



NIAGARA FALLS
ONE WONDER AFTER ANOTHER

Research PRESENTATION

By: Olivia Ethier, Stella Aisenshtat, Abbey Rivers, & Marcus Giancola | January 2025

TARGET AUDIENCE

	Tourists
Demographics	Age:18-65, all genders, middle to upper income, location - outside Niagara
Preferred Social Networks	Instagram: For travel inspiration and beautiful visuals Facebook: For event details and trip planning TikTok: For trending destination highlights and quick tips
Brand Affinities	Travel and adventure brands Hotels and accommodations Tour operators and travel packages Wine and culinary experiences
Budget	Varies -- typically mid to high
Goals	Experiencing the iconic Niagara Falls and related attractions Seeking unique and memorable travel experiences Exploring local culture and cuisine
Pain Points	Overcrowded tourist spots Difficulty finding authentic, local experiences Need for clear, concise travel information and itineraries
How NFT Helps	Offering comprehensive travel guides and itineraries Highlighting less-known attractions and experiences Providing updates on special deals and packages

TARGET AUDIENCE CONT'D

	Locals
Demographics	25-55, All genders, Middle to Upper Class, Residents of Niagara
Preferred Social Networks	Facebook: For community updates and local events Instagram: For visual content and local spotlights TikTok: Emerging among younger locals for engaging, short-form content
Brand Affinities	Local businesses and artisans Events and festivals Family-friendly activities Restaurants and dining experiences
Budget	Moderate
Goals	Finding family-friendly and community-oriented events Supporting local businesses Seeking affordable entertainment options
Pain Points	Perceived lack of new or varied local experiences Overcrowded tourist spots Desire for more affordable, high-quality local options
How NFT Helps	Promoting hidden gems and local spots Offering exclusive local event information Highlighting community events and family activities

Competitor Analysis

	Active networks	# of followers	Strengths	Weaknesses	Content that resonates
Destination Niagara USA	Facebook, X, Instagram, LinkedIn, Pinterest, YouTube	FB: 128k IG: 35.6k	Socials <ul style="list-style-type: none"> relevant hashtag to promote UGC. takes advantage of FB affordances (ex. event calendar). Website <ul style="list-style-type: none"> clean, clear CTA, easy to find blog. 	<ul style="list-style-type: none"> Inconsistent brand visuals on socials. No TikTok account so missing out on younger demographics. 	<ul style="list-style-type: none"> Weather widget on site. Interactive illustrated map. UGC showing regular people having fun.
Niagara Parks	Instagram, Facebook, YouTube, TikTok	FB: 381k IG: 91.1k TT: 21.3k	Socials <ul style="list-style-type: none"> large variety of content Website <ul style="list-style-type: none"> Bilingual AI assistant clear CTA 	<ul style="list-style-type: none"> Unlisted socials on site. lack of differentiation on TikTok and Instagram. 	<ul style="list-style-type: none"> “Chill Guy” meme & other trendy content.

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STRENGTHS

- **Global Brand Recognition:** Niagara Falls is a world-renowned destination, attracting millions of visitors annually.
- **Comprehensive Visitor Guides:** The website offers extensive details on attractions, accommodations, dining, and events, aiding trip planning.
- **Location:** Proximity to major urban centres like Toronto and Buffalo enhances accessibility.



WEAKNESSES

- Emphasis on **hashtags** over keywords across all platforms.
- **Story highlights** need updating. The content is primarily from 2020.
 - The 5-year-old content should be removed, and it should feature content within the last year.
 - This will position the brand as relevant and consistent, and make content discoverable to potential visitors.
- **Inconsistent on TikTok** -- this is the highest-ranking Search Engine right now, we need to optimize this for tourists looking for suggestions.



OPPORTUNITIES

- **Incorporate UGC:** Add high-quality images and videos from visitors to the feed.
- **Leveraging Emerging Industries:** As culinary recognition increases, such as the Michelin Star recommendations, there is room to promote Niagara's elevated fine dining scene.
- **Influencer Relations:** Opportunity to work with influencers and leverage their audiences.
 - See past influencer collaborations from competitors for inspiration and ideas.






THREATS

- **Seasonal Tourism Dependency:** Visitor numbers may fluctuate with seasons, potentially affecting local businesses and employment.
- **Competition from Other Destinations:** Other tourist spots may affect us. People going to Niagara because of Toronto, are staying in other places in the region, such as NOTL.
- **Environmental Concerns:** Natural attractions like Niagara Falls require sustainable practices to preserve their appeal amid environmental challenges (ex. Winter).



SOCIAL MEDIA AUDIT

Instagram, Facebook, and TikTok

CHANNEL	Number of Followers	Number of Posts	Average Engagement Rate	Average Comments / Post
	72.8K	34	0.5 per cent Industry average: 0.73 per cent	4.39
	169K	31	0.04 per cent Industry average: 0.28 per cent	1.6
	3302	10	2.30 per cent Industry average: 1.7 per cent	0.33

Tools:

<https://www.socialinsider.io/free-tools>

<https://www.socialinsider.io/blog/social-media-benchmarks/>



KEY LEARNINGS



What's Working?

- Captivating Visuals
- Informational captions and CTA
- Highlights

- Posts fit the Facebook demographic
- Informational

- Posting the least but having the best engagement compared to other platforms
- Shows the beautiful views

What's not working?

