

PLAYCATION

in New Braunfels.



PlayInNewBraunfels.com | (800) 572-2626



Welcome, Willkommen, Howdy!

Deep in the heart of the Texas Hill Country is where you'll find New Braunfels.

Founded in 1845 by

German settlers, our town is overflowing with old-world heritage. Whether you're greeted with "Willkommen" or "Howdy," you're always "Welcome" in New Braunfels.

Fun, Fun & More Fun!

There might be other places that have as many uses for water as New Braunfels does, but we don't know of any. Two clear, clean rivers — the Comal and the Guadalupe — wind through town and Canyon Lake is just minutes away. Slip on your bathing suit and go fishing, rafting, kayaking, tubing, or swimming. We're also home to the world famous Schlitterbahn Waterpark Resort. If you love the outdoors, you'll love New Braunfels. Delve into nearby Natural Bridge Caverns, the largest caverns in Texas, or Natural Bridge Wildlife Ranch. Take a step back in time in the National Register Historic District of Gruene, where you can enjoy music, dancing, and dining under the stars.

Come Stay With Us!

You'll need to spend a few days here to fully enjoy everything New Braunfels has to offer. Fortunately, there are plenty of unique accommodations to choose from. For something with character, enjoy a bed-and-breakfast or rustic river cottage, or peek into the past at a historic hotel for a bit of nostalgic luxury. We also sport hundreds of hotel rooms for all budgets. Or check out our condominiums, tennis ranch/resorts, or RV camp facilities. Whatever adventure you seek in New Braunfels, be prepared for fun memories to be made!



Festival & Event Guide

There's always something going on in New Braunfels.

Enjoy Old Gruene Market Days, Wurstfest, Americana Music Jam, Gruene Music & Wine Festival, Folkfest, Texas Clay Festival, and 16 unique holiday events. Wurstfest is New Braunfels' ten-day salute to German culture, starting on the first Friday in November.



February

New Braunfels Polka Fest

Knights of Columbus Hall 830.625.9288

Old Gruene Market Days

gruenemarketdays.com 830.832.1721

April

Model Railroad Jamboree

newbraunfelsrailroadmuseum.org Civic Center 830.625.2656

Folkfest

nbheritagevillage.com Heritage Village 830.629.6904

May

Wein & Saengerfest

weinandsaengerfest.com Historic Downtown 830.608.2100, ext. 252

Americana Music Jam

gruenetexas.com Gruene 830.625.7311

July

Independence Day Patriotic Parade & Program

Historic Downtown 830.629.1572

September

Comal County Fair

comalcountyfair.org Comal County Fairgrounds 830.625.1505

October

Texas Clay Festival

texasclayfestival.com Gruene 830.629.7975

Gruene Music & Wine Fest

gruenemusicandwinefest.org 830.629.5077

November

Wurstfest

wurstfest.com Wursthalle 830.625.9167

Weihnachtsmarkt

sophienburg.com Civic Center 830.629.1572

Downtown Christmas Tree Lighting

nbcham.org 830.625.2385

December

Gruene Christmas Market Days/Lighting

gruenemarketdays.com 830.832.1721

Wassailfest

Historic Downtown 830.608.2100 ext. 25

For more information about events, restaurants, lodging, and a detailed calendar, visit PlayInNewBraunfels.com or call us at 1.800.572.2626.



Most visitors come to New Braunfels packing a swimsuit, a rod and reel, or a snorkel and fins. But New Braunfels isn't just a water paradise. Once on shore, you'll find a whole range of family friendly activities and attractions in town. Throughout the year, visitors can tee off at the area's premiere golf courses, or jump into unique adventures, the best in Texas music, and traditional German heritage.

Quench Your Thirst for Fun!

Schlitterbahn Travel Channel calls Schlitterbahn America's number one waterpark for good reason. The park's high-tech attractions and natural Comal River setting have made it the most popular summertime waterpark in the country. Schlitterbahn, which loosely translates from German into "slippery road", features more than 40 attractions.

Guadalupe River Best known for attracting generations of "tubers" for a refreshing float to beat the summer heat, the Guadalupe also lures canoe and kayak enthusiasts to peaceful paddling and exciting white water rapids. Nature lovers and outdoor enthusiasts flock to camps and resorts along the tree-lined banks of the river.

