

# Great Ideas That Will Make You A Fantastic Holiday Destination

Presented by Roger Brooks

Destination Development  
Association



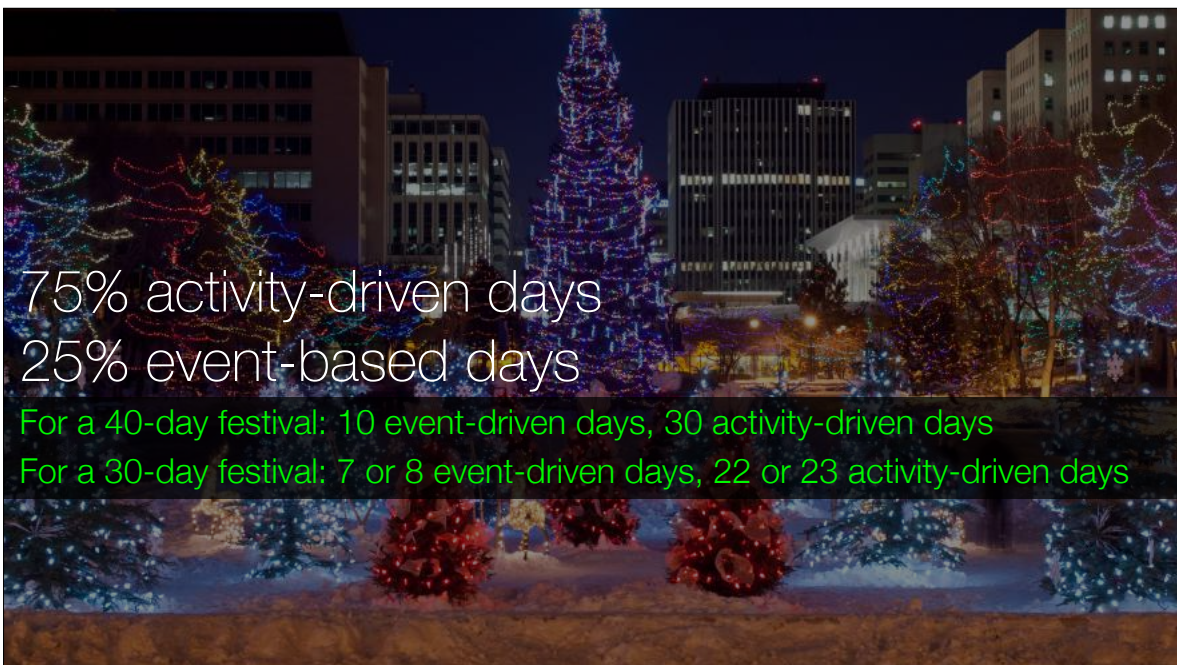
Seven rules that will make you  
a fantastic holiday destination







3 Concentrate on activities,  
not special events



75% activity-driven days  
25% event-based days

For a 40-day festival: 10 event-driven days, 30 activity-driven days

For a 30-day festival: 7 or 8 event-driven days, 22 or 23 activity-driven days



### Special events:

- Christmas tree lighting
- Christmas parade
- Fireworks
- Santa visits & photos



### Rotating & ongoing activities:

- Local vendors
- Window displays & lighting contests
- Christmas lights
- Carolers & music
- Street decorations
- Holiday rides: sleighs
- Ice skating



- Santa's on the Run 5k run | 1 mile walk
- American Express Shop Small Saturday
- Lighted Santa Parade



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When the holidays come around, you often find things you can do to make a room and feeling so important to be ready a holiday display that really stands out. However, creating a memorable holiday display, getting it up and running if it does, is less interesting and difficult.

This is where lecture content, activities, and assessment may diverge from lecture design that we will meet and take class. It is your role as a building a learning design in lecture content, activities, and assessment and what implications this has for you.

This is a service delivery contract. Delivery is to several end users designed to help they change that we will invest with you. Please don't just building a holiday design. It's getting - correct services - details and what happens better for you.





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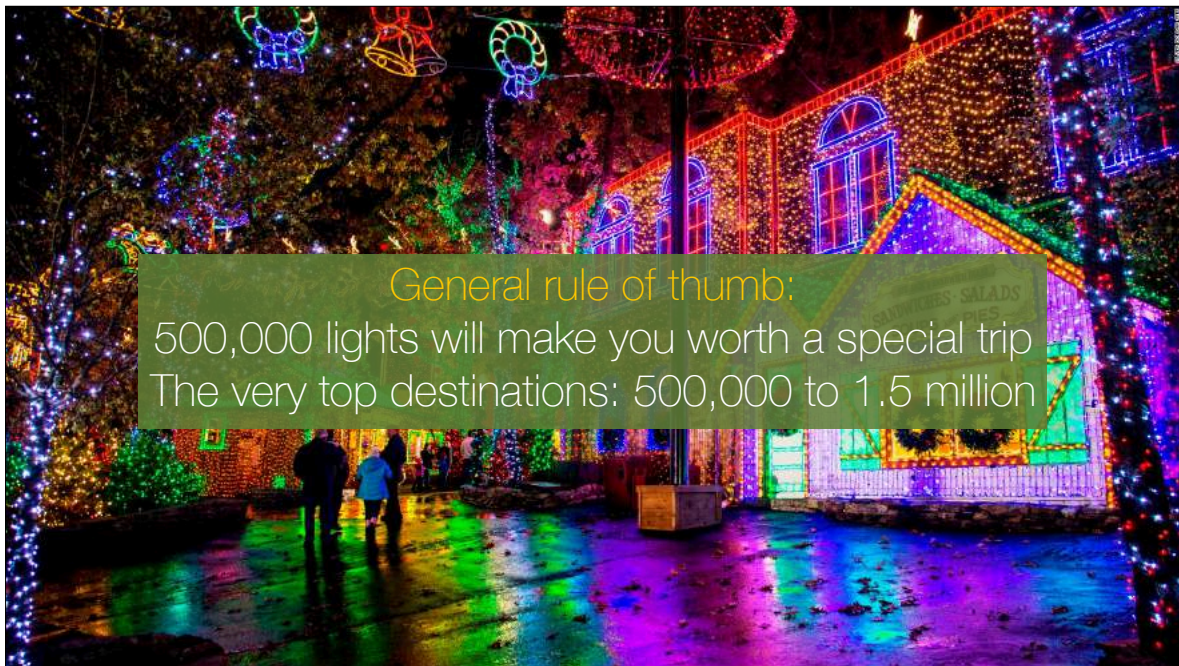
Figure 1. Schematic diagram of the experimental setup.



