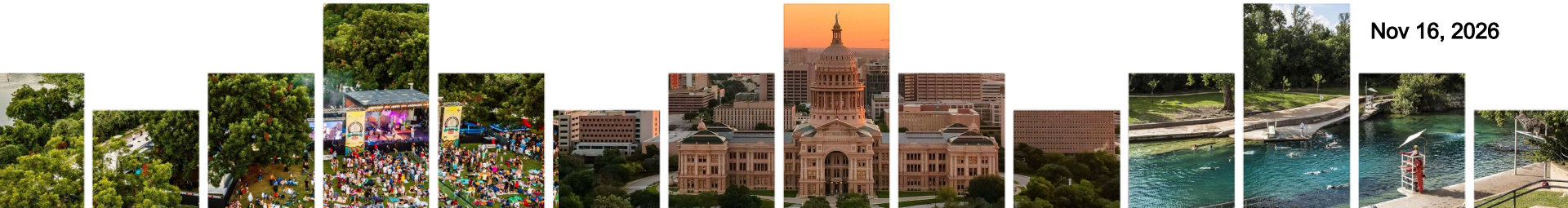


VISIT Austin®

Tourism Commission – Culinary Marketing



Nov 16, 2026

Intro

Shelley Hall
Vice President of Marketing

Wesley Lucas
Director of Communications

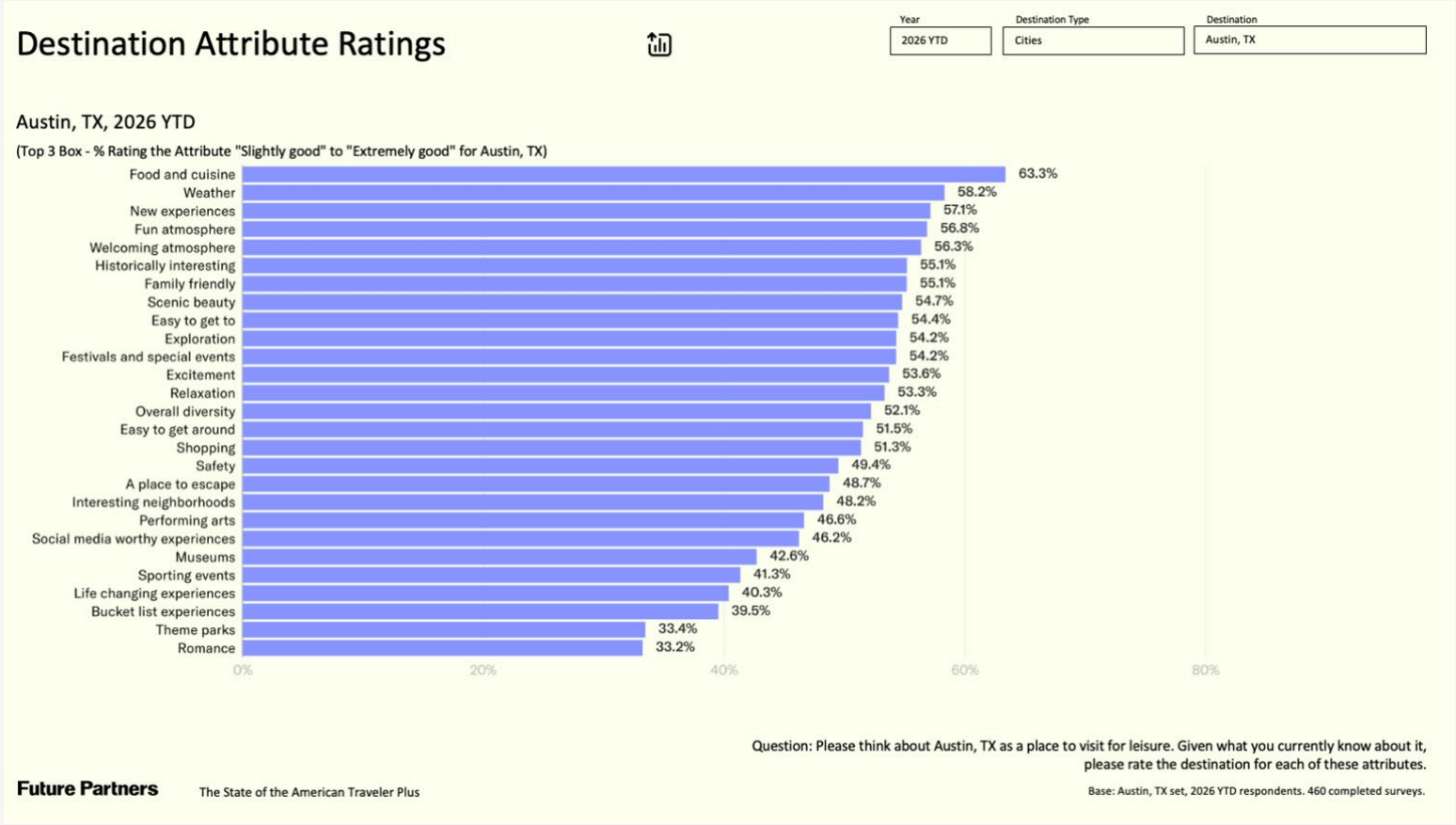
John Bates
Chef & Owner, InterStellar BBQ







