

# **The Economic Impact of Travel on Texas**

## ***1994-2015p***

*July 2016*

*Prepared for*

Texas Tourism  
Office of the Governor  
Texas Economic Development & Tourism

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# **THE ECONOMIC IMPACT OF TRAVEL ON TEXAS 1994-2015p**

Texas Tourism  
Office of the Governor  
Economic Development & Tourism

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Portland, Oregon

***July 2016***

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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 RATE OF GROWTH OF THE TEXAS TRAVEL INDUSTRY SLOWED IN 2015, FOLLOWING FOUR YEARS OF EXPANSION

- Current spending decreased by 2.2 percent in 2015, compared to a 4.8 percent increase in 2014.
- Real spending (adjusted for inflation) increased by 2.7 percent in 2015, compared to 4.7 percent the preceding year.
- Room demand increased by 0.7 percent, compared to 4.8 percent in 2014.
- State and local tax revenue generated by travel spending increased by 4.9 percent in 2015, compared to the previous 6.1 percent.

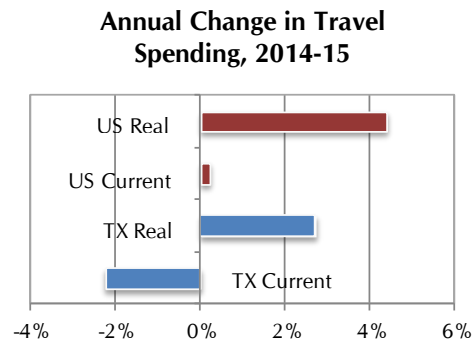
However, growth in travel generated employment and earnings remained strong. Employment increased by 3.5 percent for the year, similar to the 3.7 percent per year annual average since 2010. This is not necessarily an inconsistency as changes in employment in the travel industry typically lag changes in visitor volume and spending.

### THE EFFECT OF MOTOR FUEL PRICES ON TRAVEL SPENDING

Between 2010 and 2014, expenditures on motor fuel constituted between 17 and 20 percent of all travel spending in Texas. In 2015, spending on motor fuel constituted only 12.6 percent due to the sharp decrease (25 percent) in the price of motor fuel. This explains the difference between the current spending decrease of 2.2 percent for the year and the 2.7 percent increase in real, inflation-adjusted spending.<sup>1</sup>

As the graph indicates, the difference between real and current travel spending for the U.S. (+4.4% and +0.2%) and for Texas (+2.7% & -2.2%) was similar due to the decline in motor fuel prices.

Sources: U.S. Bureau of Economic Analysis and Dean Runyan Associates.



<sup>1</sup> Because virtually all Texas counties and cities were affected by the decrease in motor fuel prices, non-transportation visitor spending is distinguished in the report from total and visitor spending.

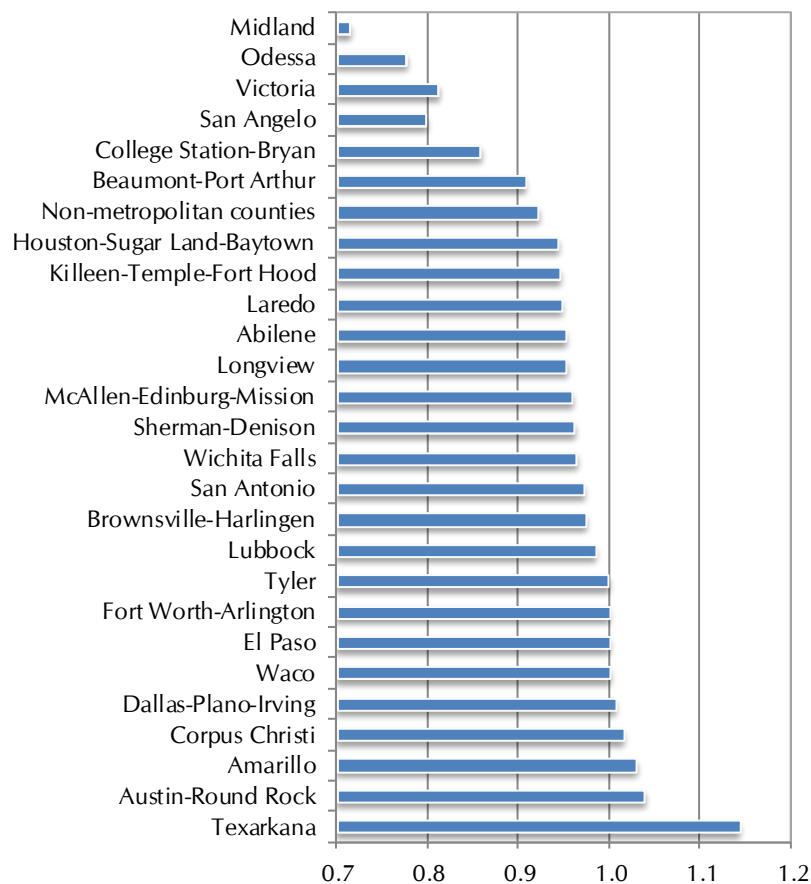
## THE TEXAS TRAVEL WAS AFFECTED BY THE DECLINE IN OIL & GAS PRODUCTION

The contraction of the oil and gas industries had three effects:

- A decline in related business travel
- A decline in leisure travel due to the loss of personal income generated by the industry
- A decline in spending on leisure and hospitality services by those temporarily employed in the industry.<sup>2</sup>

While it is not possible to separate out these three effects, the areas of the state that experienced the largest decreases in the growth of visitor spending in 2015 were relatively dependent on the oil and gas industry.

### Change in Non-transportation Visitor Spending by Metropolitan Area, 2014-15\*



\*Change is defined as the change in non-transportation spending for 2014-15 divided by the change in spending for 2013-14. For example, Midland's spending decreased by a factor 0.865 in 2015 and increased by a factor of 1.210 in 2014 for a change score of 0.71. A value of 1 indicates no change.

<sup>2</sup> Some of these employees resided in accommodations normally utilized by visitors. Visitor impacts were thus slightly overstated in those areas of the state where oil and gas production increased in recent years. Similarly, some of the current decline in visitor impacts is overstated for those areas.

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## PREFACE

The purpose of this study is to document the economic significance of the travel industry in Texas from 1994 to 2015. 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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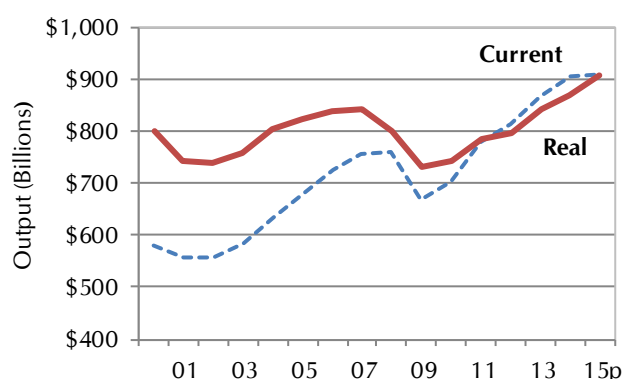
## I. U.S. TRAVEL



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.<sup>1</sup> Both graphs show direct tourism output for the United States – spending by resident and foreign visitors. The 2015 values are preliminary.

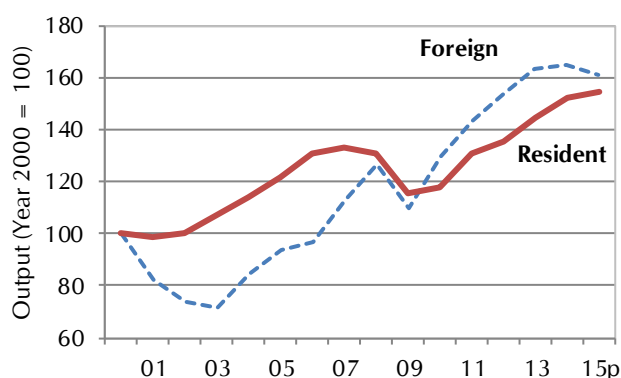
### Annual Direct Travel Spending in U.S., 2000-15p



Spending by resident and foreign visitors was \$909 billion in 2015 in current dollars. This reflects virtually no increase over 2014, largely due to lower prices for motor fuel. When adjusted for changes in prices (real dollars), spending increased by 4.4 percent from 2014 to 2015 – compared to a 3.1 for the preceding year.

### Spending by Foreign\* and Resident Travelers in U.S.

(Current Dollars; Year 2000 = 100)



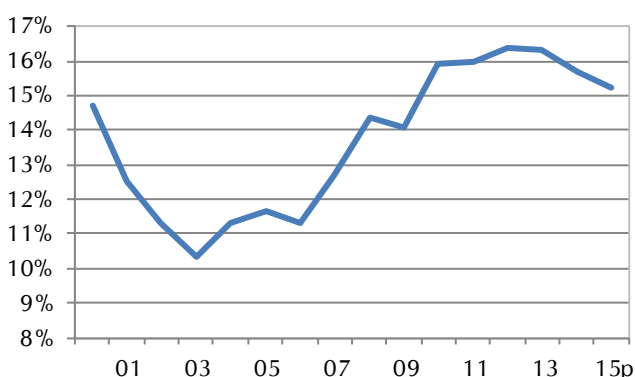
\*Note: Foreign visitor spending does not include expenditures on health and educational services or expenditures by short term seasonal workers.

The bottom chart compares the change in current dollar spending by resident and foreign visitors since 2000. In 2015, the increase in spending by resident visitors (1.4 percent) exceeded the increase in foreign visitor spending (-2.2 percent). This is the second consecutive year that resident spending growth was greater than foreign.

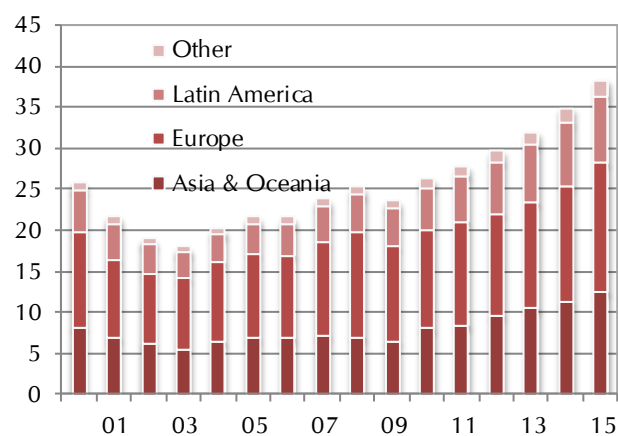
<sup>1</sup> See <http://www.bea.gov/industry/index.htm#satellite>.

The top left chart shows that the foreign share of U.S. internal travel has declined over the past two years because of the lower rate of growth of foreign visitor spending (shown in preceding chart).<sup>2</sup> However, as the graph on the right indicates, overseas arrivals to the U.S. have been increasing. Much of the explanation for the declining foreign share of internal travel in the U.S. is due to the increasing value of U.S. currency (see bottom left chart). As the value of foreign currencies fall relative to the U.S. dollar, foreign visitors have less money to spend on U.S. goods and services.

**Foreign Share of U.S. Internal Travel Spending**

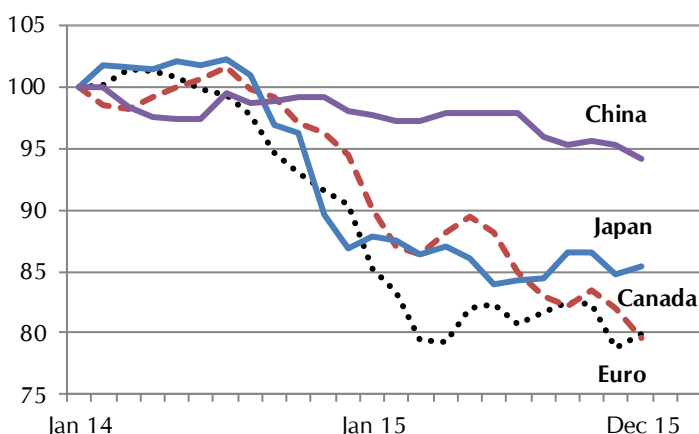


**Overseas Arrivals (Millions)**



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

Monthly Averages, 2014 through 2015



Sources:

Foreign Share of U.S Internal Travel: Bureau of Economic Analysis Travel & Tourism Satellite Accounts and International Transactions.

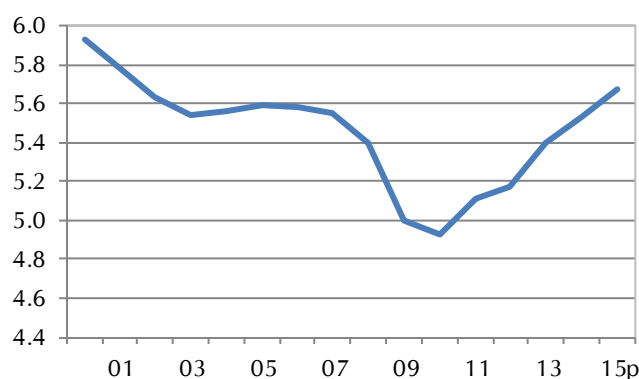
Overseas Arrivals: Office of Travel and Tourism Industries, U.S. Department of Commerce. Note: Arrivals for 2014 and 2015 are somewhat greater than preceding years due to a change in processing methodology.

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

<sup>2</sup> Internal travel does not include spending on international airfares to U.S carriers.

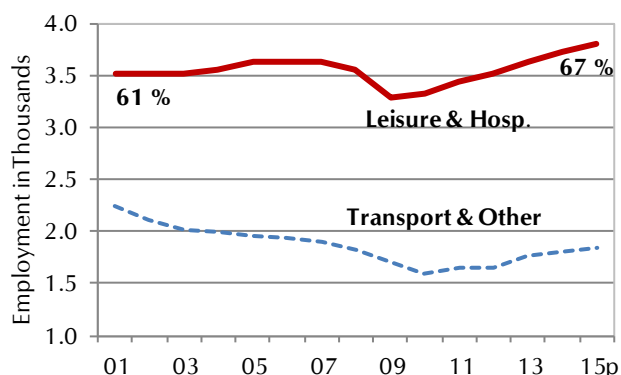
The following two graphs show employment trends since 2000. The first graph shows that travel-generated employment has increased at a steady rate since 2010. Travel industry employment has now recovered to the level immediately preceding the 2008-09 recession, although it is still below its peak earlier in that decade. Part of the reason for this is shown in the second graph. Leisure and hospitality employment was 3.8 million in 2015 or 67 percent of total travel industry employment, compared to 3.6 million in 2000 or 61 percent of the total. Most of this growth was due to food services employment. However, 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.

### U.S. Travel Industry Employment



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

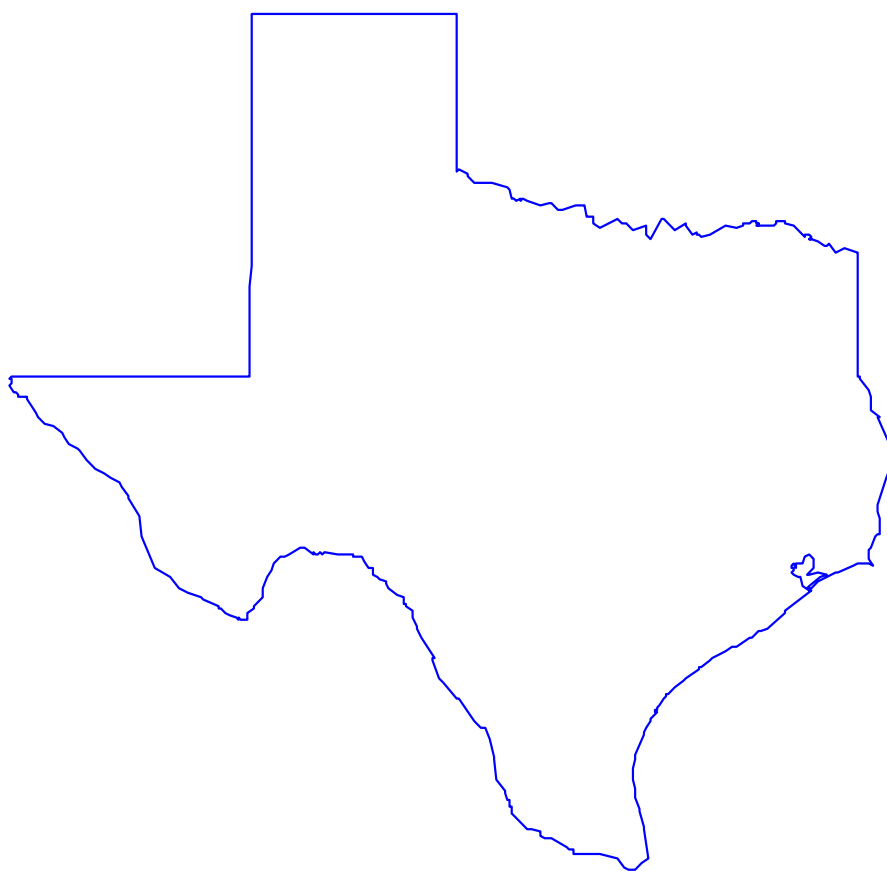
### Components of U.S. Travel Industry Employment



Source: See above graph. Leisure & hospitality includes accommodations, food services, and arts, entertainment & recreation. Transportation and other includes retail and all other industries.



## **II. TEXAS TRAVEL IMPACTS 1994-2015P**



The multi-billion dollar travel industry in Texas is a vital part of the state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, gasoline service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in Texas produces business receipts at these firms, which in turn, employ Texas residents and pay their wages and salaries. State and local government units benefit from travel as well, primarily in the form of excise taxes on the goods and services purchased by visitors. Detailed travel impacts for 1994 through 2015p are reported on pages 7-8. A summary of the Texas travel industry performance follows.

### **IMPACTS OF TRAVEL IN TEXAS: A SUMMARY**

- Total direct travel spending in Texas was \$68.7 billion in 2015. This represents a 2.2 percent decrease over the preceding year in current dollars. However, in real dollars (adjusted for inflation), travel spending increased by 2.7 percent.
- A 25 percent decline in motor fuel prices accounted for the decrease in current dollar spending and the difference between the change in current and real dollar spending. Lower motor fuel prices affected the level of travel spending in all regions, counties and cities.<sup>1</sup>
- Room demand increased by 0.7 percent from 2014 to 2015 (Source Strategies, Inc.) This compares to a 4.8 percent increase the preceding year. Visitor air travel on domestic flights to Texas destinations increased by 7.0 percent, compared to 3.6 percent the preceding year.
- Direct travel-generated employment increased by 3.5 percent for the year, while earnings increased by 9.5 percent. This was the fifth consecutive year of employment growth. Since 2010, employment has increased by 3.7 percent per year.
- State and local tax revenue (\$6.2 billion) increased by 4.9 percent from 2014 to 2015.
- Travel spending supported jobs in other industries through the re-spending of travel-related revenues by businesses and individuals. The secondary impacts in 2015 were 487,500 jobs and \$27.8 billion in earnings.
- The gross domestic product (GDP) of the Texas travel industry was \$33.5 billion in 2015. This is similar to other *export-oriented industries* such as microelectronics and agriculture/food production. Only oil and gas production and related manufacturing has a significantly greater GDP.

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<sup>1</sup> For this reason, transportation and non-transportation visitor spending is reported in the summary spending tables for all areas in the state.

## Texas Direct Travel Impacts, 1994-2006

	1994	1996	1998	2000	2002	2004	2006
<b>Total Direct Travel Spending (\$Billion)</b>							
Visitor 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 Direct Spending	27.5	30.6	33.8	40.1	38.5	43.1	52.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>							
Hotel, Motel	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
Visitor Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>							
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
Visitor Spending	23.4	26.1	28.7	34.1	33.3	37.3	46.0
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>							
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 Direct Earnings	8.6	9.6	10.8	12.8	13.4	14.0	15.8
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
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 Direct Employment	431.1	445.3	464.0	505.6	490.3	502.5	531.7
<b>Government Revenue Generated by Travel Spending (\$Billion)***</b>							
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 Direct Gov't Revenue	4.4	4.5	5.4	6.3	6.1	6.6	7.6

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Texas Direct Travel Impacts, 2008-2015p

	2008	2010	2011	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Billion)</b>							
Visitor Spending	52.1	48.9	53.4	56.6	58.7	61.2	59.4
Other Travel*	7.2	7.0	7.6	8.3	8.4	9.1	9.3
Total Direct Spending	59.2	55.9	61.1	64.8	67.1	70.3	68.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Billion)</b>							
Hotel, Motel	29.4	27.4	30.9	33.3	34.9	36.9	36.3
Private Campground	0.7	0.8	0.8	0.8	0.9	0.9	0.8
Public Campground	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Private Home	11.2	10.6	11.4	11.7	11.9	12.1	11.6
Vacation Home	0.9	0.8	0.9	0.9	0.9	0.9	0.9
Day Travel	9.7	9.1	9.2	9.6	9.9	10.1	9.6
Visitor Spending	52.1	48.9	53.4	56.6	58.7	61.2	59.4
<b>Visitor Spending by Commodity Purchased (\$Billion)</b>							
Accommodations	8.6	7.7	8.7	9.5	10.3	11.3	11.7
Food Service	9.6	9.8	10.6	11.3	11.9	12.7	13.3
Food Stores	2.1	2.1	2.3	2.4	2.5	2.7	2.7
Local Tran. & Gas	15.0	12.5	14.4	14.7	14.8	14.6	11.6
Arts, Ent. & Rec.	5.1	5.0	5.2	5.5	5.7	5.9	6.0
Retail Sales	7.5	7.6	7.9	8.3	8.5	8.8	8.9
Visitor Air Tran.	4.2	4.1	4.5	4.8	4.9	5.2	5.2
Visitor Spending	52.1	48.9	53.4	56.6	58.7	61.2	59.4
<b>Industry Earnings Generated by Travel Spending (\$Billion)</b>							
Accom. & Food Serv.	7.4	7.6	8.3	8.9	9.4	10.1	10.8
Arts, Ent. & Rec.	2.7	2.8	2.9	3.1	3.3	3.6	3.9
Retail**	1.7	1.7	1.8	1.9	2.0	2.1	2.2
Ground Tran.	0.4	0.4	0.4	0.4	0.4	0.5	0.5
Visitor Air Tran.	1.6	1.6	1.7	1.7	1.9	1.8	2.2
Other Travel*	2.9	2.9	3.0	3.1	3.5	3.5	4.1
Total Direct Earnings	16.8	17.1	18.1	19.2	20.5	21.6	23.7
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	288.1	285.3	301.2	313.9	329.8	341.8	352.8
Arts, Ent. & Rec.	118.6	117.7	119.2	121.6	127.4	136.3	140.6
Retail**	73.0	70.1	71.5	72.7	74.8	77.0	79.5
Ground Tran.	12.6	11.1	11.1	11.5	12.2	13.0	13.3
Visitor Air Tran.	19.0	17.8	18.1	19.6	19.5	17.6	19.1
Other Travel*	41.0	38.3	38.6	41.4	41.7	40.1	42.6
Total Direct Employment	552.4	540.4	559.7	580.8	605.4	625.8	647.9
<b>Government Revenue Generated by Travel Spending (\$Billion)***</b>							
Local Tax Receipts	1.7	1.8	1.8	2.0	2.1	2.2	2.4
Visitor	1.0	0.9	1.0	1.1	1.2	1.3	1.3
Business/Employee	0.8	0.8	0.8	0.9	0.9	1.0	1.1
State Tax Receipts	3.1	3.0	3.1	3.3	3.5	3.7	3.8
Visitor	2.5	2.4	2.5	2.6	2.8	2.9	3.0
Business/Employee	0.6	0.6	0.6	0.7	0.7	0.8	0.8
Federal Tax Receipts	3.3	3.3	3.2	3.4	3.8	4.0	4.2
Total Direct Gov't Revenue	8.1	8.1	8.1	8.6	9.3	9.9	10.4

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## TRAVEL TRENDS

### Texas Direct Travel Impacts, 2000-2015p

	2000	2005	2010	2014	2015p	Annual % Chg. 14-15p	00-15p
<b>Spending (\$Billions)</b>							
Total (Real 2015 \$)	51.3	55.5	57.9	66.9	68.7	2.7%	2.0%
Total (Current \$)	40.1	48.1	55.9	70.3	68.7	-2.2%	3.7%
Other	6.1	6.0	7.0	9.1	9.3	2.1%	2.9%
Visitor	34.1	42.1	48.9	61.2	59.4	-2.9%	3.8%
Non-transportation	23.5	28.0	32.3	41.4	42.6	2.9%	4.0%
Transportation	10.5	14.1	16.7	19.8	16.9	-15.0%	3.2%
<b>Earnings (\$Billions)</b>							
Earnings (Current \$)	12.8	14.8	17.1	21.6	23.7	9.5%	4.2%
<b>Employment (Thousands)</b>							
Employment	505.6	525.3	540.4	625.8	647.9	3.5%	1.7%
<b>Tax Revenue (\$Billions)</b>							
Total (Current \$)	6.3	7.0	8.1	9.9	10.4	5.2%	3.4%
Local	1.2	1.5	1.8	2.2	2.4	6.6%	4.6%
Visitor	0.7	0.8	0.9	1.3	1.3	3.7%	4.6%
Business or Employee	0.6	0.7	0.8	1.0	1.1	10.3%	4.6%
State	2.3	2.6	3.0	3.7	3.8	3.7%	3.5%
Visitor	1.8	2.1	2.4	2.9	3.0	2.6%	3.3%
Business or Employee	0.5	0.5	0.6	0.8	0.8	8.0%	4.0%
Federal	2.7	2.9	3.3	4.0	4.2	5.8%	2.8%

**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 motor fuel, 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.

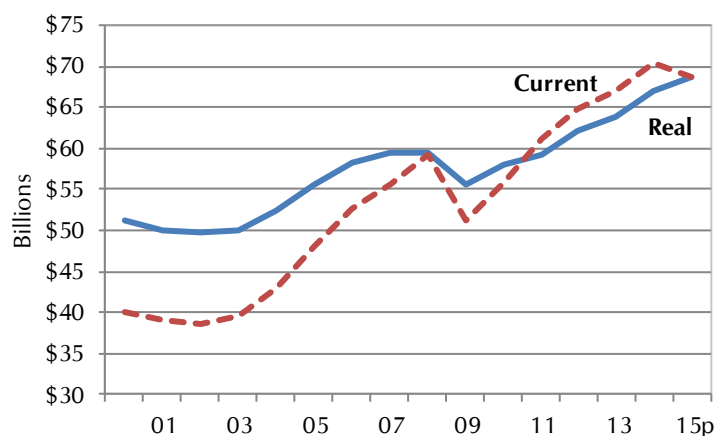
**Local tax revenue** includes lodging taxes, sales taxes and airport passenger facility charges paid by visitors, and the property tax payments and sales tax payments attributable to the travel industry income of businesses and employees.

**State tax revenue** includes lodging, sales, beverage and motor fuel tax payments of visitors, and the franchise tax payments attributable to the travel industry income of businesses and sales tax payments attributable to the travel industry income of employees.

**Federal tax revenue** includes motor fuel excise taxes and airline ticket taxes, and the payroll and income taxes attributable to the travel industry income of employees and businesses.

## VISITATION

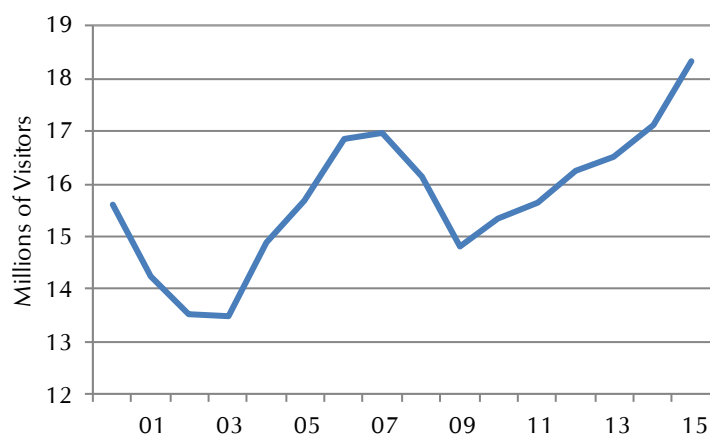
**Texas Travel Spending in Real and Current Dollars**



In real dollars, travel spending in Texas increased by 2.7 percent from 2014 to 2015p, following a 4.7 percent increase the preceding year. The lower rate of increase in real dollars was primarily due to the contraction of the oil and gas production industries. The decline in current dollar spending of 2.2 percent was also due to lower motor fuel prices.

Sources: South Urban CPI (U.S. Department of Labor), Source Strategies Inc. (San Antonio, Texas), Air Passenger Origin and Destination Survey (U.S. Department of Transportation), and Energy Information Administration (U.S. Department of Energy).

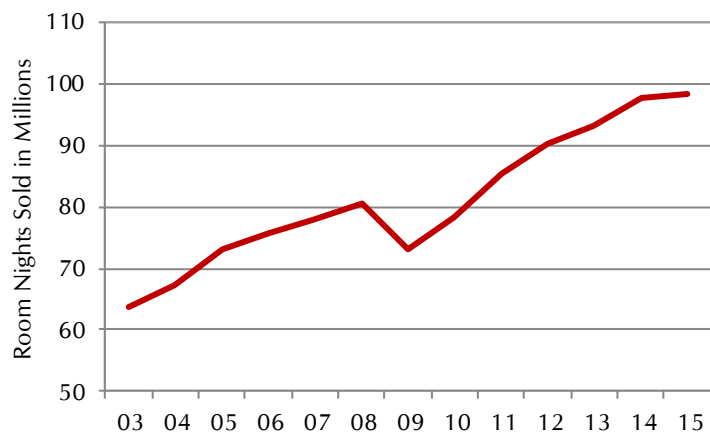
**Domestic Air Passenger Visitor Arrivals to Texas**



Visitor air arrivals to Texas destinations on domestic flights increased by 7.0 percent from 2014 to 2015p. This follows a 3.6 percent increase the preceding year.

Source: Air Passenger Origin and Destination Survey (U.S. Department of Transportation).

**Texas Hotel/Motel Room Demand**

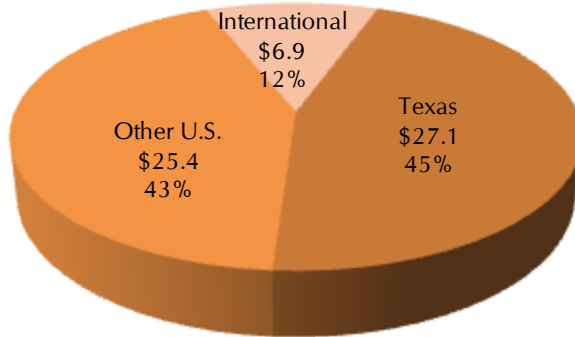


Room demand weakened in 2015, consistent with the lower rate of growth in real dollar spending. Room demand increased by 0.7 percent from 2014 to 2015, following a 4.8 percent increase the preceding year.

Source: Source Strategies Inc. (San Antonio, Texas).

## VISITOR ORIGIN

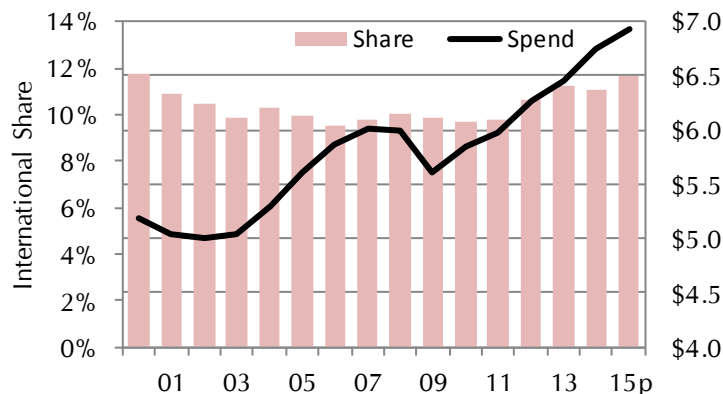
**Visitor Spending at Texas Destinations  
by Origin of Visitor, 2015p**



More than one-half of all visitor spending in Texas was generated by residents of other states and countries in 2015.

International visitors spent \$6.9 billion in Texas in 2015, equivalent to 12 percent of all visitor spending in the state.

**International Visitor Spending in Texas, 2000-15p**  
Spending in Real 2015 US\$



Sources: Dean Runyan Associates, International Trade Administration (U.S. Dept. of Commerce), Bureau of Economic Analysis (U.S. Dept. of Commerce), Air Passenger Origin and Destination survey (U.S. Dept. of Transportation) and TNS TravelsAmerica visitor survey.

**Texas Travel Impacts, 2015p**  
Origin of Visitor

Origin	Spending (\$ Billion)	Earnings (\$ Billion)	Employment (Thousand)	Tax Receipts (\$ Million)		
				Local	State	Federal
Texas	27.1	7.8	267.1	960	1,750	1,370
Other U.S.	25.4	7.6	252.7	1,160	1,630	1,260
International	6.9	2.0	66.4	280	430	340
All Visitors	59.4	17.4	586.2	2,400	3,810	2,960
Other Travel	9.3	4.1	42.6			1,220
Total Travel	68.7	21.5	628.8	2,400	3,810	4,180

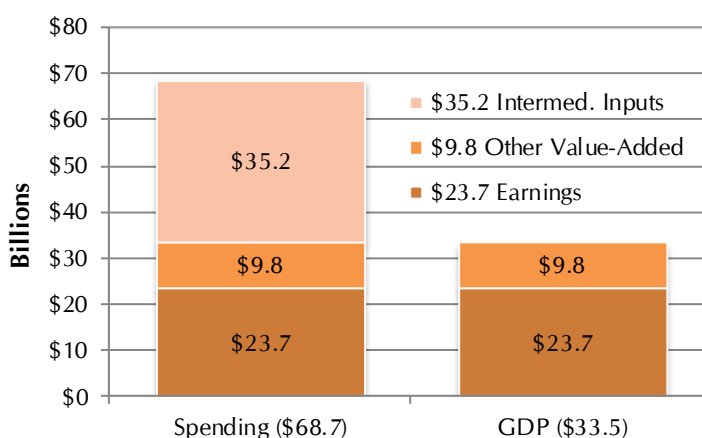
Note: Other travel includes resident passenger air travel, convention and trade shows, and travel arrangement services.

## 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.<sup>2</sup>

**GDP of Texas Travel Industry, 2015p**



Source: Dean Runyan Associates, Implan Group, LLC, and Bureau of Economic Analysis. Other value-Added includes indirect business taxes and operating surplus.

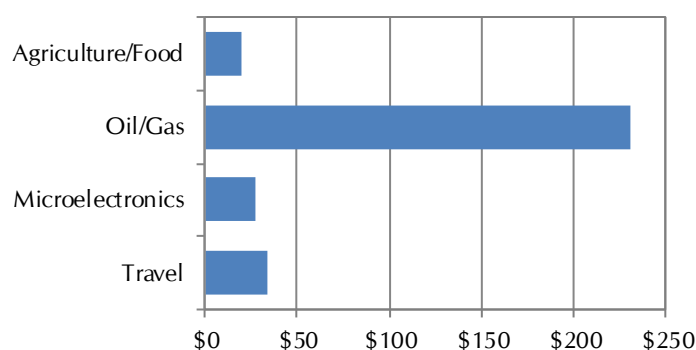
<sup>2</sup> It should be noted that the estimates reported here represent only the direct impacts of travel spending. A portion of the inputs purchased by travel businesses in Texas will be delivered by other Texas firms that are not strictly part of the travel industry, as defined here. For example, 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 16 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.

**Texas Export-Oriented Industries, 2015p**  
**Gross Domestic Product (Billions)**



Gross Domestic Product (Billions)	
Agriculture/Food	\$20.1
Oil/Gas	\$231.1
Microelectronics	\$27.4
Travel	\$33.5

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.<sup>3</sup> See page 18 of this report.

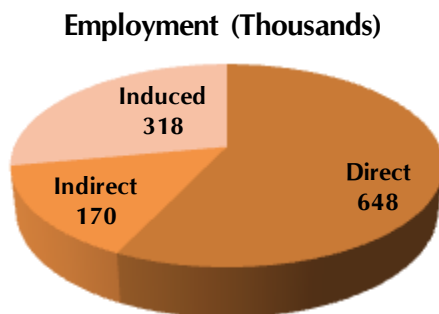
<sup>3</sup> These business taxes include property taxes, licenses and fees and the sales and excise taxes collected from consumers.

## SECONDARY IMPACTS<sup>4</sup>

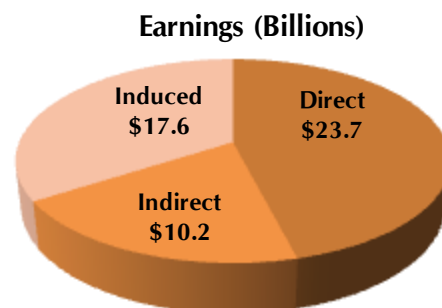
Travel spending within Texas brings money into many Texas communities in the form of business receipts. Portions of these receipts are spent within the state for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services in the state. This re-spending of travel-related 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.

### Total Employment and Earnings Generated by Travel Spending in Texas, 2015p



Total Employment = 1,135,000 jobs.



Total Earnings = \$51.5 billion.

Sources: Dean Runyan Associates and Implan Group, LLC. Details may not add to totals due to rounding. The employment multiplier is 1.75 (1,135/648). The earnings multiplier is 2.17 (51.5/23.7).

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<sup>4</sup> A more detailed analysis of direct and secondary employment can be found in *Texas Travel Industry Employment and Wages* (January 2013) prepared by Dean Runyan Associates for Texas Tourism. This report compares average hourly wages, educational attainment, demographic characteristics and other factors for occupations in the Texas travel industry and other industries in the state.

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**

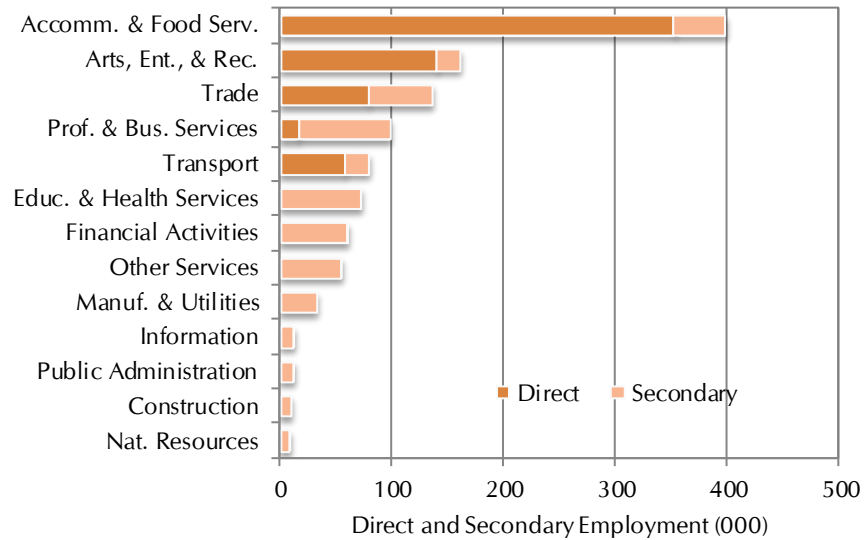
As is indicated in the following tables and graphs, the total direct employment and earnings of these four industry groups is identical to the total direct employment and earnings shown in the first part of this section. The only difference is that these industry groups represent industry groupings (firms) 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:

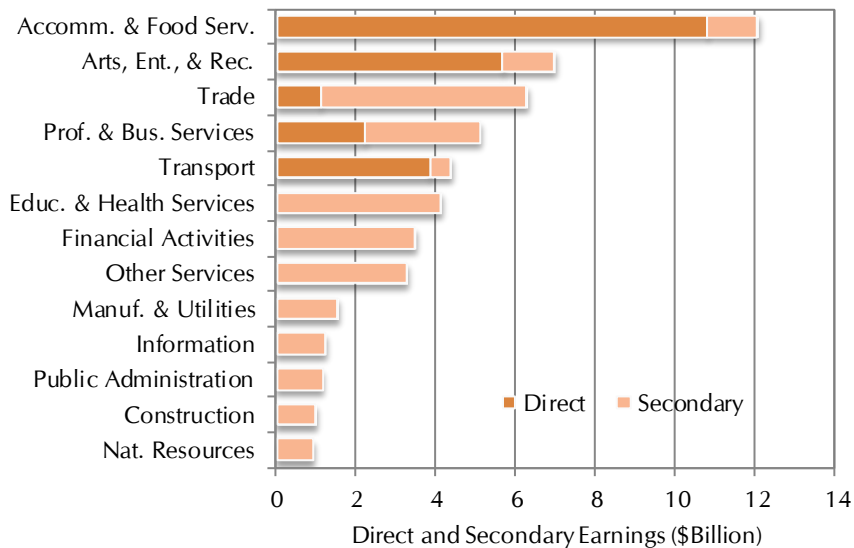
- **Professional & Business Services** (81,700 jobs and \$5.2 billion earnings). A variety of administrative services (e.g., accounting and advertising) are utilized by travel businesses (indirect effect). Employees of these firms also purchase professional services (induced effect).
- **Education and Health Services** (54,800 jobs and \$3.3 billion earnings). The secondary effects are primarily induced, such as employees of travel-related businesses use of medical services.
- **Financial Activities** (72,300 jobs and \$3.5 billion earnings). Both businesses and individuals make use of banking and insurance institutions.
- **Other Services** (32,800 jobs and \$1.5 billion earnings). Employees of travel-related businesses purchase services from various providers, such as dry cleaners and repair shops.

It should be emphasized that the estimates of indirect and induced impacts reported here apply to the entire state of Texas and do not necessarily reflect economic patterns for individual counties, regions or sub-regions within the state. While total economic impacts can be calculated on a county or regional level, such a detailed analysis is not included in this study. In general, geographic areas with lower levels of aggregate economic activity will have smaller secondary impacts within those same geographic boundaries.

### Direct and Secondary Employment Generated by Travel Spending in Texas, 2015p



### Direct and Secondary Earnings Generated by Travel Spending in Texas, 2015p



Sources: Dean Runyan Associates and Implan Group, LLC.  
Industry Groups are defined in Appendix D.

### Direct and Secondary Travel-Generated Employment in Texas, 2015p

(thousand jobs)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	352.8	12.0	33.2	45.1	398.0
Arts, Entertainment & Recreation	140.6	12.7	7.4	20.1	160.6
Retail Trade	79.5	14.1	42.2	56.3	135.9
Professional & Business Services	16.7	50.2	31.5	81.7	98.3
Transportation	58.3	13.7	7.4	21.1	79.4
Financial Activities		34.3	38.0	72.3	72.3
Public Administration		4.4	55.9	60.3	60.3
Education & Health Services		1.5	53.4	54.8	54.8
Other Services		7.2	25.6	32.8	32.8
Manufacturing & Utilities		6.3	6.0	12.3	12.3
Construction		3.7	8.4	12.1	12.1
Information		4.8	5.0	9.8	9.8
Natural Resources & Mining		5.0	3.8	8.8	8.8
All Industries	647.9	169.8	317.7	487.5	1,135.4

### Direct and Secondary Travel-Generated Earnings in Texas, 2015p

(\$Million)

Industry Group	Direct	Secondary		Total	Grand Total
		Indirect	Induced		
Accommodation & Food Services	10,790	350	920	1,270	12,060
Transport	5,680	800	490	1,290	6,970
Professional & Business Services	1,120	3,220	1,940	5,160	6,270
Retail Trade	2,240	790	2,070	2,860	5,100
Arts, Entertainment & Recreation	3,850	320	200	520	4,370
Public Administration		390	3,740	4,120	4,120
Financial Activities		1,620	1,860	3,480	3,480
Education & Health Services		50	3,210	3,270	3,270
Other Services		450	1,090	1,540	1,540
Manufacturing & Utilities		660	570	1,230	1,230
Natural Resources & Mining		820	330	1,150	1,150
Construction		300	680	990	990
Information		450	470	920	920
All Industries	23,680	10,210	17,560	27,770	51,460

### III. STATE AND LOCAL GOVERNMENT REVENUE

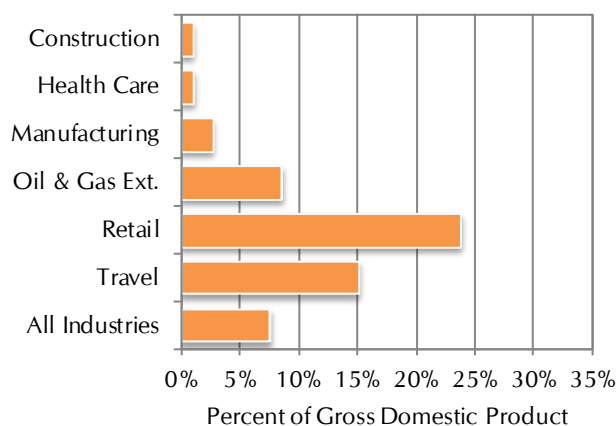
This report is concerned with the contribution of the Texas travel industry to state and local government finance. The first part of the report compares the travel industry to various other sectors of the state economy. The next several sections provide an overview of state and local finance and the 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<sup>1</sup>

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, 2015 (Preliminary) Calendar Year



Sources: Bureau of Economic Analysis and Dean Runyan Associates. All 2015 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*. See note, below.

	GDP (\$M)	*TOPI (\$M)	Percent
Construction	84,920	889	1.0%
Health Care	89,916	1,010	1.1%
Manufacturing	227,458	6,204	2.7%
Oil & Gas Extraction	110,667	9,551	8.6%
Retail	93,160	22,182	23.8%
Travel	33,526	5,078	15.1%
All Industries	1,586,468	121,139	7.6%

Amounts in millions.

\*TOPI denotes taxes on production and imports, less subsidies.

<sup>1</sup> See page 173 in Appendix B for a more detailed discussion of GDP.

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.<sup>2</sup> The three primary sources of tax revenue generated by the travel industry are:

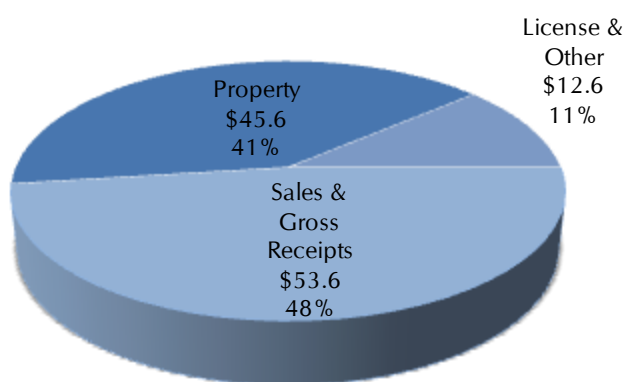
- Sales tax receipts generated by **visitor spending**. This includes local and state sales taxes, lodging taxes, alcoholic beverage taxes, motor vehicle rental taxes and motor fuel taxes. (These taxes are denoted as *visitor* taxes in other sections of the report.)
- Property and franchise taxes paid 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.<sup>3</sup> The franchise tax on businesses (\$4.7 billion in 2015) is included in the other category.

### Texas State and Local Government Tax Revenues

2014-15 Fiscal Year (Billions)



Sources: The 2014-15 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 2014-15 fiscal year is for the period September 1, 2014 through August 31, 2015.

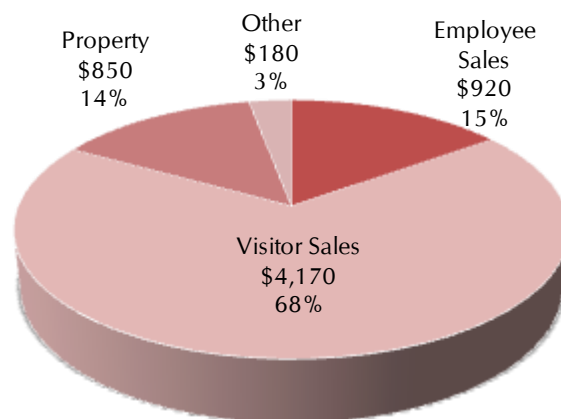
<sup>2</sup> In effect, this means re-allocating some of the sales and excise payments made by other industries to the travel industry because the payments are ultimately made by consumers that earned their income in the travel industry.

<sup>3</sup> Businesses pay 65 percent of all property taxes in Texas according to the Tax Foundation (Fiscal Fact No. 342, November 21, 2012).

## TRAVEL INDUSTRY TAX REVENUE

The distribution of taxes generated by the travel industry for the 2014-15 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 Revenues**  
2014-15 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 2014-15 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).<sup>4</sup>

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 5.3 percent of all state and local tax revenues in Texas. This is consistent with the initial analysis that compared different industries within the state.

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<sup>4</sup> These sales tax receipts include the selective taxes on hotel occupancy, motor fuel and mixed beverages.



## Texas State and Local Tax Revenues

2014-15 Fiscal Year  
(\$Million)

	Total	Travel-Generated		Percent
		Visitor	Business & Employee	
Sales & Gross Receipts	\$53,610	\$4,170	\$920	9.5%
Property	\$45,580	\$0	\$850	1.9%
License & Other	\$12,570	\$70	\$110	1.4%
Total Tax Receipts	\$111,760	\$4,240	\$1,870	5.5%

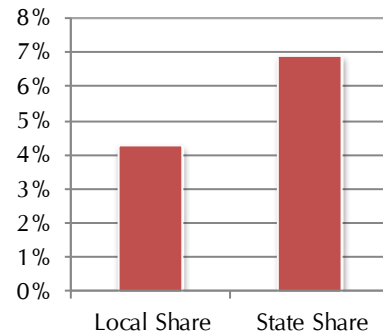
Sources: Dean Runyan Associates and Bureau of the Census, State and Local Government Finance. Business & employee taxes refer to sales and property tax payments of travel industry employees and property and franchise tax payments of travel industry businesses. Tax revenue directly attributable to visitors (\$4.2 billion) accounted for 3.8 percent of all state and local tax revenue. Tax revenue attributable to travel industry employees and businesses (\$1.9 billion) accounted for 1.7 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 (6.9 percent) is greater than the contribution to local government (4.3 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.)

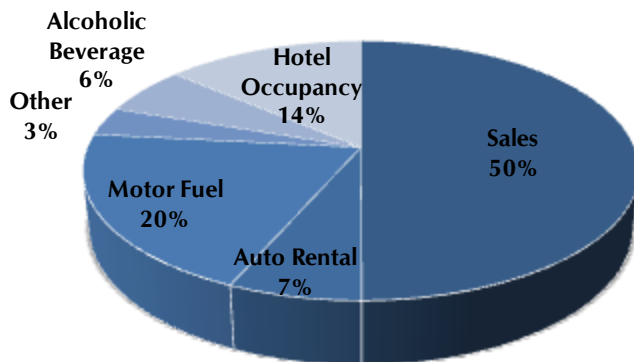
The pie chart shows the distribution of travel-generated state taxes. Virtually all of the revenue is generated through some form of sales or gross receipts tax.

**Travel-Generated Tax  
Revenue as a Percentage of  
Total Local and State  
Revenue, 2015 FY**



### Travel-Generated Tax Revenue to State Government

2015 FY



Other taxes include the franchise tax and tobacco taxes.

## 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 5.5 percent of tax revenue.
- The contribution of the travel industry to state government is even more pronounced – 6.9 percent in the 2015 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.<sup>4</sup>

Detailed tables for tourism regions, metropolitan areas and counties follow.

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<sup>4</sup> Spending by international visitors amounted to 12 percent of spending. Domestic out-of-state visitors contributed 43 percent of all spending. See page 11.

**Toursim Region**  
**Travel Generated Tax Revenue per Household, 2015 Calendar Year**  
(Households in thousands, Tax Revenue Amounts in Millions)

	Households	Visitor Tax Revenue			Business/Employee Tax Revenue			Total Tax Revenue per Household
		Local	State	Revenue per Household	Local	State	Revenue per Household	
Big Bend	428	\$53	\$131	\$430	\$33	\$26	\$140	\$570
Gulf Coast	2,576	\$386	\$792	\$460	\$301	\$225	\$200	\$660
Hill Country	903	\$170	\$327	\$550	\$106	\$80	\$210	\$760
Panhandle Plains	607	\$55	\$177	\$380	\$40	\$32	\$120	\$500
Piney Woods	708	\$35	\$119	\$220	\$34	\$26	\$80	\$300
Prairies and Lakes	3,378	\$396	\$963	\$400	\$452	\$338	\$230	\$640
South Texas Plains	1,108	\$205	\$472	\$610	\$130	\$99	\$210	\$820
State Total	9,707	\$1,300	\$2,982	\$440	\$1,096	\$827	\$200	\$640

**Tourism Regions**  
**Visitor Share of State Sales Tax Revenue, 2015 Calendar Year**  
Amounts in Millions

	State Sales Tax Revenue		Visitor Share
	Total	Visitor	
Big Bend	\$1,119	\$57	5.1%
Gulf Coast	\$7,042	\$353	5.0%
Hill Country	\$2,238	\$172	7.7%
Panhandle Plains	\$1,185	\$82	7.0%
Piney Woods	\$1,389	\$51	3.7%
Prairies and Lakes	\$8,600	\$455	5.3%
South Texas Plains	\$2,438	\$212	8.7%
State Total	\$24,012	\$1,381	5.8%

### Metropolitan Area Travel Generated Tax Revenue per Household, 2015 Calendar Year

(Households in thousands, Tax Revenue Amounts in Millions)

	Households	Visitor Tax Revenue			Business/Employee Tax Revenue			Total Tax Revenue per Household
		Local	State	Revenue per Household	Local	State	Revenue per Household	
Abilene	64	\$7	\$23	\$460	\$4	\$3	\$120	\$580
Amarillo	98	\$16	\$45	\$630	\$9	\$7	\$160	\$800
Austin-Round Rock	753	\$154	\$285	\$580	\$93	\$70	\$220	\$800
Beaumont-Port Arthur	147	\$10	\$37	\$320	\$7	\$6	\$90	\$410
Brownsville-Harlingen	124	\$15	\$34	\$400	\$9	\$7	\$130	\$530
College Station-Bryan	92	\$9	\$25	\$370	\$6	\$5	\$120	\$490
Corpus Christi	166	\$30	\$64	\$560	\$20	\$15	\$210	\$770
Dallas-Plano-Irving	1,690	\$229	\$573	\$470	\$214	\$159	\$220	\$690
Fort Worth-Arlington	840	\$119	\$214	\$400	\$200	\$148	\$410	\$810
El Paso	267	\$27	\$71	\$370	\$19	\$15	\$130	\$490
Houston-Sugar Land-Baytown	2,317	\$339	\$673	\$440	\$278	\$207	\$210	\$650
Killeen-Temple-Fort Hood	152	\$7	\$24	\$200	\$6	\$5	\$70	\$280
Laredo	72	\$8	\$30	\$530	\$7	\$6	\$180	\$700
Longview	80	\$4	\$16	\$240	\$3	\$3	\$70	\$320
Lubbock	115	\$11	\$36	\$410	\$11	\$9	\$180	\$590
McAllen-Edinburg-Mission	234	\$20	\$63	\$350	\$17	\$13	\$130	\$480
Midland	60	\$10	\$22	\$520	\$4	\$4	\$140	\$670
Odessa	57	\$8	\$19	\$470	\$5	\$4	\$170	\$640
San Angelo	46	\$3	\$12	\$330	\$3	\$3	\$140	\$470
San Antonio	845	\$182	\$389	\$680	\$113	\$85	\$230	\$910
Sherman-Denison	49	\$2	\$11	\$280	\$2	\$1	\$60	\$340
Texarkana	35	\$2	\$10	\$360	\$1	\$1	\$80	\$430
Tyler	84	\$5	\$19	\$290	\$4	\$4	\$90	\$380
Victoria	45	\$4	\$13	\$380	\$3	\$2	\$110	\$480
Waco	90	\$7	\$27	\$380	\$5	\$5	\$110	\$490
Wichita Falls	57	\$4	\$12	\$280	\$3	\$2	\$80	\$360
Metro Total	8,578	\$1,235	\$2,746	\$460	\$1,047	\$787	\$210	\$680
Non-Metro Total	1,129	\$65	\$236	\$270	\$50	\$40	\$80	\$350
State Total	9,707	\$1,300	\$2,982	\$440	\$1,096	\$827	\$200	\$640

**Metropolitan Area**  
**Visitor Share of State Sales Tax Revenue, 2015 Calendar Year**  
Amounts in Millions

	State Sales Tax Revenue		Visitor Share
	Total	Visitor	
Abilene	\$122	\$10	8.1%
Amarillo	\$219	\$23	10.6%
Austin-Round Rock	\$1,930	\$152	7.9%
Beaumont-Port Arthur	\$276	\$15	5.6%
Brownsville-Harlingen	\$188	\$19	10.4%
College Station-Bryan	\$182	\$12	6.4%
Corpus Christi	\$385	\$33	8.6%
Dallas-Plano-Irving	\$4,573	\$277	6.1%
Fort Worth-Arlington	\$1,891	\$102	5.4%
El Paso	\$456	\$29	6.4%
Houston-Sugar Land-Baytown	\$6,633	\$292	4.4%
Killeen-Temple-Fort Hood	\$210	\$13	6.2%
Laredo	\$157	\$19	12.3%
Longview	\$189	\$6	3.4%
Lubbock	\$255	\$19	7.6%
McAllen-Edinburg-Mission	\$402	\$39	9.8%
Midland	\$329	\$12	3.5%
Odessa	\$245	\$10	4.2%
San Angelo	\$101	\$6	6.0%
San Antonio	\$1,967	\$163	8.3%
Sherman-Denison	\$79	\$4	5.3%
Texarkana	\$68	\$3	5.1%
Tyler	\$187	\$9	5.0%
Victoria	\$126	\$7	5.4%
Waco	\$168	\$14	8.1%
Wichita Falls	\$88	\$6	6.5%
Metro Total	\$21,422	\$1,296	6.0%
Non-Metro Total	\$2,589	\$85	3.3%
State Total	\$24,012	\$1,381	5.8%

## County Travel Generated Tax Revenue per Household, 2015 Calendar Year

Counties with more than 10,000 households  
(Households in thousands, Tax Revenue Amounts in Millions)

	Households	Visitor Tax Revenue			Business/Employee Tax Revenue			Total Tax Revenue per Household
		Local	State	Revenue per Household	Local	State	Revenue per Household	
Anderson	17.0	\$0.9	\$3.0	\$230	\$0.6	\$0.5	\$70	\$290
Angelina	31.6	\$1.4	\$6.3	\$250	\$1.2	\$1.0	\$70	\$320
Aransas	10.7	\$1.7	\$4.5	\$590	\$1.5	\$1.3	\$260	\$840
*Atascosa	16.4	\$1.1	\$2.9	\$240	\$0.8	\$0.7	\$90	\$340
Austin	11.3	\$0.3	\$2.2	\$230	\$0.5	\$0.4	\$70	\$300
Bastrop	28.0	\$3.5	\$7.7	\$400	\$2.8	\$2.4	\$190	\$580
Bell	122.0	\$6.7	\$20.9	\$230	\$5.5	\$4.2	\$80	\$310
Bexar	670.7	\$168.4	\$350.8	\$770	\$100.7	\$74.7	\$260	\$1,040
Bowie	34.9	\$2.1	\$10.3	\$360	\$1.5	\$1.2	\$80	\$430
Brazoria	117.4	\$5.6	\$17.0	\$190	\$4.7	\$4.0	\$70	\$270
Brazos	78.8	\$8.6	\$23.5	\$410	\$5.6	\$4.7	\$130	\$540
Brown	14.7	\$1.0	\$2.6	\$250	\$0.7	\$0.6	\$90	\$340
Burnet	17.6	\$1.6	\$3.5	\$290	\$1.3	\$1.0	\$130	\$420
Caldwell	13.1	\$0.4	\$1.8	\$170	\$0.4	\$0.3	\$50	\$220
Cameron	123.9	\$15.5	\$34.4	\$400	\$9.0	\$6.8	\$130	\$530
Cass	12.4	\$0.2	\$1.2	\$120	\$0.3	\$0.2	\$40	\$150
Chambers	13.1	\$0.8	\$1.6	\$190	\$0.3	\$0.3	\$50	\$230
Cherokee	18.1	\$0.4	\$1.9	\$130	\$0.4	\$0.3	\$40	\$160
Collin	328.9	\$27.5	\$66.6	\$290	\$25.8	\$19.2	\$140	\$420
Comal	48.8	\$7.4	\$18.8	\$540	\$6.1	\$4.7	\$220	\$760
Cooke	14.8	\$1.0	\$3.5	\$300	\$0.7	\$0.6	\$90	\$390
Coryell	22.5	\$0.5	\$2.3	\$130	\$0.5	\$0.4	\$40	\$170
Dallas	920.8	\$181.7	\$443.5	\$680	\$172.6	\$128.0	\$330	\$1,010
Denton	281.2	\$12.9	\$34.6	\$170	\$10.0	\$7.4	\$60	\$230
Ector	56.6	\$8.1	\$18.8	\$470	\$5.4	\$4.1	\$170	\$640
Ellis	55.0	\$2.4	\$8.8	\$200	\$1.9	\$1.4	\$60	\$260
El Paso	266.8	\$26.6	\$71.2	\$370	\$18.8	\$14.5	\$130	\$490
Erath	15.8	\$0.7	\$2.7	\$210	\$0.6	\$0.5	\$70	\$280
Fannin	12.1	\$0.1	\$0.7	\$60	\$0.1	\$0.1	\$10	\$70
Fayette	10.3	\$0.6	\$2.3	\$270	\$0.4	\$0.4	\$80	\$350
Fort Bend	227.2	\$8.9	\$24.8	\$150	\$7.8	\$5.8	\$60	\$210
Galveston	120.0	\$21.0	\$40.0	\$510	\$12.4	\$9.4	\$180	\$690
Gillespie	11.0	\$2.6	\$4.9	\$680	\$1.2	\$1.0	\$200	\$880
Grayson	48.6	\$2.1	\$11.4	\$280	\$1.6	\$1.2	\$60	\$340
Gregg	46.6	\$3.3	\$12.1	\$330	\$2.7	\$2.3	\$110	\$440
Guadalupe	52.2	\$2.7	\$8.3	\$210	\$2.8	\$2.2	\$100	\$310
Hale	11.2	\$0.9	\$3.1	\$350	\$0.6	\$0.5	\$100	\$450
Hardin	20.9	\$0.5	\$2.2	\$130	\$0.4	\$0.3	\$40	\$170
Harris	1,585.3	\$287.2	\$551.5	\$530	\$235.3	\$174.6	\$260	\$790
Harrison	24.9	\$0.4	\$5.1	\$220	\$0.7	\$0.5	\$50	\$270
Hays	68.0	\$5.9	\$17.3	\$340	\$4.4	\$3.7	\$120	\$460
Henderson	31.4	\$0.9	\$6.5	\$230	\$1.0	\$0.7	\$50	\$290

\*Oil and gas production in recent years may affect travel impact estimates.

