

Fredericksburg[®]

THE TEXAS HILL COUNTRY

Texas Heart. German Soul.

Fredericksburg CVB
Partner Meeting

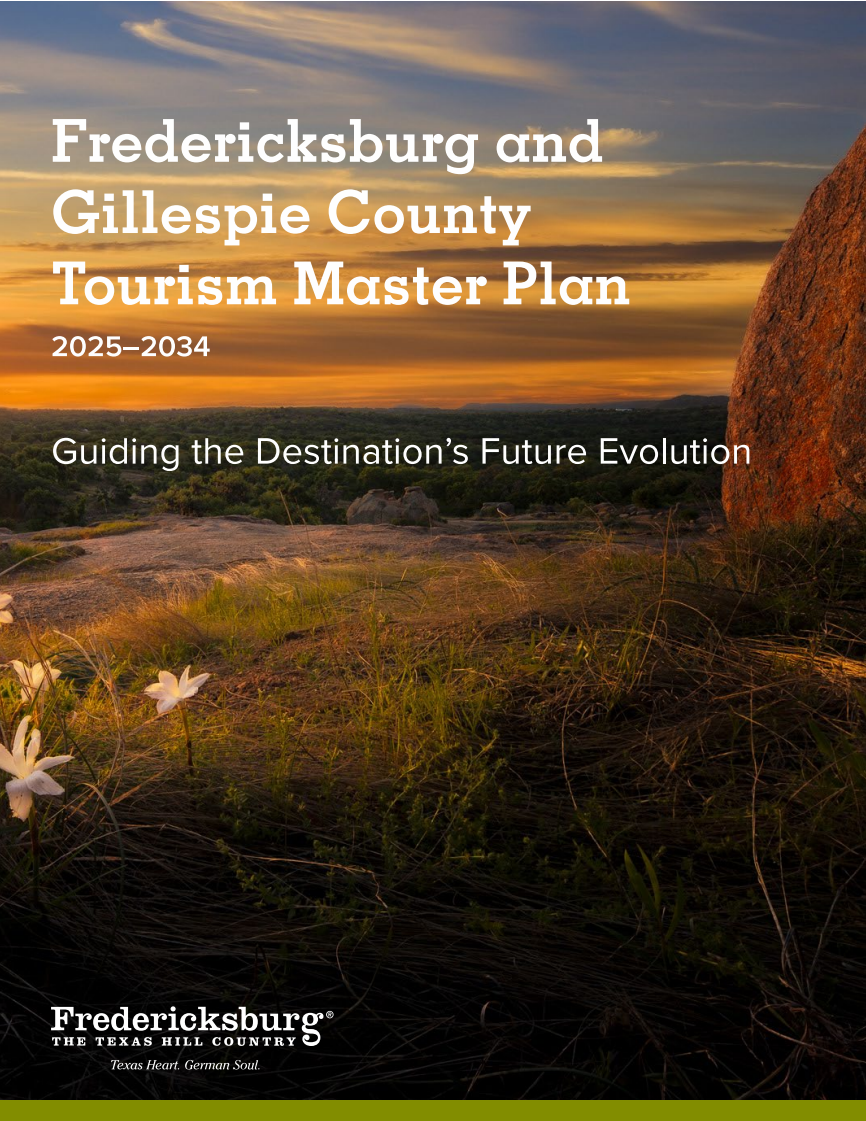
MARCH 20, 2024

Welcome

- Overview
- Tourism Master Plan-update
- Destination Performance
- FY24 Sales Team updates
- FY24 Marketing Team updates
- April 2024 Eclipse (yes, it's still happening)
- Partner updates
- Q&A

Fredericksburg[®]
THE TEXAS HILL COUNTRY
Convention and Visitor Bureau

Tourism Master Plan

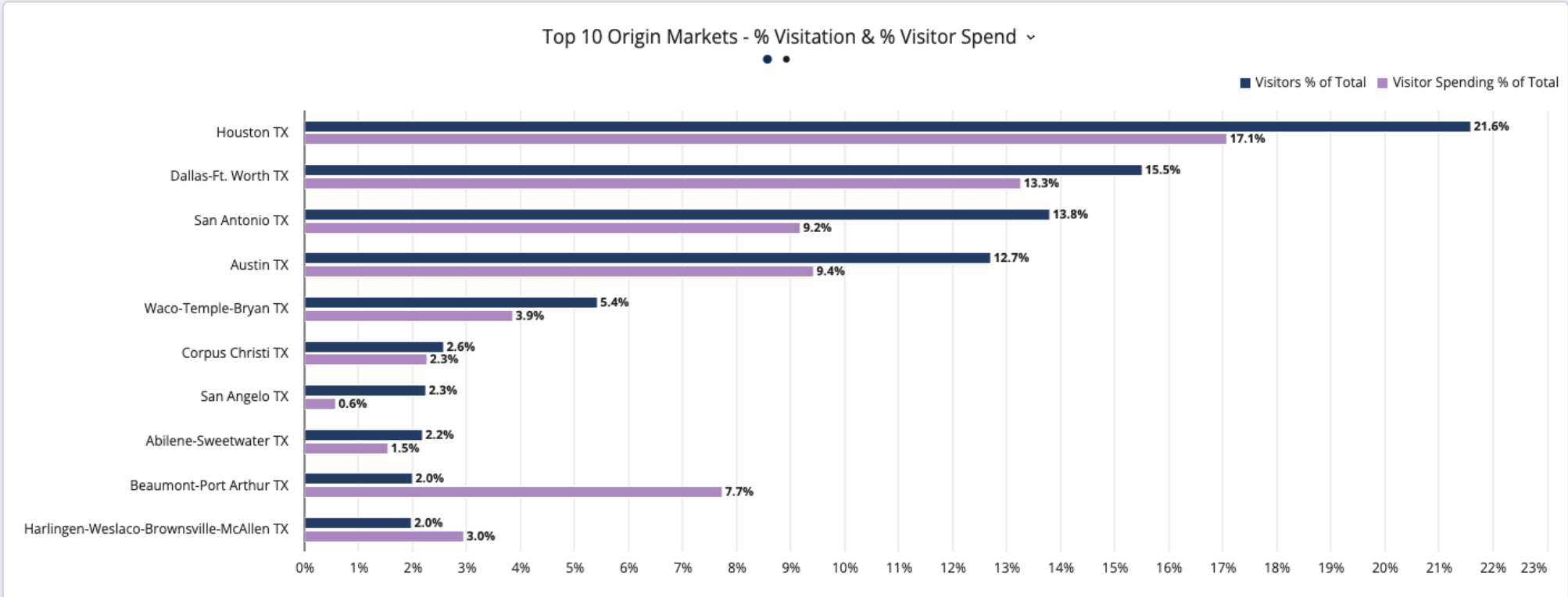


Destination Performance

Date range: 10/01/2023 - 03/20/2024 | County: All | City: All | Visitor Market Area: All

