

Facts and Tourism Priorities for Texas and Your Legislative District

Representative Sheryl Cole

District 46

Importance of tourism industry to Texas and your legislative district:

✓ **Tourism within your area:**

- ✓ **State Taxes:** Tourism in your area generates \$60.1 million in state taxes annually.
- ✓ **Local Taxes:** Tourism in your area generates \$48.5 million in local taxes annually.
- ✓ **Employment:** Tourism spending supports more than 9,048 area jobs.
- ✓ **Spending:** Tourists spend \$1.07 billion in your area.

In travel industry studies, Texas is the **3rd most popular** leisure travel destination in the U.S., behind only California and Florida.

In 2021, **tourism spending** in Texas totaled over **\$76 billion**. This number nearly doubles if indirect spending is included.

Tourism directly **supports over 630,000 Texas jobs**. This number nearly doubles if indirect employment is included.

To sustain and grow Texas tourism, please:

Maintain Funding for Tourism Promotion in the State Budget

Every legislative session, the hotel and travel industry advocate to protect the 1/12th dedicated portion of the state hotel occupancy tax that is used to promote Texas as a tourism destination as part of the state appropriations bill.

The full 1/12th of the state hotel occupancy tax revenue remains dedicated to promoting tourism under state law and cannot be spent for any other purpose. This means the dedicated state hotel tax dollars must be spent promoting Texas as a tourism destination, which increases the State's return-on-investment.

Contacts: Scott Joslove, President & CEO
Texas Hotel & Lodging Assn. Ph: 512-474-2996

Mike Toomey, Carrie Simmons: Ph: 512-473-2646