

A photograph of a store or museum displaying a large collection of cowboy boots. The boots are arranged on several wooden shelves, filling the frame. They vary in color, including dark brown, light tan, and reddish-brown, and feature intricate patterns and designs. The background is a dark wood wall.

**TEXAS**

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OFFICE OF THE GOVERNOR  
ECONOMIC DEVELOPMENT & TOURISM



# TOURISM ADVERTISING & MARKETING

GUADALUPE MOUNTAINS NATIONAL PARK

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A wide-angle landscape photograph of the Guadalupe Mountains National Park. The scene is dominated by rugged, rocky mountain peaks and ridges. In the foreground, a man and a woman are perched on a rocky outcrop. The man is crouching, and the woman is standing next to him, both looking out over the vast, green valley below. The sky is filled with large, white, fluffy clouds, and the overall atmosphere is bright and clear. A semi-transparent grey banner is overlaid across the middle of the image, containing the text 'RESEARCH DRIVEN!' in white, bold, sans-serif capital letters.

# RESEARCH DRIVEN!

GUADALUPE MOUNTAINS NATIONAL PARK

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A scenic view of the Guadalupe Mountains National Park. The foreground shows a rocky ridge with sparse vegetation, including a large agave plant. In the middle ground, a man in a blue shirt is crouching, and a woman in a green vest and blue jeans is standing next to him, looking out over the landscape. The background features a vast, green valley with rolling hills and a prominent, rocky mountain peak under a blue sky with scattered white clouds. A semi-transparent grey banner is overlaid across the middle of the image, containing the text.

BIG DATA  
ADVERTISING STUDIES  
ECONOMIC IMPACT  
HOTEL TRACKING  
VISITOR SURVEYS



# ECONOMIC IMPACT HOTEL TRACKING VISITOR SURVEYS

GUADALUPE MOUNTAINS NATIONAL PARK

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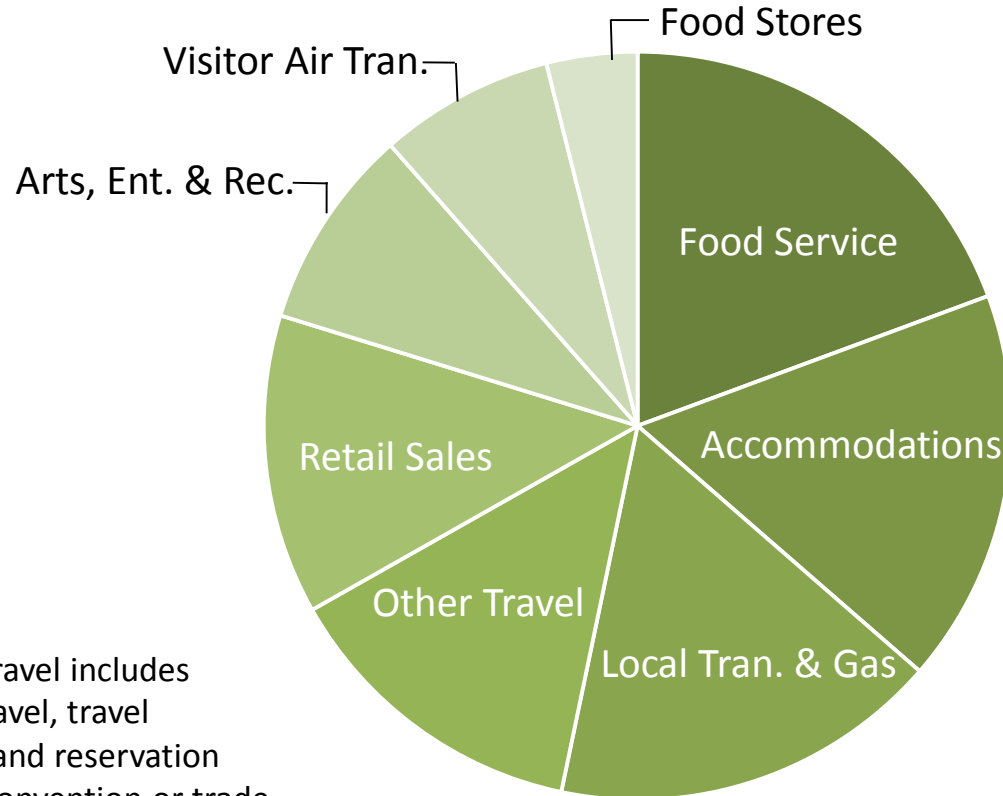
A woman with long brown hair, wearing a dark blue top, is looking into a large, ornate wooden mirror. The mirror is mounted on a wooden counter. In the background, a woman in a blue shirt is standing near a staircase in a well-lit boutique. The store is filled with various items, including handbags and clothing. The overall atmosphere is warm and inviting.

