

Appendix 1

Marketing Initiatives

2022-2027 Tactical Marketing Plan

- Cinnamon Toast Marketing Agency
- Value Proposition
 - Wineries and Vineyards
 - Arts & Theatre
 - Hotels, Vacation Homes & Bed and Breakfasts
 - Shops & Boutiques
 - Restaurants & Bars
 - Spas & Wellness
 - Agriculture & Scenery
- What's Missing?
 - Culture
 - Craft Beverages
 - Recreation



2022-2027 Tactical Marketing Plan

- Target Audiences
 - Affluent Adventure Seekers (25 – 40 years)
 - Luxury Getaway Seekers (45 – 65+)
 - Theatre Enthusiasts (30 – 50 years)
 - Wedding Planners & Coordinators
 - Meetings, Incentives, Conferences, Exhibitions
- What's missing?
 - Families
 - Recreationalists



Paid Advertising – 2024/2025

- Canada Magazine
- Ontario by Bike
- NOTL Guide
- StayNOTL Map
- Winter Tourism Guide
- Horizon Magazine
- Curious Guide



2025 Stakeholder Newsletter - NEW

- Issued Quarterly
- Share Updates on Marketing Activities and Campaigns
- Share Updates on Announcements, etc.

Come visit Niagara-on-the-Lake, Canada! 🇨🇦 Your U.S. dollar goes further in Canada, making your romantic getaway even sweeter! ❤️ Escape to Canada's most romantic town this season! Stroll charming, snow-dusted streets, indulge in world-class wines, and cozy...

[Learn more](#)





TOURISM
NIAGARA - ON - THE - LAKE

Stakeholder Update



ted to share our quarterly Stakeholders Newsletter with you! Get the late
op on what the team at Tourism Niagara-on-the-Lake are up to promotin

Tourism Newsletter

- Consumer Facing
- Monthly
- Reach an audience of 1400
- Promote Tourism as a destination



Familiarization Tours – March 2025

- 12 Australian travel operators
 - Agents, own companies who book group trips
 - Came through Destination Ontario/Air Canada
 - Started in Vancouver – 2 nights in Niagara Falls, 1 night in NOTL, 2 nights in Toronto
 - All wished they would have stayed in NOTL for 2 nights vs Niagara Falls
- UK Group arriving in June
 - Staying overnight at Queenslanding Hotel
 - Jackson Triggs hosting dinner, wine tour
 - Destination Ontario - excited we have someone in Market
 - Travel operators and Media

Upcoming Spring Campaign – Where Spring Begins

April 2025

- Photo Shoots – 300-400 images
- Other Tag Lines:
 - Spring Flavours- Vineyard Views
 - Raise a Glass to warmer days
 - Where Spring Begins with Every Sip
 - Where Spring Begins—Adventure Awaits
 - Savor the Flavors of Spring in Wine Country



Kiss 98.5 Broadcast Activation



Friday, **June 13**, 2025 - Hosted by morning show host Nicholas Picholas

Activation Details:

Nicholas Picholas will spend an afternoon exploring Niagara-on-the-Lake. While on-location, he will create the following:

- Eight (8) Brand Social Live Videos: Each Facebook Live Video will be endorsed by Kiss 98.5 - estimate reaching about 259,500 users on Facebook that are 25-54 in the Buffalo DMA.
- Promotion: Kiss 98.5 will inform listeners 72 hours in advance to tune in for Nicholas Picholas "live" from Niagara-on-the-Lake from 2 pm to 6 pm.
- Content: Nicholas Picholas will create three-minute interview sessions during Facebook Live tapings.
- Air Schedule: These interviews will air twice per hour during the afternoon drive show from 2 pm to 6pm

National Geographic - UK

- National Geographic Traveller Food publication summer edition 2025 – **June**
- UK is NOTL's 3rd largest tourism market
- Six-page editorial in the Breaking Bread, Ontario feature with two advert pages imbedded
- Full-page Ad
- Partnership with Destination Ontario
- Distribute 60,000 copies in the UK
- An extra 7,000 copies distributed at the London NGT Food Festival in July - 7000 visitors over the weekend



Forthcoming Activities



Event Platform to be housed on Tourism NOTL's new Website

- A single hub promoting events in Niagara-on-the-Lake
- Revenue generation opportunities – advertising, listing upgrades
- No submitted events will go live without prior approval

Experience Corridors

Action from Town Tourism Strategy, Master Plan and Action Plan

- NOTL features six corridors that are frequently traveled by visitors and residents. These include:
 - 1) Niagara Stone Road
 - 2) York Road/Glendale
 - 3) Niagara River Parkway
 - 4) Lakeshore Road
 - 5) Queen Street/Historic Old Town
 - 6) Four Mile Creek Road
- Developing and implementing a wayfinding strategy incorporating signage and digital navigation, promoting the town's assets and experiences along their route, will optimize the transportation infrastructure.