**Disseminating your documents**

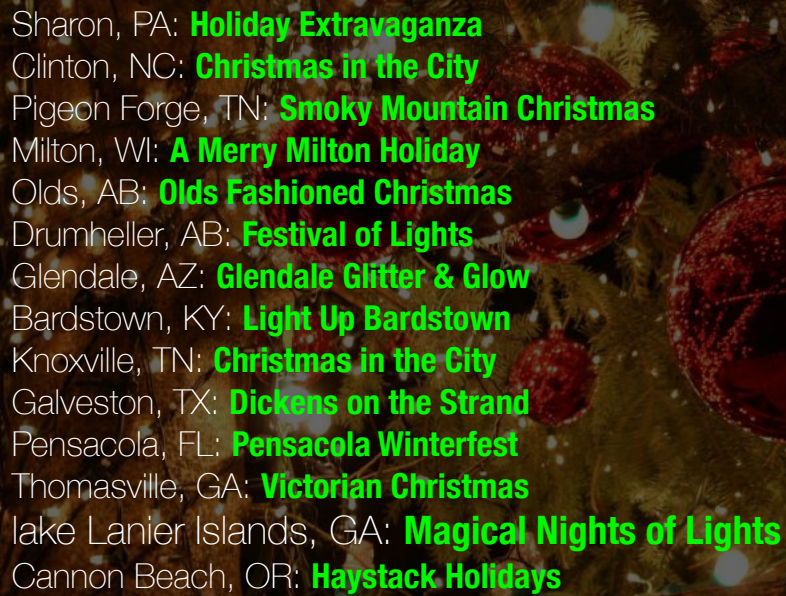
With more than 25 years of printed meeting agendas, *Agenda* can create a stunning digital, flat or online agenda for you. Examine and book!












Sharon, PA: **Holiday Extravaganza**  
Clinton, NC: **Christmas in the City**  
Pigeon Forge, TN: **Smoky Mountain Christmas**  
Milton, WI: **A Merry Milton Holiday**  
Olds, AB: **Olds Fashioned Christmas**  
Drumheller, AB: **Festival of Lights**  
Glendale, AZ: **Glendale Glitter & Glow**  
Bardstown, KY: **Light Up Bardstown**  
Knoxville, TN: **Christmas in the City**  
Galveston, TX: **Dickens on the Strand**  
Pensacola, FL: **Pensacola Winterfest**  
Thomasville, GA: **Victorian Christmas**  
lake Lanier Islands, GA: **Magical Nights of Lights**  
Cannon Beach, OR: **Haystack Holidays**



Haystack Rock  
Cannon Beach, Oregon

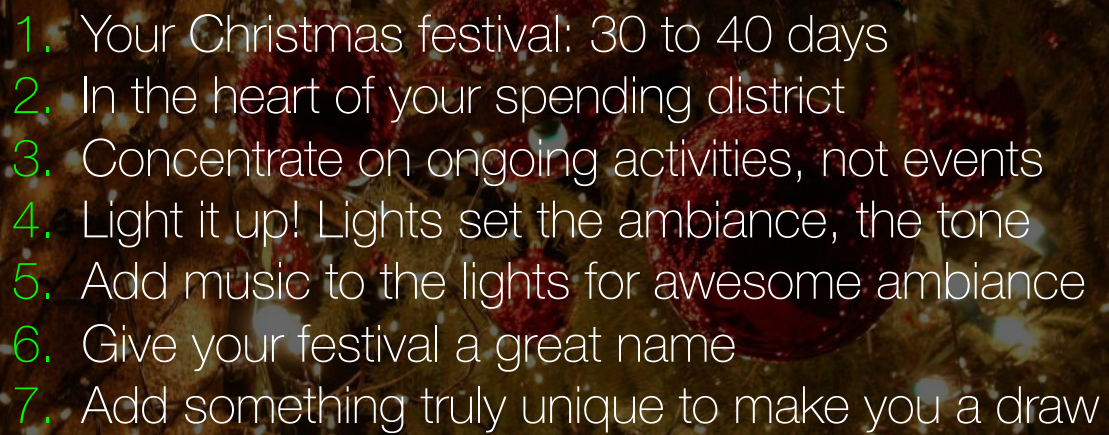


Franklin, TN: **Dickens of a Christmas**  
Kennebunkport, ME: **Christmas Prelude**  
Charleston, SC: **Holiday Festival of Lights**  
Tidings & Tinsel  
A December to Remember  
Mistletoe Mania  
Festive Fiesta  
Holiday Ho-Ho-Hoedown  
Jolly Jamboree  
Blitzen's Ball  
Jingle Bell Rockout  
Sugarplum Celebration  
Jack Frost Jubilee  
Holiday Hoopla  
Frosty Fest



7 Add something unique that makes you worth a special trip



- 
1. Your Christmas festival: 30 to 40 days
  2. In the heart of your spending district
  3. Concentrate on ongoing activities, not events
  4. Light it up! Lights set the ambiance, the tone
  5. Add music to the lights for awesome ambiance
  6. Give your festival a great name
  7. Add something truly unique to make you a draw



The Holiday Idea Book

## The common elements

(but still important)

### The giant Christmas tree & lighting ceremony







Oakville, ON



Oakville, ON



Santa mailbox







Click image to open expanded view

### Letters for Santa Mailbox Holiday Decoration Set of 2

by Zaer Ltd.  
★★★★☆ 5 customer reviews | 5 answered questions

Price: **\$399.98** + \$36.42 shipping

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- Large Lifesize Letters for Santa Mail Box and Medium Mailbox
- Dimensions: Large - 46" H X 18" W X 21" L
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- Made of iron and powder coated to survive the outdoors

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Wind Spinner Decorations – Laser Cut Metal Mandalas Art, Starburst Hanging Décor – Ind...

