

GO GREAT LAKES BAY GUIDE

Find Moments of Pure Greatness this Winter
when you Go Great Lakes Bay in Michigan

FLIP to explore
in fall



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FIND MOMENTS OF

IN THE CHILL

PURE GREATNESS

IN THE WARMTH

When you Go Great Lakes Bay in Michigan, we promise you'll be in a place to slow down, linger longer, and find moments of pure greatness woven throughout six charming small towns.

Come here to lose yourself in nature, and find yourself at peace. Soak up the stillness of winter on tranquil, snowy trails, or glide with ease along an outdoor ice rink. Set up your shanty on the ice and enjoy a quiet afternoon of solitude.

Here, relaxing & refreshing isn't just reserved for the great outdoors. You'll find it everywhere, in a million little moments. In the rhythmic clip-clop of horses' hooves pulling carriages along freshly powdered streets. In leisurely strolls through town, popping into shops curated with the craft of local artisans. In the aroma of locally roasted beans wafting out of warm, inviting coffee shops, or the first sip of locally produced suds & spirits.

There are moments of pure greatness all around — if we linger long enough to soak them in. Find yours this winter when you Go Great Lakes Bay in Michigan.

GO GREAT LAKES BAY IN MICHIGAN

Bay City - Birch Run - Chesaning - Frankenmuth - Midland - Saginaw

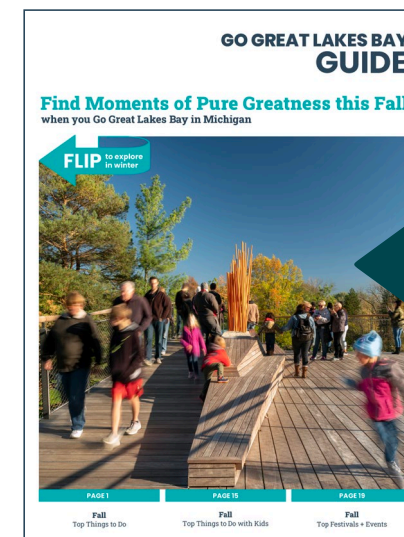
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Dow Gardens – Midland, MI



Top Winter Things to Do

Bundled up in bright-white snow, snuggled 'round for hot cocoa, or off to festivals & seasonal celebrations? Indulge in each as you discover these winter wonderlands when you Go Great Lakes Bay in Michigan!

Whether you're a nature lover and snowy trails make you smile, or you're a connoisseur of cozy and only indoor warmth will do, read on to find your scene among these top wintertime outings!

Outdoors + Nature



Set up your shanty on **Lake Huron's Saginaw Bay** to enjoy some of the best ice fishing for walleye in all of Michigan!

Discover 110 acres of winter wonders at **Dow Gardens** — and explore the nation's longest canopy walk for a bird's-eye view of snowy forest & ponds!

Glide on fresh ice, twirl laps under the twinkling lights, and take in the cozy winter vibes of Little Bavaria at the **Frankenmuth Ice Rink**.

With 19 miles of beautifully groomed trails, glide into adventure on your choice of snowshoes or skis at **Chippewa Nature Center**, then warm up & watch for wildlife at indoor observation areas.

Experience **Bay City State Park** like never before — its shoreline covered in snow, and trails groomed for cross-country skiing, snowshoeing, and fat tire biking.

Slip into skates at the outdoor ice rink of **Midland City Forest** and hit the trails on snowshoes or a fat bike before warming up by the bonfire.

Discover snowboarding hills & sledding thrills at **Hoyt Park**! Get a winter workout on cross-country skis, or enjoy the ice rink — and hot cocoa in the warming house!

Explore sprawling, snowy countryside on the **Great Lakes Bay Regional Trail**, a gorgeous setting for cross-country skiing, snowshoeing, or fat tire biking.

Bundle up, bring your binoculars, and discover the **Saginaw Bay Birding Trail** along 142 miles of wintry shoreline!



Ice Fishing – Bay City, MI



Fantasy Carriage Company
Frankenmuth, MI

Tours + Experiences

Snuggle up under a blanket for a horse-drawn tour with **Fantasy Carriage Company** or **Frankenmuth Carriage Company**, and see snowy scenery all through Little Bavaria.

Get to know your way around Frankenmuth — and find shops & eateries to visit later — while warming up on the **Golden Ticket Trolley**.

