

VISIT *Austin*

LIVE MUSIC CAPITAL OF THE WORLD®



THE
ULTIMATE
FIELD GUIDE TO
THE CORAZÓN OF
Austin

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**BUEN
VIAJE**

On behalf of the **Greater Austin Hispanic Chamber of Commerce (GAHCC)**, welcome, ¡Bienvenido a Austin! This Austin Field Guide is a snippet of some of our culturally enriching members around the Greater Austin area. The Hispanic Community accounts for 35% of the population in Austin and is projected to grow to over 40% by 2020. You can feel the Hispanic culture radiate through our great city. We encourage you to stop by some of our member locations and enjoy everything that they have to offer. During your stay, interact with us through **#GAHCCFamilia**. We firmly believe that you and your guest will significantly enjoy everything Austin has to offer and hope your experience is a memorable one.



Luis A. Rodriguez
President & CEO
Greater Austin Hispanic
Chamber of Commerce

¡Bienvenido! At **Visit Austin**, we invite you to experience Austin like a local — stroll through our vibrant entertainment districts, catch a show at one of more than 250 live music venues and immerse yourself in Austin's rich Latino culture. Try some ATX-Mex food, like a breakfast taco or share a bowl of queso (or not) with friends. Take some time to walk the Tejano Trail with more than 20 sites featuring figures who shaped our social justice system to trailblazers in the music industry. If we can be of assistance during your stay, please stop by the **Austin Visitor Center**, engage with us on social media using **#TrueAustin** or just tap a friendly Austinite on the shoulder. We're happy you're here and wish you an enjoyable stay.



Tom Noonan
President & CEO
Visit Austin

INSIDER TIPS

Looking to skip the touristy stuff and experience Austin like the locals? We have you covered. Here's a list of our favorite insider spots all over town guaranteed to look awesome on your newsfeed and make friends back home secretly wish they were you.



INSIDER TIP ARTS & CULTURE

Emma S. Barrientos Mexican American Cultural Center

Opened in 2007, The Emma S. Barrientos Mexican American Cultural Center was created to preserve, create, present and promote the art of Mexican Americans and other Latino cultures. The center offers two galleries and two theaters, featuring work from local, regional and national Latino and Latina artists.

La Peña Gallery

In 1981, sisters Lidia and Cynthia Pérez created La Peña Gallery to integrate the arts into their community. Its mission is to support artistic development, provide exposure to emerging artists, musicians, poets and performers, and to introduce Austin residents and visitors to Latino art.

Mexic-Arte Museum

Founded in 1984 by artists Sylvia Orozco, Sam Coronado and Pio Pulido, the Mexic-Arte Museum brings the art and culture of Mexico to Texas. Located on Congress Avenue, the museum hosts innovative and vibrant exhibitions dedicated to cultural enrichment and education. Hit up the museum store for cool collectibles like Frida trinkets and Día de los Muertos stickers.

Teatro Vivo

Catch a show at Teatro Vivo, a bilingual theater dedicated to producing culturally relevant performance art addressing critical social issues about the Latino experience.

Tejano Monument at The Capitol

Unveiled in 2012, the Tejano Monument by Armando Hinojosa is the largest sculpture on the Texas State Capitol grounds. The life size bronze figures include: a pioneer family, longhorn cattle, a Mexican cowboy and a Spanish explorer. It established an enduring legacy and pays tribute to the contributions made by Hispanic descendants.



FACES OF AUSTIN:
Edgar Gierbolini
CEO of Austin LGBT Chamber of Commerce

Born and raised in Puerto Rico, Edgar has called Austin home for 25 years. He spent a large part of his career in Austin's hospitality industry, and after serving six years on the board for the Austin LGBT Chamber of Commerce, he became Chief Executive Officer in 2016. He continues to be an active member in the Austin community, engaged in many different organizations and making a difference along the way.



INSIDER TIP MUSIC

COOL PLACES TO CATCH A SHOW EN ESPAÑOL:

Chulita Vinyl Club Parties

An all-girl, all-vinyl group of self-identified womxn DJs bringing together the community of vinyl loving mujeres. Be sure to check out Chulita Vinyl Club's social media for upcoming events.

Cielo Nightclub

Want to get down to grade A reggaeton or silky smooth bachata? Check out Cielo, a nightclub with an international vibe that plays many diverse genres of Latin music.

Club Carnaval

Ready to dance all night? Look no further than Club Carnaval. With live music on the weekends and a totally banging dance floor, Club Carnaval is a must for fans of cumbia, banda and reggaeton.

Continental Club

If you're looking for a night of eclectic music in a quintessentially Austin bar, then Continental Club might be right up your alley. Be sure to get there early, it can fill up pretty quickly on the weekends!

Empire Control Room & Garage

This expansive venue hosts live music, special events, artists' markets and everything in between.



Photo by Empire Control Room

FACES OF AUSTIN:

Gina Chavez

Musician



Photo by Spencer Selvidge

An Austin native, Gina Chavez is a multi-ethnic songstress with her finger on the pulse of the city. Chavez is a favorite on NPR's "All Things Considered" and "Tiny Desk" series. Her album "Up, Rooted," a passionate and personal collection of bilingual songs, has topped both the Amazon and iTunes Latin charts. When she's not performing, Gina can be found taking in the quirky, artsy vibes of Spiderhouse, one of Austin's most cherished local hangouts.



Photo by Denise Chambers



Photo by The Shady Grove

BEST PLACES IN TOWN TO CATCH A FÚTBOL MATCH:**Buckets Deli and Sports Bar**

The name says it all. Enjoy buckets of ice cold beer while watching the game on one of eleven screens at this East Austin neighborhood favorite.

Haymaker

Haymaker is a casual neighborhood bar serving hearty food and daily drink specials. With TVs and a laid-back vibe, it's a great option for catching a game.

Lima Criolla

On Saturdays, this Peruvian restaurant comes alive with fútbol viewing parties thanks to their big projector screen. Enjoy their authentic Peruvian dishes and drinks from the Pisco bar as you cheer on your team.

Mister Tramps

Mister Tramps off Research Boulevard has cheap drinks, a friendly bar staff and it's one of the best soccer bars around. The bar opens early on weekends for Premier League games and it's always buzzing when the US Soccer team plays.

The Tavern

With more than fifty high-definition televisions, a rotating beer menu and rooftop patio, it has become one of the city's most popular spots to catch a match.



Photo by Haymaker



Photo by Katie Stout

Esquina Tango

Esquina Tango is a non-profit organization and cultural center providing the Austin community with a variety of events focused on Argentine and other Latin American cultures. They offer a unique variety of Latin dance classes such as Tango, Samba and Salsa Aerobics.

Flamingo Cantina

For 23 years, the Flamingo Cantina has been known as the people's favorite Austin venue for "good vibes music" – live reggae, ska, Latin and worldbeat music, as well as rock, hip hop, alternative and more. Every Thursday is Latin night.

Sahara Lounge

Run by local musicians Eileen Bristol and her son Topaz McGarrigle, Sahara Lounge features music in almost every genre seven nights a week: African, Brazilian, Middle Eastern, as well as DJ Dance Parties once or twice a month.

