



2021 SALES & MARKETING PLAN

NIAGARA FALLS[®]
USA

Table of Contents

Overview of 2020	3
Leisure Traveler	7
• Leisure Group	19
• International	20
• Outdoor Promotions	21
Meetings & Conventions	47
Local Community	66
Niagara Falls USA Brand	81

Overview of 2020

Overview

This past year has certainly been a tough one for Niagara Falls USA, but we fared much better than other destinations throughout the U.S.

As COVID-19 became more wide spread and the Nation began to shut down, we activated our *Destination of Hope* campaign on April 1, targeting users with a prior intent to travel, along with previous website visitors to niagarafallsusa.com. Based on our data insight, we geo-targeted larger drive markets such as New York City, Boston, Columbus, and Western New York, utilizing Connected TV and promoted on Facebook and Google Display Network, as well as through email communications. Our strategy was to deliver video content that conveyed a message of hope and community, focusing on a future travel intent audience.

Overview con't

In May, we activated our *Dream Now, Adventure Later* campaign – increasing engagement with a travel intent audience, within a 4-hour drive radius. The messaging encouraged consumers to dream of their next Niagara Falls USA adventure, and when the time was right to travel again, our destination would be ready.

We also created relevant blog content for our website providing additional information and resources that consumers and locals could refer to if planning now or later, including:

- **COVID-19 Updates/Information**
- **Virtual Experiences in Niagara Falls USA**
- **Niagara Falls USA Virtual Meeting Backgrounds**
- **DIY Kits from Niagara Falls USA Businesses**
- **Virtually Escape with Movies filmed in Niagara Falls USA**
- **Dining At A Distance**

All content was amplified through our social channels. We also highlighted downloadable destination coloring sheets, 360-degree videos, and Falls illuminations.

Overview con't

As attractions re-opened in late June, we then activated our marketing campaign *Wide Open Spaces – Now Open for Adventure*; hotel occupancy increased 76% from June to July, then increased 28% from July to August. We remained consistently higher than the national average from August through Labor Day, especially weekend stays.

***Fall 2020* campaigns launched mid-September through October 20, focusing on New York State consumers and zip codes within a 4-hour drive.**

With our strong drive market and an abundance of outdoor space and activities, we continued to see visitation and anticipate that to grow in 2021. Domestic leisure travel will fuel our economic recovery. Once vaccine distribution is expanded through Q2/Q3 in 2021, consumers will have a higher comfort level for travelling. And with pent-up demand for travel, we will continue to drive engagement and inspire visitors to travel to Niagara Falls USA.

Note: Many of our tactics are being completed via remote or in-house, with masks and social distancing. Constant monitoring of COVID-19 will also dictate final decisions made on travel and trade shows listed in this plan.

Leisure Traveler

Customer Based Destination
Sales & Marketing Plan

Leisure Traveler during COVID-19

COVID-19 has been front and center throughout this past year and we anticipate it to carry on through 2021.

We will utilize the strategies we put in place in 2020 to stay flexible and fluid throughout this next year and beyond. We will continue scenario planning with relevancy a key strategy for content development.

Activation of our campaigns will provide more personalization for each of our consumer markets, increasing our engagement. Messaging throughout all of our platforms, based on continued monitoring of national consumer sentiment, will include: health and safety measures at local businesses (Unified in Safety commitment), wide open spaces, adventurous activities and Niagara Falls USA iconic bucket list appeal.

Outdoor destinations have been positioned well during this pandemic and we anticipate that to continue as the scenario evolves.

