

Press Kit



FREDERICKSBURG

THE TEXAS HILL COUNTRY

TEXAS HEART, GERMAN SPIRIT

Fredericksburg is an authentic Texas–German community just an hour's drive northwest of San Antonio and 90 minutes west of Austin. Behind the elegant shops and fine dining, you can feel the authentic German soul and see reminders of the heritage in the historic buildings along Main Street, the German cuisine at local restaurants and the welcoming spirit of the people. Fredericksburg is celebrated as the Texas Wine Country for its acclaimed vineyards and tasting rooms and is also known for its renowned boutiques and art galleries, award-winning wine industry, unique lodging, Smithsonian-affiliated museums, wildflowers, and much more!



FAST FACTS

Website: VisitFredericksburgTX.com

Social Media: @VisitFredTX

Visitor Information Center: 302 E. Austin Street, Fredericksburg, TX

Consumer Phone: 830-997-6523

Press Contact:

Amanda Koone, Vice President of Marketing & Public Relations: akoone@fbgtx.org

OVERVIEW

Nestled in the heart of the Texas Hill Country, Fredericksburg blends German heritage with Texas hospitality. The destination is known for its award-winning wineries, thriving culinary scene, scenic beauty and one of the most charming historic Main Streets in the country.

LOCATION & ACCESSIBILITY

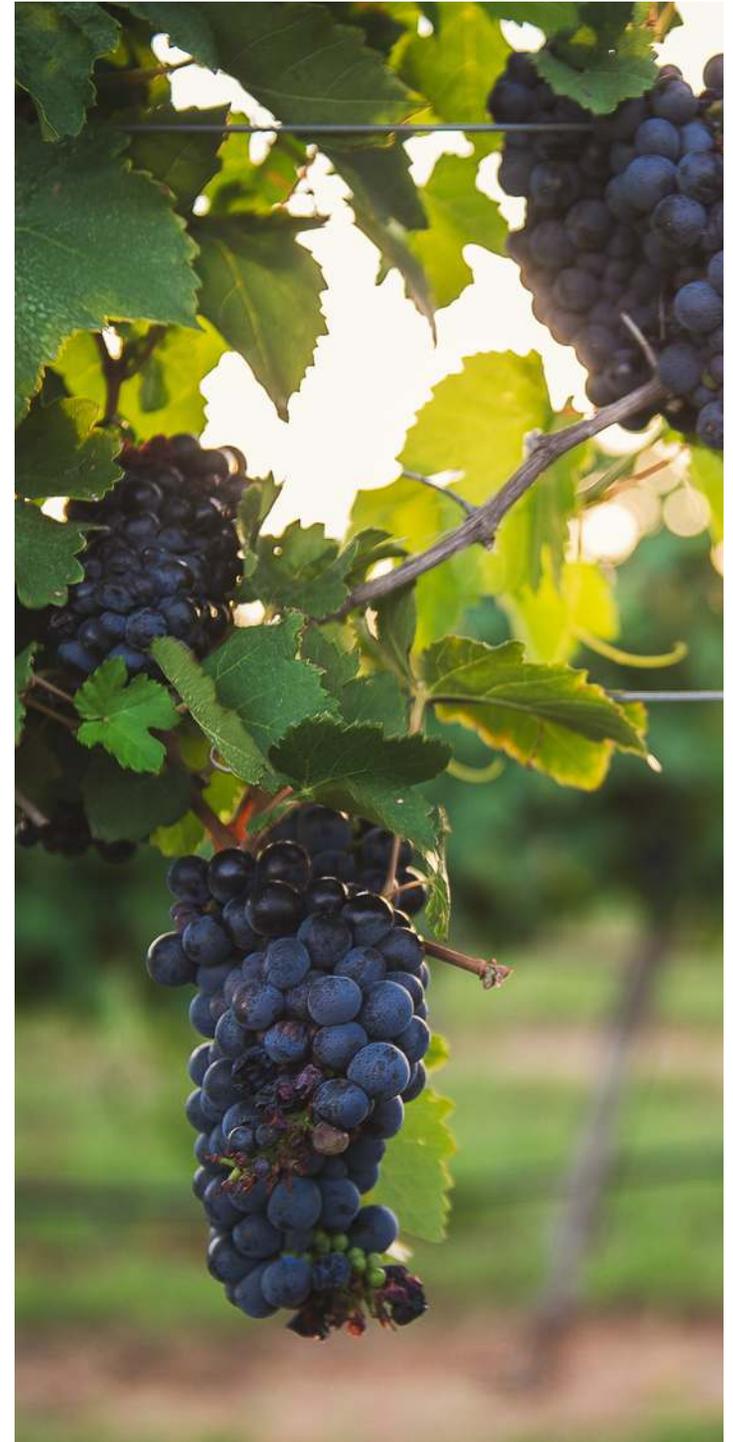
- Located in Central Texas, between Austin (78 miles) and San Antonio (70 miles).
- Air transportation accessible via Austin-Bergstrom International Airport (AUS) and San Antonio International Airport (SAT).
- Easy drives from Dallas/Fort Worth (4 hours) and Houston (4 hours).

