

THE TOP 50 REASONS WHY...

Central TEXAS

IS THE
"IT" SPOT
TO CALL

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BEST CITIES FOR
MUSIC LOVERS

TOP
STARTUP
ECOSYSTEM

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RESTAURANTS
in Texas

Best City for
SINGLES



BEST
HOUSING MARKET
FOR GROWTH AND STABILITY

2023 MEDIA ACCOLADES PROVING THAT CENTRAL TEXAS IS THE PLACE TO BE

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LIFESTYLE & POPULATION

Austin attracts singles as the No. 5 best U.S. city for dating on new list comparing more than 182 U.S. cities across 35 key indicators of dating-friendliness. ([WalletHub, Dec., 2023](#))

Travis County & Williamson County rank 3rd and 6th respectively on annual Talent Attraction Scorecard ranking of 616 counties with 100,000+ population across indicators of regional success in creating a stable and attractive environment for talent. ([Lightcast, Dec., 2023](#))

Austin is one of the Top 10 Cities Where Millennials are Moving to Most. Millennials newly transplanted to Austin totaled 103,461 in 2022 and make up 10.7% of the city's population. ([SmartAsset, Nov., 2023](#))

Austin is No. 1 on Best Cities to Launch a Career list based on affordability, employment outlook, and quality of life. ([Bankrate, June, 2023](#))

Three Austin area cities are among the Top 5 Fastest Growing Cities in 2022—Georgetown (First - 14.40%) and Leander (fourth - 10.85%) in Williamson County, and Kyle (third - 10.86%) in Hays County. ([U.S. Census Bureau, May, 2023](#))

Austin is No. 6 in Top Large Cities for Starting a Career after College ranking based on cities' strengths and attractions for young professionals. ([Coworking Cafe, May, 2023](#))

Cedar Park tops list of most affordable spots to live in the southern US San Marcos made the list at No. 2, and Austin came in at No. 8. The list compared median household incomes to cost-of-living data, ranked cities by income-to-expense ratio, with a higher ratio indicating more affordability. ([The List, May, 2023](#))

Austin is the most pet-friendly city for renters looking to move, with more than 4 out of 5 rental listings allowing pets. ([Zillow, March, 2023](#))

Austin is one of the Top 10 Hardest Working Cities in the U.S. based on 11 key metrics ranging from the employment rate to average weekly work hours to the share of workers with multiple jobs across 116 cities. ([WalletHub, Feb., 2023](#))

Austin ranks third for the percentage (50.3%) high-digitalization-level jobs among the 56 metropolitan areas with over 1 million population. ([Brookings Institution, Feb., 2023](#))

Round Rock, TX is America's Best Place to Live in 2023 based on data indicating where your money will stretch furthest and your lifestyle will be the most enjoyable. ([Bankrate.com, Jan., 2023](#))

Austin is ranked No. 4 on the Financial Health Index rating of metros with population over 1 million based on measures of business, household, and municipal/state financial health. ([TheCreditReview, Jan., 2023](#))

CULTURE & ENTERTAINMENT

Five Austin restaurants were featured on OpenTable's 2023 "Top 100 Restaurants in America" list — and none others in Texas. The restaurants included: Clark's Oyster Bar, J Carver's, Jeffrey's Restaurant, Red Ash Italia, and Uchi Austin ([Open Table, Nov., 2023](#))

Austin is No. 3 on Best Warm Destination for Winter Travel ranking focused on cost and convenience, as well as activities and attractions. ([WalletHub, Oct., 2023](#))

Austin is the 7th Best Cities for Music Lovers based on music scene reputation, music venues, music festivals and concerts, vinyl record and musical instrument shops, as well as how many artists and bands call the city their home. ([SeatPick, July, 2023](#))

Austin is one of the Top 10 Meeting Destinations in North America. ([Cvent, May, 2023](#))

Austin is one of the Top 10 Best Cities for Food in the U.S. ([Food & Wine, April, 2023](#))

Austin is among the Top 25 Most Popular U.S. Destinations in TripAdvisor's annual Travelers' Choice Best of the Best Destination Awards due to the "spectacular entertainment districts, ubiquitous culture, top-notch restaurants, and more than 250 music venues." ([TripAdvisor, Jan., 2023](#))

EDUCATION

Austin is the Best College Town in America according to comparison of 400 cities on key indicators of academic, social and economic opportunities for students. ([WalletHub, Nov., 2023](#))

The University of Texas ranks 3rd in the U.S. for the number of U.S. patents granted in 2022. ([National Academy of Inventors, April, 2023](#))