Explore an oasis of mid-century modern architecture, the **Alden B. Dow Home and Studio**, when you schedule a tour this winter.

With snowy scenery all around, cruise along a self-guided tour of 400+ structures with the **Mid-Century Modern Midland** mobile app.

Join **Flavors of Frankenmuth Food Tours** to dig into Little Bavaria's culinary scene alongside local food experts.

From wine & ale trails to museum tours — even a public art passport — discover our curated, **self-guided tours** this winter!

Zehnder's Snowfest
Frankenmuth, MI



History + Museums



Discover the only museum of its kind in the country, the **Michigan Heroes Museum**, featuring displays of Michigan veterans.

Visit a French chateau-style castle in the middle of the city, the **Castle Museum of Saginaw County History**, and discover three floors of fascinating displays.

Reserve your personally guided tour of the **Autism History Museum** and explore a space that celebrates neurodiversity.

Eat + Drink



Wrap your hands around a nice, warm mug of winter respite! Breathe in the aroma of locally roasted beans from **Creation**

Coffee or **Live Oak Coffeehouse** — or find another inviting neighborhood shop.

Whether you cuddle by candlelight at **Prost! Wine Bar & Charcuterie**, cozy in at **Real Seafood Company** to savor fresh fish & premium seafood, or pair wines fermented in-house with decadent



Alden B. Dow Home and Studio
Midland, MI

dishes at **Artisan Urban Bistro**, discover magical evenings at restaurants that are ready for winter date nights!

Winter Festivals

Witness a winter spectacle as professional snow sculptors & ice carvers from around the world create cool art during **Zehnder's Snowfest** — or explore a winter wonderland during the **Bay City State Park Winter Festival**.



Prost! Wine Bar & Charcuterie — Frankenmuth, MI



Ferne Boutique – Bay City, MI



Serendipity Road – Midland, MI



Americana Company Antiques – Bay City, MI



Bavarian Inn Castle Shops – Frankenmuth, MI

Shopping



With 50,000+ trims, gifts, and ornaments to shop, find joy & magic at the world's largest Christmas store, **Bronner's CHRISTmas Wonderland!**

If winter is simply your reason for a new wardrobe or seasonal decor, then **Birch Run Premium Outlets** is your wonderland! Enjoy savings of up to 65% off at 100+ stores.

Brighten up winter with 40+ stores at **Frankenmuth River Place Shops** and warm up while sampling Michigan-made wines & spirits to fudge & toffee.

Explore "Michigan's Largest Village of Unique Shops," dusted with snow & perfectly cozy in the winter, at **Pride and Country Village**.

Step inside a cobblestone-lined castle, the **Bavarian Inn Castle Shops**, and uncover treasures across seven uniquely themed gift shops.

Sample from an assortment of eateries while shopping yarn & beads to apothecary products inside the **SVRC Marketplace**.

Discover one-of-a-kind gifts & goods by Michigan artisans at **Serendipity Road**, **Creative Lane**, or **Amazin' Mitten**.

Browse interesting treasures & trend-forward

fashions at **My Secret Garden** and **Botanica Modern Market**.

Find your fill of cozy home décor, unique gifts, and garden items inside inviting shops like **Violets Blue**, **Little House**, **Warmbier Farms**, or **G.T. Homestead**.

Shop expertly curated fashions inside **Ferne Boutique**, **Omoni Boutique**, or **Fran & Dot Boutique** — and leave with a stylish & cozy winter wardrobe!

Fashions, accessories, apothecary items — find it all at **Adorn Boutique**, **White House Boutique**, **Rapunzel's Boutique**, **Ellie & Isabelle**, **Margos & Co.**, **Sassy & Chic Boutique**, and many more.

Peruse & purchase small-batch, handmade cheeses from around the world at **Artigiano Artisan Cheese Shoppe**, or discover 270+ different specialty cheeses at **Frankenmuth Cheese Haus**.

Find Michigan-inspired souvenirs & memorable gifts at **Frank's Muth** or **The Michigan Shoppe**.

Stock up on essentials for outdoor winter adventures when you shop **Frank's Great Outdoors**, **Northwoods Wholesale Outlet**, **Little Forks Outfitters**, or **Saginaw Bay Trading Company**.

Antiquing



Scout for treasures at Michigan's largest antique mall, **Bay City Antiques Center/Bay Antique Center**. Explore 400+ booths to shop local & regional antiques, alongside European imports.