★★★★☆ 13

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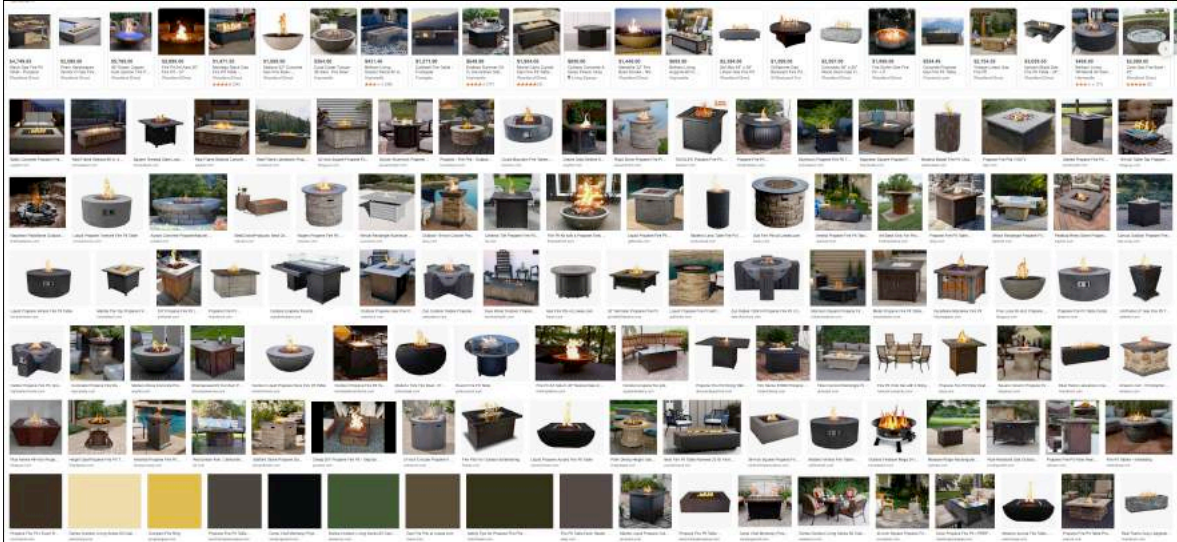
[Ad feedback](#)





Or propane fire pits (six to ten of them)

Consider renting six to ten, or have a sponsor purchase or donate them or donate them. Have a local propane dealer provide the fuel.