Tamale House East

Every Thursday, this beloved Austin restaurant is transformed into a salsa dance party. Tables are pushed aside and the dance floor is packed as a local salsa band gets the party started.

**FACES OF AUSTIN:**
DJ Chorizo Funk

Photo by Robert Klein

An Austinite for 19 years, Chorizo Funk has been working as a local DJ and event producer since 2007. As an Austin Chronicle *Best of Austin* winner, Chorizo Funk is also a proud member of Peligrosa, the longest running Latin dance party in Texas, and a founding member of Body Rock ATX, an award-winning monthly dance party. He recommends that visitors check out the Vaquero Taquero truck, which he says makes one excellent quesadilla.

Amy's Ice Creams

Treat your kids to a sweet treat at Amy's Ice Creams. Amy's has something for everyone: handcrafted artisan ice creams (try the Mexican vanilla), dairy-free fruit ices and frozen yogurts. Plus, at some locations your kids can burn off their sugar rush on the playground.

Fiesta Gardens

Home to some of the biggest festivals in Austin, this park is a great spot for a relaxing day. Pack a picnic and sit under the shady trees as you overlook Lady Bird Lake.

Oasis

Deemed "The Sunset Capital of Texas," The Oasis on Lake Travis has it all: food, drinks, music and views. The Oasis proudly serves both Tex-Mex and American fare. Adults can enjoy drinks at the cantina while kids play at the Oasis Arcade. The picturesque views make for a pretty spectacular family picture.

Thinkery

Thinkery is a place with fun exhibits that promote creative problem solving skills, inventing, exploring and hands-on learning. Let the young ones take the lead in this adventure and enjoy the ride. After exploring, head across the street for a manganada or sweet treat from one of the local food trucks.

Zilker Park

Zilker Park is a 351 acre recreation area where locals and visitors enjoy running, biking, swimming, kayaking and many other outdoor activities. Zilker has it all: trails, gardens, volleyball courts, picnic areas and swimming areas (as well as the best dog-watching spots in town!).



Photo by Shana Berenzweig



Photo by Bruce Lemons



Photo by Nick Simonite



Photo by Kirk Tuck



Photo by Ice Cream Festival

Bartholomew Pool

Take a break from the heat and spend your day splashing at Bartholomew Pool. Its three pools make it perfect for a family outing, and your kids will love sliding down the winding tube waterslides.

Barton Creek Greenbelt

The Barton Creek Greenbelt contains 12.68 miles of gorgeous trails, with the main trail spanning about seven miles. It's also filled with mountain biking trails, beautiful limestone bluffs for rock climbing and several swimming holes.

East Austin Boardwalk

Take a stroll on Lady Bird Lake, literally. This boardwalk is just under 1.5 miles long and has several beautiful viewing areas, an ADA accessible pier and even allows fishing at the rest areas.

Festival Beach Park

Between the baseball fields, basketball courts, playgrounds and trails, it's easy to find something for everybody at Festival Beach. Be sure to stop by the Camacho Activity Center and check out their kayaking programs that launch from their ADA accessible dock.

Hamilton Pool

Swim or walk around the stunning Hamilton Pool Preserve just outside Austin in nearby Dripping Springs—232 acres of protected natural habitat featuring a pool with a 50-foot waterfall. The pool is surrounded by slabs of limestone resting by the water's edge and large stalactites growing from the ceiling. Reservations required in peak months.



Photo by Dave Mead

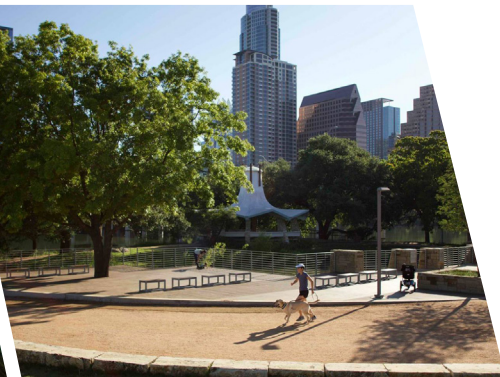


Photo by The Trail Foundation

Lady Bird Lake

On one of our many sunny days, there's no better place to visit than Lady Bird Lake. Conveniently located in Downtown Austin, you can enjoy activities like hiking, biking, kayaking, canoeing and paddleboarding.

Lower Walnut Creek Hike & Bike Trail

Follow the path of Walnut Creek on this eight-mile trail. Its paved roads weave through forests and parks making it a great spot for bikers, walkers and runners.

Mount Bonnell

If you're looking for a short hike with the best views in town, then you have to visit Mount Bonnell. Grab some snacks and enjoy the breathtaking picnic areas.

Mueller Lake Park

A popular spot for locals, Mueller Lake Park is great for relaxing. Pack a lunch, admire the public art or walk the trail loop as you overlook the scenic 6.5-acre lake.

Republic Square

This historic park was first established in 1888. It's recently been renovated and is now a great spot to relax downtown. Swing by on a Saturday and enjoy the weekly SFC Farmers' market.

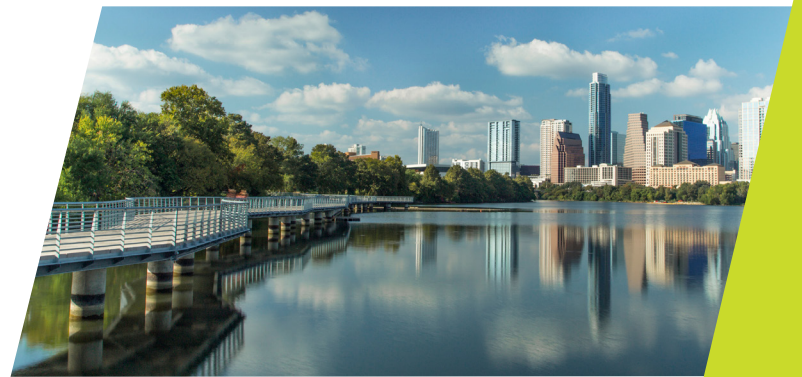


Photo by Nick Sironite

HOW TO ATX-MEX

In true Austin fashion, we have our own unique spin on Mexican cuisine, or as we like to call it, ATX-Mex. We like to think of it as Tex Mex's eccentric cousin, characterized by fresh ingredients and unexpected flavors, with an emphasis on craft. In the next few pages, take a look at some of our favorite ATX-Mex spots and try your best not to drool (unfortunately this guide isn't waterproof).





Photo by Rose McIntyre

INSIDER TIP BREAKFAST TACOS

Cisco's Restaurant Bakery & Bar

For over 50 years, Cisco's has been an iconic East Austin breakfast go-to. Try their migas, chorizo and carne guisada or build your own breakfast taco—you can't go wrong.

Must tries: Any breakfast taco or the Huevos Rancheros

Joe's Bakery & Coffee Shop

Since 1962, this family-run bakery has been serving up some of the best breakfast tacos in Austin. Ingredients are fresh, the tortillas are all handmade and breakfast is served all day. Plus, after you eat your fill of tacos, you can swing by their bakery counter for a pan Mexicano.

Must try: The Joey Rocha Plate. Eggs, carne guisada, sausage, bacon. Need we say more?

Taco Joint

Taco Joint serves hand-made tortillas, high quality ingredients and unique tacos accompanied by salsas made fresh daily.

