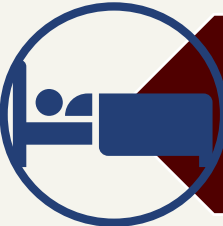
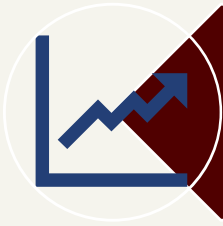


Tourism Indicators



FY23 - Hotel occupancy increased 2%



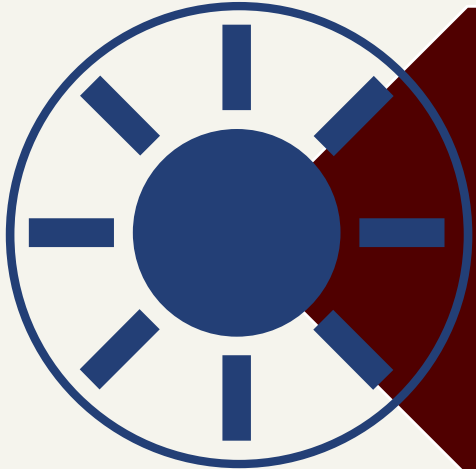
FY23 - Hotel Occupancy Tax (HOT) revenue increased 13.7%



2023 - \$169.4 million in industry earnings



2023 - \$433.1 million in direct travel spend



2nd in Top 10 Growing Summer Destinations - Tripadvisor



1st in statewide-percent growth in leisure and hospitality jobs



THINGS TO DO

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START A NEW TEXAS TRADITION

Find One-Of-A-Kind Activities To Experience Year After Year.

Everuptam illatam qui accae ipsandaepro dolores tliusamus excepe repratensis aut vero blaborite nis secerspedi remperf erempora nobition prae rees quibusc ipieniam ad quos minctibus, is sectiatet excerio nseidipsam est molupturia nes architatur molorum num, tem renda quatistia doluptaspero que molore quia dolup.



LEGACY

The History and Legacy of TEXAS A&M UNIVERSITY

Texas A&M University, nestled in the heart of College Station, boasts a rich history that began in 1876. Founded as the Agricultural and Mechanical College of Texas, the institution initially focused on the state's agricultural and mechanical industries. Over time, Texas A&M blossomed into a comprehensive university celebrated for its dedication to education, research, and service.

The university's culture is infused with the Aggie Spirit, which cherishes values like leadership, loyalty, and selfless service. Beyond academic pursuits, Texas A&M played a pivotal role during World War II by hosting military training programs and contributing significantly to the war effort.

Today, Texas A&M stands as a premier public institution in the United States. Its sprawling campus, steeped in traditions, and unwavering pursuit of excellence mark it as a prime destination for those seeking to immerse themselves in the enduring legacy and influential impact of this Texas flagship.

2 | THE INSIDER'S GUIDE TO COLLEGE STATION



Experience Legacy through the George H.W. Bush Presidential Library and Museum

Situated on the Texas A&M University campus, the George H.W. Bush Presidential Library and Museum offers an exciting museum experience for visitors of all ages. Explore 43 million pages of historical documents and thousands of artifacts that illuminate President George H.W. Bush's leadership and public service. These carefully preserved documents provide a window into the pivotal events of the late 20th century.

How to get involved

