2.6	2.8	3.4	4.0	4.8	5.6
Local Tax Rev.	0.4	0.5	0.8	0.9	1.1	1.4	1.7	2.0
Visitor	0.1	0.2	0.3	0.3	0.4	0.4	0.6	0.7
Business/Employee	0.3	0.3	0.5	0.6	0.7	1.0	1.1	1.3
State Tax Rev.	1.1	1.4	1.7	1.9	2.3	2.6	3.1	3.6
Visitor	0.8	1.0	1.3	1.4	1.7	1.8	2.2	2.6
Business/Employee	0.2	0.3	0.4	0.5	0.6	0.8	0.9	1.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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La Grange	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	15	13	16	15	13	18	18
Visitor Spending (\$M)	10	15	12	16	15	13	18	18
No Transportation (\$M)	6	10	8	11	11	10	14	13
Transportation (\$M)	4	6	4	5	4	3	4	5
Earnings (\$M)	2	3	3	3	3	3	4	4
Total Employment	120	180	140	180	160	150	190	170
State & Local Tax Rev. (\$M)	0.7	1.0	0.9	1.1	1.1	1.0	1.5	1.4
Local Tax Rev.	0.1	0.2	0.2	0.3	0.3	0.3	0.4	0.4
Visitor	0.1	0.2	0.1	0.2	0.2	0.2	0.3	0.3
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.5	0.8	0.7	0.8	0.8	0.8	1.1	1.0
Visitor	0.5	0.7	0.6	0.7	0.7	0.7	1.0	1.0
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
La Marque	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	18	12	14	15	16	21	18
Visitor Spending (\$M)	11	18	12	13	14	15	21	17
No Transportation (\$M)	10	15	10	11	13	14	19	16
Transportation (\$M)	1	2	1	2	2	1	2	2
Earnings (\$M)	3	5	3	4	4	5	6	5
Total Employment	140	220	140	150	160	190	230	190
State & Local Tax Rev. (\$M)	1.5	2.0	1.5	1.7	1.9	2.2	2.6	2.5
Local Tax Rev.	0.7	0.8	0.7	0.7	0.8	1.0	1.2	1.1
Visitor	0.2	0.4	0.2	0.2	0.3	0.3	0.5	0.4
Business/Employee	0.5	0.5	0.5	0.5	0.6	0.7	0.7	0.7
State Tax Rev.	0.8	1.2	0.8	1.0	1.1	1.2	1.5	1.4
Visitor	0.5	0.8	0.5	0.6	0.6	0.7	1.0	0.8
Business/Employee	0.3	0.4	0.3	0.4	0.4	0.5	0.5	0.5
La Porte	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	47	67	53	63	81	82	93	96
Visitor Spending (\$M)	44	63	50	59	76	77	88	90
No Transportation (\$M)	28	40	33	39	52	56	63	63
Transportation (\$M)	15	23	17	21	24	21	24	27
Earnings (\$M)	12	17	14	17	23	27	28	28
Total Employment	440	560	470	520	680	770	710	770
State & Local Tax Rev. (\$M)	5.9	7.4	6.4	7.2	9.2	9.8	11.0	11.2
Local Tax Rev.	2.4	2.9	2.6	2.9	3.8	4.0	4.6	4.6
Visitor	0.9	1.4	1.1	1.4	2.0	2.2	2.7	2.6
Business/Employee	1.5	1.5	1.6	1.6	1.8	1.9	2.0	2.0
State Tax Rev.	3.5	4.4	3.8	4.2	5.4	5.8	6.4	6.6
Visitor	2.4	3.3	2.8	3.1	4.1	4.5	5.1	5.2
Business/Employee	1.0	1.1	1.1	1.2	1.4	1.3	1.3	1.4
Lago Vista	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	8	9	8	9	10	13	15
Visitor Spending (\$M)	7	8	9	7	8	9	12	13
No Transportation (\$M)	6	6	7	6	7	8	10	12
Transportation (\$M)	1	2	2	1	1	1	2	2
Earnings (\$M)	2	2	3	2	3	4	5	5
Total Employment	90	90	110	80	90	110	140	150
State & Local Tax Rev. (\$M)	0.9	1.0	1.1	1.1	1.3	1.5	1.9	2.1
Local Tax Rev.	0.4	0.4	0.5	0.5	0.6	0.7	0.9	1.0
Visitor	0.1	0.1	0.2	0.1	0.2	0.2	0.3	0.4
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.6
State Tax Rev.	0.5	0.6	0.7	0.6	0.7	0.8	1.0	1.2
Visitor	0.4	0.4	0.5	0.4	0.4	0.5	0.7	0.7
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Lake Jackson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	12	11	12	12	11	11	11
Visitor Spending (\$M)	12	12	11	11	11	11	11	11
No Transportation (\$M)	9	9	9	9	9	9	9	9
Transportation (\$M)	3	3	2	3	2	2	2	2
Earnings (\$M)	3	3	3	3	3	3	3	3
Total Employment	170	160	150	140	140	140	130	140
State & Local Tax Rev. (\$M)	1.1	1.1	1.1	1.1	1.3	1.3	1.3	1.4
Local Tax Rev.	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev.	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.9
Visitor	0.6	0.6	0.5	0.5	0.5	0.5	0.5	0.5
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Lake Worth	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	8	6	7	6	6	6	7
Visitor Spending (\$M)	6	7	6	6	6	6	6	6
No Transportation (\$M)	5	5	5	5	5	5	5	5
Transportation (\$M)	1	2	1	1	1	1	1	1
Earnings (\$M)	2	2	2	2	2	2	2	3
Total Employment	80	90	80	80	80	80	80	80
State & Local Tax Rev. (\$M)	1.0	1.0	1.0	1.0	1.1	1.2	1.3	1.4
Local Tax Rev.	0.5	0.5	0.4	0.5	0.5	0.6	0.7	0.7
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.5	0.6
State Tax Rev.	0.5	0.6	0.5	0.5	0.6	0.6	0.7	0.7
Visitor	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4
Lakeway	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	31	42	47	54	61	57	60	62
Visitor Spending (\$M)	30	40	46	52	59	54	57	59
No Transportation (\$M)	25	32	38	43	50	48	50	52
Transportation (\$M)	5	8	8	9	9	6	7	8
Earnings (\$M)	9	12	15	18	21	21	23	23
Total Employment	380	470	570	610	690	640	650	640
State & Local Tax Rev. (\$M)	3.1	3.9	4.5	5.2	6.2	6.3	7.0	7.4
Local Tax Rev.	1.2	1.5	1.7	2.0	2.5	2.7	3.0	3.2
Visitor	0.7	1.0	1.1	1.4	1.6	1.6	1.8	1.9
Business/Employee	0.5	0.5	0.6	0.7	0.8	1.1	1.2	1.3
State Tax Rev.	1.9	2.4	2.8	3.2	3.7	3.6	3.9	4.2
Visitor	1.6	2.1	2.4	2.7	3.1	2.9	3.1	3.2
Business/Employee	0.3	0.4	0.4	0.5	0.6	0.7	0.8	0.9
Lamesa	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	13	13	17	16	13	16	20
Visitor Spending (\$M)	10	13	13	17	16	13	16	20
No Transportation (\$M)	6	7	8	11	11	9	11	14
Transportation (\$M)	4	6	5	6	6	4	5	6
Earnings (\$M)	2	2	2	3	3	3	3	4
Total Employment	130	150	170	210	180	170	190	240
State & Local Tax Rev. (\$M)	0.8	0.9	1.0	1.3	1.3	1.1	1.3	1.7
Local Tax Rev.	0.1	0.2	0.2	0.3	0.3	0.3	0.3	0.4
Visitor	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.7	0.8	1.0	1.0	0.9	1.0	1.3
Visitor	0.6	0.7	0.8	0.9	0.9	0.8	0.9	1.2
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Lampasas	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	9	8	8	8	8	11	10
Visitor Spending (\$M)	8	9	8	8	8	8	11	10
No Transportation (\$M)	6	6	6	6	6	6	9	8
Transportation (\$M)	2	3	2	2	2	2	2	2
Earnings (\$M)	2	2	2	2	2	2	3	2
Total Employment	120	110	110	100	100	100	120	120
State & Local Tax Rev. (\$M)	0.6	0.7	0.6	0.6	0.6	0.6	0.9	0.9
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
State Tax Rev.	0.4	0.5	0.4	0.4	0.4	0.5	0.6	0.6
Visitor	0.4	0.4	0.4	0.4	0.4	0.4	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lancaster	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	38	37	41	43	42	45	48
Visitor Spending (\$M)	24	28	27	29	31	29	30	32
No Transportation (\$M)	18	20	20	21	23	23	23	24
Transportation (\$M)	6	9	8	8	8	6	7	8
Earnings (\$M)	11	12	12	13	14	16	16	17
Total Employment	290	300	300	320	340	350	360	360
State & Local Tax Rev. (\$M)	4.9	5.3	5.5	6.0	6.4	7.2	7.5	7.9
Local Tax Rev.	2.3	2.4	2.6	2.8	2.9	3.5	3.7	3.8
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Business/Employee	2.0	2.0	2.2	2.4	2.5	3.1	3.2	3.3
State Tax Rev.	2.6	2.9	2.9	3.2	3.5	3.7	3.8	4.1
Visitor	1.3	1.4	1.4	1.5	1.6	1.6	1.7	1.7
Business/Employee	1.3	1.5	1.5	1.8	1.9	2.1	2.1	2.4
Laredo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	467	500	509	584	588	527	581	613
Visitor Spending (\$M)	449	481	485	560	566	508	557	589
No Transportation (\$M)	358	372	392	452	454	422	460	478
Transportation (\$M)	91	110	93	108	111	86	98	110
Earnings (\$M)	107	111	112	133	147	151	152	160
Total Employment	5,510	5,330	5,090	5,600	6,040	5,960	6,000	6,060
State & Local Tax Rev. (\$M)	39.2	40.5	42.2	48.1	50.0	47.7	52.3	55.3
Local Tax Rev.	11.1	11.1	11.9	14.0	14.5	13.8	15.4	16.4
Visitor	6.4	6.6	7.0	8.6	8.4	7.3	8.7	9.4
Business/Employee	4.7	4.5	5.0	5.4	6.1	6.5	6.7	7.0
State Tax Rev.	28.1	29.4	30.2	34.2	35.5	33.8	36.9	38.9
Visitor	24.3	25.3	26.3	29.4	29.9	28.4	31.6	33.0
Business/Employee	3.8	4.1	3.9	4.8	5.6	5.4	5.3	5.9
League City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	64	72	64	77	86	88	105	108
Visitor Spending (\$M)	56	64	57	67	73	74	89	91
No Transportation (\$M)	41	44	40	48	54	59	71	71
Transportation (\$M)	15	19	17	19	19	15	18	20
Earnings (\$M)	17	18	17	21	24	29	32	33
Total Employment	610	610	550	620	690	790	820	850
State & Local Tax Rev. (\$M)	7.9	8.9	8.4	9.7	11.2	12.5	14.2	14.9
Local Tax Rev.	3.3	3.7	3.6	4.2	4.9	5.6	6.5	6.8
Visitor	1.0	1.1	0.9	1.2	1.3	1.5	2.1	2.0
Business/Employee	2.3	2.6	2.7	3.0	3.5	4.1	4.4	4.7
State Tax Rev.	4.5	5.2	4.8	5.5	6.3	6.9	7.7	8.2
Visitor	2.9	3.1	3.0	3.3	3.6	4.0	4.7	4.8
Business/Employee	1.6	2.0	1.8	2.3	2.7	2.9	3.0	3.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Leakey	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	5	4	4	4	4	5	6
Visitor Spending (\$M)	5	5	4	4	4	4	5	6
No Transportation (\$M)	4	4	4	4	4	4	5	6
Transportation (\$M)	0	0	0	0	0	0	0	0
Earnings (\$M)	1	1	1	1	1	1	2	2
Total Employment	70	70	60	50	60	50	70	70
State & Local Tax Rev. (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Local Tax Rev.	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Visitor	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.2	0.1	0.1	0.2	0.2	0.2	0.2
Visitor	0.2	0.2	0.1	0.1	0.2	0.1	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leon Valley	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	19	17	20	22	21	22	23
Visitor Spending (\$M)	16	18	16	19	20	18	20	20
No Transportation (\$M)	10	11	10	12	13	13	14	14
Transportation (\$M)	6	8	6	7	7	5	6	6
Earnings (\$M)	5	5	5	5	6	7	7	7
Total Employment	170	180	160	180	200	210	210	200
State & Local Tax Rev. (\$M)	2.0	2.1	2.0	2.3	2.5	2.6	2.8	2.9
Local Tax Rev.	0.8	0.8	0.8	0.9	1.0	1.1	1.2	1.2
Visitor	0.3	0.4	0.3	0.4	0.4	0.4	0.5	0.5
Business/Employee	0.4	0.4	0.5	0.5	0.6	0.6	0.7	0.7
State Tax Rev.	1.2	1.3	1.2	1.4	1.5	1.6	1.6	1.7
Visitor	0.9	1.0	0.9	1.0	1.1	1.1	1.2	1.2
Business/Employee	0.3	0.3	0.3	0.4	0.4	0.4	0.5	0.5
Levelland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	22	19	21	23	17	20	23
Visitor Spending (\$M)	10	22	19	21	23	17	20	23
No Transportation (\$M)	5	14	12	13	15	12	14	15
Transportation (\$M)	5	8	7	8	8	5	6	7
Earnings (\$M)	2	5	5	5	6	5	6	6
Total Employment	150	360	310	300	310	260	290	330
State & Local Tax Rev. (\$M)	0.8	1.6	1.5	1.6	1.8	1.5	1.7	1.9
Local Tax Rev.	0.1	0.4	0.3	0.4	0.4	0.3	0.4	0.4
Visitor	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	0.7	1.3	1.2	1.2	1.3	1.2	1.3	1.5
Visitor	0.6	1.1	1.1	1.1	1.2	1.0	1.2	1.3
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.2
Lewisville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	172	204	191	231	236	245	250	249
Visitor Spending (\$M)	153	183	170	206	210	216	218	214
No Transportation (\$M)	125	144	140	169	176	192	190	185
Transportation (\$M)	28	38	31	37	34	24	28	30
Earnings (\$M)	60	68	67	82	85	97	98	94
Total Employment	1,730	1,860	1,830	2,150	2,240	2,430	2,400	2,260
State & Local Tax Rev. (\$M)	13.0	15.0	14.5	17.2	18.1	19.8	20.8	20.7
Local Tax Rev.	4.2	4.9	4.7	5.7	6.1	7.0	7.6	7.6
Visitor	3.3	3.9	3.6	4.5	4.9	5.5	6.0	5.8
Business/Employee	0.9	1.0	1.1	1.2	1.3	1.5	1.6	1.8
State Tax Rev.	8.8	10.1	9.8	11.5	11.9	12.8	13.2	13.1
Visitor	8.2	9.4	9.1	10.6	10.9	11.7	12.2	11.8
Business/Employee	0.6	0.7	0.7	0.9	1.0	1.0	1.1	1.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Lindale	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	25	24	25	28	28	29	30
Visitor Spending (\$M)	17	25	23	25	28	28	28	30
No Transportation (\$M)	12	17	17	18	20	22	22	22
Transportation (\$M)	5	8	6	7	8	6	6	7
Earnings (\$M)	4	6	6	6	7	8	8	8
Total Employment	220	290	290	290	310	320	330	330
State & Local Tax Rev. (\$M)	1.3	1.8	1.8	1.8	2.1	2.3	2.4	2.4
Local Tax Rev.	0.3	0.5	0.5	0.5	0.6	0.6	0.7	0.7
Visitor	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.0	1.3	1.3	1.3	1.5	1.6	1.7	1.8
Visitor	0.9	1.3	1.2	1.3	1.5	1.6	1.6	1.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Littlefield	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	9	8	10	10	8	9	11
Visitor Spending (\$M)	6	9	8	10	10	8	9	11
No Transportation (\$M)	2	4	4	5	5	5	5	6
Transportation (\$M)	4	5	4	5	5	3	4	5
Earnings (\$M)	1	1	1	1	1	1	1	2
Total Employment	50	70	70	80	80	80	80	90
State & Local Tax Rev. (\$M)	0.4	0.5	0.5	0.6	0.6	0.7	0.7	0.8
Local Tax Rev.	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.7
Visitor	0.3	0.4	0.4	0.5	0.5	0.5	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Live Oak	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	27	28	28	33	38	47	51	52
Visitor Spending (\$M)	26	27	26	32	35	44	47	48
No Transportation (\$M)	17	16	17	21	23	32	33	33
Transportation (\$M)	10	11	10	12	12	12	14	15
Earnings (\$M)	8	7	8	9	11	16	17	17
Total Employment	280	270	270	310	360	490	500	480
State & Local Tax Rev. (\$M)	3.0	3.0	3.1	3.6	4.1	5.3	5.7	5.9
Local Tax Rev.	1.1	1.1	1.2	1.4	1.6	2.1	2.3	2.3
Visitor	0.6	0.6	0.6	0.7	0.8	1.2	1.3	1.3
Business/Employee	0.5	0.6	0.6	0.7	0.8	0.9	0.9	1.0
State Tax Rev.	1.9	1.9	1.9	2.2	2.5	3.2	3.5	3.5
Visitor	1.5	1.4	1.5	1.7	1.9	2.6	2.8	2.8
Business/Employee	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.7
Livingston	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	24	28	21	25	27	25	29	29
Visitor Spending (\$M)	24	28	21	25	27	25	29	29
No Transportation (\$M)	19	21	17	19	21	21	24	23
Transportation (\$M)	5	7	5	6	6	4	5	6
Earnings (\$M)	7	8	7	8	9	9	10	10
Total Employment	430	440	330	350	400	400	440	440
State & Local Tax Rev. (\$M)	1.3	1.5	1.2	1.3	1.5	1.5	1.8	1.8
Local Tax Rev.	0.4	0.4	0.3	0.4	0.5	0.4	0.6	0.5
Visitor	0.3	0.4	0.3	0.3	0.4	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.9	1.1	0.8	0.9	1.0	1.0	1.2	1.2
Visitor	0.9	1.0	0.8	0.9	1.0	1.0	1.2	1.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Llano	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	8	9	10	8	9	7	8
Visitor Spending (\$M)	6	8	9	10	8	9	7	8
No Transportation (\$M)	5	7	8	9	7	8	7	8
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	3	4	4	3	4	3	4
Total Employment	130	170	200	210	170	190	150	160
State & Local Tax Rev. (\$M)	0.7	0.8	0.9	0.9	0.9	1.0	1.0	1.1
Local Tax Rev.	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6
Visitor	0.2	0.2	0.3	0.3	0.2	0.2	0.2	0.3
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Lockhart	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	13	12	13	13	12	13	14
Visitor Spending (\$M)	10	13	12	13	13	12	13	14
No Transportation (\$M)	6	8	8	8	8	9	9	9
Transportation (\$M)	4	6	5	5	5	3	4	4
Earnings (\$M)	2	3	3	3	3	4	3	3
Total Employment	90	100	90	90	80	90	90	90
State & Local Tax Rev. (\$M)	0.8	1.0	1.0	1.0	1.0	1.1	1.2	1.2
Local Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.8	0.8	0.8	0.8	0.8	0.9	0.9
Visitor	0.6	0.7	0.7	0.7	0.7	0.7	0.8	0.8
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Longview	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	165	199	173	184	191	169	184	204
Visitor Spending (\$M)	160	193	168	179	186	164	180	199
No Transportation (\$M)	106	123	112	114	122	118	124	134
Transportation (\$M)	54	70	56	66	64	46	56	65
Earnings (\$M)	37	44	41	44	46	45	47	50
Total Employment	2,090	2,290	2,040	2,010	2,040	1,990	2,050	2,060
State & Local Tax Rev. (\$M)	13.2	14.9	13.9	14.1	15.2	14.8	16.1	17.4
Local Tax Rev.	3.2	3.7	3.6	3.7	4.0	3.8	4.2	4.5
Visitor	1.8	2.2	1.9	2.1	2.3	2.1	2.4	2.6
Business/Employee	1.5	1.6	1.6	1.6	1.7	1.7	1.8	1.9
State Tax Rev.	9.9	11.2	10.3	10.4	11.2	11.0	11.9	12.9
Visitor	8.8	9.9	9.1	9.0	9.6	9.6	10.5	11.4
Business/Employee	1.1	1.3	1.2	1.4	1.5	1.3	1.4	1.5
Lubbock	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	580	655	643	720	765	754	791	867
Visitor Spending (\$M)	519	588	577	649	689	679	712	782
No Transportation (\$M)	346	378	396	440	482	515	524	570
Transportation (\$M)	172	211	181	209	208	164	188	211
Earnings (\$M)	148	162	180	207	227	255	266	283
Total Employment	6,340	6,560	6,720	7,040	7,380	8,100	8,190	8,400
State & Local Tax Rev. (\$M)	43.1	46.7	49.1	53.8	59.8	64.2	67.9	74.1
Local Tax Rev.	12.2	13.2	14.7	16.5	18.7	20.8	22.3	24.2
Visitor	6.2	7.1	7.3	8.7	9.8	10.5	11.5	12.7
Business/Employee	6.0	6.1	7.4	7.9	8.9	10.3	10.8	11.5
State Tax Rev.	30.9	33.5	34.4	37.3	41.1	43.4	45.7	49.8
Visitor	26.3	28.2	28.9	30.7	33.3	35.2	37.5	40.6
Business/Employee	4.6	5.3	5.5	6.6	7.8	8.1	8.2	9.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Lufkin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	78	90	82	88	89	85	93	98
Visitor Spending (\$M)	78	90	82	88	89	85	93	98
No Transportation (\$M)	55	61	58	60	62	67	70	72
Transportation (\$M)	22	29	23	28	27	18	23	26
Earnings (\$M)	17	18	18	19	19	22	23	24
Total Employment	1,060	1,080	1,000	970	980	1,050	1,120	1,150
State & Local Tax Rev. (\$M)	5.7	6.2	6.0	6.0	6.3	6.8	7.5	7.8
Local Tax Rev.	1.4	1.6	1.6	1.6	1.7	1.8	2.1	2.2
Visitor	1.0	1.1	1.1	1.1	1.2	1.3	1.5	1.5
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6
State Tax Rev.	4.3	4.6	4.5	4.5	4.7	5.0	5.4	5.7
Visitor	3.9	4.3	4.1	4.1	4.3	4.5	5.0	5.2
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Luling	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	3	4	4	8	5	7	7
Visitor Spending (\$M)	4	3	4	4	8	5	7	7
No Transportation (\$M)	2	2	3	3	6	4	5	6
Transportation (\$M)	1	1	1	1	2	1	1	2
Earnings (\$M)	1	1	1	1	3	2	2	2
Total Employment	40	30	40	40	80	60	70	70
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.4	0.7	0.5	0.6	0.7
Local Tax Rev.	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Visitor	0.0	0.0	0.0	0.1	0.2	0.1	0.1	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.2	0.2	0.2	0.3	0.5	0.3	0.4	0.5
Visitor	0.2	0.2	0.2	0.2	0.4	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lumberton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	11	11	13	14	14	17	19
Visitor Spending (\$M)	10	11	11	13	14	14	17	19
No Transportation (\$M)	7	7	7	8	9	10	13	13
Transportation (\$M)	3	4	4	5	5	4	5	6
Earnings (\$M)	2	2	3	3	3	4	4	5
Total Employment	130	130	150	160	160	190	190	200
State & Local Tax Rev. (\$M)	0.8	0.8	0.9	1.0	1.1	1.2	1.5	1.6
Local Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.4	0.5
Visitor	0.1	0.1	0.1	0.2	0.2	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.6	0.7	0.7	0.8	0.9	1.0	1.1
Visitor	0.6	0.5	0.6	0.6	0.7	0.8	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Lytle	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	3	3	9	6	8	8	9
Visitor Spending (\$M)	3	3	3	9	6	7	7	8
No Transportation (\$M)	2	2	2	7	5	6	6	7
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	1	1	3	2	3	3	3
Total Employment	30	30	30	90	60	80	80	80
State & Local Tax Rev. (\$M)	0.2	0.2	0.3	0.8	0.6	0.7	0.7	0.8
Local Tax Rev.	0.1	0.1	0.1	0.3	0.2	0.2	0.3	0.3
Visitor	0.1	0.1	0.1	0.3	0.2	0.2	0.2	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
State Tax Rev.	0.2	0.2	0.2	0.4	0.3	0.4	0.4	0.5
Visitor	0.1	0.2	0.2	0.4	0.3	0.4	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Madisonville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	7	6	9	10	8	8	10
Visitor Spending (\$M)	7	7	6	9	10	8	8	10
No Transportation (\$M)	7	7	6	9	10	7	8	9
Transportation (\$M)	0	1	0	1	1	0	0	0
Earnings (\$M)	2	2	1	2	2	2	2	2
Total Employment	110	100	80	100	110	90	80	80
State & Local Tax Rev. (\$M)	0.6	0.5	0.5	0.7	0.8	0.6	0.7	0.8
Local Tax Rev.	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3
Visitor	0.2	0.2	0.1	0.2	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.4	0.4	0.3	0.5	0.5	0.4	0.4	0.5
Visitor	0.4	0.3	0.3	0.4	0.5	0.4	0.4	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Magnolia	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	3	5	6	8	6	6	6
Visitor Spending (\$M)	2	3	5	6	7	6	6	6
No Transportation (\$M)	1	2	4	5	6	6	6	5
Transportation (\$M)	0	0	1	1	1	0	1	1
Earnings (\$M)	1	1	2	3	4	3	3	3
Total Employment	20	40	60	70	90	80	70	70
State & Local Tax Rev. (\$M)	0.2	0.2	0.4	0.5	0.6	0.5	0.6	0.6
Local Tax Rev.	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Visitor	0.0	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
State Tax Rev.	0.1	0.2	0.2	0.3	0.4	0.3	0.4	0.3
Visitor	0.1	0.1	0.2	0.3	0.4	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mansfield	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	29	47	54	63	66	66	69	73
Visitor Spending (\$M)	22	40	47	56	61	62	66	69
No Transportation (\$M)	16	27	34	40	45	50	51	53
Transportation (\$M)	6	13	13	16	16	12	14	16
Earnings (\$M)	9	14	17	20	22	24	25	25
Total Employment	280	490	610	670	740	800	800	830
State & Local Tax Rev. (\$M)	7.2	8.6	9.7	10.7	13.1	14.7	16.5	18.4
Local Tax Rev.	3.7	4.0	4.7	5.0	6.2	7.2	8.3	9.2
Visitor	0.3	0.7	0.8	1.0	1.2	1.3	1.5	1.5
Business/Employee	3.4	3.3	3.9	4.0	5.0	5.8	6.8	7.7
State Tax Rev.	3.4	4.6	5.0	5.7	6.9	7.5	8.2	9.2
Visitor	1.1	2.0	2.5	2.8	3.1	3.4	3.6	3.8
Business/Employee	2.3	2.5	2.6	2.9	3.8	4.0	4.5	5.4
Marble Falls	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	23	28	29	31	39	40	37	40
Visitor Spending (\$M)	23	28	29	31	39	40	37	40
No Transportation (\$M)	20	23	25	26	33	36	33	36
Transportation (\$M)	4	5	4	5	6	4	4	5
Earnings (\$M)	8	9	10	11	14	15	15	16
Total Employment	360	410	460	450	530	560	500	530
State & Local Tax Rev. (\$M)	1.7	2.0	2.1	2.2	2.8	3.0	3.0	3.3
Local Tax Rev.	0.6	0.7	0.7	0.8	1.0	1.1	1.1	1.2
Visitor	0.5	0.6	0.6	0.6	0.8	0.9	0.9	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	1.1	1.3	1.4	1.4	1.8	1.9	1.9	2.0
Visitor	1.0	1.2	1.3	1.3	1.7	1.8	1.7	1.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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Marfa	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	5	4	5	6	9	12	12
Visitor Spending (\$M)	4	5	4	5	6	9	12	12
No Transportation (\$M)	4	4	4	4	5	9	11	11
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	1	1	1	1	1	2	2	2
Total Employment	30	30	30	30	30	50	60	60
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.4	0.5	0.8	1.1	1.1
Local Tax Rev.	0.1	0.1	0.1	0.1	0.2	0.3	0.4	0.5
Visitor	0.1	0.1	0.1	0.1	0.2	0.3	0.4	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.2	0.2	0.2	0.3	0.5	0.6	0.6
Visitor	0.2	0.2	0.2	0.2	0.3	0.5	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marlin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	5	4	5	6	5	6	6
Visitor Spending (\$M)	4	5	4	5	6	5	6	6
No Transportation (\$M)	2	3	3	4	5	4	4	4
Transportation (\$M)	1	1	1	2	2	1	2	2
Earnings (\$M)	1	1	1	1	1	1	1	1
Total Employment	40	50	50	60	60	50	60	60
State & Local Tax Rev. (\$M)	0.2	0.3	0.3	0.4	0.4	0.4	0.4	0.5
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Visitor	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marshall	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	71	85	75	72	73	63	68	73
Visitor Spending (\$M)	70	85	75	72	73	63	68	73
No Transportation (\$M)	37	42	41	34	36	37	37	37
Transportation (\$M)	33	43	34	38	37	25	31	36
Earnings (\$M)	12	13	13	11	11	12	12	12
Total Employment	670	690	660	510	520	550	560	540
State & Local Tax Rev. (\$M)	4.9	5.2	5.1	4.3	4.7	4.8	5.1	5.2
Local Tax Rev.	0.6	0.6	0.6	0.5	0.5	0.6	0.6	0.6
Visitor	0.3	0.4	0.4	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.2	0.2	0.3	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	4.3	4.6	4.5	3.8	4.1	4.2	4.5	4.6
Visitor	4.1	4.5	4.3	3.7	3.9	4.0	4.3	4.4
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Mathis	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	7	9	11	7	7	8	8
Visitor Spending (\$M)	5	7	9	11	7	7	8	8
No Transportation (\$M)	3	5	7	8	5	6	7	7
Transportation (\$M)	1	2	2	3	2	1	2	2
Earnings (\$M)	1	1	2	2	2	2	2	2
Total Employment	50	60	90	100	60	80	80	80
State & Local Tax Rev. (\$M)	0.4	0.5	0.7	0.8	0.6	0.7	0.8	0.8
Local Tax Rev.	0.1	0.2	0.2	0.3	0.2	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.2	0.1	0.1	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.4	0.5	0.6	0.4	0.5	0.5	0.5
Visitor	0.3	0.3	0.5	0.5	0.3	0.4	0.4	0.4
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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McAllen	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	481	508	480	518	568	550	548	598
Visitor Spending (\$M)	443	466	437	472	524	503	498	544
No Transportation (\$M)	347	358	350	374	418	416	408	440
Transportation (\$M)	96	108	87	98	106	87	90	104
Earnings (\$M)	112	116	121	129	145	152	159	171
Total Employment	6,180	5,970	5,790	5,900	6,470	6,560	6,780	7,030
State & Local Tax Rev. (\$M)	31.1	32.1	31.3	32.9	37.0	36.9	37.6	40.7
Local Tax Rev.	9.2	9.5	9.4	9.9	11.2	11.3	11.5	12.3
Visitor	7.0	7.4	7.0	7.5	8.5	8.3	8.4	9.1
Business/Employee	2.1	2.1	2.4	2.4	2.7	3.0	3.1	3.3
State Tax Rev.	21.9	22.6	21.9	23.1	25.8	25.7	26.1	28.4
Visitor	20.5	20.9	20.3	21.3	23.7	23.6	24.0	26.0
Business/Employee	1.5	1.6	1.6	1.8	2.1	2.1	2.1	2.3
McKinney	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	88	109	113	136	157	216	230	229
Visitor Spending (\$M)	79	94	96	113	126	172	185	187
No Transportation (\$M)	65	75	80	94	108	156	165	166
Transportation (\$M)	14	19	16	19	19	16	19	21
Earnings (\$M)	27	34	37	45	54	81	85	83
Total Employment	930	1,130	1,200	1,270	1,390	1,990	1,990	1,930
State & Local Tax Rev. (\$M)	8.7	10.2	11.1	12.9	15.4	21.4	23.2	24.3
Local Tax Rev.	3.3	3.8	4.4	5.0	6.1	8.8	9.7	10.2
Visitor	1.2	1.4	1.5	1.8	2.1	3.3	3.8	3.8
Business/Employee	2.1	2.4	2.9	3.2	4.1	5.5	5.9	6.4
State Tax Rev.	5.4	6.4	6.7	7.9	9.3	12.5	13.5	14.1
Visitor	4.0	4.6	4.8	5.5	6.2	8.7	9.6	9.6
Business/Employee	1.4	1.8	1.9	2.4	3.1	3.8	3.9	4.5
Mercedes	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	19	24	25	26	25	26	27
Visitor Spending (\$M)	12	19	24	25	26	25	26	27
No Transportation (\$M)	9	15	21	21	22	23	22	23
Transportation (\$M)	2	4	4	4	4	3	3	4
Earnings (\$M)	3	5	7	7	7	8	8	8
Total Employment	150	240	330	310	330	340	360	350
State & Local Tax Rev. (\$M)	1.2	1.7	2.1	2.1	2.3	2.3	2.4	2.5
Local Tax Rev.	0.4	0.5	0.7	0.7	0.7	0.8	0.8	0.8
Visitor	0.1	0.3	0.4	0.4	0.4	0.4	0.4	0.4
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
State Tax Rev.	0.8	1.1	1.4	1.4	1.5	1.6	1.6	1.7
Visitor	0.6	0.9	1.2	1.2	1.3	1.3	1.4	1.4
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3
Mesquite	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	200	213	195	217	230	233	235	241
Visitor Spending (\$M)	165	176	160	174	187	186	182	186
No Transportation (\$M)	120	121	114	123	136	147	139	140
Transportation (\$M)	45	55	45	51	50	39	43	46
Earnings (\$M)	66	67	64	71	78	87	86	86
Total Employment	1,840	1,750	1,660	1,770	1,950	2,090	2,000	1,950
State & Local Tax Rev. (\$M)	25.5	25.8	25.3	27.5	29.4	33.2	33.4	34.7
Local Tax Rev.	10.9	10.7	11.0	11.8	12.5	14.9	15.3	15.7
Visitor	2.8	2.8	2.5	2.8	3.2	3.5	3.6	3.6
Business/Employee	8.2	7.9	8.5	9.1	9.3	11.3	11.7	12.1
State Tax Rev.	14.5	15.1	14.3	15.6	16.9	18.3	18.1	18.9
Visitor	9.0	9.1	8.6	8.9	9.8	10.4	10.3	10.4
Business/Employee	5.6	6.0	5.7	6.7	7.1	7.8	7.8	8.5