Tourism Impact

\$761,000,000*

TOTAL SPENT BY TRAVELERS IN NIAGARA COUNTY IN 2019

1.1% INCREASE OVER 2018

\$47,293,000*

IN LOCAL TAXES WERE
GENERATED IN 2019 BY TOURISM

A 5.1% DECREASE OVER 2018

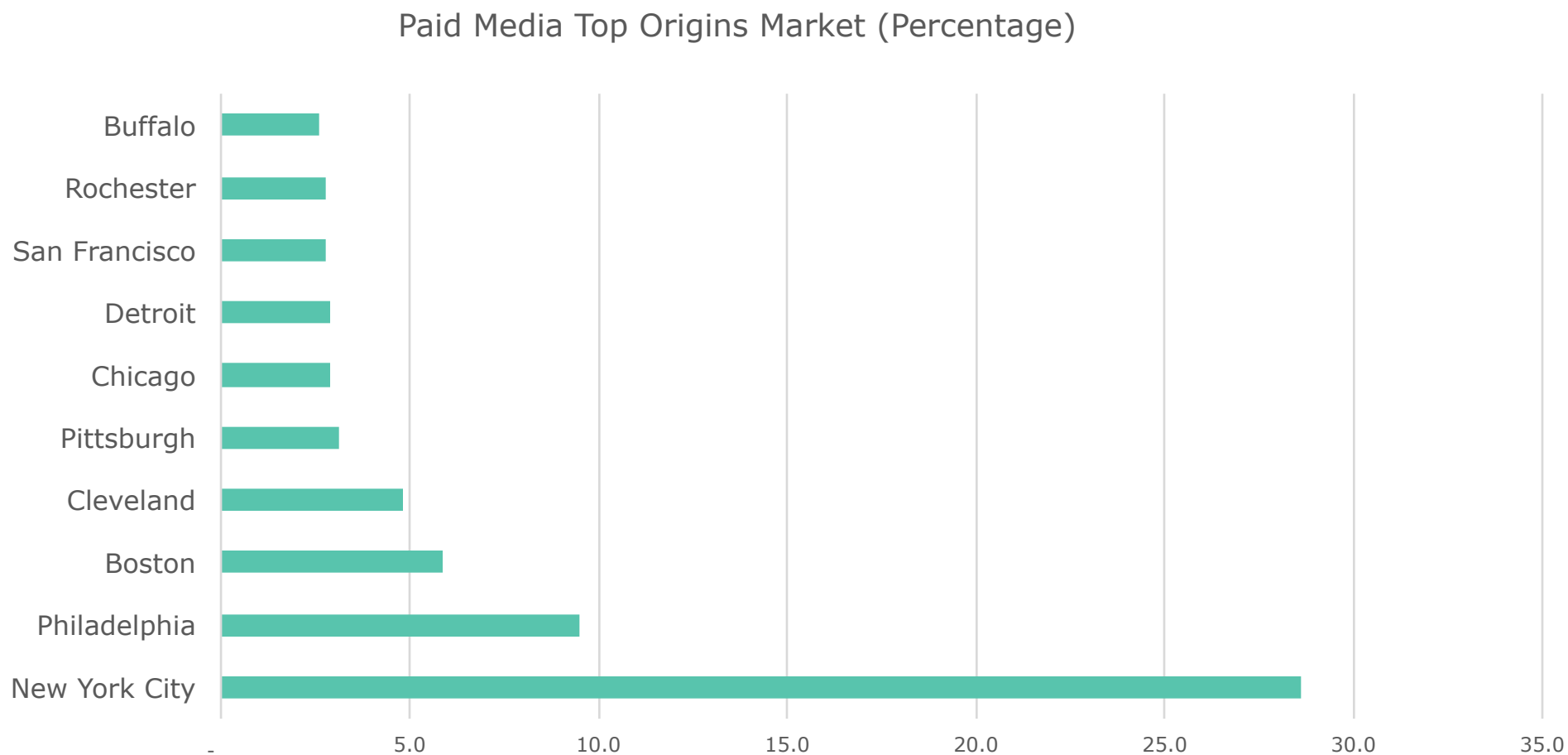
Niagara County Employs

16,548*

23% of the Total Workforce

*Source: Tourism Economics; Economic Impact of Tourism in New York 2019

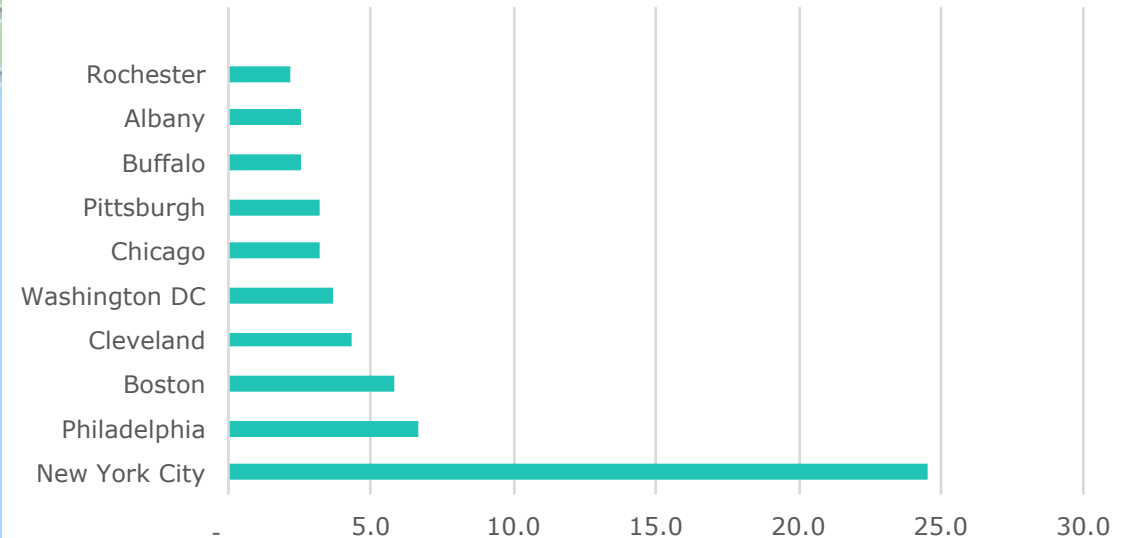
Paid Media Top City Origins Market



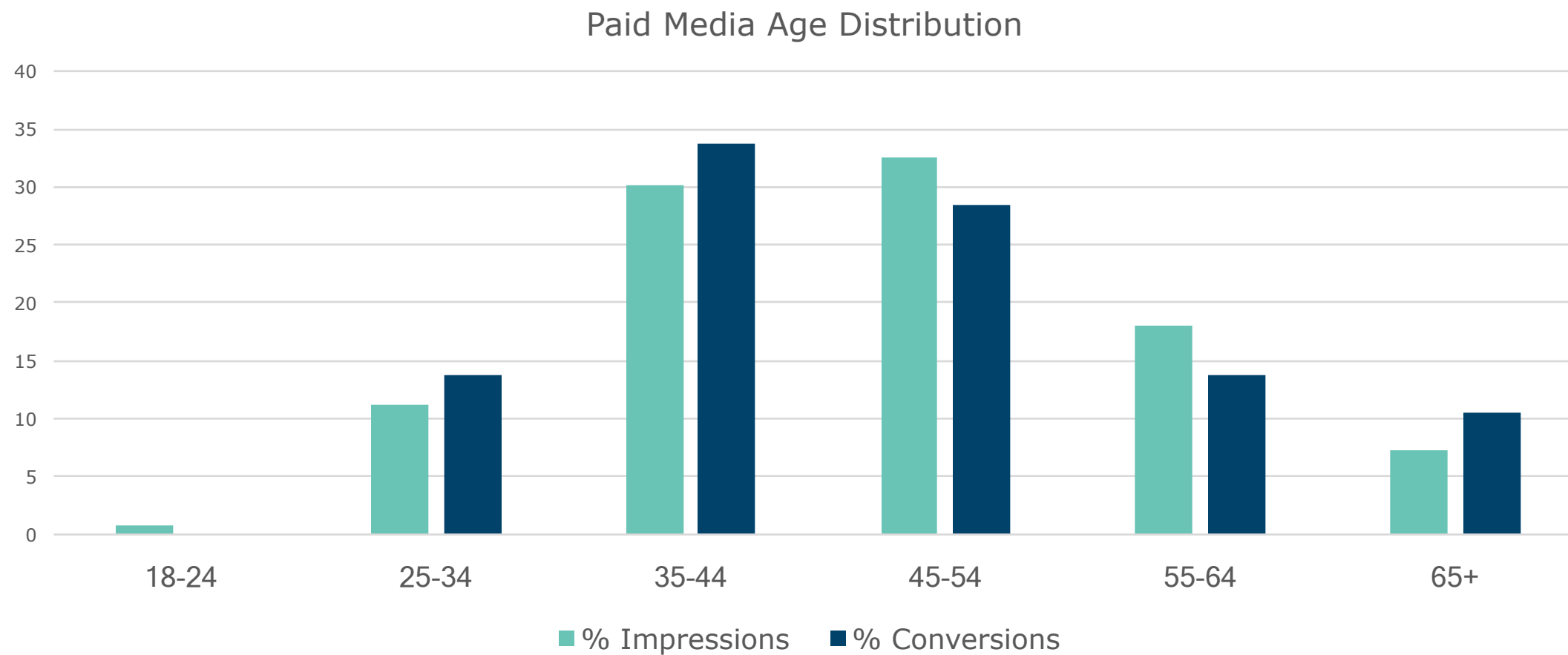
Organic Search Top Hotel Booking Origin Markets