## County Travel Generated Tax Revenue per Household, 2015 Calendar Year

Counties with more than 10,000 households  
(Households in thousands, Tax Revenue Amounts in Millions)

	Households	Visitor Tax Revenue			Business/Employee Tax Revenue			Total Tax
		Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Hidalgo	234.0	\$20.0	\$62.5	\$350	\$16.8	\$12.7	\$130	\$480
Hill	13.1	\$0.4	\$3.1	\$270	\$0.4	\$0.3	\$60	\$320
Hood	22.5	\$1.0	\$2.9	\$170	\$0.7	\$0.6	\$60	\$230
Hopkins	13.7	\$0.5	\$3.9	\$320	\$0.5	\$0.4	\$70	\$390
Howard	12.0	\$1.8	\$6.1	\$650	\$0.9	\$0.6	\$120	\$770
Hunt	33.4	\$1.1	\$6.0	\$210	\$1.1	\$0.9	\$60	\$280
Jasper	13.7	\$0.5	\$1.6	\$160	\$0.5	\$0.4	\$60	\$220
Jefferson	94.1	\$8.4	\$28.2	\$390	\$5.4	\$4.6	\$110	\$490
Jim Wells	14.1	\$0.5	\$3.9	\$310	\$0.7	\$0.6	\$90	\$400
Johnson	55.2	\$1.9	\$8.5	\$190	\$1.4	\$1.0	\$40	\$230
Kaufman	38.6	\$1.3	\$8.4	\$250	\$1.1	\$0.8	\$50	\$300
Kendall	15.1	\$1.1	\$3.0	\$260	\$1.1	\$0.9	\$130	\$400
Kerr	21.1	\$1.6	\$4.3	\$280	\$1.6	\$1.4	\$140	\$420
Kleberg	11.0	\$0.8	\$3.2	\$360	\$0.6	\$0.5	\$110	\$460
Lamar	19.7	\$1.0	\$3.7	\$240	\$0.9	\$0.7	\$80	\$320
Liberty	26.3	\$0.7	\$2.8	\$130	\$0.8	\$0.7	\$60	\$190
Lubbock	113.0	\$11.4	\$36.3	\$420	\$11.1	\$9.4	\$180	\$600
McLennan	90.5	\$7.3	\$27.0	\$380	\$5.4	\$4.6	\$110	\$490
Matagorda	13.9	\$1.5	\$3.0	\$320	\$1.0	\$0.8	\$130	\$450
*Maverick	16.5	\$1.1	\$3.2	\$260	\$0.6	\$0.5	\$70	\$330
Medina	16.3	\$0.3	\$2.4	\$170	\$0.4	\$0.3	\$40	\$210
Midland	59.8	\$9.6	\$21.7	\$520	\$4.5	\$4.0	\$140	\$670
Montgomery	190.2	\$13.9	\$29.5	\$230	\$15.2	\$11.3	\$140	\$370
Nacogdoches	24.2	\$1.4	\$4.1	\$230	\$1.0	\$0.7	\$70	\$290
Navarro	17.6	\$0.7	\$2.5	\$180	\$0.5	\$0.4	\$50	\$240
Nueces	131.7	\$26.2	\$52.7	\$600	\$16.8	\$12.5	\$220	\$820
Orange	31.9	\$1.4	\$6.5	\$250	\$1.2	\$1.0	\$70	\$310
Palo Pinto	10.8	\$0.5	\$4.1	\$420	\$0.6	\$0.5	\$100	\$520
Parker	45.2	\$1.2	\$6.1	\$160	\$1.0	\$0.9	\$40	\$200
Polk	17.0	\$0.5	\$2.4	\$170	\$0.7	\$0.6	\$80	\$250
Potter	43.1	\$15.3	\$38.5	\$1,250	\$8.1	\$6.0	\$330	\$1,580
Randall	51.6	\$1.1	\$6.3	\$140	\$1.0	\$0.8	\$40	\$180
Rockwall	30.4	\$1.9	\$5.1	\$230	\$1.2	\$0.9	\$70	\$300
Rusk	18.4	\$0.5	\$2.2	\$140	\$0.4	\$0.3	\$30	\$180
San Jacinto	10.5	\$0.0	\$0.3	\$30	\$0.1	\$0.1	\$20	\$50
San Patricio	23.6	\$2.2	\$6.4	\$360	\$1.6	\$1.2	\$120	\$480
Smith	83.7	\$5.4	\$18.8	\$290	\$4.2	\$3.5	\$90	\$380
Starr	17.7	\$0.4	\$1.3	\$100	\$0.3	\$0.2	\$30	\$120
Tarrant	717.2	\$115.6	\$196.9	\$440	\$196.6	\$145.9	\$480	\$910
Taylor	52.3	\$7.0	\$22.0	\$560	\$4.2	\$3.2	\$140	\$700
Titus	10.9	\$0.8	\$3.2	\$370	\$0.5	\$0.4	\$90	\$460
Tom Green	45.2	\$3.2	\$11.3	\$320	\$3.2	\$3.0	\$140	\$460

\*Oil and gas production in recent years may affect travel impact estimates.

## County Travel Generated Tax Revenue per Household, 2015 Calendar Year

Counties with more than 10,000 households  
(Households in thousands, Tax Revenue Amounts in Millions)

	Households	Visitor Tax Revenue			Business/Employee Tax Revenue			Total Tax
		Local	State	Revenue per Household	Local	State	Revenue per Household	Revenue per Household
Travis	461.8	\$133.9	\$227.7	\$780	\$78.3	\$58.1	\$300	\$1,080
Upshur	15.4	\$0.2	\$1.3	\$100	\$0.1	\$0.1	\$20	\$110
Val Verde	15.6	\$1.0	\$2.5	\$220	\$0.7	\$0.6	\$80	\$300
Van Zandt	20.4	\$0.4	\$2.6	\$150	\$0.5	\$0.3	\$40	\$190
Victoria	34.2	\$3.0	\$11.1	\$410	\$2.0	\$1.7	\$110	\$520
Walker	21.7	\$1.1	\$5.3	\$290	\$0.9	\$0.8	\$80	\$370
Waller	15.7	\$0.6	\$2.8	\$220	\$0.4	\$0.3	\$40	\$260
Washington	13.4	\$1.0	\$5.5	\$480	\$0.7	\$0.6	\$100	\$580
*Webb	72.0	\$8.1	\$29.7	\$530	\$6.7	\$5.9	\$180	\$700
Wharton	15.2	\$0.6	\$1.9	\$160	\$0.4	\$0.4	\$50	\$220
Wichita	49.0	\$3.5	\$11.0	\$300	\$2.6	\$1.9	\$90	\$390
Williamson	182.0	\$10.8	\$30.2	\$220	\$7.3	\$5.4	\$70	\$290
*Wilson	16.6	\$0.4	\$1.9	\$140	\$0.4	\$0.3	\$40	\$180
Wise	22.4	\$0.8	\$2.7	\$150	\$0.7	\$0.6	\$60	\$210
Wood	17.7	\$0.2	\$1.1	\$70	\$0.4	\$0.3	\$40	\$110
Subtotal	9,127	1,264	2,860	\$450	1,070	806	\$210	\$660
Other cos.	581	36	122	\$270	26	21	\$80	\$350
State Total	9,707	1,300	2,982	\$440	1,096	827	\$200	\$640

\*Oil and gas production in recent years may affect travel impact estimates.



## County Visitor Share of State Sales Tax Revenue, 2015 Calendar Year

Amounts in Millions

State Sales Tax Revenue				State Sales Tax Revenue			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Anderson	\$24.1	\$1.8	7.4%	Collingsworth	\$0.6	\$0.0	3.3%
Andrews	\$24.0	\$0.7	2.9%	Colorado	\$122.7	\$0.9	0.7%
Angelina	\$62.7	\$2.5	4.1%	Comal	\$133.8	\$11.7	8.7%
Aransas	\$14.9	\$2.4	16.3%	Comanche	\$4.7	\$0.2	5.1%
Archer	\$2.6	\$0.0	1.5%	Concho	\$0.6	\$0.0	5.9%
Armstrong	\$0.3	\$0.0	2.8%	Cooke	\$30.8	\$1.4	4.7%
*Atascosa	\$35.9	\$1.5	4.1%	Coryell	\$20.8	\$1.3	6.4%
Austin	\$15.8	\$0.8	5.0%	Cottle	\$0.3	\$0.0	4.8%
Bailey	\$2.0	\$0.1	6.9%	Crane	\$3.2	\$0.1	2.1%
Bandera	\$5.9	\$0.5	9.3%	Crockett	\$4.3	\$0.1	2.5%
Bastrop	\$43.2	\$3.9	9.0%	Crosby	\$0.8	\$0.0	4.7%
Baylor	\$1.3	\$0.1	4.3%	Culberson	\$2.0	\$0.1	3.1%
*Bee	\$16.7	\$1.0	5.7%	Dallam	\$5.7	\$0.2	4.0%
Bell	\$181.3	\$11.5	6.3%	Dallas	\$3,008.1	\$205.2	6.8%
Bexar	\$1,655.9	\$141.1	8.5%	Dawson	\$7.2	\$0.4	5.6%
Blanco	\$10.4	\$0.3	3.2%	Deaf Smith	\$8.9	\$0.3	3.4%
Borden	\$0.2	\$0.0	0.1%	Delta	\$0.5	\$0.0	6.0%
Bosque	\$3.5	\$0.2	6.2%	Denton	\$493.1	\$20.6	4.2%
Bowie	\$67.5	\$3.5	5.1%	*DeWitt	\$16.4	\$1.4	8.3%
Brazoria	\$220.1	\$9.4	4.3%	Dickens	\$0.6	\$0.0	3.3%
Brazos	\$168.9	\$11.1	6.5%	*Dimmit	\$10.9	\$0.7	6.8%
Brewster	\$6.1	\$1.1	18.8%	Donley	\$1.0	\$0.1	10.6%
Briscoe	\$0.3	\$0.0	3.8%	Duval	\$4.0	\$0.1	2.4%
Brooks	\$2.5	\$0.2	8.3%	Eastland	\$10.1	\$0.4	4.2%
Brown	\$23.3	\$1.4	5.8%	Ector	\$245.2	\$10.3	4.2%
Burleson	\$7.4	\$0.3	3.9%	Edwards	\$0.6	\$0.0	2.6%
Burnet	\$32.6	\$1.6	5.0%	Ellis	\$87.2	\$4.2	4.8%
Caldwell	\$14.9	\$0.8	5.2%	El Paso	\$456.0	\$29.2	6.4%
Calhoun	\$28.6	\$0.8	2.9%	Erath	\$25.6	\$1.2	4.5%
Callahan	\$4.1	\$0.1	2.4%	Falls	\$3.7	\$0.2	6.1%
Cameron	\$187.6	\$19.5	10.4%	Fannin	\$8.5	\$0.3	3.4%
Camp	\$7.7	\$0.1	1.8%	Fayette	\$17.4	\$0.8	4.8%
Carson	\$1.4	\$0.0	1.7%	Fisher	\$0.8	\$0.0	1.9%
Cass	\$8.5	\$0.4	5.1%	Floyd	\$1.2	\$0.1	5.5%
Castro	\$1.7	\$0.1	3.0%	Foard	\$0.2	\$0.0	5.8%
Chambers	\$25.1	\$0.6	2.5%	Fort Bend	\$430.3	\$14.1	3.3%
Cherokee	\$15.9	\$0.7	4.3%	Franklin	\$2.8	\$0.1	5.3%
Childress	\$4.0	\$0.3	7.2%	Freestone	\$8.7	\$0.5	6.0%
Clay	\$1.5	\$0.1	5.0%	*Frio	\$17.9	\$1.2	6.6%
Cochran	\$0.5	\$0.0	4.8%	Gaines	\$11.6	\$0.3	2.7%
Coke	\$0.6	\$0.0	7.0%	Galveston	\$225.1	\$22.2	9.9%
Coleman	\$2.8	\$0.1	4.7%	Garza	\$3.2	\$0.1	4.0%
Collin	\$820.0	\$39.2	4.8%	Gillespie	\$24.6	\$2.0	8.1%

\*Oil and gas production in recent years may affect travel impact estimates.

## County Visitor Share of State Sales Tax Revenue, 2015 Calendar Year

Amounts in Millions

State Sales Tax Revenue				State Sales Tax Revenue			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Glasscock	\$2.0	\$0.0	0.2%	Kendall	\$31.8	\$1.4	4.4%
Goliad	\$1.4	\$0.1	10.7%	Kenedy	\$0.1	\$0.0	18.8%
*Gonzales	\$13.9	\$0.5	3.3%	Kent	\$0.1	\$0.0	8.7%
Gray	\$21.3	\$1.1	5.3%	Kerr	\$40.7	\$1.9	4.7%
Grayson	\$79.1	\$4.2	5.3%	Kimble	\$2.5	\$0.1	5.5%
Gregg	\$156.1	\$5.2	3.3%	King	\$0.2	\$0.0	0.2%
Grimes	\$11.5	\$0.4	3.1%	Kinney	\$1.3	\$0.1	6.0%
Guadalupe	\$69.4	\$4.8	6.9%	Kleberg	\$15.8	\$1.3	8.2%
Hale	\$33.9	\$2.3	6.9%	Knox	\$1.6	\$0.0	2.1%
Hall	\$0.8	\$0.0	2.8%	*La Salle	\$7.8	\$0.6	8.3%
Hamilton	\$3.4	\$0.2	4.7%	Lamar	\$30.2	\$1.5	5.0%
Hansford	\$2.0	\$0.0	2.3%	Lamb	\$3.2	\$0.2	5.6%
Hardeman	\$1.4	\$0.1	4.7%	Lampasas	\$7.5	\$0.3	4.0%
Hardin	\$25.1	\$1.1	4.4%	Lavaca	\$9.2	\$0.4	3.9%
Harris	\$5,114.8	\$227.8	4.5%	Lee	\$12.1	\$0.3	2.6%
Harrison	\$38.7	\$1.5	3.8%	Leon	\$8.3	\$0.4	4.6%
Hartley	\$1.4	\$0.0	1.1%	Liberty	\$38.3	\$1.3	3.5%
Haskell	\$2.7	\$0.1	5.5%	Limestone	\$11.1	\$0.4	3.4%
Hays	\$177.9	\$9.7	5.4%	Lipscomb	\$1.2	\$0.0	0.9%
Hemphill	\$6.0	\$0.3	5.5%	*Live Oak	\$10.4	\$0.5	4.9%
Henderson	\$34.7	\$1.4	4.1%	Llano	\$9.3	\$1.4	14.8%
Hidalgo	\$402.5	\$39.4	9.8%	Loving	\$0.7	\$0.0	0.1%
Hill	\$15.9	\$0.8	5.0%	Lubbock	\$254.5	\$19.3	7.6%
Hockley	\$15.6	\$0.6	3.7%	Lynn	\$1.2	\$0.0	2.6%
Hood	\$36.7	\$1.6	4.3%	McCulloch	\$7.0	\$0.3	3.8%
Hopkins	\$20.0	\$1.1	5.5%	McLennan	\$167.5	\$13.5	8.1%
Houston	\$10.6	\$0.4	3.6%	*McMullen	\$2.8	\$0.1	1.9%
Howard	\$28.9	\$1.6	5.5%	Madison	\$8.2	\$0.3	3.9%
Hudspeth	\$0.3	\$0.0	3.0%	Marion	\$2.9	\$0.1	4.5%
Hunt	\$39.0	\$2.5	6.5%	Martin	\$6.3	\$0.2	2.6%
Hutchinson	\$12.7	\$0.9	6.8%	Mason	\$1.9	\$0.1	2.8%
Irion	\$1.9	\$0.0	0.7%	Matagorda	\$18.3	\$1.8	9.6%
Jack	\$4.1	\$0.1	2.0%	*Maverick	\$28.7	\$1.4	4.8%
Jackson	\$10.3	\$0.3	3.0%	Medina	\$18.2	\$0.8	4.4%
Jasper	\$20.2	\$0.7	3.4%	Menard	\$0.5	\$0.0	5.5%
Jeff Davis	\$0.6	\$0.0	4.5%	Midland	\$328.6	\$11.5	3.5%
Jefferson	\$214.5	\$11.7	5.5%	Milam	\$7.6	\$0.5	6.3%
Jim Hogg	\$1.8	\$0.1	4.9%	Mills	\$1.8	\$0.0	2.8%
Jim Wells	\$31.7	\$1.4	4.4%	Mitchell	\$3.0	\$0.1	3.7%
Johnson	\$86.7	\$2.8	3.2%	Montague	\$8.3	\$0.4	4.2%
Jones	\$4.5	\$0.1	3.0%	Montgomery	\$529.8	\$14.5	2.7%
*Karnes	\$13.2	\$1.2	9.1%	Moore	\$10.0	\$0.6	6.2%
Kaufman	\$55.3	\$2.6	4.6%	Morris	\$4.1	\$0.1	3.4%

\*Oil and gas production in recent years may affect travel impact estimates.

## County Visitor Share of State Sales Tax Revenue, 2015 Calendar Year

Amounts in Millions

State Sales Tax Revenue				State Sales Tax Revenue			
	Total	Visitor	Visitor Share		Total	Visitor	Visitor Share
Motley	\$0.3	\$0.0	4.5%	Starr	\$15.8	\$0.7	4.4%
Nacogdoches	\$32.2	\$2.1	6.5%	Stephens	\$5.5	\$0.2	3.8%
Navarro	\$22.9	\$1.2	5.3%	Sterling	\$0.9	\$0.0	2.0%
Newton	\$1.7	\$0.1	3.9%	Stonewall	\$0.8	\$0.0	1.8%
Nolan	\$11.0	\$0.6	5.2%	Sutton	\$2.4	\$0.1	4.5%
Nueces	\$319.1	\$27.7	8.7%	Swisher	\$1.4	\$0.1	5.1%
Ochiltree	\$13.9	\$0.3	2.5%	Tarrant	\$1,690.3	\$95.0	5.6%
Oldham	\$0.5	\$0.0	2.3%	Taylor	\$113.0	\$9.6	8.5%
Orange	\$36.2	\$2.5	6.9%	Terrell	\$0.1	\$0.0	13.4%
Palo Pinto	\$15.6	\$1.1	7.0%	Terry	\$4.8	\$0.4	7.9%
Panola	\$13.2	\$0.4	3.0%	Throckmorton	\$0.3	\$0.0	4.3%
Parker	\$76.6	\$2.3	3.0%	Titus	\$29.6	\$1.0	3.5%
Parmer	\$1.7	\$0.0	3.0%	Tom Green	\$99.3	\$6.1	6.1%
Pecos	\$10.1	\$0.5	5.0%	Travis	\$1,266.1	\$119.8	9.5%
Polk	\$23.1	\$0.9	3.7%	Trinity	\$3.5	\$0.2	4.3%
Potter	\$148.4	\$21.0	14.1%	Tyler	\$5.4	\$0.2	3.8%
Presidio	\$2.3	\$0.1	3.3%	Upshur	\$10.2	\$0.6	5.5%
Rains	\$4.6	\$0.1	3.0%	Upton	\$2.6	\$0.1	2.6%
Randall	\$68.7	\$2.2	3.2%	Uvalde	\$16.0	\$1.2	7.7%
Reagan	\$6.6	\$0.1	1.7%	Val Verde	\$20.6	\$1.2	5.9%
Real	\$1.2	\$0.0	3.9%	Van Zandt	\$19.7	\$0.7	3.7%
Red River	\$2.0	\$0.1	4.1%	Victoria	\$96.0	\$5.8	6.0%
Reeves	\$15.4	\$1.4	9.0%	Walker	\$34.7	\$1.9	5.5%
Refugio	\$3.3	\$0.2	7.3%	Waller	\$30.7	\$0.7	2.3%
Roberts	\$0.1	\$0.0	1.1%	Ward	\$17.6	\$0.9	5.3%
Robertson	\$5.6	\$0.3	5.3%	Washington	\$775.9	\$1.4	0.2%
Rockwall	\$69.6	\$2.7	3.9%	*Webb	\$156.9	\$19.3	12.3%
Runnels	\$3.5	\$0.1	3.9%	Wharton	\$26.6	\$1.0	3.9%
Rusk	\$22.5	\$0.7	3.0%	Wheeler	\$3.3	\$0.2	7.1%
Sabine	\$2.4	\$0.1	4.7%	Wichita	\$83.5	\$5.6	6.7%
San Augustine	\$2.5	\$0.1	3.7%	Wilbarger	\$5.7	\$0.4	7.5%
San Jacinto	\$2.7	\$0.1	5.5%	Willacy	\$4.3	\$0.3	6.8%
San Patricio	\$50.7	\$3.1	6.1%	Williamson	\$427.4	\$18.3	4.3%
San Saba	\$1.6	\$0.1	6.0%	*Wilson	\$16.0	\$0.7	4.4%
Schleicher	\$1.6	\$0.0	0.8%	Winkler	\$8.0	\$0.2	2.2%
Scurry	\$42.3	\$0.7	1.8%	Wise	\$37.0	\$1.6	4.3%
Shackelford	\$1.3	\$0.1	4.3%	Wood	\$17.3	\$0.5	3.1%
Shelby	\$12.9	\$0.6	4.5%	Yoakum	\$6.1	\$0.1	1.5%
Sherman	\$0.7	\$0.1	7.5%	Young	\$10.7	\$0.5	4.6%
Smith	\$187.1	\$9.3	5.0%	Zapata	\$3.5	\$0.2	5.2%
Somervell	\$6.8	\$0.2	2.7%	*Zavala	\$2.0	\$0.1	6.1%

\*Oil and gas production in recent years may affect travel impact estimates.

#### IV. METROPOLITAN DIRECT TRAVEL IMPACTS

1995-2015P TOTAL SPENDING

2006-2015P DETAILED IMPACTS



(non-metropolitan counties are shaded)

## Metropolitan Statistical Areas

AreaName	Counties included
Abilene	Callahan, Jones, Taylor
Amarillo	Armstrong, Carson, Potter, Randall
Austin-Round Rock	Bastrop, Caldwell, Hays, Travis, Williamson
Beaumont-Port Arthur	Hardin, Jefferson, Orange
Brownsville-Harlingen	Cameron
College Station-Bryan	Brazos, Burleson, Robertson
Corpus Christi	Aransas, Nueces, San Patricio
*Dallas-Plano-Irving Metro. Division	Collin, Dallas, Delta, Denton, Ellis, Hunt, Kaufman, Rockwall
*Fort Worth-Arlington Metro. Division	Johnson, Parker, Tarrant, Wise
El Paso	El Paso
Houston-Sugar Land-Baytown	Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Waller
Killeen-Temple-Fort Hood	Bell, Coryell, Lampasas
Laredo	Webb
Longview	Gregg, Rusk, Upshur
Lubbock	Crosby, Lubbock
McAllen-Edinburg-Mission	Hidalgo
Midland	Midland
Odessa	Ector
San Angelo	Irion, Tom Green
San Antonio	Atascosa, Bandera, Bexar, Comal, Guadalupe, Kendall, Medina, Wilson
Sherman-Denison	Grayson
Texarkana (Texas portion only)	Bowie
Tyler	Smith
Victoria	Calhoun, Goliad, Victoria
Waco	McLennan
Wichita Falls	Archer, Clay, Wichita

Metropolitan statistical areas defined by Office of Management and Budget, June 6, 2003.

\*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, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Abilene</b>								
Total Spending	204	268	343	392	465	428	-7.9%	3.8%
Visitor Spending	202	257	330	375	443	408	-8.0%	3.6%
Non-transportation	156	182	207	229	273	278	1.7%	2.9%
Transportation	46	75	123	147	170	130	-23.6%	5.3%
<b>Amarillo</b>								
Total Spending	480	576	699	814	940	903	-3.9%	3.2%
Visitor Spending	443	533	651	762	876	842	-3.9%	3.3%
Non-transportation	343	390	437	508	583	612	5.0%	2.9%
Transportation	101	142	215	255	293	230	-21.7%	4.2%
<b>Austin-Round Rock</b>								
Total Spending	2,157	3,432	4,009	4,985	6,653	7,065	6.2%	6.1%
Visitor Spending	1,851	2,872	3,478	4,293	5,685	6,019	5.9%	6.1%
Non-transportation	1,430	2,165	2,575	3,180	4,264	4,689	10.0%	6.1%
Transportation	421	707	903	1,113	1,422	1,330	-6.5%	5.9%
<b>Beaumont-Port Arthur</b>								
Total Spending	321	403	533	596	704	651	-7.5%	3.6%
Visitor Spending	305	385	521	588	693	641	-7.5%	3.8%
Non-transportation	223	264	328	357	427	441	3.4%	3.5%
Transportation	83	121	193	231	266	200	-24.9%	4.5%
<b>Brownsville-Harlingen</b>								
Total Spending	491	595	676	747	845	828	-2.0%	2.6%
Visitor Spending	454	557	639	702	798	784	-1.8%	2.8%
Non-transportation	358	443	507	558	639	646	1.0%	3.0%
Transportation	96	113	133	144	159	139	-13.0%	1.9%
<b>College Station-Bryan</b>								
Total Spending	206	258	334	399	521	490	-6.0%	4.4%
Visitor Spending	189	241	315	382	502	471	-6.2%	4.7%
Non-transportation	153	189	233	286	389	384	-1.2%	4.7%
Transportation	36	52	82	96	113	87	-23.1%	4.4%
<b>Corpus Christi</b>								
Total Spending	707	822	986	1,121	1,362	1,356	-0.4%	3.3%
Visitor Spending	655	784	936	1,073	1,303	1,296	-0.5%	3.5%
Non-transportation	526	644	742	856	1,052	1,091	3.7%	3.7%
Transportation	129	140	194	217	251	205	-18.2%	2.3%

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

## Direct Metropolitan Travel Spending, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg.	
							14-15p	95-15p
<b>Dallas-Plano-Irving</b>								
Total Spending	5,069	7,316	8,147	9,389	11,945	12,436	4.1%	4.6%
Visitor Spending	4,491	6,495	7,348	8,366	10,560	10,801	2.3%	4.5%
Non-transportation	3,503	5,114	5,468	6,050	7,770	8,278	6.5%	4.4%
Transportation	988	1,381	1,880	2,316	2,790	2,523	-9.6%	4.8%
<b>Fort Worth-Arlington</b>								
Total Spending	4,155	5,570	5,912	6,635	7,754	7,475	-3.6%	3.0%
Visitor Spending	2,597	3,596	4,035	4,631	5,507	5,433	-1.3%	3.8%
Non-transportation	1,102	1,725	2,164	2,608	3,138	3,345	6.6%	5.7%
Transportation	1,495	1,871	1,871	2,023	2,369	2,088	-11.9%	1.7%
<b>El Paso</b>								
Total Spending	855	1,030	1,297	1,519	1,685	1,624	-3.6%	3.3%
Visitor Spending	704	874	1,128	1,324	1,470	1,398	-4.9%	3.5%
Non-transportation	405	498	586	695	760	793	4.3%	3.4%
Transportation	299	376	542	629	709	605	-14.7%	3.6%
<b>Houston-Sugar Land-Baytown</b>								
Total Spending	6,261	9,178	11,435	12,962	17,124	16,501	-3.6%	5.0%
Visitor Spending	5,161	7,479	9,705	10,935	14,298	13,657	-4.5%	5.0%
Non-transportation	3,452	4,853	6,184	6,754	9,146	9,224	0.9%	5.0%
Transportation	1,709	2,626	3,521	4,181	5,152	4,433	-14.0%	4.9%
<b>Killeen-Temple-Fort Hood</b>								
Total Spending	299	294	370	437	530	504	-5.0%	2.6%
Visitor Spending	245	275	368	435	495	470	-5.1%	3.3%
Non-transportation	187	224	300	353	376	378	0.4%	3.6%
Transportation	58	51	68	82	119	92	-22.6%	2.3%
<b>Laredo</b>								
Total Spending	250	354	434	520	599	561	-6.3%	4.1%
Visitor Spending	238	339	419	496	577	540	-6.4%	4.2%
Non-transportation	201	286	335	401	463	448	-3.4%	4.1%
Transportation	37	53	83	95	113	92	-18.9%	4.6%
<b>Longview</b>								
Total Spending	133	188	234	274	305	277	-9.0%	3.8%
Visitor Spending	130	180	228	267	299	272	-9.0%	3.8%
Non-transportation	100	131	149	173	190	191	0.2%	3.3%
Transportation	30	48	78	95	108	81	-25.3%	5.0%

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

## Direct Metropolitan Travel Spending, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Lubbock</b>								
Total Spending	388	475	584	686	816	784	-3.9%	3.6%
Visitor Spending	335	419	526	619	739	708	-4.2%	3.8%
Non-transportation	246	306	365	427	519	530	2.1%	3.9%
Transportation	89	113	161	192	220	178	-19.0%	3.5%
<b>McAllen-Edinburg-Mission</b>								
Total Spending	607	780	1,005	1,173	1,359	1,335	-1.8%	4.0%
Visitor Spending	564	735	959	1,112	1,295	1,267	-2.2%	4.1%
Non-transportation	465	612	773	902	1,047	1,067	1.8%	4.2%
Transportation	99	123	186	210	248	201	-19.1%	3.6%
<b>Midland</b>								
Total Spending	162	227	266	353	654	571	-12.8%	6.5%
Visitor Spending	139	184	223	299	566	486	-14.1%	6.5%
Non-transportation	105	127	148	207	426	368	-13.5%	6.5%
Transportation	34	58	75	93	140	118	-15.7%	6.5%
<b>Odessa</b>								
Total Spending	114	130	180	232	419	352	-16.0%	5.8%
Visitor Spending	114	130	180	232	419	352	-16.0%	5.8%
Non-transportation	100	109	144	189	370	316	-14.6%	5.9%
Transportation	14	21	36	43	49	36	-26.5%	4.8%
<b>San Angelo</b>								
Total Spending	119	133	170	197	291	235	-19.3%	3.5%
Visitor Spending	110	125	161	187	278	222	-20.2%	3.6%
Non-transportation	87	95	112	130	213	172	-19.3%	3.5%
Transportation	23	30	48	57	65	50	-23.2%	4.0%
<b>San Antonio</b>								
Total Spending	3,264	4,590	5,855	6,937	8,593	8,256	-3.9%	4.8%
Visitor Spending	2,995	4,166	5,364	6,340	7,740	7,349	-5.1%	4.6%
Non-transportation	1,999	2,704	3,280	3,855	4,878	4,957	1.6%	4.6%
Transportation	996	1,463	2,085	2,486	2,862	2,392	-16.4%	4.5%
<b>Sherman-Denison</b>								
Total Spending	90	128	168	187	215	189	-12.4%	3.8%
Visitor Spending	90	128	167	186	214	188	-12.4%	3.7%
Non-transportation	62	86	96	101	117	116	-1.0%	3.2%
Transportation	28	42	70	85	97	72	-26.2%	4.8%

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.



## Direct Metropolitan Travel Spending, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Texarkana								
Total Spending	82	104	145	177	185	171	-7.4%	3.8%
Visitor Spending	81	103	144	176	184	170	-7.4%	3.8%
Non-transportation	54	63	77	94	91	101	11.1%	3.2%
Transportation	27	40	67	81	93	69	-25.5%	4.9%
Tyler								
Total Spending	177	225	294	349	404	388	-4.1%	4.0%
Visitor Spending	153	200	263	309	361	349	-3.3%	4.2%
Non-transportation	119	151	185	218	253	265	4.8%	4.1%
Transportation	34	49	78	91	108	84	-22.4%	4.6%
Victoria								
Total Spending	121	159	189	218	287	249	-13.1%	3.7%
Visitor Spending	120	156	186	216	286	248	-13.2%	3.7%
Non-transportation	102	128	140	161	223	201	-9.7%	3.5%
Transportation	18	28	46	55	63	47	-25.7%	4.9%
Waco								
Total Spending	268	319	409	458	526	508	-3.4%	3.3%
Visitor Spending	231	303	392	440	507	490	-3.4%	3.8%
Non-transportation	180	233	278	305	351	371	5.6%	3.7%
Transportation	51	70	114	135	156	119	-23.6%	4.3%
Wichita Falls								
Total Spending	154	169	204	234	257	240	-6.8%	2.3%
Visitor Spending	139	160	195	227	249	232	-7.1%	2.6%
Non-transportation	102	120	135	156	169	171	0.8%	2.6%
Transportation	36	41	60	71	80	61	-23.8%	2.6%

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

## Travel Share of Total Metropolitan Earnings and Employment, 2015p

Metro Area	Earnings (\$Million)			Employment (thousand jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Abilene	4,602	94	2.0%	102	4	3.9%
Amarillo	8,098	197	2.4%	163	9	5.5%
Austin-Round Rock	76,534	2,008	2.6%	1,304	62	4.8%
Beaumont-Port Arthur	12,226	159	1.3%	215	8	3.5%
Brownsville-Harlingen	6,748	195	2.9%	191	9	4.5%
College Station-Bryan	6,210	135	2.2%	141	6	4.2%
Corpus Christi	14,329	428	3.0%	258	17	6.6%
Dallas-Plano-Irving	217,488	4,587	2.1%	3,238	111	3.4%
Fort Worth-Arlington	77,811	4,286	5.5%	1,341	76	5.7%
El Paso	19,494	411	2.1%	421	14	3.2%
Houston-Sugar Land-Baytown	303,274	5,964	2.0%	4,009	140	3.5%
Killeen-Temple-Fort Hood	12,327	134	1.1%	227	5	2.4%
Laredo	5,551	156	2.8%	131	6	4.7%
Longview	6,964	73	1.0%	136	3	2.4%
Lubbock	8,477	252	3.0%	185	8	4.3%
McAllen-Edinburg-Mission	13,496	363	2.7%	352	16	4.6%
Midland	12,143	104	0.9%	135	4	2.8%
Odessa	5,718	117	2.0%	95	3	3.5%
San Angelo	3,363	77	2.3%	73	4	4.9%
San Antonio	71,718	2,435	3.4%	1,345	75	5.6%
Sherman-Denison	2,667	35	1.3%	62	2	2.4%
Texarkana	2,404	33	1.4%	52	2	3.2%
Tyler	7,259	94	1.3%	143	4	2.6%
Victoria	4,201	59	1.4%	76	2	2.9%
Waco	6,669	123	1.8%	144	5	3.7%
Wichita Falls	4,246	56	1.3%	89	3	3.8%
Metro Total	914,016	22,576	2.5%	14,628	598	4.1%

**Abilene MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	360.2	412.6	375.2	420.4	426.6	443.1	407.5
Other Travel*	16.9	18.0	16.9	19.4	18.8	21.9	20.9
Total Direct Spending	377.0	430.6	392.1	439.8	445.4	465.0	428.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	156.9	188.5	169.9	202.0	207.1	222.2	206.7
Private Campground	5.1	5.9	6.3	7.0	7.3	7.2	6.7
Public Campground	1.0	1.1	1.1	1.3	1.3	1.3	1.2
Private Home	95.9	106.9	97.2	105.9	105.5	104.7	95.2
Vacation Home	2.5	2.8	2.5	2.7	2.7	2.8	2.7
Day Travel	98.7	107.3	98.1	101.5	102.6	104.9	95.2
Visitor Spending	360.2	412.6	375.2	420.4	426.6	443.1	407.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	38.5	45.2	42.1	49.5	51.7	58.0	58.8
Food Service	53.5	58.9	59.5	65.9	68.3	73.5	76.4
Food Stores	13.4	15.0	14.7	16.4	16.8	17.8	18.2
Local Tran. & Gas	131.2	168.1	137.4	161.1	161.0	158.0	118.7
Arts, Ent. & Rec.	43.3	44.6	42.9	45.0	45.8	47.9	48.3
Retail Sales	70.6	70.0	69.3	72.2	73.1	76.1	76.2
Visitor Air Tran.	9.6	10.7	9.2	10.4	10.0	11.7	11.0
Visitor Spending	360.2	412.6	375.2	420.4	426.6	443.1	407.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	37.0	40.8	42.6	47.3	48.9	52.8	54.0
Arts, Ent. & Rec.	13.9	14.4	14.6	15.1	15.6	16.7	17.7
Retail**	13.1	13.2	12.8	14.0	14.4	15.6	16.3
Ground Tran.	1.9	2.1	2.0	2.2	2.2	2.4	2.6
Visitor Air Tran.	0.5	0.5	0.5	0.5	0.6	0.6	0.7
Other Travel*	1.4	1.5	1.7	1.9	2.1	2.3	2.4
Total Direct Earnings	67.8	72.5	74.1	81.1	83.9	90.6	93.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,920	1,940	1,910	1,980	2,040	2,100	2,120
Arts, Ent. & Rec.	1,150	1,060	1,010	970	1,000	1,030	1,070
Retail**	650	620	580	590	600	620	630
Ground Tran.	60	60	60	60	70	70	70
Visitor Air Tran.	10	10	10	10	10	10	10
Other Travel*	60	40	40	60	70	70	60
Total Direct Employment	3,890	3,770	3,650	3,730	3,820	3,930	4,010
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	8.5	9.0	9.1	9.9	10.2	11.2	11.4
Visitor	5.1	5.7	5.4	6.2	6.4	7.0	7.1
Business/Employee	3.3	3.3	3.6	3.7	3.8	4.2	4.3
State Tax Receipts	21.7	23.1	22.4	23.3	24.1	25.5	25.8
Visitor	19.4	20.5	20.0	20.5	21.2	22.3	22.5
Business/Employee	2.3	2.6	2.5	2.8	2.9	3.2	3.3
Total Direct Gov't Revenue	30.2	32.1	31.5	33.2	34.3	36.7	37.2

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Amarillo MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	711.2	794.5	762.3	832.9	868.0	876.3	841.9
Other Travel*	52.2	56.6	51.9	60.9	60.7	63.4	61.0
Total Direct Spending	763.4	851.1	814.2	893.7	928.7	939.7	902.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	283.2	328.8	321.0	372.7	395.4	402.5	399.1
Private Campground	9.9	11.5	12.1	13.5	14.0	14.0	13.0
Public Campground	4.3	5.0	5.0	5.6	5.8	5.8	5.3
Private Home	92.3	104.1	93.3	106.1	105.6	105.9	95.5
Vacation Home	2.4	2.8	2.5	2.8	2.8	2.8	2.6
Day Travel	319.0	342.4	328.4	332.1	344.6	345.2	326.5
Visitor Spending	711.2	794.5	762.3	832.9	868.0	876.3	841.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	74.5	83.0	84.8	97.0	107.0	111.2	121.6
Food Service	112.6	124.5	132.6	142.2	152.8	157.8	167.8
Food Stores	28.8	32.2	33.2	35.9	37.9	39.2	40.7
Local Tran. & Gas	206.4	264.3	215.9	253.0	252.2	246.8	184.8
Arts, Ent. & Rec.	57.5	59.7	60.3	61.9	65.3	66.2	68.3
Retail Sales	191.5	190.4	196.7	197.9	208.1	208.7	213.8
Visitor Air Tran.	40.0	40.4	38.8	44.9	44.7	46.5	44.9
Visitor Spending	711.2	794.5	762.3	832.9	868.0	876.3	841.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	69.2	75.0	83.6	90.8	97.0	99.1	105.6
Arts, Ent. & Rec.	27.3	28.6	30.5	31.4	33.6	34.9	37.6
Retail**	33.8	34.1	34.0	36.1	38.0	39.9	42.5
Ground Tran.	2.7	2.9	2.8	3.1	3.0	3.2	3.4
Visitor Air Tran.	1.9	1.7	2.3	2.4	2.7	2.6	3.1
Other Travel*	3.7	3.4	3.8	4.0	4.5	4.6	5.2
Total Direct Earnings	138.6	145.8	157.0	167.7	178.9	184.2	197.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	4,110	4,200	4,390	4,380	4,650	4,540	4,740
Arts, Ent. & Rec.	2,270	2,350	2,360	2,220	2,340	2,340	2,480
Retail**	1,600	1,500	1,460	1,410	1,480	1,500	1,570
Ground Tran.	90	90	90	90	90	90	90
Visitor Air Tran.	20	20	20	30	30	20	30
Other Travel*	90	70	60	70	70	70	60
Total Direct Employment	8,250	8,270	8,440	8,250	8,690	8,600	9,010
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	17.8	18.6	20.7	21.7	23.2	24.0	25.6
Visitor	11.1	11.9	12.9	14.0	15.1	15.5	16.4
Business/Employee	6.8	6.7	7.8	7.7	8.1	8.5	9.2
State Tax Receipts	42.4	44.7	45.2	46.3	49.1	50.3	52.2
Visitor	37.7	39.6	40.0	40.6	43.0	43.9	45.3
Business/Employee	4.6	5.1	5.2	5.7	6.2	6.5	6.8
Total Direct Gov't Revenue	60.2	63.2	65.8	68.0	72.4	74.3	77.8

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

# Austin-Round Rock MSA Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	3,894	4,364	4,293	5,010	5,396	5,685	6,019
Other Travel*	599	697	692	851	902	968	1,046
Total Direct Spending	4,493	5,061	4,985	5,861	6,299	6,653	7,065
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,106	2,394	2,348	2,871	3,164	3,373	3,686
Private Campground	16	18	19	21	22	22	21
Public Campground	9	10	10	11	11	12	11
Private Home	950	1,070	1,058	1,193	1,236	1,288	1,299
Vacation Home	23	26	26	28	29	30	31
Day Travel	790	846	832	885	934	961	971
Visitor Spending	3,894	4,364	4,293	5,010	5,396	5,685	6,019
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	676	803	753	949	1,080	1,190	1,368
Food Service	812	905	967	1,119	1,219	1,289	1,424
Food Stores	186	214	221	257	275	291	312
Local Tran. & Gas	633	799	670	786	795	793	643
Arts, Ent. & Rec.	354	371	373	411	439	455	487
Retail Sales	817	834	866	954	1,010	1,039	1,098
Visitor Air Tran.	417	438	444	534	578	629	687
Visitor Spending	3,894	4,364	4,293	5,010	5,396	5,685	6,019
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	638	714	760	929	1,009	1,131	1,261
Arts, Ent. & Rec.	185	196	211	247	265	296	331
Retail**	159	165	166	190	201	215	236
Ground Tran.	22	25	24	27	28	30	33
Visitor Air Tran.	15	15	15	17	19	21	25
Other Travel*	64	80	77	95	103	109	123
Total Direct Earnings	1,083	1,194	1,253	1,505	1,624	1,801	2,008
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	25.1	26.3	27.6	30.8	33.0	35.1	37.8
Arts, Ent. & Rec.	9.7	9.9	10.5	11.2	11.9	12.6	13.5
Retail**	6.2	6.3	6.2	6.5	6.9	7.0	7.6
Ground Tran.	0.8	0.8	0.8	0.7	0.8	0.8	0.9
Visitor Air Tran.	0.2	0.2	0.2	0.3	0.3	0.3	0.3
Other Travel*	1.3	1.6	1.5	1.8	1.9	1.8	1.9
Total Direct Employment	43.4	45.1	46.8	51.3	54.7	57.7	62.0
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	139	152	157	183	200	220	248
Visitor	86	97	95	114	127	137	154
Business/Employee	53	55	62	69	74	83	93
State Tax Receipts	222	244	245	280	304	325	355
Visitor	185	202	204	229	248	262	285
Business/Employee	36	42	42	51	56	64	70
Total Direct Gov't Revenue	361	396	402	463	505	545	602

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Beaumont-Port Arthur MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	574.4	690.4	587.9	650.7	645.2	693.1	641.2
Other Travel*	11.1	9.9	8.6	5.3	9.1	10.8	10.1
Total Direct Spending	585.5	700.2	596.5	656.1	654.3	703.9	651.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	267.7	347.6	278.1	322.1	313.1	361.0	341.4
Private Campground	4.4	5.0	5.5	6.1	6.5	6.2	5.7
Public Campground	1.2	1.3	1.4	1.5	1.6	1.6	1.5
Private Home	158.7	173.7	160.8	173.4	177.7	170.2	153.3
Vacation Home	5.5	6.2	5.7	6.1	6.2	6.1	5.8
Day Travel	137.0	156.6	136.3	141.4	140.0	147.9	133.6
Visitor Spending	574.4	690.4	587.9	650.7	645.2	693.1	641.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	81.6	106.3	79.4	87.3	82.9	101.0	106.3
Food Service	94.6	110.9	103.7	112.7	112.2	128.8	135.0
Food Stores	26.3	31.2	28.6	31.5	31.3	35.3	36.2
Local Tran. & Gas	217.7	279.7	228.4	268.1	267.3	261.6	195.5
Arts, Ent. & Rec.	51.0	55.5	50.0	51.8	51.0	56.4	57.4
Retail Sales	98.4	102.9	95.6	98.3	96.6	105.2	106.2
Visitor Air Tran.	4.7	4.0	2.2	1.1	3.9	4.9	4.6
Visitor Spending	574.4	690.4	587.9	650.7	645.2	693.1	641.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	60.8	72.5	66.5	70.8	68.6	75.3	81.1
Arts, Ent. & Rec.	27.2	29.9	35.0	38.7	38.7	41.7	44.4
Retail**	21.3	22.5	20.7	22.6	22.7	25.5	26.8
Ground Tran.	2.6	2.8	2.8	3.1	3.1	3.3	3.5
Visitor Air Tran.	0.7	0.8	0.7	0.3	0.4	0.4	0.5
Other Travel*	2.7	2.9	3.2	2.1	2.2	2.5	2.4
Total Direct Earnings	115.3	131.4	128.8	137.7	135.7	148.8	158.7
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	3,280	3,750	3,210	3,220	3,240	3,460	3,560
Arts, Ent. & Rec.	2,030	2,230	2,470	2,560	2,660	2,790	2,850
Retail**	990	1,020	910	910	900	970	1,010
Ground Tran.	60	60	60	60	60	70	80
Visitor Air Tran.	10	10	0	0	0	0	0
Other Travel*	60	60	60	50	50	50	40
Total Direct Employment	6,500	7,200	6,780	6,850	6,980	7,400	7,590
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	13.4	15.6	14.0	14.6	14.2	16.3	17.3
Visitor	8.0	9.8	7.9	8.6	8.3	9.8	10.2
Business/Employee	5.4	5.7	6.1	6.0	5.9	6.5	7.0
State Tax Receipts	36.3	40.4	37.2	38.0	38.2	41.7	42.8
Visitor	32.2	35.5	32.6	33.0	33.3	36.2	36.9
Business/Employee	4.1	4.9	4.5	5.0	5.0	5.6	5.9
Total Direct Gov't Revenue	49.7	55.9	51.1	52.6	52.4	58.1	60.0

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Brownsville-Harlingen MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	699.4	712.8	701.5	759.3	772.5	798.4	784.2
Other Travel*	40.2	40.2	45.0	51.2	46.6	46.3	43.8
Total Direct Spending	739.6	753.0	746.5	810.6	819.1	844.7	828.0
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	380.5	369.3	350.0	382.9	388.8	408.0	398.4
Private Campground	94.0	104.2	116.2	125.8	131.9	134.3	134.3
Public Campground	4.7	5.1	5.5	5.9	6.2	6.3	6.3
Private Home	125.8	134.0	130.8	141.9	141.1	143.0	139.2
Vacation Home	48.5	53.8	51.7	55.5	56.2	57.5	57.7
Day Travel	46.0	46.4	47.3	47.3	48.4	49.2	48.3
Visitor Spending	699.4	712.8	701.5	759.3	772.5	798.4	784.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	175.4	170.6	162.3	177.7	184.8	197.6	198.2
Food Service	121.9	127.0	132.3	141.8	147.4	153.3	158.1
Food Stores	51.5	56.9	59.7	65.7	67.9	70.3	71.5
Local Tran. & Gas	80.0	93.6	80.4	91.8	90.8	91.5	75.3
Arts, Ent. & Rec.	63.3	62.9	63.2	64.9	66.5	67.7	68.1
Retail Sales	140.1	135.9	140.4	145.9	148.8	150.1	149.7
Visitor Air Tran.	67.2	66.0	63.3	71.5	66.2	67.9	63.3
Visitor Spending	699.4	712.8	701.5	759.3	772.5	798.4	784.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	82.9	82.5	88.3	97.9	102.9	104.9	111.5
Arts, Ent. & Rec.	28.4	28.5	32.8	31.7	31.6	36.0	37.8
Retail**	25.8	25.9	26.2	28.3	29.0	30.3	31.6
Ground Tran.	6.1	6.2	5.7	6.1	5.8	6.2	6.1
Visitor Air Tran.	3.5	3.4	3.6	3.6	3.7	4.4	4.3
Other Travel*	3.3	3.1	3.4	3.3	3.3	3.7	3.7
Total Direct Earnings	150.0	149.6	160.0	170.9	176.3	185.5	195.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	4,760	4,330	4,340	4,600	4,840	4,860	5,040
Arts, Ent. & Rec.	1,880	1,670	1,810	1,660	1,660	1,860	1,910
Retail**	1,450	1,360	1,340	1,330	1,350	1,360	1,390
Ground Tran.	340	320	190	160	160	170	160
Visitor Air Tran.	50	50	40	60	50	50	50
Other Travel*	80	70	60	70	60	70	60
Total Direct Employment	8,580	7,810	7,800	7,890	8,160	8,400	8,640
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	21.2	20.6	21.2	22.2	22.8	24.1	24.5
Visitor	13.9	13.8	13.4	14.4	14.8	15.6	15.5
Business/Employee	7.3	6.8	7.9	7.8	8.0	8.5	9.0
State Tax Receipts	35.5	35.7	35.7	38.0	39.1	40.8	41.2
Visitor	30.5	30.4	30.4	32.1	33.0	34.3	34.4
Business/Employee	5.1	5.3	5.3	5.9	6.1	6.6	6.8
Total Direct Gov't Revenue	56.7	56.3	56.9	60.2	61.9	64.9	65.7

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**College Station-Bryan MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	342.0	409.8	382.0	415.3	451.7	502.0	471.0
Other Travel*	19.8	18.3	17.1	17.4	17.3	18.8	18.5
Total Direct Spending	361.9	428.1	399.2	432.6	469.0	520.8	489.5
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	148.0	193.8	177.6	199.4	229.3	272.4	253.4
Private Campground	4.6	5.2	5.6	6.2	6.4	6.3	6.0
Public Campground	2.6	2.9	3.1	3.3	3.5	3.6	3.5
Private Home	87.8	96.5	92.1	101.3	102.5	102.9	99.8
Vacation Home	8.2	9.0	8.2	8.8	8.8	9.1	9.2
Day Travel	90.8	102.5	95.4	96.2	101.2	107.7	99.1
Visitor Spending	342.0	409.8	382.0	415.3	451.7	502.0	471.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	62.7	84.5	77.7	87.6	103.0	127.8	121.9
Food Service	69.2	81.6	83.1	87.7	97.1	110.2	112.1
Food Stores	17.0	20.1	20.0	21.6	23.2	25.3	25.3
Local Tran. & Gas	85.0	108.9	88.4	103.7	104.0	101.9	75.7
Arts, Ent. & Rec.	32.4	35.5	34.6	34.9	37.7	41.8	41.7
Retail Sales	66.9	70.6	70.8	71.5	76.6	83.6	82.9
Visitor Air Tran.	8.9	8.6	7.5	8.4	10.1	11.3	11.3
Visitor Spending	342.0	409.8	382.0	415.3	451.7	502.0	471.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	44.7	54.3	56.1	60.1	74.5	85.2	85.5
Arts, Ent. & Rec.	15.0	16.6	18.0	19.8	22.8	28.9	30.1
Retail**	11.7	12.6	12.3	13.1	14.0	15.7	16.2
Ground Tran.	0.5	0.5	0.5	0.5	0.6	0.7	0.7
Visitor Air Tran.	0.3	0.3	0.6	0.4	0.4	0.5	0.6
Other Travel*	2.6	1.7	2.2	1.8	1.5	1.8	1.8
Total Direct Earnings	74.9	86.0	89.6	95.6	113.9	132.7	135.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	2,680	2,930	2,990	3,010	3,450	3,730	3,670
Arts, Ent. & Rec.	1,050	1,050	1,130	1,190	1,250	1,510	1,520
Retail**	590	600	580	560	590	640	640
Ground Tran.	20	10	10	20	20	30	30
Visitor Air Tran.	0	0	0	0	0	0	10
Other Travel*	50	40	40	30	30	40	30
Total Direct Employment	4,440	4,680	4,820	4,850	5,400	5,990	5,950
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	8.6	10.2	10.3	10.8	12.7	15.2	15.0
Visitor	5.1	6.4	6.1	6.7	7.7	9.3	9.0
Business/Employee	3.5	3.7	4.2	4.2	4.9	5.8	6.0
State Tax Receipts	20.7	23.6	23.1	23.9	26.7	30.1	29.9
Visitor	18.0	20.4	19.9	20.5	22.5	25.2	24.9
Business/Employee	2.7	3.2	3.2	3.5	4.2	5.0	5.0
Total Direct Gov't Revenue	29.2	33.8	33.4	34.8	39.3	45.3	44.9

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.



