



TEXAS TROPICAL TRAIL REGION

The Texas Tropical Trail consists of 20 counties located in the southern tip of Texas. South Texas evokes images of sun-drenched beaches, swaying palms, and colorful citrus trees. But there is more to this region than just the beach. The Texas Tropical Trail Region offers travelers natural, cultural, and historical treasures.

Mission

The Texas Tropical Trail Region and its partners identify, preserve, interpret, and promote the natural, historic, and cultural resources of South Texas.

What We do

It is the intent of the Texas Tropical Trail Region Board of Directors to showcase the heritage, natural beauty, and diverse culture of South Texas for the benefit and enjoyment of Texans and travelers. To achieve this goal, the Board works with tourism partners, community leaders, and state and local entities to identify, preserve, and interpret South Texas natural, historical, and cultural resources.

Key Initiative

The Tropical Trail organizes monthly partner events 11-times a year, throughout the region. The events are an opportunity for host communities to show off their heritage and cultural attractions.

Regional Economic Impact of Tropical Trail Partner Events

A summary of the estimated economic impact of these events is included below, the full report is available here: bit.ly/comj2015eia. Sources: travel.texas.gov; thc.texas.gov.

2005-2015 IMPACTS		
DATE	ATTENDEES	DIRECT SPENDING RANGE*
2005	219	\$13,707.52-\$26,290.24
2006	478	\$29,572.88-\$58,795.58
2007	437	\$28,012.35-\$55,505.41
2008	486	\$31,365.84-\$62,819.58
2009	420	\$29,025.40-\$55,826.80
2010	415	\$29,199.76-\$56,711.80
2011	328	\$23,889.64-\$46,650.08
2012	409	\$31,564.10-\$59,156.11
2013	481	\$30,038.80-\$70,010.94
2014	450	\$30,694.80-\$68,332.50
2015	366	\$24,203.24-\$56,301.44
TOTALS	4,489	\$301,274.33-\$616,400.48

*Reflects the range of spending habits for the avg day traveler & heritage traveler.



SERVING
20-COUNTIES

- ARANSAS
- BROOKS
- CAMERON
- DIMITT
- DUVAL
- HIDALGO
- JIM HOGG
- JIM WELLS
- KENEDY
- KLEBERG
- LA SALLE
- LIVE OAK
- McMULLEN
- NUECES
- REFUGIO
- SAN PATRICIO
- STARR
- WEBB
- WILLACY
- ZAPATA