



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.