**Corpus Christi MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	1,022	1,089	1,073	1,228	1,276	1,303	1,296
Other Travel*	52	50	48	54	54	59	60
Total Direct Spending	1,074	1,138	1,121	1,282	1,330	1,362	1,356
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	603	643	640	767	804	821	830
Private Campground	45	51	55	60	63	64	62
Public Campground	7	7	8	8	9	9	9
Private Home	175	184	172	184	187	191	184
Vacation Home	25	27	25	27	27	28	28
Day Travel	169	176	173	182	187	189	183
Visitor Spending	1,022	1,089	1,073	1,228	1,276	1,303	1,296
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	216	230	227	280	300	311	325
Food Service	246	265	280	317	332	340	358
Food Stores	66	73	75	86	89	92	94
Local Tran. & Gas	163	201	167	194	195	193	149
Arts, Ent. & Rec.	113	114	115	124	128	129	132
Retail Sales	158	154	160	175	180	180	182
Visitor Air Tran.	60	51	50	53	53	58	56
Visitor Spending	1,022	1,089	1,073	1,228	1,276	1,303	1,296
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	161.8	169.6	190.0	225.1	247.0	263.0	284.8
Arts, Ent. & Rec.	52.4	53.3	56.7	65.1	69.2	76.9	82.1
Retail**	36.3	36.7	37.0	41.9	43.3	45.0	47.6
Ground Tran.	5.4	5.3	5.0	5.3	5.4	5.9	6.1
Visitor Air Tran.	2.0	1.7	2.0	2.4	2.7	2.6	2.7
Other Travel*	4.8	3.5	3.7	3.9	4.3	4.7	4.6
Total Direct Earnings	262.6	270.1	294.4	343.7	371.9	398.0	427.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	8,140	8,530	9,080	9,900	10,610	10,860	11,350
Arts, Ent. & Rec.	3,140	2,940	2,970	3,150	3,270	3,480	3,600
Retail**	1,620	1,580	1,550	1,600	1,640	1,650	1,720
Ground Tran.	190	160	150	150	150	170	160
Visitor Air Tran.	30	20	30	30	30	30	30
Other Travel*	150	90	90	90	90	90	80
Total Direct Employment	13,330	13,390	13,920	14,980	15,880	16,340	17,000
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	34.2	34.6	36.7	42.3	45.1	47.5	50.0
Visitor	21.4	22.2	22.3	26.6	28.2	29.1	30.2
Business/Employee	12.8	12.4	14.5	15.7	16.9	18.4	19.9
State Tax Receipts	57.7	60.5	61.5	69.1	73.0	75.6	78.5
Visitor	48.9	51.0	51.7	57.4	60.2	61.6	63.6
Business/Employee	8.8	9.5	9.7	11.7	12.8	14.0	14.9
Total Direct Gov't Revenue	91.9	95.0	98.2	111.4	118.1	123.1	128.5

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Dallas-Plano-Irving MD Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	8,082	8,891	8,366	9,621	10,071	10,560	10,801
Other Travel*	876	1,055	1,023	1,252	1,289	1,384	1,635
Total Direct Spending	8,958	9,946	9,389	10,873	11,361	11,945	12,436
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4,866	5,356	4,987	5,971	6,334	6,725	7,034
Private Campground	19	22	24	26	27	27	26
Public Campground	14	16	17	18	19	19	18
Private Home	1,554	1,781	1,711	1,881	1,907	1,949	1,925
Vacation Home	27	31	29	32	33	33	33
Day Travel	1,602	1,686	1,598	1,693	1,752	1,808	1,764
Visitor Spending	8,082	8,891	8,366	9,621	10,071	10,560	10,801
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,407	1,521	1,334	1,599	1,762	1,910	2,120
Food Service	1,770	1,913	1,964	2,266	2,408	2,568	2,748
Food Stores	292	323	322	369	386	410	428
Local Tran. & Gas	2,005	2,459	2,079	2,443	2,466	2,470	2,077
Arts, Ent. & Rec.	1,051	1,065	1,037	1,136	1,188	1,241	1,292
Retail Sales	1,399	1,386	1,393	1,529	1,587	1,641	1,689
Visitor Air Tran.	159	225	236	278	274	320	446
Visitor Spending	8,082	8,891	8,366	9,621	10,071	10,560	10,801
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	1,561	1,632	1,624	1,889	2,005	2,100	2,279
Arts, Ent. & Rec.	574	588	592	661	702	790	859
Retail**	342	343	334	381	397	426	457
Ground Tran.	100	105	98	111	112	122	135
Visitor Air Tran.	223	224	257	291	315	172	191
Other Travel*	542	588	600	714	762	606	667
Total Direct Earnings	3,341	3,480	3,505	4,047	4,292	4,216	4,587
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	46.2	46.6	46.5	52.0	55.2	58.1	60.9
Arts, Ent. & Rec.	16.7	15.5	15.6	16.5	17.5	19.6	20.6
Retail**	13.7	14.0	13.3	13.9	14.4	14.9	15.6
Ground Tran.	3.2	3.1	2.8	2.8	3.0	3.2	3.4
Visitor Air Tran.	2.3	2.4	2.4	2.9	3.1	1.7	1.9
Other Travel*	8.2	8.5	7.9	9.6	10.2	8.5	9.0
Total Direct Employment	90.3	90.1	88.5	97.7	103.3	106.0	111.4
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	315	324	328	366	390	404	443
Visitor	151	164	154	181	194	208	229
Business/Employee	164	160	173	185	196	195	214
State Tax Receipts	542	573	556	622	660	689	732
Visitor	431	451	440	485	513	541	573
Business/Employee	112	122	115	137	147	148	159
Total Direct Gov't Revenue	857	897	883	988	1,050	1,092	1,174

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Fort Worth-Arlington MD  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	4,419	4,752	4,631	5,170	5,267	5,507	5,433
Other Travel*	2,053	2,048	2,004	2,295	2,212	2,246	2,043
Total Direct Spending	6,472	6,800	6,635	7,466	7,479	7,754	7,475
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,629	2,883	2,810	3,205	3,287	3,471	3,488
Private Campground	18	21	22	25	26	25	23
Public Campground	9	10	10	11	12	11	10
Private Home	946	960	927	1,049	1,041	1,064	994
Vacation Home	18	21	20	21	22	22	21
Day Travel	799	858	843	858	880	913	896
Visitor Spending	4,419	4,752	4,631	5,170	5,267	5,507	5,433
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	590	698	663	762	803	876	950
Food Service	622	700	749	814	855	917	990
Food Stores	105	120	124	135	140	150	157
Local Tran. & Gas	729	895	753	885	892	886	715
Arts, Ent. & Rec.	506	531	542	559	578	608	638
Retail Sales	495	506	529	549	564	587	609
Visitor Air Tran.	1,371	1,302	1,270	1,467	1,435	1,483	1,373
Visitor Spending	4,419	4,752	4,631	5,170	5,267	5,507	5,433
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	496	554	586	686	710	746	807
Arts, Ent. & Rec.	308	326	344	386	406	460	504
Retail**	108	112	113	123	127	137	148
Ground Tran.	31	31	30	34	34	37	38
Visitor Air Tran.	697	611	612	641	737	842	1,144
Other Travel*	1,019	950	952	1,001	1,114	1,247	1,645
Total Direct Earnings	2,659	2,585	2,637	2,871	3,128	3,468	4,286
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	19.9	22.1	22.9	23.8	25.2	26.0	27.0
Arts, Ent. & Rec.	12.8	16.1	16.6	16.6	17.7	19.7	20.7
Retail**	4.5	4.5	4.5	4.5	4.6	4.7	5.0
Ground Tran.	0.9	0.9	0.8	0.8	0.9	0.9	0.9
Visitor Air Tran.	8.2	7.7	7.3	8.1	7.7	7.9	9.0
Other Travel*	12.2	12.1	11.7	12.8	11.9	12.0	13.2
Total Direct Employment	58.5	63.5	63.8	66.5	67.8	71.2	75.8
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	217	211	221	233	248	273	319
Visitor	86	93	91	101	105	112	119
Business/Employee	130	119	130	131	143	161	200
State Tax Receipts	248	263	260	282	300	325	363
Visitor	159	172	173	184	192	203	214
Business/Employee	89	90	87	98	108	122	148
Total Direct Gov't Revenue	465	474	481	514	548	598	682

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**El Paso MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	1,252	1,398	1,324	1,446	1,429	1,470	1,398
Other Travel*	188	197	196	216	206	215	226
Total Direct Spending	1,439	1,595	1,519	1,662	1,635	1,685	1,624
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	848	951	907	999	982	1,017	976
Private Campground	18	22	23	25	27	27	24
Public Campground	1	1	1	1	1	1	1
Private Home	232	259	238	261	259	263	249
Vacation Home	5	6	6	6	6	6	6
Day Travel	147	158	150	154	153	155	142
Visitor Spending	1,252	1,398	1,324	1,446	1,429	1,470	1,398
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	154	165	166	173	171	185	197
Food Service	176	189	205	222	222	233	246
Food Stores	42	46	48	53	53	55	57
Local Tran. & Gas	436	551	455	530	529	523	405
Arts, Ent. & Rec.	79	80	82	85	84	87	89
Retail Sales	188	184	193	201	198	201	204
Visitor Air Tran.	176	183	174	182	172	187	200
Visitor Spending	1,252	1,398	1,324	1,446	1,429	1,470	1,398
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	171	178	200	225	227	240	255
Arts, Ent. & Rec.	39	40	46	49	46	49	52
Retail**	39	39	39	43	44	46	49
Ground Tran.	13	14	13	14	14	15	16
Visitor Air Tran.	10	12	12	14	13	13	17
Other Travel*	15	16	17	19	19	18	22
Total Direct Earnings	286	298	327	364	362	380	411
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	6,450	6,130	6,210	6,790	6,870	7,140	7,380
Arts, Ent. & Rec.	2,850	2,970	3,100	3,160	2,990	3,130	3,250
Retail**	1,900	1,900	1,880	1,880	1,870	1,900	1,970
Ground Tran.	450	460	430	420	450	480	480
Visitor Air Tran.	160	150	140	160	140	140	160
Other Travel*	300	270	260	270	270	250	260
Total Direct Employment	12,130	11,910	12,030	12,690	12,610	13,070	13,530
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	35.1	35.7	38.5	40.5	40.0	42.6	45.5
Visitor	21.2	22.2	22.6	24.1	23.8	25.3	26.6
Business/Employee	13.8	13.5	15.9	16.4	16.2	17.3	18.8
State Tax Receipts	72.1	75.6	76.3	78.7	79.6	83.0	85.7
Visitor	62.4	64.9	65.4	66.1	66.9	69.4	71.2
Business/Employee	9.8	10.6	11.0	12.6	12.7	13.6	14.5
Total Direct Gov't Revenue	107.2	111.3	114.9	119.3	119.6	125.6	131.2

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Houston-Sugar Land-Baytown MSA Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	10,477	12,102	10,935	13,025	13,654	14,298	13,657
Other Travel*	1,876	2,026	2,027	2,457	2,597	2,826	2,844
Total Direct Spending	12,352	14,128	12,962	15,483	16,251	17,124	16,501
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	6,130	7,280	6,380	8,014	8,518	9,052	8,684
Private Campground	54	61	67	72	74	74	70
Public Campground	4	5	5	6	6	6	6
Private Home	2,330	2,591	2,506	2,803	2,863	2,911	2,782
Vacation Home	105	119	113	122	125	129	129
Day Travel	1,854	2,047	1,865	2,008	2,067	2,126	1,986
Visitor Spending	10,477	12,102	10,935	13,025	13,654	14,298	13,657
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,602	2,017	1,646	2,133	2,403	2,664	2,673
Food Service	1,831	2,097	2,042	2,415	2,556	2,734	2,803
Food Stores	335	387	372	434	453	482	490
Local Tran. & Gas	2,930	3,612	3,035	3,580	3,617	3,609	2,934
Arts, Ent. & Rec.	1,233	1,323	1,231	1,378	1,435	1,503	1,504
Retail Sales	1,456	1,515	1,464	1,640	1,699	1,764	1,754
Visitor Air Tran.	1,090	1,151	1,146	1,445	1,491	1,543	1,499
Visitor Spending	10,477	12,102	10,935	13,025	13,654	14,298	13,657
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	1,410	1,638	1,590	1,894	2,025	2,202	2,396
Arts, Ent. & Rec.	581	630	620	681	720	777	812
Retail**	338	355	335	389	405	437	455
Ground Tran.	124	129	121	140	142	154	163
Visitor Air Tran.	623	652	683	670	778	724	759
Other Travel*	1,000	1,077	1,131	1,117	1,294	1,292	1,378
Total Direct Earnings	4,076	4,481	4,481	4,891	5,365	5,586	5,964
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	54.5	59.3	55.9	63.2	67.1	70.8	74.2
Arts, Ent. & Rec.	22.9	23.0	21.8	22.9	24.0	25.2	25.4
Retail**	13.8	14.0	12.9	13.7	14.2	14.7	15.0
Ground Tran.	3.7	3.7	3.2	3.5	3.8	4.0	4.1
Visitor Air Tran.	7.6	7.8	7.1	7.4	7.5	6.9	7.1
Other Travel*	14.5	14.6	13.3	13.5	13.9	13.6	14.2
Total Direct Employment	117.0	122.3	114.3	124.2	130.5	135.1	140.0
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	409	454	448	506	553	594	617
Visitor	209	248	227	282	309	336	339
Business/Employee	200	206	221	224	244	258	278
State Tax Receipts	649	720	677	758	813	861	879
Visitor	513	563	530	592	628	665	673
Business/Employee	137	157	148	166	185	196	207
Total Direct Gov't Revenue	1,059	1,173	1,126	1,264	1,366	1,455	1,496

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Killeen-Temple-Fort Hood MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	378.2	454.6	435.0	457.1	474.3	494.8	469.5
Other Travel*	1.5	1.6	2.0	1.1	36.0	35.1	34.1
Total Direct Spending	379.7	456.2	437.0	458.3	510.3	529.9	503.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	164.1	214.6	205.1	213.6	217.1	234.6	221.3
Private Campground	2.3	2.5	2.8	3.1	3.2	3.3	3.2
Public Campground	3.6	3.8	4.1	4.5	4.8	4.8	4.7
Private Home	127.3	142.0	135.2	148.9	162.5	162.5	155.4
Vacation Home	4.4	5.0	4.6	5.1	5.2	5.3	5.2
Day Travel	76.6	86.7	83.1	81.9	81.5	84.4	79.7
Visitor Spending	378.2	454.6	435.0	457.1	474.3	494.8	469.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	61.2	80.7	77.0	77.3	73.3	80.3	77.9
Food Service	83.6	100.5	103.6	107.8	107.4	115.3	118.7
Food Stores	29.1	35.4	35.4	37.9	37.7	40.2	40.7
Local Tran. & Gas	78.6	101.1	82.3	96.6	96.3	94.1	69.9
Arts, Ent. & Rec.	39.3	44.2	43.4	43.6	43.1	45.2	45.5
Retail Sales	86.4	92.7	93.2	93.8	92.4	95.3	94.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	24.1	24.4	21.8
Visitor Spending	378.2	454.6	435.0	457.1	474.3	494.8	469.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	50.8	61.7	68.5	73.0	74.1	78.3	81.0
Arts, Ent. & Rec.	18.3	20.8	21.5	22.1	23.2	24.7	26.0
Retail**	18.1	19.8	19.4	20.5	20.4	21.8	22.8
Ground Tran.	0.7	0.7	0.7	0.8	0.8	0.9	0.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.8	0.8	1.0
Other Travel*	0.6	0.7	0.9	0.5	1.7	1.8	2.0
Total Direct Earnings	88.6	103.8	111.1	116.9	121.1	128.3	133.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	3,200	3,330	3,370	3,490	3,520	3,570	3,560
Arts, Ent. & Rec.	1,490	870	820	810	850	870	890
Retail**	890	940	920	870	860	890	910
Ground Tran.	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	10	10	10
Other Travel*	20	20	20	10	30	30	30
Total Direct Employment	5,650	5,230	5,170	5,250	5,350	5,450	5,480
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	9.9	11.6	12.2	12.1	12.4	13.3	13.5
Visitor	5.6	6.9	6.8	6.9	7.0	7.5	7.4
Business/Employee	4.3	4.7	5.4	5.2	5.4	5.8	6.1
State Tax Receipts	23.0	26.5	26.3	26.8	26.8	28.4	28.6
Visitor	19.9	22.7	22.6	22.7	22.6	23.8	23.9
Business/Employee	3.0	3.7	3.8	4.1	4.3	4.6	4.7
Total Direct Gov't Revenue	32.8	38.0	38.5	38.9	39.2	41.7	42.1

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Laredo MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	460.2	492.8	496.2	570.7	566.2	576.7	539.8
Other Travel*	17.5	18.6	23.7	24.2	20.1	22.1	21.5
Total Direct Spending	477.7	511.5	519.9	595.0	586.3	598.8	561.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	245.4	262.4	269.5	328.5	318.5	325.1	295.5
Private Campground	0.7	0.8	0.9	0.9	1.0	1.0	1.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	157.2	170.9	166.9	179.0	184.8	187.8	184.1
Vacation Home	4.2	4.8	4.6	5.0	5.1	5.2	5.2
Day Travel	52.6	54.0	54.3	57.4	56.7	57.6	54.0
Visitor Spending	460.2	492.8	496.2	570.7	566.2	576.7	539.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	59.4	60.3	64.6	83.3	78.9	79.5	71.0
Food Service	102.0	111.4	119.5	138.5	138.2	143.7	143.0
Food Stores	15.6	17.5	18.1	21.2	21.1	21.9	21.6
Local Tran. & Gas	78.9	100.1	83.4	97.7	98.0	96.6	75.0
Arts, Ent. & Rec.	31.9	32.9	33.4	36.7	36.3	37.0	36.1
Retail Sales	158.1	158.8	165.2	181.3	179.1	181.1	176.0
Visitor Air Tran.	14.3	11.9	11.9	11.9	14.6	16.8	17.0
Visitor Spending	460.2	492.8	496.2	570.7	566.2	576.7	539.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	68.6	71.6	72.9	87.6	91.7	96.5	101.8
Arts, Ent. & Rec.	13.0	13.6	13.3	15.0	15.1	17.7	18.0
Retail**	23.4	23.8	23.8	27.2	27.1	28.4	28.9
Ground Tran.	2.7	2.9	2.9	3.2	3.2	3.4	3.7
Visitor Air Tran.	0.4	0.4	0.3	0.6	0.8	1.0	1.2
Other Travel*	1.1	1.0	0.9	1.5	1.6	2.0	2.0
Total Direct Earnings	109.3	113.2	114.1	135.2	139.4	149.0	155.6
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	3,280	3,160	3,010	3,390	3,520	3,670	3,750
Arts, Ent. & Rec.	970	940	860	910	910	1,050	1,040
Retail**	1,220	1,190	1,170	1,220	1,210	1,220	1,220
Ground Tran.	80	80	80	80	80	90	90
Visitor Air Tran.	10	10	0	10	10	20	20
Other Travel*	40	30	30	40	40	50	50
Total Direct Employment	5,620	5,440	5,190	5,690	5,800	6,140	6,180
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	11.6	11.6	12.5	14.5	14.4	15.0	14.8
Visitor	6.6	6.8	7.2	8.8	8.5	8.7	8.1
Business/Employee	5.0	4.8	5.3	5.7	5.9	6.4	6.7
State Tax Receipts	29.0	30.3	31.1	35.0	35.1	36.3	35.7
Visitor	24.9	26.0	26.9	30.0	29.8	30.5	29.7
Business/Employee	4.0	4.4	4.1	5.1	5.3	5.8	5.9
Total Direct Gov't Revenue	40.6	41.9	43.6	49.5	49.5	51.3	50.5

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Longview MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	250.4	296.1	267.1	287.5	291.0	298.5	271.6
Other Travel*	6.9	7.0	6.4	5.7	5.5	6.2	5.7
Total Direct Spending	257.3	303.1	273.5	293.2	296.6	304.7	277.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	118.7	147.3	132.6	145.1	147.7	154.9	142.9
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	1.4	1.6	1.7	1.9	2.0	2.0	1.8
Private Home	56.9	64.7	59.0	65.4	65.6	64.8	58.2
Vacation Home	6.5	7.4	6.7	7.4	7.4	7.4	6.9
Day Travel	66.9	75.0	67.1	67.7	68.3	69.4	61.7
Visitor Spending	250.4	296.1	267.1	287.5	291.0	298.5	271.6
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	34.0	43.2	40.4	42.3	43.4	46.4	46.2
Food Service	53.0	59.9	58.8	61.1	62.9	66.8	68.0
Food Stores	11.9	13.6	13.1	14.0	14.2	15.0	15.1
Local Tran. & Gas	88.0	113.3	92.2	108.2	107.8	105.3	78.1
Arts, Ent. & Rec.	23.8	25.4	23.7	23.6	23.9	24.9	24.7
Retail Sales	37.4	38.1	36.6	36.1	36.4	37.4	36.9
Visitor Air Tran.	2.3	2.6	2.4	2.2	2.3	2.7	2.6
Visitor Spending	250.4	296.1	267.1	287.5	291.0	298.5	271.6
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	30.9	35.6	34.6	37.7	37.6	39.9	40.4
Arts, Ent. & Rec.	14.4	15.5	15.9	15.2	15.3	15.4	16.0
Retail**	9.2	9.5	9.0	9.6	9.8	10.6	10.9
Ground Tran.	0.7	0.7	0.7	0.8	0.8	0.8	0.9
Visitor Air Tran.	0.2	0.6	0.5	1.1	1.4	1.4	1.6
Other Travel*	1.5	2.1	1.9	2.8	2.9	3.0	3.2
Total Direct Earnings	57.0	64.1	62.6	67.2	67.9	71.1	72.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,820	2,010	1,840	1,910	1,910	1,960	1,950
Arts, Ent. & Rec.	790	810	790	730	740	720	730
Retail**	410	400	370	360	380	390	390
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	10	0	10	10	10	10
Other Travel*	50	50	40	50	50	40	40
Total Direct Employment	3,120	3,350	3,110	3,130	3,140	3,180	3,180
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	5.7	6.5	6.4	6.5	6.7	7.1	7.2
Visitor	3.0	3.7	3.5	3.6	3.7	3.9	3.9
Business/Employee	2.7	2.8	3.0	2.9	2.9	3.1	3.2
State Tax Receipts	16.0	17.6	16.8	17.0	17.5	18.2	18.3
Visitor	14.0	15.2	14.6	14.5	15.0	15.6	15.6
Business/Employee	2.0	2.4	2.2	2.4	2.5	2.7	2.7
Total Direct Gov't Revenue	21.7	24.0	23.3	23.5	24.1	25.3	25.4

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.



**Lubbock MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	557.2	629.3	619.0	695.7	721.4	738.7	707.8
Other Travel*	62.6	67.9	67.0	72.4	72.4	76.9	76.2
Total Direct Spending	619.8	697.2	686.0	768.1	793.8	815.6	784.1
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	233.6	279.3	280.2	338.9	357.1	369.4	357.6
Private Campground	5.4	6.1	6.5	7.1	7.4	7.4	7.1
Public Campground	0.7	0.8	0.8	0.9	0.9	0.9	0.9
Private Home	136.0	148.6	140.4	152.3	154.0	156.2	148.5
Vacation Home	2.6	2.8	2.6	2.8	2.8	2.9	2.9
Day Travel	178.9	191.7	188.5	193.8	199.1	201.9	190.9
Visitor Spending	557.2	629.3	619.0	695.7	721.4	738.7	707.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	62.8	75.1	77.4	97.1	106.6	113.9	117.6
Food Service	94.9	106.8	115.7	129.3	136.6	142.7	148.2
Food Stores	24.0	27.3	28.4	31.8	33.1	34.6	35.3
Local Tran. & Gas	137.6	175.1	144.0	168.2	168.0	164.9	125.2
Arts, Ent. & Rec.	50.5	53.3	54.6	58.2	60.3	61.9	62.5
Retail Sales	142.4	143.6	151.1	157.9	162.9	165.6	166.0
Visitor Air Tran.	45.0	48.1	47.9	53.2	53.9	55.1	53.0
Visitor Spending	557.2	629.3	619.0	695.7	721.4	738.7	707.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	103.7	116.6	133.7	155.8	164.5	170.9	177.7
Arts, Ent. & Rec.	17.4	18.5	20.2	21.7	22.9	25.3	26.7
Retail**	26.1	26.7	27.1	29.7	30.8	32.6	34.1
Ground Tran.	2.9	3.1	3.0	3.2	3.2	3.4	3.6
Visitor Air Tran.	2.0	2.0	2.2	2.9	2.9	2.8	3.3
Other Travel*	4.7	4.5	4.9	5.8	5.9	6.3	6.8
Total Direct Earnings	156.7	171.5	191.0	219.1	230.1	241.2	252.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	3,930	4,140	4,360	4,660	4,880	4,850	4,950
Arts, Ent. & Rec.	1,290	1,300	1,300	1,290	1,350	1,420	1,470
Retail**	1,280	1,250	1,250	1,250	1,280	1,310	1,340
Ground Tran.	110	110	100	110	110	110	110
Visitor Air Tran.	30	30	30	40	40	40	40
Other Travel*	100	90	90	110	100	100	100
Total Direct Employment	6,760	6,960	7,160	7,500	7,790	7,870	8,050
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	14.3	15.7	17.6	19.5	20.5	21.7	22.5
Visitor	7.0	8.2	8.6	10.0	10.6	11.1	11.4
Business/Employee	7.3	7.4	9.0	9.5	9.9	10.5	11.1
State Tax Receipts	34.0	36.7	37.9	41.0	43.2	44.9	45.8
Visitor	28.3	30.3	31.1	33.0	34.7	35.8	36.4
Business/Employee	5.6	6.4	6.7	8.0	8.5	9.1	9.4
Total Direct Gov't Revenue	48.3	52.4	55.5	60.5	63.7	66.6	68.2

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**McAllen-Edinburg-Mission MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	1,022	1,143	1,112	1,197	1,231	1,295	1,267
Other Travel*	55	60	61	67	59	64	67
Total Direct Spending	1,078	1,203	1,173	1,263	1,290	1,359	1,335
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	341	387	352	382	391	438	429
Private Campground	134	150	165	180	188	190	185
Public Campground	1	1	1	1	1	1	1
Private Home	279	311	303	332	341	349	341
Vacation Home	83	95	93	102	104	107	106
Day Travel	185	198	198	199	204	211	204
Visitor Spending	1,022	1,143	1,112	1,197	1,231	1,295	1,267
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	139	161	149	159	163	184	185
Food Service	273	304	317	340	353	378	392
Food Stores	89	102	107	118	122	128	131
Local Tran. & Gas	160	206	168	197	196	192	143
Arts, Ent. & Rec.	77	81	82	84	86	89	90
Retail Sales	233	238	247	255	261	269	269
Visitor Air Tran.	51	51	42	43	49	56	57
Visitor Spending	1,022	1,143	1,112	1,197	1,231	1,295	1,267
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	159.0	176.4	195.7	209.6	217.8	225.9	238.9
Arts, Ent. & Rec.	36.6	38.8	41.3	42.2	44.4	52.4	55.2
Retail**	46.0	48.3	48.8	52.8	54.2	57.8	60.6
Ground Tran.	1.7	1.8	1.8	2.0	2.0	2.1	2.3
Visitor Air Tran.	1.7	1.9	1.7	1.5	1.9	2.1	2.2
Other Travel*	3.4	4.1	3.9	3.7	3.9	4.3	4.1
Total Direct Earnings	248.4	271.2	293.1	311.8	324.2	344.5	363.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	8,470	8,570	8,740	9,000	9,350	9,470	9,820
Arts, Ent. & Rec.	2,770	3,030	2,960	2,910	3,060	3,530	3,660
Retail**	2,440	2,480	2,450	2,420	2,470	2,540	2,610
Ground Tran.	50	50	50	50	50	50	50
Visitor Air Tran.	20	30	20	20	20	20	20
Other Travel*	80	90	80	70	70	70	100
Total Direct Employment	13,860	14,270	14,320	14,490	15,040	15,710	16,290
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	27.3	29.2	30.8	31.8	32.9	35.7	36.8
Visitor	15.2	16.8	16.4	17.6	18.2	19.8	20.0
Business/Employee	12.1	12.4	14.4	14.2	14.7	15.8	16.8
State Tax Receipts	58.3	63.5	64.2	67.2	69.6	73.8	75.2
Visitor	49.9	54.0	54.5	56.5	58.3	61.6	62.5
Business/Employee	8.4	9.6	9.7	10.7	11.3	12.2	12.7
Total Direct Gov't Revenue	85.6	92.7	95.0	98.9	102.4	109.5	112.0

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Midland MSA Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	259.5	309.2	299.2	461.6	479.4	565.5	486.0
Other Travel*	49.4	60.5	54.1	72.0	78.2	88.7	84.7
Total Direct Spending	308.9	369.7	353.4	533.6	557.6	654.2	570.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	122.2	158.7	153.2	282.8	292.5	360.9	297.4
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	65.1	71.7	68.6	78.0	85.1	91.3	88.6
Vacation Home	0.8	0.9	0.8	0.9	0.9	1.0	1.0
Day Travel	71.4	77.9	76.5	99.9	100.8	112.4	99.0
Visitor Spending	259.5	309.2	299.2	461.6	479.4	565.5	486.0
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	31.3	49.5	44.6	109.0	112.5	151.2	118.3
Food Service	43.6	51.0	54.4	84.1	86.0	100.8	92.6
Food Stores	10.2	12.1	12.3	18.3	18.6	21.5	19.8
Local Tran. & Gas	45.8	59.1	47.9	56.2	56.0	54.6	40.2
Arts, Ent. & Rec.	22.6	24.7	24.9	35.8	36.1	41.1	37.2
Retail Sales	64.8	68.0	70.3	98.3	98.8	111.3	100.3
Visitor Air Tran.	41.1	44.8	44.8	59.8	71.5	85.0	77.5
Visitor Spending	259.5	309.2	299.2	461.6	479.4	565.5	486.0
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	30.9	40.4	40.4	54.5	60.3	71.5	64.3
Arts, Ent. & Rec.	9.5	10.5	11.6	12.2	13.7	15.0	14.1
Retail**	9.5	10.1	10.1	14.4	14.6	16.9	16.1
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	3.7	3.5	4.1	2.6	2.7	3.6	4.4
Other Travel*	4.6	5.0	5.1	3.3	3.0	3.9	4.9
Total Direct Earnings	58.4	69.7	71.5	87.2	94.5	111.1	104.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,710	1,920	1,800	2,170	2,340	2,590	2,300
Arts, Ent. & Rec.	740	730	760	710	780	790	740
Retail**	460	430	420	550	550	620	580
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	30	30	30	40	30	30	40
Other Travel*	40	50	40	50	40	30	40
Total Direct Employment	3,010	3,190	3,080	3,540	3,760	4,100	3,730
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	6.5	7.9	7.9	12.6	13.2	16.5	14.1
Visitor	3.8	4.9	4.6	8.9	9.2	11.7	9.6
Business/Employee	2.7	3.0	3.3	3.7	4.0	4.7	4.5
State Tax Receipts	14.0	16.3	16.2	23.6	24.4	28.8	25.7
Visitor	11.9	13.6	13.6	20.4	20.8	24.5	21.7
Business/Employee	2.2	2.7	2.6	3.3	3.6	4.3	4.0
Total Direct Gov't Revenue	20.5	24.2	24.1	36.2	37.6	45.3	39.8

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

# Odessa MSA Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	210.1	269.1	231.6	385.3	387.0	419.2	352.1
Other Travel*	0.3	0.2	0.2	0.2	0.2	0.3	0.2
Total Direct Spending	210.4	269.3	231.8	385.5	387.2	419.5	352.3
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	95.3	141.1	113.0	241.1	240.1	266.1	210.0
Private Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Public Campground	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Private Home	48.5	52.4	51.0	52.6	54.9	56.3	56.9
Vacation Home	0.9	1.0	0.9	1.0	1.0	1.1	1.1
Day Travel	65.4	74.6	66.7	90.6	91.0	95.8	84.2
Visitor Spending	210.1	269.1	231.6	385.3	387.0	419.2	352.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	30.0	52.8	38.8	104.7	104.6	121.3	90.1
Food Service	44.7	56.1	52.0	85.2	86.7	94.5	86.4
Food Stores	9.9	12.4	11.3	17.5	17.7	19.2	17.7
Local Tran. & Gas	41.2	53.1	43.0	50.5	50.3	49.0	36.0
Arts, Ent. & Rec.	22.0	25.6	22.8	34.4	34.5	36.8	33.3
Retail Sales	62.3	69.1	63.7	93.0	93.1	98.3	88.5
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Spending	210.1	269.1	231.6	385.3	387.0	419.2	352.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	35.8	50.6	41.8	63.1	66.9	79.3	84.2
Arts, Ent. & Rec.	10.8	12.7	11.9	13.8	14.8	17.0	16.0
Retail**	10.5	11.7	10.6	15.7	15.8	17.3	16.4
Ground Tran.	0.1	0.1	0.1	0.1	0.1	0.1	0.2
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Total Direct Earnings	57.3	75.2	64.4	92.8	97.8	113.8	116.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,510	1,930	1,500	1,910	1,980	2,150	2,260
Arts, Ent. & Rec.	760	610	530	530	560	590	550
Retail**	410	410	360	490	490	520	490
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	2,700	2,970	2,410	2,950	3,040	3,280	3,310
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	6.3	8.6	7.3	13.1	13.4	15.3	13.5
Visitor	3.6	5.1	4.2	8.9	9.0	10.1	8.1
Business/Employee	2.8	3.4	3.2	4.2	4.4	5.2	5.4
State Tax Receipts	13.3	16.5	14.5	22.7	23.1	25.5	22.9
Visitor	11.4	13.8	12.4	19.5	19.7	21.4	18.8
Business/Employee	1.9	2.7	2.1	3.2	3.4	4.0	4.1
Total Direct Gov't Revenue	19.6	25.0	21.9	35.8	36.5	40.8	36.3

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**San Angelo MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	174.9	203.9	187.2	244.3	276.3	278.4	222.1
Other Travel*	10.5	12.0	10.0	11.4	11.6	12.5	12.6
Total Direct Spending	185.4	215.9	197.2	255.8	287.9	290.9	234.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	80.7	100.2	90.9	138.0	166.2	167.1	122.7
Private Campground	2.4	2.8	3.0	3.1	3.2	3.2	3.2
Public Campground	0.6	0.7	0.7	0.7	0.8	0.8	0.8
Private Home	44.0	48.4	44.8	47.4	46.9	48.0	45.9
Vacation Home	4.6	5.6	4.9	5.5	5.5	5.5	4.7
Day Travel	42.5	46.3	42.9	49.6	53.7	53.8	44.8
Visitor Spending	174.9	203.9	187.2	244.3	276.3	278.4	222.1
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	21.4	28.3	25.8	44.6	60.9	60.9	40.3
Food Service	33.1	37.9	37.9	50.8	58.2	59.8	51.9
Food Stores	7.3	8.4	8.2	10.6	11.7	12.1	10.7
Local Tran. & Gas	46.6	60.1	48.7	57.2	56.9	55.5	40.9
Arts, Ent. & Rec.	15.4	16.5	15.8	19.7	22.0	22.2	19.1
Retail Sales	42.1	43.3	42.5	52.2	57.8	57.9	49.8
Visitor Air Tran.	9.0	9.4	8.3	9.2	8.8	9.9	9.4
Visitor Spending	174.9	203.9	187.2	244.3	276.3	278.4	222.1
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	24.7	29.4	33.5	42.7	48.6	52.0	52.7
Arts, Ent. & Rec.	11.0	11.9	12.0	13.5	14.6	15.1	13.6
Retail**	7.6	7.9	7.5	9.4	10.4	10.9	10.0
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.2	0.2	0.2	0.2	0.3	0.3	0.3
Other Travel*	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Total Direct Earnings	44.1	50.0	53.9	66.5	74.5	78.9	77.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,460	1,590	1,720	2,030	2,220	2,260	2,300
Arts, Ent. & Rec.	930	950	900	940	970	960	860
Retail**	380	370	340	390	430	430	390
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	10	10	10	10	10	10	10
Total Direct Employment	2,810	2,950	3,010	3,410	3,670	3,690	3,590
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	3.9	4.4	4.6	6.2	7.5	7.7	6.4
Visitor	1.9	2.4	2.2	3.4	4.4	4.5	3.2
Business/Employee	2.0	2.1	2.4	2.8	3.1	3.3	3.2
State Tax Receipts	10.9	12.1	11.9	14.6	16.7	17.2	15.1
Visitor	9.3	10.2	9.8	12.1	13.8	14.1	12.0
Business/Employee	1.7	2.0	2.0	2.6	2.9	3.1	3.0
Total Direct Gov't Revenue	14.8	16.5	16.5	20.8	24.2	24.9	21.5

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**San Antonio MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	5,865	6,694	6,340	7,360	7,526	7,740	7,349
Other Travel*	544	623	596	641	647	853	908
Total Direct Spending	6,408	7,317	6,937	8,001	8,173	8,593	8,256
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	3,776	4,345	4,133	4,965	5,087	5,264	5,026
Private Campground	58	65	70	74	78	78	74
Public Campground	4	5	5	5	6	6	6
Private Home	1,151	1,306	1,217	1,319	1,344	1,364	1,295
Vacation Home	41	47	44	48	49	50	50
Day Travel	835	925	871	948	963	978	899
Visitor Spending	5,865	6,694	6,340	7,360	7,526	7,740	7,349
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	950	1,084	1,025	1,186	1,250	1,327	1,362
Food Service	1,037	1,164	1,234	1,487	1,540	1,623	1,668
Food Stores	152	173	178	213	220	233	234
Local Tran. & Gas	1,908	2,381	1,995	2,308	2,314	2,290	1,816
Arts, Ent. & Rec.	565	596	599	680	695	718	720
Retail Sales	769	791	819	938	954	977	973
Visitor Air Tran.	484	504	491	547	552	572	576
Visitor Spending	5,865	6,694	6,340	7,360	7,526	7,740	7,349
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	848	932	959	1,097	1,158	1,220	1,284
Arts, Ent. & Rec.	398	425	434	495	523	579	606
Retail**	178	185	185	219	225	241	250
Ground Tran.	67	72	67	72	72	77	79
Visitor Air Tran.	42	41	45	47	49	25	27
Other Travel*	102	115	109	107	113	170	188
Total Direct Earnings	1,635	1,770	1,799	2,038	2,141	2,311	2,435
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	32.1	35.2	34.5	38.0	39.8	40.4	41.5
Arts, Ent. & Rec.	15.3	16.6	16.1	17.6	18.5	19.7	20.0
Retail**	7.3	7.6	7.4	8.0	8.1	8.4	8.5
Ground Tran.	2.0	2.1	1.8	1.9	2.0	2.1	2.1
Visitor Air Tran.	0.5	0.5	0.5	0.5	0.5	0.3	0.3
Other Travel*	2.2	2.5	2.2	2.1	2.2	2.6	2.7
Total Direct Employment	59.5	64.5	62.5	68.0	71.3	73.4	75.1
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	209	228	231	256	266	284	295
Visitor	129	147	142	163	169	178	182
Business/Employee	80	81	89	93	97	107	113
State Tax Receipts	360	391	387	426	444	466	474
Visitor	306	329	327	357	370	384	389
Business/Employee	55	62	59	69	74	81	85
Total Direct Gov't Revenue	570	619	617	682	710	750	769

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Sherman-Denison MSA  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	181.5	205.7	186.2	203.7	213.3	214.4	187.9
Other Travel*	1.8	1.1	0.8	0.6	0.7	0.8	0.7
Total Direct Spending	183.3	206.7	187.0	204.3	214.0	215.2	188.6
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	65.6	74.2	66.2	75.6	83.7	85.1	73.6
Private Campground	1.5	1.9	1.9	2.2	2.3	2.2	2.0
Public Campground	10.5	12.5	12.6	14.6	14.7	14.7	13.1
Private Home	23.3	27.7	24.5	27.6	26.8	26.7	23.7
Vacation Home	9.8	11.5	10.3	11.5	11.3	11.4	10.7
Day Travel	70.7	77.9	70.6	72.2	74.5	74.4	64.8
Visitor Spending	181.5	205.7	186.2	203.7	213.3	214.4	187.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	20.4	20.9	19.6	21.9	25.3	26.5	24.5
Food Service	28.1	29.3	30.3	31.0	34.1	35.5	36.4
Food Stores	9.5	10.3	10.4	11.0	11.8	12.2	12.4
Local Tran. & Gas	81.3	104.8	85.1	99.9	99.4	97.1	71.7
Arts, Ent. & Rec.	9.5	9.4	9.3	9.2	9.8	10.0	10.0
Retail Sales	32.7	31.0	31.5	30.7	32.7	33.1	32.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Spending	181.5	205.7	186.2	203.7	213.3	214.4	187.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	17.8	18.0	19.6	20.3	21.1	21.5	23.1
Arts, Ent. & Rec.	2.5	2.5	2.7	2.6	2.7	2.5	2.6
Retail**	7.0	6.9	6.8	7.2	7.7	8.2	8.5
Ground Tran.	0.4	0.5	0.4	0.5	0.5	0.5	0.6
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.8	0.5	0.3	0.3	0.3	0.3	0.3
Total Direct Earnings	28.6	28.3	30.0	30.9	32.3	33.0	35.1
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,050	960	980	970	1,000	1,000	1,050
Arts, Ent. & Rec.	120	110	110	100	100	100	100
Retail**	340	320	310	300	310	320	320
Ground Tran.	10	10	10	10	10	10	10
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	10	10	0	0	0	0	0
Total Direct Employment	1,550	1,430	1,430	1,390	1,440	1,450	1,500
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	3.2	3.1	3.3	3.3	3.6	3.7	3.7
Visitor	1.8	1.8	1.8	1.9	2.1	2.2	2.1
Business/Employee	1.4	1.3	1.5	1.4	1.5	1.5	1.6
State Tax Receipts	11.6	11.8	11.7	11.5	12.3	12.6	12.6
Visitor	10.6	10.8	10.7	10.4	11.2	11.4	11.4
Business/Employee	1.0	1.0	1.0	1.1	1.1	1.2	1.2
Total Direct Gov't Revenue	14.8	14.9	14.9	14.8	15.9	16.3	16.3

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Texarkana MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	152.7	185.9	175.6	194.8	188.7	184.1	170.4
Other Travel*	0.7	0.9	1.0	0.7	0.7	0.9	0.8
Total Direct Spending	153.4	186.9	176.5	195.5	189.4	185.0	171.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	64.3	84.8	84.7	97.1	89.7	85.6	85.4
Private Campground	1.1	1.3	1.2	1.4	1.5	1.5	1.3
Public Campground	7.1	8.1	7.8	8.8	9.5	9.7	8.2
Private Home	35.8	40.7	34.6	38.1	39.5	39.7	33.0
Vacation Home	1.3	1.5	1.3	1.4	1.5	1.5	1.3
Day Travel	43.1	49.6	45.9	47.8	47.0	46.1	41.2
Visitor Spending	152.7	185.9	175.6	194.8	188.7	184.1	170.4
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	16.9	23.0	25.8	27.4	24.4	22.8	26.3
Food Service	20.0	22.8	25.4	27.3	26.3	26.2	29.6
Food Stores	6.0	6.9	7.4	8.1	7.9	7.9	8.6
Local Tran. & Gas	77.5	99.7	81.3	95.4	95.1	93.0	69.3
Arts, Ent. & Rec.	10.9	11.6	12.1	12.5	12.0	11.8	12.8
Retail Sales	21.4	21.9	23.5	24.0	23.0	22.4	23.9
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Visitor Spending	152.7	185.9	175.6	194.8	188.7	184.1	170.4
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	11.9	14.3	16.8	19.7	17.9	18.0	19.6
Arts, Ent. & Rec.	4.1	4.4	4.9	4.9	4.8	4.6	5.3
Retail**	5.2	5.3	5.5	6.0	6.0	6.2	6.8
Ground Tran.	0.8	0.9	0.8	0.9	0.9	1.0	1.1
Visitor Air Tran.	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Travel*	0.3	0.4	0.4	0.3	0.3	0.4	0.3
Total Direct Earnings	22.2	25.3	28.4	31.8	29.9	30.2	33.0
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	840	910	1,030	1,120	980	970	1,070
Arts, Ent. & Rec.	350	340	360	330	320	300	350
Retail**	230	220	220	220	220	220	230
Ground Tran.	20	20	20	20	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	0	0	0
Total Direct Employment	1,460	1,520	1,650	1,710	1,560	1,530	1,700
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	2.5	2.9	3.4	3.6	3.3	3.2	3.6
Visitor	1.5	1.8	2.0	2.2	2.0	1.9	2.1
Business/Employee	1.0	1.1	1.3	1.4	1.3	1.3	1.5
State Tax Receipts	9.8	10.7	11.0	11.1	11.0	11.0	11.6
Visitor	9.0	9.8	10.0	9.9	9.9	9.9	10.3
Business/Employee	0.8	0.9	1.0	1.2	1.1	1.1	1.2
Total Direct Gov't Revenue	12.3	13.7	14.4	14.7	14.2	14.2	15.2

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.



**Tyler MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	281.5	320.9	308.5	338.0	348.6	361.2	349.2
Other Travel*	36.4	47.6	40.3	35.9	38.5	43.1	38.6
Total Direct Spending	318.0	368.5	348.8	373.8	387.0	404.4	387.9
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	119.8	143.0	138.5	158.1	165.4	175.0	173.2
Private Campground	5.5	6.2	6.7	7.4	7.7	7.7	7.4
Public Campground	2.2	2.5	2.6	2.8	3.0	3.0	2.8
Private Home	71.8	79.4	74.9	81.7	82.8	83.7	78.5
Vacation Home	4.6	5.1	4.8	5.3	5.3	5.4	5.3
Day Travel	77.7	84.6	80.9	82.6	84.4	86.3	82.1
Visitor Spending	281.5	320.9	308.5	338.0	348.6	361.2	349.2
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	38.0	46.9	45.7	50.7	53.2	57.1	61.5
Food Service	53.0	59.5	62.4	67.6	70.6	74.9	79.5
Food Stores	15.7	18.0	18.3	20.2	20.9	22.0	22.9
Local Tran. & Gas	79.3	99.4	83.3	97.2	98.6	98.0	75.0
Arts, Ent. & Rec.	29.0	30.6	30.4	31.6	32.4	33.6	34.6
Retail Sales	58.7	59.5	60.8	62.5	63.8	65.6	66.9
Visitor Air Tran.	7.9	7.0	7.6	8.2	9.0	10.1	8.8
Visitor Spending	281.5	320.9	308.5	338.0	348.6	361.2	349.2
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	36.0	41.0	44.8	48.3	49.8	51.2	51.3
Arts, Ent. & Rec.	8.9	9.5	9.8	10.4	10.8	11.6	12.5
Retail**	12.1	12.6	12.6	13.6	14.0	15.0	16.0
Ground Tran.	2.4	2.5	2.5	2.7	2.9	3.2	3.1
Visitor Air Tran.	0.3	0.3	0.3	0.4	0.4	0.4	0.5
Other Travel*	10.0	14.7	11.8	9.7	10.3	12.2	11.0
Total Direct Earnings	69.7	80.5	81.8	85.0	88.2	93.6	94.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	2,030	2,190	2,250	2,360	2,370	2,360	2,290
Arts, Ent. & Rec.	540	560	540	550	560	590	610
Retail**	470	490	480	470	480	490	510
Ground Tran.	90	80	80	80	90	100	90
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	180	280	210	160	160	170	140
Total Direct Employment	3,320	3,620	3,580	3,660	3,700	3,750	3,680
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	6.9	7.7	8.0	8.3	8.6	9.2	9.5
Visitor	3.6	4.2	4.2	4.6	4.8	5.1	5.4
Business/Employee	3.2	3.5	3.8	3.7	3.8	4.1	4.2
State Tax Receipts	17.4	19.1	19.1	19.8	20.7	21.8	22.3
Visitor	14.9	16.1	16.2	16.7	17.5	18.3	18.8
Business/Employee	2.5	3.0	2.9	3.1	3.3	3.5	3.5
Total Direct Gov't Revenue	24.3	26.8	27.1	28.1	29.3	31.0	31.8

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Victoria MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	202.4	227.6	216.5	263.8	264.5	285.7	247.9
Other Travel*	1.8	2.5	1.6	1.1	1.0	1.2	1.3
Total Direct Spending	204.2	230.2	218.1	264.9	265.4	286.9	249.2
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	59.6	72.8	71.7	107.8	106.1	121.6	97.9
Private Campground	1.9	2.2	2.3	2.5	2.6	2.6	2.5
Public Campground	0.7	0.7	0.8	0.8	0.9	0.9	0.9
Private Home	48.2	53.6	49.2	52.5	53.0	52.6	50.6
Vacation Home	9.6	10.6	9.7	10.4	10.5	10.8	10.7
Day Travel	82.5	87.8	82.7	89.8	91.3	97.2	85.3
Visitor Spending	202.4	227.6	216.5	263.8	264.5	285.7	247.9
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	27.0	32.3	33.2	53.0	49.9	57.9	46.3
Food Service	40.4	44.5	45.6	53.7	55.8	62.3	59.1
Food Stores	14.5	16.2	16.1	18.8	19.3	21.3	20.1
Local Tran. & Gas	52.3	67.5	54.7	64.2	63.9	62.3	45.9
Arts, Ent. & Rec.	19.8	20.1	19.7	22.2	22.7	24.8	23.1
Retail Sales	47.4	46.2	46.6	51.4	52.4	56.6	52.5
Visitor Air Tran.	1.1	0.7	0.6	0.4	0.4	0.6	0.9
Visitor Spending	202.4	227.6	216.5	263.8	264.5	285.7	247.9
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	24.9	27.8	28.1	34.8	32.7	34.8	37.6
Arts, Ent. & Rec.	6.8	7.0	7.2	7.9	7.8	8.3	8.1
Retail**	10.0	10.0	9.8	11.3	11.6	12.9	12.6
Ground Tran.	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Visitor Air Tran.	0.0	0.0	0.0	0.2	0.3	0.3	0.3
Other Travel*	0.2	0.2	0.2	0.5	0.5	0.5	0.5
Total Direct Earnings	42.0	45.2	45.5	54.8	53.1	57.0	59.4
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,330	1,350	1,240	1,450	1,320	1,370	1,450
Arts, Ent. & Rec.	350	340	300	310	300	320	310
Retail**	420	380	370	380	390	430	410
Ground Tran.	0	0	0	0	0	0	0
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	0	0	0	0	10	10	0
Total Direct Employment	2,140	2,120	1,950	2,210	2,080	2,160	2,210
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	4.4	4.7	5.0	6.5	6.2	7.0	6.4
Visitor	2.4	2.8	2.8	4.1	3.9	4.5	3.8
Business/Employee	2.0	2.0	2.1	2.4	2.3	2.5	2.6
State Tax Receipts	12.2	13.0	13.0	15.0	15.1	16.5	15.5
Visitor	10.7	11.4	11.4	13.0	13.2	14.3	13.3
Business/Employee	1.5	1.7	1.6	2.0	2.0	2.1	2.2
Total Direct Gov't Revenue	16.6	17.8	17.9	21.4	21.4	23.5	21.9

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Waco MSA**  
**Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	414.4	460.6	439.8	473.5	489.7	507.5	490.5
Other Travel*	17.9	18.3	18.0	17.2	16.6	19.0	17.9
Total Direct Spending	432.3	478.9	457.8	490.6	506.3	526.4	508.4
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	149.5	172.9	166.9	190.1	200.8	214.5	215.2
Private Campground	4.8	5.5	5.9	6.6	6.8	6.8	6.4
Public Campground	3.6	4.0	4.2	4.7	4.9	4.9	4.6
Private Home	82.8	92.1	85.3	93.7	94.1	94.2	87.3
Vacation Home	2.2	2.5	2.3	2.5	2.5	2.6	2.5
Day Travel	171.6	183.6	175.2	175.9	180.6	184.5	174.5
Visitor Spending	414.4	460.6	439.8	473.5	489.7	507.5	490.5
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	49.7	55.3	54.7	60.2	65.5	72.4	79.7
Food Service	76.7	82.9	87.7	92.0	97.2	103.3	110.3
Food Stores	22.5	24.8	25.4	27.2	28.4	30.0	31.4
Local Tran. & Gas	122.8	156.7	128.8	151.0	151.0	148.4	112.4
Arts, Ent. & Rec.	40.7	41.4	41.5	41.8	43.4	45.0	46.6
Retail Sales	94.9	92.6	95.5	94.6	97.7	100.4	103.1
Visitor Air Tran.	7.2	6.8	6.1	6.6	6.5	7.9	7.1
Visitor Spending	414.4	460.6	439.8	473.5	489.7	507.5	490.5
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	47.8	51.1	57.3	62.8	66.2	68.9	74.5
Arts, Ent. & Rec.	16.5	17.0	18.4	17.8	18.8	19.2	20.8
Retail**	17.2	17.2	17.1	18.0	18.7	20.1	21.4
Ground Tran.	2.4	2.6	2.6	2.9	2.9	3.1	3.3
Visitor Air Tran.	0.1	0.1	0.2	0.2	0.2	0.2	0.3
Other Travel*	2.2	2.5	3.0	2.4	2.4	2.8	2.6
Total Direct Earnings	86.3	90.5	98.6	104.1	109.2	114.3	122.9
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	2,580	2,610	2,730	2,860	2,980	3,010	3,060
Arts, Ent. & Rec.	1,280	1,230	1,240	1,140	1,190	1,190	1,210
Retail**	850	840	820	790	810	830	870
Ground Tran.	80	80	70	80	80	90	90
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	70	80	90	60	60	60	50
Total Direct Employment	4,890	4,860	4,970	4,950	5,150	5,210	5,310
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	9.1	9.4	10.1	10.4	11.0	11.8	12.7
Visitor	5.1	5.5	5.5	5.9	6.3	6.8	7.3
Business/Employee	4.0	3.9	4.6	4.5	4.7	5.0	5.4
State Tax Receipts	25.5	26.8	27.1	27.5	28.9	30.3	31.6
Visitor	22.4	23.4	23.6	23.7	24.9	26.0	27.0
Business/Employee	3.1	3.4	3.5	3.8	4.0	4.3	4.6
Total Direct Gov't Revenue	34.7	36.2	37.2	37.9	39.9	42.1	44.3

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Wichita Falls MSA**  
**Travel Impacts, 2006-2015p**

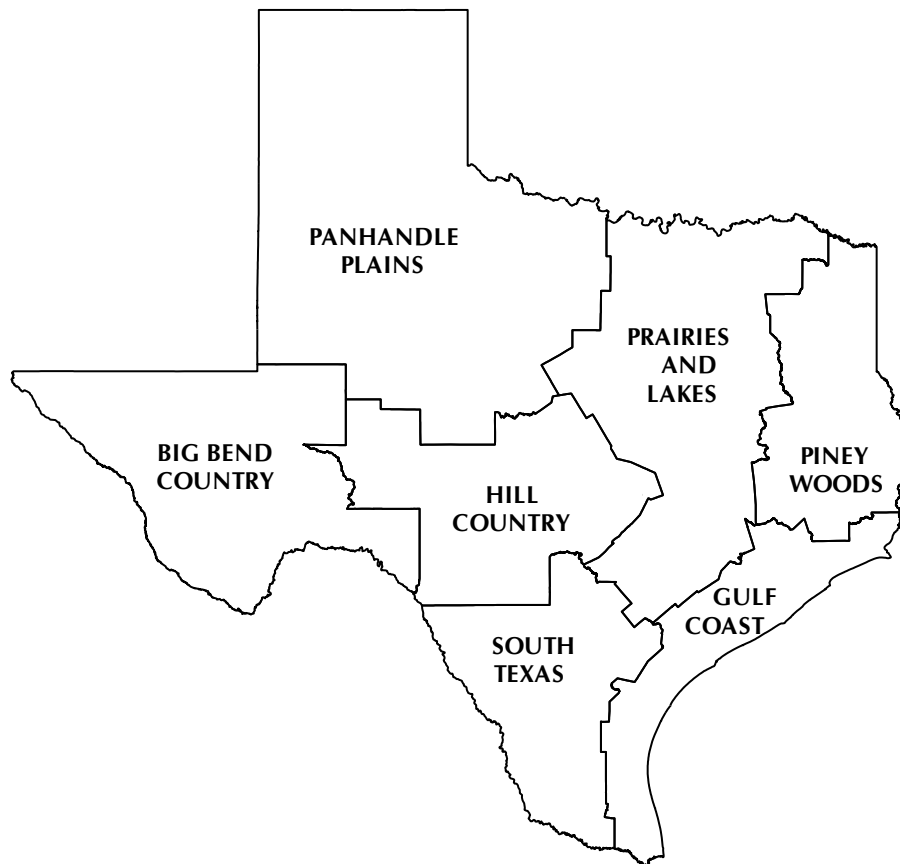
	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	210.2	235.2	227.0	237.0	242.5	249.5	231.8
Other Travel*	8.6	8.0	6.6	6.4	6.8	7.7	8.0
Total Direct Spending	218.8	243.2	233.6	243.4	249.3	257.2	239.7
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	82.5	95.8	98.3	102.0	105.8	112.1	107.3
Private Campground	3.2	3.6	3.9	4.3	4.5	4.5	4.3
Public Campground	0.9	1.1	1.1	1.3	1.4	1.4	1.2
Private Home	72.5	79.2	70.9	76.4	77.0	76.6	69.1
Vacation Home	4.2	4.9	4.2	4.6	4.6	4.6	4.0
Day Travel	46.9	50.7	48.5	48.4	49.3	50.3	45.9
Visitor Spending	210.2	235.2	227.0	237.0	242.5	249.5	231.8
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	25.5	29.7	31.1	31.3	31.8	33.7	34.4
Food Service	39.1	42.3	45.7	46.9	48.9	51.9	53.2
Food Stores	10.4	11.5	11.9	12.5	12.9	13.6	13.6
Local Tran. & Gas	61.5	78.4	64.1	74.1	74.7	73.5	54.9
Arts, Ent. & Rec.	29.2	29.7	30.0	29.7	30.4	31.5	31.4
Retail Sales	37.1	36.2	37.6	36.9	37.7	38.6	38.1
Visitor Air Tran.	7.3	7.4	6.7	5.5	6.1	6.7	6.2
Visitor Spending	210.2	235.2	227.0	237.0	242.5	249.5	231.8
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	22.4	24.3	27.5	29.1	29.4	30.6	31.5
Arts, Ent. & Rec.	11.1	11.4	12.1	13.5	13.8	13.7	14.2
Retail**	7.2	7.2	7.2	7.6	7.8	8.3	8.6
Ground Tran.	0.9	0.9	0.8	0.8	0.9	1.0	1.0
Visitor Air Tran.	0.3	0.3	0.3	0.3	0.4	0.3	0.4
Other Travel*	1.2	0.7	0.5	0.5	0.5	0.5	0.6
Total Direct Earnings	43.1	44.7	48.5	51.8	52.7	54.5	56.3
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	1,410	1,470	1,580	1,550	1,560	1,570	1,610
Arts, Ent. & Rec.	1,240	1,200	1,220	1,260	1,280	1,260	1,310
Retail**	360	360	350	340	350	360	360
Ground Tran.	30	30	20	10	20	20	20
Visitor Air Tran.	0	0	0	0	0	0	0
Other Travel*	50	20	10	10	10	10	10
Total Direct Employment	3,150	3,130	3,230	3,230	3,270	3,240	3,330
<b>Government Revenue Generated by Travel Spending (\$Million)***</b>							
Local Tax Receipts	4.9	5.1	5.7	5.6	5.7	6.0	6.2
Visitor	2.8	3.0	3.3	3.3	3.4	3.5	3.6
Business/Employee	2.1	2.0	2.4	2.4	2.4	2.5	2.6
State Tax Receipts	12.3	13.0	13.2	13.2	13.7	14.3	14.4
Visitor	10.9	11.4	11.6	11.4	11.9	12.4	12.4
Business/Employee	1.5	1.6	1.6	1.8	1.8	1.9	2.0
Total Direct Gov't Revenue	17.2	18.1	18.9	18.8	19.4	20.3	20.5

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## **V. DIRECT TRAVEL IMPACTS FOR TOURISM REGIONS**

**1995-2015P TRAVEL SPENDING**

**2006-2015P DETAILED IMPACTS**



## TOURISM REGIONS

REGION	COUNTIES
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,

## Direct Regional Travel Spending, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg.	
							14-15p	95-15p
Big Bend Tourism Region								
Total Spending	1,261	1,551	1,956	2,374	3,155	2,918	-7.5%	4.3%
Visitor Spending	1,086	1,352	1,744	2,124	2,851	2,606	-8.6%	4.5%
Non-transportation	711	854	1,018	1,270	1,851	1,773	-4.2%	4.7%
Transportation	375	498	726	854	999	833	-16.7%	4.1%
Gulf Coast Tourism Region								
Total Spending	7,767	10,941	13,465	15,190	19,660	18,941	-3.7%	4.6%
Visitor Spending	6,567	9,151	11,656	13,098	16,792	16,049	-4.4%	4.6%
Non-transportation	4,562	6,166	7,642	8,359	11,001	11,100	0.9%	4.5%
Transportation	2,005	2,985	4,014	4,740	5,792	4,949	-14.6%	4.6%
Hill Country Tourism Region								
Total Spending	2,567	3,988	4,767	5,841	7,681	8,055	4.9%	5.9%
Visitor Spending	2,255	3,422	4,219	5,125	6,679	6,979	4.5%	5.8%
Non-transportation	1,777	2,628	3,171	3,836	5,056	5,501	8.8%	5.8%
Transportation	478	794	1,048	1,289	1,622	1,478	-8.9%	5.8%
Panhandle Plains Tourism Region								
Total Spending	1,701	2,059	2,600	3,078	3,708	3,401	-8.3%	3.5%
Visitor Spending	1,583	1,929	2,459	2,923	3,523	3,220	-8.6%	3.6%
Non-transportation	1,195	1,389	1,616	1,915	2,367	2,331	-1.5%	3.4%
Transportation	388	541	843	1,008	1,156	889	-23.0%	4.2%
Piney Woods Tourism Region								
Total Spending	973	1,292	1,758	2,111	2,488	2,340	-5.9%	4.5%
Visitor Spending	937	1,247	1,693	2,023	2,359	2,225	-5.7%	4.4%
Non-transportation	726	928	1,166	1,388	1,630	1,680	3.1%	4.3%
Transportation	212	318	527	635	729	545	-25.3%	4.8%
Prairies and Lakes Tourism Region								
Total Spending	10,701	14,709	16,464	18,940	23,237	23,176	-0.3%	3.9%
Visitor Spending	8,453	11,857	13,743	15,867	19,525	19,420	-0.5%	4.2%
Non-transportation	5,611	8,112	9,188	10,561	13,231	13,961	5.5%	4.7%
Transportation	2,842	3,745	4,555	5,307	6,294	5,460	-13.2%	3.3%
South Texas Plains Tourism Region								
Total Spending	4,035	5,591	7,121	8,413	10,390	9,913	-4.6%	4.6%
Visitor Spending	3,714	5,111	6,583	7,750	9,477	8,940	-5.7%	4.5%
Non-transportation	2,574	3,459	4,207	4,932	6,223	6,233	0.2%	4.5%
Transportation	1,141	1,651	2,376	2,818	3,254	2,707	-16.8%	4.4%

Visitor transportation spending includes motor fuel, auto rental, other ground transportation costs and one-way airfares.

