

SPRING-FED RIVER • TRAILS • MURALS • CRAFT BREWERIES

guide to san marcos



#SMTXperience

TOURSANMARCOS.COM

out & about

@anerick.chavez

The San Marcos River, always a refreshing 72 degrees, can be enjoyed year 'round. Grab a tube for a relaxing float or rent a kayak, stand up paddle or snorkel for an unforgettable SMTXperience. Rather stay on dry land? Home to more than 1,200 acres of scenic natural area, there are plenty of trails to choose from for adventurers of all skill levels. Find a full list at toursanmarcos.com/attractions.



@bryceredner

GLASS-BOTTOM BOAT & SPRING LAKE TOURS

Hundreds of springs bubble to the surface and form the headwaters of the San Marcos River. Walk the Wetlands Boardwalk on a self-guided tour or take a historic Glass-Bottom Boat ride. Paddle out on a kayak or stand up paddle board to marvel at underwater marine plants and animals.

- GLASS-BOTTOM BOAT TOURS
 - SPRING LAKE SNORKEL TOURS
 - REI KAYAK & STAND UP PADDLE BOARD TOUR
- (512) 245-7570
explorespringlake.org

PARKS & NATURAL AREAS

Bring your bike, binoculars or man's best friend to explore scenic parks right in the heart of town. See map in center fold for locations.
(512) 393-5930 • keepalidonit.org

SKYDIVE SPACELAND SAN MARCOS

Arguably the best view of San Marcos is the one from more than 13,000 feet above. The number one skydiving center in Central Texas, this is an unforgettable thrill you have to experience for yourself. Tandem jumps are available year 'round.
(512) 488-2214
sanmarcos.skydivespaceland.com

WONDER WORLD PARK

Go deep underground in an earthquake-formed cave. Exit by the "Stratavator" and ride high up to the Tejas Observation Tower. Be amazed by the topsy-turvy world of the Anti-Gravity House then take the Mystery Mountain train ride and feed the deer.
(512) 392-3760
wonderworldpark.com



@charlieanne00



@eliza.a.davis



@gasgaswin

CANOE, KAYAK, SUP & SNORKEL OUTFITTERS

AUSTIN CANOE & KAYAK

A kayak, camping and outdoor adventure gear outfitter.
(512) 396-2386 • austinkayak.com

CABANASMTX

Provides year-round paddling instruction and equipment rentals.
(512) 203-0093 • kayakinstruction.org

FUNBOAT ADVENTURES

Guided river floating tours, paddling, camping, hiking and more.
(512) 757-0540 • funboatadventuretours.com

PADDLE SMTX

Paddle board and kayak night tours, paddle board yoga and rentals.
(512) 400-0294 • paddlesmtx.com

PADDLE WITH STYLE

Canoe and kayak rentals, lessons, kids camp and a variety of tours.
(512) 749-2350 • paddlewithstyle.com

SNORKEL TX

Tour the beautiful underwater landscape of the San Marcos River.
(512) 400-4201 • snorkeltx.com

SPENCER CANOES

Trip lengths to accommodate beginner or intermediate skill levels.
(512) 357-6113

TG CANOES & KAYAKS

Canoe and kayak sales, equipment, accessories and repairs.
(512) 353-3946 • tgcanoe.com



@tangerinedreamzz

TUBING OUTFITTERS

DON'S FISH CAMP

Offers tube rentals, music coolers and anything needed to float.
(512) 357-1285 • donsfishcamp.com

GREAT GONZO'S TUBES & SHUTTLES

Tube rentals, cooler tubes and air conditioned shuttle ride.
(512) 749-2991 • greatgonzostubes.com

LIONS CLUB TUBE RENTAL

Family friendly short float. All tube rentals include a shuttle ride.
(512) 396-5466 • tubesanmarcos.com

TEXAS STATE TUBES

Tube rental or bring your own. Park, float, then shuttle ride back.
(512) 638-7165 • texasstatetubes.com



arts & culture

@toursanmarcos

Art and culture are entwined in the spirit of San Marcos. From larger than life mermaid statues to mini murals hiding in plain sight, you can't help but be delighted and charmed by the eclectic local art scene. And, don't forget to stop by one of the several art galleries to take home a unique piece of San Marcos with you! Find a full list at toursanmarcos.com/attractions.

