

JUST THE FACTS

Visit Austin

Visit Austin is the official destination marketing and sales organization for the city of Austin. An accredited member of Destinations International, Visit Austin is contracted by the city to market Austin nationally and internationally as a premier convention and leisure destination. Visit Austin houses the Austin Film Commission, Music Office and Sports Commission. The organization is a private, nonprofit 501(c)(6) corporation operating as an independent agency for more than 20 years. Locally, tourism and hospitality supports an estimated 146,000 jobs and pumps an estimated \$10.2 billion into Austin's economy. The hotel bed tax contributes 32% of it's collections to support local arts, entertainment and recreation (including music), and tourism generates \$1.04 billion in state and local taxes.

Population

2+ million in the metropolitan area an estimated 964,117 within Austin city limits, making Austin the 11th largest city in America. It is the second fastest-growing city in the nation.

Area

Austin envelops a 2,705 square-mile metro area, with 232 square miles within the city limits.

Elevation

Elevation varies from 425 feet to approximately 1,000 feet above sea level. One of its highest points, at 780 feet, is Mount Bonnell.

Weather

Nearly 300 days of sunshine annually with an average temperature in the fall/winter in the 50–60s °F and for spring/summer in the 80–90s °F.

History

Founded as "Waterloo" in 1839 by Jacob Harrell, the city was renamed for Texas colonist Stephen F. Austin.

Taxes

8.25% sales tax; 15% total hotel tax (9% city tax, 6% state sales tax).

Airport

Austin-Bergstrom International Airport is 7.5 miles from downtown with nonstop service to 80 destinations, with flights to international destinations including London, Cancun, Mexico City, San Jose Del Cabo, Toronto, Punta Cana, Amsterdam and seasonal summer flights to Frankfurt, Germany.

State Capitol

Built from 1882-88 out of "Sunset Red" granite and measuring 302 feet high, the Texas Capitol is 14 feet higher than the nation's capital in Washington, D.C. Legislators meet every other year.

The University of Texas at Austin®

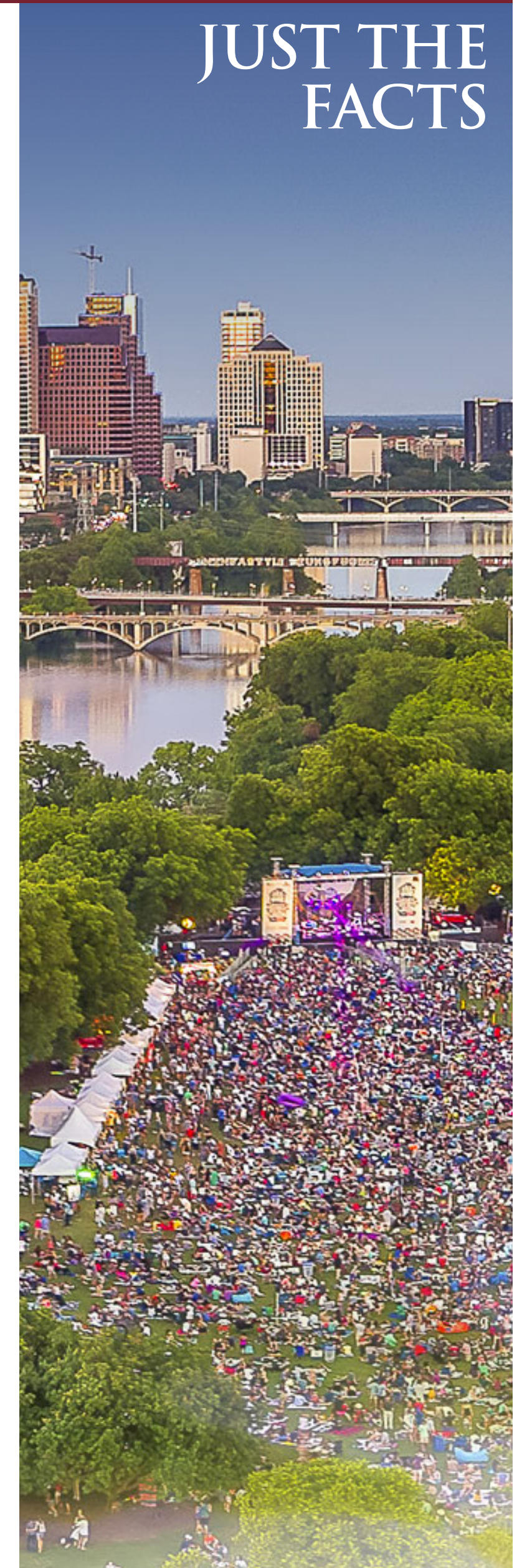
Located just north of downtown, UT is one of America's largest public universities with 342 undergraduate and graduate degree programs, about 3,090 faculty and more than 50,000 students. Hook 'em Horns!

Film Capital

Moviemaker Magazine named Austin as the #8 best place to live and work as a moviemaker in 2022. Austin film is home to the likes of directors Robert Rodriguez, Mike Judge and Richard Linklater.

A Little Batty

Austin is home to North America's largest urban bat population, with anywhere from 750,000 to 1.5 million Mexican free-tailed bats roosting under the Congress Avenue Bridge from late March through early fall.



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Outdoors

Austin is home to more than 300 parks, including 360-acre Zilker Park. The Anne and Roy Butler Hike and Bike Trail follows the edge of Lady Bird Lake for ten miles and historic Barton Springs Pool welcomes swimmers to 68-degree, spring-fed waters year-round.

Live Music Capital of the World®

Live music can be enjoyed at more than 250 venues throughout Austin. The city is also home to more than 2,300 recording artists including such famed personalities as Willie Nelson, Asleep at the Wheel, Bob Schneider, Gary Clark Jr., Spoon, Shinyribs and more.

Entertainment Districts

The Historic Sixth Street, South Congress, West Sixth Street, Red River Cultural District, Warehouse, 2nd Street, South Austin, East Austin, Central Austin and Rainey Street Historic District are among the “hot spots” for listening to live music, dining and taking in the nightlife scene.

Austin City Limits™ Music Festival

The longest running music show on television, Austin City Limits spawned the Austin City Limits Music Festival (ACL Festival), which draws 450,000 people and takes place for two weekends each October. It generates an economic impact of nearly \$450 million (2022).

- The ACL Festival's first year was 2001.
- The festival expanded to include two weekends in October 2013.

SXSW® Music, Film and Interactive Conference and Festivals

Each March, SXSW attracts the world's leading creative professionals to Austin, Texas for a singular mix of industry conferences, trade shows and festival. SXSW also injects hundreds of millions of dollars into the local economy, including more than \$348.6 million in economic impact and 440,000 in attendance (2017).



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