

**BILL ANALYSIS**

Senate Research Center  
89R9347 SCF-D

S.B. 1356  
By: Parker  
Economic Development  
3/14/2025  
As Filed

**AUTHOR'S / SPONSOR'S STATEMENT OF INTENT**

Alcohol tourism is booming in Texas, with over 700 wineries, 250 distilleries, and 300 breweries. In 2022, Texas distilleries welcomed over two million visitors, generating \$42.5 million in state and local taxes and contributing \$831.7 million to the economy. Texas Wine Country alone attracts 2.02 million tourists annually, generating \$685.86 million in spending and a \$20 billion economic impact. Breweries add \$5 billion to the economy. With threats from neighboring countries to stop buying from "red states," Texas must act to protect its alcohol manufacturing industry.

S.B. 1356 creates the Texas Alcohol Tourism Development Program within the Governor's Office of Economic Development and Tourism, modeled after the Texas Wine Marketing Assistance Program. The program will promote Texas wineries, distilleries, and breweries, maintain an online directory, and boost tourism marketing.

The governor will appoint an advisory committee, including:

- A Texas distiller, winemaker, and brewer;
- A Texas Chamber of Commerce member;
- An economic development researcher or educator;
- A public member unaffiliated with the industry; and
- Representatives from the Governor's Office, Texas Department of Transportation, and Texas Alcoholic Beverage Commission.

The committee will develop marketing strategies and report recommendations to the governor and legislature by September 1, 2026.

As proposed, S.B. 1356 amends current law relating to the Texas alcohol tourism development program and advisory committee.

**RULEMAKING AUTHORITY**

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

**SECTION BY SECTION ANALYSIS**

SECTION 1. Amends Chapter 481, Government Code, by adding Subchapter HH, as follows:

**SUBCHAPTER HH. TEXAS ALCOHOL TOURISM DEVELOPMENT PROGRAM**

Sec. 481.701. DEFINITION. Defines "program."

Sec. 481.702. TEXAS ALCOHOL TOURISM DEVELOPMENT PROGRAM. (a)  
Requires the Texas Economic Development and Tourism Office (office) to establish the

Texas alcohol tourism development program (program) to develop and market alcohol tourism in this state.

(b) Requires that the program:

- (1) using market research develop an alcoholic beverage industry marketing plan to increase tourism to wineries, breweries, and distilleries in this state and promote the consumption of and access to wine, beer, and distilled spirits produced in this state;
- (2) develop and maintain a list of the locations of wineries, breweries, and distilleries in this state;
- (3) post on a publicly accessible Internet website and annually update a list of the locations of wineries, breweries, and distilleries in this state that offer tours and tastings;
- (4) promote wineries, breweries, and distilleries in this state when promoting this state as a tourism destination;
- (5) educate consumers about the wine, beer, and distilled spirits produced in this state; and
- (6) promote, market, and educate consumers about the alcoholic beverage industry in this state using any other method the office determines is appropriate.

Sec. 481.703. TEXAS ALCOHOL TOURISM DEVELOPMENT ADVISORY COMMITTEE.

(a) Defines "advisory committee."

(b) Establishes the Texas alcohol tourism development advisory committee (advisory committee) to advise the office on the development of alcohol tourism in this state.

(c) Provides that the advisory committee is composed of nine members meeting certain criteria appointed by the governor.

(d) Requires the advisory committee to:

- (1) propose methods to market and increase the alcohol tourism industry in this state, as provided by Section 481.702;
- (2) develop a plan and schedule to implement the marketing and growth methods proposed under Subdivision (1); and
- (3) propose a budget and spending plan for the office to implement the plan and the program.

(e) Requires the advisory committee to, not later than September 1, 2026, submit a report to the office and legislature detailing the committee's proposed methods, plans, and budget, as required by this section.

(f) Provides that the advisory committee is abolished and this section expires January 1, 2027.

SECTION 2. Provides that, as soon as practicable after the effective date of this Act:

(1) the office is required to establish the Texas alcohol tourism development program as required by Section 481.702, Government Code, as added by this Act; and

(2) the governor is required to appoint the members of the Texas alcohol tourism development advisory committee established under Section 481.703, Government Code, as added by this Act.

SECTION 3. Effective date: September 1, 2025.