



JW MARRIOTT

EDMONTON ICE DISTRICT

ENRICHING EXPERIENCES
AROUND EVERY CORNER

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ROGERS PLACE

DRAYEN

WELCOME TO EDMONTON

As the capital of Alberta, Edmonton is a thriving cosmopolitan centre that inspires travelers from around the world. Here, the summer boasts up to 18 hours of sun per day, while the winter brings the elusive Northern Lights. Immerse yourself in this ever-evolving, year-round destination, from rich cultural attractions to diverse culinary delights. Then, set out to explore the endlessly enriching outdoor adventures that await you within and beyond the city limits.

In this destination guide, discover all that Alberta and Edmonton has to offer. From your base in the middle of the newest neighborhood, you will find a world of nightlife and entertainment, arts and sports. Whether you are here for leisure, business or an event, this is a city that rewards those who take a moment to explore its unique offerings.





DISTINCTIVE SETTINGS

Edmonton is a diverse tapestry of communities and history woven colourfully together over time. The once industrial neighbourhoods of warehouses and workshops have been revitalized into some of the most popular destinations for dining and nightlife. Much of the city retains its Main Street hubs which are returning to favour after diminishing in the golden age of the shopping mall. However, the city's primary retail experience, the Edmonton City Centre, should not be missed due to its sheer scale and scope of offerings.

From the cutting-edge revitalization of the ICE district to the cosmopolitan 4th Street cafés and vibrant Arts district, explore Edmonton with this curated guide to each neighborhood.

THE 4TH STREET PROMENADE

The 4th Street Promenade, curiously located on 104th Street in the heart of downtown Edmonton is a historic neighbourhood of cute, cozy cafés, stylish boutiques, revitalized warehouse lofts and street markets. This blend of sophisticated urban cool and casual hangouts makes it one of the city’s “it” destinations.

ATTRACTIONS

Stroll Living History

Take your time to absorb the sights and sounds of this historic street that was a hub of activity and growth in Edmonton’s early years. There are still original façades and brickwork from the 1900s, with the standouts including 1913 relic, The Phillips Building (10169 104 Street) and The Armstrong Block (10125-10127 104 Street) with its detailed stone masonry.

Visit Canada’s First Neon Sign Museum

A rainbow of illuminated light, flickering signage and ageing advertising, this free outdoor museum collects original neon signage and displays them dynamically in this photogenic destination. (104 Street and 104 Avenue)

SHOPPING

With main street shopping experiencing a renaissance, there’s nothing like discovering sophisticated boutiques full of character and charm. Explore upscale fashion and quirky vintage retailers along 104th. Try Habitat Etc. for locally made gifts, The Helm for men’s fashion, deVine Wines for an excellent selection of wines and Evoolution, a gourmet balsamic vinegar and olive oil specialist. Throughout summer, “pop up” shops and markets add new and enticing offerings to the area, from fashion to handicrafts.

DINING

Kb&co

Simple, organic and fast-casual, Kb&co offers a conscious dining choice with a plant-based menu free of meat, dairy, egg and soy products.

Credo Coffee

Robust flavours, responsibly sourced beans and baristas who understand the art of making the perfect coffee has cemented Credo’s as one of the city’s best cafés.

Tzin Wine and Tapas

Voted Edmonton’s best tapas restaurant for the last ten years, Tzin Wine & Tapas is an inviting place to socialize and dine with a premium selection of wines and authentic, yet eclectic tapas and small plates.

JACEK Chocolate Couture

The brainchild of self-proclaimed ‘Cocoanista’ (chocolate designer), Jacqueline Jacek’s fashionable cocoa creations are recognized as some of the premier artisan chocolates in the Americas. Treat yourself to a feast of the senses at one of Jacek’s chocolate tasting events or select a few choice pieces to take home.



ICE DISTRICT/ENTERTAINMENT DISTRICT

Edmonton's newest and most exciting destination, the ICE District where our hotel is situated is being transformed into 25 acres of shopping, entertainment venues, restaurants and sports.

ATTRACTIONS

Rogers Place

This hallowed 18,500-seat arena is home to National Hockey League team, the Edmonton Oilers. Come for an electrifying game day atmosphere in winter or catch live performances from major touring artists throughout the year.