A "Christmas Village" - vendors



Suggestion: Every Thursday & Friday evening, all day Saturday





Christmas Village in Brigham City, Utah



Brigham City, Utah



## Gingerbread decorating activities





Gingerbread houses, or gingerbread cookies



Madison County, Iowa





Wreath-making classes



Pre-made wreaths could be sold by a local charity



Holiday tea at the library



Window and lighting display contest





Lake Geneva, Wisconsin



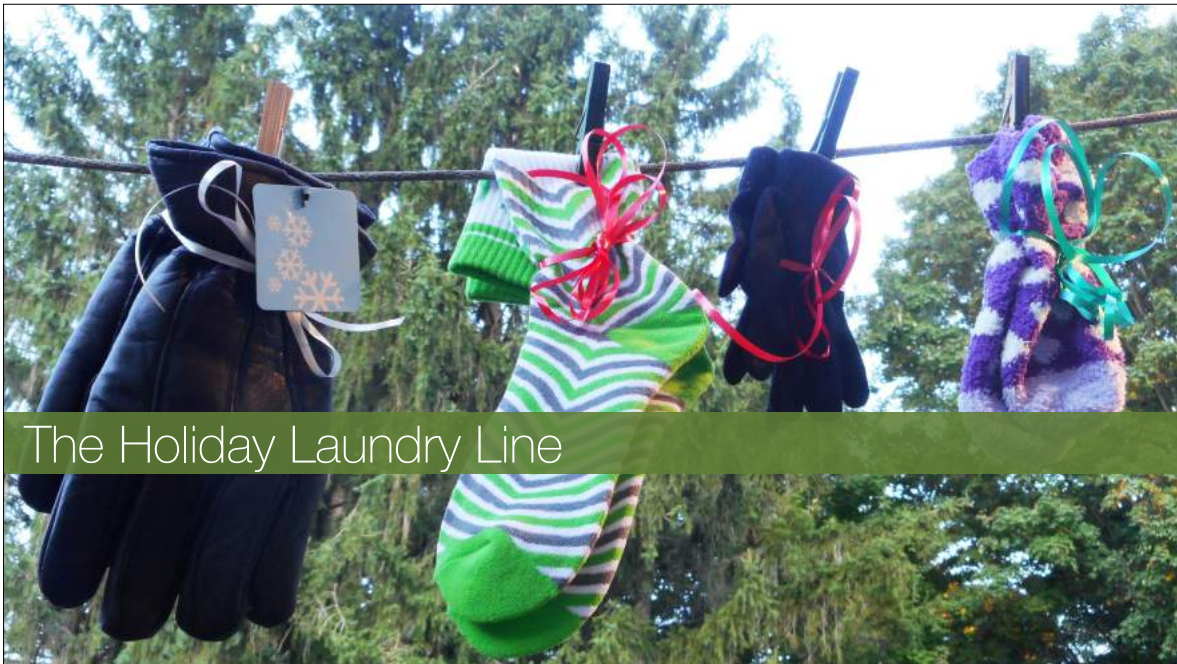
Lake Geneva, Wisconsin

Lake Geneva, Wisconsin



Selfies with Santa





The Holiday Laundry Line



Sleigh rides





Olds, Alberta



Olds, Alberta





Oakville, Ontario



Oakville, Ontario





Drumheller, Alberta



Strolling carolers & musicians





Drumheller, Alberta



Vendors selling (or giving away) hot chocolate, cider







Madison County, Iowa



Holiday Shop & Win

Fenelon Falls, Ontario



## Ideas to pull locals downtown numerous times during the holidays

- Giant Christmas tree lighting ceremony
- Santa mailbox
- Fire pits or bonfire
- Christmas Village (vendors)
- Gingerbread decorating classes
- Wreath-making classes
- Holiday tea at the library, or city hall
- Window display & lighting contests
- Selfies with Santa
- Holiday Laundry Line | Giving Tree
- Sleigh rides
- Strolling carolers & other music
- Hot chocolate, cider and cooking
- Live window displays
- Public sector
- You purchase/provide
- Sponsor-paid | provided
- Vendors
- Vendor or local business
- Vendor or local business
- Library or city hall
- Local businesses
- Sponsored
- You take the lead
- Vendors
- Local organizations
- Vendors
- Local merchants

## Sharon, Pennsylvania's Holiday Extravaganza





- Sharon school band and choir
- Free hot chocolate and candy
- Old Saint Nick appears
- Downtown ShopAround
- Combined festivities: Holiday Extravaganza
- \$5,000 worth of prizes
- Selfies with Santa
- Sleigh rides
- Donations for the local food bank
- Children's choir
- Dance troupes
- Honored guest lights the Holiday Cherub
- Tree lighting with confetti cannons
- Fireworks
- Great media exposure
- "Exponentially more customers"





### Cannon Beach, Oregon's Haystack Holidays

- Month and a half long celebration
- Black Friday shopping
- Lamp lighting ceremony
- Window display and lighting contest
- Holiday tea at the library
- Holiday chorus performances
- Live theater Christmas musical
- Photos with Santa
- A holiday concert
- Foods from around the world





Somewhat unique ideas  
(that can make you worth a special trip)



A Christmas Theme

Universal Studios



Whoville (From How the Grinch Stole Christmas)

Nutcrackers



Steubenville, Ohio





A Dickens Christmas



Victorian Christmas

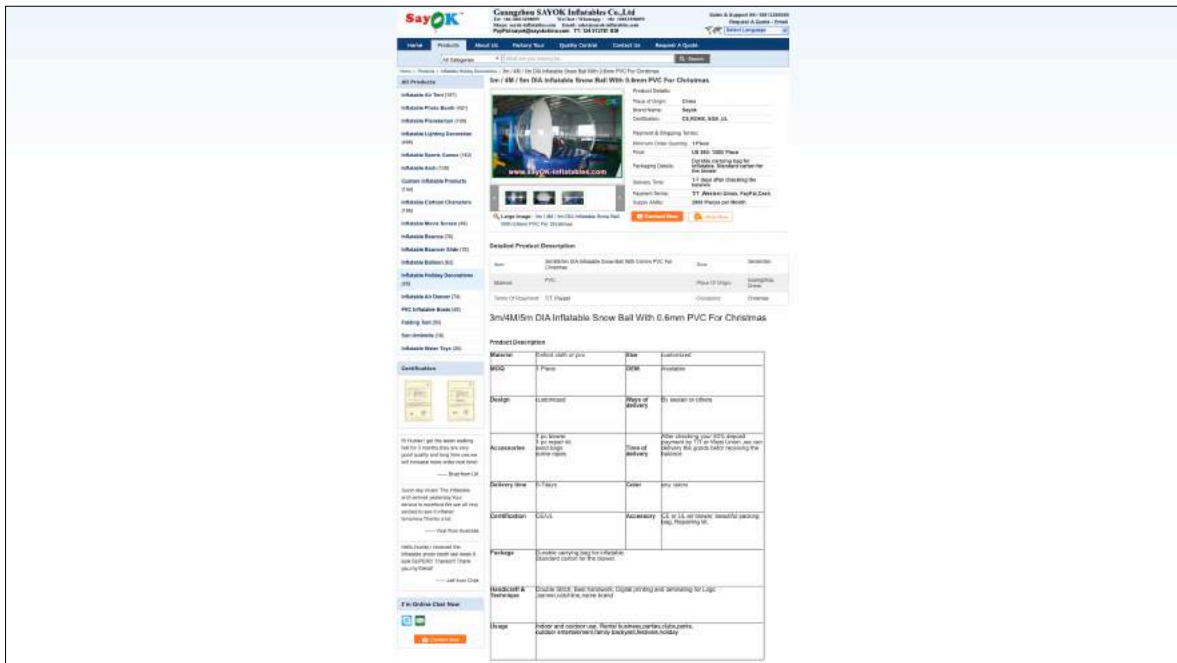
## Life size snow globes



Rent: \$950 for 3 hours | \$100 per additional hour  
Purchase: \$1,200







## Themed festival ideas

- Victorian
- Dickens
- Whoville
- Old fashioned
- Nutcrackers
- Christmas trees
- Lights
- International
- Music
- A Hand-crafted Christmas



