



SAN ANTONIO



2023

THE ECONOMIC IMPACT OF

SAN ANTONIO'S HOSPITALITY INDUSTRY

OVERALL ECONOMIC IMPACT
WITH 35.6 MILLION VISITORS

\$21.5 BILLION

12%

18.3%

18.7%

51%

ENTERTAINMENT

TRANSPORTATION

LODGING

RESTAURANT
AND CATERING



A more detailed report can be found
online at [VisitSanAntonio.com](https://www.VisitSanAntonio.com),
[SAHLA.org](https://www.SAHLA.org), [SAVisitorAlliance.com](https://www.SAVisitorAlliance.com)

Updated 10/28/24

CONTRIBUTIONS TO CITY OF SAN ANTONIO

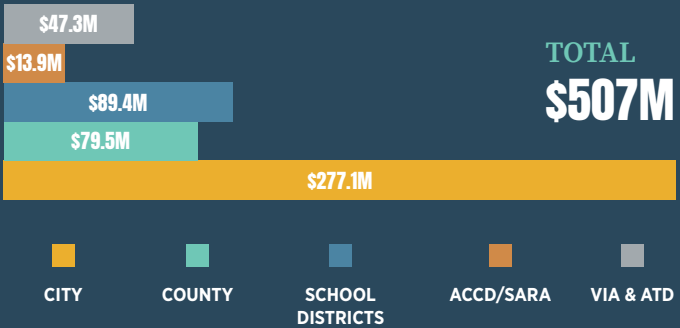
The Hospitality Industry is a major contributor of tax and other revenues to local governments.

CITY OF SAN ANTONIO

\$277.1M

HOTEL OCCUPANCY TAXES	\$99.7M
SALES TAXES	\$78.8M
PROPERTY TAXES	\$45M
OTHER REVENUE	\$35.4M
CPS RELATED REVENUE	\$18.2M

REVENUE & FEES TO ALL LOCAL GOVERNMENT ENTITIES



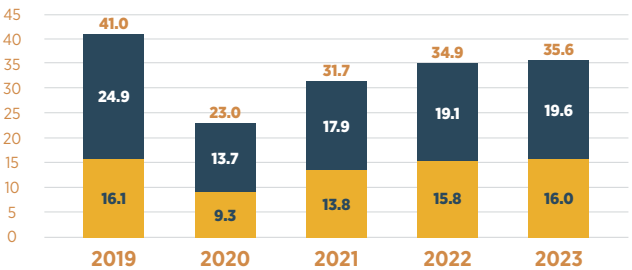
... **TOTAL EMPLOYMENT & PAYROLL** ...

147,244

\$4.6B ANNUAL PAYROLL

1 OF 8 WORKERS IN SAN ANTONIO

SAN ANTONIO TOTAL VISITORS (IN MILLIONS)



35.6M VISITORS IN 2023

■ OVERNIGHT
■ DAY

This study was prepared by Richard V. Butler, Ph.D., and Mary E. Stefl, Ph.D., Trinity University.

