#### Main Street is Economic Development

Over the past 12 month period, Texas' **87** designated Main Street communities reported reinvestment into their Main Street districts.

### \$353.96 MILLION TOTAL



PRIVATE **\$154.86M** 



\$199.10M

453

small businesses and 2,557 jobs were created.



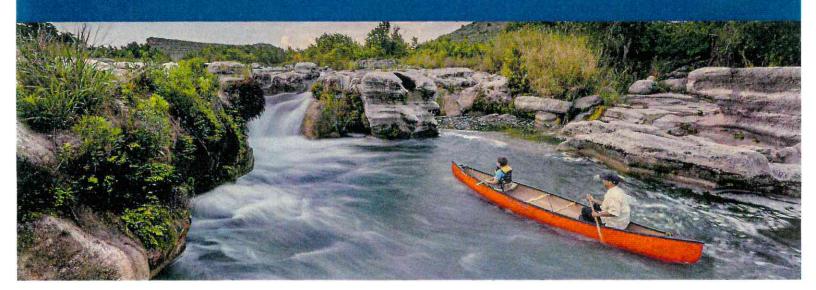




105, 333

**volunteer hours** were contributed to local Main Street programs.

# **TEXAS TRAVEL FACTS**



## **TEXAS TRAVEL INDUSTRY IMPACTS (2017p)**

- The \$74.7 billion Texas travel industry is a vital part of the state and local economies.
- Direct travel spending increased by 8% in current dollars.
- \$7.0 billion generated in state and local tax revenues.
- Each Texas household saves \$690 in state and local taxes generated by travel.
- **677,600** jobs directly supported by travel spending, the **7th** consecutive year of tourism employment growth.
- \$10.8 billion in hotel room revenue in properties with 30 or more rooms.
- **68.5** million travelers visited Texas from outside the state.

## **IMPORTANCE OF TOURISM PROMOTION (FY2017)**

- Out-of-state tourism advertising and marketing grows Texas jobs.
- Out-of-state leisure travelers spend more and stay longer, spurring economic development.
- Travel Texas advertising generated \$282 million in state taxes from out-of-state travel, an 8-to-1 return.
- Travel Texas advertising influenced \$4.6 billion in travel spending.
- Non-Texans aware of advertising are more likely to view Texas as a desirable leisure travel destination.
- Tourism advertising also improves non-Texan's perceptions of Texas as a place to do business or relocate a business.

FOR MORE INFORMATION, VISIT TRAVEL.TEXAS.GOV