Must tries: Potato, egg and cheese breakfast taco, Migas open face taco, and Benedicto taco (Saturdays only)

Tacorrido

Tacorrido has two drive-thru locations and one brick-and-mortar. Find the nearest location and pair your meal with an Equinox (horchata + espresso shots).

Must tries: Potato, egg, and chorizo taco, Taco de Verduras or Revuelta (a mix of cuerito, buche and carnitas)

Valentina's Tex Mex BBQ

Barbeque is a long-standing tradition for the Vidal family, who own and operate Valentina's. Enjoy delicious smoked meats piled on a fresh, hand-rolled flour tortilla, topped off with spicy salsa.

Must tries: The Real Deal Holyfield breakfast taco or smoked carnitas taco

INSIDER TIP QUESO

Fresa's Chicken Al Carbon

An Austin original with a modern take on classic Mexican chicken al carbón, Fresa's wood-grilled meals, authentic salsas and satisfying sides are outstanding. However, you can't go to Fresa's without dipping into one of their famously melty quesos.

Must try: The Totally Loaded w/ chorizo, black beans, guacamole, pico, queso fresco and salsa bruja

Maria's Taco Xpress

Maria's Taco Xpress is as eclectic as it is delicious, and owner Maria Corbalan has been deemed "South Austin's Taco Queen." On Sundays, you can't miss their Hippy Church, live gospel and tacos. What more can you ask for?

Must tries: Queso and chips and a frozen margarita

Matt's El Rancho

When Matt and Janie Martinez opened their Tex-Mex restaurant El Rancho in 1952, it seated only 40 customers. They have since expanded seating to more than 500 customers, and El Rancho still makes everything from scratch to offer the freshest tortillas and chips around.

Must tries: The Bob Armstrong Dip paired with a margarita made with fresh squeezed lime juice

Torchy's Tacos

Michael Rypka decided to chase his dreams and bet his life savings on great Tex-Mex street food by opening a food trailer. At first, he gave out free chips and salsa to invite people to try his food. Now Torchy's is a renowned franchise with 30 stores.

Must try: Torchy's Green Chile Queso topped with guac and Diablo sauce



Photo by Patrick Y Wong



INSIDER TIP CONTEMPORARY BITES

Alcomar

Alcomar is a Mexican seafood restaurant run by co-executive chefs Alma Alcocer and Jeff Martinez, who created a menu that offers regional flavors inspired by Mexico's coastlines. They're also known for an extensive drink menu, which includes margaritas by the glass or pitcher.

Must tries: Don't miss out on their ceviche or the red snapper & mole verde

Bullfight

Opened in 2015, Bullfight celebrates the best of Spanish food, drink and culture. The restaurant offers Spanish-style tapas infused with local ingredients and flavors. All menu items are meant to be shared.

Must tries: Cured meats served with pan y tomate as well as the grilled Spanish octopus

El Chipirón

Started by Chef Pablo Gomez after moving to Austin from Spain, El Chipirón features classic Spanish dishes with a modern twist. They also have an entire menu dedicated to gin and tonics that have been named the best G&Ts in town.

Must tries: Tabla de Quesos and Jamón Ibérico



Grizzelda's

A new ATX-Mex spot with breezy beach resort vibes, Grizzelda's fires up Central Mexican cuisine with a Texas influence and crave-worthy house-made tortillas. Their Sunday brunch is one of the best ways to end your weekend.

Must try: All you can eat queso and guacamole

La Condesa

A modern Mexican restaurant in Austin's 2ND Street District, La Condesa features Mexican dishes made with fresh, locally sourced ingredients. It also features a bar with the most extensive collection of tequila and mezcal in the city.

Must tries: Either the Acapulco Ceviche or the Mariscos Ceviche



FACES OF AUSTIN:

Nicolas Yanes

Owner and Head Chef of Juniper

Nicolas Yanes, the executive chef of Juniper, has used his experience in kitchens around the world to craft a truly world-class menu. Using the notes from his travels abroad, Yanes combines premiere ingredients with old world technique to create comforting, yet inventive classic cuisine that connects the northern regions of Italy as well as other adjoining areas with Central Texas. After dining at Juniper, Chef Yanes recommends his visitors head over to The White Horse for a little after dinner Honky Tonk.



Photo by Tracey Maurer

Photo by Fonda San Miguel

INSIDER TIP TRADITIONAL EATS

El Alma

From Bolivian-bred Carlos Rivero and Mexico City-bred Alma Alcocer, El Alma serves fresh and bold Mexican flavors in a cozy restaurant featuring an expansive outdoor patio.

Must try: Avocadorita, a frozen margarita made with avocado

Fonda San Miguel

Proudly serving Mexican cuisine and traditional Yucatecan and Veracruzano fare, it's no wonder Fonda San Miguel was crowned one of America's 50 Best Mexican Restaurants.

Must try: The Mixiote (a slow-cooked seasoned lamb served in a papillote)

Rosita's Al Pastor

Not only does Rosita offer one of our favorite salsas in town (with árbol and tomatillo chiles), but she also carves the al pastor meat straight from the trompo. Oh, and the truck is open 'til 3am in case you need a late taco fix.

Must tries: The pastor tacos and anything with barbacoa

Taco More

Taco More is an authentic and casual Mexican joint with two locations in Austin. Even though they're known for their tacos and caldos, their salsa bar is said to be the best in town.

Must tries: Don't miss out on the Cabeza Tacos or the Consomé de Cabrito (goat soup)

INSIDER TIP LATIN AMERICAN CUISINE

Now that you've learned how to ATX-Mex, here's a sampling of other Latin American Cuisines Austin has to offer:

Boteco

Enjoy freshly made Brazilian cuisine with a Texas twist at this East Austin food truck.

Buenos Aires Café

This restaurant features authentic Argentinian cuisine from empanadas to pastel de papas. With two locations in Austin, it's easy to get your fix of Argentinian classics.

Casa Colombia

Casa Colombia offers some of the best Colombian cuisine in Austin. They have a dog-friendly patio, a wonderful happy hour and feature live music every Friday night.

Cuba512

A casual eatery serving up classic Cuban sandwiches and drinks, located in South Austin.

Yuyo

A welcoming Peruvian restaurant featuring classic Peruvian dishes, street food and a one-of-a kind ceviche bar with made-to-order ceviches and tiraditos.



Photo by: Josh Guerra, The Daily Texan

FACES OF AUSTIN:

Susana Vivanco

Owner Manager at Lima Criolla

Since moving to Austin 10 years ago, Susana Vivanco has been busy creating cuisine and serving her community. In 2015, she opened a restaurant called Lima Criolla, which serves traditional Peruvian cuisine. When she's not managing her own restaurant, she spends her time volunteering at Foundation Communities, preparing taxes for low income families and working as a translator at Volunteer Legal Services. She gets true joy out of sharing her Peruvian culture through the food she creates for the Austin community!

2 DAYS IN AUSTIN

We know you'd like to stay for much longer, but sometimes you just can't. If you're looking for a quick checklist of what you just HAVE TO experience in Austin, we invite you to play Two Days in Austin Lotería: a checklist of what we believe to be the most vital experiences on a short trip to ATX. Happy trails!