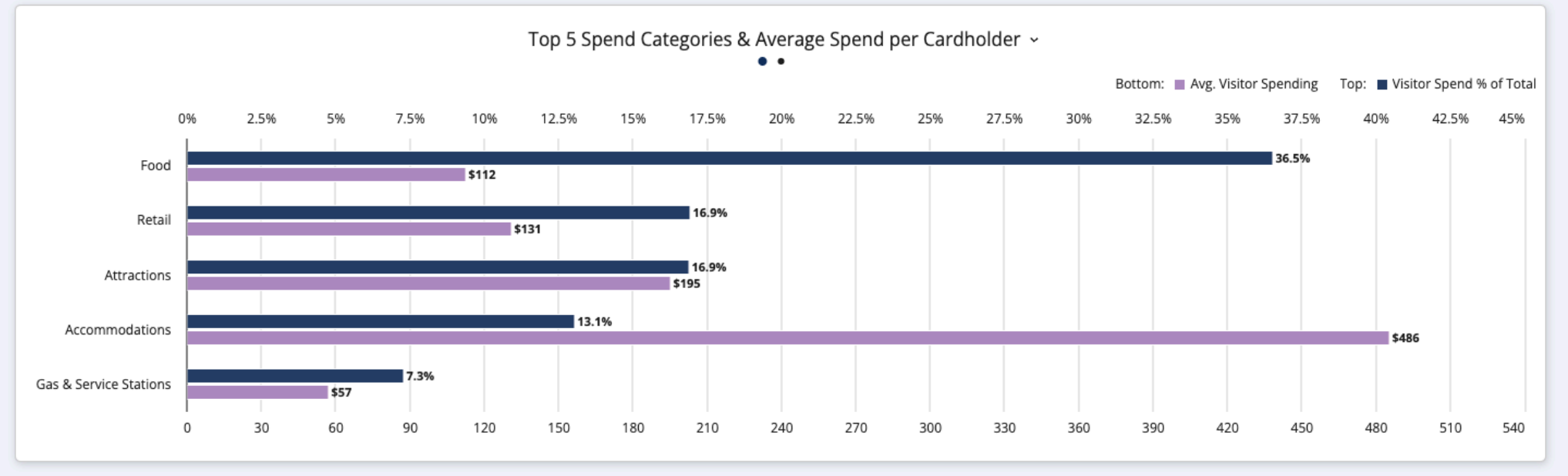
How do your visitation origin markets compare to visitor spending origin markets?

Source: Zartico Geolocation Data, Zartico Spend Data. Note: The insight below is filtered to show the top 10 Market Areas based on total visitation for the date range selected. Tip: Click into a Visitor Market Area to see the metrics by Visitor City. Toggle to the next insight to see all Market Areas in a table format, and click column headers to re-sort the table.

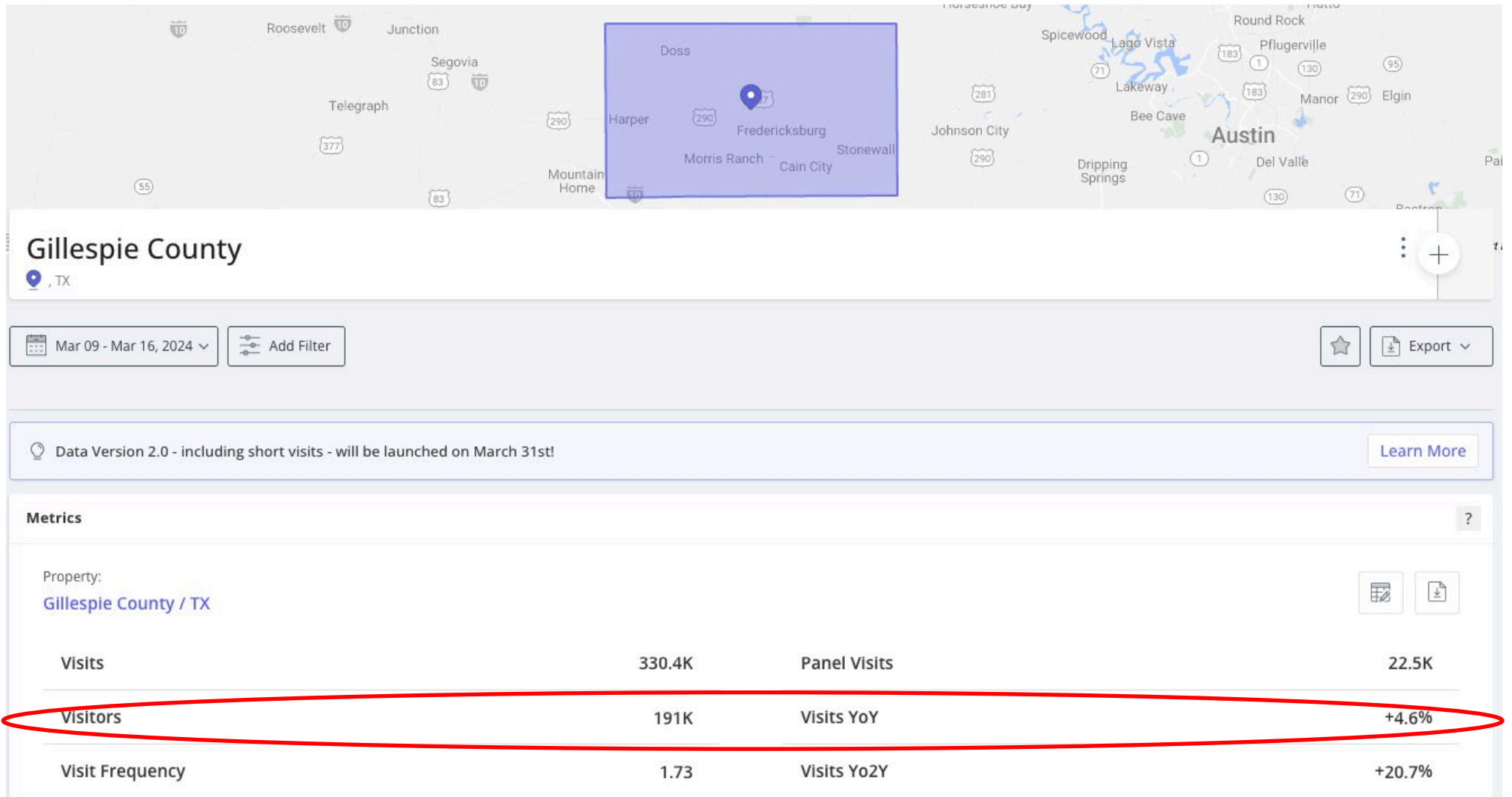


What are visitors spending money on within your destination?

