



MEDIA RELEASE

Niagara Falls, Canada. Safe to Play. Safe to Stay.

Niagara Falls Tourism launches safetoplay.ca to emphasize destination's commitment to health & safety for staff and visitors

With today's announcement by Premier Doug Ford that the Niagara Region can proceed to Stage 2 of reopening, effective Friday June 19, the Niagara Falls tourism sector is ready to expand our welcome to guests with a continued commitment to health and safety – hotel properties are already open to accommodate guests.

Keeping workplaces, staff and guests safe is our destination's primary focus. Key public health measures are in place and we all share a responsibility to stay informed, be prepared, be flexible and follow health and safety guidelines. Niagara Falls' hotels, attractions, restaurants, retail stores and experiences are implementing stringent measures designed to ensure cleanliness, physical distancing and reduced contact.

SafetoPlay.ca, full of information on steps being taken to enhance the Niagara Falls visit, was developed in collaboration with provincial and federal governments, industry stakeholders and members to assure guests of the destination's commitment to fulfilling all new standards and showcasing the visitor journey in a world of new travel and experience guidelines.

Mayor Jim Diodati expressed that "Niagara Falls, Canada has always been the place for fun! With our innovative SafeToPlay.ca program, our operators have gone above and beyond to make sure that Niagara Falls is SAFE to have fun! See you soon!"

"The public health crisis encountered this year has put a new lens on everything we do. Making health and safety the number one priority was the right thing to do and we are grateful to our members for their patience and compliance with the new regulations to assure visitors that all Public Health requirements are being achieved. This is a dynamic destination with much to offer and we are all looking forward to re-activating visitor interest in staying in Niagara Falls," said Janice Thomson, President & CEO, Niagara Falls Tourism.

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As the #1 leisure travel destination in Canada, Niagara Falls has the infrastructure and experience to host 12 million guests each year to enjoy its natural and cultural heritage and modern entertainment, generating an economic impact of 2.4 billion dollars. The 2800+ tourism businesses in the Niagara Region employ 40,000 residents and provide world-class experiences and attractions that we are proud to share with the world.

Visitors and locals alike can discover the vast experiences the destination has to offer, learn more about what's happening in Niagara Falls during the reopening stages, and start planning their next trip at www.niagarafallstourism.com.

Niagara Falls is confident that our decades of hospitality experience will ensure your safe enjoyment. It may be different than the last time you visited, but together we can find safe ways to create new memories.

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About Niagara Falls Tourism

Niagara Falls Tourism is the Official Destination Marketing Organization (DMO) for the City of Niagara Falls, Canada. Representing almost 400 member establishments within the city limits of Niagara Falls, and including members throughout the Niagara Region.

For more information about visiting Niagara Falls, please visit NiagaraFallsTourism.com

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