NEED TO KNOW

- Founded: 1846 by German immigrants
- Population: ~12,000
- Elevation: 1,693 ft
- Climate: Mild winters, warm summers; peak wildflower season in March–April
- Time Zone: Central Standard Time

ACCOLADES

- ✦ Awarded “the most welcoming destination in the country” by *Booking.com*
- ✦ Named one of “The South’s Prettiest Towns” by *Southern Living*
- ✦ Featured in “Top 10 Wine Destinations” by *USA Today*
- ✦ Voted “Best Small Town in Texas” by *Texas Highways*



ORIGIN STORY

Located in the heart of the Texas Hill Country, Fredericksburg was founded in 1846 by German settlers and that heritage continues to influence the small-town Texas community with a unique blend of Texas heart and German soul. Fredericksburg is rich with wineries, museums, immersive agritourism and culinary experiences, all shaped by its German roots.

GERMAN HISTORY

When Texas gained its independence from Mexico in 1836, reports of opportunities in Texas flooded Germany, where political and social unrest was stirring. Over 5,000 German emigrants made the journey to Texas in 1845-46. Upon arriving in Texas, the German settlers ran into obstacles obtaining their un-surveyed land grant, located in the heart of hostile Comanche territory. Furthermore, the undertaking was severely underfunded. Along the journey, many pioneers died of disease and exposure, and then war broke out between the U.S. and Mexico, which only compounded difficulties.

Baron Ottfried Hans Freiherr von Meusebach was sent to Texas to manage the floundering venture. Renaming himself John O. Meusebach, he bought 10,000 acres of land on credit and along with 120 German settlers, founded Fredericksburg on May 8, 1846.

One key to the town's survival in its difficult first years was Meusebach's 1847 treaty with the Penateka Comanche. In exchange for \$3,000 worth of gifts, they agreed not to interfere with settlement of the area. Credited as the most successful agreement with the Native Americans in frontier Texas, the treaty enabled the fledgling settlement to carry on, though not without further raids and noteworthy kidnappings of German children through the 1870s.



GERMAN HERITAGE & ARCHITECTURE

Though Fredericksburg started as a way station for settlers who found themselves unable to claim the land they had been promised, the town thrived. Today it holds traces of the rich history of its early days, with over 700 historically significant structures in the nationally recognized historic district alone. Visitors can take a self-guided historical walking tour in the downtown historic district and explore out into the countryside.

VEREINS KIRCHE

A key Fredericksburg landmark is the Vereins Kirche (Society Church). Built early on as a church, school, and community hall, it was demolished in 1897 and rebuilt in 1935 using the original cornerstone. Now located in Marktplatz, the replica was renovated in 2020 and features murals depicting the town's and building's history.

SUNDAY HOUSES

Another unique aspect of Fredericksburg is the Sunday House. After settling Fredericksburg, the immigrants received a town lot and a 10-acre out lot for farming. Many German settlers built small, simple houses in town, while maintaining more permanent homes on their farmland. These Sunday Houses were specifically for the purpose of having a place to conduct Saturday business in town, socialize and attend church.