SCULPTURE GARDEN

An outdoor sculpture garden located on the grounds of the San Marcos Activity Center. New sculptures are added regularly.

LBJ / MLK CROSSROADS MEMORIAL SCULPTURE

This memorial is a visible monument honoring the historic efforts of President Lyndon Baines Johnson and Dr. Martin Luther King, Jr. in forging Civil Rights legislation. *LBJ Dr. at MLK Dr.*

OUTDOOR MURALS

Outdoor murals are located on public and private buildings in alleys, parks, neighborhoods and downtown. New murals -large and small- are added regularly so you never know where one will show up next!



@lbjsc

PERFORMING ARTS CENTER AT TEXAS STATE UNIVERSITY

The center features a 400-seat theatre, a 300-seat recital hall, rehearsal space, staging areas and classrooms. The center hosts a variety of performances from recitals to state-of-the-art theater and operas.

(512) 245-2147

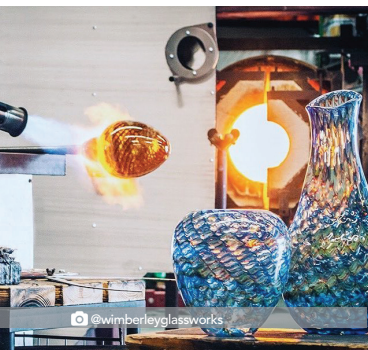
theatreanddance.txstate.edu

WIMBERLEY GLASSWORKS

Known worldwide for beautiful hand blown glass art and lighting pieces, visitors can watch demonstrations of the unique craftsmanship from a skilled team of artisans using centuries-old techniques.

(512) 393-3316

wgw.com



@wimberleyglassworks



@smtxartleague



@_glomedia



@catherine_pez

MERMAID MARCH

San Marcos is home to ten 7-foot-tall mermaids placed in different locations throughout the city. The Mermaid March uses the rich history, culture and wildlife of San Marcos into the different mermaid forms. The Mermaid March is a public art project of the San Marcos Arts Commission.



@case_face1205

GALLERIES

218 CO-OP

This artist-owned gallery's vintage brick walls provide a warm backdrop for the eclectic mix of art, jewelry, sculpture and functional wares. (512) 214-8004 • 218coopgallery.com

CENTRO CULTURAL HISPANO DE SAN MARCOS

The center is made up of an art gallery, library, museum and the programs that make Centro such an active and lively place. (512) 878-0640 • sanmarcoscentro.org

EYE OF THE DOG ART CENTER

A unique gathering place on the edge of the Texas Hill Country specializing in clay sculpture, ceramics, wheel throwing and collage. (512) 558-1723 • eyeofthedog.com

GALLERIES I & II AT TEXAS STATE UNIVERSITY

These galleries show the work of prominent artists with established exhibition records, working in a wide range of media and styles. (512) 245-2647 • txstgalleries.org

PRICE CENTER

A gathering place for stimulating cultural, social and intellectual encounters with rotating art exhibits, dance and theatre shows. (512) 392-2900 • price-center.org

SAN MARCOS ART CENTER

A hub of art for the entire community, this gallery space features art of all media types and fine crafts with rotating featured artists. (512) 679-5059 • sanmarcosartcenter.com

SILO GLASS GALLERY & STUDIO

Silo Glass is kiln formed art glass. Tour the largest purpose built, warm glass studio in Central Texas and shop the gallery for gifts. (512) 444-6494 • siloglass.com

STUDIO SAN MARTIAN

A grassroots arts and music venue providing live music, art classes, workshops, parties, tea sits and other pop-up events studiosanmartian.com

WALKER'S GALLERY

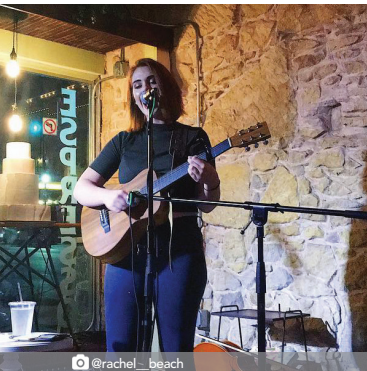
A large, professionally curated gallery that lives in the hallways of the San Marcos Activity Center. Displays change regularly. (512) 393-8280



brews & tunes

@toursanmarcos / @cpaulcphotography

There is nothing better after a day exploring than a craft beer and live music. Thankfully, there is no shortage of local breweries or live music in the area. The San Marcos music scene is as quirky as the little city itself. From big two-story concerts halls to career launching honky-tonks, find live music every night of the week that hits just the right note. Find a full list at toursanmarcos.com/attractions.



