



AUSTIN: JUST THE FACTS

Visit Austin is the official destination marketing and sales organization for the City of Austin. An accredited member of the Destination Marketing Association International, Visit Austin is charged with marketing Austin nationally and internationally as a premier business and leisure destination, thus enriching our community's overall quality of life. Locally, travel supports an estimated 62,000 jobs and pumps an estimated \$7 billion into Austin's economy. The bed tax produces \$8.9 million to support local arts (including music) and \$603 million generated in state and local taxes by tourism (2015).

VISITATION: The greater Austin MSA welcomed 24.1 million visitors (2015).

POPULATION: 2+ million in the metropolitan area; 931,830 in Austin city limits, 11th largest city in America. It was the eighth-fastest-growing large city in the nation with more than from 2014 to 2015.

AREA: Austin envelops a 2,705-square-mile metro area; 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. 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 60 destinations including international flights to London, Cancun, Mexico City, Guadalajara, San Jose Del Cabo, Toronto, Punta Cana, Amsterdam (SXSW 2018 only) and seasonal summer flights to Frankfurt, Germany.

HOTEL ROOMS: Austin currently has 8,758 downtown hotel rooms (10,359 by 2017, 10,938 by 2018) and 36,910 in the metropolitan area (38,188 by 2017, 38,767 by 2018).

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 #6 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 Hike & Bike Trail follows the edge of Lady Bird Lake for ten miles and 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, Market, Red River, Warehouse, 2nd Street, South Austin, East Austin, Central Austin and Rainey Street districts 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 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 \$194 million (2014).

- First year of festival was 2001
- Festival expanded to two weekends for the first-time 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 \$325.3 million in economic impact and 343,800 in attendance. (2016)