Texas Heart. German Soul.

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.

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Willkommen
to
Fredericksburg®
THE TEXAS HILL COUNTRY

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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!

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 taste 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

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!

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.

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.
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!

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

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Visitor Information Center
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visitorinfo@fbgtx.org

Open seven days a week
Monday – Saturday 9AM – 5PM
Sunday 11AM – 3PM

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