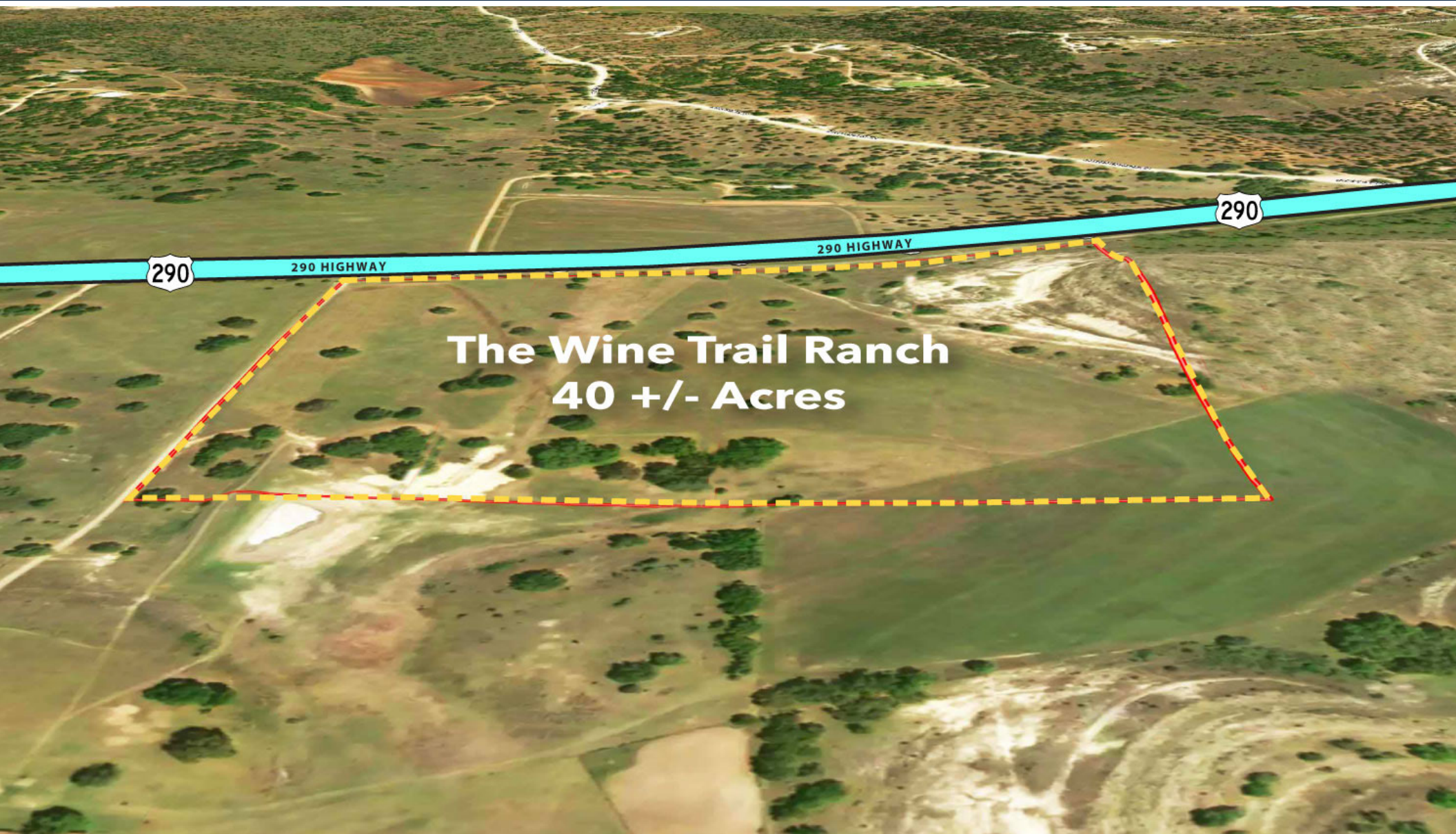


# FOR SALE

The Wine Trail Ranch  
5541 W Hwy 290, Johnson City TX



Chris Horne | [chris@balconeslandco.com](mailto:chris@balconeslandco.com) | 830-733-2878



