



**KENORA LAKE OF THE WOODS**

EDAC – 2025 Marketing Canada Awards  
**City of Kenora Holiday Trail**  
CATEGORY Promotional Event  
SUBMITTED BY City of Kenora

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The City of Kenora is located on the shores of Lake of the Woods and its 14,522 islands in the Northwest corner of Ontario, 50 kilometres from the Manitoba border and 2 hours east of Winnipeg. It is iconic Canada – granite, pines and water. Situated on Treaty 3 territory, the City of Kenora was originally the land base of one collective First Nation community, which was separated into three communities now known as Wauzhushk Onigum, Niisaachewan, and Washagamis Bay First Nations. Kenora now sustains many others, all of whom have been welcomed to peacefully share and care for these ancestral Lands and Waters. The City's location on Lake of the Woods attracts many seasonal residents, doubling the population of 15,000 during the summer months.

The City of Kenora delivered the 2021 Five Year Tourism and Economic Development Strategy, which identifies the objective to support the growth and retention of local businesses and emerging sectors. Specifically, the strategy includes the tactic to “provide supports and information to new and existing businesses through community partner and City led initiatives.”

In 2024, the City of Kenora worked with Wake Marketing and partnered with the Harbourtown BIZ (the business improvement area for the downtown core) to develop and launch the Holiday Trail. The Kenora Holiday Trail is a shopping initiative designed to encourage local residents and visitors to stop in at local retailers during the holiday season by using Trail Vouchers. Participating stores are featured in the Trail brochure and promoted through advertising across the City from November 22 to December 24, 2024. The goal is not only to have customers redeem their vouchers but also to explore what the store has to offer. Participating retailers feature a gift item valued between \$10 and \$20 that customers can redeem vouchers for in-store. For each voucher redeemed, retailers are reimbursed \$5. This is a great opportunity to showcase a special item and attract new customers who might not have visited stores before. Customers buy Holiday Trail booklets from any participating business and each booklet costs \$30.

To promote the Kenora Holiday Trail, the City delivered print media, social media advertisements and partnered with local Instagram influencers to highlight the program.

While the Holiday Trail had previously been delivered, 2024 was the most successful year to date. Previous campaigns had been primarily focused on the downtown business improvement area and in 2023, the City expanded the program to the broader community. In 2024, 120 booklets were sold – significantly surpassing the previous average of 70 booklets. A total of 642 vouchers were redeemed – creating 642 customer interactions with participating businesses. This resulted in \$3,210 being remitted to the 17 participating businesses, each receiving \$5 for every voucher redeemed. Notably, 2024 welcomed four new participants to the program.

In a follow-up survey, businesses stated that the program increased foot traffic, increased brand awareness, sales and customer engagement. All the participating businesses stated they would participate in the 2025 Holiday Trail and all rated the experience a 5/5.

Testimonial from Jackie from Lake of Sunrise Soap Co. “As a small locally owned business, the Holiday Trail is an event I look forward to annually. Each year it draws new faces into our store, many of whom turn into repeat customers. It's a fun and festive way to showcase what Kenora has to offer while promoting shopping local during the holidays and all year round.”

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Mosswood Adventures #1

[https://www.instagram.com/reel/DCzYJb0R6Aj/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DCzYJb0R6Aj/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)  
5.6k views



Mosswood Adventures #2

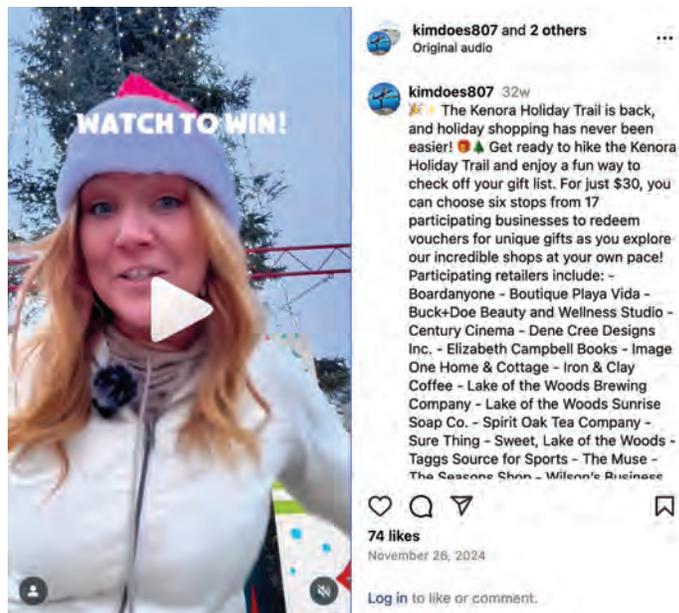
[https://www.instagram.com/reel/DDIK6nTxu\\_l/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DDIK6nTxu_l/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)  
4.6k views

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Mosswood Adventures #3

[https://www.instagram.com/reel/DDcU95kRsQR/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DDcU95kRsQR/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)  
2.4k views



Kim Does 807

[https://www.instagram.com/reel/DC1mEGyRo7R/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/DC1mEGyRo7R/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)  
3.1k views

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**KENORA Holiday Trail**  
 VALID UNTIL  
 DECEMBER 24, 2024

**VOUCHER**  
 Use this holiday Trail Pass Voucher at any of the participating retailers listed in this brochure. You can exchange this voucher for a unique Christmas gift of your choice (quantity one limited and items may change or vary at each location). Limit one voucher per location.



