We love Austin. (Who doesn’t?) Even as accolades — and people — pour in, the city is determined to stay weird, wired and wonderful.
CULTURE

250+ LIVE MUSIC VENUES
2,000+ AREA RECORDING ARTISTS

43,577 AVAILABLE BREAKFAST TACO COMBINATIONS*

2,000 FOOD TRUCKS & TRAILERS

BEST CHEF: SOUTHWEST
AARON FRANKLIN
FRANKLIN BARBECUE

in the 2015 James Beard Awards
(the foodie version of the Oscars)

CITY TO LIVE & MAKE FILMS IN

MOVIEMAKER MAGAZINE'S
#1 2015

2,000 SXSW WINNER

for just about everything

HOT SAUCE, BARBECUE, BATS, KITES, LEVITATION, ICE CREAM & PACHANGA

30 WINERIES
20 CRAFT BREWERIES

FIRST CO-OP PUB

1986 1986
700 Attendees

2014
376,000 Attendees
Business

$443 MILLION
Arts and culture industry impact
(measured in taxable sales)

#1 TOP CITY FOR TECH BUSINESSES
(Wall Street Journal, February 2015)

11.5% of total workforce in creative industry

MAJOR EMPLOYERS

Austin Independent School District  Dell
City of Austin  Federal Government
St. David's Healthcare Partnership  IBM Corp.
Seton Healthcare Network  University of Texas at Austin
State of Texas

3.7% UNEMPLOYMENT RATE
in January 2015

3.1% JOB GROWTH
in 2014

27,700 JOBS ADDED

2015 Austin’s 2,600 TECH COMPANIES (Dell, Apple, Google, Facebook and more) employ 50K+ PEOPLE.

180,000 COLLEGE STUDENTS
(4,000+ of them on the hilltop)

27 PUBLIC & PRIVATE UNIVERSITIES

MICHAEL DELL launches a computer company from his University of Texas dorm room.

1984
ONE OF THE TOP 10 FITTEST CITIES IN AMERICA
(Sharecare, January 2014)

Water temperature at Barton Springs

1985
68°F

2015
68°F
(Hey, some things never change.)

ONE OF America’s Best Bike Cities
(Bicycling, September 2014)

300 DAYS OF SUNSHINE
(and air conditioning)

TWO HUNDRED FIFTY-ONE PARKS

70°F AVERAGE YEAR-ROUND TEMPERATURE

HOME TO NORTH AMERICA’S LARGEST urban bat
(and urban hippie) POPULATION

WE ♥ DOGS
Named DOGTOWN USA
(Dog Fancy, 2014)

Largest NO-KILL CITY in America
200+ dog-friendly restaurants

America’s Most Vegan-Friendly City
(PETA, June 2013)

... CINNAMONKEY ELEPHANTASTIC ICE CREAM FROM SWEET RITUAL, ANYONE?
Growth

Median household income

$75,763

TOURISM

53,900 jobs

$6.3 billion in economic impact

157 people move to the Austin-Round Rock area each day

11th Largest City in America

Greater Austin Population

Projected population growth by 2030


# of People

214,603

1,990,593

4,330,155 projected

3rd fastest growing metro area in the United States

30%