290

290 HIGHWAY

290 HIGHWAY

290

**The Wine Trail Ranch**  
**40 +/- Acres**

# CONTENTS

Pg 3 ..... The Offering

Pg 4 - 8 ..... Location Overview

Pg 9 - 11 ..... Property Overview

Pg 12 ..... Contact



# THE OFFERING

## Available 40+/- Acres

**40+/- acres** located on the booming Texas Wine Trail. With 1,440'+/- of frontage on Hwy 290 this site is an incredible location for your next business venture. Located in the heart of the Texas Hill Country and the Texas Wine Region, this site is surrounded by wineries and has excellent visibility. The property is completely unrestricted and has a very developable shape and development-friendly topography, as well as excellent groundwater in the vicinity. This would be an exceptional site for a hospitality venture and or winery/tasting room or other commercial use. Just 20 minutes from Fredericksburg, 5 minutes from Johnson City and less than 1 hour drive to Austin and San Antonio, this site can serve whatever you can imagine.

## PROPERTY SUMMARY

LOCATION:	5541 W Hwy 290, Johnson City TX
SITE AREA:	40+/- Acres
FRONTAGE:	HWY 290
ZONNING:	None
Area Wineries	60+
TRAFFIC:	+/- 7,000 VPD
TOPOGRAPHY:	Development Friendly, Flat, and Gently Rolling
AVE HH INCOME (5-Miles):	-
UTILITIES:	Electricity available, well & septic needed
FLOODZONE:	No

**BALCONES**  
LAND CO

**40+/- Acres**

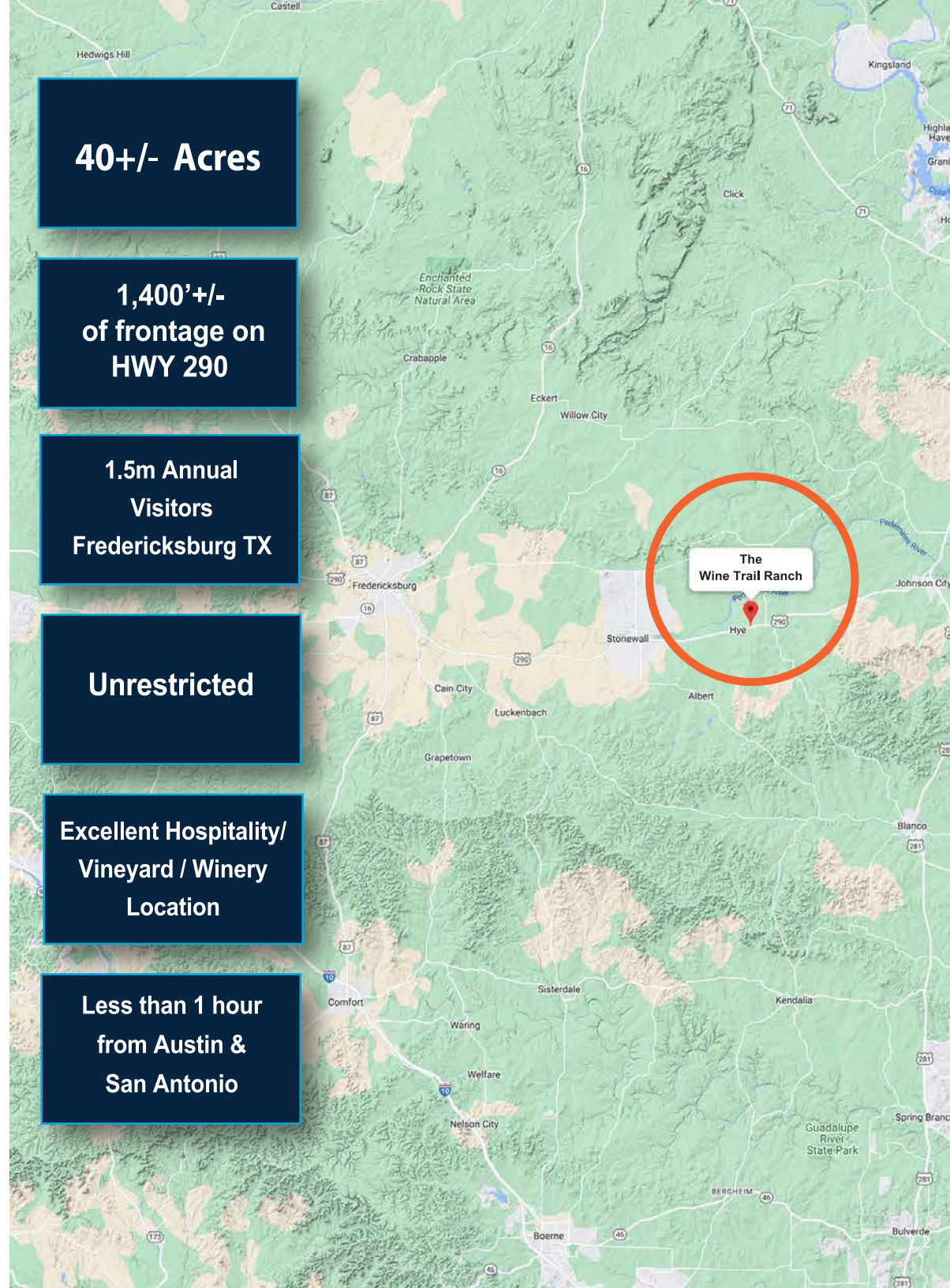
**1,400'+/-  
of frontage on  
HWY 290**

