



Your Complete Guide to Moving to New Braunfels

Welcome to your comprehensive relocation guide for New Braunfels, Texas—a thriving historic community just 32 miles northeast of San Antonio. This guide provides everything you need to make an informed decision about your move, featuring current data, market comparisons, and essential insights. Based on the latest 2024 data, the current population of New Braunfels is 116,477. New Braunfels was named the U.S.'s second-fastest growing city with a population of 50,000 or more, making it one of Central Texas's most sought-after destinations.

New Braunfels at a Glance: Key Statistics & Demographics

Population & Growth

New Braunfels has a population of 116,477 (100% urban, 0% rural), with a population change since 2000 of +219.2%. The median age is 36.4 years, creating a vibrant community that balances young professionals and established residents.

Income & Employment

In 2023, the median household income of New Braunfels households was \$88,257. The city is strategically located 32 miles northeast of Downtown San Antonio, 19 miles southwest of San Marcos, and 48 miles southwest of Austin.

Many residents work in tourism, education, healthcare, and tech industries, with easy access to employment centers in San Antonio and Austin. Employment in the city is projected to rise 17% by 2025, with tourism-related businesses, education, local hotels, retail establishments, and restaurants as the city's top employers.

116.5K

Population

As of 2024

219%

Growth Rate

Since 2000

\$88K

Median Income

Household annual

4.2%

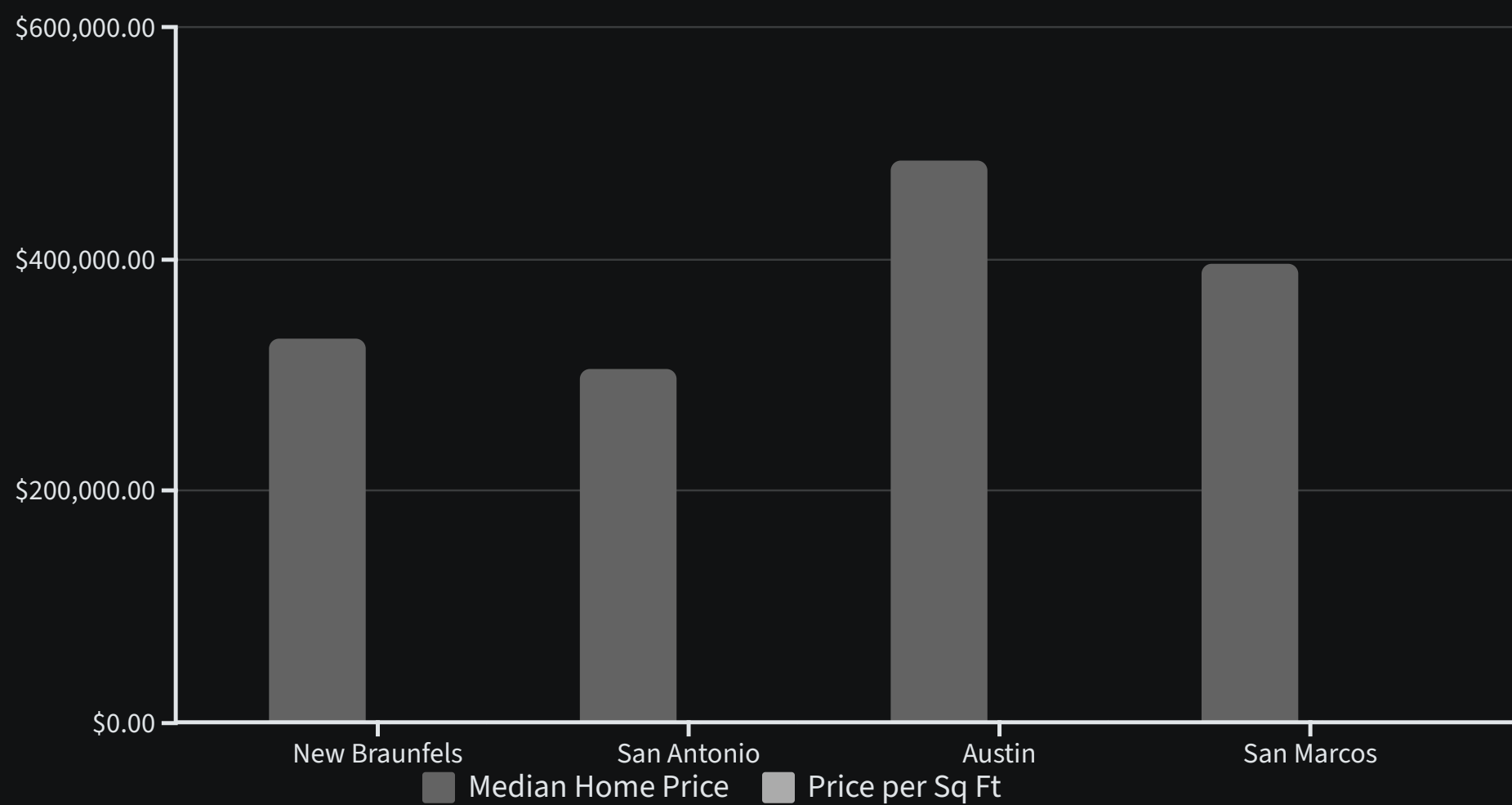
Unemployment

Below state avg

Housing Market Analysis: What to Expect

The median sale price of a home in New Braunfels was \$331K last month, down 0.3% since last year. The median sale price per square foot is \$168, down 8.2% since last year. New Braunfels home values have gone down 6.0% over the past year and homes go to pending in around 35 days.

The New Braunfels housing market is not very competitive, scoring 22 out of 100. Homes in New Braunfels receive 1 offer on average and sell in around 94 days. The average homes sell for about 3% below list price, creating opportunities for qualified buyers across all income levels.



