**Uxbridge Holiday Trail Marketing Program**

***“Tell a Holiday Story through your seasonal window/display and we will help you show it off!”***

Discover Uxbridge, with partnership support from the Uxbridge BIA, Durham Tourism, and Central Counties Tourism, is offering an opportunity to promote your business for online and in-store shopping as part of the Holiday Trail. The Holiday Trail will appear on the DiscoverUxbridge.ca website with a map to your location and a link to your website/virtual store.

With the Fantasy of Lights being featured in Elgin Park, as well as Holiday Trains and other seasonal events returning, lighting up our downtown with beautiful holiday windows/displays is a great way to add to the experience for our visitors and locals and to invite them to explore our downtown.

Also, as many people may chose to shop online, a link to your online shopping site can be included.

This year we are including a theme for the windows “Holiday Stories” (either a classic Christmas story, or your own Holiday Tale). This is a way to tie all the windows together as a journey. Also, new for this year is a “Tasting and Treat Toonie Trail”. You have the option to offer something special for a toonie. This could be a holiday beverage, snack, or a little craft or mini-gift etc.. This is a great way to invite visitors into your store to see all that you have to offer.

**The Holiday Trail Program includes the following:**

* A professional photographer to capture a photo of your Holiday Window or Display to be used on the website and in promotions
* Your Holiday Window/Display photo will be featured on your Business Profile on the Discover Uxbridge website and will also be provided to you for use in your own marketing.
* Your Business Profile will be added to the Holiday Shopping Trail Page on DiscoverUxbridge.ca
* A hashtag lightbox will be provided to new participants (to identify your store as a stop on the Holiday Shopping Trail.)
* Signage/lights to direct visitors to the Holiday Shopping Trail.
* Advertising in print media, including the Globe and Mail
* Social Media marketing

**Eligibility**

Businesses must have the following to be eligible:

* A well-appointed photo-ready Window or Display with the theme – “A Holiday Story to Tell”- This can be a classic Christmas story, or your own version of a Holiday Tale.
* A Business Profile on the DiscoverUxbridge.ca website
* Bright Lighting to showcase your Holiday Window/Display in the evening
* Your holiday window/display should be ready to photograph by November 20th.
* An in-store and preferably online shopping experience with pick-up and/or delivery options.
* Hours- Open until 8pm on Friday and Saturday evenings (Dec 4th, 10th, 11th, 17th, 18th) The first day aligns with the opening of the Fantasy of Lights. (we highly recommend this if possible)
* Registration for the #Safe Travels Stamp (<https://www.tiaontario.ca/cpages/safetravelsstamp>) (more information below\*) and adherence to the Public Health safety protocols for businesses.

**Cost**

No Charge

This program is developed to promote our downtown and support our businesses in recovery from the pandemic, thus is being subsidized by the Township of Uxbridge Tourism, Uxbridge BIA, Durham Tourism and Central Counties Tourism, so the participation fee has been waved for 2021.

\*The World Travel and Tourism Council (WTTC), in conjunction with the travel industry and the Tourism Industry Association of Ontario (TIAO), has created a self-certified Safe Travel Stamp based on worldwide industry protocols the WTTC has put together for every aspect of the hospitality and tourism sector.  The specially designed stamp will allow travellers to recognise governments and companies around the world which have adopted health and hygiene global standardised protocols – so consumers can experience ‘Safe Travels’.

To qualify for the Safe Travel Stamp, retail organizations need to complete the Post Promise. <https://postpromise.com/en/>. For more information about the Travels Safe Stamp please visit <https://tiao.smapply.io/prog/safe_travels_stamp/>.