

NEW BRAUNFELS, TEXAS

Founded by German settlers in 1845, New Braunfels blends Old World heritage with modern growth. Within an hour's drive, it connects to a large skilled labor pool and 100+ higher education institutions, while the local tourism economy, signature cultural events such as Wurstfest, and 60% job growth since 2014 fuel a prime environment for business investment.



MEDIAN HOUSEHOLD INCOME
\$86,021



51%
HAVE ASSOC. DEGREE OR HIGHER



72%
Population increase since 2014

Located in Central Texas, New Braunfels sits 40 minutes from San Antonio and an hour from Austin, with direct access to north-south and east-west interstate highways. With highway, air, and rail access, the city is within a four-hour drive of Mexico's trade gateways and major U.S. ports in Corpus Christi and Houston.



POSITIONED IN THE HEART

of the fast-rising
Austin-San Antonio region



PRIME LOCATION:

WITHIN 1 HOUR DRIVE

San Antonio, TX | Airport ✈️

Austin, TX | Airport ✈️

WITHIN 3 HOUR DRIVE

Corpus Christi, TX | Airport ✈️ Seaport 🚢

Houston, TX | Airport ✈️ Seaport 🚢

WITHIN 4 HOUR DRIVE

Dallas-Fort Worth, TX | Airport ✈️



NEW BRAUNFELS
CHAMBER OF COMMERCE
ESTABLISHED 1919

NBChamber.com/Economic-Development

NEW BRAUNFELS, TEXAS

LOCATED IN THE HEART OF THE TEXAS AUTOTECH CORRIDOR

Within an hour's drive, New Braunfels taps into a 1 million+ workforce with high education and productivity.

Diverse industries, from advanced automotive manufacturing and tech to healthcare and finance, drive growth, with employment up 60% since 2014 and 1,000+ new jobs added annually.



AUSTIN / SAN MARCOS

- Samsung
- Tesla
- Intel



NEW BRAUNFELS

- Continental
- CGT USA
- Rush Enterprises

EAST-WEST INTERSTATE HIGHWAY



SAN ANTONIO

- Toyota
- Navistar
- JCB

NORTH-SOUTH INTERSTATE HIGHWAY

1,000,000+

Available Labor Force within a 45-minute drive

The unique ability to draw from both the San Antonio and Austin metro areas makes New Braunfels a highly competitive and strategic location for business expansion.

Ready to discuss your next opportunity in New Braunfels?
Contact our team today to learn more.

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