## Hot air balloons

Glendale, Arizona









Museums decorated for the holidays



Lake Geneva, Wisconsin



# The Great American Dollhouse Museum



Danville, Kentucky



Danville, Kentucky

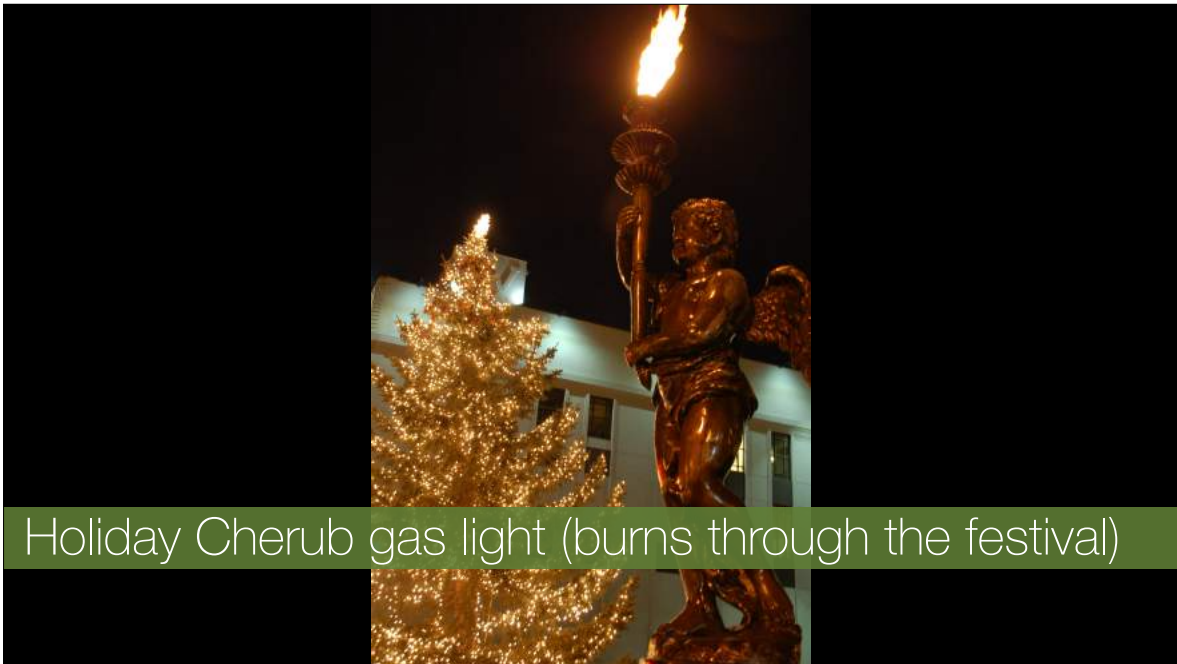


Portable ice rink (option: synthetic ice) - vendor

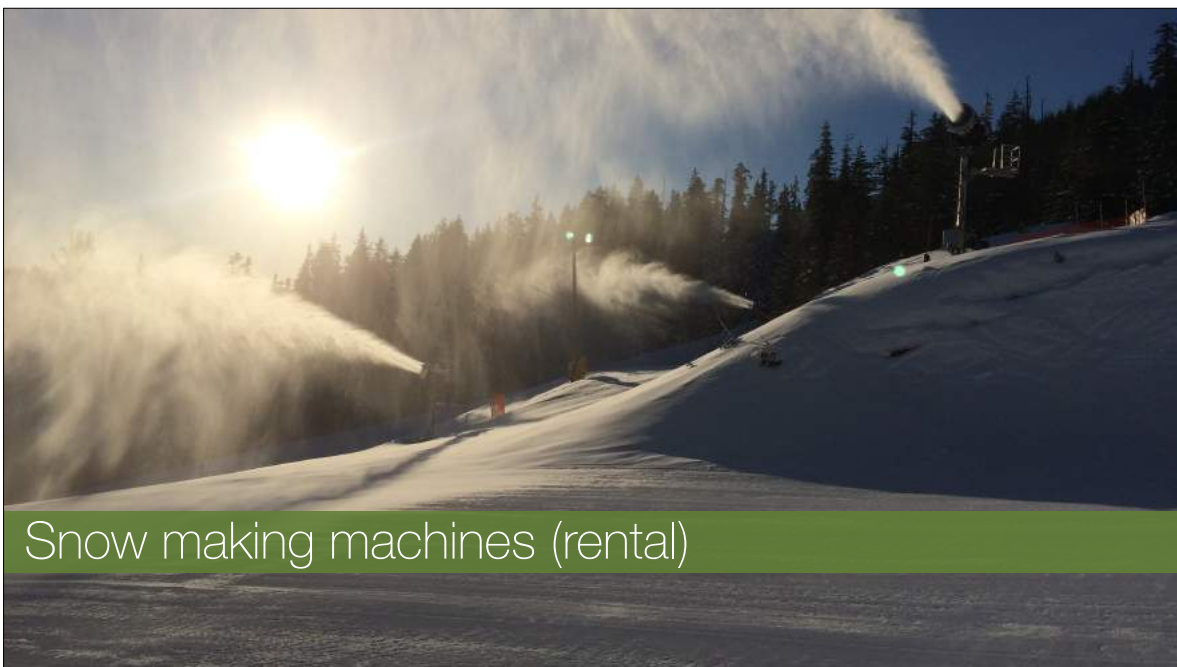








Holiday Cherub gas light (burns through the festival)



Snow making machines (rental)





Rental:  
 3 days: \$250  
 7 days: \$340  
 14 days: \$400

Purchase:  
 From \$80 to \$3,500

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Voltage: Power 220V/60HZ - 2800W  
 Snow Fluid Tank Capacity: 18 Gall

Ask a question about this product.