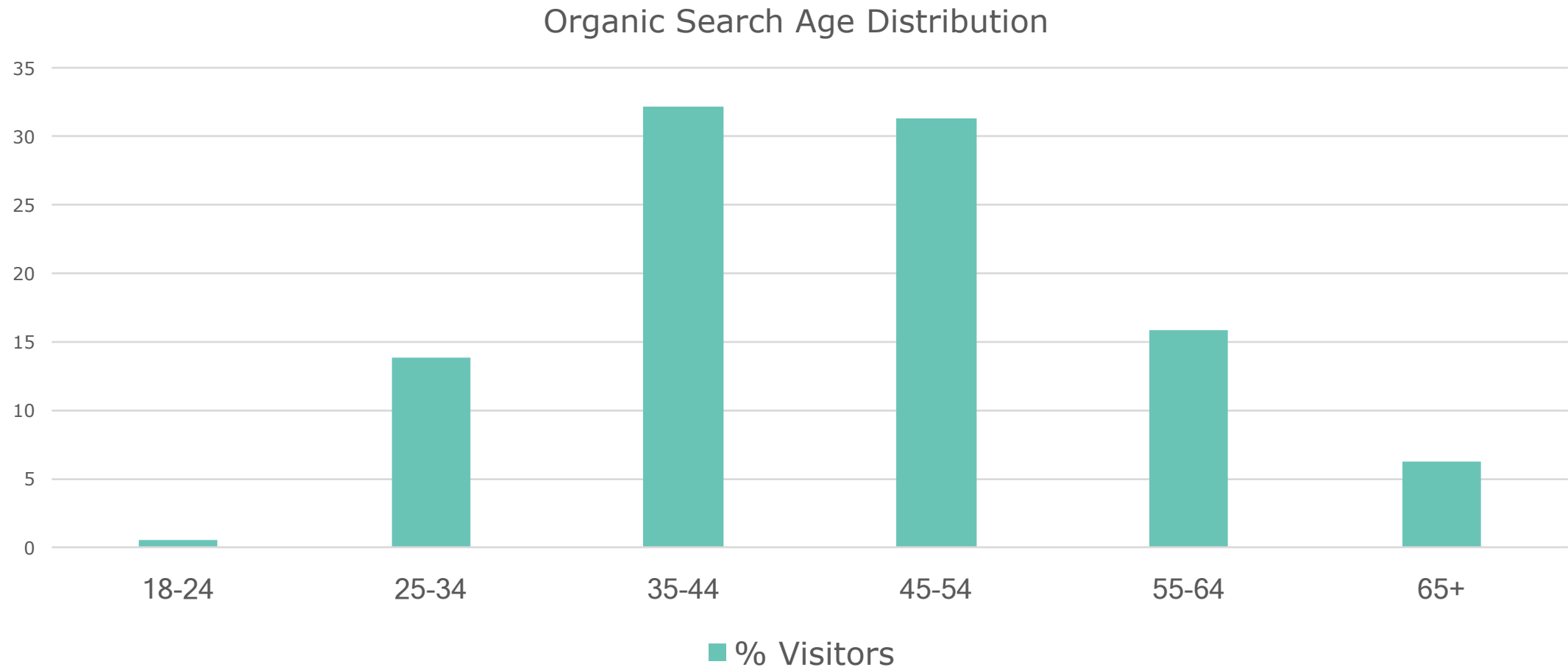
Organic Search Top Hotel Booking (Percentage)



