

SECTOR Profile



Hospitality, Tourism, and Culture in Texas

About the Hospitality, Tourism, and Culture Sector

The Hospitality, Tourism, and Culture sector is focused on the provision of services and experiences to entertain and accommodate Texans and visitors alike. This sector is built upon Texas' rich diversity of experiences, events, and geographies. Within the Hospitality, Tourism, and Culture sector, the state has identified two target clusters: Film, Music, and Culture; and Hospitality and Tourism.

Texas' iconic locations, skilled workforce, competitive incentive programs, and unique cultural attractions make our state a top destination for Hospitality, Tourism, and Culture businesses. The sector is essential to the economy not only as a creator of jobs and opportunity, but also as a promoter of the Texas brand and identity.



Hospitality, Tourism, & Culture Target Clusters

Target Clusters Fast Facts

	Workforce	GDP	Exports
Magnitude	879K <i>Total Employment (2021)</i>	\$78B <i>GDP Contribution (2021)</i>	\$5B <i>Foreign Exports (2021)</i>
Share	8% <i>Share of U.S. Cluster Total Employment (2021)</i>	6% <i>Share of U.S. Cluster GDP (2021)</i>	6% <i>Share of U.S. Cluster Foreign Exports (2021)</i>
Growth	11% <i>Total Employment Growth (2011 – 21)</i>	12% <i>GDP Growth (2011 – 21)</i>	-34% <i>Foreign Export Growth (2011 – 21)</i>

Data Sources: IMPLAN, Regions Industry Data, Texas and United States, (2011-21); Guidehouse Analysis



Film, Music, and Culture



Hospitality and Tourism



Sector Opportunities

Strengths

Texas' culture and brand identity is globally recognized.

The Texas brand is iconic, making our state a premier destination for tourism and creative industries and businesses.

Texas is home to a diversity of iconic locations.

From our varying landscapes of prairies, canyons, rivers, lakes, and forests to the glistening lights of our big cities, our diversity draws visitors from across the globe and provides ample filming locations.

Texas currently has strengths in hospitality and tourism services.

The state has a high concentration of sector services including scenic transportation, travel arrangements, and photography, which help cultivate Texas' already strong brand.

Opportunities

The state can continue marketing Texas as a destination.

To support economic growth through tourism and creative industries, the state can continue marketing Texas as a top destination for travel, music, and film.

The state can continue promoting its geographic diversity.

Texas can continue to raise awareness about tourism opportunities and invest in major events and attractions across all regions.

Creative industries are expected to grow and thrive in Texas.

Industries with creativity at their core, including architecture, radio and television, advertising, film and video, and publishing, are expected to grow in coming years.

Quantitative and qualitative research was performed May 2023 through May 2024; data cited reflects the then-most current and/or granular information for the time periods noted.

SECTOR Workforce



Hospitality, Tourism, and Culture in Texas

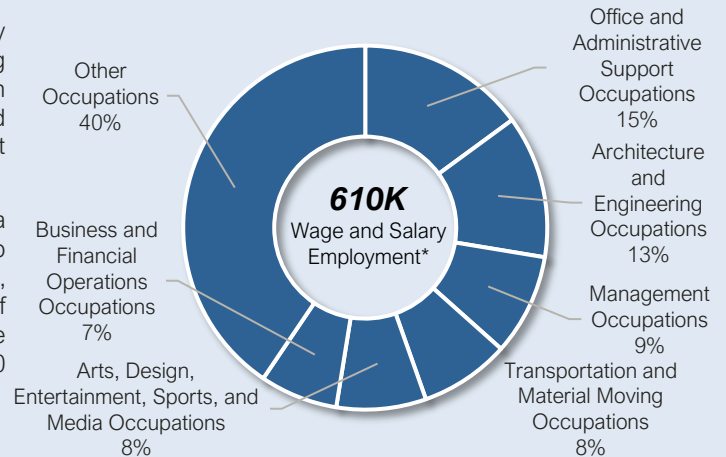


Target Sector Workforce Landscape

Texas' Hospitality, Tourism, and Culture target clusters employ a very diverse workforce, with no occupational group representing more than 15% of total employment. Around 20% of jobs in this sector support arts and design, including architecture and engineering occupations and arts, design, and entertainment occupations.

Hospitality, Tourism, and Culture target clusters require a workforce that excels in communication and customer service; top in-demand competencies include customer and personal service, English language, active listening, and speaking. Knowledge of computers and electronics have grown in importance to the Hospitality, Tourism, and Culture target clusters, with over 2,800 computer occupations added between 2018 and 2021.

