



Tourism Talking Points

THE IMPACT OF TRAVEL IN THE U.S.

- Direct travel spending totaled \$2.6 trillion in 2023.
- Travel supports nearly 15 million American jobs while fueling other important industries like manufacturing and agriculture.

Source: U.S. Travel Association

THE IMPACT OF TRAVEL IN THE WOODLANDS

- In 2022, The Woodlands saw \$439 million in direct spending by visitors, which contributed to \$39.1 million tax revenue for The Woodlands.
- Nearly 60% of The Woodlands Township's budget is from hotel and sales taxes.
- Tourism supports 4,200 employees in The Woodlands, and in 2021, travel in The Woodlands generated \$439 million in tourism employee earnings.

Source: Dean Runyun, Texas Travel Dashboard

THE ECONOMIC IMPACT OF THIS MONTH'S EVENTS

- Last year, \$6 million in economic impact was generated by The Woodlands Waterway Arts Festival.
- The Memorial Hermann IRONMAN Texas will bring an estimated \$15 million in economic impact to The Woodlands.
- The LPGA Chevron Championship will bring in 45,000 guests to stay, shop, and dine in The Woodlands.

Sources: The Woodlands Arts Council, Memorial Hermann IRONMAN Texas, LPGA

TOURISM FACTS ABOUT THE WOODLANDS

- The Cynthia Woods Mitchell Pavilion ranked #2 outdoor amphitheater in the world
- The Woodlands Waterway Arts Festival ranked #1 fine arts festival in Texas.
- This is the second year The Chevron Championship will be held in The Woodlands, bringing together the world's best female professional golfers.
- Memorial Hermann IRONMAN Texas (IRONMAN North America Championship 2024) was named #1 in the Athlete Choice Awards for best run course.

Sources: Pollstar, The Woodlands Arts Council, Memorial Hermann IRONMAN Texas



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