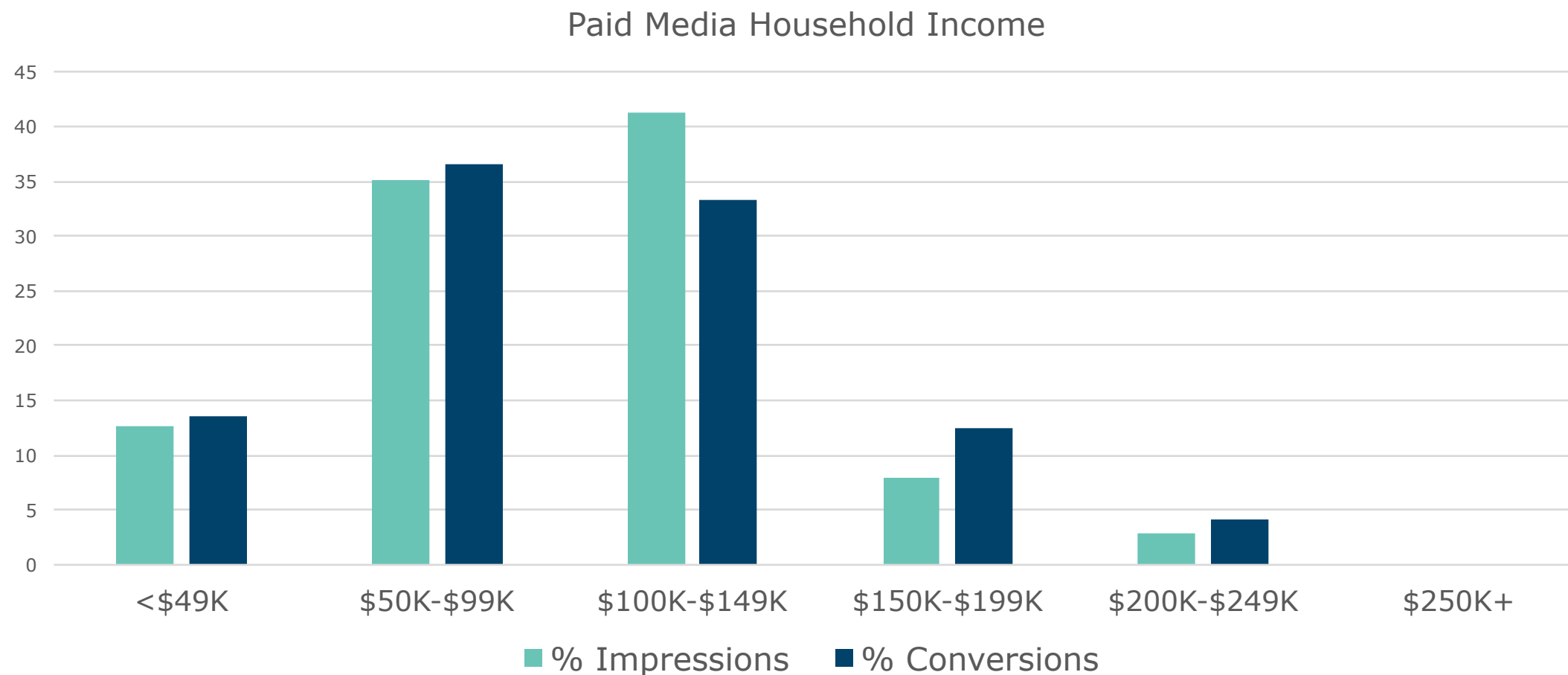
Paid Media Age Distribution



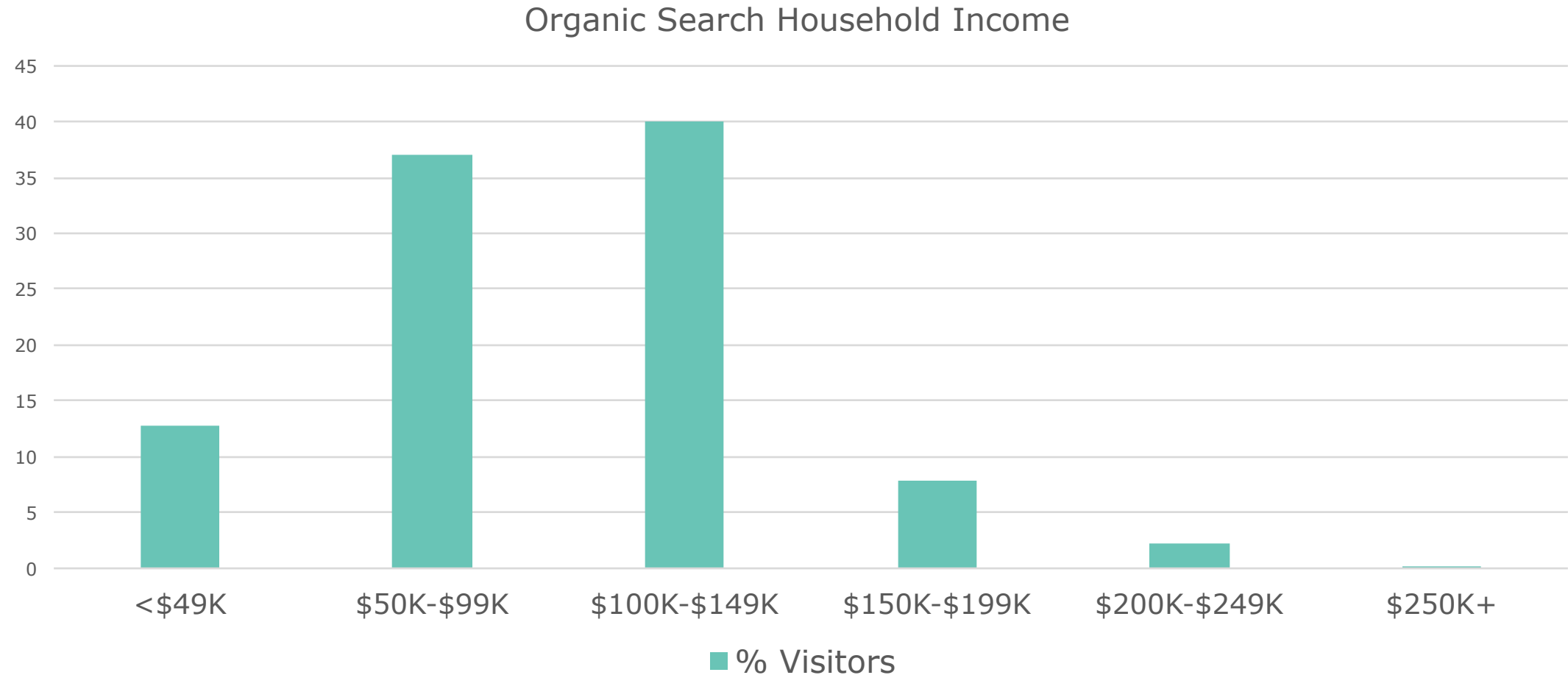
Organic Search Age Distribution



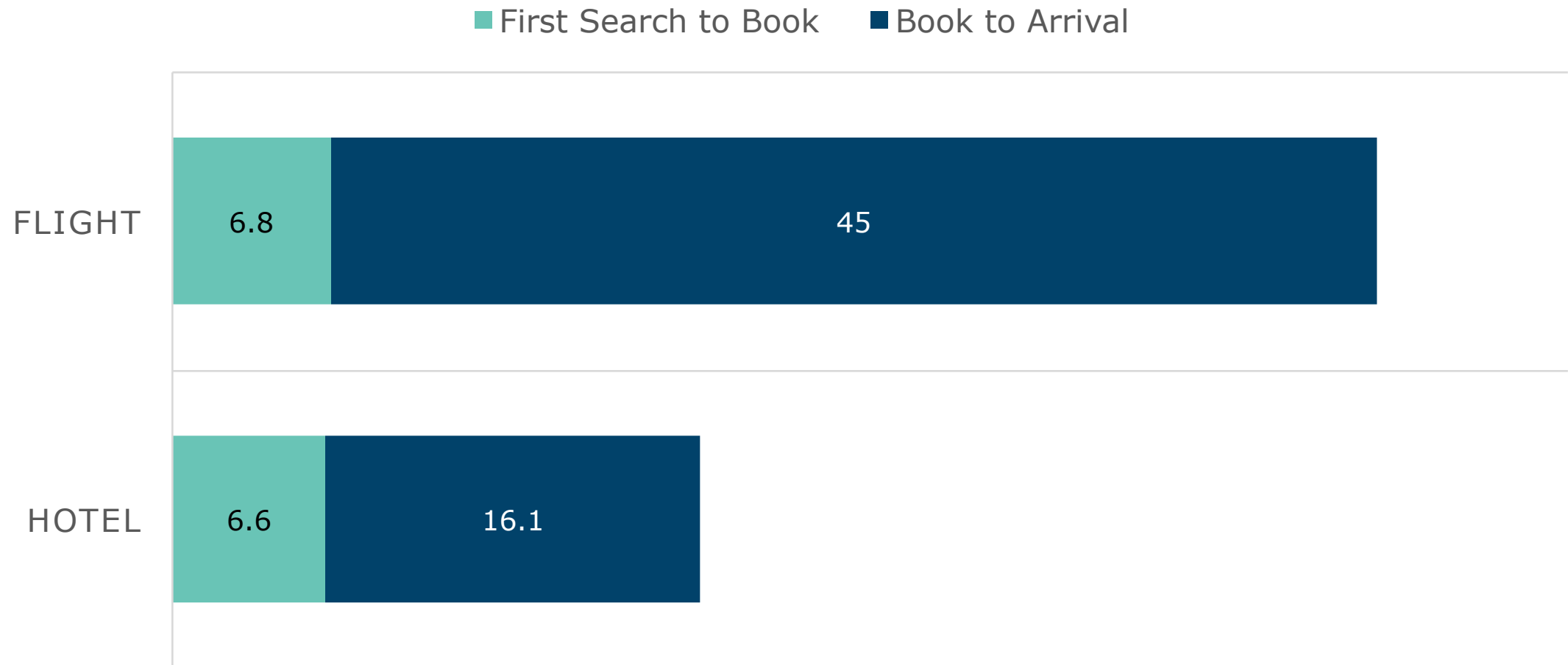
Paid Media Household Income



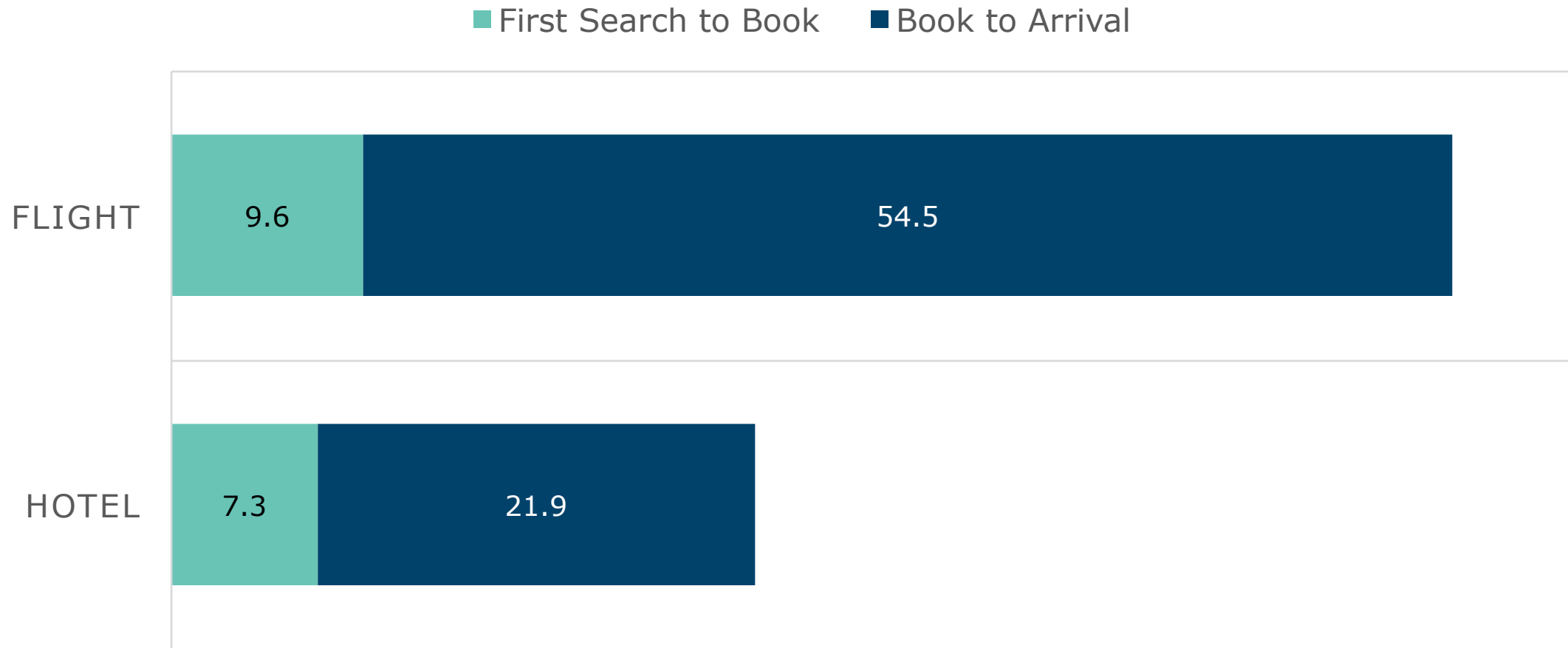
Organic Search Household Income



Paid Media Trip Planning Window by Days



Organic Search Trip Planning Window by Days



Top Line Strategies

- **Generate incremental leisure travel, room nights and economic impact.**
- **Continue to build comprehensive travel-trade and meetings strategy.**
- **Increase data insight to refine audience targeting and measuring impact.**
- **Community alignment by building public support around a shared vision for the destination.**
- **Digital conversion connecting with visitors on mobile devices to drive real-time sales in-destination.**



Leisure Group Traveler

Post COVID-19, we are expecting the domestic travel trade market to return more quickly than international. Our sales efforts will target our strong drive markets, including New York, Pennsylvania, Ohio and Massachusetts. We will host two separate sales missions, as well as participate in trade shows that focus around these key states to ensure visibility either in person or virtually, depending on the COVID-19 scenario.

The student market will most likely not travel in the 2020-2021 school year. We will attend the Student and Youth Travel Association (SYTA) Annual Conference and focus our efforts on promoting the return of student travel for the 2021-2022 school year and beyond.

International Traveler

As our budget has decreased significantly due to COVID-19 and the lack of international inbound visitation, we continue our brand messaging to stay top of mind in our targeted global markets including the United Kingdom, France, Germany, and India. We anticipate Europe to rebound first, followed by India, then will monitor China and South Korea, as historically, they have been strong markets for us.

By attending IPW 2021, either remote or in-person (if safe to do so), we will be able to connect with tour/receptive operators in the U.S. and globally and educate them on the tourism products and services that are offered throughout Niagara County. Our outdoor adventure product will continue to attract those tour operators whose clients are looking for a “wide open space” experience.

We will be conducting online training and educational webinars for our international database along with launching 360-degree virtual site visits to send our travel trade clients. Consistent and relevant email messaging along with engaging new itineraries will continue to increase awareness of Niagara Falls USA.

Outdoor Promotions

Due to COVID-19, most outdoor travel shows will not be taking place in 2021. This includes the Greater Niagara Fishing and Outdoor Expo at the Conference and Event Center Niagara Falls. Plans are already underway to shift dates to Feb. 17-20, 2022 and expanding to 4 days.