## Travel Share Total Regional Earnings & Employment, 2015p

Region	Earnings (\$Million)			Employment (thousand jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Big Bend	40,661	734	1.8%	721	25.5	3.5%
Gulf Coast	326,553	6,482	2.0%	4,481	168.5	3.8%
Hill Country	86,234	2,318	2.7%	1,565	74.7	4.8%
Panhandle Plains	46,856	865	1.8%	964	37.5	3.9%
Piney Woods	46,573	737	1.6%	960	26.1	2.7%
Prairies and Lakes	347,565	9,728	2.8%	5,769	221.3	3.8%
South Texas Plains	90,374	2,818	3.1%	1,814	94.3	5.2%
State Total	984,816	23,682	2.4%	16,273	647.9	4.0%



## Big Bend Tourism Region Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	1,964	2,273	2,124	2,630	2,644	2,851	2,606
Other Travel*	238	258	250	288	285	305	312
Total Direct Spending	2,202	2,532	2,374	2,918	2,930	3,155	2,918
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	1,187	1,410	1,315	1,721	1,723	1,897	1,724
Private Campground	36	42	44	49	52	52	47
Public Campground	9	10	10	11	11	11	11
Private Home	378	420	390	425	434	445	425
Vacation Home	16	19	17	18	18	18	18
Day Travel	337	373	349	405	407	427	381
Visitor Spending	1,964	2,273	2,124	2,630	2,644	2,851	2,606
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	283	354	328	500	509	609	556
Food Service	298	336	350	441	446	491	488
Food Stores	79	91	92	114	114	125	123
Local Tran. & Gas	608	773	635	741	740	728	556
Arts, Ent. & Rec.	145	152	152	178	178	189	185
Retail Sales	333	341	347	416	414	438	420
Visitor Air Tran.	217	227	219	242	243	272	277
Visitor Spending	1,964	2,273	2,124	2,630	2,644	2,851	2,606
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	277	315	330	403	416	464	479
Arts, Ent. & Rec.	70	74	81	86	86	94	97
Retail**	66	69	68	83	84	92	94
Ground Tran.	13	14	13	14	14	15	16
Visitor Air Tran.	14	15	16	17	16	16	21
Other Travel*	20	21	22	23	23	22	27
Total Direct Earnings	460	508	531	625	639	703	734
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	11,910	12,590	11,930	13,920	14,350	15,520	15,530
Arts, Ent. & Rec.	5,100	4,980	5,030	4,970	4,920	5,110	5,210
Retail**	3,140	3,120	3,030	3,320	3,330	3,500	3,520
Ground Tran.	450	460	430	420	450	480	480
Visitor Air Tran.	190	180	170	200	170	170	200
Other Travel*	350	320	300	320	320	290	300
Total Direct Employment	21,320	21,850	21,060	23,320	23,680	25,280	25,410
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	54	60	61	76	77	87	86
Visitor	32	37	36	48	49	56	53
Business/Employee	22	23	26	28	28	32	33
State Tax Receipts	114	125	123	144	147	160	157
Visitor	98	107	105	122	124	134	131
Business/Employee	16	18	18	22	23	26	26
Total Direct Gov't Revenue	168	185	184	220	224	247	243

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Gulf Coast Tourism Region Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	12,606	14,402	13,098	15,429	16,084	16,792	16,049
Other Travel*	1,955	2,095	2,092	2,521	2,644	2,868	2,892
Total Direct Spending	14,561	16,497	15,190	17,951	18,729	19,660	18,941
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	7,254	8,503	7,508	9,318	9,830	10,413	10,002
Private Campground	199	224	247	267	280	283	277
Public Campground	19	20	22	24	25	25	25
Private Home	2,736	3,016	2,903	3,228	3,292	3,337	3,182
Vacation Home	177	197	187	201	205	210	210
Day Travel	2,221	2,442	2,233	2,391	2,454	2,524	2,354
Visitor Spending	12,606	14,402	13,098	15,429	16,084	16,792	16,049
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2,019	2,458	2,054	2,606	2,879	3,158	3,168
Food Service	2,288	2,596	2,546	2,968	3,127	3,330	3,420
Food Stores	480	549	534	615	638	676	686
Local Tran. & Gas	3,359	4,146	3,478	4,095	4,131	4,117	3,325
Arts, Ent. & Rec.	1,425	1,517	1,417	1,572	1,632	1,703	1,705
Retail Sales	1,812	1,863	1,808	2,001	2,063	2,133	2,120
Visitor Air Tran.	1,223	1,273	1,262	1,571	1,615	1,675	1,624
Visitor Spending	12,606	14,402	13,098	15,429	16,084	16,792	16,049
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	1,643	1,880	1,842	2,172	2,314	2,489	2,693
Arts, Ent. & Rec.	668	719	719	788	829	898	939
Retail**	412	431	408	469	487	523	544
Ground Tran.	138	143	134	153	156	169	178
Visitor Air Tran.	629	658	690	676	785	731	767
Other Travel*	1,000	1,072	1,124	1,107	1,277	1,271	1,361
Total Direct Earnings	4,490	4,903	4,917	5,365	5,849	6,080	6,482
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	69.6	74.9	71.1	79.3	83.8	87.3	91.2
Arts, Ent. & Rec.	29.3	29.1	28.3	29.4	30.8	32.3	32.8
Retail**	17.6	17.8	16.5	17.3	17.8	18.3	18.7
Ground Tran.	4.3	4.2	3.6	3.9	4.2	4.4	4.5
Visitor Air Tran.	7.7	7.8	7.2	7.5	7.6	7.0	7.2
Other Travel*	14.6	14.6	13.3	13.5	13.8	13.5	14.1
Total Direct Employment	143.1	148.5	140.0	150.8	157.9	162.9	168.5
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	468	514	508	571	619	663	687
Visitor	248	289	266	326	354	382	386
Business/Employee	220	224	242	245	266	281	301
State Tax Receipts	767	843	798	886	944	997	1,017
Visitor	616	671	635	703	742	783	792
Business/Employee	151	172	163	183	202	214	225
Total Direct Gov't Revenue	1,235	1,357	1,306	1,457	1,563	1,660	1,704

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## Hill Country Tourism Region Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	4,671	5,217	5,125	5,952	6,367	6,679	6,979
Other Travel*	618	720	716	878	931	1,003	1,076
Total Direct Spending	5,290	5,937	5,841	6,830	7,299	7,681	8,055
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	2,492	2,810	2,762	3,365	3,676	3,901	4,203
Private Campground	59	65	71	77	80	81	79
Public Campground	16	17	18	20	21	21	20
Private Home	1,079	1,220	1,197	1,346	1,393	1,447	1,449
Vacation Home	91	102	96	103	105	108	108
Day Travel	935	1,002	981	1,041	1,092	1,120	1,120
Visitor Spending	4,671	5,217	5,125	5,952	6,367	6,679	6,979
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	847	985	933	1,161	1,306	1,430	1,615
Food Service	938	1,039	1,112	1,280	1,386	1,462	1,603
Food Stores	228	260	269	310	329	347	369
Local Tran. & Gas	801	1,016	846	992	1,001	994	791
Arts, Ent. & Rec.	518	539	543	592	624	643	679
Retail Sales	922	940	980	1,083	1,143	1,174	1,234
Visitor Air Tran.	417	438	444	534	578	629	687
Visitor Spending	4,671	5,217	5,125	5,952	6,367	6,679	6,979
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	754	831	888	1,065	1,152	1,274	1,412
Arts, Ent. & Rec.	258	272	292	334	357	395	436
Retail**	187	194	195	224	236	252	275
Ground Tran.	23	26	25	28	29	31	35
Visitor Air Tran.	15	15	15	17	19	21	25
Other Travel*	72	90	88	107	115	124	136
Total Direct Earnings	1,310	1,427	1,503	1,774	1,908	2,096	2,318
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	31,640	32,870	34,120	37,480	40,160	41,900	44,540
Arts, Ent. & Rec.	13,120	13,260	13,800	14,610	15,490	16,230	17,260
Retail**	7,540	7,700	7,600	7,920	8,300	8,540	9,120
Ground Tran.	800	800	750	710	770	830	890
Visitor Air Tran.	230	230	210	250	270	270	300
Other Travel*	1,480	1,700	1,680	1,930	2,070	2,010	2,030
Total Direct Employment	55,180	56,970	58,560	63,270	67,390	70,150	74,510
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	162	175	181	209	229	250	278
Visitor	98	110	108	129	142	153	171
Business/Employee	64	65	74	81	86	96	107
State Tax Receipts	266	290	292	331	358	381	411
Visitor	221	239	242	270	291	306	330
Business/Employee	44	50	50	61	66	74	81
Total Direct Gov't Revenue	427	465	474	541	586	630	689

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Panhandle Plains Tourism Region  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	2,683	3,109	2,923	3,361	3,460	3,523	3,220
Other Travel*	154	165	155	173	173	185	181
Total Direct Spending	2,837	3,275	3,078	3,534	3,633	3,708	3,401
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	1,115	1,383	1,313	1,653	1,722	1,777	1,621
Private Campground	40	46	49	53	55	55	51
Public Campground	16	19	19	21	22	22	21
Private Home	622	685	624	674	678	679	622
Vacation Home	64	71	64	69	70	71	65
Day Travel	827	905	855	891	913	919	840
Visitor Spending	2,683	3,109	2,923	3,361	3,460	3,523	3,220
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	324	399	389	511	551	586	555
Food Service	449	514	535	613	641	665	670
Food Stores	122	141	142	163	168	175	173
Local Tran. & Gas	858	1,100	897	1,050	1,048	1,026	765
Arts, Ent. & Rec.	240	255	251	271	279	285	282
Retail Sales	579	585	598	630	650	656	650
Visitor Air Tran.	111	116	111	123	123	130	124
Visitor Spending	2,683	3,109	2,923	3,361	3,460	3,523	3,220
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	335	384	421	493	514	530	539
Arts, Ent. & Rec.	100	108	112	122	127	133	137
Retail**	119	123	122	136	140	148	153
Ground Tran.	9	10	10	10	11	11	12
Visitor Air Tran.	5	5	6	6	7	7	8
Other Travel*	13	12	13	14	15	16	17
Total Direct Earnings	581	642	683	781	813	845	865
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	17,680	19,100	19,450	21,180	21,750	21,560	21,370
Arts, Ent. & Rec.	8,260	8,320	8,110	8,100	8,340	8,460	8,590
Retail**	5,760	5,620	5,380	5,500	5,620	5,680	5,790
Ground Tran.	290	290	270	270	290	290	290
Visitor Air Tran.	60	60	60	80	80	70	80
Other Travel*	320	230	210	260	270	270	240
Total Direct Employment	33,220	34,440	34,260	36,260	37,120	37,070	37,090
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	63	70	74	85	89	93	93
Visitor	35	41	42	50	53	56	54
Business/Employee	28	29	33	35	36	38	39
State Tax Receipts	164	178	177	192	201	208	206
Visitor	143	155	154	164	172	177	175
Business/Employee	20	23	23	28	29	31	31
Total Direct Gov't Revenue	227	247	252	277	290	301	299

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Piney Woods Tourism Region  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	1,841	2,162	2,023	2,236	2,268	2,359	2,225
Other Travel*	73	92	88	92	110	129	115
Total Direct Spending	1,913	2,254	2,111	2,328	2,378	2,488	2,340
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	756	939	886	1,015	1,033	1,111	1,077
Private Campground	19	22	24	27	28	28	26
Public Campground	30	34	35	39	41	42	38
Private Home	492	559	515	569	576	577	526
Vacation Home	127	143	131	141	142	145	140
Day Travel	416	465	432	444	448	456	417
Visitor Spending	1,841	2,162	2,023	2,236	2,268	2,359	2,225
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	311	385	368	410	422	471	489
Food Service	332	376	390	419	430	457	478
Food Stores	111	127	128	140	143	150	154
Local Tran. & Gas	596	765	625	733	732	716	533
Arts, Ent. & Rec.	196	207	205	213	216	226	229
Retail Sales	284	291	298	310	315	326	330
Visitor Air Tran.	10	10	10	10	11	13	11
Visitor Spending	1,841	2,162	2,023	2,236	2,268	2,359	2,225
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	279	323	342	383	391	428	460
Arts, Ent. & Rec.	91	98	102	106	108	116	123
Retail**	76	79	79	86	88	95	100
Ground Tran.	6	6	6	7	7	8	8
Visitor Air Tran.	1	1	1	1	2	2	2
Other Travel*	24	33	32	34	42	49	45
Total Direct Earnings	477	541	562	618	638	698	737
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	13,490	14,650	14,390	14,890	14,700	15,350	15,840
Arts, Ent. & Rec.	5,600	5,660	5,510	5,330	5,400	5,630	5,770
Retail**	3,150	3,190	3,080	3,070	3,120	3,210	3,310
Ground Tran.	120	110	110	110	120	130	130
Visitor Air Tran.	0	10	0	10	10	10	10
Other Travel*	450	550	490	480	560	580	470
Total Direct Employment	23,240	24,610	23,980	24,370	24,360	25,410	26,000
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	46	51	54	58	59	65	68
Visitor	23	27	27	30	31	34	35
Business/Employee	23	24	27	28	28	31	34
State Tax Receipts	114	126	124	130	134	142	146
Visitor	97	106	105	108	111	117	119
Business/Employee	17	20	19	22	23	25	26
Total Direct Gov't Revenue	160	177	179	187	193	208	214

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

**Prairies and Lakes Tourism Region  
Travel Impacts, 2006-2015p**

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	15,095	16,754	15,867	18,011	18,661	19,525	19,420
Other Travel*	2,978	3,151	3,072	3,591	3,579	3,712	3,756
Total Direct Spending	18,072	19,905	18,940	21,602	22,240	23,237	23,176
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	8,464	9,516	8,977	10,593	11,108	11,805	12,019
Private Campground	86	99	106	116	120	120	111
Public Campground	68	76	79	88	92	92	85
Private Home	3,189	3,517	3,344	3,701	3,734	3,795	3,639
Vacation Home	204	232	211	229	230	233	221
Day Travel	3,083	3,314	3,150	3,283	3,377	3,480	3,347
Visitor Spending	15,095	16,754	15,867	18,011	18,661	19,525	19,420
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	2,378	2,711	2,454	2,892	3,129	3,418	3,687
Food Service	2,863	3,165	3,282	3,710	3,918	4,188	4,465
Food Stores	557	630	633	712	740	786	815
Local Tran. & Gas	3,646	4,527	3,786	4,447	4,474	4,447	3,601
Arts, Ent. & Rec.	1,769	1,827	1,806	1,932	2,008	2,104	2,187
Retail Sales	2,335	2,352	2,386	2,558	2,642	2,736	2,807
Visitor Air Tran.	1,546	1,542	1,520	1,760	1,750	1,846	1,859
Visitor Spending	15,095	16,754	15,867	18,011	18,661	19,525	19,420
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	2,375	2,567	2,614	3,035	3,200	3,366	3,618
Arts, Ent. & Rec.	984	1,027	1,056	1,176	1,243	1,398	1,520
Retail**	559	571	560	628	652	701	749
Ground Tran.	137	143	134	152	154	167	182
Visitor Air Tran.	920	835	870	932	1,053	1,015	1,337
Other Travel*	1,571	1,547	1,562	1,722	1,885	1,863	2,322
Total Direct Earnings	6,546	6,691	6,797	7,647	8,187	8,511	9,728
<b>Industry Employment Generated by Travel Spending (Thousand Jobs)</b>							
Accom. & Food Serv.	83.4	87.3	88.0	95.7	100.9	105.3	108.9
Arts, Ent. & Rec.	36.3	37.9	38.5	39.4	41.6	46.1	48.2
Retail**	23.6	24.0	23.1	23.6	24.4	25.2	26.3
Ground Tran.	4.3	4.2	3.7	3.9	4.1	4.3	4.5
Visitor Air Tran.	10.4	10.1	9.7	10.9	10.8	9.7	10.9
Other Travel*	20.7	20.9	19.8	22.6	22.3	20.7	22.4
Total Direct Employment	178.8	184.5	182.8	196.1	204.0	211.2	221.3
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	588	601	616	672	715	762	848
Visitor	268	294	281	323	344	369	396
Business/Employee	320	306	335	349	372	393	452
State Tax Receipts	952	1,016	993	1,090	1,154	1,219	1,301
Visitor	732	781	768	829	871	919	963
Business/Employee	220	235	225	261	283	300	338
Total Direct Gov't Revenue	1,540	1,616	1,609	1,762	1,870	1,981	2,149

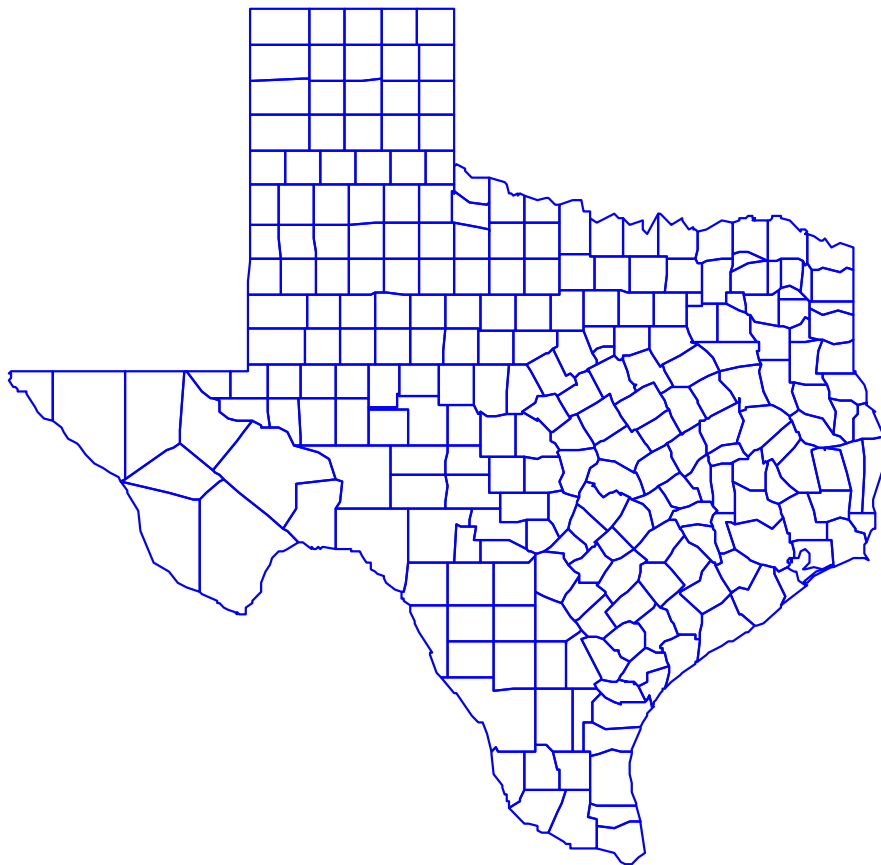
Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*Visitor tax receipts include all direct sales and excise taxes levied on visitor spending. Business/Employee tax receipts include local property taxes, the state franchise tax, and sales tax payments attributable to the travel industry generated income of employees.

## South Texas Plains Tourism Region Travel Impacts, 2006-2015p

	2006	2008	2010	2012	2013	2014	2015p
<b>Total Direct Travel Spending (\$Million)</b>							
Visitor Spending	7,177	8,143	7,750	8,962	9,197	9,477	8,940
Other Travel*	603	684	663	712	704	913	973
Total Direct Spending	7,780	8,827	8,413	9,675	9,901	10,390	9,913
<b>Visitor Spending by Type of Traveler Accommodation (\$Million)</b>							
Hotel, Motel	4,239	4,858	4,629	5,593	5,759	5,986	5,641
Private Campground	171	194	211	229	239	241	233
Public Campground	2	3	3	3	3	3	3
Private Home	1,582	1,782	1,667	1,801	1,836	1,862	1,776
Vacation Home	133	152	144	156	159	163	161
Day Travel	1,050	1,154	1,097	1,180	1,201	1,223	1,126
Visitor Spending	7,177	8,143	7,750	8,962	9,197	9,477	8,940
<b>Visitor Spending by Commodity Purchased (\$Million)</b>							
Accommodations	1,120	1,273	1,216	1,450	1,535	1,630	1,610
Food Service	1,375	1,535	1,621	1,916	1,995	2,108	2,151
Food Stores	266	303	314	371	388	410	410
Local Tran. & Gas	2,173	2,721	2,273	2,635	2,640	2,610	2,056
Arts, Ent. & Rec.	601	630	632	708	722	745	745
Retail Sales	1,093	1,114	1,149	1,279	1,300	1,330	1,317
Visitor Air Tran.	549	567	545	602	616	644	651
Visitor Spending	7,177	8,143	7,750	8,962	9,197	9,477	8,940
<b>Industry Earnings Generated by Travel Spending (\$Million)</b>							
Accom. & Food Serv.	1,043	1,143	1,193	1,378	1,460	1,529	1,589
Arts, Ent. & Rec.	403	427	435	490	517	575	601
Retail**	241	249	249	289	298	318	329
Ground Tran.	71	77	72	77	77	82	85
Visitor Air Tran.	44	43	46	49	52	28	30
Other Travel*	100	112	106	104	109	165	184
Total Direct Earnings	1,902	2,051	2,101	2,387	2,513	2,697	2,818
<b>Industry Employment Generated by Travel Spending (Jobs)</b>							
Accom. & Food Serv.	43,070	45,870	45,540	50,630	53,320	54,000	54,600
Arts, Ent. & Rec.	17,110	18,500	17,880	19,170	20,170	21,790	22,140
Retail**	10,590	10,800	10,570	11,190	11,460	11,750	11,920
Ground Tran.	2,130	2,240	1,940	1,980	2,130	2,230	2,210
Visitor Air Tran.	550	510	470	550	560	330	350
Other Travel*	2,220	2,460	2,190	2,060	2,150	2,500	2,720
Total Direct Employment	75,920	80,630	78,830	85,830	90,000	92,880	94,170
<b>Government Revenue Generated by Travel Spending (\$Million)</b>							
Local Tax Receipts	240	259	264	294	308	328	336
Visitor	147	166	161	186	194	204	205
Business/Employee	93	94	103	109	114	124	130
State Tax Receipts	438	473	470	518	540	567	571
Visitor	374	401	400	436	453	471	472
Business/Employee	64	72	70	82	87	96	99
Total Direct Gov't Revenue	678	732	735	812	847	894	906

Details may not add to totals due to rounding. \*Other Travel includes resident air travel, travel arrangement, and convention/trade shows. \*\*Retail includes gasoline. \*\*\*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.

## **VI. Direct COUNTY TRAVEL IMPACTS 1995-2015p**





## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Anderson	1,284	14.3	1.1%	29,670	740	2.5%
Andrews	706	5.9	0.8%	10,300	370	3.6%
Angelina	2,169	28.0	1.3%	48,690	1,380	2.8%
Aransas	391	34.0	8.7%	12,170	1,380	11.3%
Archer	212	0.2	0.1%	4,550	10	0.2%
Armstrong	32	0.1	0.3%	1,420	10	0.7%
*Atascosa	924	18.8	2.0%	22,780	680	3.0%
Austin	725	10.4	1.4%	18,450	430	2.3%
Bailey	232	1.3	0.6%	3,750	80	2.1%
Bandera	221	20.9	9.5%	8,730	730	8.4%
Bastrop	1,000	63.8	6.4%	30,330	1,840	6.1%
Baylor	85	0.7	0.8%	2,360	30	1.3%
*Bee	564	10.9	1.9%	13,210	460	3.5%
Bell	11,131	119.4	1.1%	195,600	4,890	2.5%
Bexar	63,378	2,158.4	3.4%	1,144,440	65,950	5.8%
Blanco	339	3.8	1.1%	13,930	190	1.4%
Borden	14	0.0	0.1%	980	0	0.0%
Bosque	255	7.4	2.9%	7,890	190	2.4%
Bowie	2,404	33.0	1.4%	52,590	1,700	3.2%
Brazoria	8,171	107.4	1.3%	156,110	5,020	3.2%
Brazos	5,527	127.2	2.3%	126,210	5,620	4.5%
Brewster	224	33.5	15.0%	5,830	1,400	24.0%
Briscoe	37	0.2	0.4%	1,270	10	0.8%
Brooks	165	1.9	1.1%	3,720	80	2.2%
Brown	840	16.1	1.9%	23,560	610	2.6%
Burleson	298	4.2	1.4%	8,200	160	2.0%
Burnet	958	28.9	3.0%	28,830	1,070	3.7%
Caldwell	522	8.4	1.6%	14,970	210	1.4%
Calhoun	1,063	11.3	1.1%	15,510	390	2.5%
Callahan	150	1.0	0.7%	5,600	50	0.9%
Cameron	6,748	195.1	2.9%	192,160	8,650	4.5%
Camp	250	1.7	0.7%	5,760	90	1.6%
Carson	454	0.4	0.1%	6,070	20	0.3%
Cass	465	5.6	1.2%	12,620	280	2.2%
Castro	324	0.4	0.1%	4,220	20	0.5%
Chambers	991	7.4	0.7%	16,520	230	1.4%
Cherokee	892	8.2	0.9%	24,070	430	1.8%
Childress	138	3.0	2.2%	3,870	180	4.7%
Clay	182	0.7	0.4%	4,970	50	1.0%
Cochran	86	0.2	0.2%	1,890	10	0.5%
Coke	46	0.7	1.4%	2,020	40	2.0%
Coleman	132	1.3	1.0%	4,850	80	1.6%
Collin	35,619	554.0	1.6%	565,660	14,560	2.6%

\*Oil and gas production in recent years may effect travel estimates.

## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Collingsworth	63	0.2	0.4%	2,080	10	0.5%
Colorado	470	13.8	2.9%	12,610	540	4.3%
Comal	3,089	132.8	4.3%	72,970	4,040	5.5%
Comanche	289	2.5	0.9%	8,490	130	1.5%
Concho	59	0.7	1.2%	2,090	20	1.0%
Cooke	1,587	16.4	1.0%	28,820	580	2.0%
Coryell	919	11.6	1.3%	23,940	470	2.0%
Cottle	21	0.2	0.8%	1,030	10	1.0%
Crane	135	0.4	0.3%	2,170	20	0.9%
Crockett	127	3.1	2.4%	3,020	200	6.6%
Crosby	91	0.4	0.5%	2,690	20	0.7%
Culberson	72	4.9	6.8%	1,950	160	8.2%
Dallam	414	5.2	1.3%	6,190	250	4.0%
Dallas	157,790	3,701.0	2.3%	2,165,220	87,150	4.0%
Dawson	267	3.2	1.2%	6,860	200	2.9%
Deaf Smith	669	3.1	0.5%	10,620	160	1.5%
Delta	63	0.3	0.5%	2,740	10	0.4%
Denton	15,500	215.2	1.4%	315,020	6,190	2.0%
*DeWitt	557	19.8	3.6%	14,080	800	5.7%
Dickens	30	0.1	0.4%	1,870	10	0.5%
*Dimmit	438	6.6	1.5%	7,560	270	3.6%
Donley	80	1.7	2.1%	2,330	80	3.4%
Duval	209	1.2	0.6%	6,150	70	1.1%
Eastland	783	4.4	0.6%	11,980	240	2.0%
Ector	5,718	116.9	2.0%	95,170	3,310	3.5%
Edwards	34	0.2	0.5%	1,640	10	0.6%
Ellis	2,934	40.9	1.4%	70,470	1,140	1.6%
El Paso	19,494	410.8	2.1%	423,050	13,540	3.2%
Erath	914	12.7	1.4%	24,570	490	2.0%
Falls	264	2.2	0.8%	7,300	100	1.4%
Fannin	478	1.9	0.4%	14,880	90	0.6%
Fayette	552	9.7	1.8%	16,870	480	2.8%
Fisher	57	0.2	0.3%	2,200	10	0.5%
Floyd	131	0.7	0.5%	2,970	40	1.3%
Foard	22	0.1	0.4%	1,200	0	0.0%
Fort Bend	14,261	167.5	1.2%	315,210	5,120	1.6%
Franklin	248	1.7	0.7%	6,800	100	1.5%
Freestone	471	5.7	1.2%	10,690	380	3.6%
*Frio	483	10.9	2.3%	9,660	470	4.9%
Gaines	550	3.4	0.6%	10,670	160	1.5%
Galveston	7,228	269.0	3.7%	152,830	10,460	6.8%
Garza	352	2.6	0.7%	4,030	90	2.2%
Gillespie	596	27.8	4.7%	19,530	980	5.0%

\*Oil and gas production in recent years may effect travel estimates.

## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Glasscock	46	0.0	0.1%	1,450	0	0.0%
Goliad	75	1.9	2.6%	3,290	70	2.1%
*Gonzales	526	7.1	1.3%	11,690	290	2.5%
Gray	739	13.2	1.8%	13,190	530	4.0%
Grayson	2,667	35.1	1.3%	61,840	1,510	2.4%
Gregg	5,571	61.7	1.1%	104,070	2,650	2.5%
Grimes	536	5.5	1.0%	12,890	220	1.7%
Guadalupe	2,072	61.8	3.0%	48,010	1,860	3.9%
Hale	734	13.6	1.8%	16,710	830	5.0%
Hall	58	0.3	0.5%	1,900	10	0.5%
Hamilton	135	1.3	1.0%	4,370	60	1.4%
Hansford	299	0.3	0.1%	3,970	20	0.5%
Hardeman	70	1.0	1.5%	2,450	70	2.9%
Hardin	941	9.6	1.0%	24,200	490	2.0%
Harris	255,965	5,046.7	2.0%	3,068,820	110,350	3.6%
Harrison	2,015	14.4	0.7%	35,290	650	1.8%
Hartley	318	0.2	0.1%	3,860	10	0.3%
Haskell	104	1.3	1.3%	3,270	90	2.8%
Hays	3,654	100.6	2.8%	96,270	3,310	3.4%
Hemphill	237	2.3	1.0%	3,900	90	2.3%
Henderson	1,009	21.2	2.1%	30,200	500	1.7%
Hidalgo	13,496	363.4	2.7%	353,900	16,290	4.6%
Hill	545	9.4	1.7%	15,790	460	2.9%
Hockley	800	6.5	0.8%	14,300	350	2.4%
Hood	1,024	16.0	1.6%	23,130	500	2.2%
Hopkins	788	12.1	1.5%	20,390	500	2.5%
Houston	459	7.1	1.6%	10,920	330	3.0%
Howard	996	18.5	1.9%	17,260	870	5.0%
Hudspeth	101	0.4	0.4%	2,300	10	0.4%
Hunt	1,994	25.5	1.3%	45,400	730	1.6%
Hutchinson	751	10.4	1.4%	11,950	440	3.7%
Irion	64	0.4	0.6%	1,640	20	1.2%
Jack	295	0.8	0.3%	6,210	40	0.6%
Jackson	367	2.4	0.7%	8,370	100	1.2%
Jasper	639	10.8	1.7%	18,010	530	2.9%
Jeff Davis	39	3.9	10.1%	1,480	110	7.4%
Jefferson	9,662	122.5	1.3%	158,350	5,970	3.8%
Jim Hogg	98	1.5	1.5%	2,780	70	2.5%
Jim Wells	1,238	16.0	1.3%	25,620	710	2.8%
Johnson	2,967	29.9	1.0%	74,760	1,070	1.4%
Jones	278	2.4	0.8%	8,080	120	1.5%
*Karnes	456	15.0	3.3%	9,920	470	4.7%

\*Oil and gas production in recent years may effect travel estimates.

## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Kaufman	1,859	24.2	1.3%	47,380	760	1.6%
Kendall	995	24.8	2.5%	22,440	1,060	4.7%
Kenedy	51	0.3	0.6%	880	10	1.1%
Kent	20	0.1	0.7%	1,120	10	0.9%
Kerr	1,188	36.9	3.1%	30,850	1,460	4.7%
Kimble	76	2.6	3.4%	3,120	150	4.8%
King	18	0.0	0.0%	510	0	0.0%
Kinney	55	1.9	3.5%	1,650	110	6.7%
Kleberg	721	14.3	2.0%	16,800	550	3.3%
Knox	84	0.4	0.4%	2,330	20	0.9%
*La Salle	277	15.6	5.6%	5,040	610	12.1%
Lamar	1,304	19.4	1.5%	29,790	820	2.8%
Lamb	299	1.9	0.6%	5,840	100	1.7%
Lampasas	277	2.6	0.9%	8,190	140	1.7%
Lavaca	364	4.6	1.3%	11,600	150	1.3%
Lee	477	6.2	1.3%	12,140	230	1.9%
Leon	397	5.1	1.3%	9,730	240	2.5%
Liberty	1,092	18.0	1.7%	28,440	450	1.6%
Limestone	474	2.5	0.5%	11,950	120	1.0%
Lipscomb	97	0.2	0.2%	2,810	10	0.4%
*Live Oak	414	6.0	1.4%	7,810	310	4.0%
Llano	253	42.1	16.7%	8,040	2,150	26.7%
Loving	2	0.0	0.0%	130	0	0.0%
Lubbock	8,386	251.7	3.0%	183,680	8,030	4.4%
Lynn	72	0.2	0.3%	2,690	20	0.7%
McCulloch	203	2.5	1.2%	5,110	160	3.1%
McLennan	6,669	122.9	1.8%	145,060	5,310	3.7%
*McMullen	52	0.9	1.8%	1,420	40	2.8%
Madison	269	2.4	0.9%	7,580	120	1.6%
Marion	112	2.0	1.8%	4,090	140	3.4%
Martin	141	2.1	1.5%	3,400	120	3.5%
Mason	79	0.7	0.9%	2,960	60	2.0%
Matagorda	942	21.8	2.3%	18,090	1,020	5.6%
*Maverick	883	14.4	1.6%	23,930	650	2.7%
Medina	577	8.4	1.5%	17,570	360	2.0%
Menard	29	0.3	1.0%	1,530	20	1.3%
Midland	12,143	104.1	0.9%	135,700	3,740	2.8%
Milam	488	7.0	1.4%	10,910	330	3.0%
Mills	87	0.5	0.5%	3,460	20	0.6%
Mitchell	154	1.4	0.9%	3,940	50	1.3%
Montague	445	4.7	1.0%	11,210	290	2.6%
Montgomery	13,693	326.5	2.4%	243,390	7,610	3.1%

\*Oil and gas production in recent years may effect travel estimates.

## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Moore	783	7.0	0.9%	13,150	390	3.0%
Morris	296	0.9	0.3%	5,930	40	0.7%
Motley	26	0.1	0.4%	1,360	10	0.7%
Nacogdoches	1,332	20.6	1.5%	30,340	1,090	3.6%
Navarro	970	11.7	1.2%	27,790	560	2.0%
Newton	79	0.7	0.9%	3,260	30	0.9%
Nolan	375	9.6	2.6%	9,100	440	4.8%
Nueces	12,577	360.1	2.9%	218,850	14,340	6.6%
Ochiltree	548	3.8	0.7%	8,280	210	2.5%
Oldham	106	1.0	0.9%	1,600	50	3.1%
Orange	1,623	26.6	1.6%	33,290	1,150	3.5%
Palo Pinto	553	12.7	2.3%	13,520	550	4.1%
Panola	693	3.7	0.5%	14,880	180	1.2%
Parker	2,453	23.6	1.0%	63,480	820	1.3%
Parmer	462	0.6	0.1%	7,090	40	0.6%
Pecos	391	8.4	2.1%	8,570	540	6.3%
Polk	649	16.3	2.5%	17,350	720	4.1%
Potter	5,672	174.7	3.1%	113,480	7,860	6.9%
Presidio	139	1.9	1.4%	3,130	60	1.9%
Rains	109	2.5	2.3%	4,690	80	1.7%
Randall	1,940	22.3	1.1%	43,120	1,150	2.7%
Reagan	170	2.7	1.6%	3,490	170	4.9%
Real	38	2.2	5.8%	1,840	80	4.3%
Red River	148	1.2	0.8%	5,070	40	0.8%
Reeves	252	19.2	7.6%	5,510	1,120	20.3%
Refugio	151	2.5	1.6%	3,810	110	2.9%
Roberts	18	0.0	0.2%	1,360	0	0.0%
Robertson	385	3.5	0.9%	7,610	190	2.5%
Rockwall	1,728	25.6	1.5%	41,690	840	2.0%
Runnels	171	1.3	0.7%	5,480	80	1.5%
Rusk	917	7.8	0.9%	20,150	370	1.8%
Sabine	137	2.2	1.6%	3,840	120	3.1%
San Augustine	119	1.8	1.5%	3,130	90	2.9%
San Jacinto	138	2.6	1.9%	5,730	140	2.4%
San Patricio	1,361	33.8	2.5%	28,420	1,290	4.5%
San Saba	104	0.7	0.7%	3,720	50	1.3%
Schleicher	73	0.1	0.2%	2,000	10	0.5%
Scurry	658	12.3	1.9%	11,640	600	5.2%
Shackelford	204	1.5	0.8%	2,930	100	3.4%
Shelby	637	8.4	1.3%	12,890	490	3.8%
Sherman	169	0.5	0.3%	2,070	40	1.9%
Smith	7,259	94.4	1.3%	143,320	3,680	2.6%

\*Oil and gas production in recent years may effect travel estimates.

## Travel Share of Total County Employment, 2015p

County	Earnings (\$Million)			Employment (jobs)		
	Total	Travel	Percent	Total	Travel	Percent
Somervell	339	4.2	1.2%	5,740	160	2.8%
Starr	759	5.8	0.8%	23,460	260	1.1%
Stephens	339	1.7	0.5%	6,000	80	1.3%
Sterling	41	0.2	0.5%	1,310	20	1.5%
Stonewall	38	0.3	0.7%	1,600	20	1.3%
Sutton	218	2.0	0.9%	3,220	130	4.0%
Swisher	213	0.8	0.4%	3,480	40	1.1%
Tarrant	70,818	4,216.6	6.0%	1,175,330	73,110	6.2%
Taylor	4,174	90.3	2.2%	89,120	3,860	4.3%
Terrell	38	0.2	0.5%	1,250	10	0.8%
Terry	251	3.2	1.3%	6,020	200	3.3%
Throckmorton	43	0.2	0.4%	1,670	10	0.6%
Titus	872	11.8	1.3%	19,900	550	2.8%
Tom Green	3,299	76.9	2.3%	71,610	3,590	5.0%
Travis	60,323	1,679.9	2.8%	961,860	51,360	5.3%
Trinity	131	5.0	3.8%	4,720	190	4.0%
Tyler	223	2.2	1.0%	6,750	130	1.9%
Upshur	476	3.4	0.7%	12,400	170	1.4%
Upton	165	0.7	0.5%	2,760	50	1.8%
Uvalde	532	16.4	3.1%	14,210	740	5.2%
Val Verde	1,120	15.7	1.4%	24,310	660	2.7%
Van Zandt	600	9.9	1.6%	19,410	440	2.3%
Victoria	3,062	46.1	1.5%	57,510	1,760	3.1%
Walker	1,335	20.9	1.6%	31,960	1,050	3.3%
Waller	1,009	8.2	0.8%	23,130	230	1.0%
Ward	419	12.0	2.9%	6,930	670	9.7%
Washington	1,025	16.4	1.6%	24,260	690	2.8%
*Webb	5,551	155.6	2.8%	131,980	6,190	4.7%
Wharton	966	9.6	1.0%	23,720	480	2.0%
Wheeler	180	3.5	2.0%	4,440	190	4.3%
Wichita	3,852	55.4	1.4%	79,680	3,290	4.1%
Wilbarger	335	5.2	1.6%	8,270	270	3.3%
Willacy	250	3.7	1.5%	5,930	150	2.5%
Williamson	11,034	155.8	1.4%	207,440	5,260	2.5%
*Wilson	461	9.1	2.0%	14,730	390	2.6%
Winkler	209	1.3	0.6%	3,870	70	1.8%
Wise	1,573	16.0	1.0%	33,930	820	2.4%
Wood	578	8.2	1.4%	15,810	360	2.3%
Yoakum	349	0.9	0.3%	5,720	50	0.9%
Young	642	7.3	1.1%	14,090	350	2.5%
Zapata	306	2.9	0.9%	6,360	170	2.7%
*Zavala	146	1.3	0.9%	4,800	60	1.3%

\*Oil and gas production in recent years may effect travel estimates.

## 2015p Direct Travel Impacts by County

County	Total Direct Spending (\$000)	Visitor Spending (\$000)	Earnings (\$000)	Employment (jobs)	**Visitor Tax Receipts	
					Local (\$000)	State (\$000)
Anderson	54,350	54,350	14,270	740	880	2,960
Andrews	24,900	24,900	5,940	370	380	1,170
Angelina	120,010	119,770	27,950	1,380	1,430	6,340
Aransas	101,100	101,100	33,960	1,380	1,750	4,540
Archer	1,820	1,820	170	10	10	50
Armstrong	1,100	1,100	90	10	0	80
*Atascosa	59,010	59,010	18,820	680	1,090	2,900
Austin	39,010	39,010	10,400	430	330	2,250
Bailey	4,660	4,660	1,330	80	80	250
Bandera	31,520	31,410	20,930	770	610	1,130
Bastrop	152,170	151,640	63,800	1,840	3,510	7,660
Baylor	5,700	5,700	720	30	30	320
*Bee	39,160	39,160	10,870	460	520	1,910
Bell	451,380	418,050	119,410	4,890	6,690	20,850
Bexar	7,462,340	6,579,040	2,158,440	65,950	168,410	350,750
Blanco	14,330	14,330	3,840	190	260	660
Borden	110	110	10	0	0	0
Bosque	15,660	15,660	7,400	190	270	640
Bowie	171,240	170,450	33,030	1,700	2,140	10,350
Brazoria	353,410	350,790	107,360	5,020	5,630	16,960
Brazos	457,340	438,810	127,220	5,620	8,570	23,460
Brewster	66,880	66,880	33,490	1,400	1,250	2,420
Briscoe	1,170	1,170	160	10	0	60
Brooks	12,290	12,290	1,860	80	140	730
Brown	50,520	50,130	16,110	610	990	2,630
Burleson	14,730	14,730	4,240	160	150	590
Burnet	78,160	77,700	28,920	1,070	1,580	3,510
Caldwell	30,760	30,760	8,370	210	350	1,820
Calhoun	36,340	36,340	11,340	390	700	1,690
Callahan	3,660	3,660	980	50	20	120
Cameron	828,010	784,200	195,150	8,650	15,490	34,370
Camp	14,650	14,650	1,680	90	50	940
Carson	5,390	5,390	430	20	10	390
Cass	20,020	20,020	5,560	280	220	1,240
Castro	2,330	2,330	430	20	10	130
Chambers	31,880	31,880	7,430	230	790	1,650
Cherokee	33,890	33,890	8,170	430	380	1,890
Childress	13,470	13,470	3,020	180	400	720
Clay	18,130	18,130	730	50	20	1,290
Cochran	840	840	190	10	0	40
Coke	3,320	3,320	670	40	10	50
Coleman	6,490	6,490	1,300	80	80	280
Collin	1,516,040	1,314,030	553,960	14,560	27,480	66,610

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

## 2015p Direct Travel Impacts by County

County	Total Direct	Visitor	Earnings	Employment	**Visitor Tax Receipts	
	Spending	Spending			Local	State
	(\$000)	(\$000)	(\$000)	(jobs)	(\$000)	(\$000)
Collingsworth	1,730	1,730	230	10	10	100
Colorado	54,870	54,870	13,830	540	560	3,200
Comal	398,590	375,270	132,790	4,040	7,380	18,820
Comanche	12,980	12,980	2,540	130	120	640
Concho	1,420	1,420	720	20	20	60
Cooke	59,860	59,860	16,400	580	970	3,520
Coryell	40,210	39,480	11,630	470	540	2,340
Cottle	1,530	1,530	170	10	0	100
Crane	2,080	2,080	400	20	30	100
Crockett	25,820	25,820	3,090	200	190	1,790
Crosby	1,550	1,550	420	20	10	50
Culberson	31,880	31,880	4,880	160	390	2,120
Dallam	14,800	14,800	5,180	250	310	790
Dallas	9,760,270	8,382,430	3,701,020	87,150	181,660	443,540
Dawson	16,410	16,410	3,240	200	190	980
Deaf Smith	14,520	14,520	3,110	160	240	910
Delta	1,420	1,420	300	10	10	50
Denton	689,250	639,360	215,170	6,190	12,860	34,640
*DeWitt	62,020	62,020	19,840	800	960	3,850
Dickens	470	470	130	10	0	20
*Dimmit	34,480	34,090	6,620	270	740	1,880
Donley	5,840	5,840	1,700	80	100	250
Duval	10,200	10,200	1,160	70	90	600
Eastland	17,320	16,930	4,370	240	340	880
Ector	352,330	352,090	116,880	3,310	8,060	18,790
Edwards	830	830	170	10	0	20
Ellis	148,980	147,410	40,860	1,140	2,430	8,770
El Paso	1,624,310	1,398,070	410,780	13,540	26,620	71,170
Erath	45,870	45,870	12,700	490	700	2,700
Falls	9,710	9,710	2,210	100	130	450
Fannin	11,290	11,290	1,910	90	90	660
Fayette	42,890	42,500	9,710	480	570	2,250
Fisher	920	920	160	10	0	50
Floyd	4,710	4,710	710	40	20	310
Foard	360	360	90	0	0	10
Fort Bend	512,710	483,780	167,510	5,120	8,900	24,830
Franklin	8,800	8,800	1,690	100	100	350
Freestone	43,100	42,720	5,700	380	380	2,910
*Frio	42,140	42,140	10,900	470	800	2,200
Gaines	15,420	15,420	3,440	160	240	830
Galveston	879,130	863,040	268,980	10,460	20,990	40,040
Garza	8,230	8,230	2,620	90	70	530
Gillespie	95,290	93,270	27,800	980	2,620	4,850

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.



