

2026

# EVENTS IN GATLINBURG

How to get involved

**GATLINBURG**  
TENNESSEE



# INTRODUCTION

This handbook has everything you need to apply for 2026 Gatlinburg events as well as information to let your visitors know what is going on in town!



We will continue to send emails and call with updates throughout the year, but with this you will have most information at your fingertips at all times.

For any questions, or if you need more information, call the Director of Events, Macey Dance - (865)436-0523.



# SWEET WEEK

**February 7<sup>th</sup> - 14<sup>th</sup>**

**About the event** - This event was new to Gatlinburg in 2025, a delightful event where Gatlinburg bakeries, candy shops, and dessert destinations are able to showcase their sweet confections for visitors to have a chance to win sweet prizes.

**How to get involved** - Contact the marketing team to ensure your business is part of the event. Encourage the visitors to download the Visit Gatlinburg app and complete the Sweet Week Challenge by visiting and checking-in at 7 or more participating locations to win a Sweet Week Prize Pack.

This is a week-long celebration from February 7 – 14 of all things sweet, ending on Valentine's Day when the winner will be announced on Visit Gatlinburg Facebook page.

# PANCAKE WEEK



**February 21st - 28th**

**About the event** - Participating businesses showcase their unique pancake creations for this week long event that offers an array of pancake flavors.

**How to get involved** - Contact the marketing team to ensure your business is listed as a participant.

## Pancake Eating Contest

This year as an extra component to Pancake Week, the Events Team will be implementing pop up Pancake Eating Contest Events.

**How to get involved** - Contact [events@gatlinburg](mailto:events@gatlinburg) for more information.





# SPRING FEST

**Starting February 16<sup>th</sup>**

**About the event** - Guests are encouraged to visit participating businesses by downloading the Visit Gatlinburg app and checking into 7 of the listed locations. Visitors will vote on their favorite decorated business and that business will get a “People’s Choice” plaque, as well as a Judge’s plaque  
Bronze - Platinum.

**How to get involved** - Click the link below to send in your business application. Contact the [events@gatlinburg.com](mailto:events@gatlinburg.com) to ensure your business is included.

[Application](#)

# GATLINBURG SMOKY MOUNTAIN WINE FEST



**March 14<sup>th</sup>**

**About the event** -This event will take place at the historic Arrowmont School of Arts & Crafts. Guests will sample over 10 local and regional wineries, delight in flavorful food pairings from local favorites. The festival will feature live music, as well as artist demonstrations.

## **How to get involved -**

Contact

[events@gatlinburg.com](mailto:events@gatlinburg.com) to ensure your business is listed as a participant or click the link below to apply!

[Application](#)





# CHAMBER PICNIC

**May 7th**

**About the event** - The Gatlinburg Chamber of Commerce Foundation Annual Picnic will be at The Park Vista a Double Tree by Hilton Hotel, 705 Cherokee Orchard Road, Gatlinburg, TN 37738. All Chamber members are invited to attend! This event honors past Presidents and the Class of 2026 Traditional Student Scholarship recipients.

**How to get involved** - Contact the [chamber@gatlinburg.com](mailto:chamber@gatlinburg.com) to ensure you get your ticket today!

# CHAMBER PICKLEBALL TOURNAMENT



**May 21<sup>st</sup>**

**About the event** -This event will take place at Mynatt Park to help raise money for the Chamber Foundation. 2026 will be this event's second year. This is a one day tournament that includes breakfast and lunch.

## **How to get involved -**

There are many ways to get your business involved, contact [events@gatlinburg.com](mailto:events@gatlinburg.com) to ensure your business is listed as a participant.





# 4TH OF JULY FESTIVITIES

July 3<sup>rd</sup> - July 4<sup>th</sup>

**About the event** - Gatlinburg celebrates in a big way with the very first Independence Day Parade in the nation. The Annual Fourth of July Midnight Parade has been named a Top Ten Parade to see in the US. We also host the River Raft Regatta and the Drone Show with the Firework Finale the following night of July 4th.

**How to get involved** - Contact [events@gatlinburg.com](mailto:events@gatlinburg.com) or click the link below to send in your application for the Parade!