While some derbies and tournaments were cancelled in 2020, it was proven that they can still be held safely. There should be a full complement of fishing competitions on the local front, including the 35th Niagara Pro-Am Salmon Team Tournament, the 45th Annual Greater Niagara Fish Odyssey Derby, and a full complement of Lake Ontario Counties Trout and Salmon Derbies in the spring, summer and fall.

A continued focus on Outdoor Media will continue to be an important part of the marketing effort.

Utilize Strengths

1. Natural resources
2. Globally recognized
3. Visitor offerings including several unique products in the downtown corridor.
4. Brand-defined destination.
5. Walkability of downtown Niagara Falls, NY.
6. Wide open spaces for outdoor recreation and social distancing.



Utilize Strengths cont.

- 7. Improved hotel product.**
- 8. Affordability.**
- 9. Close proximity to highly populated market areas who are more inclined to drive when the time is right for them to travel.**
- 10. Temperate climate during high visitation times of year.**



Mitigate Weaknesses

- 1. Travel patterns – how to increase day trips into overnight/low winter occupancy and how to increase shoulder seasons based on COVID-19 scenario trends.**
- 2. Downtown parking/traffic and public transportation limitations.**
- 3. Limited winter activities.**
- 4. Competitor (Niagara Falls, Canada) offers expanded experiences; we anticipate the border closing to continue in 2021, which will mitigate domestic consumers going to the Canadian side.**
- 5. Perception that view from Niagara Falls, Canada is better.**
- 6. Wayfinding.**
- 7. Lack of year-round retail and attraction products throughout Niagara County.**
- 8. Inconsistent customer service awareness of attraction products across Niagara County.**

Monitor Opportunities

- 1. Expand visitor markets – niche audiences/international efforts/
*bleisure/fly markets (*bleisure is a person traveling for business and leisure).**
- 2. Leisure Group sales partnerships.**
- 3. Transportation relationships -
airline opportunities and airport.**
- 4. Targeted sales calls for meetings,
international and group leisure
markets virtually and in-person when
it is safe to do so.**



Monitor Opportunities cont.

- 5. Leverage Niagara Falls USA brand to expand visibility and awareness in meetings, domestic and international travel trade markets.**
- 6. Impact meeting attendee experience for leisure visitation when it is safe to travel.**
- 7. Influence conference attendees to add pre- and post-leisure activities to their meeting schedule when they start to book meetings.**
- 8. Expand awareness of things to do throughout Niagara County virtually for in-market visitors to extend their stay.**
- 9. Expand product throughout all four seasons.**

Prepare for Contingencies or Threats

1. Ongoing threat of COVID-19.
2. Weather and environmental hazards.
3. Economy.
4. Competition.
5. International currency flux.
6. Political situations (funding).
7. Visa issues.
8. Terrorism.
9. Epidemics and/or pandemics.



OBJECTIVE 1

Continue to generate an increase in incremental leisure hotel room nights and visitor spend in Niagara Falls USA following New York State guidelines.