The city has a mixture of owners and renters, with 64.42% owning and 35.58% renting. 60.63% of New Braunfels's housing was built since 2000, making the city have a very new look and feel with amenities of newer homes and subdivisions. Texas has no state income tax, providing additional financial benefits for residents.

Education Excellence: Schools & Ratings

New Braunfels is served by two highly-regarded school districts: Comal Independent School District and New Braunfels Independent School District. Comal ISD has a district-wide graduation rate of 98%, TEA Accountability Rating A, and an A statewide rating, making it one of the most highly coveted districts in Central Texas.



Elementary Schools

Multiple Comal ISD schools earned an A rating, including Hoffman Lane Elementary. New Braunfels ISD also has excellent elementary options, with Carl Schurz Elementary, Seele Elementary, and Lone Star Early Childhood Center receiving A ratings. Both districts offer comprehensive early childhood programs and gifted/talented services.



Middle Schools

Comal ISD middle schools include A-rated Smithson Valley Middle School and B-rated Danville Middle School. New Braunfels ISD middle schools have shown strong performance, with several campuses receiving B ratings. Middle schools offer extensive extracurricular programs including band, athletics, and academic competitions.



High Schools

Comal ISD high schools include A-rated Pieper High School and B-rated Davenport High School. New Braunfels High School earned a B rating, while Two Rivers High School received an A rating. Memorial Early College High School is ranked 20th out of 1,987 high schools in Texas. High schools offer Advanced Placement courses, dual credit programs, and comprehensive career and technical education pathways.

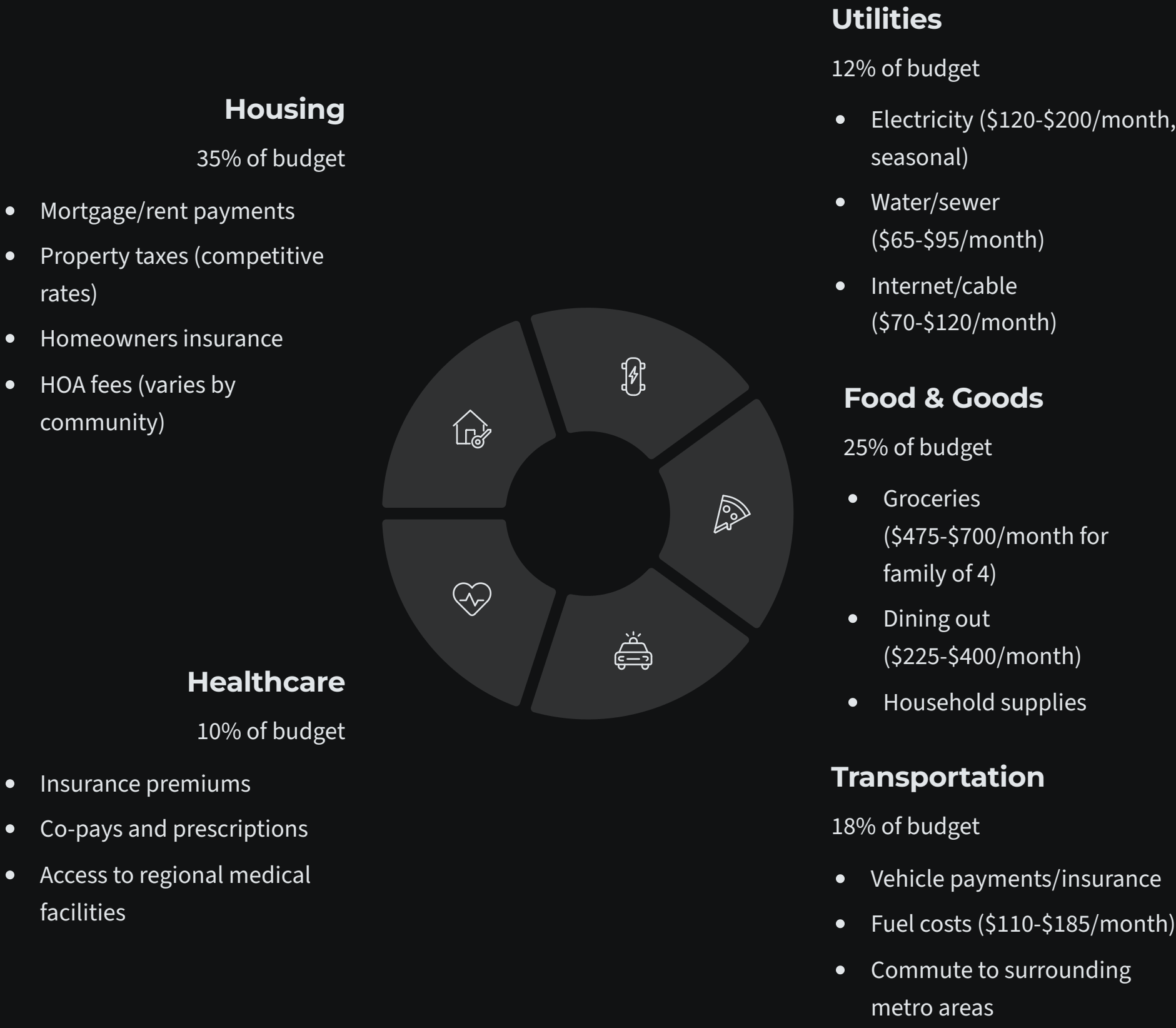
Students have access to Career and Technical Education programs including Agriculture, Food & Natural Resources, Architecture & Construction, Business, Healthcare, and Information Technology. Both districts provide excellent preparation for college, career, and military readiness.