Weave your way through 90+ booths overflowing with antiques & vintage goods at the **Freeland Antique Mall**.

Browse from 70+ antique dealers inside the **Antique Warehouse** before enjoying lunch at the café.

Find pure nostalgia at **Americana Company Antiques**, with unique antiquities, vintage items, and local memorabilia.

Spend time exploring **The Iron Gate Emporium**, where Michigan-made, shabby chic, vintage, antique, and mid-century modern meet.

Delighting shoppers for 40+ years, find vintage kitchenware to collectibles inside **The Little House Antiques**.

See which reimagined pieces of mid-century modern furniture speak to you as you wander through **Retro Attics Studio**, Saturdays only.

Shop vintage galore (and start thinking spring by picking up interesting garden décor) from 60+ vendors at **Around the Farm Antiques**.

With three well-stocked buildings to explore, visit **Thrifty Treasures Antiques & More** for vintage pieces and collectibles of all kinds.

Find polished mid-century pieces, quirky collectibles, and retro threads inside **Sister's Vin-Tiques**.

Be transported to a bygone era at **Flash Back Vintage** as you browse all-things-retro clothing & décor.

Discover rare memorabilia & beautiful vintage furnishings at **Michiganders Antiques and Collectibles**.

Step inside **Court Street Antiques**, a historic building with loads of charm, and feel present in every bit of this antique & upcycle shop.

From quality costumes to vintage clothing and exquisite estate sale items, enjoy browsing **Adomaitis Antiques**.

Discover new & used records, electronic equipment, and funky vintage household items in a warm, eclectic atmosphere at **Electric Kitsch**.

With clothing, jewelry, collectibles, and antiques of all varieties, visit **The Antique Center** to find your next treasure.

Beer, Wine + Spirits



Watch the flakes fly through a wall of windows while staying warm inside Michigan's oldest microbrewery, **Frankenmuth Brewery** — and taste winter's flagship Christmas Town Ale.

Distillery, brewery, winery — experience all three this winter at **Three Bridges Distillery & Taproom!** Order a wood-fired sourdough pie to pair with your Oatmeal Stout or Cinnamon Whiskey Sour.

Gather in the warm ambiance of **Prost! Wine Bar & Charcuterie** to explore six tap wines, or build your own tasting board to enjoy with house specialty cocktails.

Cozy up at **Midland Brewing Company**, overlooking a wintry beer garden that backs up to the Pere Marquette Rail Trail, and try their seasonal Lumberjack Brawl Midnight Wheat.

Unwind with artisan cocktails inside **The Public House**, knowing each drink is handcrafted with fresh-squeezed citrus & house-made syrups.

Sink into plush seating by the fireplace at **Neighbors Natural Wine & Bottle Shop** and sip natural wine pours & wine-forward cocktails.

Linger in a laid-back space with six taps & inventive craft at **Oracle Brewing Company**. Order their fan-favorite C-Beans, a chocolate coffee stout.

Cozy up with (vodka, rum, whiskey, Moonshine) cocktails in a leather chair by the fire at **Old Town Distillery by Wonder** — and watch for **Wonder Burger** and other guest food trucks!

Kick back with seasonal brews, seltzers, and wines at **Loggers Brewing Company** this winter, and keep an eye out for Trivia Nights, Euchre, and live music.

Warm up with community-driven whiskeys at **EverNorth Spirits Co.**, from single-barrel bourbons to unique bourbon blends.

Sip on suds that pay homage to the area at **Tri-City Brewing Company** and be there for Hot Dog Fridays & Trivia Nights!

Explore a portfolio of 100+ products at the

Frankenmuth tasting room of Michigan's most-awarded winery, **St. Julian Winery**.

Wrap your hands around a warm mug of coffee — or a pint of cold beer — while savoring baked goods & live music at **MI Element Grains & Grounds**.

Indulge in a one-of-a-kind tasting (mixing wines with each other, lemonade, or even cream soda) at **Modern Craft Winery**.

With Vanilla Bean Stout to Sesh'n Haze IPA, enjoy a wood-fired pie & a pint at **W.H. Ales Brewpub**.

Relax in a casual tasting room at **Crazy Vines Winery** and sample wines, ciders, and charcuterie in a rustic setting.

Saunter into **Beaver's Pub** to linger over signature smoked cocktails in this laid-back whiskey bourbon bar.