CHEATHAM STREET WAREHOUSE

In a creaky old warehouse along the railroad tracks, there are few music venues that have as much musical reverence and historical charm as Cheatham Street Warehouse. Its legendary stage has launched the careers of George Strait, Stevie Ray Vaughn, Randy Rogers, Terri Hendrix and more.
(512) 353-3777
cheathamstreet.com

TANTRA

A coffee house with delicious coffee or tea, savory food, cold beer and live music almost everyday of the week.
(512) 558-2233
tantrasmtx.com

RILEY'S TAVERN

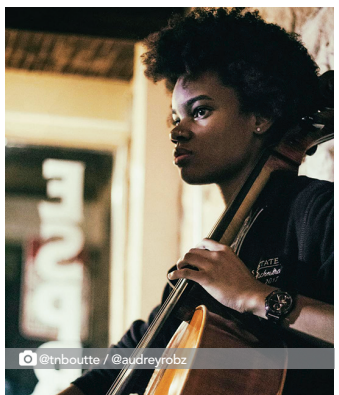
This is Texas' first after prohibition tavern where you can play pool, shuffleboard and horseshoes, kick back in the beer garden and listen to live music.
(512) 392-3132
rileystavern.com

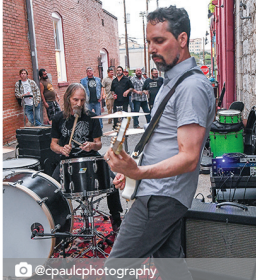
THE MARC

In a historic downtown building, this live-music nightclub boasts state-of-the-art stage production. The two-story venue is host to large 1,000 audience shows in an intimate setting.
(512) 757-5443
themarcsm.com

JACKS ROADHOUSE

An iconic roadhouse that features live music, full service bar, BBQ and covered outdoor seating.
(512) 878-1552





BREWERY / WINERY

AQUABREW

A brewpub located in downtown that uses made from scratch quality ingredients for craft beers and modern artisanal cuisine. Indoor, patio and rooftop deck seating.
(512) 353-2739 • aqua-brew.com

HOPS & GRAIN

The second location for this Austin brewery that produces hand-crafted ales and handmade dog treats. The focus is on hand-crafted ales, sours, barrel-aged and limited edition specialty beers.
(512) 216-6997 • hopsandgrain.com

MIDDLETON BREWING

A Texas Hill Country craft brewery making American, Belgian and British style beer. Also brewed are seasonal and limited releases of barrel aged ales.
(512) 847-3435 • middletonbrewingtx.com



PATIO DOLCETTO

Not a winery, but this wine bar is relaxed yet classy with an amazing variety of quality wine. Small-plate food pairings and high-end craft beer and cocktails are also available.
(512) 366-3605 • patiodolcetto.com

ROUGHHOUSE BREWING

and operated craft brewery serving refreshing, farmhouse-style beer.

Relax inside the rustic brewery barn or in the oak-surrounded outdoor seating area.
(512) 667-7000 • roughhousebrewing.com

SEAN PATRICK'S IRISH PUB & TEXAS GRUB

A tasty brew pub that offers nine in-house beers that pair wonderfully with their sandwiches, burgers or traditional Irish grub.
(512) 392-7310 • seanpatrickstx.com

THREE DUDES WINERY

Not your typical winery. Three Dudes' appeal is its non-traditional approach to making and enjoying great tasting wine produced from Texas grown grapes and juices.
(512) 392-5634 • threedudeswinery.com



here & where

@addam.joseph

Find a full list and directions at toursanmarcos.com.

