



TOWN STATEMENT

Niagara-on-the-Lake Affirms Wine Country as Core to Its Identity in New Tourism Strategy

For Immediate Release

May 30, 2025

Niagara-on-the-Lake is proud of its rich heritage and the diverse tourism experiences that make it one of Canada's premier destinations, welcoming over 3.5 million visitors annually. From its renowned wineries and historic landmarks to the cultural festivals, natural beauty, and culinary excellence, every element contributes to the distinctive charm that continues to draw visitors from around the world.

With the recent approval of the Town's Tourism Strategy, a destination management framework designed to guide tourism development, Niagara-on-the-Lake is taking a more inclusive and strategic approach to how it presents and promotes the full range of experiences our community offers.

While the use of the term "wine country" has been adjusted from the initial Tourism Committee recommendation, this change was an intentional shift in language, not in values. Wine remains an essential and celebrated part of Niagara-on-the-Lake's DNA, and it will continue to play a key role in the tourism story. The Town is encouraging a more deliberate and contextual use of "wine country" in marketing and communications, ensuring it complements broader messaging that reflects the town's full tourism offering.

Tourism NOTL, the Town's Destination Marketing Organization (DMO), and local businesses are encouraged to continue using "wine country" in their promotions where it aligns with their audiences and objectives. The Tourism Strategy vision provides the flexibility to do so, while also making space to showcase other aspects of our destination that enrich the visitor experience.

The Tourism Strategy also outlines the distinct yet collaborative roles of the Town and Tourism NOTL. The Town will continue to expand investments in tourism-enabling infrastructure, such as roads, signage, and public amenities that ultimately ensure a safe, accessible, and welcoming environment. Tourism NOTL will focus on executing marketing campaigns, developing visitor experiences, and advancing the destination brand. These efforts are supported by the Municipal Accommodation Tax (MAT), which provides essential funding to both partners.

This new strategic direction is not about limiting how we define Niagara-on-the-Lake; instead, it's about expanding the lens to recognize and elevate the full spectrum of what makes this community extraordinary.

We deeply value the contributions of our residents, businesses, and community partners, and remain committed to nurturing a tourism environment that is inclusive, authentic, and reflective of all that Niagara-on-the-Lake has to offer, including its proud identity as wine country.



Quotes:

“The approved Tourism Strategy reflects our commitment to an inclusive and balanced approach that celebrates all of what Niagara-on-the-Lake has to offer. We are confident in this direction, which ensures that every part of our tourism economy, from wineries and heritage sites to small businesses and natural assets, is recognized and supported. The Town fully supports and encourages the continued use of “wine country” in all future marketing campaigns.” – **CAO Bruce Zvaniga**

“As Niagara-on-the-Lake’s official Destination Marketing Organization (DMO), Tourism NOTL’s mandate is to lead destination marketing efforts that attract visitors and support our vibrant tourism economy. We are proud to collaborate with the Town, whose newly approved Tourism Strategy provides a strong, strategic framework for sustainable growth. Our shared vision allows for the continued celebration of our wine country identity while embracing the broader stories that make our community unique. Working together, we can ensure our messaging is inclusive, authentic, and reflective of everything that makes Niagara-on-the-Lake extraordinary.” - **Tourism NOTL Executive Director Kathy Weiss**

The Corporation of the Town of Niagara-on-the-Lake
communications@notl.com | 905-468-3266