



LANCASTER CITY FOR THE HOLIDAYS

MADE WITH ♥ IN LANCASTER CITY

2026 Holiday Artwork by Mitch Miller

VISIT LANCASTER CITY





LANCASTER CITY
FOR THE
HOLIDAYS

Winter Site Landing Page

Launching on the Visit
Lancaster City website on
Friday, November 13



LANCASTER CITY FOR THE HOLIDAYS

The site will include:

Winter imagery & video
Guide to the Holidays
Informative Blog Posts

Blog Posts: (Examples)

"Why Lancaster City is the Perfect Winter Getaway"

"3-Day Winter Itinerary in Lancaster City, PA"

"Winter Food & Drink: Where to Warm Up in Lancaster City, PA"

"A Local's Guide to Holiday Shopping in Lancaster City, PA"

"10 Things To Do When It's too Cold To Be Outside"



LANCASTER CITY
FOR THE
HOLIDAYS

Fig Retail Guide

Launching Friday, October 23

VISIT LANCASTER CITY

LANCASTER CITY
ALLIANCE



DISCOVER
Lancaster

SAXTON
& STUMP
LAWYERS AND CONSULTANTS

WILLOW
VALLEY
COMMUNITIES



LANCASTER CITY FOR THE HOLIDAYS

Fig Retail Guide

This year's campaign is in partnership with: City of Lancaster, Lancaster City Alliance, Discover Lancaster, Saxton & Stump, and Willow Valley Communities.

The campaign highlights all 90+ locally owned retail stores in the city in a pocket-sized guide—plus a few fun, hands-on experiences that make unforgettable holiday gifts.

The Fig team will be distributing booklets and ground decals.

Kickoff Breakfast: Friday, October 23
8am at Filling's



LANCASTER CITY
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Fig Pop Fridays

Deadline for swag bag
donations: Friday, October 23





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Fig Pop Fridays

A member of the Fig team drops a clue on their social media channels with their secret city location.

The first follower to find them gets a swag bag of local goodies!

Fig is accepting donations of products for the swag bags. Please bring donations to the October 23 Retail Guide Kickoff Breakfast, or email Carly to coordinate.

Carlym@figindustries.com





LANCASTER CITY
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Retail Window Decorating Contest

Voting open 11/27–12/14
LancasterOnline.com



LANCASTER CITY
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5 Categories

Best of Show
Best at Night
Best Use of Store Merchandise
Best Use of Lights (new!)
Most Creative/Innovative

Starting Monday, Nov 24
email a photo of your display to
digitalads@lnpnews.com

Winners announced
on LancasterOnline on
Thursday, December 17, 2026



LANCASTER CITY
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Mayor's Tree Lighting

November 27, 2026
5:00–8:00 p.m.



LANCASTER CITY FOR THE HOLIDAYS

What to expect:

Live DJ and performances
Food Trucks
Holiday Characters for Kids
Extended Central Market Hours
Parranda to Bert & The Elephant

How you can participate:

- Sign up to be a vendor & sell products at the event
- Extended business hours



LANCASTER CITY
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Small Business Saturday

November 28, 2026
All Day



LANCASTER CITY FOR THE HOLIDAYS

New This Year:

Partnering with LancoHunts to host a
Small Business Saturday Scavenger
Hunt

Participants will travel to different
stores, solve clues, and be entered to
win prizes!



LANCASTER CITY
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Cyber Monday

November 30, 2026
All Day



LANCASTER CITY
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Fig Holiday Advent Calendar

December 1-24, 2026





LANCASTER CITY FOR THE HOLIDAYS

Fig Advent Calendar

From Dec 1-24, Fig is launching a daily, digital Advent Calendar featuring daily exclusive promos & discounts from local shops!

Each day, an exclusive discount for a local retail shop will be available for Advent Calendar users. To unlock a discount, users must solve a fun, local-themed clue.



LANCASTER CITY
FOR THE
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Light Up Southeast

December 3, 2026
5:00–8:00 p.m.





LANCASTER CITY
FOR THE
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December First Friday First Friday Arts Market

December 4, 2026

5:00–8:00 p.m.

LANCASTER CITY
FOR THE
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December First Friday

Ewell Plaza Arts Market
Santa Claus
Live Reindeer
Classic Holiday Movies
Trolley with Carolers



LANCASTER CITY
FOR THE
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Santa in the City

December 4, 5, 12, 19, 2026
Times Vary



LANCASTER CITY
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Santa in the City

Dec 4 • 5-8pm • Ewell Plaza

Dec 5 • 11am-3pm • Ewell Plaza

Dec 12 • 8-10am • Marriott Lobby

Dec 12 • 11am-3pm • Ewell Plaza

Dec 19 • 11am-3pm • Ewell Plaza



LANCASTER CITY
FOR THE
HOLIDAYS

Menorah Lightings

December 4–11, 2026
Times Vary



LANCASTER CITY
FOR THE
HOLIDAYS

Lancaster Shops Late

December 11, 2026
5:00–8:00 p.m.



LANCASTER CITY FOR THE HOLIDAYS

Lancaster Shops Late

We are working on ideas to make this event more engaging for shoppers including:

Live Music
Roaming Santa
Food Trucks

We are looking for participating businesses to offer time-specific offers that are only available during 5-8pm to encourage shopping late.



LANCASTER CITY
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12 Days of Free Parking

December 17–28, 2026

*Courtesy of the Lancaster
Parking Authority*



RING IN THE NEW YEAR IN LANG CITY!



CITY OF
LANCASTER

LANCASTER
STORMERS

December 31, 2026
8:00 p.m.–Midnight
Penn Medicine Park



LANCASTER CITY
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Sign Up to Participate!



Due October 31, 2026

VISIT LANCASTER CITY

LANCASTER CITY
ALLIANCE