ATTRACTIONS

- 1 Calaboose African-American Museum (inset)
- 2 Centro Cultural Hispano de San Marcos (inset)
- 3 Charles S. Cock House
Dr. Eli T. Merriman Cabin (inset)
- 4 Commemorative Air Force Museum
- 5 Glass-Bottom Boat Tours
- 6 Hays County Courthouse Museum (inset)
- 7 Hays County Veterans Memorial (inset)
- 8 LBJ Museum of San Marcos (inset)
- 9 Lions Club Tube Rental (inset)
- 10 San Marcos Premium Outlets
- 11 Sculpture Garden (inset)
- 12 Skydive Spaceland San Marcos
- 13 Tanger Outlet Center
- 14 Wimberley Glassworks
Wimberley (16mi/26km)
- 15 The Wittliff Collections—TXST Alkek Library
- 16 Wonder World Park

PARKS / NATURAL AREAS

Many Natural Areas have ADA trails available

- 1 5-Mile Dam Blanco River Park
- 2 Blanco Shoals
- 3 Children's Park / Playscape (inset)
- 4 City Park (inset)
- 5 Crook Park (inset)
- 6 Dog Park
- 7 Purgatory Creek Greenspace (lower)
- 8 Purgatory Creek Greenspace (upper)
- 9 Ringtail Ridge Greenspace
- 10 Rio Vista Park & Pool (inset)
- 11 San Marcos Plaza Park (inset)
- 12 Spring Lake Preserve
- 13 Stokes Park

★ Tourist Information Center

■ Downtown Parking

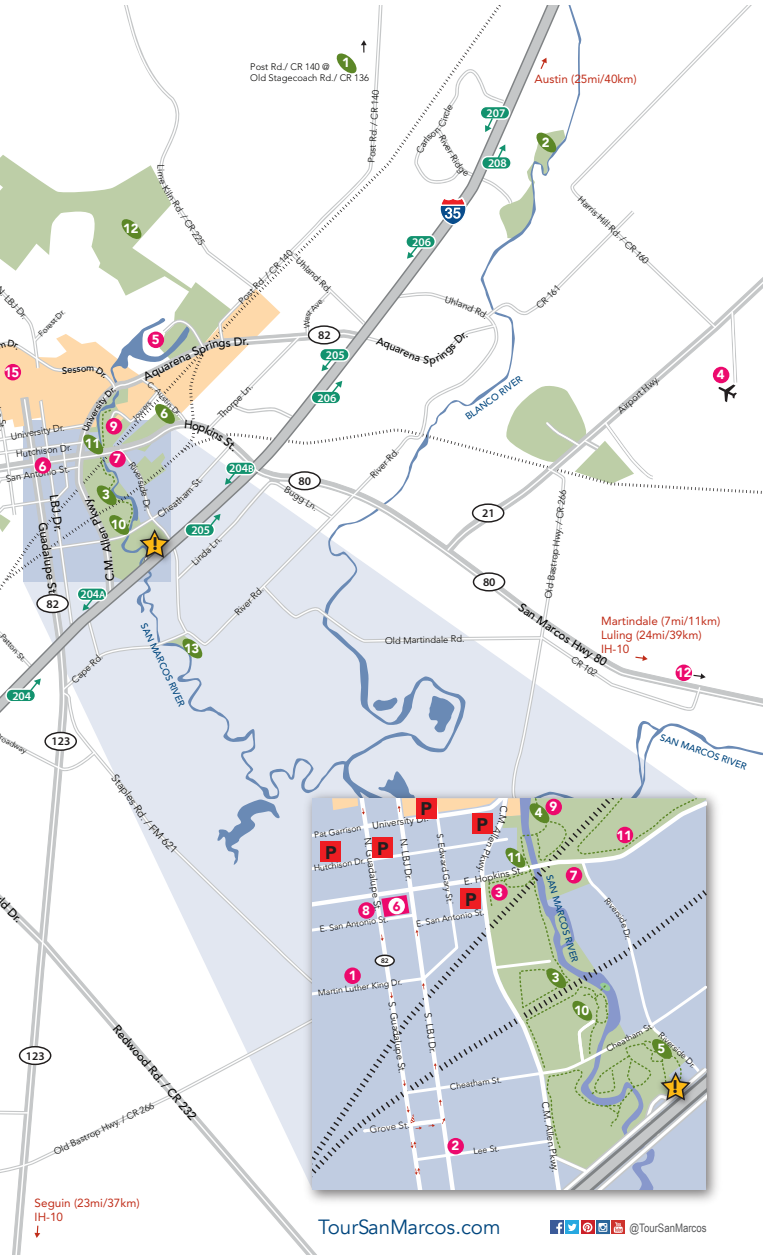
✈ Airport

..... Nature Trail

..... Railroad Tracks

New Braunfels (16mi/26km)
San Antonio (45mi/72km)







museums & history

@sanmarcosphotos

San Marcos' hip personality is deeply seated in a rich historic culture. Visit a 1943 vintage wooden hangar and get up close to rare working WWII planes. Get a glimpse into the life of U.S. President Lyndon Baines Johnson's formative years as a student at what is now Texas State University. Find a full list at toursanmarcos.com/attractions.



