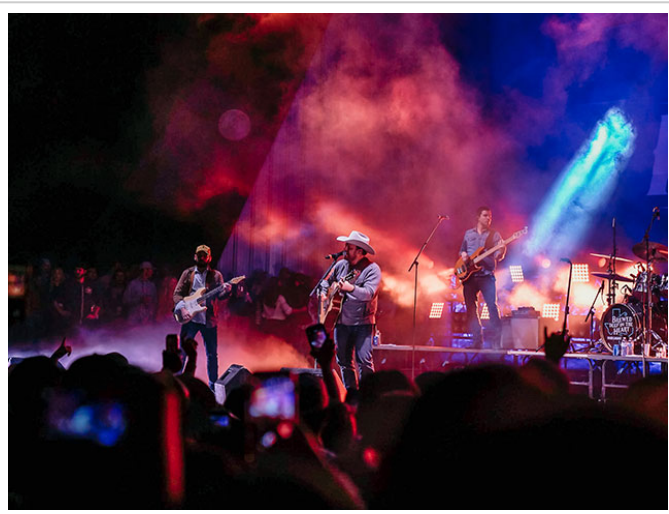

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Lubbock



As you make your way onto the Caprock, you are met with the wide-open plains of West Texas. Soon after, Lubbock, a dynamic city with a fascinating arts scene, an evolving culture and several award-winning wineries, comes into view. It's where the Red Raiders of [Texas Tech University](#) play, supported by some of the rowdiest college sports fans you'll find. Lubbock is also the birthplace of legendary musicians and professional athletes. All of this is reflected in the diverse number of experiences that will leave any traveler captivated with the "Hub City" of Texas.

Like many destinations out west, Lubbock was settled by farmers and ranchers pushing into the region in search of fertile lands to cultivate. Although the community they built enjoyed modest growth, it didn't become the commercial center of the region until the arrival of the Santa Fe Railroad in 1909. The establishment of Texas Tech University, known then as Texas Technical College, in 1923 set Lubbock on the course to develop into the vibrant and diverse metro that it is today.

Today, Texas Tech University has established a reputation as one of the largest public universities in Texas with game-winning, quality athletic programs. From basketball and baseball to golf and track and field, the Red Raiders know how to win. The school's sports teams compete in the first division of the NCAA, the highest level of amateur athletics in the country. In the fall, you can find the red and black competing in the impressive more than 60,000-seat Jones AT&T Stadium, home to one of the most passionate game-day atmospheres in college football. Throughout the school year, you can attend any of Texas Tech's games where you'll see young athletes train to become world-class stars. Although Lubbock is known to be a lively college-centric city, the "Hub City" is known for much more, like its emerging talent - both on and off the field.

In early 2021, The Buddy Holly Hall of Performing Arts and Sciences opened its doors to the public. With world-class venues, partnerships and educational pursuits, this state-of-the-art theater is committed to its community. Here, locals believe the next Buddy Holly will be discovered. As the birthplace of Buddy Holly, the legendary singer/songwriter who is widely considered to be one of the early pioneers of rock 'n' roll, his legacy lives on through the up-and-coming musicians who take the centerstage each night. Many local musicians can be heard performing at bars and venues throughout Lubbock's bustling Depot Entertainment District, where you'll encounter an astounding variety of places to eat, drink, and view Lubbock's story up close. Holly's legacy is preserved at the Buddy Holly Center, a museum that features a rare collection of the iconic musician's records, personal and promotional photos, letters, Fender Stratocaster guitar and even his motorcycle!

The Buddy Holly Center is just one of several fascinating museums in Lubbock. Check out the world's largest windmill museum at the American Windmill Museum; discover the history of farming and ranching at the FiberMax Center for Discovery; and browse through over 50 authentic ranching structures dating back to the 1700's at the National Ranching Heritage Center. Lubbock also boasts eclectic art galleries like LHUCA or Charles Adams Gallery, the Lubbock Symphony Orchestra, Ballet Lubbock, multiple theater companies and an outdoor amphitheater, Moonlight Musicals, for visitors to enjoy.



Along with being a destination for sports and culture enthusiasts, Lubbock has plenty to offer even the most discerning wine lover. In fact, Lubbock sits in the heart of its very own wine country, The Texas High Plains AVA - which produces more than 90 percent of all Texas Wine Grapes, giving wine drinkers a true vine to glass experience. With a plethora of major wineries, including the Llano Estacado Winery, English Newsom Cellars and McPherson Cellars, making it the ideal destination to taste the reds, whites and blends grown on the high plains.

High-octane college sports, a thriving arts and culture scene, world-class wineries and engrossing museums makes Lubbock a compelling destination for your next Texas vacation.