Culinary is our top destination asset.



Source: Future Partners State of the American Traveler, YTD November 2026

"Getting to experience the great food! That was the highlight of the trip. Texas BBQ really is the best."

- Austin Visitor

Source: Future Partners Austin Visitor Profile Study, 2024

"Besides the food and all the great things to do in Austin I would say how friendly the people are. Not use to that where I'm from."

- Austin Visitor

Source: Future Partners Austin Visitor Profile Study, 2024

2026 MICHELIN Guide Texas Selection is Announced

- Final year of the 3-year contract with MICHELIN with Travel Texas, Visit Austin, Visit Dallas, Visit Fort Worth, Visit Houston and Visit San Antonio
- Austin received more stars than any other major Texas city
- 45 total Austin restaurant inclusions



EAT & DRINK

Austin Leads the State with New Michelin Stars for 2026

Only three restaurants received new stars this year, with Kappo Kappo and Fabrik claiming two.

By **Bryan C. Parker**

austin monthly

Published: October 8, 2026

Austin's MICHELIN restaurants draw more than half their sales from visitors.

56.0%
Visitor share of sales
Vs. 33.6% at peer restaurants in the same counties

2.2x
Out-of-state share
37.6% vs 17.0% at peers

844 mi
Average visitor trip
202 miles farther than peers, one the largest gains in the country

40 of 44
Outdrew their county
On visitor share versus the county's typical sit-down restaurant

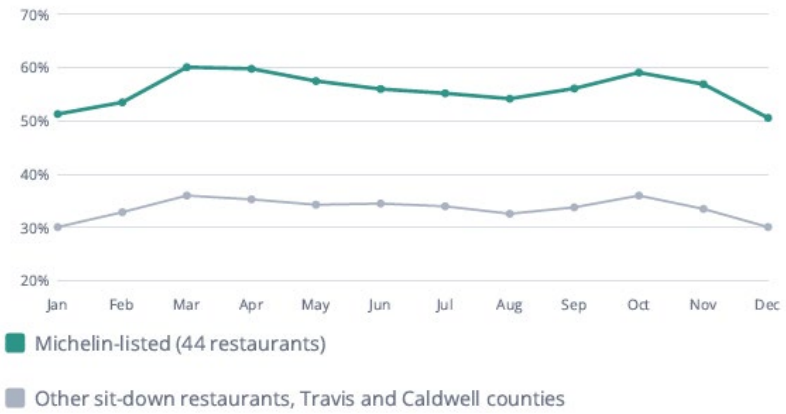


Source: Zartico, November 2024 - September 2026 Data

MICHELIN is a visitor magnet in every season

A visitor magnet in every season

Visitor share of sales by calendar month, Nov 2024 to Sep 2026. The lead holds all year and peaks in the spring and fall shoulder seasons.



1.64× to 1.68×

The lead barely moves with the seasons

Michelin restaurants outdraw their neighbors by the same wide margin in winter, spring, summer and fall.