TAKE A PEDICAB



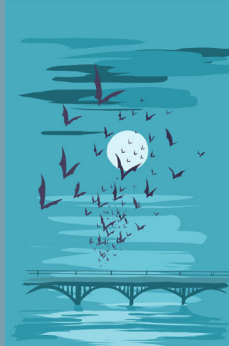
BBQ!



BREAKFAST TACO



VISIT LADY BIRD LAKE



SEE THE BATS



EXPLORE A MUSEUM



LEARN TO CUMBIA



MURAL SELFIE



GET A SOUVENIR ON
SOUTH CONGRESS



CLIMB MOUNT
BONNELL



ZILKER PARK



FRUTERÍA



STROLL DOWN 6TH



CATCH A LIVE SHOW



TRY A FOOD TRUCK



QUESO!



ENTERTAINMENT DISTRICTS

Austin's entertainment districts have something for everyone. Looking for a relaxed night with friends? Head East. Want to dance the night away? Visit Sixth Street. Feel like going on a shopping spree? Hit up The Domain. Want souvenirs or small gifts for everyone back home? Try the shops on South Congress. In this section we'll explore all the unique experiences our entertainment districts have to offer.

ENTERTAINMENT DISTRICTS: EAST AUSTIN



'TIL DEATH DO US PART
EAST SEVENTH STREET & WALLER

VIBE

Whether you're in the mood for authentic Mexican cuisine or looking to discover rich history and culture, East Austin has you covered. Walk the streets and you'll find stunning murals, food trucks, art studios and family-owned businesses. Not to mention the district is home to some of the best bars and music venues in town.

THE ESSENTIALS

Hay Elotes: A great place for elotes and budget friendly street snacks for the whole family.

Licha's Cantina: Mexican soul food inspired by cuisine the owner grew up eating.

Veracruz All Natural: Fresh ingredients and homemade tortillas - look no further for some of the best tacos in town.

White Horse: A great spot to boogie any night of the week with live music, pool tables and whiskey on tap.

TEJANO WALKING TRAIL



- East Austin Neighborhood Center/ Travis County HHSD – trail info and starting point
- Tejano Music Legends Trail
- Tejano Healthy Walking Trail
- Austin Art in Public Places Installation

Directing users through the heart of the East Cesar Chavez and Holly neighborhoods, the Tejano Walking Trail covers an expansive part of American history, starting in post-civil war times. Covering a historically Hispanic area, the 4.9-mile trail features 24 sites along the walking trail, which can be completed in about 2.5 hours.



ENTERTAINMENT DISTRICTS: DOWNTOWN



MURALS ON THE SIDE OF THE
MEXIC-ARTE MUSEUM

VIBE

As popular during the week as it is on the weekends, this bustling area of commerce, cuisine, cocktails and the Capitol is a melting pot of finance and fun, as well as philanthropic conservation. In addition to opportunities for retail therapy, the arts scene is alive and well with galleries and museums at nearly every corner.

THE ESSENTIALS

2ND Street Shopping District: Shop for clothing, home decor and even the freshest olive oil in the world.

Central Library: Explore six stories of technology, books and *Recycled Reads* or enjoy fantastic views of Lady Bird Lake from the rooftop terrace.

Mexic-Arte Museum: See the exhibitions, ever-changing murals and shop at the museum store.

Texas State Capitol: Take a tour, explore the grounds and be sure to visit the Tejano Monument out front.



Photo by Pierce Ingram



Photo by 2ND Street District



Photo by The Contemporary Austin



Photo by Geoff Duncan

ENTERTAINMENT DISTRICTS: SOUTH CONGRESS



THE "I LOVE YOU SO MUCH" WALL
ON THE SIDE OF JO'S COFFEE

VIBE

This vibrant neighborhood south of Lady Bird Lake is not only a popular hangout for locals, but also the perfect place to explore on foot. South Congress is where the laid-back spirit of Austin shines. Enjoy the eclectic boutiques, hotels and some of the best people watching in town.

THE ESSENTIALS

Big Top Candy Shop: An old school candy lover's dream come true (try the milkshakes!)

Guero's Taco Bar: A staple in South Austin for fresh margaritas, Mexican food and live music.

Habana: Austin's own spot for authentic Cuban and Caribbean food.

La Mexicana Bakery: Dedicated to authentic pan dulce and baked goods, open 24/7.

Tesoros Trading Company: Retailer selling folk arts and crafts from over twenty countries across the globe.



Photo by Andy Mahr



Photo by Shelley N.



ENTERTAINMENT DISTRICTS: RAINEY STREET



POSE WITH YOUR FAVORITE FRENEMY AT THE "I HATE YOU SO MUCH" MURAL AT BUNGALOW

Photo by Megan Truemer

VIBE

Rainey Street is a walkable bar and restaurant neighborhood comprised of converted bungalows. You will find everything from cheap street eats to fine dining restaurants. Be sure to check out the Emma S. Barrientos Mexican American Cultural Center and take in some art and music.

THE ESSENTIALS

Banger's: With 30 varieties of sausage and 104 beers on draft, you could be here a while!

Bar Illegal: A hidden cantina in the back of Clive Bar serving Oaxacan distilled Illegal Mezcal.

Craft Pride: Home to Texas' finest craft beers, wines and Via 313 Detroit-Style pizza truck.

El Naranjo: Delicious traditional Mexican food made only with the freshest ingredients.

G'raj Mahal: A café and lounge offering both traditional and innovative Indian comfort food.



Photo by City of Austin



Photo by Bar Illegal



Photo by Mexican American Cultural Center

FACES OF AUSTIN:
The Emma S. Barrientos
Mexican American Cultural
Center

The Mexican American Cultural Center is a must-see on Rainey Street. The organization is dedicated to preserving and promoting cultural arts that represent Mexican Americans, Native Americans, Chicano and other Latino Cultures. Come check out the two galleries or attend an event, many of which are open and free to the public. Educational programs are also available focusing on topics including music, theatre, dance and literature.



Photo by Geoff Duncan



Photo by Banger's

ENTERTAINMENT DISTRICTS: RED RIVER



BEST SELFIE SPOT

LITERALLY ANYWHERE IN CHEER UP CHARLIES. TAKE YOUR PICK.

VIBE

This historic district of music venues, bars and dance clubs has some of the best music in Austin. Hip-hop nights at Empire Control Room, Footloose Friday dance nights at LGBTQ-mainstay (and consistently award-winning) Barbarella and Rock n' Roll Karaoke Mondays at Beerland all make for truly epic nights out. For some grub, try fresh and healthy pan-Asian food from Koriente, or grab a New Jersey-style pizza from Hoboken Pie.

THE ESSENTIALS

508 Tequila Bar: A bar solely dedicated to tequila drinks, shots and cocktails.

Mohawk: A music venue with multiple outdoor balconies makes every spot in Mohawk the best view in the house.

Pelon's Tex Mex: Funky saloon offering Mexican eats, margaritas and tequila flights.

The Sidewinder: A unique live music venue run by musicians, for musicians.



