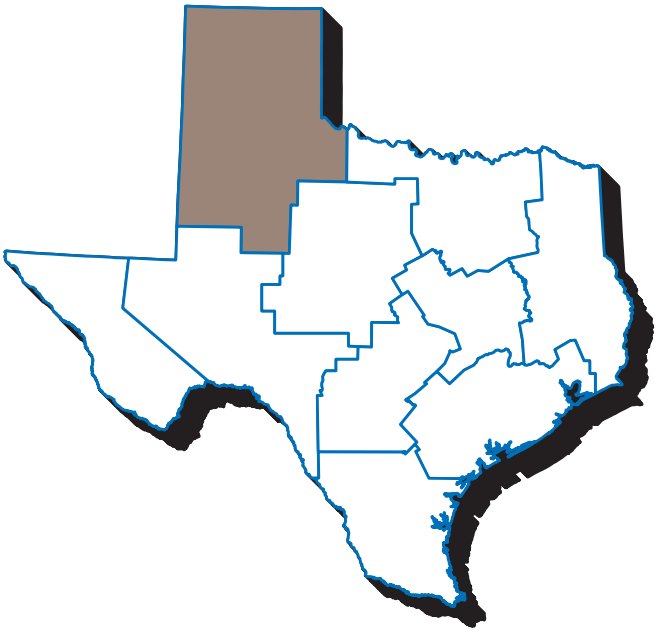
Texas PLAINS TRAIL REGION Economic Impact



The 52-county Texas Plains Trail Region features rich heritage, diverse culture, and unforgettable history including one Texas Historical Commission state historic site. Travel and tourism are vital to the Texas economy, and the Plains Trail Region is no exception. In 2021, direct travel spending in the Plains Trail Region accounted for roughly $2.6 billion of the overall $76.6 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 experienced a significant rebound in 2021. Travel spending increased an estimated 35.7% compared to the prior year, and all economic indicators are approaching a pre-pandemic level.

Travel Matters

$2,600,000,000
direct travel spending in 2021

$259,800,000
state and local taxes generated from travel spending

Travel Means Jobs

24,400
jobs directly supported by tourism spending within the region

$731,900,000
travel-generated earnings

Source: Dean Runyan and Associates, Travel Texas, April 2022

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**.

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