

HOLIDAY FESTIVITIES

34.1 Overview

Holidays give people time away from their normal routines for leisure and holiday festivities provide many options.

In a November 2015 Harris Poll (www.theharrispoll.com), adults identified their favorite holiday as follows (percentage of respondents):

- Christmas: 46%
- Thanksgiving: 19%
- Halloween: 9%
- Independence Day: 5%
- Easter: 3%
- New Year's: 2%
- Memorial Day: 1%
- Birthdays: 1%
- Labor Day: 1%
- Valentine's Day: 1%

This chapter assesses festivities for 14 holidays, as follows:

- New Year's: January 1
- Martin Luther King Jr. Day: third Monday of January
- Valentine's Day: February 14
- Mardi Gras: last day before the fasting season of Lent
- St. Patrick's Day: March 17
- Easter: first Sunday after Vernal Equinox (April or May)
- Cinco de Mayo: May 5
- Memorial Day: the last Monday of May
- Independence Day: July 4
- Labor Day: the first Monday in September
- Oktoberfest: late September to the first weekend in October
- Halloween: October 31
- Thanksgiving: the fourth Thursday in November
- Christmas: December 25

34.2 New Year's

Surveys find that approximately one-third of adults go out to celebrate New Year's Eve; about 66% celebrate at home. Festivities include fireworks; galas at restaurants and hotels are popular.

The best-known New Year's Eve celebration is the Times Square Ball Drop in New York City. It is attended by at least one million spectators yearly and enjoys a national television audience across New Year's Eve specials on several of the United States' major broadcast television networks, along with coverage on several major cable networks. Approximately a billion people worldwide watch the famous ball drop on television and over the Internet.

Many other cities present major New Year's Eve extravaganzas. These include the following:

Anaheim, CA and Orlando, FL

- New Year's Eve is traditionally the busiest day of the year at Disneyland and Walt Disney World Resort. The parks stay open late and the usual nightly fireworks are supplemented by an additional New Year's Eve-specific show at midnight.

Atlanta, GA

- Fireworks, music, and a giant peach ring in the New Year at the annual Peach Drop, held at Underground Atlanta.

Boston, MA

- First Night Boston, the oldest and largest alcohol-free alternative New Year's Eve celebration in the U.S., offers festivities, exhibits, and 250 performances. The event, held at several locations throughout the city, attracts more than one million people. Free outdoor offerings include a parade and ice sculptures.

Denver, CO

- Denver's First Night Colorado is a family-oriented, alcohol-free celebration at the Colorado Convention Center.

Key West, FL

- Capitalizing on its quirky culture, Key West is famous for its funky "drop" traditions, which include the conch-shell drop at Sloppy Joe's, the descent of Sushi the drag queen in her signature 8-foot high-heel red shoe on Duval Street, and the dropping of the pirate wench from a ship's mast at Schooner's Wharf.

Las Vegas, NV

- New Year's Eve is the biggest celebration of the year in Las Vegas, as over 300,000 people transform the Las Vegas Strip into a giant street party. The Strip is car-free for the night; there are numerous fireworks displays, laser shows, and live bands. Nightclubs and bars throughout the city host parties.

Miami, FL

- MSN and *USA Today* rank Miami as “One of the Top Places in the World to Ring in the New Year.” The fireworks display at Bayfront Park is the largest among several dozen seen across the city’s skyline. The Big Orange make its grand descent in the final minutes of year.

New Orleans, LA

- New Orleans erupts with festivities as the Fleur de Lis drops from the roof of Jax Brewery on Jackson Square as the clock strikes midnight. Fireworks displays cascading over the Mississippi River last 15 minutes. Parties in the French Quarter last until the sun comes up.

San Francisco, CA

- Every year over 150,000 people watch the fireworks set off over the Bay Bridge from the Embarcadero. The Exotic Erotic New Year’s Eve Ball has guests in costumes; some wear nothing at all. New Years is also celebrated in San Francisco outside on the streets of the various neighborhoods that make this city unique.

The Tournament of Roses Parade (www.tournamentofroses.com), better known as the Rose Parade, is held annually on New Year’s Day and dates to 1890. The parade is watched in person by up to one million spectators on the parade route in Pasadena, California, and is broadcast on multiple television networks in the United States (ABC holds the official contract, but because it is a public parade, other networks are allowed to produce their own coverage). The parade is also broadcast in more than 200 international territories and countries.

34.3 Martin Luther King Jr. Day

Among the 10 official holiday’s in the United States, Martin Luther King Jr. Day is the least commercial and has [so far] evolved most true to its intent of being a day with serious purpose.

Commemorating Dr. King, the highlights of the day in many cities across the U.S. are the Martin Luther King Jr. Day Parades that attract visitors from all over the world.