869 mi

Winter brings the longest trips

Michelin visitors travel farthest in winter and spring, compared with 791 miles in summer.

Source: Zartico, November 2024 - September 2026 Data

Our MICHELIN Barbecue is a long - haul draw

71.7%

Visitor share of sales

...and half of all sales at Austin's 10 MICHELIN-listed barbecue spots come from out-of-state travelers



Source: Zartico, November 2024 - September 2026 Data



“Recognition from the Michelin Guide means that all the hard work, training, adapting and raw talent our team worked so hard to build can reach many more guests who might not have tried us.

Culinary tourism is high at Kemuri. To hear that guests come from other states and even countries, and then choose us to enjoy their dinner in a new place is always amazing. Locals are always interested to check out what's making an impact in their city. And we work hard to never disappoint.

Austin is BBQ, comfort food, South American food, and an ever growing roster of Asian cuisine. The hospitality that Texas is known for bleeds heavily into Austin's culinary scene. Austin's food scene is competitive, delicious, and welcoming all at the same time. We're weird like that.”

- Kemuri Tatsu - ya







Culinary Marketing

HOME TO ROCK STARS AND MICHELIN STARS.

VISIT Austin



PLAN YOUR TRIP

START WITH OLD-SCHOOL BBQ, END WITH NEW-SCHOOL TACOS.