**1.5m Annual  
Visitors  
Fredericksburg TX**

**Unrestricted**

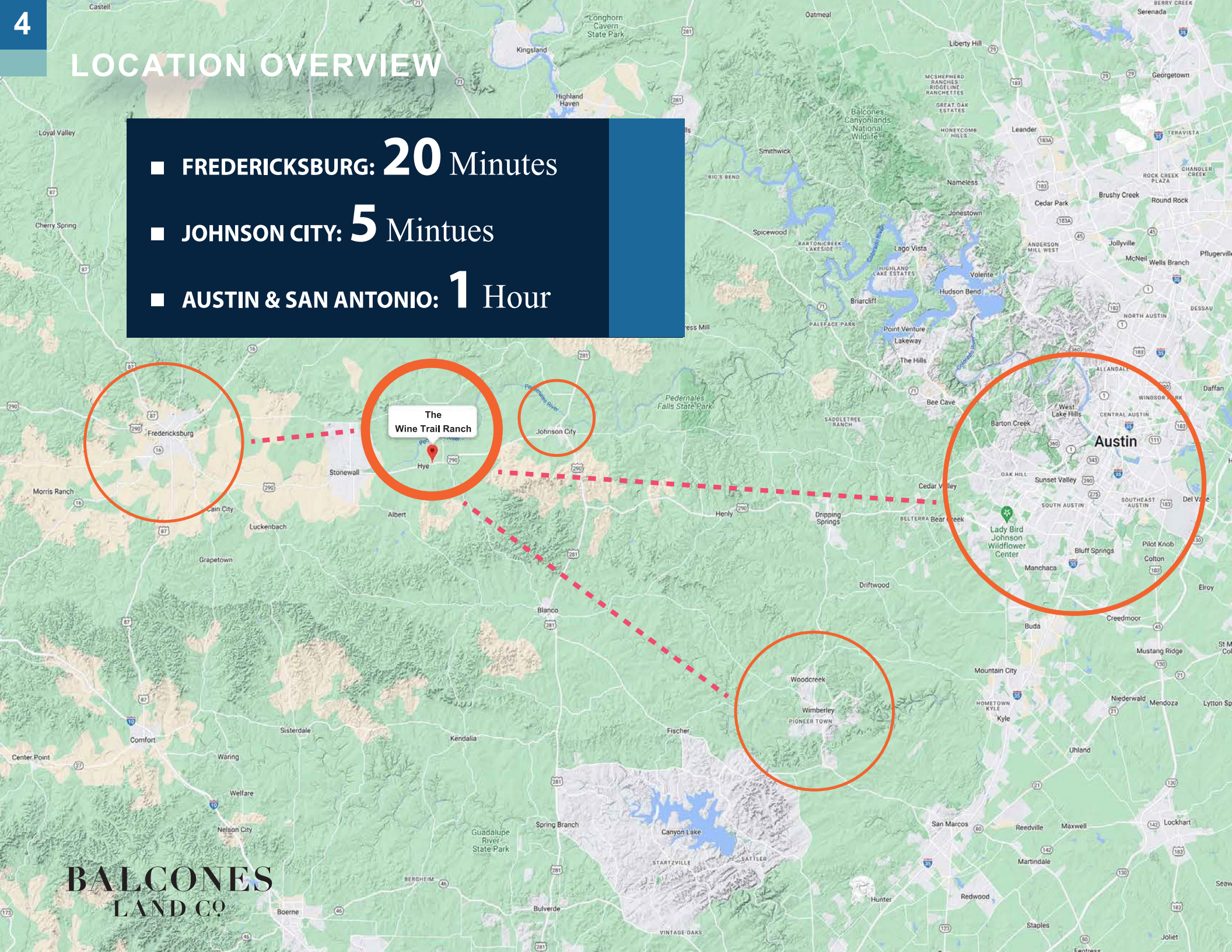
**Excellent Hospitality/  
Vineyard / Winery  
Location**

