Great Wolf Lodge Transforms into a Winter Wonderland for Annual Snowland Celebration
New gingerbread cabana and holiday swimwear collection bring festive cheer to select resorts

CHICAGO (November 23, 2026) – Holiday cheer is in the air as Great Wolf Lodge kicks off its annual ***Snowland*** celebration, running from Nov. 23 through Jan. 5. From the moment guests arrive, they'll be surrounded by the sights, sounds and scents of the season — including towering holiday trees, twinkling lights and the cozy crackle of the lodge's iconic fireplace. Families can make holiday memories with the return of beloved traditions like seasonal crafts, holiday games, visits from Santa and daily snow flurries in the Grand Lobby, making this the merriest getaway of the year:

- **"'Twas the Night Before Snowland":** A playful yoga session to start the day with stretches and smiles while celebrating the holiday season.
- **Nightly Snowfall Celebration:** A guest favorite! Families can dance as snow drifts through the lobby.
- **Frosty Fest Family Dance Party:** Guests will have a holly jolly time boogying down at this holiday dance party.
- **Snowland Selfie Station:** Capture the magic of the season with themed backdrops and plenty of holiday cheer. It's the perfect place to snap a family photo worthy of your holiday card.
- **Seasonal Games:** Make merry with a round of Bingo, learn the reasons for the season with holiday trivia, or create the ultimate wonderland experience with the Great Wolf Lodge Snowland Scavenger Hunt.
- **Visits with Santa:** On select nights from Nov. 25 until Dec. 23, there will be surprise visits from Santa himself.
- **Seasonal Crafts:** Gather the family and get creative with DIY jingle bell crafts, snowflake ornaments, Snowland bracelets, and keychains featuring a limited-edition seasonal bead.

New for Snowland this year, Great Wolf Lodge is trading sweaters for swimwear with its first-ever **Howl-iday Swimwear Collection**, a waterproof take on the beloved ugly Christmas sweater designed to keep the holiday spirit afloat. Made for guests who want a little extra cheer while they take on the 84-degree water park, the collection is ready for the wave pool, the lazy river, or waterslide action. It includes three swim styles in adult and kids' sizes, each with its own unique twist, priced from $24.99 to $44.99.

- **Santa Paws:** Guests can get in the holiday spirit with men's and women's swimsuits that look like the classic holiday sweater, complete with a wolf in a Santa hat right up front.
- **Jingle Bell Splash:** Guests can make a grand entrance in a one-piece or rash guard decked out with reindeers, Christmas trees, and more, for a sleek look that's sure to get the whole lazy river humming.
- **Howliday Elf:** Families are invited to jump in on the festive spirit with this bold red and green suit complete with jingle bells and a candy cane. Women and girls get a festive one-piece while

men and boys rock a bold red-and-green rash guard that's ready to steal the spotlight at the wave pool.

The Howl-iday Swimwear Collection is available at Great Wolf Lodge resorts in Mashantucket, Conn.; the Pocono Mountains, Pa.; Perryville, Md.; Grapevine, Texas; Fitchburg, Mass.; Grand Mound, Wash.; Garden Grove, Calif.; Manteca, Calif.; Williamsburg, Va.; LaGrange, Ga.; Mason, Ohio; Concord, N.C.; Colorado Springs, Colo.; Naples, Fla.; Webster, Texas; and Scottsdale, Ariz.

For even more holiday cheer, Great Wolf Lodge is extending the magic of Snowland into its indoor water park with the debut of a first-of-its-kind, **Gingerbread Cabanas**. Available at Great Wolf Lodge resorts in Mashantucket, Conn., Pocono Mountains, PA., Perryville, Md., each cabana provides a cozy, candy-coated retreat filled with gingerbread, gumdrops, candy canes and twinkling lights to immerse guests in the holiday spirit. Along with the festive décor, the cabana features a "virtual window" that overlooks a snowy North Pole scene, where gingerbread friends and several other fun surprises are waiting to be discovered. Tapping all the senses, the cabana also utilizes a diffuser to fill the space with the warm, inviting scent of gingerbread. The Gingerbread Cabana provides families with the sweetest place to make this holiday season unforgettable.

Families can also step inside the **Snow Globe experience at Snowland**, an exclusive, one-of-a-kind holiday adventure. Guests spend an hour in a large, immersive globe transformed into a cozy, snow-kissed wonderland, capped by a sparkling 30-minute light show where hundreds of twinkling lights dance in sync to classic holiday tunes. The experience is available at Great Wolf Lodge locations in the Pocono Mountains, Pa.; Perryville, Md.; Grapevine, Texas; Naples, Fla.; LaGrange, Ga.; Scottsdale, Ariz.; and Colorado Springs, Colo. Rates start at $99 and can be booked now through the reservation platform Tock. Open to both overnight guests and local visitors, it's an invitation for everyone to join the festive fun.

For those craving something festive to eat or drink, Great Wolf Lodge is introducing a lineup of limited-time holiday bites and sips designed to satisfy every merry craving.

- **Peppermint White Chocolate Shake**: Creamy vanilla ice cream blended with peppermint and white chocolate, topped with clouds of whipped cream and festive candy sprinkles.
- **Candy Cane Cookie Cup**: A festive layered treat packed with holiday flavor in every bite.
- **Cookies & Cream Funnel Cake Fries**: Crispy funnel cake fries dusted in powdered sugar and crushed Oreo cookies, topped with whipped cream and served with vanilla cream dipping sauce.
- **Wolf Brownie Ice Cream Tower**: Two giant warm chocolate brownies stacked high with scoops of vanilla ice cream, layered with hot fudge and caramel sauce, and piled with whipped cream.
- **Tito's Sleigh Ride**: Dash into the season with Tito's Vodka™, golden pineapple, bright orange juice, and a swirl of strawberry purée, topped with sparkling soda for a frosty, magical finish.
- **Malibu Mistletoe Punch**: Malibu Rum™, blue curaçao, pineapple, and citrus sour come together for a sip that feels like holidays under the palm trees.
- **Jingle Juice**: STARRY® soda, tart lemonade, sweet strawberry purée, and juicy pineapple make this merry mocktail perfect for little elves (and grown-ups too).

Snowland is one of four seasonal celebrations hosted at Great Wolf Lodge annually – others include Spring Breakout, Summer Camp-In and Howl-O-Ween. Year after year, North America's largest family of indoor water park resorts looks for ways to enhance its programming and encourage guests to

experience the changing seasons with their families at Great Wolf Lodge. For more information about Great Wolf Lodge or this year's *Snowland* celebration, visit www.greatwolf.com.

###

About Great Wolf Resorts, Inc.

Great Wolf Resorts, Inc. owns and operates North America's largest family of indoor water park resorts. Great Wolf Lodge offers a fully integrated resort experience designed specifically for families, with an expansive indoor water park, family-friendly attractions, fun-filled entertainment, delectable eateries and more, all under one roof. The company has locations in: Wisconsin Dells, Wis.; Sandusky, Ohio; Traverse City, Mich.; Kansas City, Kan.; Williamsburg, Va.; Pocono Mountains, Pa.; Niagara Falls, Ontario, Canada; Mason, Ohio; Grapevine, Texas; Grand Mound, Wash., Fitchburg, Mass., Charlotte, N.C.; Garden Grove, Calif., Colorado Springs, Colo., Bloomington, Minn., LaGrange, Ga., Gurnee, Ill.; Scottsdale, Ariz.; Manteca, Calif. and Perryville, Md. The company celebrated the grand opening of new resorts in Webster, Texas in August 2024, Naples, Fla. in Sept. 2024, and Mashantucket, Conn. in May 2025.