PIONEER MUSEUM

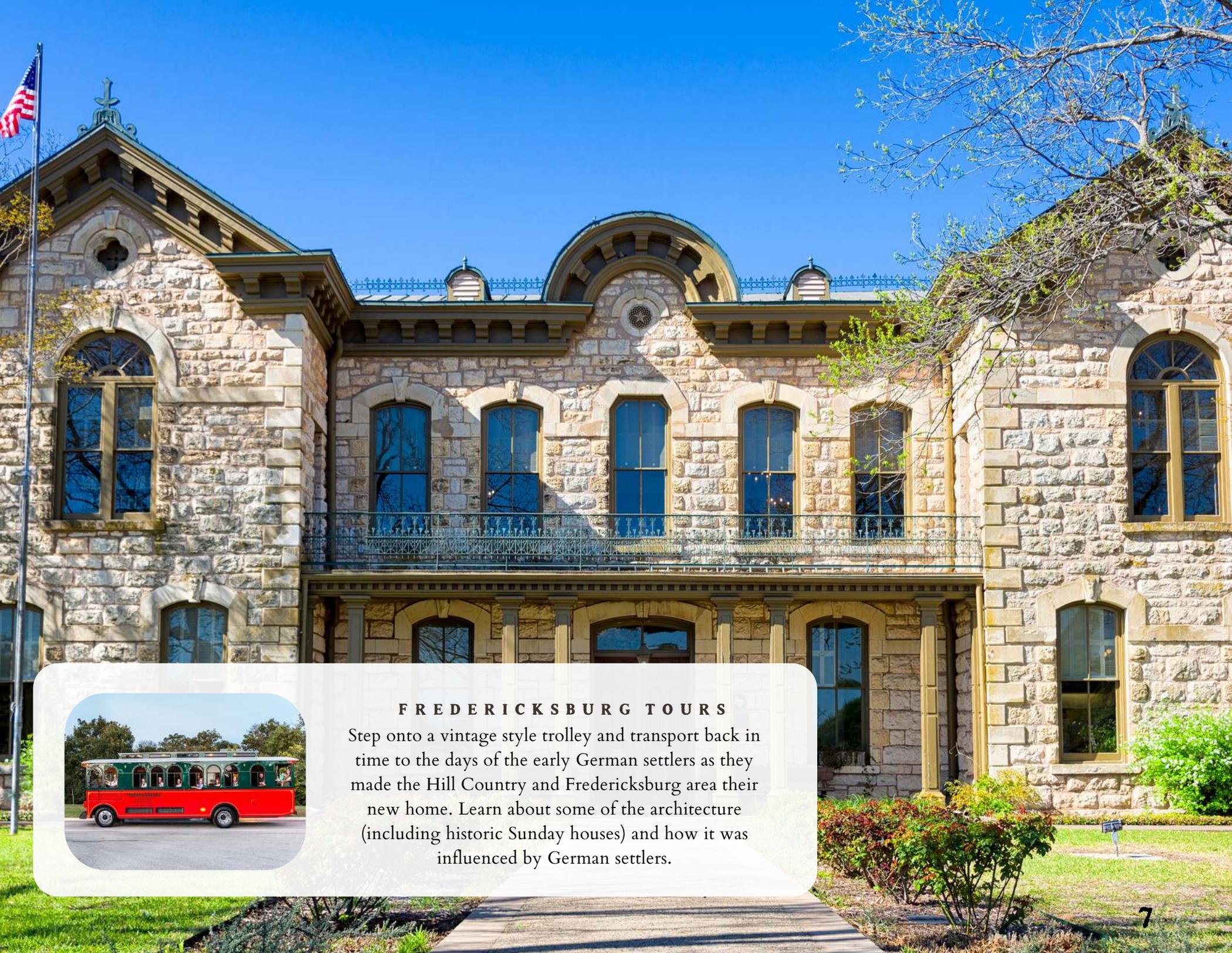
Operated by the Gillespie County Historical Society, the 3.5 acre grounds include buildings, artifacts and displays of the area's earliest pioneers - allowing visitors to step back in time. Explore a one-room school house, a log cabin, a Sunday House, barn, smokehouse and more. Several times throughout the year, staff dress in period clothing and share traditions including storytelling, rope making, soap making, sheep shearing, blacksmithing and more.

SAUER-BECKMANN LIVING HISTORY FARM AT LYNDON B. JOHNSON STATE PARK AND HISTORIC SITE

Located within the Lyndon B. Johnson State Park and Historic Site and the adjoining Lyndon B. Johnson National Historical Park, the Sauer-Beckmann Living History Farm is a unique living history site that showcases what life was like for President Johnson's grandparents and parents during the World War I era. Here, park rangers dressed in period clothing tend to crops and farm animals, prepare meals, and celebrate holidays, bringing early 20th-century farm life to vivid reality.



**CLICK FOR FULL
LISTING OF
HISTORIC SITES**



F R E D E R I C K S B U R G T O U R S

Step onto a vintage style trolley and transport back in time to the days of the early German settlers as they made the Hill Country and Fredericksburg area their new home. Learn about some of the architecture (including historic Sunday houses) and how it was influenced by German settlers.

KEY ATTRACTIONS

NATIONAL MUSEUM OF THE PACIFIC WAR

Smithsonian Affiliate and accredited by the American Alliance of Museums, the National Museum of the Pacific War provides the nation's most comprehensive account of World War II in the Asiatic-Pacific theater. Discover the human story of World War II in the Pacific in more than 55,000 square feet of exhibit space spread over three galleries on six acres in the heart of Fredericksburg, Texas. Fueled by respect for Fredericksburg's native son – Fleet Admiral Chester W. Nimitz, Commander-in-Chief of Allied Forces, Pacific Ocean Area, the museum is designed to engage a new generation of visitors.



