

Merimbula Christmas Windows 2026 - All White

A Word Trail Promotion

This proposal gives Merimbula another simple and fun way to increase foot traffic and spending across multiple shops during the Christmas period.

The **Word Trail idea** will encourage browsing and repeat visits while giving Merimbula a beautiful decorative feel this Christmas.

But it's more than decoration. **It's a structured activity** that drives movement and spend. It gives folks a clear reason to walk the all over town, rather than stopping at one or two stores.

The Idea

Each participating shop features a **hand-painted Christmas window scene**. Hidden within each scene is a word or short phrase. Visitors follow a simple map, collect the words from each window, and combine them to reveal a complete Christmas message.

How It Works

- Visitors pick up a Trail Map/Entry Form from any participating shops
- Each shop window contains a hidden word
- Words are collected in any order as visitors move through town
- The words form a complete Christmas message. (There might be more than one way to combine them and this could be funny.)
- Completed entries go into a prize draw

Optional: Bonus entries for purchases made in participating shops

Why It Works

We've already seen how well the search maps have worked for Easter and Christmas in the past couple of years. The Word Trail idea will add a different element to the hunt, and while still great for young families, this one will have broader appeal for all ages.

People are engaged, not just passing through. They spend longer at each window trying to find the word and it creates conversation ("Did you find the one at...?"). Families, visitors, and locals can all participate easily and it ties directly into spending **when it's paired with entry incentives**. It also creates strong, shareable content for social media - both for the shops and the town.

Prizes & Incentives

Main Prize: A "Shop Local Christmas Hamper"
(made up of items or vouchers from participating businesses)

Optional Additions:

- Shops could offer **bonus entries** linked to purchases
- "Best Creative Answer" prize for fun or imaginative responses - shared through social media



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artbynetty.com

I handle the window painting and provide all print-ready and social media-ready graphics for promotion. I set up a booking portal on my website.

The Chamber supports coordination and promotion:

- Endorsement of the concept
- Promotion (social media, website, local visibility)
- Map and poster printing
- Coordination of prize hamper contributions and prize-draw

From Participating Shops:

- Payment for their window art / removal
- Window access for painting
- Optional prize contribution

Artwork & Delivery

I'll tailor the painting according to your choice of elements and how it best suits your window display. The designs will be all white and hand painted, so each painting will be somewhat unique.

Participation & Pricing

Shops participate at one of three levels.

Two Corners - \$200

Four Corners or Tree with Corner - \$380

Feature Window – \$550

Ideal scale: 10 to 20 participating shops

Timing

EOI: Opens immediately (4-6 weeks) *Registers early interest and gives businesses priority notice ahead of limited spots*

Shop sign-up: July to September *Confirmed participants secure their place in the trail*

Painting: Mid to late November

Promotion period: December through to Christmas

Prize draw: Final week before Christmas

Removal at the end of the season is charged separately (starting from \$40), or shops can remove it themselves (I provide a scraper to keep - \$20 - and instructions)

Register: artbynetty.com