Ford Hall

Also known as The Wintergarden at Rogers Place, this state-of-the-art atrium at Rogers Place also serves as a stand-alone venue, linked to the JW Marriott by pedway.

Community Arena

The Edmonton Downtown Community Arena is the home arena of the MacEwan University Griffins hockey teams, and hosts practice matches for the Oilers and the Edmonton Oil Kings.

Grand Villa Casino Edmonton

Try your luck on table games or slot machines or catch a show at this popular centre of nightlife, just next to Rogers Place.

ICE District Plaza

At the heart of the ICE District is the new plaza, a central meeting point between residential towers, businesses and the Grand Villa Casino. Its proximity to the arena ensures it's alive with activity, entertainers and sports fans. In winter, the main plaza becomes one of the city's best ice-skating rinks.

DINING

JW Marriott Edmonton ICE District

As one of the ICE district's first establishments, the restaurants at JW Marriott Edmonton ICE District are considered to be some of the finest in the area. Be sure to savor a dinner or light snack at one of Oliver & Bonacini's restaurants including the dry-aged steaks and ocean-fresh seafood at Brazen.

Pablo

New arrival, Pablo is a cocktail lounge with a sultry, seductive mid-century ambience inspired by the golden age of the playboy. Sample the artful mixology and chilled soundtrack to a relaxed night with your closest and dearest.

Boston Pizza

With its bright and colourful décor and two floors of dining, Boston Pizza is a popular place for fans to meet before events. It blends the atmosphere of a sports bar, with a focus on delicious pizza, pasta, steaks and plant-based options.

Delux Burger Bar

Mixing chic décor and relaxed dining, sample hand punched Kennebec fries, house-made poutine and one of the city's best burgers, made with Certified Fire River Angus Beef.



124 STREET

Extending down 124 Street you will find a district that is rich in independent and creative boutiques, galleries, live music venues, bars and restaurants. The area is home to over 100 retailers, 12 of Edmonton's premier art galleries and rows of gorgeous 19th-century homes.

ATTRACTIONS

124 Grand Market

This bi-weekly public market brings together local vendors, makers, producers and buskers in a welcoming community environment each Thursday and Sunday between late May and October.

Explore the Galleries

The epicenter of Edmonton's creative energy, 124 Street concentrates a wealth of photography, graphic design, interior design and fashion studios within a few city blocks. Be immersed in the imaginative works and support local talent.

SHOPPING

124 Street is a shopping mecca with over 30 fashionable boutiques, gift shops and home goods retailers. Parcel + Prose specializes in artful stationery and letterpress, Plum Home + Design offers creative décor and pieces for the nursery, Zack and Finnigan at Home features a rustic country feel with charming home décor and Shades of Grey is an on-trend boutique that carries local and international labels. Other local favorite shops include the fine pajama products of Cloud Nine Pajamas, the decadent sweet treats of Carol's Quality Sweets and the hard-to-find beauty brands of Lux Beauty Boutique.

DINING

Remedy Café

Remedy Café is one of those treasured destinations people with strict dietary needs will love and that still offers plenty of tasty options for the average diner. Remedy offers wholesome fare with a focus on food sensitivities, with gluten-free, dairy-free and vegan meals, drinks and desserts and 120 teas and 70 beers from around the globe.

Duchess Bake Shop

Treat yourself to freshly baked Alberta favourites like their Bourbon Maple Pecan Tarts, brownies and classic French pastries like croissants, macarons and éclairs. This authentic bakery is popular with locals who crave its decadent ingredients and Matchstick Coffee.

Canteen

Unpretentious comfort food and casual dining makes this popular 50 seat restaurant a welcome choice for a relaxed night out on 124 Street.

Prairie Noodle Shop

Offering a unique concept in fusion dining, the Prairie Noodle Shop blends uniquely crafted ramen dishes that embrace the influences and ingredients of Canada's prairies.

Northern Chicken

Northern Chicken meets southern soul food in a casual setting. Sample their modern take on traditional comfort classics accompanied by a glass of one of Kentucky's finest bourbons or indulge in a slice of freshly baked pie and artisanal ice cream.