Resources for School Research: Visit GreatSchools.org and the Texas Education Agency website for detailed school ratings, test scores, and enrollment information. District websites provide calendars, boundary maps, and program details to help families identify the best educational fit.

Cost of Living Breakdown

December 2024 cost of living index in New Braunfels: 89.1 (less than average, U.S. average is 100). Percentage of residents living in poverty in 2023: 6.2%. This affordability attracts families and individuals seeking high quality of life while maintaining reasonable living expenses within easy commuting distance of major employment centers.



Tax Resources: Use SmartAsset's Texas Property Tax Calculator to estimate your specific property tax burden based on home value and location. Remember, Texas has no state income tax, which significantly reduces overall tax burden compared to other states.

Comparative Market Analysis: New Braunfels vs. Competing Cities

When choosing where to relocate in Central Texas, most homebuyers compare New Braunfels with San Antonio, Austin, San Marcos, and other regional communities. Each offers distinct advantages, and understanding these differences helps you make the best choice for your lifestyle and financial goals. New Braunfels stands out for its historic charm, river recreation, strong growth, and strategic location between major metropolitan areas.

Factor	New Braunfels	San Antonio	Austin	San Marcos	Boerne
Median Home Price	\$331,000	\$305,000	\$485,000	\$395,000	\$425,000
Unemployment Rate	4.2%	4.0%	3.5%	4.1%	3.8%
Population	116,477	1.53 million	975,000	69,000	18,000
Distance to San Antonio	32 miles	0 miles	80 miles	52 miles	28 miles
Cost of Living	Below National Avg	Below National Avg	Above National Avg	At National Avg	Above National Avg
Development Stage	Rapidly Growing	Established	Rapidly Growing	Growing	Established

New Braunfels' competitive advantage lies in its combination of rapid growth, historic German heritage, exceptional recreational opportunities along the Comal and Guadalupe Rivers, excellent schools, and strategic location between San Antonio and Austin. While larger cities may offer more amenities, they come with higher costs and urban challenges that many individuals and families prefer to avoid.

The Pros: Why People Choose New Braunfels



Outstanding Growth & Development

New Braunfels is currently growing at a rate of 5.96% annually and its population has increased by 76.03% since the most recent census. New Braunfels projected growth is expected to increase by 50% by 2030, and to double by 2040, reaching 208,163. This creates opportunities for both residents and businesses in an expanding market.



Strategic Location & Connectivity

New Braunfels is strategically located 32 miles northeast of Downtown San Antonio, 19 miles southwest of San Marcos, and 48 miles southwest of Austin. San Antonio International Airport is approximately 35 miles away, offering numerous domestic and international flights. This location provides access to multiple job markets while maintaining small-town charm.



Recreation & Quality of Life

New Braunfels offers world-class river recreation on the Comal and Guadalupe Rivers, including tubing, kayaking, and swimming. The city celebrates its German heritage with Wurstfest, an annual 10-day festival, while the Whitewater Amphitheater and Gruene Hall regularly draw top musical acts. The community provides excellent recreational facilities, parks, and cultural amenities for residents of all ages and interests.