In 2016, the selection of the top Martin Luther King Parades by Top Events USA (www.topeventsusa.com) was as follows:

- Annual Elite News Martin Luther King Jr. Day Parade (Dallas, TX)
- Dr. Martin Luther King Jr. Parade (Baltimore, MD)
- Kingdom Day Parade (Los Angeles, CA)
- Martin Luther King Day Parade and Festival (San Diego, CA)
- Martin Luther King Jr. Grande Parade (Houston, TX)
- Martin Luther King March & Rally (Atlanta, GA)

Lasting over 2 hours and attracting more than 300,000 participants and spectators, the MLK Grande Parade in Houston is the largest annual parade in the U.S. celebrating and memorializing the civil rights leader.

In Dallas, the Annual Elite News Martin Luther King Jr. Day Parade attracts more than 250,000 attendees each year.

34.4 Valentine's Day

A survey conducted for the National Retail Federation (www.nrf.com) by Prosper Insights & Analytics (www.goprosper.com) assessed that \$19.7 billion was spent for Valentine's Day in 2016. Fifty-five percent (55%) of people celebrated with their loved ones, spending on average \$147 for candy, cards, dinner, and more.

According to the National Restaurant Association (www.restaurant.org), Valentine's Day is the second most popular day of the year to dine out, trailing only Mother's Day. About 30% of adults dine out on Valentine's Day.

A survey by Zagat (www.zagat.com) found 43% of couples dine out for Valentine's Day.

Out of the seven major gifting holidays, Valentine's Day is the third most widely gifted holiday, trailing only Christmas (96%) and Mother's Day (74%).

Consumers purchase more than 175 million roses for Valentine's Day, according to the Society of American Florists (www.safnow.org).

34.5 Mardi Gras

Literally translated, Mardi Gras means "fat Tuesday" and was so called because it represented the last opportunity for merrymaking and excessive indulgence in food and drink before the solemn season of fasting. In the cities of some Roman Catholic countries the custom of holding carnivals for Mardi Gras has continued since the Middle Ages. The carnivals, with spectacular parades, masked balls, mock ceremonials, and street dancing, usually last for a week or more before Mardi Gras itself. New Orleans ranks with Rio de Janeiro, Nice, and Cologne as the most celebrated Mardi Gras worldwide.

New Orleans' pre-Lent carnival remains the grandest of all in the U.S. No tickets are required for New Orleans' Mardi Gras, which offers 52 official Mardi Gras parades. The economic impact is high because the celebration lasts 17 days, not just one day. According to *Mardi Gras Magazine*, Mardi Gras has an economic impact on New Orleans of nearly \$1 billion every year. An economic study by the University of New Orleans puts the economic impact of Mardi Gras at \$500 million.

In Alabama, Mobile began Mardi Gras in 1710, and traditional celebrations date to 1830. According to the Mobile Carnival Association, \$1.5 million is spent for Carnival season costumes, bands for 63 organizations cost \$600,000 annually, and decorating for lavish balls costs \$350,000.

The following are other prominent Mardi Gras celebrations:

- Annual Mardi Gras Ball (San Francisco, CA)
- Brazilian Carnaval (Long Beach, CA)
- Fasching Carnival (Helen, GA)
- Gaslamp District Mardi Gras (San Diego, CA)
- Mainstrasse Mardi Gras (Covington, KY)
- Mardi Gras Carnivale (Philadelphia, PA)
- Mardi Gras in Biloxi (Biloxi, MS)
- Mardi Gras in Cajun Country (Lafayette, LA)
- Mardi Gras of Imperial Calcasieu (Lake Charles, LA)
- Mardi Gras! Galveston (Galveston, TX)
- Soulard Mardi Gras (St. Louis, MO)
- Universal Studios Mardi Gras (Orlando, FL)

34.6 St. Patrick's Day

Consumers spend an estimated \$2 billion for St. Patrick's Day, according to the National Retail Federation, primarily on food, beverages, and decorations.

A survey by Vouchercloud.net, a retail website, assessed spending significantly higher, at \$3 billion, of which 35% was spent going to a bar or nightclub and 32% was spent hosting or attending a party. This total does not include spending on hangover remedies, which some revelers may need the following morning.

“The morning after St. Patrick's Day can sometimes be more expensive than the previous night of revelry, depending on the severity of one's hangover.”

Market Watch

Euromonitor (www.euromonitor.com) estimates spending for handover remedies at \$695 million.

About 85 million adults celebrate the holiday. More than 15 million people decorate their home or office in celebration of St. Patrick's Day. About 32% of those celebrating (27 million people) top off the evening by making a special dinner. And about 13 million people attend a private party.

An estimated 20 million people celebrate the holiday at a restaurant or bar. Many restaurants on St. Patrick's Day serve green beer and feature traditional Irish

dishes. To recreate a true Irish pint of stout, some pubs install a special pour system that improves the creaminess.

More than 100 major parades are held in honor of the Irish holiday throughout the United States. In many cities, the St. Patrick's Day parade is the largest of the year. The following are some of the major parades and celebrations for St. Patrick's Day:

Alexandria, VA

- The St. Patrick's Day Parade at Old Town Alexandria is held the second weekend prior to the 17th, making it the earliest major celebration in the country. The parade, with its combination of marching bands, bagpipes, clowns, cars, and floats, lasts two hours.

