

Holiday River Parade Frequently Asked Questions

Please Read ALL Frequently Asked Questions before purchasing Tickets

What is the River Parade? - The Holiday River Parade is a floating parade of approximately 25 professionally decorated and lighted River Barges. This year marks the 30th anniversary of the parade, produced by the Paseo del Rio Association, a non-profit association that produces over 22 events on the River Walk throughout the year. The Holiday River Parade ALWAYS falls on the day after Thanksgiving. The parade is preceded by the Lighting Ceremony, during which 1.4 Million Christmas lights are turned on along the River Walk.

Why do I have to buy a ticket? - The Paseo del Rio Association offers RESERVED SEATING during the Holiday River Parade. Prices range from \$10-\$25 and secure you a reserved, assigned seat to view the parade. The River Walk is closed at 4pm the day of the parade to set up seating. A ticket to the parade WILL BE REQUIRED to access the River Walk after 5pm the day of the parade.

Where do I sit during the parade? – Seating is provided in the form of quality plastic folding chairs arranged along the sidewalk and walkways around the River.

***Why are the tickets different prices?**

\$10 tickets are a General Admission ticket, guaranteeing you a chair, but not an “assigned seat”. They are located at the end of the parade route, meaning the first float does not arrive until approximately 8:30pm.

\$15 tickets are reserved seats at the beginning of the parade route, where you see the parade at approximately 6:40pm. There is also a \$15 section near the end of the parade route, just before the general admission tickets.

\$20 tickets are reserved seats encompassing the majority of the parade route. The parade barges will make a loop through Rivercenter Mall and the Convention Center and double back through a large majority of the parade route. Many of the \$20 sections will see the parade floats twice because of this.

\$25 tickets are reserved seats in the Arneson River Theater, where the parade is televised nationally.

*** There are front row seats available at every ticket price.**

What is the best section? - Due to the variety of seating options, the length of the parade route, and personal preference, there is no “best section.” Here are a few items to consider to determine the best section for you:

Staying on the River Walk or Downtown the night of the parade? - Choose a section near your hotel to avoid walking/traveling a long distance to your section.

Not Staying on the River Walk or Downtown?- Choose a seating location near a landmark or area of downtown you are familiar with.

Not familiar with downtown? - Choose an area toward the beginning or end of the parade route, away from the heavy inner-core traffic.

Coming to the parade with children? - Guests traveling with children should consider the arrival time of the parade floats when choosing a section. (See Map) Sections near the end of the parade route will not see the first float until approximately 8pm. This will be about a 1 hour wait from the Lighting Ceremony (when the lights come on in the trees), until the time you see the parade. Recommended seating for guests with children are Maps 1-3, or Maps 14-15 near Rivercenter Mall. Remember, children 3 and older will need a ticket.

Can I have dinner at a River Walk Restaurant while I view the parade- Dinner packages are available at most River Walk establishments. Reservations must be made with the individual establishments.

Will I be able to see the parade from my seat? - Yes. Thanks to the help and hard work of the San Antonio Department of Downtown Operations, all measures are taken to ensure that foliage, signage and any other obstructions are cleared from the view of parade guests. Please remember, however, that the San Antonio River is a natural River and trees and other shrubbery are located on the River Walk. Every effort is made to ensure that all guests have a good view of the parade.

Will people be walking along the River Walk while I am watching the parade? – No. Only guests who have purchased a ticket to view the parade will have access to the River Walk during the parade. All guests will have an assigned seat.

Does my child need a ticket? – Yes, for safety consideration, all children above the age of 3 must have a ticket. In addition, strollers will NOT be allowed on the River Walk during the parade.

Where do I park for the parade? – Due to the large number of people who will be visiting downtown the day of the parade, we suggest arriving downtown no later than 5pm. Parking is available in the form of public and private parking garages, and open lots. Parking prices will vary between \$10 and \$30 the evening of the parade. A parking map of downtown is available by visiting www.downtownsanantonio.org

What if I can't find my section when I get to the River Walk on parade night? – When you arrive on the evening of the parade, look for the Amigos- Downtown Ambassadors in bright yellow shirts and straw hats. They will be able to assist you in finding your section. They are friendly and knowledgeable about Downtown and the

River Walk. In addition, when you purchase tickets, you will be provided a map of the overall parade route, as well as of your individual section, to aid you in finding your seats.

How long is the parade?- The parade will last approximately 1 hour from the time you see the first float to the time you see the last. See the Parade Route Map for estimated arrival times of the parade at the various sections along the River Walk. The parade is televised nationally. There may be 3 to 5 minute delays between groups of floats, to accommodate commercial breaks.