

A wide-angle photograph of Niagara Falls at sunset. The water is a deep, dark blue-black, and the sky is a warm, golden-orange. The sun is low on the horizon, creating a strong glow over the scene. The text "Tourism Partnership of Niagara" is overlaid in white, bold, sans-serif font on the left side of the image.

Tourism Partnership of Niagara

Background

In 2010, the Ministry of Tourism, Culture and Sport supported the establishment of 13 tourism regions to further advance the competitiveness of Ontario's tourism sector. This was a key recommendation from the 2009 Tourism Competitiveness Study.

Each region is led by a Regional Tourism Organization (RTO) that provides leadership, strategic coordination and delivery of tourism activities at a regional level. RTOs are in place to enhance the economic impact of the tourism sector by leveraging partnerships and collaboration across industry.

Regional Tourism Organizations are to adhere to the program parameters as outlined in the Transfer Payment Agreement (TPA).

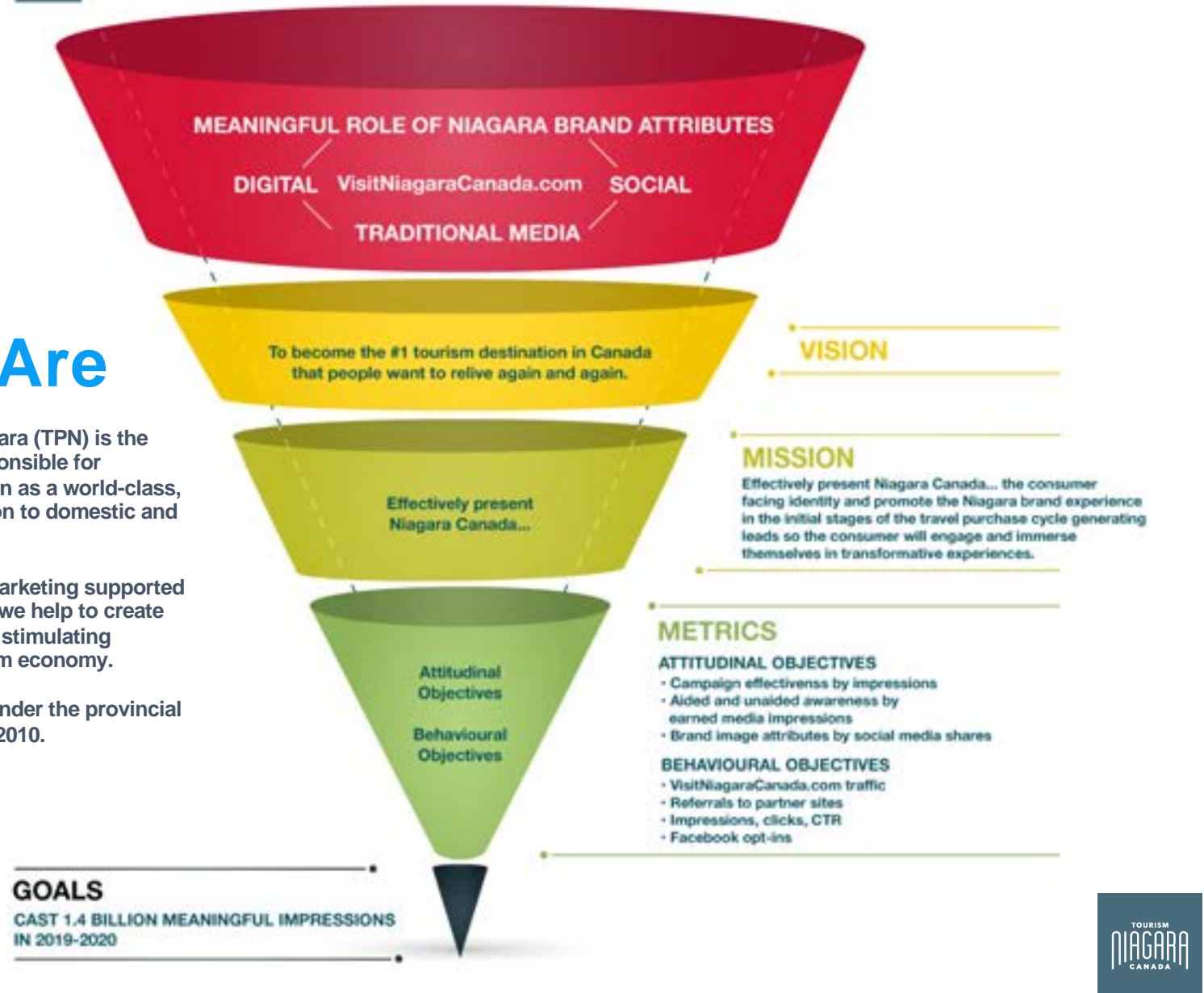


Who We Are

Tourism Partnership of Niagara (TPN) is the marketing organization responsible for marketing the Niagara Region as a world-class, four-season travel destination to domestic and international markets.

Through effective tourism marketing supported by aligned market research, we help to create jobs and generate wealth by stimulating demand for Niagara's tourism economy.

The TPN was incorporated under the provincial Corporations Act on Oct. 4, 2010.



TPN Board of Directors

The TPN Board consists of senior level representatives with the necessary authority to make decisions on behalf of their organization as it relates to the work of the TPN from the following organizations.

TPN Board Committees

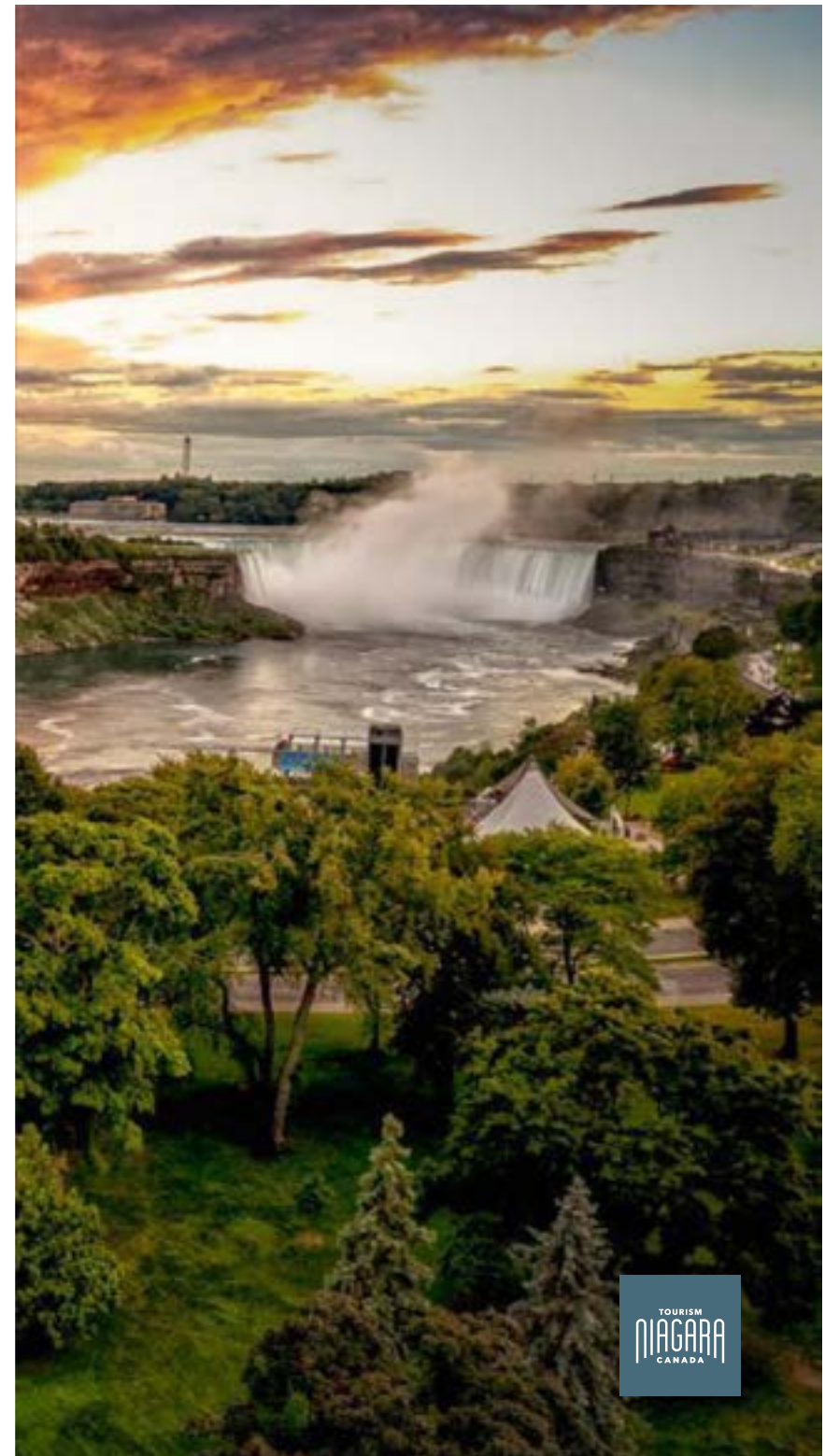
TPN Board members provide input through participation in three committees:

- Executive Committee
- Finance and Audit Committee
- Sub-Regional Partners Committee

Financial Obligations

A Transfer Payment Agreement (TPA) between the Ministry of Tourism, Culture and Sport and the TPN governs the operations.

Annually, the TPN management, in consultation with stakeholders, creates a business plan that fulfill a broad range of activities, which are approved by the Ministry with terms and conditions outlined in the TPA.



