



# Christmas in College Station

HOLIDAY SEASON 2022/NOVEMBER 11TH - DECEMBER 31ST



# Goals



## VISITORS

Bring more visitors to College Station during November-December.

## HOTEL STAYS

Increase overnight stays in College Station hotels.

## RETAIL PATRONAGE

Impact the overall College Station economy.





# Santa Certified Hotels



- IN PARTNERSHIP WITH SANTA'S WONDERLAND - STAY WHERE SANTA STAYS!
- 18 COLLEGE STATION HOTEL PROPERTIES OFFERING DISCOUNTED RATES AND SPECIAL GIFTS FOR GUESTS
- LOCALS AND VISITORS ARE ENCOURAGED TO TAKE ADVANTAGE OF THESE SPECIALS







### Santa Certified Hotels!

LEARN MORE

Save big on a College Station hotel stay when you come to visit Santa's Wonderland!  
Get the most out of your Texas Christmas Experience!

### WELCOME TO WONDERLAND.



<https://www.facebook.com/visitcstx>

There's no place like Christmas in College Station for the holidays. The largest outdoor Christmas attraction in the southern U.S. opens its big barn doors on November 11. Experience Santa's Wonderland and so much more at Christmas in College Station!

CTA: **Learn More**

URL: **VISIT.CSTX.GOV/CHRISTMAS**

# Partnership Examples



# Holiday

## DEALS PASS



- FREE PROGRAM FOR LOCALS AND VISITORS TO TAKE ADVANTAGE OF DEALS AND SPECIALS FROM COLLEGE STATION BUSINESSES
- COLLEGE STATION BUSINESSES CAN PARTICIPATE BY ADDING A DEAL OR SPECIAL ON HOLIDAY DEALS PASS AT [BIT.LY/3sbEKL4](https://bit.ly/3sbEKL4).





# Kick off to Christmas

IN COLLEGE STATION



- NOV. 12, 11 A.M. - 3 P.M.
- AGGIELAND OUTFITTERS  
(303 UNIVERSITY DR. E.)
- FREE ADMISSION
- ATTENDEES WILL ENJOY SHOPPING  
FROM 20+ VENDORS, LIVE MUSIC, AGGIE-  
THEMED MERCHANDISE, HOLIDAY DEALS,  
REFRESHMENTS, AND MORE!





# Christmas

## IN THE PARK



- EVENT WEEKEND • DEC. 2 & 3, 6-10 P.M.
  - STEPHEN C. BEACHY CENTRAL PARK
- FREE ADMISSION
- JINGLE BELL FUN RUN • DEC. 2, 6 P.M.
- OLD-FASHIONED HAYRIDES, COOKIES AND CHOCOLATE MILK, LIVE ENTERTAINMENT, SNOW SLIDES, PHOTOS WITH SANTA, ADOPT A HOLIDAY PARKS PAL, ARTS AND CRAFTS, AND MORE!
- SHUTTLES RUN FROM 4 P.M. - MIDNIGHT FROM THE POST OAK MALL PARKING LOT. HANDICAP PARKING IS AVAILABLE AT THE BEACHY CENTRAL PARK SOFTBALL COMPLEX





# Howdy Holly Days

AT NORTHGATE



- DEC. 10, 4-8 P.M. @ NORTHGATE DISTRICT
- SHOP FROM 50+ VENDORS, LISTEN TO LIVE MUSIC, ENJOY PHOTO OPPORTUNITIES, FOOD TRUCKS, AND MORE!
- FREE ADMISSION AND PARKING
- "SIP AND SHOP" ASPECT FOR AGES 21 AND UP TO ENJOY FESTIVE DRINK OR FOOD ITEMS FROM NORTHGATE ESTABLISHMENTS





# Holiday Artisan Market

AT CENTURY SQUARE



- DEC. 18, 11 A.M. - 3 P.M. @ THE GREEN AT CENTURY SQUARE
- FREE ADMISSION AND PARKING
- SHOP FROM 30+ VENDORS, LISTEN TO LIVE MUSIC, AND MORE!
- A VARIETY OF THE BUSINESSES AT CENTURY SQUARE WILL BE OFFERING SPECIALS AND DISCOUNTS DURING THE EVENT





# Become a Vendor



- VISIT COLLEGE STATION IS HOSTING 2 VENDOR MARKETS
  - HOWDY HOLLY-DAYS AT NORTHGATE ON 12/10 FROM 4-8 P.M.
  - HOLIDAY ARTISAN MARKET AT CENTURY SQUARE ON 12/18 FROM 11 A.M. - 3 P.M.
- ARTISANS CAN SIGN UP AT [BIT.LY/3f50Xrq](https://bit.ly/3f50Xrq)
- \$25 NON-REFUNDABLE REGISTRATION FEE PER EVENT
- SPACE IS LIMITED, DON'T DELAY





# Highlighting Christmas in College Station Events:



- SANTA'S WONDERLAND: NOV. 11-DEC. 30
- KICK-OFF TO CHRISTMAS IN CS: NOV. 12
- NATALIE GRANT CONCERT: NOV. 12
- THE SWINGLES HOLIDAY: DEC. 1
- NUTCRACKER BALLET: DEC 2 & 3
- CHRISTMAS IN THE PARK: DEC. 2 & 3
- JINGLE BELL FUN RUN: DEC. 2
- BCS CHRISTMAS PARADE: DEC. 4
- JINGLE ON THE GREEN AT CENTURY SQUARE: DEC. 4
- MY FAIR LADY: DEC. 6 & 7
- HOWDY HOLLY-DAYS AT NORTHGATE: DEC. 10
- BREAKFAST WITH SANTA: DEC. 10
- TEXAS A&M HOTEL HOLLY JOLLY HOLIDAY MARKET: DEC. 10
- THE HOLIDAY POPS CONCERT: DEC. 11
- BCS MARATHON: DEC. 11
- HOLIDAY ARTISAN MARKET: DEC. 18
- AND MORE!