Photo by Swan Dive



Photo by Eric Celedon

FACES OF AUSTIN:

Stephanie Bergara

Lead Singer of Bidi Bidi Banda

Stephanie Bergara is a native-Austinite who grew up listening to Tejano and singing into a hairbrush. Today, she fronts Bidi Bidi Banda, Austin's first all-star Selena tribute band composed of members from the best Latin bands in town. Their interpretation of Selena's greatest hits earned them "Best Cover Band" at the 2018 Austin Music Awards, and they're sure to leave you reliving the greatness of the Queen of Tejano Music.



Photo by Geoff Duncan



Photo by Mohawk

ENTERTAINMENT DISTRICTS: SIXTH STREET



THE SIXTH STREET MURAL ON I-35
ACCESS ROAD AND SIXTH

VIBE

Sixth Street is one of the most iconic streets in Austin. Check out Buffalo Billiards if you want to play some pool or shuffleboard. The Parish is well-known as an intimate live-music mecca. Visit a modern day speakeasy at Midnight Cowboy (make a reservation beforehand). Watch a comedy show with a side of magic at Esther's Follies. Finish up the night with a slice of pizza and a side of heavy-metal tunes from Hoeks Death Metal Pizza.

THE ESSENTIALS

Easy Tiger: A beautiful German bake shop and beer garden.

Llama's Peruvian Creole: Food truck that specializes in Peruvian cuisine while mixing influences from Spain, China and Africa.

Tears of Joy Hot Sauce Shop: Proudly boasting hundreds of varieties of hot sauces.



Photo by Stevan Alcalá

FACES OF AUSTIN:

Adrian Quesada

Musician, composer and producer

Adrian Quesada is a producer/musician based in Austin. As a musician, he's best known as co-founder of the bands Grupo Fantasma, Brownout/Brown Sabbath and Spanish Gold. Never one to sit still, he also releases music as The Echocentrics. He's had the pleasure to work with diverse artists such as Prince, GZA (of the Wu-Tang Clan), Bernie Worrell and many more. As an engineer, Quesada was recently tapped to record legendary funk band, The Dap Kings. To those visiting Austin for the first time, he recommends taking in the vibes at local hangouts like the Continental Club and The Little Darlin'.



Photo by Lost in Austin



Photo by Midnight Cowboy



Photo by The Driskill Hotel

ENTERTAINMENT DISTRICTS: NORTH AUSTIN



**ROCK ROSE ROTATING
MURAL INSTALLATION**

VIBE

When taking advantage of Austin's year-round sunshine, North Austin is a must see. The outdoor shopping district, The Domain, has more than 100 stores to accommodate any budget. Hotels, restaurants and entertainment areas like Rock Rose and NORTHSIDE make this area a giant outdoor oasis. Exploring North Austin wouldn't be complete without indulging at some of the area's nearby Latin American restaurants.

THE ESSENTIALS

Chago's: Home-style Puerto Rican food with recipes passed down through generations.

Enchiladas y Mas: Tex-Mex restaurant famous for its enchiladas and fajitas.

Estancia Churrascaria: Eat to your heart's content at this authentic Brazilian steakhouse.

Rose Room: Two-story nightclub offering bottle service and table reservations.

ENTERTAINMENT DISTRICTS: CENTRAL AUSTIN



**THE "HI, HOW ARE YOU"
MURAL AT GUADALUPE
AND 21ST**

VIBE

Smack dab in the bustling heart of the city, Central Austin is home to numerous up-and-coming companies leading the way in health and technology. It's also where you'll find the world-renowned University of Texas, the Texas State Capitol and a handful of "can't miss" museums.

THE ESSENTIALS

Blanton Museum of Art: One of the largest and most diverse University museums in the country.

Bullock Texas State History Museum: A great place to brush up on Texas history or catch an IMAX movie.

Lyndon Baines Johnson Library: The presidential library and museum is home to over 45 million pages of historical documents.

North Loop: A go-to for vintage shops, book stores and dive bars.

University of Texas Tower: Book a tour at the observation deck for fantastic views of both campus and Austin.



Photo by The Domain



Photo by The Domain



Photo by Mark Weatherford



Photo by Blanton Museum of Art

DIRECTORY

CHURCHES

Cristo Rey
Emmanuel Methodist
Guadalupe Church
St. Austin Catholic Church
St. David Episcopal
St. Mary Cathedral
Virgen de Guadalupe

SALONS/BARBERS

Kervin's Barbershop
Ted's Barbershop

DINING AND DRINKS

Casa Chapala
Casa Garcia's Mexican
Restaurant
Casa Maria
Che Zee
Chuy's
Don Dario's Cantina
El Borrego de Oro
El Taquito
El Zunzal
Habanero Mexican Café
Hops and Grain
Jalisco's Restaurant & Bar
Juan in a Million

La Perla
Las Cazuelas
Las Perlas Mezcaleria
Lima Criolla Peruvian
Restaurant
Manuel's
Marcelino Pan Y Vino
Mi Madre's
Mr. Natural
Pueblo Viejo
Rocheli Patisserie
Sabor Cubano
School House Pub
Still Austin Whiskey Co.
Taco More
Taqueria Chapala
Texican Café
Tortilleria Rio Grande
Tyson's Tacos

LATINO-OWNED BUSINESSES/ ORGANIZATIONS

Bunny's Cake Shop
Coronado Studio
Jumpolin (Piñatas & Party
Store)
Las Ofrendas

Long Motors
Mamas of Color Rising
People Organized in Defense
of Earth and her Resources
(PODER)
Resistencia Bookstore
The Projecto Austin
Tortilleria Rio Grande
Youniversal Auto Care

ARTS, CULTURE AND ENTERTAINMENT

Athena Silversmith
Austin Bats Basketball Team
Big Medium
Clay Imports
Corocoro
Creative Arts Alliance
Frank Erwin Center
La Peña
Puerto Rican Cultural Center
SprATX
The Austin Tejano Coalition
The Canopy
Thorton Roads Studio

Visit business.gahcc.org/list for the full Latino-owned business directory.

GETTING AROUND AUSTIN

"Drive friendly" is one of our state mottos, and Austin is no exception. Getting to and from the airport — and all around town — is easy. Most major rental car companies are available at Austin-Bergstrom International Airport, and other standard transportation options include:

CAPITAL METRO BUS LINE

Austin's public bus system is part of a 500 square-mile Central Texas system of more than 3,000 bus stops and 53 routes. Austin is serviced by multiple local bus routes, limited stop/flyer routes, express routes and The University of Texas shuttle routes. Download the CapMetro app for comprehensive maps and details.

METRO RAIL

MetroRail connects Austin on a 32-mile line that stretches all the way from the city of Leander to downtown Austin next to the Convention Center. Services run seven days a week. Visit www.capmetro.org to plan your trip.

TAXI/RIDESHARE

Check out the current taxi and rideshare options to get on-demand rides any time of day at visitaustin.org/rideshare.

SHUTTLES

SuperShuttle is one of the leading airport shuttle services in the U.S., serving over eight million passengers a year. For a VIP experience, try their private black car service, ExecuCar. Learn more about additional shuttle, limousine and charter services here: visitaustin.org.

RENT A BIKE

On-the-go bike rentals from Austin B-cycle are available to use at more than 40 stations located throughout the city. A number of bike shops also offer hourly and daily rentals. Learn more at austinbicycle.com.