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Mexia	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	9	9	8	8	7	8	9
Visitor Spending (\$M)	6	9	9	8	8	7	8	9
No Transportation (\$M)	4	6	6	5	5	6	6	7
Transportation (\$M)	2	3	2	3	3	2	2	3
Earnings (\$M)	1	1	1	1	1	1	1	1
Total Employment	50	70	70	60	60	60	60	60
State & Local Tax Rev. (\$M)	0.4	0.6	0.6	0.6	0.5	0.6	0.7	0.7
Local Tax Rev.	0.1	0.2	0.2	0.2	0.1	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Midland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	262	317	302	469	570	421	545	720
Visitor Spending (\$M)	235	284	273	429	521	379	497	657
No Transportation (\$M)	160	193	194	331	411	296	394	534
Transportation (\$M)	74	91	79	98	110	83	102	123
Earnings (\$M)	52	63	64	82	105	84	97	116
Total Employment	2,820	3,010	2,910	3,430	4,010	3,150	3,570	3,970
State & Local Tax Rev. (\$M)	18.4	21.9	21.9	33.6	42.2	31.3	42.0	57.3
Local Tax Rev.	5.0	6.3	6.3	10.7	14.2	9.8	14.0	20.7
Visitor	2.8	3.9	3.7	7.7	10.3	6.4	10.1	16.0
Business/Employee	2.2	2.4	2.7	3.0	4.0	3.4	3.9	4.7
State Tax Rev.	13.4	15.6	15.5	22.8	28.0	21.5	28.0	36.6
Visitor	11.7	13.4	13.4	20.2	24.3	18.7	24.9	32.7
Business/Employee	1.8	2.2	2.1	2.7	3.6	2.8	3.1	3.9
Mineral Wells	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	30	38	35	45	43	30	36	38
Visitor Spending (\$M)	30	38	35	45	43	29	36	38
No Transportation (\$M)	14	17	18	20	19	16	18	19
Transportation (\$M)	15	21	17	25	24	14	18	19
Earnings (\$M)	5	6	7	7	7	6	7	7
Total Employment	230	250	270	290	270	220	250	250
State & Local Tax Rev. (\$M)	2.6	2.9	2.9	3.2	3.1	2.7	3.2	3.3
Local Tax Rev.	0.6	0.6	0.6	0.7	0.6	0.6	0.7	0.7
Visitor	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	2.0	2.3	2.3	2.6	2.5	2.2	2.5	2.6
Visitor	1.8	2.0	2.0	2.3	2.3	1.9	2.3	2.3
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.3
Mission	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	91	110	118	127	139	133	125	121
Visitor Spending (\$M)	83	102	110	118	131	124	116	111
No Transportation (\$M)	63	77	88	93	104	103	94	88
Transportation (\$M)	20	25	22	25	27	21	22	23
Earnings (\$M)	19	24	29	30	34	36	35	32
Total Employment	1,070	1,240	1,390	1,410	1,570	1,580	1,500	1,340
State & Local Tax Rev. (\$M)	7.0	8.3	9.3	9.7	10.9	10.9	10.6	10.3
Local Tax Rev.	2.2	2.6	3.0	3.1	3.5	3.6	3.5	3.5
Visitor	1.1	1.4	1.5	1.7	1.9	1.8	1.7	1.5
Business/Employee	1.1	1.2	1.4	1.4	1.6	1.7	1.9	1.9
State Tax Rev.	4.8	5.7	6.3	6.6	7.4	7.3	7.0	6.9
Visitor	4.0	4.7	5.3	5.5	6.1	6.1	5.8	5.5
Business/Employee	0.8	0.9	1.0	1.1	1.3	1.2	1.3	1.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Missouri City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	37	41	38	44	55	52	56	60
Visitor Spending (\$M)	30	34	33	37	46	42	45	49
No Transportation (\$M)	19	21	21	24	33	33	34	36
Transportation (\$M)	11	14	12	13	13	10	11	13
Earnings (\$M)	9	10	10	11	15	17	17	18
Total Employment	300	300	290	310	420	440	420	440
State & Local Tax Rev. (\$M)	3.2	3.4	3.4	3.7	4.8	4.9	5.1	5.4
Local Tax Rev.	1.0	1.1	1.1	1.3	1.7	1.8	1.9	2.0
Visitor	0.3	0.3	0.3	0.4	0.7	0.7	0.8	0.9
Business/Employee	0.8	0.8	0.8	0.9	1.0	1.1	1.1	1.1
State Tax Rev.	2.2	2.3	2.3	2.5	3.1	3.1	3.2	3.5
Visitor	1.7	1.7	1.8	1.8	2.3	2.4	2.5	2.7
Business/Employee	0.5	0.6	0.6	0.7	0.8	0.8	0.7	0.8
Monahans	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	14	11	26	44	30	53	68
Visitor Spending (\$M)	7	14	11	26	44	30	53	68
No Transportation (\$M)	5	10	8	22	40	27	50	64
Transportation (\$M)	2	3	3	4	4	2	3	3
Earnings (\$M)	2	3	3	8	13	9	14	19
Total Employment	110	220	170	460	730	490	780	980
State & Local Tax Rev. (\$M)	0.6	1.2	0.9	2.4	4.2	2.8	5.3	7.3
Local Tax Rev.	0.2	0.4	0.3	0.9	1.6	1.0	2.1	3.1
Visitor	0.1	0.3	0.2	0.7	1.2	0.6	1.6	2.4
Business/Employee	0.1	0.1	0.1	0.3	0.4	0.3	0.5	0.7
State Tax Rev.	0.4	0.8	0.6	1.5	2.6	1.8	3.2	4.2
Visitor	0.4	0.7	0.6	1.3	2.2	1.6	2.9	3.7
Business/Employee	0.0	0.1	0.1	0.2	0.3	0.2	0.3	0.5
Montgomery	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	8	29	33	43	32	34	32
Visitor Spending (\$M)	15	8	29	33	43	32	34	32
No Transportation (\$M)	13	7	25	28	38	30	31	29
Transportation (\$M)	2	1	4	4	4	2	3	3
Earnings (\$M)	7	4	14	16	21	18	17	16
Total Employment	220	110	400	410	530	440	400	370
State & Local Tax Rev. (\$M)	1.1	0.6	2.2	2.4	3.2	2.5	2.8	2.7
Local Tax Rev.	0.4	0.2	0.7	0.8	1.2	0.9	1.0	1.0
Visitor	0.4	0.2	0.7	0.8	1.1	0.9	1.0	0.9
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.8	0.4	1.5	1.6	2.1	1.6	1.8	1.7
Visitor	0.7	0.4	1.4	1.6	2.1	1.6	1.8	1.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mount Pleasant	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	39	47	41	54	52	44	48	50
Visitor Spending (\$M)	39	47	41	54	52	44	48	50
No Transportation (\$M)	21	24	23	31	31	29	30	29
Transportation (\$M)	18	23	18	23	22	15	18	21
Earnings (\$M)	7	8	8	11	10	10	10	11
Total Employment	420	440	440	520	490	470	470	480
State & Local Tax Rev. (\$M)	3.1	3.4	3.3	4.0	4.0	3.9	4.2	4.2
Local Tax Rev.	0.7	0.8	0.8	1.0	1.0	0.9	1.0	1.0
Visitor	0.5	0.6	0.5	0.8	0.7	0.7	0.8	0.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	2.4	2.6	2.5	3.0	3.0	2.9	3.2	3.2
Visitor	2.3	2.5	2.4	2.8	2.8	2.7	3.0	3.0
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Nacogdoches	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	55	67	75	67	59	57	66	71
Visitor Spending (\$M)	54	67	75	67	59	56	65	70
No Transportation (\$M)	45	54	64	55	48	49	55	59
Transportation (\$M)	10	13	11	12	11	8	10	11
Earnings (\$M)	14	17	21	18	15	16	18	19
Total Employment	1,000	1,100	1,250	1,050	830	880	940	950
State & Local Tax Rev. (\$M)	4.7	5.6	6.7	5.7	5.0	5.2	6.0	6.5
Local Tax Rev.	1.5	1.9	2.3	1.9	1.6	1.6	2.0	2.1
Visitor	1.1	1.4	1.7	1.4	1.1	1.1	1.4	1.5
Business/Employee	0.4	0.5	0.6	0.5	0.5	0.5	0.5	0.6
State Tax Rev.	3.2	3.8	4.4	3.8	3.4	3.5	4.1	4.3
Visitor	2.9	3.4	4.0	3.4	3.1	3.2	3.7	3.9
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4
Nassau Bay	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	123	136	93	103	123	121	137	126
Visitor Spending (\$M)	123	135	93	102	123	120	137	125
No Transportation (\$M)	81	88	62	68	85	88	100	88
Transportation (\$M)	41	47	31	34	37	32	37	36
Earnings (\$M)	33	35	26	28	35	39	41	38
Total Employment	1,230	1,230	890	910	1,100	1,190	1,130	1,060
State & Local Tax Rev. (\$M)	10.6	11.3	8.0	8.6	10.7	11.2	13.1	11.8
Local Tax Rev.	3.6	4.0	2.7	3.1	4.0	4.1	5.0	4.4
Visitor	3.4	3.8	2.5	2.9	3.8	3.9	4.8	4.2
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	7.0	7.3	5.3	5.5	6.8	7.1	8.2	7.4
Visitor	6.9	7.2	5.2	5.4	6.6	7.0	8.0	7.3
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2
Navasota	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	11	11	13	14	12	12	13
Visitor Spending (\$M)	10	11	11	13	14	11	12	13
No Transportation (\$M)	8	8	9	10	12	10	10	11
Transportation (\$M)	2	3	2	3	2	2	2	2
Earnings (\$M)	2	3	3	3	4	4	4	5
Total Employment	150	140	170	180	210	180	190	200
State & Local Tax Rev. (\$M)	0.7	0.7	0.8	0.8	1.0	0.9	0.9	1.0
Local Tax Rev.	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Visitor	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.5	0.5	0.6	0.6	0.7	0.6	0.6	0.7
Visitor	0.5	0.5	0.5	0.6	0.6	0.5	0.6	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Nederland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	19	19	20	21	20	22	28
Visitor Spending (\$M)	12	18	19	20	21	19	22	28
No Transportation (\$M)	7	11	11	12	13	14	15	18
Transportation (\$M)	5	8	7	8	8	6	7	9
Earnings (\$M)	2	3	4	4	4	5	5	6
Total Employment	120	190	210	210	230	240	240	280
State & Local Tax Rev. (\$M)	1.3	1.7	1.8	1.8	2.0	2.1	2.4	2.8
Local Tax Rev.	0.4	0.5	0.5	0.5	0.6	0.7	0.8	0.9
Visitor	0.1	0.2	0.2	0.2	0.3	0.3	0.4	0.5
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	0.9	1.2	1.3	1.3	1.4	1.5	1.6	1.9
Visitor	0.7	1.0	1.0	1.0	1.1	1.2	1.3	1.6
Business/Employee	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.3

