



TOURISM

BUILD IT

“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

TOURISM IN NIAGARA...

BUILD IT

NIAGARA
CANADA
niagaracanada.com

Over the last few decades, Niagara has evolved from a summer destination focused on the famous Falls into a beloved four-season vacation destination and one of Canada's most popular locations for conferences, conventions and weddings.

Niagara's tourist attractions, festivals and special events attract millions of tourists from around the

globe each year and they arrive ready to spend. Notable Attractions Include:

- The Niagara Falls
- The Shaw Festival
- The Niagara Wine Route
- Canada's largest casino and open-air outlet mall

\$1.94 IN ANNUAL
BILLION VISITOR
SPENDING

4 SEASONS

OF INTERNATIONALLY RENOWNED
FESTIVALS & EVENTS:

WINTER FESTIVAL OF LIGHTS

Canada's largest light festival

NIAGARA GRAPE & WINE FESTIVAL

Canada's largest wine festival

NIAGARA FALLS COMIC CON

27,000+ attendees

12,666,900
ANNUAL NUMBER OF VISITORS

IN GOOD COMPANY

- Fallsview Casino
- Great Wolf Lodge
- Greg Frewin Magic Theatre
- Guinness World Records
- Niagara Parks Commission
- Outlet Collection at Niagara
- Ripley's Believe It or Not
- Scotia Bank Convention Centre
- The Shaw Festival

MORE THAN THE FALLS

40 GOLF COURSES 

7 AMUSEMENT PARKS 

96+ WINERIES 

190 HOTELS AND MOTELS 

13 CRAFT BREWERIES 

654 FULL-SERVICE RESTAURANTS 

98 PERFORMING ARTS ESTABLISHMENTS

100 THOUSAND SQ.FT. CONVENTION CENTRE

MORE THAN **\$300 MILLION** IN RECENT TOURISM INVESTMENTS

2,501
TOURISM-RELATED
BUSINESSES IN NIAGARA

36,420
JOBS WITHIN NIAGARA'S
TOURISM SECTOR

A WINNING STRATEGY FOR SPORTS TOURISM

When it comes to attracting major sporting events, Niagara has been scoring some serious players, including:

- 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 Games - 5,000 athletes and an estimated economic impact of \$200 million