



**NIAGARA
PARKS**

Business Highlights Presentation

Niagara Parks Commission

Thursday, September 10, 2026



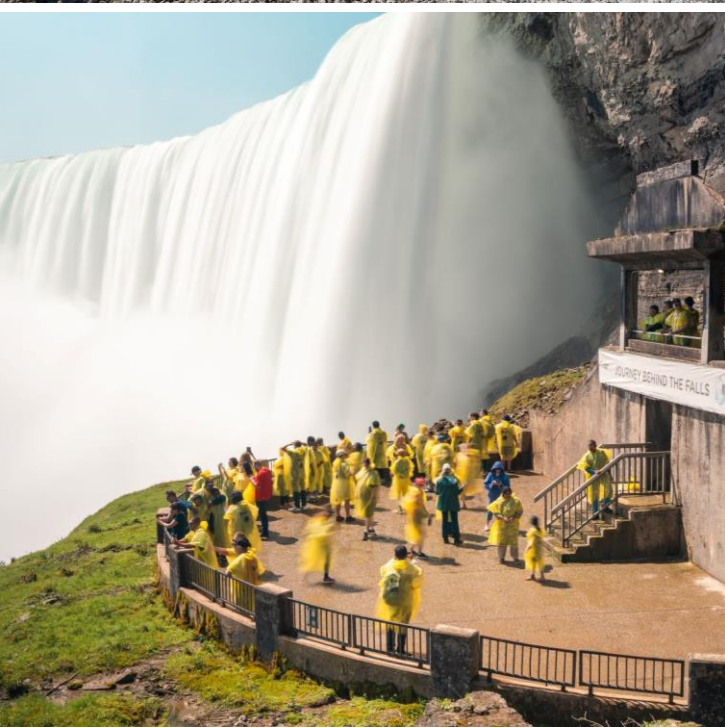
Niagara Takes Flight-First Anniversary

- Aug. 29: Niagara Takes Flight celebrated its first full year of operations, surpassing initial business case projections.
- Welcomed more than 475,000 guests, generating more than \$11 million in attraction sales and \$2.3 million in retail sales.
- Earned positive guest reviews and international media coverage, including Good Morning America, The Independent, New York Post and Daily Mail.
- Generated strong social media engagement across Facebook, Instagram and TikTok.
- Earned a 4.7-star Google rating and multiple industry awards, including a CPRS Bronze Award for the launch campaign and recognition at the Mondo DR Awards.
- Continues to enhance the Table Rock Centre experience and strengthen Niagara Parks' attractions portfolio.



September Events at Niagara Parks

- **ISA Ontario Tree Climbing Championship:** 50 climbers competed in five events and the Masters' Challenge on Sept. 11 and 12 at the Botanical Gardens.
- **Salsa Niagara:** Queen Victoria Park was filled with music, authentic cuisine, family entertainment and dancing in celebration of National Hispanic Heritage Month, Sept. 11 to 13.
- **Misty City Music Festival:** The festival returned for its second year with country headliners Jake Owen, Jon Pardi and Brooks & Dunn from Sept. 18 to 20 at Fallsview Event Grounds.
- **Niagara 5000 Supercar Parade:** The second annual event brought an exciting lineup of supercars to the Niagara Parkway on Sept. 18 in support of MacKids.



Journey Behind the Falls Begins Its Next Chapter

- \$25 million transformation funded through Niagara Parks' earned revenue that builds on more than 135 years of history at one of Niagara Falls' most iconic attractions.
- Phase One - Summer 2027: Historic 1903 tunnel reopens with a new, year-round panoramic viewing platform.
- Phase Two - Summer 2028: Lower observation platform fully redeveloped with enhanced accessibility and closer views of the Horseshoe Falls.
- Enhances the year-round guest experience, capacity and future growth and supports Niagara Parks' continued investment in world-class visitor experiences.
- Media release is available [here](#).

Journey Behind the Falls Transformation Over the Years



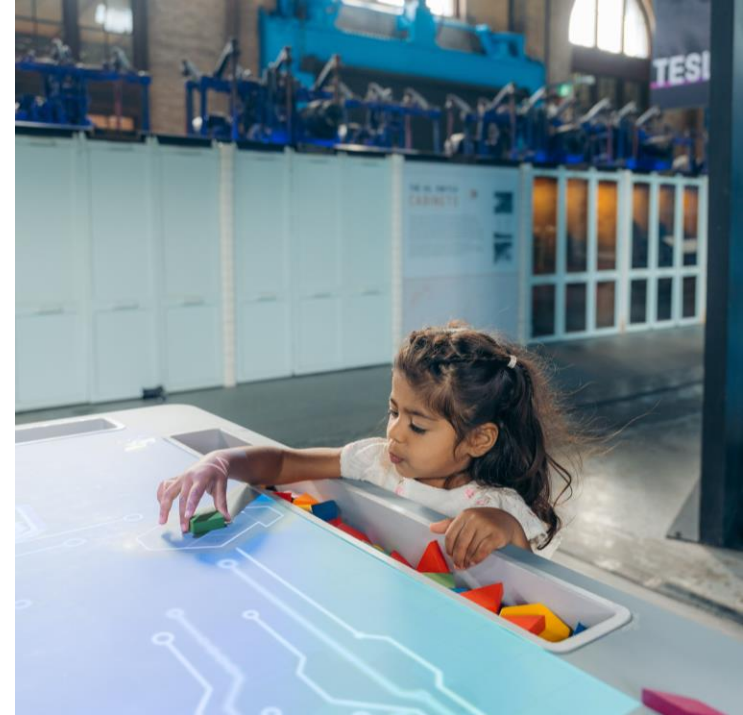
The construction hoarding will feature designed, bilingual storytelling that showcases the history and evolution of Journey Behind the Falls while building anticipation for its next chapter.