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New Boston	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	23	16	16	18	15	16	16
Visitor Spending (\$M)	11	23	16	16	18	15	16	16
No Transportation (\$M)	6	11	9	8	9	9	9	9
Transportation (\$M)	6	12	7	8	9	5	7	7
Earnings (\$M)	2	3	3	3	3	3	3	3
Total Employment	110	200	160	150	160	160	170	150
State & Local Tax Rev. (\$M)	0.9	1.6	1.2	1.1	1.3	1.3	1.4	1.4
Local Tax Rev.	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Visitor	0.1	0.3	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	1.3	1.0	0.9	1.0	1.0	1.1	1.0
Visitor	0.7	1.2	0.9	0.8	1.0	0.9	1.0	1.0
Business/Employee	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1
New Braunfels	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	182	205	206	262	293	294	323	337
Visitor Spending (\$M)	178	201	201	258	286	289	317	331
No Transportation (\$M)	151	167	174	225	254	266	288	299
Transportation (\$M)	27	34	27	33	32	23	29	32
Earnings (\$M)	56	62	65	83	98	109	122	128
Total Employment	2,170	2,370	2,330	2,780	3,110	3,380	3,750	3,770
State & Local Tax Rev. (\$M)	15.1	16.7	17.3	21.6	24.8	26.2	29.6	31.4
Local Tax Rev.	5.0	5.6	5.9	7.4	8.6	9.2	10.7	11.4
Visitor	3.4	3.8	3.8	5.0	5.8	6.1	7.0	7.3
Business/Employee	1.6	1.8	2.1	2.3	2.8	3.2	3.6	4.0
State Tax Rev.	10.1	11.1	11.4	14.3	16.2	16.9	19.0	20.0
Visitor	9.0	9.7	10.0	12.5	14.0	14.7	16.5	17.1
Business/Employee	1.2	1.4	1.4	1.8	2.3	2.3	2.5	2.9
North Richland Hills	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	50	52	42	44	43	43	51	53
Visitor Spending (\$M)	39	42	33	35	36	39	47	48
No Transportation (\$M)	30	32	26	27	29	33	39	40
Transportation (\$M)	9	11	7	8	8	6	8	9
Earnings (\$M)	17	16	14	15	15	17	19	20
Total Employment	550	590	480	480	490	550	620	640
State & Local Tax Rev. (\$M)	10.5	10.1	9.6	10.1	12.4	13.6	15.5	17.0
Local Tax Rev.	5.4	4.9	5.0	5.1	6.3	7.2	8.2	8.9
Visitor	0.7	0.8	0.6	0.6	0.7	0.8	1.0	1.1
Business/Employee	4.6	4.1	4.5	4.5	5.7	6.4	7.2	7.9
State Tax Rev.	5.2	5.2	4.6	5.0	6.1	6.5	7.3	8.1
Visitor	2.0	2.1	1.6	1.7	1.8	2.0	2.5	2.5
Business/Employee	3.2	3.1	3.0	3.3	4.3	4.4	4.8	5.5
Northlake	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	1	1	7	7	8	14	15	24
Visitor Spending (\$M)	1	1	7	7	8	13	15	24
No Transportation (\$M)	0	1	6	6	7	12	14	21
Transportation (\$M)	0	0	1	1	1	1	1	2
Earnings (\$M)	0	0	2	2	2	5	5	8
Total Employment	10	10	70	70	80	130	150	220
State & Local Tax Rev. (\$M)	0.1	0.1	0.6	0.6	0.6	1.1	1.4	2.1
Local Tax Rev.	0.0	0.0	0.2	0.2	0.2	0.4	0.5	0.7
Visitor	0.0	0.0	0.2	0.2	0.2	0.4	0.4	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.0	0.0	0.4	0.4	0.4	0.7	0.9	1.3
Visitor	0.0	0.0	0.4	0.4	0.4	0.7	0.8	1.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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Odessa	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	232	296	255	425	477	320	484	680
Visitor Spending (\$M)	209	269	231	392	437	285	444	628
No Transportation (\$M)	153	199	172	318	352	223	365	533
Transportation (\$M)	56	70	59	75	84	62	79	95
Earnings (\$M)	53	70	60	85	100	74	88	110
Total Employment	2,600	2,960	2,430	3,060	3,290	2,420	2,860	3,320
State & Local Tax Rev. (\$M)	16.8	21.8	18.7	32.1	36.7	24.3	37.1	54.5
Local Tax Rev.	5.1	7.0	5.9	11.2	13.1	8.1	12.7	20.2
Visitor	3.0	4.5	3.6	8.1	9.2	4.9	9.5	16.3
Business/Employee	2.1	2.5	2.3	3.1	3.9	3.3	3.1	3.9
State Tax Rev.	11.8	14.7	12.8	20.9	23.5	16.2	24.4	34.3
Visitor	10.3	12.8	11.3	18.5	20.4	13.9	22.3	31.4
Business/Employee	1.4	1.9	1.6	2.4	3.1	2.3	2.1	2.8
Orange	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	55	71	53	62	66	58	64	65
Visitor Spending (\$M)	55	70	53	62	66	58	64	65
No Transportation (\$M)	33	40	31	35	40	40	42	40
Transportation (\$M)	22	31	23	27	27	18	22	25
Earnings (\$M)	12	14	12	13	15	16	16	17
Total Employment	640	710	560	620	640	650	610	610
State & Local Tax Rev. (\$M)	4.2	5.0	4.0	4.3	4.9	5.0	5.5	5.5
Local Tax Rev.	0.9	1.2	0.9	1.0	1.2	1.2	1.4	1.4
Visitor	0.7	0.9	0.7	0.8	0.9	0.9	1.1	1.1
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	3.3	3.8	3.2	3.3	3.7	3.7	4.1	4.1
Visitor	3.1	3.7	3.0	3.2	3.5	3.5	3.9	3.8
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Palestine	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	34	32	36	41	38	38	39
Visitor Spending (\$M)	32	34	32	36	41	38	38	39
No Transportation (\$M)	27	28	27	30	35	34	34	34
Transportation (\$M)	4	6	5	6	6	4	5	5
Earnings (\$M)	8	8	8	9	11	11	10	11
Total Employment	510	490	460	490	560	520	500	490
State & Local Tax Rev. (\$M)	2.5	2.6	2.5	2.8	3.2	3.1	3.2	3.3
Local Tax Rev.	0.7	0.7	0.7	0.8	0.9	0.9	1.0	1.0
Visitor	0.5	0.6	0.5	0.6	0.7	0.7	0.8	0.8
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	1.8	1.9	1.8	2.0	2.3	2.2	2.3	2.3
Visitor	1.7	1.7	1.7	1.8	2.1	2.0	2.1	2.2
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Pampa	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	45	36	52	50	39	38	44
Visitor Spending (\$M)	32	45	36	52	50	39	38	44
No Transportation (\$M)	21	31	25	39	37	30	27	31
Transportation (\$M)	11	14	11	14	13	9	11	13
Earnings (\$M)	8	12	10	15	14	12	12	13
Total Employment	520	700	520	680	610	490	490	520
State & Local Tax Rev. (\$M)	2.7	3.8	3.2	4.5	4.4	3.7	3.6	4.1
Local Tax Rev.	0.8	1.1	0.9	1.5	1.4	1.1	1.1	1.2
Visitor	0.4	0.7	0.5	0.9	0.9	0.6	0.6	0.7
Business/Employee	0.3	0.5	0.4	0.6	0.6	0.5	0.5	0.5
State Tax Rev.	2.0	2.7	2.3	3.1	3.0	2.6	2.6	2.9
Visitor	1.8	2.3	2.0	2.6	2.6	2.2	2.2	2.5
Business/Employee	0.2	0.4	0.3	0.4	0.4	0.3	0.3	0.4

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Paris	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	46	53	51	59	58	55	61	63
Visitor Spending (\$M)	46	53	51	58	58	55	61	63
No Transportation (\$M)	31	33	35	39	40	43	45	45
Transportation (\$M)	15	20	16	19	18	13	16	18
Earnings (\$M)	12	13	14	16	16	18	19	19
Total Employment	630	640	640	660	690	740	770	760
State & Local Tax Rev. (\$M)	3.8	4.1	4.2	4.5	4.6	5.0	5.5	5.6
Local Tax Rev.	1.0	1.0	1.1	1.2	1.3	1.4	1.6	1.5
Visitor	0.6	0.7	0.7	0.8	0.9	0.9	1.1	1.1
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.5	0.5	0.5
State Tax Rev.	2.8	3.0	3.1	3.3	3.4	3.6	3.9	4.0
Visitor	2.5	2.7	2.8	3.0	3.0	3.2	3.6	3.6
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Pasadena	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	140	152	121	143	156	164	230	236
Visitor Spending (\$M)	123	135	107	127	135	141	205	211
No Transportation (\$M)	79	83	68	81	90	102	147	147
Transportation (\$M)	44	52	39	46	45	39	58	65
Earnings (\$M)	36	37	31	37	43	52	68	70
Total Employment	1,240	1,200	970	1,080	1,180	1,400	1,630	1,800
State & Local Tax Rev. (\$M)	20.0	20.9	19.0	20.5	23.3	25.2	31.4	32.1
Local Tax Rev.	8.7	8.9	8.5	9.0	10.3	11.3	13.9	13.9
Visitor	2.0	2.3	1.6	2.1	2.5	3.0	5.4	5.3
Business/Employee	6.6	6.6	7.0	6.9	7.8	8.2	8.5	8.6
State Tax Rev.	11.3	12.0	10.5	11.6	13.0	13.9	17.5	18.1
Visitor	6.8	7.0	5.8	6.5	7.1	8.2	11.9	12.1
Business/Employee	4.5	5.0	4.6	5.1	6.0	5.7	5.6	6.1
Pearland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	60	86	88	111	132	126	142	142
Visitor Spending (\$M)	52	78	81	102	120	111	126	125
No Transportation (\$M)	37	56	61	78	96	93	104	101
Transportation (\$M)	15	22	20	24	24	18	22	24
Earnings (\$M)	16	22	24	31	39	42	44	44
Total Employment	550	750	810	960	1,150	1,190	1,190	1,170
State & Local Tax Rev. (\$M)	5.0	7.0	7.6	9.2	11.5	11.8	13.5	13.5
Local Tax Rev.	1.7	2.4	2.7	3.4	4.4	4.6	5.4	5.4
Visitor	0.8	1.5	1.6	2.2	2.9	2.8	3.5	3.3
Business/Employee	0.8	0.9	1.1	1.2	1.5	1.8	1.9	2.1
State Tax Rev.	3.4	4.6	4.9	5.9	7.1	7.2	8.1	8.2
Visitor	2.7	3.8	4.1	4.9	5.8	5.8	6.6	6.6
Business/Employee	0.6	0.8	0.8	1.0	1.3	1.4	1.4	1.6
Pearsall	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	8	11	28	29	25	22	24
Visitor Spending (\$M)	6	8	11	28	29	25	22	24
No Transportation (\$M)	4	6	9	26	27	24	20	22
Transportation (\$M)	1	2	2	2	2	2	2	2
Earnings (\$M)	1	2	3	7	7	7	5	5
Total Employment	70	100	140	340	320	300	240	240
State & Local Tax Rev. (\$M)	0.5	0.6	1.0	2.5	2.6	2.2	2.0	2.1
Local Tax Rev.	0.1	0.2	0.3	0.9	0.9	0.7	0.6	0.6
Visitor	0.1	0.1	0.2	0.7	0.6	0.5	0.4	0.4
Business/Employee	0.0	0.1	0.1	0.3	0.3	0.2	0.2	0.2
State Tax Rev.	0.3	0.5	0.7	1.6	1.8	1.5	1.4	1.5
Visitor	0.3	0.4	0.6	1.4	1.5	1.3	1.2	1.3
Business/Employee	0.0	0.1	0.1	0.2	0.3	0.2	0.2	0.2

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Pecos	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	38	39	73	97	77	114	186
Visitor Spending (\$M)	32	38	39	73	97	77	114	186
No Transportation (\$M)	14	16	21	50	74	62	96	165
Transportation (\$M)	18	22	18	23	23	15	19	20
Earnings (\$M)	4	4	6	13	19	17	24	37
Total Employment	300	340	410	920	1,190	950	1,270	1,830
State & Local Tax Rev. (\$M)	2.6	2.8	3.3	6.3	8.9	7.6	12.0	20.0
Local Tax Rev.	0.5	0.6	0.8	2.2	3.5	2.7	4.8	8.5
Visitor	0.4	0.5	0.6	1.8	2.9	2.2	4.0	7.2
Business/Employee	0.1	0.1	0.2	0.4	0.6	0.5	0.8	1.3
State Tax Rev.	2.0	2.2	2.4	4.1	5.5	4.8	7.2	11.4
Visitor	1.9	2.1	2.3	3.8	5.0	4.4	6.6	10.5
Business/Employee	0.1	0.1	0.1	0.3	0.5	0.4	0.5	1.0
Perryton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	18	24	21	31	32	19	18	19
Visitor Spending (\$M)	18	24	21	31	32	19	18	19
No Transportation (\$M)	10	14	12	22	22	13	11	11
Transportation (\$M)	8	10	8	10	9	6	8	9
Earnings (\$M)	3	4	4	6	6	4	4	4
Total Employment	210	270	260	390	340	220	190	190
State & Local Tax Rev. (\$M)	1.5	2.0	1.8	2.7	2.9	1.8	1.7	1.8
Local Tax Rev.	0.4	0.6	0.5	1.0	1.1	0.6	0.5	0.5
Visitor	0.3	0.5	0.4	0.7	0.8	0.4	0.3	0.3
Business/Employee	0.1	0.2	0.2	0.2	0.3	0.2	0.2	0.2
State Tax Rev.	1.1	1.4	1.2	1.7	1.8	1.3	1.2	1.3
Visitor	1.0	1.2	1.1	1.5	1.6	1.2	1.1	1.2
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.1	0.1	0.1
Pflugerville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	39	46	51	54	59	71	81
Visitor Spending (\$M)	29	34	41	45	47	50	62	72
No Transportation (\$M)	24	26	33	36	39	44	54	62
Transportation (\$M)	6	8	8	9	8	6	8	10
Earnings (\$M)	8	10	12	14	16	19	24	27
Total Employment	320	350	450	470	500	570	660	740
State & Local Tax Rev. (\$M)	5.1	5.7	6.7	7.6	9.0	10.9	12.9	14.7
Local Tax Rev.	2.2	2.4	3.0	3.4	4.0	5.2	6.2	7.0
Visitor	0.3	0.4	0.6	0.6	0.7	0.8	1.2	1.5
Business/Employee	1.9	2.0	2.4	2.7	3.3	4.3	5.1	5.5
State Tax Rev.	2.8	3.3	3.7	4.3	5.0	5.7	6.7	7.7
Visitor	1.6	1.7	2.1	2.3	2.4	2.7	3.3	3.8
Business/Employee	1.3	1.5	1.6	2.0	2.6	3.0	3.4	3.9
Pharr	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	104	128	118	128	139	132	124	124
Visitor Spending (\$M)	104	127	118	128	139	132	124	124
No Transportation (\$M)	88	105	100	107	118	118	108	106
Transportation (\$M)	16	23	18	21	21	14	16	18
Earnings (\$M)	27	32	33	35	39	41	40	39
Total Employment	1,510	1,700	1,600	1,630	1,790	1,810	1,730	1,640
State & Local Tax Rev. (\$M)	8.8	10.3	10.0	10.5	11.7	11.8	11.4	11.6
Local Tax Rev.	2.7	3.1	3.1	3.3	3.7	3.8	3.7	3.8
Visitor	1.6	2.0	1.8	2.0	2.2	2.2	2.0	2.0
Business/Employee	1.1	1.1	1.3	1.3	1.5	1.6	1.7	1.8
State Tax Rev.	6.1	7.1	6.8	7.2	8.0	8.0	7.7	7.8
Visitor	5.3	6.3	6.0	6.2	6.9	6.9	6.5	6.5
Business/Employee	0.7	0.9	0.9	1.0	1.1	1.1	1.2	1.3

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Plainview	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	41	43	42	45	43	44	40	41
Visitor Spending (\$M)	41	43	42	44	42	44	40	41
No Transportation (\$M)	39	40	39	41	39	42	38	38
Transportation (\$M)	3	3	3	3	3	2	3	3
Earnings (\$M)	10	10	10	10	10	11	11	11
Total Employment	770	750	690	660	630	660	600	630
State & Local Tax Rev. (\$M)	3.5	3.6	3.5	3.7	3.6	3.8	3.6	3.7
Local Tax Rev.	0.9	1.0	1.0	1.0	1.0	1.1	1.1	1.1
Visitor	0.6	0.7	0.6	0.7	0.7	0.7	0.7	0.7
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
State Tax Rev.	2.5	2.6	2.6	2.7	2.6	2.7	2.6	2.6
Visitor	2.3	2.4	2.3	2.4	2.3	2.4	2.3	2.3
Business/Employee	0.2	0.3	0.2	0.3	0.3	0.3	0.3	0.3
Plano	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	424	477	435	484	556	667	713	758
Visitor Spending (\$M)	412	457	414	458	523	619	665	713
No Transportation (\$M)	346	377	354	389	454	568	603	644
Transportation (\$M)	66	80	60	68	68	51	62	69
Earnings (\$M)	133	147	142	158	188	246	259	274
Total Employment	4,820	5,110	4,760	4,870	5,390	6,640	6,750	6,920
State & Local Tax Rev. (\$M)	37.2	40.5	38.4	42.1	49.5	61.2	66.9	71.4
Local Tax Rev.	13.0	14.1	13.7	15.1	18.0	23.2	25.6	27.3
Visitor	8.0	9.0	8.0	9.0	10.9	14.2	16.4	17.8
Business/Employee	4.9	5.2	5.7	6.1	7.1	9.0	9.2	9.5
State Tax Rev.	24.3	26.4	24.7	27.0	31.5	38.1	41.3	44.1
Visitor	20.9	22.5	20.9	22.5	26.0	31.8	35.1	37.4
Business/Employee	3.3	3.9	3.8	4.5	5.5	6.2	6.1	6.7
Pleasanton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	8	10	18	40	19	28	33
Visitor Spending (\$M)	7	8	10	18	40	19	28	33
No Transportation (\$M)	5	6	8	16	36	18	25	30
Transportation (\$M)	2	2	2	2	3	2	3	3
Earnings (\$M)	2	2	3	5	13	7	10	11
Total Employment	90	100	120	200	430	240	330	340
State & Local Tax Rev. (\$M)	0.5	0.6	0.8	1.5	3.3	1.6	2.4	2.8
Local Tax Rev.	0.1	0.2	0.3	0.5	1.2	0.5	0.8	1.0
Visitor	0.1	0.1	0.2	0.4	1.0	0.3	0.6	0.7
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	0.4	0.4	0.6	1.0	2.1	1.1	1.6	1.8
Visitor	0.3	0.4	0.5	0.9	1.9	1.0	1.4	1.7
Business/Employee	0.0	0.1	0.1	0.1	0.2	0.1	0.2	0.2
Port Aransas	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	180	190	202	236	245	227	208	147
Visitor Spending (\$M)	180	190	202	236	245	227	208	147
No Transportation (\$M)	153	158	174	202	212	204	185	127
Transportation (\$M)	27	32	29	34	33	23	24	19
Earnings (\$M)	51	52	61	72	82	84	74	55
Total Employment	2,620	2,630	2,920	3,180	3,410	3,350	2,900	2,080
State & Local Tax Rev. (\$M)	14.1	14.5	15.7	18.2	19.3	18.5	17.9	12.6
Local Tax Rev.	4.7	4.9	5.2	6.3	6.8	6.4	6.5	4.5
Visitor	4.6	4.8	5.1	6.2	6.6	6.2	6.3	4.3
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	9.4	9.6	10.5	11.9	12.5	12.1	11.4	8.1
Visitor	9.3	9.5	10.4	11.8	12.4	11.9	11.2	7.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2