- Over-saturation of the views of the falls without showing consumer experience
- Captions are long, might not keep focus of viewers
- Could benefit from some UGC (planned UGC)
- Posting too often

- Posting the same things on Facebook and Instagram is not beneficial as the apps have different demographics
- Posting too often

- Locals know the views, show them a day in the life visiting the falls, why should they visit their own city! Prove misconceptions wrong and show what all there is to offer through experience posts.

Lessons & Hypothesis

Instagram is operating below industry standard. Posting too frequently without focusing on quality and calculated posts can lead to a decline in engagement.

Facebook is operating below industry standard. Posting too frequently without focusing on quality and calculated posts can lead to a decline in engagement.

NFT TikTok is operating above industry standard. By posting quality videos less frequently, you create better quality over quantity content, meaning higher engagement.

Content Strategy

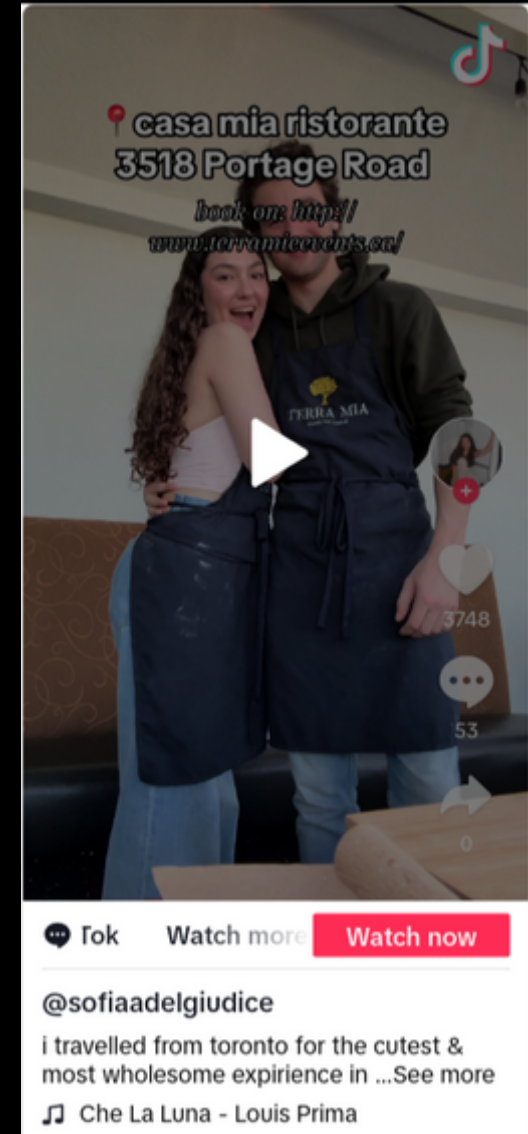
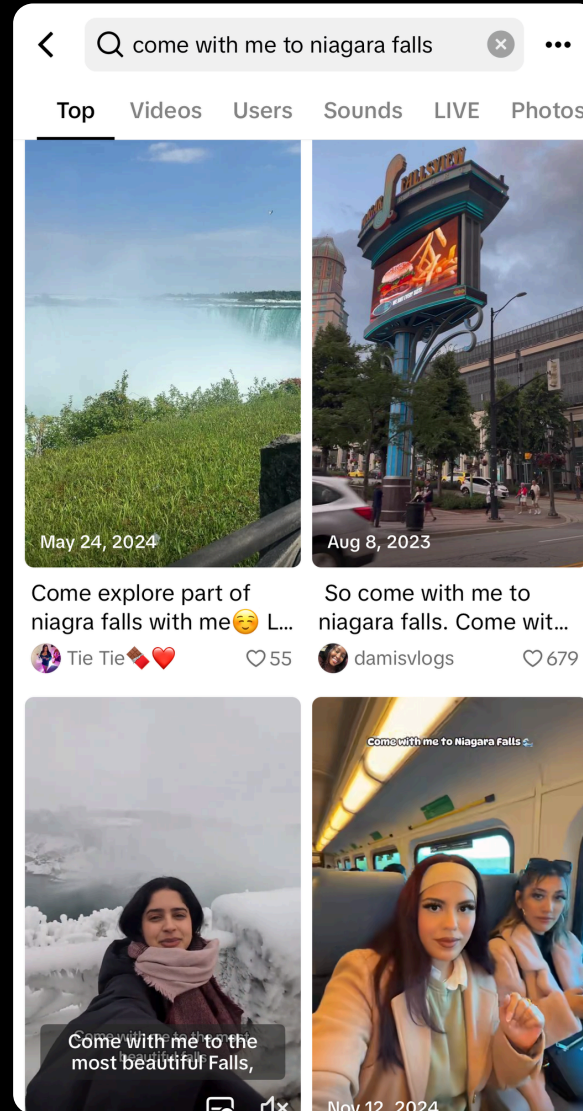
Variety: Present the Falls during various seasons, times of day, or in unusual settings, such as foggy mornings or sunsets by the falls (you have done some of this already).

User-Generated Content (UGC): To promote more UGC, highlight consumers posts showing the visitors experience. You can even do this yourselves for more planned out UGC.

Behind the Scenes Content: Talk about the history, the neighbourhood, or how events and attractions are created at NFT!

