

Southern California Welcomes Holiday Magic: Swiss Winter Village Brings an Enchanting Alpine Experience to the Santa Monica Pier



Holiday magic arrives in Southern California as the Santa Monica Pier transforms into an authentic Swiss Winter Village for the festive season.

Los Angeles, October 14 – In collaboration, Swiss Xmas Inc. and Fever are introducing an authentic Swiss holiday market to coastal California this November. Bringing an authentic alpine journey to your backyard, the Swiss Winter Village experience is set against the iconic backdrop of the Santa Monica Pier, offering festive shopping, seasonal cuisine, entertainment, and family-friendly programming.

Upon arrival, guests will discover high-quality holiday treasures and exceptional goods from hundreds of vendors, alongside family-friendly seasonal programming, themed food

and beverages, an ice rink, and more, all within an enchanting Swiss alpine setting complemented by scenic waterfront views.

General online ticket sales for the Santa Monica Pier experience will launch on Fever on October 15. Waitlist and vendor sign-ups are now open at swisswintervillage.com/santa-monica.



Noël La Villette (Paris, France)

Gourmet Offerings & Artisan Marketplace

The village will feature a curated mix of renowned Swiss brands and local artisans. Guests can enjoy modern takes on traditional Alpine fare alongside signature culinary specialties, offering an authentic taste of Switzerland. With vendor selections rotating weekly, each visit will bring something new to discover.

In addition to shopping for distinctive gifts and handcrafted goods from Europe and local makers, guests can take part in Hanukkah festivities, go ice skating, meet Santa Claus and unwind in cozy raclette chalets with live entertainment. Daily programming will also include hands-on crafting workshops, curated cheese tastings, seasonal cocktail hours, and other festive experiences.

Swiss Winter Village will also welcome guests in San Diego at Liberty Station, bringing the same Alpine-inspired holiday experience to one of the city's most beloved gathering destinations. Additional details and ticketing information for the San Diego experience will be announced separately.

About The Swiss Xmas Inc.

Established by the minds behind Switzerland's most celebrated holiday markets, such as Zurich's Illuminarium and Wienachtsdorf, alongside Geneva's Noël au Quai, The Swiss Winter Village crafts magical festive destinations across the globe. Guided by precision, imagination, and a mastery of seasonal atmosphere and aesthetics, the team curates immersive environments uniting tradition, fine dining, and emotional resonance. Defined by superior quality, vibrant ambiance, and meticulous craftsmanship, their markets serve as memorable winter gathering spots. Following successful international ventures, including Noël La Villette in France, the organization continues to bring authentic alpine holiday traditions to new audiences worldwide.

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

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