**Description** | **Reviews**

The Froggy's Max Snow Cannon supplies an instant blizzard coverage exactly where you want it with a large and amazing realistic snow effect. Snow the machines will look like trees as well. The Snow Cannon Series 200 plus with a powerful 18 inch 100°F fan which blows 47 MPH (G: 1000-1275). The Snow Cannon machine consumes 3.4 Gallons of snow fluid every hour. The fluid compressor system means there are no pump risk and you can use time with an adjustable fluid valve, pressure takes care to activation. It is perfect for the effects, large celebrations, outdoor display, etc. Includes the DMX power control remote for precise control over the snow delivery. 1 Channel.

**Features**

- Voltage: Power 220V/60HZ - 2800W
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- Adjustable Fluid Valve
- Control mode: Manual control and DMX Power control
- Flight cable
- Overall weight with Flight Case and accessories: 200 lbs

**WARNING:** Control and Reproductive Harm - [www.cpsc.gov/supplies/066901.pdf](http://www.cpsc.gov/supplies/066901.pdf)

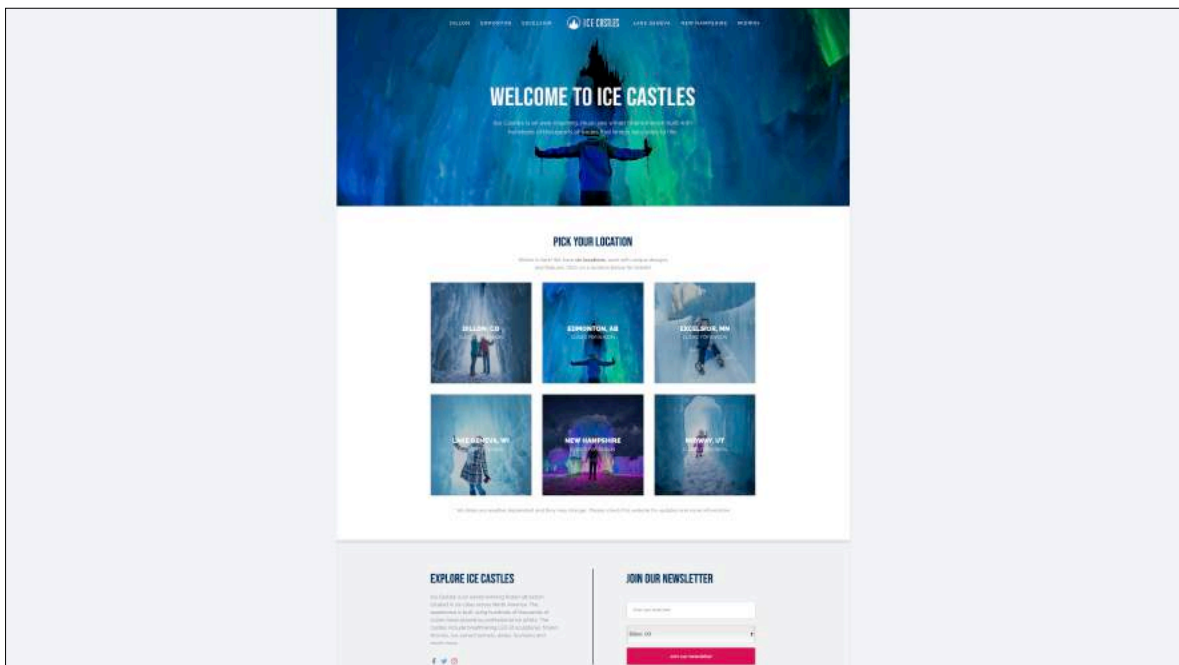
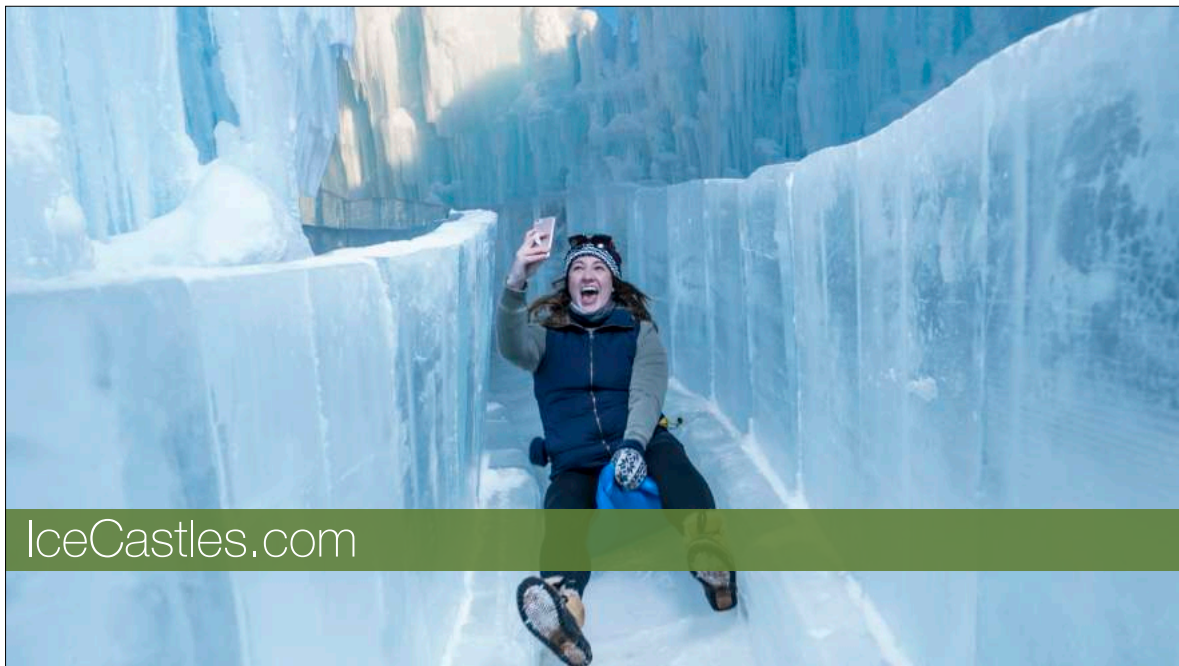
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Lake Geneva, Wisconsin









A few great examples  
(that you should emulate - in your market area)

















#### **Leavenworth, Washington**

Ever wonder what Christmas in Bavaria looks like? Before you travel to Germany, consider visiting Leavenworth first. Situated at the base of the Cascades, Leavenworth is a small Washington town that was designed to mirror Bavaria's Alpine charm. And once Christmastime hits, the already picturesque town becomes even more magical. Christmas celebrations abound throughout the month thanks to the Christmas Lighting Festival held every weekend from Nov. 30 to Dec. 16. Festivalgoers can admire the lights (there are more than 500,000), meet Santa, watch a variety of musical performances, enjoy mulled wine and roasted chestnuts, and collect free cookies along the cookie crawl.

