

Fredericksburg®

THE TEXAS HILL COUNTRY



Fredericksburg, Texas (pop. 11,350) was founded by German settlers in 1846 and is located in the heart of the Texas Hill Country and Texas Wine Country. This central location makes it an ideal home base for any hub and spoke tour of the area while experiencing an authentic small-town Texas atmosphere. Visitors come from across the globe to enjoy Texas Wine Country, historical attractions, the great outdoors, peach orchards, brew pubs and breweries, vibrant art galleries, live Texas music, authentic Texas Cowboy culture and more.



History, Heritage & the Great Outdoors

In the center of the Texas Hill Country is the town of Fredericksburg, settled by German immigrants in 1846. With a population of 11,350, Fredericksburg has a charming small-town feel and abundant opportunities to relish the beauty and amenities of the Texas Hill Country life.

DAY ONE:

Downtown Fredericksburg

Historic Main Street in our walkable downtown offers some 150 shops, art galleries, museums, bakeries and restaurants. A must stop on Main Street is the **National Museum of the Pacific War**, featuring a history of World War II in the Pacific and East Asia. You'll find large screen multi-media presentations, major artifacts



from both sides of the war and animated maps. The museum encompasses the George H.W. Bush Gallery, the Admiral Nimitz Gallery, the Pacific Combat Zone, the Plaza of the Presidents, the Memorial Walkway, the Japanese Garden of Peace and the Nimitz Education and Research Center.

The **Pioneer Museum** provides a glimpse of early life in Fredericksburg through historic homes, a log cabin, an authentic Sunday House, a one-room schoolhouse and more. The three-acre complex can host groups for a guided tour giving visitors a look at early German traditions. At the **Texas Rangers Heritage Center**, view the Ranger Ring of Honor and a monumental bronze sculpture entitled "The Legend, The Lore, The Law."



DAY TWO:

Enchanted Rock and a President's Ranch

Enchanted Rock State Natural Area is the second largest batholith in the U.S. The exposed pink granite dome is estimated to be one billion years old. Native American presence at the site dates back 11,000 years. The views of the Texas Hill Country from the summit at 425 feet take your breath away.

Trace the life of Lyndon Baines Johnson, the 36th president of the U.S., who was born in Gillespie County. Start at the **LBJ National Historical Park** visitor information center and the boyhood home in Johnson City, then explore a real Texas working ranch at the LBJ Ranch and Texas White House near Stonewall.

At the **LBJ State Park and Historic Site** adjacent to the ranch, you can see Texas Longhorns and a small herd of American bison. The **Sauer-Beckmann Living History Farm** recreates the lifestyle of early German settlers in the Texas Hill Country in the early 1900s.

DAY THREE

Wildflowers, Wine and Music

Head east to the **Wildseed Farms**, the largest working wildflower farm in the U.S. Acres of wildflowers will be in various states of growth during a visit—some fields may be freshly planted, some in bloom, and some ready for harvest. Find lots of great shopping here as well.

You are in **Texas Wine Country**, with over 50 wineries located in Fredericksburg and Gillespie County. Texas is now the fifth largest wine-producing state in the country. Most wineries are open daily for tastings and tours.

End your day in **Luckenbach Texas**, established in 1849 as a trading post and made internationally famous by country western performers Willie Nelson and Waylon Jennings. Live Texas music can be heard daily in the bar or under the old oak trees, with weekend dances and concerts in the historic dance hall.



Texas Hill Country Wine & Culinary Arts

Fredericksburg is not only the home of Texas Wine Country, with over 50 wineries to explore, it also offers abundant “must try” opportunities for any foodie, including authentic German cuisine (and Bier, of course), specialty chocolate, peach jam and Texas bar-b-que.

DAY ONE

Specialty Foods for Every Taste

Das Peach Haus was founded in 1969 on the grounds of the **Wieser family peach orchards** and carries many items (such as raspberry chipotle sauce) that have made Fischer & Wieser an internationally known, award-winning gourmet food producer.



For over 50 years, **Opa's Smoked Meats** has offered the finest in smoked sausage, specialty meats and cheeses. Stop by their deli for a picnic lunch or stock up on their famous sausage.

