



BUILDING FOR THE FUTURE

Destinations are brands. They are more than places people visit—they are experiences people discover, engage with and they create lasting impressions. They communicate a feeling, a position and a promise.

INTRODUCTION

WHAT IS A DESTINATION 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.

Creating a destination/community brand is not a quick process. It is not a one-time marketing campaign nor a logo and tagline—It is the foundation from which all these elements are derived.

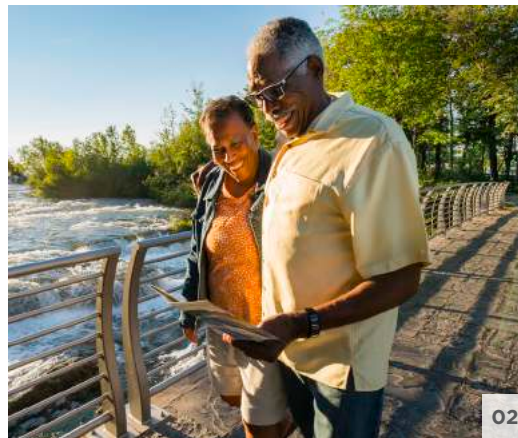


01: Old Fort Niagara, Youngstown | 02: Aquarium of Niagara, Niagara Falls
03: Maid of the Mist, Niagara Falls | 04: Fashion Outlets of Niagara Falls USA, Niagara Falls

DESTINATION & TOURISM BRANDING

WHAT DOES A SUCCESSFUL BRAND DELIVER?

- It enhances destination awareness, customer conversion and competitive advantage.
- It provides alignment of our destination's strategic goals with immediate and measurable marketing/sales programming.
- It encourages integrated support from the visitor industry and other partners through agreement on main destination messaging and community vision.
- It builds an image by creating long-term focus on key destination drivers.
- It creates opportunity for coordinated and reinforced destination and visitor industry marketing messages.
- It defines a competitive advantage.



01: The Silo, Lewiston | **02:** Three Sisters Islands, Niagara Falls State Park
03: NYPA-Niagara Power Vista, Lewiston | **04:** Freedom Run Winery, Lockport

DESTINATION & TOURISM BRANDING

A STRONG BRANDING PROGRAM
WILL DELIVER >>

- Increased visitor spending
- Increased length of stay
- Increased traffic to attractions beyond the Falls

A STRONG BRAND CREATES >>



01: Maid of the Mist, Niagara Falls | 02: Old Falls Street USA, Niagara Falls
03: Art 247, Lockport | 04: Aquarium of Niagara, Niagara Falls

OUR BRANDING JOURNEY

The Niagara Falls USA brand is an iconic and timeless destination, one that draws visitors from around the globe. The first step in re-engineering the Niagara Falls USA brand was to gather consumer insight from across the country. Almost every stakeholder in Niagara Falls USA participated in the process.



01: Sportfishing, Lake Ontario | 02: Whirlpool State Park, Niagara Falls
03: Herschell Carrousel Factory Museum, North Tonawanda | 04: Becker Farms, Gasport

BRAND RESEARCH SUMMARY

To create the Niagara Falls USA brand, we conducted interviews with hospitality and tourism partners and community stakeholders, as well as consumer focus groups and visitor surveys.

THIS RESEARCH REVEALED THAT >>

- Those who visit, live, work and play in Niagara County most value the region's scenic, historical and natural attributes.
- Visitors travel to Niagara Falls USA for exploration, relationship enhancement and self-discovery.
- Outside of the region, consumers commonly referred to the destination as Niagara Falls--not "Niagara County" or "Niagara USA".



01: Seneca Niagara Resort & Casino, Niagara Falls | **02:** Old Falls Street USA, Niagara Falls | **03:** Luna Island, Niagara Falls State Park

THE BENEFITS OF BRANDING

A STRONG BRAND STRENGTHENS OUR COMMUNITY.

- By increasing awareness of Niagara Falls USA, being consistent in our messaging, and developing a powerful, distinctive and authentic brand, we continue to build our investment in the economy of Niagara County.
- Increased tourism means economic growth for our local businesses.
- The county's \$650+ million-a-year tourism industry supports 20 percent of the total workforce, making it the area's second largest employer.
- By developing a brand for the destination, we intend to extend the visitor stay by creating engaging content that will demonstrate all there is to see and do across the entire county.