Role of the TPN

Increase awareness of Niagara Region and influencing consumers at the intent and consideration phase of the consumer path to purchase.

Playing a leadership role in the Niagara Tourism and Hospitality apparatus that helps shape the Niagara narrative to attract business and leisure consumers to Niagara.

The “My Niagara” narrative consists of communicating shareable experiences, creating a sense of emotional connectivity with friends, family and loved ones by communicating genuine and authentic experiences that the Niagara region has to offer.

All of this delivered by a cast of professionals, businesses, craftsman, artisans and entrepreneurs who execute the experiences delivered in this great Narrative.

The cast of characters continue to grow and add to the vibrancy and charm of what we call “OUR NIAGARA”.

Think: Niagara would be an excellent travel destination.

Feel: Inspired and compelled to discover the unfamiliar in Niagara.

Do: Research everything Niagara has to offer.

“The World Needs More Niagara Campaign”

The world needs more Niagara...they just don't all know it yet. Let's educate and emotionally connect with consumers and let them know a trip to Niagara isn't just something they'll want, it's the getaway they need.



Targeting and Path to Purchase

The middle stages of the consumer path to purchase funnel will be the main focus of TPN's campaigns and content creation which will work to bolster intentions and increase consideration for the Niagara Region.

Travellers from around the world will have some awareness of the Niagara Region but have limited knowledge of the experiences that the region has to offer.

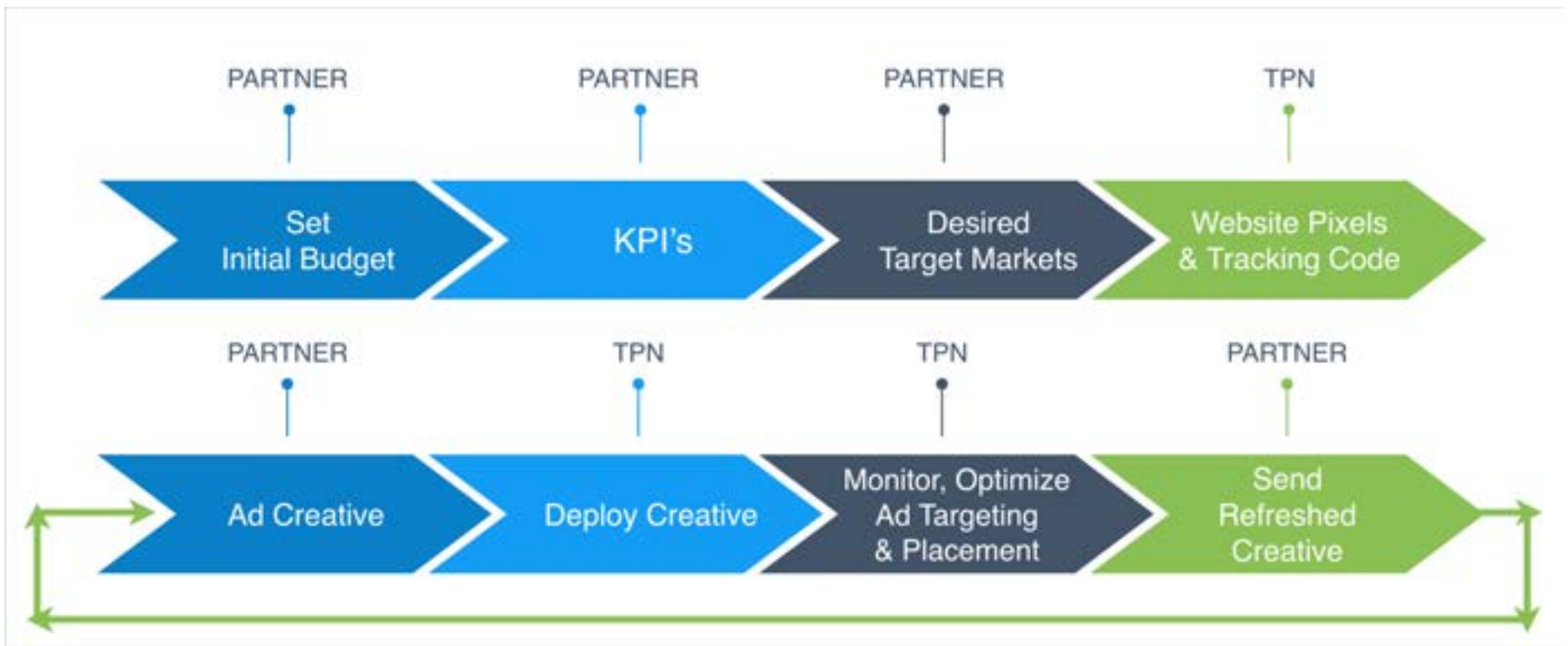
TPN needs to first inspire travellers with a compelling vision of the Niagara Region and then provide the necessary information to plan their visit.

We look at the Niagara product offering and where it resides in the path to purchase funnel, our overall market message and highlighted regional experiences.



Marketing Execution Flow

Example Campaign Objective: Drive Awareness



Consumer mindset in this stage: Consumer has made the decision to travel and now needs to figure out the details - searching for hotels/flights, exploring activities, events, etc.

Creative job to be done: Provide the information a consumer would need to plan a trip to Niagara.

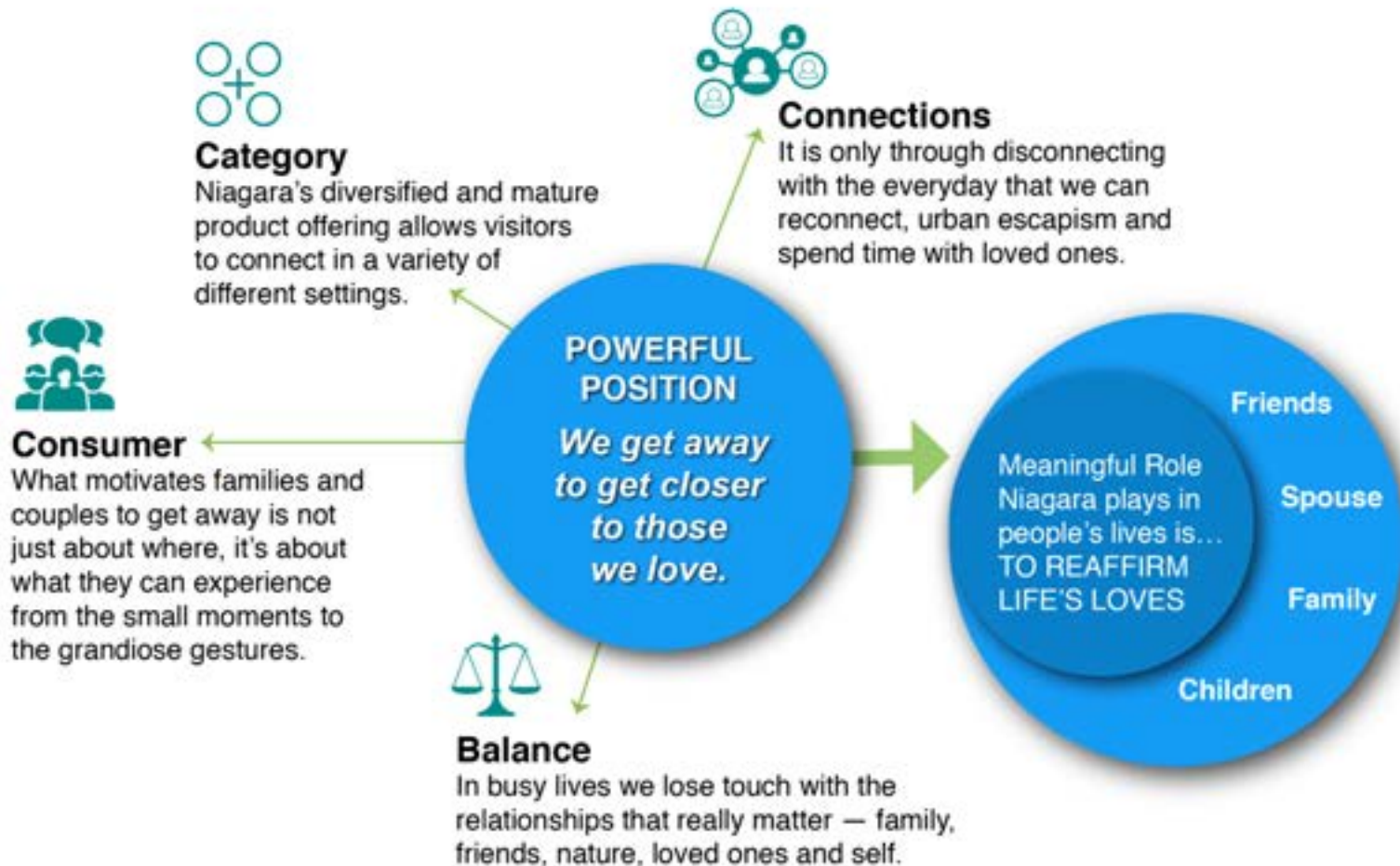
Messaging: Focus on specific Niagara experiences or events of interest (e.g. Icewine Festival or farm-to-table dining with notable chef).

Call to action: Encourage consumers to learn more about Niagara has to offer.