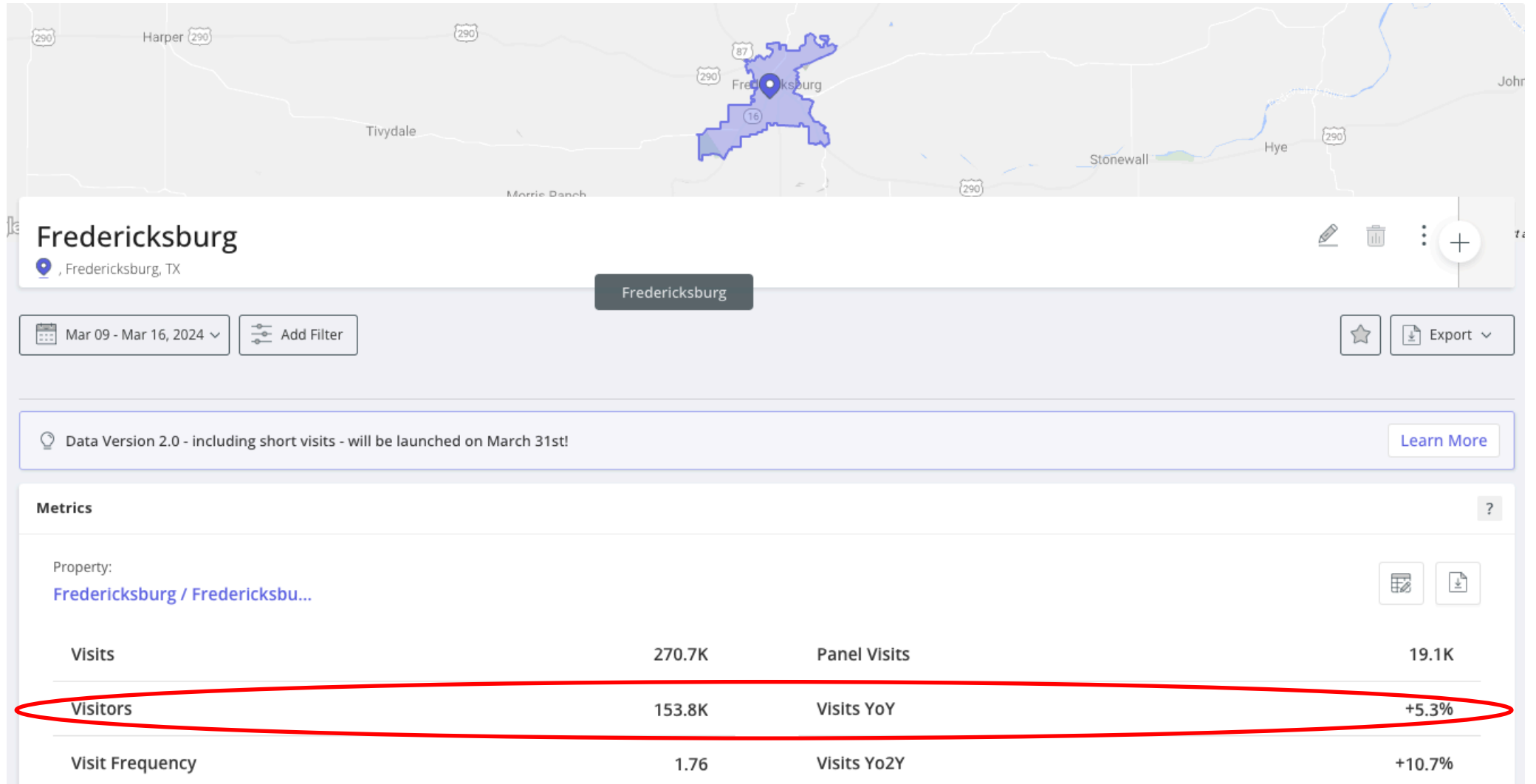
Source: Zartico Spend Data. Tip: Click into a spend category to see spend by MCC in that category, or toggle to the next insight to see all categories in a table format, and click column headers to re-sort the table.



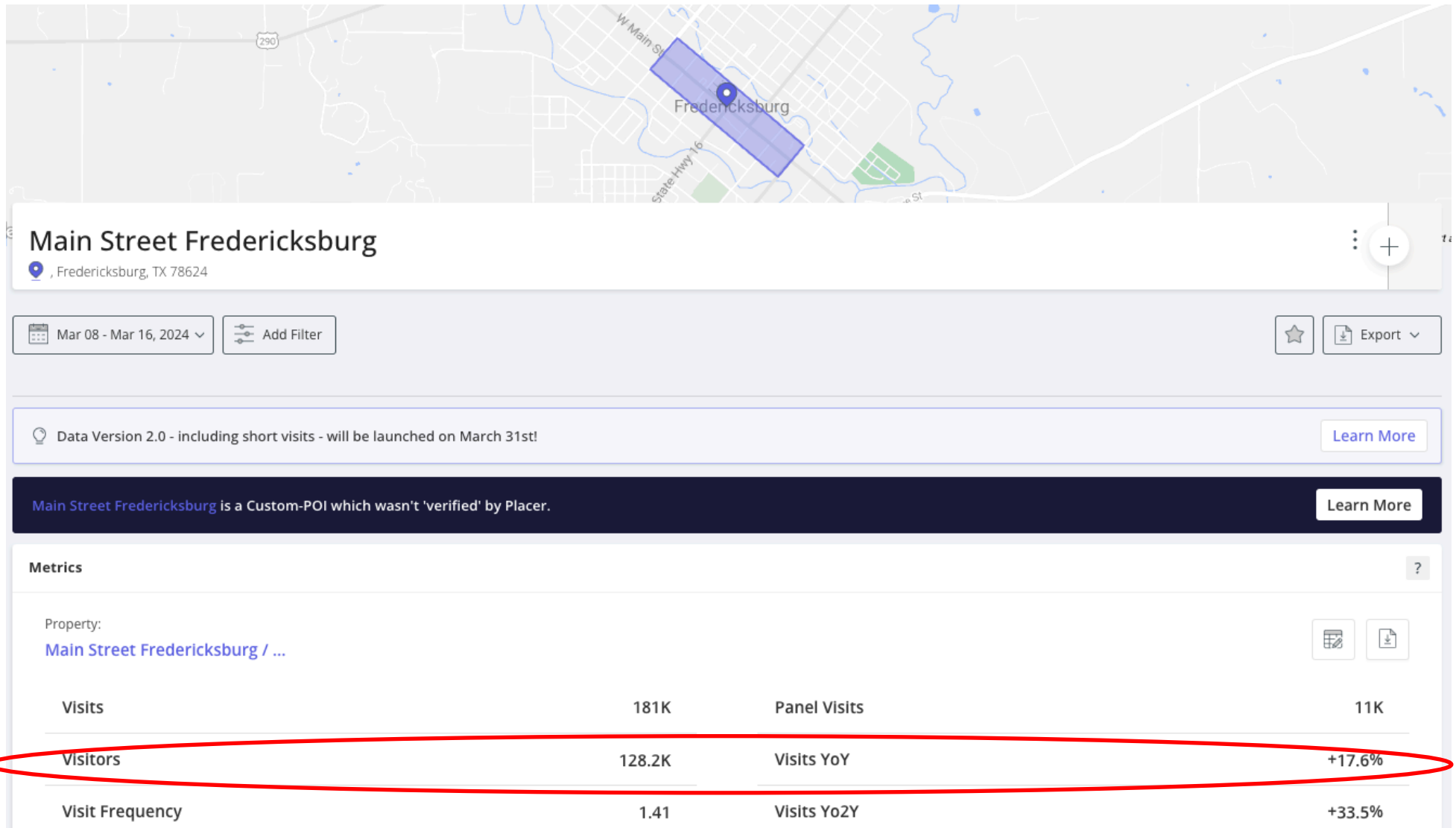
Destination Performance



Destination Performance



Destination Performance



Destination Performance

YTD – Sourced Leads / Room Nights vs. STLY		
	YTD Leads	YTD Lead Room Nights
FY24	90	11,213

Destination Performance

YTD – Definite / Assist Bookings & Room Nights vs. STLY		
	YTD Bookings	YTD Room Nights
FY24	44 / 53	4,649