Atlanta, GA

- Atlanta is the 7th largest Irish heritage city in North America, with nearly 25% of the city's residents claiming Irish descent. The annual St. Patrick's Day Family Festival, taking place at Underground Atlanta, is highlighted with performances by local Irish dance schools, live music by Celtic bands, and vendors selling everything from t-shirts and shamrock hats to kitschy Irish souvenirs.

Boston, MA

- Boston's St. Patrick's Day celebration is the second largest in the country. More than 36 bands populate the South Boston St. Patrick's Day Parade, converging from areas including Florida, Pennsylvania, Ireland, and Scotland. Along with legions of color guards, kiltie bands, majorettes, Clydesdales, and politicians, the route is ridden by more than 50 naval officers from a ship docked on Southie's waterfront. The parade attracts more than 650,000 revelers.

Chicago, IL

- The City of Chicago boasts two St. Patrick's Day parades, including Forever Green, a charitable event celebrating its 42th year in 2016. The event takes place in the Grand Ballroom of Navy Pier. Chicagoans also celebrate St. Patrick's Day in grand style by dyeing the Chicago River a bright Kelly green.

Denver, CO

- Denver marks St. Patrick's Day with the annual St. Paddy's Day 5K Run. Approximately 3,000 people run for the mythical gold at the end of the rainbow – in this case more like bragging rights and good parties at pubs and restaurants throughout the city.

Henderson, NV

- The local St. Patrick's Day parade moved in 2005 from its traditional home on Las Vegas' Fremont Street to Water Street in downtown Henderson. The 2016 event, the 49th Southern Nevada Sons of Erin St. Patrick's Day Parade & Festival, included four days of holiday celebrations with a carnival, festival, car show, and live entertainment.

Kansas City, MO

- Kansas City's largest single-day event is the annual St. Patrick's Day Parade, colorfully illustrated by dozens of floats, drill teams, bands, and equestrian teams. Covering a 30-block corridor from Crown Center into the heart of the downtown district, the event has grown since 1973 into one of the country's largest displays of Irish pride. Crowds are estimated at 400,000.

New York, NY

- The largest St. Patrick's Day gathering is New York's St. Patrick's Day Parade. There are typically about 150,000 marchers in the parade, a number that is eclipsed by the estimated two million spectators.

“The American version is often bigger than and brasher than the original. The St. Patrick's Day parades in New York attract more spectators than the entire population of Dublin.”

The Economist, 8/16/15

Portland, OR

- In Portland, Kells Pub and Restaurant, which has been running its Irish Festival since the late 1980s, has become a venerable tradition. Every year on St. Patrick's Day – plus the nearest weekend – the pub bursts at the seams, spilling out into tents behind the establishment and across the street. For four days, the two tents and Kells itself become Portland's mini-Ireland for the city's biggest St. Patrick's festival. The tents host one musical act after another, including local bands and Irish musicians.

San Antonio, TX

- One of San Antonio's annual St. Patrick's Day tributes to Ireland and Texans of Irish descent is the Dyeing O' the River Green Parade. As a half-mile stretch of the San Antonio River undergoes a striking transformation, riverside spectators join the fun as colorfully decorated river barges ferry green clad celebrants to the end point of the parade at La Villita's Arneson Theatre.

San Diego, CA

- In San Diego, the traditional sounds of Ireland fill Copley Symphony Hall as the San Diego Symphony accompanies a variety of Irish-themed performers.

Savannah, GA

- According to the Savannah Area Convention & Visitors Bureau, 500,000 to 700,000 revelers attend the annual parade. There are no economic impact figures, but it is the busiest time of the year for most of the city's downtown retailers, hotels, restaurants, and bars.

Seattle, WA

- Seattle, the official sister city of Galway, Ireland, hosts the annual Seattle Irish Festival. A performing stage runs continuous entertainment featuring local groups that deliver a true sampling of Irish music. Seattle also hosts the 3.5-mile St. Patrick's Day Dash; a post-race party includes a beer garden.

St. Louis, MO

- The St. Patrick's Day Parade in St. Louis probably brings more people to downtown in one day than any other yearly celebration in the city, including Cardinals games. In 2016, some 350,000 revelers converged around Market Street and the immediate vicinity for the 48th annual procession.

When March 17th falls on a weekday, celebrations take place on the prior and following weekend as well.

It is interesting to note that the first St. Patrick's Day parade was not held in Ireland, but in New York City in 1766.

34.7 Easter

Easter is the sixth most popular holiday or occasion to dine out, after birthdays, Mother's Day, Valentine's Day, Father's Day, and New Year's. According to the National Restaurant Association, 13% of Americans dine out on Easter Sunday.

Easter is celebrated with parades, festivals, and egg hunts. The following is a sampling of Easter activities held throughout the United States:

Asheville, NC

- Egg hunts are held on the front lawn of the Biltmore Estate for children ages 2-to-9. The celebration also includes a magic show, music, children's crafts, and visits from the Easter Bunny.

