

COMMUNICATIONS PLAN

Niagara Falls, Reimagined: A New Era of Tourism & Experience

Prepared for: Niagara Falls Tourism

Prepared by:

Olivia Ethier

Abbey Rivers

Marcus Giancola

Stella Aisenshtat

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Organizational Overview

Niagara Falls Tourism is the official destination marketing group that promotes Niagara Falls, Ontario, as a world-class tourist attraction. It attracts visitors through strategic marketing, partnerships, and events highlighting the region's natural features, attractions, and experiences.

Key Details:

Mission and Role

- Encourages and promotes tourism in Niagara Falls, Ontario - the official tourism authority for Niagara Falls, Canada.
- Collaborates with local companies, attractions, and hospitality services to improve visitor experiences.
- Tourists can find all of NFT's members, travel information and resources on their [website](#). Their Instagram, [@niagarafallstourismcanada](#) also has abundance of information on the best places to stay and visit.

Major attractions

- **Niagara Falls** includes the world-famous Horseshoe Falls, American Falls, and Bridal Veil Falls.
- **Clifton Hill** is an entertainment district featuring arcades, restaurants, and attractions.
- **Journey Behind the Falls**: A unique perspective from behind the waterfall.
- **Niagara Parks** offers picturesque trails, gardens, and historical places.
- **Niagara SkyWheel**: An eye-catching Ferris wheel that provides panoramic Falls views.
- **Niagara City Cruises**: A boat trip that takes guests close to the Falls.

Annual Events and Festivals

- **Winter Festival of Lights** is Canada's largest free outdoor lighting festival.
- **New Year's Eve in Niagara Falls** is a spectacular celebration with live music and fireworks.
- **Niagara Falls Illumination**: Nightly light displays at the Falls.

- **Niagara Grape and Wine:** Everyone's favourite time to sip and spill with their friends at this outdoor wine festival.

Visitor Services and Facilities

- Provides travel planning resources, hotel reservations, and tour packages.
- Maintains an official website with current travel information.
- Offers visitor centres for in-person support.

Internal Publics

- **Staff:** Administrative professionals, marketing teams, tourist centre employees, and event coordinators all handle tourism operations.
- **The Board of Directors and Leadership:** the decision-makers that lead Niagara Falls Tourism's strategic direction, funding, and relationships.
- **Members / Organizations and Stakeholders:** Hotels, attractions, restaurants, and companies that participate in Niagara Falls Tourism's campaigns usually known as their members.

External Publics

- **Tourists and Visitors:** Domestic and international visitors who visit Niagara Falls and participate in local attractions, accommodations, and activities.
- **Local government and tourist agencies** include the City of Niagara Falls, the Niagara Parks Commission, Destination Ontario, Destination Canada and other regulatory authorities that promote and encourage tourism.
- **Media and travel influencers** include journalists, travel bloggers, and social media users who promote Niagara Falls through articles, videos, and online content.

Executive Summary

This Niagara Falls Tourism communications plan is intended to enhance awareness of Niagara Falls as the ultimate tourist destination, to increase both visitor numbers and stay durations, as well as generate more non-local traffic to the region. The first implemented SMART objectives

are as follows: By January 1, 2026, increase website traffic and social media reach by 5 per cent using optimized digital and social media strategies, Google Analytics, and built-in platform technologies. This objective will be achieved through three strategies: User Generated Content (UGC), Optimizing and updating the website and presenting varied perspectives on Niagara Falls Tourism (NFT). The second objective is to increase the number of bookings and length of stay at member hotels by 5 per cent by January 1, 2026, through targeted strategy optimization and analytics in areas such as the website, landing pages, social media, and press coverage. This objective will be achieved through media relations, reach and community engagement. Domestic and international tourists, families, adventure seekers, and those looking for one-of-a-kind travel experiences are among the intended audience. Accordingly, this plan seeks to target this audience and will be implemented throughout 2025, with a particular emphasis on optimizing online platforms and increasing media outreach earlier in the year to maximize the potential benefits for 2026.