Destination Performance

YTD - Smith Travel Research Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY24	54.5%	\$123.38	\$68.03	188,599	102,647

Destination Performance

YTD – Key Data Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY24	36.4%	\$295.95	\$107.81	543,500	198,000

Destination Performance

YTD – Blended Metrics					
	Occupancy	ADR	RevPAR	Supply	Demand
FY24	41.0%	\$237.63	\$97.58	732,099	300,647

SALES TAX COMPARISON SUMMARY - MARCH, 2024 (JANUARY SALES)

CITY	% change month	% change ytd	COUNTY	% change month	% change ytd
Fredericksburg	3.87	(1.21)	Gillespie	(1.75)	(2.03)
Kerrville	(3.61)	(4.40)	Kerr	(2.27)	(0.92)
Boerne	11.14	13.63	Kendall	4.80	9.16
Llano	9.75	1.87	Llano	9.96	2.22
Marble Falls	6.18	0.99	Burnet	4.48	3.24
Bandera	10.74	4.38	Bandera	(5.23)	(0.65)
Johnson City	2.90	12.78	Blanco	3.80	7.87
Brenham	2.62	8.84	Washington	(5.19)	(2.46)
New Braunfels	4.03	(8.29)	Comal	1.94	3.31
Rockport	(3.41)	0.03	Aransas	(4.02)	0.41
Corpus Christi	3.48	3.62	Nueces	3.02	3.68
Austin	(3.18)	(0.13)	Travis	(2.86)	(0.10)
San Antonio	6.01	2.51	Bexar	5.01	2.07
Houston	(2.47)	(1.61)	Harris	(1.88)	(1.18)
Dallas	(40.55)	1.79	Dallas	(11.98)	0.15
State (Cities)	(1.72)	0.89	State (Counties)	2.53	0.99

Shaded numbers are worse than ours.

Sales Team



Karyn Mayo
V.P. of Sales, Services and Strategic Alliances



Shannon Overby
National Sales Director



Dianne Sassenhagen
National Sales Manager



Lauren Itz
Sales Coordinator, Domestic
Trade & Leisure



Kelly Criddle
Destination Services Manager

Sales Missions / Events (Actualized)

- American Bus Association
- Southwest Showcase
- Destinations Holiday & Travel Show
- Denver Travel & Adventure Show
- International Media Marketplace: UK & France
- Independent Planner Education Conference
- Sales Mission with Brand USA to Mexico
- Sales Mission with VSA to Germany & UK to promote Condor Direct Flight
- Smart Meetings
- Go West Summit

Sales Missions / Events (Where were headed)

- Select Traveler Conference
- Dallas Travel & Adventure Show
- Texas Travel Expo
- Unite Marketplace
- Aspire Marketplace
- Small & Boutique Meetings
- Meetings Today Live
- US Travel's IPW
- Lamont AXS Show
- Oil & Gas Executives Conference
- Military Reunion Network
- Sales Mission with Brand USA to Canada

Partnership Opportunities

- Participate in FAMs
- Host clients when in-town on site visits
- Attend Trade Shows alongside the FCVB team
- Work alongside the FCVB with Receptive Operators/BedBanks
- Provide "What's New" Updates for FCVB team to use at tradeshow
- Offer Gift Certificates for brand awareness in Silent Auctions

Destination, Travel Agent & Group Trainings

- FTI Touristik – Travel Agent training
- Frontier Travel – Travel Agent training
- TX Workforce Solutions - presentation to meeting planners

Destination Services New Offerings

- Created a midweek “Show Your Badge” discount
- Group Main Street Scavenger Hunt

Prospecting "Wins"

- Golfing Group
- Globus – working on an itinerary with SA for Globus – largest tour operator in the world
- Ameriprise Financial – booked 3 meetings for 2024
- Texas Workforce Commission – Teams presentation to their meeting planners
- Bonotel Exclusive Travel

Client Feedback

- From Vicki Sucher with Assistance League of Montgomery County: “We were very impressed with how both of you reached out to us to offer suggestions and help. It is not often that we get such assistance without having to ask for it. We all send our thanks for your ideas and help.”
- From Kay Bilings, Bilbrey Tours: “I have been blessed to work with Kelly several times when we are bringing a motorcoach group to Fredericksburg. Her help has been invaluable. She is so prompt and efficient. She has helped me to find just what I need; whether that is a catered meal or a city guide. She truly believes in helping others to enjoy your beautiful little town. In my dealings with her, she has always done an outstanding job! . . .Look forward to working with Fredericksburg CVB in the future.”
- From Rhonda at Bilbrey Tours: “Thank you, thank you for this GREAT information... I am super interested in the St. Mary's Catholic Church. Kay will reach out to the church directly to discuss availability, etc. Kay will be in contact with you if we need to take you up on the 10-min step-on guide/ride down Main Street. I will definitely reach out to Kari Johnson to see what we can do in the future at The Preserve. This is too awesome not to add to a future tour. Thank you again for your assistance. It is industry professionals like you that make Bilbrey Tours "look good".”

Client Feedback

- From Callie who will be getting married in Fredericksburg: “Hello! I received our goodies! I just wanted to reach out and say thank you again. I am so excited and I think the maps, information book and stickers are going to make the guest feel so special. :) I am truly grateful.”
- GoWest Summit –Able to establish relationships with two well-known tour operators, Bonotel & TourMappers who are interested in Fredericksburg product. Currently creating SA/Fred itinerary with