VISIT Austin



PLAN YOUR TRIP

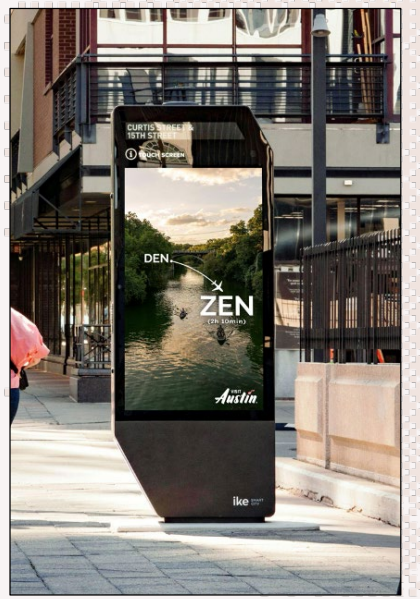


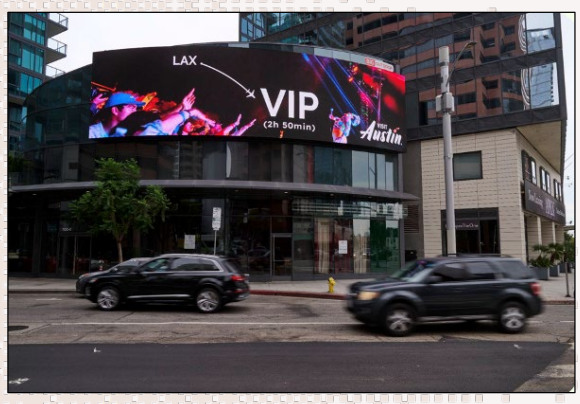


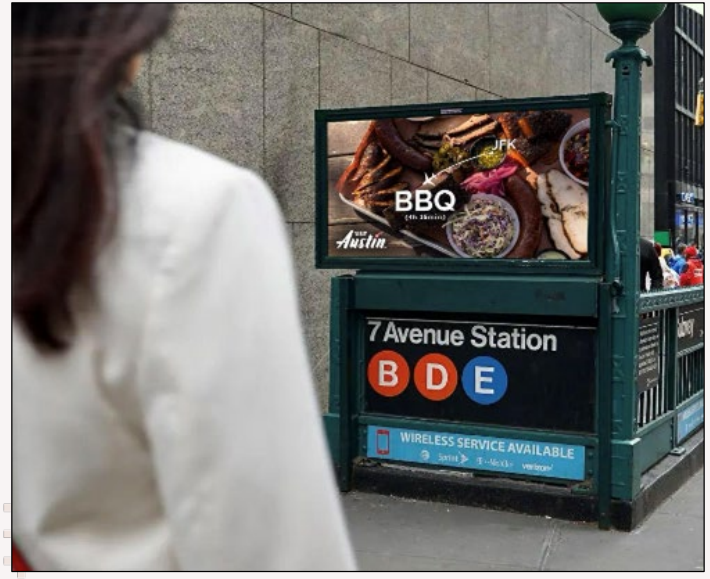
Digital OOH


LAX
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Visit Austin


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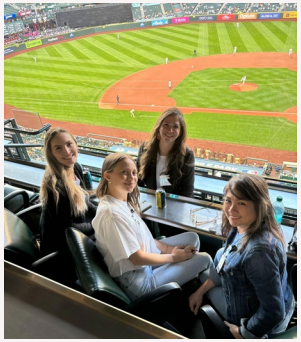

JFK
BBQ
Visit Austin
7 Avenue Station
B D E
WIRELESS SERVICE AVAILABLE


35
Visit Austin
BBQ
(2h 50min)
LAMAR

Sales Missions with Made In Cookware



San Francisco



Seattle



Chicago



Northeast



Dallas



Atlanta



Atlanta



D.C.

TEXAS FRONTIERS PRESENTS

MEATOPIA ON FIRE
EAT DRINK FIRE MUSIC

August 2024
Tobacco Dock, London

VISIT Austin

LET'S TEXAS

VISIT FORT WORTH

InterStellar BBQ

la BARBECUE

Electric

Visit Austin

TRAY

£150 for two people

Peach Tea Glazed Pork Belly

Beef Short Rib

Pork Ribs

Pulled Lamb Shoulder

Chopped Cheese Sausage

*Creekstone Farms Prime Brisket +£50

SIDES

Texas Toast

Mac & Cheese

InterStellar Beans

Beetroot Salad

DESSERT

InterStellar's Banana Pudding £12

Jack Daniel's Caramel Sauce

JACK DANIEL'S







Over the course of the pop up, we invited in over 25 key influencers and press to experience the collaboration in London.

We achieved 75 pieces of coverage

$4.36 million dollars in advertising value equivalency.

