

*Austin*



**WELCOME TO AUSTIN**

## JUST THE FACTS

- **Population** – 1.9 million in the metropolitan area: 850,000+ within city limits. 11th largest city in America
- **Weather** – 300 days of sunshine annually, with an average year-round temperature of around 70 degrees Fahrenheit. 32" average annual rainfall
- **Why Austin** – Music scene, culinary experiences, outdoor activities, attractions, and an overall unique city vibe
- **Hotels** – 32,000 guest rooms citywide and 7,500 in downtown alone (Nearly 10,000 by 2017 with the new and proposed hotel projects in place)



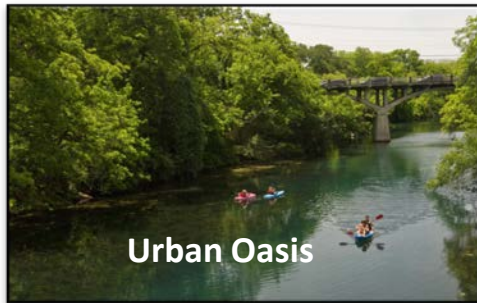
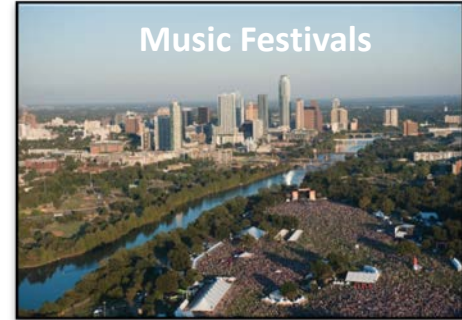
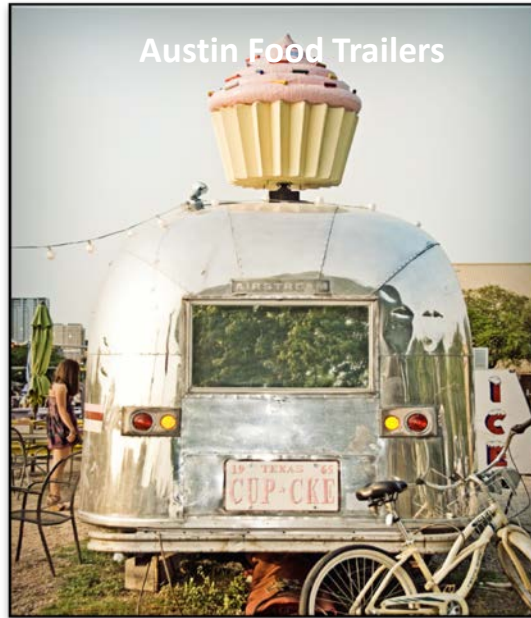
# WHERE IS AUSTIN LOCATED

Hill Country Region of Texas



## WITH MORE THAN 300 DAYS OF SUNSHINE PER YEAR

ENJOY THE OUTDOORS YEAR-ROUND



## LIVE MUSIC CAPITAL OF THE WORLD®

- Live Music can be enjoyed in more than 250 venues throughout Austin. Multiple entertainment districts located within our walkable downtown area.
- Annual music festivals such as South by Southwest (SXSW) in the Spring and ACL Live Music Festival in the Fall, Gospel Brunches on Sunday mornings and more.
- The city is also home to more than 2,000 recording artists including such famed personalities as Willie Nelson, Asleep at the Wheel, Bob Schneider, and Ghostland Observatory. Pedestrian friendly, easy walkable downtown area.



