

A NIAGARA ADDRESS MEANS YOU'LL BE IN VERY GOOD COMPANY



## TAKE THE NEXT STEP

Niagara's concierge-style approach to economic development offers companies access to a dedicated, professional team of regional experts that can assist in quickly sourcing all of the information required to thoroughly assess Niagara as a potential business location.

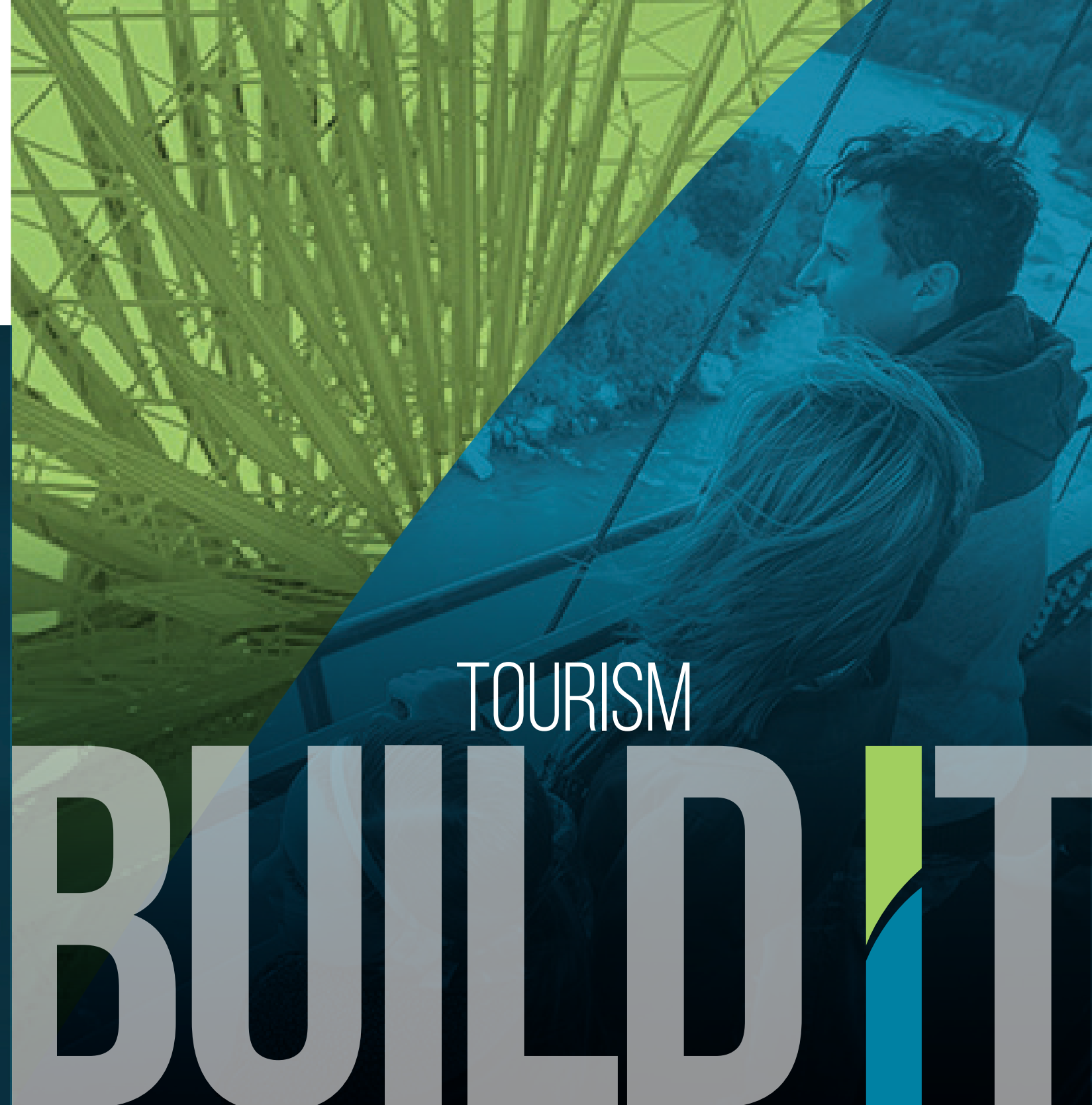
### CONNECT WITH US TODAY FOR ASSISTANCE WITH:

- Site selection
- Incentive program suggestions and support
- Regional familiarization tours
- Sector-specific research
- Introductions to industry and educational partners