Part I: Research

Situational Analysis

Market Conditions & Research

Niagara Falls is a major tourist destination that attracts over [13 million visitors each year](#). With over [2,800 tourism-focused attractions](#) – such as the falls, Clifton Hill, Wineries, and more – NFT has the opportunity to strategically communicate the highlights that appeal to different perspectives. As tourists bring [over \\$2 billion](#) to the local economy, establishing a strategic communications

Over [75 per cent of travellers in 2025](#) look to social media when making decisions about travel, therefore it is essential the NFT has an effective plan to communicate and position Niagara Falls as a top tourist destination. Ensuring an authentic social media strategy, and through the use of best practices (optimizing hashtags, keywords, etc) are critical to this plan. An increasing number of people are using social media as a [search engine for travel choices](#), therefore creating consistent content that resonates with the brand's target audience will be essential to communicating with the audience.

Social Media Audit

As established in the previous paragraph, optimizing NFT's social media presence is essential to a successful communication plan. Overall, ensuring quality over quantity on these platforms will be beneficial now and throughout the future.

Facebook

Currently, the NFT Facebook presence is working. The informative style of the posts resonates with the audience demographic. To optimize this social media, ensuring that content aligns with Facebook's best practices is crucial. Each post needs a strong call-to-action based on a content pillar, and because Facebook will support links, NTF should be taking advantage of this as they promote their clients. The overall Facebook page is performing below industry standard by 0.24 per cent. Posting quality images, captions, and call-to-actions that seamlessly complement the pillars will help increase engagement and optimize platform presence.

Instagram

When looking at NFT's current Instagram presence, there are various best practices that need to be put into place. Instagram is a very visual platform, therefore continuing to post captivating visuals is encouraged. Optimizing caption length and voice to cater to the audience will help bring this platform up to the audience standard. Quality over quantity will be the biggest barrier on this platform. As CTAs, hashtags, and keywords are researched and strengthened, posting less will encourage higher analytics and statistics. Strategic content will outperform 'filler' content, therefore it is important to immerse the platform in solely strategic posts.

TikTok

TikTok is currently performing above industry standard. This social media has the highest engagement rate compared to other platforms. TikTok is a great platform for showing authenticity. Ensuring NFT presence engages with current trends (Day In My Life's, Behind the Scenes, etc.) while also optimizing the platform content further and resonating with a larger audience. Remaining authentic on this platform will continue to keep a high engagement rate.

Competitor Analysis

When looking at NFT's competitors, there are two main ones to identify: Destination Niagara USA and Niagara Parks.

Destination Niagara USA has a strong social media strategy and a clean digital presence. Their website is easy to follow and their social media has a strong call-to-action. Their visuals across social media are inconsistent, and they are not active on TikTok – therefore they are missing a demographic and type of audience. The interactive aspect of their website makes Niagara Falls easy to navigate for tourists, for example, the interactive map and weather widget. Incorporating interactive elements and optimizing the NFT website, in general, makes it more appealing to users, therefore increasing the brand's overall user satisfaction and engagement.

Niagara Parks has a strong digital presence across all platforms. All social media platforms are active and optimized to an authentic, trendy page. They appeal to their audience both authentically and professionally. Their content would benefit from more differentiation (perhaps stronger content pillars?) to ensure they reach a variety of different audiences and are able to appeal to the different perspectives around Niagara Falls.

SWOT Analysis

Strengths

- **Global brand recognition:** Niagara Falls is a world-renowned destination, attracting millions of visitors annually. As a result of the brand's established reputation and popularity, the city has become known as one of the [Honeymoon Capitals of the world](#), which the brand has effectively communicated through its website and social media channels. Besides the height of the Falls and the amount of water flowing over it that attracts millions, it is the man-made attractions like the [Hornblower Niagara Boat Ride](#), [Whirlpool Jet Boat Tours](#), and the many local restaurants and shops surrounding the falls that make the city so vibrant and attractive to locals and foreigners alike. NFT has effectively made clear that it is these elements of the city that make the culture that much more rich, beyond the mainstream attractions.