**Less than 1 hour  
from Austin &  
San Antonio**



# LOCATION OVERVIEW

- **FREDERICKSBURG: 20 Minutes**
- **JOHNSON CITY: 5 Mintues**
- **AUSTIN & SAN ANTONIO: 1 Hour**



**BALCONES  
LAND CO.**

## LOCATION OVERVIEW

Johnson City Texas is the gateway

to Texas Hill Country Wineries,

Distilleries, Breweries, Restaurants,

Shopping, Unique Places to Stay



BALCONES  
LAND CO.

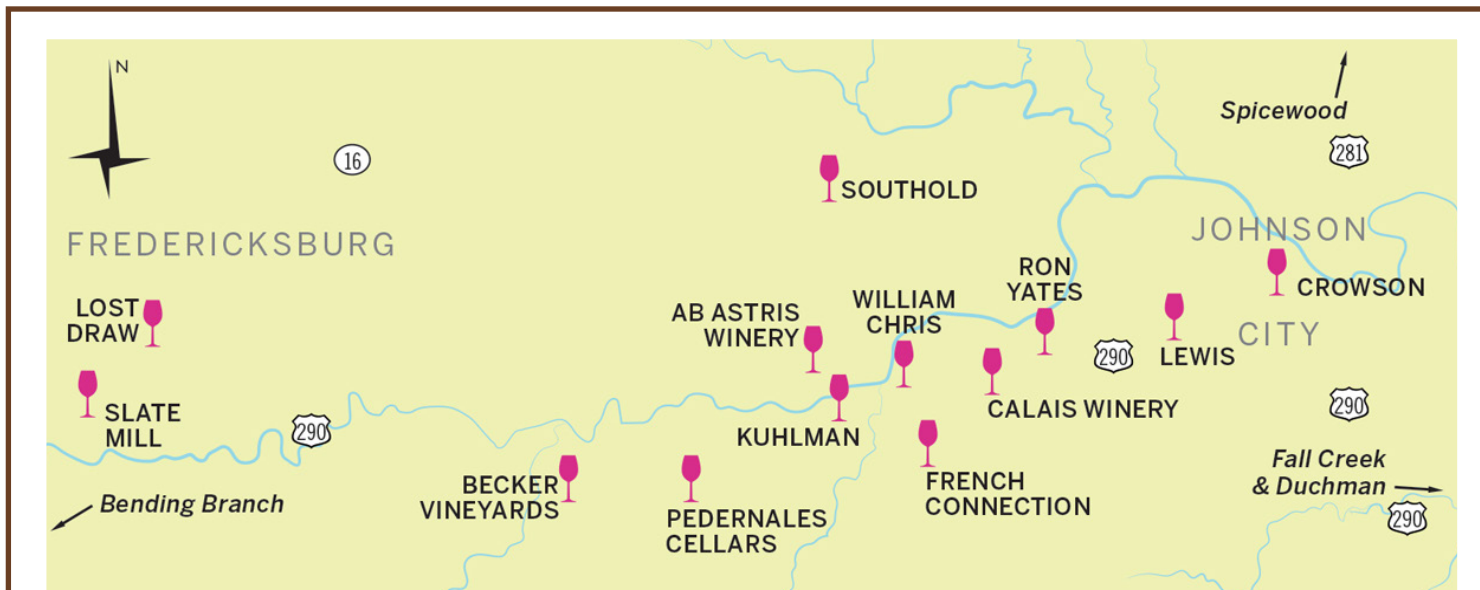
# Welcome to Texas Wine Country

**The Wine Trail Ranch**

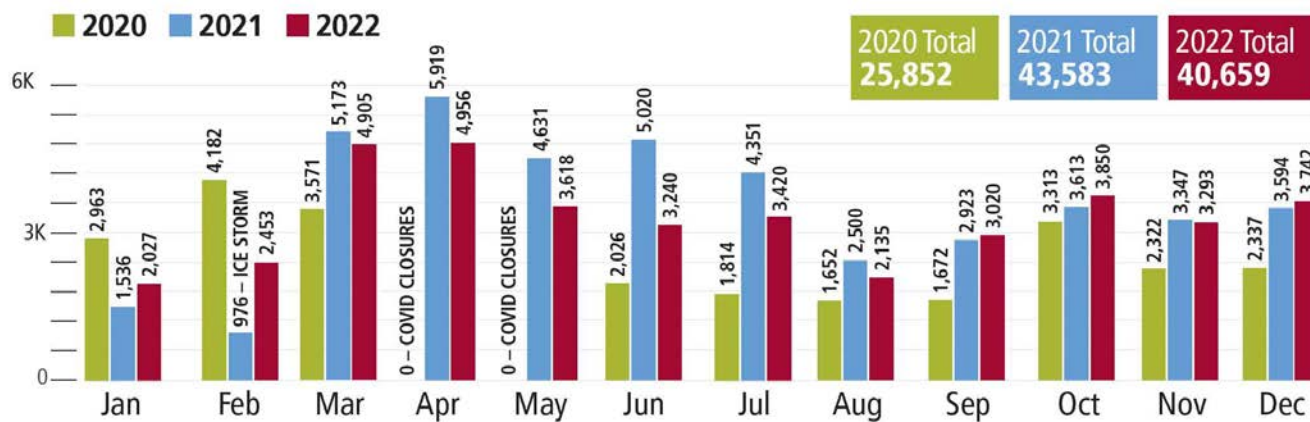
TO MASON (87) TO LL (16) TO MARBLE FALLS (281)  
 TO KERRVILLE (16) TO SAN ANTONIO (87) TO BOERNE (1376) TO SAN ANTONIO (290)  
 TO AUSTIN (290)

<p><b>1</b> (830) 990-CORK (2675) chisholmtrailwinery.com</p>	<p><b>2</b> (830) 990-8747 fbgwinery.com</p>	<p><b>3</b> (830) 992-3251 lostdrawcellars.com</p>	<p><b>4</b> (830) 990-8555 ranchoponte.com</p>
<p><b>5</b> (325) 628-3433 fiestawinery.com</p>	<p><b>6</b> (830) 997-7470 fourpointwine.com</p>	<p><b>7</b> (830) 644-2710 grapecreek.com</p>	<p><b>8</b> (830) 644-2829 torredipietra.com</p>
<p><b>9</b> (830) 644-2681 beckervineyards.com</p>	<p><b>10</b> (830) 644-2482 hilmywine.com</p>	<p><b>11</b> (830) 644-2539 woodrosewinery.com</p>	<p><b>12</b> (830) 644-2037 pedernalescellars.com</p>
<p><b>13</b> (830) 998-7654 williamchriswines.com</p>	<p><b>14</b> (855) HYE-WINE hyemeadow.com</p>	<p><b>15</b> (830) 868-2321 texashillsvineyard.com</p>	<p>Visit Us!</p> <p>WINEROAD290.COM</p>