ENCHANTED ROCK

Enchanted Rock State Natural Area is the second-largest granite dome in the United States and a designated International Dark Sky Park. Find 8.4 miles of hiking trails, interpretive exhibits, rock climbing and a 360-degree view of the Texas Hill Country from the top of the Summit Trail.

LYNDON B. JOHNSON

Lyndon B. Johnson National Historical Park and Lyndon B. Johnson State Park & Historic Site offer a unique glimpse into the life and legacy of the 36th U.S. president in the heart of the Texas Hill Country. Visitors can tour the Texas White House, explore the LBJ Ranch, and experience living history demonstrations at a restored 19th-century farm. With scenic drives, hiking trails, wildlife viewing, and access to the Pedernales River, the parks blend presidential history with outdoor recreation.



LUCKENBACH

Enjoy live music and drinks where "Everybody's Somebody". Established in 1849 as a trading post, this legendary gathering spot is still alive and well, along with the Luckenbach Dance Hall and Bar. Hear live country, folk, and Americana music almost every day of the week during intimate songwriter circles and lively outdoor dances under the oak trees. It's also the place to hear the popular "Luckenbach Texas (Back to the Basics)" song—made famous by Waylon Jennings & Willie Nelson.

 [CLICK FOR FULL LISTING OF ATTRACTIONS](#)

AGRITOURISM

Gillespie County is one of Texas's top peach-producing regions, with orchards, many family-run for over 70 years, harvesting nationally recognized peaches for generations. From mid-May through August, roadside stands fill the area, offering fresh peaches, seasonal produce, and homemade treats like cobblers, pies, ice cream, and a variety of jams and jellies.

JUST PEACHY!

A FEW OF THE MANY WAYS TO ENJOY LOCAL PEACHES

Pick your own peaches Jenschke Orchards

Family-owned since 1961, seven generations of Jenschkes have grown up on the family farm. The peach orchard has 20 varieties of peaches and currently consists of over 3,000 trees!

Sample Vogel Orchards' peach butter and preserves

Since 1953, Vogel Orchard continues to offer many of the same items that it has for many years including peaches, homemade cobblers, tomatoes, plums, blackberries, watermelons, cantaloupes and other assorted fresh vegetables.

Cool off with peach ice cream from Burg's Corner

With three generations of growers, Burg's Corner offers farm fresh peaches, local seasonal fruits and vegetables and sweet peach ice cream. The retail room houses over 100 different products ranging from cold peach cider, preserves, canned fruits and vegetables, salsas, honey and many more gourmet products.



PECANS

Pecans (Texas's state tree) are widely grown through the Hill Country and harvested from October through December, with local markets selling pecans in the form of baked goods, candied pecans, oils and butters.

Stock up on all things pecan at Fredericksburg Pecan Company

The store originated as a booth on the corner of Main Street in Fredericksburg, Texas as a weekend attempt to introduce quality pecans to the historic, German community until owner Olan partnered with Segner's Pecans and Furs over 20 years ago and began operating the store front. The store transitioned in order to develop into what the business is known as today.



 **CLICK FOR FULL LISTING OF AGRITOURISM OFFERINGS**



W I L D F L O W E R S E A S O N

Each spring, Fredericksburg bursts into color as bluebonnets, Indian paintbrushes, and vibrant roadside blooms blanket the rolling hills of the Texas Hill Country. Scenic drives and open fields surrounding the town offer picture-perfect views, making wildflower season one of the most beautiful and anticipated times of year to visit.

W I L D S E E D F A R M S

Fredericksburg is also home to Wildseed Farms, the largest working wildflower farm in the U.S. and a destination for many wildflower enthusiasts. The farm has more than 1,000 cultivated acres in Texas and over 200 acres of wildflower fields at its Hill Country headquarters. From March through early October, Wildseed Farms blooms with color, showcasing the largest display of wildflowers in Texas. Sample 100% Texas-grown wine in their newly renovated tasting room and shop for gifts, home decor and Texas-native plants and pottery.

TEXAS WINE COUNTRY

The Fredericksburg area and Gillespie County are now home to over 75 wineries, vineyards and tasting rooms, while the Texas Hill Country boasts over 100 and the state of Texas features over 400. The town sits as the epicenter of Texas Wine Country and is part of the fifth largest wine producing state in the country.

Viticulture in the Fredericksburg area dates back to the earliest German settlers, who first crafted wine from the native mustang grape—a legacy that laid the foundation for the thriving wine industry seen today. Now, August is the annual harvest season of the grape crop, and some local wineries host grape stomps as a way to celebrate with the community.