@sometimes_jane

CHARLES S. COCK HOUSE

Charles S. Cock House, built in 1867, is a modest, vernacular Greek Revival structure and the oldest remaining residential building in San Marcos. heritagesanmarcos.org

CENTRO CULTURAL HISPANO DE SAN MARCOS

Centro's programs and educational curriculum include the areas of visual art, theater, dance, literature, music, multi-media and the culinary arts. Exhibits are free and open to the public. (512) 878-0640 sanmarcoscentro.org

CALABOOSE AFRICAN AMERICAN MUSEUM

Letters, books, photographs and antique artifacts cover all aspects of African American life in early Texas, as visitors chart a rarely-told history of heroism in the Calaboose African American Museum. (512) 393-8421

COMMEMORATIVE AIR FORCE MUSEUM

Located in a 1943 vintage wooden hangar, the CenTex Wing preserves a collection of combat aircraft flown by Allies during World War II. Get up close to the actual lead aircraft on the D-Day invasion, the C-47 *That's All, Brother* along with many others. (512) 396-1943 centraltexaswing.org



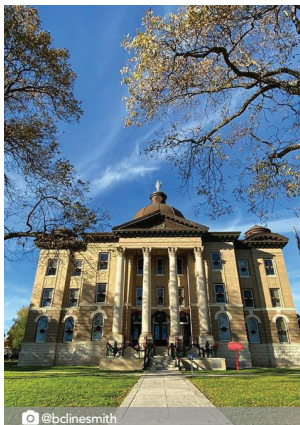
@toursanmarcos / @cpaulcphotography



@amandanicolechase



@amandanicolechase



@bclinesmith

HAYS COUNTY COURTHOUSE MUSEUM

The restored 1909 Hays County Courthouse is nestled in the center of the downtown square. Historic exhibits are housed on the first floor.

(512) 393-7779

hayshistoricalcommission.com

HAYS COUNTY VETERANS MEMORIAL

The Hays County Veterans Memorial offers a chance to remember and honor our local heroes.

Hopkins St. and Riverside Dr.

(512) 393-8400

LBJ MUSEUM OF SAN MARCOS

The museum preserves the legacy of U.S. President Lyndon Baines Johnson by focusing on his formative years as a college student and schoolteacher. LBJ attended, what is now, Texas State University where he honed his political skills and developed a strong commitment to education and civil rights.

(512) 353-3300

lbjmuseum.com

MERRIMAN CABIN

The historic Merriman Cabin was built in 1846 by Dr. Eli T. Merriman (1815-1867), a Yale graduate and 1838 Texas settler. Merriman was one of three San Marcos town site owners and first physician.

heritagesanmarcos.org

VERAMENDI PLAZA

One of the most scenic, historic and popular parks in San Marcos, Juan Veramendi Plaza, is known for its iconic gazebo, the Charles S. Cock House, the Merriman Cabin, the Dr. Gwen K. Smith Fountain and the tree-lined pathway to the Riverwalk.

400 E. Hopkins St.

heritagesanmarcos.org

THE WITTLIFF COLLECTION

A dynamic archival, exhibition, programming and research environment designed to further the cultural legacy of the region's literary and photographic arts. Literary papers and artifacts including the major archives of Cormac McCarthy, Sam Shepard, John Graves, Fox's King of the Hill, and the CBS' Lonesome Dove.

(512) 245-2313

thewittliffcollections.txstate.edu



@Wittliff.collections



@toursanmarcos / @cpaulcphotography

The local culinary scene is as diverse as your choice of adventure. The infusion of cultures and lifestyles in San Marcos bring a surprising range of flavors to the table. From home-cooked treats and comfort food, to international cuisine and lunch on the go, you'll find just what your belly is looking for. Find a full list of restaurants at toursanmarcos.com/dining.

