Travel deep into the wide-open plains of West Texas and you'll encounter Lubbock, a dynamic city with a fascinating arts scene, plenty of scenic natural areas, and some of the best wineries in the state. It's where the Red Raiders of Texas Tech University are housed, supported by some of the rowdiest college football fans you'll find anywhere. Lubbock has also been the birthplace of legendary musicians and professional athletes. All of this is reflected in the diverse number experiences that will leave just about any traveler enamored with the “Hub City” of Texas.
Like many places in West Texas, 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, then known as Texas Technical College, in 1923 set Lubbock on the course to developing into the vibrant and diverse community that it is today.

Over the years, Texas Tech University has grown to become one of the largest public universities in Texas that is famous for the quality of its athletics programs. The school’s sports teams, including its football, basketball and baseball teams, compete against other large colleges in the first division of the NCAA, the highest level of amateur athletics in the country. The university’s biggest draw, its football team, plays its games in the impressive 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 who may develop into world-class stars.

Lubbock is known for much more than its college athletics, though. The “Hub City” is the birthplace of Buddy Holly, the legendary singer/songwriter who is widely considered to be one of the early pioneers of rock ‘n’ roll. Holly’s legacy is preserved at the Buddy Holly Center, a museum that features a rare collection of the music legend’s records, personal and promotional photos, letters, Fender Stratocaster guitar and more. Buddy Holly is just one of many musicians who was born in Lubbock, which is still a hotbed for the development of young musical talent. Many of these 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 and drink.

The Buddy Holly Center is just one of several fascinating museums in Lubbock. Check out the world’s largest windmill museum at the American Wind Power Center; discover the history of farming and ranching at the Bayer Museum of Agriculture; and browse through 49 authentic ranching structures dating back to the 1700s at the National Ranching Heritage Center. There are also art galleries, a symphony orchestra, a ballet, theater companies and an outdoor amphitheater to enjoy.

Not enough for you? 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. Five major wineries, including the most award-winning winery in Texas (Llano Estacado Winery), are based in the “Hub City,” making it the ideal place to be if you love a glass of red.

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.