

Experiences



An Attendee's Ultimate Checklist

Mount Bonnell

- ☐ Browse South Congress Avenue's funky antique, vintage, costume and candy shops.
- ☐ Paddle board or kayak Lady Bird Lake.
- ☐ Look up in awe at the domed Texas State Capitol.
- ☐ Tour an underground cavern filled with stalagmites and stalactites at the Cave Without a Name in Boerne.
- ☐ Watch the Congress Avenue Bridge bats – the world's largest urban bat colony – emerge at sunset (April thru November).
- ☐ Attend a silly, off-the-wall event. Think hot sauce festival, Keep Austin Weird Fest & 5K, and Eeyore's Birthday Party.
- ☐ Hop around Sixth Street after dark and let the music spilling out into the street pull you inside.
- ☐ Sample as much queso as possible. (Don't miss: The Bob Armstrong at Matt's Famous El Rancho.)
- ☐ Visit the first Whole Foods store, located in the Market District.
- ☐ Swim in underground-spring-fed Barton Springs.
- ☐ Stop to take in the beauty at Lady Bird Johnson Wildflower Center.
- ☐ Picnic, fly a kite or attend an event at Zilker Park.
- ☐ See a concert at Austin City Limits Live at the Moody Theater.
- ☐ Two-step at the Broken Spoke.
- ☐ Hike Mount Bonnell.
- ☐ See a movie with dinner at the Alamo Drafthouse.
- ☐ Wander around the Cathedral of Junk.
- ☐ Check out the quirky exhibits at the Lyndon B. Johnson Library and Museum.
- ☐ Boutique-hop along 2nd Street District.
- ☐ Try unique flavors like avocado or white ginger amaretto at Amy's Ice Creams.
- ☐ Golf one of the many area championship courses.
- ☐ Sip your way around the Texas Wine Trail.
- ☐ Indulge in breakfast tacos, Tex-Mex, barbecue and food trucks and enjoy as many rooftop and patio margaritas as possible.
- ☐ Catch live music at The Continental Club, Antone's, Stubb's or The Mohawk.



PACKING MUSTS

- 1. Boots:** We wear them, for real. Bring 'em or buy 'em here.
- 2. Camera (or cameraphone):** You'll want hi-res pics of this trip.

- 3. Business cards:** For handing out to new friends.

- 4. Extra suitcase:** Did we mention the shopping?

- 5. Festival clothes:** There's bound to be one happening.

- 6. Sandals:** Free your toes! Ditch the heels and get casual.

- 7. Sunscreen:** 50+ if ya got it.

- 8. Tennis shoes:** Keep up with one of the nation's fittest cities.

- 9. Skinny jeans:** It's a hipster town after all.

- 10. Outrageous accessories:** Keep it weird.

A FEW OF OUR FAVORITE THINGS

“For outdoor enthusiasts, the Lady Bird Lake Hike and Bike Trail is a must. Located in the heart of downtown, this 10.1-mile trail stretches along the shores of Lady Bird Lake, offering shaded walking and running paths that are enjoyable year-round.”

Jennifer Walker; *Director of Marketing Communications*

“Austin has the best local shopping. From the 2nd Street District to South Congress Avenue, there are a variety of boutiques and eclectic shopping that you won't find anywhere else. Check out my personal favorite Parts and Labour – a fabulous locally owned store with a little bit of something for everyone.”

Amy Brown, CMP; *Director of Northeast Sales*

“A perfect Sunday in town includes live music and dancing to Conjunto Los Pinky's at the White Horse. Perfect for any age and definitely don't skip the Bomb Tacos in the back!”

Amanda Garcia; *Music Industry Manager*

“Rent a bike from Rocket Electrics and cruise around Lady Bird Lake, or sign up for one of their live music or foodie tours.”

Susan Richardson; *Director, Partnership Development*

“Head down to South Congress Avenue for dinner and dessert. Enjoy Italian fare at Botticelli's, dessert at Amy's Ice Cream, and wind down with live music at the Continental Club.”

Jim Doherty; *Director of Eastern Regional Sales*