Marketing/Communications Team



Amanda Koone
V.P. of Marketing and Communications

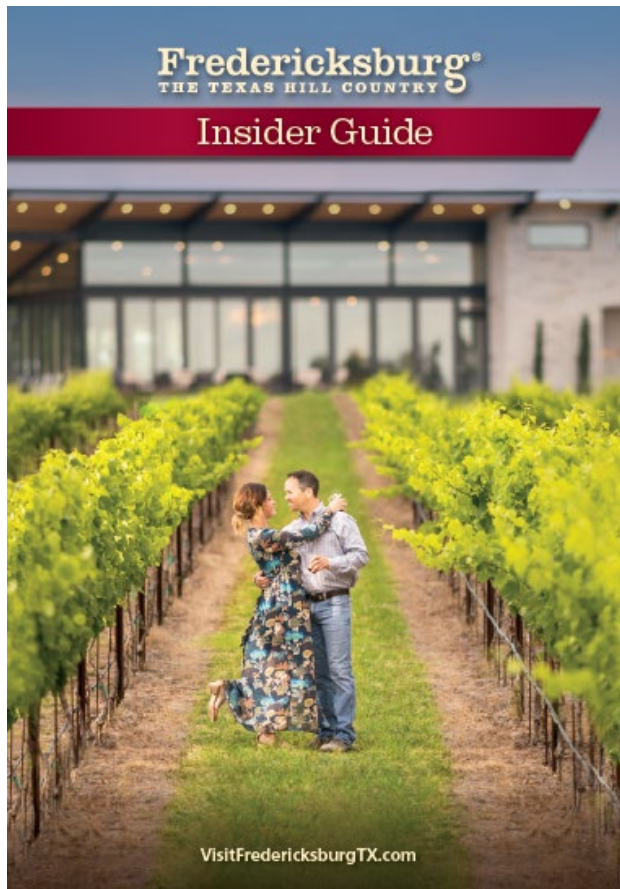


Taitum Trees
Marketing Manager



McKenzie Moellering
Communications Manager

New and Updated Collateral



Fredericksburg THE TEXAS HILL COUNTRY Convention and Visitor Bureau

RESTROOMS NEARBY

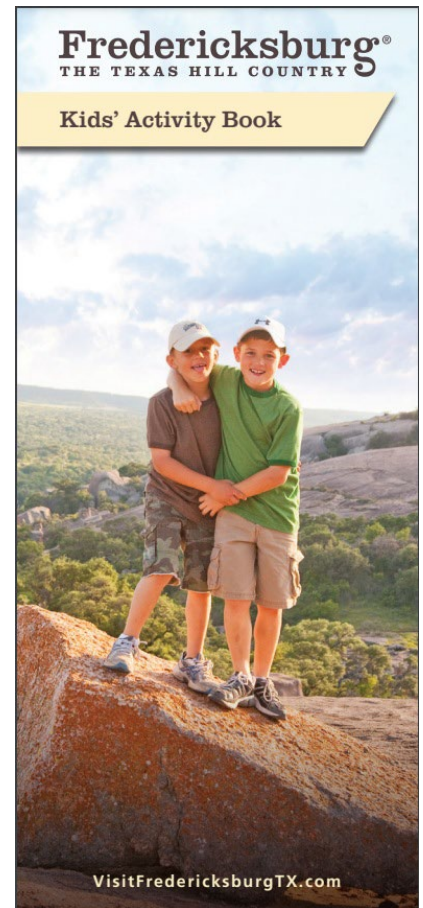
While we don't offer restrooms, Fredericksburg has great public options- all just a walk (or waddle) away. For relief, simply locate your cross streets and scan the QR nearest you.

OH, THE *places* YOU CAN GO:

N. MILAM										

PIONEER MUSEUM ★ W. Main at S. Milam
MARKTPLATZ ★ Main and N. Adams
VISITOR INFORMATION CENTER ★ 302 E. Austin at N. Lincoln

VisitFredericksburgTX.com



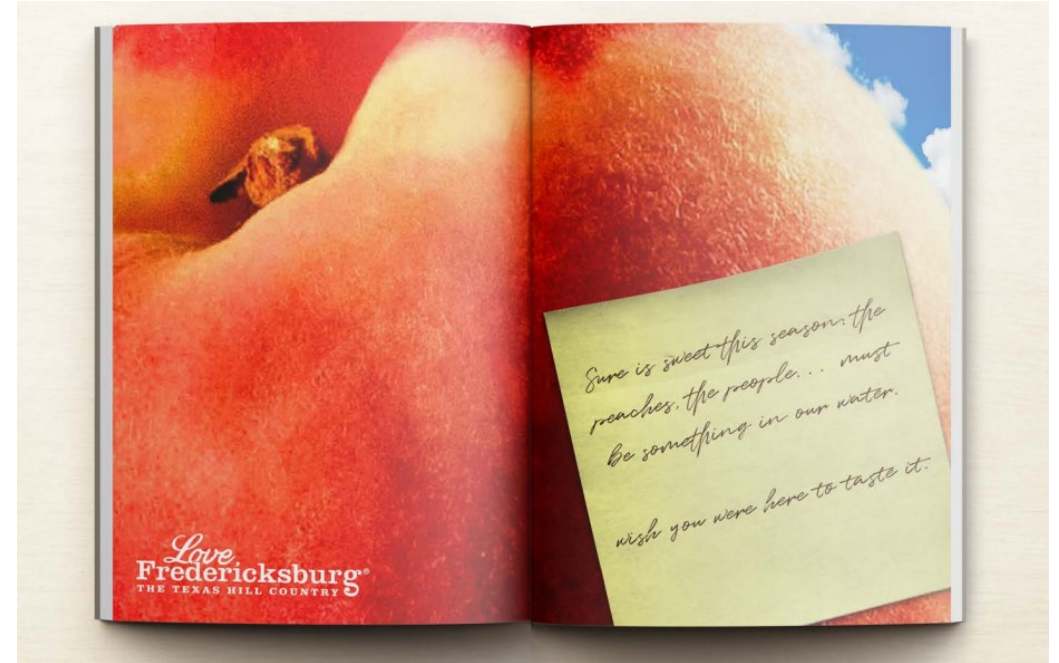
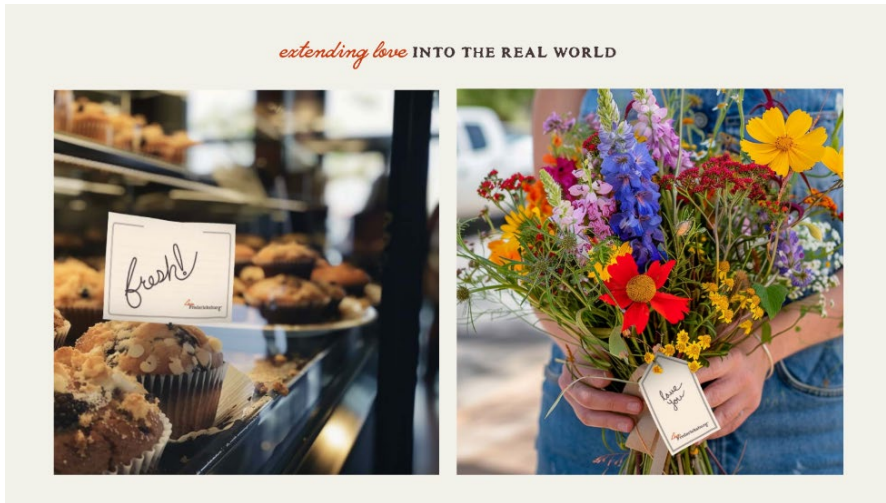
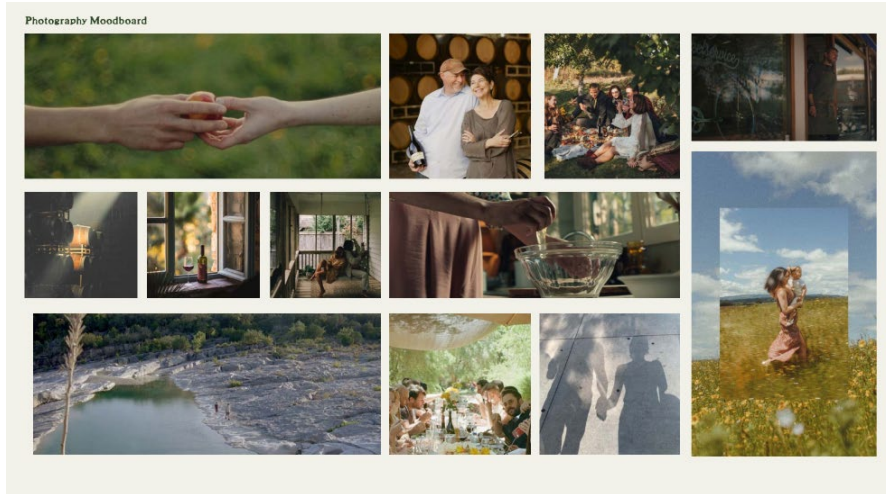
New Creative Territory



Love, Fredericksburg®

The visual language for this territory is focused on intention. Deepened from your Love FBGTx brand, this Love territory leverages the power of giving as opposed to receiving. Each element: typography, photography, messaging, etc. work together to feel handwritten and personal. Moving away from the confinement of the black circle, this territory is a sign-off instead of a badge. The use of the comma is imperative, as it takes the sentiment from demanding love, to offering it.