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Port Arthur	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	91	122	116	131	144	133	140	152
Visitor Spending (\$M)	89	120	114	130	142	131	138	150
No Transportation (\$M)	54	72	70	77	88	93	95	100
Transportation (\$M)	35	48	44	53	54	38	43	50
Earnings (\$M)	18	24	26	28	31	35	33	35
Total Employment	1,000	1,280	1,320	1,380	1,530	1,600	1,500	1,520
State & Local Tax Rev. (\$M)	7.8	9.7	9.7	10.3	11.6	12.3	13.0	13.9
Local Tax Rev.	2.1	2.8	2.7	2.9	3.3	3.5	3.9	4.2
Visitor	1.2	1.8	1.7	1.9	2.2	2.3	2.6	2.9
Business/Employee	0.9	0.9	1.0	1.0	1.1	1.3	1.3	1.3
State Tax Rev.	5.7	6.9	7.1	7.4	8.4	8.7	9.1	9.7
Visitor	5.0	6.1	6.3	6.6	7.4	7.8	8.1	8.6
Business/Employee	0.7	0.8	0.8	0.8	1.0	1.0	1.0	1.1
Port Isabel	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	7	6	7	7	8	8	8
Visitor Spending (\$M)	7	7	6	7	7	8	8	8
No Transportation (\$M)	6	6	6	6	6	7	8	7
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	1	2	2	2	2	2	2
Total Employment	100	80	80	80	80	100	110	90
State & Local Tax Rev. (\$M)	0.7	0.6	0.6	0.6	0.7	0.7	0.8	0.8
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5
Visitor	0.4	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Port Lavaca	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	16	21	20	23	28	25	30	34
Visitor Spending (\$M)	16	21	20	23	28	25	30	34
No Transportation (\$M)	14	18	18	20	25	23	28	31
Transportation (\$M)	2	3	2	3	3	2	2	3
Earnings (\$M)	5	6	6	7	7	8	8	9
Total Employment	220	280	260	270	260	280	280	310
State & Local Tax Rev. (\$M)	1.4	1.8	1.7	1.9	2.3	2.2	2.7	3.1
Local Tax Rev.	0.5	0.6	0.6	0.7	0.8	0.8	1.0	1.2
Visitor	0.3	0.4	0.4	0.4	0.6	0.5	0.7	0.9
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	0.9	1.1	1.1	1.2	1.5	1.4	1.7	1.9
Visitor	0.7	0.9	0.9	1.0	1.3	1.1	1.5	1.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Portland	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	22	23	31	36	51	61	71
Visitor Spending (\$M)	19	22	23	31	36	51	61	71
No Transportation (\$M)	15	16	18	24	28	44	52	59
Transportation (\$M)	4	6	5	7	7	7	9	12
Earnings (\$M)	5	5	6	8	10	17	20	24
Total Employment	240	260	290	360	430	680	770	900
State & Local Tax Rev. (\$M)	1.7	1.9	2.0	2.6	3.1	4.7	5.8	6.6
Local Tax Rev.	0.6	0.6	0.7	0.9	1.1	1.7	2.2	2.4
Visitor	0.4	0.4	0.4	0.6	0.8	1.3	1.7	1.9
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.4	0.5	0.5
State Tax Rev.	1.1	1.3	1.4	1.7	2.0	3.0	3.6	4.1
Visitor	1.0	1.1	1.2	1.5	1.8	2.7	3.3	3.8
Business/Employee	0.1	0.2	0.2	0.2	0.3	0.3	0.3	0.3

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Pottsboro	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	31	33	27	26	29	20	26	27
Visitor Spending (\$M)	31	33	27	26	29	20	26	27
No Transportation (\$M)	17	17	15	13	16	13	16	16
Transportation (\$M)	14	17	12	13	13	7	10	11
Earnings (\$M)	5	5	5	4	5	4	5	6
Total Employment	290	260	230	200	210	180	220	230
State & Local Tax Rev. (\$M)	2.2	2.1	1.9	1.6	1.9	1.6	2.0	2.0
Local Tax Rev.	0.4	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Visitor	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	1.8	1.8	1.6	1.3	1.6	1.3	1.6	1.6
Visitor	1.8	1.8	1.6	1.3	1.5	1.2	1.6	1.6
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Raymondville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	14	12	14	13	12	16	17
Visitor Spending (\$M)	11	14	12	14	13	12	16	17
No Transportation (\$M)	5	6	6	6	6	7	9	9
Transportation (\$M)	6	8	6	7	7	5	7	8
Earnings (\$M)	2	2	2	2	2	2	3	3
Total Employment	80	90	80	80	70	90	100	110
State & Local Tax Rev. (\$M)	0.8	0.9	0.9	0.9	0.9	1.0	1.2	1.2
Local Tax Rev.	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.7	0.7	0.7	0.7	0.7	0.8	1.0	1.0
Visitor	0.6	0.7	0.7	0.6	0.7	0.7	0.9	0.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Red Oak	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	12	13	12	12	14	16	16	17
Visitor Spending (\$M)	12	13	12	12	14	16	16	17
No Transportation (\$M)	8	8	8	8	10	12	12	12
Transportation (\$M)	4	5	4	4	5	3	4	5
Earnings (\$M)	3	3	3	3	4	5	5	5
Total Employment	90	90	90	80	100	130	120	130
State & Local Tax Rev. (\$M)	1.0	1.1	1.0	1.0	1.2	1.5	1.6	1.7
Local Tax Rev.	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5
Visitor	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Rev.	0.7	0.8	0.8	0.7	0.9	1.1	1.1	1.1
Visitor	0.7	0.7	0.7	0.7	0.8	0.9	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Refugio	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	15	13	17	15	16	13	14
Visitor Spending (\$M)	10	15	13	17	15	16	13	14
No Transportation (\$M)	3	5	5	6	5	7	5	5
Transportation (\$M)	7	10	8	11	10	8	8	9
Earnings (\$M)	1	1	1	2	2	2	2	2
Total Employment	60	80	70	90	80	110	70	70
State & Local Tax Rev. (\$M)	0.8	1.0	1.0	1.1	1.1	1.3	1.1	1.1
Local Tax Rev.	0.1	0.1	0.1	0.2	0.2	0.2	0.2	0.2
Visitor	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
State Tax Rev.	0.7	0.9	0.8	0.9	0.9	1.1	0.9	1.0
Visitor	0.6	0.8	0.8	0.9	0.8	1.1	0.9	0.9
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Richardson	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	303	326	296	326	358	380	381	383
Visitor Spending (\$M)	281	302	273	298	327	344	341	341
No Transportation (\$M)	210	216	203	221	249	278	270	267
Transportation (\$M)	71	86	70	77	78	65	71	74
Earnings (\$M)	103	106	101	112	126	147	144	141
Total Employment	3,060	3,000	2,850	2,970	3,330	3,680	3,530	3,380
State & Local Tax Rev. (\$M)	29.0	29.8	28.3	30.6	34.3	39.4	40.6	41.6
Local Tax Rev.	10.4	10.5	10.2	11.1	12.5	15.1	16.0	16.5
Visitor	5.6	5.8	5.2	5.8	6.7	7.7	8.1	8.0
Business/Employee	4.8	4.6	4.9	5.3	5.8	7.4	7.9	8.5
State Tax Rev.	18.6	19.3	18.1	19.4	21.8	24.3	24.6	25.1
Visitor	15.3	15.8	14.8	15.5	17.3	19.2	19.3	19.1
Business/Employee	3.3	3.5	3.3	4.0	4.5	5.1	5.3	6.0
Richland Hills	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	4	3	13	16	16	16	16	16
Visitor Spending (\$M)	2	2	12	15	15	16	16	16
No Transportation (\$M)	2	2	9	12	12	14	13	13
Transportation (\$M)	1	1	2	3	3	2	3	3
Earnings (\$M)	1	1	4	6	6	6	6	6
Total Employment	30	30	170	200	200	220	210	210
State & Local Tax Rev. (\$M)	1.2	1.0	1.8	2.0	2.3	2.5	2.6	2.8
Local Tax Rev.	0.6	0.5	0.8	0.9	1.0	1.1	1.2	1.3
Visitor	0.0	0.0	0.3	0.3	0.4	0.4	0.4	0.4
Business/Employee	0.6	0.5	0.5	0.5	0.7	0.7	0.8	0.9
State Tax Rev.	0.5	0.5	1.0	1.1	1.3	1.4	1.4	1.5
Visitor	0.1	0.1	0.6	0.7	0.8	0.8	0.8	0.8
Business/Employee	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.6
Rio Grande City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	9	11	10	10	11	11	10	12
Visitor Spending (\$M)	9	11	10	10	11	11	10	12
No Transportation (\$M)	7	8	8	8	9	10	9	10
Transportation (\$M)	2	2	2	2	2	1	2	2
Earnings (\$M)	2	2	2	2	3	3	2	3
Total Employment	120	130	110	110	120	130	110	120
State & Local Tax Rev. (\$M)	0.6	0.7	0.7	0.7	0.8	0.8	0.8	0.9
Local Tax Rev.	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3
Visitor	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.5	0.5	0.4	0.5	0.5	0.5	0.6
Visitor	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roanoke	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	11	9	11	12	13	13	13
Visitor Spending (\$M)	8	10	8	10	11	13	13	12
No Transportation (\$M)	6	8	7	8	10	12	12	11
Transportation (\$M)	1	2	1	2	2	1	1	1
Earnings (\$M)	3	3	3	4	4	5	5	5
Total Employment	100	120	100	120	140	160	150	140
State & Local Tax Rev. (\$M)	0.7	0.8	0.7	0.9	1.0	1.2	1.3	1.2
Local Tax Rev.	0.2	0.3	0.2	0.3	0.4	0.4	0.5	0.5
Visitor	0.2	0.2	0.2	0.2	0.3	0.3	0.4	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.4	0.6	0.5	0.6	0.7	0.8	0.8	0.8
Visitor	0.4	0.5	0.4	0.5	0.6	0.7	0.7	0.7
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Robs	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	13	13	12	14	14	13	14	13
Visitor Spending (\$M)	12	13	12	14	14	13	14	13
No Transportation (\$M)	10	10	10	11	11	11	12	11
Transportation (\$M)	2	3	2	2	2	2	2	2
Earnings (\$M)	3	3	3	4	4	4	5	5
Total Employment	170	170	150	170	180	180	180	170
State & Local Tax Rev. (\$M)	1.5	1.5	1.5	1.7	1.9	1.9	2.0	2.0
Local Tax Rev.	0.6	0.6	0.6	0.7	0.8	0.8	0.9	0.9
Visitor	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
Business/Employee	0.4	0.4	0.4	0.4	0.5	0.6	0.6	0.6
State Tax Rev.	0.9	0.9	0.9	1.0	1.1	1.1	1.1	1.1
Visitor	0.6	0.6	0.6	0.7	0.7	0.7	0.7	0.7
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Rockdale	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	18	15	15	15	12	14	13
Visitor Spending (\$M)	14	18	15	15	15	12	14	13
No Transportation (\$M)	8	10	9	8	8	8	8	7
Transportation (\$M)	6	8	6	7	7	5	6	6
Earnings (\$M)	3	4	4	4	4	4	4	3
Total Employment	190	220	210	180	180	170	170	150
State & Local Tax Rev. (\$M)	1.0	1.2	1.1	1.0	1.1	1.0	1.1	1.1
Local Tax Rev.	0.2	0.3	0.3	0.2	0.3	0.2	0.3	0.2
Visitor	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.8	0.9	0.9	0.8	0.8	0.8	0.9	0.8
Visitor	0.8	0.9	0.8	0.7	0.8	0.8	0.8	0.8
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Rockport	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	57	64	67	70	73	73	76	62
Visitor Spending (\$M)	57	64	67	70	73	73	76	62
No Transportation (\$M)	52	57	61	63	67	68	70	56
Transportation (\$M)	5	7	6	7	7	5	6	6
Earnings (\$M)	16	17	20	21	23	25	25	22
Total Employment	820	840	990	950	940	990	960	790
State & Local Tax Rev. (\$M)	4.3	4.7	5.1	5.2	5.5	5.7	6.0	4.9
Local Tax Rev.	1.4	1.5	1.7	1.7	1.9	1.9	2.1	1.7
Visitor	1.0	1.1	1.2	1.2	1.3	1.3	1.4	1.0
Business/Employee	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev.	2.9	3.2	3.4	3.5	3.7	3.7	3.9	3.2
Visitor	2.6	2.8	3.0	3.1	3.2	3.2	3.5	2.7
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.5
Rockwall	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	27	44	56	67	72	73	73	82
Visitor Spending (\$M)	27	44	54	65	70	71	71	80
No Transportation (\$M)	19	32	44	52	58	63	61	68
Transportation (\$M)	8	12	11	13	13	9	10	12
Earnings (\$M)	6	10	14	16	18	20	20	23
Total Employment	250	370	500	560	620	630	640	710
State & Local Tax Rev. (\$M)	2.3	3.6	4.7	5.5	6.1	6.7	6.9	7.6
Local Tax Rev.	0.7	1.1	1.5	1.8	2.0	2.3	2.4	2.7
Visitor	0.4	0.8	1.1	1.3	1.5	1.7	1.8	2.0
Business/Employee	0.3	0.3	0.4	0.5	0.6	0.6	0.6	0.7
State Tax Rev.	1.7	2.5	3.2	3.7	4.1	4.4	4.4	5.0
Visitor	1.5	2.3	2.9	3.3	3.7	3.9	4.0	4.5
Business/Employee	0.2	0.2	0.3	0.4	0.4	0.4	0.4	0.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Rosenberg	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	30	42	36	46	52	48	55	54
Visitor Spending (\$M)	30	42	35	44	50	46	53	53
No Transportation (\$M)	24	33	29	37	43	41	47	46
Transportation (\$M)	6	8	6	8	7	5	6	7
Earnings (\$M)	9	12	11	13	16	17	18	18
Total Employment	330	440	380	440	500	500	510	510
State & Local Tax Rev. (\$M)	2.5	3.3	2.9	3.6	4.2	4.1	4.8	4.7
Local Tax Rev.	0.8	1.1	0.9	1.2	1.4	1.4	1.7	1.6
Visitor	0.5	0.8	0.6	0.9	1.1	1.0	1.3	1.2
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
State Tax Rev.	1.7	2.2	2.0	2.4	2.8	2.7	3.1	3.1
Visitor	1.5	2.0	1.8	2.2	2.5	2.4	2.8	2.8
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Round Rock	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	230	252	231	262	293	305	320	318
Visitor Spending (\$M)	222	241	220	249	279	287	302	300
No Transportation (\$M)	185	195	185	208	239	259	269	265
Transportation (\$M)	38	46	36	41	40	27	32	35
Earnings (\$M)	67	71	69	81	96	108	115	112
Total Employment	2,700	2,710	2,610	2,770	3,090	3,250	3,260	3,080
State & Local Tax Rev. (\$M)	19.0	20.1	18.9	21.2	24.6	26.6	29.1	29.0
Local Tax Rev.	6.4	6.9	6.4	7.4	8.9	9.9	11.1	11.0
Visitor	5.4	5.8	5.2	6.1	7.2	7.9	9.0	8.8
Business/Employee	1.0	1.1	1.2	1.3	1.6	1.9	2.1	2.2
State Tax Rev.	12.6	13.2	12.5	13.7	15.7	16.8	18.0	18.0
Visitor	11.9	12.4	11.7	12.7	14.4	15.5	16.7	16.4
Business/Employee	0.7	0.8	0.8	1.0	1.3	1.3	1.4	1.6
Rowlett	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	46	51	48	53	54	58	61	68
Visitor Spending (\$M)	32	36	33	36	36	37	38	42
No Transportation (\$M)	24	25	24	26	27	30	30	32
Transportation (\$M)	9	11	9	10	9	7	8	10
Earnings (\$M)	14	15	15	17	18	21	22	24
Total Employment	390	380	370	400	420	470	470	500
State & Local Tax Rev. (\$M)	6.8	7.1	7.3	7.9	8.3	9.9	10.3	11.4
Local Tax Rev.	3.2	3.2	3.5	3.7	3.8	4.9	5.1	5.6
Visitor	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.6
Business/Employee	2.8	2.8	3.1	3.3	3.4	4.4	4.6	5.1
State Tax Rev.	3.6	3.9	3.8	4.2	4.4	5.0	5.1	5.8
Visitor	1.7	1.8	1.7	1.8	1.8	2.0	2.1	2.2
Business/Employee	1.9	2.1	2.1	2.4	2.6	3.0	3.1	3.6
Royse City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	6	9	10	12	14	13	13
Visitor Spending (\$M)	4	5	8	9	10	11	11	10
No Transportation (\$M)	3	4	6	7	9	10	9	9
Transportation (\$M)	1	1	1	2	2	1	1	1
Earnings (\$M)	1	2	3	3	4	5	5	5
Total Employment	50	60	90	90	110	120	110	110
State & Local Tax Rev. (\$M)	0.4	0.5	0.7	0.8	1.0	1.1	1.1	1.1
Local Tax Rev.	0.1	0.1	0.2	0.3	0.3	0.4	0.4	0.4
Visitor	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	0.3	0.3	0.5	0.5	0.6	0.7	0.7	0.7
Visitor	0.2	0.3	0.4	0.4	0.5	0.6	0.6	0.5
Business/Employee	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Salado	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	16	17	14	12	9	9	10
Visitor Spending (\$M)	14	16	16	14	12	9	9	10
No Transportation (\$M)	11	13	14	11	10	8	8	8
Transportation (\$M)	3	3	3	3	2	1	1	2
Earnings (\$M)	3	4	5	4	4	3	3	3
Total Employment	220	200	220	180	150	120	130	130
State & Local Tax Rev. (\$M)	1.0	1.1	1.2	1.0	0.9	0.7	0.8	0.8
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.3
Visitor	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.7	0.8	0.9	0.7	0.6	0.5	0.5	0.6
Visitor	0.7	0.8	0.8	0.7	0.6	0.5	0.5	0.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
San Angelo	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	148	173	160	215	248	178	201	221
Visitor Spending (\$M)	148	173	160	214	248	178	200	221
No Transportation (\$M)	113	128	123	171	206	149	165	183
Transportation (\$M)	35	45	37	44	42	29	36	38
Earnings (\$M)	41	47	51	64	76	67	70	71
Total Employment	2,660	2,810	2,870	3,290	3,570	3,120	3,190	3,140
State & Local Tax Rev. (\$M)	12.9	14.6	14.5	18.8	22.8	17.9	20.1	22.1
Local Tax Rev.	3.4	3.9	4.1	5.6	7.1	5.4	6.2	6.9
Visitor	1.7	2.2	2.0	3.3	4.3	2.6	3.3	3.7
Business/Employee	1.7	1.7	2.0	2.3	2.8	2.8	2.9	3.2
State Tax Rev.	9.5	10.6	10.4	13.2	15.7	12.5	13.9	15.2
Visitor	8.1	9.0	8.7	11.0	12.9	10.1	11.4	12.4
Business/Employee	1.4	1.7	1.7	2.2	2.7	2.4	2.5	2.8
San Antonio	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5,632	6,408	6,035	6,920	7,376	7,214	7,709	8,326
Visitor Spending (\$M)	5,135	5,841	5,489	6,325	6,624	6,350	6,792	7,365
No Transportation (\$M)	2,955	3,230	3,231	3,731	4,020	4,206	4,355	4,656
Transportation (\$M)	2,180	2,612	2,258	2,594	2,605	2,144	2,436	2,709
Earnings (\$M)	1,412	1,521	1,531	1,719	1,921	2,140	2,242	2,380
Total Employment	50,640	54,720	52,550	56,830	60,920	64,590	65,600	67,760
State & Local Tax Rev. (\$M)	476.1	512.8	505.4	554.3	609.4	644.8	699.4	754.1
Local Tax Rev.	169.7	182.2	181.1	200.3	223.2	243.6	269.8	291.1
Visitor	112.1	124.8	119.4	135.8	148.7	158.0	179.1	194.5
Business/Employee	57.6	57.4	61.7	64.4	74.5	85.6	90.7	96.6
State Tax Rev.	306.5	330.6	324.3	354.0	386.2	401.1	429.6	463.0
Visitor	267.3	286.9	283.2	306.3	329.0	341.8	369.4	395.0
Business/Employee	39.2	43.7	41.0	47.7	57.3	59.3	60.2	68.0
San Benito	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	16	15	17	17	15	16	16
Visitor Spending (\$M)	14	15	15	16	17	15	16	15
No Transportation (\$M)	12	13	13	14	15	14	14	13
Transportation (\$M)	2	2	2	2	2	2	2	2
Earnings (\$M)	3	3	3	4	4	4	4	4
Total Employment	170	170	170	170	180	180	190	180
State & Local Tax Rev. (\$M)	1.6	1.7	1.7	1.8	1.9	1.9	2.0	2.1
Local Tax Rev.	0.7	0.6	0.7	0.7	0.8	0.8	0.8	0.9
Visitor	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.2
Business/Employee	0.5	0.4	0.5	0.5	0.5	0.6	0.6	0.6
State Tax Rev.	1.0	1.1	1.0	1.1	1.2	1.1	1.2	1.2
Visitor	0.7	0.7	0.7	0.8	0.8	0.7	0.8	0.8
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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San Marcos	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	91	99	118	131	149	170	173	181
Visitor Spending (\$M)	91	99	117	130	148	170	172	180
No Transportation (\$M)	72	76	98	108	126	154	154	160
Transportation (\$M)	19	23	20	22	22	16	19	21
Earnings (\$M)	26	27	36	40	48	61	63	64
Total Employment	1,070	1,080	1,310	1,330	1,560	1,920	1,920	1,920
State & Local Tax Rev. (\$M)	7.8	8.2	10.2	11.3	13.4	16.0	16.9	17.6
Local Tax Rev.	2.3	2.5	3.2	3.7	4.4	5.4	5.9	6.0
Visitor	1.7	1.8	2.3	2.7	3.1	3.9	4.3	4.3
Business/Employee	0.6	0.6	0.9	1.0	1.3	1.5	1.6	1.7
State Tax Rev.	5.5	5.7	7.0	7.6	8.9	10.6	11.0	11.6
Visitor	5.0	5.2	6.4	6.8	7.8	9.4	9.8	10.2
Business/Employee	0.5	0.5	0.6	0.8	1.1	1.2	1.2	1.4
Schertz	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	33	39	47	55	66	64	68	72
Visitor Spending (\$M)	31	36	44	53	60	56	59	62
No Transportation (\$M)	21	24	33	40	46	46	48	50
Transportation (\$M)	9	12	11	13	14	9	11	13
Earnings (\$M)	10	11	14	17	21	23	25	25
Total Employment	350	390	500	570	670	690	700	700
State & Local Tax Rev. (\$M)	3.0	3.3	4.2	5.1	5.8	6.0	6.4	6.7
Local Tax Rev.	1.0	1.1	1.5	1.9	2.0	2.2	2.4	2.5
Visitor	0.6	0.6	0.9	1.2	1.3	1.3	1.4	1.5
Business/Employee	0.4	0.4	0.6	0.7	0.7	0.9	1.0	1.0
State Tax Rev.	2.0	2.2	2.7	3.2	3.7	3.8	4.0	4.2
Visitor	1.7	1.9	2.4	2.7	3.2	3.2	3.4	3.5
Business/Employee	0.3	0.3	0.4	0.5	0.6	0.6	0.7	0.7
Schulenburg	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	9	11	14	21	13	15	13
Visitor Spending (\$M)	6	9	11	14	21	13	14	13
No Transportation (\$M)	4	6	7	9	15	10	11	10
Transportation (\$M)	2	4	4	4	6	3	3	4
Earnings (\$M)	1	2	2	3	5	3	3	3
Total Employment	70	110	120	150	230	160	150	120
State & Local Tax Rev. (\$M)	0.4	0.6	0.7	0.9	1.4	1.0	1.1	1.0
Local Tax Rev.	0.1	0.1	0.2	0.2	0.4	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.5	0.6	0.7	1.1	0.7	0.8	0.7
Visitor	0.3	0.4	0.5	0.6	1.0	0.7	0.8	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seabrook	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	36	39	31	40	45	35	45	49
Visitor Spending (\$M)	35	38	30	38	44	33	43	47
No Transportation (\$M)	23	24	20	25	30	24	31	33
Transportation (\$M)	12	13	10	13	13	9	12	14
Earnings (\$M)	9	10	8	11	13	11	13	14
Total Employment	360	350	290	340	390	330	340	400
State & Local Tax Rev. (\$M)	3.6	3.8	3.3	3.9	4.7	4.1	5.1	5.5
Local Tax Rev.	1.4	1.4	1.3	1.5	1.8	1.7	2.1	2.2
Visitor	0.9	0.9	0.7	1.0	1.2	0.9	1.3	1.4
Business/Employee	0.5	0.5	0.6	0.6	0.6	0.7	0.8	0.8
State Tax Rev.	2.3	2.4	2.0	2.4	2.8	2.4	3.0	3.3
Visitor	1.9	2.0	1.6	2.0	2.3	1.9	2.5	2.7
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.5	0.5	0.6