RGE RD

RGE RD is the best of Canada on a plate. Boasting untamed flavours from the mountains, forests, fields and streams, RGE RD prides itself on its creative culinary explorations using ingredients sourced from small scale Western Canadian farms and producers.



OLD STRATHCONA

Home to Edmonton's main arts hub, Old Strathcona embraces a Bohemian spirit that is on display through the area's independent theatres, historic brick shopfronts, trendy boutiques and delightful collision of subcultures. You will find plenty of unique dining experiences, cafés, bars and music shops. Peruse the works of local artists, stay for a show or treat yourself to a rejuvenating spa treatment. From the arthouse films of the Princess Theatre to the open green space of Dr. Wilbert McIntyre Park, it's easy to see why this is one of Edmonton's most popular neighbourhoods.

ATTRACTIONS

Fort Edmonton Park

Set amidst woodlands, this open-air museum features a reconstruction of Old Fort Edmonton and the 1846 Hudson's Bay Fort, along with vintage steam engines and three streets authentically recreated to give visitors an appreciation of life in Edmonton in 1885, 1905 and 1920.

Valley Zoo

Nestled on the banks of the North Saskatchewan River, the Edmonton Valley Zoo is a popular family destination featuring animals from around the world, the Red Panda Habitat and Play Space, wilderness and polar habitats and educational exhibits.

Strathcona Farmer's Markets

Like many of the world's cities, Edmonton has experienced a revival in interest in farm-fresh produce and you will find an array of local markets open year-round. Peaking in summer when the weather is ideal, shop for premier gourmet ingredients, organic fruit and vegetables, small batch artisanal spirits and ciders and handcrafts.

SHOPPING

Alberta's hippest shopping district, Old Strathcona offers a diverse range of shopping options. For casual, fashion-forward numbers, try The Bamboo Ballroom. Gravity Pope has been a destination for ladies' fashion since the 1990s and continues to appeal with its curated selections. Jaisel is renowned for hip street and casual menswear, and Kelly Wolff + C'est Sera is ideal for Canadian and European styles.

DINING

Dadeo Diner and Bar

As far from the deep south as it gets, you may not expect to find authentic Cajun dishes in Edmonton – especially not in a retro 50s style diner. From Jambalaya to shrimp Po'boys, Dadeo offers rich New Orleans favourites with an unbeatable soundtrack.

Fumaca Brazilian Steakhouse

Savour authentic Brazilian steak and grilled meats carved gaucho style at your table. This upscale churrasqueria is a refreshing take on all you can eat dining with its variety of dishes and diverse hot and cold salad bar.

Under the High Wheel

Serving nourishing brunch 7 days a week and old-world comfort food for dinner nightly, Under the High Wheel has earned its enviable reputation through its creative dishes that celebrate local, sustainably sourced ingredients.

El Cortez Mexican Kitchen + Tequila Bar

Situated just off Whyte Avenue, El Cortez brings to life traditional Latin dishes in a vibrant setting. With an eclectic menu of tapas, street food and fusion creations and as one of only nine establishments in the world certified by the Consejo Regulador del Tequila (The Tequila Regulatory Council), this is one of the city's most authentic Mexican bars and restaurants.

Von's Steakhouse & Oyster Bar

Prime rib cooked to perfection, 15 varieties of oysters shucked before your eyes, an outdoor patio, private dining rooms and a 30-foot New York-style bar, Von's Steakhouse & Oyster Bar is a haven for connoisseurs of fine food and wines.

INSPIRED SURROUNDINGS

Alberta is one of Canada's most beautiful wilderness regions and Edmonton is a vibrant centre within reach of bountiful natural beauty. Set amongst this vast landscape, the city also offers a thriving creative industry across ballet, classical music, opera, and theatre.

ARTS

Festivals

Hosting over 30 festivals annually, Edmonton is regarded as Canada's Festival City. The experiences range from the oldest fringe festival in North America, the Edmonton International Fringe Theatre Festival to music festivals that showcase varied genres like Edmonton Folk Music Festival to food festivals like A Taste of Edmonton. Other key events include Edmonton Pride Festival, the colorful Cariwest Caribbean Arts Festival, Edmonton Dragon Boat Festival, and Nextfest.

Art Gallery of Alberta

Home to masterworks from some of Canada's premier artists including abstract painter, Jack Bush and post-impressionist, Emily Carr, the gallery regularly hosts major touring exhibits.