New Creative Territory



NATIONAL POST

Newsletters Canada World Financial Post NP Comment Longreads Life Epaper Driving Manage Print Subscription



Travel

Texas boasts one of “most picturesque” small towns

With a population of 11,000, Fredericksburg is proud of German roots

Debbie Olsen, Postmedia News

Published Feb 15, 2024 • 4 minute read

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top tourist attraction. The scenic winding walkways and footbridges along the banks of the river that runs through downtown have been expanded and are clustered with many more bars, hotels and live-by restaurants than ten years ago.

As we discuss the exhibition that straddles the river at the Briscoe Western Art Museum that afternoon, I find myself drawn to the restaurant festooned with Christmas tinsel and decor year-round. After dinner, we join the crowd seated in the plaza watching The Stage — an artist’s visual interpretation of the area’s history that sets to music and projected nightly against the facade of the country’s oldest cathedral. My mother is transfixed by the incredible visual narrative.

The next day, Matt’s cappuccino from La Paradisita, an artisanal bakery with a roll following that draws influence from Mexican and French traditions for pastries like croissants, a sweet coffee but made of soft brioche dough. The morning is spent exploring the Beer District, an arts, culture and entertainment compound redeveloped from an industrial past as a brewery, anchored by the luxury Hotel Emma, in the city’s former brew-house building. Besides the Beer’s culinary focus, retail stores spotlight local makers and women-owned businesses. We browse the well-stocked indie bookshop, comparing notes on our other shared affinity — mystery novels — and vow to return to check out the renowned 1,000-seat Stahl Hall concert venue, set to open mid-winter.

Being avid gardeners (them, not me) makes the San Antonio Botanical Garden an essential stop, fortified first by the garden-driven free (and signature peach Bellini) at San Antonio celebrity chef Jason Dady’s Jardin bar on the grounds. It’s a weekday, so we have the native plant pavilion of palm, cypress and desert succulents mostly to ourselves. We make a point of visiting the Alamo,

decor, complete with a gleaming vintage chrome aluminum trailer that dispenses wine shambles. It’s millennial Instagram campy, hipster. With proximity to booming San Antonio and Austin (each around an hour’s drive) and a focus on outdoor activities, the pastoral town of 10,000 flourishes with the younger set as a destination during the pandemic. We share a character board (and sip a few more glasses) in the welcome shade of the property’s majestic live oak trees before heading back to Historic Main Street, where sidewalk consumption is permitted and you can nurse a drink while wandering state to state.

After all the wine and walking, my folks chill out on their suite’s cute covered porch while I wander to the Pioneer Museum. I report back over dinner how the former innkeeper who settled the area in 1841 gave the town both its name and flavour. My parents are usually avid ramblers and spent weeks walking Spain’s Camino de Santiago a few years ago. But at the moment, there are only three good names among us. That’s why we opted for the Truchman Horse ground-level suites (i.e., no stairs) a block from the main street. (The cottage-style boutique hotel, breakfast picnic baskets of flaky, fresh-from-the-oven, butter-rich blueberry scones admittedly a draw.)

My good knees are why I find myself walking off the meal alone the next morning at the Enchanted Rock State Natural Area, a popular hiking spot north of town. It’s the largest single rock formation in North America — the pink granite mountain dome is visible for miles around — basically the Open Book of Texas, as the park superintendent explains on my guided tour. As an international renoweared hiker, I skip the path of localy. It’s garnering extra attention for April’s upcoming trail ride.

Doing the summit takes about 2.5 hours round trip. But the points out an easier, shorter trail popular with multi-generational visitors: grand-

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Snowbirds flock to Texas

The Lone Star State offers more than roches and longhorns — with its lush wineries, lively arts scene and sunny skies, it’s a wonderful place to escape the winter

By Nathalie Atkinson

That boat is how I recently found myself on a working road trip with my Canadian parents, Ian and Terri Adkins, in the Lone Star state. Ever since a job transfer, they’ve lived near Houston, off and on for 15 years, but are here for good now that my father’s semi-retired. We’re very close and time together is always in short supply. We’re on trend: The pandemic has reminded everyone of this most precious commodity and multi-generational travel is on the rise as a way to spend meaningful time sharing new experiences.



REGULAR VISITOR TO TEXAS

beyond cowboy and Tex-Mex. The second-largest state in the U.S. (bigger than any European country) is vast and varied on both culinary and cultural fronts. The winter climate is temperate, ranging from the high teens to mid-20s in winter and early spring. Who needs Florida, anyway?

But the pandemic has reminded everyone of this most precious commodity and multi-generational travel is on the rise as a way to spend meaningful time sharing new experiences.

behind the wheel (some things never change), the three of us set off on the easy walk back to relax between excursions. When travelling alone, I can easily hit two to three museums and galleries in a day, but in the interest of accessibility, I have built in plenty of downtime for my fit but aging parents, who are in their early 70s. Planning meals is also crucial because, in addition to shared cultural curiosity, we are food people. Whenever any of us is enjoying a good dish, we text photos with evocative descriptions to one another. When dining together, vino and fork fly around the table accompanied by analysis, commentary, reminiscence of past memorable meals and, inevitably, plans for the next one.

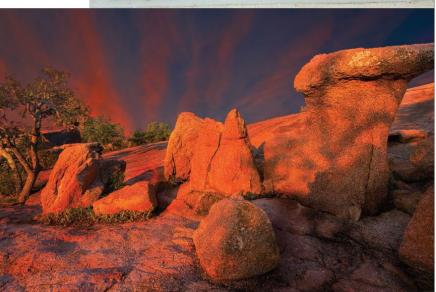
Once in San Antonio, it’s easy to remember the Alamo. The name is everywhere and our air former C-suites at Hotel Dilla, a converted turn-of-the-century office building, overlook the original Spanish mission plans — a national historic landmark that is the site of the 1836 battle during the Texas Revolution. After unpacking, we make over to the River Walk, the state’s other

account

ewy@postmedia.com FEBRUARY 2024 — 95



We road trip in Texas to complete without stopping for barbecue the cheese truck for Signor Vineyards serves over the amount of Enchanted Rock in Texas Hill Country. Opposite: The bellows view at Hill Creek Brewing Company’s beer garden in Houston, renovation from the Alamo



PHOTOGRAPHS COURTESY OF SIGNOR VINEYARDS; THE HISTORIC BUILDING COURTESY OF THE ALAMO; THE HISTORIC BUILDING COURTESY OF THE ALAMO; THE HISTORIC BUILDING COURTESY OF THE ALAMO

FEATURES

FREDERICKSBURG: A FEAST OF FLAVOR & COLOR

Story and photography by Shilo Urhan

Wildflowers bloom, wineries abound and upscale comfort food finds new expression in the small Hill Country town of Fredericksburg, a perennial crowd-pleaser where there's always something new to sip and savor. Menus full of seasonal, homegrown ingredients are not the exception but the rule here. Family-owned enterprises proliferate, and a spirit of local support enhances the rustic charm. Several buzzed-about eateries had opened in Fredericksburg since my last visit a few years ago, so I set out with some girlfriends to discover the freshest new flavors around (and visit a few old favorites).

