



## **Partnership Program Strategy 2025/26**

### **Introduction**

The Tourism Partnership of Niagara (TPN) is committed to advancing Niagara as a premier tourism destination through innovative and collaborative partnerships. Building on our 3-year strategic plan and the success of prior Partnership Programs, the 2025/26 Partnership Program Strategy aligns with TPN's mission to enhance economic impact, foster industry-wide collaboration, and deliver consumer-centric experiences. This strategy is designed to achieve measurable outcomes across TPN's core pillars of Product Development, Investment Attraction, Workforce Development, Marketing, and Industry Advancement.

### **Program Goals**

#### **1. Strengthen Regional Collaboration**

- Expand the breadth and diversity of partnerships by engaging Destination Marketing Organizations (DMOs), municipalities, and tourism businesses.
- Foster a unified approach to destination development, ensuring alignment with sub-regional objectives.

#### **2. Drive Economic Impact**

- Support innovative, scalable, and long-term sustainable tourism activations.
- Increase overnight stays, tourism employment, and overall visitor spending in the region.

#### **3. Deliver Exceptional Consumer Experiences**

- Develop and enhance tourism products and experiences that elevate Niagara's brand.
- Align marketing initiatives with consumer intent and consideration phases to drive conversions.

#### **4. Promote Transparency and Accountability**

- Ensure funding allocations align with TPN's strategic goals and deliver measurable results.
- Maintain compliance with Ministry guidelines and reporting requirements.

#### **5. Alignment with TPN Strategic Pillars**

- The 2025/26 program will attract applications in alignment with organizational and Ministry Strategic Pillars: (Marketing, Product Development, Investment Attraction, Workforce Development, and Industry Advancement)

### **Strategic Alignment**

- Projects should observe and align with TPN's organizational vision and values
- Projects should demonstrate alignment with TPN's strategic objectives:
- Increase awareness of Niagara
- Drive repeat visits and extended length of stay
- Encourage year-round visitation (off-peak) and regional dispersion
- Support business events and group travel

- Preference will be given to initiatives introducing:
- New, enhanced, or incremental tourism activities
- Multi-partner submissions and pan-regional collaborations
- Projects supported by Niagara DMO partners

## **Pillars and Activities**

### **Product Development**

- Funding for projects that enhance visitor experiences, such as new attractions, new and developing festival & event programming, new or enhanced major event attraction, and unique tourism products.
- Sustainable tourism practices and diversification of offerings to appeal to new markets.
- Sustainability initiatives that enhance visitor experiences while protecting Niagara's natural assets.
- Support for developing Indigenous led tourism products and experiences that promote culture and history.
- Support initiatives that enhance Niagara's arts, culture, culinary, and outdoor / natural experiences.
- Facilitate the creation of new and emerging off-peak tourism offerings

### **Investment Attraction**

- Support for feasibility studies and strategic planning to attract private or public investment.
- Partner with investors to support tourism growth (FAMs, research, presentations, etc).

### **Industry Advancement**

- Support for tourism industry networking events, conferences, and knowledge-sharing platforms.
- Collaborate on sharable insights or research projects that help advance tourism in Niagara

### **Marketing**

- Strategic marketing investment that promotes Niagara's tourism assets, with an emphasis on digital marketing, content creation, and targeting growth segments.
- Partnerships that feature pan-regional and pan-sectoral collaboration that align with TPN objectives.
- Collaborative opportunities for regional operators to co-market their offerings under the TPN brand umbrella.
- Initiatives that support awareness and lead generation (building the sales funnel) for business, sport or other major events.

### **Workforce Development**

- Programs to address tourism workforce challenges, such as training initiatives, skills development workshops, and talent retention strategies.
- Support for collaborative projects with educational institutions to build a sustainable talent pipeline.
- Initiatives that foster workforce innovation, such as adopting new technologies or piloting best practices.