

GALVESTON
PARK BOARD

BEYOND THE BEACH

THE ECONOMIC TIDE OF GALVESTON TOURISM



PARK BOARD

In 1963, Galveston residents voted to establish the Park Board of Trustees to oversee all tourism efforts. The departments of the Park Board include:

Visit Galveston: In charge of tourism marketing efforts that inspire visitation and attract destination visitors.

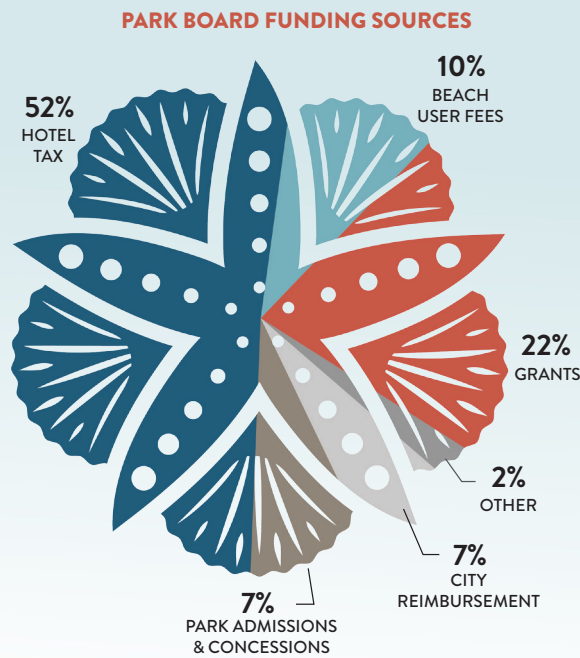
Coastal Operations: Responsible for cleaning 32 miles of beaches and removing large scale debris from the shore, as well as leveraging state and federal funding to execute projects like beach nourishment along the coast.

Galveston Island Beach Patrol: Life-saving organization that safeguards beachgoers and provides emergency response services to the island's waterways.

Parks: East Beach, Stewart Beach, Seawolf Park, Dellanera RV Park, Seawall Urban Park and East End Lagoon Nature Preserve.

Administration: In charge of business operations at the Park Board to include accounting, short-term rental registration, and human resources.

The Park Board is funded primarily through Hotel Occupancy Tax (HOT) and beach user fees (BUF) for the six parks it manages. Tourism pays for tourism as no sales or property tax is collected by the Park Board.

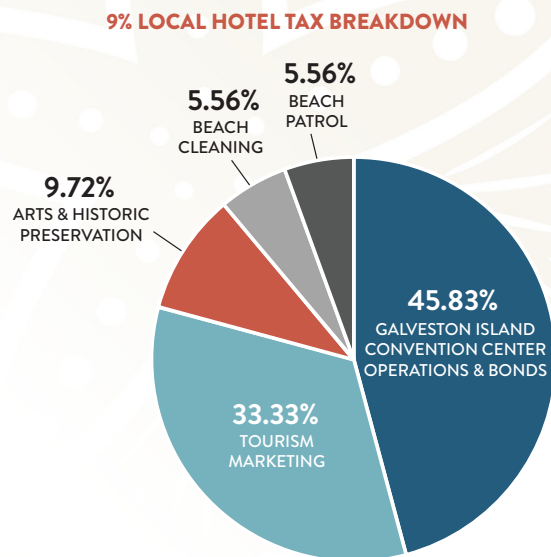
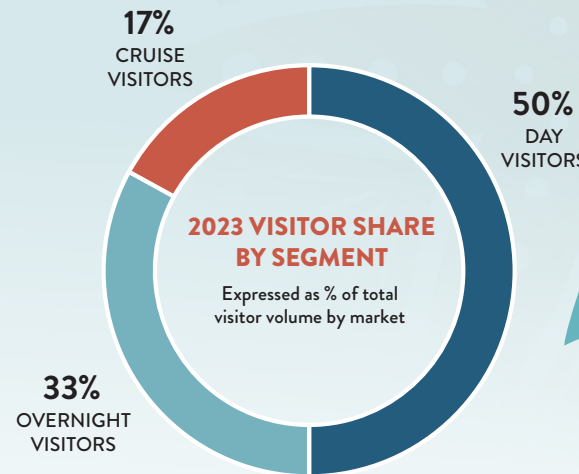


TOURISM FUELS THE LOCAL ECONOMY

When visitors vacation in Galveston, they spend money at local businesses, restaurants, and attractions. They pay sales tax on goods and services and hotel occupancy tax at hotels and vacation rentals. These taxes are the majority contributors to funding city operations in Galveston.



The \$1.3 billion in direct visitor spending means that about \$3.5 million was spent **EVERY DAY** by visitors on Galveston Island.



HOW HOT BENEFITS THE COMMUNITY

The Hotel Occupancy Tax (HOT) rate in Galveston is **15%** and is paid for by visitors staying in hotels and vacation rentals. Of the 15% rate, **9%** is paid to Galveston and 6% goes to the State of Texas. The local 9% or \$9 from a \$100 hotel room is earmarked for **beach nourishment, beach cleaning, lifeguards, tourism marketing, convention center operations** and supporting many **arts/historic non-profits**, including The Grand 1894 Opera House, Galveston Historical Foundation, Galveston Arts Center, The Bryan Museum and more. HOT is a restricted tax that must be used to directly enhance and promote tourism and the convention and lodging industry. HOT cannot be used for general fund expenses of a municipality. The pie chart on the left explains the breakdown.

