

# NAPER SETTLEMENT



**FOR IMMEDIATE RELEASE**

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## **Third annual Christkindlmarket Naperville brings 236,000 visitors to area**

**NAPERVILLE, IL** — This holiday season, Naper Settlement was pleased to host Christkindlmarket Naperville for its third year, which welcomed 236,000 visitors over the course of twenty-three days. The community embraced the beloved outdoor marketplace, where visitors could shop, eat, and drink at forty-eight different German, European, and local vendors. “We love seeing the community come together each year and celebrate the holiday spirit. It’s a true testament to Naper Settlement, fulfilling our mission and serving as a gathering place for Naperville and beyond,” said Rena Tamayo-Calabrese, president and CEO of Naper Settlement.

Christkindlmarket continues to draw visitors from all over the Chicagoland area: 52% of visitors were from the Western Suburbs, 13% were from South/Southwest Suburbs, 15% of visitors were from North/Northwest Suburbs, 10% were Illinois non-suburbs, and 3% were from Chicago. Six percent of visitors came from outside of Illinois, including from Canada and England.

The market has become a bustling hub during the holiday season, generating customer traffic and revenue for local restaurants and businesses. “Year after year, the market continues to leave a positive economic impact on the city. We are dedicated to crafting a holistic experience for patrons, including all that our bustling Downtown district offers,” added Harriet Pistorio, Naper Settlement’s chief operating officer. Market attendees received informational guides on shopping and dining in the city as well as a community coupon book featuring discounts to local businesses. Out of the visitors surveyed, 89% rated their overall experience at the market as excellent or very good and 79% said they were shopping or dining in other locations in downtown Naperville.

In addition to the return of Naper Lights, a light show walk-through presented by the Rotary Club of Naperville Sunrise, Naper Settlement also offered a variety of their own holiday offerings to enhance the German market. Patrons enjoyed the all new Winter Wonderland experience, a holiday tree display near the Playscape, featuring decorated Christmas trees, string lights, blow-up décor, and a train car. On Saturday mornings during the market, families flocked

to Santa at the Settlement for holiday cookie decorating and photo opportunities with Santa Claus, drawing 212 visitors. To round out the offerings, patrons enjoyed the holiday exhibit “And It Makes a Great Christmas Gift”, an homage to the kitschy vintage gadgets of the Chicago-based Popeil and Ronco companies in the 50s, 60s, and 70s.

With the help of 130 volunteers, the market and programs were a great success and helped to support Naper Settlement as a strong economic engine for the city. Naper Settlement would like to thank its supporting partners, in addition to German American Events, City of Naperville, Rotary Club of Naperville Sunrise, Tuk Tuk Naperville, Downtown Naperville Alliance, Naperville Development Partnership, Naperville Convention and Visitor Bureau, and Stenger Devermann Group at Morgan Stanley.

**About Naper Settlement**

Naper Settlement is a nationally accredited, award-winning outdoor museum set on 13 magnificent acres in the heart of Naperville. Located 30 miles from Chicago, the museum is home to 21 historical structures dating back as early as the 1830s. Featuring exhibits, special events, educational programming and more, Naper Settlement is where history comes alive and the community comes to connect. For more information, visit [www.napersettlement.org](http://www.napersettlement.org) or call (630) 420-6010.