The sensory feast began at HoneyTree's Blue Sage property, a cluster of retro-cool cottages about 10 minutes north of town. I stayed in an adorable wooden A-frame bungalow with a swinging papasan chair and a spiral staircase up to the loft's king-sized bed. An oak tree rose through the outdoor deck, and another set of steps led down to a lounge in the dry creek bed below, complete with a hanging daybed and open-air bathtub (that I wasn't brave enough to try). Thoughtful details won me over: live plants, fuzzy throws, a round window. From the copper cocktail shaker to the vinyl record player, the hideaway's vintage elements belie its 2023 birthdate. While the soon-to-open Albert Hotel on Fredericksburg's Main Street is deservedly drawing all the attention, the many cabins in the countryside are perfect for introverts like me who yearn for nature's stillness. Next time I'd like to stay at Onera, a dreamy enclave of elevated treehouses and cocoon-like domes.

But for now, there was only one decision to make: shopping or wine? Both, of course, which is easy to accomplish in Fredericksburg's compact core — home to 150+ shops, several tasting rooms and zero parking meters. The picturesque town is a historic conservation success story, with numerous limestone buildings from the 1800s being actively reused. The German farmers who settled the area built cabins called "Sunday Houses"

for their weekend trips into town, where they attended church and bought provisions. Today, many function as businesses or upscale B&Bs. Twentieth-century relics are also preserved; Becker Vineyards has transformed an old Buick showroom on Main Street into a stylish tasting room decorated with the dealership's signage. After sipping a flight of six pours, we give the prize to the elusive Viognier Reserve.

Next door is Piccolina, a cute-as-a-button Italian ice parlor. Making the leap from food truck to brick-and-mortar in summer 2023, Piccolina trades in small-batch flavors like orange vanilla bean and blood orange hibiscus — all made with fresh, natural ingredients. For a fizzy treat, try a scoop in a glass of prosecco.

Two blocks away, we looked up in awe inside Carol Hicks Bolton Antiquités, an artistically curated warehouse of architectural treasures and furnishings from Europe and beyond. Carved doors, elaborate windows and library cabinets were all waiting to be repurposed as decor. It's conveniently across the street from Blackchalk Home and Laundry, another airy furniture store with adventurous finds. Situated in a century-old laundry building, it's anchored by an enormous old-timey sheet press out front.

After admiring technicolor cowgirl boots at Allens Boots and dog-lesser shaped sculptures at the upscale restaurant Vaudeville, cocktail hour had arrived. We grabbed bar seats under whiskey decanter chandeliers at Chase's Place, an intimate wooden hangout established in spring 2020 (good times!). Chase regaled us with stories, waving his arms for emphasis while also managing to mix primo cocktails named after jazz songs and music by Phish. I sipped the Story of the Ghost, a tequila libation with elderflower liqueur and agave. It was tangy and strong — but I coveted my neighbor's Mustang Padre for its flaming presentation in a bizarre goat Tiki mug. I wanted to try the etouffee corn dog battered eggs and the beef poutine with coffee gravy, but our dinner reservations were calling.



Das Bar Bus from Hill & Vine



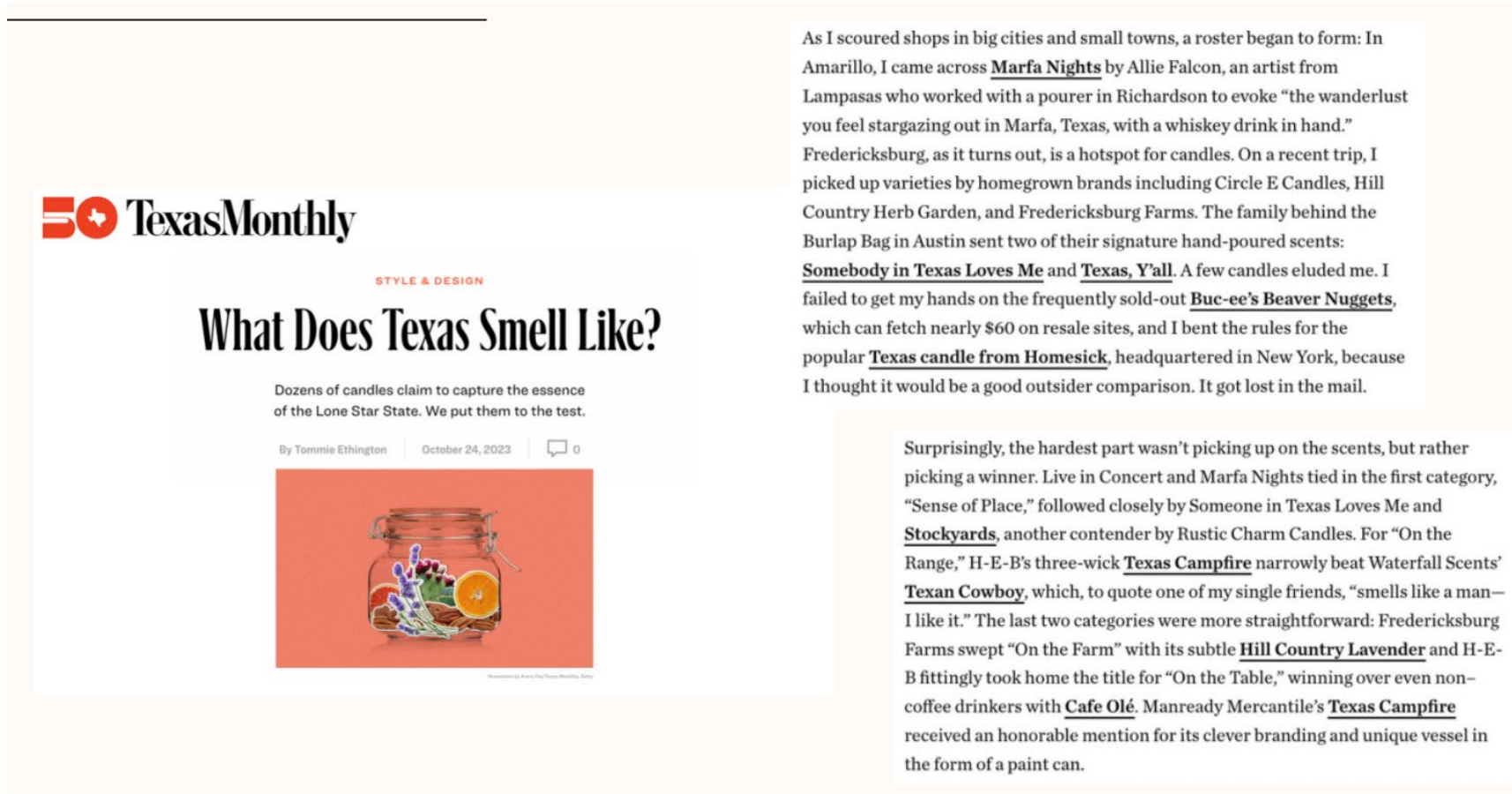
Allens Boots' multihued cowgirl selection



Alla Campagna Italian restaurant opened in 2023, the latest venture of John and Evelyn Washburne.



