



2025

Media Kit

About & History

Santa's Wonderland offers the quintessential Texas Christmas experience, y'all!

Our mission is to uphold the true meaning and spirit of Christmas while providing the perfect setting to create cherished holiday memories with your loved ones.

Back in 1998, Santa's Wonderland embarked on its grand Texas Christmas Light extravaganza, boasting a staggering one million incandescent Christmas lights illuminating a one-mile-long trail adorned with holiday displays and scenes. Nowadays, folks from both near and far make the pilgrimage to Santa's Wonderland to witness the awe-inspiring Trail of Lights, which now dazzles with an astounding four-and-a-half million LED Christmas lights along a winding trail stretching nearly a mile and a half!

As the largest Christmas Park in the world, Santa's Wonderland sprawls across 150 acres and features Jingle Bell Square, The West Pole, Santa's Station, Santa's Farm, and, yes, the unmatched Trail of Lights, accessible via a Hayride or a VIP Horse and Carriage Tour.

While visiting Santa's Wonderland, you all will embark on a journey through a magical Christmas Village, replete with enchanting Light Tunnels and extraordinary, one-of-a-kind custom displays narrating the Christmas story with a Texan twist. Visitors can even enjoy tubing down Texas's only "Real Snow" Mountain at Frostbite's West Pole or engage in exhilarating ice skating beneath the radiant Texan night sky at our Illuminations outdoor arena. And don't miss our Texas-sized snow play area—a sight to behold. You won't believe the world-class entertainment happening every single night throughout the park!

Additionally, there's a walkable Trail of Lights featuring a live nativity scene, offering families an opportunity to connect with the true spirit of Christmas. But that's not all! We've got mechanical bulls, train rides, a colossal Light Maze, a Petting Zoo, Jumping Pillows, an abundance of Christmas photo opportunities in various shapes and sizes, and, of course, Texas Santa eagerly awaits to greet both the little ones and the young at heart. And when it comes to satisfying your hunger or quenching your thirst, fret not, as we offer an array of mouthwatering food options and proudly showcase local craft beer and wine, conveniently scattered throughout the park.

So mark your calendars, y'all! Santa's Wonderland will be open every single night from November 14th through December 30th, 2025. Y'all better not miss it!



Fun Facts

During it's 2025 season, Santa's Wonderland is celebrating 28 years deep in the heart of Christmas!

We hit a record breaking number of employees this year with more than 1800 Santa's helpers this holiday season. They all sport Texas cowboy hats, jeans, western button-down shirts, and boots to complete their get-up. They're the friendliest bunch you'll ever meet and you're guaranteed to hear them say "Howdy" and "Merry Texas Christmas Y'all"!

There are TWO Trail of Lights at Santa's Wonderland! The original and epic Trail of Lights is accessible by Hayride or Carriage Ride featuring star-studded lighted displays that include your favorites from the Lone Star state.... plus traditional Christmas displays ranging from giant angels, trains, teddy bears, and the fan favorite Christ ascension scene. Plus there's a Walkable Trail of Lights that was added back in 2000 that is a glow with tunnels, magical light-adorned walkways, and even a live nativity scene.

Santa's Wonderland has a Texas-sized spread of lip-smackin' eats! From good ol' nostalgic Texas foods like BBQ, burgers, pizza, and Tex-mex, to German delights, Cajun flavors, and more! With over 20 food and drink options you will find so many tasty treats prepared with the freshest ingredients and cooked right here on-site every day.

The "Real Santa" wears a cowboy hat y'all! Visit the big man himself and while you are waiting send a letter to Santa or check to see if you are on the Naughty or the Nice list!

Santa's Wonderland has donated over \$1 million dollars throughout the park's history to local charity partners. Current charity partners include the Brazos Valley Food Bank, Scotty's House, Lone Star Santa's, SARC, Aggieland Humane Society, Long Way Home Adoptables, The Museum of the American GI, The Fun For All Playground, and many more for our Cocoa for a Cause Fundraisers, all in support of these incredible causes!

There is always SNOW and Ice at Santa's Wonderland. Guaranteed! Experience REAL Ice Skating at one of the only outdoor rinks in all of Texas! And don't you forget about the only outdoor Snow Mountain in the whole dang state, where you can go tubin' down some REAL snow! Y'all can make snow angels, build snowmen, and fill your heart with snowy memories in Frostbite's Snow Playground every single day of the season!

LED lights consume a mighty 80-90% less energy than incandescent bulbs, and they last up to a whopping 100,000 hours! Today we have over 4.5 MILLION LED Christmas Lights shinin' bright at Santa's Wonderland!

Better get ready for the biggest, brightest, and most unforgettable Texas Christmas experience ever at Santa's Wonderland! Yeehaw!

Iconic Photos



In The Area

Things to do

- Take a Hayride or Horse and Carriage Tour through millions of dazzling Christmas lights on the Trail of Lights!
- Go Ice Skating at Illuminations Ice Arena or Snow Tubing at Frostbite's Mountain underneath the big, bright Texas stars! Play in Real Snow at Frostbite's Snow Playground!
- Enjoy world-class, nightly musical entertainment on our Main Stage.
- Watch Christmas movies on the Jumbotron in our Big Red Barn!
- Visit with our Texas Santa Claus!
- Ride the mechanical bulls and West Pole Express Train!
- Rejoice at the Live Nativity Scene scene on our Walkable Trail of Lights!
- Enjoy one-of-a-kind handcrafted displays! Don't forget your camera!
- Enjoy tasty treats and Big, Texas eats!
- Explore over 150 acres of wide-open space and Christmas fun!
- Take photos in our GIANT Texas Snow Globe, in front of our Texas-Sized Texas Flag, sitting with Santa, on our Longhorn, or tubing down Frostbite's Mountain!
- Enjoy millions of twinkling lights in our Walkable Trail of Lights!
- Visit the petting zoo and animal displays at Santa's Farm!
- Visit with our Head Elf, Tinsel, to see if you are on the Naughty or Nice List!
- Write letters to Santa with our Postmaster!
- Dance along with Marshall Frostbite!
- & SO MUCH MORE!

Places to go

- Texas A&M University
- The George H.W. Bush Presidential Library & Museum
- Historic Downtown Bryan
- Grand Station Entertainment
- The Museum of the American G.I.
- Messina Hof Winery
- Blackwater Draw Brewing Company
- Century Square
- Fun for All Playground
- Research Park