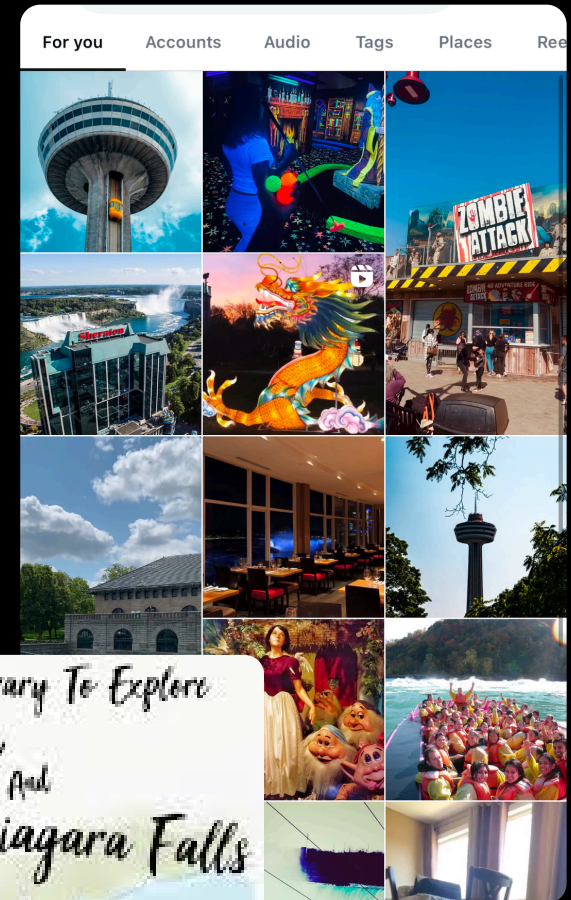
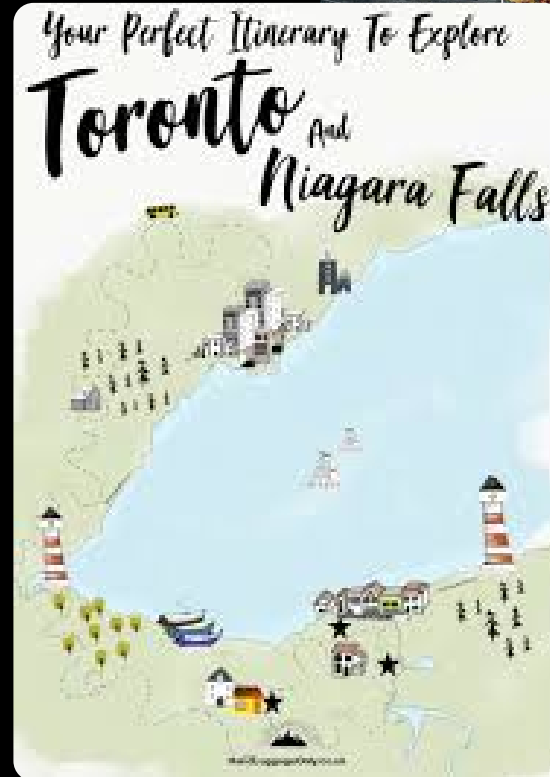
Local Experiences: Emphasize the Niagara region's off-the-beaten-path activities, small businesses, and hidden treasures (Come with me to do the hot chocolate walk) (My favourite restaurants as a Niagara Local).

Live Videos: Broadcast live during tours, concerts, fireworks, and special events for people who can't be there so they attend the next event.



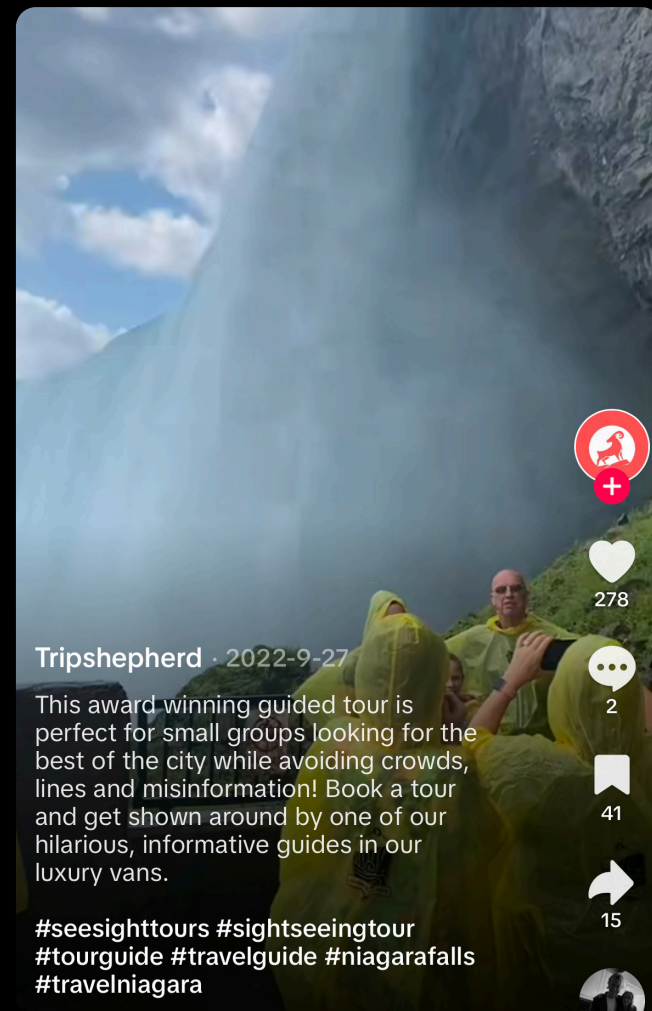
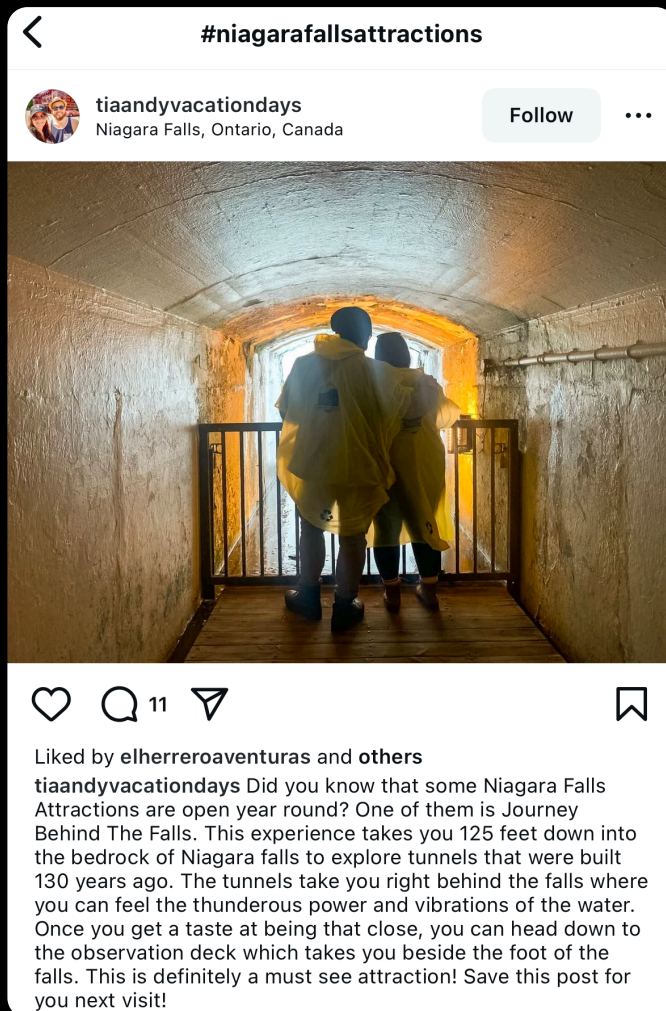
Visuals