Workforce Distribution by Occupation Type (2021)



Key Detailed Occupations

Top Occupations by Emp. (2021)	Emp. (2021)
Engineers	39,670
Business Operations Specialists	34,990
Information and Record Clerks	29,320
Building Cleaning and Pest Control Workers	25,880
Top Executives	23,680

Top Occupations by Jobs Added (2018-21)	Jobs Added (2018-21)
Business Operations Specialists	11,790
Top Executives	6,620
Computer Occupations	2,830
Advertising, Marketing, Promotions, Public Relations, and Sales Managers	1,810
Other Management Occupations	1,790

Key Competencies

Top In-Demand Competency Areas (2021)		
Rank	Knowledge Area	Skill Area
1	Customer & Personal Service	Active Listening
2	English Language	Speaking
3	Computers and Electronics	Reading Comprehension
4	Mathematics	Critical Thinking
5	Administration and Management	Monitoring

High Growth Competency Areas (2018-21)		
Rank	Knowledge Area	Skill Area
1	Building and Construction	Writing
2	Production and Processing	Operations Analysis
3	Design	Systems Evaluation
4	Computers and Electronics	Complex Problem Solving
5	Mechanical	Negotiation

Data Sources: IMPLAN, Data Library, Texas, (2018-21); Guidehouse Analysis

Workforce Themes



Diverse Workforce

Hospitality, Tourism, and Culture clusters are supported by a wide variety of occupational groups.



Operations Management

Business Operations Specialists represent a large share of top and growing occupations in the sector.



Growth in Creation

Skills enabling creation, like design, construction, and production, are growing.

*Note: Wage and Salary Employment is a headcount of salaried or wage-earning employees. This figure does not include Proprietor Employment, which represents proprietors, partners, and tax-exempt cooperative members.



Hospitality, Tourism, and Culture in Texas



Film, Music, and Culture

Texas' unique history and diversity of people and geographies has created a culture unlike anywhere else in the world. From historic programs like the *Lone Ranger* to current hits like *1883*, Texas is immediately recognizable to audiences across the globe. The state also has a bustling music industry — not only does it boast the live music capital of the world in Austin, but Texas is also home to legendary musicians ranging from Willie Nelson to Beyoncé. Texas' Film, Music, and Culture cluster offers opportunity to both individuals interested in a career in a creative industry and businesses hoping to grow and scale.

The Film, Music, and Culture cluster consists of 18 industries and encompasses a range of creative media businesses, including production activities like video and sound recording, broadcasting, printing and publishing, along with support activities for these fields, such as promoters and advertisers. The cluster also includes cultural institutions such as museums, parks, and historical sites.

The Central Texas and Gulf Coast regions have the highest concentration of Film, Music, and Culture in the state. Central Texas boasts a high concentration of internet publishing and broadcasting businesses as well as many independent artists. The region is also home to Troublemaker Studios and the future location of Hill Country Studios, expected to be the state's largest film and television production space. The Gulf Coast region is a hub of architectural and engineering activity, including prominent firms such as PBK and PGAL.

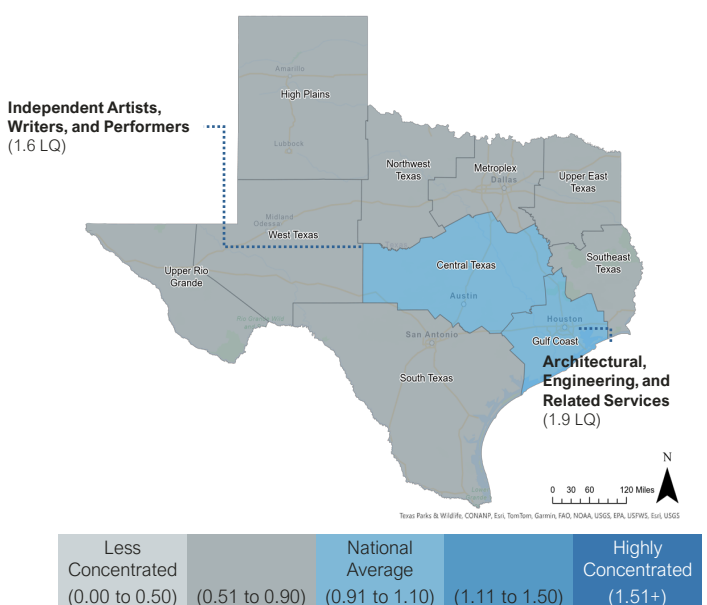
State initiatives have bolstered the strength of the Film, Music, and Culture cluster in Texas. In 2023, the Legislature appropriated \$200 million for film incentives to further strengthen Texas' film industry. The state also offers sales, occupancy, and fuel tax exemptions on purchases made for production. The Texas Film Commission, within the Texas Economic Development & Tourism Office, stands ready to connect film, television, commercial, animation, VFX (visual effects), video game, and XR (extended reality) businesses with Texas' diverse locations, experienced workforce, support services, industry organizations, and competitive production incentive program. Texas is also home to the first-in-the-nation state music office — the Texas Music Office — which works with communities to promote and grow their music industries.

Though the Film, Music, and Culture cluster experienced a modest GDP growth of 12% between 2011 and 2021, the cluster is projected to experience a 45% growth in GDP and an 11% growth in employment between 2022 and 2032.

