

KEY INDUSTRY IN THE TEXAS INNOVATION CORRIDOR

Destination Attraction



Destination attractions leverage the world-class shopping and hospitality in the Texas Innovation Corridor with the region's outlet malls, natural assets, downtowns, historical districts, and activity centers. The outlet malls in San Marcos alone draw approximately 14 million visitors/consumers a year.

According to U.S. Census data, the majority of retail sold in Hays and Caldwell Counties (approximately 58–65%) is sold to customers who are not residents of the area. This is typically not the case for the retail sector, as the state average is 22.7 percent for non-resident consumers.

14 MILLION

Visit the Malls Annually

200+ RETAIL STORES

In San Marcos' Signature Shopping District

281,000 EMPLOYED

Within 1 Hour Drive

TALENT/WORKFORCE

In Hays and Caldwell Counties, there are nearly 16,000 employed in the region's Destination Attraction subsectors, which include retail, entertainment, lodging, and food services categories. The retail sector alone for the city of San Marcos has a location quotient of 2.39, nearly three times the national concentration rate. The region's two outlet malls (Tanger Outlets San Marcos & San Marcos Premium Outlets) are among the region's top employers with more than 3,000 employed across the two employers.



LOCATION & HIGHWAY TRAFFIC

By far, the most significant advantage for Destination Attraction in the Texas Innovation Corridor is its key geographic location along the I-35 corridor between Austin and San Antonio. Those markets, in addition to access provided to the two cities' international airports, means that travel to the region is easy for regional, domestic, and international visitors.

COLLEGE TOWN EFFECT

With more than 38,000 students, Texas State University is an advantage for Destination Attraction sector. In addition to the consistent student body base, the incumbent student, faculty, and staff populations also provide a steady source of consumer traffic. Visitors to the institution by way of campus tours, graduations, sporting events, cultural activity and more provide another ongoing supply of consumer traffic.

KEY ATTRACTIONS

Buda
"Outdoor Capital of Texas"

Dripping Springs
"Wedding Capital of Texas"

Kyle
"Pie Capital of Texas"

Lockhart
"Barbeque Capital of Texas"

Luling
Home of the "Watermelon Thump Festival"

San Marcos
"Mermaid Capital of Texas"

San Marcos Premium Outlets

Tanger Outlets