### GENERAL INQUIRIES:

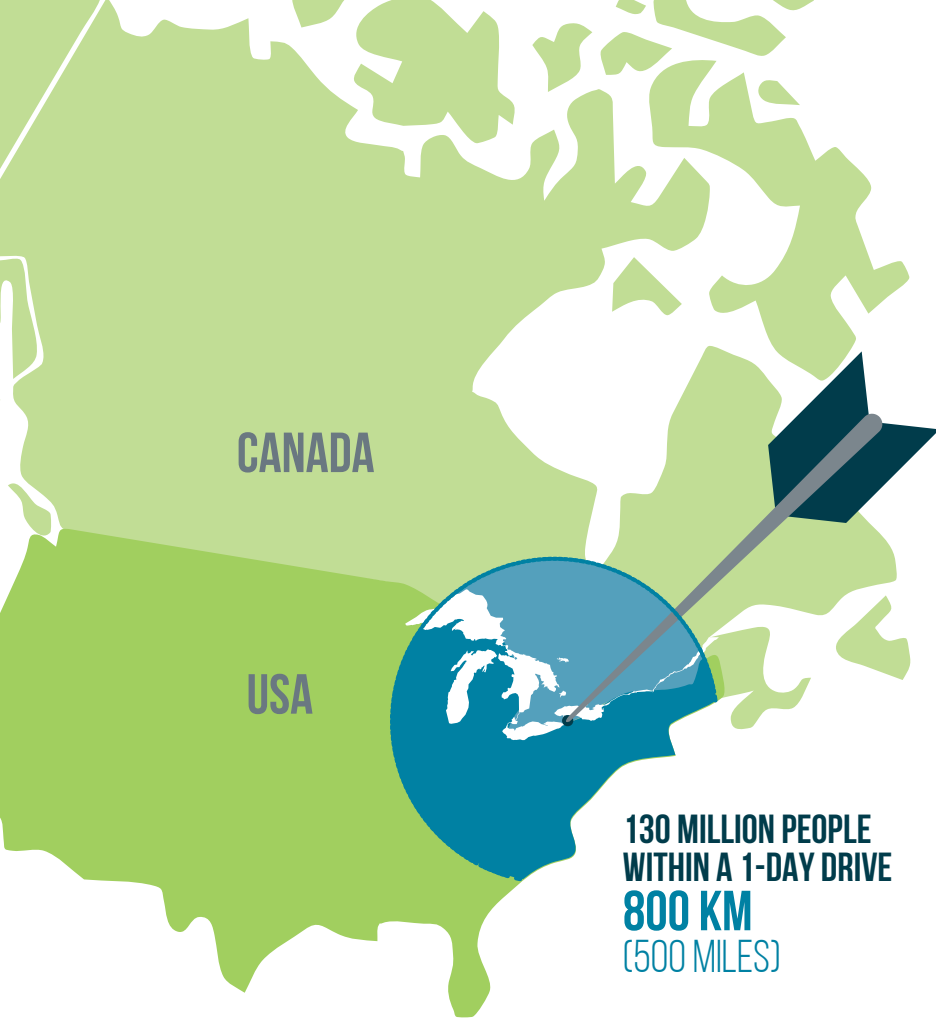
e: [info@niagaracanada.com](mailto:info@niagaracanada.com)  
t: 1-800-263-7215 ext. 3520

**NIAGARA**  
CANADA



"Niagara is home to Canada's most well known wonder of the world, Niagara Falls. The Niagara region features the widest selection of hotels, state of the art conference centers, endless attractions and activities, concerts, theater, culinary experiences, tours, wine and craft beer. There are opportunities for tourism investment throughout every part of the Niagara region, in all four seasons – There is something for everyone." ~ 2018