- **Carousel Posts:** Make mini-itineraries for visitors, or "then and now" comparisons.
- **Reels & Stories:** Highlight activities like zip lining, boat cruises, and helicopter rides with brief, interesting videos. (I like the direction you guys have gone for this so far but we can do more here) Even make a highlight for customer experiences. Vlog-style reels showing the happenings in Niagara Falls would appeal to a variety of different audiences
- **Filters:** Create unique filters with a Niagara Falls theme (such as rainbow or waterfall effects).



Community Building

- **Testimonial Features:** Post tourist quotes or brief interviews about their experiences.
- **Highlight Locals:** Showcase local artists, tour guides, or entrepreneurs who are making a positive impact on the community, or are just there to entertain.



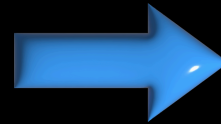
Optimizing Hashtags and Captions

"Tag someone you'd love to explore Niagara Falls with!" is an example of an interesting caption that **includes a call to action**.

Use both **specialized hashtags** (#NiagaraHiddenGems, #AdventureOnt) and **well-known ones** (#NiagaraFalls, #ExploreCanada).

#NiagaraFalls #NewYearCelebration #NiagaraFireworks
#NYECelebration #VisitNiagara #NightMagic #OntarioMoments
#ExploreCanada #WaterfallLights #CelebrateinStyle
#NiagaraCelebrations #WinterMagic #niagarafallstourism
#niagarafallscanada #winterfestivaloflights

December 30, 2024



3-4 relevant and specific hashtags

ex. #NiagaraFalls #FestivalOfLights
#NewYearsEve #VisitingNiagaraFalls

Interactive Posts

Polls & Questions in Stories:

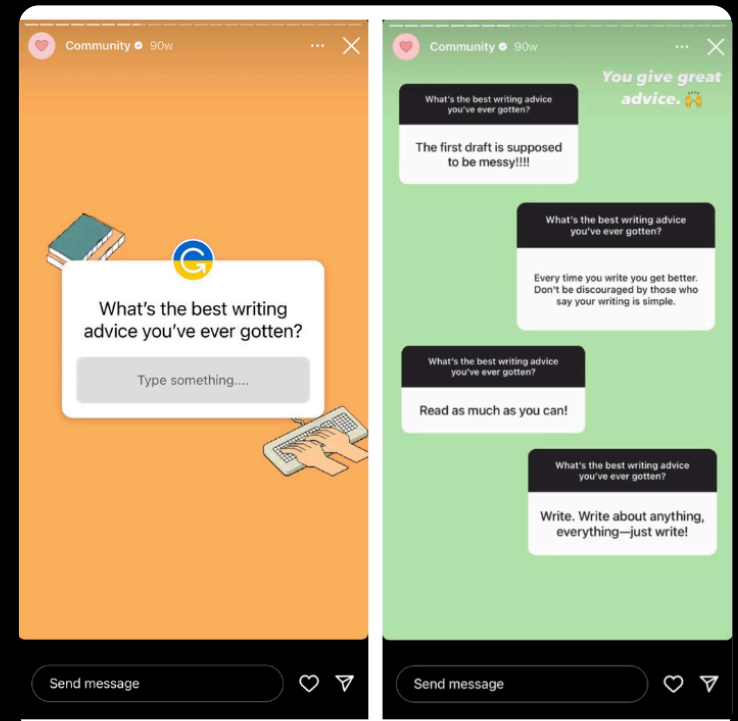
- Get feedback from followers on suggested destinations, must-see sights, or travel itinerary ideas.

