



## NIAGARA FALLS - WHAT'S NEW

### Summer 2021 Edition

In a city rich with natural wonders and unique experiences, summer in Niagara Falls offers plenty of parkland, nature and outdoor adventures to explore, award-winning culinary experiences exploding with the fresh flavours of seasonal produce from nearby farmland, inspiring history, thrilling entertainment, world-renowned gardens, luxurious hotels with views of the Falls, hotels with water parks and activities suited to families and much more.

Approximately half of North America's population, more than 152 M people, are within a 1-day drive (less than 1,000km/620m) to Niagara Falls making it a convenient drive-to destination, just far enough for a getaway.

We're pleased to share this quarterly update of news from Niagara Falls:

*As Ontario continues to reopen to visitors, we look forward to welcoming you back in keeping with all health and safety restrictions. Due to fluctuating restrictions, we recommend visitors contact businesses directly to confirm availability.*

### NEW IN 2021

#### EXPERIENCES, HOTELS

##### [NIAGARA PARKS POWER STATION – NEW IMMERSIVE NIGHT SHOW BEGINS SEPT 1<sup>st</sup>](#)

The Niagara Parks Power Station is a new landmark attraction just south of the Canadian Horseshoe Falls in Niagara Falls Canada recently opened on July 30<sup>th</sup>. By day, visitors explore the preserved interior of the historic power station, transformed with new exhibits and guest amenities. Beginning September 3<sup>rd</sup> each night, an immersive sight and sound experience "Currents: Niagara's Power Transformed" will bring the building to life.

The first major power plant on the Canadian side of Niagara Falls, the Niagara Parks Power Station was completed in 1905 to produce hydroelectricity by leveraging the power of the Niagara River. Beyond its stunning architectural features and landscape design, the power station was one of the first in the world to undertake a major tunnel project, with water entering through the forebay and dropping 180 feet before being expelled into a 2,000 foot tunnel that emptied into the lower Niagara River, right at the base of the Horseshoe Falls. A marvel of engineering and architecture, the station's generators were the largest of their kind, followed shortly after by those at the Toronto Power Generating Station located a short distance south. In its operation, power generated from the Niagara Parks Power Station was used to service Fort Erie, Ontario and Buffalo, New York, and the plant remained in operation until 2006 when it was decommissioned. The Niagara Parks Commission acquired ownership in 2009.

## **A NORTH AMERICAN FIRST!**

### **VOX CITY WALKS**

**Presented by Redback Tours**

**Explore Cities. Your Way. Your Pace.**

Vox City Walks presented by Redback Tours has announced its newest guided walking tour concept, the first in North America, premiering in Niagara Falls Canada late July 2021. With a 24-, 48- or 72-hour ticket, visitors enjoy access to unique and flexible hop-on hop-off walking tours escorted by local experts who are on hand to meet you throughout the day. Use the app to track your nearest guide and discover the world's most iconic waterfall, Niagara Falls, and over 50 surrounding tourist hotspots and hidden gems including Skylon Tower and Table Rock! Have your camera ready and enjoy fascinating storytelling from your guide as you explore and immerse yourself in the history of one of the world's most famous landmarks. Hop-off your guided tour and self-guide whenever you wish. Enjoy multilingual audio commentary, suggested walking itineraries, pinpointing your favourite sights and discovering photo hotspots, all offline, day or night – it couldn't be easier! When you're ready, hop back on a guided tour, and continue your sightseeing adventure.

Vox City originated in Vatican City and has operated in Europe for over three decades. Niagara Falls is the first city outside of Europe. Vox City Walks has partnered exclusively with Redback Tours to launch in Niagara Falls and Toronto in future. Perfect for individual, groups and conventions.

[Vox City Walks](#) by Vox Group, the leader in destination guiding, sightseeing experiences and multilingual storytelling. Serving over 15 million travellers each year, Vox City Walks is expanding across the globe and will be in over 60 destinations in 2021. Niagara Falls Vox City Walks are now available for purchase on the [website](#).