- **Comprehensive Visitor Guides:** NFT's website offers extensive details on attractions, accommodations, dining, and events, aiding trip planning. From [attractions and rides](#) to [places to stay](#), to [Flavours of Niagara](#), the brand provides tourists with countless options — something that can be a determining factor when travelling to a particular destination. Visitors admire variety, and that is precisely what Niagara Falls tourism continues to highlight on both its website and socials.
- **Location:** Proximity is a considerable strength that Niagara Falls Tourism possesses. Since the city is close to major urban centres like Toronto, Niagara-on-the-Lake and St. Catharines, the brand takes advantage of marketing neighbouring attractions in these nearby cities that are accessible for visitors to also take advantage of during their trip. For example, the brand will advertise the variety of wineries that Niagara-on-the-Lake offers, enabling visitors to maximize their time in Niagara and experience everything the region has to offer.
- **Cross-promotion:** Niagara Falls Tourism has an extensive list of members, each of which the brand collaborates with to promote attractions, restaurants or local shops on both NFT's communications platforms and the members' communications platforms. Taking advantage of these mediums enables NFT to grow and expand its network and credibility through the variety of members they are consistently in touch with.

Weaknesses

- **Website Usability:** NFT's website has an abundance of information that describes the area, and nearby attractions and provides CTAs that direct users to external booking sites. However, the site has a considerable amount of pages, filters, links and articles that can come across as overwhelming and confusing to the average user, potentially creating distance between the brand and its target audiences and discouraging online interactions with the brand.
- **Hashtags and Keywords:** Two noteworthy social media strategies are using [camelcase in hashtags](#) and [implementing alt text](#) to increase accessibility and make the uploaded content favourable to the algorithm. NFT currently does not employ these practices, which may hinder their visibility on particular platforms.

- **Story Highlights:** Another key social media strategy is remaining current. NFT Instagram highlights contain content that is primarily from 2020. Since the five-year-old content is the first thing users see when clicking on a highlight, it may position the brand as disengaged from its methods of communication.
- **Inconsistency on TikTok:** TikTok is currently one of the [highest-ranking search engines](#). However, while NFT is active on the platform, the brand's content can be further optimized to cater to the needs of tourists looking for suggestions on where specifically to stay, eat, or visit.

Opportunities

- **Incorporating UGC:** User-generated content, or content that is created by individuals rather than the brand is effective as this type of content [“gives customers a unique opportunity to participate in a brand’s growth instead of being a spectator.”](#) Uploading high-quality images and videos that contain visitors and their experiences in Niagara Falls to social media feeds can increase engagement and positive sentiment among audiences.
- **Influencer Relations:** To create captivating UGC, [establishing relationships with local and relevant influencers](#) is crucial. Analyzing competitors’ influencer collaborations for inspiration and ideas can enable the brand to capitalize on opportunities to work with influencers and leverage their audiences.
- **Leveraging Emerging Industries:** As culinary recognition increases, such as the Michelin Star recommendations, there is room to promote Niagara’s elevated fine dining scene, even beyond the Flavours of Niagara campaign. For many, [“it’s all about how food experiences can connect them to the culture of their destination.”](#) which is why highlighting culinary experiences alone can attract visitors to explore what Niagara Falls has to offer.
- **Media Relations:** Although securing media coverage can be a struggle due to shrinking newsrooms, it is without question that the power of earned media still exists. Earned media can continue to serve as [“the fuel for the sales cycle”](#) for NFT, assisting in creating regional traffic and raising awareness about what the city has to offer.

