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MEDIA RELEASE

Multi-Million Dollar Travel Industry is a Vital Part of Abilene's Economy

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The Abilene Convention and Visitors Bureau is pleased to announce new travel MSA (metropolitan statistical area) numbers for the Abilene area. Overall, tourism pumped \$416.1 million into the Abilene area economy, employed 3,930 people and provided \$11.5 million in local tax receipts.

The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, service stations, and other types of businesses that sell their products and services to travelers. The money that visitors spend on various goods and services while in Abilene produces business receipts at these firms, which in turn, employ Abilene residents and pay their wages and salaries. Local government units benefit from travel, primarily in the form of taxes on the goods and services purchased by visitors.

Total direct travel impacts in the Abilene MSA are found in the following industry groups:

- Local Transportation and Fuel-\$111 million
- Food-\$95 million
- Retail-\$75.4 million
- Accommodations-\$56.8 million
- Entertainment/Recreation/Arts-\$48.5 million
- Other Travel-\$19.1 million
- Visitor Air Transportation-\$10.3 million

In 2016, total visitor spending decreased 2.2% which is directly contributed to the lower cost motor fuel (-10%), however the average annual change in travel spending has increased 3.4% for the Abilene MSA (from 1995-2016).

“Tourism produces \$580 in tax revenue per Abilene household and \$690 per Taylor County household. The travel industry remains one of the top industries in Abilene. People visit Abilene for numerous reasons – business, conventions, tours, reunions and leisure. Whatever the reason, travel spending directly and indirectly benefits our community,” states Nanci Liles, Executive Director of the Abilene Convention and Visitors Bureau.

Full report can be found here: http://www.deanrunyan.com/doc_library/TXImp.pdf

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