[Application](#)

# HARVEST FEST



**September 7<sup>th</sup>**

**About the event -** Guests are encouraged to visit participating businesses by downloading the Visit Gatlinburg app and checking into 7 of the listed locations. Visitors will vote on their favorite decorated business and that business will get a “People’s Choice” plaque, as well as a Judge’s plaque Bronze - Platinum.

## **How to get involved -**

Click the link below to send in your business application. Contact the [events@gatlinburg.com](mailto:events@gatlinburg.com) to ensure your business is included.

[Application](#)





# CHAMBER GOLF TOURNAMENT

**September 3<sup>rd</sup>**

**About the event** - Join us for our annual golf tournament at the Gatlinburg Golf Course on Thursday, September 3, 2026 benefiting the Gatlinburg Chamber of Commerce Foundation.

**How to get involved** - Contact [events@gatlinburg.com](mailto:events@gatlinburg.com) directly for more information on how to be a sponsor for this event.

# GATLINBURGER WEEK



**September 15th - 21st**

**About the event -** For only 7 days, participating Gatlinburg businesses will feature a special, unique burger that you can order to win prizes. Visitors are encouraged to go to participating locations, order their special burger, and VOTE for their favorite which helps determine who wins the title of GatlinBURGER Meister!

## **How to get involved -**

Contact the marketing team to ensure your business is listed as a participant. Encourage visitors to participate in this event and download the Visit Gatlinburg App.





# GATLINBURG WINTER MAGIC

**November 5<sup>th</sup>**

**About the event** - Guests are encouraged to visit participating businesses by downloading the Visit Gatlinburg app and checking into 7 of the listed locations. Visitors will vote on their favorite decorated business and that business will get a "People's Choice" plaque, as well as a Judge's plaque Bronze - Platinum.

**How to get involved -**

Click the link below to send in your business application. Contact the [events@gatlinburg.com](mailto:events@gatlinburg.com) to ensure your business is included.

[Application](#)

# VETERANS DAY CEREMONY



**November 11<sup>th</sup>**

**About the event** - Gatlinburg honors our Veterans during a one hour ceremony hosted in the Gatlinburg Convention Center Mills Auditorium with complimentary food and beverage.

**How to get involved -**

Inform your visitors about this free event honoring our Veterans.





# WINTER MAGIC & CHILI COOK OFF

November 12<sup>th</sup>

**About the event** - Guests will be given the chance to enjoy the Winter Magic with festival games, live music, ice skating, and of course the chili cook off all on the Parkway.

**How to get involved** -

Contact the [events@gatlinburg.com](mailto:events@gatlinburg.com) or click the link below to sign your business up today for this event!

[Application](#)

# CHAMBER BANQUET



**November 30th**

**About the event -** The Gatlinburg Chamber of Commerce Annual Banquet will be held at the Convention Center. All Chamber members are invited.

**How to get involved -**

Contact

[chamber@gatlinburg.com](mailto:chamber@gatlinburg.com)

to ensure you get your ticket today!





# FANTASY OF LIGHTS CHRISTMAS PARADE

December 4<sup>th</sup>

**About the event** - Starting at 7:30pm on the first Friday in December, this beloved tradition lights up downtown with festive floats, larger-than-life balloons, spirited marching bands, and over 1 million dazzling LED Christmas lights.

**How to get involved** -

Contact the [events@gatlinburg.com](mailto:events@gatlinburg.com) or click the link below to sign your business up today for this event!

[Application](#)

# NEW YEAR'S EVE CELEBRATION



## December 31st

**About the event** - Known as the “Best New Year’s Eve Show in the South,” Gatlinburg will ring in the new year with its Annual New Year’s Eve Celebration in the Shade Tree Parking Lot with live entertainment, a drone show, an iconic ball drop from the Space Needle, and a firework finale!

## How to get involved -

Share this information with your guests on ringing in the New Year in Gatlinburg! Want to sponsor a drone and have your business in the sky? Contact [macey@gatlinburg.com](mailto:macey@gatlinburg.com)

