



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Elizabeth Schrack
Director of Communications
Grapevine Convention & Visitors Bureau
Office: 817.410.3195 Cell: 702.528.5687
ESchrack@GrapevineTexasUSA.com

GRAPEVINE NAMED BEST CHRISTMAS TOWN IN NEWSWEEK'S READERS' CHOICE AWARDS FOR THE SECOND YEAR IN A ROW!

GRAPEVINE, TEXAS (December 2, 2025) – Grapevine, the official Christmas Capital of Texas, has been named the Best Christmas Town in the “Happy Holidays” category of the Newsweek Readers’ Choice Awards 2026.

“This is such an honor to be named Newsweek’s Best Christmas Town once again,” said Mayor William D. Tate. “The whole community comes together to create the most magical Christmas season with more than 1,400 events over 40 days. We love being part of visitor’s memories and cherished traditions from Historic Main Street to the North Pole Express®, Gaylord Texan Resort’s ICE! to Great Wolf Lodge’s Snowland and everything in between!”

The Newsweek Readers’ Choice Awards honors outstanding businesses and organizations that deliver memorable, high-quality experiences to their guests and customers. The 2026 program spotlights excellence in categories such as travel, dining, hospitality and cultural experiences - including Best Christmas Town 2026.

“Each year, the Readers’ Choice Awards celebrate the best of the best, as chosen by the people who matter most - our readers,” said Newsweek Global Editor-in-Chief Jennifer H. Cunningham. “We’re proud to recognize those organizations that continue to raise the bar for quality, innovation, and customer experience.”

Grapevine was also named Best Christmas Town the last time the accolade was voted on, in 2024.

About Grapevine, Texas

Grapevine, Texas, is a charming destination located on the shores of Lake Grapevine, and home to Dallas Fort Worth International Airport. It offers a blend of history and modern amenities. Known for its vibrant hospitality, Grapevine is home to a range of world-class hotels, from luxe resorts including Gaylord Texan, to the boutique Hotel Vin and family-friendly Great Wolf Lodge, visitors will find accommodations that suit their needs and preferences. Grapevine is home to the Urban Wine Trail, Historic Main Street, Historic Nash Farm, Grapevine Vintage Railroad and hosts many annual festivals and events including GrapeFest® - A Texas Wine Experience, Main Street Fest – A Timeless Texas Tradition and the Christmas Capital of Texas®, featuring more than 1,400 Christmas events over 40 days.



About Newsweek

Newsweek is the global digital news organization built around the iconic 93-year-old American magazine. Newsweek reaches 100 million people monthly with its thought-provoking news, opinion, images, graphics, and video delivered across a dozen print and digital platforms. Headquartered in New York City, Newsweek also publishes international editions in EMEA and Asia. For more information, visit www.newsweek.com.

###