



Santa's Wonderland brings Christmas magic to life with FREE family fun at Bass Pro Shops and Cabela's



A beloved holiday tradition featuring FREE photos with Santa, kids' activities and unforgettable family experiences

SPRINGFIELD, Mo. (Oct. 26, 2026) – Santa Claus is making his festive return to Santa's Wonderland at Bass Pro Shops and Cabela's, where family holiday traditions come to life and Christmas memories are made.

Santa makes his grand arrival on Saturday, Nov. 7, at Bass Pro Shops and Cabela's locations across the U.S. and Canada, kicking off the Christmas season. Beginning Sunday, Nov. 8, and continuing through Christmas Eve, Santa's Wonderland will feature FREE studio-quality photos with Santa, kids' crafts and holiday giveaways.



Santa's magical arrival celebration

With sleigh bells ringing and excitement filling the air, Santa will make his grand entrance at Bass Pro Shops and Cabela's locations on Saturday, Nov. 7 at 5 p.m. local time. Families are invited to share in the wonder of the season at this FREE outdoor Christmas celebration featuring seasonal treats, festive holiday cheer and a FREE Mini Reindeer Plush giveaway while supplies last.



An annual holiday tradition

Since 2008, Santa's Wonderland has become a beloved holiday tradition at Bass Pro Shops and Cabela's, providing millions of free holiday photos and creating countless happy memories for kids of all ages. Now entering its 18th season, Santa's Wonderland continues to be the ultimate destination for free holiday magic, joyful memories and family fun.

Free festive family fun

Starting Sunday, Nov. 8, families can visit Santa's Wonderland in-store to **receive a FREE 4x6 studio-quality photo with Santa**, as well as a FREE shareable video. Additional photo packages are available for purchase, with CLUB Members receiving 20% off.

Visitors can enjoy special holiday giveaways during weekday visits while supplies last, including:

- **Santa Ornament Crafts:** Nov. 9 through Nov. 27
- **Bass Sticker-By-Number Sheet:** Nov. 30 through Dec. 18

Santa's Wonderland offers plenty of ways for youngsters to embrace the holiday spirit. Kids can enjoy festive crafts and interactive activities, then drop off a letter in Santa's mailbox. Those who include an email address with their letter will receive a merry message back from Santa.



Schedule your magical moment

Families can take advantage of FREE reservations, available up to seven days in advance. By reserving a time online at basspro.com/santa or cabelas.com/santa, guests can enjoy a smoother holiday experience and spend more time creating lasting Christmas memories. Walk-ins are always welcome and will be accommodated on a first-come, first-served basis.



Additional FREE Santa experiences

Looking for even more holiday fun? Families can enjoy these additional FREE experiences with Santa throughout the season.

Christmas Tales: At 5 p.m. on Tuesdays from Nov. 10 to Dec. 22, experience story time with Santa and Mrs. Claus as they read Christmas classics to families. Following story time, Santa will take a photo with all participating families. Separate reservations are required and open seven days in advance.

Merry Morning Breakfast: At 9 a.m. on Dec. 5, gather for a festive breakfast with Santa and his helpers. Separate reservations are required, with a maximum of 4 individuals per family. Each family will take home a FREE Santa hat cup and 4x6 photo. Reservations open Nov. 28.

[Click here](#) to download photos and b-roll.

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About Bass Pro Shops

[Bass Pro Shops](#), North America's premier outdoor and conservation company, was founded in 1972 when avid young angler Johnny Morris started selling tackle out of his father's liquor store in Springfield, Missouri. That was the company's sole location for the first 13 years, and it has since grown to nearly 200 retail locations throughout North America. Today the company provides customers with unmatched offerings spanning premier destination retail, outdoor equipment manufacturing, world-class resort destinations and more. In 2017 Bass Pro Shops united with [Cabela's](#) to create a "best-of-the-best" experience with superior products, dynamic locations and outstanding customer service. Bass Pro Shops also operates [White River Marine Group](#), offering an unsurpassed collection of industry-leading boat brands, and [Big Cedar Lodge](#), America's Premier Wilderness Resort. Under the visionary conservation leadership of Johnny Morris, Bass Pro Shops is a national leader in protecting habitat and introducing families to the outdoors and has been named by Newsweek as "America's Best Outdoor Retailer" for four consecutive years and "America's Most Trusted Retailer for Outdoor Gear."

Media Contact:

Bass Pro Communications

press@basspro.com

417-873-4567