



FOR IMMEDIATE RELEASE

Over Ten Million Lights Will Shine Bright at the World's Most Beautiful Theme Park During Busch Gardens® Christmas Town™

One of the largest light displays in North America returns with an all-new holiday show, seasonal eats and fun for the whole family. Plus, for the first time, the all-new The Big Bad Wolf: The Wolf's Revenge will open for Christmas Town.

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WILLIAMSBURG, Va. (Oct. 28, 2025) – The holidays shine brightest as [Busch Gardens®](#) Christmas Town™ returns on select dates from November 14 through January 4, 2026. The world's most beautiful theme park will once again be transformed with over ten million twinkling lights; one of the largest light displays in North America. Guests can enjoy heartwarming holiday shows, rides on over 25 rides and coasters, including the all-new The Big Bad Wolf: The Wolf's Revenge; making its Christmas Town debut.

Family-friendly classics such as Santa's Workshop, the Christmas Town Express and 'Twas that Night ice skating show cover the park in holiday cheer. Plus, visitors can indulge in seasonal sweet treats like flavored hot chocolates and deep-dish cookies, exclusive to Christmas Town. Holiday shopping and special photo opportunities complete the festive holiday tradition for friends and families.

New for 2025, visitors can step back in time during Christmas Town LIVE! A Holiday Special, an all-new show debuting in Das Festhaus. This heartwarming performance transports guests to the 1960s during a holiday TV special featuring classic carols and festive medleys, offering a one-of-a-kind trip down memory lane.

The whole family can enjoy fan-favorite shows celebrating the reason for the season. Returning entertainment includes:

Gloria! A joyous re-telling of the story of the first Christmas, Gloria! blends contemporary and traditional music, costuming and scenery to highlight and celebrate the true meaning of Christmas.

Wisemen: Wisemen features three talented musicians sharing their favorite holiday traditions, memories and ballads during this inspiring show in the open-air Il Teatro di San Marco Theatre.

'Twas That Night: The Royal Palace Theatre is transformed into a spectacular ice-skating show that reimagines the classic story of The Night Before Christmas.

Scrooge No More: Join Scrooge live on stage in this musical at the Globe Theatre as he is swept away by the ghosts of Christmas past, present and future, who teach him the importance of family and friends being together at Christmas.

Families can be immersed in the magic of the season with a fan-favorite dining experience, Santa's Fireside Feast. Visitors can enjoy a hearty meal and a special Christmas story from the big elf himself during this festive encounter. Santa's Fireside Feast is offered on select dates in the Killarney area of the park. Guests can reserve their spot at BuschGardens.com.

Best Way to Experience Christmas Town: Busch Gardens Membership

The Busch Gardens Membership program is designed to give guests flexibility and Basic, Unlimited, Premier and Platinum, each one allowing guests to choose the benefits that best fit their lifestyle. Memberships start at \$14.00 per month with no down payment and 0% APR.

From unlimited visits and seasonal event access to exclusive freebies and savings, Members can expect:

- **FREE** guest tickets to share the fun with friends and family
- **FREE** parking and discounts on food, beverage, and merchandise.
- **FREE** Busch Bucks to spend in park
- Discounts on one-of-a-kind animal encounters, VIP Tours, and Youth Summer Camps
- Member-exclusive merchandise, festival-exclusive culinary offers, and more

For more information on Christmas Town and Membership, visit BuschGardens.com/Williamsburg and follow Busch Gardens on social media at [@BuschGardensVA](https://www.instagram.com/BuschGardensVA).

About Busch Gardens Williamsburg

Recognized by the National Amusement Park Historical Association as the Most Beautiful Park for 35 consecutive years, Busch Gardens® Williamsburg is a European-themed adventure park combining 17th-century charm with 21st-century thrills, featuring more than 50 rides and attractions, world-class coasters, and year-round events. Busch Gardens is a part of United Parks & Resorts Inc. (NYSE: PRKS). Learn more at UnitedParks.com.

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