

# WELCOME TO AUSTIN

Get ready to amp-up your stay in the Live Music Capital of the World. Whether you're visiting for work or play, we've got you covered with the coolest, locals-only tips to maximize your stay.



## MIRACLE

307 W 5th St.  
Austin, TX 78701

Can you imagine anything more fun than having a Bad Santa or a You'll Shoot Your Rye Out at this completely decked out holiday hot spot and then heading over to the Zilker tree and spinning around with your buds? The answer is no, no you cannot. The holidays in Austin just keep getting better.

**INSIDER TIP** Get festive and order the Run Run Rudolph made with Olmeca Altos Blanco Tequila, Borghetti Espresso Liqueur, Iced Hot Chocolate, Whipped Cream, Cinnamon and Cacao powder.

## TOY JOY

403 W 2nd St.  
Austin, TX 78701

'Tis the season for gifting, and you will find it all here at Toy Joy. Make no mistake, this is not just for kids. An Austin original, Toy Joy has been keeping Austin fun since 1987. Known for its floor to ceiling eclectic collection of fun, nostalgic and quirky toys and gifts, Toy Joy has been serving locals and worldwide visitors for over 29 years. Whether you're a long time resident or just visiting Austin, they would love for you to stop by, meet their team, and have as much fun as your heart desires.

**INSIDER TIP** Open every day except Thanksgiving, Christmas and New Years Day.

## 2ND STREET DISTRICT

214 Guadalupe St.  
Austin, TX 78701

The 2nd Street District is made up of the best shopping, dining, and entertainment in Austin. It has become something of an upscale adult playground over the years, and you'll catch locals mixing with visitors on every city block.

**INSIDER TIP** Start with a cocktail at TRACE, and then make your way over to PRIZE for a carefully curated selection of accessories, apparel, art and more.

**TALK LIKE A LOCAL**  
Know slang from the streets.

### Guadalupe / Gwad-a-loop

Guadalupe Street is considered a hip shopping enclave of clothing, furniture, and gifts shops, and a great "good eats" zone.

*Lambert's BBQ is on Guadalupe Street*



**WINTER WONDERLAND AT THE CIRCUIT - COTA**  
**9201 Circuit of the Americas Blvd.**  
**Austin, TX 78617**

Millions of lights will illuminate a magical world of holiday amusement at Circuit of The Americas this December. There will be something for everyone to experience and enjoy including a Skating Rink, Human Snow Globe, Singing Trees, Petting Zoo, Camel Rides, Santa's Workshop, Carnival Rides, Hot Air Balloon Float, Merry Movies on The Lawn, Delectable Food, Shopping Galore and the soon to be world famous Tunnel of Lights and much more. Who knows, it may even end up snowing in Austin!

**INSIDER TIP** Open to the public starting December 8th, and they offer free parking.



**AH SING DEN**  
**1100 E 6th St.**  
**Austin, TX 78702**

This East Austin bar and restaurant will transport you to another continent with the Victorian Chinoiserie decor and the very carefully crafted and most excellent fragrant cocktails. You will get a very sultry vibe from the incense burning and the music palyng. Large velvet benches and chairs will make you want to stay and order another round. The small plates are delicious, and it wouldn't be the perfect experience without the Poke Nachos!

**INSIDER TIP** The dessert trio with Mochi Ice Cream should not be missed.



**ARMADILLO BAZAAR**  
**Palmer Events Center**  
**900 Barton Springs**  
**Austin, TX 78704**

The Armadillo Christmas Bazaar is an 11 day fine art, shopping destination featuring national and local award-winning artists, with live music and two full bars in a festive, lively atmosphere. This annual tradition and cultural icon is one of Austin's longest running art and music festivals attracting around 40,000 shoppers each year.

**INSIDER TIP** Open to the public starting December 14th through the 24th. Stop by the Concierge Desk and pickup your Insider access pass for complimentary access.



**FRANK EVERET**  
**W Insider**

W Austin's Insider, Frank Everet, can create a "behind the velvet rope" experience for every hotel guest. Whether he is fulfilling social media requests or keeping patrons up-to-date on the hottest Austin happenings, Frank prides himself on being the go-to guy for everything up and coming in the area.

Looking for behind the scenes access to Austin? Contact the W Insider, and get ready to explore the unexpected.



**W HOTELS APP**

You like music. We like music. You love to discover new music. We have hotels around the world where we hear the latest tracks from people we meet who also love to discover music. From bonfires on the beach in Barcelona, to pool parties in the Hollywood Hills, we are always listening. Whatever you're in the mood for, we have the perfect playlist. We put those playlists in this app. Find the right mix to fuel your workout. Get your zen on. Stay out all night or never get out of bed.

**AT W AUSTIN**

**TRACE RESTAURANT**  
**200 Lavaca Street**  
**Austin, TX 78701**

TRACE Austin is a sleek and sophisticated restaurant featuring the finest flavors of Central Texas sourced directly from the region's surrounding farms. We invite you to experience our downtown Austin restaurant featuring ever-changing medleys of Texas cuisine, artisan cheeses and heritage meats from the finest and freshest seasonal fare.