Royal Alberta Museum

From the ice age thaw to the art and traditions of Alberta's indigenous people to the Edmonton of today, The Royal Alberta Museum (RAM) catalogues western Canada's history through more than two million relics and specimens.

Edmonton Opera

Founded in 1963, Edmonton Opera stages a season of the traditional and contemporary with regular operatic brunches. Their mission is to bring the community together through meaningful artistic experiences that celebrate our shared humanity.

Alberta Ballet

Alberta Ballet has been transformed into one of Canada's most exciting and acclaimed companies. It is a feast for the senses as the company performs 19th century classics and more recent choreographic masterworks.

The Citadel Theatre

As the city's premier theatre company, the Citadel Theatre produces programmes that are inclusive, innovative and international.

Sir Winston Churchill Square

The main downtown square in Edmonton, Sir Winston Churchill Square hosts a variety of public events and celebrations throughout the year, including Edmonton Fashion Week, Taste of Edmonton and the annual Pride Festival.

Stanley A. Milner Library

Located near Sir Winston Churchill Square and City Hall, the Stanley A. Milner Library is the largest and busiest library in Edmonton. In 2017, the library closed its doors to undergo its first major renovation in more than 50 years. The reimagined library will feature a Children's Library, community space, dynamic digital displays and a culinary centre.

RECREATION

Edmonton River Boat

Take a leisurely brunch, dinner or sunset cruise along the North Saskatchewan River on the Edmonton Riverboat. Propelled by its twin paddle wheels, take in the views, share a drink and enjoy live performances by acts from across Alberta.

Fishing Tours

Take a guided fishing trip to the pristine waters of Alberta's lakes and rivers with a pro fisherman. Learn how to cast, tie flies and reel in pikes, walleyes and goldeneyes or try your hand at ice fishing in the winter months.

Helicopter Tours

Fly high above the wilderness and take in the breathtaking scenery with a heli tour from Edmonton Regional Helicopters.

Canoe Trips

Between May and September, see Edmonton from a different perspective, paddling a solo kayak or canoe down the North Saskatchewan River from Devon to Edmonton with an amazing balance of natural beauty and the city skyline.

Jurassic Forest

See a different side of Alberta at the Jurassic Forest. This 40-acre prehistoric preserve is an interactive and educational experience that places 40 life-sized animatronic dinosaurs within the natural habitats they once roamed.

Edmonton River Valley

Set on the North Saskatchewan River, this 7,400 hectares of parkland incorporates over 150 kilometres of trails and 22 major parks, providing an array of places to ride, walk, or try snowshoeing and cross-country skiing in winter.

ARTFUL SPACES

Discover a stylish new luxury hotel in the heart of Edmonton's exciting entertainment destination, the ICE District. JW Marriott Edmonton ICE District offers enriching accommodations designed to enhance your stay and keep you mindful and present. Experience restful sleep in plush bedding and relax in contemporary spaces with modern décor and lavish marble bathrooms. Enjoy access to elevated amenities, exceptional dining, speakeasy-style lounge bars and cutting-edge venues where you can celebrate the meaningful or work together in a focused and collaborative environment. With its direct connection to the Rogers Place Arena and walking distance to the Citadel Theatre and the Edmonton Convention Center, this is a place that will leave you feeling as energized and revitalized as this vibrant new district.

ACCOMMODATIONS

Our hotel offers 346 guest rooms featuring plush pillowtop beds, marble bathrooms, 55" smart HDTVs and naturally lit workspaces. Revel in the modern décor and connectivity today's traveler craves and savour delectable room service or upgrade your hotel accommodations for executive lounge access with complimentary hors d'oeuvres and exclusive concierge services.

211 King rooms | 111 rooms with two Queen beds | 6 Wheelchair-accessible rooms | One 1,825-square-foot Presidential Suite | Three 1,066-square-foot Vice Presidential Suites | 20 844-square-foot One-Bedroom Suites

GUEST SERVICES

Dedicated concierge | 22nd-floor Executive Lounge | Underground valet parking | Mobile Key | Family by JW | Savour by JW: In-Room Dining | Great Room Entertainment | Front of the line access to Rogers Place events

LUXURY CONCIERGE

Relaxation is simple with the help of our luxury concierge. Guests enjoy exclusive perks including the expert services of our Clef d'Or keyed associates, a guest art walk throughout the hotel, access to Townie bike rentals and front of line access to Rogers Place live events.