PALMERS RESTAURANT

Truly inspired Hill Country cuisine is on the menu. Pecan-crust chicken, chili-rubbed rib eye and citrus-poached salmon are just a few of the savory selections at Palmer's Restaurant, Bar & Courtyard. Sip a fresh, hand-squeezed margarita or a signature drink in the courtyard. (512) 353-3500 palmerstexas.com



@jhoff618

ROOT CELLAR CAFE

The chef-inspired simple elegance of fresh, local fare at the Root Cellar Café is a great way to experience locally sourced tastes. This is the only local brew pub in San Marcos that serves exclusive micro brews that are created in the cellar. (512) 392-5158 rootcellarcafe.com

TAP ROOM

Whether dining on an award winning burger or the famous baby back ribs, you will be sure to find just the right beer to accompany your meal. The Tap Room offers 42 beers on tap as well as 60 bottled from all over the world. (512) 392-9824 taproomsanmarcos.com



@thecoffeebarsmtx

BLUE DAHLIA

A European bistro serving beautifully simple, healthy food. Delicious breakfast, lunch and dinner is served from a menu featuring breads, salads, sandwiches and cheeses. The freshest organic, local ingredients are used when available. (512) 667-9539 bluedahliabistro.com



@codysstmx



@toro_ramen

CODY'S BISTRO

A lively restaurant with a speakeasy vibe. Enjoy a cozy atmosphere, great music and a fresh full menu with specialty cocktails, wine and beer.

(512) 393-2867

codysbistroandlounge.com

IVAR'S RIVER PUB

Known for its riverside location and its Mexican martinis, Ivar's River Pub features all-American comfort food and barbecue.

(512) 878-0303

riverpubtx.com

TOMA TACO

Serving up hot, fresh, authentic Mexican cuisine. Stop in and check out the stocked fresh housemade salsa bar.

(512) 667-7867

toma-taco.business.site

DOS GATOS

Serving up quality Czech and Texas kolaches from traditional fruit topped pastries to tasty meat and cheese stuffed rolls.

(512) 667-7400

dosgatoskolaches.com

WOK & ROLL

This Chinese restaurant is known for its modern interpretation of classic dishes and its insistence on only using high quality, fresh ingredients.

(512) 216-6247

wokandrollsanmarcos.com



@downtownsmx

NORTH STREET

This neighborhood joint serves up Indian & house made curry dishes, coffee & espresso drinks, wines & rare beer finds as well as Texas favorites.

(512) 667-7094

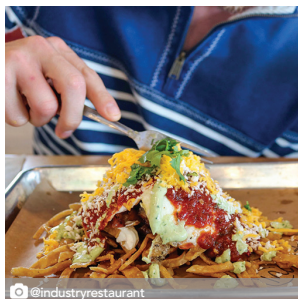
northsmx.com

INDUSTRY

Centered around the in-house Texas Live Oak smoker, the menu offers smoked specialties, healthy bowls and salads, chef crafted veggies and plates, draft cocktails and local beers.

(512) 392-8686

industrytx.com



@industryrestaurant

BLACK'S BBQ

The Black family has been actively serving the barbecue community for over three generations, originally making a name for themselves in Lockhart.

(512) 878-0795

blacksbbq.com/sanmarcos.html

HERBERT'S TACO HUT

Just around the block from the river, enjoy some of the best tacos you'll ever find. The salsa is perfectly blended spices and packs just the right amount of heat. In fact you can even buy a jar to take home.

(512) 392-2993



shops & outlets

@toursanmarcos / @cpaulcphotography

Trendy boutiques, eclectic markets and unusual resale stores can be found around our charming downtown square and in shopping plazas throughout the area. If you want to shop big, San Marcos has the largest outlet shopping center in the United States, with 240 luxury designer and name brands spread over 1.2 million square feet of shopping heaven. Find out more at toursanmarcos.com/attractions.



@meg_hileman

TWO P'S & CALLI'S

A sassy, trendy fashion boutique that caters to women of all ages and sizes with a desire for style! Find clothing, shoes, jewelry and accessories that range from casual to special occasion.

(512) 392-8967
twosandcallis.com

BOWER BIRD ANTIQUES & CURIOSITIES

Find an unusual selection of antiquated, uncommon and timeworn wares to adorn yourself & home. Shop antiques, curiosities, vintage, furniture and assemblage jewelry.

curiousbowerbird.com

HILL COUNTRY HUMIDOR

Offering the finest handcarved pipes, the freshest blended tobaccos, the best of premium cigars, gifts and accessories.