Niagara Brand Positioning

Message, Tonality and Sentiment

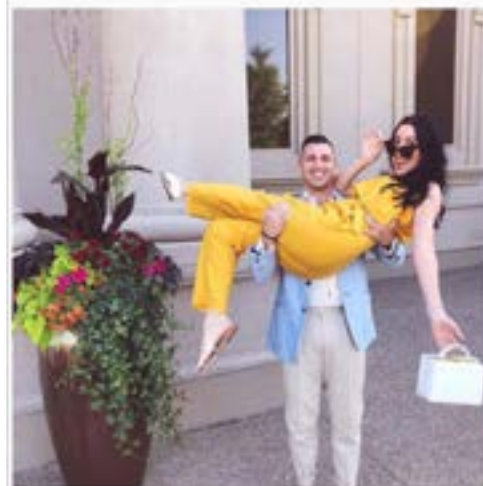
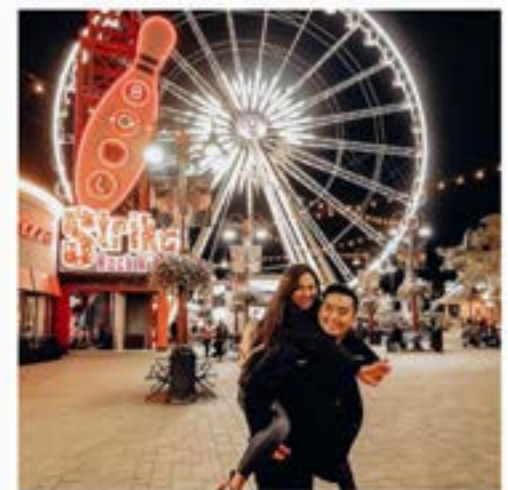
Our place within the 'consumer path to purchase' funnel



The World Needs More Niagara

Right now, more than ever, “The world needs more Niagara”. Let’s speak to the fact that a trip to Niagara, is a break from the pressure of daily life and an escape from the city to nature where travellers can focus on loved ones and what matters to them most.

Let’s grab consumers attention by creating custom eye-catching cinemographs for ad banners that feature scenes from Niagara. Imagery might include; wine is circling in a glass and the cinemograph reads, “You’re going to need a bigger glass. The world needs more Niagara.” A woman relaxes in bubble bath overlooking the Falls while listening to headphones, “You’re going to need a longer playlist. The world needs more Niagara.” Taking a Helicopter ride above Niagara Falls, and the amazing experience. The creative emphasizes what more Niagara in one’s life actually means.



The World Needs More Niagara

Launch footprint will encompass 8-hour drive radius, layering in performance results to identify areas with greater message resonance.

Through diligent campaign maintenance & optimization, TPN will look to identify whether particular consumer sets are more engaged and potentially redistribute resources in specific areas to reflect a more focused deployment strategy and ensure efficiency of investment.

Extend the life and coverage of earned media by utilizing paid, native channels to make content more discoverable.

By placing links to earned news stories on premium publication sites, enabling a wider online audience to be able to access earned coverage as they consume content on a variety of websites.

Amplifying content while tying in paid media channels to enhance mass awareness.





Visit Niagara

With amazing dining and wineries, vibrant cultural centres, and a wide range of outdoor activities, it's no surprise that the Niagara region has become a Canadian tourism gem. A destination for honeymooners, celebrities, history buffs, adventurers, athletes, foodies, families and everyone in between. Niagara is a jewel unlike any other with its diverse landscapes and world-class attractions.



750+ RESTAURANTS



320+ ATTRACTIONS



20+ BEACHES



140+ WINERIES
& CRAFT BREWERIES

Visit Niagara

Renowned for the iconic Niagara Falls, Niagara is home to an abundance of breathtaking natural scenery—enough for Winston Churchill to state that the Niagara Parkway was “the most beautiful Sunday drive in the world.” The region’s diverse geography offers extensive hiking trails—including an extension of the Bruce Trail—to smaller cascades and powerful rapids, plus an assortment of exciting outdoor activities such as ice skating, rowing, vineyard cycling tours, yoga by the Falls and much more.

Given its breathtaking natural beauty and exquisite, relaxing and romantic attractions, it comes as no surprise that Niagara Falls has earned its reputation as the “Honeymoon Capital of the World.” Rolling vineyards, natural wonders, exquisite accommodations and dynamic sunset views are just a few of the many attractions that make Niagara a sought-after location for couples to visit.



Visit Niagara

With over 140 wineries and breweries and over 750 full-service restaurants, Niagara is recognized as an award-winning, world-class culinary mecca for chefs, vintners, sommeliers, brewers, oenophiles and foodies alike. One of the top culinary destinations in Canada, Niagara is passionate about using locally-sourced ingredients to create delectable food and wine. Whatever your taste, this is the countryside where good things grow.

The Niagara Region abounds in monuments, museums, former battlefields, forts and heritage structures due to its riveting history and rich heritage. Playing a pivotal role in the War of 1812, history buffs can take themselves back in time through tours and annual military re-enactments at Fort Erie and Fort George and by visiting Chippawa Battlefield Park and Lundy's Lane Battlefield.

With over 162 annual festivals and events and countless historic sites, cultural museums and arts centres—the arts, entertainment and historic significance of the Niagara region is unsurpassed. From West Lincoln to Niagara Falls, there's much to see and experience throughout Niagara, including live theatre, movies, orchestras, visual arts and more.



TOTAL VISITORS (2017) **12.95 MILLION!**

ONTARIO IS THE LARGEST MARKET FOR TOURISTS TO NIAGARA (8.4 MILLION VISITORS ANNUALLY), FOLLOWED BY THE UNITED STATES (3.2 MILLION), OVERSEAS (1.1 MILLION), AND THEN THE REST OF CANADA (292 THOUSAND).

TOTAL OVERNIGHT VISITORS (2017)
4.9M



TOTAL SAME DAY VISITORS (2017)
8.0M



TOTAL TOURISM EXPENDITURES OF SAME DAY VISITORS (2017)

\$686.4 MILLION

- VS -

TOTAL TOURISM EXPENDITURES OF OVERNIGHT VISITORS (2017)

\$1.7 BILLION



TOTAL TOURISM EXPENDITURES (2017)

\$2.4 BILLION

VISITORS FROM THE UNITED STATES SPEND THE MOST ON AVERAGE THAN OTHER GEOGRAPHIC MARKETS.



TOTAL TOURISM BUSINESSES (2018)

2,824

TOTAL TOURISM JOBS (2018)

39,995



NIAGARA HAS 1.8 TIMES THE CONCENTRATION OF TOURISM JOBS THAN ONTARIO.



TOURISM JOB GROWTH (2011 -2018)

6,059 OR **17.9%**

TOURISM JOBS ARE INCREASING AT A FASTER RATE THAN TOTAL JOBS IN NIAGARA. FROM 2011 TO 2018, TOURISM JOBS INCREASED BY 17.9% WHILE TOTAL JOBS INCREASE BY 14.1%. **IT'S A GROWING SECTOR.**

Statistics provided by Niagara Region

TOURISM
NIAGARA
CANADA

US Tourism Arrivals into Canada

- The Niagara region has four border crossings into the United States: the Lewiston-Queenston Bridge, Rainbow Bridge, Peace Bridge and Whirlpool Bridge (Nexus only)
- The four Niagara border crossings are the busiest borders in Ontario—and Canada—with over 11.6 million counted arrivals*

* Bridge and Tunnel Operators Association (BTOA) 2018



Automobile Arrivals
11.6 + Million



	YTD 2018	
	Arrivals	% YOY Variance
Automobile	8,183,103	2.4
Air	4,591,876	-3.1
Other	1,665,374	10.1
US Total	14,440,353	1.4

*Other: bus, train, and cruise arrivals

Source: Statistics Canada

Total US Auto Arrivals to Canada

+2.4% ▲ YOY



Food & Wine

With over 140 wineries and breweries and over 700 full-service restaurants, Niagara is recognized as an award-winning, world-class culinary mecca for chefs, vintners, sommeliers, brewers, oenophiles and foodies alike.

Niagara's unique climate and growing conditions yield a plentiful bounty of cool-climate grapes, robust grains and a cornucopia of locally-sourced produce—most notably, the sweet and juicy Niagara peach—which inspire a shared philosophy throughout the region that the most exceptional dishes can be found from ingredients in your own backyard. The diverse geography of the Niagara Escarpment and vinelands yield a unique terroir from which the most delicious produce and grapes are grown. Whatever your taste, this is the countryside where good things grow.

Taste for yourself what makes Niagara one of the most acclaimed grape-growing and winemaking regions in Ontario. With a wide array of one-of-a-kind, intimate experiences, sip and savour during tours and tastings, offered at every vineyard from small, independent wineries like Twenty Valley's Foreign Affair, Hidden Bench and Tawse to iconic estates such as Cave Spring Cellars, Inniskillin, Pellar Estates or the Wayne Gretzky Winery.



Food & Wine

With a burgeoning craft beer culture quickly spreading across the region, Niagara is also home to an abundance of boutique-like local breweries and distilleries that lean into the “micro movement.” Small-batch beers, ciders and spirits, each typically hand-made with locally-sourced ingredients can be found along the Niagara Ale Trail, a handy guide to the region’s 13 top breweries, including the award-winning Niagara Oast House Brewers, Silversmith Brewing Company, Bench Brewing Company and more.

Recently designated as the most romantic dining destinations by OpenTable’s 100 Most Romantic Restaurants in Canada list for 2019 with 11 restaurants awarded (more than any other destination in Canada), Niagara is the place to be for gastronomic indulgence. Niagara-on-the-Lake, in particular, is renowned for its culinary excellence, named Canada’s number one food and wine destination by TripAdvisor.

There are also several culinary and wine festivals throughout the year, from Niagara’s Icewine Harvest Festival and Days of Wine and Chocolate in the winter, to the Niagara Food Festival in the summer, presented by Niagara College, where visitors can find fantastic food from local restaurants and food producers, cooking demonstrations with celebrity chefs and much more.



