



AUSTIN: JUST THE FACTS

[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 121,900 jobs and pumps an estimated \$7.4 billion into Austin’s economy. The hotel bed tax produces \$509 million to support local arts, entertainment and recreation (including music) and tourism generates \$640 million in state and local taxes.

Sources: *Dean Runyan Associates and Texas Workforce Commission, 2016*

VISITATION: The greater Austin MSA welcomed 25.6 million visitors in 2016.

POPULATION: 2+ million in the metropolitan area and 947,890 within Austin city limits, making Austin the 11th largest city in America. It was the eighth fastest-growing large city in the nation from 2014 to 2015.

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 year-round temperature of around 70° F. and 32” annual rainfall.

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, Guadalajara, San Jose Del Cabo, Toronto, Punta Cana, Amsterdam (SXSW 2018 only), Stockholm (SXSW 2018 only), and seasonal summer flights to Frankfurt, Germany.

HOTEL ROOMS:

2018	2019	2020
10,734 downtown 39,758 citywide	11,578 downtown 40,655 citywide	12,333 downtown 42,400 citywide

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.

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 #9 City to Live and Work in 2017. 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 April through October.

OUTDOORS: Austin is home to more than 300 parks, including 360-acre Zilker Park. The Anne and Roy Butler Hike & 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 6th Street, South Congress, West 6th 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: The longest running music show on television ([Austin City Limits](#)) spawned the Austin City Limits Music Festival, which draws 450,000 people and takes place for two weekends each October. It generates an economic impact of around \$277.4 million (2016).

- First year of festival was 2001
- Festival expanded to two weekends for the first time in October 2013

SXSW® MUSIC, FILM AND INTERACTIVE CONFERENCES 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).