



ECONOMIC IMPACT STUDY

FACT SHEET

ABOUT

VRMA engaged Tourism Economics to quantify the significance of the short-term vacation rental visitor economy to Texas. The results of this study show the significant scope of the short-term vacation rental economy to Texas in terms of direct visitor spending and downstream host and property manager spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

\$14.3B

Total Economic Impact

83,000+

Total Jobs Supported

\$1.2B

State and Local Tax Revenues Generated

AT THE LOCAL LEVEL



1 job per 65 STVR stays

Each stay drives \$1,491 in visitor spending



\$114 tax savings

Equivalent savings, per Texas household, to state and local tax revenues generated



\$15,408 state and local taxes

Economic activity associated with STVR guests in Texas

OUTSIDE OF ACCOMMODATIONS

For every \$100 spent on short term rentals, guests spent \$131 outside of their accommodations, including a total of \$4.6 billion on food and beverage, retail, transportation and recreation.



\$1.5 billion on food and beverage



\$1.04 billion on retail spending



\$1 billion on transportation



\$980 million on recreation