



Press Kit

Meet the Carmel
Christkindlmarkt.

2026



Who We Are

Open November 21 - December 24, 2026

Experience the authentic traditions of Christmas in Germany right here in central Indiana at the Carmel Christkindlmarkt. This open-air holiday market has deep roots in authenticity, immersing our visitors in a true cultural experience as they peruse items such as handcrafted cuckoo clocks and candle arches, or experience signature treats such as raclette sandwiches, wursts, and imported German Glühwein. A beautiful outdoor ice skating rink featuring real ice forms the center of the Market.

The Market was founded as a nonprofit organization in 2017 with support from the City of Carmel, Indiana.

CarmelChristkindlmarkt.com

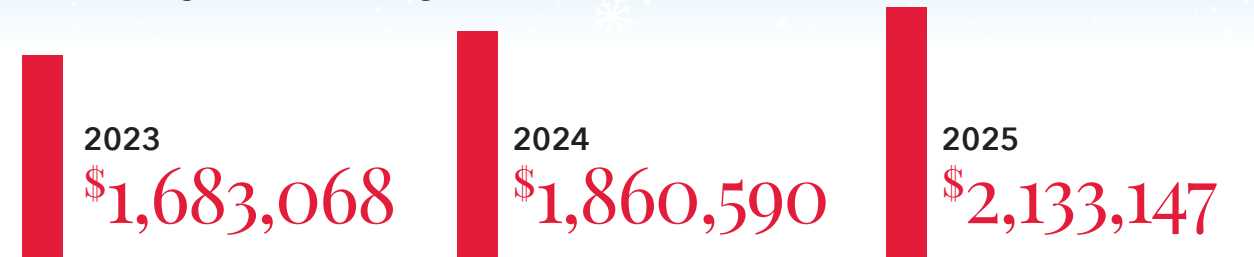
Since its inception, the Market has become the premier holiday offering in Indiana, attracting hundreds of thousands of visitors annually. An extensive poll by USA Today's 10BEST travel media group has named Carmel Christkindlmarkt the number one winner in the 2019, 2021, 2022, 2023, and 2025 USA Today 10Best Readers' Choice travel award contest for Best Holiday Market. The Carmel Christkindlmarkt has been recognized in national publications such as the online National Geographic Travel website and the Wall Street Journal. In addition, the Market received the distinction of being named the top Christmas market in the state of Indiana by Taste of Home Magazine in 2017.



Financials

MARKET REVENUE

(Not including vendors, ice skating, etc.)



ATTENDANCE

2023

321,900

28 days open

9,500 Median Daily
Attendance (~11,500 avg.)

2024

302,500

25 days open

10,400 Median Daily
Attendance (12,100 avg.)

2025

297,100

24 days open
(lost 2 due to weather)

10,900 Median Daily
Attendance (~12,400 avg.)

Economic Impact

VENDOR REVENUE



ICE RINK

2023

\$316,591

2024

\$319,077

2025

\$307,632

TOURISM IMPACT

Tracking data from Placer.ai indicates that nearly 1 in 6 visitors stayed at a hotel, providing additional economic impact on the communities through hotel stays, dining, and other activities.



Explore Our Kinderplatz (Children's Plaza)!

There's so much for visitors to explore at the Market beyond the food and shopping. The Market is an authentic cultural experience featuring a wide variety of free educational and fun activities on our Kinderplatz for visitors of all ages to enjoy.

Werkstatt: In our Werkstatt (Workshop), visitors can see German artisans at work as they create incredible art pieces. In 2022, the Werkstatt received its own dedicated space and continues to grow as we welcome more artisans each year in a variety of crafts, including woodworking and glassblowing.

Kinderecke: Families find endless FREE fun in our Kinderecke (Kids Corner), where you can craft, write letters to Santa, decorate cookies, and more.

Spielhaus: Our Spielhaus (Play House) is a dedicated meet-and-greet space with a wide variety of characters, from princesses and Santa, to Sankt Nikolaus and puppet shows.