Arts + Culture



Venture out into the snowy scenery and take in spectacular murals & sculpture with the free **Great Lakes Bay Region Public Art Passport!**

Step into the **Marshall M. Fredericks Sculpture Museum**, and bundle up for the outdoor Sculpture Garden, beautiful when blanketed in winter white.

Discover the historic charm of the **Saginaw Art Museum & Gardens** — with two award-winning modern wings, a permanent collection, and dynamic exhibitions.

Relax & create in a comfortable environment inside **Painterly Pottery** or **Space Studios**, where you'll DIY from ready-to-be-personalized pottery.

Bring out your inner artist at **Board & Brush Creative Studio**, in fun workshops that result in inspirational pieces of wooden décor.

Visit the gallery at **Studio 23/The Arts Center**, and drop into the Craft Bar for a self-service art experience!



Neighbors Natural Wine & Bottle Shop — Bay City, MI



The Public House — Bay City, MI



Parker Lane Art & Design Studios — Midland, MI



Live Entertainment + Nightlife



Discover cool, cold-weather events in the warmth of **The Dow Event Center!** Snag the best seats for a **Saginaw Spirit OHL** hockey game, or experience Jerry Seinfeld Live.

Get your tickets for the live stage at **Midland Center for the Arts** and catch stunning performances like the Blue Man Group.

See who takes the historic stage inside **The Temple Theatre** this winter, including Southern rock-inspired Blackberry Smoke.

Open late-night, enjoy old-school arcade games, specialty burgers, and a selection of 12 beers on tap at **Brinstar**.

Bowl for strikes at **Stardust** — then find your way out of four escape rooms, try axe-throwing, and sample from 40+ draft craft brews at **The Taproom!**

Cozy in for retro gaming fun at **Crazy Quarters Arcade**. Experience dozens of pinball machines and enjoy hours of playing arcade classics.

Work together and decipher cryptic clues to get your team out of a locked room at **Great Lakes Escape Game** or **Code Breakers Escape & Puzzle Rooms**.

Enjoy an evening at **906 Lapeer**, with escape rooms, indoor GellyBall, axe-throwing, and a professional haunted house!

Saginaw Spirit OHL Hockey — Saginaw, MI





Dow Gardens Christmas Walk
Midland, MI

Midland Center for the Arts
Midland, MI



Frankenmuth's Spectacular Musical Tree Show
Frankenmuth, MI

Holiday Events



Join carolers and stroll along gently-lit pathways during the **Dow Gardens Christmas Walk**. Sip hot cocoa or coffee while enjoying an old-fashioned evening of candlelight & music.

Gather in a festive greenhouse to shop holiday gifts by local artisans at **The Great Lakes Market**. Sample light bites from food trucks and listen to live holiday music while you browse.

Experience magic & merriment during **Sundays in the City** in Downtown Bay City! Find shops & eateries decked out for the holidays, free horse-drawn carriage rides, and strolling carolers.

Take in the sights on a free carriage ride during **Holly Jolly Days** in Downtown Midland. Stroll past beautifully painted window displays, and stop into shops decorated for the season.

Holiday Light Shows + Tours

Jingle all the way through Frankenmuth aboard the **Golden Ticket Trolley** as you're guided to some of the season's best holiday light displays!

Swing by **Frankenmuth's Spectacular Musical Tree Show**, where time slows, popular Christmas songs play, and colorful lights dance about.

Get cozy in your car for **Little Bavaria's "Little" Driving Light Tour** and follow

along festive streets through twinkling neighborhoods.

See Christmas displays come to life from the warmth of your vehicle as you listen to sounds of the season at **The Freeland Lights!**

Drive along **25 Christmas Lane**, leading to **Bronner's CHRISTmas Wonderland**, and experience a dazzling display of 100,000+ holiday lights!

Live Holiday Entertainment

Celebrate the season at **Midland Center for the Arts** when the Midland Symphony Orchestra presents Holiday Pops, featuring Broadway star Arielle Jacobs.

Savor seasonal delights amidst the historic grandeur of **The Temple Theatre**, including The Nutcracker by International Ballet Stars.

Enjoy a delicious lunch or dinner at **Zehnder's Restaurant**, and take in a memorable holiday show during Christmas with Groove Marmalade.

Watch as 40 international ballet dancers bring a beloved holiday tradition to life when the World Ballet Company presents The Nutcracker at **The Dow Event Center**.