PEDICAB

These carts pulled by local cyclists can be found throughout Austin. Each driver is licensed by the City of Austin Ground Transportation Department and works solely on



CALENDAR

JANUARY

FREE WEEK

Various Locations, freeweek.do512.com

The first week of January might be the best time for a music fan to visit Austin. Why? Hundreds of Austin bands participate in this annual event that encompasses multiple venues around Austin.

MARTIN LUTHER KING JR. FESTIVAL

Huston-Tillotson University, mlkcelebration.com

Join the march from the MLK statue at the University of Texas campus to historic Huston-Tillotson University to celebrate Dr. Martin Luther King Jr.'s legacy.

FEBRUARY

AUSTIN MARATHON & HALF MARATHON

Downtown Austin, youraustinmarathon.com

Austin welcomes nearly 20,000 participants from around the world for the Annual Austin Marathon & Half Marathon. This exciting event showcases Austin's scenic urban landscape for both runners and spectators alike.

BLACK HISTORY MONTH

Various Locations, visitaustin.org

To commemorate Black History Month, there will be events, including film screenings and ceremonies throughout the city, celebrating important people and moments in time in African-American history.

CARNAVAL BRASILEIRO

Palmer Events Center, sambaparty.com

This festival gives Austin a taste of Brazil by merging music, dance and culture into one huge party. Austin's Carnaval is one of the biggest celebrations outside of Brazil (because everything is bigger in Texas) and everyone can participate, so bring your best samba and prepare to dance the night away.

MARCH

ART CITY AUSTIN

Palmer Events Center, artallianceaustin.org

Austin's original fine arts festival and national juried art show, Art City Austin features 200 locally and nationally recognized artists and galleries. This family-friendly event features local food trailers, beer, cocktails and interactive projects for kids of all ages.

AUSTIN URBAN MUSIC FESTIVAL

Auditorium Shores, urbanmusicfest.com

More than 15,000 music revelers converge on Lady Bird Lake's Auditorium Shores to enjoy this Austin festival focusing on R&B, neo-soul and hip-hop music.

CASA MÉXICO SXSW

ESB-MACC, casamexicosxsw.com

Casa México aims to display Mexico's status as a global leader in technology, entrepreneurship and innovation, as well as a modern country with a vast and diverse culture and traditions. Experience live music, entrepreneurship, culture, Mexican food, art exhibitions and more.

CESAR E. CHAVEZ "SI SE PUEDE!" PODER

ESB-MACC, poder-texas.org

Celebrate the life of Cesar Chavez, one of the most important leaders of the 20th century. His legacy in workers' rights, civil rights for Latinos, environmental justice, equality for all, peace, non-violence and children and women's rights deserves national recognition.

CLYDE LITTLEFIELD TEXAS RELAYS

The University of Texas, texassports.com

This premier track and field event brings together the best high school, college and professional athletes from Texas, the U.S. and the world.

CROSSROADS EVENTS

ESB-MACC, maccastin.org

The musical event showcases local and regional talent in collaboration with the Emma S. Barrientos Mexican American Cultural Center (MACC), Austin Parks and Recreation Department, the City of Austin and private sponsors.

RODEO AUSTIN

Travis County Exposition Center, rodeoastin.com

Since its inception in 1938, this local event has grown from a simple stock show featuring 16 animals into one of the state's premier rodeos. Over the course of two weeks, the Rodeo features 10 ProRodeo events, a family-friendly fair, daily concerts and more.

ST. PATRICK'S DAY FESTIVAL

Jourdan-Bachman Pioneer Farms, stpatricksdayaustin.com

This family-friendly St. Patrick's Day fest celebrates all things Irish. Come enjoy authentic Celtic music and dancers, Irish language workshops, the finest Irish imports and plenty of good craic!

SXSW® MUSIC, FILM AND INTERACTIVE CONFERENCES AND FESTIVALS

Various Locations, sxsw.com

Austin Convention Center and more than 50 venues host noted filmmakers, musicians and multimedia artists from around the world who converge to showcase music, film and interactive media during this internationally recognized event.

ZILKER GARDEN FESTIVAL

Zilker Botanical Garden, zilker garden.org

For more than 60 years, the annual Zilker Garden Festival has been a one-stop garden shopping destination when spring arrives in Central Texas. A family-friendly event, the garden festival offers something for everyone, including: the annual flower show, live music, gardening talks, a kid's corner and food court.

ZILKER PARK KITE FESTIVAL

Zilker Park, abckitefestival.org

The nation's oldest kite festival features hundreds of kites in the air and is free to attend for people of all ages; complete with kite flying contests, food, games and more.

APRIL

AUSTIN FOOD + WINE FESTIVAL

Auditorium Shores, austinfoodandwinefestival.com

Join top chefs, sommeliers and winemakers from across the nation for an indulgent, three-day epicurean adventure unlike any other.

AUSTIN REGGAE FEST

Auditorium Shores, austinreggae fest.com

A fundraiser for the Capital Area Food Bank, Reggae Fest features three days of reggae, world and dub talent – along with more than 50 vendors selling food, and arts and crafts.

CAPITOL 10K

Downtown Austin, cap10k.com

Texas' largest 10K race and one of the nation's top runs draws 18,000 runners.

EYORE'S ANNUAL BIRTHDAY PARTY

Pease Park, eeyores.org

Live music, beer, food, acrobats and costume contests can be found at this annual gathering of Austin's most eclectic locals, benefitting many Austin nonprofits.

EUPHORIA FEST

Carson Creek Ranch, euphoriafest.com

Live music, camping, yoga and a variety of mindful workshops come together at this immersive four-day festival, featuring hip-hop, electronic, ambient, tribal and experimental genres.

LEVITATION FEST

Downtown Austin, levitation-austin.com

Mark your calendars: Levitation Fest will return to Austin as a multi-venue music festival across downtown. Enjoy a weekend full of live music, psychedelic light shows, on-site camping and more.

LOUISIANA SWAMP THING AND CRAWFISH FESTIVAL

The Austin American Statesman Parking Lot, roadwayevents.com

A Texas Cajun festival, with 5,000 pounds of crawfish and zydeco, brass, funk and rock music.

MOONTOWER COMEDY FESTIVAL

Paramount Theatre and Other Locations, austintheatre.org

Moontower Comedy & Oddity Festival, presented by the Paramount Theatre, curates some of the funniest, wittiest and oddest world-class comics from around the globe. National headliners, up-and-comers and local Austin-based comedians ensure a hilarious night of fun.

MOTOGP™ GRAND PRIX OF THE AMERICAS

Circuit of The Americas™, circuitoftheamericas.com

MotoGP™, the pinnacle of all motorcycle World Championships, joins the roster of racing events at the Circuit of The Americas™ track with a three-day series at the purpose-built Grand Prix venue. With the addition of this race, the new circuit is the first North American racing venue to host both two- and four-wheeled World Championship events in one year's time.

OLD SETTLER'S MUSIC FESTIVAL

Dale, TX, oldsettlersmusicfest.org

This Central Texas signature music event features Grammy-winning Americana, arts and crafts, camping, food and libations. Acoustic jazz, blues and bluegrass are all performed by oldtime local faves and award-winning artists from around the world.

