

Fredericksburg®

THE TEXAS HILL COUNTRY

Texas Heart. German Soul.



VisitFredericksburgTX.com

Willkommen to Fredericksburg® THE TEXAS HILL COUNTRY

For a relatively small town, it's easy for you and your family to get lost in Fredericksburg. In the serene beauty of the Texas Hill Country. In the rich German history. The countless unique and sophisticated shops. Numerous award-winning wineries and restaurants. And our festivals, live music and theater productions. No trip through Texas is complete without experiencing our Texas heart and German soul. So come. Get lost together. And find yourselves again. In the Hill Country magic of Fredericksburg. ★



A shopping paradise!
Over 150 unique shops on
and around our historic
Main Street.



Home of over 50 award-
winning wineries and tasting
rooms, plus numerous
gourmet restaurants.



Incredible scenery!
Amazing hiking. Backroad
cycling. All ready to take
your breath away!



Live music of every kind.
Authentic Texas dance
halls and live theater.
Prepare to be entertained!

Shoppers' Haven

Get ready to shop! Because tucked away in over 150 shops, galleries and boutiques here in Fredericksburg, you'll find creations by a variety of local artists. Women's fashion ranging from vintage and hand-sewn to upscale contemporary. A staggering collection of home décor. Antiques, Western wear, antiquarian and Texana books. Gourmet food. Several shops selling award-winning wine from local wineries. And yes, even *Lederhosen*. Two tips: bring comfy shoes, and visit one of our spas after you're done!



"You'll detect a modern and, dare I say, hip undercurrent to Main Street these days."

— *Texas Highways*

Good Eats

If you come to Fredericksburg anticipating authentic German cuisine, we will certainly not disappoint. But further exploration will reveal restaurateurs that offer decidedly more diverse menus. Escolar and lobster. Seared duck breast with ginger/orange glaze. Tender steaks. And very naughty desserts. All complemented by award-winning cabs, zins, chards, rieslings and merlots from our numerous vineyards and wineries. *Guten Appetit!*

Frontier Texas To The Pacific War

Forget about boring history books. Our German heritage and national history are very much alive here. You'll see it in the architecture of our town buildings, unique Sunday Houses and quaint country schoolhouses. Explore it at the Vereins Kirche, our Pioneer Museum, Sauer-Beckmann Living History Farm, the National Museum of the Pacific War, LBJ's Texas White House at the LBJ Ranch in Stonewall, Fort Martin Scott and the Texas Rangers Heritage Center. And hear it in the music and even taste it in the food. So come visit. And don't forget to bring your curiosity.

"Head to Fredericksburg, one of the Lone Star State's most charming towns and the Hill Country's unofficial capital of food and wine."

— *Wine Spectator Magazine*



Texas Wine Country

That's right. Tucked away amidst our quaint German community is one of the most bustling wine industries in the country. Home to over 50 wineries and tasting rooms, Fredericksburg and Gillespie County are becoming the new hotbed for oenophiles. Like our wildflowers, award-winning wineries have taken root along Highway 290 offering wine tours, tastings and events galore. Sit back. Relax. And raise a glass to Texas Hill Country wine. *Prost!*

An Outdoor Adventure

The serene beauty of the Hill Country is one of the main reasons over one million visitors flock to Fredericksburg every year. The gently rolling hills. The spectacular carpet of spring wildflowers—especially at Wildseed Farms. The 360° view atop Enchanted Rock. Bird and butterfly watching. *Volkssporting* along our many hiking trails. Challenging 18-hole golf. And biking down our picturesque country roads. There's something for everyone in the family to enjoy—compliments of the Hill Country's most loyal ambassador, Mother Nature.

Festivals & Events

Dust off your party hats and dancing shoes because Fredericksburg is home to over 300 festivals and events every year! Feast on German fare and music at our famous Oktoberfest. Sample local delicacies at several culinary-and-wine-centered festivals. Stroll our art galleries every First Friday. There are antique car rallies, bicycle tours and 4th of July fun. But above all else, when you get to Fredericksburg, there's one thing you must do first—check out our calendar and join in the festivities.



"A museum of this quality, and importance, needs to be seen by many more."

— *The Wall Street Journal* on the
National Museum of the Pacific War



Hundreds of lodging options including family-friendly hotels, remote romantic B&Bs and comfy neighborhood bungalows!



Live Music & Entertainment

Whether you're visiting with little ones or traveling solo, there's enough entertainment to satisfy the most finicky critic. A variety of live music comes standard at many local eateries. Summer outdoor concert series. Choral groups. Heck, bring your own guitar and join in at Luckenbach Texas. If theater is more your style, catch the Fredericksburg Theater Company. One visit and you'll be planning an encore of your own.

'Tis The Season—All The Time

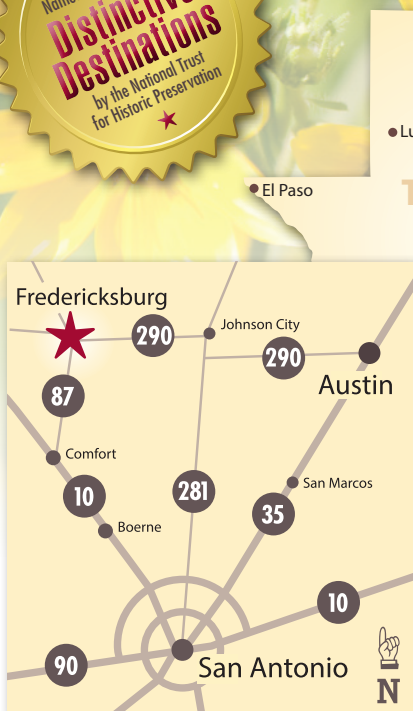
The spring wildflowers are absolutely intoxicating. The summer peaches are mouth-watering. The fall festivals are never-ending, and the holidays bring a month-long *Frohe Weihnachten* you'll never forget, complete with a picturesque lighted Main Street, 26-foot tall German Christmas Pyramid and real ice skating rink! Needless to say, no matter what time of year visitors arrive, they all leave with the same thing—unforgettable memories.

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Named one of America's
**Distinctive
Destinations**
by the National Trust
for Historic Preservation



T E X A S

Fredericksburg



Austin — 75 miles
Corpus Christi — 215 miles
Dallas/Fort Worth — 250 miles
El Paso — 500 miles
Houston — 240 miles
Laredo — 225 miles
Lubbock — 325 miles
San Antonio — 70 miles
South Padre Island — 360 Miles



Visitor Information Center

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Open seven days a week

Monday – Saturday 9AM – 5PM
Sunday 11AM – 3PM



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