



AUSTIN TOURISM COMMISSION

Wednesday, April 10, 2024

Madison A. Gessner
TRA Executive Director Central-South Region



AGENDA

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Texas Restaurant Industry



Austin



Who is TRA



Why TRA

TEXAS RESTAURANT INDUSTRY

THE TEXAS RESTAURANT INDUSTRY AT A GLANCE



57,000+

Restaurants in Texas*



\$106 BILLION

In gross revenue

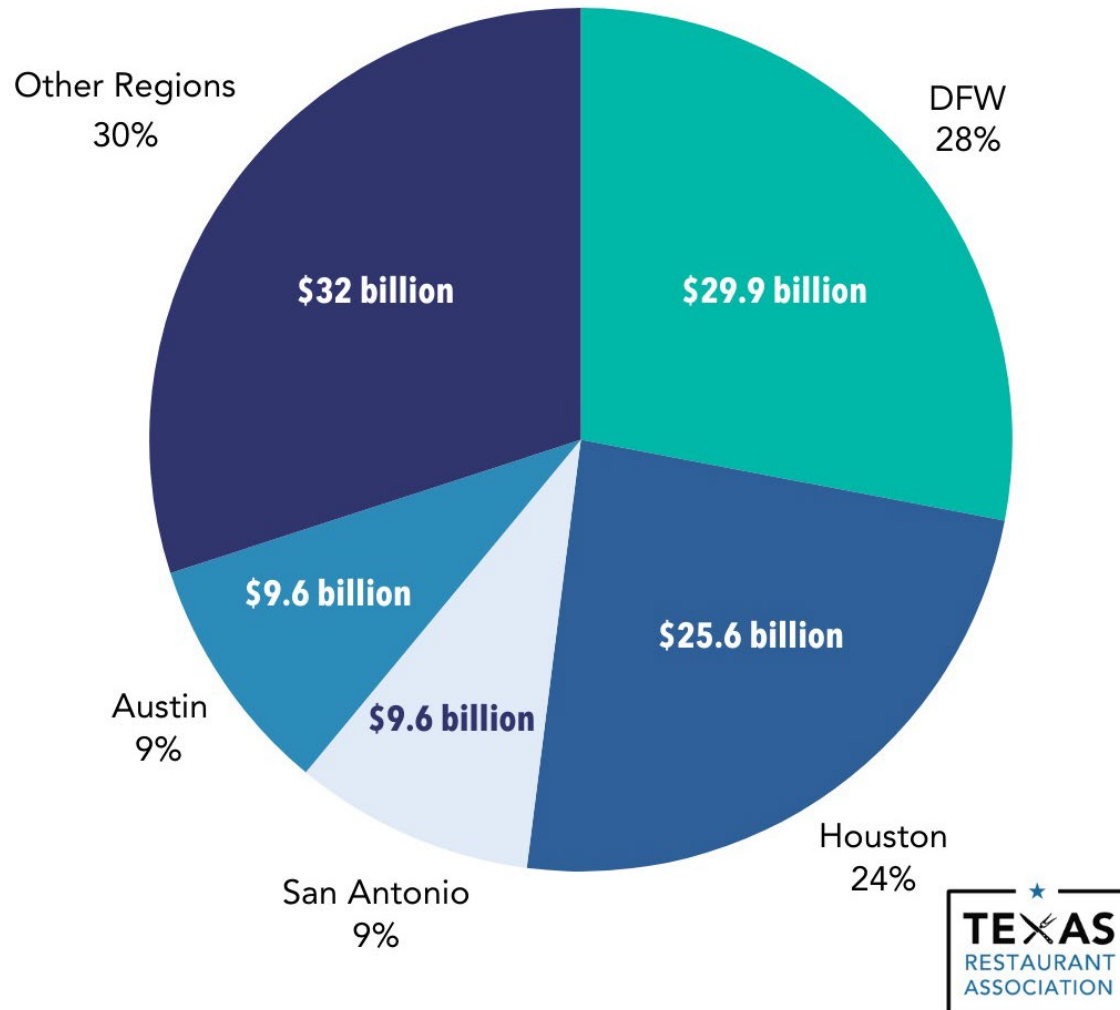


1.5 MILLION

Employees

**and ONLY state with net positive unit growth in 2023*

AUSTIN



- There are roughly 5,100 restaurants in the Greater Austin Metropolitan Statistical Area and over 3,400 in Travis County.
- There are also approximately 132k food service employees in the Austin MSA.



PROTECT



ADVANCE



EDUCATE



ADVOCACY

ADVOCACY BY THE NUMBERS

70 WINS

During 70 Days

100%

Success
blocking
harmful bills

9:10

Priority bills
passed

1,143

Bills tracked

22X

TRA testified

2,289+

Emails
sent to
lawmakers

The background of the slide is a photograph of a person's hands sharpening a large kitchen knife on a whetstone. The person is wearing a plaid shirt. The image is faded and has a light gray overlay. The word "QUESTIONS" is centered over the image in a bold, blue, sans-serif font.

QUESTIONS