(512) 396-7473
hillcountryhumidor.com

HAYS COUNTY OUTFITTERS

Shop the season's latest outdoor apparel at Hays County Outfitters. Get ready for your next adventure with best in gear and the latest in leisure and outdoor wear.

(512) 749-1514
hayscounoutfitters.com

SON OF A SAILOR

Thoughtful design for a colorful life. Find handmade and hand-selected goods for men, women, pet and home.

(512) 749-1036
sonofasailor.co



@sonofasailor



@twopsandcallis



@bowerbirdantiques



@maryah.hampton

BAREFOOT SAN MARCOS

San Marcos and Texas State University apparel that is cool and uniquely designed. Shop for hats, t-shirts and more.
(512) 392-3986
barefootcampusoutfitter.com

TRENDS & TRADITIONS

Influenced by the Texas Hill Country lifestyle, shop updated clothing and jewelry pieces that are wearable designs including artful clothing, soulful jewelry and collectible folk art.
(512) 392-7236
trendsandtraditionsboutique.com

TEXAS SKATE

This local skate shop builds the skate scene and promotes all types of skateboarding. From decks and wheels to shoes and gear, they carry everything you need to shred.
(512) 392-5858
txsk8.com

VAGABOND

This resale store boasts merchandise that refuses to go quietly into the night. The go-to store for some rad threads.
(512) 554-1891

K N D'S

This downtown boutique and resale is stocked with the latest trends in fashion, accessories, jewelry and more.
(512) 557-5058

RIVER ROSE BOUTIQUE

A clothing store and so much more, River Rose offers the latest trends in women's clothes, jewelry and accessories.
(512) 878-0411
shopriverrose.com

PITAYA

Visit this downtown boutique for trendy women's apparel, shoes and accessories.
(512) 214-8449
pitaya.com



@toursanmarcos



@wattachar

SAN MARCOS OUTLETS

SAN MARCOS PREMIUM OUTLETS

This spectacular shopping mecca is one of the top visited tourist attractions in Texas with luxury and brand-name outlet stores.
(512) 396-2200 • sanmarcospremiumoutlets.com

TANGER OUTLETS

For millions of bargain hunters, brand name shopping doesn't get any bigger or better than the Tanger Outlets in San Marcos.
(512) 396-7446 • tangeroutlet.com/sanmarcos



For a full list of events visit toursanmarcos.com/events.

ALL YEAR

EVERY SATURDAY
Farmer's Market on the Square

EVERY SUNDAY (AUG-APR)
Unicycle Football

EVERY WEDNESDAY
Kent Finlay's Songwriters' Circle

FIRST SATURDAY
Birding Hike

FIRST SUNDAY
San Market

SECOND SATURDAY (MAR-DEC)
Art Squared Arts Market
Downtown Walkabout
San Mercado

JANUARY

PURGATORY TRAIL RUN
SAN MARCOS CELTIC FESTIVAL

FEBRUARY

EDDIE DURHAM JAZZ
CELEBRATION &
HILL COUNTRY JAZZ FESTIVAL
MARDI GRAS PARADE

MARCH

SAN MARCOS HALF MARATHON

APRIL

DOWNTOWN SWING
MUTT STRUTT

MAY

HERITAGE HOME TOURS
FERIA DEL MARIACHI
DIRT DAUBER FESTIVAL

JUNE

TEXAS WATER SAFARI
JUNETEENTH

JULY

SUMMERFEST SAN MARCOS

AUGUST

SMFEST

SEPTEMBER

JUNIOR TEXAS WATER SAFARI
SMTX PRIDE
MERMAID PARADE & SPLASH

OCTOBER

SACRED SPRINGS POWWOW
PETFEST

NOVEMBER

VETERANS DAY PARADE
CAF VETERANS DINNER & 40'S
SWING BAND HANGAR DANCE

DECEMBER

SIGHTS & SOUNDS OF
CHRISTMAS
WINE & WASSAIL WALK

SAN MARCOS

TOURSANMARCOS.COM
(512) 393-5930

 @TourSanMarcos

617 IH 35, San Marcos, TX 78666