



FOR IMMEDIATE RELEASE

August 30, 2026

New festival data shows nearly 7 in 10 customers come from outside Granbury, with an estimated \$1.65 million in direct visitor spending per event.

[GRANBURY, TEXAS] Granbury Wine Celebration is raising a glass to more than Texas wine. New customer and tourism data shows the twice-annual festival is bringing thousands of visitors and significant spending to the Granbury economy.

Most notably, the 68% of ticket holders from outside Granbury include top visitor markets such as Fort Worth, Weatherford, Burleson, Arlington, Stephenville, Tolar, Dallas, Abilene, Benbrook and Godley.

Based on attendance, customer origin, overnight guests and economic impact modeling, Granbury Wine Celebration estimates approximately \$1.65 million in direct visitor spending per festival weekend across lodging, dining, shopping, Texas wine, entertainment, transportation and other expenditures.

With a Spring Celebration on the fourth weekend of April and a Holiday Edition the weekend before Thanksgiving, that represents approximately \$3.3 million in modeled direct visitor spending annually.

"The festival brings them here, but Granbury gives them a reason to stay," said Melissa McGavock, Event Host of Granbury Wine Celebration. "Our visitors are staying in our hotels, eating in our restaurants, shopping our stores and discovering our community."

The Celebration also reaches visitors well before festival weekend. From October 1, 2024 through August 25, 2026, Granbury Wine Celebration generated **665K+ Meta views, 32.9K website sessions, 22.7K Facebook page visits and 11.1K link clicks**, while reaching **2,435 email subscribers**.

As the festival continues to grow, Granbury Wine Celebration is inviting businesses to become **Official Festival Sponsors for \$900 per event**, with on-site, print and digital recognition before, during and after festival weekend.



PARTNER WITH THE CELEBRATION. INVEST IN GRANBURY.

Granbury Wine Celebration is held twice annually on the Historic Granbury Square, bringing together Texas wineries, artisans, food, live music and destination travel.

Festival and sponsorship information: GranburyWine.com

Granbury Wine Celebration data is sourced from festival ticketing and customer ZIP-code records, festival participation records, Meta Business Suite, Google Analytics 4 and the Celebration's email subscriber database. Economic-spending figures are modeled estimates and are not audited sales or tax-revenue figures.

Event Details

Granbury Wine Celebration: Holiday Edition 2026

Dates:

Friday, November 20, 2026 | 2:00 PM – 8:00 PM

Saturday, November 21, 2026 | 12:00 PM – 8:00 PM

Location:

Historic Granbury Square
Granbury, Texas

Media Contact

Melissa McGavock
Event Host
info@granburywine.com
512-484-6270