

H-TOWN. THE BAYOU CITY. THE 713.

No matter what you call Houston,
more and more people are calling it home.



In the last decade, Houston has gained more than 1.1 million new residents. And between 2022 and 2023, the Houston metropolitan area had the second largest population growth in the country — about one new resident every 3.8 minutes. Why are so many newcomers flocking to the nation's fourth largest city?

BECAUSE HOUSTON IS ...



AFFORDABLE

Among the most populous U.S. metro areas, Houston has:

3rd
lowest cost of living

29%
lower living costs

No state income tax



DIVERSE

145
languages spoken, making it one of the nation's most diverse cities

1 in 4
residents are foreign-born

80+
nations have consuls in Houston

300+
events, festivals and parades each year celebrating various cultures and ethnicities

Chinese Community Center





Therapeutics Discovery at UT MD Anderson



A HEALTH CARE MECCA

Houston's Texas Medical Center is the world's largest medical complex, with:

10 million
patient visits
each year

120,000+
employees

50 million
developed square feet, including
UT MD Anderson, ranked top in the
nation for cancer care

1 surgery
every 3 minutes

1 birth
every 20 minutes



A BIOTECH BONANZA

As a hub for medical device manufacturing, pharmaceuticals and health research, Houston is home to:

1,100+
life science companies

394,500+
life sciences, biotech and health care
employees



AT THE TOP OF ITS CLASS

From day care to graduate school, Houston caters to education-seekers of all stripes. The Bayou City is home to:

60+

school districts

Dozens

of charter schools

200+

private schools

40+

two-year community colleges and four-year universities

Rice University and University of Houston

have achieved Tier 1 status from the Carnegie Foundation, placing them among the country's top research universities.

Houston's Texas Medical Center includes:

5

medical schools

9

nursing schools

2

dental schools

2

public health schools



COMPETITIVE

The city's six professional sports teams have long-winning traditions and loyal fans.

Dash ambassador Katie Lind. UT MD Anderson is the official cancer center of the Dash and Dynamo.

Astros

Major League Baseball
2017 and 2022 World Series champions

Texans

National Football League

Rockets

National Basketball Association

Dynamo FC

Major League Soccer

Dash

National Women's Soccer League

SaberCats

Major League Rugby





Houston is one of the few U.S. cities with resident, world-class companies in theater, ballet, symphony and opera.

Houston Museum of Natural Science

This one-of-a-kind dinosaur hall is curated by world-renowned paleontologist Robert Bakker, Ph.D., who served as an advisor on the Jurassic Park movies.

Houston Theater District

With six performance halls, this 17-block district has the second-largest number of theater seats in a downtown area in the U.S.

Museum District

Houston has nearly 20 museums within 12 city blocks of each other.



Whether you're craving Vietnamese Pho, a Cajun crawfish boil, Indian curry or Texas barbecue, the restaurant scene in Houston is booming with flavor and variety.

10,000+

restaurants serve cuisines from more than 70 countries

1,000+

food trucks

Chefs

regularly nominated and honored with James Beard Awards

Houston Museum of Natural Science





*Centennial Gardens at Hermann Park
Lifted Up Aerial Photography*



GREEN

Houston is one of the top 10 U.S. cities for green spaces, offering an escape from the hustle and bustle of city life. With an abundance of playgrounds, dog parks, soccer fields, golf courses, nature centers and parks, the city is home to:

53,000

acres of parks

23.6

acres of green
space per 1,000
residents

176

running and hiking
trails

300

miles of biking
paths



ACCESSIBLE

Two major airports serve the Houston area, making travel easier. With both achieving four-star rankings from the international airport review and ranking site, Skytrax, Houston is the only city in the Western Hemisphere with two four-star rated airports. Together, George Bush Intercontinental (IAH) and William P. Hobby (HOU) offer nonstop service to 185+ destinations.

120+

domestic destinations

65+

international destinations

ENTERTAINING

You'll never hear Houstonians complaining of boredom. With so many things to do, there's always something fun going down in H-town.

Miller Outdoor Theatre

Located in the heart of Hermann Park, this open-air amphitheater stages free musical, dance and theatrical performances, with Saturday daytime shows for children.

Space Center Houston

As the official visitor center of NASA, this museum features more than 400 space artifacts, including the world's largest collection of spacesuits and moon rocks.

Houston Livestock Show and Rodeo

Recognized as the largest rodeo and livestock show in the world, this three-week celebration features a world-championship Bar-B-Que Contest, nightly concerts by the biggest names in music, and a carnival and midway.

Houston Zoo

With more than 2.1 million visitors each year, the Houston Zoo is the second-most visited in the United States. The zoo houses more than 6,000 animals from 600 species, and offers a summer camp and petting zoo for children.

Discovery Green

This urban green space in the heart of Houston hosts year-round musical performances, craft shows, art installations, and ice skating in winter.

Galveston Island

A day of sand and surf is easily within reach on Galveston Island's beaches, located just 50 miles southeast of Houston.

Miller Outdoor Theatre





HOUSTON TRIVIA

1. This landmark was dubbed the eighth wonder of the world.
2. This Ben Stiller-directed film was made here.
3. This University of Houston quarterback won the Heisman Trophy in 1989.
4. Director Wes Anderson graduated from this private school.
5. These brothers founded Houston in 1836.
6. His presidential library is in nearby College Station.
7. She was Houston's first female mayor.
8. A 6-mile system of tunnels is located here.
9. This professional sports team won titles in 1994 and 1995.
10. This Houston location has served as mission control for U.S. space exploration and astronaut training since 1961.
11. This Houston-born recording artist became the artist with the most GRAMMY wins ever at the 2023 GRAMMYS.
12. This professional sports team has played in the World Series five times, in 2005, 2017, 2019, 2021 and 2022.

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| 1. | Astrodome | 6. | President George H.W. Bush |
| 2. | "Reality Bites" | 5. | The Allen brothers |
| 3. | Andre Ware | 4. | St. John's School |
| 4. | Downtown Houston | 3. | NASA's Lyndon B. Johnson Space Center |
| 5. | Houston Rockets | 2. | Houston Astros |
| 6. | Houston Astros | 1. | Beyoncé |
| 7. | Kathy Whitmire, elected in 1982 | | |