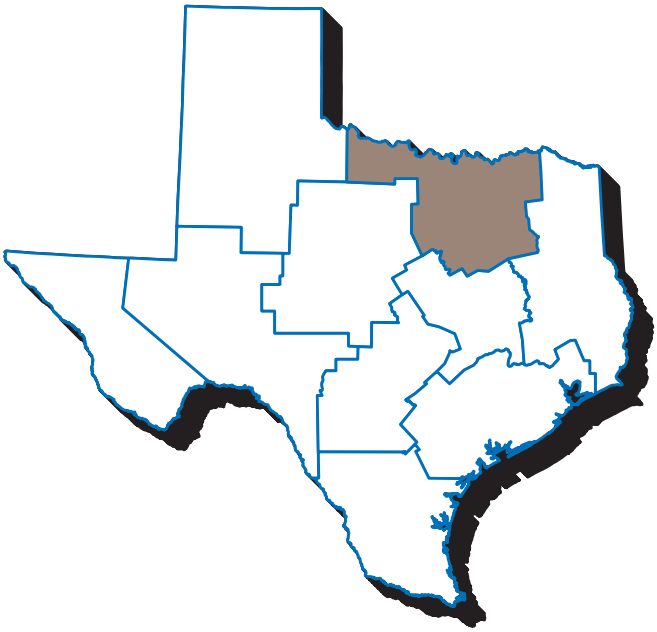
Texas LAKES TRAIL REGION Economic Impact



The 31-county Texas Lakes Trail Region features rich heritage, diverse culture, and unforgettable history, including four Texas Historical Commission state historic sites. Travel and tourism are vital to the Texas economy, and the Lakes Trail Region is no exception. In 2018, direct travel spending in the Lakes Trail Region accounted for roughly $24.6 billion of the overall $80.3 billion spent by visitors to the state.

Visiting historic sites, communities, and museums is a significant component of the state's and region's travel industry. A 2015 study by The University of Texas at Austin and Rutgers University determined that more than 10.5 percent of all travel in Texas is heritage-related.

Travel Matters

$24,555,710,000
direct travel spending in 2018

$981,650,000
state and local taxes generated from travel spending

Travel Means Jobs

221,400
jobs directly supported by tourism spending within the region

$10,696,340,000
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, August 2019

For more information, contact the Lakes Trail Region at **jill@texaslakestrail.net**.
or the Heritage Tourism Program at the Texas Historical Commission at **community-heritage@thc.texas.gov**.

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