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Seadrift	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	4	3	4	4	5	5	5
Visitor Spending (\$M)	3	4	3	4	4	5	5	5
No Transportation (\$M)	2	3	3	3	4	4	5	4
Transportation (\$M)	0	0	0	0	0	0	0	0
Earnings (\$M)	1	1	1	1	1	2	1	1
Total Employment	40	50	40	50	40	60	50	40
State & Local Tax Rev. (\$M)	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.4
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Visitor	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.1	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Visitor	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sealy	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	22	25	21	24	23	19	23	23
Visitor Spending (\$M)	22	25	21	24	23	19	23	23
No Transportation (\$M)	14	15	13	14	14	13	15	15
Transportation (\$M)	8	10	8	9	9	6	7	8
Earnings (\$M)	5	6	5	6	6	6	6	6
Total Employment	320	290	270	260	250	240	240	250
State & Local Tax Rev. (\$M)	1.5	1.6	1.5	1.5	1.5	1.4	1.7	1.8
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
Visitor	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	1.2	1.3	1.2	1.2	1.2	1.1	1.4	1.4
Visitor	1.2	1.2	1.1	1.2	1.2	1.1	1.3	1.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Seguin	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	35	42	45	78	58	60	63	61
Visitor Spending (\$M)	35	42	45	78	58	60	63	61
No Transportation (\$M)	28	32	37	66	49	53	55	53
Transportation (\$M)	8	10	8	12	9	6	8	9
Earnings (\$M)	12	14	17	29	22	26	27	26
Total Employment	470	550	580	920	680	770	790	750
State & Local Tax Rev. (\$M)	3.1	3.5	3.9	6.5	5.0	5.5	6.0	5.8
Local Tax Rev.	0.9	1.1	1.3	2.1	1.6	1.8	2.0	1.9
Visitor	0.6	0.8	0.9	1.6	1.1	1.2	1.4	1.3
Business/Employee	0.3	0.3	0.4	0.5	0.5	0.6	0.6	0.6
State Tax Rev.	2.1	2.4	2.7	4.4	3.4	3.7	4.0	3.9
Visitor	1.9	2.1	2.4	4.0	3.0	3.3	3.6	3.4
Business/Employee	0.2	0.2	0.3	0.4	0.4	0.4	0.4	0.5
Selma	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	15	18	29	32	31	33	33
Visitor Spending (\$M)	2	14	17	28	31	29	31	31
No Transportation (\$M)	1	11	14	22	25	24	24	24
Transportation (\$M)	1	3	3	6	6	5	6	7
Earnings (\$M)	1	4	6	9	11	11	12	11
Total Employment	20	160	200	300	340	350	340	330
State & Local Tax Rev. (\$M)	0.4	1.4	1.7	2.6	3.0	3.2	3.5	3.5
Local Tax Rev.	0.2	0.5	0.7	1.0	1.2	1.3	1.4	1.4
Visitor	0.0	0.4	0.4	0.7	0.8	0.8	0.9	0.9
Business/Employee	0.1	0.2	0.2	0.3	0.4	0.5	0.5	0.6
State Tax Rev.	0.2	0.8	1.0	1.6	1.9	2.0	2.1	2.1
Visitor	0.1	0.7	0.9	1.4	1.6	1.6	1.7	1.7
Business/Employee	0.1	0.1	0.1	0.2	0.3	0.3	0.4	0.4

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Seminole	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	8	7	9	15	10	12	16
Visitor Spending (\$M)	5	8	7	9	15	10	12	16
No Transportation (\$M)	3	4	5	6	11	8	9	12
Transportation (\$M)	2	3	3	3	4	2	3	3
Earnings (\$M)	1	1	1	2	3	2	3	4
Total Employment	60	90	90	100	170	110	130	160
State & Local Tax Rev. (\$M)	0.4	0.5	0.5	0.6	1.2	0.8	1.0	1.4
Local Tax Rev.	0.1	0.1	0.1	0.2	0.4	0.2	0.3	0.5
Visitor	0.0	0.1	0.1	0.1	0.3	0.2	0.3	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.3	0.4	0.4	0.4	0.8	0.6	0.7	0.9
Visitor	0.3	0.4	0.4	0.4	0.7	0.5	0.7	0.8
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Shamrock	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	19	18	27	21	14	16	17
Visitor Spending (\$M)	17	19	18	27	21	14	16	17
No Transportation (\$M)	8	8	9	17	12	8	8	8
Transportation (\$M)	9	10	8	10	9	7	8	9
Earnings (\$M)	2	3	3	5	4	3	3	3
Total Employment	180	180	210	310	210	130	130	130
State & Local Tax Rev. (\$M)	1.3	1.3	1.4	2.1	1.6	1.2	1.4	1.4
Local Tax Rev.	0.3	0.3	0.3	0.6	0.4	0.2	0.3	0.3
Visitor	0.2	0.2	0.3	0.5	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.1
State Tax Rev.	1.0	1.1	1.1	1.5	1.2	1.0	1.1	1.2
Visitor	1.0	1.0	1.0	1.4	1.1	1.0	1.1	1.1
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Shenandoah	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	1	33	33	41	63	57	55	59
Visitor Spending (\$M)	1	33	33	41	62	57	55	59
No Transportation (\$M)	0	27	29	35	56	53	50	53
Transportation (\$M)	0	6	5	6	7	4	5	6
Earnings (\$M)	0	15	16	20	31	32	27	30
Total Employment	10	420	450	510	780	790	640	680
State & Local Tax Rev. (\$M)	0.1	2.4	2.5	3.1	4.8	4.5	4.6	4.9
Local Tax Rev.	0.0	0.8	0.8	1.1	1.7	1.6	1.7	1.8
Visitor	0.0	0.8	0.8	1.0	1.6	1.5	1.6	1.7
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.1	1.6	1.7	2.0	3.1	2.9	2.9	3.1
Visitor	0.0	1.6	1.6	2.0	3.0	2.9	2.9	3.1
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
Sherman	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	87	105	84	79	92	72	78	80
Visitor Spending (\$M)	86	105	84	78	92	72	78	80
No Transportation (\$M)	48	52	46	40	51	47	47	46
Transportation (\$M)	38	53	38	38	41	25	31	34
Earnings (\$M)	14	15	14	12	14	15	15	15
Total Employment	760	760	670	550	640	610	620	620
State & Local Tax Rev. (\$M)	6.7	7.2	6.4	5.6	6.8	6.4	6.7	6.8
Local Tax Rev.	1.3	1.4	1.3	1.2	1.5	1.5	1.6	1.5
Visitor	0.9	1.0	0.8	0.7	1.0	0.9	0.9	0.9
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.6	0.6	0.6
State Tax Rev.	5.3	5.8	5.1	4.4	5.3	4.9	5.2	5.2
Visitor	5.0	5.5	4.8	4.0	4.9	4.5	4.8	4.8
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Sinton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	8	8	8	10	9	8	8	9
Visitor Spending (\$M)	8	8	8	10	9	8	8	9
No Transportation (\$M)	6	6	6	7	6	6	7	7
Transportation (\$M)	2	3	2	3	2	1	2	2
Earnings (\$M)	2	2	2	2	2	2	2	2
Total Employment	80	80	80	90	80	80	80	80
State & Local Tax Rev. (\$M)	0.6	0.6	0.7	0.8	0.8	0.8	0.8	0.9
Local Tax Rev.	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
State Tax Rev.	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.6
Visitor	0.4	0.4	0.4	0.5	0.4	0.4	0.4	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Snyder	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	21	27	27	34	34	30	35	42
Visitor Spending (\$M)	21	27	27	34	34	30	35	42
No Transportation (\$M)	12	15	17	22	23	22	25	31
Transportation (\$M)	9	12	10	11	11	8	10	11
Earnings (\$M)	6	8	9	12	12	11	11	14
Total Employment	390	470	510	580	560	530	540	660
State & Local Tax Rev. (\$M)	1.8	2.2	2.4	2.9	3.0	2.9	3.3	4.0
Local Tax Rev.	0.5	0.6	0.7	0.9	1.0	0.8	1.0	1.2
Visitor	0.3	0.4	0.4	0.5	0.6	0.5	0.6	0.8
Business/Employee	0.2	0.2	0.3	0.4	0.4	0.4	0.4	0.5
State Tax Rev.	1.3	1.6	1.7	2.0	2.1	2.0	2.3	2.8
Visitor	1.2	1.4	1.5	1.7	1.7	1.8	2.0	2.4
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4
Sonora	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	10	8	12	10	7	8	10
Visitor Spending (\$M)	10	10	8	12	10	7	8	10
No Transportation (\$M)	9	9	7	11	9	6	7	9
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	3	3	2	3	3	2	2	3
Total Employment	230	230	160	220	180	120	140	170
State & Local Tax Rev. (\$M)	0.9	0.9	0.7	1.0	0.9	0.6	0.7	0.9
Local Tax Rev.	0.3	0.4	0.3	0.4	0.4	0.2	0.3	0.4
Visitor	0.3	0.3	0.2	0.3	0.3	0.2	0.2	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.5	0.5	0.4	0.6	0.5	0.4	0.4	0.6
Visitor	0.4	0.5	0.3	0.5	0.5	0.3	0.4	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1
South Houston	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	10	11	10	11	11	11	11	12
Visitor Spending (\$M)	8	9	9	9	9	8	8	9
No Transportation (\$M)	5	5	5	6	6	6	6	6
Transportation (\$M)	3	4	3	3	3	2	3	3
Earnings (\$M)	3	3	3	3	3	3	3	3
Total Employment	80	80	80	70	80	80	70	80
State & Local Tax Rev. (\$M)	1.8	1.9	1.9	1.9	2.1	2.1	2.2	2.3
Local Tax Rev.	0.8	0.8	0.9	0.9	1.0	1.0	1.1	1.1
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.8	0.8	0.8	0.8	0.9	0.9	1.0	1.0
State Tax Rev.	1.0	1.0	1.0	1.0	1.1	1.1	1.1	1.2
Visitor	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.5
Business/Employee	0.5	0.6	0.5	0.6	0.7	0.7	0.6	0.7

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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South Padre Island	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	318	277	299	328	359	349	361	389
Visitor Spending (\$M)	318	277	299	328	359	349	361	389
No Transportation (\$M)	279	239	262	286	316	316	323	347
Transportation (\$M)	39	38	36	42	43	33	38	43
Earnings (\$M)	75	64	75	82	91	97	105	109
Total Employment	4,410	3,440	3,750	3,870	4,230	4,460	4,820	4,890
State & Local Tax Rev. (\$M)	22.8	19.3	20.8	22.7	25.2	24.8	26.9	29.9
Local Tax Rev.	7.5	6.3	6.6	7.4	8.3	8.2	9.1	10.8
Visitor	7.4	6.2	6.6	7.3	8.2	8.1	9.0	10.7
Business/Employee	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	15.3	13.1	14.2	15.4	16.9	16.6	17.8	19.2
Visitor	15.3	13.0	14.1	15.3	16.8	16.6	17.7	19.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Southlake	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	62	63	70	74	73	89	96
Visitor Spending (\$M)	8	59	60	67	72	71	87	94
No Transportation (\$M)	6	45	48	53	57	60	72	78
Transportation (\$M)	2	14	12	15	14	11	14	16
Earnings (\$M)	4	19	21	24	26	28	34	36
Total Employment	100	770	820	850	930	940	1,100	1,180
State & Local Tax Rev. (\$M)	3.6	7.2	7.5	8.1	9.5	10.2	12.3	13.5
Local Tax Rev.	1.9	3.0	3.2	3.4	4.0	4.6	5.5	6.0
Visitor	0.1	1.3	1.3	1.5	1.7	1.8	2.3	2.5
Business/Employee	1.8	1.7	1.8	1.9	2.3	2.8	3.2	3.5
State Tax Rev.	1.7	4.2	4.3	4.7	5.4	5.7	6.8	7.5
Visitor	0.4	2.9	3.1	3.3	3.6	3.8	4.7	5.0
Business/Employee	1.3	1.3	1.2	1.4	1.8	1.9	2.1	2.5
Spring Valley Village	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	17	21	23	30	44	67	92	98
Visitor Spending (\$M)	17	21	23	29	43	66	91	97
No Transportation (\$M)	12	14	16	20	32	49	66	69
Transportation (\$M)	5	7	7	10	11	18	25	28
Earnings (\$M)	5	6	7	8	13	22	27	29
Total Employment	170	190	220	260	400	660	810	820
State & Local Tax Rev. (\$M)	1.7	2.0	2.2	2.7	4.0	6.4	8.9	9.3
Local Tax Rev.	0.6	0.7	0.8	1.0	1.6	2.3	3.4	3.5
Visitor	0.5	0.6	0.6	0.8	1.4	2.1	3.1	3.2
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	1.0	1.2	1.4	1.7	2.4	4.0	5.5	5.8
Visitor	0.9	1.1	1.3	1.5	2.3	3.9	5.3	5.6
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Stafford	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	88	109	81	100	113	95	109	102
Visitor Spending (\$M)	87	107	79	98	111	93	107	100
No Transportation (\$M)	65	80	61	76	89	79	89	82
Transportation (\$M)	22	27	18	22	22	14	17	18
Earnings (\$M)	25	30	24	30	35	34	35	33
Total Employment	940	1,060	830	960	1,090	1,010	1,030	940
State & Local Tax Rev. (\$M)	7.3	8.8	6.6	8.1	9.5	8.4	10.0	9.2
Local Tax Rev.	2.5	3.2	2.3	3.0	3.7	3.3	4.1	3.6
Visitor	2.4	3.1	2.2	2.8	3.5	3.0	3.8	3.4
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	4.7	5.5	4.3	5.0	5.8	5.1	6.0	5.6
Visitor	4.6	5.4	4.1	4.9	5.6	5.0	5.8	5.4
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.1	0.2

