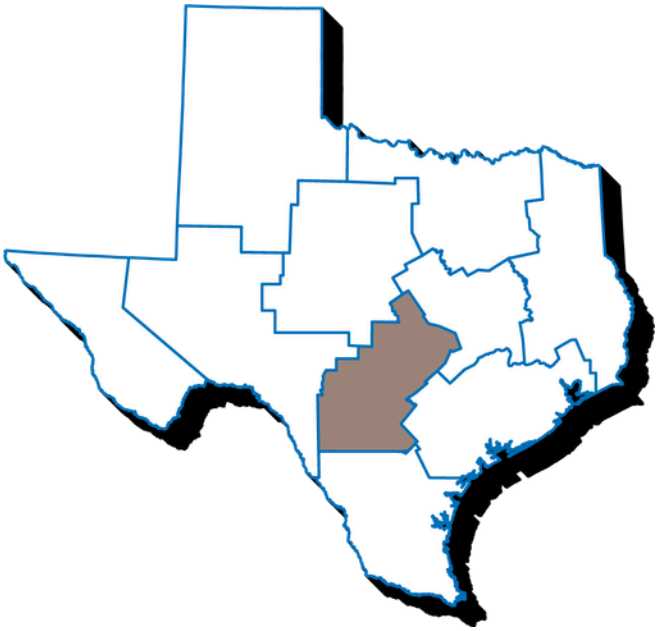
Texas HILL COUNTRY TRAIL REGION

Economic Impact



The 19-county Texas Hill Country Trail Region features rich heritage, rich culture, and unforgettable history, including five Texas Historical Commission state historic sites.

Travel and tourism are vital to the Texas economy, and the Hill Country Trail Region is no exception. In 2025, direct travel spending in the Hill Country Trail Region accounted for roughly $22.8 billion of the overall $98.7 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.

In 2025, the Texas travel industry continued to stabilize following the steep decline during 2020. Travel spending increased an estimated 1.2% compared to the prior year, and all economic indicators now exceed the pre-pandemic level.

Travel Matters

$22.8 billion
direct travel spending in 2025

$2.2 billion
state and local taxes generated from travel spending

Travel Means Jobs

179.4 thousand
jobs directly supported by tourism spending within the region

$8.3 billion
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, April 2026

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

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