Comal River The Comal enjoys a unique claim to fame: it is the shortest river in the United States. The 2.5-mile-long Comal starts at one of the largest natural springs in Texas and its broad, slow flow makes it ideal for a quiet tubing experience, while the clear spring waters are perfect for snorkeling and diving.

Canyon Lake Spectacular views of the Texas Hill Country and 80 miles of coastline make this a great destination for campers, vacationers and day trips. Water activities range from quiet and reflective sailing and fishing to exciting water skiing and parasailing.

Texas Ski Ranch This extreme water recreation complex features water skiing and wake boarding without a boat, plus skateboarding facilities.

Trout Fishing New Braunfels is one of the very few trout hot spots in the southern United States. The cold water of the Guadalupe makes it an ideal home for the trout which are stocked in the river several times a year. This attracts fly fishing enthusiasts from across the nation.



Every year, New Braunfelsers far and wide construct boats and take them down the infamous Comal River tube chute. That in itself is a challenge. But these fearless sailors negotiate the channel in boats made of cardboard, duct tape, and hope. Prizes go to the boats that survive the best, and the best-dressed sailors and boats. Learn more at CardboardBoatsInNewBraunfels.com



The
TEXAS
★ HIGHWAYS MAGAZINE ★
'TOP 40
★ TRAVEL ★
DESTINATIONS
TX

New Braunfels was recently placed in the Top 10 of best travel destinations in Texas by Texas Highways magazine. Find out why at PlayInNewBraunfels.com or, better yet, come see for yourself!



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Adventure on Dry Land... or Below It.

Natural Bridge Caverns Visitors to the state's biggest and best show cave can expect an otherworldly experience in the series of limestone formations. In addition to walking tours, the Adventure Cave Tour offers a more daring exploration of undeveloped portions of the caverns. The Mining Sluice offers kids a chance to pan for semi-precious stones they get to keep.

Natural Bridge Wildlife Ranch A Texas-style African safari experience with over 50 different species from antelope to zebras. In addition to the main safari route, which lets you see exotic animals up close from your car windows, the ranch also offers a walking safari route and a kid-friendly petting zoo.

Bring Your Dancing Shoes

Gruene This restored village plays host to a number of artists, artisans, potters, boutiques and restaurants. Gruene Hall, one of the oldest dance halls in Texas, features singer/songwriters like Willie Nelson, Robert Earl Keen, and Pat Green, as well as a mix of national touring acts, and local and regional up-and-comers.

Texas Music Dance halls like Tavern in the Gruene, Anhalt, Watering Hole Saloon, River Road Ice House and Whitewater Amphitheatre – plus a variety of honky tonks – feature traditional country and Americana. KNBT Radio, the top Americana station in the nation, airs Texas music throughout the region and on the Internet.

Where the Old Country Meets the Hill Country

Downtown New Braunfels Walk through downtown New Braunfels, and you'll see more than 150 years of German influence. Murals throughout the city illustrate the colorful history.

Museums History buffs have several intriguing museums to visit. The New Braunfels Conservation Society has restored and furnished nine buildings (ca. 1849 – 1870) to form Conservation Plaza. The Museum of Texas Handmade Furniture preserves the work of the early German craftsmen and artisans. The Sophienburg Archives and the Sophienburg Museum also preserve the history of Texas' German settlers. The McKenna Children's Museum will delight the wee ones with hands-on adventure.

Shopping Diverse and eclectic shops are found in Historic Downtown New Braunfels, the Gruene Historic District, and the huge outlet malls along Interstate-35. We offer antique shops, boutiques showcasing Texas craftsmen, and other unique establishments. Top off the evening wining and dining in New Braunfels' best restaurants.