Giveaways and Contests:

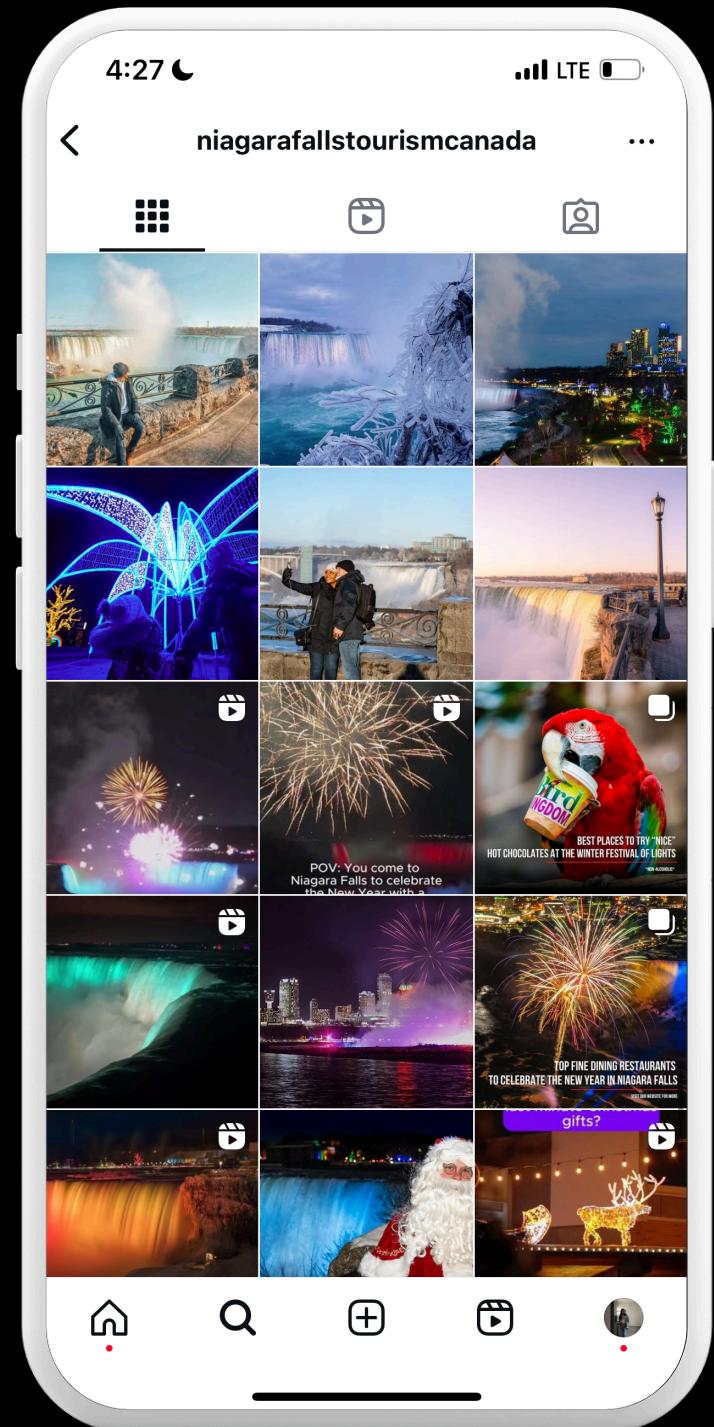
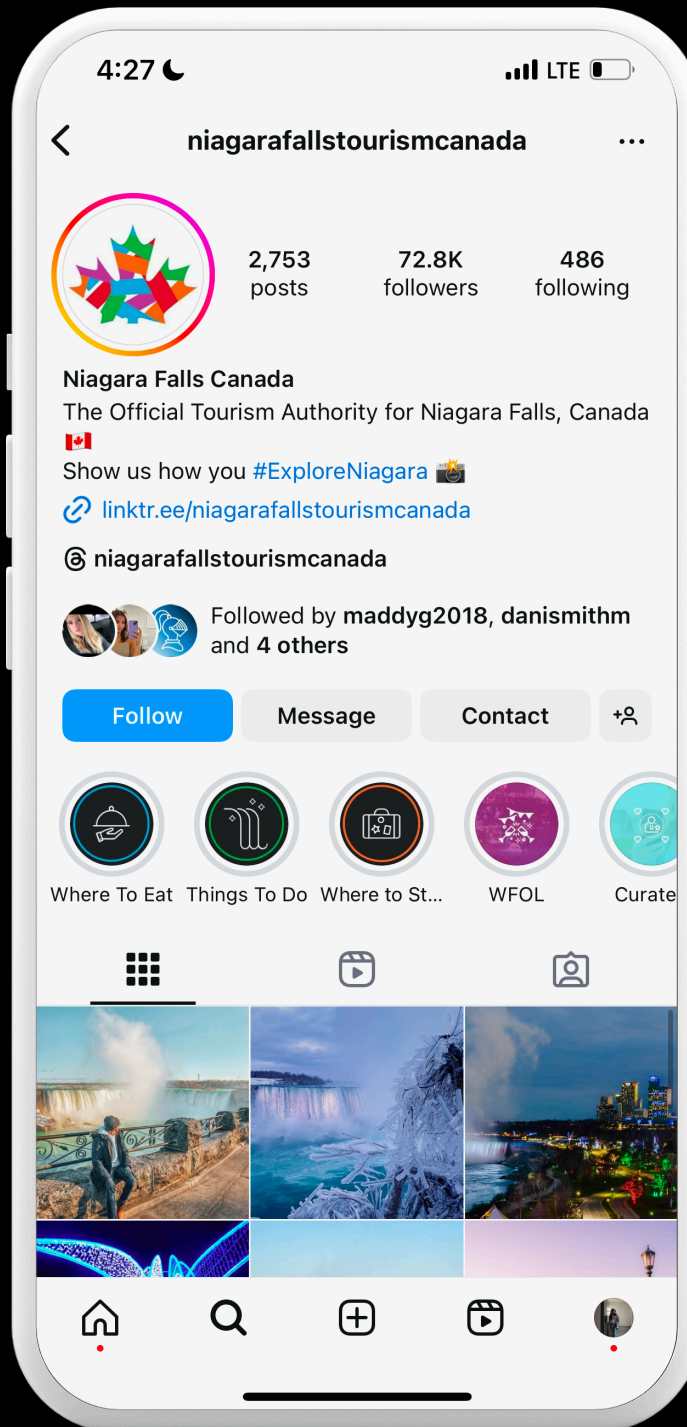
- Hold raffles or picture competitions with tickets to attractions, lodging, or dining experiences as rewards.

