
















Visit NEW BRAUNFELS

UPCOMING EVENTS



July - August 2026

<p>First Friday</p> <p>Location: Downtown NB 500 Main Plaza</p>  <p>General Admission FREE</p> <p>First Friday of the month 5:00 PM - 8:00 PM</p>	<p>Art Haus</p> <p>Location: Downtown NB 263 Main Plaza</p>  <p>General Admission FREE</p> <p>First Friday of the month 5:00 PM - 8:00 PM</p>	<p>Honky Tonk Thursdays</p> <p>Location: Gruene Hall 1281 Gruene Rd</p>  <p>General Admission \$12</p> <p>Every Thursday- July 30 7:00 PM</p>	<p>Summer Exclusive Croc Show</p> <p>Location: Animal World & Snake Farm Zoo 5640 IH- 35 S.</p>  <p>General Admission \$19 - \$24</p> <p>EVERY SUNDAY 3:00 PM</p>	<p>Neal McCoy</p> <p>Location: Brauntex Theatre 290 W. San Antonio St.</p>  <p>General Admission \$63 - \$78</p> <p>July 2 7:30 PM - 9:30 PM</p>
<p>Hosted by Sophienberg 4th of July Parade</p> <p>Location: Downtown NB</p>  <p>General Admission FREE</p> <p>July 4 9:15 AM - 10:30 AM</p>	<p>4th of July Fireworks Spectacular & Live at Landa</p> <p>Location: Dance Slab 164 Landa Park Drive</p>  <p>General Admission FREE</p> <p>July 4 6:00 PM - 10:00 PM Fireworks @ 9:45 PM</p>	<p>New Braunfels Coffee Festival</p> <p>Location: 13 Trees Coffee Haus 1420 West Klein Rd.</p>  <p>General Admission \$12- Kids FREE</p> <p>July 11 8:00 AM - 1:00 PM</p>	<p>ImagineNation The Ultimate Kids Expo!</p> <p>Location: New Braunfels Civic/Convention Center 375 S Castell Ave</p>  <p>General Admission \$11- Kids under 2 FREE</p> <p>July 11-12 TIMES VARY ON DATES</p>	<p>Live Underground: Comedian Bob Smiley</p> <p>Location: Natural Bridge Caverns 26495 Natural Bridge Caverns</p>  <p>General Admission \$45</p> <p>July 17 6:30 PM</p>
<p>Gruene Market Days</p> <p>Location: Gruene Historic District Hunter Rd.</p>  <p>General Admission FREE</p> <p>July 18-19 & Aug. 15-16 10:00 AM - 5:00 PM</p>	<p>2nd Annual Villapalooza</p> <p>Location: The Villa 1190 Gruene Rd.</p>  <p>General Admission FREE</p> <p>July 18-19 12:00 PM - 10:00 PM</p>	<p>Roger Creager's Birthday Show</p> <p>Location: Gruene Hall 1281 Gruene Rd</p>  <p>General Admission \$20-\$25</p> <p>July 22-25 8:00 PM</p>	<p>Bri Bagwell</p> <p>Location: The Redbird Listening Room 1260 S Business IH 35</p>  <p>General Admission \$50</p> <p>August 2 4:00 PM</p>	<p>Hudson Westbrook</p> <p>Location: Whitewater Amphitheater 11860 FM 306</p>  <p>General Admission \$65 - \$128</p> <p>August 14 & 15 8:00 PM</p>

A list of events can be found on VisitNBTX.com or stop by the Visitor Center located at 237 IH 35, New Braunfels, TX 78130
Weekly Farmers Market at Krause's Cafe 148 Castell Ave. Every Saturday from 9:00am-1:00pm. General Admission: Free.

Live Music: Billy's, Krause's, Freiheit, Gruene Hall, Gruene's Last Call, Black Whale Pub, Phoenix Saloon, Redbird Listening Room, Riley's Tavern, Sidecar, The Gruene Light, Watering Hole, Pour Haus, The Gruene Grove, The Villa, The Grapevine, Whitewater, and Kennedy's Tavern

EVENTS SUBJECT TO CHANGE