Fredericksburg wineries showcase a diverse range of Texas-grown wines, spanning Bordeaux blends and Mediterranean varietals, with standout grapes including Viognier, Syrah, Tempranillo, Sangiovese, Tannat, and Cabernet Sauvignon.

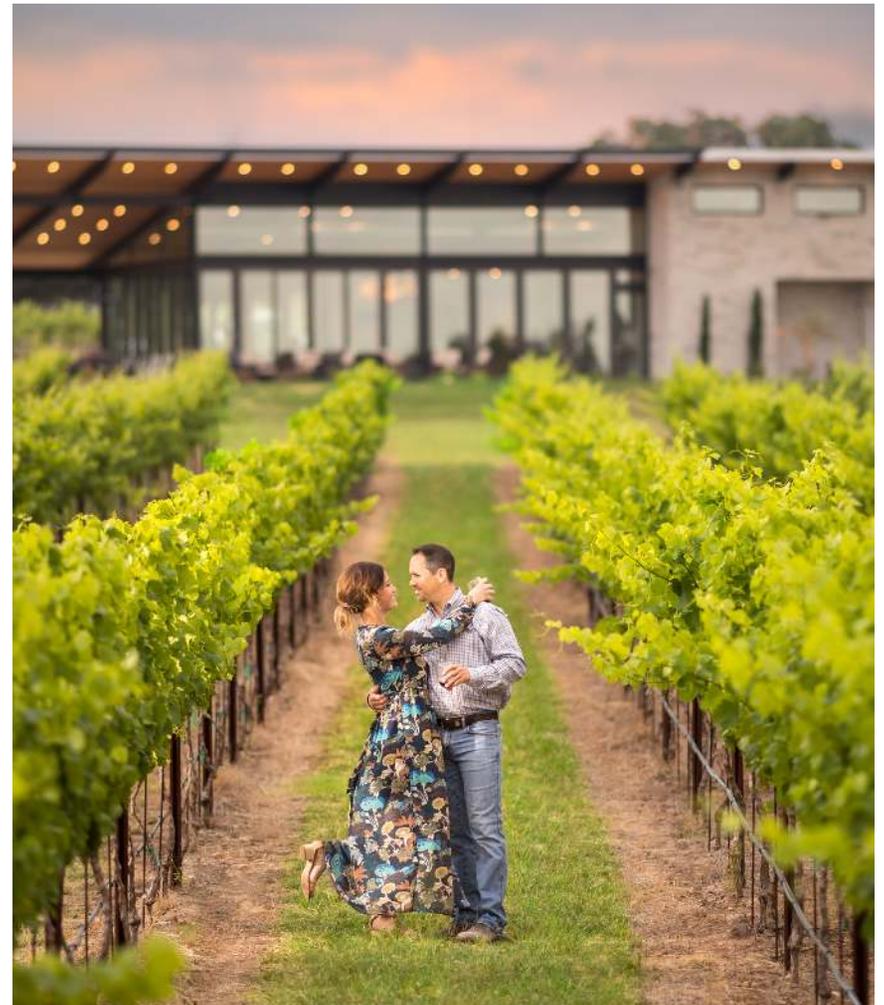
The Texas Hill Country had 13 area wineries win over 135 medals at the 2024 San Francisco International Wine Competition and was ranked in the top 10 “Best Wine Region” by USA Today 10Best readers.

WINE TOURS & SHUTTLES

As the number of wineries in Gillespie County has grown, ancillary businesses such as wine tour companies continue to expand. Visitors can find more than 30 wine tour and wine shuttle companies in Fredericksburg. Local wine tour companies offer half-day, full-day and custom wine tour options while the 290 Wine Shuttle offers weekend shuttle service to and from Fredericksburg area wineries with stops every 15 minutes.

WINE ROAD 290

Wine Road 290 is a scenic stretch of Highway 290, just outside of Fredericksburg. Home to a collection of over 50 wineries, vineyards, and tasting rooms, the trail is a popular route for wine lovers and offers a unique blend of local wines, beautiful landscapes, and small-town charm.



 [CLICK FOR FULL LISTING OF WINERY OFFERINGS](#)



MAKE SOME VINO MEMORIES...

A stroll through the lavender-lined estate and vineyards at Becker Vineyards

The intimate, historic setting of Augusta Vin Winery—
one of the oldest wineries in the region

Sipping wine crafted by a female winemaker at Meierstone Vineyards.

Exploring Grape Creek Vineyards,
known for its Tuscan-inspired estate.

