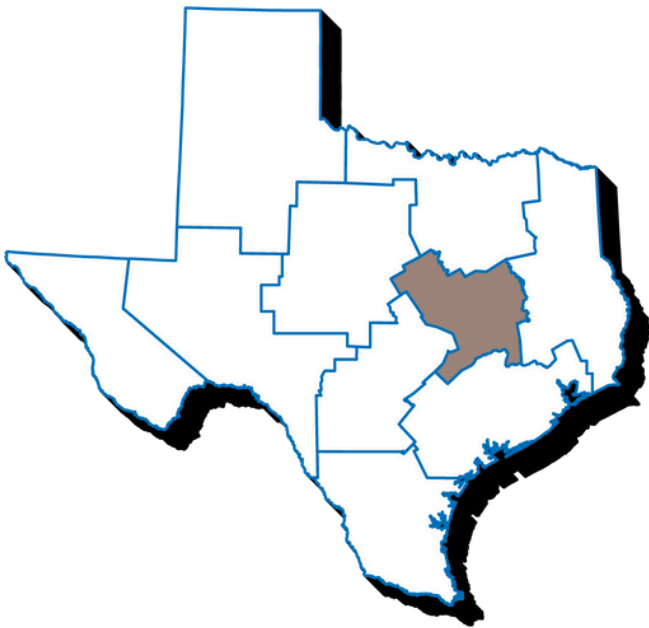


# Texas BRAZOS TRAIL REGION Economic Impact



The 18-county Texas Brazos Trail Region features rich heritage, rich culture, and unforgettable history, including two Texas Historical Commission state historic sites.

Travel and tourism are vital to the Texas economy, and the Brazos Trail Region is no exception. In 2024, direct travel spending in the Brazos Trail Region accounted for roughly \$3.9 billion of the overall \$97.5 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.

Following devastating declines due to the pandemic, the Texas travel industry continues its rebound in 2024. Travel spending increased an estimated 3.5% compared to the prior year, and all economic indicators now exceed the pre-pandemic level.

## Travel Matters

## Travel Means Jobs



**\$3.9 billion**  
direct travel spending in 2024



**32.7 thousand**  
jobs directly supported by tourism  
spending within the region



**\$380.5 million**  
state and local taxes generated  
from travel spending



**\$1.2 billion**  
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, April 2025

For more information, contact the Brazos Trail Region at [info@texasbrazostrail.com](mailto:info@texasbrazostrail.com), or the Heritage Tourism Program at the Texas Historical Commission at [THCheritagetourism@thc.texas.gov](mailto:THCheritagetourism@thc.texas.gov).