Step inside the **State Theatre of Bay City** to Celebrate the Season with The Classic Women of Country or hear world-renowned pianist Kevin Cole perform holiday favorites.



Top Winter Things to Do with Kids

Warm woolen mittens & fluffy down coats — wrap up the family for wintertime adventures! Whether you sled down snowy slopes or twirl loops at outdoor ice rinks — enjoy the hot cocoa & rosy cheeks afterwards!

From outdoor fun to indoor escapades, discover seasonal shows & kid-friendly performances, hands-on museums & vintage arcades, and explore a region that's ready to go when covered in snow. Read on to create forever memories as a family this winter when you Go Great Lakes Bay in Michigan!

Outdoors + Nature

Bundle up for a day of winter play at **Midland City Forest**! Skate the outdoor ice rink, go sledding — then enjoy hot cocoa & warmth by the bonfire.

With 110 acres of snowy splendor, enjoy **Dow Gardens** in the winter — especially on a canopy walk through the frozen forest!

Explore a glistening winter wonderland, **Chippewa Nature Center**, with 19 miles of snowy trails, a Log Schoolhouse, and 1870s Homestead Farm.

Bring skates or lace up rental pairs for the **Frankenmuth Ice Rink** and twirl laps under the string lights in the heart of Little Bavaria.

Snuggle under a blanket on a horse-drawn ride with **Fantasy Carriage Company** or **Frankenmuth Carriage Company**, and let the kids point out (fudge, taffy, toy) shops they'd like to visit later!

Ride snowboarding hills, discover sledding thrills, and glide along the ice rink at **Hoyt Park** before sipping hot cocoa in the warming house.

Pull on your boots or slide into snowshoes, and trek through the powder together along the **Great Lakes Bay Regional Trail**.



Frankenmuth Ice Rink – Frankenmuth, MI



Frankenmuth Ice Rink – Frankenmuth, MI



Saginaw Bay – Bay City MI



Dow Gardens – Midland, MI

Arts + Entertainment

Winter weather frightful? All is delightful inside **Painterly Pottery** and **Space Studios**, each with an assortment of pottery available to paint!

Snag a front-row seat to family-friendly shows & winter fun at **Midland Center for the Arts**, **The Dow Event Center**, **The Temple Theatre**, or **State Theatre of Bay City**.

Grab tickets to the coolest games in town, **Saginaw Spirit** OHL hockey games!



Dow Gardens – Midland, MI

Indoor Family Fun Zones

Trade winter boots for bowling shoes at **Stardust** — and play two-story laser tag, ride indoor bumper cars, and try out 50+ arcade games.

Take family time to new heights at **Urban Air Adventure Park**! Jump on giant trampolines, tackle the climbing walls & zipline, and battle during laser tag & bumper cars.

Let a roll of quarters take you out of the cold and into retro gaming fun at **Crazy Quarters Arcade**, with arcade classics & dozens of pinball machines!

Leave winter behind inside **Valley Lanes**! Whether it's bowling or bumper cars that draw you in, discover family fun with arcade games, a laser maze, and more.

Step into an action-packed palace of arcade games at **Fun Way Amusement Park** — and treat the kids to pizza & pop!

Bring the family into **Brinstar** to play pinball & arcade games — but stay for their creative burgers & fresh-cut fries.

Shake off winter weather inside **The Playground**, where kids can slide, climb, and have a ball — and parents can relax with a latte.

Defy gravity at **Airborne Adventure Park**, with wall-to-wall trampolines and over a dozen attractions.

Museums + More

Get into hands-on exploration inside the **Mid-Michigan Children's Museum**. Crawl inside a larger-than-life mouth, experiment at the Tinker Track, and find tons of winter fun together!

Take the kiddos to the cosmos at **Delta College Planetarium** — and stop at the gift shop for out-of-this-world souvenirs.

Find yourselves inside a real-life castle, the **Castle Museum of Saginaw County History**, and wander through three floors of fascinating displays.

Rack up points and win big prizes at **River Place Game Room** — then race into nearby **SugarHigh Bakery** and **SugarRush Sweets & Treats**.

Take your family through a maze of 1,000+ mirrors in the **Ultimate Mirror Maze**, and try **The Vault Laser Beam Challenge**.

Kids' Shopping

Bundle up for a Bavarian shopping experience at **Frankenmuth River Place Shops** and sample fudge made before your eyes while browsing for souvenirs.