# ECONOMIC IMPACT

STASH, HOUSTON

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# Travel Spending (2016 - \$69.1 Billion)

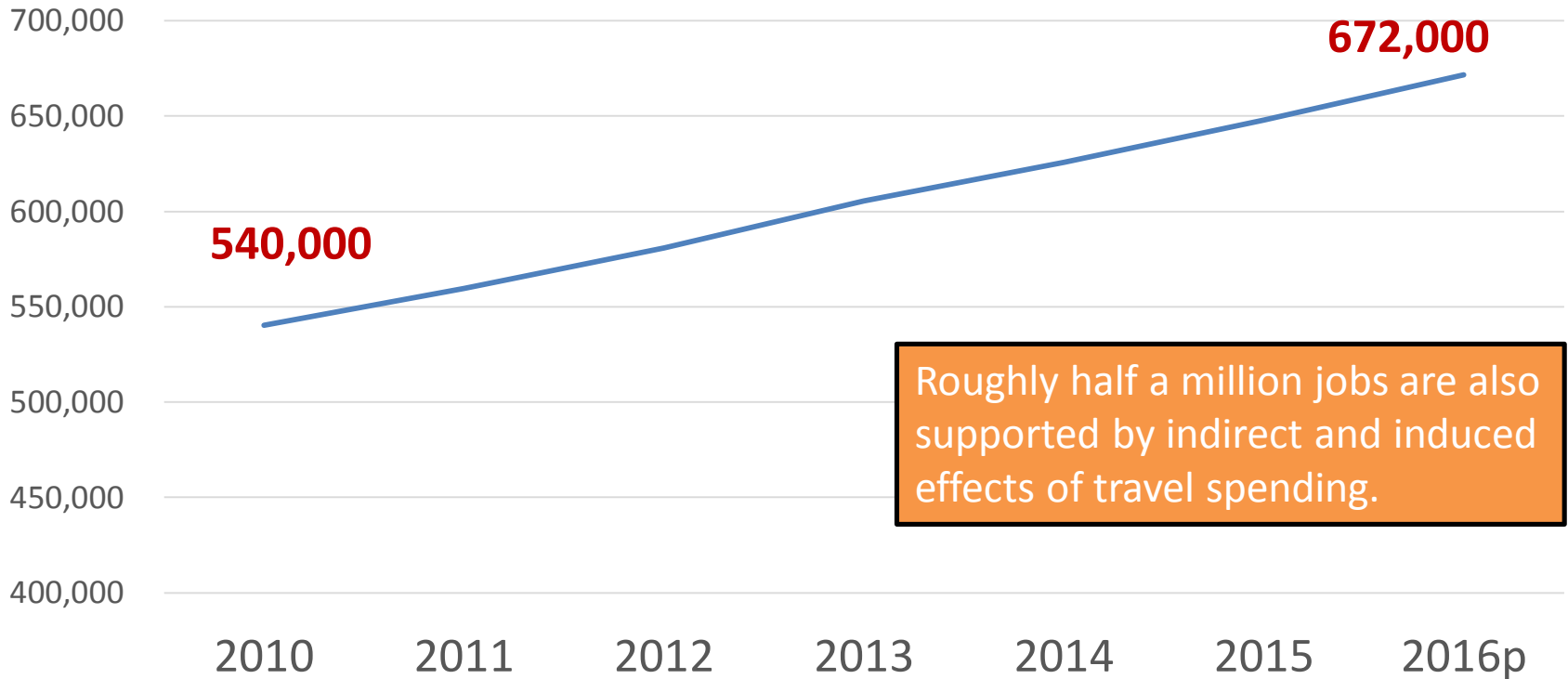


Note: Other Travel includes resident air travel, travel arrangement and reservation services and convention or trade show organizers.