THE WHOLE YOU

Inspired by the principles of mindfulness, JW Marriott has created a haven where you can be present in mind, nourished in body and revitalized in spirit. Our experience guided by three core principles.

BE MINDFUL & PRESENT

We are dedicated to helping you fully embrace the beauty of the here and now, taking a deep breath and a moment to focus on what matters most.

BE NOURISHED

The new dining experiences have been artfully conceived to nourish and enrich mind, body and spirit.

BE TOGETHER

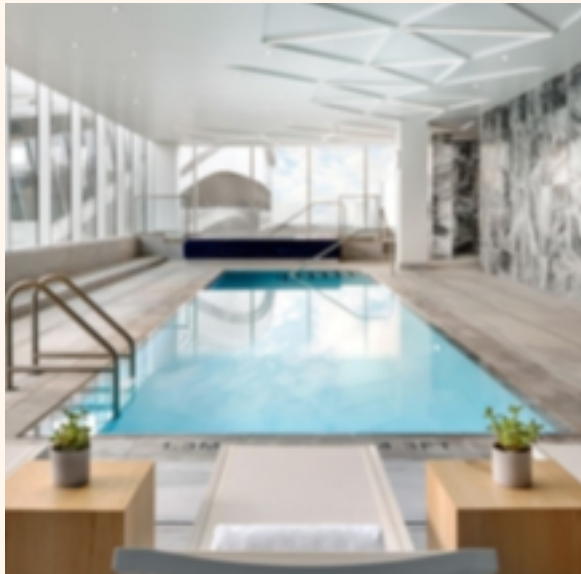
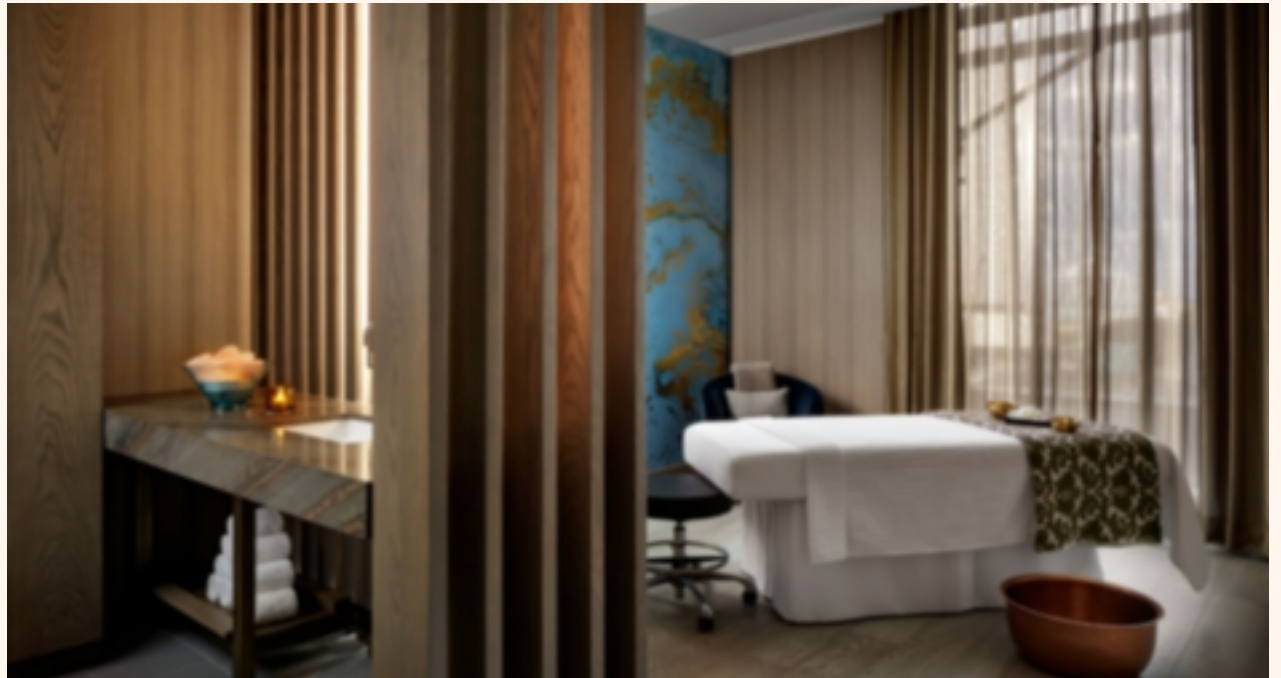
We have created an atmosphere to inspire togetherness, allowing you to truly be present with family, friends and coworkers.