## 2015p Direct Travel Impacts by County

County	Total Direct	Visitor	Earnings	Employment	**Visitor Tax Receipts	
	Spending	Spending			Local	State
	(\$000)	(\$000)	(\$000)	(jobs)	(\$000)	(\$000)
Glasscock	250	250	40	0	0	10
Goliad	9,380	9,380	1,950	70	110	540
*Gonzales	29,530	29,530	7,100	290	530	1,700
Gray	43,830	43,830	13,200	530	710	2,470
Grayson	188,610	187,910	35,050	1,510	2,110	11,360
Gregg	219,410	213,700	61,680	2,650	3,290	12,100
Grimes	18,740	18,740	5,530	220	230	730
Guadalupe	151,550	151,140	61,820	1,860	2,660	8,260
Hale	55,340	54,990	13,560	830	890	3,070
Hall	2,110	2,110	300	10	20	130
Hamilton	6,020	6,020	1,320	60	90	260
Hansford	1,770	1,770	310	20	20	100
Hardeman	5,700	5,700	1,030	70	70	360
Hardin	39,220	39,220	9,610	490	510	2,200
Harris	13,919,200	11,190,500	5,046,690	110,350	287,220	551,510
Harrison	82,620	82,620	14,430	650	450	5,140
Hartley	960	960	180	10	0	40
Haskell	5,460	5,460	1,350	90	120	240
Hays	313,320	311,570	100,600	3,310	5,890	17,280
Hemphill	14,280	14,280	2,310	90	480	720
Henderson	103,170	101,650	21,160	500	870	6,460
Hidalgo	1,334,530	1,267,230	363,410	16,290	20,000	62,530
Hill	52,830	52,830	9,390	460	400	3,090
Hockley	23,360	23,360	6,550	350	230	1,370
Hood	59,960	59,420	15,980	500	970	2,920
Hopkins	60,150	59,770	12,050	500	510	3,880
Houston	32,780	32,390	7,120	330	250	1,990
Howard	99,550	99,550	18,450	870	1,760	6,060
Hudspeth	4,470	4,470	370	10	0	320
Hunt	98,420	97,610	25,450	730	1,100	6,020
Hutchinson	42,570	42,180	10,400	440	690	2,370
Irion	8,890	8,890	390	20	0	750
Jack	4,480	4,480	810	40	40	250
Jackson	12,110	12,110	2,390	100	150	560
Jasper	35,910	35,910	10,780	530	540	1,640
Jeff Davis	8,260	8,260	3,920	110	0	440
Jefferson	501,990	491,930	122,490	5,970	8,380	28,170
Jim Hogg	5,950	5,570	1,520	70	60	240
Jim Wells	63,430	63,430	16,000	710	500	3,900
Johnson	137,140	134,120	29,880	1,070	1,880	8,450
Jones	7,720	7,720	2,350	120	40	340
*Karnes	55,590	55,590	14,960	470	860	2,970

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

## 2015p Direct Travel Impacts by County

County	Total Direct Spending (\$000)	Visitor Spending (\$000)	Earnings (\$000)	Employment (jobs)	**Visitor Tax Receipts	
					Local (\$000)	State (\$000)
Kaufman	126,320	126,080	24,230	760	1,340	8,390
Kendall	80,260	79,850	24,810	1,060	1,060	2,950
Kenedy	800	800	300	10	0	20
Kent	660	660	130	10	0	30
Kerr	91,070	88,100	36,910	1,460	1,640	4,260
Kimble	15,680	15,680	2,580	150	250	960
King	40	40	10	0	0	0
Kinney	5,460	5,460	1,950	110	20	90
Kleberg	53,540	53,540	14,300	550	760	3,160
Knox	2,550	2,550	360	20	10	150
*La Salle	35,950	35,950	15,580	610	1,010	1,830
Lamar	65,230	64,930	19,380	820	960	3,730
Lamb	11,990	11,990	1,860	100	80	720
Lampasas	11,970	11,970	2,570	140	140	670
Lavaca	17,560	16,780	4,560	150	250	880
Lee	22,480	22,480	6,180	230	200	1,310
Leon	31,150	31,150	5,120	240	390	1,850
Liberty	48,720	48,720	18,030	450	660	2,840
Limestone	16,820	16,820	2,530	120	220	890
Lipscomb	2,010	2,010	190	10	0	140
*Live Oak	38,140	38,140	6,000	310	590	2,150
Llano	96,920	96,530	42,130	2,150	1,370	2,770
Loving	40	40	10	0	0	0
Lubbock	782,500	706,300	251,710	8,030	11,350	36,340
Lynn	1,040	1,040	240	20	10	60
McCulloch	16,750	16,750	2,500	160	280	980
McLennan	508,360	490,470	122,860	5,310	7,300	27,000
*McMullen	3,660	3,660	940	40	0	170
Madison	11,140	11,140	2,440	120	210	550
Marion	8,290	8,290	2,040	140	110	220
Martin	17,470	17,470	2,120	120	30	1,190
Mason	2,890	2,890	720	60	50	120
Matagorda	64,460	64,070	21,800	1,020	1,480	2,970
*Maverick	60,720	60,720	14,430	650	1,150	3,160
Medina	40,510	40,510	8,380	360	320	2,390
Menard	2,410	2,410	290	20	10	130
Midland	570,620	485,960	104,090	3,740	9,620	21,710
Milam	27,300	27,300	7,030	330	290	1,640
Mills	2,620	2,620	470	20	20	120
Mitchell	7,070	7,070	1,410	50	50	360
Montague	17,060	16,670	4,650	290	210	810
Montgomery	660,630	593,460	326,480	7,610	13,930	29,470

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

## 2015p Direct Travel Impacts by County

County	Total Direct	Visitor	**Visitor Tax Receipts			
	Spending	Spending	Earnings	Employment	Local	State
	(\$000)	(\$000)	(\$000)	(jobs)	(\$000)	(\$000)
Moore	39,430	39,430	6,960	390	790	2,450
Morris	5,060	5,060	940	40	30	280
Motley	670	670	90	10	0	30
Nacogdoches	74,480	73,710	20,590	1,090	1,370	4,100
Navarro	46,200	46,200	11,730	560	710	2,520
Newton	4,550	4,550	680	30	20	150
Nolan	29,840	29,840	9,640	440	910	1,460
Nueces	1,132,800	1,072,810	360,090	14,340	26,220	52,660
Ochiltree	19,760	19,760	3,840	210	430	1,160
Oldham	8,190	7,800	960	50	50	570
Orange	110,050	110,050	26,610	1,150	1,360	6,510
Palo Pinto	65,350	64,970	12,740	550	470	4,070
Panola	18,150	18,150	3,650	180	400	950
Parker	102,250	101,640	23,630	820	1,180	6,150
Parmer	4,300	4,300	640	40	20	280
Pecos	53,470	53,470	8,380	540	1,510	3,070
Polk	51,560	51,170	16,330	720	490	2,430
Potter	792,530	731,500	174,650	7,860	15,330	38,540
Presidio	9,870	9,870	1,910	60	260	480
Rains	7,650	7,650	2,530	80	60	310
Randall	103,870	103,870	22,250	1,150	1,080	6,300
Reagan	9,940	9,940	2,740	170	20	460
Real	6,840	6,840	2,200	80	60	240
Red River	4,370	4,370	1,220	40	30	230
Reeves	91,570	91,570	19,190	1,120	2,820	5,110
Refugio	20,010	20,010	2,450	110	150	1,380
Roberts	880	880	40	0	0	70
Robertson	17,460	17,460	3,530	190	300	880
Rockwall	94,960	92,180	25,620	840	1,890	5,050
Runnels	6,400	6,400	1,270	80	50	360
Rusk	37,150	37,150	7,830	370	480	2,180
Sabine	11,710	11,710	2,220	120	20	290
San Augustine	7,220	7,220	1,830	90	40	250
San Jacinto	11,390	11,150	2,590	140	20	310
San Patricio	122,540	122,540	33,850	1,290	2,210	6,370
San Saba	3,280	3,280	750	50	20	160
Schleicher	470	470	130	10	0	20
Scurry	33,920	33,920	12,300	600	550	1,940
Shackelford	2,210	2,210	1,540	100	30	100
Shelby	32,190	32,190	8,430	490	400	1,650
Sherman	4,930	4,930	530	40	10	340
Smith	387,860	349,250	94,380	3,680	5,380	18,780

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

## 2015p Direct Travel Impacts by County

County	Total Direct	Visitor	**Visitor Tax Receipts			
	Spending	Spending	Earnings	Employment	Local	State
	(\$000)	(\$000)	(\$000)	(jobs)	(\$000)	(\$000)
Somervell	16,750	16,750	4,190	160	360	680
Starr	27,270	27,270	5,790	260	380	1,320
Stephens	6,950	6,950	1,720	80	110	300
Sterling	2,120	2,120	210	20	0	140
Stonewall	970	970	260	20	0	40
Sutton	7,600	7,600	1,960	130	210	350
Swisher	3,330	3,330	830	40	30	200
Tarrant	7,183,200	5,144,490	4,216,620	73,110	115,560	196,900
Taylor	417,070	396,150	90,330	3,860	7,040	22,050
Terrell	1,080	1,080	190	10	0	20
Terry	11,260	11,260	3,220	200	240	610
Throckmorton	2,980	2,980	190	10	0	210
Titus	53,550	53,550	11,750	550	780	3,240
Tom Green	225,830	213,210	76,950	3,590	3,170	11,280
Travis	5,998,770	4,969,110	1,679,920	51,360	133,940	227,680
Trinity	10,140	10,140	4,980	190	80	350
Tyler	9,970	9,970	2,170	130	90	390
Upshur	20,720	20,720	3,410	170	160	1,310
Upton	3,010	3,010	750	50	50	130
Uvalde	74,580	73,800	16,430	740	1,510	4,050
Val Verde	53,510	52,730	15,680	660	950	2,530
Van Zandt	46,330	45,940	9,850	440	390	2,640
Victoria	203,510	202,200	46,080	1,760	2,970	11,060
Walker	91,260	90,480	20,930	1,050	1,060	5,260
Waller	45,070	44,670	8,210	230	640	2,810
Ward	36,440	36,440	12,020	670	960	1,930
Washington	86,430	86,040	16,380	690	990	5,480
*Webb	561,230	539,780	155,560	6,190	8,090	29,740
Wharton	35,550	35,550	9,640	480	590	1,910
Wheeler	19,460	19,460	3,510	190	270	1,240
Wichita	219,780	211,820	55,420	3,290	3,540	11,040
Wilbarger	20,940	20,940	5,210	270	400	1,180
Willacy	22,140	22,140	3,730	150	140	1,280
Williamson	569,920	555,730	155,770	5,260	10,760	30,170
*Wilson	32,500	32,500	9,120	390	400	1,930
Winkler	8,270	8,270	1,310	70	130	410
Wise	52,890	52,640	16,000	820	760	2,690
Wood	25,340	25,340	8,150	360	170	1,100
Yoakum	4,120	4,120	890	50	50	230
Young	23,390	22,620	7,340	350	310	1,260
Zapata	15,850	15,850	2,890	170	110	460
*Zavala	8,690	8,690	1,350	60	100	500

\*Recent oil & gas production may affect travel impact estimates. \*\*Business & employee taxes not included. See pages 26-28 for resident tax impacts in counties with more than 10,000 households.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Anderson								
Total Spending	28.6	38.2	43.9	47.8	56.9	54.3	-4.5%	3.3%
Non-transportation	26.0	34.3	37.4	39.6	47.8	47.6	-0.4%	3.1%
Transportation	2.6	3.9	6.6	7.9	9.1	6.7	-25.9%	4.9%
Andrews								
Total Spending	5.2	5.6	6.7	13.6	31.2	24.9	-20.2%	8.2%
Non-transportation	4.9	5.3	6.1	12.9	30.4	24.3	-20.0%	8.3%
Transportation	0.2	0.3	0.6	0.7	0.8	0.6	-26.9%	4.8%
Angelina								
Total Spending	64.6	82.0	106.0	118.2	128.4	120.0	-6.5%	3.1%
Non-transportation	51.5	62.6	74.2	79.8	84.7	88.0	3.9%	2.7%
Transportation	12.3	18.6	31.5	38.2	43.4	31.8	-26.9%	4.8%
Aransas								
Total Spending	45.3	57.8	74.6	96.2	99.3	101.1	1.8%	4.1%
Non-transportation	42.4	53.5	67.4	87.4	89.3	93.6	4.8%	4.0%
Transportation	2.9	4.3	7.3	8.8	10.1	7.5	-25.6%	4.9%
Archer								
Total Spending	1.3	1.5	1.7	1.8	1.8	1.8	-1.6%	1.6%
Non-transportation	1.3	1.5	1.6	1.7	1.7	1.7	0.3%	1.4%
Transportation	0.0	0.1	0.1	0.1	0.1	0.1	-26.9%	4.8%
Armstrong								
Total Spending	0.6	0.7	1.1	1.2	1.4	1.1	-22.5%	3.1%
Non-transportation	0.3	0.2	0.2	0.2	0.2	0.2	2.5%	-0.8%
Transportation	0.3	0.5	0.9	1.1	1.2	0.9	-26.9%	4.8%
*Atascosa								
Total Spending	14.4	18.6	23.1	33.2	80.3	59.0	-26.5%	7.3%
Non-transportation	11.7	14.7	17.2	26.2	72.3	53.1	-26.5%	7.9%
Transportation	2.3	3.4	5.8	7.1	8.0	5.9	-26.9%	4.8%
Austin								
Total Spending	17.6	23.5	33.5	39.1	42.8	39.0	-8.9%	4.0%
Non-transportation	11.8	14.8	19.1	21.7	23.3	24.6	5.7%	3.7%
Transportation	5.6	8.4	14.1	17.1	19.5	14.4	-26.3%	4.8%
Bailey								
Total Spending	3.1	3.2	4.4	4.7	4.7	4.7	-1.6%	2.0%
Non-transportation	2.9	2.8	3.8	4.0	3.9	4.0	2.9%	1.6%
Transportation	0.3	0.4	0.6	0.7	0.9	0.7	-21.7%	4.9%
Bandera								
Total Spending	14.8	18.5	22.1	30.5	33.2	31.5	-5.1%	3.8%
Non-transportation	14.1	17.5	20.4	28.2	30.5	29.6	-3.0%	3.8%
Transportation	0.7	1.0	1.8	2.2	2.5	1.8	-26.9%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Bastrop</b>								
Total Spending	25.9	36.7	51.5	121.6	151.7	152.2	0.3%	9.2%
Non-transportation	21.4	29.9	40.0	107.2	135.2	139.8	3.4%	9.8%
Transportation	4.6	6.8	11.5	14.0	15.9	11.8	-26.0%	4.9%
<b>Baylor</b>								
Total Spending	3.8	4.6	5.8	6.2	6.7	5.7	-15.0%	2.0%
Non-transportation	2.4	2.7	2.9	2.6	2.6	2.7	3.4%	0.5%
Transportation	1.2	1.7	3.0	3.6	4.1	3.0	-26.9%	4.8%
<b>*Bee</b>								
Total Spending	15.7	18.1	23.6	36.9	44.9	39.2	-12.7%	4.7%
Non-transportation	12.9	14.0	16.8	28.4	36.3	32.9	-9.4%	4.8%
Transportation	2.4	3.7	6.2	7.6	8.6	6.3	-26.9%	4.8%
<b>Bell</b>								
Total Spending	269	255	319	383	473	451	-4.6%	2.6%
Visitor Spending	216	237	318	382	439	418	-4.8%	3.4%
Non-transportation	162	193	261	313	336	338	0.6%	3.8%
Transportation	54	44	57	69	103	80	-22.2%	2.0%
<b>Bexar</b>								
Total Spending	3,004	4,235	5,383	6,321	7,755	7,462	-3.8%	4.7%
Visitor Spending	2,739	3,815	4,907	5,744	6,929	6,579	-5.0%	4.5%
Non-transportation	1,781	2,408	2,916	3,372	4,196	4,283	2.1%	4.5%
Transportation	959	1,407	1,991	2,372	2,733	2,296	-16.0%	4.5%
<b>Blanco</b>								
Total Spending	5.8	7.6	9.4	11.3	14.3	14.3	0.2%	4.6%
Non-transportation	4.9	6.4	7.6	9.8	12.6	13.1	3.9%	5.0%
Transportation	0.5	0.7	1.2	1.5	1.7	1.3	-26.9%	4.8%
<b>Borden</b>								
Total Spending	0.1	0.1	0.1	0.1	0.1	0.1	2.1%	1.6%
<b>Bosque</b>								
Total Spending	5.6	10.1	11.5	12.4	15.6	15.7	0.3%	5.3%
Non-transportation	4.9	9.1	10.0	10.5	13.4	13.9	3.7%	5.3%
Transportation	0.7	1.0	1.5	1.9	2.2	1.7	-20.8%	4.9%
<b>Bowie</b>								
Total Spending	81.8	104.2	144.9	176.5	185.0	171.2	-7.4%	3.8%
Non-transportation	54.2	63.3	77.2	94.3	91.1	101.2	11.1%	3.2%
Transportation	26.8	40.0	67.1	81.3	93.0	69.3	-25.5%	4.9%
<b>Brazoria</b>								
Total Spending	125.0	160.4	218.6	265.1	352.5	353.4	0.2%	5.3%
Non-transportation	106.5	133.2	177.3	215.0	293.4	310.5	5.8%	5.5%
Transportation	15.6	23.4	39.5	47.9	54.6	40.3	-26.2%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Brazos</b>								
Total Spending	190.8	241.0	308.8	367.4	483.3	457.3	-5.4%	4.5%
Visitor Spending	174.2	223.7	289.8	350.3	464.5	438.8	-5.5%	4.7%
Non-transportation	140.2	175.2	213.3	261.8	359.7	358.0	-0.5%	4.8%
Transportation	34.0	48.5	76.4	88.5	104.8	80.8	-22.9%	4.4%
<b>Brewster</b>								
Total Spending	30.4	37.1	43.7	50.3	60.3	66.9	10.9%	4.0%
Non-transportation	29.6	36.0	42.8	49.4	59.2	66.1	11.5%	4.1%
Transportation	0.3	0.5	0.8	0.9	1.1	0.8	-25.3%	4.9%
<b>Briscoe</b>								
Total Spending	0.7	0.8	1.1	1.3	1.4	1.2	-16.2%	2.9%
Non-transportation	0.4	0.5	0.5	0.5	0.5	0.5	1.5%	1.2%
Transportation	0.2	0.4	0.6	0.8	0.9	0.6	-26.9%	4.8%
<b>Brooks</b>								
Total Spending	5.5	7.8	12.2	13.0	15.0	12.3	-18.0%	4.1%
Non-transportation	3.7	5.1	7.5	7.3	8.5	7.6	-11.4%	3.6%
Transportation	1.8	2.8	4.7	5.7	6.5	4.7	-26.9%	4.8%
<b>Brown</b>								
Total Spending	26.7	32.0	42.2	45.2	50.8	50.5	-0.6%	3.2%
Non-transportation	23.5	27.3	34.5	35.9	40.2	42.5	5.8%	3.0%
Transportation	3.0	4.4	7.4	9.0	10.2	7.6	-25.4%	4.9%
<b>Burleson</b>								
Total Spending	7.6	9.0	10.8	11.8	15.5	14.7	-4.7%	3.3%
Non-transportation	7.1	8.2	9.3	10.0	13.4	13.3	-1.3%	3.2%
Transportation	0.6	0.9	1.5	1.8	2.0	1.5	-26.9%	4.8%
<b>Burnet</b>								
Total Spending	32.0	49.9	51.7	63.6	78.1	78.2	0.1%	4.6%
Non-transportation	28.1	44.2	42.3	52.6	65.3	68.7	5.2%	4.6%
Transportation	3.5	5.2	8.9	10.7	12.2	9.0	-26.4%	4.8%
<b>Caldwell</b>								
Total Spending	13.1	17.6	23.4	28.3	34.5	30.8	-10.8%	4.4%
Non-transportation	9.5	12.2	14.1	17.1	21.8	21.5	-1.4%	4.2%
Transportation	3.6	5.4	9.2	11.2	12.7	9.3	-26.9%	4.8%
<b>Calhoun</b>								
Total Spending	16.8	21.8	26.3	32.3	39.5	36.3	-7.9%	3.9%
Non-transportation	15.7	20.1	23.4	28.7	35.4	33.4	-5.7%	3.8%
Transportation	1.2	1.7	2.9	3.6	4.1	3.0	-26.8%	4.8%
<b>Callahan</b>								
Total Spending	2.4	3.0	3.4	3.6	3.6	3.7	1.5%	2.1%
Non-transportation	2.4	3.0	3.3	3.5	3.4	3.5	2.0%	2.0%
Transportation	0.1	0.1	0.1	0.1	0.2	0.2	-8.1%	5.1%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Cameron</b>								
Total Spending	491	595	676	747	845	828	-2.0%	2.6%
Visitor Spending	454	557	639	702	798	784	-1.8%	2.8%
Non-transportation	358	443	507	558	639	646	1.0%	3.0%
Transportation	96	113	133	144	159	139	-13.0%	1.9%
<b>Camp</b>								
Total Spending	6.4	8.7	12.9	15.9	17.8	14.7	-17.8%	4.2%
Non-transportation	2.6	2.9	3.2	4.2	4.5	4.8	6.1%	3.2%
Transportation	3.8	5.7	9.6	11.7	13.3	9.9	-25.9%	4.9%
<b>Carson</b>								
Total Spending	3.2	4.3	6.1	6.4	7.1	5.4	-24.4%	2.7%
Non-transportation	1.5	1.8	1.8	1.2	1.2	1.0	-12.1%	-1.8%
Transportation	1.7	2.5	4.3	5.2	6.0	4.4	-26.9%	4.8%
<b>Cass</b>								
Total Spending	11.1	13.2	18.0	21.2	22.4	20.0	-10.8%	3.0%
Non-transportation	7.9	8.4	9.8	11.3	11.2	11.7	4.7%	2.0%
Transportation	3.2	4.8	8.2	9.9	11.3	8.3	-26.1%	4.9%
<b>Castro</b>								
Total Spending	1.6	1.8	2.7	3.0	2.7	2.3	-13.6%	1.9%
Non-transportation	1.2	1.3	1.8	1.9	1.4	1.4	-0.8%	0.5%
Transportation	0.4	0.6	1.0	1.2	1.3	1.0	-26.9%	4.8%
<b>Chambers</b>								
Total Spending	9.6	14.1	23.1	28.4	34.2	31.9	-6.7%	6.2%
Non-transportation	7.0	10.2	16.5	20.4	25.1	25.2	0.6%	6.6%
Transportation	2.6	3.9	6.6	8.0	9.1	6.7	-26.9%	4.8%
<b>Cherokee</b>								
Total Spending	17.0	18.9	30.2	31.7	37.5	33.9	-9.5%	3.5%
Non-transportation	12.4	12.1	18.8	18.3	22.1	22.6	2.2%	3.0%
Transportation	4.4	6.6	11.1	13.5	15.4	11.3	-26.4%	4.8%
<b>Childress</b>								
Total Spending	5.5	9.5	10.6	12.8	14.6	13.5	-7.6%	4.6%
Non-transportation	5.0	8.8	9.5	11.5	13.0	12.3	-5.3%	4.6%
Transportation	0.5	0.7	1.1	1.4	1.6	1.2	-25.9%	4.9%
<b>Clay</b>								
Total Spending	7.2	10.3	16.3	19.9	23.2	18.1	-21.9%	4.7%
Non-transportation	1.6	1.9	2.1	2.7	3.6	3.8	5.1%	4.3%
Transportation	5.6	8.4	14.2	17.2	19.6	14.3	-26.9%	4.8%
<b>Cochran</b>								
Total Spending	0.7	0.8	0.9	0.9	0.9	0.8	-4.8%	1.0%
Non-transportation	0.6	0.6	0.7	0.6	0.6	0.6	2.1%	0.1%
Transportation	0.1	0.1	0.2	0.2	0.3	0.2	-19.6%	4.9%

See notes on page 114.



## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Coke								
Total Spending	2.7	2.9	3.2	3.2	3.2	3.3	2.2%	1.1%
Coleman								
Total Spending	4.1	5.0	6.1	6.7	6.9	6.5	-6.1%	2.4%
Non-transportation	3.6	4.3	5.0	5.3	5.4	5.4	-0.3%	2.0%
Transportation	0.4	0.7	1.1	1.3	1.5	1.1	-26.6%	4.8%
Collin								
Total Spending	260	500	779	1,059	1,409	1,516	7.6%	9.2%
Visitor Spending	242	456	732	958	1,234	1,314	6.5%	8.8%
Non-transportation	193	383	613	814	1,067	1,186	11.1%	9.5%
Transportation	49	73	119	144	167	128	-23.1%	4.9%
Collingsworth								
Total Spending	1.1	1.4	1.9	2.4	2.1	1.7	-16.5%	2.1%
Non-transportation	0.8	0.8	0.9	1.2	0.7	0.8	2.3%	0.0%
Transportation	0.4	0.6	1.0	1.2	1.3	1.0	-26.9%	4.8%
Colorado								
Total Spending	23.1	32.0	43.9	51.6	60.6	54.9	-9.4%	4.4%
Non-transportation	13.9	18.2	20.7	23.7	29.0	31.6	9.0%	4.2%
Transportation	9.0	13.5	22.8	27.7	31.5	23.2	-26.3%	4.8%
Comal								
Total Spending	122	172	237	303	408	399	-2.3%	6.1%
Visitor Spending	119	169	224	285	381	375	-1.6%	5.9%
Non-transportation	107	151	192	247	338	343	1.5%	6.0%
Transportation	13	19	31	38	43	32	-25.7%	4.9%
Comanche								
Total Spending	7.4	8.6	10.6	12.4	13.8	13.0	-5.7%	2.9%
Non-transportation	5.9	6.3	6.8	7.8	8.5	9.1	7.5%	2.2%
Transportation	1.5	2.3	3.8	4.6	5.3	3.9	-26.9%	4.8%
Concho								
Total Spending	1.0	1.4	1.4	1.5	1.5	1.4	-5.3%	1.8%
Cooke								
Total Spending	19.0	25.6	41.4	52.2	65.7	59.9	-8.8%	5.9%
Non-transportation	12.6	16.0	25.2	32.6	43.3	43.3	0.0%	6.4%
Transportation	6.4	9.6	16.2	19.6	22.4	16.6	-25.9%	4.9%
Coryell								
Total Spending	23.5	29.2	38.9	41.5	43.6	40.2	-7.9%	2.7%
Non-transportation	19.8	23.9	30.3	31.0	31.5	31.0	-1.7%	2.3%
Transportation	3.3	4.9	8.1	9.8	11.3	8.5	-24.7%	4.9%
Cottle								
Total Spending	0.9	1.0	1.4	1.8	1.9	1.5	-19.2%	2.5%
Non-transportation	0.5	0.4	0.4	0.7	0.5	0.5	0.1%	0.0%
Transportation	0.4	0.6	1.0	1.2	1.4	1.0	-26.9%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Crane								
Total Spending	1.1	1.1	1.3	1.6	2.1	2.1	-1.5%	3.2%
Crockett								
Total Spending	11.3	13.9	22.3	27.9	37.5	25.8	-31.2%	4.2%
Non-transportation	4.6	3.9	5.3	7.0	14.1	8.7	-38.5%	3.2%
Transportation	6.7	10.0	17.0	20.6	23.4	17.1	-26.8%	4.8%
Crosby								
Total Spending	1.2	1.4	1.5	1.4	1.5	1.5	3.7%	1.2%
Culberson								
Total Spending	13.4	18.7	28.7	34.2	38.9	31.9	-18.0%	4.4%
Non-transportation	5.2	6.5	8.0	9.1	10.3	11.0	6.3%	3.8%
Transportation	8.1	12.2	20.7	25.1	28.5	20.9	-26.8%	4.8%
Dallam								
Total Spending	7.9	9.0	11.8	15.5	15.0	14.8	-1.1%	3.2%
Non-transportation	6.8	7.4	9.1	12.2	11.2	12.1	7.4%	2.9%
Transportation	1.1	1.6	2.7	3.3	3.7	2.7	-26.6%	4.8%
Dallas								
Total Spending	4,464	6,294	6,626	7,376	9,370	9,760	4.2%	4.0%
Visitor Spending	3,911	5,524	5,882	6,476	8,191	8,382	2.3%	3.9%
Non-transportation	3,056	4,342	4,334	4,562	5,861	6,203	5.8%	3.6%
Transportation	855	1,183	1,548	1,914	2,330	2,179	-6.5%	4.8%
Dawson								
Total Spending	7.8	9.5	11.7	15.8	18.8	16.4	-12.8%	3.8%
Non-transportation	5.8	6.5	6.6	9.7	11.9	11.2	-5.3%	3.3%
Transportation	2.0	3.0	5.0	6.1	7.0	5.2	-25.7%	4.9%
Deaf Smith								
Total Spending	6.4	7.1	12.3	14.2	16.3	14.5	-10.8%	4.2%
Non-transportation	4.6	4.3	7.6	8.5	9.8	9.8	-0.1%	3.9%
Transportation	1.8	2.8	4.7	5.7	6.5	4.7	-26.9%	4.8%
Delta								
Total Spending	0.8	0.9	1.1	1.3	1.5	1.4	-3.0%	3.0%
Non-transportation	0.6	0.7	0.8	0.8	0.9	0.9	2.1%	2.3%
Transportation	0.2	0.3	0.4	0.5	0.5	0.5	-11.4%	5.0%
Denton								
Total Spending	181	289	407	523	656	689	5.0%	6.9%
Visitor Spending	175	282	400	506	634	639	0.9%	6.7%
Non-transportation	149	242	334	425	542	572	5.6%	7.0%
Transportation	26	39	67	81	92	67	-26.8%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>*DeWitt</b>								
Total Spending	16.3	22.3	32.6	44.9	77.6	62.0	-20.1%	6.9%
Non-transportation	8.0	9.9	11.5	19.3	48.6	40.8	-16.1%	8.5%
Transportation	8.3	12.4	21.1	25.6	29.1	21.3	-26.9%	4.8%
<b>Dickens</b>								
Total Spending	0.5	0.4	0.5	0.5	0.5	0.5	1.8%	-0.1%
Non-transportation	0.5	0.4	0.5	0.5	0.4	0.4	1.7%	-0.3%
Transportation	0.0	0.0	0.0	0.0	0.0	0.0	4.4%	5.2%
<b>*Dimmit</b>								
Total Spending	6.5	8.7	11.8	17.8	42.7	34.5	-19.3%	8.7%
Non-transportation	4.1	4.9	5.5	10.2	33.6	27.7	-17.6%	10.1%
Transportation	2.5	3.7	6.3	7.6	8.7	6.4	-26.4%	4.8%
<b>Donley</b>								
Total Spending	2.9	3.2	5.3	6.0	5.9	5.8	-0.6%	3.5%
Non-transportation	2.6	2.7	4.5	5.0	4.8	5.0	5.4%	3.4%
Transportation	0.3	0.5	0.8	1.0	1.1	0.8	-26.9%	4.8%
<b>Duval</b>								
Total Spending	5.1	6.8	9.6	11.7	12.7	10.2	-19.6%	3.5%
Non-transportation	3.0	3.8	4.4	5.4	5.5	4.9	-10.0%	2.4%
Transportation	2.1	3.1	5.2	6.3	7.2	5.3	-26.9%	4.8%
<b>Eastland</b>								
Total Spending	9.3	10.3	12.6	14.2	16.7	17.3	3.8%	3.2%
Non-transportation	8.4	9.1	10.5	11.7	13.8	15.1	9.7%	3.0%
Transportation	0.7	1.0	1.8	2.2	2.4	1.8	-26.9%	4.8%
<b>Ector</b>								
Total Spending	114.2	130.0	180.0	231.8	419.5	352.3	-16.0%	5.8%
Non-transportation	100.0	108.8	144.2	188.6	370.1	316.1	-14.6%	5.9%
Transportation	14.0	21.0	35.5	43.0	49.0	36.0	-26.5%	4.8%
<b>Edwards</b>								
Total Spending	0.7	0.8	1.1	1.0	1.0	0.8	-16.4%	0.8%
<b>Ellis</b>								
Total Spending	54.5	77.8	107.6	129.9	154.2	149.0	-3.4%	5.2%
Non-transportation	38.9	54.6	69.2	83.4	99.9	108.7	8.8%	5.3%
Transportation	15.0	22.5	38.0	46.1	52.5	38.7	-26.3%	4.8%
<b>El Paso</b>								
Total Spending	855	1,030	1,297	1,519	1,685	1,624	-3.6%	3.3%
Visitor Spending	704	874	1,128	1,324	1,470	1,398	-4.9%	3.5%
Non-transportation	405	498	586	695	760	793	4.3%	3.4%
Transportation	299	376	542	629	709	605	-14.7%	3.6%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Erath								
Total Spending	18.7	24.0	32.9	41.2	48.6	45.9	-5.6%	4.6%
Non-transportation	14.0	17.0	21.1	26.6	32.2	33.9	5.2%	4.5%
Transportation	4.6	7.0	11.9	14.4	16.4	12.0	-26.9%	4.8%
Falls								
Total Spending	5.8	6.7	7.5	8.3	10.6	9.7	-8.4%	2.6%
Non-transportation	4.5	5.0	4.9	5.5	7.2	6.9	-4.2%	2.2%
Transportation	1.1	1.5	2.4	2.9	3.4	2.8	-17.2%	5.0%
Fannin								
Total Spending	7.4	8.6	9.8	11.3	12.7	11.3	-10.8%	2.1%
Non-transportation	5.6	6.0	5.5	6.1	6.6	6.6	0.6%	0.9%
Transportation	1.8	2.6	4.3	5.2	6.0	4.6	-23.3%	4.9%
Fayette								
Total Spending	17.4	20.8	27.4	35.5	49.6	42.9	-13.6%	4.6%
Non-transportation	12.8	14.1	16.2	22.0	34.1	31.3	-8.2%	4.6%
Transportation	4.3	6.5	10.9	13.2	15.1	11.2	-25.8%	4.9%
Fisher								
Total Spending	0.6	0.7	0.9	1.0	1.1	0.9	-14.0%	2.4%
Non-transportation	0.4	0.4	0.5	0.5	0.5	0.5	1.5%	1.0%
Transportation	0.2	0.2	0.4	0.5	0.6	0.4	-26.9%	4.8%
Floyd								
Total Spending	2.3	2.8	4.6	4.7	5.2	4.7	-9.0%	3.6%
Non-transportation	1.2	1.2	1.9	1.4	1.4	1.9	36.2%	2.2%
Transportation	1.1	1.6	2.7	3.3	3.8	2.8	-25.9%	4.9%
Foard								
Total Spending	0.3	0.3	0.3	0.3	0.4	0.4	-1.2%	1.3%
Non-transportation	0.2	0.3	0.3	0.3	0.3	0.3	-2.8%	0.5%
Transportation	0.0	0.0	0.1	0.1	0.1	0.1	4.4%	5.2%
Fort Bend								
Total Spending	119	196	308	383	523	513	-1.9%	7.6%
Visitor Spending	115	190	298	366	496	484	-2.5%	7.5%
Non-transportation	91	154	238	294	414	422	2.1%	8.0%
Transportation	24	36	60	72	83	61	-25.7%	4.9%
Franklin								
Total Spending	4.1	5.8	7.5	8.1	9.2	8.8	-4.2%	3.9%
Non-transportation	3.3	4.7	5.7	5.7	6.7	6.9	2.6%	3.7%
Transportation	0.7	1.1	1.8	2.1	2.5	1.9	-22.5%	4.9%
Freestone								
Total Spending	17.0	26.9	39.3	48.5	54.3	43.1	-20.6%	4.8%
Non-transportation	6.8	11.5	13.4	17.1	18.0	16.4	-8.9%	4.5%
Transportation	10.2	15.3	25.9	31.4	35.8	26.3	-26.5%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>*Frio</b>								
Total Spending	6.6	8.1	10.1	19.3	50.9	42.1	-17.2%	9.7%
Non-transportation	5.7	6.8	7.9	16.5	47.7	39.8	-16.6%	10.2%
Transportation	0.9	1.4	2.3	2.8	3.2	2.3	-25.6%	4.9%
<b>Gaines</b>								
Total Spending	5.9	7.0	8.9	11.8	19.4	15.4	-20.3%	4.9%
Non-transportation	4.3	4.7	5.0	7.0	13.9	11.4	-18.0%	5.0%
Transportation	1.6	2.4	4.0	4.8	5.5	4.0	-26.1%	4.9%
<b>Galveston</b>								
Total Spending	376	503	645	682	879	879	0.0%	4.3%
Non-transportation	347	462	577	597	776	800	3.1%	4.3%
Transportation	24	36	60	73	83	63	-24.5%	4.9%
<b>Garza</b>								
Total Spending	2.8	3.6	8.2	10.0	10.9	8.2	-24.2%	5.6%
Non-transportation	1.1	1.2	4.1	4.7	5.2	4.1	-21.3%	6.6%
Transportation	1.6	2.4	4.1	5.0	5.7	4.1	-26.9%	4.8%
<b>Gillespie</b>								
Total Spending	27.7	42.5	60.4	82.4	93.3	95.3	2.2%	6.4%
Non-transportation	24.6	38.0	53.5	72.8	81.8	86.5	5.7%	6.5%
Transportation	2.6	3.9	6.6	8.0	9.2	6.8	-25.6%	4.9%
<b>Glasscock</b>								
Total Spending	0.2	0.2	0.2	0.2	0.2	0.3	4.0%	2.2%
<b>Goliad</b>								
Total Spending	4.1	5.4	7.5	8.6	11.1	9.4	-15.5%	4.2%
Non-transportation	2.5	3.0	3.5	3.8	5.6	5.3	-6.0%	3.8%
Transportation	1.6	2.4	4.0	4.8	5.5	4.1	-25.2%	4.9%
<b>*Gonzales</b>								
Total Spending	8.7	11.6	16.3	21.8	38.9	29.5	-24.2%	6.3%
Non-transportation	4.6	5.5	6.1	9.4	24.8	19.1	-22.9%	7.3%
Transportation	4.0	6.1	10.2	12.4	14.1	10.4	-26.4%	4.8%
<b>Gray</b>								
Total Spending	19.8	22.8	29.1	39.7	53.9	43.8	-18.7%	4.0%
Non-transportation	15.5	16.3	18.4	27.1	39.5	33.1	-16.1%	3.9%
Transportation	4.1	6.2	10.4	12.6	14.4	10.7	-25.8%	4.9%
<b>Grayson</b>								
Total Spending	90	128	168	187	215	189	-12.4%	3.8%
Non-transportation	62	86	96	101	117	116	-1.0%	3.2%
Transportation	28	42	70	85	97	72	-26.2%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Gregg</b>								
Total Spending	105.2	150.8	184.1	215.8	239.1	219.4	-8.2%	3.7%
Non-transportation	82.0	108.9	123.5	143.5	157.8	157.4	-0.2%	3.3%
Transportation	20.9	34.4	54.8	66.3	75.6	56.3	-25.5%	5.1%
<b>Grimes</b>								
Total Spending	10.9	12.9	15.1	17.2	20.5	18.7	-8.4%	2.8%
Non-transportation	9.9	11.4	12.5	14.1	16.9	16.2	-4.6%	2.5%
Transportation	1.0	1.5	2.6	3.1	3.5	2.6	-26.9%	4.8%
<b>Guadalupe</b>								
Total Spending	41.5	56.1	75.6	116.8	148.8	151.5	1.8%	6.7%
Non-transportation	33.6	44.4	56.0	93.2	121.8	131.2	7.8%	7.0%
Transportation	7.7	11.5	19.2	23.2	26.6	19.9	-25.1%	4.9%
<b>Hale</b>								
Total Spending	39.8	41.6	50.1	50.4	50.9	55.3	8.7%	1.7%
Non-transportation	38.5	39.7	47.1	46.8	46.8	52.2	11.7%	1.5%
Transportation	1.1	1.6	2.7	3.3	3.8	2.8	-26.9%	4.8%
<b>Hall</b>								
Total Spending	1.7	2.1	2.0	2.2	2.4	2.1	-12.0%	1.1%
Non-transportation	1.3	1.4	0.9	0.8	0.8	1.0	15.3%	-1.3%
Transportation	0.4	0.7	1.1	1.4	1.6	1.1	-26.9%	4.8%
<b>Hamilton</b>								
Total Spending	3.9	3.9	4.4	5.6	6.0	6.0	0.9%	2.1%
Non-transportation	3.8	3.7	3.9	5.1	5.3	5.5	4.3%	2.0%
Transportation	0.2	0.3	0.5	0.6	0.6	0.5	-26.9%	4.8%
<b>Hansford</b>								
Total Spending	1.1	1.3	1.6	1.9	2.1	1.8	-17.0%	2.3%
Non-transportation	1.0	1.1	1.2	1.4	1.6	1.4	-13.7%	1.8%
Transportation	0.2	0.2	0.4	0.5	0.5	0.4	-26.9%	4.8%
<b>Hardeman</b>								
Total Spending	3.1	3.2	4.7	6.1	6.8	5.7	-16.4%	3.0%
Non-transportation	2.0	1.5	1.8	2.6	2.8	2.7	-2.5%	1.6%
Transportation	1.2	1.7	2.9	3.5	4.0	3.0	-26.1%	4.9%
<b>Hardin</b>								
Total Spending	19.5	24.3	32.6	37.5	41.8	39.2	-6.3%	3.6%
Non-transportation	15.1	17.7	21.8	24.3	26.8	27.9	4.2%	3.1%
Transportation	4.4	6.5	10.8	13.1	15.1	11.3	-24.8%	4.9%
<b>Harris</b>								
Total Spending	5,424	7,993	9,772	11,011	14,508	13,919	-4.1%	4.8%
Visitor Spending	4,341	6,317	8,084	9,055	11,809	11,190	-5.2%	4.8%
Non-transportation	2,738	3,850	4,831	5,198	7,027	7,033	0.1%	4.8%
Transportation	1,602	2,467	3,253	3,857	4,782	4,157	-13.1%	4.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Harrison								
Total Spending	41.1	52.4	77.2	94.1	94.9	82.6	-12.9%	3.5%
Non-transportation	27.0	31.2	41.0	50.3	45.3	46.3	2.2%	2.7%
Transportation	14.1	21.2	35.9	43.5	49.5	36.3	-26.7%	4.8%
Hartley								
Total Spending	0.5	0.6	1.0	1.3	1.0	1.0	-1.7%	3.6%
Non-transportation	0.4	0.4	0.5	0.7	0.6	0.7	15.6%	3.1%
Transportation	0.1	0.2	0.3	0.3	0.4	0.3	-26.9%	4.8%
Haskell								
Total Spending	3.2	3.7	3.8	4.7	5.9	5.5	-7.9%	2.7%
Non-transportation	3.1	3.5	3.5	4.3	5.5	5.1	-7.2%	2.6%
Transportation	0.1	0.2	0.3	0.3	0.4	0.3	-17.9%	5.0%
Hays								
Total Spending	81	114	161	231	300	313	4.6%	7.0%
Non-transportation	66	92	126	188	251	277	10.4%	7.4%
Transportation	13	20	34	41	47	35	-26.0%	4.9%
Hemphill								
Total Spending	1.4	1.2	4.2	10.2	17.6	14.3	-19.0%	12.5%
Non-transportation	1.2	0.9	3.7	9.7	17.0	13.8	-19.1%	13.1%
Transportation	0.2	0.3	0.4	0.5	0.6	0.5	-17.4%	5.0%
Henderson								
Total Spending	48.8	65.1	92.2	110.1	122.2	103.2	-15.5%	3.8%
Non-transportation	26.2	31.3	35.1	39.9	42.9	44.6	3.9%	2.7%
Transportation	22.1	33.2	56.1	68.0	77.5	57.0	-26.4%	4.8%
Hidalgo								
Total Spending	607	780	1,005	1,173	1,359	1,335	-1.8%	4.0%
Visitor Spending	564	735	959	1,112	1,295	1,267	-2.2%	4.1%
Non-transportation	465	612	773	902	1,047	1,067	1.8%	4.2%
Transportation	99	123	186	210	248	201	-19.1%	3.6%
Hill								
Total Spending	23.1	36.6	53.2	57.3	60.8	52.8	-13.1%	4.2%
Non-transportation	14.4	23.5	30.9	30.3	30.1	30.4	1.0%	3.8%
Transportation	8.7	13.1	22.3	27.0	30.7	22.5	-26.9%	4.8%
Hockley								
Total Spending	9.6	11.3	14.8	23.4	27.0	23.4	-13.3%	4.6%
Non-transportation	6.6	6.9	7.5	14.6	17.2	16.1	-6.4%	4.6%
Transportation	2.8	4.2	7.0	8.5	9.7	7.2	-25.6%	4.9%
Hood								
Total Spending	22.8	33.4	45.2	54.6	61.2	60.0	-2.0%	5.0%
Non-transportation	19.4	28.5	37.5	45.2	50.5	52.0	2.9%	5.0%
Transportation	2.9	4.3	7.2	8.8	10.0	7.4	-25.9%	4.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Hopkins</b>								
Total Spending	28.2	37.6	51.0	61.1	69.0	60.2	-12.8%	3.9%
Non-transportation	17.0	20.8	22.3	26.5	29.5	31.1	5.5%	3.1%
Transportation	11.1	16.7	28.3	34.3	39.1	28.7	-26.6%	4.8%
<b>Houston</b>								
Total Spending	16.2	20.5	29.5	33.6	39.2	32.8	-16.4%	3.6%
Non-transportation	8.9	9.7	11.8	12.4	14.7	14.7	0.1%	2.5%
Transportation	6.9	10.3	17.5	21.2	24.1	17.7	-26.6%	4.8%
<b>Howard</b>								
Total Spending	35.6	44.4	65.5	83.1	122.9	99.6	-19.0%	5.3%
Non-transportation	20.2	21.3	26.5	36.2	69.6	60.5	-13.0%	5.6%
Transportation	15.2	22.8	38.7	46.8	53.3	39.0	-26.7%	4.8%
<b>Hudspeth</b>								
Total Spending	2.4	2.9	4.5	5.5	5.8	4.5	-23.4%	3.2%
Non-transportation	0.9	0.7	0.7	0.9	0.6	0.6	6.3%	-1.7%
Transportation	1.5	2.2	3.8	4.6	5.2	3.8	-26.9%	4.8%
<b>Hunt</b>								
Total Spending	46.2	59.3	82.6	95.3	109.6	98.4	-10.2%	3.9%
Non-transportation	33.3	40.1	50.0	55.8	64.2	65.1	1.4%	3.4%
Transportation	12.6	19.0	32.3	39.1	44.5	32.5	-26.9%	4.8%
<b>Hutchinson</b>								
Total Spending	14.5	19.7	29.3	37.2	46.3	42.6	-8.1%	5.5%
Non-transportation	9.3	11.9	16.5	21.7	28.9	29.6	2.4%	6.0%
Transportation	4.9	7.3	12.3	14.9	17.0	12.6	-26.0%	4.9%
<b>Irion</b>								
Total Spending	3.6	5.3	8.7	10.5	11.9	8.9	-25.5%	4.6%
Non-transportation	0.4	0.4	0.5	0.5	0.6	0.6	1.1%	2.1%
Transportation	3.2	4.9	8.2	10.0	11.4	8.3	-26.9%	4.8%
<b>Jack</b>								
Total Spending	3.0	3.3	4.0	5.4	5.3	4.5	-14.8%	2.0%
Non-transportation	2.3	2.4	2.4	3.4	3.0	2.8	-5.7%	0.9%
Transportation	0.6	1.0	1.6	2.0	2.3	1.7	-26.9%	4.8%
<b>Jackson</b>								
Total Spending	6.1	7.4	8.8	10.8	13.0	12.1	-6.6%	3.5%
Non-transportation	5.5	6.5	7.3	9.0	10.9	10.6	-2.9%	3.3%
Transportation	0.6	0.9	1.5	1.8	2.0	1.5	-26.9%	4.8%
<b>Jasper</b>								
Total Spending	25.3	27.8	35.0	33.7	37.3	35.9	-3.7%	1.8%
Non-transportation	22.6	23.8	28.2	25.4	27.8	29.0	4.1%	1.3%
Transportation	2.7	4.0	6.9	8.3	9.5	6.9	-26.9%	4.8%

See notes on page 114.



## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Jeff Davis								
Total Spending	3.8	5.2	6.4	8.5	9.2	8.3	-10.2%	4.0%
Non-transportation	2.6	3.4	3.3	4.8	4.9	5.2	4.1%	3.5%
Transportation	1.2	1.8	3.1	3.7	4.2	3.1	-26.8%	4.8%
Jefferson								
Total Spending	248	314	413	457	540	502	-7.0%	3.6%
Non-transportation	169	204	256	276	329	341	3.8%	3.6%
Transportation	64	92	145	172	200	150	-24.7%	4.4%
Jim Hogg								
Total Spending	3.0	3.4	4.1	5.3	6.0	6.0	-0.2%	3.5%
Visitor Spending	3.0	3.4	4.1	5.3	5.5	5.6	0.8%	3.1%
Non-transportation	2.7	2.9	3.2	4.3	4.4	4.7	7.4%	2.9%
Transportation	0.3	0.5	0.8	1.0	1.2	0.9	-24.3%	4.9%
Jim Wells								
Total Spending	29.0	37.1	51.5	65.7	78.3	63.4	-18.9%	4.0%
Non-transportation	19.2	22.5	26.9	35.8	44.2	38.2	-13.5%	3.5%
Transportation	9.8	14.6	24.6	29.8	34.1	25.2	-26.0%	4.9%
Johnson								
Total Spending	45.4	67.7	98.7	131.3	154.1	137.1	-11.0%	5.7%
Non-transportation	22.9	34.1	43.0	60.3	73.8	78.9	6.9%	6.4%
Transportation	21.4	32.2	54.4	66.0	75.1	55.2	-26.5%	4.8%
Jones								
Total Spending	5.6	6.7	7.6	8.1	8.5	7.7	-9.3%	1.6%
Non-transportation	4.6	5.2	5.2	5.1	5.1	5.2	1.6%	0.6%
Transportation	1.0	1.5	2.5	3.0	3.4	2.5	-25.7%	4.9%
*Karnes								
Total Spending	8.0	10.5	14.1	17.3	63.1	55.6	-11.9%	10.2%
Non-transportation	4.9	5.8	6.3	7.7	52.3	47.7	-8.8%	12.0%
Transportation	3.1	4.6	7.9	9.5	10.9	7.9	-26.9%	4.8%
Kaufman								
Total Spending	46.3	68.2	100.5	125.7	145.7	126.3	-13.3%	5.1%
Non-transportation	21.7	31.4	38.2	50.2	59.6	63.1	5.7%	5.5%
Transportation	24.5	36.7	62.1	75.3	85.8	63.0	-26.5%	4.8%
Kendall								
Total Spending	37.7	50.8	61.5	66.8	80.9	80.3	-0.8%	3.8%
Non-transportation	34.0	45.3	52.3	55.6	68.1	70.8	4.0%	3.7%
Transportation	3.5	5.3	8.9	10.8	12.3	9.0	-26.9%	4.8%
Kenedy								
Total Spending	0.7	0.8	0.8	0.8	0.8	0.8	0.1%	0.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Kent								
Total Spending	0.5	0.5	0.7	0.7	0.8	0.7	-14.7%	1.9%
Non-transportation	0.3	0.4	0.4	0.4	0.4	0.4	-1.5%	0.4%
Transportation	0.1	0.2	0.3	0.4	0.4	0.3	-26.9%	4.8%
Kerr								
Total Spending	53.4	68.3	82.6	88.5	93.8	91.1	-2.9%	2.7%
Visitor Spending	53.1	67.9	81.7	85.7	90.4	88.1	-2.6%	2.6%
Non-transportation	48.0	60.3	69.1	70.4	73.0	75.0	2.8%	2.3%
Transportation	5.1	7.6	12.6	15.2	17.5	13.1	-24.9%	4.9%
Kimble								
Total Spending	7.9	9.6	13.6	16.2	18.5	15.7	-15.3%	3.5%
Non-transportation	4.9	5.2	6.0	7.0	8.1	8.1	-0.4%	2.5%
Transportation	3.0	4.4	7.6	9.1	10.4	7.6	-26.9%	4.8%
King								
Total Spending	0.03	0.03	0.04	0.04	0.04	0.04	11.0%	1.4%
Kinney								
Total Spending	4.2	4.7	4.9	5.3	5.3	5.5	2.0%	1.4%
Non-transportation	4.1	4.6	4.8	5.3	5.3	5.4	2.0%	1.3%
Transportation	0.0	0.0	0.0	0.1	0.1	0.1	4.4%	5.2%
Kleberg								
Total Spending	27.3	34.0	43.2	53.1	63.6	53.5	-15.8%	3.4%
Non-transportation	21.3	25.1	28.6	35.1	43.5	38.7	-10.9%	3.0%
Transportation	5.7	8.6	14.6	17.7	20.1	14.8	-26.4%	4.8%
Knox								
Total Spending	1.8	2.3	2.9	3.5	3.2	2.5	-19.4%	1.8%
Non-transportation	1.2	1.4	1.5	1.8	1.2	1.1	-7.5%	-0.4%
Transportation	0.6	0.8	1.4	1.7	1.9	1.4	-26.9%	4.8%
*La Salle								
Total Spending	3.1	4.1	5.7	10.9	51.1	35.9	-29.7%	13.1%
Non-transportation	1.8	2.1	2.4	6.9	46.6	32.6	-30.0%	15.6%
Transportation	1.3	1.9	3.3	4.0	4.5	3.3	-26.6%	4.8%
Lamar								
Total Spending	29.6	41.4	49.8	61.4	69.1	65.2	-5.7%	4.0%
Non-transportation	22.4	30.7	32.2	40.2	45.2	47.7	5.4%	3.8%
Transportation	6.7	10.1	17.1	20.7	23.6	17.3	-26.8%	4.8%
Lamb								
Total Spending	5.0	6.7	9.4	11.8	13.9	12.0	-13.6%	4.5%
Non-transportation	2.8	3.3	3.7	4.9	6.1	6.3	3.6%	4.2%
Transportation	2.2	3.3	5.7	6.9	7.8	5.7	-26.9%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Lampasas								
Total Spending	6.5	9.1	11.8	12.6	13.0	12.0	-7.7%	3.1%
Non-transportation	5.3	7.2	8.6	8.8	8.6	8.8	2.1%	2.6%
Transportation	1.2	1.9	3.2	3.8	4.4	3.2	-26.9%	4.8%
Lavaca								
Total Spending	7.5	8.9	12.0	14.8	21.0	17.6	-16.3%	4.3%
Visitor Spending	7.5	8.9	12.0	14.5	20.1	16.8	-16.5%	4.1%
Non-transportation	6.0	6.7	8.2	9.8	14.8	12.8	-13.2%	3.9%
Transportation	1.5	2.3	3.8	4.6	5.3	3.9	-25.7%	4.9%
Lee								
Total Spending	11.7	13.3	18.1	20.9	27.1	22.5	-17.0%	3.3%
Non-transportation	7.5	7.2	7.8	8.8	13.2	12.3	-7.4%	2.5%
Transportation	4.0	5.9	10.0	12.1	13.9	10.2	-26.2%	4.8%
Leon								
Total Spending	12.2	16.8	25.6	31.1	38.5	31.1	-19.1%	4.8%
Non-transportation	6.9	8.9	12.2	14.8	20.0	17.6	-11.9%	4.8%
Transportation	5.3	7.9	13.4	16.3	18.5	13.5	-26.9%	4.8%
Liberty								
Total Spending	21.4	28.6	40.5	43.0	51.3	48.7	-4.9%	4.2%
Non-transportation	16.4	21.2	28.2	28.0	34.2	36.0	5.3%	4.0%
Transportation	4.9	7.4	12.3	14.9	17.1	12.7	-25.5%	4.9%
Limestone								
Total Spending	9.9	11.0	13.4	17.6	18.7	16.8	-10.2%	2.7%
Non-transportation	8.0	8.2	8.7	11.8	12.2	12.0	-1.3%	2.1%
Transportation	1.9	2.8	4.7	5.7	6.5	4.8	-26.9%	4.8%
Lipscomb								
Total Spending	1.0	1.3	1.9	2.3	3.0	2.0	-33.3%	3.7%
Non-transportation	0.3	0.4	0.4	0.4	0.9	0.4	-49.4%	1.1%
Transportation	0.6	0.9	1.6	1.9	2.2	1.6	-26.9%	4.8%
*Live Oak								
Total Spending	12.6	16.7	24.0	31.4	55.8	38.1	-31.6%	5.7%
Non-transportation	7.5	9.0	10.9	15.5	37.7	24.9	-33.9%	6.2%
Transportation	5.1	7.7	13.1	15.9	18.0	13.2	-26.9%	4.8%
Llano								
Total Spending	27.9	34.8	79.7	90.5	94.1	96.9	3.0%	6.4%
Non-transportation	24.9	30.4	73.1	82.5	84.8	89.7	5.8%	6.6%
Transportation	2.6	3.9	6.4	7.7	8.9	6.8	-23.4%	4.9%
Loving								
Total Spending	0.03	0.03	0.03	0.03	0.03	0.04	32.7%	1.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Lubbock								
Total Spending	386	473	582	685	814	783	-3.9%	3.6%
Visitor Spending	334	417	524	618	737	706	-4.2%	3.8%
Non-transportation	245	305	363	426	517	528	2.1%	3.9%
Transportation	89	113	161	192	220	178	-19.0%	3.5%
Lynn								
Total Spending	0.7	0.9	1.0	1.0	1.1	1.0	-6.2%	1.8%
Non-transportation	0.7	0.7	0.8	0.8	0.8	0.8	1.2%	1.2%
Transportation	0.1	0.1	0.2	0.3	0.3	0.2	-26.9%	4.8%
McCulloch								
Total Spending	7.1	9.9	12.6	15.0	18.9	16.7	-11.6%	4.4%
Non-transportation	4.8	6.4	6.6	7.8	10.7	10.7	0.1%	4.2%
Transportation	2.3	3.5	6.0	7.2	8.2	6.0	-26.9%	4.8%
McLennan								
Total Spending	268	319	409	458	526	508	-3.4%	3.3%
Visitor Spending	231	303	392	440	507	490	-3.4%	3.8%
Non-transportation	180	233	278	305	351	371	5.6%	3.7%
Transportation	51	70	114	135	156	119	-23.6%	4.3%
*McMullen								
Total Spending	0.5	0.6	0.7	0.7	4.2	3.7	-12.1%	10.1%
Non-transportation	0.5	0.6	0.6	0.7	4.1	3.6	-12.3%	10.2%
Transportation	0.0	0.0	0.0	0.0	0.0	0.1	4.4%	5.2%
Madison								
Total Spending	5.6	6.3	7.9	8.8	12.7	11.1	-12.1%	3.5%
Non-transportation	5.4	6.0	7.4	8.1	11.9	10.6	-11.1%	3.4%
Transportation	0.2	0.3	0.6	0.7	0.8	0.6	-26.9%	4.8%
Marion								
Total Spending	6.4	7.4	8.6	7.6	8.0	8.3	4.1%	1.3%
Non-transportation	6.1	7.1	8.1	7.0	7.3	7.6	4.6%	1.1%
Transportation	0.3	0.3	0.5	0.6	0.7	0.7	-1.0%	5.1%
Martin								
Total Spending	5.1	7.3	11.8	14.4	22.7	17.5	-23.1%	6.4%
Non-transportation	0.9	1.0	1.1	1.4	7.9	6.6	-16.0%	10.8%
Transportation	4.2	6.4	10.8	13.1	14.9	10.9	-26.9%	4.8%
Mason								
Total Spending	1.6	2.0	2.4	2.5	2.9	2.9	0.9%	3.0%
Non-transportation	1.5	1.8	2.1	2.1	2.4	2.6	5.7%	2.8%
Transportation	0.1	0.2	0.3	0.4	0.4	0.3	-26.9%	4.8%
Matagorda								
Total Spending	28.0	34.5	38.3	45.7	57.2	64.5	12.7%	4.3%
Non-transportation	27.2	33.4	36.7	43.9	55.0	62.5	13.8%	4.2%
Transportation	0.6	0.8	1.3	1.5	1.8	1.6	-14.6%	5.0%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg.	
							14-15p	95-15p
*Maverick								
Total Spending	23.0	31.3	40.8	53.6	62.6	60.7	-3.0%	5.0%
Non-transportation	18.6	24.8	29.9	40.8	48.0	49.9	4.0%	5.1%
Transportation	4.2	6.3	10.6	12.8	14.6	10.8	-26.2%	4.8%
Medina								
Total Spending	19.6	24.9	32.4	41.0	45.3	40.5	-10.5%	3.7%
Non-transportation	13.6	15.9	17.1	22.4	24.1	25.0	3.7%	3.1%
Transportation	6.0	9.1	15.3	18.6	21.2	15.5	-26.7%	4.8%
Menard								
Total Spending	1.5	1.8	2.5	2.8	3.1	2.4	-21.8%	2.5%
Non-transportation	1.0	1.1	1.2	1.2	1.4	1.1	-17.7%	0.7%
Transportation	0.5	0.7	1.2	1.5	1.7	1.3	-25.0%	4.9%
Midland								
Total Spending	162	227	266	353	654	571	-12.8%	6.5%
Visitor Spending	139	184	223	299	566	486	-14.1%	6.5%
Non-transportation	105	127	148	207	426	368	-13.5%	6.5%
Transportation	34	58	75	93	140	118	-15.7%	6.5%
Milam								
Total Spending	12.4	16.9	23.5	29.1	32.4	27.3	-15.7%	4.0%
Non-transportation	7.9	10.1	11.9	15.1	16.4	15.6	-5.0%	3.5%
Transportation	4.6	6.8	11.6	14.1	16.0	11.7	-26.7%	4.8%
Mills								
Total Spending	1.9	2.3	2.8	3.0	2.9	2.6	-8.4%	1.7%
Non-transportation	1.6	1.9	2.0	2.1	1.8	1.9	2.0%	0.8%
Transportation	0.3	0.4	0.7	0.9	1.0	0.8	-26.9%	4.8%
Mitchell								
Total Spending	4.5	5.3	6.6	7.4	9.1	7.1	-22.0%	2.3%
Non-transportation	3.4	3.6	3.8	4.0	5.2	4.2	-19.9%	1.1%
Transportation	1.1	1.7	2.8	3.4	3.9	2.9	-24.9%	4.9%
Montague								
Total Spending	9.8	11.9	14.6	18.4	18.7	17.1	-9.0%	2.8%
Non-transportation	8.1	9.3	10.3	13.2	12.8	12.6	-1.2%	2.3%
Transportation	1.6	2.4	4.0	4.9	5.5	4.1	-26.8%	4.8%
Montgomery								
Total Spending	145	230	353	461	670	661	-1.4%	7.9%
Visitor Spending	141	223	332	422	595	593	-0.2%	7.5%
Non-transportation	120	192	278	358	521	539	3.3%	7.8%
Transportation	21	32	53	65	74	55	-25.6%	4.9%
Moore								
Total Spending	13.3	19.5	29.9	38.6	44.1	39.4	-10.6%	5.6%
Non-transportation	7.5	10.8	14.9	20.8	23.9	24.6	3.2%	6.1%
Transportation	5.8	8.7	14.7	17.8	20.3	14.8	-26.9%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Morris</b>								
Total Spending	2.9	3.4	4.5	5.1	5.5	5.1	-8.7%	2.8%
Non-transportation	2.0	2.2	2.5	2.8	2.7	2.8	1.4%	1.6%
Transportation	0.9	1.2	2.0	2.4	2.8	2.3	-18.7%	5.0%
<b>Motley</b>								
Total Spending	0.4	0.5	0.6	0.7	0.8	0.7	-10.5%	2.7%
Non-transportation	0.3	0.3	0.3	0.4	0.4	0.4	1.8%	1.4%
Transportation	0.1	0.2	0.3	0.3	0.4	0.3	-22.0%	4.9%
<b>Nacogdoches</b>								
Total Spending	37.6	47.2	62.3	87.9	73.8	74.5	1.0%	3.5%
Non-transportation	32.2	39.5	50.1	73.5	57.2	62.2	8.8%	3.3%
Transportation	4.5	6.7	11.4	13.8	15.7	11.5	-26.9%	4.8%
<b>Navarro</b>								
Total Spending	21.4	24.7	33.9	41.9	50.9	46.2	-9.3%	3.9%
Non-transportation	17.1	18.4	23.6	29.5	36.9	35.6	-3.7%	3.7%
Transportation	4.1	6.1	10.0	12.2	14.0	10.7	-24.0%	4.9%
<b>Newton</b>								
Total Spending	3.1	3.6	4.6	4.5	4.8	4.6	-5.2%	1.9%
Non-transportation	2.8	3.2	3.9	3.5	3.7	3.8	1.1%	1.5%
Transportation	0.3	0.5	0.8	0.9	1.1	0.8	-26.9%	4.8%
<b>Nolan</b>								
Total Spending	10.2	12.6	15.2	19.6	29.7	29.8	0.4%	5.5%
Non-transportation	9.4	11.4	13.1	17.1	26.9	27.8	3.2%	5.6%
Transportation	0.8	1.2	2.0	2.5	2.8	2.1	-26.9%	4.8%
<b>Nueces</b>								
Total Spending	618	705	826	929	1,144	1,133	-0.9%	3.1%
Visitor Spending	567	667	776	881	1,085	1,073	-1.1%	3.2%
Non-transportation	450	544	611	699	874	898	2.7%	3.5%
Transportation	118	123	165	181	210	175	-16.7%	2.0%
<b>Ochiltree</b>								
Total Spending	6.7	8.4	12.4	21.0	32.0	19.8	-38.3%	5.6%
Non-transportation	4.0	4.4	5.5	12.7	22.6	12.8	-43.1%	6.0%
Transportation	2.7	4.1	6.9	8.3	9.5	6.9	-26.9%	4.8%
<b>Oldham</b>								
Total Spending	3.6	5.5	7.7	9.4	10.6	8.2	-22.7%	4.3%
Visitor Spending	3.6	5.5	7.7	9.1	10.2	7.8	-23.2%	4.0%
Non-transportation	1.1	1.7	1.4	1.4	1.4	1.4	-0.2%	1.3%
Transportation	2.5	3.7	6.4	7.7	8.8	6.4	-26.9%	4.8%
<b>Orange</b>								
Total Spending	53.4	64.6	87.6	102.2	122.6	110.1	-10.2%	3.7%
Non-transportation	38.5	42.4	49.9	56.7	70.9	71.8	1.3%	3.2%
Transportation	14.8	22.2	37.4	45.3	51.7	38.3	-26.0%	4.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Palo Pinto</b>								
Total Spending	27.8	44.8	62.1	73.0	76.4	65.4	-14.5%	4.4%
Non-transportation	15.1	25.7	30.3	34.5	32.5	33.1	1.9%	4.0%
Transportation	12.4	18.6	31.5	38.2	43.5	31.9	-26.7%	4.8%
<b>Panola</b>								
Total Spending	6.2	8.1	12.4	22.0	19.4	18.2	-6.5%	5.5%
Non-transportation	4.8	6.0	9.2	18.4	15.3	15.0	-1.5%	5.9%
Transportation	1.2	1.8	3.0	3.6	4.1	3.1	-24.9%	4.9%
<b>Parker</b>								
Total Spending	41.4	55.6	87.8	97.2	113.3	102.3	-9.7%	4.6%
Non-transportation	27.0	34.1	51.4	53.1	63.0	65.2	3.6%	4.5%
Transportation	14.1	21.2	36.0	43.6	49.6	36.4	-26.6%	4.8%
<b>Parmer</b>								
Total Spending	2.6	2.9	4.2	4.8	5.3	4.3	-18.4%	2.6%
Non-transportation	1.6	1.4	1.6	1.6	1.6	1.6	-1.1%	0.2%
Transportation	1.0	1.6	2.6	3.2	3.6	2.7	-26.3%	4.8%
<b>Pecos</b>								
Total Spending	18.3	23.9	33.5	46.7	58.8	53.5	-9.0%	5.5%
Non-transportation	12.1	14.6	17.6	27.4	36.9	37.4	1.6%	5.8%
Transportation	6.2	9.4	15.9	19.3	21.9	16.0	-26.9%	4.8%
<b>Polk</b>								
Total Spending	26.7	34.3	44.5	49.0	56.3	51.6	-8.4%	3.3%
Non-transportation	20.5	25.0	29.1	30.7	35.3	36.0	2.0%	2.9%
Transportation	5.9	8.8	14.8	18.0	20.5	15.1	-26.2%	4.8%
<b>Potter</b>								
Total Spending	430	506	606	701	815	793	-2.7%	3.1%
Visitor Spending	393	462	558	649	751	732	-2.6%	3.2%
Non-transportation	311	348	391	452	524	550	5.0%	2.9%
Transportation	82	114	167	197	227	182	-20.2%	4.1%
<b>Presidio</b>								
Total Spending	2.7	4.2	6.8	8.2	10.1	9.9	-2.1%	6.6%
Non-transportation	2.2	3.4	5.4	6.5	8.2	8.5	3.7%	7.0%
Transportation	0.5	0.8	1.4	1.7	1.9	1.4	-26.9%	4.8%
<b>Rains</b>								
Total Spending	3.5	5.0	6.1	6.2	7.7	7.7	-1.0%	4.1%
Non-transportation	2.8	4.1	4.5	4.3	5.6	6.0	8.1%	3.9%
Transportation	0.6	0.9	1.6	1.9	2.2	1.6	-24.2%	4.9%
<b>Randall</b>								
Total Spending	46.4	65.1	85.9	105.6	116.5	103.9	-10.8%	4.1%
Non-transportation	29.7	40.0	43.2	54.0	57.8	60.9	5.4%	3.7%
Transportation	16.7	25.1	42.6	51.6	58.7	42.9	-26.8%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Reagan</b>								
Total Spending	1.2	1.3	1.8	2.4	9.8	9.9	1.5%	11.0%
Non-transportation	1.0	1.0	1.2	1.8	9.1	9.4	3.6%	11.7%
Transportation	0.2	0.3	0.5	0.6	0.7	0.5	-25.5%	4.9%
<b>Real</b>								
Total Spending	2.1	3.1	4.5	5.2	6.4	6.8	7.6%	6.0%
Non-transportation	2.1	3.0	4.4	5.0	6.1	6.7	8.9%	6.1%
Transportation	0.1	0.1	0.2	0.2	0.2	0.2	-26.9%	4.8%
<b>Red River</b>								
Total Spending	2.9	3.5	4.3	4.6	4.9	4.4	-10.6%	2.1%
Non-transportation	2.3	2.6	2.8	2.7	2.8	2.8	1.7%	1.0%
Transportation	0.6	0.9	1.5	1.9	2.1	1.5	-26.9%	4.8%
<b>Reeves</b>								
Total Spending	14.9	19.9	28.3	43.0	99.7	91.6	-8.2%	9.5%
Non-transportation	8.1	9.8	11.2	22.2	76.0	74.2	-2.4%	11.7%
Transportation	6.7	10.1	17.2	20.8	23.7	17.4	-26.7%	4.8%
<b>Refugio</b>								
Total Spending	8.9	12.0	17.8	21.7	24.8	20.0	-19.4%	4.2%
Non-transportation	4.0	4.6	5.2	6.5	7.5	7.4	-2.1%	3.2%
Transportation	4.9	7.4	12.5	15.2	17.3	12.6	-26.9%	4.8%
<b>Roberts</b>								
Total Spending	0.4	0.5	0.9	1.0	1.2	0.9	-25.0%	4.5%
Non-transportation	0.1	0.1	0.1	0.1	0.1	0.1	1.4%	2.1%
Transportation	0.3	0.5	0.8	1.0	1.1	0.8	-26.9%	4.8%
<b>Robertson</b>								
Total Spending	7.5	8.4	14.9	20.0	22.0	17.5	-20.6%	4.3%
Non-transportation	5.7	5.6	10.3	14.4	15.6	12.6	-19.1%	4.1%
Transportation	1.9	2.8	4.6	5.5	6.4	4.8	-24.4%	4.9%
<b>Rockwall</b>								
Total Spending	15.8	27.6	43.5	78.5	98.1	95.0	-3.2%	9.4%
Non-transportation	10.4	19.7	29.8	58.8	75.5	78.8	4.4%	10.6%
Transportation	5.2	7.7	13.0	15.7	18.0	13.3	-25.7%	4.9%
<b>Runnels</b>								
Total Spending	4.4	4.9	5.9	6.8	7.1	6.4	-9.9%	1.9%
Non-transportation	3.5	3.5	3.5	4.0	3.9	4.0	3.6%	0.7%
Transportation	0.9	1.4	2.3	2.8	3.2	2.4	-26.2%	4.8%
<b>Rusk</b>								
Total Spending	16.2	22.0	30.2	36.8	42.3	37.2	-12.2%	4.3%
Non-transportation	9.9	12.8	15.1	18.8	21.6	22.1	2.3%	4.1%
Transportation	5.8	8.7	14.6	17.7	20.2	15.0	-25.7%	4.9%

See notes on page 114.



## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Sabine								
Total Spending	7.4	8.9	10.4	11.1	11.8	11.7	-1.1%	2.3%
Non-transportation	6.8	8.1	8.9	9.3	9.9	10.3	4.0%	2.1%
Transportation	0.6	0.8	1.4	1.7	2.0	1.4	-26.9%	4.8%
San Augustine								
Total Spending	5.1	6.1	7.6	8.5	7.8	7.2	-7.3%	1.8%
Non-transportation	4.3	4.9	5.8	6.6	5.7	5.7	0.0%	1.4%
Transportation	0.6	0.9	1.5	1.9	2.1	1.6	-26.9%	4.8%
San Jacinto								
Total Spending	7.3	8.5	10.3	10.7	11.8	11.4	-3.3%	2.2%
Non-transportation	6.5	7.3	8.3	8.3	9.1	9.4	3.1%	1.8%
Transportation	0.7	1.0	1.8	2.1	2.4	1.8	-26.4%	4.8%
San Patricio								
Total Spending	42.7	58.8	85.0	96.4	118.7	122.5	3.2%	5.4%
Non-transportation	34.0	45.7	62.8	69.7	88.3	100.0	13.3%	5.5%
Transportation	8.7	13.1	22.0	26.6	30.4	22.5	-26.0%	4.9%
San Saba								
Total Spending	2.8	3.3	3.6	3.7	3.5	3.3	-6.9%	0.8%
Non-transportation	2.6	3.0	3.1	3.1	2.9	2.8	-2.2%	0.3%
Transportation	0.2	0.3	0.5	0.6	0.7	0.5	-26.9%	4.8%
Schleicher								
Total Spending	0.4	0.4	0.4	0.5	0.5	0.5	3.1%	1.3%
Scurry								
Total Spending	11.5	14.6	22.1	30.1	38.5	33.9	-11.9%	5.5%
Non-transportation	7.9	9.1	12.9	18.9	25.8	24.5	-4.8%	5.8%
Transportation	3.6	5.5	9.2	11.2	12.7	9.4	-26.3%	4.8%
Shackelford								
Total Spending	1.1	1.6	1.9	2.0	2.1	2.2	4.0%	3.6%
Non-transportation	1.0	1.5	1.6	1.7	1.7	1.9	10.7%	3.4%
Transportation	0.1	0.2	0.3	0.3	0.4	0.3	-26.9%	4.8%
Shelby								
Total Spending	13.8	17.7	23.8	35.0	36.5	32.2	-11.7%	4.3%
Non-transportation	9.2	11.0	12.7	22.0	21.5	20.8	-3.2%	4.2%
Transportation	4.4	6.5	10.7	13.0	15.0	11.4	-24.0%	4.9%
Sherman								
Total Spending	2.2	2.7	4.6	5.7	6.2	4.9	-19.9%	4.2%
Non-transportation	0.9	0.7	1.2	1.7	1.5	1.5	1.4%	3.0%
Transportation	1.3	2.0	3.4	4.1	4.6	3.4	-26.9%	4.8%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Smith								
Total Spending	177	225	294	349	404	388	-4.1%	4.0%
Visitor Spending	153	200	263	309	361	349	-3.3%	4.2%
Non-transportation	119	151	185	218	253	265	4.8%	4.1%
Transportation	34	49	78	91	108	84	-22.4%	4.6%
Somervell								
Total Spending	6.5	8.3	13.5	14.7	17.1	16.7	-2.1%	4.8%
Non-transportation	5.2	6.4	10.4	11.3	13.2	13.8	4.1%	5.0%
Transportation	1.1	1.7	2.8	3.4	3.9	3.0	-23.2%	4.9%
Starr								
Total Spending	14.9	17.8	21.9	25.8	28.5	27.3	-4.4%	3.1%
Non-transportation	12.9	14.8	16.7	19.5	21.3	22.0	3.2%	2.7%
Transportation	2.0	3.1	5.2	6.3	7.2	5.3	-26.9%	4.8%
Stephens								
Total Spending	4.9	5.5	5.8	5.9	6.8	7.0	1.7%	1.8%
Non-transportation	4.8	5.4	5.7	5.7	6.6	6.8	2.8%	1.7%
Transportation	0.1	0.1	0.2	0.2	0.2	0.2	-26.9%	4.8%
Sterling								
Total Spending	1.0	1.3	1.9	2.2	2.6	2.1	-19.2%	3.8%
Non-transportation	0.5	0.5	0.5	0.5	0.7	0.7	1.6%	2.2%
Transportation	0.5	0.8	1.4	1.7	1.9	1.4	-26.9%	4.8%
Stonewall								
Total Spending	0.7	0.7	0.9	0.9	1.0	1.0	-7.7%	1.9%
Non-transportation	0.6	0.7	0.8	0.7	0.9	0.8	-4.2%	1.6%
Transportation	0.0	0.1	0.1	0.1	0.2	0.1	-26.9%	4.8%
Sutton								
Total Spending	5.5	5.8	9.2	7.8	10.6	7.6	-28.3%	1.7%
Non-transportation	5.2	5.4	8.5	7.0	9.6	6.9	-28.4%	1.4%
Transportation	0.3	0.4	0.7	0.8	1.0	0.7	-26.9%	4.8%
Swisher								
Total Spending	1.6	2.9	3.2	3.4	3.8	3.3	-11.2%	3.6%
Non-transportation	1.1	2.1	1.9	1.8	1.9	2.0	3.6%	2.9%
Transportation	0.5	0.8	1.3	1.6	1.8	1.3	-26.9%	4.8%
Tarrant								
Total Spending	4,049	5,420	5,693	6,353	7,431	7,183	-3.3%	2.9%
Visitor Spending	2,492	3,448	3,817	4,355	5,191	5,144	-0.9%	3.7%
Non-transportation	1,035	1,634	2,042	2,447	2,954	3,154	6.8%	5.7%
Transportation	1,457	1,814	1,775	1,907	2,237	1,991	-11.0%	1.6%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Taylor</b>								
Total Spending	196	258	332	380	453	417	-7.9%	3.8%
Visitor Spending	194	247	319	363	431	396	-8.1%	3.6%
Non-transportation	149	174	198	220	265	269	1.7%	3.0%
Transportation	45	73	120	144	166	127	-23.6%	5.4%
<b>Terrell</b>								
Total Spending	1.2	1.4	1.3	1.1	1.1	1.1	-2.8%	-0.7%
<b>Terry</b>								
Total Spending	4.6	4.5	5.1	8.8	13.2	11.3	-14.6%	4.5%
Non-transportation	4.4	4.2	4.6	8.2	12.4	10.6	-14.6%	4.5%
Transportation	0.3	0.4	0.5	0.7	0.8	0.7	-14.3%	5.0%
<b>Throckmorton</b>								
Total Spending	1.4	1.9	3.0	3.4	3.9	3.0	-22.8%	3.8%
Non-transportation	0.5	0.5	0.6	0.6	0.6	0.6	-0.1%	1.0%
Transportation	0.9	1.4	2.4	2.9	3.3	2.4	-26.9%	4.8%
<b>Titus</b>								
Total Spending	22.8	28.9	41.5	48.6	59.5	53.5	-10.0%	4.4%
Non-transportation	15.4	17.7	22.6	25.7	33.4	34.5	3.2%	4.1%
Transportation	7.4	11.2	18.9	23.0	26.1	19.1	-26.9%	4.8%
<b>Tom Green</b>								
Total Spending	115	127	161	187	279	226	-19.0%	3.4%
Visitor Spending	107	120	152	177	266	213	-20.0%	3.5%
Non-transportation	87	94	112	130	212	171	-19.4%	3.5%
Transportation	20	25	40	47	54	42	-22.4%	3.8%
<b>Travis</b>								
Total Spending	1,909	3,035	3,434	4,174	5,606	5,999	7.0%	5.9%
Visitor Spending	1,606	2,482	2,912	3,492	4,658	4,969	6.7%	5.8%
Non-transportation	1,231	1,843	2,126	2,519	3,397	3,758	10.6%	5.7%
Transportation	375	639	787	973	1,261	1,211	-3.9%	6.0%
<b>Trinity</b>								
Total Spending	6.5	7.9	9.6	10.1	10.6	10.1	-4.5%	2.2%
Non-transportation	5.7	6.7	7.6	7.7	7.9	8.1	2.5%	1.7%
Transportation	0.8	1.2	2.0	2.4	2.8	2.1	-24.3%	4.9%
<b>Tyler</b>								
Total Spending	6.4	7.5	8.9	9.6	10.4	10.0	-4.0%	2.3%
Non-transportation	5.9	6.7	7.6	8.1	8.6	8.7	0.7%	2.0%
Transportation	0.5	0.8	1.3	1.6	1.8	1.3	-26.9%	4.8%
<b>Upshur</b>								
Total Spending	11.4	14.9	19.5	20.9	23.3	20.7	-11.1%	3.0%
Non-transportation	7.7	9.5	10.7	10.3	11.1	11.4	2.6%	2.0%
Transportation	3.6	5.3	8.8	10.6	12.2	9.4	-23.5%	4.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
<b>Upton</b>								
Total Spending	0.7	1.2	1.4	2.8	3.5	3.0	-14.4%	7.3%
Non-transportation	0.7	1.1	1.3	2.6	3.3	2.8	-13.5%	7.5%
Transportation	0.1	0.1	0.2	0.2	0.2	0.2	-26.9%	4.8%
<b>Uvalde</b>								
Total Spending	23.3	35.3	51.8	67.3	76.7	74.6	-2.7%	6.0%
Non-transportation	15.2	23.3	31.9	43.2	49.0	54.0	10.2%	6.5%
Transportation	7.7	11.5	19.4	23.5	26.8	19.8	-26.0%	4.9%
<b>Val Verde</b>								
Total Spending	32.8	40.0	46.7	51.3	55.4	53.5	-3.3%	2.5%
Non-transportation	29.7	35.4	39.1	42.6	44.8	45.5	1.5%	2.2%
Transportation	2.8	4.2	7.0	8.4	9.7	7.2	-25.1%	4.9%
<b>Van Zandt</b>								
Total Spending	22.1	30.4	39.6	47.1	52.4	46.3	-11.6%	3.8%
Non-transportation	14.4	18.8	20.0	23.0	24.9	26.1	4.8%	3.0%
Transportation	7.7	11.6	19.6	23.7	27.0	19.8	-26.6%	4.8%
<b>Victoria</b>								
Total Spending	99.6	132.3	154.8	177.2	236.3	203.5	-13.9%	3.6%
Non-transportation	83.8	104.5	113.1	128.7	181.7	162.5	-10.6%	3.4%
Transportation	15.1	24.2	39.3	46.9	53.4	39.7	-25.7%	5.0%
<b>Walker</b>								
Total Spending	45.6	60.3	78.2	87.4	109.7	91.3	-16.8%	3.5%
Non-transportation	32.7	41.1	46.1	49.1	65.7	58.6	-10.8%	3.0%
Transportation	12.4	18.5	31.2	37.8	43.1	31.9	-26.0%	4.9%
<b>Waller</b>								
Total Spending	16.2	20.7	30.7	39.1	51.7	45.1	-12.9%	5.2%
Non-transportation	8.0	8.5	10.3	14.1	23.1	23.9	3.5%	5.6%
Transportation	8.1	12.1	20.4	24.7	28.2	20.8	-26.4%	4.8%
<b>Ward</b>								
Total Spending	5.5	6.1	7.1	12.0	44.7	36.4	-18.5%	9.9%
Non-transportation	4.4	4.5	4.4	8.7	41.0	33.8	-17.7%	10.7%
Transportation	1.0	1.6	2.7	3.2	3.7	2.7	-26.9%	4.8%
<b>Washington</b>								
Total Spending	34.2	49.4	72.8	84.1	104.8	86.4	-17.5%	4.8%
Non-transportation	17.4	24.4	30.7	33.6	47.2	44.0	-6.7%	4.7%
Transportation	16.3	24.5	41.5	50.2	57.2	42.0	-26.5%	4.8%
<b>*Webb</b>								
Total Spending	250	354	434	520	599	561	-6.3%	4.1%
Visitor Spending	238	339	419	496	577	540	-6.4%	4.2%
Non-transportation	201	286	335	401	463	448	-3.4%	4.1%
Transportation	37	53	83	95	113	92	-18.9%	4.6%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

(\*Recent oil & gas production may affect estimates.)

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Wharton								
Total Spending	17.4	23.5	27.5	29.3	33.5	35.5	6.1%	3.6%
Non-transportation	15.4	20.6	22.7	23.6	27.4	31.1	13.5%	3.6%
Transportation	1.7	2.6	4.5	5.4	6.1	4.5	-26.9%	4.8%
Wheeler								
Total Spending	8.1	9.3	15.5	22.4	26.5	19.5	-26.7%	4.5%
Non-transportation	4.7	4.2	6.8	11.9	14.6	10.7	-26.7%	4.2%
Transportation	3.4	5.1	8.7	10.5	12.0	8.8	-26.7%	4.8%
Wichita								
Total Spending	145	157	186	212	232	220	-5.3%	2.1%
Visitor Spending	130	149	177	205	224	212	-5.6%	2.5%
Non-transportation	99	116	132	152	164	165	0.7%	2.6%
Transportation	31	33	45	53	60	47	-22.8%	2.1%
Wilbarger								
Total Spending	10.1	11.9	14.4	18.9	23.7	20.9	-11.6%	3.7%
Non-transportation	8.0	8.8	9.1	12.5	16.4	15.6	-4.7%	3.4%
Transportation	2.1	3.1	5.3	6.4	7.3	5.3	-26.9%	4.8%
Willacy								
Total Spending	9.9	13.4	19.5	23.3	26.2	22.1	-15.6%	4.1%
Non-transportation	5.9	7.4	9.4	11.1	12.3	11.8	-3.6%	3.5%
Transportation	4.0	6.0	10.1	12.2	14.0	10.3	-26.2%	4.8%
Williamson								
Total Spending	129	228	339	430	562	570	1.5%	7.7%
Non-transportation	103	188	270	348	459	493	7.5%	8.2%
Transportation	24	36	61	74	85	63	-26.3%	4.8%
*Wilson								
Total Spending	9.7	14.3	19.8	24.5	41.9	32.5	-22.4%	6.2%
Non-transportation	5.3	7.6	8.5	10.9	26.3	21.1	-19.7%	7.2%
Transportation	4.4	6.6	11.3	13.6	15.5	11.4	-26.9%	4.8%
Winkler								
Total Spending	2.5	2.7	3.5	4.0	7.6	8.3	8.6%	6.1%
Non-transportation	2.2	2.1	2.6	2.9	6.3	7.3	15.5%	6.3%
Transportation	0.4	0.5	0.9	1.1	1.3	0.9	-25.8%	4.9%
Wise								
Total Spending	19.3	26.7	33.2	53.7	55.2	52.9	-4.2%	5.2%
Non-transportation	16.9	23.2	27.8	47.2	47.6	47.1	-1.2%	5.2%
Transportation	2.1	3.2	5.2	6.3	7.3	5.6	-23.5%	4.9%
Wood								
Total Spending	16.3	18.8	22.2	25.2	27.2	25.3	-6.9%	2.2%
Non-transportation	14.1	15.6	16.6	18.8	19.3	19.8	2.2%	1.7%
Transportation	2.1	3.2	5.3	6.5	7.4	5.6	-25.1%	4.9%

See notes on page 114.

## Direct County Travel Spending, 1995-2015p

	1995	2000	2005	2010	2014	2015p	Ave. Annual Chg. 14-15p 95-15p	
Yoakum								
Total Spending	2.4	2.8	3.7	3.9	4.7	4.1	-13.1%	2.7%
Non-transportation	2.0	2.1	2.5	2.5	3.1	2.9	-6.1%	2.0%
Transportation	0.5	0.7	1.2	1.4	1.6	1.2	-26.9%	4.8%
Young								
Total Spending	11.5	13.1	19.9	24.2	27.5	23.4	-14.9%	3.6%
Visitor Spending	11.3	12.8	19.6	23.9	26.6	22.6	-15.0%	3.5%
Non-transportation	8.9	9.1	13.3	16.3	18.0	16.3	-9.3%	3.1%
Transportation	2.5	3.7	6.3	7.6	8.6	6.3	-26.9%	4.8%
Zapata								
Total Spending	8.8	9.5	12.4	14.6	16.4	15.9	-3.5%	3.0%
Non-transportation	8.4	8.8	11.3	13.2	14.9	14.7	-1.1%	2.8%
Transportation	0.4	0.7	1.1	1.4	1.6	1.2	-26.9%	4.8%
*Zavala								
Total Spending	3.1	3.9	6.0	9.0	11.9	8.7	-27.1%	5.2%
Non-transportation	1.8	1.9	2.5	4.7	7.1	5.2	-27.2%	5.5%
Transportation	1.4	2.1	3.5	4.2	4.8	3.5	-26.9%	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.

In previous reports visitor spending was provided in two tables: an alphabetic listing and a ranking by magnitude of visitor spending. This more detailed table replaces those two tables.

\*Oil and gas production in recent years may affect travel impact estimates.

## **VII. TEXAS CITY AND PLACE DIRECT TRAVEL IMPACTS 2006-2015P**

This section provides travel impact estimates for 125 cities and places within Texas for the years 2006 through 2015. 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 125 cities and places accounted for 80 percent of all travel spending in the state in 2015.

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 and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Abilene</b>								
Total Spending (\$M)	342	392	356	410	403	409	428	395
Visitor Spending (\$M)	325	374	340	390	385	390	407	375
No Transportation (\$M)	197	211	206	232	227	233	250	255
Transportation (\$M)	128	163	134	158	158	157	157	120
Earnings (\$M)	62	67	68	72	75	78	84	87
Total Employment	3,540	3,450	3,340	3,430	3,440	3,530	3,640	3,710
State & Local Tax Rev. (\$M)	27.0	28.8	28.2	30.2	30.0	31.0	33.2	33.7
Local Tax Rev.	7.5	8.0	8.0	9.0	8.8	9.1	10.0	10.3
Visitor	4.7	5.3	5.0	6.0	5.8	6.0	6.6	6.7
Business/Employee	2.7	2.7	3.0	3.0	3.1	3.1	3.5	3.6
State Tax Rev.	19.5	20.8	20.2	21.2	21.1	21.9	23.2	23.5
Visitor	17.6	18.7	18.2	19.1	18.8	19.5	20.5	20.7
Business/Employee	1.9	2.1	2.0	2.1	2.3	2.4	2.7	2.7
<b>Addison</b>								
Total Spending (\$M)	406	438	356	384	410	414	446	466
Visitor Spending (\$M)	402	434	353	381	405	410	442	461
No Transportation (\$M)	300	310	259	276	295	302	330	360
Transportation (\$M)	103	124	94	105	110	107	112	101
Earnings (\$M)	144	148	126	134	145	147	160	177
Total Employment	4,240	4,130	3,530	3,640	3,870	3,960	4,340	4,630
State & Local Tax Rev. (\$M)	32.3	33.7	28.1	29.4	31.7	32.5	35.3	38.7
Local Tax Rev.	9.6	10.0	8.2	8.7	9.5	9.9	10.8	11.9
Visitor	8.8	9.3	7.4	7.9	8.6	8.9	9.8	10.9
Business/Employee	0.8	0.8	0.8	0.8	1.0	1.0	1.0	1.0
State Tax Rev.	22.7	23.6	20.0	20.7	22.2	22.6	24.5	26.7
Visitor	22.1	23.1	19.4	20.1	21.5	21.9	23.8	26.0
Business/Employee	0.6	0.6	0.5	0.6	0.7	0.8	0.7	0.8
<b>Alice</b>								
Total Spending (\$M)	38	44	45	66	66	57	56	44
Visitor Spending (\$M)	38	44	45	66	66	57	56	44
No Transportation (\$M)	21	23	26	42	42	35	34	28
Transportation (\$M)	17	22	18	24	24	23	22	16
Earnings (\$M)	9	9	12	19	19	15	15	12
Total Employment	500	500	590	920	860	710	660	530
State & Local Tax Rev. (\$M)	3.0	3.2	3.5	5.0	4.9	4.3	4.2	3.6
Local Tax Rev.	0.6	0.6	0.7	1.2	1.2	0.9	0.9	0.7
Visitor	0.3	0.3	0.4	0.7	0.7	0.6	0.5	0.4
Business/Employee	0.3	0.3	0.3	0.5	0.5	0.4	0.4	0.3
State Tax Rev.	2.4	2.6	2.8	3.8	3.8	3.3	3.3	2.9
Visitor	2.2	2.3	2.5	3.4	3.4	3.0	3.0	2.6
Business/Employee	0.2	0.2	0.3	0.4	0.4	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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Allen</b>								
Total Spending (\$M)	69	91	111	129	139	150	155	153
Visitor Spending (\$M)	63	81	100	117	125	132	136	131
No Transportation (\$M)	52	66	85	99	106	113	118	119
Transportation (\$M)	11	15	15	19	19	19	18	13
Earnings (\$M)	21	28	37	42	47	51	53	56
Total Employment	740	970	1,240	1,380	1,380	1,420	1,450	1,460
State & Local Tax Rev. (\$M)	6.5	8.1	9.9	11.1	11.9	12.9	13.6	14.2
Local Tax Rev.	2.4	3.0	3.7	4.1	4.4	4.8	5.1	5.5
Visitor	1.0	1.4	1.8	2.2	2.4	2.5	2.7	2.7
Business/Employee	1.4	1.6	1.9	1.9	2.0	2.2	2.4	2.8
State Tax Rev.	4.1	5.2	6.3	7.0	7.6	8.1	8.5	8.7
Visitor	3.2	3.9	5.0	5.7	6.1	6.4	6.7	6.7
Business/Employee	0.9	1.2	1.2	1.4	1.5	1.7	1.8	2.1
<b>Amarillo</b>								
Total Spending (\$M)	705	784	753	796	829	864	874	844
Visitor Spending (\$M)	653	728	701	739	768	804	811	784
No Transportation (\$M)	433	458	474	478	502	538	548	576
Transportation (\$M)	220	270	227	262	266	266	263	207
Earnings (\$M)	129	136	146	150	157	168	173	185
Total Employment	7,670	7,700	7,870	7,730	7,730	8,170	8,060	8,460
State & Local Tax Rev. (\$M)	54.6	57.4	59.1	58.8	61.4	65.6	67.3	70.5
Local Tax Rev.	16.3	17.0	18.2	18.3	19.2	20.7	21.4	22.9
Visitor	10.5	11.3	11.6	11.9	12.7	13.8	14.1	15.1
Business/Employee	5.8	5.7	6.6	6.4	6.5	6.9	7.3	7.8
State Tax Rev.	38.3	40.4	40.9	40.5	42.2	44.9	45.9	47.6
Visitor	34.4	36.0	36.5	36.0	37.3	39.7	40.4	41.8
Business/Employee	3.9	4.3	4.4	4.5	4.9	5.2	5.5	5.8
<b>Arlington</b>								
Total Spending (\$M)	573	577	567	603	632	648	656	650
Visitor Spending (\$M)	509	522	515	553	580	600	619	624
No Transportation (\$M)	396	396	408	431	452	471	493	521
Transportation (\$M)	113	126	107	122	129	130	126	102
Earnings (\$M)	190	184	192	210	222	227	235	247
Total Employment	6,890	7,140	7,370	7,460	7,680	8,060	8,300	8,560
State & Local Tax Rev. (\$M)	82.7	79.1	80.3	82.4	86.4	92.1	99.9	114.8
Local Tax Rev.	38.0	35.1	36.8	37.4	38.6	41.2	45.3	53.7
Visitor	11.0	11.1	11.1	12.0	12.9	13.5	14.3	15.2
Business/Employee	27.0	23.9	25.7	25.4	25.7	27.7	31.1	38.5
State Tax Rev.	44.7	44.1	43.4	45.0	47.8	50.8	54.6	61.1
Visitor	26.3	25.9	26.3	27.2	28.7	29.9	31.1	32.5
Business/Employee	18.4	18.2	17.1	17.8	19.1	20.9	23.5	28.6

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Athens</b>								
Total Spending (\$M)	35	48	43	44	44	46	46	40
Visitor Spending (\$M)	35	48	42	44	43	46	45	40
No Transportation (\$M)	16	19	19	18	18	19	20	21
Transportation (\$M)	19	28	23	26	26	27	26	19
Earnings (\$M)	7	9	9	8	8	9	9	10
Total Employment	220	250	230	220	210	220	220	230
State & Local Tax Rev. (\$M)	2.4	3.0	3.0	2.7	2.7	2.9	3.0	3.1
Local Tax Rev.	0.4	0.6	0.6	0.5	0.5	0.6	0.6	0.6
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
State Tax Rev.	2.0	2.4	2.4	2.2	2.2	2.4	2.4	2.5
Visitor	1.9	2.3	2.3	2.1	2.1	2.2	2.3	2.3
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Austin</b>								
Total Spending (\$M)	4,034	4,470	4,319	4,774	5,141	5,552	5,881	6,303
Visitor Spending (\$M)	3,410	3,757	3,618	3,975	4,281	4,643	4,904	5,254
No Transportation (\$M)	2,408	2,602	2,574	2,791	3,035	3,333	3,535	3,928
Transportation (\$M)	1,002	1,155	1,044	1,184	1,246	1,310	1,369	1,326
Earnings (\$M)	872	962	940	1,056	1,144	1,242	1,379	1,552
Total Employment	37,700	39,610	38,500	40,970	42,700	45,930	48,480	52,500
State & Local Tax Rev. (\$M)	283.6	306.2	302.7	324.6	353.7	388.3	419.6	467.4
Local Tax Rev.	109.3	117.6	117.5	127.2	139.5	154.4	169.6	192.5
Visitor	70.2	78.6	74.5	81.9	91.6	102.9	111.4	127.0
Business/Employee	39.1	39.0	43.1	45.3	47.9	51.6	58.2	65.5
State Tax Rev.	174.3	188.6	185.2	197.3	214.2	233.9	250.0	274.8
Visitor	148.5	159.6	157.4	166.5	179.7	196.2	207.3	227.7
Business/Employee	25.8	29.0	27.8	30.8	34.4	37.7	42.7	47.2
<b>Baytown</b>								
Total Spending (\$M)	105	133	111	122	147	156	181	183
Visitor Spending (\$M)	97	125	104	115	139	147	171	172
No Transportation (\$M)	63	79	68	74	91	98	117	126
Transportation (\$M)	34	46	36	41	47	48	54	47
Earnings (\$M)	27	33	30	32	39	42	51	57
Total Employment	980	1,120	980	1,030	1,220	1,300	1,520	1,660
State & Local Tax Rev. (\$M)	12.6	14.7	13.3	13.8	16.0	17.4	19.9	21.3
Local Tax Rev.	5.1	5.8	5.4	5.6	6.4	7.1	8.1	8.7
Visitor	2.1	2.8	2.2	2.5	3.3	3.6	4.5	4.9
Business/Employee	3.0	3.0	3.2	3.1	3.1	3.5	3.6	3.8
State Tax Rev.	7.5	8.8	7.9	8.2	9.5	10.3	11.8	12.6
Visitor	5.4	6.5	5.8	6.0	7.2	7.7	9.1	9.8
Business/Employee	2.1	2.3	2.1	2.2	2.3	2.6	2.7	2.8

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Beaumont</b>								
Total Spending (\$M)	287	340	271	285	295	300	317	285
Visitor Spending (\$M)	280	334	265	281	292	294	310	279
No Transportation (\$M)	174	201	164	166	175	172	193	194
Transportation (\$M)	106	133	101	115	117	122	117	85
Earnings (\$M)	58	65	60	61	63	63	67	70
Total Employment	3,220	3,590	3,160	3,140	3,150	3,300	3,420	3,380
State & Local Tax Rev. (\$M)	23.4	26.4	22.5	22.2	23.1	23.2	25.3	25.4
Local Tax Rev.	6.4	7.5	6.2	6.2	6.5	6.3	7.2	7.4
Visitor	4.5	5.5	4.1	4.1	4.4	4.2	4.9	4.9
Business/Employee	1.9	2.1	2.2	2.2	2.1	2.1	2.3	2.5
State Tax Rev.	17.0	18.9	16.3	16.0	16.6	16.9	18.1	18.0
Visitor	15.6	17.1	14.7	14.3	14.8	15.1	16.1	15.9
Business/Employee	1.5	1.8	1.6	1.7	1.8	1.8	2.0	2.1
<b>Bedford</b>								
Total Spending (\$M)	84	68	60	73	72	72	79	87
Visitor Spending (\$M)	76	61	54	66	66	66	74	83
No Transportation (\$M)	59	46	42	52	51	52	59	70
Transportation (\$M)	17	15	11	15	15	14	15	14
Earnings (\$M)	28	22	20	25	25	25	28	33
Total Employment	1,020	830	770	900	870	890	1,000	1,140
State & Local Tax Rev. (\$M)	11.6	9.8	9.4	10.2	10.4	11.0	12.4	14.9
Local Tax Rev.	5.3	4.4	4.4	4.7	4.7	5.0	5.7	6.9
Visitor	1.7	1.3	1.1	1.4	1.4	1.5	1.7	2.0
Business/Employee	3.6	3.1	3.3	3.3	3.3	3.5	4.0	4.9
State Tax Rev.	6.4	5.4	4.9	5.6	5.7	6.0	6.7	8.0
Visitor	3.9	3.0	2.7	3.3	3.2	3.3	3.7	4.3
Business/Employee	2.5	2.4	2.2	2.3	2.4	2.7	3.0	3.6
<b>Big Spring</b>								
Total Spending (\$M)	69	98	77	96	112	114	117	94
Visitor Spending (\$M)	68	97	77	96	112	114	117	94
No Transportation (\$M)	28	44	34	45	61	63	67	58
Transportation (\$M)	40	54	43	51	52	51	50	36
Earnings (\$M)	10	14	11	14	18	19	19	18
Total Employment	590	830	610	710	910	930	970	830
State & Local Tax Rev. (\$M)	5.5	7.2	6.1	7.0	8.6	9.0	9.5	8.6
Local Tax Rev.	1.0	1.6	1.3	1.7	2.4	2.5	2.8	2.4
Visitor	0.6	1.1	0.8	1.2	1.7	1.9	2.1	1.7
Business/Employee	0.4	0.5	0.5	0.5	0.7	0.7	0.7	0.7
State Tax Rev.	4.5	5.6	4.9	5.3	6.2	6.4	6.7	6.2
Visitor	4.2	5.2	4.5	4.9	5.7	5.9	6.2	5.7
Business/Employee	0.3	0.4	0.3	0.4	0.5	0.5	0.6	0.5

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Boerne</b>								
Total Spending (\$M)	45	45	40	39	44	47	51	51
Visitor Spending (\$M)	44	45	40	39	44	47	51	51
No Transportation (\$M)	38	38	34	33	37	40	44	46
Transportation (\$M)	6	7	6	6	7	7	7	5
Earnings (\$M)	12	12	11	11	12	13	15	16
Total Employment	670	640	570	530	580	640	680	680
State & Local Tax Rev. (\$M)	2.7	2.7	2.4	2.4	2.7	2.9	3.2	3.4
Local Tax Rev.	0.9	0.9	0.8	0.8	0.9	1.0	1.1	1.2
Visitor	0.6	0.6	0.5	0.5	0.6	0.7	0.8	0.8
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	1.8	1.8	1.6	1.6	1.8	1.9	2.1	2.2
Visitor	1.6	1.6	1.4	1.4	1.5	1.7	1.8	1.9
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
<b>Brenham</b>								
Total Spending (\$M)	59	74	66	74	76	78	80	65
Visitor Spending (\$M)	59	74	65	74	75	78	80	65
No Transportation (\$M)	24	28	28	30	31	34	38	35
Transportation (\$M)	35	46	37	44	44	43	42	30
Earnings (\$M)	9	10	10	11	12	13	14	13
Total Employment	490	510	510	530	520	570	590	540
State & Local Tax Rev. (\$M)	4.5	5.0	5.0	5.0	5.1	5.5	5.9	5.5
Local Tax Rev.	0.8	0.9	0.9	0.9	1.0	1.1	1.3	1.2
Visitor	0.5	0.6	0.6	0.7	0.7	0.8	0.9	0.8
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.4	0.3
State Tax Rev.	3.8	4.1	4.1	4.0	4.1	4.4	4.6	4.3
Visitor	3.6	3.9	3.9	3.8	3.9	4.1	4.3	4.1
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
<b>Brownsville</b>								
Total Spending (\$M)	222	256	240	242	254	252	256	254
Visitor Spending (\$M)	196	231	211	211	221	222	226	225
No Transportation (\$M)	132	160	147	143	150	154	158	164
Transportation (\$M)	64	71	63	68	71	67	68	61
Earnings (\$M)	37	44	44	43	44	45	48	51
Total Employment	2,040	2,250	2,050	1,950	1,980	2,030	2,070	2,190
State & Local Tax Rev. (\$M)	15.4	17.4	16.7	16.1	17.0	17.5	18.2	19.0
Local Tax Rev.	5.9	6.3	6.3	6.0	6.3	6.5	6.9	7.2
Visitor	2.7	3.3	2.9	2.8	3.0	3.1	3.2	3.3
Business/Employee	3.1	2.9	3.4	3.3	3.4	3.5	3.7	3.9
State Tax Rev.	9.5	11.1	10.4	10.1	10.7	11.0	11.4	11.8
Visitor	7.3	8.8	8.1	7.7	8.1	8.3	8.5	8.8
Business/Employee	2.2	2.3	2.3	2.3	2.5	2.7	2.9	3.0

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Bryan</b>								
Total Spending (\$M)	67	73	79	80	84	96	123	110
Visitor Spending (\$M)	65	72	78	79	83	95	122	109
No Transportation (\$M)	47	50	58	56	60	71	95	91
Transportation (\$M)	18	22	20	23	23	24	26	19
Earnings (\$M)	13	14	17	18	18	23	32	31
Total Employment	790	750	930	930	930	1,100	1,460	1,390
State & Local Tax Rev. (\$M)	6.5	7.0	7.8	7.7	8.0	9.5	12.3	11.8
Local Tax Rev.	1.9	2.1	2.5	2.4	2.5	3.1	4.1	4.0
Visitor	0.6	0.7	0.9	0.9	1.0	1.3	2.0	1.9
Business/Employee	1.3	1.4	1.5	1.5	1.5	1.8	2.1	2.1
State Tax Rev.	4.6	4.9	5.4	5.3	5.5	6.4	8.1	7.8
Visitor	3.6	3.7	4.2	4.0	4.2	4.9	6.3	6.0
Business/Employee	1.0	1.2	1.1	1.2	1.2	1.5	1.8	1.8
<b>Burleson</b>								
Total Spending (\$M)	42	56	52	55	56	58	62	58
Visitor Spending (\$M)	37	51	47	50	51	53	58	55
No Transportation (\$M)	22	33	33	34	35	36	41	41
Transportation (\$M)	15	18	14	16	17	17	18	14
Earnings (\$M)	11	15	16	17	17	18	20	19
Total Employment	400	590	590	600	590	620	680	660
State & Local Tax Rev. (\$M)	3.7	4.7	4.7	4.8	4.9	5.3	5.9	6.4
Local Tax Rev.	1.2	1.6	1.6	1.7	1.7	1.9	2.1	2.4
Visitor	0.6	0.9	0.9	0.9	1.0	1.0	1.1	1.2
Business/Employee	0.6	0.7	0.8	0.8	0.8	0.9	1.0	1.2
State Tax Rev.	2.5	3.1	3.1	3.1	3.2	3.4	3.8	4.0
Visitor	2.1	2.6	2.6	2.5	2.6	2.7	3.0	3.1
Business/Employee	0.4	0.5	0.5	0.5	0.6	0.7	0.8	0.9
<b>Carrollton</b>								
Total Spending (\$M)	105	116	105	108	119	124	128	134
Visitor Spending (\$M)	83	91	82	86	90	94	98	100
No Transportation (\$M)	62	65	61	63	67	71	74	80
Transportation (\$M)	21	26	21	23	23	24	24	20
Earnings (\$M)	33	35	33	33	38	40	43	47
Total Employment	940	940	880	880	950	1,000	1,050	1,130
State & Local Tax Rev. (\$M)	11.7	12.0	11.7	11.9	12.9	13.6	13.9	15.2
Local Tax Rev.	4.8	4.7	4.9	4.9	5.3	5.6	5.7	6.3
Visitor	1.1	1.2	1.1	1.1	1.2	1.3	1.4	1.6
Business/Employee	3.7	3.5	3.8	3.8	4.1	4.3	4.2	4.7
State Tax Rev.	6.9	7.3	6.8	7.0	7.5	8.0	8.2	8.9
Visitor	4.4	4.6	4.3	4.3	4.5	4.8	5.0	5.4
Business/Employee	2.5	2.7	2.5	2.6	3.0	3.2	3.2	3.5

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Cedar Park</b>								
Total Spending (\$M)	46	55	62	69	75	81	85	88
Visitor Spending (\$M)	42	50	56	63	68	73	77	79
No Transportation (\$M)	34	39	46	51	56	61	65	70
Transportation (\$M)	8	11	10	12	12	12	12	9
Earnings (\$M)	12	14	17	20	22	24	26	29
Total Employment	480	530	640	700	730	780	830	880
State & Local Tax Rev. (\$M)	3.8	4.2	5.2	5.6	6.2	6.7	7.3	7.9
Local Tax Rev.	1.2	1.3	1.7	1.9	2.1	2.3	2.5	2.8
Visitor	0.7	0.8	1.0	1.1	1.3	1.4	1.5	1.7
Business/Employee	0.5	0.5	0.7	0.8	0.8	0.9	1.0	1.1
State Tax Rev.	2.6	2.9	3.5	3.7	4.1	4.4	4.7	5.1
Visitor	2.2	2.5	3.0	3.2	3.5	3.7	3.9	4.2
Business/Employee	0.3	0.4	0.5	0.5	0.6	0.7	0.8	0.8
<b>Cleburne</b>								
Total Spending (\$M)	38	56	44	45	44	47	46	41
Visitor Spending (\$M)	37	55	43	44	43	46	45	40
No Transportation (\$M)	17	27	22	21	20	23	23	24
Transportation (\$M)	20	29	21	24	22	23	22	16
Earnings (\$M)	6	9	8	8	8	9	9	9
Total Employment	280	400	320	300	280	320	320	330
State & Local Tax Rev. (\$M)	3.0	4.1	3.5	3.2	3.1	3.5	3.5	3.6
Local Tax Rev.	0.6	0.9	0.8	0.7	0.7	0.8	0.8	0.9
Visitor	0.4	0.7	0.5	0.5	0.5	0.6	0.6	0.6
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	2.4	3.1	2.7	2.5	2.4	2.7	2.7	2.7
Visitor	2.3	3.0	2.5	2.3	2.2	2.5	2.5	2.5
Business/Employee	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.2
<b>Clute</b>								
Total Spending (\$M)	33	40	30	36	42	50	52	53
Visitor Spending (\$M)	33	40	30	36	42	50	52	53
No Transportation (\$M)	28	32	25	30	35	43	45	48
Transportation (\$M)	5	7	5	6	6	7	7	5
Earnings (\$M)	9	11	9	10	12	14	15	17
Total Employment	540	590	460	520	590	700	710	780
State & Local Tax Rev. (\$M)	2.3	2.7	2.1	2.5	2.9	3.5	3.7	3.9
Local Tax Rev.	0.6	0.8	0.6	0.7	0.9	1.0	1.1	1.2
Visitor	0.5	0.7	0.5	0.6	0.7	0.9	1.0	1.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2
State Tax Rev.	1.7	1.9	1.5	1.8	2.0	2.4	2.6	2.7
Visitor	1.6	1.8	1.4	1.7	1.9	2.3	2.4	2.6
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 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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>College Station</b>								
Total Spending (\$M)	250	303	272	284	295	319	343	331
Visitor Spending (\$M)	233	286	256	268	279	303	326	314
No Transportation (\$M)	169	205	192	194	204	226	252	255
Transportation (\$M)	64	81	64	74	75	76	74	59
Earnings (\$M)	53	63	63	68	67	79	88	92
Total Employment	3,150	3,390	3,350	3,470	3,390	3,740	3,970	4,040
State & Local Tax Rev. (\$M)	18.8	22.4	21.2	21.2	22.2	24.9	27.8	28.2
Local Tax Rev.	5.3	6.6	6.3	6.5	6.8	7.9	9.2	9.3
Visitor	3.8	5.0	4.5	4.6	4.9	5.6	6.5	6.4
Business/Employee	1.5	1.6	1.9	1.9	1.9	2.2	2.7	2.8
State Tax Rev.	13.4	15.7	14.8	14.8	15.4	17.0	18.7	18.9
Visitor	12.3	14.3	13.4	13.3	13.8	15.1	16.3	16.6
Business/Employee	1.2	1.4	1.4	1.5	1.6	1.9	2.3	2.4
<b>Conroe</b>								
Total Spending (\$M)	46	59	55	63	67	75	84	79
Visitor Spending (\$M)	43	55	50	56	61	67	74	71
No Transportation (\$M)	36	45	42	47	52	57	65	64
Transportation (\$M)	7	10	8	9	9	9	9	7
Earnings (\$M)	18	23	23	27	29	32	38	39
Total Employment	570	660	630	690	720	790	900	910
State & Local Tax Rev. (\$M)	4.6	5.5	5.5	6.0	6.6	7.2	8.4	8.5
Local Tax Rev.	1.8	2.1	2.2	2.4	2.6	2.9	3.4	3.6
Visitor	0.8	1.1	1.0	1.1	1.3	1.4	1.7	1.6
Business/Employee	1.0	1.0	1.2	1.3	1.4	1.5	1.8	1.9
State Tax Rev.	2.8	3.4	3.3	3.6	3.9	4.3	4.9	5.0
Visitor	2.2	2.6	2.5	2.7	2.9	3.2	3.6	3.5
Business/Employee	0.7	0.8	0.8	0.9	1.0	1.1	1.3	1.4
<b>Corpus Christi</b>								
Total Spending (\$M)	725	766	744	806	848	875	914	926
Visitor Spending (\$M)	676	718	696	755	795	823	857	868
No Transportation (\$M)	505	530	535	574	613	641	669	709
Transportation (\$M)	171	188	162	180	182	182	188	159
Earnings (\$M)	167	173	185	197	216	233	254	279
Total Employment	8,460	8,520	8,690	8,850	9,340	9,870	10,370	11,020
State & Local Tax Rev. (\$M)	60.0	62.2	63.9	67.0	72.6	77.0	81.8	86.7
Local Tax Rev.	22.1	22.4	23.8	25.1	27.6	29.5	31.5	33.7
Visitor	12.4	13.1	12.9	14.1	15.6	16.6	17.5	18.6
Business/Employee	9.6	9.3	10.9	11.0	11.9	12.9	14.1	15.1
State Tax Rev.	38.0	39.8	40.0	41.9	45.1	47.6	50.3	53.0
Visitor	31.4	32.8	32.8	34.3	36.2	37.9	39.6	41.7
Business/Employee	6.6	7.0	7.2	7.7	8.8	9.7	10.6	11.2

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Corsicana</b>								
Total Spending (\$M)	38	43	39	41	45	46	49	44
Visitor Spending (\$M)	37	43	39	41	45	46	49	44
No Transportation (\$M)	27	30	28	28	31	33	35	34
Transportation (\$M)	11	14	11	13	13	13	13	10
Earnings (\$M)	9	9	9	9	10	11	11	11
Total Employment	510	530	520	490	540	540	580	530
State & Local Tax Rev. (\$M)	2.9	3.2	3.0	2.9	3.3	3.4	3.7	3.5
Local Tax Rev.	0.8	0.8	0.8	0.7	0.8	0.9	1.0	0.9
Visitor	0.5	0.6	0.5	0.5	0.6	0.6	0.7	0.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Rev.	2.2	2.4	2.2	2.2	2.4	2.5	2.7	2.6
Visitor	2.0	2.2	2.1	2.0	2.2	2.3	2.5	2.4
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Dallas</b>								
Total Spending (\$M)	3,996	4,345	4,132	4,467	4,865	5,119	5,407	5,733
Visitor Spending (\$M)	3,586	3,831	3,631	3,959	4,264	4,506	4,728	4,871
No Transportation (\$M)	2,546	2,563	2,492	2,676	2,902	3,122	3,294	3,467
Transportation (\$M)	1,041	1,268	1,139	1,283	1,362	1,385	1,434	1,404
Earnings (\$M)	1,716	1,727	1,772	1,853	2,061	2,215	1,994	2,152
Total Employment	41,860	40,580	39,760	41,250	44,890	48,030	47,300	49,250
State & Local Tax Rev. (\$M)	372.5	375.0	366.3	380.7	416.4	446.4	461.1	490.5
Local Tax Rev.	137.5	135.2	134.2	138.9	151.7	162.9	166.9	180.2
Visitor	67.8	69.2	64.3	70.0	77.0	84.2	89.6	96.0
Business/Employee	69.8	65.9	69.9	68.9	74.7	78.7	77.3	84.2
State Tax Rev.	235.0	239.8	232.2	241.7	264.7	283.5	294.1	310.3
Visitor	187.5	189.7	185.7	193.4	209.4	224.2	235.6	247.8
Business/Employee	47.5	50.1	46.5	48.3	55.3	59.3	58.5	62.5
<b>Decatur</b>								
Total Spending (\$M)	25	32	32	40	41	39	38	36
Visitor Spending (\$M)	24	32	32	40	41	39	38	36
No Transportation (\$M)	21	28	28	35	36	34	33	33
Transportation (\$M)	3	4	4	5	5	5	5	4
Earnings (\$M)	7	9	9	11	12	11	11	11
Total Employment	400	490	510	610	620	590	560	570
State & Local Tax Rev. (\$M)	1.7	2.2	2.2	2.7	2.8	2.6	2.6	2.5
Local Tax Rev.	0.4	0.6	0.6	0.7	0.7	0.7	0.7	0.6
Visitor	0.4	0.5	0.5	0.6	0.7	0.6	0.6	0.5
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	2.0	2.1	2.0	2.0	1.9
Visitor	1.2	1.6	1.6	1.9	2.0	1.9	1.9	1.8
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.



### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Deer Park</b>								
Total Spending (\$M)	38	54	52	57	62	66	72	67
Visitor Spending (\$M)	34	51	49	54	59	62	67	62
No Transportation (\$M)	22	32	32	34	38	41	46	45
Transportation (\$M)	12	19	17	19	20	20	21	17
Earnings (\$M)	10	14	14	15	17	18	20	21
Total Employment	350	450	460	480	510	540	590	600
State & Local Tax Rev. (\$M)	4.9	6.2	6.2	6.5	7.0	7.6	8.2	8.3
Local Tax Rev.	2.1	2.5	2.5	2.6	2.8	3.1	3.4	3.5
Visitor	0.7	1.1	1.1	1.2	1.4	1.5	1.7	1.7
Business/Employee	1.4	1.4	1.5	1.5	1.5	1.6	1.7	1.8
State Tax Rev.	2.9	3.7	3.7	3.8	4.2	4.5	4.8	4.9
Visitor	1.9	2.7	2.7	2.8	3.1	3.2	3.6	3.6
Business/Employee	0.9	1.1	1.0	1.0	1.1	1.2	1.3	1.3
<b>Del Rio</b>								
Total Spending (\$M)	47	51	45	47	49	46	49	47
Visitor Spending (\$M)	46	51	45	47	49	46	48	47
No Transportation (\$M)	40	42	38	39	40	37	40	41
Transportation (\$M)	7	9	7	8	8	8	8	6
Earnings (\$M)	14	14	13	14	14	13	14	14
Total Employment	720	720	610	600	610	570	580	600
State & Local Tax Rev. (\$M)	4.0	4.2	3.8	3.8	4.0	3.7	4.0	4.1
Local Tax Rev.	1.4	1.5	1.3	1.3	1.4	1.3	1.4	1.4
Visitor	0.9	1.0	0.8	0.8	0.9	0.8	0.9	0.9
Business/Employee	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Rev.	2.6	2.8	2.5	2.5	2.6	2.5	2.6	2.7
Visitor	2.2	2.3	2.1	2.1	2.2	2.1	2.2	2.2
Business/Employee	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4
<b>Denison</b>								
Total Spending (\$M)	32	31	39	49	62	58	59	66
Visitor Spending (\$M)	31	31	39	49	62	58	59	66
No Transportation (\$M)	17	15	21	25	32	31	33	41
Transportation (\$M)	14	16	18	24	30	27	27	25
Earnings (\$M)	5	4	6	7	10	9	9	13
Total Employment	260	210	310	350	450	400	410	550
State & Local Tax Rev. (\$M)	2.6	2.3	3.1	3.4	4.3	4.1	4.3	5.3
Local Tax Rev.	0.6	0.5	0.7	0.7	0.9	0.9	0.9	1.1
Visitor	0.3	0.3	0.4	0.4	0.6	0.6	0.6	0.8
Business/Employee	0.3	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	2.0	1.8	2.4	2.7	3.4	3.2	3.4	4.2
Visitor	1.8	1.6	2.2	2.5	3.2	3.0	3.1	4.0
Business/Employee	0.2	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Denton</b>								
Total Spending (\$M)	109	131	134	148	159	160	171	172
Visitor Spending (\$M)	107	129	131	145	155	156	167	164
No Transportation (\$M)	89	105	112	122	132	134	144	148
Transportation (\$M)	18	24	20	23	23	23	22	16
Earnings (\$M)	30	36	39	42	47	47	51	55
Total Employment	1,140	1,190	1,240	1,400	1,490	1,470	1,580	1,610
State & Local Tax Rev. (\$M)	9.6	11.1	11.7	12.5	13.6	13.8	14.9	15.5
Local Tax Rev.	3.1	3.6	3.8	4.2	4.5	4.6	5.1	5.4
Visitor	2.1	2.5	2.6	2.8	3.1	3.2	3.5	3.7
Business/Employee	1.0	1.1	1.3	1.3	1.4	1.4	1.5	1.7
State Tax Rev.	6.5	7.5	7.9	8.4	9.0	9.2	9.8	10.1
Visitor	5.8	6.7	7.0	7.4	8.0	8.1	8.7	8.9
Business/Employee	0.7	0.8	0.9	0.9	1.0	1.1	1.1	1.2
<b>Dumas</b>								
Total Spending (\$M)	30	36	37	42	44	42	42	38
Visitor Spending (\$M)	30	36	37	42	44	42	42	38
No Transportation (\$M)	15	16	20	22	24	23	23	24
Transportation (\$M)	15	20	16	19	19	19	19	14
Earnings (\$M)	4	5	6	6	7	6	6	7
Total Employment	310	310	370	400	420	390	360	380
State & Local Tax Rev. (\$M)	2.5	2.7	3.1	3.3	3.5	3.4	3.4	3.5
Local Tax Rev.	0.6	0.6	0.8	0.9	1.0	1.0	1.0	1.0
Visitor	0.4	0.5	0.6	0.7	0.8	0.8	0.8	0.8
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	2.3	2.5	2.4	2.4	2.5
Visitor	1.8	2.0	2.1	2.2	2.3	2.3	2.3	2.3
Business/Employee	0.1	0.1	0.1	0.1	0.2	0.2	0.2	0.2
<b>Duncanville</b>								
Total Spending (\$M)	69	79	66	66	70	70	75	78
Visitor Spending (\$M)	59	68	56	57	58	58	62	65
No Transportation (\$M)	43	48	41	41	42	42	46	51
Transportation (\$M)	15	20	15	16	16	15	16	14
Earnings (\$M)	23	25	22	22	24	24	26	29
Total Employment	650	680	580	570	590	600	650	710
State & Local Tax Rev. (\$M)	8.1	8.6	7.9	7.8	8.3	8.5	8.8	9.6
Local Tax Rev.	3.4	3.4	3.3	3.3	3.5	3.6	3.6	4.0
Visitor	1.1	1.2	0.9	1.0	1.0	1.0	1.1	1.3
Business/Employee	2.3	2.2	2.3	2.3	2.5	2.6	2.5	2.7
State Tax Rev.	4.7	5.2	4.6	4.6	4.8	5.0	5.2	5.6
Visitor	3.2	3.5	3.0	2.9	3.0	3.0	3.3	3.6
Business/Employee	1.6	1.7	1.6	1.6	1.8	1.9	1.9	2.0

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Eagle Pass</b>								
Total Spending (\$M)	33	39	41	49	46	47	49	48
Visitor Spending (\$M)	33	39	41	49	46	47	49	48
No Transportation (\$M)	25	28	32	39	36	37	39	40
Transportation (\$M)	8	10	8	10	10	10	10	7
Earnings (\$M)	7	8	10	12	10	11	11	12
Total Employment	440	450	480	560	490	490	460	530
State & Local Tax Rev. (\$M)	2.7	3.0	3.4	3.9	3.7	3.8	3.9	4.1
Local Tax Rev.	0.8	0.9	1.1	1.4	1.2	1.2	1.3	1.4
Visitor	0.6	0.7	0.8	1.1	1.0	1.0	1.0	1.1
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	1.9	2.1	2.3	2.6	2.4	2.5	2.6	2.7
Visitor	1.7	1.9	2.0	2.3	2.2	2.3	2.4	2.5
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
<b>Edinburg</b>								
Total Spending (\$M)	89	99	89	94	96	96	102	109
Visitor Spending (\$M)	81	91	81	85	87	89	94	100
No Transportation (\$M)	62	67	63	64	66	67	72	80
Transportation (\$M)	20	24	19	21	21	22	22	19
Earnings (\$M)	19	20	20	21	21	21	23	27
Total Employment	1,040	1,070	980	1,010	980	1,000	1,050	1,210
State & Local Tax Rev. (\$M)	6.9	7.5	7.2	7.3	7.5	7.7	8.3	9.1
Local Tax Rev.	2.2	2.4	2.4	2.4	2.5	2.5	2.8	3.0
Visitor	1.0	1.2	1.0	1.0	1.1	1.1	1.2	1.3
Business/Employee	1.2	1.2	1.4	1.4	1.4	1.4	1.6	1.7
State Tax Rev.	4.7	5.1	4.8	4.9	5.1	5.2	5.6	6.1
Visitor	3.9	4.2	3.9	3.9	4.0	4.1	4.3	4.8
Business/Employee	0.8	0.9	0.9	1.0	1.0	1.1	1.2	1.3
<b>El Paso</b>								
Total Spending (\$M)	1,387	1,536	1,465	1,593	1,605	1,578	1,631	1,573
Visitor Spending (\$M)	1,202	1,340	1,271	1,383	1,391	1,374	1,417	1,348
No Transportation (\$M)	610	634	664	703	703	697	730	761
Transportation (\$M)	592	706	608	679	688	677	687	587
Earnings (\$M)	276	287	315	334	351	350	368	397
Total Employment	11,640	11,410	11,540	11,940	12,210	12,130	12,610	13,030
State & Local Tax Rev. (\$M)	97.3	101.0	103.9	106.0	107.7	108.2	113.8	118.7
Local Tax Rev.	29.8	30.4	32.6	33.6	34.2	33.9	36.2	38.6
Visitor	18.4	19.5	19.7	20.6	20.9	20.6	22.1	23.3
Business/Employee	11.3	11.0	12.9	12.9	13.3	13.2	14.1	15.4
State Tax Rev.	67.5	70.6	71.3	72.4	73.5	74.4	77.6	80.0
Visitor	59.5	61.9	62.4	63.0	63.3	64.0	66.6	68.2
Business/Employee	8.0	8.7	8.9	9.4	10.2	10.3	11.1	11.8

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Fort Stockton</b>								
Total Spending (\$M)	36	56	44	47	49	50	54	50
Visitor Spending (\$M)	36	56	44	47	49	50	54	50
No Transportation (\$M)	20	34	26	27	29	30	35	35
Transportation (\$M)	16	22	18	20	20	20	19	14
Earnings (\$M)	5	8	6	6	7	7	8	8
Total Employment	400	620	460	450	430	480	510	510
State & Local Tax Rev. (\$M)	3.0	4.6	3.7	3.7	3.9	4.1	4.6	4.6
Local Tax Rev.	0.8	1.5	1.1	1.2	1.3	1.4	1.6	1.6
Visitor	0.7	1.3	1.0	1.0	1.1	1.2	1.4	1.4
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	2.2	3.1	2.6	2.5	2.6	2.7	3.0	3.0
Visitor	2.1	2.9	2.4	2.4	2.4	2.6	2.8	2.8
Business/Employee	0.1	0.2	0.1	0.1	0.1	0.1	0.2	0.2
<b>Fort Worth</b>								
Total Spending (\$M)	983	1,143	1,321	1,403	1,447	1,520	1,584	1,551
Visitor Spending (\$M)	914	1,078	1,245	1,329	1,370	1,447	1,525	1,500
No Transportation (\$M)	705	812	980	1,028	1,059	1,128	1,206	1,248
Transportation (\$M)	209	266	266	301	311	319	318	251
Earnings (\$M)	299	324	355	387	402	423	452	471
Total Employment	11,840	12,050	12,080	12,230	12,370	13,250	14,020	14,200
State & Local Tax Rev. (\$M)	151.8	159.9	180.9	186.0	193.8	209.8	231.1	263.4
Local Tax Rev.	69.3	69.8	83.9	85.7	88.4	95.8	106.8	126.1
Visitor	21.5	24.6	28.0	30.1	31.6	34.0	36.7	38.1
Business/Employee	47.8	45.2	55.8	55.6	56.8	61.8	70.2	88.0
State Tax Rev.	82.6	90.1	97.0	100.3	105.4	114.0	124.3	137.2
Visitor	51.2	56.7	62.7	64.4	66.7	71.1	75.4	77.1
Business/Employee	31.4	33.4	34.3	35.9	38.7	42.9	48.9	60.2
<b>Fredericksburg</b>								
Total Spending (\$M)	60	73	75	76	78	81	85	88
Visitor Spending (\$M)	60	72	74	75	77	80	84	87
No Transportation (\$M)	53	64	68	67	69	73	76	81
Transportation (\$M)	6	8	7	8	8	8	8	6
Earnings (\$M)	17	20	23	22	22	23	24	26
Total Employment	910	890	990	930	900	910	880	910
State & Local Tax Rev. (\$M)	5.3	6.3	6.7	6.6	6.8	7.1	7.5	8.0
Local Tax Rev.	1.9	2.3	2.4	2.4	2.5	2.7	2.9	3.1
Visitor	1.5	1.9	2.0	2.0	2.1	2.2	2.4	2.5
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Rev.	3.4	4.0	4.2	4.1	4.2	4.5	4.7	4.9
Visitor	3.1	3.6	3.8	3.8	3.9	4.1	4.2	4.5
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Frisco</b>								
Total Spending (\$M)	172	221	237	265	270	305	316	328
Visitor Spending (\$M)	168	213	227	254	258	289	299	305
No Transportation (\$M)	141	176	195	216	220	249	260	277
Transportation (\$M)	27	37	32	38	38	40	39	29
Earnings (\$M)	54	68	78	86	89	101	107	117
Total Employment	1,980	2,390	2,620	2,850	2,750	3,000	3,080	3,260
State & Local Tax Rev. (\$M)	14.3	17.8	19.5	21.2	21.9	24.9	26.3	28.4
Local Tax Rev.	4.8	6.0	6.6	7.3	7.5	8.6	9.2	10.2
Visitor	3.4	4.3	4.5	5.1	5.2	6.0	6.3	6.8
Business/Employee	1.4	1.7	2.1	2.2	2.3	2.6	2.9	3.5
State Tax Rev.	9.5	11.8	12.9	14.0	14.4	16.2	17.1	18.2
Visitor	8.5	10.5	11.5	12.4	12.7	14.3	14.8	15.6
Business/Employee	1.0	1.3	1.4	1.5	1.7	2.0	2.2	2.6
<b>Gainesville</b>								
Total Spending (\$M)	40	56	46	58	64	59	59	54
Visitor Spending (\$M)	40	56	46	58	64	59	59	54
No Transportation (\$M)	24	35	29	38	43	39	39	39
Transportation (\$M)	16	21	17	20	21	20	20	15
Earnings (\$M)	9	13	11	14	16	15	15	15
Total Employment	440	580	470	560	620	550	530	530
State & Local Tax Rev. (\$M)	3.2	4.3	3.7	4.4	4.9	4.6	4.6	4.6
Local Tax Rev.	0.7	1.1	0.9	1.1	1.3	1.2	1.2	1.2
Visitor	0.5	0.8	0.6	0.9	1.0	0.9	0.9	0.9
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	3.2	3.6	3.4	3.4	3.4
Visitor	2.3	3.0	2.6	3.0	3.3	3.1	3.2	3.2
Business/Employee	0.2	0.2	0.2	0.2	0.3	0.2	0.3	0.3
<b>Galveston</b>								
Total Spending (\$M)	502	580	488	529	571	586	606	620
Visitor Spending (\$M)	500	578	486	527	568	583	603	618
No Transportation (\$M)	453	518	436	470	511	527	548	575
Transportation (\$M)	47	61	49	57	58	57	55	42
Earnings (\$M)	138	156	139	150	160	164	173	192
Total Employment	6,890	7,370	6,170	6,390	6,680	6,790	6,940	7,500
State & Local Tax Rev. (\$M)	37.6	43.1	36.1	38.7	42.3	44.0	46.0	48.2
Local Tax Rev.	13.6	15.9	12.7	14.0	15.5	16.3	17.1	18.0
Visitor	11.9	14.2	11.2	12.4	13.9	14.6	15.3	16.1
Business/Employee	1.7	1.7	1.5	1.6	1.6	1.7	1.8	1.9
State Tax Rev.	24.0	27.3	23.3	24.7	26.8	27.7	28.8	30.2
Visitor	22.8	26.0	22.3	23.6	25.6	26.4	27.4	28.8
Business/Employee	1.2	1.3	1.0	1.1	1.2	1.3	1.4	1.5

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Garland</b>								
Total Spending (\$M)	207	224	225	237	257	259	269	280
Visitor Spending (\$M)	158	170	174	189	195	195	203	211
No Transportation (\$M)	117	120	129	137	143	144	153	168
Transportation (\$M)	40	50	45	52	52	50	50	43
Earnings (\$M)	66	69	73	75	84	85	91	101
Total Employment	1,840	1,800	1,910	1,950	2,070	2,100	2,210	2,390
State & Local Tax Rev. (\$M)	33.3	33.5	34.6	35.3	38.1	39.6	39.6	42.8
Local Tax Rev.	15.7	15.1	16.2	16.2	17.4	18.1	17.9	19.5
Visitor	2.1	2.2	2.4	2.6	2.8	2.8	3.1	3.5
Business/Employee	13.6	12.9	13.8	13.6	14.7	15.3	14.8	16.0
State Tax Rev.	17.6	18.4	18.4	19.0	20.7	21.4	21.7	23.3
Visitor	8.3	8.6	9.2	9.5	9.8	9.9	10.4	11.4
Business/Employee	9.3	9.8	9.2	9.5	10.9	11.5	11.2	11.9
<b>Georgetown</b>								
Total Spending (\$M)	47	53	48	54	59	65	70	74
Visitor Spending (\$M)	47	52	48	53	58	63	68	73
No Transportation (\$M)	38	41	39	43	48	53	57	65
Transportation (\$M)	9	11	8	10	10	10	11	8
Earnings (\$M)	11	11	11	13	14	16	18	20
Total Employment	470	480	450	490	520	570	630	690
State & Local Tax Rev. (\$M)	4.1	4.4	4.3	4.6	5.1	5.6	6.2	7.0
Local Tax Rev.	1.3	1.3	1.3	1.5	1.6	1.8	2.1	2.3
Visitor	0.8	0.9	0.8	0.9	1.0	1.1	1.3	1.4
Business/Employee	0.5	0.5	0.6	0.6	0.6	0.7	0.8	0.9
State Tax Rev.	2.9	3.0	2.9	3.2	3.5	3.8	4.2	4.6
Visitor	2.5	2.7	2.6	2.7	3.0	3.3	3.5	3.9
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.5	0.6	0.7
<b>Granbury</b>								
Total Spending (\$M)	41	54	38	42	40	40	44	45
Visitor Spending (\$M)	41	54	38	42	40	40	44	44
No Transportation (\$M)	35	45	32	35	33	33	37	39
Transportation (\$M)	6	8	6	7	7	7	7	5
Earnings (\$M)	10	13	10	11	10	10	11	12
Total Employment	420	500	360	400	350	330	340	380
State & Local Tax Rev. (\$M)	2.8	3.7	2.6	2.9	2.7	2.7	3.0	3.2
Local Tax Rev.	0.8	1.1	0.7	0.8	0.8	0.8	0.9	1.0
Visitor	0.7	1.0	0.6	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
State Tax Rev.	2.0	2.6	1.9	2.0	1.9	1.9	2.2	2.3
Visitor	2.0	2.5	1.8	2.0	1.9	1.9	2.1	2.2
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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Grand Prairie</b>								
Total Spending (\$M)	201	219	209	216	235	239	243	242
Visitor Spending (\$M)	166	182	174	183	193	199	204	204
No Transportation (\$M)	125	131	130	134	142	148	154	163
Transportation (\$M)	41	51	44	49	50	50	50	41
Earnings (\$M)	67	69	70	71	79	81	84	89
Total Employment	2,000	2,050	2,050	2,040	2,170	2,260	2,340	2,430
State & Local Tax Rev. (\$M)	29.1	30.0	30.8	31.2	33.5	35.5	36.5	40.3
Local Tax Rev.	13.2	13.2	14.2	14.2	15.1	16.0	16.4	18.5
Visitor	2.9	3.1	3.0	3.1	3.4	3.6	3.7	4.0
Business/Employee	10.3	10.0	11.2	11.1	11.7	12.4	12.7	14.5
State Tax Rev.	15.8	16.9	16.6	17.0	18.4	19.5	20.1	21.7
Visitor	8.8	9.2	9.2	9.2	9.7	10.1	10.5	11.0
Business/Employee	7.0	7.6	7.5	7.8	8.7	9.4	9.6	10.7
<b>Grapevine</b>								
Total Spending (\$M)	775	879	823	875	879	893	960	1,027
Visitor Spending (\$M)	766	870	815	867	869	883	951	1,017
No Transportation (\$M)	600	668	651	683	683	698	763	853
Transportation (\$M)	166	202	164	184	186	185	188	163
Earnings (\$M)	277	303	301	319	324	329	361	409
Total Employment	9,010	9,770	9,690	9,830	9,720	9,980	10,910	11,930
State & Local Tax Rev. (\$M)	63.3	69.3	66.4	68.9	69.9	72.2	78.9	88.6
Local Tax Rev.	21.0	23.2	22.2	23.4	23.9	24.8	27.4	31.3
Visitor	17.6	20.2	18.9	20.2	20.5	21.1	23.2	26.2
Business/Employee	3.4	3.0	3.3	3.2	3.3	3.7	4.1	5.1
State Tax Rev.	42.3	46.0	44.3	45.5	46.1	47.4	51.5	57.4
Visitor	40.0	43.7	42.1	43.2	43.6	44.7	48.4	53.6
Business/Employee	2.3	2.3	2.2	2.3	2.5	2.8	3.1	3.8
<b>Greenville</b>								
Total Spending (\$M)	51	60	55	58	62	66	67	60
Visitor Spending (\$M)	51	60	55	58	62	66	67	60
No Transportation (\$M)	31	34	34	34	36	40	42	42
Transportation (\$M)	19	26	21	24	25	26	26	18
Earnings (\$M)	12	13	13	13	14	15	16	17
Total Employment	400	440	410	410	430	470	480	480
State & Local Tax Rev. (\$M)	4.1	4.4	4.3	4.2	4.5	4.9	5.1	5.1
Local Tax Rev.	0.9	1.0	1.0	0.9	1.0	1.1	1.1	1.2
Visitor	0.6	0.7	0.7	0.7	0.7	0.8	0.8	0.8
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	3.2	3.4	3.4	3.3	3.5	3.8	3.9	3.9
Visitor	3.0	3.2	3.2	3.1	3.2	3.5	3.7	3.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Harlingen</b>								
Total Spending (\$M)	120	130	123	127	136	132	134	135
Visitor Spending (\$M)	107	117	108	111	119	116	119	121
No Transportation (\$M)	73	80	75	76	82	81	83	89
Transportation (\$M)	34	36	33	35	37	35	35	32
Earnings (\$M)	21	23	23	23	25	24	26	28
Total Employment	1,140	1,150	1,060	1,050	1,100	1,090	1,110	1,200
State & Local Tax Rev. (\$M)	7.7	8.2	7.8	7.8	8.4	8.4	8.7	9.2
Local Tax Rev.	2.9	2.9	2.9	2.8	3.0	3.0	3.2	3.4
Visitor	1.6	1.8	1.6	1.6	1.8	1.8	1.8	2.0
Business/Employee	1.2	1.1	1.3	1.2	1.2	1.3	1.3	1.4
State Tax Rev.	4.9	5.3	4.9	4.9	5.3	5.3	5.5	5.8
Visitor	4.0	4.4	4.1	4.1	4.4	4.4	4.5	4.7
Business/Employee	0.8	0.9	0.8	0.9	0.9	1.0	1.0	1.1
<b>Hillsboro</b>								
Total Spending (\$M)	29	37	28	31	35	37	37	31
Visitor Spending (\$M)	29	37	28	31	35	37	37	31
No Transportation (\$M)	17	21	16	17	19	20	20	20
Transportation (\$M)	12	17	12	15	16	17	17	11
Earnings (\$M)	5	6	5	5	6	6	6	6
Total Employment	320	370	270	280	310	330	320	300
State & Local Tax Rev. (\$M)	2.0	2.4	1.9	1.9	2.1	2.3	2.3	2.2
Local Tax Rev.	0.4	0.5	0.3	0.3	0.4	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.	1.7	1.9	1.6	1.6	1.8	1.9	1.9	1.8
Visitor	1.6	1.9	1.5	1.5	1.7	1.8	1.8	1.7
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Horseshoe Bay</b>								
Total Spending (\$M)	67	67	68	68	72	72	72	72
Visitor Spending (\$M)	67	67	68	68	72	72	72	72
No Transportation (\$M)	61	60	63	61	65	65	65	67
Transportation (\$M)	5	6	6	6	7	6	6	5
Earnings (\$M)	26	26	28	27	29	29	30	32
Total Employment	1,380	1,290	1,370	1,410	1,390	1,400	1,370	1,390
State & Local Tax Rev. (\$M)	3.1	3.2	3.3	3.2	3.4	3.5	3.6	3.7
Local Tax Rev.	1.1	1.1	1.2	1.2	1.2	1.3	1.3	1.4
Visitor	0.9	0.9	0.9	0.9	1.0	1.0	1.0	1.1
Business/Employee	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	2.0	2.0	2.1	2.0	2.2	2.2	2.2	2.3
Visitor	1.9	1.9	1.9	1.9	2.0	2.0	2.0	2.1
Business/Employee	0.2	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.



### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Houston</b>								
Total Spending (\$M)	8,689	9,837	9,036	10,031	10,836	11,374	11,881	11,379
Visitor Spending (\$M)	7,096	8,107	7,284	8,053	8,723	9,164	9,517	9,006
No Transportation (\$M)	3,981	4,500	4,083	4,407	4,844	5,203	5,517	5,487
Transportation (\$M)	3,115	3,607	3,200	3,646	3,879	3,961	4,000	3,519
Earnings (\$M)	3,107	3,389	3,408	3,568	3,630	4,025	4,091	4,339
Total Employment	78,580	81,730	76,030	79,040	82,240	86,480	88,080	90,320
State & Local Tax Rev. (\$M)	638.6	700.4	650.9	677.6	732.8	793.8	837.5	849.5
Local Tax Rev.	239.2	264.4	245.6	257.6	280.3	308.3	328.1	335.3
Visitor	147.4	172.7	148.5	162.0	184.1	203.1	218.4	218.1
Business/Employee	91.8	91.7	97.1	95.6	96.2	105.2	109.8	117.2
State Tax Rev.	399.4	436.0	405.4	420.0	452.6	485.5	509.3	514.2
Visitor	336.8	366.3	340.7	353.0	381.4	406.3	426.3	427.2
Business/Employee	62.5	69.7	64.6	67.0	71.2	79.2	83.0	87.0
<b>Humble</b>								
Total Spending (\$M)	92	115	97	108	119	124	137	136
Visitor Spending (\$M)	90	114	95	106	117	122	135	133
No Transportation (\$M)	60	75	64	70	79	83	93	97
Transportation (\$M)	30	39	31	36	38	39	41	36
Earnings (\$M)	25	30	27	30	33	34	39	43
Total Employment	910	1,040	910	980	1,050	1,090	1,200	1,290
State & Local Tax Rev. (\$M)	8.6	10.3	9.0	9.6	10.6	11.3	12.6	13.3
Local Tax Rev.	3.1	3.8	3.2	3.5	4.0	4.3	4.8	5.1
Visitor	2.4	3.1	2.5	2.8	3.3	3.5	4.0	4.2
Business/Employee	0.7	0.7	0.7	0.7	0.7	0.8	0.8	0.8
State Tax Rev.	5.5	6.5	5.8	6.1	6.7	7.0	7.8	8.2
Visitor	5.0	6.0	5.3	5.6	6.1	6.5	7.2	7.6
Business/Employee	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6
<b>Huntsville</b>								
Total Spending (\$M)	63	79	67	74	77	84	89	72
Visitor Spending (\$M)	63	79	67	73	77	84	89	72
No Transportation (\$M)	37	44	40	41	44	50	56	48
Transportation (\$M)	26	34	27	32	33	33	33	23
Earnings (\$M)	13	15	14	14	16	18	19	17
Total Employment	900	980	840	820	850	940	980	860
State & Local Tax Rev. (\$M)	4.9	5.6	5.2	5.2	5.5	6.2	6.8	6.1
Local Tax Rev.	1.1	1.3	1.2	1.2	1.3	1.5	1.8	1.5
Visitor	0.6	0.8	0.7	0.7	0.8	1.0	1.2	1.0
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.5
State Tax Rev.	3.8	4.4	4.0	4.0	4.2	4.7	5.0	4.6
Visitor	3.5	4.0	3.7	3.7	3.8	4.2	4.5	4.1
Business/Employee	0.3	0.4	0.3	0.4	0.4	0.4	0.5	0.5

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Hurst</b>								
Total Spending (\$M)	44	52	52	55	55	57	56	55
Visitor Spending (\$M)	37	46	46	50	50	53	52	52
No Transportation (\$M)	29	35	37	39	39	41	42	44
Transportation (\$M)	8	11	10	11	11	11	11	9
Earnings (\$M)	14	16	17	19	19	20	20	21
Total Employment	500	630	670	680	670	710	700	720
State & Local Tax Rev. (\$M)	7.4	7.6	7.7	7.9	8.1	8.7	9.3	10.7
Local Tax Rev.	3.6	3.4	3.6	3.7	3.7	4.0	4.3	5.1
Visitor	0.7	1.0	1.0	1.1	1.1	1.2	1.2	1.2
Business/Employee	2.8	2.5	2.6	2.6	2.6	2.8	3.1	3.9
State Tax Rev.	3.8	4.2	4.1	4.3	4.4	4.7	5.0	5.6
Visitor	1.9	2.3	2.4	2.5	2.5	2.6	2.6	2.7
Business/Employee	1.9	1.9	1.7	1.8	1.9	2.1	2.4	2.9
<b>Irving</b>								
Total Spending (\$M)	1,309	1,414	1,268	1,395	1,465	1,516	1,595	1,616
Visitor Spending (\$M)	1,254	1,353	1,211	1,343	1,394	1,446	1,522	1,538
No Transportation (\$M)	933	964	887	971	1,014	1,065	1,135	1,202
Transportation (\$M)	321	389	324	372	380	381	387	337
Earnings (\$M)	458	471	443	479	511	531	568	610
Total Employment	13,380	13,020	12,240	12,940	13,490	14,170	15,140	15,710
State & Local Tax Rev. (\$M)	116.4	120.8	112.7	119.6	126.6	133.4	139.9	149.3
Local Tax Rev.	39.0	40.0	37.5	39.9	42.6	45.2	47.2	51.0
Visitor	26.4	27.7	24.3	26.9	28.4	30.3	32.5	35.1
Business/Employee	12.6	12.2	13.2	13.0	14.2	14.9	14.7	16.0
State Tax Rev.	77.4	80.8	75.3	79.7	84.1	88.2	92.7	98.3
Visitor	68.8	71.5	66.5	70.6	73.6	76.9	81.6	86.4
Business/Employee	8.6	9.3	8.8	9.1	10.5	11.3	11.1	11.9
<b>Jasper</b>								
Total Spending (\$M)	22	27	19	19	18	19	21	21
Visitor Spending (\$M)	22	27	19	19	18	19	21	21
No Transportation (\$M)	19	22	15	15	14	15	17	18
Transportation (\$M)	4	5	4	4	4	4	4	3
Earnings (\$M)	7	8	6	5	5	5	6	7
Total Employment	430	460	300	280	260	260	310	320
State & Local Tax Rev. (\$M)	1.6	1.8	1.3	1.2	1.2	1.2	1.4	1.5
Local Tax Rev.	0.5	0.6	0.4	0.4	0.4	0.4	0.5	0.5
Visitor	0.4	0.5	0.3	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.	1.0	1.2	0.9	0.8	0.8	0.8	0.9	1.0
Visitor	1.0	1.1	0.8	0.7	0.7	0.8	0.8	0.9
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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Katy</b>								
Total Spending (\$M)	51	73	86	109	132	149	159	155
Visitor Spending (\$M)	50	71	85	108	131	147	157	153
No Transportation (\$M)	33	46	56	71	87	100	109	112
Transportation (\$M)	17	25	28	37	44	47	48	41
Earnings (\$M)	14	19	24	30	36	41	45	49
Total Employment	500	650	810	980	1,160	1,320	1,400	1,480
State & Local Tax Rev. (\$M)	4.9	6.5	7.9	9.4	11.4	13.1	14.2	14.8
Local Tax Rev.	1.8	2.4	2.8	3.4	4.1	4.8	5.3	5.5
Visitor	1.3	1.9	2.2	2.8	3.6	4.2	4.7	4.8
Business/Employee	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.7
State Tax Rev.	3.1	4.2	5.1	6.1	7.3	8.3	8.9	9.3
Visitor	2.8	3.8	4.7	5.7	6.9	7.8	8.4	8.7
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5
<b>Kerrville</b>								
Total Spending (\$M)	58	63	57	55	57	60	62	61
Visitor Spending (\$M)	57	62	56	54	56	59	60	60
No Transportation (\$M)	48	51	47	44	45	48	50	52
Transportation (\$M)	9	11	9	10	11	11	11	8
Earnings (\$M)	23	24	24	22	23	24	24	26
Total Employment	1,280	1,250	1,110	950	950	1,100	1,030	1,020
State & Local Tax Rev. (\$M)	5.1	5.3	5.0	4.6	4.8	5.1	5.2	5.5
Local Tax Rev.	1.8	1.8	1.8	1.6	1.7	1.8	1.9	2.0
Visitor	1.1	1.1	1.0	1.0	1.0	1.1	1.2	1.2
Business/Employee	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
State Tax Rev.	3.3	3.4	3.2	3.0	3.1	3.3	3.4	3.5
Visitor	2.7	2.8	2.6	2.4	2.5	2.7	2.8	2.9
Business/Employee	0.6	0.6	0.6	0.5	0.6	0.6	0.6	0.6
<b>Killeen</b>								
Total Spending (\$M)	154	200	192	194	193	242	254	243
Visitor Spending (\$M)	153	200	192	193	192	207	221	210
No Transportation (\$M)	123	158	158	154	154	146	159	160
Transportation (\$M)	30	42	34	39	38	61	61	49
Earnings (\$M)	37	47	50	50	50	51	56	58
Total Employment	2,370	2,350	2,330	2,300	2,250	2,240	2,330	2,370
State & Local Tax Rev. (\$M)	12.9	16.2	16.4	15.9	16.0	15.5	16.9	17.1
Local Tax Rev.	3.9	4.9	5.2	5.0	5.0	4.9	5.3	5.4
Visitor	2.4	3.3	3.2	3.1	3.1	2.8	3.2	3.1
Business/Employee	1.5	1.7	2.0	1.9	1.9	2.0	2.2	2.3
State Tax Rev.	9.0	11.2	11.2	10.9	11.0	10.6	11.5	11.7
Visitor	8.0	9.9	9.8	9.5	9.5	9.1	9.8	9.9
Business/Employee	1.1	1.3	1.4	1.4	1.5	1.6	1.7	1.8

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Kingsville</b>								
Total Spending (\$M)	40	53	48	52	54	53	58	49
Visitor Spending (\$M)	40	52	48	51	53	53	58	49
No Transportation (\$M)	25	34	32	33	35	35	40	36
Transportation (\$M)	15	19	16	18	18	18	18	13
Earnings (\$M)	9	12	12	13	13	13	15	13
Total Employment	470	590	550	520	510	520	560	510
State & Local Tax Rev. (\$M)	3.5	4.4	4.2	4.2	4.4	4.5	5.0	4.5
Local Tax Rev.	0.9	1.2	1.1	1.2	1.2	1.2	1.4	1.2
Visitor	0.5	0.7	0.6	0.7	0.7	0.7	0.9	0.7
Business/Employee	0.4	0.5	0.5	0.5	0.5	0.5	0.6	0.5
State Tax Rev.	2.6	3.2	3.1	3.1	3.2	3.3	3.6	3.3
Visitor	2.3	2.8	2.7	2.7	2.8	2.8	3.1	2.9
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	0.5	0.4
<b>La Porte</b>								
Total Spending (\$M)	47	67	53	61	63	68	81	74
Visitor Spending (\$M)	44	63	50	58	59	63	76	69
No Transportation (\$M)	28	40	33	37	39	42	52	50
Transportation (\$M)	15	23	17	21	21	21	24	19
Earnings (\$M)	12	17	14	16	17	18	23	23
Total Employment	440	560	470	520	520	560	680	660
State & Local Tax Rev. (\$M)	5.9	7.4	6.4	6.9	7.1	7.8	9.1	9.0
Local Tax Rev.	2.4	2.9	2.6	2.8	2.9	3.2	3.7	3.7
Visitor	0.9	1.4	1.1	1.3	1.4	1.5	2.0	1.9
Business/Employee	1.5	1.5	1.6	1.5	1.5	1.7	1.7	1.8
State Tax Rev.	3.5	4.4	3.8	4.1	4.2	4.6	5.4	5.3
Visitor	2.4	3.3	2.8	3.0	3.1	3.3	4.1	3.9
Business/Employee	1.0	1.1	1.1	1.1	1.1	1.3	1.3	1.4
<b>Lakeway</b>								
Total Spending (\$M)	31	42	47	49	54	58	61	58
Visitor Spending (\$M)	30	40	46	47	52	56	59	55
No Transportation (\$M)	25	32	38	38	43	47	50	48
Transportation (\$M)	5	8	8	9	9	9	9	7
Earnings (\$M)	9	12	15	16	18	19	21	21
Total Employment	380	470	570	570	610	660	690	650
State & Local Tax Rev. (\$M)	3.1	3.9	4.5	4.6	5.2	5.7	6.2	6.2
Local Tax Rev.	1.2	1.5	1.7	1.8	2.0	2.2	2.5	2.5
Visitor	0.7	1.0	1.1	1.2	1.4	1.5	1.6	1.6
Business/Employee	0.5	0.5	0.6	0.6	0.7	0.7	0.8	0.9
State Tax Rev.	1.9	2.4	2.8	2.8	3.2	3.4	3.7	3.6
Visitor	1.6	2.1	2.4	2.4	2.7	2.9	3.1	2.9
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.5	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Laredo</b>								
Total Spending (\$M)	467	500	509	559	584	575	587	550
Visitor Spending (\$M)	449	481	485	535	559	555	565	529
No Transportation (\$M)	358	372	392	430	452	444	454	438
Transportation (\$M)	91	110	93	105	108	110	111	90
Earnings (\$M)	107	111	112	121	133	137	147	153
Total Employment	5,510	5,330	5,090	5,340	5,600	5,710	6,040	6,080
State & Local Tax Rev. (\$M)	39.2	40.5	42.2	45.3	48.1	48.0	49.7	48.9
Local Tax Rev.	11.1	11.1	11.9	13.0	14.0	13.8	14.4	14.1
Visitor	6.4	6.6	7.0	8.0	8.6	8.3	8.4	7.8
Business/Employee	4.7	4.5	5.0	5.0	5.4	5.5	6.0	6.3
State Tax Rev.	28.1	29.4	30.2	32.3	34.1	34.2	35.3	34.7
Visitor	24.3	25.3	26.3	28.1	29.3	29.2	29.9	29.1
Business/Employee	3.8	4.1	3.9	4.2	4.8	5.0	5.5	5.6
<b>League City</b>								
Total Spending (\$M)	64	72	64	72	77	79	86	84
Visitor Spending (\$M)	56	64	57	64	67	68	73	70
No Transportation (\$M)	41	44	40	44	48	49	54	55
Transportation (\$M)	15	19	17	19	19	19	19	15
Earnings (\$M)	17	18	17	19	21	21	24	26
Total Employment	610	610	550	600	620	630	690	720
State & Local Tax Rev. (\$M)	7.9	8.9	8.4	9.0	9.7	10.1	11.0	11.8
Local Tax Rev.	3.3	3.7	3.6	3.9	4.2	4.3	4.8	5.2
Visitor	1.0	1.1	0.9	1.0	1.2	1.2	1.3	1.3
Business/Employee	2.3	2.6	2.7	2.9	3.0	3.1	3.4	3.8
State Tax Rev.	4.5	5.2	4.8	5.1	5.5	5.7	6.2	6.6
Visitor	2.9	3.1	3.0	3.1	3.3	3.3	3.6	3.7
Business/Employee	1.6	2.0	1.8	2.0	2.3	2.4	2.7	2.9
<b>Lewisville</b>								
Total Spending (\$M)	172	204	191	213	231	231	235	244
Visitor Spending (\$M)	153	183	170	194	206	206	210	216
No Transportation (\$M)	125	144	140	158	169	171	176	190
Transportation (\$M)	28	38	31	36	37	35	34	26
Earnings (\$M)	60	68	67	74	82	82	85	93
Total Employment	1,730	1,860	1,830	1,990	2,150	2,170	2,240	2,380
State & Local Tax Rev. (\$M)	13.0	15.0	14.5	16.0	17.2	17.4	18.0	19.5
Local Tax Rev.	4.2	4.9	4.7	5.3	5.7	5.8	6.1	6.8
Visitor	3.3	3.9	3.6	4.2	4.5	4.6	4.9	5.4
Business/Employee	0.9	1.0	1.1	1.1	1.2	1.2	1.3	1.4
State Tax Rev.	8.8	10.1	9.8	10.7	11.5	11.6	11.9	12.7
Visitor	8.2	9.4	9.1	10.0	10.6	10.7	10.9	11.7
Business/Employee	0.6	0.7	0.7	0.8	0.9	0.9	1.0	1.0

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Longview</b>								
Total Spending (\$M)	165	199	173	183	184	186	191	173
Visitor Spending (\$M)	160	193	168	179	179	182	186	168
No Transportation (\$M)	106	123	112	114	114	117	122	121
Transportation (\$M)	54	70	56	65	66	65	64	47
Earnings (\$M)	37	44	41	42	44	44	46	47
Total Employment	2,090	2,290	2,040	2,000	2,010	2,030	2,040	2,010
State & Local Tax Rev. (\$M)	13.2	14.9	13.9	13.9	14.1	14.4	15.1	15.0
Local Tax Rev.	3.2	3.7	3.6	3.6	3.7	3.7	4.0	4.0
Visitor	1.8	2.2	1.9	2.0	2.1	2.1	2.3	2.2
Business/Employee	1.5	1.6	1.6	1.6	1.6	1.6	1.7	1.8
State Tax Rev.	9.9	11.2	10.3	10.3	10.4	10.7	11.1	11.1
Visitor	8.8	9.9	9.1	9.0	9.0	9.3	9.6	9.6
Business/Employee	1.1	1.3	1.2	1.3	1.4	1.4	1.5	1.5
<b>Lubbock</b>								
Total Spending (\$M)	580	655	643	698	721	744	765	735
Visitor Spending (\$M)	519	588	577	625	649	673	689	660
No Transportation (\$M)	346	378	396	422	440	463	482	491
Transportation (\$M)	172	211	181	204	209	209	208	169
Earnings (\$M)	148	162	180	195	207	217	227	237
Total Employment	6,340	6,560	6,720	6,990	7,040	7,300	7,380	7,530
State & Local Tax Rev. (\$M)	43.1	46.7	49.1	51.3	53.7	56.7	59.4	60.8
Local Tax Rev.	12.2	13.2	14.7	15.7	16.5	17.5	18.5	19.3
Visitor	6.2	7.1	7.3	8.1	8.7	9.3	9.8	10.0
Business/Employee	6.0	6.1	7.4	7.6	7.8	8.2	8.7	9.2
State Tax Rev.	30.9	33.5	34.4	35.7	37.3	39.2	40.8	41.6
Visitor	26.3	28.2	28.9	29.7	30.7	32.2	33.3	33.8
Business/Employee	4.6	5.3	5.5	6.0	6.6	7.0	7.5	7.8
<b>Lufkin</b>								
Total Spending (\$M)	78	90	82	87	88	90	89	85
Visitor Spending (\$M)	78	90	82	86	88	90	89	84
No Transportation (\$M)	55	61	58	59	60	63	62	65
Transportation (\$M)	22	29	23	27	28	28	27	20
Earnings (\$M)	17	18	18	18	19	19	19	20
Total Employment	1,060	1,080	990	970	970	1,030	980	1,010
State & Local Tax Rev. (\$M)	5.7	6.2	6.0	6.0	6.0	6.3	6.3	6.6
Local Tax Rev.	1.4	1.6	1.6	1.6	1.6	1.6	1.6	1.7
Visitor	1.0	1.1	1.1	1.1	1.1	1.2	1.2	1.2
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5
State Tax Rev.	4.3	4.6	4.5	4.4	4.5	4.7	4.7	4.8
Visitor	3.9	4.3	4.1	4.0	4.1	4.3	4.3	4.4
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.4	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Marble Falls</b>								
Total Spending (\$M)	23	28	32	33	34	39	44	43
Visitor Spending (\$M)	23	28	32	33	34	39	44	43
No Transportation (\$M)	20	23	27	27	29	33	38	38
Transportation (\$M)	4	5	5	5	5	5	6	4
Earnings (\$M)	8	9	11	11	12	14	16	16
Total Employment	360	410	510	480	510	550	610	600
State & Local Tax Rev. (\$M)	1.7	2.0	2.3	2.3	2.4	2.8	3.1	3.2
Local Tax Rev.	0.6	0.7	0.8	0.8	0.9	1.0	1.1	1.1
Visitor	0.5	0.6	0.6	0.6	0.7	0.8	0.9	1.0
Business/Employee	0.1	0.1	0.2	0.1	0.2	0.2	0.2	0.2
State Tax Rev.	1.1	1.3	1.5	1.5	1.6	1.8	2.0	2.0
Visitor	1.0	1.2	1.4	1.4	1.5	1.7	1.9	1.9
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Marshall</b>								
Total Spending (\$M)	71	85	75	77	72	74	73	64
Visitor Spending (\$M)	70	85	75	77	72	74	73	64
No Transportation (\$M)	37	42	41	38	34	36	36	37
Transportation (\$M)	33	43	34	39	38	39	37	27
Earnings (\$M)	12	13	13	12	11	11	11	12
Total Employment	670	690	660	560	510	540	520	530
State & Local Tax Rev. (\$M)	4.9	5.2	5.1	4.7	4.3	4.6	4.6	4.7
Local Tax Rev.	0.6	0.6	0.6	0.6	0.5	0.5	0.5	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	0.2	0.2	0.2
State Tax Rev.	4.3	4.6	4.5	4.1	3.8	4.1	4.1	4.1
Visitor	4.1	4.5	4.3	3.9	3.7	3.9	3.9	3.9
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>McAllen</b>								
Total Spending (\$M)	481	508	480	491	518	535	568	548
Visitor Spending (\$M)	443	466	437	445	471	494	524	501
No Transportation (\$M)	347	358	350	349	374	392	418	412
Transportation (\$M)	96	108	87	96	98	102	106	89
Earnings (\$M)	112	116	121	125	129	137	144	148
Total Employment	6,180	5,970	5,790	5,830	5,900	6,230	6,470	6,480
State & Local Tax Rev. (\$M)	31.1	32.1	31.3	30.9	32.9	34.5	36.9	36.5
Local Tax Rev.	9.2	9.5	9.4	9.3	9.9	10.3	11.2	11.1
Visitor	7.0	7.4	7.0	6.9	7.5	7.8	8.5	8.3
Business/Employee	2.1	2.1	2.4	2.4	2.4	2.5	2.6	2.8
State Tax Rev.	21.9	22.6	21.9	21.7	23.0	24.2	25.7	25.4
Visitor	20.5	20.9	20.3	20.0	21.3	22.3	23.7	23.3
Business/Employee	1.5	1.6	1.6	1.7	1.8	1.9	2.0	2.1

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>McKinney</b>								
Total Spending (\$M)	88	109	113	124	136	150	157	176
Visitor Spending (\$M)	79	94	96	105	113	120	126	140
No Transportation (\$M)	65	75	80	87	94	101	107	125
Transportation (\$M)	14	19	16	18	19	19	19	15
Earnings (\$M)	27	34	37	40	45	50	54	64
Total Employment	930	1,130	1,200	1,250	1,270	1,330	1,390	1,610
State & Local Tax Rev. (\$M)	8.7	10.2	11.1	11.8	12.8	14.1	15.3	17.7
Local Tax Rev.	3.3	3.8	4.4	4.6	5.0	5.5	6.1	7.1
Visitor	1.2	1.4	1.5	1.6	1.8	1.9	2.1	2.5
Business/Employee	2.1	2.4	2.9	3.0	3.2	3.6	4.0	4.6
State Tax Rev.	5.4	6.4	6.7	7.2	7.8	8.5	9.2	10.5
Visitor	4.0	4.6	4.8	5.1	5.5	5.8	6.2	7.1
Business/Employee	1.4	1.8	1.9	2.1	2.4	2.7	3.0	3.4
<b>Mesquite</b>								
Total Spending (\$M)	200	213	195	198	217	223	230	230
Visitor Spending (\$M)	165	176	160	166	174	180	186	185
No Transportation (\$M)	120	121	114	117	123	130	136	143
Transportation (\$M)	45	55	45	50	51	51	50	42
Earnings (\$M)	66	67	64	63	71	74	78	83
Total Employment	1,840	1,750	1,660	1,630	1,770	1,860	1,950	2,020
State & Local Tax Rev. (\$M)	25.5	25.8	25.3	25.3	27.4	28.8	28.9	30.7
Local Tax Rev.	10.9	10.7	11.0	10.9	11.8	12.3	12.3	13.2
Visitor	2.8	2.8	2.5	2.6	2.8	3.0	3.2	3.4
Business/Employee	8.2	7.9	8.5	8.3	9.0	9.4	9.1	9.8
State Tax Rev.	14.5	15.1	14.3	14.4	15.6	16.4	16.7	17.5
Visitor	9.0	9.1	8.6	8.5	8.9	9.4	9.8	10.3
Business/Employee	5.6	6.0	5.7	5.9	6.7	7.1	6.9	7.3
<b>Midland</b>								
Total Spending (\$M)	262	317	302	385	469	484	570	487
Visitor Spending (\$M)	235	284	273	349	429	442	521	441
No Transportation (\$M)	160	193	194	256	331	337	411	352
Transportation (\$M)	74	91	79	93	98	104	110	89
Earnings (\$M)	52	63	64	75	82	89	105	97
Total Employment	2,820	3,010	2,910	3,220	3,430	3,660	4,010	3,600
State & Local Tax Rev. (\$M)	18.4	21.9	21.9	26.9	33.5	34.7	42.0	36.7
Local Tax Rev.	5.0	6.3	6.3	8.1	10.7	11.2	14.2	12.0
Visitor	2.8	3.9	3.7	5.2	7.7	7.9	10.3	8.3
Business/Employee	2.2	2.4	2.7	2.9	3.0	3.2	3.9	3.7
State Tax Rev.	13.4	15.6	15.5	18.8	22.8	23.5	27.9	24.7
Visitor	11.7	13.4	13.4	16.4	20.2	20.6	24.4	21.4
Business/Employee	1.8	2.2	2.1	2.4	2.7	2.9	3.5	3.3

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Mineral Wells</b>								
Total Spending (\$M)	30	38	35	46	45	44	43	34
Visitor Spending (\$M)	30	38	35	46	45	44	43	33
No Transportation (\$M)	14	17	18	21	20	19	19	18
Transportation (\$M)	15	21	17	24	25	24	24	16
Earnings (\$M)	5	6	7	8	7	7	7	7
Total Employment	230	250	270	310	290	280	270	250
State & Local Tax Rev. (\$M)	2.6	2.9	2.9	3.3	3.2	3.2	3.1	2.9
Local Tax Rev.	0.6	0.6	0.6	0.7	0.7	0.6	0.6	0.6
Visitor	0.2	0.3	0.3	0.4	0.3	0.3	0.3	0.3
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	2.0	2.3	2.3	2.6	2.6	2.5	2.5	2.4
Visitor	1.8	2.0	2.0	2.3	2.3	2.3	2.3	2.1
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.2	0.2	0.2
<b>Mission</b>								
Total Spending (\$M)	91	110	118	126	127	128	139	137
Visitor Spending (\$M)	83	102	110	118	118	120	131	129
No Transportation (\$M)	63	77	88	92	93	95	104	107
Transportation (\$M)	20	25	22	26	25	26	27	22
Earnings (\$M)	19	24	29	31	30	31	34	37
Total Employment	1,070	1,240	1,390	1,480	1,410	1,450	1,570	1,630
State & Local Tax Rev. (\$M)	7.0	8.3	9.3	9.5	9.7	9.9	10.8	11.1
Local Tax Rev.	2.2	2.6	3.0	3.0	3.1	3.1	3.5	3.6
Visitor	1.1	1.4	1.5	1.6	1.6	1.7	1.9	1.9
Business/Employee	1.1	1.2	1.4	1.4	1.4	1.5	1.6	1.7
State Tax Rev.	4.8	5.7	6.3	6.5	6.6	6.7	7.3	7.5
Visitor	4.0	4.7	5.3	5.5	5.5	5.6	6.1	6.3
Business/Employee	0.8	0.9	1.0	1.0	1.1	1.1	1.2	1.3
<b>Mount Pleasant</b>								
Total Spending (\$M)	39	47	41	47	54	49	52	48
Visitor Spending (\$M)	39	47	41	47	54	49	52	48
No Transportation (\$M)	21	24	23	25	31	27	31	32
Transportation (\$M)	18	23	18	22	23	22	22	16
Earnings (\$M)	7	8	8	9	11	9	10	11
Total Employment	420	440	440	440	520	440	490	500
State & Local Tax Rev. (\$M)	3.1	3.4	3.3	3.4	4.0	3.6	4.0	4.1
Local Tax Rev.	0.7	0.8	0.8	0.8	1.0	0.8	1.0	1.0
Visitor	0.5	0.6	0.5	0.6	0.8	0.6	0.7	0.8
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.3
State Tax Rev.	2.4	2.6	2.5	2.6	3.0	2.8	3.0	3.1
Visitor	2.3	2.5	2.4	2.4	2.8	2.6	2.8	2.9
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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Nacogdoches</b>								
Total Spending (\$M)	55	67	75	80	67	58	59	61
Visitor Spending (\$M)	54	67	75	79	67	58	59	61
No Transportation (\$M)	45	54	64	67	55	46	48	52
Transportation (\$M)	10	13	11	13	12	12	11	9
Earnings (\$M)	14	17	21	22	18	15	15	17
Total Employment	1,000	1,100	1,250	1,270	1,050	850	830	920
State & Local Tax Rev. (\$M)	4.7	5.6	6.7	6.8	5.7	4.8	5.0	5.5
Local Tax Rev.	1.5	1.9	2.3	2.4	1.9	1.5	1.6	1.7
Visitor	1.1	1.4	1.7	1.8	1.4	1.1	1.1	1.2
Business/Employee	0.4	0.5	0.6	0.6	0.5	0.4	0.4	0.5
State Tax Rev.	3.2	3.8	4.4	4.5	3.8	3.3	3.4	3.7
Visitor	2.9	3.4	4.0	4.0	3.4	3.0	3.1	3.4
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.3	0.3	0.4
<b>New Braunfels</b>								
Total Spending (\$M)	182	205	206	236	262	276	293	287
Visitor Spending (\$M)	178	201	201	232	258	270	286	281
No Transportation (\$M)	151	167	174	200	225	237	254	257
Transportation (\$M)	27	34	27	32	33	33	32	24
Earnings (\$M)	56	62	65	74	83	89	98	103
Total Employment	2,170	2,370	2,330	2,590	2,780	2,950	3,110	3,170
State & Local Tax Rev. (\$M)	15.1	16.7	17.3	19.3	21.6	22.9	24.7	25.3
Local Tax Rev.	5.0	5.6	5.9	6.5	7.4	7.8	8.6	8.9
Visitor	3.4	3.8	3.8	4.4	5.0	5.4	5.8	5.9
Business/Employee	1.6	1.8	2.1	2.2	2.3	2.5	2.8	3.0
State Tax Rev.	10.1	11.1	11.4	12.8	14.3	15.1	16.2	16.4
Visitor	9.0	9.7	10.0	11.2	12.5	13.2	14.0	14.1
Business/Employee	1.2	1.4	1.4	1.6	1.8	1.9	2.2	2.3
<b>Odessa</b>								
Total Spending (\$M)	232	296	255	346	425	434	477	404
Visitor Spending (\$M)	209	269	231	316	392	399	437	366
No Transportation (\$M)	153	199	172	246	318	319	352	297
Transportation (\$M)	56	70	59	70	75	80	84	68
Earnings (\$M)	53	70	60	77	85	90	100	97
Total Employment	2,600	2,960	2,430	2,920	3,060	3,180	3,290	3,080
State & Local Tax Rev. (\$M)	16.8	21.8	18.7	25.3	32.1	32.6	36.5	32.0
Local Tax Rev.	5.1	7.0	5.9	8.4	11.2	11.4	13.1	11.2
Visitor	3.0	4.5	3.6	5.6	8.1	8.1	9.2	7.2
Business/Employee	2.1	2.5	2.3	2.8	3.1	3.3	3.9	4.0
State Tax Rev.	11.8	14.7	12.8	16.9	20.9	21.2	23.4	20.7
Visitor	10.3	12.8	11.3	14.9	18.5	18.7	20.4	17.7
Business/Employee	1.4	1.9	1.6	2.0	2.3	2.5	3.0	3.1

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Orange</b>								
Total Spending (\$M)	55	71	53	57	62	62	66	59
Visitor Spending (\$M)	55	70	53	57	62	62	66	59
No Transportation (\$M)	33	40	31	31	35	35	40	40
Transportation (\$M)	22	31	23	26	27	27	27	20
Earnings (\$M)	12	14	12	12	13	14	15	15
Total Employment	640	710	560	570	620	610	640	640
State & Local Tax Rev. (\$M)	4.2	5.0	4.0	4.0	4.3	4.4	4.9	4.9
Local Tax Rev.	0.9	1.2	0.9	0.9	1.0	1.0	1.2	1.2
Visitor	0.7	0.9	0.7	0.7	0.8	0.8	0.9	0.9
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Rev.	3.3	3.8	3.2	3.1	3.3	3.4	3.7	3.7
Visitor	3.1	3.7	3.0	2.9	3.2	3.2	3.5	3.5
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Palestine</b>								
Total Spending (\$M)	32	34	32	34	36	37	41	39
Visitor Spending (\$M)	32	34	32	34	36	37	41	39
No Transportation (\$M)	27	28	27	29	30	32	35	35
Transportation (\$M)	4	6	5	6	6	6	6	4
Earnings (\$M)	8	8	8	9	9	10	11	11
Total Employment	510	490	460	490	490	500	560	560
State & Local Tax Rev. (\$M)	2.5	2.6	2.5	2.6	2.8	2.9	3.2	3.2
Local Tax Rev.	0.7	0.7	0.7	0.7	0.8	0.8	0.9	0.9
Visitor	0.5	0.6	0.5	0.6	0.6	0.6	0.7	0.7
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	1.9	2.0	2.1	2.3	2.3
Visitor	1.7	1.7	1.7	1.7	1.8	1.9	2.1	2.1
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
<b>Paris</b>								
Total Spending (\$M)	46	53	51	54	59	60	58	56
Visitor Spending (\$M)	46	53	51	54	58	60	58	56
No Transportation (\$M)	31	33	35	35	39	41	40	42
Transportation (\$M)	15	20	16	19	19	19	18	14
Earnings (\$M)	12	13	14	14	16	17	16	17
Total Employment	630	640	640	610	660	690	690	720
State & Local Tax Rev. (\$M)	3.8	4.1	4.2	4.1	4.5	4.7	4.6	4.9
Local Tax Rev.	1.0	1.0	1.1	1.1	1.2	1.3	1.2	1.3
Visitor	0.6	0.7	0.7	0.7	0.8	0.9	0.9	0.9
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4
State Tax Rev.	2.8	3.0	3.1	3.0	3.3	3.5	3.4	3.5
Visitor	2.5	2.7	2.8	2.7	3.0	3.1	3.0	3.2
Business/Employee	0.3	0.3	0.3	0.3	0.3	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Pasadena</b>								
Total Spending (\$M)	140	152	121	134	143	148	156	147
Visitor Spending (\$M)	123	135	107	119	127	129	135	125
No Transportation (\$M)	79	83	68	74	81	84	90	90
Transportation (\$M)	44	52	39	45	46	45	45	36
Earnings (\$M)	36	37	31	34	37	39	43	45
Total Employment	1,240	1,200	970	1,030	1,080	1,120	1,180	1,210
State & Local Tax Rev. (\$M)	20.0	20.9	19.0	19.6	20.5	21.9	22.9	23.5
Local Tax Rev.	8.7	8.9	8.5	8.7	8.9	9.7	10.1	10.5
Visitor	2.0	2.3	1.6	1.8	2.1	2.3	2.5	2.5
Business/Employee	6.6	6.6	7.0	6.9	6.8	7.4	7.6	8.0
State Tax Rev.	11.3	12.0	10.5	10.9	11.5	12.3	12.8	13.0
Visitor	6.8	7.0	5.8	6.1	6.5	6.7	7.1	7.1
Business/Employee	4.5	5.0	4.6	4.8	5.1	5.6	5.8	5.9
<b>Pearland</b>								
Total Spending (\$M)	60	86	88	99	111	123	132	129
Visitor Spending (\$M)	52	78	81	91	102	113	120	115
No Transportation (\$M)	37	56	61	68	78	88	96	97
Transportation (\$M)	15	22	20	24	24	25	24	19
Earnings (\$M)	16	22	24	27	31	35	39	42
Total Employment	550	750	810	870	960	1,070	1,150	1,200
State & Local Tax Rev. (\$M)	5.0	7.0	7.6	8.2	9.2	10.4	11.4	11.9
Local Tax Rev.	1.7	2.4	2.7	2.9	3.4	3.9	4.3	4.6
Visitor	0.8	1.5	1.6	1.8	2.2	2.5	2.9	2.9
Business/Employee	0.8	0.9	1.1	1.1	1.2	1.3	1.5	1.7
State Tax Rev.	3.4	4.6	4.9	5.3	5.9	6.5	7.1	7.3
Visitor	2.7	3.8	4.1	4.4	4.9	5.4	5.8	5.9
Business/Employee	0.6	0.8	0.8	0.9	1.0	1.1	1.2	1.4
<b>Pflugerville</b>								
Total Spending (\$M)	33	39	46	48	51	53	54	55
Visitor Spending (\$M)	29	34	41	42	45	46	47	47
No Transportation (\$M)	24	26	33	34	36	38	39	41
Transportation (\$M)	6	8	8	8	9	8	8	6
Earnings (\$M)	8	10	12	13	14	15	16	17
Total Employment	320	350	450	460	470	490	500	520
State & Local Tax Rev. (\$M)	5.1	5.7	6.7	7.1	7.6	8.2	8.9	9.8
Local Tax Rev.	2.2	2.4	3.0	3.1	3.3	3.6	4.0	4.5
Visitor	0.3	0.4	0.6	0.6	0.6	0.7	0.7	0.7
Business/Employee	1.9	2.0	2.4	2.6	2.7	3.0	3.3	3.8
State Tax Rev.	2.8	3.3	3.8	3.9	4.3	4.6	4.9	5.3
Visitor	1.6	1.7	2.1	2.1	2.3	2.4	2.4	2.5
Business/Employee	1.3	1.5	1.6	1.8	2.0	2.2	2.5	2.8