Our writer's A-frame lodging (top right), and Carol Hicks Bolton Antiquités' curation (bottom right)



The screenshot shows the top portion of a TexasMonthly article. The TexasMonthly logo is at the top left. Below it, the category 'STYLE & DESIGN' is centered. The main title 'What Does Texas Smell Like?' is prominently displayed. A sub-headline reads: 'Dozens of candles claim to capture the essence of the Lone Star State. We put them to the test.' Below this, the author 'By Tommie Ethington' and the date 'October 24, 2023' are listed. A small comment icon shows '0' comments. The featured image is a glass jar filled with various scented candles, including one with a citrus slice and another with lavender. A small credit line at the bottom of the image reads 'Illustration by Avery Day/Texas Monthly Studio'.

As I scoured shops in big cities and small towns, a roster began to form: In Amarillo, I came across Marfa Nights by Allie Falcon, an artist from Lampasas who worked with a pourer in Richardson to evoke “the wanderlust you feel stargazing out in Marfa, Texas, with a whiskey drink in hand.” Fredericksburg, as it turns out, is a hotspot for candles. On a recent trip, I picked up varieties by homegrown brands including Circle E Candles, Hill Country Herb Garden, and Fredericksburg Farms. The family behind the Burlap Bag in Austin sent two of their signature hand-poured scents: Somebody in Texas Loves Me and Texas, Y’all. A few candles eluded me. I failed to get my hands on the frequently sold-out Buc-ee’s Beaver Nuggets, which can fetch nearly \$60 on resale sites, and I bent the rules for the popular Texas candle from Homesick, headquartered in New York, because I thought it would be a good outsider comparison. It got lost in the mail.

Surprisingly, the hardest part wasn’t picking up on the scents, but rather picking a winner. Live in Concert and Marfa Nights tied in the first category, “Sense of Place,” followed closely by Someone in Texas Loves Me and Stockyards, another contender by Rustic Charm Candles. For “On the Range,” H-E-B’s three-wick Texas Campfire narrowly beat Waterfall Scents’ Texan Cowboy, which, to quote one of my single friends, “smells like a man—I like it.” The last two categories were more straightforward: Fredericksburg Farms swept “On the Farm” with its subtle Hill Country Lavender and H-E-B fittingly took home the title for “On the Table,” winning over even non-coffee drinkers with Cafe Olé. Manready Mercantile’s Texas Campfire received an honorable mention for its clever branding and unique vessel in the form of a paint can.

Southern Weekend Getaways To Escape the Winter Blues

Even with the headwinds of a shaky economy and busy holiday season, vacation travel shows no signs of slowing down, with 71% of Americans planning to travel more towards the end of 2023 than last year.

However, budget is still top of mind for travelers struggling to cope with rising inflation. Almost half of people planning to vacation this season cited cost as the primary influence over the length of their trip, according to a recent survey by Vacasa. With many people planning shorter journeys closer to home, weekend getaways can provide a relaxing escape without burning a hole in your wallet.

When planning a weekend getaway, the ease of travel is crucial. No one wants to add stress to their vacation. These mid-size cities make for an ideal venue for your weekend trip with easy-to-get-to locations. If you only have a few days to visit, you want to get a good grasp of the destination instead of feeling your sightseeing list is unattainable. The size of these cities isn't overwhelming to navigate.

When planning your winter vacation, the warmth of the South can be felt not only in the weather but also in the culture.

Fredericksburg, Texas

If you've heard the comparisons of Fredericksburg being "the new Napa," you haven't heard wrong. The mineral-rich soil and the dry weather are ideal for growing grapes. You can sip on local-made wines, shop along Main Street, and feel right at home in the small-town feel of this German settlement. And with its unique German history, Fredericksburg has only grown over the years as tourists have enjoyed various activities.

"There's a good reason Fredericksburg has recently been voted the most picturesque small town in America by North Carolina Travel Guides," shares Kim Croisant, travel writer and founder of Texas Travel Talk. "And it's hard not to fall in love with this charming town as soon as you arrive. Main Street is the center of attention, with many boutiques, restaurants, and wine-tasting rooms on every corner. You may want to plan your next trip to Texas Hill Country. And, if you're going for the wine, you're in luck – there are over 100 wineries in the Hill Country, and 60 are in Fredericksburg."

Lots of family-run businesses provide one-of-a-kind restaurants and bed and breakfasts. You can hop on a shuttle along 290 and tour vineyards and wineries. Enchanted Rock will put a stamp in your National Parks Passport and allow you to take in scenic views of the lush hill country. You can brush up on your history while visiting the National Museum of the Pacific War.

WEALTH OF GEEKS

Fredericksburg: Small-Town Charm – And An Unlikely Entrepreneurial Success Story

November 9, 2023 by Emily Herrig



Dietz Distillery

The oldest son, Dietz, added Dietz Distillery by creating fruit-based spirits with homegrown and locally sourced ingredients. When you visit Fredericksburg, the distillery tour is a must-see.

Dietz is a master of his craft, and it shows as he explains the origins of their signature peach brandy or the detailed process of combining old-world distilling techniques with fresh ideas and ingredients. Dietz, alongside his sister Elle Fischer, created a small artisan spot with unique blends of liqueur and spirits. Their commitment to sourcing fruit only from local Texas orchards is impressive.

Fischer & Wieser: A Fredericksburg Success Story

Case Fischer joined Mark Wieser's company back in 1979 with the job of harvesting peaches. Case became intrigued by the customers' enthusiasm over the products made from fruit right out of Wieser's orchard. Seeing the potential, he knew he would return after college to continue working with Mark.

After studying food science and marketing at A&M University, Case returned to Fredericksburg to become Wieser's business partner and company visionary. Case's vision helped expand the roadside fruit stand into what people now know as Fischer & Wieser Specialty Foods, Inc.

When Case met Deanna at A&M, he told her he planned to move to Fredericksburg and work in the jelly business. Their relationship flourished, and they ended up marrying. And true to his word, Case returned to Fredericksburg with Deanna, who joined forces and became the CEO.

Fischer & Wieser grew from selling only jelly to a company doing \$25 million in annual revenue, creating 95 jobs and a catalog of over 150 products distributed throughout the United States, Mexico, Canada, and beyond.

85.5 million

TOTAL CONSUMERS REACHED

This cumulative number represents the total number of consumers reached since October 2023 including print circulation and digital visitors per month.

This cumulative number represents the total advertising equivalency for articles produced since October 2023 including print and digital advertising.

\$ 605,356.00

TOTAL EARNED MEDIA VALUE

- If restaurants will be open for the Eclipse, please let us know asap. 830-997-6523 or visitorinfo@fbgtx.org
- Eclipse glasses are now available at the Visitor Information Center. Quantities are limited and distribution is capped at 10 pairs per visitor. Any extra eclipse glasses will be provided to city staff at Marktplatz, prior to April 8, 2024.
- National Travel and Tourism Week / May 19-25, 2024
- Please submit any 2024 Events on VisitFredericksburgTX.com as soon as possible.
- As always, if partners need brochures for distribution in their business, please let us know and we can drop some off. If they have a rack card or brochure for their business, we are happy to display it in the Visitor Center.

- Partner Updates
- Q&A

Fredericksburg[®]

THE TEXAS HILL COUNTRY

Texas Heart. German Soul.

Thank You

Fredericksburg CVB
Partner Meeting

MARCH 20, 2024