Challenges and Quizzes:

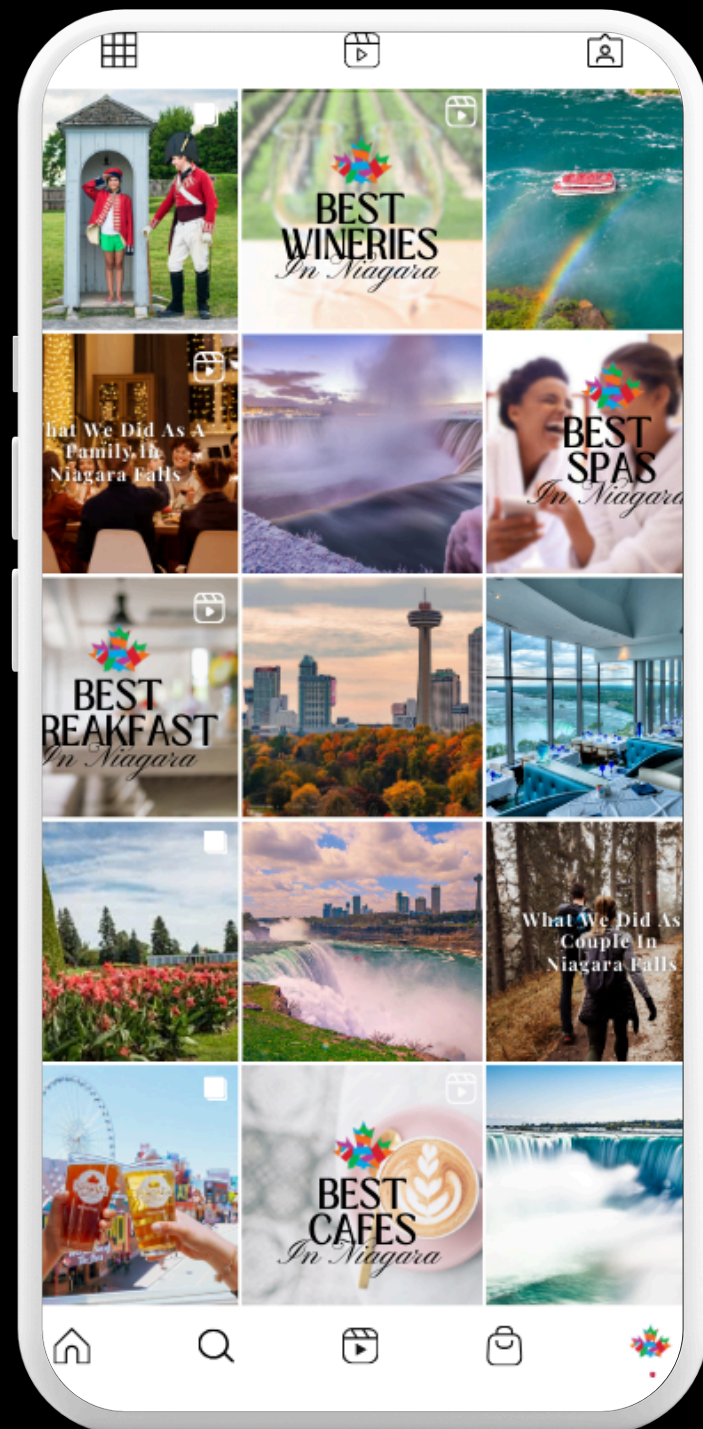
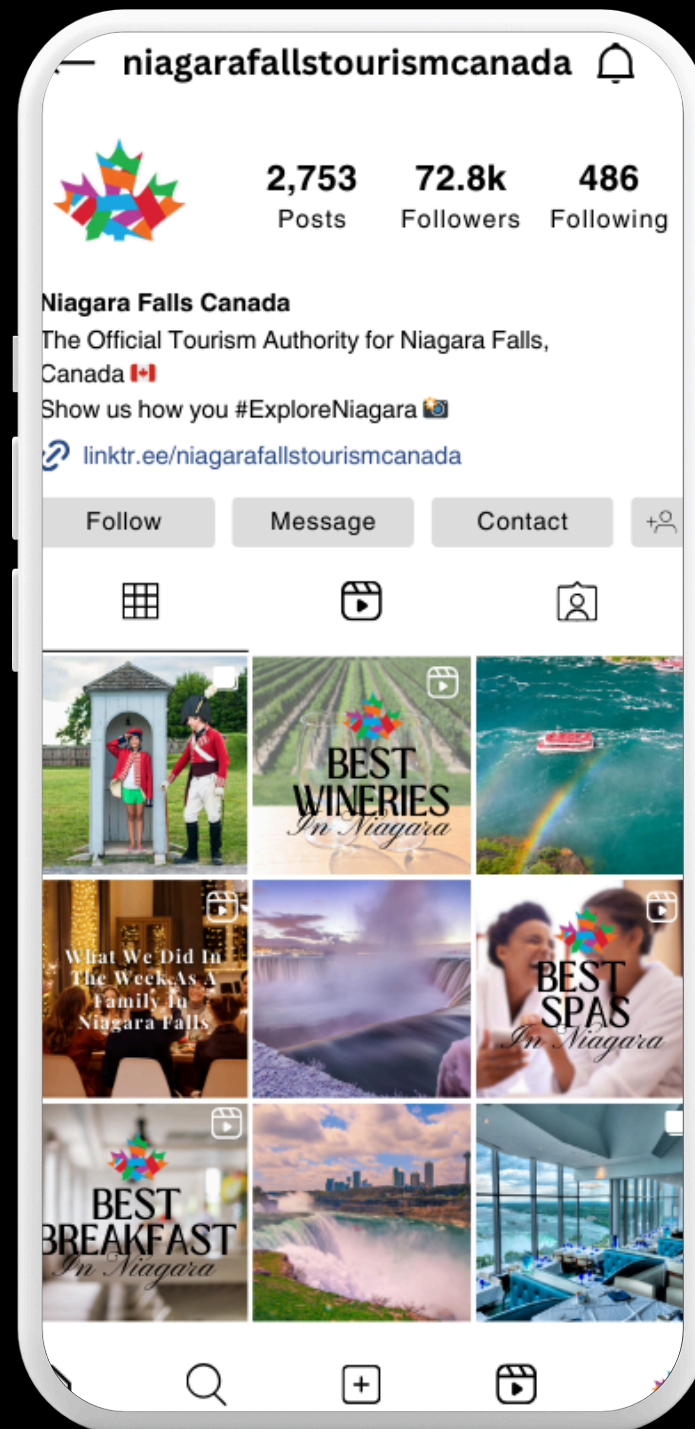
- Make entertaining quiz questions about Niagara Falls or invite followers to submit their finest "Falls-inspired" images.