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Stephenville	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	42	36	43	44	38	41	47
Visitor Spending (\$M)	32	41	36	43	44	38	41	47
No Transportation (\$M)	20	26	23	28	30	28	29	33
Transportation (\$M)	12	16	12	15	15	10	12	14
Earnings (\$M)	8	9	9	10	11	11	12	14
Total Employment	380	440	400	450	430	420	460	500
State & Local Tax Rev. (\$M)	2.6	3.1	2.9	3.2	3.5	3.4	3.7	4.2
Local Tax Rev.	0.6	0.8	0.7	0.8	0.9	0.9	1.0	1.1
Visitor	0.4	0.6	0.5	0.6	0.6	0.6	0.7	0.8
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
State Tax Rev.	2.0	2.4	2.2	2.4	2.6	2.5	2.7	3.0
Visitor	1.9	2.2	2.0	2.2	2.4	2.3	2.5	2.8
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.3
Sugar Land	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	95	125	113	149	163	145	166	185
Visitor Spending (\$M)	93	123	111	146	160	142	162	180
No Transportation (\$M)	75	99	92	122	137	127	144	156
Transportation (\$M)	18	24	19	24	23	15	19	24
Earnings (\$M)	27	35	34	44	50	51	53	61
Total Employment	1,060	1,290	1,210	1,450	1,590	1,540	1,570	1,760
State & Local Tax Rev. (\$M)	7.6	9.7	9.0	11.5	13.0	12.2	14.3	16.0
Local Tax Rev.	2.4	3.1	2.9	3.8	4.5	4.2	5.0	5.5
Visitor	1.7	2.4	2.1	3.0	3.5	3.2	4.0	4.1
Business/Employee	0.7	0.7	0.7	0.8	0.9	1.0	1.0	1.4
State Tax Rev.	5.2	6.6	6.1	7.7	8.6	8.0	9.3	10.4
Visitor	4.8	6.0	5.6	7.1	7.9	7.3	8.7	9.5
Business/Employee	0.4	0.5	0.5	0.6	0.7	0.7	0.7	1.0
Sulphur Springs	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	42	53	46	53	52	46	51	57
Visitor Spending (\$M)	42	53	46	53	52	46	51	57
No Transportation (\$M)	19	23	21	24	24	27	28	30
Transportation (\$M)	23	30	24	29	28	19	24	27
Earnings (\$M)	7	8	8	9	9	10	11	12
Total Employment	430	460	410	420	380	410	440	480
State & Local Tax Rev. (\$M)	3.2	3.6	3.5	3.6	3.7	4.0	4.4	4.7
Local Tax Rev.	0.5	0.6	0.6	0.6	0.7	0.7	0.8	0.9
Visitor	0.3	0.4	0.4	0.4	0.4	0.5	0.6	0.6
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	2.7	3.0	2.9	2.9	3.1	3.2	3.5	3.8
Visitor	2.6	2.8	2.7	2.8	2.9	3.0	3.3	3.6
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Surfside Beach	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	8	18	18	14	8	9	9
Visitor Spending (\$M)	14	8	18	18	14	8	9	9
No Transportation (\$M)	11	7	15	16	12	8	8	8
Transportation (\$M)	2	1	3	3	2	1	1	1
Earnings (\$M)	4	2	5	5	4	3	3	3
Total Employment	230	130	280	260	190	120	120	120
State & Local Tax Rev. (\$M)	0.9	0.5	1.2	1.2	0.9	0.6	0.7	0.7
Local Tax Rev.	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2
Visitor	0.2	0.2	0.3	0.3	0.3	0.2	0.2	0.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
State Tax Rev.	0.7	0.4	0.8	0.9	0.7	0.4	0.5	0.4
Visitor	0.7	0.4	0.8	0.9	0.7	0.4	0.5	0.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Sweetwater	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	16	24	19	26	29	24	24	31
Visitor Spending (\$M)	16	24	19	26	29	24	24	31
No Transportation (\$M)	14	21	16	23	26	22	22	28
Transportation (\$M)	2	3	2	3	3	2	2	3
Earnings (\$M)	5	7	6	8	9	8	9	10
Total Employment	320	440	330	410	410	360	390	410
State & Local Tax Rev. (\$M)	1.5	2.2	1.8	2.4	2.8	2.4	2.6	3.2
Local Tax Rev.	0.6	0.9	0.7	1.0	1.2	1.0	1.1	1.3
Visitor	0.4	0.7	0.5	0.7	0.9	0.7	0.8	1.0
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	0.9	1.3	1.0	1.4	1.6	1.4	1.5	1.8
Visitor	0.8	1.1	0.9	1.2	1.4	1.2	1.3	1.6
Business/Employee	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.3
Temple	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	97	108	101	116	128	126	131	140
Visitor Spending (\$M)	96	108	101	116	128	126	131	140
No Transportation (\$M)	78	85	83	93	104	110	111	116
Transportation (\$M)	19	22	18	23	24	17	20	24
Earnings (\$M)	23	25	26	31	36	40	43	46
Total Employment	1,500	1,270	1,230	1,370	1,520	1,620	1,700	1,770
State & Local Tax Rev. (\$M)	8.0	8.7	8.6	9.4	10.6	11.2	12.0	12.7
Local Tax Rev.	2.4	2.6	2.7	2.9	3.3	3.5	3.9	4.1
Visitor	1.6	1.8	1.7	1.9	2.1	2.2	2.5	2.6
Business/Employee	0.8	0.9	1.0	1.0	1.1	1.3	1.4	1.5
State Tax Rev.	5.6	6.0	5.9	6.5	7.3	7.7	8.1	8.6
Visitor	5.0	5.3	5.2	5.7	6.4	6.7	7.1	7.5
Business/Employee	0.6	0.7	0.7	0.8	0.9	0.9	1.0	1.1
Terrell	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	36	45	39	47	49	43	43	47
Visitor Spending (\$M)	36	45	39	47	49	43	43	47
No Transportation (\$M)	14	17	17	20	22	25	23	24
Transportation (\$M)	21	28	22	27	27	18	21	24
Earnings (\$M)	5	6	6	8	9	10	10	10
Total Employment	200	230	230	260	280	310	300	300
State & Local Tax Rev. (\$M)	2.8	3.1	3.1	3.2	3.6	3.8	3.8	4.0
Local Tax Rev.	0.5	0.5	0.6	0.6	0.7	0.8	0.8	0.9
Visitor	0.4	0.4	0.4	0.5	0.6	0.6	0.6	0.7
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	2.3	2.6	2.5	2.6	2.9	3.0	3.0	3.2
Visitor	2.3	2.5	2.4	2.5	2.7	2.9	2.9	3.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Texarkana	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	109	127	129	146	132	130	143	153
Visitor Spending (\$M)	109	127	129	146	131	130	143	153
No Transportation (\$M)	54	60	70	76	66	82	84	86
Transportation (\$M)	54	67	58	70	65	47	59	67
Earnings (\$M)	17	18	22	25	23	28	29	29
Total Employment	1,100	1,090	1,270	1,350	1,150	1,420	1,470	1,400
State & Local Tax Rev. (\$M)	8.3	8.9	9.9	10.3	9.5	11.2	12.2	12.6
Local Tax Rev.	1.6	1.8	2.2	2.4	2.0	2.6	2.8	2.9
Visitor	1.2	1.4	1.7	1.8	1.5	1.9	2.1	2.2
Business/Employee	0.4	0.4	0.5	0.6	0.5	0.7	0.7	0.7
State Tax Rev.	6.7	7.0	7.7	7.9	7.5	8.6	9.3	9.7
Visitor	6.4	6.6	7.3	7.4	7.0	8.1	8.8	9.2
Business/Employee	0.3	0.4	0.4	0.5	0.5	0.5	0.5	0.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Texas City	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	44	58	51	61	71	66	77	75
Visitor Spending (\$M)	43	56	50	59	68	64	75	73
No Transportation (\$M)	37	49	44	52	61	59	69	66
Transportation (\$M)	5	7	6	7	7	5	6	6
Earnings (\$M)	11	15	14	17	20	20	22	21
Total Employment	550	680	600	670	770	780	810	780
State & Local Tax Rev. (\$M)	5.2	6.3	5.7	6.6	7.7	7.8	8.9	9.0
Local Tax Rev.	2.3	2.7	2.4	2.8	3.2	3.4	3.9	4.0
Visitor	0.8	1.2	0.9	1.2	1.5	1.4	1.9	1.8
Business/Employee	1.5	1.5	1.5	1.6	1.7	1.9	2.0	2.2
State Tax Rev.	3.0	3.7	3.3	3.8	4.4	4.4	5.0	5.0
Visitor	1.9	2.5	2.3	2.6	3.1	3.0	3.6	3.5
Business/Employee	1.0	1.2	1.0	1.2	1.3	1.4	1.4	1.6
The Colony	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	29	31	45	56	56	70	92	108
Visitor Spending (\$M)	29	30	44	55	54	67	89	104
No Transportation (\$M)	24	24	37	46	47	62	81	94
Transportation (\$M)	5	6	7	8	7	6	8	10
Earnings (\$M)	8	8	13	16	17	23	31	37
Total Employment	300	270	420	520	520	670	870	970
State & Local Tax Rev. (\$M)	2.6	2.7	3.9	4.7	4.9	6.3	8.4	9.8
Local Tax Rev.	0.8	0.9	1.3	1.6	1.7	2.2	3.0	3.6
Visitor	0.5	0.5	0.9	1.1	1.2	1.6	2.4	2.9
Business/Employee	0.3	0.3	0.4	0.4	0.5	0.6	0.6	0.7
State Tax Rev.	1.8	1.8	2.6	3.1	3.2	4.1	5.4	6.3
Visitor	1.5	1.6	2.3	2.8	2.8	3.7	5.0	5.8
Business/Employee	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.5
The Woodlands	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	204	244	226	282	312	299	357	368
Visitor Spending (\$M)	199	237	218	272	297	288	346	357
No Transportation (\$M)	167	195	185	233	261	263	313	319
Transportation (\$M)	32	42	33	40	36	25	33	38
Earnings (\$M)	89	105	105	130	149	160	171	178
Total Employment	2,790	2,980	2,870	3,320	3,660	3,890	3,900	4,070
State & Local Tax Rev. (\$M)	16.8	19.5	18.8	23.1	26.7	26.7	32.6	33.5
Local Tax Rev.	5.8	6.9	6.7	8.5	10.1	10.2	12.5	12.7
Visitor	4.3	5.3	4.8	6.2	7.3	7.3	9.6	9.7
Business/Employee	1.5	1.6	2.0	2.2	2.8	2.9	2.9	3.0
State Tax Rev.	10.9	12.6	12.1	14.7	16.6	16.6	20.1	20.8
Visitor	9.9	11.4	10.8	13.0	14.4	14.5	18.2	18.7
Business/Employee	1.0	1.2	1.3	1.6	2.2	2.0	1.9	2.1
Tomball	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	27	26	38	43	45	63	72
Visitor Spending (\$M)	18	25	25	36	41	43	61	70
No Transportation (\$M)	12	16	17	24	28	31	44	49
Transportation (\$M)	6	9	8	12	13	11	17	20
Earnings (\$M)	5	7	7	10	12	15	19	22
Total Employment	180	230	240	330	370	430	510	600
State & Local Tax Rev. (\$M)	2.2	2.8	2.8	3.7	4.3	4.8	6.6	7.4
Local Tax Rev.	0.9	1.1	1.1	1.4	1.7	1.9	2.6	2.8
Visitor	0.4	0.6	0.6	0.9	1.1	1.3	2.0	2.2
Business/Employee	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev.	1.3	1.7	1.7	2.3	2.6	2.9	4.0	4.5
Visitor	1.0	1.3	1.4	1.9	2.2	2.5	3.6	4.0
Business/Employee	0.3	0.4	0.3	0.4	0.4	0.4	0.4	0.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Trophy Club	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	7	7	9	21	24	32	40
Visitor Spending (\$M)	2	6	6	8	20	23	31	40
No Transportation (\$M)	2	4	5	6	18	21	28	36
Transportation (\$M)	1	1	1	1	3	2	3	4
Earnings (\$M)	1	2	2	3	7	9	12	15
Total Employment	30	70	80	90	250	290	370	460
State & Local Tax Rev. (\$M)	0.3	0.6	0.6	0.8	1.9	2.2	3.0	3.8
Local Tax Rev.	0.1	0.2	0.2	0.3	0.7	0.8	1.1	1.4
Visitor	0.0	0.1	0.1	0.1	0.5	0.6	0.9	1.2
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	0.2	0.4	0.4	0.5	1.2	1.4	1.9	2.4
Visitor	0.1	0.3	0.3	0.4	1.1	1.3	1.7	2.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Tyler	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	232	263	251	274	298	268	283	294
Visitor Spending (\$M)	207	232	225	250	269	247	262	273
No Transportation (\$M)	142	155	158	171	187	191	195	201
Transportation (\$M)	65	78	67	79	82	57	66	73
Earnings (\$M)	51	57	59	63	69	71	78	76
Total Employment	2,500	2,660	2,660	2,770	2,840	2,730	2,960	2,940
State & Local Tax Rev. (\$M)	16.4	17.9	18.1	19.1	21.2	21.2	22.9	23.5
Local Tax Rev.	4.4	4.9	5.0	5.3	6.0	6.1	6.7	6.8
Visitor	2.8	3.3	3.3	3.6	4.0	4.1	4.5	4.6
Business/Employee	1.5	1.6	1.8	1.7	1.9	2.0	2.2	2.2
State Tax Rev.	12.1	13.0	13.0	13.7	15.2	15.1	16.1	16.7
Visitor	10.9	11.6	11.7	12.3	13.5	13.5	14.5	14.9
Business/Employee	1.2	1.4	1.3	1.4	1.7	1.6	1.7	1.8
Universal	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	19	21	18	19	21	24	25	27
Visitor Spending (\$M)	17	19	16	17	18	19	20	21
No Transportation (\$M)	11	11	10	11	11	14	14	14
Transportation (\$M)	7	8	6	7	6	5	6	7
Earnings (\$M)	5	5	5	5	6	8	8	9
Total Employment	180	190	160	160	180	220	220	220
State & Local Tax Rev. (\$M)	2.6	2.7	2.6	2.7	3.0	3.5	3.6	3.9
Local Tax Rev.	1.1	1.1	1.1	1.1	1.3	1.5	1.6	1.7
Visitor	0.3	0.3	0.2	0.2	0.3	0.4	0.4	0.4
Business/Employee	0.8	0.8	0.9	0.9	1.0	1.2	1.2	1.3
State Tax Rev.	1.5	1.6	1.5	1.6	1.7	1.9	2.0	2.2
Visitor	1.0	1.0	0.9	0.9	0.9	1.1	1.2	1.2
Business/Employee	0.5	0.6	0.6	0.7	0.8	0.8	0.8	0.9
Uvalde	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	25	29	30	41	34	27	31	35
Visitor Spending (\$M)	25	29	29	40	33	27	31	34
No Transportation (\$M)	14	16	18	25	20	19	21	23
Transportation (\$M)	11	13	11	15	13	8	10	11
Earnings (\$M)	4	5	6	8	6	6	7	8
Total Employment	270	260	310	390	280	250	290	300
State & Local Tax Rev. (\$M)	2.2	2.4	2.7	3.4	2.9	2.9	3.4	3.8
Local Tax Rev.	0.6	0.6	0.8	1.1	0.9	1.0	1.2	1.3
Visitor	0.3	0.4	0.4	0.7	0.5	0.5	0.6	0.7
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.5	0.6	0.6
State Tax Rev.	1.6	1.7	1.9	2.3	2.0	1.9	2.2	2.4
Visitor	1.4	1.5	1.6	2.0	1.7	1.6	1.8	1.9
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.4	0.4	0.5

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Van Horn	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	32	39	34	38	38	32	37	42
Visitor Spending (\$M)	32	39	34	38	38	32	37	42
No Transportation (\$M)	9	9	9	9	10	13	13	15
Transportation (\$M)	24	30	25	29	28	19	24	27
Earnings (\$M)	4	4	4	4	4	6	5	6
Total Employment	190	170	180	160	160	180	180	190
State & Local Tax Rev. (\$M)	2.6	2.7	2.7	2.6	2.8	3.1	3.4	3.8
Local Tax Rev.	0.5	0.5	0.5	0.5	0.5	0.7	0.8	0.9
Visitor	0.3	0.3	0.3	0.3	0.4	0.5	0.6	0.7
Business/Employee	0.2	0.1	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	2.2	2.2	2.2	2.1	2.2	2.4	2.6	2.9
Visitor	2.0	2.1	2.0	1.9	2.1	2.2	2.5	2.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
Vernon	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	15	19	18	24	23	20	21	24
Visitor Spending (\$M)	15	19	18	24	23	20	21	24
No Transportation (\$M)	10	12	12	17	16	16	16	18
Transportation (\$M)	6	7	6	7	7	5	6	7
Earnings (\$M)	3	4	4	6	5	5	5	5
Total Employment	220	250	240	320	270	270	250	250
State & Local Tax Rev. (\$M)	1.3	1.5	1.5	2.1	1.9	1.9	2.0	2.3
Local Tax Rev.	0.3	0.4	0.4	0.7	0.6	0.6	0.7	0.7
Visitor	0.2	0.3	0.3	0.5	0.4	0.4	0.5	0.5
Business/Employee	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	0.9	1.1	1.1	1.4	1.3	1.3	1.4	1.5
Visitor	0.8	1.0	1.0	1.2	1.2	1.2	1.3	1.4
Business/Employee	0.1	0.1	0.1	0.2	0.2	0.2	0.1	0.2
Victoria	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	144	161	154	194	213	169	194	206
Visitor Spending (\$M)	142	158	152	193	212	168	193	205
No Transportation (\$M)	104	108	112	145	164	135	153	160
Transportation (\$M)	39	50	40	48	48	32	40	45
Earnings (\$M)	28	30	31	39	41	40	38	38
Total Employment	1,480	1,430	1,340	1,580	1,610	1,530	1,380	1,360
State & Local Tax Rev. (\$M)	11.4	11.9	12.2	15.2	17.0	14.5	16.5	17.3
Local Tax Rev.	2.8	3.0	3.2	4.4	4.9	3.9	4.6	4.8
Visitor	1.7	1.9	2.0	3.1	3.4	2.5	3.2	3.4
Business/Employee	1.1	1.1	1.2	1.3	1.5	1.5	1.4	1.4
State Tax Rev.	8.5	9.0	9.0	10.8	12.1	10.6	11.9	12.5
Visitor	7.7	8.0	8.1	9.6	10.8	9.4	10.8	11.4
Business/Employee	0.8	0.9	0.9	1.1	1.3	1.2	1.1	1.1
Vidor	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	14	14	14	14	17	15	19	20
Visitor Spending (\$M)	14	14	14	14	17	15	19	20
No Transportation (\$M)	8	8	8	8	10	10	12	12
Transportation (\$M)	6	6	6	7	7	5	7	8
Earnings (\$M)	3	3	3	3	4	4	4	5
Total Employment	150	130	140	130	160	160	170	180
State & Local Tax Rev. (\$M)	1.1	1.1	1.1	1.1	1.4	1.4	1.7	1.8
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.5
Visitor	0.1	0.1	0.1	0.1	0.2	0.2	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Rev.	0.9	0.8	0.9	0.8	1.0	1.1	1.2	1.3
Visitor	0.8	0.7	0.8	0.7	0.9	0.9	1.1	1.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Waco	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	259	288	270	286	313	332	369	384
Visitor Spending (\$M)	244	272	255	271	297	317	354	370
No Transportation (\$M)	165	174	175	179	203	244	265	273
Transportation (\$M)	78	98	80	92	94	73	89	96
Earnings (\$M)	51	53	57	59	67	87	97	100
Total Employment	2,870	2,860	2,880	2,820	3,040	3,500	3,680	3,600
State & Local Tax Rev. (\$M)	19.8	20.8	21.0	21.2	24.1	28.7	32.4	34.1
Local Tax Rev.	5.1	5.3	5.6	5.7	6.7	8.5	9.8	10.6
Visitor	3.0	3.2	3.2	3.3	3.9	5.0	6.1	6.6
Business/Employee	2.1	2.1	2.5	2.4	2.7	3.4	3.8	4.0
State Tax Rev.	14.7	15.5	15.4	15.5	17.4	20.2	22.5	23.5
Visitor	13.0	13.7	13.5	13.4	15.1	17.5	19.7	20.3
Business/Employee	1.7	1.8	1.9	2.0	2.4	2.7	2.8	3.2
Waller	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	4	13	16	20	19	21	22
Visitor Spending (\$M)	3	4	12	16	19	19	21	21
No Transportation (\$M)	2	3	7	9	12	13	14	14
Transportation (\$M)	1	2	6	7	7	6	6	7
Earnings (\$M)	1	1	3	4	5	6	6	6
Total Employment	30	40	100	130	160	180	170	170
State & Local Tax Rev. (\$M)	0.3	0.4	1.1	1.3	1.7	1.8	2.0	2.0
Local Tax Rev.	0.1	0.1	0.3	0.4	0.6	0.6	0.8	0.7
Visitor	0.1	0.1	0.3	0.4	0.5	0.6	0.7	0.7
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
State Tax Rev.	0.2	0.2	0.7	0.8	1.1	1.2	1.3	1.3
Visitor	0.2	0.2	0.7	0.8	1.0	1.1	1.3	1.2
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waxahachie	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	38	49	39	49	54	56	60	59
Visitor Spending (\$M)	38	49	39	49	53	56	59	59
No Transportation (\$M)	25	31	26	32	36	44	45	44
Transportation (\$M)	13	18	13	17	17	12	14	15
Earnings (\$M)	9	11	10	12	14	17	18	18
Total Employment	310	340	290	340	390	460	470	450
State & Local Tax Rev. (\$M)	3.2	3.9	3.4	3.9	4.4	5.3	5.7	5.7
Local Tax Rev.	0.9	1.1	0.9	1.1	1.3	1.6	1.8	1.8
Visitor	0.6	0.8	0.6	0.8	0.9	1.2	1.3	1.3
Business/Employee	0.3	0.3	0.3	0.3	0.4	0.5	0.5	0.5
State Tax Rev.	2.4	2.8	2.4	2.8	3.2	3.6	3.9	3.8
Visitor	2.2	2.6	2.2	2.6	2.9	3.3	3.6	3.5
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.4
Weatherford	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	65	79	59	71	74	10	11	12
Visitor Spending (\$M)	65	79	59	71	74	10	11	12
No Transportation (\$M)	39	45	35	40	44	6	6	6
Transportation (\$M)	26	34	25	31	30	4	5	6
Earnings (\$M)	13	15	12	14	16	2	2	2
Total Employment	570	600	470	510	540	70	70	70
State & Local Tax Rev. (\$M)	4.9	5.5	4.4	4.9	5.3	1.2	1.2	1.3
Local Tax Rev.	1.1	1.2	0.9	1.1	1.2	0.3	0.3	0.4
Visitor	0.9	1.0	0.7	0.9	1.0	0.1	0.1	0.1
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
State Tax Rev.	3.9	4.3	3.5	3.8	4.1	0.8	0.9	1.0
Visitor	3.7	4.1	3.4	3.6	3.9	0.6	0.7	0.7
Business/Employee	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.3

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Webster	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	94	104	119	141	165	157	190	190
Visitor Spending (\$M)	93	103	118	139	163	155	189	189
No Transportation (\$M)	62	67	78	93	113	114	138	133
Transportation (\$M)	31	36	39	46	50	41	51	55
Earnings (\$M)	25	27	33	38	47	51	56	57
Total Employment	940	930	1,130	1,240	1,460	1,540	1,500	1,600
State & Local Tax Rev. (\$M)	8.5	9.0	10.6	12.1	14.7	15.0	18.6	18.3
Local Tax Rev.	3.0	3.3	3.7	4.4	5.5	5.6	7.1	6.9
Visitor	2.5	2.8	3.2	3.9	5.0	5.0	6.5	6.3
Business/Employee	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.6
State Tax Rev.	5.5	5.8	6.9	7.7	9.2	9.5	11.5	11.4
Visitor	5.3	5.4	6.6	7.3	8.8	9.1	11.1	11.0
Business/Employee	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.4
Weslaco	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	59	64	60	61	68	63	66	68
Visitor Spending (\$M)	59	64	59	61	67	63	66	68
No Transportation (\$M)	50	53	50	51	57	56	57	58
Transportation (\$M)	9	12	9	10	10	7	9	10
Earnings (\$M)	15	16	16	16	19	19	21	22
Total Employment	860	850	800	770	860	860	920	900
State & Local Tax Rev. (\$M)	4.9	5.2	5.1	5.1	5.8	5.7	6.0	6.3
Local Tax Rev.	1.5	1.6	1.6	1.6	1.8	1.9	2.0	2.0
Visitor	0.9	1.0	0.9	0.9	1.1	1.0	1.1	1.1
Business/Employee	0.6	0.6	0.7	0.7	0.8	0.8	0.9	0.9
State Tax Rev.	3.4	3.6	3.5	3.5	3.9	3.9	4.1	4.2
Visitor	3.0	3.2	3.0	3.0	3.3	3.3	3.5	3.6
Business/Employee	0.4	0.4	0.5	0.5	0.6	0.6	0.6	0.7
West Columbia	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	2	2	2	2	2	2	2	2
Visitor Spending (\$M)	2	2	2	2	2	2	2	2
No Transportation (\$M)	1	1	1	1	1	1	1	1
Transportation (\$M)	0	0	0	0	0	0	0	0
Earnings (\$M)	0	0	0	0	0	0	0	0
Total Employment	30	20	20	20	20	20	20	20
State & Local Tax Rev. (\$M)	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Local Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westlake	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	35	39	36	40	44	44	44	49
Visitor Spending (\$M)	34	39	36	40	44	44	44	49
No Transportation (\$M)	27	30	29	31	35	38	37	40
Transportation (\$M)	8	9	7	9	9	7	7	8
Earnings (\$M)	11	12	12	14	16	17	17	19
Total Employment	450	510	490	500	570	590	570	610
State & Local Tax Rev. (\$M)	2.7	3.0	2.8	3.1	3.5	3.8	3.9	4.3
Local Tax Rev.	0.9	1.0	0.9	1.0	1.2	1.3	1.4	1.6
Visitor	0.8	0.9	0.9	1.0	1.1	1.2	1.3	1.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
State Tax Rev.	1.8	2.0	1.9	2.0	2.3	2.4	2.5	2.7
Visitor	1.8	1.9	1.8	2.0	2.2	2.3	2.4	2.6
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

