



"Every VisitorEvery EncounterAn Extraordinary Experience"



Agenda



- **Our story**
- **What's new in 2025**

Our story



- **2020 - A Town Council partnership with the Shaw Guild**
- **2021 - Research to build a unique NOTL Ambassador Model**
- **2021 - Start-up funding from Town “My Main Street” grant**
- **2022 - Launch under umbrella of Tourism Niagara-on-the-lake**
- **2024 – On duty Fridays, weekends, holiday Mondays, May to Oct.**

Our story



	2020	2022	2024
Ambassadors	28	44	82
Volunteer Hours	290	1,106	2,410
Visitor Engagements	n/a	9,294	16,277

Voice of the visitors (70+ Countries)



THEY LOVED

- The flowers
- Small town atmosphere (vs Niagara Falls)
- Cleanliness of Town
- Visiting wineries
- The STAYNOTL Map
- Town history & heritage
- Hiking & cycling paths
- Ice cream & gelato
- Variety of things to do
- Walk to the water & US view
- The Ambassadors

THEY COMPLAINED ABOUT THEY ASKED

- Parking Meters
- Parking
- Parking Tickets
- Access to WIFI
- Exchange US currency
- Electric charging stations
- Better cycling paths on main roads
- Signage/Wayfinding
- Need more washrooms
- Where are the washrooms
- How to get to the Lake
- Public transportation & WEGO
- How to spend a couple of hours in NOTL
- Where to get a slice of pizza
- Where to get wine-tasting on Queen St
- What activities for children
- What's on at the Shaw
- Where are dog friendly restaurants
- Where to rent bikes
- Where to buy baby formula
- Where to buy cigars

What's new in 2025



We're growing
2020 – 28
2025 - 100

What's new in the program



Ambassadors turn loving their Town into an Art Form

Toronto Star



- **Enhanced On-boarding**
 - **Mentorship Program**
 - **Handbook**
 - **Skills Inventory**

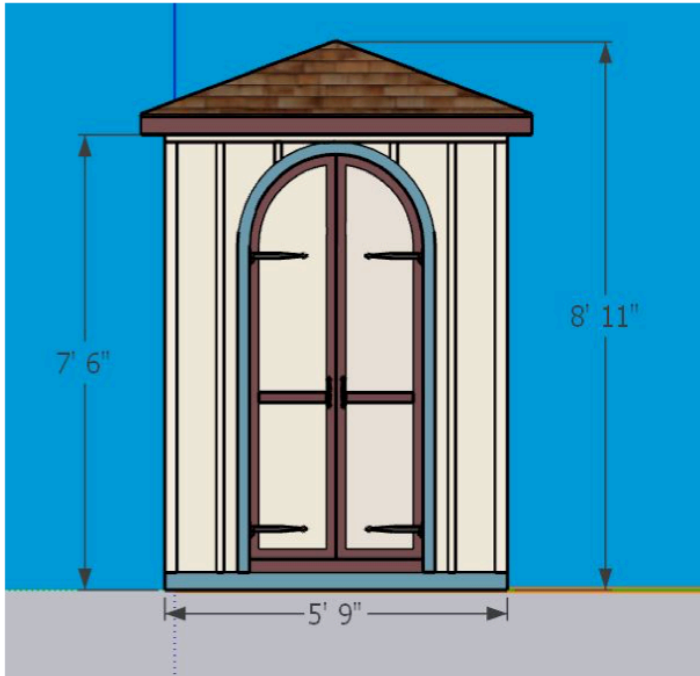
What's new on the street



- **Court House Shifts**
- **New Walking Shifts**
 - 1 pm to 3 pm
- **Post-Shift Report**
- **Language buttons**
- **Seasonal Kiosk**

Ambassador Seasonal Kiosk

A True Community Collaborative Project



- Amazing partners made it happen
 - Town Staff
 - Municipal Heritage Committee
 - Wineries of Niagara on the Lake
 - Tourism NOTL
 - Niagara College
 - Local suppliers

You make our journey possible



**Amazing
VOLUNTEERS**

**Dedicated
Leadership
Team**

**Tourism
Niagara-on-
the-lake**

**Town of
Niagara-on-
the-lake**

Our Partners

Thanks to our Partners!



INNISKILLIN

konzelmann
estate winery



You're invited ...



On May 16

- **Opening of the Court House**
- **Arrival of the Seasonal Kiosk**

**You have an open invitation to
join us for a shift and
experience the Ambassador
role**