Cincinnati, OH

- At Cincinnati Zoo's Easter Celebration, the zoo's residents search for Easter eggs made of painted honeydew melons and colorful blocks of ice while visitors search for candy at treat stations.

New York, NY

- There are no floats or marching bands at the Annual Easter Parade in New York

City, a perennial favorite; this annual event focuses on colorful costumes and bonnets.

Oakland, CA

- At Dunsmuir Historic Estate visitors to An Old-Fashioned Easter Celebration participate in egg hunts and egg decorating, tour the mansion, and visit with the Easter Bunny.

Richmond, VA

- Easter on Parade, an annual street festival on Monument Avenue, features live music, clowns, jugglers, crafts, and food.

Salt Lake City, UT

- At Hogle Zoo's Egg-Zoo-berunt Easter Celebration, the Easter Bunny hands out treats to children and guests who watch the zoo's animals receive papier-mâché Easter eggs filled with the animal's favorite treats.

San Francisco, CA

- Union Street Easter Parade & Spring Celebration includes an Easter bonnet contest, a climbing wall, costumed characters, a petting zoo, and pony rides.

34.8 Cinco de Mayo

Cinco de Mayo, a Mexican holiday, has become big business in the United States. Although most do not know the significance of May 5, 1862, when a small Mexican force defeated a much larger French contingent in the Battle Puebla, millions celebrate the day.

According to the Chicano Studies Research Center at UCLA, the United States celebrates Cinco de Mayo on a much larger scale than in Mexico. The holiday was adopted by Americans from Chicanos living in towns along the Mexican border. Unlike in Mexico, where the holiday is observed with solemn restraint, Americans celebrate it with much fanfare.

U.S. consumers spend an estimated \$1 billion during Cinco de Mayo weekend on everything from barbecues to amusement park visits and music festivals, according to *The Wall Street Journal*. There is as much as \$500 million in increased spending at supermarkets for the occasion. Some major league baseball teams increase revenues by \$1 million per game when the holiday falls on a weekend.

More than 500 cities across the U.S. have official Cinco de Mayo celebrations, according to *The Business of Holidays*. Los Angeles, for example, sponsors Fiesta Broadway, which attracts 500,000 visitors every year, along with 130 sponsors. Thousands attend the annual Cinco de Mayo parade in Chicago's South Side neighborhood of Pilsen. In Saint Paul, Minnesota, the Cinco de Mayo festival is one of the city's largest, attracting more than 75,000 visitors.

34.9 Memorial Day

Memorial Day weekend is observed throughout the United States with many ceremonies, concerts, festivals, performances, and more. The following are some of the celebrations:

Atlanta, GA

- The annual 31-day Atlanta Jazz Festival features world renowned jazz artists plus activities throughout the Metro Atlanta area and culminates during Memorial Day weekend with a free festival of dazzling performances in Piedmont Park. Also in the Atlanta area are Memorial Day Weekend Salute to the Troops at Stone Mountain Park and Memorial Day at Callaway Gardens.

Honolulu, HI

- One of the most meaningful Memorial Day events is the Lantern Floating Ceremony in Honolulu. Guests are given paper lanterns and a little boat to float the lit lanterns into the water from the beach. At sunset, thousands of these little lights are a reminder of the lives that were lost during past conflicts, an especially moving way to celebrate Memorial Day.

Indianapolis, IN

- The running of the Indianapolis 500 has become synonymous with the Memorial Day weekend. The race, 500 Festival, and associated weekend events have an economic impact on the city of Indianapolis of approximately \$340 million. The seats at the Indianapolis Motor Speedway – the largest sporting facility in the world with more than 250,000 permanent seats – are reserved months before the race.

Little Rock, AR

- Held Memorial Day weekend and attracting more than 250,000 visitors, Riverfest is Arkansas's premier music and arts festival. The weekend long event includes bands performing on five stages, a KidZone area with crafts and entertainment, and fireworks over the Arkansas river on Sunday night. Performing artists have included Carrie Underwood, Snoop Dogg, and ZZ Top.

Miami, FL

- Miami's Urban Beach Week focuses primarily on African-American culture and music. The streets and beaches are crowded with up to 350,000 people, while many venues host live music from popular musicians and DJs. Parties are hosted on boat cruises as well as at Miami's numerous nightclubs. The Best of the Best Concert, an all-day music festival featuring reggae artists and Caribbean music, is the crowning event for the weekend.

New York, NY

- Among the most popular Memorial Day festivals is Fleet Week in New York City,

where members of the U.S. Armed Forces arrive on ships parading down the Hudson River. One of the most well-known Memorial Day ceremonies is held on the USS Intrepid at Pier 86; the ceremony includes the unfurling of a 100-foot flag, a rifle salute, and a military fly-over. Countless parties and events are held in the city during the week before Memorial Day.

