



NEWS RELEASE

Niagara-on-the-Lake Welcomes Provincial Investment Through Destination Niagara Strategy

For Immediate Release

December 15, 2025

The Town of Niagara-on-the-Lake welcomes today's announcement by the Government of Ontario launching the Destination Niagara Strategy, a comprehensive, long-term plan to position the Niagara Region as a world-renowned, year-round tourism destination.

The provincial strategy outlines significant investments across tourism attractions, arts and culture, wine and culinary tourism, transportation infrastructure, and regional economic development. Together, these initiatives aim to attract up to 25 million visitors annually and generate an additional \$3 billion in economic impact for Ontario each year.

Niagara-on-the-Lake plays a key role in Niagara's tourism economy, offering internationally recognized wine country experiences, cultural and art institutions, heritage sites, and vibrant local businesses. The Destination Niagara Strategy builds on these strengths while supporting sustainable growth that benefits residents, visitors, and the local economy.

"Niagara-on-the-Lake is proud to be part of Niagara's growth as a leading destination, and this provincial investment reflects the continued commitment to our region," said Lord Mayor Gary Zalepa. "This support will help enhance what visitors love about our town while creating local opportunities and ensuring Niagara continues to thrive as a global tourism destination."

The strategy also reinforces provincial support for key regional assets such as the Shaw Festival, Niagara's wine and culinary sectors, and transportation improvements that enhance access to the region, elements that directly support Niagara-on-the-Lake's economic and cultural vitality.

CAO Nick Ruller highlighted the importance of the announcement for the Town's long-term planning: "Today's announcement represents a meaningful opportunity for



Niagara-on-the-Lake as part of a broader regional vision for sustainable tourism growth. These investments align well with Council's strategic priorities and support a balanced approach to economic development that strengthens our community while preserving what makes Niagara-on-the-Lake unique."

Town Staff will continue to monitor the implementation of the Destination Niagara Strategy and work collaboratively with regional partners, tourism organizations, and the province to identify opportunities that align with Council's Strategic Plan and community priorities.

For more information about the Destination Niagara Strategy, read the [Government of Ontario's news release](#).

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