*Open a bottle at Pedernales Cellars,
celebrated for its award-winning Spanish and Rhône-style varietals*

A tasting at William Chris Vineyards,
rooted in Texas terroir and known for its elegant, estate-grown
wines and scenic Hill Country setting

*A relaxed visit to Prochnow Vineyard at Crabapple Creek,
where small-batch wines and a welcoming, family-run atmosphere
offer an authentic Hill Country experience.*



FREDERICKSBURG FLAVORS

Alongside award-winning Texas Wine Country wines, Fredericksburg is home to farm-to-table cuisine, breweries, distilleries and other culinary delights.



DAS PEACH HAUS

Das Peach Haus, where Fischer & Wieser got its start and only place you can see and taste every single product from their expansive collection of jams, jellies and sauces. This family-owned business celebrated its 55th anniversary in 2024. Still in its original location, Fischer & Wieser's historic roadside fruit stand offers as many as 70 award-winning products that have inspired culinary adventures from coast to coast and around the world. Award-winning Fischer & Wieser also delivers an immersive farm-to-table culinary experience through chef-led demonstrations hands-on cooking classes, and special events featuring four-course menus.

SUNDAY SUPPLY

Located in a historic Sunday House, Sunday Supply serves coffee shop favorites as well as a selection of freshly made pastries, scones, kolaches and breakfast tacos.



DIETZ DISTILLERY

An exciting addition to Fischer & Wieser Specialty Foods, the distillery reflects founder Dietz Fischer's passion for crafting fruit-based spirits, inspired by his distilling studies in Scotland. Don't miss Five Judges Gin, a London-style gin with a Texas twist, named for the five judges who once called the property home.



FREDERICKSBURG BREWING COMPANY

Established in 1994, Fredericksburg Brewing Company is Texas's oldest brewpub and has been recognized by numerous publications as among the best in the state. The brewery features award-winning ales and lagers brewed on-site, including seasonal specialties and German-style selections with brewing equipment visible throughout the restaurant. A private biergarten is available for special events, along with 12 distinctive "Bed & Brew" guest rooms.



CLEAR RIVER

Clear River Ice Cream, Bakery & Deli is famous for their sweet treats, especially the homemade peach ice cream. With 35 flavors offered daily, the menu is ever changing!

TASTE OF THE HILL COUNTRY

Fredericksburg offers an exceptional dining scene rooted in farm-to-table traditions, supported by the region's rich agricultural heritage and renowned farms, orchards, and wineries. Great food and delicious dining are fixtures in Fredericksburg with more than 100 restaurants that feature everything from regional Texas Hill Country cuisine to German, barbecue, Tex-Mex and Italian, as well as numerous fine dining restaurants.

SPOTLIGHT ON DINING OPTIONS:

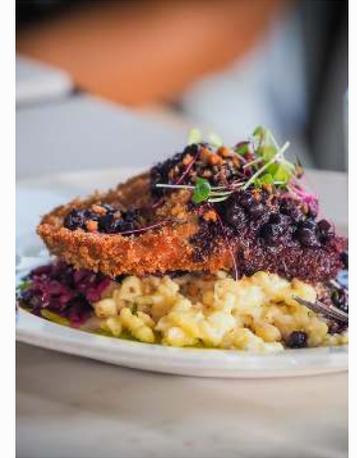
HILL & VINE

Hill & Vine's love and passion for Texas Food & Wine inspired this special dining location. The owners know wine and are excited to share their love of Texas wine. Their menu incorporates southern staples and Hill Country flavors including black-eyed pea hummus, chicken schnitzel and sweet cornbread.



OTTO'S GERMAN BISTRO

Otto's German Bistro introduced farm-to-table German cuisine to the Texas Hill Country in July 2013. With a seasonally changing menu, they source quality local meat and produce as well as the finest organic and sustainable ingredients available. The menu highlights not only what you can find in Germany and Austria, but explores the Germanic cuisine of Alsace, Northern Italy and even Texas!



CABERNET GRILL – TEXAS WINE COUNTRY RESTAURANT

Savor Hill Country cuisine and Texas wines in a relaxed, rustic, and romantic setting. Known for hand-crafted cocktails highlighting local flavors, Cabernet Grill has twice made Wine Enthusiast's Top 100 U.S. Restaurants and USA Today's Top 10 American Wine Restaurants. As Texas Wine Country's reputation grows, so does the restaurant's pride in showcasing the region's finest.



ALLA CAMPAGNA

John and Evelyn Washburne, the owners of Otto's German Bistro, have embarked on their newest culinary adventure, Alla Campagna. Their timeless design elements, such as their patio fountain, were crafted will help from local craftsmen and artisans. Alla Campagna's menu gains inspiration from the Italian countryside, featuring much more than pasta and pizza.