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Wharton	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	15	12	13	12	16	18	18
Visitor Spending (\$M)	11	15	12	13	12	16	18	18
No Transportation (\$M)	10	12	10	11	10	14	16	16
Transportation (\$M)	2	2	2	2	2	2	2	2
Earnings (\$M)	3	4	3	4	3	5	5	4
Total Employment	200	230	180	190	160	220	220	210
State & Local Tax Rev. (\$M)	0.9	1.1	1.0	1.1	1.0	1.4	1.6	1.6
Local Tax Rev.	0.3	0.3	0.3	0.3	0.3	0.4	0.5	0.5
Visitor	0.2	0.3	0.2	0.2	0.2	0.3	0.4	0.4
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.8	0.7	0.7	0.7	0.9	1.1	1.0
Visitor	0.6	0.7	0.6	0.7	0.6	0.9	1.0	1.0
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
White Settlement	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	7	7	7	7	19	5	6	6
Visitor Spending (\$M)	4	5	4	4	17	4	5	5
No Transportation (\$M)	3	3	3	3	14	4	4	4
Transportation (\$M)	1	1	1	1	4	1	1	1
Earnings (\$M)	2	2	2	2	7	2	2	2
Total Employment	60	70	70	60	230	60	60	60
State & Local Tax Rev. (\$M)	2.3	2.1	2.1	2.2	3.7	2.9	3.3	3.7
Local Tax Rev.	1.2	1.1	1.2	1.2	1.8	1.6	1.9	2.0
Visitor	0.0	0.0	0.0	0.0	0.4	0.0	0.1	0.1
Business/Employee	1.2	1.1	1.1	1.1	1.4	1.6	1.8	2.0
State Tax Rev.	1.0	1.0	1.0	1.1	1.9	1.3	1.4	1.6
Visitor	0.2	0.2	0.2	0.2	0.9	0.2	0.2	0.2
Business/Employee	0.8	0.8	0.8	0.8	1.1	1.1	1.2	1.4
Wichita Falls	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	166	178	177	184	197	188	192	203
Visitor Spending (\$M)	165	178	176	184	197	188	192	203
No Transportation (\$M)	124	127	135	136	149	154	152	157
Transportation (\$M)	40	50	41	48	48	34	41	46
Earnings (\$M)	37	38	42	44	48	52	51	52
Total Employment	2,760	2,670	2,790	2,790	2,910	3,220	3,020	3,060
State & Local Tax Rev. (\$M)	14.0	14.4	15.2	15.2	16.7	17.4	17.8	18.9
Local Tax Rev.	4.2	4.3	4.7	4.7	5.2	5.6	5.7	6.1
Visitor	2.6	2.7	2.9	2.9	3.2	3.4	3.5	3.8
Business/Employee	1.6	1.6	1.8	1.8	2.0	2.2	2.2	2.4
State Tax Rev.	9.8	10.1	10.4	10.4	11.5	11.8	12.1	12.7
Visitor	8.7	8.9	9.2	9.1	10.0	10.3	10.6	11.0
Business/Employee	1.1	1.2	1.2	1.4	1.6	1.6	1.5	1.7
Willis	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	5	5	5	5	7	6	7	6
Visitor Spending (\$M)	4	5	5	5	6	6	6	5
No Transportation (\$M)	4	4	4	4	5	5	6	4
Transportation (\$M)	1	1	1	1	1	1	1	1
Earnings (\$M)	2	2	2	2	3	3	3	2
Total Employment	60	60	60	50	70	70	70	50
State & Local Tax Rev. (\$M)	0.5	0.5	0.5	0.5	0.7	0.7	0.8	0.7
Local Tax Rev.	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Visitor	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	0.3	0.3	0.3	0.3	0.4	0.4	0.4	0.4
Visitor	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

**City and Place Direct Travel Impacts
2006-2018p**

Wimberley	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	11	12	13	13	15	15	19	24
Visitor Spending (\$M)	11	12	13	13	15	15	19	24
No Transportation (\$M)	9	10	11	11	12	14	17	22
Transportation (\$M)	2	3	2	2	2	1	2	3
Earnings (\$M)	3	3	4	4	5	5	7	9
Total Employment	130	130	150	140	160	170	220	260
State & Local Tax Rev. (\$M)	0.9	1.0	1.1	1.0	1.2	1.3	1.7	2.1
Local Tax Rev.	0.3	0.3	0.3	0.3	0.4	0.4	0.6	0.7
Visitor	0.2	0.2	0.3	0.3	0.3	0.4	0.5	0.6
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.6	0.7	0.7	0.7	0.8	0.9	1.1	1.4
Visitor	0.6	0.7	0.7	0.7	0.8	0.8	1.1	1.4
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1
Wolfforth	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	3	6	10	13	12	11	12
Visitor Spending (\$M)	3	3	6	10	13	12	11	12
No Transportation (\$M)	2	2	5	7	10	10	9	9
Transportation (\$M)	1	1	2	3	3	2	2	3
Earnings (\$M)	1	1	2	3	5	5	4	4
Total Employment	30	30	70	120	150	150	140	130
State & Local Tax Rev. (\$M)	0.3	0.3	0.6	0.9	1.2	1.2	1.2	1.3
Local Tax Rev.	0.1	0.1	0.2	0.3	0.4	0.4	0.4	0.4
Visitor	0.0	0.0	0.1	0.1	0.2	0.2	0.2	0.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Rev.	0.2	0.2	0.4	0.6	0.8	0.8	0.8	0.9
Visitor	0.1	0.1	0.3	0.5	0.7	0.7	0.6	0.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
Woodway	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	40	42	53	55	50	54	54
Visitor Spending (\$M)	6	40	41	53	54	50	54	54
No Transportation (\$M)	4	27	29	36	39	39	41	41
Transportation (\$M)	2	14	12	17	16	10	12	13
Earnings (\$M)	1	8	10	12	13	14	15	15
Total Employment	60	450	500	590	590	570	580	550
State & Local Tax Rev. (\$M)	0.6	2.9	3.2	3.7	4.0	4.1	4.6	4.6
Local Tax Rev.	0.2	0.7	0.8	0.9	1.0	1.1	1.3	1.4
Visitor	0.0	0.6	0.6	0.8	0.9	0.9	1.1	1.1
Business/Employee	0.1	0.1	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	0.5	2.2	2.4	2.8	3.0	3.0	3.3	3.2
Visitor	0.3	2.1	2.3	2.7	2.8	2.8	3.1	3.0
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
Yoakum	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	6	7	7	6	8	6	8	8
Visitor Spending (\$M)	6	7	7	6	8	6	8	8
No Transportation (\$M)	2	3	3	3	6	4	5	5
Transportation (\$M)	4	4	4	3	3	2	3	3
Earnings (\$M)	1	1	1	1	2	2	2	1
Total Employment	50	50	60	50	90	60	80	50
State & Local Tax Rev. (\$M)	0.5	0.5	0.6	0.6	0.9	0.6	0.8	0.7
Local Tax Rev.	0.1	0.1	0.1	0.2	0.3	0.2	0.2	0.2
Visitor	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.1	0.1	0.1
State Tax Rev.	0.4	0.4	0.5	0.4	0.6	0.5	0.6	0.5
Visitor	0.4	0.4	0.4	0.3	0.4	0.4	0.5	0.5
Business/Employee	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.1

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way fares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

City and Place Direct Travel Impacts 2006-2018p

Yorktown	2006	2008	2010	2012	2014	2016	2017	2018
Total Spending (\$M)	3	4	3	4	17	8	10	11
Visitor Spending (\$M)	3	4	3	4	17	8	10	11
No Transportation (\$M)	1	1	1	2	11	5	6	7
Transportation (\$M)	2	3	2	2	6	3	4	4
Earnings (\$M)	0	0	1	1	6	2	3	2
Total Employment	20	20	20	40	220	100	100	70
State & Local Tax Rev. (\$M)	0.3	0.3	0.3	0.4	1.5	0.7	0.9	1.0
Local Tax Rev.	0.0	0.0	0.1	0.1	0.4	0.2	0.2	0.2
Visitor	0.0	0.0	0.0	0.0	0.3	0.1	0.1	0.2
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1
State Tax Rev.	0.2	0.2	0.2	0.3	1.0	0.6	0.7	0.7
Visitor	0.2	0.2	0.2	0.2	0.9	0.5	0.6	0.7
Business/Employee	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares. Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

APPENDICES

Appendix A	2018 Travel Impact Estimates
Appendix B	Key Terms and Definitions
Appendix C	Regional Travel Impact Model
Appendix D	Travel Industry Accounts
Appendix E	Texas Earnings and Employment by Industry Sector
Appendix F	Industry Groups

2018 TRAVEL IMPACT ESTIMATES

This appendix provides a brief overview of the methodology, terminology and limitations of the travel impact and visitor volume estimates.

DIRECT IMPACTS

The estimates of the direct impacts associated with traveler spending in Texas were produced using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The input data used to detail the economic impacts of the Texas travel industry were gathered from various local, state and federal sources.

Travel impacts consist of estimates of travel spending and the employment, earnings, and state and local taxes generated by this spending. These estimates are also broken out by type of traveler accommodation and by the type of business in which the expenditures occur.

PRELIMINARY ESTIMATES

Preliminary estimates for 2018 were prepared at the state, regional and county level. These estimates take advantage of the most current available data. However, because full-year data was not available in all cases, these estimates are subject to subsequent revision as additional information relating to travel and its economic impact in 2018 becomes available.

TRANSPORTATION IMPACTS

The treatment of ground transportation expenditures depends upon the level of geography (county, region or state). County and regional level estimates of destination spending include only a portion of ground transportation expenditures because some county and regional transportation expenditures are for travel to other Texas destinations. These expenditures are allocated to "other travel." State level estimates include all in-state expenditures for ground transportation.

SECONDARY (INDIRECT AND INDUCED) IMPACTS

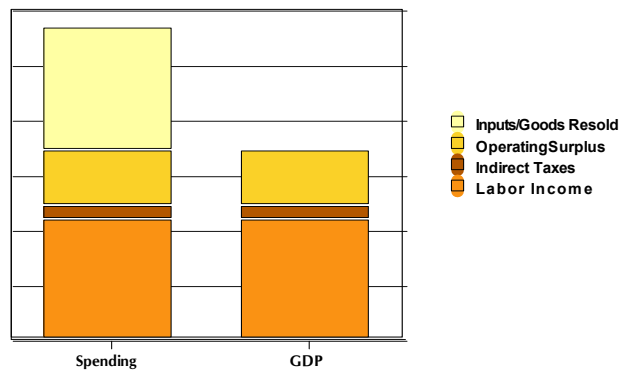
Direct impacts are reported for all counties within Texas. Secondary spending, employment and earnings impacts over and above direct impacts are reported at the state level only for the year 2018. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Texas economy prepared by the IMPLAN Group, Inc. Indirect impacts represent the purchases of goods and services from other firms by businesses that directly receive expenditures from travelers. Hotels, for example, purchase maintenance services from independent contractors. Induced impacts represent the purchase of goods and services by employees whose earnings are in part derived from travel expenditures. The sum of

indirect and induced impacts equals the total impact of all spending by visitors in the state. The "multiplier" refers to the ratio of the total impacts to the direct impacts for spending, employment, or earnings.

GROSS DOMESTIC PRODUCT

An estimate of the Gross Domestic Product (GDP) of the Texas travel industry based on the RTIM direct travel impacts is also provided in this report. The GDP of an industry is equal to gross output (sales or receipts) minus intermediate inputs (the goods and services purchased from other industries). GDP is always less than output or sales because GDP measures only the "value" added of an industry and does not include the cost of the inputs that are also necessary to produce a good or service. GDP is a useful concept because it permits comparisons of the economic contributions of different industries. The relationship between spending and gross domestic product is illustrated in the figure below. Examples of inputs are the food or accounting services that restaurants purchase from suppliers. "Goods resold" are the commodities that retail establishments purchase from manufacturers or wholesale trade businesses and resell with a markup. These inputs or goods are not counted as the GDP of the restaurant or retail industry because their value was created in other industries (agriculture, accounting, manufacturing).

Relationship Between Spending and Gross Domestic Product



It is for this reason that "travel spending" - as measured from surveys of visitors - is not the best measure of the travel industry's real economic contribution. This is because some visitor spending is actually counted as the GDP of other industries (e.g., agriculture, accounting, manufacturing). Furthermore, these other industries may or may not be located within the geographic area of interest. If the farm were located within the region of interest, then the GDP of the local farm

would be included as an indirect or secondary effect. If not (e.g., a manufacturing firm in another state or country), then that portion of GDP is not counted. The preceding graph also shows the three main components of GDP. For most industries, labor income (essentially equivalent to earnings in this report) is the primary component of GDP. This is true of the travel industry. A second component is the tax payments that businesses make to government, such as sales, excise and property taxes. In the case of excise taxes, businesses are essentially a collection agency for the government. The final component, operating surplus, represents the income and payments (e.g., dividends, interest) to other stakeholders of the firm. The concept of GDP also illustrates that with small geographic units of analysis (e.g., counties), earnings, employment, and tax revenues are the best measures of the economic value of the travel industry to the local economy. Small area measures of GDP are less reliable and much of the operating surplus may leak out of the local economy anyway. Indirect effects are also generally less in smaller economies.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein:

- The estimates contained in this report are based on the most current data available and supersede all previous estimates of travel impacts.
- The estimates in this report are expressed in *current* dollars unless otherwise noted.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.
- In general, estimates of small geographic areas (e.g., rural counties) are less reliable than estimates for regions or metropolitan counties. Trend analysis and comparisons of counties with relatively low levels of travel related economic activity should therefore be interpreted cautiously.
- The estimates of travel impacts published in this report will necessarily differ somewhat from estimates generated from different models, methodologies and data sources. Nonetheless, it should be emphasized that all credible estimates of direct travel impacts at the state level, including those of Dean Runyan Associates, are of similar magnitude.

DEFINITION OF TERMS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Federal Taxes: Federal taxes include the motor fuel excise tax, airline ticket taxes, and personal income and payroll taxes.

GSP/GDP: The market value of the goods and services produced by the labor and property located in a state. (Gross State Product or Gross Domestic Product)

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging taxes, sales taxes imposed by cities, counties and other regional tax jurisdictions in Texas. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings. Passenger Facility Charges attributable to visitors (a fee imposed on airline tickets) are included in counties with airports. Property tax payments attributable to travel industry businesses and employees are also included.

Other spending: Other spending includes spending by residents on ground and air transportation for travel to other destinations, spending on travel arrangement services, and convention/ trade shows.

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

Secondary Impacts: The effect resulting from respending of the direct impacts. Indirect refers to the employment and earnings for suppliers to the travel industry. Induced refers to purchases made by travel industry employees.

State Taxes: Lodging taxes, sales tax, motor fuel, and business and personal income taxes imposed by the state of Texas. These taxes are levied on sales to visitors and the spending of employees attributable to travel industry earnings.

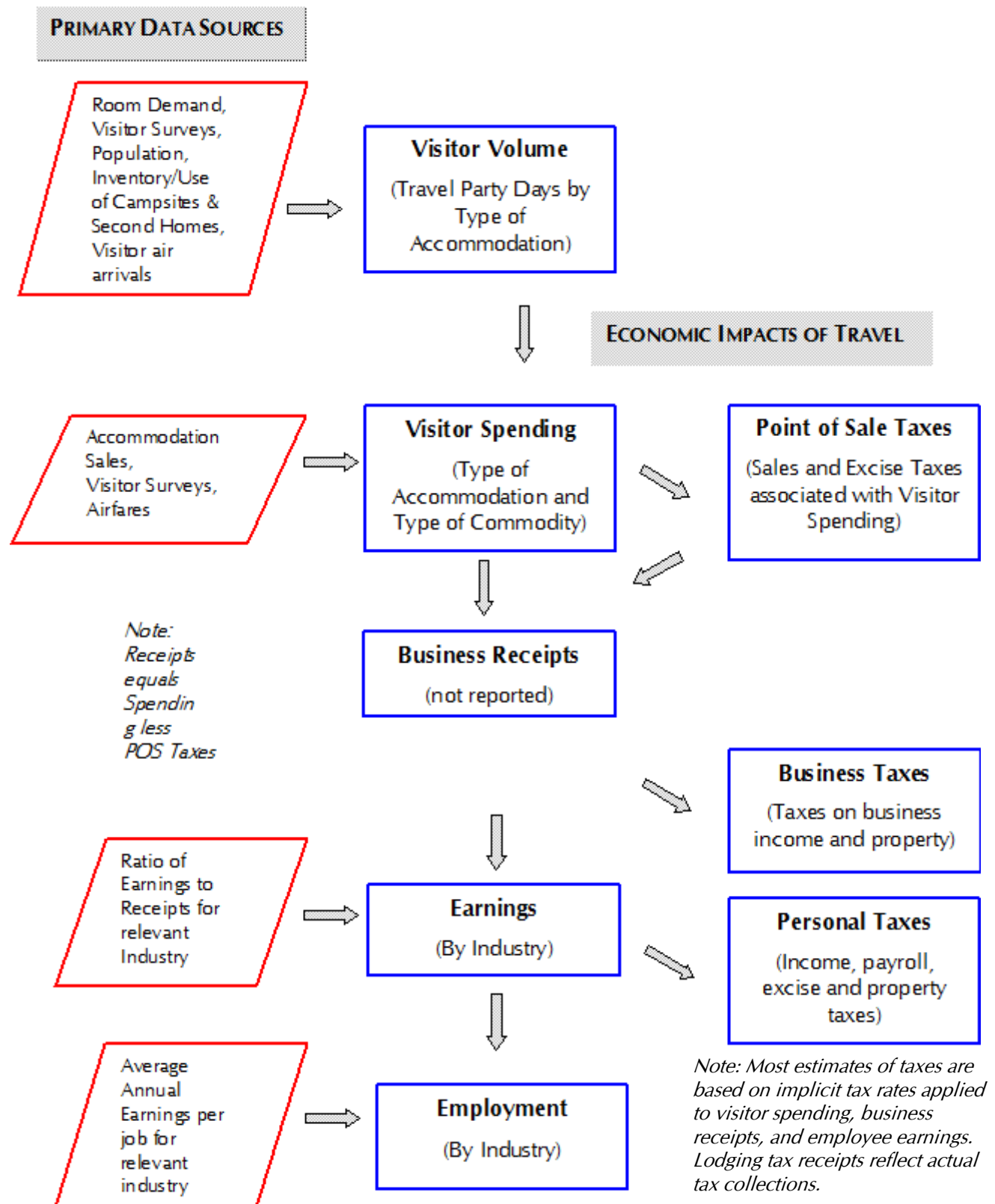
STR: Acronym for Short Term Rentals. STR includes lodging using "shared economy" services.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

REGIONAL TRAVEL IMPACT MODEL



TRAVEL INDUSTRY ACCOUNTS: A COMPARISON OF THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS

An economic account is a method for displaying inter-related information about a set of economic activities. A travel industry account is a method to report different types of related information about the purchase of goods and services by visitors. The Bureau of Economic Analysis (BEA), which provides estimates of travel and tourism at the national level, describes a Travel and Tourism Satellite Account (TTSA) as “present(ing) a rearrangement of information from the National Income and Product Accounts, from the industry accounts, and from other sources so that travel and tourism activities can be analyzed more completely than is possible in the structure of the traditional national economic accounts.”[1] Similarly, the RTIM has been developed by Dean Runyan Associates to estimate travel spending, earnings, employment, and tax receipts at the state, county, and regional levels. These initial findings can, in turn, be used as input data for deriving estimates of other economic measures, such as value-added and indirect effects.

This appendix provides an overview of the Regional Travel Impact Model (RTIM) and travel and tourism satellite accounts (TTSA). Although there is no single or absolute form of a TTSA, the one developed by the Bureau of Economic Analysis (BEA) will be the basis of the analysis here. The definitions, framework, and estimating methods used for the U.S. BEA TTSA follow, as closely as is practicable, the guidelines for similar travel satellite accounts that were developed by the World Tourism Organization (WTO) and the Organization for Economic Co-operation and Development (OECD).

The primary focus is on the direct impacts of visitor spending. Visitors are defined as persons that stay overnight away from home, or travel more than fifty miles one- way on a non-routine trip. Only the expenditures related to specific trips are counted as visitor spending. Other travel related expenditures such as the consumption of durable goods (e.g., recreational vehicles or sporting equipment) or the purchase of vacation homes are not considered.

While such a definition of the travel industry (i.e., the trip related expenditures of visitors) is conservative, it is also in keeping with the notion of the travel industry as being an export-oriented industry for specific local communities. That is, visitors are important to regions because they inject money into the local economy. This focus on the export-oriented nature of the travel industry for local communities becomes blurred if the industry is defined so as to include non-trip related expenditures.

[1] Peter D. Kuhbach, Mark A. Planting, and Erich H. Strassner, “U.S. Travel and Tourism Satellite Accounts for 1998-2003,” *Survey of Current Business* 84 (September 2004): 43-59.

PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS

There are three primary types of information that are measured and/or estimated in a travel industry account. The first is a measure of the **travel industry** in terms of both the characteristics of the business firms that sell travel goods and services and the characteristics of consumers that purchase travel industry goods and services. The second is a measure of the **demand segments** that consume travel industry goods and services. For example, the distinction between business and leisure travel is a measure of demand segments. The third is a measure of the **components of economic output** associated with the travel industry. The employee earnings generated by visitor spending is one such component. Travel-generated tax receipts are another. These three categories of information represent different aspects of the accounting ledger - they represent different ways of viewing or analyzing the travel industry.

The bulk of this paper will discuss these three types of information in terms of their conceptual foundations, the data requirements, and some of the more salient issues that users of this information should be aware of. There will also be some discussion of **indirect and induced effects** in that these effects can be reasonably estimated from the direct travel industry accounts. These secondary (versus direct) effects describe the relationship of the travel industry to other sectors of the larger economy.

The intent of this discussion will be to provide a general overview of the process of constructing travel industry accounts and the underlying similarity between the RTIM and a TTSA. More technical issues are generally placed in footnotes.

TRAVEL INDUSTRY

Defining the travel industry is probably the most critical and data intensive effort involved in developing a travel industry account. It is an exercise in matching supply (sellers of goods and services) with demand (the travelers that purchase those particular goods and services). It is complicated by the fact that no single industrial classification scheme provides a valid measure of the travel industry.[2] There are only three significant industrial classifications (Accommodations [NAICS 721], Scheduled Passenger Air Transportation [NAICS 481111] and Travel Arrangement and Reservation Services [NAICS 5615]) that *primarily* sell travel industry goods and services.[3] Firms in other industries (retail, recreation, transportation) provide goods and services to both travelers and other types of consumers.

Because of this, most satellite accounts, as well as the RTIM, incorporate at least some information about the expenditures of visitors in order to define the supply of visitor industry

[2]The North American Industrial Classification System (NAICS) is the current standard in the United States.

[3] Even these industries are not purely travel. For example, the accommodations industry provides services to local residents (food service and meeting rooms). Passenger airlines also ship cargo on the same planes that carry passengers. Fortunately, it is usually possible to make adjustments for these non-travel components through the use of additional data.

firms. For example, if there is an estimate of visitor-days and an estimate of how much the average visitor spends on food services per day, then an estimate of visitor spending on food services can be calculated. In most cases, this will be only a fraction of all food service sales in that residents are a larger market for most restaurants.[4] The industry sectors that are usually matched to visitor spending in this way are: accommodations (NAICS 721), food service (722), arts, entertainment and recreation (71), and retail trade (44-45). A portion of transportation business is also part of the travel industry for obvious reasons.

In the case of the transportation sector, the definition and measurement of the travel industry component is more complicated because most transportation spending by visitors involves travel to and from the destination, rather than travel at or within the destination market. This is not an issue if the geographic scope of the travel industry market includes the origin and destination of travel. National travel industry accounts thus include all domestic passenger air transportation in the travel industry. The issue is more complicated at the state or regional level, however.