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01: Niagara Falls Culinary Institute, Niagara Falls | 02: Kayaking, Wilson
03: Freedom Run Winery, Lockport | 04: Fashion Outlets of Niagara Falls USA, Niagara Falls

BRAND POSITIONING STATEMENT

A positioning statement provides a platform designed to guide the development of all advertising and communications materials.

For those who prefer to 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.

“Roughly one-quarter (24%) said they “love” the positioning statement, while an additional 46% said they “like” the statement.” CARBON-12 CONSULTING

BREAKING DOWN THE BRAND POSITION

More specifically, the Niagara Falls USA Brand >>

1. Inspires visitors to embrace their adventurous side
 - a. Visitors can awaken their adventurous spirit with the **iconic** Falls through our **exhilarating outdoor adventures** — from breathtaking helicopter tours to heart-pounding jet boat rides.
2. Encourages visitors to **come and do** ... rather than just see.
 - a. **Walk** in the footsteps of history at Old Fort Niagara, or cruise along the Erie Canal in Lockport.
 - b. **Stroll** along the Boardwalk on the shores of Lake Ontario or wander through the Niagara Wine Trail USA as you uncover the best wines of the region.
 - c. **Pick** your own pumpkins, apples and more at one of the countless local farms.
 - d. **Hike** the Niagara Gorge and witness miles of picturesque views.



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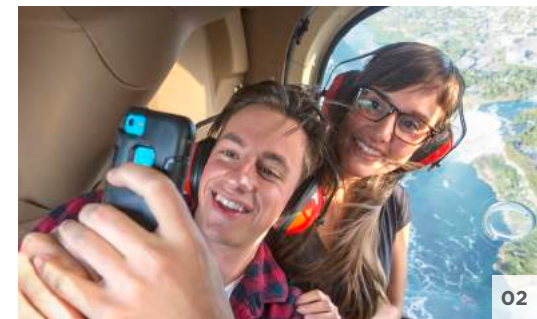
04

01: Whirlpool State Park, Niagara Falls | 02: Old Fort Niagara, Youngstown
03: Becker Farms, Gasport | 04: Woodcock Brothers Brewery, Wilson

OUR BRAND PROMISE

Differing from the Brand Positioning statement, the Brand Promise is exactly that—a promise. It is our promise to the prospective visitor what type of experience they can expect from Niagara Falls USA.

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 pristine hiking trails—and discover the 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.



01: Niagara Gorge, Niagara Falls
02: Rainbow Air Inc., Niagara Falls

OUR BRAND VOICE

When we talk and write about Niagara Falls USA, we need to speak in a very direct but friendly manner. The tone should be educational and engaging without trying too hard—in this way we establish the brand as authentic and genuine. Also whenever writing or talking about the brand, we should almost always choose active tense over passive tense to enhance the adventure aspect of the brand.



01: Remington Tavern Seafood Exchange, North Tonawanda
02: Fashion Outlets of Niagara Falls USA, Niagara Falls

EVERY VOICE HAS ITS OWN LANGUAGE

The language used to describe the Niagara Falls USA brand is how we establish the correct tone and voice. The foundation for the Brand Voice is built upon three pillars that drive all our language choices.



01: Falls Illumination, Niagara Falls State Park

02: Cave of the Winds, Niagara Falls

BRAND VOICE | PILLARS

01: Goat Island, Niagara Falls State Park | **02:** Old Fort Niagara, Youngstown | **03:** Jet Boat Tours, Lewiston & Youngstown



PILLAR 1: ACTIVE >>

Not only should we always use an active tense when talking about the brand, we should use action-oriented words whenever possible to help create an “adventurous” brand. We want to let people know that Niagara Falls USA is a destination that one experiences rather than just visits.



PILLAR 2: AUTHENTIC >>

When you deal with a destination brand as world-renowned as Niagara Falls USA, it is easy to default to exaggeration. The problem when you default to extremes is that you create a brand voice that sounds fake and doesn't ring true in the ears of potential visitors. To create a brand that is genuine, always speak simply and directly—Avoid sounding like a corporation and strive to sound like a person.