Threats

- **Overtourism:** In particular months of the year, travellers may feel discouraged from visiting Niagara Falls due to over-tourism, or [“when there are too many visitors to a particular destination.”](#)
- **Seasonal Tourism Dependency:** Visitor numbers may fluctuate with seasons, potentially affecting local businesses and employment.
- **Competition from Other Destinations:** Other tourist spots may affect Niagara Falls. Tourists travelling from Toronto to Niagara are staying in other places in the region like Niagara-on-the-Lake.
- **Environmental Concerns:** Natural attractions like Niagara Falls require sustainable practices to preserve their appeal amid environmental challenges (ex. Winter).

Key Findings

- When optimizing NFT’s digital platforms, it will be crucial to prioritize usability, accessibility, and authenticity when creating engaging interfaces and captivating content that will stimulate online interactions and drive in-person visits. Doing so will bolster the brand’s strengths and mitigate the threat of other tourist destinations in an organic way that perpetuates NFT’s welcoming brand identity.
- Leveraging emerging industries and the power of earned media will be critical to continue to remind the public of the benefits and unique experiences that NFT has to offer in every season. Doing so will not only increase popularity but also maintain NFT’s positive brand reputation with the public and media outlets.
- When executing NFT’s future collaborative campaigns, it will be crucial to utilize the methods that have proved to be successful and have contributed to NFT’s strengths. Reinventing these methods in a new way that aligns with the mission and values of the brand and the members involved will be imperative for NFT to continue to thrive.

Target Audience Profile

Tourists

Tourists of all genders aged 18-65 with middle to upper income and budget who live outside of Niagara are a key demographic for NFT. These individuals have a strong affinity to travel and adventure brands, hotels and accommodations, tour operators and travel packages, and wine and culinary experiences. This demographic's goals are to experience the iconic Niagara Falls and related attractions, to seek unique and memorable travel experiences, and to explore local cultures and cuisine. These individuals are active on Instagram, Facebook, and TikTok. More specifically, they search for travel inspiration and captivating visuals on Instagram, event details and trip planning on Facebook, and trending destination highlights and quick tips on TikTok. This demographic's pain points are as follows: overcrowded tourist spots, difficulty finding authentic, local experiences, and the need for clear, concise travel information and itineraries. NFT assists in solving these pain points by offering comprehensive travel guides and itineraries, highlighting less-known attractions and experiences, and providing updates on special deals and packages.

Locals

Locals of all genders aged 22-55 with middle to upper income and budget who live in the Niagara region are another primary demographic for NFT. These individuals have a strong affinity to local businesses and artisans, events and festivals, family-friendly activities, and restaurants and dining experiences. This demographic's goals are to find family-friendly and community-oriented events, support local businesses, and seek affordable entertainment options. These individuals are also active on Instagram, Facebook, and TikTok. More specifically, they search for captivating visual content and local spotlights on Instagram, community updates and local events on Facebook and emerging younger locals for engaging, short-form content on TikTok. This demographic's pain points are as follows: perceived lack of new or varied local experiences, overcrowded tourist spots, and desire for more affordable, high-quality local options. NFT assists in solving these pain points by promoting hidden gems and local spots,

offering exclusive local event information, and highlighting community events and family activities.

Part II: Action Planning

Goal: TO RAISE AWARENESS ABOUT NIAGARA FALLS AS THE ULTIMATE TOURIST DESTINATION THAT INCREASES VISITORS, DURATION OF STAY AND NON-LOCAL TRAFFIC

SMART Objective 1: Increase website traffic and social media reach using both built-in platform and Google Analytics through digital and social media platform optimization by 5 per cent by Jan. 1, 2026.

Strategy 1: UGC STRATEGY

User-generated content(UGC) is a great way to increase the brand's digital traffic and reach. This type of content has risen in popularity, especially on TikTok and emerging short-form video content trends. User-generated content does not need to be created by visitors of Niagara Falls. Rather, it refers to a style of video that tells the story from the subject's perspective. By incorporating this style of video throughout NFT's communication plan and social media strategy, the content will appeal to more audience members – leading to more reach.