Kulturecke: In the Kulturecke (Culture Corner), visitors can explore Indiana's rich German American history. This museum exhibit was created in 2019 in partnership with the Indiana German Heritage Society and the Indiana Historical Society.



Tastes of the Market

There's a treat for every taste at the Carmel Christkindlmarkt. Whether you're looking for that perfect cup of hot chocolate or mug of Glühwein, a freshly-baked pretzel or a gooey raclette sandwich, we know you'll find something you absolutely love from our dozens of vendors offering authentic German cuisine.

Other offerings include:

- Feuerzangenbowle (a flaming Glühwein cocktail featuring a rum-soaked sugar cone that drips into the wine)
- Knödel (large potato dumplings)
- Traditional German Wursts
- Döner Kebab
- Baumstriezel
- Fischbrötchen
- Kartoffelpuffer
- And so much more

Glühwein Pyramid

Inspired by the traditional German Christmas decoration called the “Weihnachtspyramide,” or Christmas Pyramid, these life-size versions of the Christmas Pyramid have a rich history and tradition at Christmas markets in Germany.

The Carmel Christkindlmarkt Glühwein Pyramid was the first of its kind brought to the United States. It stands 33 feet tall, twinkling with more than 3,000 lights, and weighs an estimated 10 tons.

Seven types of Glühwein — as well as a non-alcoholic option and several varieties of beer — are offered at the Market. The Carmel Christkindlmarkt was also the first location in the United States to import Glühbier, a warm mulled beer.

Gifts & Collectibles

A wide variety of vendors offer handmade German goods for purchase. Items include nutcrackers, incense burners, wooden toys and other wood crafts, candle arches, cuckoo clocks, hats and scarves, pottery, ornaments, jewelry, and more. Along with these beautifully made gifts, visitors can buy Market collectibles such as our iconic Glühwein boot mugs. New mugs, as well as hand-painted Bier steins, are designed for each season, creating a collectible series to add to each year. Visitors can also find a pewter hut specializing in ornaments, drinkware, and other souvenirs.

A full list of vendors can be found on our website, carmelchristkindlmarkt.com.



Cover the Carmel Christkindlmarkt

Story Ideas

Journalists, bloggers, and online influencers: Scan the QR code to visit our Online Media Center and view our photo gallery. All images are property of the Carmel Christkindlmarkt, Inc. Photos/video cannot be used without permission.

Reach out to the Market's media team at media@carmelchristkindlmarkt.com to set up interviews or provide tips, photography, and video assets. We are here to help!



Every year, German artisans travel across the world to the Carmel Christkindlmarkt to share their art with our visitors. We would love to connect you to our German artisans who travel from the Erzgebirge region, Lauscha, and Oberammergau to do wood carving demonstrations, glass blowing, and more.

In recent years, Christkindlmarkts have become increasingly popular – but why? What's the allure of this type of specific holiday Market? As the most authentic Christkindlmarkt, every year we field more and more requests to lend our expertise to other markets just starting out, and we'd love to share insight into this growing holiday trend.



Dates & Details

**November 21 -
December 24, 2026**

Regular Hours

Monday & Tuesday: Closed

Wednesday & Thursday: 4-9 p.m.

Friday & Saturday: 12-9 p.m.

Sunday: 12-8 p.m.

Special Holiday Hours

Nov. 25 (Wed.): 12-9 p.m.

Dec. 21-23 (Mon.-Wed.): 12-9 p.m.

Dec. 24 (Thu.): 12-4 p.m.

Closed Thanksgiving and Christmas Day

Special events and days take place throughout the run of the Market. For a complete list of special events for 2026, please visit our website: carmelchristkindlmarkt.com.

Admission and parking are free, but there is a fee for ice skating.

Social Media

Facebook /carmelchristkindlmarkt

Instagram /carmelchristkindlmarkt

X /CarmelChristkin

YouTube /youtube.com/@carmelchristkindlmarkt

LinkedIn /company/carmel-christkindlmarkt-inc

TikTok @carmelchristkindlmarkt

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We hope to see
you soon!



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