STRATEGY

Launch targeted, integrated marketing campaigns over spring, summer, fall and winter for tourism related businesses including accommodations, retail, attractions and restaurants as our recovery continues.

Tactics

- **Place strategic digital, including connected TV, programmatic, paid search and social media buys promoting Niagara Falls USA to consumers in targeted media markets to increase inspiration and planning which will drive incremental visitation, spending and repeat business.**
- **Focus on high performing markets with personalized sub-campaigns based on New York State Travel Advisory.**
- **Activate high in the funnel in the spring and lower in the funnel summer and fall to increase mid-week and weekend business.**
- **Utilize all digital channels to amplify the relevant targeted messaging.**
- **Continue to test new distribution channels and creative campaigns to ensure highest conversion.**
- **Target audiences in drive markets and markets that provide highest engagement and conversion.**

Tactics cont.

- **Promote new technology platform, Bandwango to offer dynamically curated, digitally delivered access to attraction tickets and experiences for both visitors and locals.**
- **Utilize UberMedia mobile location data to gain insight providing strategic direction for media buys and marketing promotion.**
- **Collaborate with PR Agency to pitch stories of the destination through credible media sources and build outreach to regional publications in addition to national.**
- **Plan a quarterly content calendar to guide messaging, timing and placement.**

STRATEGY

**Virtually educate international travel influencers
(media and travel trade) on Niagara Falls USA
attributes that are most attractive to each
country's market.**

Tactics

- **Continue building/reinforcing relationships with international tour operators to include additional attraction products to existing itineraries and/or establish new itineraries virtually.**
- **Develop story ideas relevant to each market and distribute through country representatives and media, if available.**
- **Maintain and increase relationships through continued dialogue with Receptive Tour Operators (RTOs) and Tour Operators (TOs) and I LOVE NY International Department on customer insights.**
- **Identify online booking channels for priority countries to increase Niagara Falls USA content when borders open up.**
- **Leverage Wine Water & Wonders marketing program to provide additional itinerary options.**

STRATEGY

**Convert day-trippers to overnight leisure visitors
and extend the stay when COVID allows.**

Tactics

- **Develop high value drive market campaigns focused on generating overnight visitation by reinforcing the wide open spaces messaging that will continue to be relevant.**
- **Promote current travel trade incentive plan to tour operators, adding additional benefits for overnight stay when they begin to return.**
- **Create content and provide itinerary options to encourage overnight stays and utilize the Unified in Safety messaging to highlight health and well being.**



STRATEGY

Continue to educate both domestic and international travel influencers on the products throughout Niagara Falls USA. Provide them with the necessary information and help them develop itineraries and packages to the destination that are relevant, interesting and safe for their customers when they return.

Tactics

- **Continue to generate visibility in key domestic drive markets via email, Zoom sales calls, virtual trade shows and phone calls (NY, PA, OH & MA).**
- **Conduct two sales missions in collaboration with Niagara County travel trade suppliers, either in-person when it is safe to do so or virtually.**
- **Deploy relevant and timely email blasts to tour and receptive operators.**
- **Conduct sales calls to New York City receptive operators, either in-person when it is safe to do so or virtually.**
- **Host educational travel trade webinar series highlighting existing and new products.**
- **Work with Niagara County travel trade suppliers to develop more interactive/hands-on group experiences.**
- **Host a virtual coffee break for student tour operators.**

OBJECTIVE 2

Increase the leisure traveler's overall destination experience and guest satisfaction levels while they are planning a trip to Niagara Falls USA or while in-market for a leisure vacation or getaway.

STRATEGY

Connect safely with all in-market visitors (leisure travelers, meeting attendees, travel trade customers) via one-on-one personalized customer service. Share the brand story to drive repeat visitation and positive word of mouth endorsements for Niagara Falls USA.

Tactics

- **Utilize the Niagara Falls USA Official Visitor Center to directly impact the visitor experience of the 130k+ visitors that walk through our doors annually.**
 - Promote the Visitor Center as the 'Official Visitor Center' and the go-to resource for destination information and trip planning assistance.
 - Provide exemplary customer service and personalized assistance safely.
 - Continue to tell the story and message of the Niagara Falls USA brand through personalized assistance, exhibits, collateral and digital enhancements.
 - Offer one-of-a-kind quality branded merchandise for visitors to purchase and serve as "walking billboards" that promotes the iconic Niagara Falls USA brand globally.
 - Increase visibility of the Unified in Safety commitment and the strict health and cleanliness protocols enforced at the Visitor Center to ensure safety for all.

Tactics cont.

- **Promote EXP Niagara, the Official Destination Education & Visitor Services Online Training Program to Niagara Falls USA tourism partners to ensure their employees are educated on the destination's tourism products and customer service best practices.**
 - Communicate with Niagara Falls USA tourism partners through e-newsletters and direct outreach to educate and ensure awareness of the EXP program and its benefits to increase employee participation.
 - Connect with Niagara Falls USA residents through printed publications offering the EXP program to local communities to increase destination awareness and enhance sense of community pride.
 - Expand the EXP program to the Niagara Falls City School district to increase local pride and destination awareness.
 - Utilize the EXP program to increase Niagara Falls USA product knowledge and brand positioning for consumer sales to Travel Trade.

Tactics cont.

- **Utilize the variety Niagara Falls USA digital assets by developing in-market resources that provide immersive and useful content.**
 - Share and post inspirational and appropriate visitor generated content on all social media channels including Facebook, Twitter, Instagram, Google My Business, Pinterest and YouTube highlighting safe distancing and facemasks.
 - Continue to provide visitors with timely responses to social media inquiries.
 - Continue to post up-to-date events, content, videos, blogs, and develop a special offers/promotions web page.
 - Create website-landing pages with content that meets the current visitor needs especially the “What’s Open” blog.
 - Research and develop tools to assist visitors with disabilities plan their stay and help avoid any circumstances that might hinder their experience in the destination.

OBJECTIVE 3

Increase global awareness for Niagara Falls USA.

STRATEGY

Increase global brand awareness of Niagara Falls USA as a tourism destination through positive earned media coverage showcasing the destination and its attributes with an emphasis on garnering high-profile media placements.

Tactics

- **Continue to work with our public relations firm to educate journalists and travel writers about Niagara Falls USA through various pitches and in-market familiarization tours, when necessary and safe to do so.**



Travel Trade Sales Event Calendar*

* Some events may be hosted virtually due to COVID-19

Date	Event	Location	Staff
February 2021	Virtual Webinar Series (4)	Virtual	TM
February 9–12, 2021	Heartland Travel Showcase	Virtual	TM
June 18–22, 2021	American Bus Association (ABA) Marketplace	Virtual	JP, TM
July 12–16, 2021	Ohio & Pennsylvania Sales Mission	Virtual	TM
July 26–30, 2021	New York & Massachusetts Sales Mission	Virtual	TM
August 9–12, 2021	NYC Receptive Operator Sales Calls	TBD	JG, TM
August 13–17, 2021	Student & Youth Travel Assoc. (SYTA) Conference	TBD	TM
September 18–22, 2021	U.S. Travel Association IPW	Las Vegas, NV	JG, TM
September 24, 2021	Great Day Travel Show	Cleveland, OH	TM
October 24–27, 2021	Pennsylvania Bus Association (PBA) Annual Meeting	Bethlehem, PA	TM
November 7–11, 2021	Bus Association of New York (BANY) Marketplace	Cooperstown, NY	TM

Staff: Tina Mt. Pleasant, Director of Travel Industry Sales (TM)
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Meetings & Conventions

Customer Based Destination
Sales & Marketing Plan

Meetings & Conventions Market

The meetings and convention sales department has increased visibility of Niagara Falls USA to the meetings market by integrating targeted marketing programming and destination positioning highlighting our unique sales proposition as a sought after meetings destination.

