

DESTINATION STRATFORD ARTS

**THE ARTS ARE
WHAT WE ARE**

**TIS THE SEASON! STRATFORD'S FAVOURITE
CHRISTMAS TRAIL LAUNCHES FOR THE HOLIDAYS**



For Immediate Release: November 1, 2025

(Stratford, ON) Destination Stratford proudly announces the highly anticipated return of the [Christmas Trail](#), kicking off another festive season of local shopping and holiday cheer. This year, 50 local businesses are participating, tying the record set in 2024 for the largest number of stops on the trail since the inception in 2014.

The 2025 trail features 50 participating businesses, including 9 new additions across Stratford and extending into St. Marys, Shakespeare and Mitchell. Trail participants will discover traditional and unique holiday gifts, home décor items, stockings stuffers, seasonal goodies and so much more.

"We're seeing a strong return rate on the Christmas Trail this year, with businesses eager to participate and get creative with their offerings," says Zac Gribble. "From the beautifully decorated streets to the thriving arts and cultural scene, Stratford is vibrant and full of holiday spirit."

Stratford is the perfect hub for exploring beyond the city, with more holiday gift destinations just a short drive away. These additional stops encourage visitors to extend their stay and discover even more unique retailers in the region. The 2025 Christmas Trail includes 34 stops in Stratford and 16 more across St. Marys, Shakespeare, and Mitchell. Trail passes can be purchased in both Stratford and St. Marys.

"As a shop owner, I know there will be many holiday shoppers visiting, and many places/options for them to redeem their vouchers. We like to step it up a notch, and offer something people can't resist, or at least coming in to ask about it. I truly believe this trail is my best advertising of the year. I have gained so many regular clients since they were first exposed to what we do while venturing out on the Christmas Trail!" Olive Your Favourites

"As a new stop on the Christmas Trail, we're thrilled to add a little sparkle to Stratford's holiday season! Good Vibrations Rock Shop is all about creating wonder and connection, and we love that this initiative brings locals and visitors together to celebrate the arts, our amazing community, and the magic of the holidays!" Good Vibrations Rock Shop

The Christmas Trail is just \$35 (+HST) and participants will enjoy customizing their own merry adventure by selecting six unique gifts from the fun and festive offerings across the 49 stops on the trail. Trails can be purchased at 3 locations including: Destination Stratford, Bradshaws and The Wine Lab (St.Marys).

Make your holiday selections at: Alastair Home & Design, The Barkery, Black Angus Bakery & Catering, Black Swan Brewery, Blowes Cards & Gifts, Bradshaws, Buzz Stop, Corner Store Candy Co., Cozyn's Garden Gallery, Daisies and Doilies Ltd Stratford, Distinctly Tea, Foster's Inn, Good Vibrations Rock Shop, Got It Made, Illume Wellness Spa, Junction 56, Joyland's Billiard & Games Warehouse, Kinna Sohna, MacLeod's Scottish Shop, Mercer Kitchen + Beer Hall, Montana's BBQ & Bar, Olive Your Favourites, The Peach Basket and Co., Poppin Kettle Corn, The RAD Studio, Rocky Mtn Chocolate, Samsonite Retail Outlet, Small-Mart, Stilettos & Sawdust, Touchmark, Werk-Shop, White-Balmer Shoes, Wild Hog, and Wills & Prior. ST.MARYS - The Chocolate Factory, Delmar Foods Factory Outlet, The Flower Shop, Hyggeligt Fabrics, Lauren Whitney Lifestyles, O'Grady's, Practical Art, Troyer's Spices, The Wine Lab, and Zenfire Pottery. SHAKESPEARE - The British Touch and Chok Fine Chocolates. MITCHELL - B&B Pet Supplies, Floral Treasures & Boutique, The Itty Bitty Yarn Co., and Mitchell Office Pro.

Trail vouchers are presented at each of the 6 stops of your choice to redeem your holiday item. Christmas Trail vouchers are valid from **November 1 through to December 20, 2025**. Find more details about the 2025 Christmas Trail at visitstratford.ca/christmastrail.

The Christmas Trail pairs perfectly with the extended shows at the [Stratford Festival](#) and exploring [Stratford After Dark](#). Stay up to date on all things happening this holiday season by checking out our [event calendar](#) including our upcoming 6th annual [Lights on Stratford](#) Winter Festival starting **December 12, 2025 until January 18, 2026**.

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