Food & Wine

KEY HIGHLIGHTS

Two Sisters Vineyard

Created by the Marotta sisters with one inspired vision, Two Sisters Vineyard produces ultra-premium red wines from the unique terroir of the region with viticultural practices that remind guests to savour life's little moments. Beautiful and timeless, the estate produces both award-winning wines and award-winning dishes at Kitchen76, where authentic Italian cuisine awaits. www.twosistersvineyards.com

The Restaurant at Pearl Morrisette

With an ever-changing multi-course menu featuring the best regional ingredients inspired by seasonal French cooking, The Restaurant at Pearl Morrisette is a mouth-watering destination. Named number one on Canada's Best New Restaurants for 2019, the Jordan Station restaurant offers set menus for a curated experience from start to finish. www.pearlmorrisette.com/therestaurant

Honsberger Estate Winery

A family fun farm since 1811, Honsberger Estate is home to a delectable, award-winning rosé; the Oven Bistro, where divine oven-roasted pizzas await; the Small Barn Restaurant; and several animals, including horses, goats, sheep and several rescue dogs. www.honsbergerestate.com

Trius Winery

Crafting fine VQA wines from premium grapes for over 30 years, Trius Winery is a Niagara winemaking pioneer. Here, wines and menus are inspired by the seasonal evolution of the vines and the local produce that grows beside them. Visitors can taste, tour and learn the art of blending their very own Trius Red. www.triushines.com



Outdoors, Sports & Nature

While the world-renowned Niagara Falls will leave you breathless, there is much more natural beauty to be found in Niagara than the iconic cascade. Winston Churchill once called the Niagara Parkway “the prettiest Sunday drive in the world,” while admiring the intense natural beauty to be found across the Niagara region.

Since 1885, Niagara Parks has preserved and protected the land surrounding Niagara Falls and the Niagara River. Visitors can explore and interpret the 56-kilometre Niagara River Recreational Trail through sprawling parklands, natural attractions, local-sourced culinary offerings, celebrated golf courses, manicured gardens and restored heritage sites. Through Niagara Parks, you can zipline 670 metres into the mist towards the Canadian Horseshoe Falls, take a walk past the Niagara River’s Class 6 white water rapids, take a journey behind the falls, immerse yourself in nature at the Butterfly Conservatory, sink a ball at any of five unique and celebrated golf courses, and much more.



Outdoors, Sports & Nature

With a plethora of conservation areas, hiking trails, waterfalls, rocky cliffs and, of course, the stunning vineyards across the region, Niagara is home to a natural geographic diversity that is rarely found in southern Canada. Maintaining a section of the Bruce Trail, the Niagara Region offers exceptional hiking trails with 85+ kilometres of footpaths through six different nature areas, some of which are home to the rarest plants and animals in the country.

From scuba diving in Lake Erie, rowing in St. Catharines and swimming at Crystal Beach, to ice skating at Wayne Gretzky Estates winery, vineyard cycling tours, yoga by the falls, watching a race at Merrittville Speedway or cheering on the Niagara Ice Dogs hockey team, there are numerous sports and activities to take part in within the Niagara Region—no matter the season.



Outdoors, Sports & Nature

KEY HIGHLIGHTS

White Water Walk

Take in North America's largest series of standing waves from an impressive quarter-mile boardwalk along the shoreline in the Niagara Gorge. The self-guided tour offers a glimpse into the geologic history and local flora and fauna in the Gorge, while giving an up-close and personal view of the intense Whirlpool Rapids travelling at 48 kilometres per hour!

<https://www.niagaraparks.com/visit/attractions/white-water-walk>

Ball's Falls

Photographers and nature lovers alike will love the incredibly breathtaking view of the majestic Twenty Mile Creek as it plummets over both the upper and lower cascades of Ball's Falls. The Ball's Falls Centre for Conservation offers interactive exhibits and displays focusing on nature, conservation, the Niagara Escarpment, the watershed and the area's history, through the lens of the mid-19th century industrial hamlet where the original Ball family lived.

<https://npca.ca/parks/balls-falls>

Whirlpool Jet Boat Tours

Niagara's Devil's Hole Rapids are home to class 5 rapids, meaning adventurous visitors are in for a wild jet boat ride through waves up to 6 metres high, where currents rush up to 32 kilometres per hour past the awe-inspiring scenery of the Niagara Gorge! Get ready to get soaked and stoked on one of the most refreshing and memorable Niagara experiences.

<https://www.whirlpooljet.com>



Romance

The region of Niagara has long been recognized as a popular destination for romantic getaways. Rolling vineyards, natural wonders, exquisite accommodations and dynamic sunset views are just a few of the many attractions that make Niagara a sought-after location for couples to visit.

Whether you choose to exchange your vows overlooking Niagara Falls, in the surroundings of Niagara-on-the-Lake at the gazebo in Queen's Royal Park, or at one of the numerous wineries, the ceremony will be an unforgettable experience complete with charm and elegance. Niagara Parks offers reception and venue space to host any wedding size from intimate parties of 20 guests all the way up to elaborate gatherings of 600.



Romance

With its breathtaking natural beauty and exquisite, relaxing and romantic attractions, it comes as no surprise that Niagara Falls has earned its reputation as the “Honeymoon Capital of the World.” More than 50,000 honeymooners choose to visit the City of Niagara Falls per year and Niagara Falls Tourism has presented more than one million honeymoon certificates signed by the mayor to newlyweds. Couples celebrating their anniversary in Niagara Falls are also eligible to receive an Anniversary Certificate.

For the second year in a row, the Niagara Region has been recognized for its romantic dining experiences with 11 restaurants featured on OpenTable’s 100 Most Romantic Restaurants in Canada for 2019—more than any other region in the country. Among the list are AG at the Sterling Inn, Cannery Restaurant, The Drawing Room at The Prince of Wales Hotel, Inn on the Twenty, Kitchen76 at Two Sisters Vineyards, The Restaurant at Peninsula Ridge, and Trius Winery Restaurant; each offer a unique destination for the ultimate date night.



Romance

KEY HIGHLIGHTS

Niagara Helicopter Rides

Take a private helicopter tour and experience the natural beauty that Niagara has to offer through panoramic views while soaring 2,500 feet in the air. Niagara Helicopters Limited even gives you the option to say “I do” directly over the awe-inspiring waterfalls at its “Chapel in the Sky.” With more than 50 years of service, Niagara Helicopters Limited will be sure to make this thrilling experience one to remember.

www.niagarahelicopters.com

Vintage Hotels – Queens Landing/Prince of Wales

Romantic accommodations are plentiful with Vintage Hotels offering a collection of Ontario’s Finest Hotels throughout the Niagara region. Relish the historic Victorian décor at Prince of Wales Hotel or book a stay in a room at Queen’s Landing, a Georgian-style mansion with a breathtaking waterfront setting. In addition, there are many world-class Bed & Breakfasts nestled throughout the region offering an intimate stay for those looking for a romantic hideaway.

www.vintage-hotels.com

Niagara Skywheel

Take your romance to the next level with a graceful scenic journey that delivers magnificent views of both the Horseshoe and American Falls. Clifton Hill’s magical Niagara Skywheel is Canada’s largest observation wheel, towering at 175 feet over the Niagara Falls horizon. With dazzling views of the glittering lights, powerful falls and surrounding skyline, a kiss at the Niagara Skywheel is the icing on the cake for a perfect date night in one of the most romantic destinations in Canada.

www.cliftonhill.com



Arts, History & Entertainment

With over 162 annual festivals and events and countless historic sites, cultural museums and arts centres, the arts, entertainment and historic significance of the Niagara region is unsurpassed. From West Lincoln to Niagara Falls, there's much to see and experience throughout Niagara, including live theatre, movies, orchestras, visual arts and more.

No matter the season, there's always something to see when visiting Niagara—view artists' paintings at the Niagara Pumphouse Arts Centre; see live entertainment and film screenings at the Seneca Theatre or Greg Frewin Theatre; or check out the FirstOntario Performing Arts Centre, featuring live music, theatre productions, movie and documentary screenings and more.

The Niagara Investment in Culture program promotes culture throughout the region by providing funding of innovative and collaborative projects. Visitors and locals alike have benefitted from the program, with events such as Jazz Festivals, theatrical productions, historic celebrations, movies in the park, public mural art projects, multi-cultural days, young musician competitions, fine arts festivals, pop-up exhibits and street performer programs circulating throughout Niagara as a direct result.



Arts, History & Entertainment

With a riveting history and rich heritage, the Niagara Region abounds in monuments, museums, former battlefields, forts and heritage structures. Playing a pivotal role in the War of 1812, history buffs can take themselves back in time through tours and annual military re-enactments at Fort Erie and Fort George and by visiting Chippawa Battlefield Park and Lundy's Lane Battlefield, where some of the longest and bloodiest battles took place.

With several annual festivals, there is much to celebrate across the region, from the Niagara Folk Arts Festival and the Niagara integrated film festival, to Canal Days Marine Heritage Festival and even Niagara Falls Comic Con. There's something for everyone!

Looking for nightlife? Select vineyards and restaurants have exciting late-night programming including live music, DJs and special events, not to mention the vibrant after-dark entertainment in Niagara Falls—from wine bars and clubs, to slots and tables at Fallsview and Casino Niagara, there's plenty of action to be found.