## AUSTIN CITY LIMITS LIVE



- Austin City Limits Live at The Moody Theater hosts between 85-90 concerts annually
- Tour the home of the Austin City Limits TV show, the longest running music series in American television history, approximately 40 annual tapings. Tours Monday – Friday, 11 a.m.
- See the legendary music photography of Scott Newton and Jim Marshall

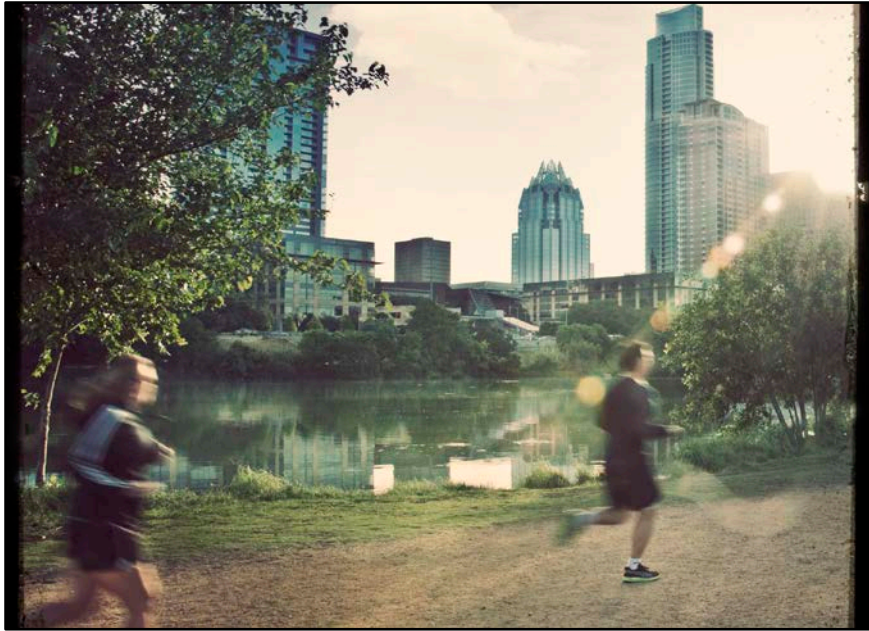
## BARBECUE, BREW AND MORE

### AUSTIN IS A FOODIE PARADISE



- **Austin, Texas** – Home to Texas’ best barbecue joints, and many locations host live music
- **Craft Beer & Cocktails** – Locally brewed beverages can be found all over town
- **The Austin Food and Wine Festival** – Austin’s own epicurean celebration
- **Farm-to-table Cuisine** – Fresh and locally sourced ingredients
- **Food Trailers** – A fun and delicious way to eat while outdoors or on the go

## GET OUTSIDE



- **Hike & Bike** trail follows the edge of downtown Lady Bird Lake for more than 10 miles
- **Kayak, canoe, paddle board, or ride a water bike** on the clear calm waters of Lady Bird Lake, and catch a great view of the downtown Austin skyline
- **Zilker Park** is one of the largest of Austin's more than 250 parks. This 361-acre park is home to Barton Springs Pool where swimmers can take a plunge into 68-degree, spring-fed waters year-round



## POPULAR MUSEUMS AND ATTRACTIONS



- **Adventure** – biking, kayaking, walking trails, swimming and outdoor activities
- **Heritage and History** – Texas Capitol Building, Bullock Texas State History Museum, The Driskill Hotel, LBJ Presidential Library and many National Historic Districts
- **Arts and Culture** – Blanton Museum, Harry Ransom Center, Mexic-Arte Museum, Long Center for the Performing Arts, Thinkery, ZACH Theatre, Paramount Theater and more