Washington, DC

- Perhaps the best-known of Memorial Day ceremonies is the ceremony at Arlington National Cemetery. The service is held at the Tomb of the Unknown Soldier and includes music, speeches, and a wreath-laying ceremony, and thousands of people attend each year, whether they have family members serving in the military or simply want to honor those killed in action. The President frequently delivers the Memorial Day Speech at Arlington National Cemetery; several hundred thousand people attend the ceremony. Also in Washington are the National Memorial Day Concert, the National Memorial Day Parade, and numerous other events.

34.10 Independence Day

According to the National Retail Federation, more than 85% of consumers celebrate Independence day. The following are estimates of participation in various activities:

- Picnic or cookout: 125 million (57% of adults)
- Watch fireworks: 85 million (38% of adults)
- Go to a parade: 20 million (9% of adults)
- Travel or go on vacation: 20 million (9% of adults)

Festivities generally center on fireworks displays. *Condé Nast Traveler* and Travel Channel rated the following Independence Day fireworks displays as the best across the U.S. in 2016:

- 40th Annual Macy's 4th of July Fireworks (New York, NY)
- Boston Pops Fireworks Spectacular (Boston, MA)
- Do A.C. 4th of July Fireworks (Atlantic City, NJ)
- Fair Saint Louis (St. Louis, MO)
- Freedom Over Texas (Houston, TX)
- Go 4th on the River and Barges Battle on the Mississippi (New Orleans, LA)
- Independence Day at Navy Pier (Chicago, IL)
- July 4th Celebration at the Pier (San Francisco, CA)
- Kaboom Town! (Addison, TX)
- Let Freedom Sing (Nashville, TN)
- Lights on the Lake (South Lake Tahoe, CA)
- National Mall Independence Day Celebration (Washington, DC)
- Wawa Welcome America! (Philadelphia, PA)

The following are some of the annual Independence Day festivities:

Addison, TX

- Kaboom Town! is the biggest tourist event of the year in Addison. Home to 19,000 residents, 500,000 people swell the Dallas suburb on Independence Day. An airshow by the Cavanaugh Flight Museum precedes the fireworks display.

Atlantic City, NJ

- In Atlantic City, around 10,000 fireworks erupt from three separate spots – two barges and a marina platform – to provide a 360° show. More than 250,000 spectators watch the display.

Boston, MA

- Boston's Harborfest features more than 200 events, including the Boston Pops Orchestra and fireworks.

Chicago, IL

- Chicago's Independence Eve Fireworks Spectacular takes place during the annual Taste of Chicago food and entertainment festival in Grant Park. About 125,000 people pass through the gates of Navy Pier to watch the fireworks display.

Houston, TX

- Houston's Freedom Over Texas July 4th celebration in Eleanor Tinsley Park features pop, Latin, and classic rock musical performances.

Miami, FL

- Miami's America's Birthday Bash in Bayfront Park features music, food, and drink.

New York, NY

- Macy's 4th of July Fireworks is the biggest display in the country, with 40,000 effects in a 25-minute extravaganza that's viewed live by 3 million people annually. In 2016 the pyrotechnics were launched from the Brooklyn Bridge and several barges in the East River.

Philadelphia, PA

- WAWA Welcome America!, part of the weeklong Fourth of July celebration in Philadelphia, is watched by an estimated 500,000 people. Festivities in the city culminate with the 4th of July Jam, the largest free concert in the country.

Seattle, WA

- In 2016, Seattle's 52th Annual Fourth of Jul-Ivar celebration at Myrtle Edwards Park on the waterfront had live music, a kid zone, and a beer and wine garden for adults.

Washington, DC

- Capital Fourth, which follows the Smithsonian Folklife Festival on the National Mall, included a concert by the National Symphony Orchestra on the Capitol West Lawn.

34.11 Labor Day

Labor Day weekend signals the end of summer and the beginning of the school year. Labor Day also marks the start of the National Football League and college football seasons.

There are fewer festivities celebrating Labor Day than for other major holidays as people generally prefer a weekend getaway or simply to relax at home. Among the festivals that are held, most are scheduled to coincide with Labor Day rather than as a celebration of the holiday. Still, there are popular events in several cities, including the following:

- A Taste of Colorado (Denver, CO)
- Bumbershoot (Seattle, WA)
- Celebrate Bandera (Bandera, TX)
- Chicago Jazz Festival (Chicago, IL)
- Detroit Jazz Festival (Detroit, MI)
- Festival of Sail at the Maritime Museum (San Diego, CA)
- Gloucester Schooner Festival (Gloucester, MA)
- Labor Day Mackinac Bridge Walk (Mackinac, MI)
- Made in America Festival (Philadelphia, PA)
- National Symphony Orchestra Labor Day Concert (Washington, DC)
- Point Reyes National Seashore Sculpture Contest (Point Reyes, CA)
- Telluride Film Festival (Telluride, CO)
- Virginia Beach American Music Festival (Virginia Beach, VA)

34.12 Oktoberfest

Oktoberfest has evolved into an annual celebration of beer. Despite the event's name, most Oktoberfests, including the Munich original, kick off in September.