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Pharr</b>								
Total Spending (\$M)	104	128	118	122	128	129	139	136
Visitor Spending (\$M)	104	127	118	121	128	129	139	135
No Transportation (\$M)	88	105	100	101	107	108	118	120
Transportation (\$M)	16	23	18	21	21	21	21	15
Earnings (\$M)	27	32	33	34	35	36	39	41
Total Employment	1,510	1,700	1,600	1,630	1,630	1,660	1,790	1,850
State & Local Tax Rev. (\$M)	8.8	10.3	10.0	10.0	10.5	10.7	11.7	11.9
Local Tax Rev.	2.7	3.1	3.1	3.1	3.3	3.3	3.7	3.8
Visitor	1.6	2.0	1.8	1.8	2.0	2.0	2.2	2.3
Business/Employee	1.1	1.1	1.3	1.3	1.3	1.3	1.4	1.5
State Tax Rev.	6.1	7.1	6.8	6.8	7.2	7.3	8.0	8.1
Visitor	5.3	6.3	6.0	5.9	6.2	6.3	6.9	7.0
Business/Employee	0.7	0.9	0.9	0.9	1.0	1.0	1.1	1.2
<b>Plainview</b>								
Total Spending (\$M)	41	43	42	42	44	43	43	47
Visitor Spending (\$M)	41	43	42	42	44	42	42	47
No Transportation (\$M)	39	40	39	39	41	39	39	45
Transportation (\$M)	3	3	3	3	3	3	3	2
Earnings (\$M)	10	10	10	10	10	10	10	12
Total Employment	770	750	690	650	660	630	630	720
State & Local Tax Rev. (\$M)	3.5	3.6	3.5	3.5	3.7	3.5	3.6	4.1
Local Tax Rev.	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.2
Visitor	0.6	0.7	0.6	0.6	0.7	0.7	0.7	0.8
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	2.5	2.6	2.6	2.5	2.7	2.6	2.6	2.9
Visitor	2.3	2.4	2.3	2.3	2.4	2.3	2.3	2.6
Business/Employee	0.2	0.3	0.2	0.2	0.3	0.3	0.3	0.3
<b>Plano</b>								
Total Spending (\$M)	424	477	435	472	484	521	556	630
Visitor Spending (\$M)	412	457	414	449	458	487	522	588
No Transportation (\$M)	346	377	354	380	389	419	454	533
Transportation (\$M)	66	80	60	69	68	68	68	55
Earnings (\$M)	133	147	142	152	158	172	188	226
Total Employment	4,820	5,110	4,760	5,020	4,870	5,060	5,390	6,270
State & Local Tax Rev. (\$M)	37.2	40.5	38.4	40.6	42.0	45.5	49.2	57.0
Local Tax Rev.	13.0	14.1	13.7	14.6	15.1	16.4	17.9	21.1
Visitor	8.0	9.0	8.0	8.7	9.0	9.9	10.9	13.1
Business/Employee	4.9	5.2	5.7	5.8	6.0	6.6	7.0	7.9
State Tax Rev.	24.3	26.4	24.7	26.1	26.9	29.0	31.3	35.9
Visitor	20.9	22.5	20.9	22.0	22.5	24.1	25.9	30.0
Business/Employee	3.3	3.9	3.8	4.1	4.5	5.0	5.3	5.9

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Port Aransas</b>								
Total Spending (\$M)	180	190	202	222	236	254	245	222
Visitor Spending (\$M)	180	190	202	222	236	253	245	222
No Transportation (\$M)	153	158	174	189	202	218	212	198
Transportation (\$M)	27	32	29	33	34	35	33	24
Earnings (\$M)	51	52	61	65	72	80	82	79
Total Employment	2,620	2,630	2,920	3,000	3,180	3,460	3,410	3,200
State & Local Tax Rev. (\$M)	14.1	14.5	15.7	16.9	18.2	19.7	19.2	18.0
Local Tax Rev.	4.7	4.9	5.2	5.7	6.3	6.9	6.8	6.4
Visitor	4.6	4.8	5.1	5.6	6.2	6.8	6.6	6.2
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2
State Tax Rev.	9.4	9.6	10.5	11.1	11.9	12.8	12.5	11.7
Visitor	9.3	9.5	10.4	11.0	11.8	12.7	12.4	11.5
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Port Arthur</b>								
Total Spending (\$M)	91	122	116	133	131	124	144	145
Visitor Spending (\$M)	89	120	114	131	130	122	142	143
No Transportation (\$M)	54	72	70	77	77	71	88	99
Transportation (\$M)	35	48	44	54	53	51	54	44
Earnings (\$M)	18	24	26	28	28	26	31	36
Total Employment	1,000	1,280	1,320	1,440	1,380	1,330	1,530	1,710
State & Local Tax Rev. (\$M)	7.8	9.7	9.7	10.3	10.3	9.7	11.6	12.8
Local Tax Rev.	2.1	2.8	2.7	2.9	2.9	2.6	3.2	3.7
Visitor	1.2	1.8	1.7	1.8	1.9	1.7	2.2	2.5
Business/Employee	0.9	0.9	1.0	1.0	1.0	1.0	1.1	1.2
State Tax Rev.	5.7	6.9	7.1	7.5	7.4	7.1	8.3	9.2
Visitor	5.0	6.1	6.3	6.7	6.6	6.3	7.4	8.2
Business/Employee	0.7	0.8	0.8	0.8	0.8	0.8	0.9	1.0
<b>Richardson</b>								
Total Spending (\$M)	303	326	296	315	326	343	358	363
Visitor Spending (\$M)	281	302	273	293	298	313	327	330
No Transportation (\$M)	210	216	203	215	221	235	249	263
Transportation (\$M)	71	86	70	78	77	78	78	67
Earnings (\$M)	103	106	101	106	112	118	126	135
Total Employment	3,060	3,000	2,850	2,910	2,970	3,150	3,320	3,460
State & Local Tax Rev. (\$M)	29.0	29.8	28.3	29.2	30.5	32.6	34.0	36.3
Local Tax Rev.	10.4	10.5	10.2	10.5	11.1	11.9	12.4	13.4
Visitor	5.6	5.8	5.2	5.6	5.8	6.3	6.7	7.2
Business/Employee	4.8	4.6	4.9	4.9	5.3	5.6	5.7	6.2
State Tax Rev.	18.6	19.3	18.1	18.7	19.4	20.7	21.6	22.8
Visitor	15.3	15.8	14.8	15.2	15.5	16.4	17.3	18.2
Business/Employee	3.3	3.5	3.3	3.4	3.9	4.2	4.3	4.6

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Rockwall</b>								
Total Spending (\$M)	27	44	56	63	67	70	72	70
Visitor Spending (\$M)	27	44	54	61	65	68	70	69
No Transportation (\$M)	19	32	44	48	52	55	58	59
Transportation (\$M)	8	12	11	13	13	13	13	9
Earnings (\$M)	6	10	14	15	16	17	18	19
Total Employment	250	370	500	520	560	580	620	620
State & Local Tax Rev. (\$M)	2.3	3.6	4.7	5.1	5.5	5.8	6.1	6.3
Local Tax Rev.	0.7	1.1	1.5	1.7	1.8	1.9	2.0	2.1
Visitor	0.4	0.8	1.1	1.2	1.3	1.4	1.5	1.6
Business/Employee	0.3	0.3	0.4	0.5	0.5	0.5	0.5	0.6
State Tax Rev.	1.7	2.5	3.2	3.5	3.7	3.9	4.1	4.2
Visitor	1.5	2.3	2.9	3.1	3.3	3.5	3.7	3.8
Business/Employee	0.2	0.2	0.3	0.3	0.4	0.4	0.4	0.4
<b>Rosenberg</b>								
Total Spending (\$M)	30	42	36	39	46	48	52	52
Visitor Spending (\$M)	30	42	35	38	44	47	50	51
No Transportation (\$M)	24	33	29	31	37	39	43	45
Transportation (\$M)	6	8	6	7	8	7	7	6
Earnings (\$M)	9	12	11	12	13	14	16	18
Total Employment	330	440	380	390	440	470	500	540
State & Local Tax Rev. (\$M)	2.5	3.3	2.9	3.1	3.6	3.9	4.2	4.4
Local Tax Rev.	0.8	1.1	0.9	1.0	1.2	1.3	1.4	1.5
Visitor	0.5	0.8	0.6	0.7	0.9	1.0	1.1	1.1
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.4	0.4
State Tax Rev.	1.7	2.2	2.0	2.1	2.4	2.5	2.8	2.9
Visitor	1.5	2.0	1.8	1.9	2.2	2.3	2.5	2.6
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.3	0.3	0.3
<b>Round Rock</b>								
Total Spending (\$M)	230	252	231	249	262	281	293	300
Visitor Spending (\$M)	222	241	220	238	249	267	279	283
No Transportation (\$M)	185	195	185	197	208	227	239	254
Transportation (\$M)	38	46	36	41	41	41	40	30
Earnings (\$M)	67	71	69	77	81	87	96	103
Total Employment	2,700	2,710	2,610	2,730	2,770	2,950	3,090	3,190
State & Local Tax Rev. (\$M)	19.0	20.1	18.9	19.9	21.1	23.0	24.5	25.9
Local Tax Rev.	6.4	6.9	6.4	6.9	7.4	8.2	8.8	9.5
Visitor	5.4	5.8	5.2	5.6	6.1	6.7	7.2	7.8
Business/Employee	1.0	1.1	1.2	1.3	1.3	1.4	1.6	1.7
State Tax Rev.	12.6	13.2	12.5	13.0	13.7	14.9	15.6	16.4
Visitor	11.9	12.4	11.7	12.1	12.7	13.8	14.4	15.2
Business/Employee	0.7	0.8	0.8	0.9	1.0	1.1	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>San Angelo</b>								
Total Spending (\$M)	148	173	160	180	215	247	248	196
Visitor Spending (\$M)	148	173	160	180	214	247	248	196
No Transportation (\$M)	113	128	123	137	171	204	206	165
Transportation (\$M)	35	45	37	43	43	43	42	31
Earnings (\$M)	41	47	51	55	64	72	76	74
Total Employment	2,660	2,810	2,870	2,950	3,290	3,550	3,570	3,460
State & Local Tax Rev. (\$M)	12.9	14.6	14.5	15.5	18.7	22.1	22.6	19.2
Local Tax Rev.	3.4	3.9	4.1	4.4	5.6	6.9	7.1	5.8
Visitor	1.7	2.2	2.0	2.4	3.3	4.3	4.3	3.0
Business/Employee	1.7	1.7	2.0	2.1	2.3	2.6	2.8	2.7
State Tax Rev.	9.5	10.6	10.4	11.1	13.2	15.2	15.6	13.4
Visitor	8.1	9.0	8.7	9.3	11.0	12.7	12.9	10.8
Business/Employee	1.4	1.7	1.7	1.8	2.2	2.4	2.7	2.6
<b>San Antonio</b>								
Total Spending (\$M)	5,632	6,408	6,035	6,624	6,919	7,055	7,375	7,078
Visitor Spending (\$M)	5,135	5,841	5,489	6,039	6,324	6,457	6,624	6,283
No Transportation (\$M)	2,955	3,230	3,231	3,507	3,731	3,852	4,019	4,091
Transportation (\$M)	2,180	2,612	2,258	2,532	2,593	2,604	2,604	2,192
Earnings (\$M)	1,412	1,521	1,531	1,636	1,718	1,803	1,921	2,021
Total Employment	50,640	54,720	52,550	55,510	56,830	59,440	60,910	62,150
State & Local Tax Rev. (\$M)	476.1	512.8	505.4	524.4	553.7	576.0	606.2	621.4
Local Tax Rev.	169.7	182.2	181.1	188.3	199.9	208.5	221.9	230.8
Visitor	112.1	124.8	119.4	126.1	135.8	141.6	148.7	152.8
Business/Employee	57.6	57.4	61.7	62.2	64.1	66.9	73.2	78.0
State Tax Rev.	306.5	330.6	324.3	336.1	353.8	367.5	384.3	390.6
Visitor	267.3	286.9	283.2	292.5	306.3	317.1	328.9	332.8
Business/Employee	39.2	43.7	41.0	43.6	47.4	50.4	55.3	57.8
<b>San Marcos</b>								
Total Spending (\$M)	91	99	118	124	131	141	149	157
Visitor Spending (\$M)	91	99	117	124	130	141	148	156
No Transportation (\$M)	72	76	98	101	108	118	126	140
Transportation (\$M)	19	23	20	22	22	23	22	17
Earnings (\$M)	26	27	36	38	40	44	48	54
Total Employment	1,070	1,080	1,310	1,320	1,330	1,470	1,560	1,720
State & Local Tax Rev. (\$M)	7.8	8.2	10.2	10.5	11.2	12.3	13.3	14.6
Local Tax Rev.	2.3	2.5	3.2	3.4	3.6	4.0	4.4	4.9
Visitor	1.7	1.8	2.3	2.5	2.7	2.9	3.1	3.5
Business/Employee	0.6	0.6	0.9	0.9	1.0	1.1	1.3	1.4
State Tax Rev.	5.5	5.7	7.0	7.1	7.6	8.3	8.9	9.7
Visitor	5.0	5.2	6.4	6.4	6.8	7.4	7.8	8.6
Business/Employee	0.5	0.5	0.6	0.7	0.8	0.9	1.1	1.2

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.



### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Schertz</b>								
Total Spending (\$M)	33	39	47	51	55	58	66	65
Visitor Spending (\$M)	31	36	44	48	53	55	60	58
No Transportation (\$M)	21	24	33	36	40	42	46	48
Transportation (\$M)	9	12	11	12	13	13	14	10
Earnings (\$M)	10	11	14	15	17	18	21	23
Total Employment	350	390	500	530	570	600	670	700
State & Local Tax Rev. (\$M)	3.0	3.3	4.2	4.6	5.1	5.2	5.7	6.0
Local Tax Rev.	1.0	1.1	1.5	1.6	1.9	1.8	2.0	2.1
Visitor	0.6	0.6	0.9	1.0	1.2	1.2	1.3	1.3
Business/Employee	0.4	0.4	0.6	0.6	0.7	0.7	0.7	0.8
State Tax Rev.	2.0	2.2	2.7	2.9	3.2	3.4	3.7	3.9
Visitor	1.7	1.9	2.4	2.5	2.7	2.8	3.2	3.2
Business/Employee	0.3	0.3	0.4	0.5	0.5	0.5	0.6	0.6
<b>Seabrook</b>								
Total Spending (\$M)	36	39	31	36	40	42	45	40
Visitor Spending (\$M)	35	38	30	35	38	41	44	38
No Transportation (\$M)	23	24	20	23	25	27	30	28
Transportation (\$M)	12	13	10	12	13	13	13	10
Earnings (\$M)	9	10	8	10	11	11	13	12
Total Employment	360	350	290	320	340	360	390	370
State & Local Tax Rev. (\$M)	3.6	3.8	3.3	3.6	3.9	4.3	4.6	4.5
Local Tax Rev.	1.4	1.4	1.3	1.4	1.5	1.7	1.8	1.8
Visitor	0.9	0.9	0.7	0.8	1.0	1.1	1.2	1.1
Business/Employee	0.5	0.5	0.6	0.6	0.6	0.6	0.6	0.7
State Tax Rev.	2.3	2.4	2.0	2.2	2.4	2.6	2.8	2.7
Visitor	1.9	2.0	1.6	1.8	2.0	2.1	2.3	2.2
Business/Employee	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5
<b>Seguin</b>								
Total Spending (\$M)	35	42	45	69	78	62	58	62
Visitor Spending (\$M)	35	42	45	69	78	62	58	62
No Transportation (\$M)	28	32	37	57	66	52	49	55
Transportation (\$M)	8	10	8	12	12	10	9	7
Earnings (\$M)	12	14	17	25	29	23	22	26
Total Employment	470	550	580	820	920	740	680	790
State & Local Tax Rev. (\$M)	3.1	3.5	3.9	5.7	6.5	5.2	5.0	5.6
Local Tax Rev.	0.9	1.1	1.3	1.8	2.1	1.7	1.6	1.8
Visitor	0.6	0.8	0.9	1.4	1.6	1.2	1.1	1.3
Business/Employee	0.3	0.3	0.4	0.5	0.5	0.4	0.5	0.5
State Tax Rev.	2.1	2.4	2.7	3.9	4.4	3.6	3.4	3.8
Visitor	1.9	2.1	2.4	3.5	4.0	3.2	3.0	3.4
Business/Employee	0.2	0.2	0.3	0.3	0.4	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Shenandoah</b>								
Total Spending (\$M)	1	33	33	37	41	43	63	71
Visitor Spending (\$M)	1	33	33	37	41	43	62	70
No Transportation (\$M)	0	27	29	31	35	37	56	65
Transportation (\$M)	0	6	5	5	6	5	7	6
Earnings (\$M)	0	15	16	18	20	21	31	39
Total Employment	10	420	450	470	510	530	780	940
State & Local Tax Rev. (\$M)	0.1	2.4	2.5	2.7	3.1	3.2	4.8	5.6
Local Tax Rev.	0.0	0.8	0.8	0.9	1.0	1.1	1.7	2.0
Visitor	0.0	0.8	0.8	0.9	1.0	1.1	1.6	1.9
Business/Employee	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1
State Tax Rev.	0.1	1.6	1.7	1.8	2.0	2.1	3.1	3.6
Visitor	0.0	1.6	1.6	1.7	2.0	2.1	3.0	3.5
Business/Employee	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
<b>Sherman</b>								
Total Spending (\$M)	87	105	84	84	79	92	92	73
Visitor Spending (\$M)	86	105	84	84	78	92	92	73
No Transportation (\$M)	48	52	46	42	40	49	51	45
Transportation (\$M)	38	53	38	42	38	42	41	28
Earnings (\$M)	14	15	14	13	12	14	14	14
Total Employment	760	760	670	600	550	640	640	600
State & Local Tax Rev. (\$M)	6.7	7.2	6.4	5.9	5.5	6.5	6.7	6.2
Local Tax Rev.	1.3	1.4	1.3	1.2	1.2	1.4	1.5	1.4
Visitor	0.9	1.0	0.8	0.8	0.7	0.9	1.0	0.8
Business/Employee	0.4	0.4	0.5	0.4	0.5	0.5	0.5	0.5
State Tax Rev.	5.3	5.8	5.1	4.6	4.4	5.1	5.3	4.8
Visitor	5.0	5.5	4.8	4.3	4.0	4.8	4.9	4.4
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.4	0.4	0.4
<b>South Padre Island</b>								
Total Spending (\$M)	318	277	299	310	328	342	359	343
Visitor Spending (\$M)	318	277	299	310	328	342	359	343
No Transportation (\$M)	279	239	262	270	286	300	316	308
Transportation (\$M)	39	38	36	40	42	42	43	35
Earnings (\$M)	75	64	75	78	82	87	91	93
Total Employment	4,410	3,440	3,750	3,810	3,870	4,090	4,230	4,200
State & Local Tax Rev. (\$M)	22.8	19.3	20.8	21.2	22.7	23.8	25.2	24.3
Local Tax Rev.	7.5	6.3	6.6	6.8	7.4	7.8	8.3	8.0
Visitor	7.4	6.2	6.6	6.8	7.3	7.7	8.2	8.0
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	14.4	15.4	16.0	16.9	16.3
Visitor	15.3	13.0	14.1	14.4	15.3	16.0	16.8	16.2
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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Stafford</b>								
Total Spending (\$M)	88	109	81	90	100	110	113	108
Visitor Spending (\$M)	87	107	79	88	98	108	111	105
No Transportation (\$M)	65	80	61	67	76	86	89	89
Transportation (\$M)	22	27	18	21	22	22	22	16
Earnings (\$M)	25	30	24	27	30	33	35	37
Total Employment	940	1,060	830	890	960	1,070	1,090	1,120
State & Local Tax Rev. (\$M)	7.3	8.8	6.6	7.1	8.1	9.1	9.5	9.4
Local Tax Rev.	2.5	3.2	2.3	2.6	3.0	3.5	3.7	3.7
Visitor	2.4	3.1	2.2	2.4	2.8	3.3	3.5	3.5
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	4.5	5.0	5.6	5.8	5.7
Visitor	4.6	5.4	4.1	4.4	4.9	5.4	5.6	5.6
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
<b>Stephenville</b>								
Total Spending (\$M)	32	42	36	41	43	44	44	42
Visitor Spending (\$M)	32	41	36	40	43	44	44	42
No Transportation (\$M)	20	26	23	26	28	29	30	32
Transportation (\$M)	12	16	12	15	15	15	15	11
Earnings (\$M)	8	9	9	10	10	11	11	12
Total Employment	380	440	400	430	450	460	430	460
State & Local Tax Rev. (\$M)	2.6	3.1	2.9	3.0	3.2	3.4	3.5	3.7
Local Tax Rev.	0.6	0.8	0.7	0.7	0.8	0.8	0.9	0.9
Visitor	0.4	0.6	0.5	0.5	0.6	0.6	0.6	0.7
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
State Tax Rev.	2.0	2.4	2.2	2.3	2.4	2.6	2.6	2.7
Visitor	1.9	2.2	2.0	2.1	2.2	2.3	2.4	2.5
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Sugar Land</b>								
Total Spending (\$M)	95	125	113	132	149	159	163	152
Visitor Spending (\$M)	93	123	111	129	146	155	159	149
No Transportation (\$M)	75	99	92	106	122	131	137	133
Transportation (\$M)	18	24	19	24	24	24	23	16
Earnings (\$M)	27	35	34	39	44	47	50	51
Total Employment	1,060	1,290	1,210	1,320	1,450	1,550	1,590	1,590
State & Local Tax Rev. (\$M)	7.6	9.7	9.0	10.1	11.5	12.4	13.0	12.7
Local Tax Rev.	2.4	3.1	2.9	3.2	3.8	4.2	4.4	4.4
Visitor	1.7	2.4	2.1	2.5	3.0	3.3	3.5	3.4
Business/Employee	0.7	0.7	0.7	0.7	0.8	0.8	0.9	1.0
State Tax Rev.	5.2	6.6	6.1	6.8	7.7	8.2	8.6	8.3
Visitor	4.8	6.0	5.6	6.3	7.1	7.6	7.9	7.6
Business/Employee	0.4	0.5	0.5	0.5	0.6	0.6	0.7	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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Sulphur Springs</b>								
Total Spending (\$M)	42	53	46	52	53	53	52	46
Visitor Spending (\$M)	42	53	46	52	53	53	52	46
No Transportation (\$M)	19	23	21	23	24	24	24	26
Transportation (\$M)	23	30	24	29	29	29	28	21
Earnings (\$M)	7	8	8	9	9	9	9	10
Total Employment	430	460	410	420	420	410	380	410
State & Local Tax Rev. (\$M)	3.2	3.6	3.5	3.5	3.6	3.7	3.7	3.8
Local Tax Rev.	0.5	0.6	0.6	0.6	0.6	0.7	0.7	0.7
Visitor	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.5
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	2.7	3.0	2.9	2.9	2.9	3.1	3.1	3.2
Visitor	2.6	2.8	2.7	2.7	2.8	2.9	2.9	3.0
Business/Employee	0.1	0.2	0.2	0.2	0.2	0.2	0.2	0.2
<b>Sweetwater</b>								
Total Spending (\$M)	16	24	19	25	26	25	29	29
Visitor Spending (\$M)	16	24	19	25	26	25	29	29
No Transportation (\$M)	14	21	16	23	23	23	26	27
Transportation (\$M)	2	3	2	3	3	3	3	2
Earnings (\$M)	5	7	6	8	8	8	9	9
Total Employment	320	440	330	420	410	390	410	430
State & Local Tax Rev. (\$M)	1.5	2.2	1.7	2.4	2.4	2.4	2.8	2.9
Local Tax Rev.	0.6	0.9	0.7	1.0	1.0	1.0	1.2	1.2
Visitor	0.4	0.7	0.5	0.7	0.7	0.7	0.9	0.9
Business/Employee	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3
State Tax Rev.	0.9	1.3	1.0	1.4	1.4	1.4	1.6	1.6
Visitor	0.8	1.1	0.9	1.2	1.2	1.2	1.4	1.4
Business/Employee	0.1	0.2	0.1	0.2	0.2	0.2	0.2	0.2
<b>Temple</b>								
Total Spending (\$M)	97	108	101	110	116	120	128	125
Visitor Spending (\$M)	96	108	101	110	116	119	128	125
No Transportation (\$M)	78	85	83	88	93	96	104	107
Transportation (\$M)	19	22	18	22	23	24	24	18
Earnings (\$M)	23	25	26	29	31	33	36	38
Total Employment	1,500	1,270	1,230	1,330	1,370	1,470	1,520	1,580
State & Local Tax Rev. (\$M)	8.0	8.7	8.6	8.9	9.3	9.7	10.5	10.8
Local Tax Rev.	2.4	2.6	2.7	2.8	2.9	3.0	3.3	3.4
Visitor	1.6	1.8	1.7	1.8	1.9	2.0	2.1	2.2
Business/Employee	0.8	0.9	1.0	1.0	1.0	1.0	1.1	1.2
State Tax Rev.	5.6	6.0	5.9	6.1	6.4	6.7	7.3	7.5
Visitor	5.0	5.3	5.2	5.4	5.7	5.9	6.4	6.6
Business/Employee	0.6	0.7	0.7	0.7	0.8	0.8	0.9	0.9

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Terrell</b>								
Total Spending (\$M)	36	45	39	45	47	47	49	43
Visitor Spending (\$M)	36	45	39	45	47	47	49	43
No Transportation (\$M)	14	17	17	18	20	20	22	24
Transportation (\$M)	21	28	22	26	27	27	27	20
Earnings (\$M)	5	6	6	7	8	8	9	9
Total Employment	200	230	230	240	260	260	280	300
State & Local Tax Rev. (\$M)	2.8	3.1	3.1	3.1	3.2	3.3	3.6	3.7
Local Tax Rev.	0.5	0.5	0.6	0.6	0.6	0.6	0.7	0.8
Visitor	0.4	0.4	0.4	0.5	0.5	0.5	0.6	0.6
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2
State Tax Rev.	2.3	2.6	2.5	2.5	2.6	2.7	2.9	2.9
Visitor	2.3	2.5	2.4	2.4	2.5	2.6	2.7	2.8
Business/Employee	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
<b>Texarkana</b>								
Total Spending (\$M)	109	127	129	141	146	139	132	126
Visitor Spending (\$M)	109	127	129	141	146	139	132	126
No Transportation (\$M)	54	60	70	72	76	70	66	76
Transportation (\$M)	54	67	58	69	70	69	65	50
Earnings (\$M)	17	18	22	23	25	23	23	25
Total Employment	1,100	1,090	1,270	1,320	1,350	1,210	1,150	1,310
State & Local Tax Rev. (\$M)	8.3	8.9	9.9	9.9	10.3	9.8	9.5	10.4
Local Tax Rev.	1.6	1.8	2.2	2.2	2.4	2.2	2.0	2.3
Visitor	1.2	1.4	1.7	1.7	1.8	1.6	1.5	1.8
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6
State Tax Rev.	6.7	7.0	7.7	7.6	7.9	7.7	7.5	8.1
Visitor	6.4	6.6	7.3	7.2	7.5	7.3	7.0	7.6
Business/Employee	0.3	0.4	0.4	0.4	0.5	0.4	0.5	0.5
<b>Texas City</b>								
Total Spending (\$M)	44	58	51	58	61	64	71	63
Visitor Spending (\$M)	43	56	50	56	59	62	68	61
No Transportation (\$M)	37	49	44	48	52	55	61	56
Transportation (\$M)	5	7	6	7	7	7	7	5
Earnings (\$M)	11	15	14	16	17	17	20	19
Total Employment	550	680	600	650	660	690	770	730
State & Local Tax Rev. (\$M)	5.2	6.3	5.7	6.1	6.6	6.9	7.6	7.4
Local Tax Rev.	2.3	2.7	2.4	2.6	2.8	2.9	3.2	3.2
Visitor	0.8	1.2	0.9	1.1	1.2	1.3	1.5	1.4
Business/Employee	1.5	1.5	1.5	1.5	1.5	1.6	1.7	1.8
State Tax Rev.	3.0	3.7	3.3	3.5	3.8	4.0	4.4	4.2
Visitor	1.9	2.5	2.3	2.5	2.6	2.8	3.1	2.8
Business/Employee	1.0	1.2	1.0	1.1	1.2	1.2	1.3	1.4

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>The Colony</b>								
Total Spending (\$M)	29	31	45	52	56	56	56	60
Visitor Spending (\$M)	29	30	44	51	55	55	54	57
No Transportation (\$M)	24	24	37	43	46	47	47	51
Transportation (\$M)	5	6	7	8	8	8	7	5
Earnings (\$M)	8	8	13	15	16	17	17	19
Total Employment	300	270	420	490	520	520	520	560
State & Local Tax Rev. (\$M)	2.6	2.7	3.9	4.3	4.7	4.8	4.9	5.3
Local Tax Rev.	0.8	0.9	1.3	1.4	1.6	1.6	1.6	1.8
Visitor	0.5	0.5	0.9	1.0	1.1	1.2	1.2	1.3
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5
State Tax Rev.	1.8	1.8	2.6	2.9	3.1	3.2	3.2	3.5
Visitor	1.5	1.6	2.3	2.6	2.8	2.9	2.8	3.1
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.3	0.4	0.4
<b>The Woodlands</b>								
Total Spending (\$M)	204	244	226	257	282	293	312	313
Visitor Spending (\$M)	199	237	218	246	272	280	297	300
No Transportation (\$M)	167	195	185	208	233	242	261	272
Transportation (\$M)	32	42	33	39	40	39	36	27
Earnings (\$M)	89	105	105	119	130	136	149	165
Total Employment	2,790	2,980	2,870	3,130	3,320	3,410	3,660	3,940
State & Local Tax Rev. (\$M)	16.8	19.5	18.8	20.8	23.1	24.3	26.6	27.8
Local Tax Rev.	5.8	6.9	6.7	7.6	8.4	9.0	10.1	10.6
Visitor	4.3	5.3	4.8	5.4	6.2	6.6	7.3	7.7
Business/Employee	1.5	1.6	2.0	2.2	2.2	2.4	2.8	3.0
State Tax Rev.	10.9	12.6	12.1	13.3	14.7	15.3	16.5	17.1
Visitor	9.9	11.4	10.8	11.8	13.0	13.5	14.4	15.0
Business/Employee	1.0	1.2	1.3	1.5	1.6	1.8	2.1	2.2
<b>Tyler</b>								
Total Spending (\$M)	232	263	251	266	274	285	298	288
Visitor Spending (\$M)	207	232	225	242	250	258	269	262
No Transportation (\$M)	142	155	158	165	171	178	187	198
Transportation (\$M)	65	78	67	77	79	81	82	64
Earnings (\$M)	51	57	59	59	63	65	68	70
Total Employment	2,500	2,660	2,660	2,680	2,770	2,800	2,840	2,800
State & Local Tax Rev. (\$M)	16.4	17.9	18.1	18.3	19.0	19.9	21.1	21.9
Local Tax Rev.	4.4	4.9	5.0	5.1	5.3	5.5	5.9	6.2
Visitor	2.8	3.3	3.3	3.5	3.6	3.8	4.0	4.3
Business/Employee	1.5	1.6	1.8	1.6	1.7	1.8	1.9	1.9
State Tax Rev.	12.1	13.0	13.0	13.2	13.7	14.4	15.2	15.6
Visitor	10.9	11.6	11.7	11.9	12.3	12.9	13.5	14.0
Business/Employee	1.2	1.4	1.3	1.3	1.4	1.5	1.6	1.6

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.

### City and Place Direct Travel Impacts, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Uvalde</b>								
Total Spending (\$M)	25	29	30	37	41	33	34	29
Visitor Spending (\$M)	25	29	29	37	40	32	33	28
No Transportation (\$M)	14	16	18	22	25	20	20	20
Transportation (\$M)	11	13	11	15	15	13	13	9
Earnings (\$M)	4	5	6	7	8	6	6	6
Total Employment	270	260	310	350	390	290	280	270
State & Local Tax Rev. (\$M)	2.2	2.4	2.7	3.0	3.3	2.8	2.9	2.9
Local Tax Rev.	0.6	0.6	0.8	0.9	1.1	0.9	0.9	0.9
Visitor	0.3	0.4	0.4	0.6	0.7	0.5	0.5	0.5
Business/Employee	0.3	0.3	0.4	0.4	0.4	0.4	0.4	0.4
State Tax Rev.	1.6	1.7	1.9	2.1	2.3	1.9	2.0	2.0
Visitor	1.4	1.5	1.6	1.8	2.0	1.6	1.7	1.6
Business/Employee	0.2	0.3	0.3	0.3	0.3	0.3	0.3	0.4
<b>Victoria</b>								
Total Spending (\$M)	144	161	154	186	194	193	213	181
Visitor Spending (\$M)	142	158	152	184	193	193	212	180
No Transportation (\$M)	104	108	112	136	145	145	164	145
Transportation (\$M)	39	50	40	48	48	48	48	35
Earnings (\$M)	28	30	31	36	39	38	41	42
Total Employment	1,480	1,430	1,340	1,530	1,580	1,500	1,610	1,600
State & Local Tax Rev. (\$M)	11.4	11.9	12.2	14.2	15.2	15.1	16.9	15.4
Local Tax Rev.	2.8	3.0	3.2	4.0	4.4	4.2	4.9	4.3
Visitor	1.7	1.9	2.0	2.7	3.1	2.9	3.4	2.8
Business/Employee	1.1	1.1	1.2	1.3	1.3	1.3	1.4	1.5
State Tax Rev.	8.5	9.0	9.0	10.2	10.8	10.9	12.0	11.1
Visitor	7.7	8.0	8.1	9.2	9.6	9.8	10.8	9.8
Business/Employee	0.8	0.9	0.9	1.0	1.1	1.1	1.2	1.3
<b>Waco</b>								
Total Spending (\$M)	259	288	270	279	286	295	313	309
Visitor Spending (\$M)	244	272	255	264	271	280	297	293
No Transportation (\$M)	165	174	175	173	179	188	203	220
Transportation (\$M)	78	98	80	92	92	92	94	73
Earnings (\$M)	51	53	57	58	59	62	67	73
Total Employment	2,870	2,860	2,880	2,830	2,820	2,940	3,040	3,170
State & Local Tax Rev. (\$M)	19.8	20.8	21.0	20.5	21.2	22.3	24.0	25.7
Local Tax Rev.	5.1	5.3	5.6	5.5	5.7	6.1	6.6	7.3
Visitor	3.0	3.2	3.2	3.1	3.3	3.6	3.9	4.4
Business/Employee	2.1	2.1	2.5	2.3	2.4	2.5	2.7	2.9
State Tax Rev.	14.7	15.5	15.4	15.0	15.4	16.2	17.4	18.4
Visitor	13.0	13.7	13.5	13.1	13.4	14.1	15.1	16.0
Business/Employee	1.7	1.8	1.9	1.9	2.0	2.2	2.3	2.5

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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Waxahachie</b>								
Total Spending (\$M)	38	49	39	47	49	50	54	53
Visitor Spending (\$M)	38	49	39	47	49	50	53	53
No Transportation (\$M)	25	31	26	30	32	33	36	40
Transportation (\$M)	13	18	13	16	17	17	17	13
Earnings (\$M)	9	11	10	11	12	12	14	16
Total Employment	310	340	290	330	340	360	390	430
State & Local Tax Rev. (\$M)	3.2	3.9	3.4	3.7	3.9	4.0	4.4	4.9
Local Tax Rev.	0.9	1.1	0.9	1.0	1.1	1.1	1.3	1.4
Visitor	0.6	0.8	0.6	0.7	0.8	0.8	0.9	1.1
Business/Employee	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.4
State Tax Rev.	2.4	2.8	2.4	2.7	2.8	2.9	3.2	3.4
Visitor	2.2	2.6	2.2	2.5	2.6	2.7	2.9	3.1
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.3	0.3
<b>Weatherford</b>								
Total Spending (\$M)	65	79	59	65	71	73	74	67
Visitor Spending (\$M)	65	79	59	65	71	73	74	67
No Transportation (\$M)	39	45	35	36	40	43	44	45
Transportation (\$M)	26	34	25	29	31	31	30	22
Earnings (\$M)	13	15	12	13	14	15	16	17
Total Employment	570	600	470	470	510	530	540	580
State & Local Tax Rev. (\$M)	4.9	5.5	4.4	4.4	4.9	5.2	5.3	5.4
Local Tax Rev.	1.1	1.2	0.9	1.0	1.1	1.1	1.2	1.2
Visitor	0.9	1.0	0.7	0.8	0.9	0.9	1.0	1.0
Business/Employee	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2
State Tax Rev.	3.9	4.3	3.5	3.5	3.8	4.0	4.1	4.2
Visitor	3.7	4.1	3.4	3.3	3.6	3.8	3.9	4.0
Business/Employee	0.1	0.2	0.1	0.1	0.2	0.2	0.2	0.2
<b>Webster</b>								
Total Spending (\$M)	94	104	119	130	141	145	165	163
Visitor Spending (\$M)	93	103	118	129	139	143	163	161
No Transportation (\$M)	62	67	78	85	93	97	113	118
Transportation (\$M)	31	36	39	44	46	46	50	43
Earnings (\$M)	25	27	33	36	38	40	47	52
Total Employment	940	930	1,130	1,180	1,240	1,280	1,460	1,550
State & Local Tax Rev. (\$M)	8.5	9.0	10.6	11.1	12.1	12.8	14.7	15.4
Local Tax Rev.	3.0	3.3	3.7	3.9	4.4	4.7	5.5	5.8
Visitor	2.5	2.8	3.2	3.4	3.9	4.2	5.0	5.2
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.6
State Tax Rev.	5.5	5.8	6.9	7.1	7.7	8.0	9.2	9.6
Visitor	5.3	5.4	6.6	6.8	7.3	7.6	8.8	9.2
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 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, 2006-2015p

	2006	2008	2010	2011	2012	2013	2014	2015p
<b>Weslaco</b>								
Total Spending (\$M)	59	64	60	59	61	62	68	70
Visitor Spending (\$M)	59	64	59	59	61	62	67	70
No Transportation (\$M)	50	53	50	49	51	52	57	62
Transportation (\$M)	9	12	9	10	10	10	10	8
Earnings (\$M)	15	16	16	16	16	17	19	21
Total Employment	860	850	800	780	770	800	860	960
State & Local Tax Rev. (\$M)	4.9	5.2	5.1	4.9	5.1	5.2	5.7	6.2
Local Tax Rev.	1.5	1.6	1.6	1.5	1.6	1.6	1.8	2.0
Visitor	0.9	1.0	0.9	0.9	0.9	0.9	1.1	1.2
Business/Employee	0.6	0.6	0.7	0.7	0.7	0.7	0.7	0.8
State Tax Rev.	3.4	3.6	3.5	3.3	3.5	3.6	3.9	4.2
Visitor	3.0	3.2	3.0	2.9	3.0	3.1	3.3	3.6
Business/Employee	0.4	0.4	0.5	0.5	0.5	0.5	0.6	0.6
<b>Wichita Falls</b>								
Total Spending (\$M)	166	178	177	185	184	190	198	187
Visitor Spending (\$M)	165	178	176	184	184	189	197	187
No Transportation (\$M)	124	127	135	137	136	141	149	150
Transportation (\$M)	40	50	41	47	48	49	48	37
Earnings (\$M)	37	38	42	43	44	45	48	50
Total Employment	2,760	2,670	2,790	2,830	2,790	2,830	2,910	3,000
State & Local Tax Rev. (\$M)	14.0	14.4	15.2	15.1	15.1	15.7	16.7	16.9
Local Tax Rev.	4.2	4.3	4.7	4.7	4.7	4.8	5.2	5.3
Visitor	2.6	2.7	2.9	3.0	2.9	3.0	3.2	3.3
Business/Employee	1.6	1.6	1.8	1.8	1.8	1.8	2.0	2.0
State Tax Rev.	9.8	10.1	10.4	10.4	10.4	10.9	11.5	11.6
Visitor	8.7	8.9	9.2	9.1	9.1	9.5	10.0	10.1
Business/Employee	1.1	1.2	1.2	1.3	1.4	1.4	1.5	1.5

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.* Regional Travel Impact Model

*Appendix B.* Travel Industry Accounts: A comparison of the  
Regional Travel Impact Model and  
Travel & Tourism Satellite Accounts

*Appendix C.* Texas Earnings and Employment by Industry Sector

*Appendix D.* Secondary Impacts Industry Groups

## **REGIONAL TRAVEL IMPACT MODEL**

This appendix provides a brief overview of methodology, terminology and limitations of these impact estimates. Other appendices in this report provide greater detail for many of these topics.

### **REVISIONS TO 2015 REPORT**

The revisions in this year's report concern reporting. (1) "Resident" tax revenue was re-labeled as "Business/employee" tax revenue. (2) Visitor spending is broken out into transportation and non-transportation categories in many of the summary tables. Transportation spending includes motor fuel, auto rental, other ground transportation expenditures and one-way airfares.

### **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 tax receipts 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.

### **SECONDARY (INDIRECT AND INDUCED) IMPACTS**

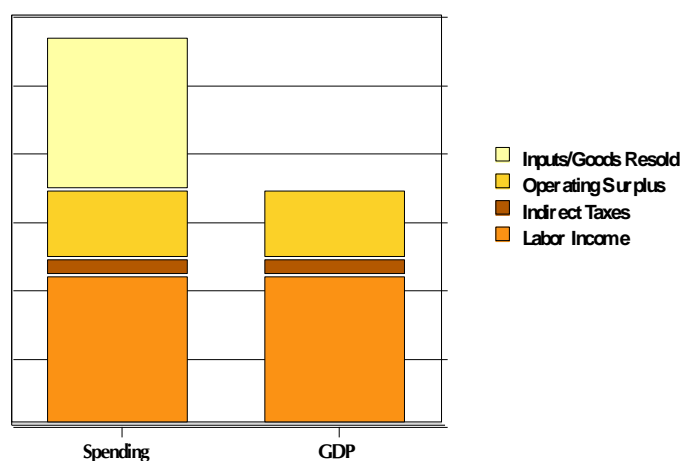
*Direct* impacts are reported for all counties, metropolitan areas, tourism regions, and selected cities and places within Texas. *Secondary* employment and earnings impacts over and above direct impacts are reported at the state level only. These indirect and induced impacts are generated from the direct impacts produced by the RTIM, discussed above, and an input-output model of the Texas economy prepared by the Minnesota 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 the direct, 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 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 (e.g., 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 part 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 sales 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.

## COMPARISON WITH OTHER EXPORT-ORIENTED INDUSTRIES

Export-oriented industries are those industries that primarily market their products and services to other regions, states or nations. Agriculture, mining, and manufacturing are the best examples of export-oriented industries. Clearly, there are cases in each of these three sectors where the products are sold within the local or regional market. Nonetheless, in general most businesses within these industries depend on export markets. The travel industry is also an export-oriented industry because goods and services are sold to *visitors*, rather than residents. The travel industry injects money into the local economy, as do the exports of other industries.

Exports are not necessarily more important than locally traded goods and services. However, diverse export-oriented industries in any economy are a source of strength – in part because they generate income that contributes to the development of other local services and amenities. Such industries characterize the “comparative advantage” of the local economy within larger regional, national and global markets.

For the purposes of this report, the four major export-oriented industries in Texas are<sup>1</sup>:

- **Microelectronics.** This industry includes establishments that manufacture computers, communications equipment and similar products and components that utilize integrated circuits. This is the largest manufacturing subsector (NAICS 334) in Texas.
- **Agriculture/Food.** The agriculture and food group encompasses parts of two major industry categories: crop and animal production, and food manufacturing or processing.
- **Oil/Gas.** This industry is comprised of oil and gas extraction and the manufacture of petroleum and chemical products.
- **Travel.** A portion of the transportation, retail, leisure, and hospitality industries as estimated in this report.

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<sup>1</sup> This comparison is based on a more detailed discussion of the travel industry domestic product, *The Economic Significance of the Texas Travel Industry*, prepared for Texas Office of the Governor, Economic Development & Tourism by Dean Runyan Associates, February 2004. Appendix C of this report also shows the earnings and employment of primary industry sectors in Texas.

These industries are compared in terms of earnings and GDP in order to illustrate the significance of the travel industry in the larger economy. This type of comparison is more meaningful for the travel industry than comparisons with non-export oriented industries (e.g., health care, retail trade, government) where industry growth is largely a function of population and demographic factors.

### **TYPES OF TRAVEL IMPACTS INCLUDED**

Most of the travel that occurs in Texas is included in the scope of this analysis. The purpose of such travel can be for business, pleasure, shopping, to attend meetings, or for personal, medical or educational purposes. All trips to Texas by U.S. residents and foreign visitors are included. The travel of Texas residents to other destinations within Texas is included, provided that it is neither commuting nor other routine travel. Travel to non-Texas destinations by Texas residents is not included as a component of visitor spending. Outbound air travel impacts and spending on travel arrangement services are included in the "Other Travel" category.

The impacts associated with both overnight and day travel are included if the travelers remain at the destination overnight or the destination is over 50 miles, one-way, from the traveler's home. These definitions are used to screen and, if necessary, to interpret and adjust local data used for travel impact measurements. The most conservative interpretation is employed where data limitations cause deviations from the above definition.

### **TRANSPORTATION IMPACTS**

The focus of this analysis is on the destination-specific impacts of visitors. This is straightforward with respect to the spending on commodities such as accommodations, food services, recreation and retail purchases. It is less obvious with respect to ground and air transportation services, in that transportation provides a link between an origin and destination. In this report, the impacts related to spending on transportation are allocated to the location (i.e., county) in which those spending impacts occur, regardless of whether that location is the ultimate destination of the visitor. For this reason, urban counties will tend to have relatively greater transportation impacts even though some of that spending on transportation will be related to visits at other destinations.

## IMPACT CATEGORIES

The specific categories of travel impacts included in this analysis are as follows:

Impact Category	Description
Expenditures	Purchases by travelers during their trip, including lodging taxes and other applicable local and state taxes, paid by the traveler at the point of sale.
Earnings	The earnings (wage and salary disbursements, earned benefits and proprietor income) of employees and owners of businesses that receive travel expenditures. Only the earnings attributable to travel expenditures are included; this typically is only a portion of all business receipts.
Employment	Employment associated with the above earnings; this includes both full- and part-time positions of wage and salary workers and proprietors.
Local Tax Receipts	<i>Visitor</i> taxes include all taxes levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods, auto rental and airport passenger facility charges. <i>Business and employee</i> taxes include property tax payments and sales tax revenue attributable to the income of travel industry businesses and employees.
State Tax Receipts	<i>Visitor</i> taxes include all taxes levied on applicable travel-related purchases, including lodging, food and beverage service, retail goods, and auto rental. <i>Business and employee</i> taxes include the franchise tax and sales tax revenue attributable to the income of travel industry businesses and employees.

## VISITOR CATEGORIES

Travelers are classified according to the type of accommodation in which they stay. The types of visitors are as follows:

Type of Visitor	Description
Hotel/Motel	Travelers staying in hotels, motels, resorts, bed & breakfast establishments, and other commercial accommodations, excluding campgrounds, where a transient lodging tax is collected.
Campground	Travelers staying in a privately owned (i.e., commercial) or publicly managed campgrounds.
Private Home	Travelers staying as guests with friends or relatives.
Vacation Home	Travelers using their own vacation home or timeshare and those borrowing or renting a vacation home where a transient lodging tax is not collected.
Day Visitor	Both in-state and out-of-state residents whose trip does not include an overnight stay at a destination in Texas.

## REPORTING FORMAT

A description of the headings and categories of the detailed direct impact tables is provided below.

- *Total Direct Travel Spending* includes the total visitor spending at destination, described above, plus spending on travel agencies and resident air travel (other spending). Total direct travel spending does not include secondary (indirect and induced) effects.
- *Visitor Spending by Type of Traveler Accommodation* refers to the total direct spending of each category of visitor at that destination (county or state). For example, the spending of visitors that stayed at hotels or motels includes their spending on accommodations, food & beverage service, recreation, transportation and all other visitor related commodities.
- *Visitor Spending by Commodity Purchased* refers to the total spending on each commodity for all types of visitors. For example, the total spending on Food & Beverage Services includes spending by visitors staying in hotels, private campgrounds, private homes and the other types of accommodation. The total spending on commodities is identical to the total spending by type of accommodation.

The next two sections, *Travel-Generated Earnings and Employment by Industry*, provide estimates of travel-generated earnings and employment that are based on an industry, rather than a commodity, classification. A business that is classified in a particular industry may include more than one commodity. For example, a resort that is classified in the accommodation industry may provide accommodations, food and beverages, and recreation.

- *Industry Earnings Generated by Travel Spending* includes the payroll, other earned benefits and proprietor income of all employees in that industry classification.
- *Industry Employment Generated by Travel Spending* includes all full- and part-time employees. This includes payroll employees covered by unemployment insurance and those that are not, as well as proprietors.

The final section provides an estimate of tax receipts generated by travel spending.

- *Tax Revenues Generated by Travel Spending* provides a breakout of local, state and federal tax receipts at the state level, and local and state tax receipts for areas within the state. The local and state taxes are further broken out as “visitor” and “business/employee”. Visitor taxes include all transient occupancy taxes, sales taxes, mixed beverage taxes, motor fuel taxes, auto rental taxes and airport passenger facility charges. Business/employee taxes include property taxes, the franchise tax and the sales/excise tax payments attributable to the income of travel industry employees. Federal taxes include income and payroll taxes, the motor fuel excise tax and airline ticket taxes.



## INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of several issues regarding the interpretation of the impact estimates contained herein.

- The monetary estimates in this report are expressed in *current* dollars. There is no adjustment for inflation, with the exception of two graphs in the national and state sections of the report.
- The employment estimates in this report are estimates of the total number of full- and part-time jobs (positions) directly generated by travel spending, rather than the number of individuals employed. Both payroll jobs 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.
- The estimates in this report supersede all previously published impact estimates.

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**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 now provides annual and quarterly 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.”<sup>2</sup> 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 (TTSAs). 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.

**PRIMARY CONCEPTS, CATEGORIES & DATA REQUIREMENTS**

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<sup>2</sup> 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.

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 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.<sup>3</sup> There are only three significant industrial classifications, accommodations (NAICS 721) and Scheduled Passenger Air Transportation (NAICS 481111) and Travel Arrangement and Reservation Services (NAICS 5615) that *primarily* sell travel industry goods and services.<sup>4</sup> 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 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

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<sup>3</sup> The North American Industrial Classification System (NAICS) is the current standard in the United States.

<sup>4</sup> 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.

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.<sup>5</sup>

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*, which 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*.<sup>6</sup>

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.<sup>7</sup>

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<sup>5</sup> 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.

<sup>6</sup> 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.

<sup>7</sup> 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.

**Bureau of Economic Analysis Tourism Industries  
Distribution of Travel-Generated Compensation  
in United States, 2007**

<b>Accommodation &amp; Food Services</b>	<b>38.1%</b>
Traveler accommodations	21.5%
Food services and drinking places	16.6%
<b>Transportation</b>	<b>23.3%</b>
Air transportation	15.4%
Rail transportation	0.4%
Water transportation	1.2%
Interurban bus transportation	0.3%
Interurban charter bus transportation	0.2%
Urban transit systems & other tran.	1.7%
Taxi service	1.0%
Automotive equipment rental & leasing	2.0%
Automotive repair services	0.8%
Parking lots and garages	0.2%
Toll highways	0.1%
<b>Recreation</b>	<b>11.2%</b>
Scenic and sightseeing transportation	0.4%
Motion pictures and performing arts	1.1%
Spectator sports	2.3%
Participant sports	2.4%
Gambling	3.0%
All other recreation and entertainment	2.0%
<b>Retail &amp; Nondurable Goods Production</b>	<b>17.8%</b>
Petroleum refineries	0.6%
Industries producing nondurable PCE commodities, excluding petroleum refineries	4.4%
Wholesale trade & tran. services	5.8%
Gasoline service stations	1.3%
Retail trade services, excluding gasoline service stations	5.8%
<b>Travel Arrangement</b>	<b>7.3%</b>
<b>All other industries</b>	<b>2.2%</b>
<b>Total Tourism Compensation</b>	<b>100.0%</b>

Source: Adapted from Eric S. Griffith and Steven L. Zemanek, "U.S. Travel and Tourism Satellite Accounts for 2005-2008," Survey of Current Business (June 2009): 37, table 6.

## RTIM Travel Impact Industries Matched to NAICS

Travel Impact Industry	NAICS Industry (code)
<b>Accommodation &amp; Food Services</b>	Accommodation (721) Food Services and Drinking Places (722)
<b>Arts, Entertainment &amp; Recreation</b>	Performing Arts, Spectator Sports (711) Museums (712) Amusement, Gambling (713) Scenic and Sightseeing Transportation (487)
<b>Retail</b>	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)
<b>Ground Transportation</b>	Interurban and rural bus transportation (4852) Taxi and Limousine Service (4853) Charter Bus Industry (4855) Passenger Car Rental (532111) Parking Lots and Garages (812930)
<b>Air Transportation</b>	Scheduled Air Passenger Transportation (481111) Support Activities for Air Transportation (4881)
<b>Administrative/Support Services</b>	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.<sup>8</sup> 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.<sup>9</sup> 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.<sup>10</sup>

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<sup>8</sup> Conversely, the spending of U.S. visitors in other countries is treated as an import in the international transaction accounts.

<sup>9</sup> The issues discussed with regard to the reliability of survey data for leisure versus business travel also applies to this category.

<sup>10</sup> 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.<sup>11</sup> 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, B&Bs., 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.

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<sup>11</sup> 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).



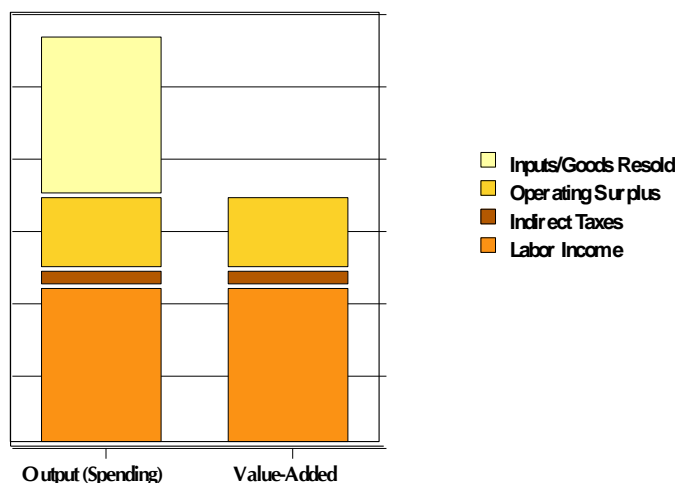
## COMPONENTS OF INDUSTRY OUTPUT

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:<sup>12</sup>

- 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. The economic impact of air passenger travel in the state of Hawaii should not include the purchase of airplanes manufactured in the United States mainland

<sup>12</sup> 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.

by Boeing or in Europe by Airbus. Value-added is a more meaningful measure of the true economic impact of visitor spending in Hawaii because some of the economic impact of that spending will occur elsewhere.<sup>13</sup>

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.<sup>14</sup> 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 Domestic Product). At the level of the state, travel industry value-added or GDP is an important measure – more economically meaningful than travel spending.<sup>15</sup> 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 revenue***. 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.

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<sup>13</sup> 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.

<sup>14</sup> 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.

<sup>15</sup> 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 as 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.<sup>16</sup> 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.

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.

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<sup>16</sup> The induced effects can be estimated with the Implan model maintained by the Minnesota Implan Group.

## **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, 2014

Industry Sector	Earnings (\$Million)	Percent of Total	Employment (Thousand)	Percent of Total
<b>Primarily Export-Oriented</b>	<b>181,744</b>	<b>19.2%</b>	<b>1,871</b>	<b>11.7%</b>
Agriculture, Forestry, Fishing and related	7,027	0.7%	329	2.1%
Mining	90,014	9.5%	575	3.6%
Manufacturing	84,703	8.9%	966	6.0%
<i>**Travel</i>	21,630	2.3%	626	3.9%
<b>Primarily Non Export-Oriented</b>	<b>434,167</b>	<b>45.7%</b>	<b>8,113</b>	<b>50.8%</b>
Construction	70,742	7.5%	1,031	6.4%
Utilities	8,915	0.9%	54	0.3%
Wholesale trade	58,056	6.1%	632	4.0%
Retail trade	53,531	5.6%	1,554	9.7%
Real estate and rental and leasing	22,404	2.4%	701	4.4%
Management of companies and enterprises	14,996	1.6%	146	0.9%
Administrative and waste services	41,013	4.3%	1,078	6.7%
Other services, except public administration	34,697	3.7%	933	5.8%
Government and government enterprises	129,812	13.7%	1,984	12.4%
<b>Mixed</b>	<b>333,140</b>	<b>35.1%</b>	<b>5,998</b>	<b>37.5%</b>
Transportation and warehousing	47,434	5.0%	591	3.7%
Information	20,715	2.2%	248	1.5%
Finance and insurance	53,778	5.7%	935	5.9%
Professional and technical services	85,642	9.0%	1,044	6.5%
Educational services	8,617	0.9%	243	1.5%
Health care and social assistance	82,542	8.7%	1,523	9.5%
Leisure and Hospitality	34,412	3.6%	1,414	8.8%
<b>Texas Total**</b>	<b>949,051</b>	<b>100.0%</b>	<b>15,982</b>	<b>100.0%</b>

\*\*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).

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## 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, and related activities
- 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