LEROY'S TEX MEX BBQ

Located in the heart of peach and wine country where classic Tex Mex and BBQ combine into something tasty and unique, Leroy's menu features mesquite smoked meats, with the most fresh ingredients, including handmade tortillas!



EAKER BARBECUE

Where Lance and his wife Boo, “queen-of-sides”, bring together Central Texas-style barbecue and Korean-inspired flavors. After running their food truck, Burnand, in Houston, they opened their Fredericksburg spot, slow-smoking prime meats over mesquite and serving sides with a unique twist.



EMI'S ON AUSTIN

Opened in early 2025, Emi's on Austin is inspired by the greatest chefs Emi has ever known, her abuelitas. The owners are bringing that love and tradition to Emi's where menu items feature a variety of tacos, tortas, chiquitos and more!



PROMETHEUS PIZZA

Prometheus Pizza uses forethought to make a pizza place that is family friendly, affordable, and accessible. They use the best ingredients they can source, including 100% Barton Springs Mill flour in their dough (for more information on the importance of freshly milled grains see Flour Lab by Adam Leonti), while the red sauce is made from Bianco DiNapoli organic tomatoes.



SHOP & GALLERY HOP

With more than 150 shops, boutiques and art galleries lining historic Main Street, Fredericksburg is a premier shopping destination, offering the best of home décor, western wear, fine art, kitchenware, linens, antiques and more. Just steps from Main Street, the Warehouse District showcases a curated collection of home goods, vintage finds and unique antiques.

SPOTLIGHT ON GALLERIES:

INSIGHT GALLERY

Housed in a beautifully restored 1907 limestone building, the gallery presents an elegant “museum-style” space showcasing landscape, figurative, impressionistic, still life, wildlife and Western art from nationally recognized painters and sculptors.

LARRY JACKSON FINE ARTS AND ANTIQUES

Discover an ever-changing array of furniture, silver, glass, porcelain, lighting, fine art and decorative arts. The gallery is home to both European and American antiques along with Texas furnishings and Texas art.

CHARLES MORIN FINE ART GALLERY

The gallery houses 250 works in the new location to include Vintage: Texas, Santa Fe, and American art as well as a group of Vintage Texas utilitarian, art pottery and sculpture.

GOOD ART COMPANY

This unique gallery features a collection of some of the best regional, national, and international artists in a rich array of genres.



**CLICK FOR
FULL LISTING
OF GALLERY
AND ART
OFFERINGS**



SHOP & GALLERY HOP

SPOTLIGHT ON BOUTIQUES:

CAROL HICKS BOLTON

Spread across more than 30,000 square feet, the space is filled with one-of-a-kind beds, French cabinets, farm tables, textiles, lighting, industrial objects, garden pieces and eclectic art sourced from around the world.

NEIGHBOUR MODERNE

Neighbour Moderne offers a refined selection of handcrafted home furnishings and European antiques personally designed and sourced by Carol Hicks Bolton.

THE GRASSHOPPER

The Grasshopper features a curated shopping experience filled with beautiful glassware, fine art, carved wood, global imports and more.

FLYING COW TALLOW

Flying Cow Tallow on Main Street offers hand-crafted whipped balms made with fresh, farm-sourced organic ingredients, thoughtfully crafted, filled, and labeled by hand to address a variety of skincare needs without man-made chemicals or additives.



HILL COUNTRY OUTFITTERS

Residing on Fredericksburg's historic main street in the Burrier & Meier building built in the 1800's, the shop features highly curated selection of men's and women's clothing, accessories, jewelry, shoes and other specialty items.

THE BOUTIQUE AT VAUDEVILLE

The Boutique at Vaudeville is a contemporary art and shopping destination in the Texas Hill Country, featuring a curated selection of international luxury brands founded and thoughtfully assembled by French-Canadian artist Richard Beaupre and Chef Jordan Muraglia.

BLACKCHALK HOME & LAUNDRY

Blackchalk Home & Laundry is a distinctive home décor and gift boutique nestled in a historic former laundry building in the Texas Hill Country.



 [CLICK FOR FULL LISTING OF SHOPPING OFFERINGS](#)

LODGING HIGHLIGHTS

UNIQUE, HISTORIC AND
THOUGHTFULLY CURATED

Fredericksburg is home to a unique variety of lodging options, from national hotel chains to locally owned motels, small inns, vacation rentals, guesthouse reservation services and traditional bed and breakfasts. The area has over 1,500 Airbnb and guesthouse rentals available.



 [CLICK FOR FULL LISTING OF LODGING OPTIONS](#)



ALBERT HOTEL

In January 2025, Fredericksburg opened its first boutique hotel - Albert Hotel - featuring eclectically refined design. The new construction preserved history while offering retail, four distinct food and beverage concepts, an onsite spa and a limestone pool and lounge. The property features 105 guest rooms, a 2,000-square-foot spa, a 2,400-square-foot event hall, a 1,200-square-foot mezzanine, several dining options, an event lawn, and a private dining room.