Tactic 1: Influencer Collaboration & Strategy

One public relations tactic that will bring NFT closer to its objective is influencer relations. By collaborating with influencers, NFT can reach a larger audience through diverse and optimal social media content told from the user's perspective. Influencers tend to have a large audience through their platform and have already established a relationship with them. This collaboration helps NFT establish trust with this new audience. Therefore, NFT must determine what influencers fit their demographics. Ensuring the influencers they work with promote travel

content and have an audience that may be considering coming to Niagara Falls will benefit both parties. Below is a list of several potential influences that fit the brand guidelines:

<i>Potential Influencer:</i>	<i>Platforms:</i>	<i>Niche:</i>
yourmatiekatie	Instagram: 47.3k TikTok: 42.4k	Adventure & Outdoors Ontario Based
threetravelingtots	Instagram: 31k TikTok: 596	Family Adventure Toronto Based
mjeatstoronto	Instagram: 11.5k	Toronto Based Food Influencer
style_canada	Instagram: 22k	NOTL-based digital editorial covering fashion, food, travel, etc.
the_barrytwins	Instagram: 13k	Family Adventurer sharing mom/family travel tips
colleenho	Instagram: 7k TikTok: 27k	Toronto Based Fashion and Beauty Influencer
blackowned905	Instagram: 7k	Niagara Based Black Owned Business Supporter Page
vickirutwind	Instagram: 130k	NYC Travel and Lifestyle Influencer
kirstenwendlandt	Instagram: 52.5K TikTok: 101.2k	Destinations, Travel Guides, Hotels, Tips & More
bycourtneytodd	Instagram: 11.2k TikTok: 5k	CONTENT CREATOR FOR RESTAURANTS, HOTELS AND TRAVEL

Tactic 2: TikTok Strategy

To ensure UGC is incorporated across various social strategies, it should be incorporated directly into the NFT TikTok strategy. It is a best practice on TikTok to post UGC-style videos to appeal to the Gen-Z audience primarily on this platform. Authenticity is key on this platform and NFT is able to use UGC to show the most authentic version of its brand and experiences. To perform well on this platform, showing the unfiltered lifestyle of Niagara Falls Tourism will yield optimal results. Performing well will increase reach and build a stronger community, ultimately completing its objective.

Tactic 3: Reel Strategy

As short-form video is on the rise, it is crucial that NFT has an up-to-date Instagram Reel strategy. [Reels are a powerful way to appeal to a larger audience, and research shows they achieve over double the reach of static images.](#) Therefore, if NFT does not optimize their reel strategy the brand will lose potential reach. By incorporating UGC-style videos, NFT can take advantage of this best practice, reach more audience members, and build a lasting community.

Strategy 2: Optimize & Update Website

Increasing website traffic indicates an interest in Niagara Falls Tourism and its attractions. Therefore, it is important that NFT increases the amount of traffic to their website to measure if more tourists show interest in visiting the area and become aware of what NFT has to offer. Through the following tactics, the NFT website will remain current and optimized.

Tactic 1: Weekly Perspective Blogs

The first tactic is incorporating weekly perspective blogs into the web strategy. Through this, NFT is able to create timely and current publications that highlight various attractions and appeal to a variety of audiences. This will lead to further reach as the blogs can target specific audience niches. Additionally, the blogs serve as potential content/reel inspiration. Creating content that compliments each other will help reinforce NFT in the audience's mind. Furthermore, NTF can

optimize the SEO across all blogs, helping have a higher SERP ranking and therefore more reach.

Tactic 2: Web CTA Strategy

Another tactic to achieve this objective is having a strong website call-to-action strategy. For each post about a blog, ensuring the CTA refers NFT's audience to the link will help the website reach more people. This includes taking advantage of active links in captions on both LinkedIn and Facebook. As well, hyperlinking keywords on the website blogs helps lead the audience to more potential points of interests. Links can include both internal and external links to attractions, members, previous blogs, or other potential landing pages.

