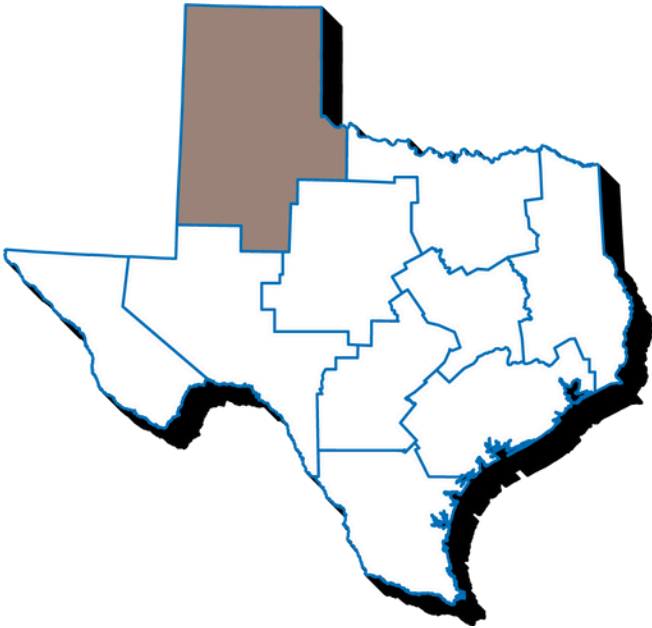


Texas PLAINS TRAIL REGION Economic Impact



The 52-county Texas Plains 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 Plains Trail Region is no exception. In 2024, direct travel spending in the Plains Trail Region accounted for roughly \$3.0 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



\$3.0 billion
direct travel spending in 2024



24.2 thousand
jobs directly supported by tourism spending within the region



\$265.9 million
state and local taxes generated from travel spending



\$837.7 million
travel-generated earnings

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

For more information, contact the Plains Trail Region at info@texasplainstrail.com, or the Heritage Tourism Program at the Texas Historical Commission at THCheritagetourism@thc.texas.gov.