## LOCATION OVERVIEW



### Visitor Information Center Visitation by Month (Fredericksburg)

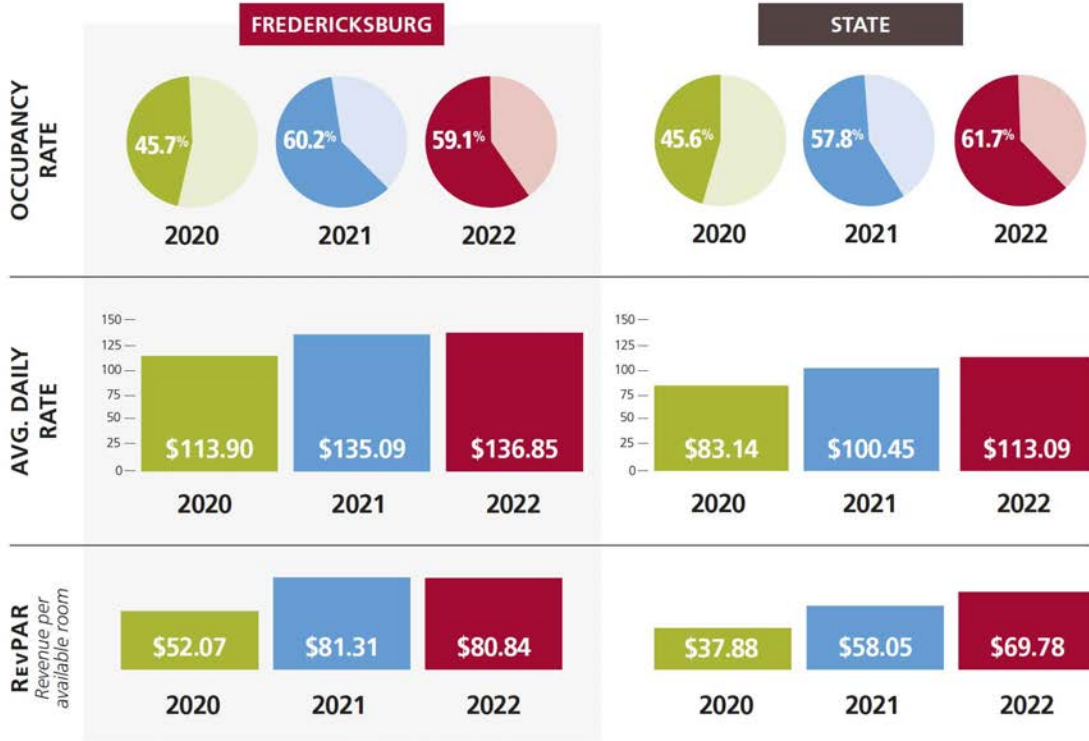


# LOCATION OVERVIEW

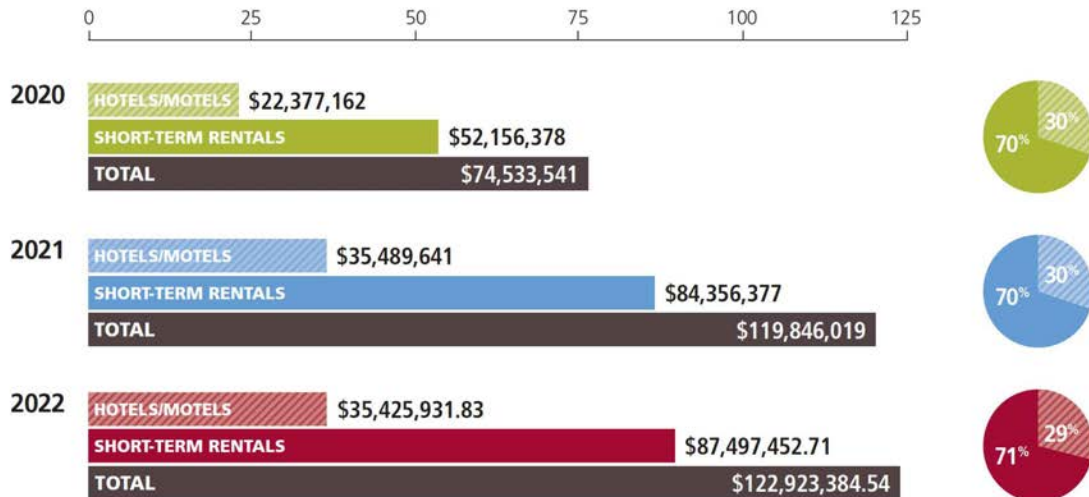
Wine Country

## Hotel Performance

From the STR Report and Source Strategies (does not include short-term rentals)



## Gross Lodging Receipts: Hotels vs. Short-Term Rentals



## Gillespie County Economic Impact

### TOTAL DIRECT TRAVEL SPENDING:

2020: \$130.8 million  
2021: \$182.7 million  
2022: \$187.5 million

 **2.6%**  
INCREASE  
2022 OVER 2021

### DIRECT TAX RECEIPTS (BOTH LOCAL AND STATE):

2020: \$13.9 million  
2021: \$19.9 million  
2022: \$20.1 million

 **1%**  
INCREASE  
2022 OVER 2021

### TOTAL DIRECT EARNINGS:

2020: \$31.6 million  
2021: \$44.4 million  
2022: \$49.5 million

 **11.5%**  
INCREASE  
2022 OVER 2021

From "The Economic Impact of Travel on Texas 1994-2021" Office of the Governor, Economic Development & Tourism  
Primary research conducted by Dean Runyan Associates of Portland, Oregon

## VisitFredericksburgTX.com Visitation

2020

**1,190,306**

UNIQUE WEB VISITORS

2021

**1,664,230**

UNIQUE WEB VISITORS

2022

**1,730,432**

UNIQUE WEB VISITORS

# PROPERTY OVERVIEW



**40+/- Acres - Unrestricted**  
**1,400'+/- Hwy 290 Frontage**



**The Wine  
Trail Ranch**

AVAILABLE 40 +/- ACRES



## CONTACT INFORMATION



Chris Horne

[chris@balconeslandco.com](mailto:chris@balconeslandco.com)

830-733-2878