Discover a place fit for princes & princesses at **Bavarian Inn Castle Shops** and explore seven gift shops for unique toys, candy, and more.

Take your time while wandering through **Joyful Tantrum**, a whimsical shop filled with games & toys that inspire — batteries not required!

Check out cool creativity & hands-on play at **Toyberg**! Browse wooden toys & puzzles, and start thinking spring by taking home a new kite.

Find something for the whole family at **Birch Run Premium Outlets**, with shops like Go! Games & Toys for kids to Pottery Barn Outlet, parents.

Indoor Waterparks

Experience Michigan's biggest indoor waterpark & family fun center, **Bavarian Blast** at the **Bavarian Inn Lodge**! Try out 16 new waterslides, a wave pool, and a not-so-lazy river — then tackle the ropes course, rock climbing, laser tag, and more.

Dive into aquatic fun at **Zehnder's Splash Village Hotel & Waterpark**! Go wild with tube slides, lazy rivers, a six-story family raft ride, and an arcade — and even enjoy poolside dining options.



Mid-Michigan Children's Museum – Saginaw, MI

Zehnder's Splash Village Hotel & Waterpark – Frankenmuth, MI



Valley Lanes – Midland, MI



Airborne Adventure Park – Saginaw, MI

Family Holiday Light Shows + Tours

Pick a holiday playlist and cruise through **Wilderness Trails Zoo** to marvel at more than 2 million lights — and nocturnal zoo friends, too!

Sing along to the sounds of Christmas at **Frankenmuth’s Spectacular Musical Tree Show**. Enjoy popular holiday classics while colorful lights dance to each song.

Fill your mugs with hot cocoa, set the radio to holiday tunes, and head out for **Little Bavaria’s “Little” Driving Light Tour**, with a holiday poem to guide you.

See lights while staying warm & toasty on the **Golden Ticket Trolley**. Enjoy a holiday light tour through Frankenmuth — and Christmas jingles all along the way!

Cruise down **25 Christmas Lane** as it winds past **Bronner’s CHRISTmas Wonderland**, and experience a display of 100,000+ bright, twinkling lights.

Discover a new family tradition at **The Freeland Lights**. Tune your radio to 93.9 FM, and listen to sounds of the season while thousands of lights dazzle.



Wenonah Park – Bay City, MI

Nate & Mary Ida Doan Santa House – Bay City, MI



Midland Area Santa House – Midland, MI

Family Holiday Events

Visit with Santa & Mrs. Claus at **Holidays in the Heart of the City**. Enjoy cookies & hot cocoa — and take in horse-drawn wagon rides, a cookie house competition, and the finale fireworks show.

Stroll a candlelit pathway through a winter wonderland during the **Dow Gardens Christmas Walk**. Sip hot cocoa while enjoying merry melodies, and say hi to Santa’s reindeer!

Experience **Tis the Season Weekends** at **Frankenmuth River Place Shops**. Visit Santa, sing with strolling carolers, and celebrate Christmas in Santa’s Workshop.

Bronner’s CHRISTmas Wonderland – Frankenmuth, MI



Family Holiday Traditions

Discover the magic of the world’s largest Christmas store, **Bronner’s CHRISTmas Wonderland**, and time your trip to pay a special visit to Santa!

Step into pure joy inside the **Midland Area Santa House**. Cozy up to a fieldstone fireplace, sit in Santa’s chair, and be on the lookout for his reindeer.

All aboard **The Northern Star Train**! During the Midland Area Santa House season, take a ride through town on a festive train decked out in holiday decor. Choo-choo!

Make a seasonal stop to **Santa’s Reindeer Farm** on **Grandpa Tiny’s Heritage Farm**. Meet Santa and his reindeer-in-training, deliver wish lists, and craft a keepsake holiday ornament!

Keep the Christmas spirit alive with a visit to the **Nate & Mary Ida Doan Santa House**. Gather at this cozy log cabin, and have your photo taken with Santa.

Nate & Mary Ida Doan Santa House – Bay City, MI





Dow Gardens Christmas Walk
Midland, MI

Wish lists & shopping trips, fresh snow & hot cocoa — the season of merriment & joy is upon us! Now's the time to take part in all the magical events & twinkling holiday traditions that make this season so special.

Whether you gather for tree lighting ceremonies or holiday markets — shop the world's largest Christmas store or mingle at merry concerts — discover where to be for all the holiday glee when you Go Great Lakes Bay in Michigan!