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**Century Cinema**  
 330 2nd Street South | 403-200-3788



Kenora's one and only movie theatre. Featuring first-run movies on the big screen and the best popcorn in town.

Redeem your voucher for one (1) Century Cinema gift certificate that can be used for admission or concession.

**Iron & Clay Coffee**  
 210 2nd Street South | 807-470-0064



A charming coffee shop in downtown Kenora, Iron & Clay features specialty coffee, a welcoming atmosphere, and an artfully inspired dining area. We specialize in freshly roasted ethically sourced coffee, and fresh home-baked pastries.

Redeem your voucher for one (1) 18 oz flavoured latte and one (1) homemade cookie.

**Image One Home & Cottage**  
 1610 Railway Street | 807-468-3841



Load one stop shop for your furniture, decor, window coverings, and DIY needs. Stop in and discover an impressive selection of gift ideas, big and small.

Redeem your voucher for one (1) item from our holiday Trail line up. Items valued between \$10 - \$20. [imageonehome.com/holiday-trail](http://imageonehome.com/holiday-trail)

**Lake of the Woods Brewing Company**  
 183 2nd Street South | 807-323-2217



Kenora's local brewery and gathering place since 2013. Great beer, great food and great music! Our retail store is stocked with kites, hats, hoodies & beer for the holidays!

Step into holiday vibes with a cozy pair of Naughty or Nice socks. Redeem your voucher for one (1) pair and choose your side—naughty or nice. One size fits most, so grab yours and get festive!

**Lake of the Woods Sunfire Soap Co.**  
 215 2nd Street South | 807-464-0234



Discover pure luxury with our natural, soap-friendly soap and body care products handcrafted right here in Kenora.

Redeem your voucher for one (1) 3-pack of our all natural handcrafted lip balms.

**Boutique Playa Vida**  
 231 2nd Street South | 807-467-8444



Boutique Playa Vida, Where Fashion is Forward! We carry Casual Chic, Boho Vibe, Fabulous Formal dresses and attire. Giftware and candles and everything in between! We are a one stop shop, where One on One Customer Service is our Style.

Redeem your voucher for one (1) Lake Girl Gardenia Private Stock Soap.

**Sweet, Lake of the Woods**  
 712 Lakeview Drive | 807-467-2822



Sweet is Kenora's favourite place to find the perfect holiday gift. We have gift baskets ready to go at any price point.

Redeem your voucher for one (1) We Love Kenora gift pack - an assortment of Kenora-themed treats for you to enjoy, or a perfect gift!

**Buck+Doe Beauty and Wellness Studio**  
 38 - 620 Lakeview Drive | 807-464-4260



Buck+Doe Beauty and Wellness Studio is Kenora's full service esthetics salon. Specializing in full body waxing and skin care with a view of beautiful Lake of the Woods.

Redeem your voucher for one (1) 5ml bottle of Bushbalm Ingrown Hair Oil. Nude oil is a plant derived hydrating body oil.

**Tags Source for Sports**  
 313 2nd Street South | 807-468-2217



Tags Source for Sports, your #1 stop for sporting goods, footwear and athletic apparel. Hockey, baseball, soccer and flaties.

Redeem your voucher for one (1) pair of Source for Sports brand Bamboo Pro-Sliver Skate Socks. Engineered with sport bamboo yarn for extreme moisture management, precision skating and durability. Junior and Senior sizes available while quantities last.

**HIKE THE KENORA**  
**Holiday Trail**  
 THIS SEASON!

choose  
**6 GIFTS**  
 from more than  
**15 LOCAL SHOPS**  
 for only **\$30**

**KENORA LAKE OF THE WOODS** **harbourtown biz**

**KENORA Holiday Trail**

**USE YOUR VOUCHERS AT SIX OF THESE LOCAL SHOPS!**

Your Holiday Trail Pass includes six vouchers that you can exchange for a unique Christmas gift of your choice (quantity one limited and items may change or vary at each location). Limit one voucher per location.