## **FAIRFIELD INN, NIAGARA FALLS CANADA**

**5257 Ferry Street, Niagara Falls, ON L2R 1R6**

The beautiful fully renovated 120-room Fairfield Inn, Niagara Falls Canada is the newest brand hotel in the heart of the city. Modern and welcoming, the hotel is within a 10-minute walk to the Falls and many other attractions and restaurants. Amenities make it a top accommodation choice for corporate travel, family vacations, or romantic getaways. This newly renovated property includes a state-of-the-art fitness centre featuring Peloton Equipment, a relaxing indoor pool, and a brand-new outdoor patio with comfortable seating and a firepit. The guest rooms, featuring Fairfield's latest contemporary room design, provide a modern aesthetic and use "Mobile Key" for an efficient guest experience. Complimentary breakfast is offered daily from 7 a.m. to 10 a.m. For Reservations: call (905) 356-2842 or visit <https://www.marriott.com/hotels/travel/iagif-fairfield-niagara-falls-canada/>

### **About Sunray Group**

Established in 2006, Sunray Group is a family-owned multifaceted corporation specializing in hospitality and development. The group is successfully building an ever-increasing portfolio of award-winning brands, which include Marriott, Starwood, Hilton, Radisson, Best Western, IHG, Wyndham and Choice Hotels. They have also developed prominent brands such as Tim Horton's, McDonald's, Fionn MacCool's, Shell and Petro Canada. Sunray Group currently owns and operates 55 hotels and employs over 7,500+ across Ontario, Quebec, and Newfoundland with many new developments on the horizon. [www.sunraygroup.ca](http://www.sunraygroup.ca).

### **About Fairfield by Marriott**

Reaching a milestone of 1,000 global properties in 2019, the brand believes in the beauty of the familiar and the pleasure in getting exactly what you expect. Fairfield is proud to participate in Marriott Bonvoy, the new name of Marriott's travel program replacing Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). Click [here](#) to visit the website and [here](#) for more information.

### **SURESTAY PLUS HOTEL BY BEST WESTERN**

**5700 Stanley Avenue, Niagara Falls Canada**

The [SureStay Plus Hotel by Best Western](#) offers newly updated rooms with many attractive amenities for business travellers, tour groups and families. Children 17 and under stay for free and pets are always welcomed with treats on arrival. All Guest Rooms in the SureStay Plus Hotel by Best Western are comfortable, clean and well-equipped to satisfy the needs of the everyday traveller. The hotel prides itself on offering top notch accommodations at affordable prices. In room hotel amenities include: 42" Flat Panel Televisions with premium channels, free Wifi, Family Suites, mini fridges in each room; Accessible Rooms / Roll-In Showers; Pet friendly; Parking - \$15 plus taxes per day; Indoor Pool; Complimentary Breakfast, Complimentary Coffee; Games Room / Arcade.

## **EVENTS**

### **EVENT PREMIERE**

#### **FLEURS DE VILLES NIAGARA FALLS**

**A Fresh Floral Trail through Niagara Falls**

**September 24-October 3, 2021**

**Presented by The Fallsview Boulevard BIA, Niagara Falls Tourism, Tourism Partnership of Niagara and Niagara Parks.**

Premiering this autumn, Fleurs de Villes Niagara Falls, a visually stunning fresh floral artistry trail throughout Niagara Falls will be held September 24 – October 3, 2021. Fleurs de Villes is a one-of-a-kind trail of large scale fresh floral art installations and activations in public spaces in Niagara Falls. This highly anticipated showcase of floral artistry will be free to the public and will feature among its many unique installations the famous floral couture installations created by some of Ontario's world-class floral artists. Visitors to Niagara Falls can explore the self-guided, socially spaced indoor/outdoor celebration in the [Fallsview Entertainment District](#) and [Niagara Parks](#).

