



# 2021

## Media Kit



# About

Santa's Wonderland is the ULTIMATE Texas Christmas Experience.

As the largest Christmas Park in the United States, Santa's Wonderland spans over 130 acres and includes Santa's Town, the West Pole, Santa's Station, Santa's Farm and of course the incomparable Trail of Lights that can be enjoyed by Hayride or VIP Horse and Carriage Tour..

While at Santa's Wonderland, guests travel through a magical Christmas Village full of Light Tunnels, Mazes, and incredible, one-of-a-kind, custom-made displays that tell the story of Christmas, Texas Style. Visitors can tube down the only "Real Snow" Mountain in Texas at Frostbite's Snow Mountain or enjoy "Real Ice" skating amidst thousands of twinkling lights at Illuminations Ice Arena. World class, nightly entertainment occurs throughout the park. A walkable Trail of Lights, complete with a live nativity scene, offers families a more intimate story of the birth of Jesus. Mechanical bull rides, Train rides, Giant Light Maze, Petting Zoo, Jumping Pillows, and of course a Texas Santa, await the young at heart. Dozens of tasty food options and local craft beer and wine are located throughout the park. Santa's Wonderland is open nightly from November 12th through December 30th, 2021.



# History

Santa's Wonderland is the ULTIMATE Texas Christmas Experience in the state of Texas!

Created to preserve and perpetuate the true meaning and "Spirit" of Christmas, it's the perfect place to create holiday memories with family and friends!

In 1998, Santa's Wonderland began the mega Christmas Light attraction with one million incandescent Christmas lights on a one mile trail filled with holiday displays and scenes. Today, people come from hundreds of miles to visit Santa's Wonderland and view the Trail of Lights, which now boasts over 4 million LED Christmas lights on a winding trail that has grown to almost a mile and a half long!

Horse & Carriage tours, a fan favorite, were added back in 2009 and have provided guests with a wonderful opportunity to view the park in a unique way! In 2017, the Lone Star Grand Illumination, the single largest light display at Santa's Wonderland, was added to the park. And in 2018, Real Texas Snow Tubing at Frostbite's Mountain was added! Other highlights include our dazzling Trail of Lights, Snow Play at Frostbite's Mountain, Custom Built Mazes, Unique Christmas Photo Ops, a Live Nativity Scene on our Walkable Trail of Lights, Bull Rides, Train Rides, Real Ice Skating at Illuminations Ice Skating Arena, and so much more!

Santa's Wonderland has grown from its original 12 acres to over 130 acres today, making it the largest theme park of its kind in the U.S. The addition of 78 acres and Santa's Station in 2019, as well as the addition of 10 acres and Santa's Farm in 2020, allows guests to have an even more spectacular place to laugh, play, and enjoy!





# Fun Facts

2021 will be the 24th Christmas Holiday season for Santa's Wonderland!

Santa's Wonderland started going GREEN in 2008 and is still going GREEN! Thousands and thousands of LED Christmas Lights are added each year to improve and enhance the experience.

LED lights consume 80–90% less energy than incandescent bulbs, and last up to 100,000 hours! Today there are over 3 MILLION LED Christmas Lights at Santa's Wonderland!

Guests can take a Hayride Tour or a Horse & Carriage Tour through the dazzling Trail of Lights!

Guests can experience real Ice Skating at one of the only outdoor Ice Skating Arenas in Texas! You'll also find the only outdoor Snow Mountain in Texas with REAL snow tubing at Santa's Wonderland!

In addition to our original Trail of Lights, guests can also enjoy the BRAND NEW Walkable Trail of Lights on foot!

There's a GIANT, Texas-sized jumbotron that plays Christmas holiday movies day or night!

Additional amusement activities include the mechanical bull, petting zoo & children's pony rides. For further amusements guests can enjoy a train for all ages called the West Pole Express, jumping pillows, shows at the Christmas Corral, and more!

Santa's Wonderland's iconic snowman is named Marshall Frostbite. He is a 7ft tall snowman who serves as the Town Marshall. He entertains kids of all ages, and he is the protector and defender of the "Spirit" of Christmas!

There are dozens and dozens of unique, Texas-sized, 3D holiday characters that can be seen throughout Santa's Wonderland. Reindeer, Elves, Snowmen, Gingerbread Men, Polar Bears, and GIANT Nutcrackers are all designed and created specifically for Santa's Wonderland. You can't find them anywhere else!

# Fun Facts

Santa's Wonderland features the REAL Santa Claus! He is a Texas Santa with a western cowboy hat, black boots, and a Texas-sized belt buckle. Guests of all ages can visit with Santa up at Santa's Station every night of the season!

Santa's Wonderland has a Texas-sized food selection! From nostalgic Texas foods such as BBQ, Burgers, Pizza, and Tex-mex to German, Cajun, and more! There's so many delicious delights prepared with fresh ingredients and cooked on-site daily.

Santa's Wonderland has a massive selection of sweet treats at Maw's Country Bakery. Here you'll find an assortment of cookies, pie, cupcakes, cakes, and treats to satisfy any cravings!

Santa's Wonderland Guests can be photographed inside of a Giant Snow Globe, in front of a Texas-sized Texas Flag, sitting with Santa, tubing down Frostbite's Mountain, or sitting on top of a Texas Longhorn!

Santa's Wonderland is home to St. Nick's Draw. Here you can find a unique assortment of local craft brews, cider, and wines on tap! If you want to take some home with you, don't forget to grab a bottle of wine from the Trading Post before you leave!

Get your family ready to make some fun Christmas memories roasting hot dogs and s'mores! Guests can gather up their family around the fire, cookin' up their own dinner or dessert!

Multiple cozy campfires burn over 2 cords of wood each and every night!

Santa's Wonderland partners with 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 G.I., The Fun For All Playground, and more for our Cocoa for a Cause Fundraisers to support these wonderful causes! In addition to these Cocoa for a Cause Partners, Santa's Wonderland also supports numerous other local charities.

Santa's Wonderland employs over 1,200 part-time, seasonal employees each holiday season! All Santa's Helpers at Santa's Wonderland wear Texas cowboy hats, jeans, western button-down shirts, and boots for their dress.

Every night, some of the most talented singers and musicians in the Lone Star State perform across the park! There's even a Santa's Wonderland Texas Christmas Country music album available for purchase at the park so that guests can take home these unique Texas Christmas tunes!

# 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!
- 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 20 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, during his performances!
- & 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