Tactic 3: Optimize Web/Newsletter Usability

Another tactic is optimizing the website and newsletter usability. In order to have a clear CTA, NTFs website and newsletter must be easy to follow for the average user. Visually optimizing both of these tools will help grow its reach because it will be easy to use and the reader will be guided to completing the conversion.

Strategy 3: Portray the diverse perspectives of NFT

By portraying the various perspectives of NFT throughout its websites and social media, the brand is able to appeal to more audiences and therefore reach more people.

Tactic 1: Content Pillar Revaluation

Currently, the NFT content pillars are as follows: Perspectives, Enrichment, Celebration, Indulgence, and Playfulness. Though these are strong content pillars, revising them may be beneficial to increasing reach. First, changing 'perspective' to 'local lens' will help show the hidden spots of Niagara, and appeal to both tourists and locals. By doing this, NFT has well-rounded pillars that show the various lenses at NTF. It is crucial these pillars are portrayed

through optimal content in order to have the best results. Therefore, ensuring all content is engaging, and strategic, and using a strong call-to-action that aligns with its pillar is necessary.

Tactic 2: Emerging Media Practices

As mentioned in the social media audit, there is room for optimization across all platforms. It is important that NFT portrays the many perspectives of Niagara Falls using emerging media practices in order to reach the most people. For example, short-form video is the best practice for achieving a higher reach, therefore this should be the most prevalent form of content on Instagram. Ensuring daily stories that show authentically taken images and reposts can also help with increasing reach while showing perspectives. It shows where other tourists go and what they enjoy seeing. Many social media users also look at stories and highlights. Using story highlights and consistently keeping them updated will help reach a larger audience and position the brand as current and relevant. By having different perspectives shown throughout the highlights, NFT attracts a larger audience and overall reach of their content.

SMART Objective 2: By Jan. 1, 2026, increase the number of bookings and duration of stays at the brand's member hotels by 5 per cent through strategy optimization and evaluating analytics in the following areas: website, landing pages, social media, and press coverage.

Strategy 1: Media Relations

The power of earned media is still prevalent. Despite shrinking newsrooms, establishing and maintaining relationships with journalists is a powerful strategy that will continue to enable NFT to stay relevant and bolster Niagara Falls' popularity, and will continue to have a positive impact on primary events throughout the year.

Tactic 1: Tailored Media List

The importance of having a media list is invaluable. However, there are specific research skills that must be applied to ensure that current, relevant contacts are found that would accurately contribute to communicating what the brand stands for and offers to the public. When using platforms such as Meltwater, it is crucial to make use of all appropriate filters in the platform's Media Relations search function to conduct powerful research. For example, the platform provides filters such as location, beat(s), media channel, reach, and many more that allow the user to pinpoint the specific type of journalist they are looking for. However, it should be noted to not only rely on Meltwater to craft a media list, as the platform does not always provide the most up-to-date information. Additional research on journalists is required to ensure accuracy in media contacts. [Here](#) is a list of 15 potential journalists who would cover tourism-related content in the Niagara Region, assist in increasing the number of visitors in the city, and bolster non-local traffic.

Tactic 2: Media Kits & E-Pitches

In addition to recording relevant contacts, crafting media kits that position the brand and upcoming events or occurrences in a captivating way is essential in order to now gain the attention of these recorded journalists and captivate the attention of visitors. A part of crafting a captivating media kit is taking the time to strategize and effectively communicate what makes specific events or occurrences newsworthy, and providing the necessary information for the media to make note of and potentially redistribute. Moreover, regarding e-pitches, it is essential to only include the name of the communications professional reaching out, why they are reaching out, and the necessary information about what the specific event entails.