Arts, History & Entertainment

KEY HIGHLIGHTS

Shaw Festival Theatre

Offering world-class theatre in one of the most beautiful regions in Canada, the Shaw Festival produces 11 plays across three stages annually, with several events and activities to keep theatre aficionados entertained throughout the year. Inspired by the wit, passion and spirit of Bernard Shaw, the Shaw Festival has created unforgettable theatrical encounters for almost 60 years and has grown to become a major Canadian cultural icon. www.shawfest.com

Fort George National Historic Site

The headquarters of the Centre Division of the British Army during the War of 1812, Fort George played a key role in the defence of Upper Canada. Today, the history is kept alive with trained interpreters sharing stories about life for soldiers and their families at the fort, along with redcoat musket demonstrations, Fife and Drum corps parades, tasty snacks made from historic recipes, and annual battle re-enactments to commemorate the pivotal Battle of Fort George—a major draw for historians from all over North America.

www.parkscanada.gc.ca/fortgeorge

Niagara Symphony Orchestra

Celebrating its 72nd season, the Niagara Symphony Orchestra (NSO) offers exceptional classical and contemporary orchestral music under the leadership of Bradley Thatchuk, the orchestra's 10th music director. A leader in music education, the NSO offers programs to inspire and nurture a life-long love of music alongside incredible, evocative performances.

www.niagarasymphony.com





Sample MEDIA Coverage

bon appétit

SPONSORED

The Cyclist's Wine Guide to the Niagara Region

BY DESTINATION CANADA/TOURISM PARTNERSHIP OF NIAGARA
OCTOBER 2, 2018



On the surface, there's certainly plenty to love about Canada's lush Niagara Region. Verdant and green, orchards and vineyards extend in every direction. In the distance, the fast-moving waters that plunge over Niagara Falls crash down with awe-inspiring, ferocious intensity. But much of what makes this green corner of the world special is actually underneath it. Translation: The soil here is special. Although the wine industry in the Niagara Region is relatively young—serious winemaking here dates only to the 1980s—the area is smack-dab in the middle of an ancient glacial plain, which over thousands of years has enriched the soil with pockets of different minerals and nutrients. This means that the terroir of one vineyard can wildly differ from another's just down the road. In other words, if you've tasted one Niagara wine, you most certainly have not tasted them all.

The natural forces that produce Niagara Region's great wines also make for breathtaking natural scenery, which is why the best way to experience it is on a bicycle. The country roads that link some of the area's best wineries are relatively flat, so cycling between them is a breeze. If you're worried about drinking and biking, don't be: Responsible cyclers either take modest sips or learn how to spit, which when done properly, can actually help you taste wine better. Plus, if you really dig some of the wines you've tried along the day's journey, you don't have to hold a bottle under your arm as you try to keep your bike steady. Many wineries in the area will arrange to have a bottle sent directly to your hotel, and we can't think of a better reward for a day of cycling than a glass of your favorite new Niagara Region vintage.



MARIA SAINTE

Whether you rent your own bike or join up with one of the wine region's [many bike tours](#), these are the stops you can't miss on an epic cycle through the area.

Jackson-Triggs Winery



A fantastic starting point for your cycle around town is the modern Jackson-Triggs Winery. The airy, glass-enclosed main building overlooks roughly 12 acres of finely manicured vineyards, with two-story-tall, garage-style doors that roll up on clear and sunny days to let in a gentle cross breeze. It's a gorgeous and open space that marries contemporary and traditional architecture, and you might be tempted to linger here all day. Nosh on tacos, cheese, and charcuterie at the on-site cafe, The Patio, or grab a glass of Sauvignon Blanc (or Pinot Noir, or Merlot, or any of Jackson-Triggs's other delightful offerings) and hunker down in the winery's 500-person-capacity amphitheater, which is built into the hillside of the vineyard. Don't leave without walking around the grounds; if you're lucky, you might glimpse grapes being crushed on the outdoor "crush pad."

Two Sisters Vineyards



From Jackson-Triggs, cycle past grassy fields lined with towering, leafy trees and through Niagara-on-the-Lake's historic old town. As you roll up to the estate of Two Sisters, scope out its towering pillars and grand, symmetrical windows; they're inspired by Renaissance architecture and the founders' roots in Italy's Campania region. The wines here, though, are all Niagara. Drop into the moodily lit tasting room for sips of the winery's small-production reds like Merlot, Cabernet Franc, and Cabernet Sauvignon, which helped earn Two Sisters the Best Performing Small Winery of the Year award from WineAlign's National Wine Awards of Canada in 2018. Pro tip: Take the [Experience Tour](#) and try a handful of vintages directly from French oak barrels in the winery's candlelit cellar. Afterward, hang out on the outdoor patio at Kitchen76, the property's Italian-inflected bistro. We're into the house-made pizzas like the Dolce e Salato pie, a sweet-and-savory creation piled high with creamy mozzarella, pungent gorgonzola, slices of pear, prosciutto di Parma, toasted walnuts, arugula, and honey.

Peller Estates Winery & Restaurant



Although it's practically next door to Two Sisters, Peller Estates feels like it's in another country altogether. Specifically, France. You'll find Peller down a tree-lined private road that leads to a massive French-inspired château, which rises magnificently before you. Don't be intimidated, though: Some well-heeled diners dress to impress at the on-site Winery Restaurant, an elegant dining room with crisp white linens and twinkling chandeliers, but plenty of visitors hop off their bikes dressed more casually in cycling gear. (If you're here for lunch, pair Peller Estates' French-oak-aged Chardonnay with the fresh lobster linguine draped in Chardonnay-spiked cream sauce and slivers of black truffle.) Don't leave without dropping in on the property's Greatest Winery Tour, which grants visitors entrance to 10Below, the chilly downstairs lounge where everything—from the seats to the bar—is made with blocks of ice. Once inside, you'll be provided with a heavy winter jacket and a glass of ice wine made from late-season Riesling and Cabernet Franc grapes.

Inniskillin



A short way down the leafy Niagara Parkway, which hugs the banks of the mighty Niagara River, you'll come upon Inniskillin, one of the oldest wineries in the area. The specialty here is Icewine, which is made from Vidal, Riesling, and other grapes that have been left to mature on the vine into the winter season. The result is a decadent, sweet wine with a concentrated, nectar-like flavor. Take a guided tasting inside Inniskillin's restored 1920-era barn or post up on the property's sprawling red brick patio, where on weekends, more than 200 cyclists a day will chill out at picnic tables shaded by large red umbrellas. Ice wine isn't just for dessert—it can also stand up to the hearty, unctuous fare from the property's walk-up Market Grill. Specialties include sandwiches brimming with tender 16-hour-smoked brisket, maple syrup pulled pork, and pulled chicken doused with ice wine-infused barbecue sauce. Make sure to leave room, though, for the fresh Malpeque oysters and gooey poutine.

Caroline Cellars



There are roughly 40 bikes parked outside Caroline Cellars at any given time, and with good reason. Even with 20-foot-high ceilings, the dining room of the winery's Farmhouse Cafe feels warm and cozy thanks to the building's handsome Canadian pine paneling and homey, seasonally driven menu. Park your bike outside (or, if it's an e-bike, recharge it at the property's charging station) and settle in for rib-eye steak sandwiches and juicy sirloin burgers made with local meat, focaccia sandwiches stuffed with grilled golden beets and summer vegetables, and tacos conveying fried nuggets of local Lake Erie pickerel. Wash it all down with a sip of Caroline Cellars' house-made wines, which in addition to the usual reds and whites, include vintages made with local plums, cranberries, and blueberries.

Stratus Vineyards



Feeling the burn in those quads? You've cycled a giant loop, and you're nearly back to where you started. Sleek and minimalist, the glass-and-concrete tasting room at Stratus Winery's LEED-certified facility—the first of its kind in the world—is filled with light all day long. It's only a small part of the entire estate, which spans a staggering 62 acres filled with 16 different grape varieties, from Petit Verdot and Sangiovese to Syrah and Tannat. Walk up to the long marble bar for a casual tasting, or pop into the property's petite, mesquite-wood-lined tasting room and pair Stratus vintages with local cheeses, dark chocolate, and sea salt shortbread. Afterward, bring your glass out to the couches on the large stone patio in back, which overlooks vines as far as the eye can see. The view is stunning, especially at sunset, making it the perfect place to conclude a long day of cycling.

Additional stops to consider:

Reif Estate Winery

Marynissen Estates Winery

Wayne Gretzky Estates Winery

Trius Winery & Restaurant

Big Head Wines

No matter if you choose to hit up one winery or a half dozen, cycling past rolling fields of vineyards and never-ending greenery is an unparalleled experience—one that simply can't be recreated in a car. After all, wine tasting in the Niagara Region is all about lingering, whether over a glass of crisp Riesling or a dusty country road. The joy is in the journey.

<https://www.bonappetit.com/story/the-cyclists-wine-guide-to-the-niagara-region>

bon appétit

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How to Have an Unforgettable Picnic in Canada's Niagara Region

BY DESTINATION CANADA/TOURISM PARTNERSHIP OF NIAGARA

OCTOBER 5, 2018



Given the jaw-dropping natural beauty of Canada's Niagara Region and the stunningly beautiful produce grown here, it's a downright shame to spend a moment longer indoors than absolutely necessary. That's why dining al fresco is the best way to enjoy all that this verdant part of the world has to offer. Even better, make it a picnic with help from some of the area's most delectable homegrown offerings. Not sure where to go? The 35-mile-long Niagara Parkway, one of the most pristine roads in Ontario and a direct route to Niagara Falls, features some of the most picturesque spots to chill out with a snack. Come with us on a quick tour of the most scenic of those spots, and all the tasty treats you can find along the way.