## GETTING AROUND AUSTIN

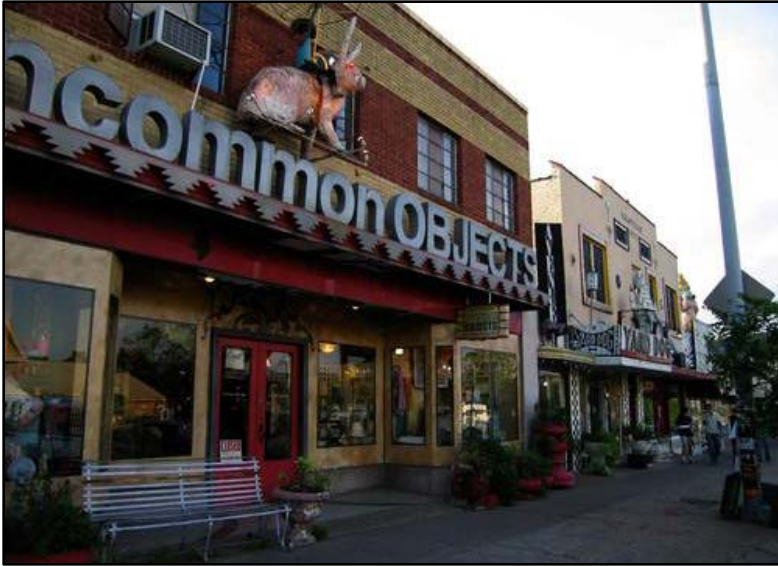


- **Austin Visitor Center** – is a great start to your visit to Austin. There are a variety of tours offered, Austin souvenirs, maps and friendly staff

- **Wildflowers and gardens** – In the spring, Austin is colored in blankets of wildflowers. Lady Bird Wildflower Center, Zilker Park, Umlauf Sculpture Garden and the scenic Texas Hill country are popular places to visit



## SHOPPING IN AUSTIN



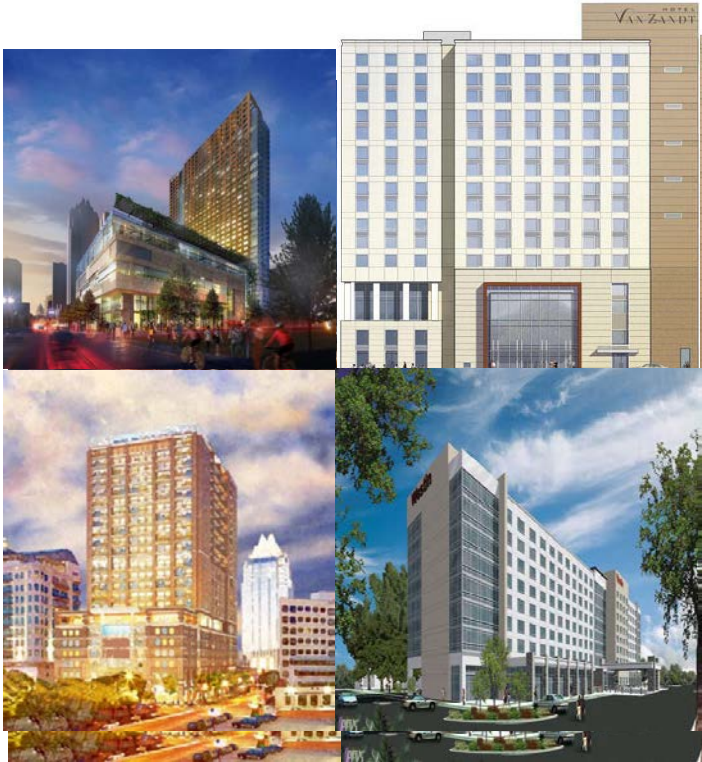
- **The Domain and Barton Creek Mall** – Anchored by shops including Nieman Marcus, Nordstrom's, J. Crew and Macy's
- **South Congress and South 1<sup>st</sup> Street Shopping Districts** – find unique, local, iconic Austin shops with a variety of home goods, clothing and boutique-style stores
- **2<sup>nd</sup> Street District** – New mixed-use development including chic retail stores, coffee shops, restaurants, wine bars and living spaces in a vibrant urban setting

## MORE SHOPPING



- **San Marcos Premium Outlet** – 140 Outlet stores such as Armani, Calvin Klein, Coach, Cole Haan, Gucci, Michael Kors, Neiman Marcus Last Call, Prada, Saks Fifth Avenue Off 5th, Salvatore Ferragamo, Victoria's Secret and more. A quick 20 minute drive south of Austin
- **Round Rock Premium Outlet** – 125 Outlet name brand stores including Ann Taylor, Banana Republic, Burberry, Calvin Klein, Coach and more. A short drive North of Austin in Round Rock

