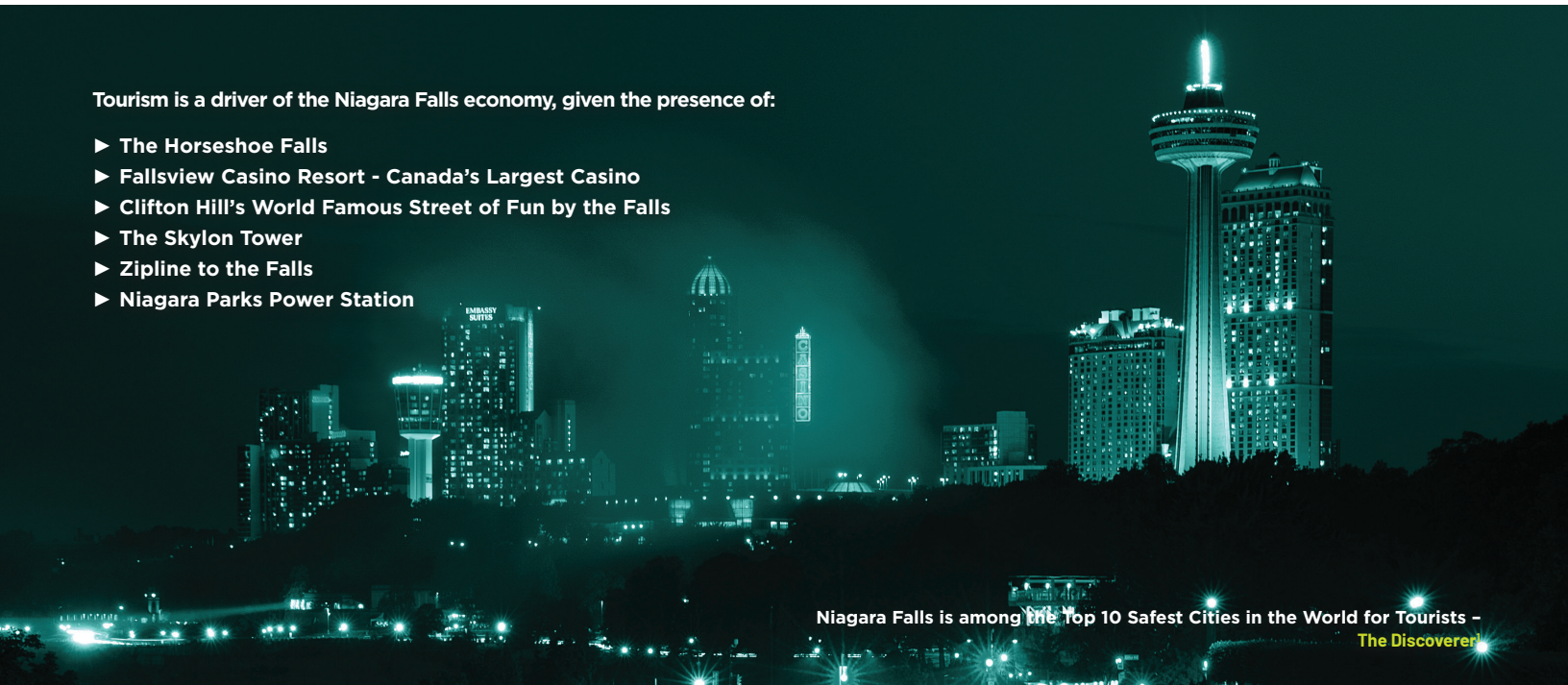


Tourism is a driver of the Niagara Falls economy, given the presence of:

- ▶ The Horseshoe Falls
- ▶ Fallsview Casino Resort - Canada's Largest Casino
- ▶ Clifton Hill's World Famous Street of Fun by the Falls
- ▶ The Skylon Tower
- ▶ Zipline to the Falls
- ▶ Niagara Parks Power Station



Niagara Falls is among the Top 10 Safest Cities in the World for Tourists - The Discoverer

Tourism is one of three key sectors and two emerging sectors identified by the City of Niagara Falls as strengths of the economy.

Niagara Falls is a global destination. Each year over **14 million people** visit Niagara Falls, generating over **\$2.4 billion** in tourism revenue⁶. Niagara Falls is fueled by new attractions, casino resorts, and a major convention centre. Known to be an international leader in the hotel and accommodation sector with continued significant investments in hotel, motel, and related hospitality properties.