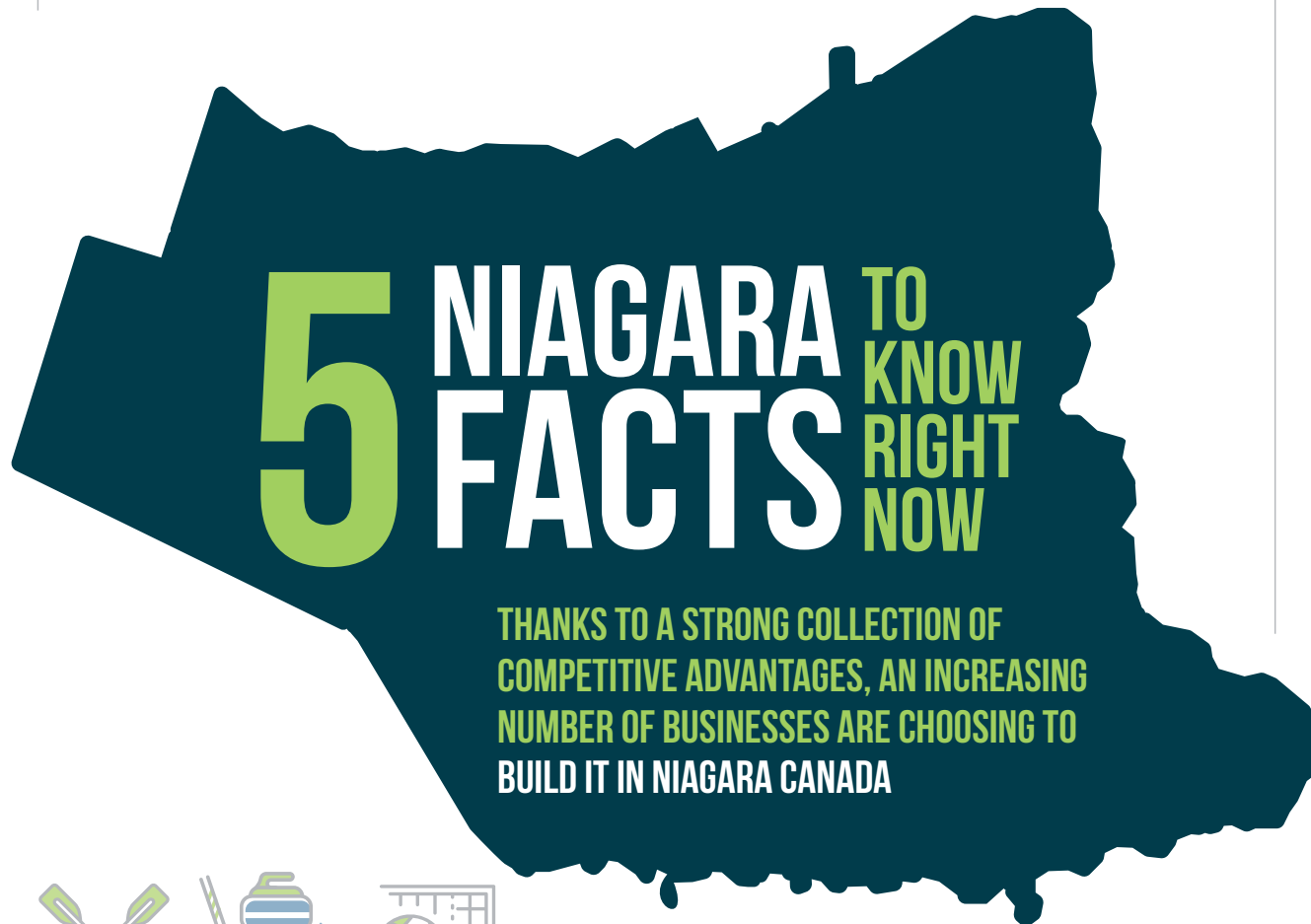
**NIAGARA**  
CANADA



# NIAGARA EQUALS BIG BUSINESS

**12 MILLION** ANNUAL VISITORS + **2,500+** TOURISM BUSINESSES + **36,420** PEOPLE EMPLOYED

**= \$1.94 BILLION** IN ANNUAL VISITOR SPENDING



## A DEMOGRAPHICALLY DIVERSE FOUR-SEASON PLAY ZONE



While Niagara's world-famous waterfall continues to be a huge draw to the region, the range of tourist activities and the type of tourists they attract has changed dramatically over the course of the past few decades. Niagara now offers tourists a diverse offering of options that can be enjoyed 12 months of the year including:

- INDOOR WATERPARKS
- CASINOS
- DESIGNER SHOPPING
- DOZENS OF WINERIES AND CRAFT BREWERIES
- LIVE THEATRE AND ENTERTAINMENT VENUES
- SOME OF THE COUNTRY'S BEST FARM-TO-TABLE DINING AND MORE



## A WINNING STRATEGY FOR SPORTS TOURISM

When it comes to attracting major sporting events, Niagara knows how to score some serious players. When the Canada Summer Games arrive in 2021 they'll bring 5,000 athletes to Niagara and an expected economic impact of \$200 million.

- 2015 TORONTO PAN AM PADDLING EVENTS
- 2016 U18 ICE HOCKEY WOMEN'S WORLD CHAMPIONSHIP
- 2017 SCOTTIES TOURNAMENT OF HEARTS
- 2018 FIBA U18 AMERICAS CHAMPIONSHIP
- 2021 CANADA SUMMER GAMES

## FESTIVALS AND EVENTS THAT DRAW BIG CROWDS

When the party is really fun, guests stay a little longer! Niagara's tourism stakeholders understand that best-in-class events make great business sense. Niagara's calendar of exciting festivals and events continue to fill hotels and restaurants year after year.

- CANAL DAYS
- DAYS OF WINE AND CHOCOLATE
- GRAZE THE BENCH
- NIAGARA FALLS INTERNATIONAL MARATHON
- NIAGARA FALLS COMIC CON
- NIAGARA FOOD FESTIVAL
- NIAGARA GRAPE AND WINE FESTIVAL
- NIAGARA ICEWINE FESTIVAL
- NIAGARA-ON-THE-LAKE PEACH FESTIVAL
- WINTER FESTIVAL OF LIGHTS

## NO CAR, NO PROBLEM

While well-maintained multi-lane highways make road trips to Niagara a breeze, new transportation options are making it easier than ever for tourists without vehicles to get to and around Niagara. Summer GO Train service currently brings 25,000 tourists from Toronto and that number is expected to grow dramatically with the arrival of year-round daily service in 2021. The recent introduction of daily flights between Niagara District Airport and Toronto's Billy Bishop Airport allows visitors from Toronto to get to Niagara in just 12 minutes.