The sales and service team will continue to collaborate with our meeting hotel partners and the Conference & Event Center Niagara Falls to focus efforts on market segments more likely to meet their business needs.

Utilize Strengths

- **Globally known bucket list destination.**
- **Accessibility to county-wide attractions.**
- **Marketing support.**
- **Motivated sales staff with partner support.**
- **Strong brand and positioning.**
- **Incentives.**
- **Economical.**
- **Accessible drive market**
- **Walkable downtown with activities within a few blocks.**



Mitigate Weaknesses

- **Perception.**
- **Location for certain targeted markets such as the New York State Association.**
- **Lack of additional walkable attractions outside of Niagara Falls State Park.**
- **New York State COVID-19 travel restrictions.**
- **Lack of off-site unique venues.**
- **Limited late night activities and entertainment offerings.**



Monitor Opportunities

- **Increase customer awareness of destination.**
- **Develop and execute targeted marketing.**
- **Leverage local resources.**
- **Continue to market the destination and the increase of meeting hotel inventory to the meetings market.**
- **Take advantage of highly visible, unique virtual sponsorship opportunities.**



Monitor Opportunities cont.

- **Utilize 360-degree videos for virtual site visits and migrate to individual personalized site visits when health and safety protocols allow.**
- **Incentive plan for booking business in Niagara Falls USA.**
- **Co-op with local partners.**
- **Product development.**
- **Position destination as ideal for small to medium-sized groups.**
- **Attend targeted tradeshows including virtual events.**



Prepare for Contingencies or Threats

- **Weather and environmental hazards.**
- **Economy.**
- **Epidemics and/or pandemics.**
- **Competition including states with less travel restrictions due to COVID-19.**
- **Nearby competition claiming attractions as part of their inventory.**
- **Rates and room block availability during summer season.**
- **Unclear operating guidelines for Conference and Event Center Niagara Falls due to COVID-19.**
- **Potential closure of properties, attractions, and restaurants due to the evolving nature of COVID-19.**

OBJECTIVE 1

Generate increased visibility for meetings & conventions in targeted markets.

STRATEGY

**Promote Niagara Falls USA meetings brand.
Advance the unique brand of Niagara Falls USA
group meeting sales through experiential touch-
points; cohesive and effective messaging and
strong media outreach opportunities.**

Tactics

- **Promote Niagara Falls USA brand through custom imagery and powerful messaging.**
- **Work with marketing department to create a list of meeting trade publications to share compelling meeting stories and opportunities.**
- **Initiate individual site visits for key meeting-industry entities and influencers by utilizing the 360-degree virtual site visits.**
- **Deploy destination updates throughout the year that includes RFP promotions, incentives and direct mail pieces.**
- **Execute digital marketing campaigns in key target markets.**
- **Educate planners of the Unified in Safety commitment and cleaning standards.**

STRATEGY

Deliver targeted, consistent communication to qualified meeting planners. Establish fully integrated, targeted marketing communications to support tradeshow and event opportunities, sales incentives and key market opportunities.

Tactics

- **Design customized, branded, direct-sales initiatives to address key audiences such as lost business leads, tentatives, and verticals.**
- **Create compelling, value-add offers to accompany an RFP promotion.**
- **Revamp pre-and-post tradeshow communications at every touch-point, including custom follow-up pieces and post convention reports to planner.**
- **Create memorable mailings for post-trade show/event and hot leads follow up.**
- **Personalized contact with meeting planners via Zoom, email and phone until it is safe for in-person meetings.**
- **Utilize upgraded MINT+ database to identify new sales prospects and use pipeline to measure viability of leads.**

STRATEGY

Maximize ROI of paid partnership programs with meetings membership organizations as well as other industry alliances.

Tactics

- **Enhance Niagara Falls USA supplier profiles on partner search platforms, using branded language and imagery.**
- **Capitalize on opportunities available with paid partnerships including advertorial, targeted incentives and unique digital content.**
- **Secure ESSAE sponsorships to increase exposure to NYS Associations.**
- **Use membership directories for prospecting and follow up with targeted mailings.**
- **Expand visibility to SMERF market by offering promotions and special offers.**



STRATEGY

Encourage consistent collaboration with property and venue meetings sales partners. Engage these partners at multiple levels to foster a consistent, and thorough understanding of the benefits of working with Niagara Falls USA, and creating a more synergistic cooperation within the group-sales market.

Tactics

- **Continue to build ongoing positive relationships with partner hotel sales staff by working collaboratively to identify destination needs to increase meeting sales.**
- **Establish quarterly convention sales meetings with Director of Sales and Sales Managers at each partner property.**
- **Continue quarterly sales development meetings, when needed, to include general management and Director of Sales to discuss strategy.**
- **Bi-annual Destination Update meetings.**
- **Extend sponsorship opportunities and tradeshow collaboration to partners targeting the meetings market.**
- **Offer complimentary tools and opportunities to promote partner properties via 360-degree virtual site visits, concession promotion, Zoom networking, etc.**

STRATEGY

**Broaden group sales and services selling tools.
Leverage technology and creative abilities to expand
resources for sales.**

Tactics

- **Design a fully branded collection of marketing materials for conference services which targets meeting attendees and inspires longer stays pre- and post-conference when meetings return.**
- **Leverage marketing department's campaign activations in target markets for cross-marketing to a meetings audience.**
- **Coordinate with the marketing department to ensure meeting-related changes are implemented across all platforms.**
- **Implement social channel advertising and increase content through LinkedIn.**
- **Redesign profile sheet to include hotel location maps and destination attributes.**
- **Utilize 360-degree virtual site visits as a marketing and sales tool.**
- **Elevate meeting attendee experience with the use of Bandwango, "Show Your Badge" program which offers a curated experience on mobile with tickets, and discounts/promotions available in the destination. It also provides real-time redemption data providing economic impact metrics.**

Convention & Meeting Sales Event Calendar*

**Some events may be hosted virtually due to COVID-19*

Date	Event	Location	Staff
March 2–4, 2021	Connect Cyber	Virtual	RD
April TBD	Spring Event	Virtual	RD
May 12–13, 2021	Small Market Summit	TBD	RD
May 14–16, 2021	NYS Lions Attendance Building	TBD	RD
June TBD	Sales Calls	TBD	RD
June 7–10, 2021	Military Reunion Network	TBD	RD
August 30–September 1, 2021	Connect Marketplace & Tradeshow	Tampa, FL	RD
September 14, 2021	ESSAE Tradeshow, Harvest Highlight & Sales Calls	Saratoga Springs, NY	RD
October TBD	Albany Client Reception	Albany, NY	RD
December TBD	ESSAE Holiday Party & Sales Calls	Albany, NY	RD