TOURISM IN THE NIAGARA REGION

Tourism supports approximately **2,824 total businesses** & nearly **40,000 tourism jobs** within the region².

The **Bruce Trail** is Canada's oldest & longest marked footpath. It extends 900 kms from Niagara to Tobermory, containing the southern terminus of the trail³. The Bruce Trail is one of 13 UNESCO World Biosphere Reserves in Canada; perfect for hikers & nature lovers looking to experience the natural beauty that Niagara has to offer⁴.

Niagara hosts **over 100 wineries**, offering tremendous opportunities for wine lovers & is recognized as Ontario's premier wine region. Activities include the Annual Grape & Wine and Icewine Festivals, bike & bus tours, concerts, and events⁵.

Tourism Sector Breakdown



¹ The Discover. <https://www.thediscoverer.com/blog/10-safest-cities-in-the-world/XvHyVpKgiwAG5ai6> | ² Niagara Tourism Profile, 2018. ³ Bruce Trail Conservancy. <https://bruce-trail.org/> | ⁴ UNESCO Biosphere Reserves. <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/europe-north-america/canada/niagara-escarpment> | ⁵ Niagara Falls Visitor Guide 2020 | ⁶ Niagara Falls Community Profile 2020

TOURISM

Jobs and Talent

There are **14,848 Niagara Falls residents** that work within the Tourism sector.

In 2012, there were **17,107 jobs** within the Tourism sector in Niagara Falls, compared to **14,548 jobs** in 2022. This decrease is due to the COVID-19 pandemic.

Most Common Occupations within Niagara Falls' Tourism Sector

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
6711	Food Counter Attendants, Kitchen Helpers & Related	1,899	2,114	215	\$13.97
6421	Retail Salespersons	1,571	1,398	-174	\$15.30
6731	Light Duty Cleaners	1,504	1,380	-124	\$17.65
6611	Cashiers	1,448	1,274	-173	\$14.10
6513	Food & Beverage Servers	1,344	1,028	-316	\$14.67
6322	Cooks	989	969	-19	\$14.78
6211	Retail Sales Supervisors	419	707	289	\$19.50
6525	Hotel Front Desk Clerks	659	592	-67	\$15.84
6533	Casino Occupations	991	582	-409	\$19.61
6552	Other Customer & Information Services Representatives	570	579	9	\$17.02
6722	Operators & Attendants in Amusement, Recreation & Sport	356	561	206	\$15.32
631	Restaurant & Food Service Managers	510	524	13	\$17.71
6313	Accommodation, Travel, Tourism & Related Services Supervisors	326	507	182	\$22.30
632	Accommodation Service Managers	402	410	9	\$28.04
6311	Food Service Supervisors	274	346	72	\$17.63

Source: Lightcast, 2022.3

Top Growing Occupations within Niagara Falls' Tourism Sector

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
5131	Producers, Directors, Choreographers & Related	25	52	103	\$29.31
6211	Retail Sales Supervisors	419	707	69	\$19.50
6313	Accommodation, Travel, Tourism & Related Services Supervisors	326	507	56	\$17.63
6532	Outdoor Sport & Recreational Guides	15	21	41	\$22.30
6311	Food Service Supervisors	274	346	26	\$18.48
6711	Food Counter Attendants, Kitchen Helpers & Related	1,899	2,114	11	\$13.97

Source: Lightcast, 2022.3

Top Shrinking Occupations within Niagara Falls' Tourism Sector

NOC	DESCRIPTION	2012 EMPLOYMENT	2022 EMPLOYMENT	% CHANGE (2012-2022)	MEDIAN HOURLY WAGES
5244	Artisans & Craftspersons	34	16	-51	\$19.15
7513	Taxi & Limousine Drivers & Chauffeurs	219	107	-51	\$19.97
6533	Casino Occupations	991	582	-41	\$14.78
6512	Bartenders	357	235	-34	\$15.30
6531	Tour & Travel Guides	68	46	-33	\$15.06
6513	Food & Beverage Servers	1,344	1,028	-24	\$14.67
6611	Cashiers	1,448	1,274	-12	\$15.84
6421	Retail Salespersons	1,571	1,398	-11	\$18.49
6525	Hotel Front Desk Clerks	656	592	-10	\$19.61
6321	Chefs	343	331	-3	\$14.10
6322	Cooks	989	969	-2	\$16.15

Source: Lightcast, 2022.3

Tourism Located in Niagara Falls

As of 2022, there were 891 tourism businesses located in Niagara Falls.