Source: Texas Tourism,  
Dean Runyan & Associates



# Direct Travel Industry Jobs Supported



Source: Texas Tourism, Dean Runyan & Associates







## Advanced

**Average Annual Wage \$91,800**

- Managers of travel industry businesses
- Airline Pilots
- CVB directors



## Intermediate

**Average Annual Wage \$38,400**

- Head cooks and chefs
- Flight attendants
- Office support
- Taxi drivers



## Entry

**Average Annual Wage \$22,500**

- Food preparation workers
- Maids
- Cashiers
- Receptionists

The travel industry supports a large number of payroll employees relative to spending and business receipts. Entry level positions comprise roughly 2/3 of payroll employees.

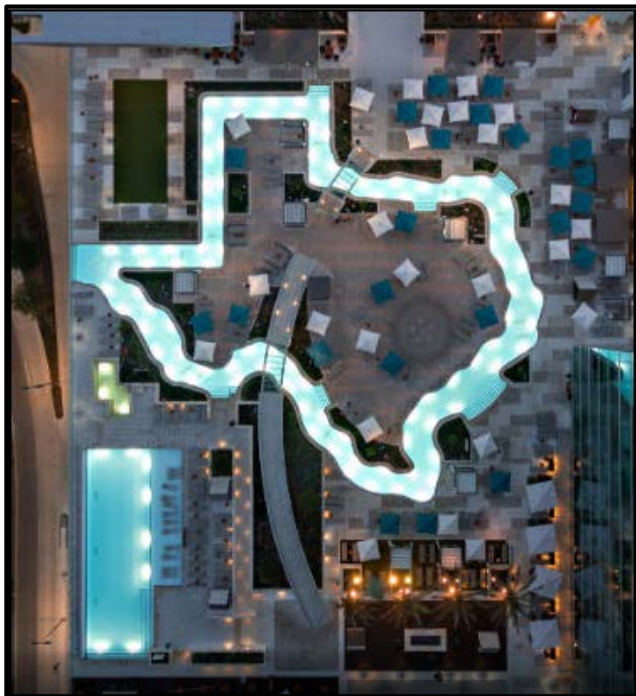
A vibrant outdoor patio scene at night. The space is filled with warm, glowing string lights strung across the ceiling. In the foreground, a group of four people are engaged in conversation. A man in a light blue shirt and dark pants stands on the left, holding a beer. A woman in a shimmering blue dress stands next to him, also holding a drink. In the center, a woman with curly hair, wearing a black leather jacket over a white top and tan pants, is sitting on a wooden bench, laughing heartily. To her right, a man in a pink button-down shirt and dark pants stands, holding a beer. In the background, other patrons are seated at wooden picnic tables, and a staircase leads up to a higher level of the patio. The overall atmosphere is lively and social.

# HOTEL TRACKING

THE FOUNDRY, DALLAS

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# Hotel Demand and Supply Growth



100+ million room nights sold and \$10 billion in revenue in 2016.

As of September 2017, year to date revenues up 5.3%.

4,900 hotels and 470,000 rooms in Texas.

Supply growth up 4.7% compared to last year. Outpacing the national average.

A musician wearing a brown hat and a dark t-shirt is performing on stage, seen from behind. He is holding a guitar and has one leg raised. The stage is lit with warm yellow lights. In front of him is a large, dense crowd of people, many with their hands raised. The background shows a city skyline at dusk, with several tall buildings and a Texas state flag. The overall atmosphere is that of a large outdoor music festival.

