



Tourism Talking Points

THE IMPACT OF TRAVEL IN THE U.S.

- Direct travel spending totaled \$1.2 trillion in 2022.
- Without the tax revenue from travel, each U.S. household would have paid an additional \$1,270 in taxes.

Source: U.S. Travel Association

THE IMPACT OF TRAVEL IN THE WOODLANDS

- In 2021, The Woodlands saw \$284.5 million in direct spending by visitors, which contributed to \$27.6 million tax revenue for The Woodlands.
- Nearly 60% of The Woodlands Township's budget is from hotel and sales taxes.
- Tourism supports 2,800 employees in The Woodlands, and in 2021, travel in The Woodlands generated \$135.5 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 draws over 8,000 visitors to The Woodlands and generates over \$600,000 in tax revenue for The Woodlands and surrounding areas.
- The LPGA Chevron Championship is projected to generate \$14 million in direct economic impact for The Woodlands and surrounding areas.

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 first year The Chevron Championship will be held in The Woodlands, bringing together the world's best female professional golfers.
- Memorial Hermann IRONMAN Texas (IRONMAN Americas 2023) was named #1 in the Athlete Choice Awards for best finish line and overall satisfaction.

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



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