Helen, Georgia  
Frankenmuth, Michigan  
Fredericksburg, Texas  
Solvang, California



Steubenville, Ohio



Mayor Jerry Barilla

Mark Nelson

For both: A labor of love for the community  
Steubenville hit hard by the decline of the steel industry  
Jerry: Collections of nutcrackers in empty store windows  
Rick: 6' tall picture | built a prototype





[www.steubenvillanutcrackervillage.com](http://www.steubenvillanutcrackervillage.com)



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## The Magic Continues in 2019!

The Steubenville Nutcracker Village will once again return to the heart of Steubenville and bring to our beloved historic downtown

### The Steubenville Nutcracker Village & Advent Market

Ever and again to the public, the Steubenville Nutcracker Village™ is a gift to the people of the Ohio Valley. Since 1981, it has been a beloved tradition of Steubenville and the Ohio Valley. The Nutcracker Village is a gift to the people of the Ohio Valley. The Nutcracker Village is a gift to the people of the Ohio Valley. The Nutcracker Village is a gift to the people of the Ohio Valley.

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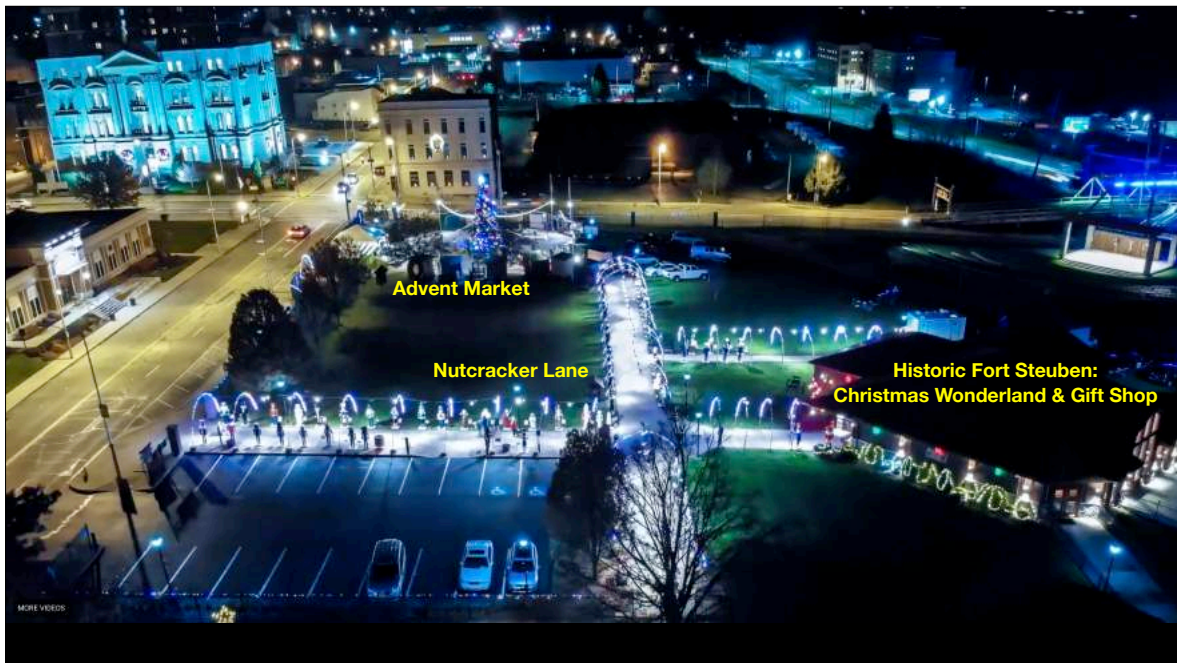
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### Looking to Volunteer?

The Steubenville Nutcracker Village is looking for volunteers to help with the event. If you are interested in volunteering, please contact us at 724-333-7777 or visit our website at [www.steubenvillanutcrackervillage.com](http://www.steubenvillanutcrackervillage.com).





Want to list your holiday event here? Send us the details!

\*Indicates required field

Your name \*

Email \*

Name of the holiday event \*

Please include as much specific information about the event as possible, including location, dates, times, and how it relates to the Nutcracker Village theme. We reserve the right to limit listings based on their relevance and unity with the Nutcracker Village mission.