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Local Community

Customer Based Destination Marketing Plan

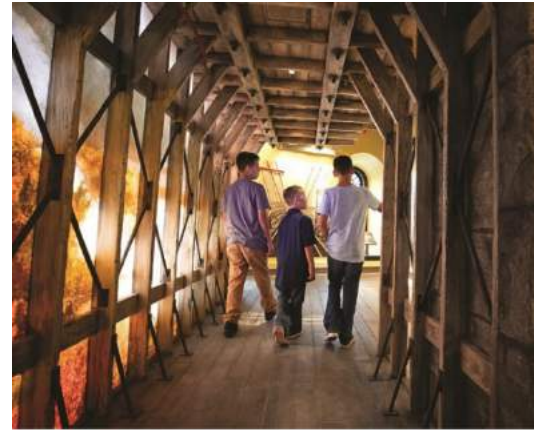
Local Community

The relationship with local tourism stakeholders cannot be overestimated. Continuous outreach is critically important in order to secure and maintain local support as well as strengthen our image as the “go to authority” on subject matters related to hospitality and tourism across Niagara County.



Utilize Strengths

- **Visible growth in tourism industry.**
- **Positive relationships with elected officials.**
- **Strong core of engaged Niagara County hospitality industry partners.**
- **State government awareness and attention on tourism as an economic driver.**



Mitigate Weaknesses

- **Impoverished areas surrounding tourism corridor.**
- **Lack of local resident awareness on the impact of tourism to the community.**
- **Visual appearance (trash, flowers, etc.) needs improving.**
- **Invisible barrier between City of Niagara Falls and Niagara Falls State Park.**

Monitor Opportunities

- **Engage the community to support/help generate leads for off-season meetings if they belong to an association or organization.**
- **Become more involved in meetings with various local community groups including Niagara Falls State Park and business associations.**
- **Continued exposure for the EXP Niagara program.**
- **Work with local hoteliers to help build a stronger Hotel/Motel Association.**



Prepare for Contingencies or Threats

- **Confusion between Destination Niagara USA and Visit Buffalo Niagara.**
- **Work closely with other local organizations that also focus on tourism-related issues to avoid the perception of competition (ie: Tourism Advisory Board, NGTI, etc.).**
- **Regularly scheduled meetings with local elected officials to be prepared for any changes in political environment.**
- **Proactively advocate on our own behalf to protect against financial vulnerabilities.**

OBJECTIVE 1

Increase awareness with local community leaders and influential community partners of the economic value of tourism and Destination Niagara USA's role as one of the driving forces of tourism economic development.

STRATEGY

Develop a community-partnership strategy with key community partners and leaders to drive awareness for the importance of tourism and meetings in Niagara Falls USA.

Tactics

- **Continue to deploy monthly Destination Dashboard email to stakeholders and partners and expand relevant data based on newly acquired metrics.**
- **Continually communicate our mission, role and contributions through press releases, email communications and local presentations to various community groups.**
- **Communicate the positive impact that travel, tourism, and our partners have on the community utilizing social media and local media outlets.**

OBJECTIVE 2

Develop more comprehensive content for the “Locals” and “Partners” pages of our website.

STRATEGY

Regularly update web pages with content relevant to our hospitality partners to provide them access to important data, metrics, etc. that can be used to better plan their own marketing and sales efforts.

Tactics

- **After email deployment, upload Destination Dashboard information to “Partners” page on website.**
- **Continue to upload any relevant third-party research (Tourism Economics, Longwoods, etc.).**
- **Work more closely with local community groups to increase Destination Niagara USA’s visibility.**



OBJECTIVE 3

Work to strengthen personal relationships with local elected officials.

STRATEGY

CEO should meet with every elected official at the state, county and city level twice-yearly for an organization update as well as to discuss the positive returns to the industry. Based on COVID-19 protocol, these meetings will be either virtual or with social distancing.

Tactics

- **Formal presentations to Niagara Falls City Council, Niagara County Legislature and Lockport City Council.**
- **One-on-one meetings with State Senators and Assembly Members in our respective districts.**
- **Share news and media coverage with all elected officials via email along with the metrics of each media story.**
- **One-on-one meetings with newly elected officials throughout the county.**



Niagara Falls USA Brand

Importance and Overview

Importance of the Niagara Falls USA Brand

Branding is considered one of the most powerful marketing weapons available to contemporary destination marketers.

A destination brand is about combining all the attributes associated with a place under one concept, which expresses the unique identity and personality of the destination and differentiates it from its competitors.

It is critical that we continue to follow our Brand Vision, Brand Promise and Positioning Statement to tell the story that is uniquely ours.

During COVID-19 recovery, our Brand will continue to be our roadmap to success.

Brand Overview

We continue to see the success of the Niagara Falls USA brand in the following areas:

- **Enhanced destination awareness, customer conversion and competitive advantage.**
- **Alignment of our destination's strategic goals and measurable marketing/sales programming.**
- **Integrated support from partners on main destination messaging and community vision.**
- **Increased opportunities for coordinated and reinforced destination and visitor industry marketing messages.**
- **Further definition of competitive advantage.**

Brand Overview cont.

Our strong brand reaches across all of our market segments and provides a pathway to engage all visitors to embrace their adventurous side with a brand voice that is: *PROUD, BOLD, FUN, GENUINE, CHALLENGING, NATURAL and INSPIRING.*

To position all of our messaging consistent with the brand, and ensure best practices, we developed both a brand promise and a brand positioning statement.

Our Brand Promise is our promise to prospective visitors on what type of experience they can expect when visiting Niagara Falls USA.

Niagara Falls USA Brand Promise

Niagara Falls USA—anchored by one of the world’s most astonishing natural wonders—is a land of stunning vistas and waterways. From the majesty and power of Niagara Falls, to scenic river gorges, lakes, beaches, streams and the historic Erie Canal—the area will inspire you with extraordinary landscapes and activities. Experience living history, arts and culture or trek through pristine hiking trails—and discover local flavors when you shop, dine and explore. The region is dotted with the simple goodness of orchards, wineries and breweries offering agri-tourism that will delight nature lovers and foodies alike. Niagara Falls USA offers a remarkable blend of natural beauty and outdoor adventure—visit us and then you will understand why this is where adventure comes naturally.

Brand Positioning Statement

Our Brand Positioning Statement provides us with a platform that guides all of our marketing, sales and communication programs and materials:

For those who would rather go and do rather than just see, Niagara Falls USA is the embodiment of America's adventurous spirit, connecting people to nature through immersive experiences that move, challenge and inspire them.

With our branding program supporting a targeted approach to all of our sales and marketing efforts, we anticipate increases in:

- **Visitor spending.**
- **Length of stay.**
- **Traffic to other areas of the destination beyond the Falls.**