First Thing's First: Fill Your Basket at Walker's Country Market



SUSCH + BECK

Head directly to Walker's Country Market to stock up on supplies. Family-owned since the 1930s, this neighborhood staple has everything you need for a day's worth of picnicking. We're partial to the sandwiches stuffed with fillings like oven-roasted turkey breast with cranberry-orange sauce and ham glazed with maple syrup-spiked mustard, not to mention local produce like ruby-red strawberries, juicy nectarines, and freestone peaches. Just make sure you also save room for Walker's top-notch dessert options. The colorful, fresh-baked pies come in two sizes—large and mini—and are crammed with juicy fillings like peach, strawberry rhubarb, peach blueberry, grape, cherry, and more. We have a hard time playing it cool around the brittle candy display, though. There are also more varieties here than you can imagine, chock-full of almonds, chipotle-spiced peanuts, sea-salt-flecked peanuts, coconut flakes, sesame seeds, sunflower seeds, and more.

Then there's everything maple-flavored: maple syrup, maple cream cookies, maple sugar, maple syrup candy pops, maple butter, and maple candies. (This is Canada, after all.) Want more options? Adorable farm stands and marketplaces abound in Niagara—try nearby outfits [Parkway Orchards](#) and [Kurtz Orchards Farm & Marketplace](#).

For a Wine Escape, Stop at [Reif Estate Winery](#)



Toss your picnic basket in the car and drive half a mile down the road to Reif Estate Winery for your first picnicking stop. Established by one of [Niagara-on-the-Lake's](#) oldest wine families, Reif specializes in Niagara wines inspired by the founders' native Germany. Chief among them is ice wine, which has earned the operation a bevy of awards going back to the 1980s. Make sure to snag a glass or two in the main building—the look is German-villa-meets-Victorian-mansion—before selecting a spot to hunker down. We like the picnic tables in the gazebo area, which overlook a maze of grapevines, and the outdoor Sensory Garden, which is tucked behind an 1870s-era coach house.

The latter, framed by overarching trellises covered in gnarled vines and lush foliage, is a patchwork of flowers, fruit-bearing plants, and herbs meant to convey the flavors, aromas, and hues of Niagara's most famous wines. Supplement your BYO-picnic with treats from Reif's outdoor kitchen, which include hearty fare like sausages, burgers, thin-crust pizza, and a light-and-easy cheese and charcuterie plate.

Embrace Your Inner Gardener at the [Botanical Gardens](#)



NIAGARA PARKS

Heading south, find a spot outside the [Laura Secord Homestead](#), where you can experience history through the eyes of a Canadian heroine, and also enjoy delicious chocolates made by a company named in her honor. Afterward, stop by [Niagara's famous Floral Clock](#), which is recreated twice a year with up to 16,000 carpet bedding plants. Once you've finished your picnic, head onward to the Niagara Parks Botanical Gardens, which comprise 99 meticulously maintained acres jam-packed with perennials, rhododendrons, azaleas, herbs, and vegetables. There are

endless places to explore here, but standouts include the world-famous rose garden, which features more than 2,400 fragrant blooms, and the carefully manicured “parterre” garden.

For Something a Little Wilder, Hike the Niagara Glen Gorge



CHRISTINE NESS PHOTOGRAPHY

Farther south still, it's time to pull on your hiking boots and leave your car behind. Two-and-a-half miles of winding paths through forest, boulders, and prehistoric geological formations take you deep into the Niagara Gorge, where you'll find epic picnic spots at practically every turn. Primo lunchtime real estate include spots along the Glen Gorge, plus the area around the entrance to the park. After you're done, head down to the the riverside platforms along the White Water Walk, where you can scope out the Class 6 white-water rapids below from a safe distance, and hike to the awe-inspiring Niagara Whirlpool, which was carved roughly 10,000 years ago by the mighty Niagara River.

Slow Things Down on the Dufferin Islands



CROWDPIFF UDC / BEYONDCOLLECTION

After all that hiking, you deserve a rest. Finish out your day on the Dufferin Islands, a peaceful nature preserve spread out over to acres just half a mile from Niagara Falls. Quiet and secluded, the area's many small islands are connected by a series of stone bridges and footpaths, making it a slam dunk for picnickers. A great destination year-round, it's also featured during the Winter Festival of Lights when it's transformed into a winter wonderland from November to January.

At this point, peek into your picnic basket. If it's empty, it's safe to call your day a success! If not, loop back up to Niagara-on-the-Lake and camp out in the gazebo in Queen's Royal Park, where the mighty Niagara River meets Lake Ontario. By sunset, this beautiful stretch of green is bathed in red-orange light, making it perfect for a picnic supper.

Hungry for more exploring in the Niagara Region? Visit Niagara has the deets on more must-visit hotspots.

bon appétit

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Around the World in St. Catharines

oddBird chefs Scott White and Justin Duc take us on a globally inspired tour of the Niagara Region's largest city.

BY DESTINATION CANADA/TOURISM PARTNERSHIP OF NIAGARA
OCTOBER 2, 2019



PHOTO BY GUY F. BELL

Just north of the U.S.-Canada border and a quick drive from Niagara Falls, the quaint enclave of St. Catharines, Ontario, is a not-so-hidden gem, world-famous for its abundance of winding vineyards, fruit orchards, and rich farmland. Though modestly sized with a population of just 133,000, St. Catharines boasts a mighty dining scene that punches far above its weight class. One of the brightest stars in its colorful constellation of restaurants is oddBird, the eclectic eatery from chef-partners Scott White and Justin Duc. The duo's menu changes often and on a whim, and

influences are far-flung and far-ranging: Here you'll find anything from a blood-red horse heart tartare to sticky-sweet General Tso's duck breast to a massive côte de boeuf taco platter. But where do White and Duc eat when they're not in their own kitchen? To find out, the pair took us on a flavor-filled tour of their city's global gems.

Ma Chinese Cuisine



First we stroll up to Ma, one of White and Duc's favorite haunts for Chinese eats. Though ensconced in an impressive red brick building dating back to the turn of the last century, it's the interior that'll really make you gasp. "It's just a gorgeous, wonderfully designed space," Duc said, his eyes darting around the dramatically lit dining room decked out with a wood-beam ceiling, stone floors, and industrial accents. We sit down and scope the menu, which delivers flavors straight from Hong Kong, Shanghai, Chongqing, and beyond. "Not only is the lobster juicy, tender, and deeply fragrant, it's one of the most spectacular

looking things you can get here,” Duc said, pointing to the gargantuan crustacean at the center of the table. We’ve ordered it sauteed with flavor-packed peanuts and crispy fried garlic, but you can also get it with ginger and scallions, underneath mountains of diced garlic, or wok-baked with soy sauce. Other can’t-miss menu items? Anything on the dim-sum menu, which includes authentic nosh like delicate steamed-shrimp dumplings and golden-hued egg tarts, not to mention the elegantly plated Peking duck. “It’s refreshing to have real Chinese food in St. Catharines, and not just some Americanized version of Chinese food,” White said. “This place is the real deal.”

Lang Restaurant



Just three blocks away, our taste buds shift from China to Vietnam. Grilled meat and hot pot are the dual focuses of Lang BBQ, which White and Duc dig for its bang-on flavors and homey atmosphere. The duo make quick work of the menu, ordering up slivers of fatty pork belly, springy squid balls, and coins of lotus root to simmer in fragrant broth.

While it bubbles away, we spark up the grill built right into the table and char slices of curried chicken and Vietnamese sausage over a crackling flame. “It’s a cool family-style thing, really interactive,” said White. “It reminds me of Christmas when I was a kid with my meat fondue!”

Sahla Thai Restaurant



Less than a 10-minute walk away is Sahla Thai Restaurant, White’s go-to Thai joint. “It’s kind of my family spot,” he said. “We all have our birthdays there.” Without hesitating, White orders a steaming plate of piled-high pad Thai—the classic rice noodle dish stir-fried with shrimp, chicken, eggs, bean sprouts, green onions, and finely chopped peanuts—and follows it up with a creamy bowl of Penang curry enriched with coconut milk, peanut curry sauce, and slivers of beef. “Their curry has just the right level of spice, the perfect consistency, and the flavors are just killer,” he said, spooning the rich sauce over a mound of fluffy white rice.

La Scala Ristorante



After a five-minute walk down St. Paul Street, St. Catharines's bustling main artery lined with boutiques and restaurants, we hang a right down a relatively quiet side street to find Italian mainstay La Scala. White and Duc make a beeline for the charming outdoor terrace and snag a table. "It's got one of the nicest patios in the whole downtown area, plus the food is really authentic Italian," Duc said. We order a bevy of delights: the panini stuffed with thin slices of prosciutto, roasted red peppers, and creamy fiore di latte; a mound of juicy P.E.I. mussels draped in an anise-flavored black sambuca sauce; a hearty plate of penne classico smothered in a rich homemade sauce of San Marzano tomatoes; and herb-marinated calamari grilled to crispy perfection.

Chile & Agave



Next up, we pile into the car and drive 10 minutes across town to Chile & Agave for a midday pick-me-up. "It's probably some of the most authentic Mexican food you can get in St. Catharines," White said of this colorful hangout jam-packed with vibrant, straight-from-Mexico decor. We opt for specialties including the tacos Yucatan, which come stuffed with jumbo grilled shrimp glazed with tequila-spiked honey, and a platter of flour quesadillas overflowing with tender slices of nopal cactus. Of course, Duc notes, we can't leave without tossing back a shot or two. "The tequila tasting is always good," he said.

George's Greek Village



Though we're nearly stuffed, we begin to feel hunger pangs as we drive the five minutes to George's Greek Village. It's a miracle! Before we even look at a menu, White puts in an order for the grilled octopus drizzled with ouzo. "It's rare to find octopus on a menu here, and it's even harder to find octopus that's done well," he explained. "It's a good indicator of a quality spot." We round out the meal with the restaurant's dramatic saganaki—a hearty slab of decadent kefalotiri cheese sautéed in olive oil and flambéed tableside—and a smattering of creamy dips from roe-infused taramasalata to garlicky skordalia.

