

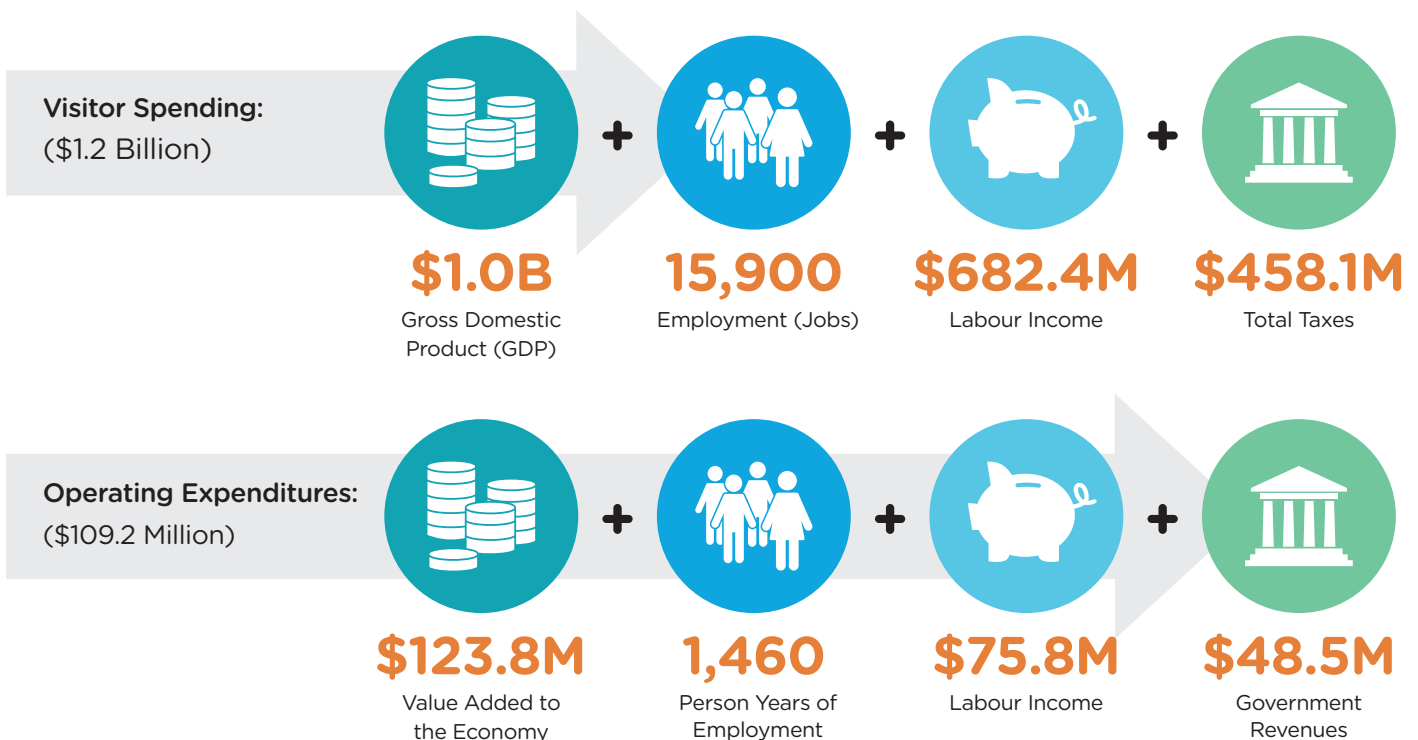
## MANDATE

Preserving and promoting the natural and cultural heritage along the Niagara River corridor.

## THE STUDY

The Niagara Parks Commission has retained urbanMetrics Inc. to conduct a study to evaluate the organization's contributions to the economies of the Niagara region as well as to Ontario and Canada. This study has involved an assessment of direct, indirect and induced economic impacts derived from recent spending by the NPC (i.e., based on **operating expenditures** for the 2016-2017 fiscal period), as well as through the significant **visitor spending** resulting from attendance at numerous key attractions and other related tourism facilities operated by the NPC and its providers.

## ECONOMIC IMPACTS (2016-2017)



# TOTAL ATTENDANCE: 8.2 MILLION

Unique Visitors: 3.8 Million



Hornblower Cruise  
2,148,000 Visitors

Journey Behind the Falls  
838,000 Visitors



Niagara's Fury  
332,000 Visitors

Butterfly Conservatory  
292,000 Visitors



White Water Walk  
216,000 Visitors

Whirlpool Aero Car  
124,000 Visitors



Golf Courses  
74,000 Visitors

Zipline to the Falls  
70,000 Visitors



Floral Showhouse  
40,000 Visitors

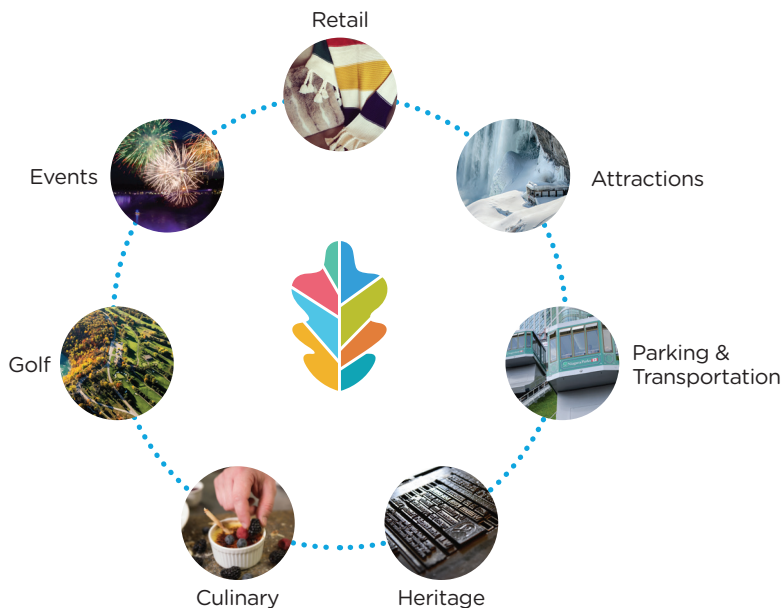
Heritage Sites  
25,000 Visitors



Plus: WEGO, Falls Incline Railway, Restaurants & Retail (4,051,000 Visitors)

## \$1.2 BILLION Annual Visitor Spending

The operation of various attractions by the NPC, and other third party providers on their behalf, drives significant visitation to the Niagara region, which generates substantial spin-off benefit to the economies of Ontario and Canada.



## \$109.2 MILLION Annual Operating Expenditures

The NPC's core activities generate significant investment through the purchase of goods, labour, and other inputs as part of their day-to-day operations. This includes expenditures within a number of key business segments, such as the operation of gift shops, restaurants and golf courses; hosting events; as well as operating a number of notable tourist attractions. The NPC is also responsible for providing a range of parking and transportation-related facilities.