HOFFMAN HAUS

Nearly two decades ago, owner Leslie made the decision to purchase the inn and transform it into the charming boutique bed and breakfast and wedding venue it is today. Her vision and dedication have shaped Hoffman Haus into a warm, elegant retreat known for its hospitality and character. The property blends historic charm with modern comfort, offering a collection of thoughtfully restored and contemporary buildings. With 23 uniquely designed accommodations, a private spa, beautifully landscaped grounds and inviting outdoor spaces, Hoffman Haus is designed for relaxation and romance—all enhanced by modern amenities and exceptional service.



HILL COUNTRY HERB GARDEN

Revived in 2021, the property features fourteen charming cottages, luscious gardens, a relaxing spa and an onsite restaurant keeping health and wellness in mind. The gardens are home to 154 unique botanical species, 60 native to Texas and 33 herb species located in their new culinary garden. The Restaurant's menu features American cuisine with accents of international influences.



BEHREND'S FAMILY HOMESTEAD

Behrends Family Homestead is a boutique vacation rental featuring four exclusive guesthouses each themed after a family member who had a profound impact on how the land is shaped today. Set across nearly 10 acres of historic farmland and established in 1853 during German immigration, each uniquely themed retreat blends heritage with modern luxury, featuring fireplaces, hot tubs, private courtyards, and plush bedding.



THE TRUEHEART HOTEL

This boutique 13-room retreat is just one block off Main Street where personalized charm meets Hill Country hospitality. Housed in a beautifully renovated historic property alongside custom-built cottages, each room and suite is designed for comfort with king-size beds, luxe bath amenities, and thoughtful touches that feel like home. Guests can relax on their private porch, gather around the outdoor limestone fireplace, or enjoy the landscaped lawn and covered patio.

ONERA

Onera Fredericksburg is a luxury nature-immersive escape nestled on 13 acres in Texas Hill Country wine country, just minutes from Main Street. Each uniquely designed unit invites guests to reconnect with nature without sacrificing style or luxury, from elevated treehouses and geodesic domes to containers and forest retreats. This one-of-a-kind experience blends architectural creativity with modern comforts, including private hot tubs, outdoor fire pits, elevated decks and efficiency kitchens.



COMING SOON...

WALDORF ASTORIA TEXAS HILL COUNTRY

Expected to open in 2027, the luxury resort will encompass 60 dedicated hotel guest rooms and suites, 37 branded multi-bedroom resort villas eligible to participate in a hotel rental program as 74 additional keys, and 50 branded private residences. The resort will also include five food and beverage concepts, an 11,000-square-foot spa and fitness center, two resort-style pools and more.

THE MEUSE

The Meuse, developed by DC Partners, is set to open in late 2027. The mixed-use development will feature 210 guest rooms, a full-service restaurant and bar, a rooftop lounge, and a resort-style outdoor pool and deck. The development will also offer approximately 18,500 square feet of flexible indoor and outdoor meeting and event space along with 75,000 square feet of thoughtfully curated retail and restaurant space.

EVENTS & FESTIVALS

Oktoberfest brings three lively days of German music, food, and celebration, while also in October, the Fredericksburg Food & Wine Fest showcases local flavors and standout Texas wines.

December's Light the Night Christmas Parade & Market fills the town with festive lights, holiday markets, and small-town charm. Each night from late November to early January, visitors can experience a 10-minute audio presentation, featuring the story of the town's German heritage, holiday carols and concluding with a countdown to the lighting of Marktplatz.



Fredericksburg Trade Days is held on the weekend of the third Saturday of every month and includes more than 350 vendors in seven barns and acres of shopping opportunities, along with great eats and live music in the Biergarten.



 **CLICK FOR FULL LISTING OF EVENTS**

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PROUDLY *shared*

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Fredericksburg®

« PLAN YOUR TRIP »

STOP IN
AND *stay*
AWHILE

Love,
Fredericksburg®

« PLAN YOUR TRIP »

LOVEFBGT X

Rolled out in February 2022, the **Love, Fredericksburg** campaign debuted with seven different themes and speaks to the heart of how visitors and locals can love and care for Fredericksburg. The stewardship campaign is centered around a deep sense of responsibility to care for the town in the present while working to ensure that it continues to be a special place for future generations.



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CAMPAIGN



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Fredericksburg®

THE TEXAS HILL COUNTRY

WEBSITE

www.visitFredericksburgtx.com

VISITOR INFORMATION CENTER

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