SOR JUANA INES DE LA CRUZ

ESB-MACC, maccastin.org

Enjoy this special festival centered around female empowerment. This celebration includes live music, poetry and storytelling about a strong, independent woman, Sor Juana.

MAY

AUSTIN FASHION WEEK

Various Locations, austin.fashionx.co

Austin Fashion Week showcases the work of fashion designers, photographers, hair stylists, makeup artists and models from around the state of Texas with over 100 events, including runway shows, designer meet-and-greets, themed parties and benefits for Austin nonprofits.

CINE LAS AMERICAS INTERNATIONAL FILM FESTIVAL

Various Locations, cinelasamericas.org

The festival showcases contemporary films and videos from Latin America (North, Central, South America and the Caribbean) and the Iberian Peninsula. Films and videos made by or about Latinxs throughout the world, as well as Indigenous groups of the Americas, are also invited to participate.

LATINO MUSIC MONTH

Various Locations, austinlatinomusic.com

Many Latino music genres are showcased during performances around town all month long. Other special events throughout the month are presented, as well.

LIFETIME CAPITAL OF TEXAS TRIATHLON

Lady Bird Lake, Downtown Austin, captextri.com

Lifetime Capital of Texas Triathlon attracts all levels of athletes, from top-ranked professionals to first timers. The event includes the USA Paratriathlon National Championship, sprint and international distances, First Tri distance, and sprint and international distance relays.

PECAN STREET FESTIVAL (SPRING)

Historic Sixth Street, pecanstreetfestival.org

A free family event, the Pecan Street Festival is the oldest and largest art festival in Central Texas. Musicians, food vendors, artists and crafts people turn Sixth Street – historically called Pecan Street – into a lively street fair where there is something for people of all ages.

WEST AUSTIN STUDIO TOUR

Various Locations, west.bigmedium.org

The West Austin Studio Tour is a free, self-guided tour that celebrates Austin's talented and wildly diverse creative community. The public is invited to discover new artistic talent; see working studios; learn about artists' tools, techniques and inspirations; explore galleries and a variety of exhibitions; and immerse themselves in the arts and local business communities.

JUNE

AFRICAN AMERICAN BOOK FESTIVAL

George Washington Carver Museum, aabookfest.com

This free, annual literary event showcases new works by and about African Americans. Notable speakers and authors will discuss their works and facilitate conversations.

ATX TELEVISION FESTIVAL

Downtown Austin, atxfestival.com

ATX Festival is the first festival devoted to television's history and future. It functions like a traditional film festival with premieres of new series, current hits and cult favorites. ATX Festival also offers access to the industry's leading professionals, with cast and creator Q&As, and panels focusing on innovation in both production and content delivery.

CENTRAL TEXAS JUNETEENTH CELEBRATION

MLK Blvd. and Other Locations, juneteenthcentraltexas.com

Juneteenth, also known as "Freedom Day" or "Emancipation Day," is the oldest known African-American celebration commemorating the end of slavery. This annual event features a 2K walk/run, parade floats, entertainment and a celebration at Rosewood Park.

KEEP AUSTIN WEIRD FEST & 5K

Long Center, keepaustinweirdfest.com

Anything is possible at this decade-old Austin extravaganza! Run, skip or race through the streets of downtown Austin wearing the wackiest costume. Unofficially known as "the slowest 5K you will ever run," this race is designed for amusement and fun.

REPUBLIC OF TEXAS BIKER RALLY

Travis County Exposition Center & Downtown Austin, rotrally.com

The state's largest motorcycle gathering attracts thousands of bikers for rides, parades and music.

SOLSTICE FESTIVAL

Pan Am Park and Various Locations, solsticeatx.com

This annual music festival celebrates the local Austin music community. The festival is held at Pan Am Park, but unofficial parties are held at various venues around town during the weekend.

WORLD CUP VIEWING

Takoba, takobarestaurant.com

Catch the excitement of the 2018 FIFA World Cup inside the cantina or on the outdoor patio.

JULY

FOURTH OF JULY FIREWORKS AND SYMPHONY

Auditorium Shores, roadwayevents.com

The Austin Symphony hosts an annual concert of patriotic music culminating in a spectacular fireworks display over Lady Bird Lake.

HILL COUNTRY GALLERIA INDEPENDENCE DAY FESTIVAL

Hill Country Galleria, hillcountrygalleria.com

A free celebration of Independence in the Hill Country Galleria, featuring fabulous art, live entertainment and a fireworks display.

AUGUST

AUSTIN CHRONICLE HOT SAUCE FESTIVAL

Fiesta Gardens, austinchronicle.com

If you wanna beat the heat this summer, then you gotta eat the heat! Join the Austin Chronicle for one of the world's largest hot sauce festivals, with as many as 10,000 spectators each year.

AUSTIN ICE CREAM FESTIVAL

Fiesta Gardens, austinicecreamfestival.com

The Annual Austin Ice Cream Festival is fun for the whole family. Games, activities, contests, live entertainment and, of course, ice cream, will keep you cool and happy.

AUSTIN PRIDE FESTIVAL & PARADE

Fiesta Gardens, austinpride.org

The PRIDE Festival is the largest annual LGBTQ advocacy and fundraising event in Central Texas! Dozens of nonprofit organizations and social clubs use the festival as a platform to inform and interact with the thousands of attendees. Each year, countless people find new organizations to join, causes to support and opportunities to volunteer.

BAT FEST

Congress Avenue Bridge, roadwayevents.com

Celebrate this batty event as the world's largest urban bat colony (1.5 million Mexican free-tailed bats, which take up seasonal residence beneath the Ann Richards Congress Avenue Bridge) takes to the skies for its nightly flight. Enjoy live music, children's activities and a costume contest.

CAPITAL CITY BLACK FILM FESTIVAL

Various Locations, capcitybff.com

CCBFF celebrates African-American filmmakers from across the nation and provides a stage for burgeoning talent. This festival features four days of events, seminars, parties, screenings and more.

SEPTEMBER

AUSTIN GAY AND LESBIAN INTERNATIONAL FILM FESTIVAL (aGLIFF)

Various Locations, agliff.org

The oldest and largest gay and lesbian film fest in the Southwest, and the largest LGBTQ cultural event in Austin. Experience the festival in September and watch for monthly screenings around town.

AUSTIN MUSEUM DAY

Various Locations, austinmuseums.org

Organized by the Austin Museum Partnership, this special day features free exhibitions and activities at participating Austin-area museums and cultural sites.

AUSTIN OKTOBERFEST

Various Locations, austoberfest.com

Also known as Austoberfest, this fun event features live music, food, a biergarten, kids' activities and more at the Austin Saengerrunde and Scholz Garten.

FANTASTIC FEST

Alamo Drafthouse, fantasticfest.com

Fantastic Fest is the largest genre film festival in the U.S., specializing in horror, fantasy, sci-fi, action and just plain fantastic movies from around the world.

FREE DAY OF YOGA

Various Locations, freedayofyoga.com

Participating studios across the Austin area offer free classes for every age and fitness level.

OUT OF BOUNDS COMEDY FESTIVAL

Various Locations, outofboundscomey.com

Comedians from around the country show Austinites their comedy chops and throw down in a mini-golf tourney.

