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XCELERATE 25
CONFERENCE

WELCOME TO

AUSTIN

Navigating tomorrow, today.

March 18, 19, & 20, 2025



XCELERATE 25 CONFERENCE

Howdy, y'all!

We can't wait to welcome you at Xcelerate Conference in the heart of Texas, at the Fairmont Austin! Get ready to saddle up for a good time as you explore the vibrant culture and lively scenes after conference sessions.

From live music that makes Austin the "Live Music Capital of the World" to the mouth-watering BBQ that you'll savor with every bite, there's something for everyone. We're thrilled to have you join us!



Tuesday, March 18: Pre-Conference

Tuesday, March 18: Thought Leadership Day

Wednesday, March 19: Main Conference Day 1

Thursday, March 20: Main Conference Day 2

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MUSIC SCENE

Austin is the Live Music Capital of the World, boasting two of the largest music festivals on the planet (SXSW and ACL).

Austin has so much to offer, there can't ever be an exhaustive list, though these would be a great place to start!



The Continental Club

Established in 1955, this iconic venue is known as the granddaddy of local music spots, offering a premier live music experience in Austin.

Antone's Nightclub

A legendary blues venue since 1975, Antone's has hosted renowned artists like B.B. King and Stevie Ray Vaughan.

Mohawk Austin

Known for its eclectic lineup, Mohawk offers both indoor and outdoor stages, catering to diverse musical tastes.

The Elephant Room

The place to go for live jazz in downtown Austin. An underground hideaway for jazz lovers since 1991, it's an old school, funky basement space on Congress.

ACL Live at The Moody Theater

Home to the famed Austin City Limits television show, this venue offers top-tier acoustics and performances.

Emo's Austin

A staple in Austin's music scene, Emo's is known for its alternative and indie rock shows.

Saxon Pub

This intimate venue has been showcasing local talent and singer-songwriters since 1990.

Paramount Theatre

A historic venue offering a mix of live music, film screenings, and comedy shows in a beautifully restored setting.

Broken Spoke

A classic Texas dance hall where you can enjoy live country music and learn the two-step.

C-Boy's Heart & Soul

A retro-style club featuring soul, blues, and R&B performances in a cozy atmosphere.

FOOD SCENE

Franklin Barbecue

Renowned for its tender brisket, this spot is a must-visit for barbecue enthusiasts.

La Barbecue

Specializing in Central Texas-style barbecue, La Barbecue is known for its savory rubs and smoky flavors.

Odd Duck

A farm-to-table restaurant offering inventive dishes that highlight local ingredients.

Loro

An Asian smokehouse and bar that blends Southeast Asian flavors with Texas barbecue traditions.

Emmer & Rye

Known for its seasonal and locally sourced menu, offering a unique dim sum-style dining experience.

Veracruz All Natural

Famous for its breakfast tacos, this food truck offers authentic Mexican flavors.

Home Slice Pizza

A local favorite serving authentic New York-style pizza in the heart of Austin.

Péché

A French-inspired bistro known for its absinthe cocktails and classic dishes.

Ramen Tatsu-ya

Austin's first brick-and-mortar ramen shop, offering rich and flavorful bowls of ramen.

Uchi

An innovative Japanese restaurant offering a unique dining experience with fresh sushi and creative dishes.

You're in for a treat! Austin is the epicenter of oak-smoked barbecue and the lovely foothold of Tex-Mex fare.

There are so many restaurants and food trucks, all serving an incredibly delicious dining experience. Your taste-buds are in for spectacular culinary adventures!



Austin Bats

Witness the spectacle of millions of bats emerging at dusk from under Congress Avenue bridge.

Swimming at Barton Springs Pool

Dive into this natural spring-fed pool with crystal-clear waters maintaining a refreshing 68°F year-round.

Texas State Capitol

A historic landmark offering free tours that showcase its architectural beauty and history.