The following are noteworthy Oktoberfest celebrations in the U.S.:

Cincinnati, OH

- Oktoberfest-Zinzinnati is recognized as North America's largest Oktoberfest, attracting 500,000 annually, of which 125,000 are typically out-of-towners. The festival is celebrated in the heart of the city's 19th century German-American community in the revitalized Over-the-Rhine neighborhood. According to a study commissioned by the Cincinnati USA Partnership and the Greater Cincinnati Chamber of Commerce, Oktoberfest-Zinzinnati is estimated to have a total business impact of \$42.2 million, based on direct spending of \$20.4 million.

Daytona Beach, FL

- Daytona Beach's Biketoberfest attracts more than 100,000 people. The event has been named one of the Top 25 events in the southeast by the Southeast Tourism Society (www.southeasttourism.org).

Helen, GA

- A two-month celebration in Helen, a Bavarian-themed mountain town with a population of 300, attracts 50,000 devotees of beer and bratwurst.

LaCrosse, WI

- The 50-year-old LaCrosse Oktoberfest has earned the reputation as one of the best Old World folk festivals in the U.S.

Seattle, WA

- In the Fremont neighborhood, patrons can sample beer from more than 25 local microwbreweries and watch the annual Texas Chainsaw Pumpkin Carving contest.

Tulsa, OK

- Approximately 200,000 revelers participate in Tulsa's Oktoberfest, called one of the world's top German food festivals by *Bon Appetit* magazine. The International Festivals & Events Association (www.ifea.org) estimated that Tulsa's Oktoberfest has an economic impact on the community of more than \$7.6 million each year.

34.13 Halloween

According to the National Retail Federation, 157 million adults, or 66%, celebrated Halloween in 2015, spending \$6.9 billion on costumes, treats, and festivities. Spending was distributed as follows:

- Costumes: \$2.6 billion
- Candy: \$2.1 billion
- Decorations: \$2.0 billion
- Greeting cards: \$0.4 billion

Adults celebrated Halloween as follows:

- Handed out candy: 72%
- Decorated home/yard: 48%
- Carved a pumpkin: 44%
- Dressed in costume: 44%
- Took children trick-or-treating: 32%
- Hosted/attended a party: 31%
- Visited a haunted house: 20%

There are roughly 2,000 commercial haunted houses in the U.S., according to *Haunt World Magazine*, with annual sales estimated at \$1 billion.

Haunt World Magazine ranked the most shocking, over the top, extreme, scare houses in the U.S. as follows:

- Erebus 4 Story Haunted Attraction (Pontiac MI; www.hauntedpontiac.com)
- Pennhurst Asylum (Spring City, PA; www.pennhurstasylum.com)
- Haunted Overload Demeritt Farm (Lee, NH; www.hauntedoverload.com)
- Kersey Valley Spookywoods Haunted Attraction (Greensboro, NC; www.spookywoods.com)
- The Dent School House (Cincinnati, OH; www.frightsite.com)
- Haunting of Lemp Brewery (St. Louis, MO; www.scarefest.com)
- The Edge of Hell (Kansas City, MO; www.edgeofhell.com)
- Terror Behind the Walls at Eastern State Penitentiary (Philadelphia, PA; www.easternstate.org/halloween)
- The Queen Mary (Long Beach, CA; www.queenmary.com/attractions-events/haunted-encounters.php)
- Nightmare on the Bayou (Houston, TX; www.nightmareonthebayou.com)

New York's Village Halloween Parade, an annual holiday parade and street pageant staged in Greenwich Village, stretches more than a mile and features 50,000 costumed participants, dancers, artists, circus performers, dozens of floats bearing live bands, and other musical and performing acts. The event draws an estimated two million spectators and a worldwide television audience of one hundred million.

Most of the larger amusement parks make special Halloween attractions and promotions. Knott's Berry Farm is the 'grandfather' of amusement park Halloween promotions, having entered the field in 1973 with a one-day event that now covers almost three weeks. Six Flags began Halloween promotions at its parks in the mid-1970s. Other large parks that have some type of Halloween promotion include Busch Gardens (Tampa, Florida), Cedar Point (Sandusky, Ohio), Disney World (Orlando, Florida), Dorney Park (Allentown, Pennsylvania), and Hersheypark (Hershey, Pennsylvania).

The following are other major family-oriented Halloween attractions:

- Cleveland Metroparks Zoo presents "Boo at the Zoo," with clowns, magicians, and puppets, along with the 'Pirates of Lake Erie.'
- The Arizona Science Center (Phoenix) gives visitors a chance to learn Halloween alchemy, with spooky science activities throughout the galleries. Exhibits demonstrate "blood, skeletons, organs, cryogenics, disappearing ink, and slime."
- At The Roaring Camp Railroad Ghost Train (Felton, California – near Santa Cruz) families can live The Legend of Sleepy Hollow while riding an old-fashioned, narrow-gauge, steam-engine train and following Ichabod Crane's wild escape from the headless Horseman.
- CATS Haunted Theater (Arlington, Texas), a 27,000 sq. ft. "theater of terror," is a transformed performing arts theater for kids.