Tactic 3: [MRP](#) Evaluations

Media Rating Points (MRP) is an extremely powerful platform that is the industry standard for tracking the reach of particular media coverage. It is recommended that this tool is used to track specific publishing from media outlets as it will not only enable NFT to track reach but also

record the tone of the article that was published. Essentially, this platform can be useful for future campaigns to determine and record how NFT and its members are being represented by news outlets in a clear and user-friendly manner, while also determining how many potential visitors were targeted by this media coverage.

Strategy 2: Reach and Community Engagement

In addition to acquiring the attention of potential visitors, it is also imperative to engage the audience and encourage them to act once they are aware of the unique and exciting experiences that NFT has to offer.

Tactic 1: Hashtag and Keyword Strategy

Optimizing hashtags and including keywords in all content that is distributed online is essential to making content both accessible and favourable to particular algorithms. Moving forward, it is recommended that NFT incorporates camel casing into its hashtag strategy to make the hashtags legible to both users and social media algorithms. For example, instead of “#niagarafalls,” the hashtag should read “#NiagaraFalls” to boost content visibility. Additionally, it is also recommended that NFT implements alt text into all images, photos, illustrations, or logos uploaded online. For example, the alt text of a photo of [Niagara Falls in the winter](#) could read “a sunset behind a frozen Niagara Falls, surrounded by icicles and with mist filling the sky,” making the image accessible to all audiences.

Tactic 2: Giveaways & Collaborative Posts with Members

By collaborating with members and implementing giveaways into NFT’s strategy, the brand can incentivize potential travellers to visit Niagara Falls and boost sales for many of the brand’s members. For example, the CTA in a giveaway could read: “Visit the link in our bio for a chance to win 50 per cent off a two-night stay at Embassy Suites in Niagara Falls.” This partnership with an NFT member not only encourages couples, families, or friend groups to visit the Falls but simultaneously promotes other members like restaurants or nearby attractions for visitors to explore. To increase awareness of NFT and its associated members further, the brand can also

implement collaborative posts with these members to maximize reach and foster engagement on several accounts, substantiating NFT's credibility.

COMMUNICATION

Key Messages:

1. *"Your next adventure is a click away!"* - Planning your trip has never been easier! Our optimized website and social media channels provide seamless booking options, travel tips, and exclusive offers to enhance your Niagara Falls getaway.
2. *"Experience more, stay longer!"* - Niagara Falls isn't just a day trip, with world-class hotels, thrilling attractions, and unforgettable experiences, visitors can maximize their stay and make the most of every moment.
3. *"Beyond the Falls!"* - Niagara Falls is more than the iconic sights and attractions. For hidden gems and insider insights, plan your perfect visit by checking out www.niagarafallstourism.com or follow us at @niagarafallstourismcanada on Instagram and @niagarafallstourism on TikTok.

EVALUATION

The following key performance indicators (KPIs) will be monitored to evaluate the success of *Niagara Falls, Reimagined*:

- **Social Media Engagement:**
 - As shown in the preliminary research, Niagara Falls Tourism's social media presence should be optimized to maximize reach and website traffic.
 - An indicator of success will be a 15 per cent growth in engagement across all platforms, measured through the number of interactions (i.e. likes, comments, shares, etc.) relative to NFT's follower count. Follower growth will also be tracked as an indicator of increased brand visibility and interest.
- **Media Coverage:**
 - To evaluate Niagara Falls Tourism's brand awareness, the volume of media coverage is key. MRP, or a similar tool, should be used to track the number of articles and mentions secured by the campaign. A sentiment analysis should also be conducted to evaluate Niagara Falls' popular perception.

- Public Relations Reach:
 - Use media monitoring tools like Meltwater and Cision to evaluate Niagara Falls Tourism's brand awareness and visibility in Ontario by tracking PR metrics such as Share of Voice (SoV), and the organic mentions of Niagara Falls Tourism and its members.