



FOR IMMEDIATE RELEASE

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## **Momentum Continues Proving More People are Choosing McAllen**

Region climbs 11 spots in 2025, signaling growing national appeal

Texas continues to lead the nation in population growth, and McAllen is proudly part of that story. New migration data confirms what residents and local leaders already know: people are choosing McAllen to put down roots, build businesses, and invest in their future.

According to the [2025 U-Haul® Growth Index](#), the McAllen-Brownsville metro area ranked No. 10 among the fastest-growing metropolitan areas in the United States, climbing 11 spots from its 2024 ranking. The index analyzes more than 2.5 million one-way moving transactions annually, offering a real-time snapshot of where Americans are choosing to live and work.

While the U-Haul data groups McAllen and Brownsville as one metro area for migration tracking purposes, the results highlight McAllen's growing role as a regional hub for economic opportunity, livability, and community life along the southern border. "As the world grows, McAllen is able to grow with it," said City Manager Isaac J. Tawil, reflecting the city's ability to manage growth while continuing to invest in quality of life for residents and businesses.

Residents and newcomers alike are drawn to McAllen's affordable cost of living, strong homeownership opportunities, and business-friendly environment that supports entrepreneurs, small businesses, and workforce growth. Combined with access to healthcare, education, and modern infrastructure, McAllen offers a quality of life that is increasingly difficult to find in larger, more expensive metropolitan regions.

The business-friendly environment is reflected in the City's recent *McAllen Means Business* report, which highlights a strong period of business attraction and expansion across key industries, including manufacturing, healthcare, customer service, and logistics. The projects highlight new and expanding operations which are creating more quality jobs, private capital investments, and continued diversification of McAllen's local economy.

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### **About the City of McAllen**

Founded in 1904 and incorporated in 1911, the City of McAllen has grown from a small agricultural community into one of the most vibrant and fastest-growing cities along the U.S.-Mexico border. Known as the "City of Palms," McAllen serves as a hub for international trade, retail, tourism, and culture in the Rio Grande Valley. Today, the city employs more than 2,600 dedicated public servants across 41 departments, delivering essential services to a community of more than 150,000 residents. McAllen city leaders remain committed to transparent governance, fiscal responsibility, and enhancing quality of life through innovation, infrastructure, and community engagement. For more information, visit [www.mcallen.net](http://www.mcallen.net) and follow us on social media @cityofmcallen

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McAllen is a family centered community where neighborhoods, parks, schools, and cultural amenities are intentionally designed to foster connection and belonging. With more than 1,000 acres of green space, nearly 100 parks and open spaces, and over 44 miles of hike and bike trails, residents enjoy outdoor recreation that is woven into everyday life. From a vibrant arts and cultural scene to a diverse culinary landscape, year-round community events, and deeply rooted traditions, McAllen offers a quality of life that goes well beyond affordability.

“McAllen is a city built around people and families,” said Mayor Javier Villalobos. “Everything from our parks and public spaces to our cultural events reflects our commitment to creating a community where residents feel connected, supported, and proud to call McAllen home.”

Texas claimed six of the top 25 growth metros nationwide in 2025, including Dallas, Houston, Austin, and San Antonio, reinforcing the state’s overall momentum. Within that statewide growth, McAllen’s rise reflects a community that is welcoming new residents while maintaining its character, culture, and commitment to quality public services.

Companies selecting McAllen consistently cite workforce availability and quality as a primary driver, drawn to the region’s skilled, bilingual talent pool, particularly in healthcare, customer care, and logistics. McAllen’s strategic location near the U.S.–Mexico border further enhances its appeal, offering access to cross-border markets and trade corridors. Along with cost-competitive real estate, lower operating costs, and a responsive partnership with the City of McAllen and the McAllen EDC, businesses view the city as a lower-risk, high-performance market for long-term growth.

As population trends shift nationwide, McAllen remains a competitive, livable city where opportunity and growth align.

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