Suppose, for example, that the focus of a travel industry account is the state of Texas. How should the purchase of a round trip airline ticket by a Chicago resident traveling to Dallas be treated in that only some of the economic impact of this spending will occur in Texas? A reasonable approach would be to allocate only a portion of this spending (and related payroll, taxes, etc.) to Texas and ignore the remainder for the purpose of creating a travel industry account for Texas. However, if this procedure were followed for every state, the sum of the state accounts would be less than the national travel account. The state accounts would be additive if outbound air travel from each state were included. However, this is methodologically inconsistent with the construction of a national account, which does not include outbound travel as a component of domestic tourism demand. The approach used in the RTIM is to make a distinction between the *visitor industry*, that includes only visitor demand, and the *travel industry*, which includes visitor demand and that portion of outbound travel that can be attributed to the resident economy. For example, the passenger air transportation employment in Texas can be divided between three groups of travelers: inbound, outbound, and pass-through. Only that employment attributable to inbound travel is part of the Texas *visitor industry*. Employment attributable to outbound and pass-through travelers is included with the larger *travel industry*. [5]

[4]The proportion can vary enormously among regions and localities, however. In many popular visitor destinations, the primary market for food service will be visitors. It should also be noted that even with reliable visitor survey data, there is still the issue of how to translate spending on food service *commodities* to the supply of food service by *industry*. As indicated in the footnote above, food service is also supplied by the accommodation industry.

[5]The same issue arises with travel agencies and reservation services (NAICS 5615). Most of these services are probably related to outbound travel and are treated as such in the RTIM.

The following two tables display the specific industries that are included in the travel industry for the BEA's national TTSA and the RTIM. Although not identical, the industries are equivalent with only a few exceptions.[6]

**Bureau of Economic Analysis Tourism Industries
Distribution of Travel - Generated Compensation
in United States, 2015**

Accommodation & Food Services	38.5%
Traveler accommodations	23.4%
Food services and drinking places	15.1%
Transportation	24.4%
Air transportation	16.4%
Rail transportation services	0.4%
Water transportation services	1.1%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.3%
Urban transit systems and other transportation	1.4%
Taxi service	0.1%
Scenic and sightseeing transportation services	0.2%
Automotive equipment rental and leasing	2.3%
Automotive repair services	1.2%
Parking lots and garages	0.4%
Toll highways	0.2%
Recreation	12.4%
Motion pictures and performing arts	1.0%
Spectator sports	2.0%
Participant sports	2.1%
Gambling	5.9%
All other recreation and entertainment	1.4%
Retail & Nondurable Goods Production	17.2%
Petroleum refineries	0.7%
Industries producing nondurable PCE commodities, excluding petroleum refineries	3.7%
Wholesale trade and transportation services	5.5%
Gasoline service stations	2.0%
Retail trade services, excluding gasoline service stations	5.3%
Travel Arrangement and reservation services	5.7%
All other industries	1.7%
Total Tourism Compensation	100.0%

Source: BEA TTSA Survey of Current Business, Annual estimates, 2013-2015(revised), 2016

[6]The major exception is that the BEA includes the production of consumer non-durables that are sold through retail outlets. This is not a major component and would be even less so at the level of the state.

RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
Accommodation & Food Services	Accommodation (721) Food Services and Drinking Places (722)
Arts, Entertainment & Recreation	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
Retail	Food & Beverage Stores (445) Gasoline Stations (447) Clothing and Clothing Accessories Stores (448) Sporting Goods, Hobby, Book, and Music Stores (451) General Merchandise Stores (452) Miscellaneous Store Retailers (453)
Ground Transportation	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
Air Transportation	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
Administrative/Support Services	Travel Arrangement and Reservation Services (5615) Convention and Trade Show Organizers (56192)

Source: Dean Runyan Associates

DEMAND SEGMENTS

The distinction between inbound and outbound travel has already been discussed in the previous section and in terms of the concepts of the *visitor industry* and the *travel industry*. Three other types of demand segments that are related exclusively to the *visitor industry* will be discussed here. The first two demand categories are reported by the BEA in their national TTSA. They are: **leisure versus business travel**, and **resident versus non-resident travel**. The third demand category is typically reported in the RTIM: **type of traveler accommodation**. These three demand categories will be discussed in turn.

The distinction between **leisure versus business travel** is useful for several reasons. Economists like to distinguish between personal consumption expenditures on the one hand and business expenditures on the other. Indeed, this distinction is central for the National Income and Product Accounts (NIPAs). Those in the travel industry are more likely to be interested in this distinction because leisure travelers represent a more “marketable” segment because their travel choices are less determined by economic and business factors. Furthermore, business and leisure travelers tend to have different spending profiles. The availability of this information in either a state or regional TTSA or RTIM is essentially dependent on the availability of survey data (as it is at the national level). It should be noted, however, that such estimates are considerably less reliable for smaller geographic areas because of the limitations of survey data. Even at the state level, year-to-year changes in the composition of this demand segment should be interpreted in conjunction with other data.

The distinction between **resident versus non-resident travel** is fundamental to a national TTSA because it mirrors the distinction between the domestic economy and international transactions. Non-resident travel in the United States is considered an export in the official international transaction accounts.[7] The distinction is obviously also important because it is based on different political, legal, and currency regimes - factors that in themselves influence travel behavior. At the level of the state or region, the distinction between resident and nonresident travel is less important, although it is often reported.[8] There are at least two reasons why this distinction is less useful at state and regional levels.

First, there is considerably less of an economic rationale for distinguishing resident and non-resident travel at the level of the state, or any other political jurisdiction within the United States, than there is at the national level. States do not maintain interstate trade balance sheets that chart the flow of goods and services across state boundaries. From an economic point of view, the administration of the tax system is the primary, if only, reason for this distinction. In the case of travel and tourism, the evaluation of the tax impacts of resident versus nonresident travel might also be important.[9]

[7]Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

[8]The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category

[9]Nonresident visitors who pay taxes in their destination state represent an unambiguous gain for the state. This effect is less clear for resident travelers within the state.

Second, travel is behaviorally defined by length of distance from home (usually at least 50 miles one-way), trip purpose (non-routine), and/or the use of an overnight accommodation away from home. Rarely is domestic travel defined by virtue of crossing a geographic boundary.[10] The operators of tourist attractions in local communities are generally less interested in the origin of visitors than in the revenue that they generate for their businesses. In terms of the economic impacts at the *local* level, the distinction between in-state residents, out-of-state residents and international visitors may not be relevant other than for the purpose of marketing. However, other geographic characteristics of the visitor (e.g., distance traveled, the specific area of origin) are generally more useful measures of the visitor market than whether the visitor is a resident or nonresident.

Finally, the distinction among different ***types of traveler accommodations*** is generally reported in the RTIM. Typically, these categories are:

- Visitors who stay in hotels, motels, short term rentals, and similar lodging facilities
- Visitors who stay at campsites
- Visitors who stay in the private homes of friends or relatives
- Visitors who stay in vacation or second homes
- Visitors who do not stay in overnight accommodations on their trip away from home (day visitors).

These distinctions can be useful because estimates of economic impacts are often used for different purposes. The total of all accommodation types, of course, is an estimate of the total magnitude of the visitor industry. Visitors who stay in commercial lodging such as hotels and motels are most likely to have the greatest economic impact on a person-day basis. These visitors are also more likely to be influenced by marketing efforts. In urban areas, a large proportion will represent business travel. In other words, the type of accommodation category can be used in conjunction with other types of data to analyze the market characteristics of visitors.

[10]In essence, state level travel impact estimates really represent an aggregation of smaller geographic units, such as counties or regions. Populous states with large landmasses (e.g., California or Texas) will have a higher proportion of resident travel than small states (e.g., Rhode Island or Delaware).

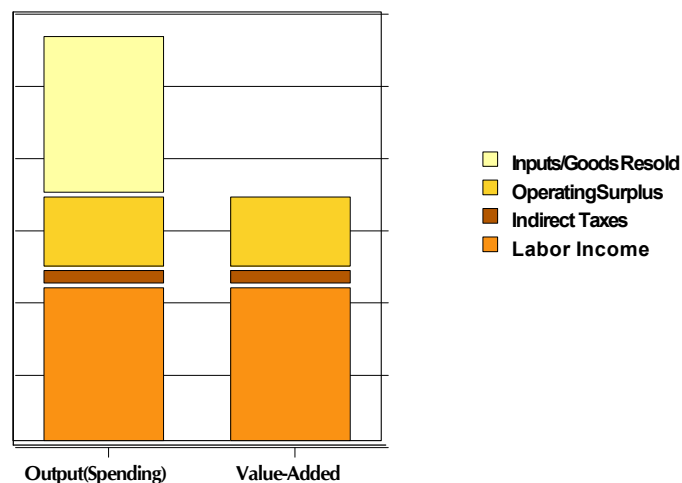
COMPONENTS OF INDUSTRY OUTPUT

Because both the RTIM and the TTSA are empirically linked to NAICS industry accounts, it is possible to provide estimates of different components of economic output. The major economic components most often estimated are.[11]

- Travel spending (Gross Output)
- Value-added (Gross Product)
- Earnings (labor income)
- Indirect business taxes (sales, excise, property taxes & fees).

The relationship of these components is shown below. As indicated, the value-added of a particular industry (the bar on the right) is equal to gross output (travel spending) minus the intermediate inputs used by travel industry businesses to produce the good or service. Restaurants, for example, prepare and serve the food products that are purchased from suppliers. Airlines purchase or lease airplanes from other firms. These intermediate inputs are not counted as part of the value-added of the travel industry. They are counted as value-added in other industries (e.g., agriculture, aerospace manufacturing).

Components of Industry Output



The distinction between gross output and value-added is probably even more important at the state or regional level. This is because the intermediate inputs that are purchased from other industries are even more likely to be purchased from businesses located in different regions or states. For example, the economic impact of air passenger travel in the state of

[11]There are some small differences between the BEA TTSA and the RTIM in what these components include. The BEA allocates proprietor income to Operating Surplus, the RTIM allocates it to Labor Income. The RTIM does not have an estimate of property taxes in indirect taxes. Overall, property taxes on businesses are a relatively small proportion of indirect taxes.

Hawaii should not include the purchase of airplanes manufactured in other parts of the world. Travel industry value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because a portion of the economic impact of visitor spending in the state will actually occur elsewhere.[12] Value-added can also be viewed in terms of the distribution or payout of industry receipts, exclusive of those paid to other firms for intermediate inputs. Some of the receipts are distributed to labor as wages, benefits, and proprietor income. Some receipts are paid to government as indirect taxes. These taxes are called “indirect” because most of them are actually paid by consumers in the form of sales or excise taxes.[13] The remainder leaves gross operating surplus. Out of gross operating surplus various payments are made in the form of dividends, interest, and other payments, or retained by the firm. The sum of these three broad categories of payments is equal to travel industry value-added. To summarize:

Value-added = Spending *less* intermediate goods & services, or

Value-added = Labor Income *plus* indirect business taxes *plus* gross operating surplus.

The RTIM is similar to the TTSA in that it also provides estimates of these components of economic output. Travel spending, earnings, and tax impacts are generally provided at the state or regional level. Value-added is generally reported at the state-level only (sometimes referred to as Travel Industry Gross State Product). At the level of the state, travel industry value-added or GSP is an important measure – more economically meaningful than travel spending.[14] For smaller geographic areas, however, the rationale for reporting value-added is less clear. First, there are real data limitations and data costs in deriving these estimates. Second, ***the most important components of value added for the travel industry are earnings and tax receipts***. Because the travel industry is relatively labor intensive and because a large proportion of travel industry goods and services are subject to excise and sales taxes, these two components of value-added (labor income and indirect taxes) are relatively high for the travel industry. The local effects of gross operating surplus are generally less important and certainly much more difficult to assess than are earnings and tax impacts. The relevance of earnings and tax receipts is also in keeping the export-oriented emphasis of the travel industry: earnings and tax receipts are more likely to stay in the local economy than is operating surplus.

[12]It should also be noted the value of the intermediate inputs used by travel industry firms will not necessarily disappear if the travel industry stops buying them. Aerospace firms will shift their production to other users (e.g., military). Agriculture will seek new markets for their products.

[13]Other taxes included here are property taxes, business franchise taxes, and other fees. Income taxes are not included, because they are paid out of operating surplus.

[14]It is also possible to compare different industries with respect to their value-added. It is more difficult and less useful to compare industries on the basis of sales.

INDIRECT, INDUCED AND SECONDARY EFFECTS

To this point, the discussion of travel industry accounts has referred only to the direct output components. That is, the ripple effects of the re-spending of travel industry receipts throughout the larger economy have not been analyzed. The structure of both the TTSA and the RTIM permit such analysis.

- **Indirect** effects refer to the intermediate inputs used to produce the final product or service, providing that those inputs are themselves produced within the designated geographic area.
- **Induced** effects refer to the purchase of goods and services by *employees* that are attributable to direct and indirect impacts. These induced impacts are derived from economic data that describe the purchasing patterns of households. For example, employees of all the designated export-oriented industries will spend their income on food, household durables, health care, and so on.
- The sum of indirect and induced impacts is sometimes referred to as the **secondary** effect. These secondary impacts may be as great or greater than the direct impact alone.
- The ratio of the total effects (direct plus either indirect, induced, or secondary) to the direct effects is the **multiplier**.

The BEA reports the **indirect** components of economic output. This is equivalent to domestic travel spending less the goods and services imported from abroad to meet domestic demand. For travel, these imports would include souvenirs manufactured in China and petroleum extracted in Saudi Arabia. The indirect output multiplier for 2002 was 1.76. The ratio of domestic travel spending to travel industry value-added was 1.88. The difference reflects the intermediate inputs for travel imported from abroad.

At the state level, these indirect output multipliers are typically lower because relatively more of the intermediate inputs are purchased from outside of the state. At the county or metropolitan level, the multipliers are generally even lower for the same reason. Furthermore, the estimates are usually less reliable because of the data limitations of the regional input-output model used to estimate the indirect effects.

The BEA does not report **induced** effects - the effect of household spending of the direct and indirect labor income. Typically, these induced effects will be larger than the indirect effects at the state or regional level, in part because they are based on both the direct and indirect components.¹⁵ As with indirect effects, the induced effects will also tend to be lower for smaller economic areas and the reliability of the estimates will be less.

[15]The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

Secondary effects should be interpreted cautiously. These effects describe the relationship of economic transactions at a point in time. These relationships will not necessarily remain constant with a change in direct economic output. This is because all economic resources have alternative uses. Because of this, it is often difficult to determine the effect of an increase or decrease in visitor spending on the larger economic system over time.

THE REGIONAL TRAVEL IMPACT MODEL AND TRAVEL & TOURISM SATELLITE ACCOUNTS COMPARED

This appendix has provided an overview of Dean Runyan Associates RTIM and the Bureau of Economic Analysis' domestic TTSA. These travel industry accounts are similar in terms of how they define the travel industry and the measures of the industry that are reported. The differences stem largely from their different levels of analysis - the BEA provides estimates at the national level only, while the RTIM's are typically constructed on a state or regional level. Because of this geographic focus, the RTIM provides a distinction between the visitor industry and the travel industry. The RTIM also provides measures of all of the components of economic output and secondary effects at the state or large region level. At smaller units of analysis, however, the emphasis is on earnings and tax receipts generated by travel spending as these are the most reliable and meaningful measures of the economic impact of travel at the local level.

Texas Earnings and Employment by Industry Sector, 2017

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
Primarily Export-Oriented	132,521	13.3%	1,770	10.4%
Agriculture, Forestry, Fishing and related	4,773	0.5%	325	1.9%
Mining	46,137	4.6%	507	3.0%
Manufacturing	81,611	8.2%	937	5.5%
<i>**Travel</i>	25,722	2.6%	678	4.0%
Primarily Non Export-Oriented	478,556	47.9%	8,570	50.5%
Construction	81,512	8.2%	1,142	6.7%
Utilities	8,559	0.9%	67	0.4%
Wholesale trade	57,445	5.7%	642	3.8%
Retail trade	57,718	5.8%	1,630	9.6%
Real estate and rental and leasing	25,047	2.5%	738	4.4%
Management of companies and enterprises	19,335	1.9%	202	1.2%
Administrative and waste services	46,114	4.6%	1,113	6.6%
Other services, except public administration	35,201	3.5%	978	5.8%
Government and government enterprises	147,625	14.8%	2,059	12.1%
Mixed	388,314	38.9%	6,623	39.0%
Transportation and warehousing	57,349	5.7%	716	4.2%
Information	21,122	2.1%	249	1.5%
Finance and insurance	63,524	6.4%	1,033	6.1%
Professional and technical services	97,420	9.7%	1,128	6.7%
Educational services	10,246	1.0%	268	1.6%
Health care and social assistance	96,466	9.7%	1,658	9.8%
Leisure and Hospitality	42,186	4.2%	1,570	9.3%
Texas Total**	999,391	100.0%	16,963	100.0%

**Travel is not included in the sub and grand totals because it is also represented in other sectors (primarily leisure and hospitality, transportation, and retail trade).

Industry Groups

Accommodation & Food Services

- Food services and drinking places
- Hotels and motels, including casino hotels
- Other accommodations

Arts, Entertainment & Recreation

- Amusement parks, arcades, and gambling industries
- Bowling centers
- Fitness and recreational sports centers
- Independent artists, writers, and performers
- Museums, historical sites, zoos, and parks
- Other amusement and recreation industries
- Performing arts companies
- Promoters of performing arts and sports and agents for public figures
- Spectator sports companies

Construction

- Construction of new nonresidential commercial and health care structures
- Construction of new nonresidential manufacturing structures
- Construction of new residential permanent site single- and multi-family structures
- Construction of other new nonresidential structures
- Construction of other new residential structures
- Maintenance and repair construction of nonresidential structures
- Maintenance and repair construction of residential structures

Education and Health Services

- Child day care services
- Community food, housing, and other relief services, including rehabilitation services
- Home health care services
- Individual and family services
- Medical and diagnostic labs and outpatient and other ambulatory care services
- Nursing and residential care facilities
- Offices of physicians, dentists, and other health practitioners
- Other private educational services
- Private elementary and secondary schools
- Private hospitals
- Private junior colleges, colleges, universities, and professional schools

Financial Activities

- Commercial and industrial machinery and equipment rental and leasing
- Funds, trusts, and other financial vehicles
- General and consumer goods rental except video tapes and discs
- Imputed rental activity for owner-occupied dwellings
- Insurance agencies, brokerages
- Insurance carriers
- Lessors of nonfinancial intangible assets
- Monetary authorities and depository credit intermediation activities
- Nondepository credit intermediation and related activities
- Real estate establishments
- Securities, commodity contracts, investments, and related activities
- Video tape and disc rental

Information

- Book publishers
- Cable and other subscription programming
- Data processing, hosting, ISP, web search portals and related services
- Directory, mailing list, and other publishers
- Internet publishing and broadcasting
- Motion picture and video industries
- Newspaper publishers
- Other information services
- Periodical publishers
- Radio and television broadcasting
- Software publishers
- Sound recording industries
- Telecommunications

Manufacturing & Utilities

(280 industries)

Natural Resources and Mining

- All other crop farming
- Animal production, except cattle and poultry and eggs
- Cattle ranching and farming
- Commercial fishing
- Commercial hunting and trapping
- Commercial logging
- Cotton farming
- Dairy cattle and milk production
- Drilling oil and gas wells
- Extraction of oil and natural gas
- Forestry, forest products, and timber tract production
- Fruit farming
- Grain farming
- Greenhouse, nursery, and floriculture production
- Mining and quarrying other nonmetallic minerals
- Mining and quarrying sand, gravel, clay, and ceramic and refractory minerals
- Mining and quarrying stone
- Mining coal
- Mining copper, nickel, lead, and zinc
- Mining gold, silver, and other metal ore
- Mining iron ore
- Oilseed farming
- Poultry and egg production
- Sugarcane and sugar beet farming
- Support activities for agriculture and forestry
- Support activities for oil and gas operations
- Support activities for other mining
- Tobacco farming
- Tree nut farming
- Vegetable and melon farming

Other Services

- Automotive repair and maintenance, except car washes
- Car washes
- Civic, social, professional, and similar organizations
- Commercial and industrial machinery and equipment repair and maintenance
- Death care services
- Dry-cleaning and laundry services
- Electronic and precision equipment repair and maintenance
- Grantmaking, giving, and social advocacy organizations
- Other personal services
- Personal and household goods repair and maintenance
- Personal care services
- Private household operations
- Religious organizations

Professional and Business Services

- Accounting, tax preparation, bookkeeping, and payroll services
- Advertising and related services
- All other miscellaneous professional, scientific, and technical services
- Architectural, engineering, and related services
- Business support services
- Computer systems design services
- Custom computer programming services
- Employment services
- Environmental and other technical consulting services
- Facilities support services
- Investigation and security services
- Legal services
- Management of companies and enterprises
- Management, scientific, and technical consulting services
- Office administrative services
- Other computer related services, including facilities management
- Other support services
- Photographic services
- Scientific research and development services
- Services to buildings and dwellings
- Specialized design services
- Travel arrangement and reservation services
- Veterinary services
- Waste management and remediation services

Public Administration

- Federal electric utilities
- Other Federal Government enterprises
- Other state and local government enterprises
- State and local government electric utilities
- State and local government passenger transit
- US Postal Service

Trade

- Retail Nonstores - Direct and electronic sales
- Retail Stores - Building material and garden supply
- Retail Stores - Clothing and clothing accessories
- Retail Stores - Electronics and appliances
- Retail Stores - Food and beverage
- Retail Stores - Furniture and home furnishings
- Retail Stores - Gasoline stations
- Retail Stores - General merchandise
- Retail Stores - Health and personal care
- Retail Stores - Miscellaneous
- Retail Stores - Motor vehicle and parts
- Retail Stores - Sporting goods, hobby, book and music
- Wholesale trade businesses

Transport

- Automotive equipment rental and leasing
- Couriers and messengers
- Scenic and sightseeing transportation and support activities for transportation
- Transit and ground passenger transportation
- Transport by air
- Transport by pipeline
- Transport by rail
- Transport by truck
- Transport by water
- Warehousing and storage