Number of Businesses in Niagara Falls' Tourism Sub-sectors

NAICS	DESCRIPTION	BUSINESSES
3121	Beverage Manufacturing	13
4811	Scheduled Air Transportation	1
4812	Non-Scheduled Air Transportation	4
4853	Taxi & Limousine Service	130
4855	Charter Bus Industry	1
5615	Travel Arrangement & Reservation Services	30
7111	Performing Arts Companies	9
7112	Spectator Sports	5
7113	Promoters (Presenters) Of Performing Arts, Sports & Similar Events	6
7115	Independent Artists, Writers & Performers	26
7121	Heritage Institutions	14
7131	Amusement Parks & Arcades	16
7132	Gambling Industries	5
7139	Other Amusement & Recreation Industries	57
7211	Traveller Accommodation	150
7212	Recreational Vehicle (RV) Parks & Recreational Camps	6
7223	Special Food Services	24
7224	Drinking Places (Alcoholic Beverages)	14
7225	Full-Service Restaurants & Limited-Service Eating Places	381

Source: Statistics Canada, Canadian Business Counts, December 2022

Top Tourism Businesses in Niagara Falls by Number of Employees

BUSINESSES	EMPLOYEES
Niagara Fallsview Casino Resort	500+
Four Points by Sheraton	500+
Hilton Hotels and Suites	500+
Great Wolf Lodge	500+
Sheraton Fallsview	200-499
Marriott Fallsview	100-199
Marineland	100-199
Skyline Inn	100-199
Americana Resort and Spa	100-199
Crowne Plaza Niagara Falls	100-199

Source: Niagara Employment Inventory, 2022

⁷ Enigma Research Corporation Report, found here: Winter Festival of Lights. <https://wfol.com/about/>

⁸ Niagara Parks Attractions. Niagara Parks Power Station

⁹ Niagara Falls Info. The Canadian Niagara Power Company.

¹⁰ BDD New Developments 2020

Great Wolf Lodge is Niagara Falls' largest tourism business by number of employees. It is one of North America's largest year-round family indoor water park resorts.



The Ontario Power Generation

Winter Festival of Lights is Canada's largest FREE outdoor light festival and approaching 40 years in operation; the 2021-2022 light show will be its 39th year. The winter display includes over 3 million lights along the Niagara Parkway, Dufferin Islands and across Niagara Falls. The Winter Festival of Lights draws over 1.5 million attendees annually, with an economic impact over \$56 million.⁷



Niagara City Cruises sail 20 minutes up the

Niagara Gorge to bring tourists up close to the roar of the famous Canadian Horseshoe falls. The cruises offer an unforgettable experience of the flagship tourist offering in Niagara Falls and help drive significant tourism revenue to the City.

NEW INVESTMENTS

Niagara Parks Power Station, opened in the summer of 2021, takes guests behind the scenes of the first major power plant on the Canadian side of the Niagara River⁸. The plant was in operation from 1905 to 2006 & was used to power much of Niagara, Ontario & Buffalo, New York⁹. The attraction includes immersive exhibits, restored artifacts, interactive storytelling, and, at night, a 3D interactive projection exploring the change from water to electricity through the turbines and power of the plant.

A new **5,000 seat Entertainment Centre**, adjacent to the Fallsview Casino Resort is expected to create more than 800 new direct jobs and support a host of new shows and performances for visitors and residents¹⁰.

The Exchange is a new multi-use creative hub designed to bring together professional artists, artisans, and arts and heritage organizations from a variety of creative disciplines. The creative hub will include one of the only mid-sized professional performance spaces in the city, which will be available to professional and non-professional arts and heritage organizations and individuals at an affordable rate.

TOURISM

LOCAL POST SECONDARY PROGRAMS SUPPORTING TOURISM

The Niagara region's two flagship post-secondary institutions, Niagara College and Brock University, both help develop a substantial skills base within the advanced manufacturing sector. The programs offered ensure that the next generation of Niagara Falls residents have ample opportunity to grow their skillset in ways that are attractive to tourism businesses.