Find our full calendar of festivals + events at
GoGreat.com/Events

Holiday Events



Festival of Trees (Nov) Wander through a wonderland of trees & wreaths decorated by local artists, and pick up raffle tickets for your chance to win one!

Downtown Midland Holiday Open House (Nov) Make your gift-giving sparkle with special, seasonal items at Downtown shops — and watch Brush Monkeys paint the town with holiday window scenes!

Midland Santa Holiday Parade (Nov) See festive floats & costumed characters, hear marching bands play holiday tunes, and feel yuletide cheer ring out through Downtown Midland.

Tis the Season Weekends – Frankenmuth, MI



Zehnder's Holiday Lunch & Dinner Shows – Frankenmuth, MI

Downtown Midland Cocoa Crawl (Nov) After the Midland Santa Holiday Parade, join the jolliest after-party in town! Warm up inside shops & eateries while sampling their unique spins on that comforting cold-weather classic: hot cocoa!

Holidays in the Heart of the City (Nov) Visit Santa & Mrs. Claus, enjoy caroling & hot cocoa while visiting holiday open houses, and take in horse-drawn wagon rides, holiday concerts, and the finale fireworks show — plus the next morning's Christmas parade!

Hollyday Art Mart (Dec) With room-upon-room of artisan gifts for the season, find unique items, meet Michigan makers, pick up fresh holly, and get in the holiday spirit!

Tis the Season Weekends (Nov – Dec) Experience holiday cheer at Frankenmuth River Place Shops! Join strolling carolers, meet Santa Claus & his North Pole team, and see his elaborately decorated workshop.

Sundays in the City (Nov – Dec) Discover magic & merriment on Sundays leading up to Christmas in Downtown Bay City! See shops decked out for the holidays, and enjoy free carriage rides & strolling carolers.

Frankenmuth ChristKindlMarkt (Nov – Dec) Feel the joy & warmth of a traditional, open-air German Christmas market. Shop handmade from artisan vendors before warming up with spiced wine or piping hot cocoa at The Christmas Town Pub.

Zehnder's Holiday Lunch & Dinner Shows (Dec) Taste tradition and be entertained by a one-of-a-kind holiday show at Zehnder's Restaurant during Christmas with Groove Marmalade.

Christmas at the Pines (Dec) Take a guided tour through the home of Herbert H. and Grace A. Dow and experience what Christmas was like when Midland's famous family celebrated it together.

Downtown Midland Jingle Bell Fun Run/ Walk (Dec) Gather your Santa hats, festive socks, and cozy Christmas gear, and jingle all the way through Downtown Midland at this free, one-mile fun run/walk.

Dow Gardens Christmas Walk (Dec) Stroll a gently lit pathway through a winter wonderland. Join carolers in song, sip hot cocoa or coffee, meet Santa's reindeer, and enjoy an old-fashioned evening of candlelight & music.

St. Charles Old-Fashioned Christmas (Dec) Experience pure holiday nostalgia! Enjoy tasty food vendors, a tree lighting ceremony, visits with Santa, free kids' activities, and a festive parade.

Downtown Midland Holly Jolly Days (Dec) Stroll past painted window displays, stop into shops decorated for the season, and climb onto a horse-drawn carriage ride!

Downtown Midland Ugly Sweater Bar Crawl (Dec) Sport your most cringe-worthy Christmas sweater as you hop between local bars & pubs, enjoying sips of the spirited holiday season!

The Great Lakes Market (Dec) Gather for a magical evening inside a greenhouse filled with over 50 Christmas trees! Pick up treats from food trucks, shop handmade goods for holiday gifting, and listen to live music as you stroll.

Holiday Parlour Tour (Dec) Feel festive while soaking up the warmth inside some of Bay City's most beautiful historic homes, with their halls decked out for the holidays.

Downtown Midland Holiday Rush (Dec) Check off last-minute wish-list items to wrap up your holiday shopping, and enjoy special themed stations & exclusive offers at participating locations.

Dow Gardens Christmas Walk – Midland, MI



Holiday Light Shows + Tours

25 Christmas Lane (Year-Round) Drive along a dazzling half-mile display of 100,000+ lights, aglow every single evening of the year.

Frankenmuth Christmas Light Tours (Nov – Dec) Hop aboard the heated, holly jolly Golden Ticket Trolley for a driving light tour of Frankenmuth — with festive music jingling all the way!

