

# PRESERVE HERITAGE TOURISM in TEXAS



**GENERATES**  
**12.5%**  
ALL TRAVEL SPENDING

**\$8.58**  
**billion**  
TRAVEL SPENDING



\*Travel to Historic & Cultural Sites



FOR EVERY  
**\$1 TEXAS SPENDS**

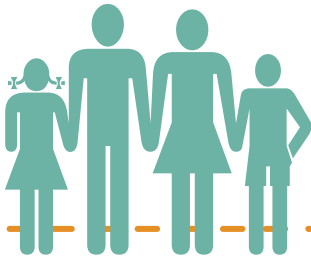
TEXAS ★  
TOURISM  
RETURNS

**\$7<sup>70</sup>**

STATE  
TAX REVENUE



**1.9x**  
spend more



**Heritage Travelers are Valuable**  
they stay all night, stay a little longer...  
& spend more. 1.9x the avg traveler.

★ **TX TOURISM REVENUE** ★

**\$6.2**  
billion

in local & state taxes



**+SUPPORTS+**  
1.1 million Texan jobs  
\$23.7 billion earnings

**HERITAGE TOURISM**  
PRESERVES HISTORY  
CREATES JOBS  
STIMULATES GROWTH  
REVITALIZES  
COMMUNITIES  
ATTRACTS TOURISTS  
MAKES MONEY  
MAKES SENSE

\*thc.state.tx.us/about/fast-facts + travel.texas.gov

**PRESERVE "ONE OF THE BOLDEST, EARLIEST & MOST EFFECTIVE TOURISM INITIATIVES"**

The TRAILS  
INCREASE  
SITE VISITS  
& REVENUE

**+13.9%**  
**\$370m**

## THE TEXAS HERITAGE TRAILS

WE TELL YOUR STORIES, PRESERVE YOUR HISTORY & SUPPORT YOUR COMMUNITIES  
Ask your legislators to fund the only Texas Tourism Program serving all 254 counties

In 2016 each Trail Region received \$38,306. For every State \$1 the Trails leveraged \$13.40 in local resources.

**\$457** in-kind support raised  
THOUSAND  
LIFE: \$4.1 M

**\$600** non-state revenue earned  
THOUSAND  
LIFE: \$3.3 M

**11.6** volunteer hours donated  
THOUSAND  
LIFE: 95.1 K

Learn more about the Trails & help: [texasheritagetrailregions.com](http://texasheritagetrailregions.com)