



FOR IMMEDIATE RELEASE:

Media Contact: Meagan Fritts, Owner

512.999.8687

meagan@accessatx.com

www.accessatx.com

New Local Tour Company Offers the Key to the City
Access ATX Launches in the Capital City Delivering Premium Austin Experiences

AUSTIN, TX - Launched by Austin-local, Meagan Fritts, Access ATX provides the true local experience in Austin and the surrounding areas. This homegrown start-up tailors its tour offerings to guests desiring a more unique experience, rather than a traditional sightseeing tour.

“Our mission is to make each guest feel like they’re seeing the city with a good friend, rather than being herded from place to place, always in a rush, only time to snap a picture before moving on ,” says Fritts. “As Austinites, we pride ourselves on keeping it local. Our tours support local businesses and encourage visitors to do the same in order to discover the real Austin.”

Access ATX’s signature city tour provides guests an opportunity to meet an authentic Texas BBQ pitmaster, sample delectable eats, and help craft Austin’s signature cocktail - the Mexican Martini. The tour company keeps group sizes small, and complimentary hotel pick-up and luxury transportation provide a VIP-experience.

With over 20 million annual visitors and 250 new residents daily, Austin tourism is experiencing a boom. Additionally, the Downtown Austin Alliance estimates more than 2000 hotel rooms under construction in the downtown area alone. New restaurants, nightlife venues, and other service industry businesses are opening daily.

A large portion of Austin’s tourism dollars arrive for special events such as SXSW, Austin City Limits, and Formula 1 United States Grand Prix. Circuit of the Americas, the racetrack where the prix is held, stated almost \$600 million in economic impact for the race in 2013. These visitors often choose to explore Austin alongside their event.

Access ATX’s tours save time and eliminate the hassle of driving and parking in a city touted for having some of the worst traffic in the nation. A professional local guide provides knowledge of the city’s history, local hangouts, and favorite eateries, all from the comfort of an air-conditioned luxury van.

Access ATX runs regularly scheduled city tours and Texas BBQ food tours. They specialize in custom experiences for every occasion from corporate events to bachelor/bachelorette parties.

###



Access ATX helps people discover the real Austin with our premium guided Texas experiences. City sightseeing, Texas Hill Country getaways, and pretty much everything else. Local. Lovable. Awesome. Visit www.accessatx.org for more information.