



AUSTIN MUSIC GUIDE

Austin celebrated its 20th anniversary as the Live Music Capital of the World® in 2011, however the city's musical history dates further back than 20 years.

Austin surfaced as a music mecca in the 1960s and 1970s, when Willie Nelson went “on the road again,” Janis Joplin waited tables at Threadgill’s and Stevie Ray Vaughan played at Antone’s. Visitors (and residents) have long known that Austin is free-spirited destination in the thick of Texas, and that the local music scene continues to grow and innovate amongst a long-standing tradition.

Here are a few facts and figures that illustrate why Austin goes beyond clubs and performances to thrive as the Live Music Capital of the World®:

- More than [250 Austin establishments](#) showcase live music, from dedicated music venues to retail shops, restaurants to museums. Some **iconic venues** include: [ACL Live](#), [Emo’s](#), [Stubb’s](#), [Antone’s](#), [the Mohawk](#), [Saxon Pub](#), [Continental Club](#), [Elephant Room](#) and [Parish](#)
- Austin is home to some 2,000 musicians and recording artists, including such famed personalities as Willie Nelson, Asleep at the Wheel, Ghostland Observatory, Iron & Wine, Okkervil River and more.
- The Austin Music Office, a division of Visit Austin, is dedicated to marketing and promoting the local music scene to visitors. The Music Office staff also services conventions by booking local artists for meetings and events, and connect artists and venues with convention industry professionals.
- [“Music in the Air”](#) is the live music program at Austin-Bergstrom International Airport. Live music is played on five different stages throughout the terminal, welcoming visitors and sending off passengers in style.
- The City’s Music & Entertainment Division is an economic development accelerator and centralized resource center for Austin’s music industry, and an active community partner for Austin’s citizens, community groups, and neighborhoods. The division proactively creates and produces commercial music industry economic development programs for all music sectors that align City and private industry efforts to grow economic prosperity, serves as a regulatory advisor for all commercial music and entertainment activity, and acts as an information clearinghouse and problem-solving liaison for City regulations regarding the commercial music industry.
- “Austin City Limits,” is the longest-running music program on television and the only TV show to be awarded the Presidential Medal of Arts. It is filmed at ACL Live at The Moody Theater, on Willie Nelson Boulevard in downtown Austin.
- The original “Austin City Limits” studio, located on the University of Texas campus, has been honored by the Rock and Roll Hall of Fame as a historic musical landmark. Austin is also home to the Stevie Ray Vaughan Memorial, situated on the Hike & Bike Trail, erected after the legendary guitarist’s death in 1990.
- The Health Alliance for Austin Musicians (HAAM) was founded in 2005 to provide access to affordable health care for Austin’s low-income, uninsured musicians, focusing on prevention and wellness. To date, HAAM has services over 2,000 musicians – some of whom report that HAAM likely saved their lives.

- Founded in 1995, the SIMS Foundation continues to provide mental health and addiction recovery services and support for Austin’s working music industry and their families.

MORE THAN 2,000 AREA RECORDING ARTISTS including:

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|--------------------------|-----------------------|---------------------------|
| Willie Nelson | Explosions in the Sky | Gary Clark Jr. |
| Spoon | Black Pistol Fire | The Black Angels |
| Bright Light Social Hour | Dale Watson | White Denim |
| Alejandro Escovedo | Monte Montgomery | Sarah Jarosz |
| Jimmie Vaughan | Marcia Ball | Guy Forsyth |
| Charlie Sexton | Rosie Flores | Shinyribs |
| Ruben Ramos | Vallejo | Kat Edmonson |
| Patty Griffin | Shakey Graves | Bob Schneider |
| Grupo Fantasma | Okkervil River | The Black and White Years |
| Kelly Willis | Suzanna Choffel | Riders Against the Storm |

FINANCIAL IMPACT: The 2014 economic impact of Austin’s music industry was more than \$726 million. Music tourism brought in another \$1.1 billion, together totaling \$1.8 billion.

MUSIC SUPPORTS MORE THAN 20,000 JOBS IN AUSTIN

SOUTH BY SOUTHWEST MUSIC CONFERENCE AND FESTIVAL (SXSW®) is one of Austin’s largest conventions, bringing more than 340,000 music, film and interactive industry professionals and fans from around the world and generating \$325.3 million for the city in 2016. For more than two decades, the SXSW® Music Conference and Festival has become one of the leading industry events in the world. More than 2,200 bands from across the globe play during the six-day musical extravaganza.

AUSTIN CITY LIMITS (ACL) MUSIC FESTIVAL is an annual music festival that spans for two weekends in October at Zilker Park. The popularity of the Austin City Limits TV show inspired the ACL music festival. Originally, the festival started out as a one-weekend event expanded to two weekends in 2013. ACL continues to boost a diverse lineup every year with more than 100 renowned music acts performing each weekend, 450,000 total attendees and generates an economic impact of more than \$277 million for the city (2016).

ENTERTAINMENT & NIGHTLIFE

Austin is home to a variety of entertainment districts, creative mixologists and home-brewed craft beers and spirits. Each district provides a unique flavor and experience. Take a look at our [online listings](#) for the most up-to-date selection of popular bars and nightlife activities. Live music, local brews and plenty of unique Austin culture are guaranteed at many local entertainment hotspots!

For more Music Information: www.visitaustin.org/music-office/

AUSTIN-AREA GRAMMY WINNERS include:

Stevie Ray Vaughan
Willie Nelson
Gary Clark, Jr.
Johnny Gimble
Los Lonely Boys
Redd Volkaert
Stephen Bruton
Grupo Fantasma

Asleep at the Wheel
Dixie Chicks
Pinetop Perkins
Los Super Seven
Joel Guzman
Lucinda Williams
Delbert McClinton
Little Joe y La Familia

Patty Griffin
Jimmie Vaughan
Eric Johnson
Shawn Colvin
Ruben Ramos
Guy Clark
Esperanza Spalding

AUSTIN MUSIC FESTIVALS include:

JANUARY– MARCH

Free Week
Carnaval Brasileiro
Urban Music Festival
SXSW®

APRIL– JUNE

Art City Austin
Old Settlers Music Festival
Austin Reggae Festival
Euphoria Fest
Levitation
Spring Pecan Street Festival
Solstice Festival

JULY– SEPTEMBER

Fourth of July Fireworks & Symphony
Fall Pecan Street Festival

OCTOBER– DECEMBER

Austin City Limits Music Festival
Dia de los Muertos
Armadillo Christmas Bazaar
Austin's New Year