#### **About Fleurs de Villes**

Fleurs de Villes is an international luxury experiential brand that creates bespoke floral events with top local floral designers to showcase each city's world class talent and create stunning displays of art. Fleurs de Villes has created over 37 floral shows in the past 5 years – in 17 cities, in 3 countries, celebrating the floral talent of over 400 florists. From Covent Garden in London to New York City, Toronto, Los Angeles, Miami, Chicago and more, our events bring happiness and inspirational displays of floral artistry everywhere we go.

More details about the event will be released in mid-August, including on the website [here](#).

## **SUMMER / FALL PROGRAMMING**

### **GREAT TASTE OF ONTARIO**

**Now through December 2021**

**Presented by the Ontario Culinary Alliance**

[Discover great stories that take you through the Niagara Region](#), focusing on culinary exploration with regional itineraries. The Great Taste of Ontario promotes sustainable food and drink focused travel in a pandemic-friendly way. Now through December 2021, you are invited to travel to local hotspots to experience cuisine at participating locations. Explore the [Great Taste of Ontario website](#). Download one of over 80 passports,



including one featuring [Niagara Falls](#). Each time you check in, you'll be a step closer to redeeming some Ontario-made prizes, while supporting communities across Ontario at the same time. Passports include dining options along with local places to stay overnight during your visit.

Niagara Falls Tourism is a proud partner of the Great Taste of Ontario and encourages visitors to take the time to visit for your own culinary adventure. Wherever your travels take you we can't wait to #ExploreNiagara

## **SUMMERFEST**

### **Presented by the Old Stone Inn Boutique Hotel**

[Summerfest Pop-Up Patio](#) at the Old Stone Inn Boutique Hotel, the most historic boutique hotel property in Niagara Falls. The Pop-Up Patio at the Old Stone Inn will feature weekly Summerfest programming throughout the summer with curated menus, seasonal beverages. Book a cabin for private dining and drinks in the secret garden:

- Rosé All Day Saturdays
- Every Saturday Night on the Patio - DJ Marinko – 7:00 pm
- Bottomless Brunch - Weekends – 1-3pm
- Sunset BBQ Thursdays

## **MY STORY, MY TATTOO**

### **Presented by Niagara Falls History Museum**

**Now until August 22, 2021**

Tattoos are living images that reveal important stories about our residents, our community and the tattoo phenomenon. [My Story, My Tattoo](#) features 32 photographs and stories of people and their amazing tattoos. Participants range from a cancer survivor to teachers and their students, a firefighter and a farmer. All the individuals, their stories and personalities are represented through this series of thought-provoking and colourful images. Chris Piccinetti, a Guelph photographer and graphic designer for the County of Wellington, photographed these inspiring images.

## **ANNUAL BUTTERFLY MIGRATION IN NIAGARA FALLS**

### **September 11-12, 2021 presented by Niagara Parks**

Each September, for almost 30 years, Niagara Parks holds its annual monarch release program *Majestic Monarchs* at the [Butterfly Conservatory](#). Guests are invited to join Niagara Parks staff for this free event as the Monarchs are tagged for tracking and released to embark on their remarkable journey to Mexico for the winter. Visitors have the opportunity to participate in tagging and releasing of the butterflies. The tags allow researchers to effectively track Monarch migration patterns and document changes and trends in their behaviour. Also, any found tags are recorded and posted online, giving participants the chance to potentially see where their tagged butterfly ended its journey. In addition to the release initiative, Niagara Parks staff educate visitors on the Monarch's fascinating lifecycle and the unique conservation efforts being taken to support these amazing insects.

One of the largest glass-enclosed butterfly conservatories in North America, this magical attraction features over 2,000 colourful tropical butterflies floating freely among lush, exotic blossoms and greenery. Paths wind through the rainforest setting, past a pond and waterfall and the Emergence window, where butterflies leave their pupae and prepare to take their first flight! The self-guided walking tour of the Butterfly Conservatory begins with a short, informative video presentation that is close captioned for the hearing impaired.