Cluster Fast Facts

	Workforce	GDP	Exports
Magnitude	461K Total Employment (2021)	\$51B GDP Contribution (2021)	\$5B Foreign Exports (2021)
Share	8% Share of U.S. Cluster Total Emp. (2021)	5% Share of U.S. Cluster GDP (2021)	6% Share of U.S. Cluster Foreign Exports (2021)
Growth	-1% Total Employment Growth (2011 – 21)	12% GDP Growth (2011 – 21)	-33% Foreign Export Growth (2011 – 21)

Cluster Employment Concentration (2021)



Data Sources: IMPLAN, Regions Industry Data, Texas and United States, (2011-21); Guidehouse Analysis

CLUSTER Profile



Hospitality, Tourism, and Culture in Texas



Hospitality and Tourism

Texas has been a top destination for visitors since its inception as a state. In her book *Texas in 1850*, Melinda Rankin wrote that "a traveler, passing through Texas during the months of April and May, would not fail of pronouncing it to be the most charming spot on earth." The state offers an abundance of attractions, from awe-inducing scenery and national parks to cultural hubs and landmarks. Texas has something for everyone, making it one of the most popular tourist destinations in the United States and a prime location for hospitality and tourism businesses looking to grow and scale.

The Hospitality and Tourism cluster is comprised of 12 industries that cover a range of hospitality and tourism activities. These industries include tourist attractions, such as commercial sports, amusement parks, museums, and historical sites, along with activities that support tourism, such as travel arrangement and reservation services. The cluster also includes hospitality industries, including hotels, motels, and other accommodations.

While every region of Texas has notable tourist attractions, South Texas serves as one of the biggest hubs for the Hospitality and Tourism cluster, due in part to the Alamo — arguably Texas' most significant landmark — as well as the nearby River Walk. The Upper Rio Grande also has a high concentration of hospitality and tourism, driven by visitors to Big Bend, Marfa, and other destinations.

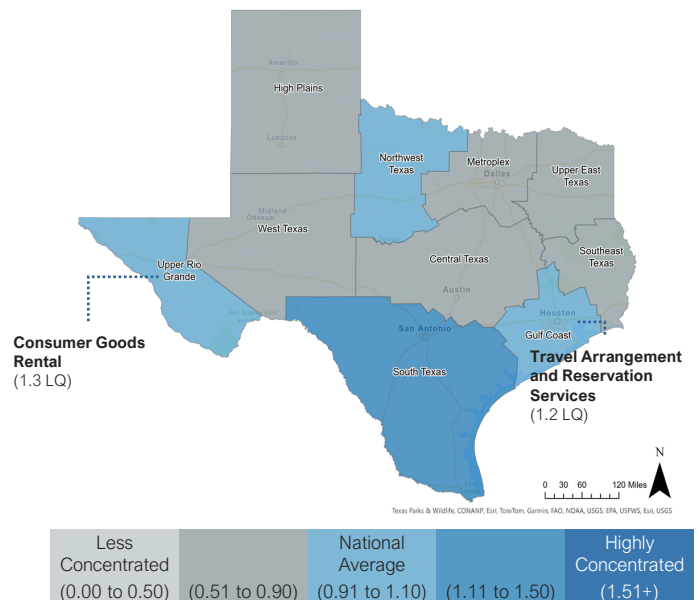
Major events like the Texas State Fair, the Houston Rodeo, and Fiesta San Antonio each saw an attendance of over two million visitors in 2023. Texas supports some endeavors through the Event Trust Funds Program, which provides funds to events like Formula 1 and the NCAA Football Championship that spur the local economy. Nationally recognized tourism brands have roots in the state, too — many outside the Lone Star State do not realize that Six Flags theme parks takes its name from the six flags that have flown over Texas. Texas' tourism industry is supported by Travel Texas, a division within the Texas Economic Development & Tourism Office, responsible for promoting Texas across the country and around the world as a premier travel destination. In addition to working cooperatively with industry partners and local communities to participate in advertising and marketing activities, Travel Texas promotes the Texas brand at international trade shows and conferences.

The Hospitality and Tourism cluster experienced GDP and employment growth of 9% and 26%, respectively, between 2011 and 2021 and is projected to experience 9% growth in GDP and 20% growth in employment between 2022 and 2032.

Cluster Fast Facts

	 Workforce	 GDP	 Exports
Magnitude	426K Total Employment (2021)	\$28B GDP Contribution (2021)	\$0B Foreign Exports (2021)
Share	8% Share of U.S. Cluster Total Emp. (2021)	7% Share of U.S. Cluster GDP (2021)	10% Share of U.S. Cluster Foreign Exports (2021)
Growth	26% Total Employment Growth (2011 – 21)	9% GDP Growth (2011 – 21)	-61% Foreign Export Growth (2011 – 21)

Cluster Employment Concentration (2021)



Data Sources: IMPLAN, Regions Industry Data, Texas and United States, (2011-21); Guidehouse Analysis