

ONERA FREDERICKSBURG CELEBRATES REMARKABLE SUCCESS AS PREMIER UPSCALE DESTINATION IN TEXAS WINE COUNTRY

FREDERICKSBURG, TEXAS – August 27, 2024 — Nestled in the heart of Texas Wine Country, Onera Fredericksburg has become one of the hottest tourist destinations in the region since its opening in November 2021. This unique landscape hotel, offering a perfect blend of nature and upscale accommodations, has captivated guests with its innovative concept and Instagram-worthy stays.

Onera Fredericksburg, situated on 13 acres of pristine wilderness, features an array of experiential accommodations—including treehouses from designer Artistree, container homes, and safari suites. Each unit offers unobstructed natural views and modern interiors designed by Autumn Kohl, while providing modern amenities such as air conditioning, private terraces, fire pits, Wi-Fi, and hot tubs. Many suites include added touches like roof decks and hand-carved rock tubs, creating a truly one-of-a-kind experience for guests.

"The response to Onera Fredericksburg has been overwhelming," said Ben Wolff, Co-founder of Onera. "Our vision was to create a destination that caters to the next generation of travelers, helping them craft unique, one-of-one experiences in an Instagram-worthy setting. The success we've seen proves that we've struck a chord with those seeking inspiration and unforgettable stays."

The property's success is evident in its impressive guest ratings, boasting a 4.8 rating across 170 reviews on Google and a remarkable 4.9 stars across over 1,200 reviews on Airbnb. This overwhelmingly positive feedback has contributed to Onera Fredericksburg's rapid growth in popularity.

To enhance the guest experience further, a new pool was added to the property in early 2024. This addition complements the existing amenities, which include a hot tub and sauna, surrounded by a 600-square-foot elevated tree deck in a majestic oak tree grove—a perfect venue for unforgettable events.

Onera Fredericksburg's unique concept has also gained significant traction on social media. With millions of views and over 100,000 engaged followers on Instagram, Onera has become a go-to destination for Texas travelers seeking unique stays in the Hill Country.

Due to its immense popularity, Onera Fredericksburg is expanding its offerings. An additional 23 rooms and 8 new unit designs are currently under construction, with completion expected in May 2025. This expansion will allow even more guests to experience the magic of Onera Fredericksburg.

The property's location, just minutes from Fredericksburg's historic Main Street, provides easy access to the town's renowned vineyards, shopping, and exquisite restaurants. Fredericksburg's

position as the second-largest wine destination outside of Napa Valley adds to the allure of staying at Onera.

Onera continues to develop unique, nature-inspired, eco-friendly, upscale accommodations in beautiful, natural landscapes across the United States. Their innovative approach to hospitality, blending the serenity of nature with upscale amenities, has set a new standard in the industry.

To make a reservation at Onera Fredericksburg, please visit StayOnera.com or follow us on Facebook and Instagram under [@stayonera](https://www.instagram.com/stayonera).

More about Onera Fredericksburg: Currently featuring twelve custom-designed suites, including treehouses, container homes, and safari 'mansion tents,' with 23 new units under construction. All accommodations offer modern amenities such as air conditioning, heat, Wi-Fi, hot tubs, and in-suite kitchens, baths, and living areas. Onera Fredericksburg is located at 173 Basse Lane, minutes from downtown Fredericksburg.