

Austin



WELCOME TO AUSTIN

JUST THE FACTS

- **Population** – 2+ million in the metropolitan area: 910,000 + 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** – Nearly 35,000 guest rooms citywide and 8,600 in downtown alone (Close to 11,000 by 2017 with the new and proposed hotel projects in place)



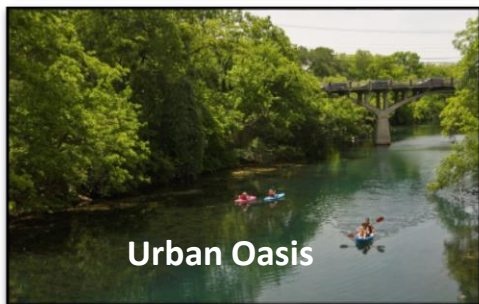
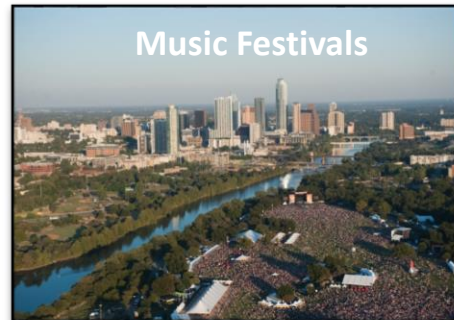
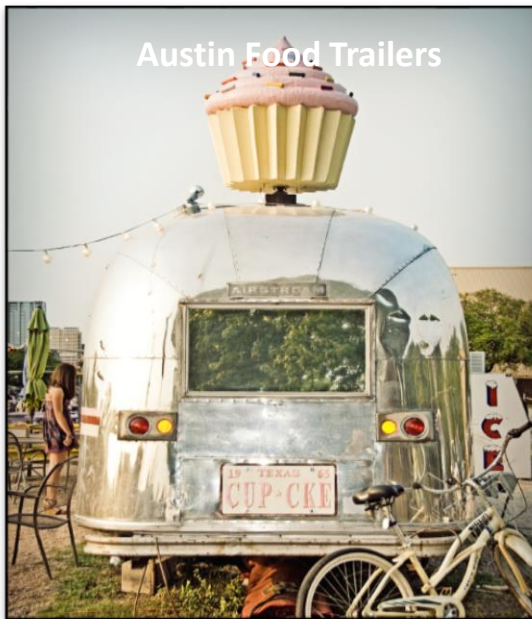
WHERE IS AUSTIN LOCATED

