



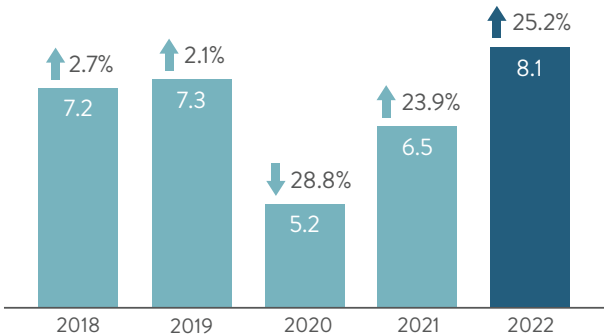
2022 TOURISM ECONOMIC IMPACT REPORT

TOTAL VISITATION

Galveston Island welcomed a record **8.1 million visitors in 2022**, a 25% increase from 2021 and a 10.9% increase from 2019.

VISITOR LEVELS & ANNUAL GROWTH

Amounts in millions of visitors and year-on-year % growth

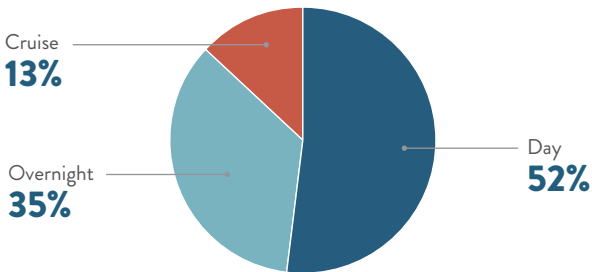


VISITATION SEGMENTS & TOTAL SPENDING

In 2022, visitors to Galveston spent a record **\$1.2 billion** or 27% more than in 2021. Increases were driven by strong demand growth and higher prices of commodities. Each visitor spent an average of \$142 per person compared to \$120 in 2019. Average spending by an overnight visitor (\$261) was almost five times more than that of a day visitor (\$57). Cruise passenger spending fell slightly to \$77 from \$81 in 2021, but was still \$11 higher than in 2019.

VISITATION SHARE BY SEGMENT, 2022

Expressed as % of total visitation by market



\$749M

Spending by Overnight Visitors



\$238M

Spending by Day Visitors



\$80M

Spending by Cruise Visitors

VISITOR SPEND BY INDUSTRY

Source: Tourism Economics

	2018	2019	2020	2021	2022	2022 Growth
Total Visitor Spending	\$871.9	\$882.8	\$674.9	\$913.0	\$1,155.5	26.6%
Lodging	\$266.5	\$262.1	\$220.5	\$310.0	\$374.3	20.8%
Food & Beverages	\$203.0	\$211.5	\$162.6	\$215.1	\$280.2	30.2%
Recreation	\$151.7	\$156.2	\$119.7	\$161.3	\$202.4	25.5%
Retail	\$169.1	\$167.9	\$119.4	\$152.3	\$193.3	26.9%
Transportation	\$62.2	\$61.7	\$47.2	\$67.6	\$83.7	23.7%
Cruise (at port)	\$19.3	\$23.4	\$5.6	\$6.6	\$21.6	226.7%

TOURISM LABOR MARKET

Tourism supported a total of **11,890 jobs** in 2022, including 9,793 direct jobs and 2,097 jobs supported through indirect and induced impacts. The number of tourism jobs increased 9.9% over 2021. Tourism is an integral part of the Galveston economy and continues to be a key driver of business sales, employment and tax revenue. The tourism industry sustains 1-in-3 jobs on Galveston Island.

TOURISM TAX IMPACTS

Tourism generated **\$228.5 million** in taxes in 2022, 16.2% more than 2021. Tourism-driven state and local tax proceeds of **\$119.8 million** helped offset the average household tax burden by **\$5,139**. While tourism generated a significant amount of hotel occupancy tax (HOT) revenue that is restricted, it also contributed **\$35.2 million** in local sales and property tax revenue, accounting for **54%** of the City of Galveston's General Fund.

FISCAL (TAX) IMPACTS

Amounts in millions

	2019	2020	2021	2022	2022 Growth
Total Tax Revenues	\$177.5	\$135.9	\$196.7	\$228.5	16.2%
Federal	\$90.0	\$67.8	\$94.0	\$108.6	15.6%
Personal Income	\$22.9	\$17.0	\$23.5	\$28.3	20.3%
Corporate	\$30.9	\$22.9	\$32.0	\$37.5	17.3%
Indirect Business	\$5.7	\$4.2	\$4.1	\$4.7	13.9%
Social Insurance	\$30.6	\$23.7	\$34.4	\$38.2	10.9%
State and Local	\$87.6	\$68.1	\$102.7	\$119.8	16.7%
Sales	\$31.1	\$23.3	\$33.9	\$41.7	22.9%
Lodging	\$32.8	\$27.1	\$43.1	\$48.9	13.4%
Social Security	\$1.2	\$0.9	\$1.9	\$2.1	9.9%
Excise and Fees	\$2.1	\$1.6	\$1.3	\$1.6	24.5%
Property	\$20.4	\$15.2	\$22.4	\$25.6	13.9%

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