### **ANNUAL FLORAL SHOWHOUSE CHRYSANTHEMUM SHOW**

**October 23, - November 7, 2021 (slow change over October 9<sup>th</sup> to Garden Mums for Thanksgiving Weekend)**

**Presented by Niagara Parks**

Each Fall the Niagara Parks Floral Showhouse is transformed into a lush fall paradise as cascading chrysanthemum blooms adorn every corner of the showroom during the annual Chrysanthemum Show – one of the longest running shows at the [Floral Showhouse](#). Often considered one of the Floral Showhouse's most spectacular seasonal displays, the design of the Chrysanthemum Show features stunning hanging baskets and arrangements, as well as individual blooms and bushes, all bursting with bold autumn shades of red, gold, white and orange.

### **HEALTH IN SPACE**

**October 9, 2021 – January 2, 2022**

**Presented by the Niagara Falls History Museum, OPG Gallery**

Astronauts' health is a top priority from the time they're selected until well after their final mission. Health in Space is a travelling exhibition that explores how gravity, radiation, and isolation all pose unique health challenges for astronauts living and working in space. Highlights include authentic artifacts, interactive experiences, and video interviews with Canadian astronauts. A featured section within the exhibition will profile David Saint-Jacques, a Canadian astronaut and medical doctor, and his mission to the International Space Station. This travelling exhibition was developed and produced by the Canada Aviation and Space Museum in collaboration with the [Canadian Space Agency](#).

## **ACCOLADES**

### **2021 TRAVELLERS CHOICE AWARDS – Best of the Best Canadian Experiences**

#### **THE BEST FINE DINING IN CANADA (TOP 10 RESTAURANTS) – AG INSPIRED CUISINE**

Congratulations to Chef Cory Linkson and the team at AG Inspired Cuisine for their latest accolade. AG Inspired Cuisine has received a TripAdvisor Travellers' Choice award, achieving the #2 spot for Best Fine Dining in Canada (one of only two restaurants in Ontario), as ranked by international diners.

[AG Inspired Cuisine](#) is a recipient of CAA/AAA 4 Diamonds Award, OpenTable top 100 restaurants in Canada and TripAdvisor's 10 Best Niagara Falls Restaurants. This acclaimed dining experience is a FeastON restaurant which assures you will enjoy the Niagara terroir of a locally sourced and inspired meal, harvested daily including honey from the new AG Busy Bee Honey Factory.

More on [Tripadvisor](#)

### **Niagara Falls Resources**

- [Press Kit \(niagarafallstourism.com\)](#)
- [Image and Video Library \(media.niagarafallstourism.com\)](#)
- Livestream of the Falls Illumination from Fallsview Casino Resort in Niagara Falls [here](#)
- Niagara Falls Itinerary Ideas: [Niagarafallstourism.com/blog/itinerary/](#)
- Attraction Packages: [Niagarafallstourism.com/attraction-packages/](#)
- Hotel Packages: <https://book.niagarafallstourism.com/>
- Parking: <https://www.niagarafallstourism.com/plan/parking/>
- Getting here: Toronto to Niagara Falls [GO Train Service](#)
- Niagara Falls' commitment to guests and employees: [SafetoPlay.ca](#)



## **Health and Safety**

The province of Ontario is currently in Step Three of the Roadmap to Reopen with capacity limits for indoor and outdoor activities based on maintaining a physical distance of 2m/6ft from others. Visitors are asked to please follow all public health guidelines to stop the spread of COVID-19.

## **About Niagara Falls Canada**

Overlooking the legendary Canadian Horseshoe Falls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Canada's #1 leisure travel destination, Niagara Falls is just far enough away to escape with friends and family to make new memories and surround yourself with nature, adventure and history.

## **About Niagara Falls Tourism**

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

## **Media inquiries:**

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Niagara Falls Tourism

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For more information about visiting Niagara Falls, please visit [NiagaraFallsTourism.com](http://NiagaraFallsTourism.com)

Facebook: @NiagaraFallsTourismCanada

YouTube: @NiagaraFallsTourism

Instagram: @niagarafallstourismcanada

Blog: [NiagaraFallsTourism.com/blog](http://NiagaraFallsTourism.com/blog)

Twitter: @NFallsTourism

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