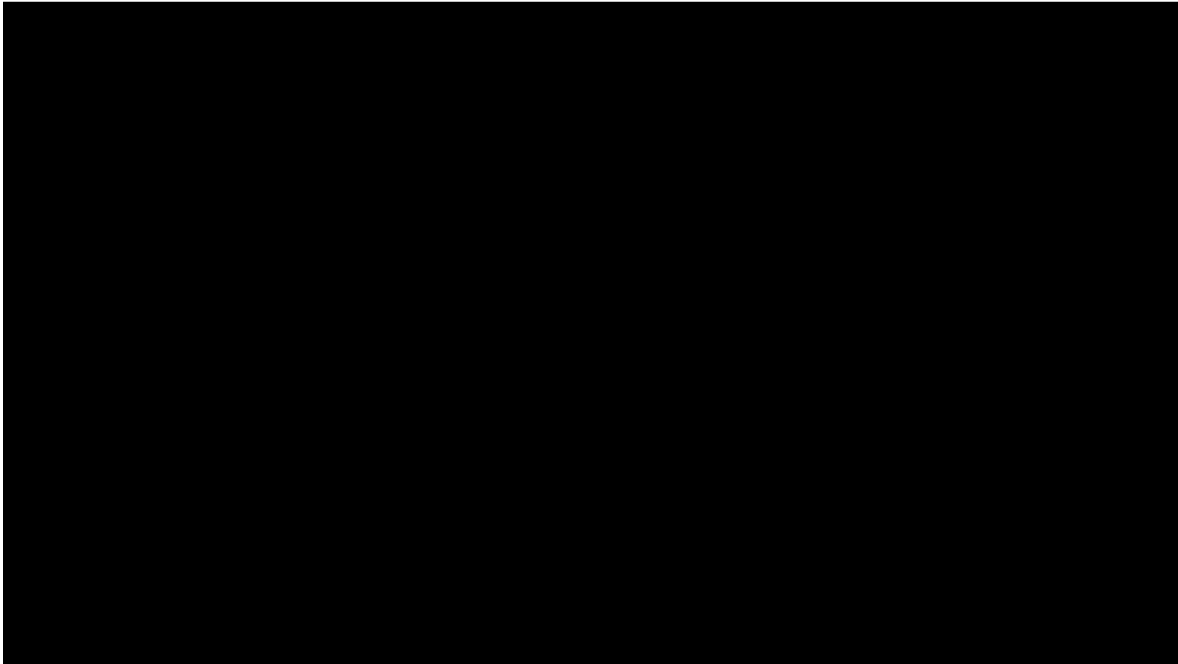
## Steubenville Nutcracker Village & Advent Market

**Nov. 26, 2019 to Jan. 4, 2020**

- 40 days
- 100% volunteer run
- Advent Market: Fri. Sat. Sun. 3pm to 9pm (5 weekends)
- Includes hayrides | Holly Trolley Rides
- Nutcracker Magic Parade
- Christmas Wonderland & Gift Shop (at the Visitor Center)



[illegible]Nutcracker Application form 2019

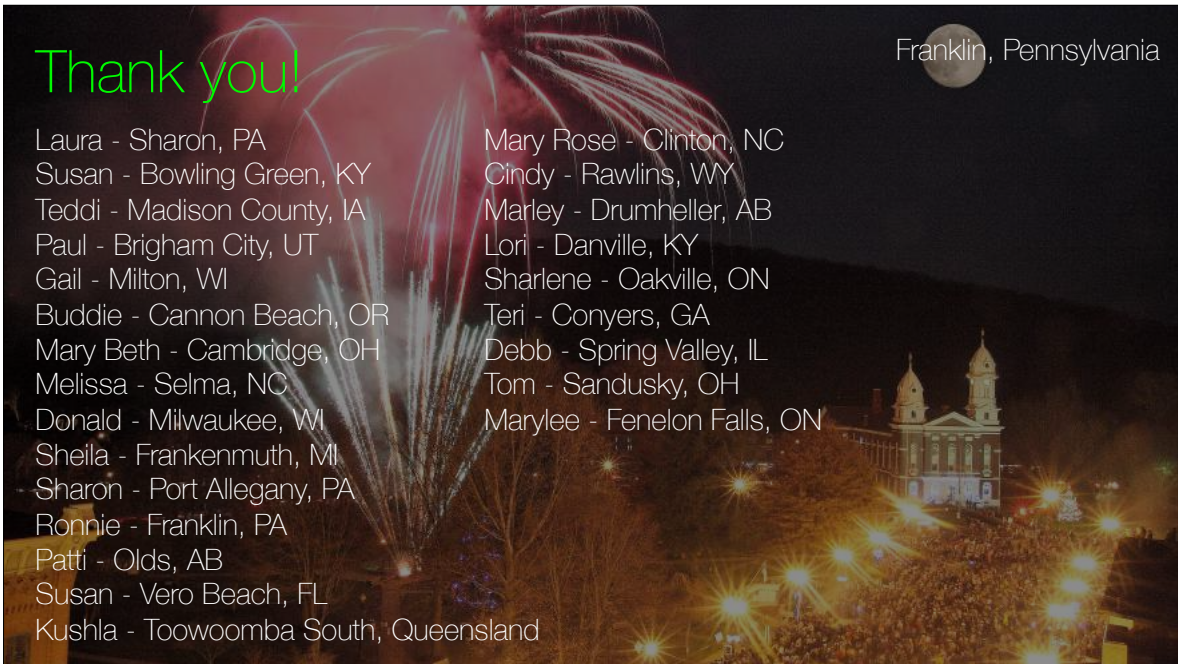


Thank you!

Franklin, Pennsylvania

Laura - Sharon, PA  
Susan - Bowling Green, KY  
Teddi - Madison County, IA  
Paul - Brigham City, UT  
Gail - Milton, WI  
Buddie - Cannon Beach, OR  
Mary Beth - Cambridge, OH  
Melissa - Selma, NC  
Donald - Milwaukee, WI  
Sheila - Frankenmuth, MI  
Sharon - Port Allegany, PA  
Ronnie - Franklin, PA  
Patti - Olds, AB  
Susan - Vero Beach, FL  
Kushla - Toowoomba South, Queensland

Mary Rose - Clinton, NC  
Cindy - Rawlins, WY  
Marley - Drumheller, AB  
Lori - Danville, KY  
Sharlene - Oakville, ON  
Teri - Conyers, GA  
Debb - Spring Valley, IL  
Tom - Sandusky, OH  
Marylee - Fenelon Falls, ON







Here's to an amazing holiday season!



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