Our daylong eating tour concluded, it's finally time for White and Duc to put away their appetites. Or is it? "We're headed to oddBird," White said with a laugh. "It's time to cook dinner."

Still hungry for more Niagara eats? [Visit Niagara](https://www.bonappetit.com/story/around-the-world-in-st-catharines) has you covered with a rundown of delectable restaurants, wineries, farmer's markets, and more.

<https://www.bonappetit.com/story/around-the-world-in-st-catharines>

The Washington Post



Escape to Niagara, Canada

Experience the healing power of nature

Scientists have long believed that spending time in nature positively affects our health and happiness. One finding in particular provides great news in our ever-connected world: it only takes three days for our minds to reap the benefits of the great outdoors.

The phenomenon called the "three day effect" describes how this short amount of time lets our brains relax, leaving us feeling mentally reset. If you're itching to experience this healing power of nature, you're in luck: There's a hidden gem waiting for you just beyond the U.S. border in [Canada's Niagara region](#).

Thirty minutes north of Buffalo and bordered on the east by the Niagara River is a jewel of a peninsula ripe with opportunities to connect with nature. While most Americans associate Niagara with its popular Niagara Falls, the region boasts many other lesser-known—and quieter—outdoor vistas, especially near Niagara-on-the-Lake on the shore of Lake Ontario. Fittingly, Niagara Falls is also said to be the world's largest generator of negative ions, which are believed to have positive health effects.



Photo credit: Susan Portney

You'll be amazed by Niagara's diverse landscapes: lush vineyards and orchards are close to fairytale forests and river canyons. You'll also find good old-fashioned, small-town charm here. Whether you're looking for nature to offer a grand adventure, or a slower, relaxing getaway, you won't be disappointed.

And, because science tells us three days is all it takes to feel revitalized and refreshed, we put together a plan for your Niagara escape.

Day 1: Rewind the clock and escape into nature

First, consider accommodations that will set the mood. Niagara-on-the-Lake is full of historic bed-and-breakfasts that will transport you to a time before technology. One of the most popular destinations is [the Prince of Wales hotel](#), where you'll be spoiled by luxury with a Victorian sensibility. Established in 1864 and beautifully restored in 1998, the hotel offers all of the modern amenities you'd expect while capturing the genteel look and feel of yesteryear.

Named after a historic stay by the Duke and Duchess of York in 1901 (later they would become King and Queen of the United Kingdom), every room is different and adorned with the utmost care, so every guest feels like royalty. Upon waking up, take a five-minute walk to the water's edge and enjoy a morning stroll to familiarize yourself with the area.



Photo credit: Susan Portney, Prince of Wales Hotel

Grab a picnic basket, then take a quick drive over to Walker's Country Market – a favorite spot local spot to browse fruit. In Niagara, the farm-to-table lifestyle is not just a trend, but a tradition. There are thousands of acres of orchards and fruit farms, many owned by families over generations.

First opened in 1930s as a tiny little stand sporting a single umbrella, Walker's Country market has grown into one of the region's most beloved attractions and is still owned by the same family four generations later. Spend some time looking around before deciding how to fill your basket.

At the front, wooden bins are filled with delectable farm-grown, ripened-on-the-vine peaches, nectarines, cherries and other fruit, harvested from the market's own orchards. Eat them as is or try Walker's unbeatable homemade fruit pies and muffins. There's also a tasty assortment of handmade butter tarts and a variety of jams with surprising flavors such as peach and blueberry, peach and lavender or strawberry chipotle that you can take home with you. The sandwiches are also to die for; we recommend the devilled-egg salad.



Photo credit: Susan Portney

The perfect place to enjoy these provisions? How about anywhere along the picturesque Niagara Escarpment? As one of 18 UNESCO World Biospheres in Canada, the Niagara Escarpment is internationally recognized for the conservation and protection of a diverse range of plants and animals. Find your way to Queenston Heights Park, which has two picnic pavilions. Enjoy your Walker's Country Market finds within this breathtaking setting, and stick around long enough to digest your meal—you have a long hike ahead of you.

Canada's oldest and longest footpath, The Bruce Trail, is part of the Escarpment and extends over 550 miles. While many avid trekkers tackle the full length of its mixed terrain, morning strollers and casual hikers can also delight in the verdant forest path that defines the first five miles. Look for the giant stone cairn near the parking lot that serves the Pavilion in Queenston Heights Park; then follow the white blazes (white vertical rectangles framed in black that are painted on the trees) and let them guide your way.



Photo credit: Susan Portney

The dozens of tree and wildlife species you'll encounter are worth learning about before you get started so that you'll appreciate their presence that much more.

The trail is open year-round and there's no bad time to explore. In summer, it's a universe of green, in autumn the fall colors will take your breath away and it's absolutely gorgeous in the snow.

Day 2: Adventure awaits on the water

A 20-minute drive from Prince of Wales hotel hangs the Whirlpool AeroCar. From April through October, this 103-year-old cable car—the only one of its kind in the world—soars over the Niagara Gorge suspended 250 feet in the air. You'll feel a jolt of adrenaline when the carriage gets underway, but you'll soon be enthralled by the spectacular class-6 whitewater rapids and massive turquoise whirlpools that churn like a witch's brew. A guide narrates the 20-minute journey, calling out points of interest and arming you with trivia you can use at your next cocktail party. For example: Did you know that during the ride you'll cross the border from Canada to the U.S. and back again four times? And don't worry about which way you face when you get on: you'll switch sides mid trip ensuring you won't miss a thing. (If you're looking to get closer to the action, try actually riding the rapids on the Niagara whirlpool jet boats.)



Photo credit: Susan Portney



Make your way back to the hotel for high tea overlooking the garden in the award-winning Drawing Room. Canada's first tea sommelier has handpicked an eclectic mix of teas: Heavenly Cream, Jasmine Snow Dragon, Wild Mountain Honeybush Chai, and Ginger Twist are just a few flavors from the extensive, curated list to choose from. In keeping with authentic English tradition, you'll also be served delicious homemade pastries, finger sandwiches and the hotel's signature scones.

Or, if you're arriving closer to dinner time, grab a table at the [Prince of Wales Hotel Restaurant](#), which promises a gorgeous view of Simcoe Park where the flavor and surroundings pair perfectly.



Photo credit: Prince of Wales Hotel

Day 3: Discover the land

Today calls for a change of pace from water to land: There are over 130 vineyards in the Niagara region, including over 25 within minutes of each other in Niagara-on-the-Lake.

In fact, they're so close, you can bike between estates while relishing the fresh air among miles of vineyards extending further than the eye can see. Companies like [Grace Escape](#) make cycle-touring simple by partnering with winegrowers. You'll sample as many as 12 award-winning wines as the local winemakers explain how their product goes from grape to glass.



Photo credit: Susan Portney

Or you can opt for a solo journey, map in hand, and discover this underrated wine region for yourself. Thankfully, no matter which option you choose, the bikes come with bottle cages so you can safely bring a few tasty souvenirs back with you.

(If you're visiting in winter, you're in luck: Niagara produces the best icewine in the world, where they let grapes freeze on the vines in winter. [Niagara-on-the-Lake's January icewine festival](#) is worth its own trip!)



Photo credit: Susan Portney

Finish up at *Ten Sisters Winery* where you'll explore the grapes with a guide then hit *Kitchen 26*, the winery's beautiful in-house restaurant. Ask for a seat on the sprawling, renaissance-inspired veranda where you'll unwind with a sweeping view of the grounds and delicious Italian cuisine.

Whether you're a thrill-seeker, or someone who derives energy from slowing down and taking in your surroundings, a trip to Niagara-on-the-lake will leave you feeling revitalized, ready to return home with a new sense of connection to the world around you.



<https://www.washingtonpost.com/brand-studio/destination-canada-escape-to-niagara-canada/>

THE NEW YORKER



In the early 1800s, Napoleon Bonaparte's brother, Jerome, traveled from New Orleans to Niagara Falls for his honeymoon. Local lore says he helped turn the area into a top honeymoon destination as he likely regaled others with stories of bright blue-green water, lush landscapes, and towering rock formations. Fast forward more than 200 years and Niagara is still a destination for honeymooners, as well as for countless others who see the region as an outdoor fitness and adventure destination.

Like their visitors, the falls are constantly in motion. Formed over 12,000 years ago by melting glaciers, more than 3,000 tons of water flows over the edge of the falls each second into the basin below. Niagara has long been the No. 1 destination for Americans visiting Canada, but it is much more than just a neighborly natural wonder: It's a unique place for those seeking an outdoor escape from their everyday lives, with mental and physical benefits they might not have anticipated.

The DRAW of the GREAT OUTDOORS



Much like Henry David Thoreau wrote in "Walden," "We need the tonic of the wilderness." Being in nature is more than just an experience; researchers have proven that exercising in the outdoors increases positive feelings and decreases the symptoms of depression. And places like Niagara provide the perfect natural setting.

"There's a lot of great science regarding our endocrine system and our hormones, and how exercise can help regulate emotions like stress, depression and anxiety," says Margaret Wallis-Duffy, a wellness expert and C.E.O. of Wallis for Wellness, an integrated health clinic in Ontario, Canada.

"Exercise helps to increase the amount of oxygen in your blood [and] the release of 'happy' hormones like dopamine and serotonin, which help regulate cortisol—the stress hormone," Wallis-Duffy says. "You add nature into that—where you are breathing in the clean air from the trees and the negative ions of streams and waterfalls—and it helps improve your immune function, normalize breathing rates, decrease blood pressure and lower stress levels."

