WHY LONGVIEW?

Longview serves as the retail, healthcare and employment hub of East Texas, drawing shoppers from Gregg, Harrison, Upshur, Rusk and surrounding counties. Strategically located along Interstate 20, the city attracts consumers from a regional trade area extending into western Louisiana, making it one of the strongest retail markets in East Texas.

- Population exceeds 82,000 with a regional trade area serving more than 250,000 residents.
- Longview generates over $2 billion in annual retail sales and serves as the primary shopping destination for Northeast Texas.
- Home to major employers including CHRISTUS Good Shepherd Health System, Eastman Chemical, Komatsu, LeTourneau University and Longview Regional Medical Center.
- Excellent regional access via Interstate 20, US Highway 259 and Loop 281.
- Strong healthcare, manufacturing, education and logistics sectors support a robust daytime population.