- Balboa Park’s Spreckels Organ Pavilion (San Diego, California) hosts a Halloween Fun Fest and a free family concert with scary organ music and a costume parade.

The following are some other Halloween celebrations:

Anoka, MN

- Anoka persuaded Congress in 1937 to declare it the “Halloween Capital of the United States.” The town now has three Halloween parades, as well as competitions for house decorations, costumes, and pumpkin carving.

Hell, MI

- Hell, a town 45 miles northwest of Detroit, takes advantage of its name. Halloween attractions in the county include corn mazes, cider mills, and a haunted opera house. Nearby Mount Brighton ski resort hosts a 14-room haunted house and renames itself Mount Frighten for the holiday.

Salem, MA

- Salem, where witch trials were held in the 17th century, has long focused on Halloween and draws more visitors in October than in any other month. More than 300,000 people visit the many witch museums and 100 “Haunted Happenings” during the month. The city hosts a costume ball, walking tours, Salem Witches Magickal Arts Fair, and ghost stories performed in dim parlors by actors in period dress. There are costume contests, parades, puppet shows, and ‘Scarecrowquet’ along with a Hay Bale Maze outdoors on the Salem Green.

West Hollywood, CA

- West Hollywood holds a Halloween Carnival that draws 400,000 people to a mile-long stretch of Santa Monica Boulevard. The event doesn’t make money for the city of West Hollywood, which spends about \$250,000 on security, but the festivities bring in about \$8 million for local businesses, according to the West Hollywood Convention and Visitors Bureau. The Carnival, which began in 1987 as a costume competition, now has corporate sponsors.

According to Prosper Insights & Analytics (www.goproprosper.com), 30.7 million people, or 12.9%, dressed up their pets for Halloween in 2015, spending an estimated \$360 million on costumes.

34.14 Thanksgiving

Thanksgiving is typically a holiday celebrated with family and friends. According to The NPD Group (www.npd.com), 64% of American households eat at home on Thanksgiving; about one-half prepare turkey. Among the other 36%, about two-thirds dine at the home of family or friends and one-third eat in restaurants.

Thanksgiving activities are held throughout the U.S., typically on the weekend prior to the Thursday holiday. The following are among the prominent celebrations:

Chicago, IL

- The Chicago Toy and Game Fair, held at Navy Pier and the largest toy and game show open to the public, is scheduled for the week prior to Thanksgiving.

Cleveland, OH

- Cleveland Metroparks Zoo hosts Thanksgiving at the Zoo, where guests can ride through the zoo in a heated shuttle bus while watching the animals enjoy their Thanksgiving Day. Demonstrations typically include giving pumpkins or papier-mâché seals to the polar bears, frozen fish inside blocks of ice for polar bears, swamp monkeys bobbing for cranberries, and a hanging papier-mâché beehive filled with treats for the sloth bears. There is no admission for the event.

Dallas, TX

- The Dallas Texas Turkey Trot, a tradition for nearly 40 years, features an 8-mile run/walk for marathoners, a 3 mile run/walk for those looking for something more casual, and a tot trot for kids. An estimated 40,000 people participate in the event.

New York, NY

- Among annual parades held across the U.S., Macy's Thanksgiving Day Parade is the largest, with the number of spectators typically in the 3½ million range. An additional 22 million watch the broadcast on NBC.

Plymouth, MA

- America's Hometown Thanksgiving Celebration is held annually in the town where the pilgrims first landed. At the Wampanoag Pavilion, celebration guests learn about the native people of the area, watch a reenactment of the first Thanksgiving, and tour the Mayflower II. The highlights of the celebration are the Thanksgiving parade and the New England Food Festival.

Tempe, AZ

- Thanksgiving at the Arizona Sea Life Aquarium features some of the animals enjoying their Thanksgiving dinners.

Williamsburg, VA

- Visitors who tour Colonial Williamsburg can enjoy a Thanksgiving feast at one of the many restaurants which offer dishes hailing from the 18th century.

34.15 Christmas

Many cities boast unique Christmas celebrations. The Christmas lights display at Oglebay Park (Wheeling, West Virginia) is considered one of the best. Niagara Fall's

Festival of Lights attracts two million visitors annually. Cannons herald Colonial Williamsburg's Grand Illumination. Bonfires along the levee light the way for Papa Noel in New Orleans. In South Carolina, African-American spirituals from the Sea Islands are sung at Charleston's Drayton Hall.

San Antonio is made even more magical at Christmas time by the lights twinkling on bridges and cascading from tree branches. A Nativity pageant is staged at the Rivercenter shopping and entertainment complex, "Holiday in the Park" at Six Flags Fiesta Texas, and Pancho Claus, a Hispanic St. Nick, reigns over the Fiestas Navidenas in Market Square.

