National Landing

The Lodge

National Landing

2026 Vendor Market Details

Event Date: Saturday, December 5, 2026

Overview

The Lodge returns to Metropolitan Park as a ski-inspired outdoor event that blends shopping, entertainment, and seasonal activities into an unforgettable holiday experience for visitors of all ages.

Saturday, December 5, 2026
11AM-5PM
Met Park - Arlington, VA
Free admission

The 2025 event welcome an estimated 4,000 attendees and enthusiastic feedback from both vendors and attendees.

Now in its 4th year, *The Lodge* continues to grow as a sought-after opportunity for local vendors to engage holiday shoppers during the busiest season of the year.

Events & Activations

Arts and hands-on activities

A hop-on holiday train experience for children and families

Furry friends take the stage in the dog sweater contest

Selfies with Santa and holiday characters

Live music performances fill the air with holiday cheer

National Landing-branded giveaways

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Market Vendor Opportunity

The **National Landing BID** is partnering with **Made in Arlington** on this year's market. The market will be located in a large tent along S. Elm Street, creating a defined and weather-friendly space for visitors to shop from **10-15 local vendors.**

Market vendors will receive the following benefits:

- 10x10 space under a large, covered market tent
- 3 tables
- 2 chairs
- Market vendor business name listed on *The Lodge* webpage
- Market vendor named included in event press release (if confirmed by PR deadline)
- Market vendor name included in event e-blast

National Landing will provide a robust PR and marketing campaign, with a focus on Arlington and the DC region, including:

- Event advertisements in ARLNow, ALXNow, Arlington Magazine, Popville, NBC4
- Social media posts
- Email marketing and website exposure
- Featured as part of wide-reaching press relations campaign

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Press Mentions

The Lodge at National Landing

Where: Metropolitan Park | National Landing, VA

When: December 6, 1-7pm

Admission: Free

This ski-inspired winter festival returns to Metropolitan Park this year with more seasonal fun. The event will feature a holiday vendor market, craft stations, performance tents, a dog holiday sweater contest, and more all-ages fun. Adults 21+ can stick around for The Lodge After Dark, featuring a Holiday Karaoke Showdown and festive cocktails.

11/04/2025 – KidFriendlyDC
– 16,902 impressions

12/01/2025 – Fox 5 DC
– 1,693,934 unique visitors per month

The Lodge at National Landing

Swing by Metropolitan Park on **Dec. 6, 1-7 p.m.**, for a ski-themed winter festival featuring live music and a holiday market with goods by Besitos Chocolate, Chandra Designs, CryoCline, Pinwheel Clay and other Made In Arlington vendors. The fun also includes games, crafts, holiday train rides, a dog sweater contest, selfies with Santa, an after-dark holiday karaoke contest. Back by popular demand is the annual heated Peppermint Mocha Latte Competition. *1330 S. Fair St, Arlington (National Landing)*

11/11/2025 – Arlington Magazine
– 31,016 impressions

The Lodge Winter Festival

When: Saturday, Dec. 6 from 1-7 p.m.

This family-friendly winter festival will include a dog sweater contest, a tasting and vote on the best peppermint mocha lattes, live music, a holiday market and activities like holiday train rides, photos with Santa, face painting and ornament decorating. After dark, District Karaoke will bring holiday karaoke to Metropolitan Park.

1330 S. Fair Street (Pentagon City)

11/26/25 - ARLnow
– 360,756 impressions

...over 25 major press placements

Digital Reach

- A robust ad campaign including coverage in **ARLnow**, **ALXnow**, **PoPville**, and **Arlington Magazine** delivered over 1.7 million views.
- **NBC4** advertising partnership highlighted the programming on via digital, TV, and streaming ads.
- **Email marketing campaign** achieved an impressive average 62% open rate; and The Lodge website generated over 12,000 engagements.

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Social Media

With a dynamic paid social campaign across multiple channels we received 265,000 impressions, highlighting the vendors and experience. Our top-performing Instagram recap video alone drew 107.2k impressions.

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Vendor Feedback

“Overall, I had a great experience participating in The Lodge. The event was well organized, communication was clear, and the atmosphere felt festive and welcoming. I really appreciated the layout and the support from your team onsite.” - 2025 Vendor

“I really appreciate all the care and thought you put into the market — it showed in every detail. Thank you for the opportunity and for creating such a festive, supportive space.” – 2025 Vendor

Interested in participating?

Submit a 2026 Market Vendor Application by October 30.

Questions? Contact events@nationallanding.org.

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