



MEDIA ADVISORY

January 15, 2026

Big Easy, Big Thrills: Mardi Gras at Busch Gardens Williamsburg Returns with All-New Cajun Flavors and Live Entertainment

WHAT: Let the good times roll with the return of Mardi Gras at Busch Gardens Williamsburg! From January 30 through March 8, guests can experience all-new Big Easy entertainment, over 40 Cajun flavors and thrilling coasters every Friday through Sunday, plus Presidents' Day.

This year, the festivities shine brighter than ever before with two all-new shows, including *Encore on Bourbon Street*, bringing Motown soul and Mardi Gras energy together in a lively, feel-good show at the San Marco Theater. With four dynamic vocalists and all live music, it's a feel-good celebration that leaves the crowd wanting an encore. The new entertainment continues in Ireland with *The Big Easy Bash*, a nonstop party and parade celebrating Mardi Gras the Busch Gardens way. The two all-new shows are paired with returning favorite *Carnaval Imaginique*, an unforgettable acrobat and dance show.

Visitors can savor the flavors of the bayou with over 40 mouthwatering menu items, including new additions like the Shrimp Salad Po'Boy and Gator Bites, alongside returning favorites like handcrafted cocktails and iconic warm beignets. It's a culinary journey that pairs perfectly with world-class roller coasters, thrilling rides, and fun for the whole family.

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 \$13.75 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
- Be among the first to ride Verbolten: Forbidden Turn when it opens this spring
- Discounts on one-of-a-kind animal encounters, VIP Tours, and Youth Summer Camps
- Member-exclusive merchandise, festival-exclusive culinary offers, and more

WHEN: Mardi Gras returns on Fridays through Sundays, plus Presidents' Day from January 30 – March 8.

WHERE: Busch Gardens Williamsburg, Virginia

ASSETS: [Download Assets Here](#)

ABOUT: Busch Gardens® Williamsburg is an action-packed European-themed adventure park with 17th-century charm and 21st-century technology, boasting more than 100 acres of family fun. Home to top-rated roller coasters, more than 50 rides and attractions, award-winning entertainment, and signature events throughout the year. Busch Gardens is part of the United Parks & Resorts Inc. (NYSE:PRKS) portfolio of theme park brands. For more information, visit us at UnitedParks.com.

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