PECAN STREET FESTIVAL (FALL)

Sixth Street Austin, pecanstreetfestival.org

A free family event, the Pecan Street Festival is the oldest and largest art festival in Central Texas. Musicians, food vendors, artists and craftspeople turn Sixth Street – historically called Pecan Street – into a lively street fair where there is something for people of all ages.

TEXAS CRAFT BREWERS FESTIVAL

Fiesta Gardens, texascraftbrewersfestival.org

The largest beer festival for and by Texas brewers, this annual event features the best of Texas craft beer and displays the thriving beer community across the Lone Star State.

ZILKER RELAYS

Zilker Park, zilkerrelays.com

The Zilker Relays is a 10-mile team race in which participants run a 2.5-mile loop from one central festival/transition area. The combination of a relay, festival home base, drinks and music make this experience a favorite for runners of all calibers and ages.

DIEZ Y SEIS

Fiesta Gardens, diezyseis.org

This annual Mexican Independence Fiesta features live musical performances throughout the day. Dance to mariachi, Tejano and more or bring a lawn chair and relax under the pavilion. Funds from the festival help preserve Mexican-American culture, provide scholarships for college-bound Hispanics and grant funding for local youth programs.

GENTROAMERICANTO FEST

Various Locations, cacfest.com

This festival was started in 2011 as a way to introduce Central American music to the city of Austin. Now it serves as a celebration of Central American music and culture, showcasing some of the most influential singer-songwriters from the Central American region.

HISPANIC HERITAGE MONTH

Various Locations

Celebrate the diverse cultures of people in the Hispanic community with a range of festivals, concerts and special events for Hispanic Heritage Month, from September 15 to October 15.

OCTOBER

AUSTIN CITY LIMITS MUSIC FESTIVAL

Zilker Park, aclfestival.com

One of the country's largest celebrations of live music, this two-weekend, six-day festival brings the magic of the famed public TV series, "Austin City Limits," outside the studio and into Austin's most beloved park. More than 150 musical acts take over eight stages, along with local food vendors, brewers, artists and pop-up shops.

AUSTIN FILM FESTIVAL

Paramount Theatre and Various Locations, austinfilmfestival.com

Recognized as one of the top film festivals in the country, this cinematic event shines the spotlight on top-billed films and indies alike.

FORMULA 1 UNITED STATES GRAND PRIX

Circuit of The Americas™, circuitoftheamericas.com

Drivers will be in Austin competing in the Formula 1 United States Grand Prix this fall. Built around a state-of-the-art 3.4-mile circuit track with capacity for 120,000 fans and an elevation change of 133 feet, the facility is designed for all classes of racing – from motor power to human power.

IRONMAN 70.3 AUSTIN

Travis County Exposition Center, ironman.com

Race in Texas' capital of cool with one of the only indoor finishes on the Ironman circuit. The swim will begin on Decker Lake, the bike ride will loop through rolling Texas farmlands, and the final run will end indoors at the Travis County Expo Center.

OKTOBERFEST

German Free School, germantexans.org

The German-Texan Heritage Society holds this annual festival featuring live music, food, a biergarten, kids' activities and more at the historic German Free School.

TEXAS FIREWORKS DIA DE LOS MUERTOS CELEBRATION

Kreig Baseball Field, planetktxasfireworks.com

Light up your Halloween night with pyrotechnics at Kreig Softball Fields, presented by Planet K.

TEXAS MONTHLY BBQ FESTIVAL

City Terrace at the Long Center, tmbbq.com

This tasty festival only has four rules: muster as many of Texas' best BBQ joints as possible; have them serve up their specialties, side-by-side; let smoke and sauce fly for five intoxicating hours; and finally, let the people decide who made the best goods.

TEXAS TEEN BOOK FESTIVAL

St. Edward's University, texasbookfestival.org

The Texas Book Festival has evolved into one of the premier literary events in the country, hosting about 250 authors each year. More than 40,000 book lovers of all ages attend the festival annually, enjoying readings, panel discussions, signings, cooking demonstrations, live music, local food, YA authors, children's activities and exhibitors from across the state.

VIVA LA VIDA MEXIC-ARTE DAY OF THE DEAD PARADE

Downtown, mexic-artemuseumevents.org

The Grand Procession brings together a vibrant and varied mix of the traditional and contemporary. The Procession – including costumes, props, live music, dancers and floats – marches down historic Sixth Street and culminates at East Fourth Street and Congress Avenue, marking the transition from the afternoon to the exciting evening portion of the street festival.

NOVEMBER

DIA DE LOS MUERTOS CONCERT

Downtown, austindiadelosmuertos.com

This family-friendly cultural celebration features renowned Latin and Texan music industry recording artists and offers local food and beverages, cultural performances, Kids Zone activities and more.

DIA DE LOS MUERTOS

ESB-MACC, maccastustin.org

Celebrate Latino heritage, participate in costume contests, workshops and family art activities and enjoy live music and entertainment throughout the day.

AUSTIN CELTIC FESTIVAL

Fiesta Gardens, austincelticfestival.com

This annual festival is also the largest gathering of Celts in Central Texas. The event is home to four stages of Irish, Scottish and Breton music, dance, sports, storytelling, workshops and more.

EAST AUSTIN STUDIO TOUR

Various Locations, east.bigmedium.org

More than 70 Eastside studios open their doors for the public's viewing and purchasing pleasure.

TEXAS BOOK FESTIVAL

Texas State Capitol, texasbookfestival.org

More than 40,000 book lovers of all ages attend the Texas Book Festival annually, enjoying readings, panel discussion, signings, cooking demonstrations, live music and exhibitors from across the state.

DECEMBER

WINTER WONDERLAND AT THE CIRCUIT

Circuit of The Americas, thecircuit.com/winter-wonderland

A bright new Holiday Festival featuring a .8 mile Circuit of Lights, Skating Rink, Santa's Village, Petting Zoo with Camel Rides, Human Snow Globe, Singing Trees, Movie Lawn, Carnival Rides, Tunnel of Lights, Trips to the top of the North Pole, Musical Stages and much, much more!

TRAIL OF LIGHTS

Zilker Park, austintrailoflights.org

The Austin Trail of Lights is part of the Austin experience, lighting up the season with a celebration of community, memories and fun.

ARMADILLO CHRISTMAS BAZAAR

Palmer Events Center, armadillobazaar.com

Shades of old Austin are reflected at this market with eclectic gifts and local entertainment.

AUSTIN'S NEW YEAR

Auditorium Shores, austintexas.gov

This alcohol-free, family-friendly event celebrates the diversity and creativity of the city with visual art installations, jugglers, storytellers, fire dancers and other festive performances.

MEET THE ILLUSTRATOR



Bayo
Visual Artist

Bayo (Eduardo Flores) is a self-taught, award-winning artist with over 15 years of experience in illustration and advertising. Born in Mexico City, he moved to Austin with his wife to expand his career in visual arts. His work has been featured in numerous publications across the country as well as in art galleries in Belgium, Spain, Germany and the Netherlands. For those visiting Austin, Bayo recommends taking in the beautiful trails of the greenbelt and kayaking at the picturesque Lady Bird Lake.