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

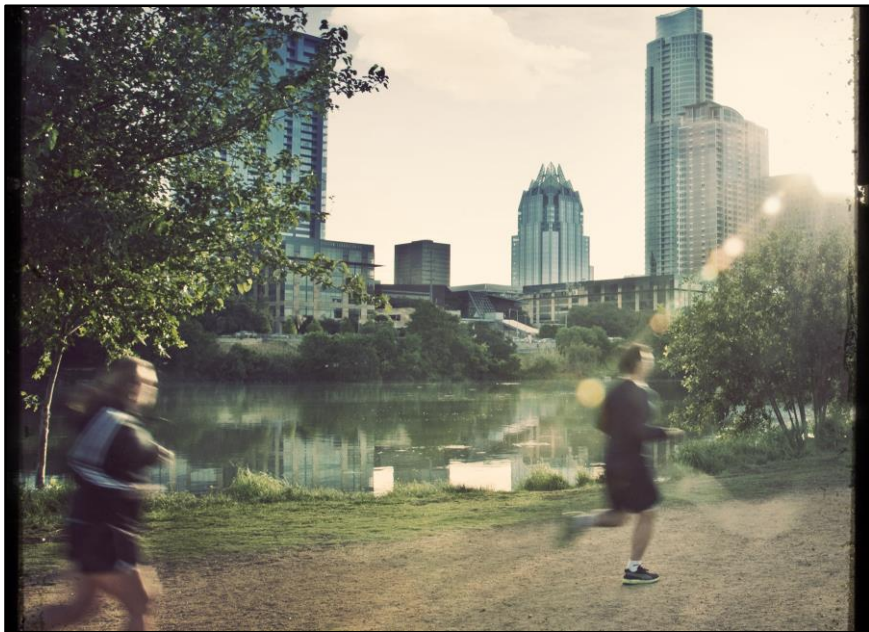
BARBECUE, BREW AND MORE

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

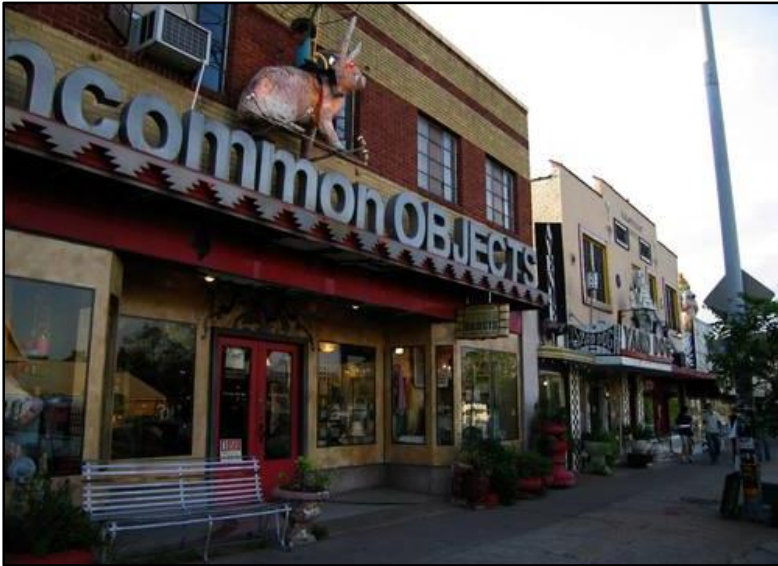


- **Austin Visitor Center** – is a great start to your visit to Austin. There are a variety of tours offered, Austin souvenirs, maps and friendly staff

- **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 1st Street Shopping Districts** – find unique, local, iconic Austin shops with a variety of home goods, clothing and boutique-style stores
- **2nd 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



Opened in 2015

- **J.W. Marriott Hotel**- 1,012 rooms featuring 110,500 square feet of flexible meeting, banquet and event space. *Opened February 2015*
- **Westin Austin Downtown**- 17 story, 366 room hotel near famous Sixth Street entertainment district. *Opened July 2015*
- **Sonesta Bee Cave** - 195-rooms, located in the Hill Country just west of Austin. The hotel features 10,000 square feet of function space. *Opened July 5, 2015*
- **South Congress Hotel** - This 90-room boutique hotel, is located in one of the most popular entertainment districts. *Opened September 2015.*
- **Hotel Granduca**- This 156 room/38 suite Italian-inspired luxury hotel overlooks Austin Hill Country and spreads over 38 acres. *Opened November 2015.*
- **Hotel Van Zandt (Rainey Street District)**- 16 story property features 322 rooms. *Opened November 2015*

NEW HOTELS CONTINUED...

Future openings:

- **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. *Holiday Inn Express opening February 2016, Hotel Indigo Opening April 2016*
- **Archer Austin** - This new 171-room, 8-story upscale hotel will be located at the Domain in North Austin. *Opening Summer 2016*
- **Hyatt House**- 190 rooms with a 139-space parking garage conveniently located downtown– opening April 2017.
- **Hyatt Place Hotel** - 139-rooms, meeting space, a state of the art fitness center and resort-style pool with convenient entrance from the airport's main roadway. *Opening Spring 2017*
- **Fairmont Austin**- 1,068 rooms, and 100,000 square feet of meeting space. *Opening summer 2017*
- **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 2017.

NEW HOTELS CONTINUED...

Future openings:

- **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.
- **The Proper Austin Hotel-** The 250 room Proper Austin will feature 12,500 sq. ft. of meeting space overlooking Lady Bird Lake in the Downton area. Also to include chef-driven food and beverage outlets, spa, gym and pool – opening late 2017.

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



- **World Golf Championships Dell Match Play – March**
- **Moto GP - April**
- **Lone Star Le Mans – September**
- **F1 United States Grand Prix™ – October**

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
- **Gruene Hall** – the oldest dancehall in Texas
- **Saddle up** and hit the trail at locally owned resorts

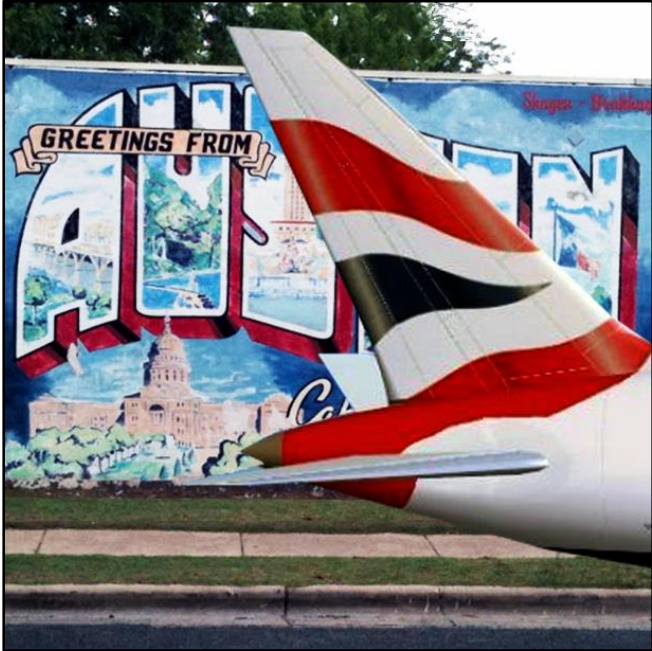


AUSTIN-BERGSTROM INTERNATIONAL AIRPORT



- 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, 5 International Cities including London, Toronto, Cancun, San Jose and Frankfurt
- 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, 2016

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