PILLAR 3: INSPIRING >>

Niagara Falls USA is an awe-inspiring destination. Don't be afraid to let that emotional rush flow into how you speak and write about the brand. In this way, we create engagement with potential visitors and let them know that this is a destination that evokes a powerful emotional connection.

THE BRAND VOICE SHOULD BE >> Proud | Bold | Fun | Genuine | Challenging | Natural | Inspiring

YOUR ROLE: TURN OUR MESSAGE INTO MOMENTUM

As a Niagara Falls USA brand ambassador, you represent the region with energy, friendliness and a welcoming spirit.

YOUR ROLE IS TO HELP VISITORS >>

- Have an authentic experience in Niagara Falls USA—be sure to educate yourself on all of our destination's activities so that you can better refer and recommend the best adventure that suits the visitor's interests along with some of your local favorites.
- Pick up a FREE Niagara Falls USA Travel Guide at the Niagara Falls USA Official Visitor Center.
- Be sure to refer visitors to **NiagaraFallsUSA.com**.

And check out these resources on our social media channels >>



@niagarafallsusa
#NiagaraFallsUSA



01: Our Lady of Fatima Shrine, Lewiston | 02: Lockport Locks & Erie Canal Cruises, Lockport
03: Top of the Falls Restaurant, Niagara Falls | 04: Niagara Falls Culinary Institute, Niagara Falls

BECOMING A BRAND AMBASSADOR

As brand ambassadors, the more we can share the Niagara Falls USA brand story, the more enthusiasm we can generate for our region. With the right skills, we can turn our message into momentum.

PROVIDING YOU THE TOOLS YOU NEED TO SUCCEED

We want to help you become the best brand ambassador possible. That's why Destination Niagara USA has facilitated EXP Niagara, the official destination education and visitor services online training program. This online training program provides our hospitality and tourism community with the knowledge and tools needed to enhance visitor experiences by educating them on our destination's tourism product as well as customer service tips designed specifically for our visitors. By participating in the EXP program you will become a Certified EXP Pro and brand ambassador for Niagara Falls USA.



Visit expniagara.com for detailed information on EXP Niagara.

To enroll contact:

Lana Perlman, Director of Visitor Services

Email: lperlman@niagarafallsusa.com

Phone: 716.282.8992 x316



01: Cave of the Winds, Niagara Falls State Park

INFORMATION TOOLKIT AND FAQ'S

Our brand is one that resonates with a global audience. And to help you promote it, here's some key messages and FAQ's to help you understand the story behind the brand.

Q & A >>

Q: Who is Destination Niagara USA?

A: Formerly known as Niagara Tourism and Convention Corporation, Destination Niagara USA is the official destination marketing organization (DMO) for Niagara County. We are a non-profit with a mission to expand the economic prosperity of the Niagara Falls USA communities by generating individual and group visitation.

Q: Why did you change the branding?

A: We want to increase awareness of the region as an international bucket-list destination. Additionally, we have seen an increased interest in the destination by a broader demographic range, so we want to further tap into those markets

by focusing on our true assets where adventure and opportunities to reconnect with nature abound.

Q: What is a brand?

A: A brand is how people think and feel about a product or service. It is a culmination of the music, tone, images, fonts, colors, messaging, look, feel and voice. A brand is not simply a tagline or logo.

Q: Why is it important to have a brand for tourism?

A: The work of identifying a brand is a great investment for Niagara County. The county's \$650+ million-a-year tourism industry supports 20 percent of the total workforce, making it the area's second largest employer. Increased tourism means economic growth for our local businesses. This can be achieved by increasing awareness, being consistent in our messaging, and developing a powerful, distinctive and authentic brand.

Q: How would you describe the Niagara Falls USA brand?

A: It evokes a sense of discovery that inspires travelers to reconnect with nature through authentic experiences. By bringing America's adventurous spirit to life and showcasing the emotions visitors have when traveling in Niagara Falls USA, the brand concept encourages travelers to come and do, rather than just see. We've also changed the name to include Falls. When you say, "I'm going to Niagara Falls," people know exactly where you are going.

Q: Why add Falls to the destination name?

A: It is important for our destination name to reflect simplicity and clarity. Research conducted in the form of stakeholder interviews, consumer focus groups and visitor surveys indicated the region is most commonly referred to as Niagara Falls. With our destination name, we are reclaiming and owning this moniker.