Brock University Programs

- ▶ Faculty of Social Sciences
 - Tourism Studies

Niagara College Programs

- ▶ Cook Apprentice
- ▶ Culinary Management
- ▶ Culinary Skills
- ▶ Event Management
- ▶ Honours Bachelor of Business Administration (Hospitality)
- ▶ Hospitality - Hotel and Restaurant Operations
- ▶ Tourism Management - Business Development



THE CITY OF NIAGARA FALLS

GENERAL INFORMATION

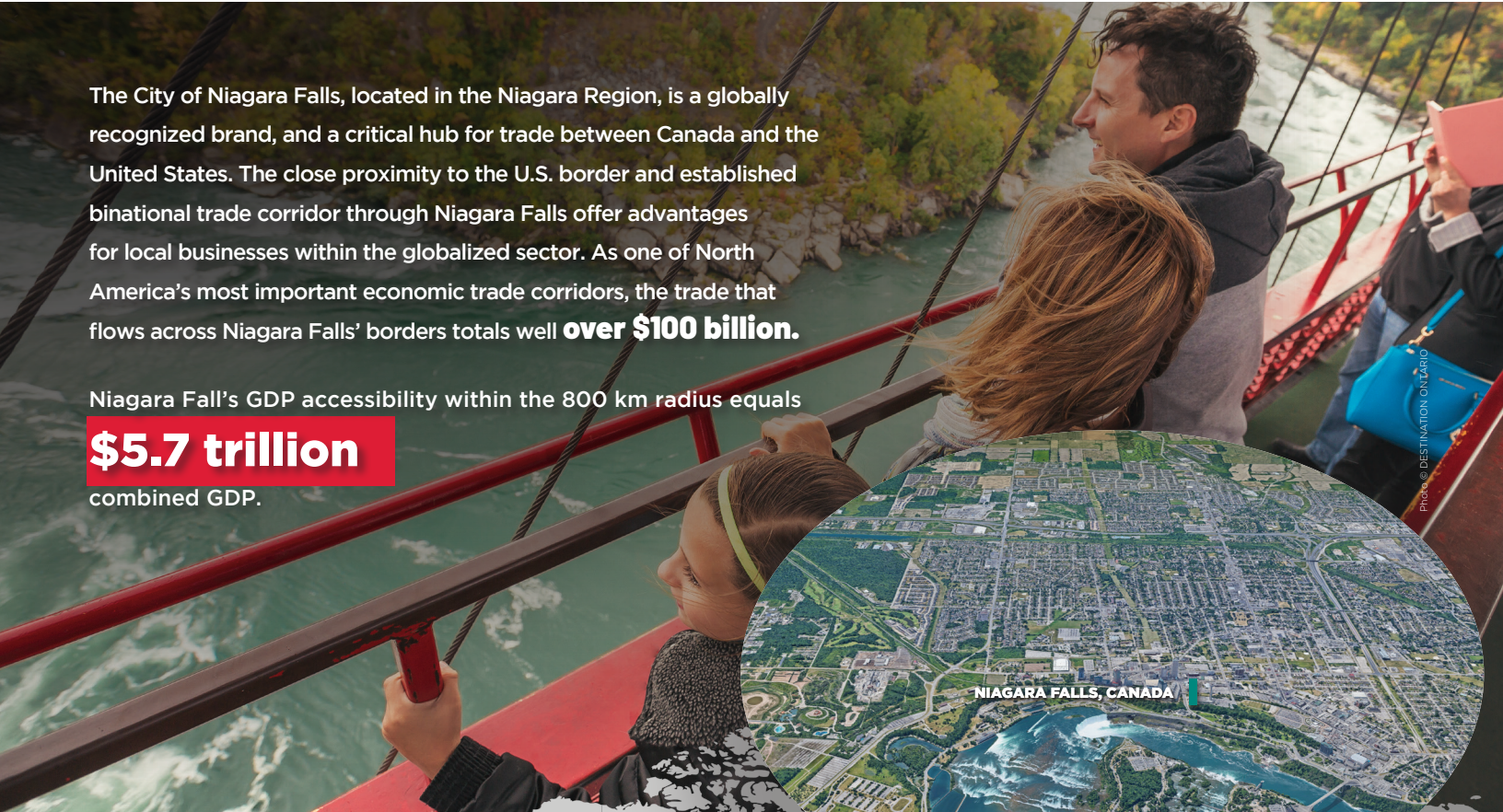


The City of Niagara Falls, located in the Niagara Region, is a globally recognized brand, and a critical hub for trade between Canada and the United States. The close proximity to the U.S. border and established binational trade corridor through Niagara Falls offer advantages for local businesses within the globalized sector. As one of North America's most important economic trade corridors, the trade that flows across Niagara Falls' borders totals well **over \$100 billion.**

Niagara Fall's GDP accessibility within the 800 km radius equals

\$5.7 trillion

combined GDP.