Metro Follow 1.6M Followers

If you love BBQ food, don't miss this exceptional feast at The Ned in London

Story by Courtney Pochin • 1w • 4 min read

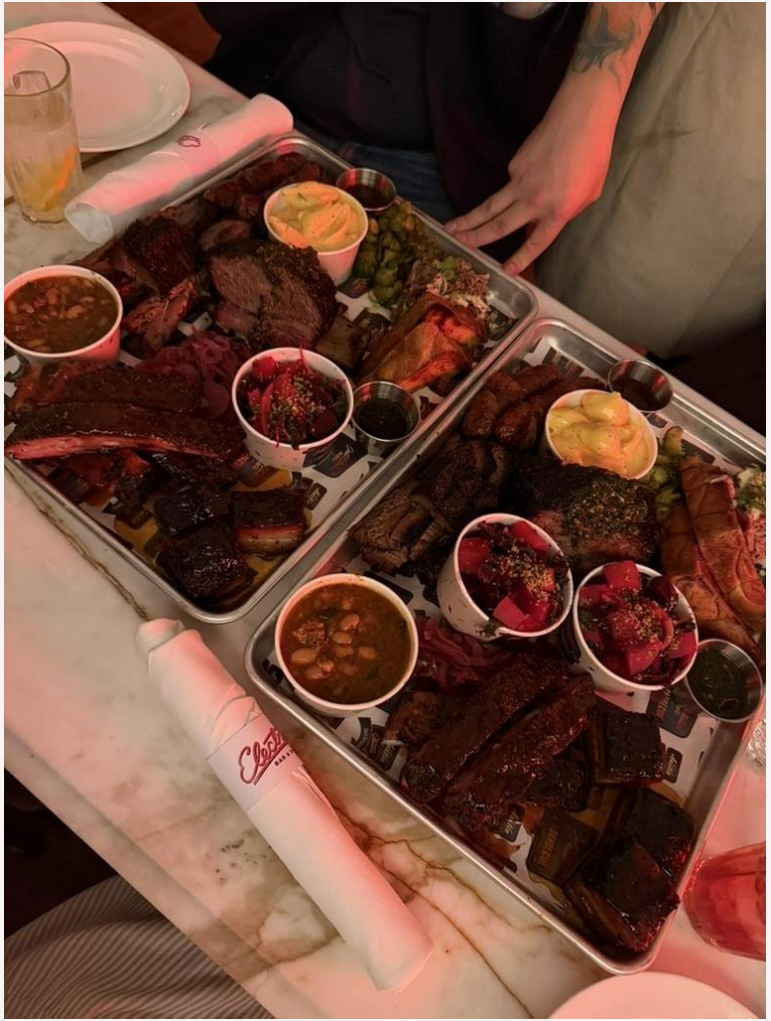


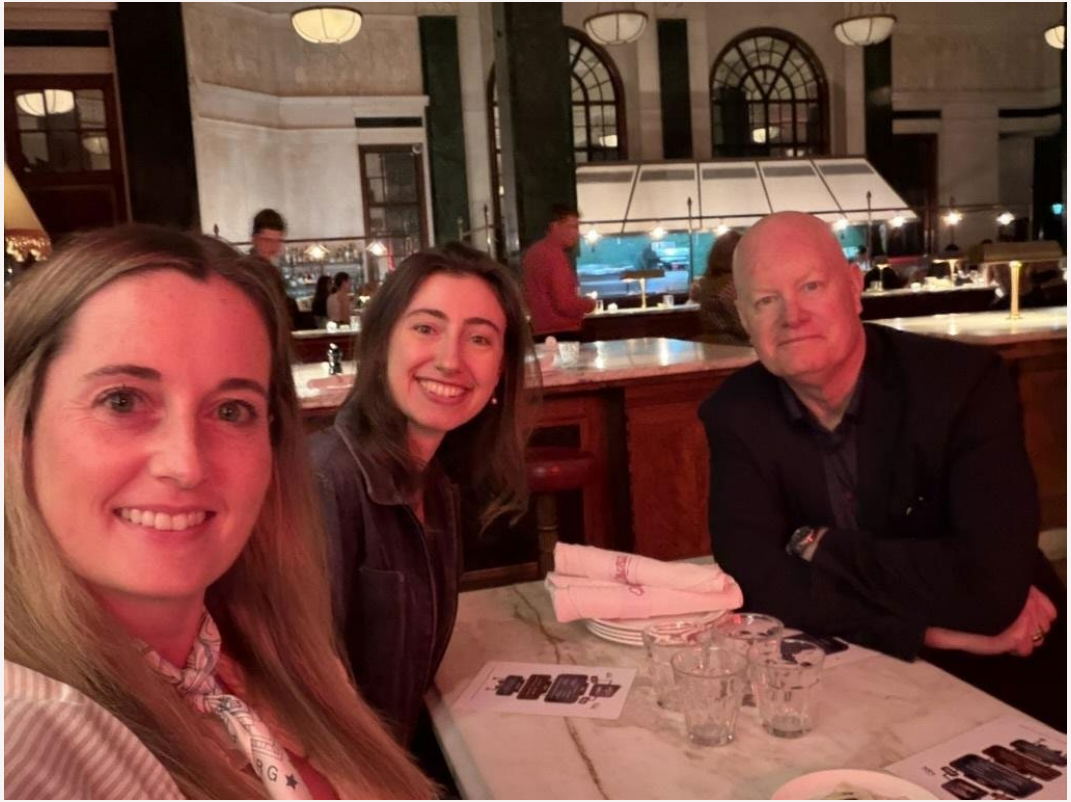
You can now get Michelin star BBQ food in London (Picture: The Ned/InterStellar/la Barbecue)

We all know that London isn't short of great restaurants, but not all of them will stay with you long after you've put down your knife and fork.

As someone lucky enough to review restaurants for a living, I've eaten at my fair share of wonderful places over the last year, and there's one spot I haven't been able to stop thinking about.







THANK YOU | Q&A

@VisitAustinTX
@MusicAustin
@FilmATX
@ATXVisitorCenter

Visit Austin, Texas
Austin Film Commission

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Visit - Austin - Foundation
Austin - Film - Commission