The Bullock Texas State History Museum

An interactive museum that tells the story of Texas through exhibits and films.

Lady Bird Lake Hike and Bike Trail

A scenic 10-mile trail perfect for walking, jogging, or biking along the waterfront.

Zilker Park

A sprawling urban park hosting numerous events and offering recreational activities.

Hiking Mount Bonnell

A popular spot offering panoramic views of the city and the Colorado River.

Ziplining over Lake Travis

Experience an adrenaline rush with breathtaking aerial views of Lake Travis and the surrounding Hill Country.

Visiting Hamilton Pool Preserve

Marvel at the natural beauty of a jade-green pool beneath a cascading waterfall in a collapsed grotto.



OUTDOOR ACTIVITIES

Austin offers an abundance of outdoor activities. And with nearly 300 days of sunshine and an average temperature of 68 degrees, being active in Austin comes naturally.

SHOPPING SCENE

From cutting-edge fashion shops, designer labels, artist showrooms, to vintage galleries. You can elevate your closet with a fashion statement, or leave with a suitcase-worthy souvenir!



South Congress Avenue (SoCo)

Lined with unique boutiques, vintage shops, and local artisans, perfect for eclectic finds.

2nd Street District

A chic area offering a mix of local and national retailers, plus dining options.

The Domain

A premier shopping destination featuring luxury brands, dining, and entertainment options.

The Arboretum

An open-air shopping center with a variety of retailers in a park-like setting.

Barton Creek Square Mall

One of Austin's largest malls, featuring a wide range of stores and a cinema.

Uncommon Objects

A treasure trove of antiques and vintage items for unique shopping experiences.

BookPeople

Texas' largest independent bookstore, offering a vast selection and frequent author events.

Waterloo Records

A legendary independent music store known for its extensive vinyl collection.

North Loop Vintage Shopping

A paradise for thrifters with funky vintage shops and rare fashion finds.

Austin Antique Mall

A treasure trove of collectibles, rare antiques, and one-of-a-kind vintage gems.

VISITOR ATTRACTIONS

Austin offers a diverse range of visitor attractions, including the historic Texas State Capitol featuring beautiful architecture, the serene Zilker Botanical Gardens, and the famous bat colony on Congress Avenue Bridge. Visitors can watch the unique spectacle of up to 1.5 million bats taking flight at dusk (seasonal).

Blanton Museum of Art

Housing a diverse collection of art, this museum offers cultural enrichment for visitors.

Texas State Capitol

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Austin Bats

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The Bullock Texas State History Museum

An interactive museum that tells the story of Texas through exhibits and films.

LBJ Presidential Library

A museum dedicated to the 36th U.S. president, offering insights into his life and presidency.

South by Southwest Festival

From Mid March - Performances by over 2,000 bands from across the globe, this event takes place at the Austin Convention Center, numerous venues and more than 100 stages throughout central Austin.

Rodeo Austin

Mid March - Since 1938, this local event has grown from a simple stock show featuring 16 animals into one of the state's premier rodeos. Over the course of two weeks, the Rodeo features 10 ProRodeo events, a family-friendly fair, daily concerts and more.



Fairmont

AUSTIN



Location

101 Red River Street, Austin
Texas 78701
United States

Check-in/Check-out

Check-in time is 3:00pm.
Check-out time is 11:00am.
Contactless check-out available.

Directions

Austin Bergstrom International Airport

From Presidential Blvd take TX-71 W.
Then take I-35 N/US-290 E to N I-35 Frontage Road.
Exit 234B, follow to E 1st St/E Cesar Chavez St. to Red River St.

Driving Instructions

Please note that the City of Austin has issued a no-left turn onto Red River Street when heading East on East Cesar Chavez Street. To enter Fairmont Austin's front entrance, please turn left on Trinity Street, which is one block before Red River Street.

Please ensure that you follow this route detour to avoid the \$500 fine as enforced by the City of Austin.

