

Christmas Decor's Large-Scale Lighting Installation at Seven Feathers Transforms the Casino into a Holiday Destination

The Seven Feathers project caps a growing casino holiday lighting portfolio spanning more than a dozen gaming resorts across eight U.S. states.

IRVING, TX, UNITED STATES, August 14, 2026 /EINPresswire.com/ -- As gaming properties face increasing pressure to diversify revenue streams, a new trend is transforming casino resorts into must-visit seasonal destinations: [immersive, large-scale holiday light installations](#). Christmas Decor, North America's leading professional holiday lighting installation franchise, is spearheading this shift, turning casinos into regional attractions that boost occupancy and foot traffic during typically slower periods.

The strategy is simple but effective: when a gaming property commits to the holidays at a massive scale, it transforms from a place to play into a place to stay.

“

When a gaming property commits to the holidays at this level, it becomes a reason to visit, a reason to stay, and a reason to come back”

*Brandon Stephens, CEO of
Christmas Decor*



Seven Feathers Casino Resort's illuminated entrance in Canyonville, Oregon, as part of Christmas Decor's large-scale holiday lighting installation across the property.

The recent installation at Seven Feathers Casino Resort in Canyonville, Oregon, serves as the industry's current benchmark for this pivot. [Christmas Decor by C&D Landscaping](#) transformed the entire 99-acre campus into a regional holiday destination.

The project featured:

- 1.5 million lights illuminating Douglas County.
- Over 80 decorated holiday trees displayed throughout the property.
- Integrated festive décor spanning the casino, RV resort, Truck and Travel Center, and Creekside

Hotel and Suites.

The result was a measurable surge in interest, earning coverage from CDC Gaming, Northwest Travel & Life Magazine, and local news outlets, with one industry publication calling the resort "worthy of a trip by itself."

"When a gaming property commits to the holidays at this level, it becomes a reason to visit, a reason to stay, and a reason to come back," said Brandon Stephens, CEO of Christmas Decor. "We are seeing a strategic shift where casinos are leveraging our scale to compete for holiday travel dollars. For operators, it's not just decoration; it's an extension of the guest experience that drives recurring visits."

For franchise operators and gaming properties, the economics of holiday decor are increasingly attractive.

The Seven Feathers project was executed by local franchisee Isaac Kerns, owner of Christmas Decor by C&D Landscaping. "When guests pull off the highway because the lights caught their eye from I-5, you know you've created something that's become part of the guest experience," Kerns said.

Jay Ellenberger, General Manager of Seven Feathers Casino Resort, added: "Christmas Decor delivered exactly what we envisioned. The response from our community has been extraordinary, and we're proud to keep building on it."

Seven Feathers is the latest addition to a fast-growing roster of casino and gaming properties that have turned to Christmas Decor for large-scale holiday lighting. Company franchisees have now completed installations at more than a dozen gaming destinations spanning eight states, including:

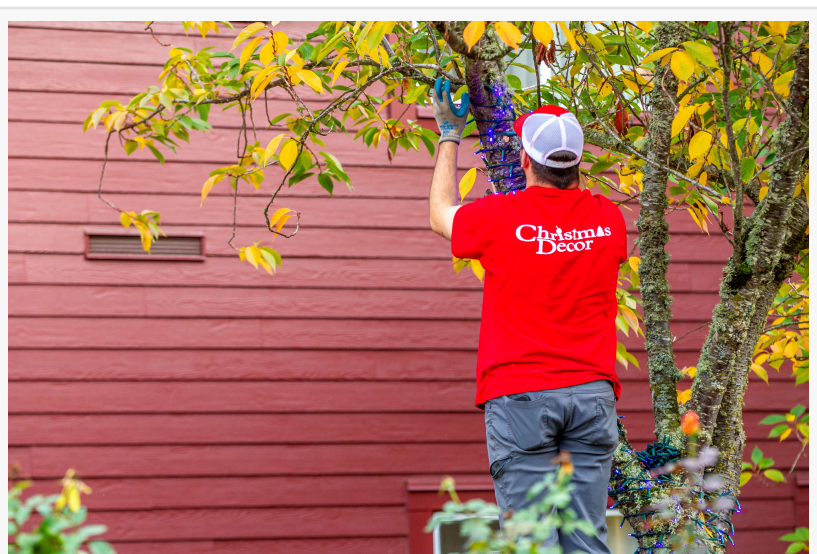


An aerial view of Seven Feathers Casino Resort's 99-acre campus in Canyonville, Oregon, showing a portion of the 1.5 million lights and 80 decorated trees installed by Christmas Decor.



Holiday-lit trees frame the entrance to Seven Feathers Casino Resort in Canyonville, Oregon, part of Christmas Decor's holiday lighting installation across the property.

- Horseshoe Casino Baltimore (Baltimore, Maryland) — Christmas Decor by Watermark
- Red Wind Casino (Olympia, Washington)— Christmas Decor by Senske Services
- Clearwater River Casino & Lodge (Lewiston, Idaho)— Christmas Decor by Senske Services
- Wildhorse Resort & Casino (Pendleton, Oregon) — Christmas Decor by Senske Services
- 12 Tribes Resort Casino (Omak, Washington) — Christmas Decor by Senske Services
- Gun Lake Casino (Wayland, Michigan) — Christmas Decor by DeVries Landscape Management
- California Hotel & Casino (Las Vegas, Nevada) — Christmas Decor by Flagg Landscapes
- Fremont Hotel & Casino (Las Vegas, Nevada) — Christmas Decor by Flagg Landscapes
- Main Street Station (Las Vegas, Nevada) — Christmas Decor by Flagg Landscapes
- Cliff Castle Casino Hotel (Camp Verde, Arizona) — Christmas Decor by Flagg Landscapes
- Chukchansi Gold Resort & Casino (California) — Christmas Decor by Kaylor Landscapes
- Eagle Mountain Casino (California) — Christmas Decor by Kaylor Landscapes



A Christmas Decor crew member installs holiday lighting at Seven Feathers Casino Resort in Canyonville, Oregon. The project was completed by local franchisee Isaac Kerns, owner of Christmas Decor by C&D Landscaping.

Christmas Decor

Christmas Decor is currently scaling its casino lighting installation business, seeking partnerships with gaming properties that want to leverage holiday tourism as a central pillar of their year-end operations.

About Christmas Decor

Christmas Decor is the leading professional holiday decorating company in North America, providing full-service design, installation, maintenance, and removal of custom holiday lighting and décor. With more than 250 locations across the United States and Canada, the company serves both residential and commercial clients, including restaurants, retail centers, municipalities, and large-scale properties. Christmas Decor is the leading brand of The Decor Group, Inc.

For entrepreneurs exploring a low-cost franchise opportunity with strong seasonal demand, Christmas Decor's franchise development team is accepting inquiries for [available Christmas Decor franchise territories](#).

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Christmas Decor

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