# Share Your Holiday Event




- ARE YOU HOSTING A FESTIVE EVENT IN COLLEGE STATION THAT IS OPEN TO THE PUBLIC?
- ADD IT TO OUR HOLIDAY CALENDAR AT [VISIT.CSTX.GOV/EVENTS/SUBMIT-EVENT/](https://visit.cstx.gov/events/submit-event/)

**HOLIDAY CALENDAR:**

VIEW: Grid List Map SORT: Date Name


1 - 12 of 30




**SAVE THE DATE  
HOLIDAY MARKET  
LAUNCH PARTY**

Hosted by TP Lodge  
November 9th from 5:30-8pm  
Shopping, Food, Drinks & Giveaways


**HOLIDAY MARKET & LAUNCH PARTY!**  
November 9, 2022  
TP Lodge & Spa  
[View Details](#)




**SANTA'S WONDERLAND**  
November 11, 2022 - December 30, 2022  
Santa's Wonderland  
[View Details](#)




**NATALIE GRANT**  
November 12, 2022  
Skybreak Church  
[View Details](#)



**KICK-OFF TO CHRISTMAS IN COLLEGE STATION**  
November 12, 2022  
Aggietland Outfitters



**SANTA ARRIVAL**  
November 18, 2022  
Post Oak Mall



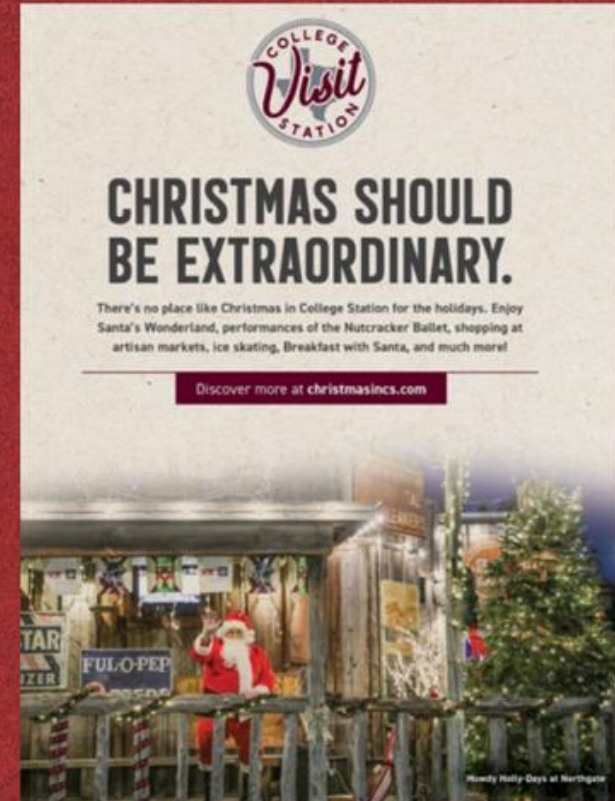
**JINGLE BELL MARKET**  
November 20, 2022  
Pebble Creek Country Club



# Marketing Efforts:

## OBJECTIVES

- PUSH CHRISTMAS IN COLLEGE STATION, WHICH REVOLVES AROUND SANTA'S WONDERLAND - THE LARGEST OUTDOOR CHRISTMAS ATTRACTION IN THE SOUTH AND THE LARGEST IN THE STATE
- PROMOTE OTHER HOLIDAY-THEMED EVENTS AND SPECIALS FROM LOCAL BUSINESSES / HOTELS, AS WELL AS ENCOURAGING CHRISTMAS SHOPPING AND FESTIVE MERRIMENT DURING THE HOLIDAY SEASON





# Creative Samples:



Visit College Station  
Sponsored

There's no place like Christmas in College Station for the holidays. Enjoy Santa's Wonderland, performances of the Nutcracker Ballet, shopping at artisan markets, ice skating, Breakfast with Santa, and much more!

**CHRISTMAS SHOULD BE EXTRAORDINARY.**

Howdy Holly-Days at Northgate

visit.cstx.gov/christmas  
Plan Your Stay

Learn more

Visit College Station

**CHRISTMAS SHOULD BE EXTRAORDINARY.**

Nutcracker Ballet at Rudder Theatre

**Plan Your Stay**

Visit College Station

**CHRISTMAS SHOULD BE EXTRAORDINARY.**

Howdy Holly-Days at Northgate

**Plan Your Stay**

Visit College Station

**WELCOME TO WONDERLAND.**

Buy Tickets

Visit College Station

**WELCOME TO WONDERLAND.**

**Plan Your Stay**

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**WELCOME TO WONDERLAND.**

visit.cstx.gov/christmas  
Plan Your Stay

Learn more

**MEDIA TACTICS: DIGITAL DISPLAY, PAID SOCIAL, SEARCH**