The following are Christmas attractions in other cities:

Asheville, NC

- The Omni Grove Park Inn hosts one of the best hotel festivities in the U.S., with dozens of creatively decorated Christmas trees lining the halls and an annual gingerbread house contest.

Denver, CO

- The Denver City and County Building is transformed into the "World's Largest Christmas Lighting Display" for the season.

Los Angeles, CA

- Los Angeles celebrates its multicultural heritage with two major festivals. Las Posadas, a Mexican Christmas procession that reenacts the journey of Mary and Joseph to Bethlehem, takes place Christmas Eve on downtown's Olvera Street. The city's annual Kwanzaa Gwaride Festival at Leimert Park Village includes a marketplace with foods, crafts, and other goods from throughout the African world.

Mystic, CT

- Mystic offers the sights, sounds, and smells of a bygone era with Mystic Seaport's Lantern Light Tours. The world-famous maritime museum gives visitors a peek at Christmas Eve in a New England village more than 100 years ago. Christmas enchantment continues in nearby Olde Mistick Village, a recreated 18th century New England town.

Orlando, FL

- On the weekend prior to Thanksgiving and through December, Epcot at Walt Disney World Resort is transformed into the Epcot Candlelight Processional, a celebration of holidays from around the world. There is a re-telling of the story of Christmas, accompanied by a 50-piece orchestra and narrated by different celebrity hosts throughout the event.

SeaWorld Parks in Orlando, San Diego, and San Antonio

- Starting the day after Thanksgiving, SeaWorld's Christmas Celebration features several special shows. In Shamu Christmas - Miracles, killer whales soar through the air in a display of aerobatics accompanied by seasonal music. There is also the

Sesame Street Christmas and Sea of Trees, with more than 100 beautiful Christmas trees lighting up the water.

St. Augustine, FL

- St. Augustine, the nation's oldest city, commemorates the season with Night of Lights, a two-month festival of home tours, dance, musical and choral performances, and historical reenactments.

The following small towns are recognized for their Christmas festivities:

- Alexandria, VA
- Durango, CO
- Kennebunkport, ME
- Levanworth, WA
- Mackinac Island, MI
- Mountain View, AR
- Woodstock, VT

More than 80 million homes in the U.S. are decorated for Christmas every year.

HOMEBREWING

35.1 Overview

The American Homebrewers Association (www.homebrewersassociation.org) estimates that 1.2 million people make beer at home. The hobby has flourished since 1979, when federal legislation repealed restrictions on the home-brewing of small quantities of beer. As of July 2013, homebrewing has been legal in all 50 states.

Homebrewers brewed about two million barrels of beer in 2015, according to the American Homebrewers Association.

Commercial beer companies tend to support homebrewing rather than view it as competition.

“Unlike secret family recipes held close to the chest, recipes of your favorite craft beer are readily available and routinely shared. Craft beer makers don’t appear to worry that the homebrewer is going to make 5,000 gallons daily and distribute. Instead you may try to clone the beer at home, and when you are in bars and restaurants, they know you’ll order their brew.”

Biscayne Times, 10/15

Some homebrewers have turned their hobby into a business. According to the Brewers Association (www.brewersassociation.org), there were 3,283 microbreweries and brewpubs in the U.S. in 2015, an increase from 2,483 in 2013 and 1,508 in 2009.

35.2 Profile Of Homebrewers

According to the American Homebrewers Association, the average homebrewer is 40 years old, male, and married. The majority have college degrees or some form of higher education and are affluent, with nearly 60% having a household income of \$75,000 or more.

While 96% of homebrewers are male, 30% say they often brew with a spouse or domestic partner.

Homebrewers are spread across the country, with 31% in the West, 26% in the South, 23% in the Midwest, and 17% in the Northeast.

Ninety-five percent (95%) of homebrewers shop in local homebrew stores eight or nine times a year; 80% also shop in online stores five times a year. On average, homebrewers spend about \$800 a year with \$460 on general supplies and ingredients and \$330 on major equipment.

“The No. 1 reason people cite as to why they are doing the hobby is they like the creative and artistic aspects of the homebrewing process.”

Gary Glass, Director
American Homebrewers Association

35.3 Homebrew Clubs

There are over 1,700 homebrew clubs. A directory of clubs by state is available at www.homebrewersassociation.org/community/clubs/find-a-homebrew-club/,

“Swapping samples and competing with other brewers is what the culture is all about. You could just drink your homebrew at home, but you’d be missing out on a large part of the community.”

The Pew Charitable Trusts

35.4 Automatic Brewing Machines

Homebrewing typically requires 8-hours of hands-on attention. Fully automatic, all-grain tabletop brewing machines were introduced in 2014 by PicoBrew Symatic (www.picobrew.com) and Brewbot (www.brewbot.io), greatly simplifying the process. If prices drop as expected – they are now \$1,700 – the machines could become as common in beer lovers' kitchens as a home espresso maker or bread machine.

35.5 Market Resources

American Homebrewers Association, 1327 Spruce Street, Boulder, CO 80302.
(303) 447-0816. (www.homebrewersassociation.org)