

# 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.



**ACADEMIA**  
208 W 4th Street  
Austin, TX 78701

Designed to appeal to a certain breed of literary mavericks like Ernest Hemingway and Hunter S. Thompson, Academia features an extensive bar and exceedingly capable staff who will make you whatever drink gets your creative juices flowin'. Unique offerings like ambient scents and pheromones are introduced to stimulate visitors, and there's custom lighting programmed by the technical and lighting director for Cirque Du Soleil. Academia is open daily from 5pm to 2am.

**INSIDER TIP** Get the courage to give a speech at the lectern, and enjoy a free shot.



**UPSTAIRS CIRCUS**  
234 W 2nd Street  
Austin, TX 78701

Creations. Libations. Making things while sipping cocktails makes creating twice as merry. Pick a project to make from the 25+ options on their Project Menu. They provide you the supplies, tools, tutorial & inspiration to make a masterpiece. Work at your own pace, enlisting their Creative Assistants for project tips, advice, or another cocktail as needed! The cocktail list plays off the Parisian circus theme of the interior with libations such as the Pink Elephant with Tito's, Cointreau, lime, and cranberry.

**INSIDER TIP** Show your skills off with the Willie Nelson Urban Silhouette Art Project, and pair it with a Circus Donkey sip.



**THE PICNIC**  
1720 Barton Springs Road  
Austin, TX 78704

The Picnic was founded on one simple concept: support local. The Picnic is located on prime real estate in the heart of Austin, and while the property attracted attention from national chain restaurants, the owners elected to develop an environment where locally owned food trucks could flourish. Constructing amenities unheard of in the food trailer world, including 80 paved parking spaces, architecturally designed pavilions, and air conditioned restrooms, the owners invested in the future of Austin by creating a property in which local business could thrive for years to come.



**GUILD**  
**3800 N Lamar Blvd. ste 170**  
**Austin, TX 78756**

If you've had all the tacos and BBQ your stomach can handle, then make your way over to the new seafood sensation Guild. Guild's seasonally inspired, seafood-driven menu, created by executive chef Sterling Ridings (formerly of Uchiko), draws from broad and diverse influences and is served in a comfortable yet contemporary atmosphere. Get ready to be blown away by what chef Sterling Ridings has created. The presentation of the menu is incredibly eye-catching and Instagram worthy.

**INSIDER TIP** One item on the menu you can never skip is the Boulettes et Crevettes. You will not be disappointed. It literally melts in your mouth.



**SPOTCALLER APP**

Experience Austin's live music scene like a local. This app lets you filter events by neighborhood and genre so you won't miss those special shows that make Austin the Live Music Capital of the World. Download from your preferred app store, or just visit [spotcaller.com](http://spotcaller.com) on your phone. No login necessary, and you can use this anywhere in the world to get connected to the local music scene in just a few taps.

**INSIDER TIP** Ask the W Austin Concierge team for their showlist of must-see live music shows.



**BLACKMAIL**  
**1202 South Congress Ave.**  
**Austin, TX 78704**

Inside the oldest commercial building on South Congress, Blackmail Boutique breathes gothic life into the 120 year-old structure. Blackmail is owned and operated by Gail Chovan, who designs her namesake line in an atelier studio also located within the SoCo building. Along with her own work, the merchandise is carefully curated in the vein of "noir danger." The store's products are mostly a monochromatic black, playing with the idea of how diverse and elegant a store can be that only focuses on one color. Blackmail is more than just a clothing store, it could also be considered a gallery where Chovan exhibits her masterpieces. The only difference is that you can wear these art pieces home.



**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**

**WET Deck**  
**W Austin, 4th Floor**

From sunrise to sunset, W Austin's WET pool deck is open for your dipping pleasure! Located on the 4th floor of W Austin, the WET deck features private cabanas, lounge chairs, tanning shelves, fireplace and two outdoor showers to rinse off after a quick dip.