SPA BY JW EDMONTON

Downtown's only luxury spa experience, Spa by JW Edmonton is a rejuvenating retreat offering indulgent ways for you to feel renewed, invigorated and relaxed. From curative aromatherapy massages to couples' treatments, you will appreciate this mindful escape, where you can truly soak in the moment.

ARCHETYPE

Befitting its proximity to Edmonton's premier sporting facility, Archetype is a state-of-the-art fitness centre that combines cutting-edge equipment and training techniques that focus on the whole you. Discover specialized floors, group studios, MyRide VX cinematic cycling and a range of elevated amenities to help you feel your best while you're with us.





EPICUREAN DELIGHTS

RESTAURANTS & LOUNGES

Fine and casual dining, orchestrated to perfection, Oliver & Bonacini have created an outstanding suite of culinary tastes to enhance your stay.

Kindred Food + Drink

Welcome to a dining experience as fresh as its setting. Kindred Food + Drink offers casual all-day dining with an expansive menu of protein-rich green bowls, vegan specialties, decadent burgers and hearty comfort classics. A 40-seat patio and Californian-style kitchen creates an open, airy environment that matches the flavours and ambiance.

Braven

Located on the main level, Braven delivers on its “go big or go home” attitude with its creative, chef-driven seafood, chops and dry-aged steak. An eye for timeless, opulent design and three private dining rooms makes Braven ideal for intimate or indulgent celebrations.

Alchemy

Hidden behind a fifth-floor bookcase, Alchemy is an enchanting speakeasy-style cocktail bar. Here, everything the expert mixologists touch turns to liquid gold, with intoxicatingly creative libations and tasteful small plates. Savor an all-encompassing collection of both vintage and modern cocktails, while admiring the ICE District views from the heated patio.

The Lobby Bar

Situated in the lobby, gather for sophisticated signature and classic cocktails, wines by the glass and quality spirits, complemented by an artful ensemble of light snacks, small plates and a full-service dining menu. Join us Thursday – Saturday evenings for live entertainment.



THOUGHTFULLY CRAFTED

MEETING FACILITIES

Our hotel boasts 22,000 square feet of exquisite event spaces, named in honor of the greatest hockey team ever assembled. Experience 10 high-tech meeting venues for up to 900 guests with state-of-the-art audiovisual equipment, dramatic lighting, and flexible formats for unique staging and configurations. We offer the support of a team of professional meeting planners and culinary experts for seamless events with artfully curated catering and bespoke food and beverage experiences. From our central location, stroll the above ground pedway to Edmonton's local office towers and Edmonton Convention Centre. After your event, enjoy executive lounge amenities, or connect over cocktails in our bars and restaurant.

WEDDINGS

Prepare for the first steps of your journey through life together in the comfort of your lavish guest rooms then celebrate in chic modern ballrooms and venues. Work with Edmonton's best wedding planners to thoughtfully orchestrate your vision, organizing everything from exceptional culinary selections to reserving your enchanting bridal suite and accommodations for your family and friends.

FEATURED VENUES

Our 9,000-square-foot Wayne Gretzky Ballroom will dazzle up to 470 guests with its floor to ceiling windows, 22-foot ceilings and patio with stunning views of the ICE District Plaza | The 3,000-square-foot Jari Kurri Ballroom is a stylish junior ballroom for up to 140 guests | Named after one of hockey's greatest centers, the Mark Messier Meeting Room is a 2,000-square-foot event hub and a beautiful space for intimate gatherings and social functions





For more information, call 780.784.7950 or visit JWMarriottEdmonton.com

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