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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 passionate 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 experiences leaving travelers captivated with the Hub City of Texas.

Like many destinations out west, Lubbock was settled by farmers and ranchers in search of fertile

lands to cultivate. The community grew slowly, becoming the commercial center of the region with 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 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 TTU competing in the newly-renovated Jones AT&T Stadium. 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 a lively college-centric city, the Hub City is known for much more, like its emerging talent 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 is considered one of the early pioneers of rock 'n' roll. Buddy Holly's legacy

lives on through the up-and-coming musicians who now take centerstage. Local musicians are heard performing at bars and venues throughout Lubbock's bustling Depot Entertainment District. In the Depot District you'll encounter a 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 featuring a rare collection of the musician's records, personal and promotional photos, letters, Fender Stratocaster guitar and even his motorcycle!

The Buddy Holly Center is just one of the 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 over 50 authentic ranching structures dating back to the 1700's at the National Ranching Heritage Center. Explore Lubbock's downtown art galleries at LHUCA or the Charles Adams Gallery. The Charles Adam's Gallery is open to the public and has unique, rotating exhibits.

Along with being a destination for sports and culture enthusiasts, Lubbock has more to offer for wine lovers. Lubbock sits in the heart of wine country, The Texas High Plains AVA. This wine region produces more than 90 percent of all Texas Wine Grapes, giving wine drinkers a vine-to-glass experience. With winery options galore, including the Llano Estacado Winery, English Newsom Cellars and McPherson Cellars, makes Lubbock the ideal destination to taste high plains reds, whites and blends.

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