BEFORE



AFTER

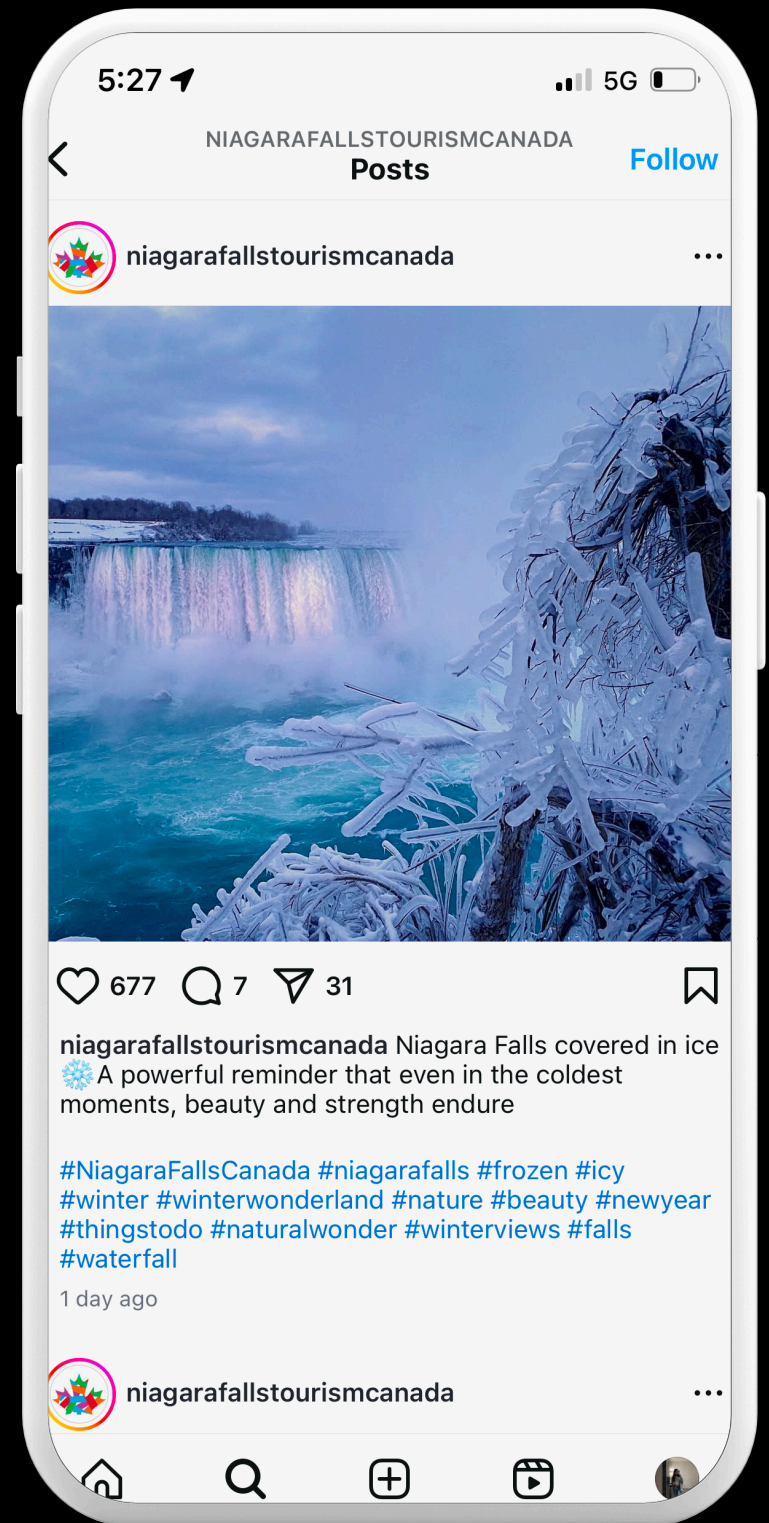


EXAMPLE INSTAGRAM COPY ON A CURRENT POST:

Niagara Falls has officially transformed into
a winter wonderland ❄️✨

Tag someone you want to see Niagara Falls
in the winter with!

#ExploreNiagara #WinterTravel
#WinterWonderland

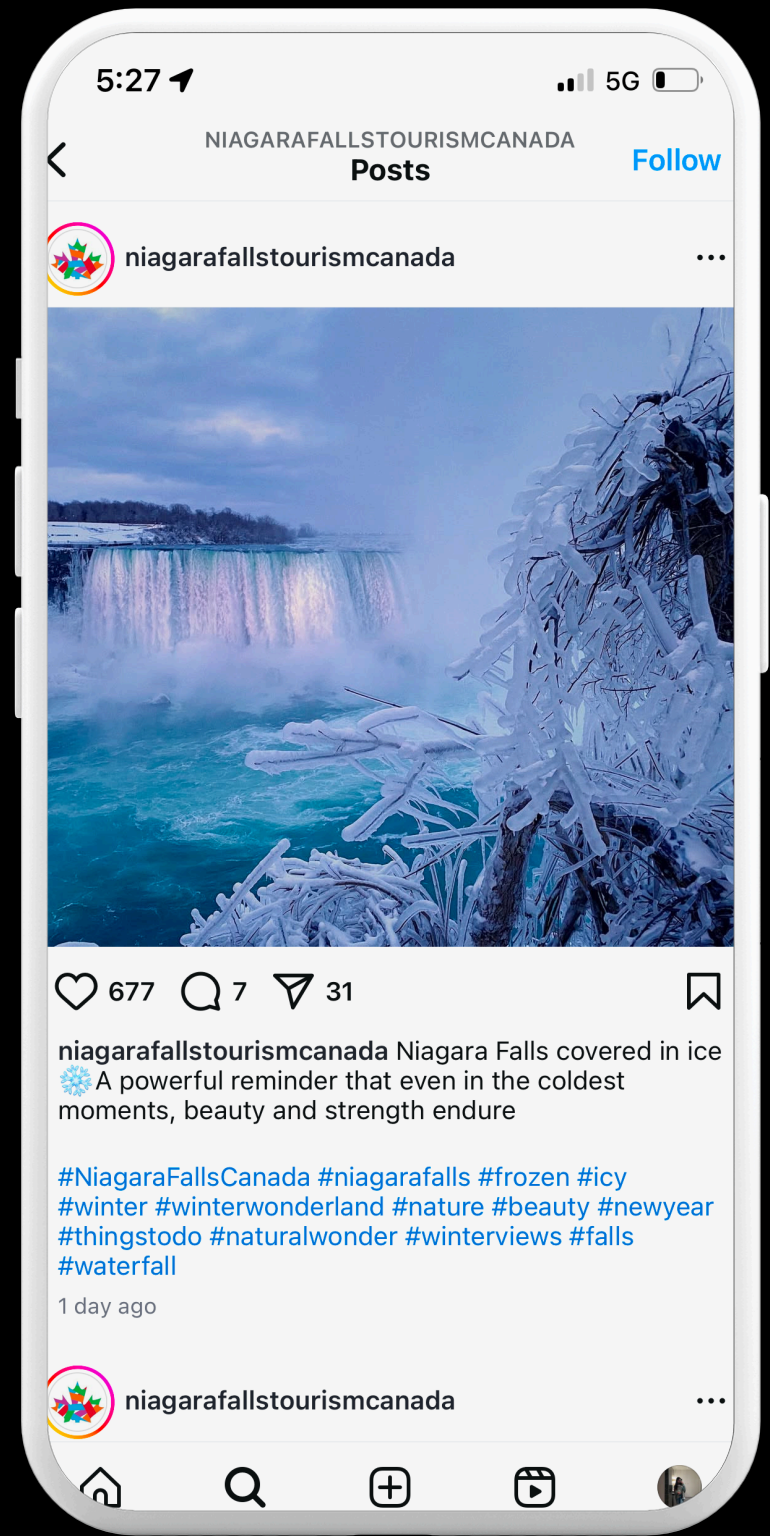


EXAMPLE FACEBOOK COPY ON A CURRENT POST:

Niagara Falls is looking extra magical this season, with ice and snow turning everything into a beautiful frozen landscape.

Visit the link to find the best things to do in Niagara this winter for both locals and tourists:
niagarafallstourism.com/winterthingstodo

#ExploreNiagara #WinterTravel
#WinterWonderland



https://www.tiktok.com/@icessr/video/7439486176026791224?_t=ZM-8ssXl9xHQDl&_r=1





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The End QUESTIONS?

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