INFORMATION TOOLKIT AND FAQ'S

Q: What do you expect this brand to do for the region?

A: We expect it to connect with potential visitors through emotional and distinctive messaging. The ultimate goal is to increase awareness of the destination as a whole, outside of just visiting the waterfalls. By doing so, we can increase the number and length of stay of visitors to the region year-round.

Q: How will you know this brand is successful?

A: We have seen an increase in awareness of Niagara Falls USA as a travel destination and an increase in the number, frequency and length of stay of visitors to Niagara County. We are also building a foundation that will generate excitement about our destination with local residents and partners in the tourism industry.

Q: What other ideas did you consider?

A: Numerous ideas and concepts were

developed and tested with consumer focus groups. The focus groups comprised of geo-targeted individuals across the United States with an interest in travel. Participants indicated they most associated sightseeing, exploration, nature and outdoor activities with the logo. Our campaign tagline, where adventure comes naturally, had the highest overall appeal.

Q: Why did you choose this concept?

A: First, the brand we selected tested favorably in a quantitative study. Our research revealed those who visit, live, work and play in Niagara Country value most the region's scenic, historic and natural attributes. We learned that visitors travel to Niagara Falls for exploration, relationship enhancement and self-discovery. This concept plays off of these themes to reflect the spirit of authenticity, natural beauty and adventure in our region. The brand concept is iconic and timeless, just like the Falls themselves, and it positions

Niagara Falls as a must-visit international destination.

Q: What do you think will prove most challenging about this brand direction?

A: Our challenge has been to elevate our region as a multiple-night travel destination. There is so much more to experience beyond the Falls. This brand showcases the natural beauty and opportunities for adventure that can be found across Niagara County.

Q: What do your stakeholders think of the brand?

A: Local stakeholders have been a part of this process from the very beginning. In September 2015, we began our research with a series of several stakeholder interviews and then previewed the brand direction collaboratively with them in early spring 2016. They have been tremendously supportive of our efforts to promote the brand.

INFORMATION TOOLKIT AND FAQ'S

Q: When did you launch the brand?

A: The Niagara Falls USA brand was officially introduced to the public on March 14, 2017.

Q: How long was the past logo/brand in use?

A: There was never a formal process to develop a brand for the destination, which made this launch especially exciting. The most recent logo design was in use for approximately four years.

Q: What is different about the website?

A: Our website has been completely redesigned to reflect the brand as well as to the current consumer expectation of complete mobile and tablet capability. The site also has an updated URL – NiagaraFallsUSA.com. The website has a convenient feature of allowing visitors to plan their trip using a trip builder tool. For example, as a user scrolls through attractions or places to stay, they can easily click the “suitcase” icon and build a personalized itinerary and email or share via social channels.



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01: Sportfishing, Youngstown | 02: Becker Farms, Gasport
03: Niagara Gorge, Niagara Falls | 04: Prospect Point, Niagara Falls State Park

BRAND USAGE GUIDELINES FOR PARTNERS

As a Niagara Falls USA partner, you are encouraged to use the Niagara Falls USA logo in print and web content to promote your organization and/or the destination. Please note, usage does not include placement on products for promotion, retail sale or in conjunction with non-tourism marketing messaging.

The Niagara Falls USA logo is the property of Destination Niagara USA and must be used only in accordance with the following standards:

- The Niagara Falls USA logo is a unique design and must not be hand-drawn, scanned or modified in any way.
- Do not add graphic elements to the logo.
- Only use the master digital artwork supplied in the approved colors.
- In partner web content, the Niagara Falls USA logo must click through to **NiagaraFallsUSA.com** whenever possible.

It is recommended that partners route all materials with the Niagara Falls USA logo for approval prior to ensure proper usage to the Destination Niagara USA Marketing Department.

For questions about the Niagara Falls USA Brand Identity, content and media library, contact:

Julie Gilbert, Vice President of Marketing & Brand Management

Email: jgilbert@niagarafallsusa.com
Phone: 716.282.8992 x310

Libby Woock, Senior Marketing Manager

Email: lwoock@niagarafallsusa.com
Phone: 716.282.8992 x317



2018 Travel Guide

LOGO | PRIMARY



3 COLOR



NUSA_Primary_3Color.eps

1 COLOR



NUSA_Primary_1Color..eps

3 COLOR (DARK BKGD)



NUSA_Primary_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_Primary_3Color_Lt.eps

NEGATIVE



NUSA_Primary_Negative.eps

LOGO | PRIMARY

COLOR PALETTE >>

These are the approved Pantone colors for the Niagara Falls USA logo printed in full color.