## NEW HOTELS



- **J.W. Marriott Hotel-** 1,012 rooms featuring 110,500 square feet of flexible meeting, banquet and event space- opened February 2015.
- **Hotel Van Zandt (Rainey Street District)-** 16 story property will feature 322 rooms – opening July 2015.
- **Hotel ZaZa-** 24 story tower with 215 luxury apartments atop a 160 – room hotel. This would mark Hotel ZaZa’s first location in Central Texas market – opening early 2016.
- **Westin Austin Downtown-** 17 story, 366 room hotel near famous Sixth Street entertainment district – opening July 2015.
- **Fairmont Austin-** 1,000 rooms, and 100,000 square feet of meeting space –opening summer 2017.

## NEW HOTELS CONTINUED...

- **Sonesta Bee Cave-** The 195 room Sonesta Bee Cave will be located at the Hill Country Galleria in Bee Cave, TX just west of Austin- opening July 2015.
- **Hotel Indigo/Holiday Inn Express** - This hybrid hotel will feature a 167-room Holiday Inn Express, accessed from Neches Street, and a 133-room entrance from Ninth Street- opening fall 2015.
- **South Congress Hotel** - Located between Milton and Monroe Streets on South Congress, this 90-room boutique hotel will feature private desks, meeting space, ballroom, underground parking and a retail courtyard with multiple dining areas, seating space and live music stage- opening early 2015.
- **Hotel Granduca-** This Italian-inspired luxury hotel will overlook Austin Hill Country and will spread over 38 acres and include 156 rooms and 38 suites- opening November 2015.
- **Starwood aloft/Element Hotels-** this project will host two Starwood-brand hotels in a tower slated to rise 32 stories, featuring upscale aloft and Element brands, with 410 rooms in all- opening summer 2016.

## WORLD-CLASS RESORTS



- Barton Creek Resort & Spa
- Hyatt Regency Lost Pines Resort & Spa
- Horseshoe Bay Resort
- Lakeway Resort & Spa
- Travaasa



## CIRCUIT OF THE AMERICAS™ (COTA)

### F1 UNITED STATES GRAND PRIX™



- The most unique motorsports facility in the U.S. with capacity for 120,000 fans
- Scenic 3.4 mile circuit track is home to the F1 United States Grand Prix™ through 2021
- 10 miles from downtown Austin and 2 miles southeast of Austin-Bergstrom International Airport



## UPCOMING INTERNATIONAL SPORTING EVENTS



- **MotoGP championship motorcycle racing** – April 10-12, 2015
- **Summer X Games** – June 4-7, 2015
- **F1 United States Grand Prix™** – October 23-25, 2015

## SCENIC TEXAS HILL COUNTRY

- Surrounding Austin is over 14,000 square miles of Hill Country, where historic towns and more than two dozen vineyards meet a laid-back and soulful lifestyle
  - Charming towns
  - Antique Shopping
  - Scenic Landscapes
  - Wineries
  - Outdoor Adventure



## WESTERN FLAIR

### LEGENDARY DANCE HALLS AND COUNTRY MUSIC

- **Broken Spoke** – Texas' last true Honky-Tonk
- **White Horse** – classic old-school country on the up-and-coming east side of town
- **Saddle up** and hit the trail at locally owned resorts
- **Gruene Hall** – the oldest dancehall in Texas



## AUSTIN-BERGSTROM INTERNATIONAL AIRPORT



- Named the “Best Domestic Airport” in the U.S. by the Airports Council International
- Six live music stages performing daily at the airport
- Non-Stop domestic Flights to 45+ US Cities, 4 International Cities including London, Toronto, Cancun and San Jose
- ABIA is 7.5 miles from downtown Austin, a 15-minute drive

## NEW INTERNATIONAL SERVICE



- **LHR > AUS via British Airways** – Dreamliner 787 service runs daily from London Heathrow Airport
- **YYZ > AUS via Air Canada** – direct service will begin from Toronto to Austin
- **FRA > AUS via Condor Airlines**- direct service via seasonal summer flights June - September

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