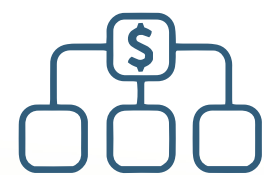
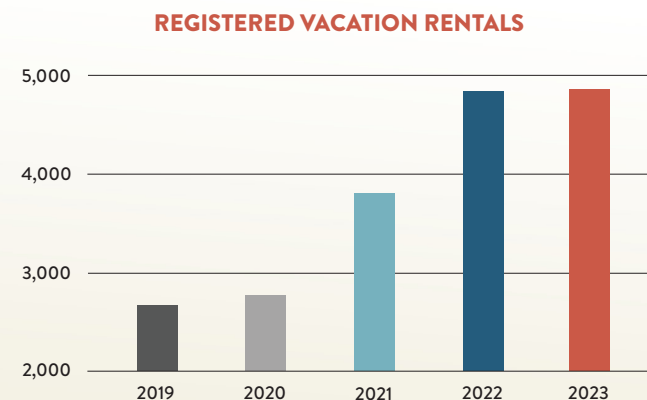
TOURISM

WE ALL BENEFIT

Tourism benefits Galveston economically by boosting revenue and creating jobs. It also enriches the community culturally, promotes local pride and stimulates infrastructure development, making it a more attractive destination for visitors and residents alike.

HOT COLLECTIONS

The Park Board of Trustees collects Hotel Occupancy Tax (HOT) from hotels, B&Bs and short-term (STR) or vacation rentals for the City of Galveston. In FY2023, Galveston's lodging sector produced a record **\$30.2 million in HOT collections**, surpassing FY2022's \$29.5 million. Notably, **\$16 million (53%)** of this came from nearly 4,900 vacation rentals – a **29% increase** from FY2019.



\$400 MILLION
LABOR INCOME

Visitors to Galveston create jobs that generate \$400 million in income, which is equivalent to **\$16,852** per household on the island. This highlights the vital role of tourism in supporting local employment and the economy.



12,541
TOTAL JOBS

The number of jobs sustained by the visitor economy (12,541) supports **33%** of all jobs on Galveston Island.



\$126 MILLION
STATE & LOCAL TAXES

Each household on Galveston Island would need to be taxed an additional **\$5,324** to replace the \$126 million in visitor-generated taxes received by state and local governments.



5,305
ENFORCEMENT ACTIONS



559,216
PREVENTATIVE ACTIONS



3,158
MEDICAL CALLS



92,342
BEACHSIDE WATER SAFETY TALKS

BEACH PATROL

The Galveston Island Beach Patrol (GIBP) team safeguards millions of beachgoers each year. All year, the team monitors **over 32 miles of beachfront**, up to 3 miles offshore, and works closely with the Coast Guard and Galveston Police Department to keep water recreation fun and safe. Through Hotel Occupancy Tax funding, guards patrol the beaches by truck or foot and even by tower during the summer months.

COASTAL ZONE MANAGEMENT

Stewards of Galveston's coastal environment, the Coastal Zone Management (CZM) team works on the beachfront around the clock, 365 days a year, to keep the island's shores clean, green, and pristine. From handpicking litter and removal of heavy marine debris to decorating the city for major holidays and assisting wildlife, the CZM team's work is boundless.



3.6M
POUNDS OF LITTER & DEBRIS COLLECTED



20
'WASHED ASHORE' ART SCULPTURES PLACED & REMOVED



12
CITY FESTIVALS ASSISTED



33
PLACED & REMOVED LIFEGUARD TOWERS



21
MARINE WILDLIFE ENCOUNTERS

ENVIRONMENTAL INITIATIVES



54
BEACH CLEAN-UPS



1,500
BEACH TOYS RECYCLED IN BORROW BOXES



21
BEACH AMBASSADOR SIGN-UPS



2,500
BAGS DISTRIBUTED FOR UP2U BEACH CLEAN-UP CAMPAIGN



6
SPEAKERS HOSTED FOR AWARD-WINNING WOMEN IN COASTAL SCIENCE PROGRAM



WHY DOES **VISIT GALVESTON** WORK HARD TO ATTRACT VISITORS?

If you create an attractive place to visit, people will want to live there. When people want to live there, businesses will want to operate there. And when businesses thrive there, it brings more visitors, continuing to elevate the quality of life in a city. It all begins with attracting visitors, and without them, none of this is possible.

Visit Galveston, a department of the Park Board, is responsible for marketing and promoting Galveston as an attractive place to visit. The team provides promotional support to local businesses through partnerships and sells Galveston to event promoters and meeting planners. Visitors who stay overnight contribute the biggest economic impact to Galveston through the taxes they pay on hotel and vacation rental stays.

The destination marketing team is intentional and strategic in its approach to attracting visitors, and as residents of our island home, our team targets visitors who will treat it with kindness. Visit Galveston strives to attract visitors who are responsible, respectful, stay longer and, therefore, contribute more to the local economy.



KIMBERLY DANESI
Chief Executive Officer
Galveston Park Board

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