TRANSPORTATION

Austin-Bergstrom International Airport was ranked the No. 4 airport for layovers for their percentage of on-time departures and arrivals (76 percent and 75 percent, respectively), the average departure and arrival delays (69 and 61 minutes), the percentage of canceled flights (less than two percent), and more. [\(UpgradedPoints, Nov., 2023\)](#)

Austin-Bergstrom International Airport in one of the 10 Best U.S. Airports for Food. [\(Food & Wine, April, 2023\)](#)

Austin's "Central Texas State Highway 130 Corridor" is the least expensive among 30 top high-tech corridors in the U.S. for annual operating costs for companies in high-growth advanced manufacturing sectors. [\(Business Facilities, Jan., 2023\)](#)

REAL ESTATE

BUSINESS & ECONOMY

Austin places No. 7 in the ranking of top U.S. cities for international business. [\(Financial Times, Nov., 2023\)](#)

Austin stands out in ranking of U.S. Cities on the Tech Frontier
The combo of Austin's current concentration leading-edge skills (ranks 5th) and its momentum (ranks 4th) represents a high rating of the competitiveness of its tech workforce. [\(The Burning Glass Institute, Oct., 2023\)](#)

Austin places 14th globally and 7th in the U.S. based on overall development (size and maturity) of its venture capital ecosystem. [\(Pitchbook, Oct., 2023\)](#)

Austin is No. 5 on ranking of America's Most Future-Ready Urban Hubs across key metrics representing urban innovation. Austin scored highest in the "business and technology" category covering indicators like STEM/tech jobs, startup, R&D, and patents. [\(Point2, Oct., 2023\)](#)

Austin is the No. 2 Hotspot for Entrepreneurs based on the rate of new company formation. [\(LinkedIn, Sept., 2023\)](#)

Austin is the No.1 metro where new hires from all generations are welcomed at high rates. Metros were ranked based on their local population share of generation hires. [\(LinkedIn, Aug., 2023\)](#)

Austin is No. 2 on annual Best Business Climate metro ranking. Other top standings in Business Facilities metro rankings report include Life Sciences Growth (No. 1), Tech Talent (No. 1), Millennial Magnets (No. 1), and Smart Cities (No. 5). [\(Business Facilities, Aug., 2023\)](#)

Austin has the No. 2 Best Business Climate in annual ranking of large metro areas based on factors valued by corporate site selectors and site selection consultants. [\(Business Facilities, June, 2023\)](#)

Austin is No. 10 in the U.S. and No. 25 globally in annual Global Startup Ecosystem Ranking. This year's report also ranks Austin No. 3 in North America for VC funding per capita (behind Silicon Valley and Boston). [\(Startup Genome, June, 2023\)](#)

Austin is the No. 2 Best-Performing U.S. Metro in annual assessment of economic growth and access to opportunities, due to the strength of its high-tech sector driving rapid job and wage growth. [\(Milken Institute, May, 2023\)](#)

Austin is one of the Top 10 Best U.S. Cities to Start a Career based on 26 metrics representing professional opportunities and quality of life [\(WalletHub, May, 2023\)](#)

The 2023 Mac Conway Awards recognized the Opportunity Austin as one of the top 20 economic development organizations in the U.S. based on measures of corporate facility investment. [\(Site Selection, May, 2023\)](#)

Austin is one of the Top 10 Best Large Cities to Start a Business based on measures representing business environment, access to resources, and business costs. [\(WalletHub, April, 2023\)](#)

Austin continues to attract the most workers—for every 10,000 LinkedIn members in Austin, 98 arrived in the last 12 months. [\(LinkedIn, April, 2023\)](#)

Austin is the 2nd Hottest Job Market in annual WSJ ranking of U.S. metros with more than 1,000,000 population based on unemployment, labor force participation, and growth in employment, labor force and wages. [\(Wall Street Journal, April, 2023\)](#)

Austin ranked No. 5 among top metros for net tech employment job gains, and the metro ranked No. 4 among the top cities for tech economic impact as a percent of the local economy with 24%. [\(CompTIA, March, 2023\)](#)

Austin is No. 4 among the Most Dynamic Metros in the U.S. for its business-friendly and forward-thinking environment making the fast-growing metro highly desirable to innovative firms. [\(Heartland Forward, March, 2023\)](#)

Austin is one of the Top 10 U.S. Metros for Logistics Facility Investment based on projects won over the last 3 years. [\(Site Selection, Jan., 2023\)](#)

Austin is the No. 2 Best Metro Area for STEM Professionals in ranking of the top 100 metros across 21 measures of professional opportunities, STEM-friendliness, and quality of life. [\(WalletHub, Jan., 2023\)](#)