Lubbock’s authentic ranching and cowboy culture dates back to the Old West. The “Hub City” features museums, festivals and rodeos perfect for experiencing and exploring the rich history of West Texas.

WESTERN EVENTS

ABC Pro Rodeo
Held each April, the ABC Pro Rodeo brings together cowboys, cowgirls and a rodeo-loving audience to experience a true West Texas rodeo. The City Bank Coliseum transforms for events such as steer wrestling, barrel racing, bull riding, mutton bustin’ and more.

Lubbock Winter Rodeo Series
Held every Saturday night from October through April at the South Plains Livestock Pavilion, guests can watch professionals and amateurs participate in a wide variety of rodeo events. Group rates and motorcoach parking are available.

National Cowboy Symposium & Celebration
If you’re looking for a true Old West experience, look no further than the National Cowboy Symposium & Celebration. Each year, cowboy poets, musicians, storytellers, artists, chuck wagon cooks, cowboys and more celebrate the largest presentation of ranching and the western way of life in the U.S. During the event, the famous National Championship Chuck Wagon Cook-Off takes place, where cowboys and cooks square off to feature their best dishes made right at the chuck wagon. Group rates and motorcoach parking are available.

National Ranching Heritage Center
The National Ranching Heritage Center is bustling with historical events throughout the year. Heritage Halloween celebrates trick-or-treaters with period-correct treats reflecting the life of a pioneer. Also reflecting the pioneer way is the Candlelight at the Ranch, one of Lubbock’s most famous events. This celebration offers a glimpse into yuletide traditions that took place more than 100 years ago. Similarly, Ranch Day visitors will enjoy the recreated, authentic settings reflective of ranching from the 1780s to the present.

Texas Tech Rodeo
Held each fall, this intercollegiate competition is the highlight of the year for the Texas Tech University Rodeo Program and includes team roping, bull riding, steer wrestling and more. Group rates and motorcoach parking are available.
American Wind Power Center
windmill.com
Home to more than 170 rare and fully restored windmills spread out on 28 acres of rolling hills, the American Wind Power Center is known as the largest windmill museum in the world. After viewing the collection, be sure to check out the 6,000-square-foot “Legacy of the Wind” mural that represents the past, present and future of the windmill. It took the artist, LaGina Fairbetter, two years to paint the larger-than-life mural. Visitors are sure to leave with a deeper understanding and appreciation of the American-style, water-pumping windmills that shaped much of the country’s pioneering technology efforts.
- Entry fee - call for group rates
- Docent-led tours by reservation
- Catered lunch space available
- On-site gift shop
- Motorcoach parking available

Bayer Museum of Agriculture
agriculturehistory.org
The Bayer Museum of Agriculture, formerly the American Museum of Agriculture, features interactive exhibits and historical displays dating back to the pioneering years of agriculture. Unique exhibits include 71 pedal tractors, 700 collectible toy tractors, a 1920s replica Blacksmith shop, an exhibit on the history of cotton ginning and a new addition with meeting facilities and more interactive exhibits.
- Free admission - donation suggested
- Docent-led tours by reservation
- On-site gift shop
- Motorcoach parking available

Museum of Texas Tech University
museum.ttu.edu
Explore exhibits featuring a total of nearly 5 million objects at the Museum of Texas Tech University. You’ll discover collections in the arts, humanities and natural sciences, as well as the Moody Planetarium with daily laser and star shows. The museum also trains future professionals through its nationally recognized graduate level programs in Museum Science and Heritage Management.
- Free entry to galleries - tickets required for special events
- Docent-led tours available
- On-site gift shop
- Curbside motorcoach parking available

National Ranching Heritage Center (NRHC)
nrhc.ttu.edu
This 16-acre site houses 48 structures dating back to the 1700s, which have been authentically restored and furnished. There is even a structure on site that played host to President Theodore Roosevelt in the 1830s. Through year-round events and tours, the center depicts the life of North American ranchers, including Candlelight at the Ranch hosted each December and Ranch Days held every April. It’s guaranteed that visitors will experience the real West like they never have before at the NRHC.
- Free admission - donation suggested
- Docent-led tours by reservation
- On-site gift shop
- Catered lunch space available
- Motorcoach parking available

Prairie Dog Town
parks.ci.lubbock.tx.us
Located within the 248 acre Mackenzie Park, Prairie Dog Town is a great place to watch the pint-sized critters play in their natural habitat, or bring horses and take a ride through the park’s equestrian trails.
- Curbside motorcoach parking available

FUN FACTS
- The American Wind Power Center’s 6,000-square-foot “Legacy of the Wind” mural represents the past, present and future of the windmill. The mural took two years to complete by a local artist.
- The National Ranching Heritage Center houses a structure that played host to President Theodore Roosevelt in the 1830s.
- George M. Boles, considered a pioneer in the South Plains, started the first Hereford ranch in the Lubbock area and soon had the largest registered herd on the South Plains.

VISIT THE “HUB CITY”
Five major highways intersect Lubbock, making it easily accessible. Plus, the Lubbock Preston Smith International Airport is serviced by several major airlines with many daily non-stop flights.