

HATCFACTS

State of Texas



TEXAS IS THE **3rd Most popular travel destination in the US**

TEXAS **Supports over 1 Million jobs state wide**

TEXAS HAS THE **highest hotel occupancy tax rates** IN THE COUNTRY

FOR EVERY \$1 THE STATE SPENDS TO ADVERTISE TEXAS AS A TOURIST DESTINATION, MORE THAN \$7 IS RETURNED IN STATE TAX REVENUES THAT ARE USED TO **fund ALL state programs.**

IN 2013 **direct travel spending in Texas totaled more than \$67.5 billion,** AN INCREASE OF 3% OVER THE PREVIOUS YEAR. THIS SPENDING **generated \$3.3 billion in state taxes and \$1.4 in local taxes.**