**Trail Vouchers are valid until December 24, 2024**  
 (Some exceptions apply)

**PARTICIPATING RETAILERS**




















**Spirit Oak Tea Company**  
 218 2nd Street South | 807-467-0543



Spirit Oak Tea Company is a specialty local leaf tea shop where every tea is hand blended in small batches with care. Alongside our tea is a variety of gourmet, tea ware, local products and an expansive drink menu including delicious bubble tea and tea parties.

Redeem your voucher for one (1) bundle pack of our 4 holiday teas.

**The Seasons Shop**  
 124 Main Street South | 807-468-3217



The Seasons Shop is one of Kenora's favorite boutique shops. Inspired by the beauty of our nature surroundings, we have sale, rugged gifts, clothing and accessories. Stop by this winter for mistle, home decor, cozy, cozy blankets, & all great gifts!

Sip away the winter chills with one (1) beautiful ceramic coffee mug. Choose your favorite quote from icons like Barbie, Elvie, Dolly and more.

**Boardanyone**  
 325 2nd Street South | 807-468-9229



Boardanyone is 100% Canadian owned and operated by individuals with a genuine love for the boating industry. Our staff owners and employees have been actively riding for over 20 years and bring their enthusiasm and knowledge to the community.

Redeem your voucher for one (1) pair of unisex Red Dragon Blend Bala's, available in multiple prints and sizes! Feel the cotton-elastane blend that's comfortable and moisture wicking.

**Wilson's Business Solutions**  
 712 2nd Street South | 807-595-7528



Wilson's Business Solutions, from pens and paper clips to Ring and your favourite staples, your office supply can make a big difference in how productive your day is. We offer a large selection of products to help you maximize productivity and organization in every aspect of your business.

Redeem your voucher for one (1) pack of 4 sharpener highlighters, one (1) pack of smiling face binder clips, one (1) pack post it flags (green), & one (1) pack post it flags (purple).

**The Muse**  
 300 Main Street South | 807-467-2026



The Lake of the Woods Museum and the Douglas Fenwick Art Centre inspire a love of history, art and culture through engaging exhibitions and activities.

Redeem your voucher for one (1) copy of the Book of the Woods Explorer's guide, available from the Lake of the Woods Museum.

**Dene Cree Designs Inc.**  
 30 Main Street South | 548-255-9090



Dene Cree Designs Inc. is your destination (inc. with something for everyone!) Come check out our beautifully designed indigenous products (crafted in tradition designed for today!) A store filled with soft, cozy bedding, modern curtains and linens, arts, original mugs, various beaded items for item & for and much, much more!

Redeem your voucher for one (1) beaded hummingbird, butterfly, eagle, unicorn or name.

**Sure Thing**  
 137 Main Street South | 807-468-7800



Sure Thing, Kenora's one stop Christmas shop for everyone on your list! From the babies that are everything to sport, who gets away from their gift or receives. Christmas from our very own of clothing, giftware, jewelry, blankets and footwear. Vets, Seniors & a little bit of everything.

Redeem your voucher for one (1) crystal beaded bracelet AND one (1) crystal couple of great stocking stuffers!

**Elizabeth Campbell Books**  
 128 Main Street South | 807-464-5448



Stop into Elizabeth Campbell Books and you'll find yourself drawn to a mesmerizing collection of over 75,000 books! Yet we stock so much more, original and vintage customies (among books) with practical applications within the modern home, an amazing collection of regionally produced hand art and crafts, including a large selection of indigenous works, giftware, and besting supplies guaranteed to inspire your own creative capacity.

Redeem your voucher for one (1) Beaded Bead Loom Kit - everything you need to get started on a bracelet, necklace or earrings.

**KENORA Holiday Trail** VOUCHER #

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**HIKE THE  
KENORA**

*Holiday  
Trail*

**THIS SEASON!**

6 GIFTS  
17 LOCAL SHOPS  
**ONLY \$30**

**Buy your Trail Guide at any  
participating retailer**

Social Media ad

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**HIKE THE  
KENORA**  
*Holiday  
Trail*  
**THIS SEASON!**



**Holiday shopping made easy!**  
Hike the Kenora Holiday Trail and enjoy a fun way to check off your gift list. With each trail purchase, choose six stops from participating businesses to redeem vouchers for unique gifts as you tour Kenora shops on your own.

**6 GIFTS • 17 LOCAL SHOPS**  
**ONLY \$30**

Boardanyone • Boutique Playa Vida • Buck+Doe Beauty and Wellness Studio • Century Cinema  
Dene Cree Designs Inc. • Elizabeth Campbell Books • Image One Home & Cottage • Iron & Clay Coffee  
Lake of the Woods Brewing Co. • Lake of the Woods Sunrise Soap Co. • Spirit Oak Tea Company • Sure Thing  
Sweet, Lake of the Woods • Taggs Source for Sports • The Muse • The Seasons Shop • Wilson's Business Solutions

Poster

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## PARTICIPATING MERCHANT

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Buy your Trail Guide here!



Participating Merchants Sign