

# ***Market Overview- Leisure Industry***

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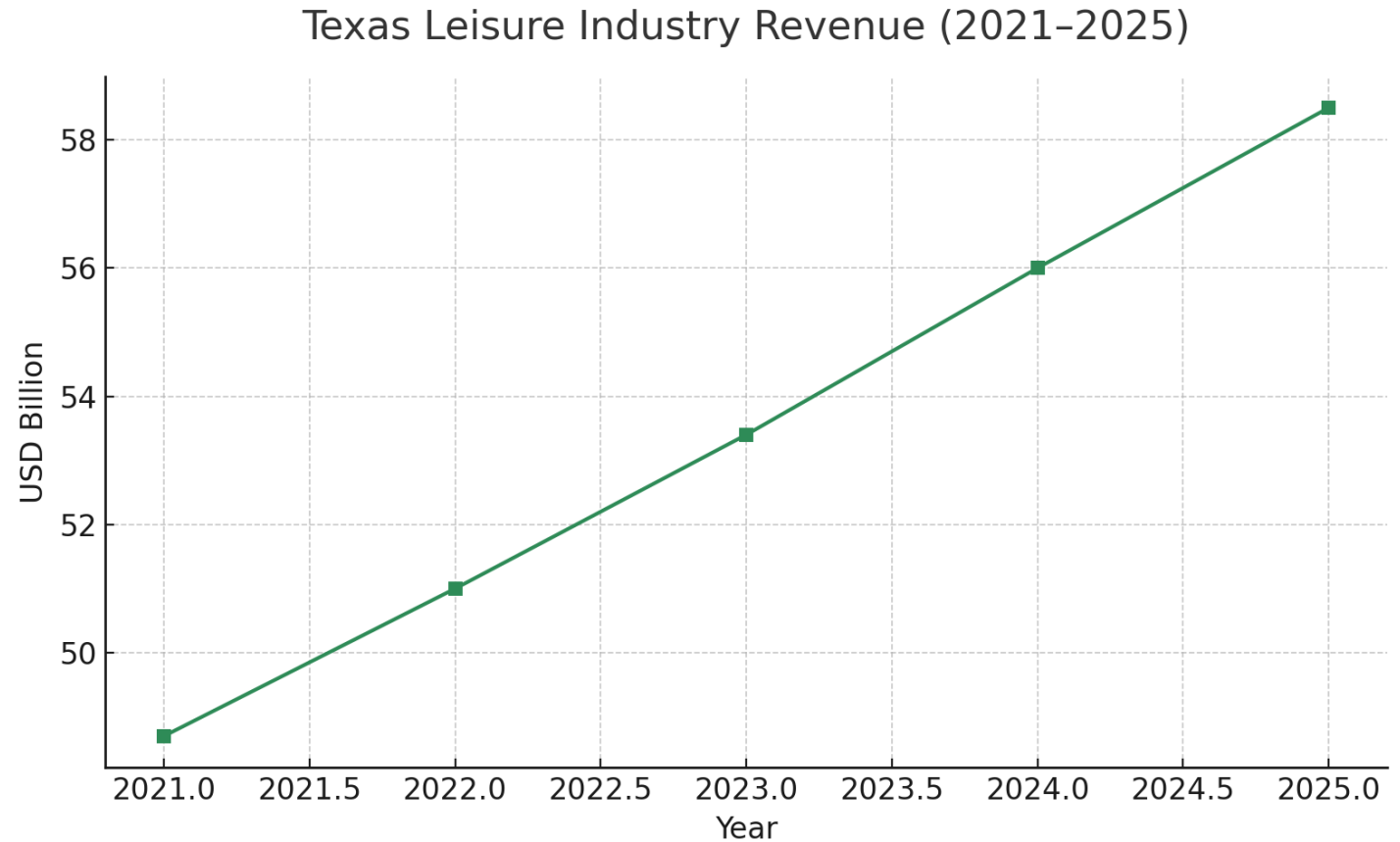
In 2025, Texas's leisure industry is experiencing robust growth, driven by a strong economy, population influx, and a diverse range of recreational offerings. The state's expansive geography and favorable climate contribute to a thriving sector encompassing outdoor activities, hospitality, and entertainment.



# ***Economic Contributions & Employment***

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The leisure and hospitality sector in Texas is a major economic driver, with outdoor recreation alone contributing \$55.8 billion to the state's economy in 2023, accounting for 2.16% of the state's GDP. Employment in the sector has seen a 2.7% increase, reflecting the industry's resilience and growth potential.





# *Current Trends & Challenges*

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## **Outdoor Recreation Boom:**

Texas's natural landscapes are attracting increased participation in activities such as boating, hiking, and camping, bolstering the state's tourism appeal.

## **Hospitality Innovation:**

Hotels and resorts are investing in sustainable practices, AI-driven personalization, and enhanced guest experiences to meet evolving traveler expectations.

## **Event and Entertainment Growth:**

Major cities are witnessing a surge in live events, concerts, and cultural festivals, contributing to the state's vibrant leisure scene.

## **Infrastructure and Workforce Challenges:**

Rapid growth necessitates improvements in infrastructure and addresses workforce shortages to sustain the industry's momentum.

Source: [Texas Tourism in 2025: A Booming Recovery](#)