Strategically Situated

The City of Niagara Falls is strategically located in the centre of some of North America's largest regional markets and represents one of the busiest trade corridors on the continent.



WATERWAYS

Welland Canal (St. Lawrence Seaway) and Niagara River



MAJOR HIGHWAYS

QEW (connecting with 400 series highway)



COMMUTER RAIL AND TRANSIT SYSTEMS

GO Transit (rail and bus), City Regional and local WEGO options



RAIL LINES

CN and CP (passenger and freight)



AIRPORTS

less than 125 kilometres to one regional airport and four international airports



CANADA-U.S. BORDER CROSSINGS

3 international border crossings in the City of Niagara Falls



TELECOMMUNICATIONS CONNECTIVITY

Niagara Regional Broadband Network – dedicated fibre optic network offering ultra-fast service from 10Mbps to 10Gbps

**EASY ACCESS TO OVER 150 MILLION CUSTOMERS WITHIN A DAY'S DRIVE –
2 MILLION WITHIN LESS THAN AN HOUR'S DRIVE (35 km to Buffalo, NY and 128 km to Toronto, ON)**

GENERAL INFORMATION

Talent/Labour Force

When new skill-sets are required, local post-secondary institutions such as Brock University and Niagara College are quick to work with industries to develop specialized training programs.

- ▶ Niagara's labour force strengths are in post-secondary educated and skilled-trades workers, with significantly higher proportions of the workforce holding these qualifications than in the province of Ontario.
- ▶ Our entrepreneurs continue to invest in new technologies and adapt to the demands of the global marketplace. Companies are meeting the challenges of the new economy by investing in state-of-the-art facilities and emerging technologies. 52% of Niagara businesses are owner operated.

Educational Attainment for Niagara Falls



POPULATION (2022)

94,415
City of
Niagara Falls



500,000
Niagara Region

Top Industries by Workforce



Accommodation & Food Service



Healthcare and Social Assistance



Retail and Trade



Arts, Entertainment and Recreation

Strategic Business Advantages

The City of Niagara Falls expedites the Development Review Process for major developments, and does not have any City industrial development charges.



Niagara Gateway Economic Zone and Municipal Employment Incentive Plan

provides:

- ◀ Tax Increment Based Funding Program
- ◀ Regional Development Charge Grant Program
- ◀ Municipal Employment Incentive Programs
 - ◀ Planning Application Fee Waivers
 - ◀ Building Permit Fee Rebates
 - ◀ Study Grants



Niagara Foreign Trade Zone (FTZP)

provides a 'one-stop shop' access to government programs (from all levels of government) helps businesses reduce administrative costs and burdens associated with international trade by facilitating access to various trade programs available to importers and exporters in Canada.

- ◀ Customs Bonded Warehouse (CBW) Program
- ◀ Duties Relief Program
- ◀ Duty Drawback Program
- ◀ Export Distribution Centre Program
- ◀ Exporters Of Processing Services Program

Competitive Advantages

- 01** Located in the heart of the most affluent consumer market in the world where there is opportunity and connections to multi-modal transportation/global shipping with four major highways, five international bridges, three railways, St. Lawrence Seaway and Canal System, several airports.
- 02** Recognized as Canada's Foreign Trade Zone.
- 03** Large market prospects with a population of 150 million neighboring the United States and the Greater Hamilton and Toronto Area spending over \$100 billion and supporting jobs in Canada and US.
- 04** Quick access to 56% of the North American industrial marketplace.
- 05** Unique and affordable land and financial incentives.
- 06** 14 million tourists from around the globe spending over \$2 billion annually.
- 07** One of North America's top 20 centres for competitive research and development.
- 08** One of the world's greatest sources of clean, renewable electricity.
- 09** Ultra-reliable fibre-optic network providing high-performance data and voice solutions.
- 10** Highly skilled workforce drawing from a regional population of more than 490,000 and 1.85 million people living within commuting distance.

Top Businesses by Employment

Businesses with
500+ employees



Businesses with
200-499 employees



Industry Sectors

Key Industry Sectors

Emerging Industry Sectors

Advanced Manufacturing



Knowledge-Based & Professional Services



Tourism



Healthcare



Information & Communication Technology



The City of Niagara Falls Business Development

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