FOOD & WINE

THE HOLIDAY ISSUE



CROQUEMBOUCHE (CARAMEL-DIPPED CREAM PUFFS STACKED INTO A TOWER) P. 33

DECEMBER 2026 / JANUARY 2027

The Best Holiday Markets in the World Are Hiding Inside Hotels

Holiday travelers can savor the season at these festive markets in a castle, a firehouse, and a fishing village above the Arctic Circle.

By Lauren Harano Published November 21, 2026 | Food & Wine (online)

Holiday markets began in Germany more than 500 years ago (Dresden's oldest dates to 1434) as a way for towns to eat, drink, and shop for Christmas gifts. They were practical before they were charming, one last big shopping outing before winter set in. The best parts are always the edible ones: nuts roasting in sugar, gingerbread, and steaming hot mulled wine with just the right amount of spice.

That part has never changed, even as the idea spread all over the world. Now the markets are checking in somewhere new: hotels, which have started hosting their own with vendors in the lobby, the courtyard, or outside on the property, hosting local bakers and makers. These hotel holiday markets are open to everyone, not just guests, so you can wander in and grab a glühwein, no room key required.

Here's where the wine is hot, the stalls are local, and the best souvenir is something you eat while shopping.



Nusfjord Village & Resort

The Christmas market at Nusfjord Village & Resort has no vendors, which sounds like a problem until you know how the place works. Amid the Lofoten archipelago above the Arctic Circle, the restored fishing village is self-sufficient. The market fills the Salteriet Gallery, the old salt house where fish roe was once salted and stored, and the resort stocks every shelf. The staff bakes the sourdough, cooks the blueberry jam, and knits the sweaters, and the shelves around them hold seaweed products, handmade soaps, chocolates, and preserves. The market is on weekends from November 20 through December 31, from 10 a.m. to 6 p.m., with extra market days on December 27 and 31.