



SOUTH CENTRAL TEXAS REGION

AAHOA Member-owned hotels represent a significant part of the U.S. economy. To quantify these important impacts, AAHOA engaged Oxford Economics, an international leader in global forecasting and quantitative analysis, to conduct a comprehensive economic impact analysis on the national level and for each state in the U.S. Here are some of the impressive findings from the South Central Texas Region.

OWNERSHIP OVERVIEW

1,896 **154,970**

Hotels

Hotel rooms

AAHOA Members own 88.9% of the hotels in the state of Texas.

LABOR & JOB IMPACTS

167,938

Total impact jobs

102,483

Direct impact jobs

\$8B

Annual wages, salaries, and other compensation

ANNUAL ECONOMIC IMPACTS

\$5.7B

Total business sales

\$561M

Total lodging taxes

\$13.3B

Contribution to state GDP

\$3.6B

Federal, state, and local taxes



GUEST SPENDING

Guests staying at member-owned hotels spend nearly **\$12.7B** at hotels and local businesses



MEMBER PURCHASES

Member-owned hotels purchase **\$2B** of inputs from other businesses

For more information, please visit AAHOA.com/oxford