PMS 7694 C

C: 100	R: 0
M: 77	G: 65
Y: 34	B: 106
K: 20	



PMS 563 C

C: 59	R: 103
M: 6	G: 186
Y: 36	B: 175
K: 0	



PMS 291 C

C: 37	R: 154
M: 8	G: 202
Y: 1	B: 235
K: 0	

CLEAR ZONE >>

Whenever the logo is used, a clear zone must surround it to ensure visibility and impact. The size of the clear zone is determined by the height of the letter N in “Niagara”. No graphic elements should invade the clear zone.



LOGO | VERTICAL



3 COLOR



NUSA_Vertical_3Color.eps

1 COLOR



NUSA_Vertical_1Color.eps

3 COLOR (DARK BKGD)



NUSA_Vertical_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_Vertical_3Color_Lt.eps

NEGATIVE



NUSA_Vertical_Negative.eps

LOGO | HORIZONTAL



3 COLOR



NUSA_Horizontal_3Color.eps

1 COLOR



NUSA_Horizontal_1Color.eps

3 COLOR (DARK BKGD)



NUSA_Horizontal_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_Horizontal_3Color_Lt.eps

NEGATIVE



NUSA_Horizontal_Negative.eps

LOGO & TAGLINE | PRIMARY



3 COLOR



NUSA_PrimTag_3Color.eps

1 COLOR



NUSA_PrimTag_1Color.eps

3 COLOR (DARK BKGD)



NUSA_PrimTag_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_PrimTag_3Color_Lt.eps

NEGATIVE



NUSA_PrimTag_Negative.eps

LOGO & TAGLINE | VERTICAL



WHERE ADVENTURE COMES NATURALLY®

3 COLOR



WHERE ADVENTURE COMES NATURALLY®

NUSA_VerTag_3Color.eps

1 COLOR



WHERE ADVENTURE COMES NATURALLY®

NUSA_VerTag_1Color.eps

3 COLOR (DARK BKGD)



NUSA_VerTag_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_VerTag_3Color_Lt.eps

NEGATIVE



NUSA_VerTag_Negative.eps

LOGO & TAGLINE | HORIZONTAL



3 COLOR



NUSA_HorTag_3Color.eps

1 COLOR



NUSA_HorTag_1Color.eps

3 COLOR (DARK BKGD)



NUSA_HorTag_3Color_Drk.eps

3 COLOR (LIGHT BKGD)



NUSA_HorTag_3Color_Lt.eps

NEGATIVE



NUSA_HorTag_Negative.eps

TYPOGRAPHY

Gotham Book is Our Headline Face.

Gotham Book

GOTHAM MEDIUM ALL CAPS IS OUR SUBHEAD FACE.

Gotham Medium

RAILROAD IS OUR CALLOUT FACE.

Railroad

Gotham Light is our body copy face. This is our body copy face. This is our body copy face.

Gotham Light

Univers Light is our long format editorial copy face. Univers Light is our long format editorial copy face. Univers Light is our long format editorial copy face.

Univers Light

PHOTOGRAPHY: TIGHT, EMOTIONAL AND CINEMATIC VISTAS >>

Photography is key to capturing the adventurous spirit of Niagara Falls USA. When selecting imagery, use tight, emotional, and cinematic vistas that showcase Niagara Falls USA locations and scenes. Photo editing should be limited to general retouching and cropping only. When selecting photos from the Niagara Falls USA media library, credit “Destination Niagara USA.” To access the media library visit: niagarausa.photoshelter.com/galleries.

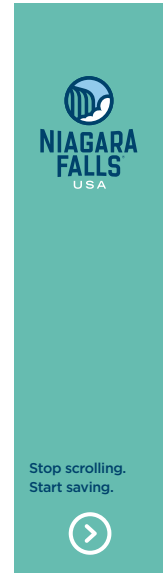


OUR BRAND IN ACTION >>

TRAVEL GUIDE



DIGITAL ADS





NIAGARA FALLS[®]
USA

niagarafallsusa.com