

# NIAGARA ON THE RISE



annual basis.

The Niagara region, according to recent reports, is worth huge amounts of money and is most certainly an area well worth exploiting. Indeed, during the years 1991 to 2005, there was an astounding 23.8% general increase in the amount of visitors to the region. 2005 brought in an incredible \$400 million in tourism revenue and hotel room bookings were up 7.4%. On a national scale, the popularity of Niagara has brought in \$26 million in local taxes and \$20 million in state taxes on an

It is widely believed by leading local organisations that the above figures can be massively improved if marketing strategies go to plan and the locals finally begin to realize just what the region has to offer. John Percy, Head of the Niagara Tourist Organization, has said that it is difficult to market the region when even local people are unsure of what is on offer. Few are aware, for example, of the famous wine, winter and flower festivals, held on an annual basis, and not many can tell you that the world famous Niagara Falls gushes out 3,636,800 liters of water per second. One fact which almost everybody knows about, which is certainly a great advantage in the Niagara region, is that it is a mere ninety-minute drive away from Toronto.

In reaction to the impressive figures of recent years and Niagara's great potential, the marketing campaigns have been created with a very strong positive tone. There are plans to enhance visitor centers, to increase outreach to group tour markets, and to target specific sectors of the global tourism market. All campaigns will naturally feature the great waterfalls in some way, shape or form.

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