Little Bavaria’s “Little” Driving Light Tour (Nov – Jan) Fill your mugs with hot cocoa, set the radio to holiday tunes, and follow along with a festive poem that’ll guide you to brilliant light displays!

Frankenmuth’s Spectacular Musical Tree Show (Nov – Jan) Meet at this magical, 40-foot tree for a holiday interlude, and journey through popular Christmas music with thousands of lights dancing.

Wilderness Trails Zoo Holiday Light Drive-Thru (Nov – Feb) Pick a holiday playlist and wind through the zoo for a dazzling display of more than 2 million lights — and the chance to see nocturnal zoo friends!

The Freeland Lights (Dec) Drive into the park, tune your radio to 93.9 FM, and listen to your favorite Christmas songs while thousands of lights dance to the classics.

Santa’s Reindeer Farm – Frankenmuth, MI



Holiday Tree Lighting Ceremonies

Birch Run Premium Outlets Tree Lighting Ceremony (Nov) Cookies, cocoa, candy canes — kick off the festive season in style as you enjoy Santa’s arrival, a tree lighting, and live holiday music.

Saginaw Waterworks Lighting Ceremony (Nov) Experience this epic lighting ceremony and delight in a display that’s been lit for nearly a century!

Santa’s Arrival & Wenonah Park Tree Lighting (Nov) See a towering tree illuminated, enjoy carolers, share wish lists with Santa, sip hot cocoa in the pavilion — and take a horse-drawn carriage ride!

Midland Area Santa House & Courthouse Lighting Ceremony (Nov) Bundle up to see the lights go bright! Savor hot cocoa & cookies, and welcome St. Nick as he opens his house for the season.

Live Holiday Entertainment

The Temple Theatre (Nov – Dec) Take in spectacular holiday ensembles by the Saginaw Bay Symphony Orchestra and Saginaw Choral Society or be dazzled by The Nutcracker by International Ballet Stars.

State Theatre of Bay City (Nov – Dec) Enjoy a merry evening of yuletide tunes with the Classic Women of Country or with world-renowned pianist Kevin Cole.

Midland Center for the Arts (Dec) Add some sparkle to your holidays with the Midland Symphony Orchestra in Holiday Pops, featuring Broadway star Arielle Jacobs.

The Dow Event Center (Dec) Be mesmerized as 40 international ballet dancers bring a beloved holiday tradition to life when the World Ballet Company presents The Nutcracker.

Bay City Players (Dec) Enjoy as The Friction Theatre presents Plaid Tidings, bringing joy & laughter with favorite Christmas classics & other musical hits.

Pit & Balcony Theatre (Dec) Watch as a timeless Christmas classic gets a thrilling transformation in A Wicked Christmas Carol.



Midland Area Santa House – Midland, MI



Bronner's CHRISTmas Wonderland – Frankenmuth, MI

Holiday Traditions

Bronner’s CHRISTmas Wonderland (Year-Round) Step into pure joy inside the world’s largest Christmas store! Shop 50,000+ trims, gifts, and ornaments — and time your trip to special Santa visits.

Fantasy Carriage Company + Frankenmuth Carriage Company (Year-Round) Snuggle up for a horse-drawn holiday ride and take in Little Bavaria’s twinkling lights & snowy scenery.

The Frankenmuth Christmas Experience (Nov – Jan) With a driving light tour, musical tree show, holiday photo ops, and even a free Christmas shuttle — enjoy a merry, magical season.

Midland Area Santa House (Nov – Dec) With holiday music playing and jolly elves busy at work, see magical displays, cozy up to a fireplace, visit with Old St. Nick, and be on the lookout for reindeer!

The Northern Star Train (Nov – Dec) Throughout the Midland Area Santa House season, enjoy a free & festive ride through town aboard a whimsical train decked out in holiday spirit.

Santa’s Reindeer Farm (Nov – Dec) Take a break from the holiday hustle on Grandpa Tiny’s Heritage Farm. Gather at the barn to meet Santa and his reindeer-in-training, and craft a keepsake ornament.

Nate & Mary Ida Doan Santa House (Nov – Dec) Capture the Christmas spirit with a visit to Santa in his workshop! Explore a cozy log cabin, have your photo taken with Santa, and keep watch for reindeer.



The Temple Theatre – Saginaw, MI