# VISITOR SURVEYS

AUSTIN CITY LIMITS MUSIC FESTIVAL, AUSTIN

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# DOMESTIC TRAVEL

PORT ARANSAS

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# Top Origin States (Non-Resident ONL)

## Top Origin States to Texas

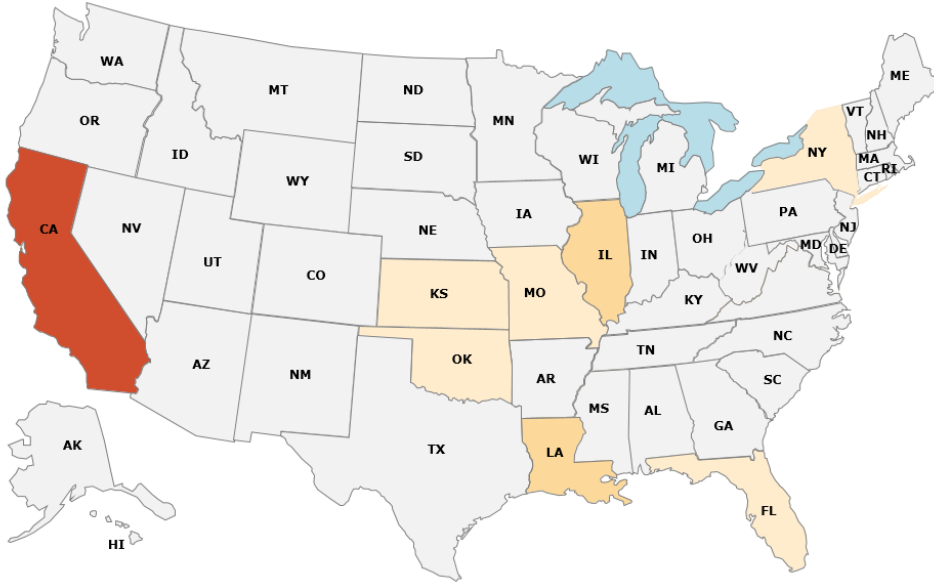


Chart 21 • Segment: 2016 Non-Resident Overnight Leisure Person-Days (%) • Texas N = 2,172 household count

Highlighted states accounted for  
46% of Non-Res ONL Person-  
Days to Texas Destinations

Average One-Way Distance  
892 Miles

Average Party Per Stay Spending  
\$843

Traveled by Auto 67%  
Traveled by Air 30%

Note: Person-Days 2014-2016, ONL = Overnight Leisure  
Source: Texas Tourism, D.K. Shifflet & Associates

A cowboy wearing a light-colored cowboy hat, a red and white striped long-sleeved shirt, and blue jeans is riding a brown horse. The horse is in motion, and the cowboy is looking towards the right. The scene is set in a lush green field with a wooden fence in the foreground. In the background, there are trees and a line of hills under a bright, hazy sky. The sun is low on the horizon, creating a lens flare effect behind the cowboy's hat.

# INTERNATIONAL TRAVEL

WILDCATTER RANCH, GRAHAM

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# Survey of International Air Travelers (SIAT)



Photo Credit: United Airlines

Source: National Travel and Tourism Office

Surveys administered either in-flight or at airport gateways by the National Travel and Tourism Office (NTTO) since 1982.

Data is weighted to I-94 and I-92 collections to estimate international travel to and from the U.S., tourism satellite accounts, balance of trade.

Source for airport and airline ratings data.

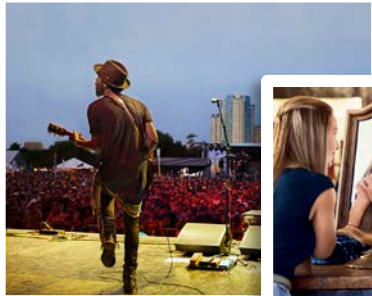


For travel industry information including the Texas Tourism marketing plan, co-op opportunities and travel research:

[www.travel.texas.gov](http://www.travel.texas.gov)

For consumer travel information:

[www.traveltexas.com](http://www.traveltexas.com)



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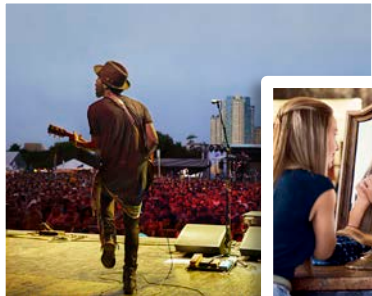
# Thank you,

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