Business Development

Retail and Attractions

- Aug. 1-5: Staff attended NY NOW and Shoppe Object in New York City and toured leading attractions to gather ideas for future retail, attraction and guest experience initiatives.
- Aug. 10-11: Retail staff attended Toronto Market Week, Canada's national wholesale trade show.
- Aug. 10: Niagara Parks piloted a weapon-detection scanning system at NPPS, with positive feedback from Retail and Attractions leaders on its ease of use and potential to enhance guest and staff safety.
- New Build Alive interactive STEM tables launched at the Butterfly Conservatory and Niagara Parks Power Station.
 - The Niagara Parks-designed experiences offer exclusive, hands-on STEM learning opportunities and have received strong early guest feedback.





Business Development

Culinary

- Food Day Canada was celebrated with features, which received positive feedback from guests:
 - Table Rock House Restaurant offered a Canadian duck prosciutto appetizer featuring local ingredients;
 - Queen Victoria Place Restaurant offered a Canadian BLT entrée.
- Legends on the Niagara hosted the Rankin Construction Charity Golf Tournament, providing food and beverage for participating golfers.
- Increased outdoor patio seating, combined with live bands on the lawn at Queen Victoria Place, has contributed to higher visitation and increased revenue at QVP Café.





Business Development

Golf

- The Legends Ladies and Men's Leagues concluded the 2026 season with a closing banquet and awards reception. Both leagues reached full capacity, with a waiting list already established for the Men's League in 2027.
- Due to strong demand, a new Couples League will launch on Sundays in 2027. Four trial dates this fall will help gauge interest and inform program development.
- The Whirlpool Dine and Play program concluded at the end of August and will return in 2027 with expanded programming and additional tee times.
- August weather events resulted in two course closures across Niagara Parks golf courses, with cart path restrictions implemented due to wet conditions.





Business Development

Sales – August

- Business and Social Events
 - Attended the Canadian Meeting Events Expo, connecting with over 150 clients, meeting planners and industry partners.
 - Hosted 12 site visits.
- Travel Trade
 - Attended RTO Connect, securing over 35 appointments.
 - Hosted 4 familiarization tours.
- Weddings
 - Hosted 21 ceremonies; 20 site visits and 11 receptions.



Planning, Environment and Culture

Heritage and Legacy

- Simcoe Days was held at Mackenzie Printery over the Civic Holiday weekend.
- The annual Siege of Fort Erie, Canada's largest and longest-running historical reenactment, welcomed 575 volunteers (+7%), including new participants from Quebec and Alabama.
 - Visitor attendance increased 21%, with more than 1,000 tour ticket sales and approximately 1,000 additional visitors attending the free battle reenactments and encampment.
 - Despite higher attendance, sales were down 16%, resulting in revenues remaining flat year over year.



Planning, Environment and Culture

Environmental Stewardship

- Completed South Boulevard viewpoint maintenance; Continued buckthorn removal; Removed invasive Flowering Rush from southern creeks and shorelines.

School of Horticulture

- Grounds maintenance projects included completion of the residence BBQ patio and fencing, Butterfly Conservatory pollinator and garden bed renovations, removal of the Old Lecture Hall boxwood beds, and preparations for the School of Horticulture's 90th anniversary and Communities in Bloom on Aug. 10.
- July 13: A group of students engaged in an Environmental Stewardship tour with Corey Burant
- 20 first-year students are currently enrolled for September.





Events, Programming and Education

- Planning has begun with the Canadian Blood Services to host a blood donor clinic at Niagara Parks Power Station during the Canadian Thanksgiving weekend.
- Wilderness Weekends continued in August with free bouldering events at the Niagara Glen.
- The Events team organized and distributed almost 2,000 lunches the week of August 10 as part of Niagara Parks Staff Appreciation Week, with excess meals donated to the Bridge food recovery program.
- As part of the ongoing Queen Victoria Place pilot, the Fan Zone has transitioned to the Cheers by the Falls summer patio, featuring live entertainment Tuesdays through Thursdays from 2 to 5 p.m. The patio remains a popular destination for guests to relax and enjoy views of the Falls, even in misty conditions.
- Winter Festival of Lights tree wrapping and refurbishment of displays continues.



Engineering and Parks Operations

Engineering and Project Management

- The next phase of fencing around the Botanical Gardens has begun. This work forms part of the overall security of the site including the Children's Garden.
- Fort Erie Shoreline protection work is ongoing and is expected to be completed by October 2026.

Parks Operations

- Forestry crews continued hazard reduction and storm cleanup, including the planting of 300 trees along the South Boulevard and replacement Kwanzan cherry trees in Kingsbridge Park.
- Completed Murray Hill median planting updates, installed a new garden bed at Falls Parking, and prepared Police Ribbons for filming.
- Completed trail and landscape maintenance at Dufferin Islands, Oakes Garden Theatre, and Table Rock, including trail work, linden tree trimming, and sod repairs.



Upcoming Events

- Canadian Blood Services Blood Drive at Niagara Parks Power Station on Oct. 12 from 11 a.m. to 7 p.m.
- Fall Show at the Floral Showhouse, on display daily from 10 a.m. to 5 p.m. until Oct. 18.
- History on Tap at Old Fort Erie on Oct. 24 from 7 to 10 p.m. This 19+ after-hours experience features Niagara College craft beer tastings, food pairings, live music and historical programming.
- Official groundbreaking for the Children's Garden at the Botanical Gardens on Oct. 23.
- Annual Community Tree Planting Day at Legends on the Niagara on Oct. 24 from 10 a.m. to noon.