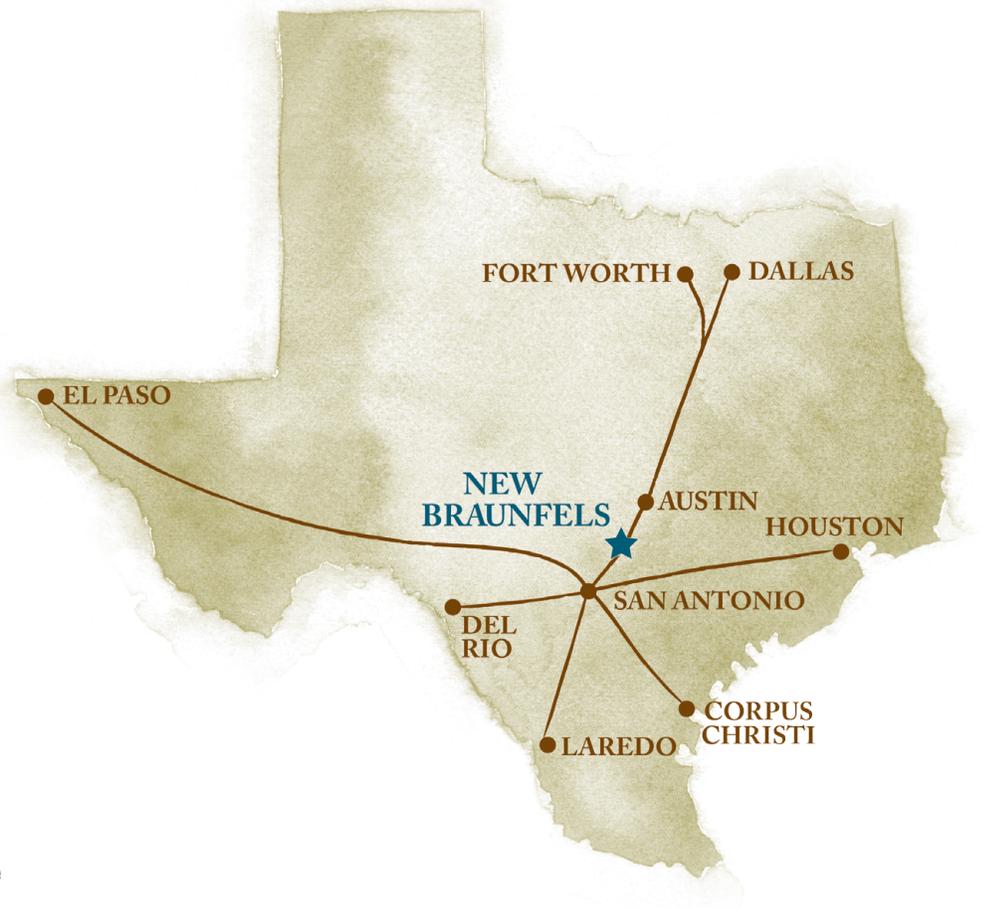




Mileage to New Braunfels:

- From Austin: 46
- From Corpus Christi: 185
- From Dallas/Fort Worth: 235
- From Houston: 160
- From Laredo: 190
- From San Antonio: 30
- From El Paso: 572

The New Braunfels Chamber of Commerce Visitor Center is open seven days a week to help you plan and enjoy your stay. We have more than 150 brochures and would be happy to answer any questions. Be prepared to have a whole lot of fun when you visit, because showing people a good time is what we do best in New Braunfels.



Greater New Braunfels Chamber of Commerce
P.O. Box 311417, New Braunfels, TX 78131-1417
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New Braunfels Points of Interest

- 1 Natural Bridge Wildlife Ranch
- 2 Natural Bridge Caverns
- 3 Landa Park
- 4 Schlitterbahn
- 5 Gruene Historic District
- 6 Texas Ski Ranch
- 7 River Road/Guadalupe River Scenic Area
- 8 Comal River
- 9 Bracken Bat Cave
- 10 Conservation Plaza
- 11 Heritage Village – Furniture Museum
- 12 Lindheimer Home
- 13 Sophienburg Museum
- 14 Buckhorn Barbershop Museum
- 15 McKenna Children's Museum
- 16 Railroad Museum
- 17 Brauntex Theatre
- 18 Circle Arts Theatre
- 19 Animal World & Snake Farm Zoo
- 20 Downtown Historic District
- 21 Wurstfest Grounds
- 22 Comal County Fairgrounds
- 23 Tube Chute/Prince Solm's Park
- 24 Canyon Lake
- 25 Santa's Ranch
- 26 Dry Comal Creek Winery
- 27 New Braunfels Art League Gallery
- 28 Lindheimer Mural at Naegelin's Bakery
- 29 Spass and Gemütlichkeit Mural at Friesenhaus
- 30 City of a Prince Mural at Downtown Antiques
- 31 Lure of the Springs Mural at Landa Park
- 32 Fenster in Wurstfest Mural in Landa Park
- 33 Seele Mural

-  Visitor Centers
-  Chamber of Commerce and Convention Center



Map is not to scale and the illustration contains representative icons that may logically be inaccurate — it's just for fun!