No trip to Fredericksburg would be complete without a stop at **Chocolat** for liquor-filled chocolates (a Swiss process) or at **Fredericksburg Fudge**, which has celebrated over 30 years in business.

Grab some Texas bar-b-que for lunch and top it off with a slice of pie from **Fredericksburg Pie Company**.

And on Main Street, **Clear River Ice Cream and Bakery** makes a great afternoon stop for homemade ice cream and desserts.



DAY TWO

Texas Wine Country

On to the wine! Texas is now the fifth largest wine producing state in the U.S. **Over 50 wineries** are located in Fredericksburg and Gillespie County, with over **100 in the Hill Country region** as a whole.

Many wineries are along **Fredericksburg Wine Road 290**, from just east of Johnson City to just west of Fredericksburg. The architectural styles of the wineries range from Hill Country to Tuscan to a decidedly more modern flair.

As the wine industry in Texas matures, grape growers are tending to plant more warm-weather varietals such as Tempranillo, Sangiovese, Viognier and Albarino.

Hill Country wines regularly win awards in national competitions. The region is consistently ranked as a top-10 wine destination in North America.

A convenient way to tour the wineries located in and near Fredericksburg is to book a **half-day or full-day wine tour**.

DAY THREE

Bier, Peaches and More!

Fredericksburg Brewing Company is the oldest brew pub in the state of Texas, serving a selection of craft beers each day in the restaurant.

Altstadt Brewery is located on Highway 290 east of town and brews according to the German beer purity law of 1516. Tours are offered.

Several restaurants specialize in German cuisine and also have outdoor patios and Biergartens. Don't miss sampling **Texas Hill Country peaches** at a roadside stand during peach season, from mid-May to mid-August. Some of the best in Texas!

From May through August, the **Fredericksburg Farmers Market**



is held in the **Marktplatz downtown** on Thursdays from 4:00 to 7:00 PM, offering local fruit, vegetables and meats of the Texas Hill Country.

AVERAGE TEMPERATURES

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
HIGH	60	63	70	78	84	90	94	95	88	80	68	63
LOW	32	36	41	51	59	66	68	67	62	52	40	34

HELPFUL HINTS FOR TOUR OPERATORS

1. Unique places to stay:

Fredericksburg has a variety of places for groups to stay overnight. There are currently 23 hotels/motels with over 1,100 rooms in town. There are nearly 1,500 guesthouses, vacation rentals and inns in the area. Several new guesthouse complexes offer new options for small, upscale tour groups.

2. Best times to visit:

Midweek is the best time for tour groups. Sunday through Thursday nights are preferable.

3. Peak months for tours:

Spring Wildflowers – April & May
Fall and Holidays – October, November & December

4. Visitor Information Center:

With motorcoach loading/unloading area and parking for buses. The Visitor Information Center also has a large public restroom facility for groups and 48-seat theater.



Top Group Tour Attractions:

- National Museum of the Pacific War
- Lyndon B. Johnson State & National Historical Parks
- Wildseed Farms
- Over 50 wineries (group tours welcome Mon. – Thurs.)
- Wildflowers & Peaches
- Enchanted Rock State Natural Area
- Pioneer Museum Complex and Vereins Kirche Museum
- Live Music & Dancing at Luckenbach Texas
- Chocolat
- Texas Rangers Heritage Center at Fort Martin Scott
- Rockbox Theater and Fredericksburg Theater Company
- Fredericksburg Trade Days
- Gillespie County Country Schools Driving Trail
- Over 150 Shops, Boutiques and Antique Stores
- Over 100 Restaurants and Bakeries
- Numerous Art Galleries Located in the Historic District

Services for Tours from the CVB:

- Group Tour DVD
- Group Tour Kit
- Talking Points for Group Tour Professionals
- Assistance with itineraries
- Step-on guides available
- Attraction images for brochures
- Designated motorcoach loading/unloading zones and parking areas
- Group Tour "Hop on Coach" Welcome

Location:

Located in the heart of the Texas Hill Country.

From 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: 360 miles
Waco: 180 miles