The NIAGARA REGION and WELLNESS

Scientists around the world are discovering more about the positive mental effects of outdoor exercise. In a recently-published study, Martin Niedermeier, a PhD student at the University of Innsbruck in Austria found that those who went on a mountain hike reported greater calmness and elation, and a decrease in anxiety compared with those who exercised on a treadmill or not at all.

"There is evidence that nature/green environment is providing a lower complexity and less (visual) stimuli compared to an urban or an indoor setting. This is discussed as a reducing factor for perceived stress and might also result in more positive affective responses," Niedermeier said in an interview.

Along with the psychological benefits of exercising outside, there are quite a few physical benefits, too. John Stanton, founder of Running Room, says that running outdoors is great for the proprioceptors, or the nerves that help us create balance. It also helps build up muscles in a different way than if you were on a treadmill. "You're making turns, changing your stride, going up and downhill in various weather conditions," Stanton says.

One of the more popular areas for outdoor running in Niagara is the Niagara River Recreation Trail, says David Adames, Chief Operating Officer for Niagara Parks. From the recreation trail, you can access a staircase that takes you down to Niagara Glen, where you can run on nearly two and a half miles of trails near the water. Additional stairs accessed along the trails lead to a whirlpool, which is about 280 feet from the recreation trail.

There is also a cross-border marathon that originally started in 1974. Runners enjoy trekking through the beautiful Niagara scenery as well as the excitement of running through two countries in one race.

Stanton says that while starting out on a treadmill is great, there is nothing that beats going on a run outside to reduce stress. "There's a thrill to it and a sense of achievement, empowerment, and accomplishment."



With Niagara Parks' trails and paths spanning nearly 35 miles alongside the Niagara Parkway between Lake Ontario and Lake Erie, visitors are given a chance to explore the outdoors while experiencing one of nature's most magnificent marvels.

The wildlife is abundant too. You may see foxes or deer or witness vast gatherings of migrating birds. There are also a number of historic sites along the trail. Closer toward the Niagara Glen Nature Centre, the trees diminish as the beauty of the gorge unfolds. "It's a very unique geographic space with a lot of geological history," Adames says. "It was glacially carved out over thousands of years." Niagara Glen offers plenty of moderate to difficult hiking trails, the most challenging being the Whirlpool Trail, which features steep sections and uneven surfaces but guides you to the Niagara Whirlpool.

The ADVENTUROUS SIDE of NIAGARA

Since 2015, Niagara Parks has taken a special interest in wellness as a way to tune into its visitors. Along with emphasizing the benefits of exercise on its many trails, Niagara Parks recently achieved Feast ON certification for all five of its restaurants, meaning at least 25 percent of all food and drink is supplied by local farmers and distillers. "We are thinking not only about the benefits of eating locally-sourced food, but also how the food is prepared and served," Adames says.

Recently, Niagara Parks added a new one-of-a-kind wellness experience to its activities roster: Namaste Niagara. Launched in 2016, it gives 40 people at a time a chance to do yoga on the waterfall's lower observation deck at Journey Behind the Falls on select days during the summer. "The idea of restorative yoga taking place in such a unique place allows people to fully appreciate nature and the power of the falls," Adames says.

Exercise is also possible on the water. Kayaking is a full body workout without being too extreme, says Lisa Palmer, owner of Niagara Kayak Rentals. "It really involves the use of your core, but you also need to engage your legs in order to paddle," she says. "With the right posture, you are even exercising the muscles in your fingers. After two hours even on a more leisurely ride, you'll feel it," she says. Niagara Kayak Rentals leads guided tours generally departing from one of two locations. The kayak trip departing from Queens Royal Park is more leisurely and allows kayakers to view historic sites and animal life.

But the more popular route, Palmer explains, is one departing from Queenston Heights, at the base of the escarpment. Paddlers launch in a more turbulent area but enjoy breathtaking scenery and a faster, one-way current. Palmer also explains the added mental benefit to being out on a kayak. "It's quieter out on the water and you can really be a part of nature," she says.



Those looking for a little more adventure can climb the walls of the gorge in designated bouldering areas. More extreme sports like these offer their own kind of health benefits. Studies have shown that short bursts of adrenaline can help with focus and controlling fears and anxiety. And like other sports, they can also leave you with an increased feeling of happiness.

Niagara offers an extreme experience in ziplining to the falls. It's an adventure that's available to everyone, no matter their physical ability, says Rich Merlino, general manager at Wildplay Niagara Falls, the company that runs the zip line and an adventure ropes course near the falls.

"I like to refer to it as a rush of adrenaline but in a low-risk environment," he says. Because of its seated harness system, anyone over the age of seven can zip line, even those who may need the assistance of a wheelchair. "It's a really liberating experience," Merlino says.

You also get to see the falls from a viewpoint not many others can, zipping through the mist at up to 40 miles an hour.

Where BEAUTY and WELLNESS MEET



An added bonus to exercising and exploring near Niagara is its mass production of negative ions. While there are molecules all around us, this type can affect your wellbeing, says Wallis-Duffy.

A quick chemistry refresher: Ions are clusters of atoms with a positive or negative charge. Computers and other forms of technology are known creators of positive ions. Some allergens also have a positive charge. Free radicals are molecules that are missing an electron, and are often found in urban areas. The collection of free radicals in the body has been found to contribute to multiple underlying health conditions. Negative ions, on the other hand, counterbalance these atomic structures. They are said to attach to positive ions and allergens, causing them to fall from the air, as well as attach to free radicals, neutralizing them.

"All of these things we take in can have a negative impact on our immune system, on our cardiovascular system," Wallis-Duffy says. "Having more negative ions, which we can get from being near waterfalls, running water or surf, helps to neutralize those free radicals we take in."

Niagara's sense of happiness may be partially found in its visitors—honeymooners, exercise enthusiasts, and families—but it may also have something to do with its air.

"When you are increasing your oxygen through exercise, and then being outdoors with negative ions, overall you are feeling happier because you are regulating your cortisol levels," Wallis-Duffy says of the Niagara region.

Enjoying the outdoors doesn't necessarily have to be strenuous, especially in Niagara, Adames says. "Simply taking a walk through Niagara Parks can bring you a feeling of relaxation as you explore the abundance of trails, gardens, and green spaces found along the shores of the Niagara River. There's nothing quite like it."

<https://paidpost.newyorker.com/article/canada/falling-for-niagara>

2018-2019

KEY ACCOMPLISHMENTS

Earned Media

Coverage Overview

- 77,475 Total Stories
- 19,957,228,296 Potential Audience Size
- 516,822,863 Total Nielsen TV & Radio Audience
- \$102,577,616 Total Calculated Ad Value
- \$300,763,579 Total Calculated Publicity Value
- 106:09:19 Total Runtime

Paid Media

Coverage Overview

- 401,428,414 Total Impressions
- 1,229,550 Total Clicks
- Primarily targeted ready to travel users within an 8-hour driving radius
- Impressions cast across a multitude of platforms, including display, video, digital billboards, articles & social

Influencers

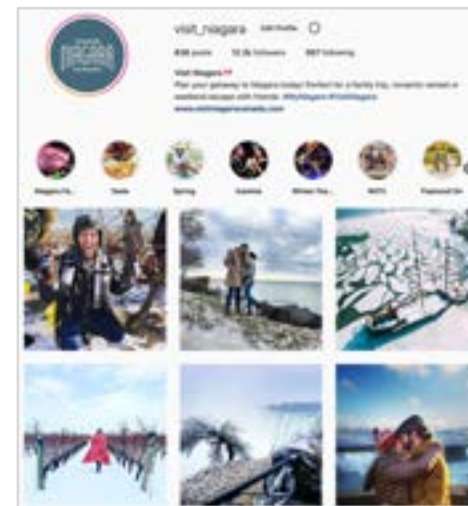
Coverage Overview

- Over 10 high profile influencers for paid press trips
- 2,197,600+ Social Media Reach; included Instagram Stories, Posts, Facebook Posts, Tweets, Vlogs, Blogs & Website Articles

Community Management

Coverage Overview

- Active community management & engagement:
 - 57,610 Facebook Page Followers
 - 58,591 Facebook Page Likes
 - 12,171 Instagram Followers
 - 8,828 Twitter Followers
- 13,000,000 Impressions on Facebook
- 108,000 Facebook Clicks
- 39,000 Facebook Audience Engagements
- 1,300 Twitter Likes
- 536 Twitter Retweets
- 2,000 Twitter Audience Engagements
- 938 Instagram Comments
- 40,000 Instagram Likes
- 41,000 Instagram Audience Engagements



Marketing OBJECTIVES

- Promote emotive authentic messages to key audience segments based on interests and affinities
- Highlight the unique qualities of the Niagara Region, generating 'Awareness and Consideration' for visitors that are in-market for travel
- Increase demand for drive-distance travellers as well as short and mid-haul fly-markets, promoting urban escapism and reconnection to family, friends and self
- Make VisitNiagaraCanada.com and its social channels a meaningful resource for consumers in the 'Awareness and Consideration' phase of their consumer path to purchase

The Tourism Partnership of Niagara will make data-driven marketing decisions.

This process will inform decisions on:

- Overall Objectives & Goals
- Strategy
- Tactics

TPN will define the following:

- Consumer Profile – key targets
 - Messaging style based on Consumer Segments
- Geographic Target Market - Where they reside
- Timing - When to target consumers
- Message Deliver Platforms
 - How best to optimize for cost, reach and relevant efficiencies





Thank you.