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Georgetown Gets Festive with New "Deck the Alleys" Experience and a Season Full of Holiday Celebrations

Illuminated alley installations will brighten Georgetown December 1 through January 3, with special events on December 5 and 12, alongside holiday markets, a cookie tour, outdoor ice skating, shopping events, and more.

WASHINGTON, D.C. (November 19, 2026) – Georgetown is bringing the festive spirit to unexpected places with a new holiday experience, *Deck the Alleys*, and a full calendar of seasonal celebrations, shopping, dining, and activities.

Presented by the Georgetown Business Improvement District (BID), *Deck the Alleys Georgetown* will transform Oak Alley (3131 M St NW) and Sovereign Alley (1206 Wisconsin Ave NW) into festive holiday destinations, complete with seasonal lighting, decorations, and photo-worthy moments. The alleys will be illuminated daily from **December 1 through January 3**, inviting visitors to discover unexpected holiday cheer all season.

In addition to the month-long lights and decor, Georgetown will host two special *Deck the Alleys* activations on **Saturday, December 5, and Saturday, December 12, from 3pm - 6pm.** Visitors can enjoy live music, hot cocoa, seasonal treats, holiday characters, crafts, and other festive surprises. The celebrations will extend throughout the neighborhood, with nearly 20 participating Georgetown shops and restaurants offering special promotions, complimentary refreshments, and holiday shopping and dining deals.

Beyond Deck the Alleys, Georgetown's holiday calendar is packed with festive experiences throughout November and December, including:

- **Holiday Markets:** Shop unique gifts and seasonal treats at the Swedish Holiday Market at the House of Sweden on December 5, the outdoor Georgetown Holiday Artisan Market along the waterfront on December 12 featuring 40+

vendors (and Santa!), and the My Little Chamomile Holiday Market on December 13, among others.

- **Georgetown Cookie Tour:** Join Georgetown Main Street on December 5 and 12 for its sixth annual Cookie Tour. Collect 12 holiday cookies from Georgetown bakeries while shopping at 12 independent businesses.
- **Holiday Shopping & Gift Guides:** Discover one-of-a-kind gifts from Georgetown's independent boutiques, national retailers, and local makers with four new curated holiday gift guides.
- **Outdoor Ice Skating:** Lace up your skates at The Washington Harbour's outdoor ice rink, DC's largest outdoor skating rink, open daily beginning November 19 and throughout the holiday season.
- **Festive Cocktails & Dining:** Celebrate the season with holiday-inspired cocktails at The Ritz-Carlton Georgetown's annual 25 Days of Cocktails or explore seasonal menus and holiday offerings at Georgetown restaurants and bars.
- **Seasonal Workshops & Experiences:** Get creative with holiday crafting, wreath-making, cookie decorating**,** and other seasonal workshops hosted by local businesses throughout December.
- **Festive Photo Opportunities:** Take in Georgetown's iconic holiday window displays, oversized nutcrackers, and seasonal decorations, or visit The Lodge at CUT Above at Rosewood Washington, D.C., for a ski-inspired rooftop holiday experience running through January 3.

For the full Georgetown holiday calendar and event details, visit **georgetowndc.com/guide/holiday-guide**. For details on *Deck the Alleys Georgetown*, including participating businesses and special offers, visit **georgetowndc.com/deck-the-alleys**.

Visitors are encouraged to follow Georgetown on Instagram (@officialgeorgetowndc) and Facebook (@OfficialGeorgetownDC) this holiday season and participate and share via the hashtags #DecktheAlleysGeorgetown and #MerrimentInGeorgetown.

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About the Georgetown Business Improvement District
The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to

protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C. and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation, economic development, placemaking and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information, visit georgetowndc.com.