

2011

Niagara Falls Tourism, 5400 Robinson Street, Niagara Falls, ON L2G 2A6
www.NiagaraFallsTourism.com/marketing@NiagaraFallstourism.com
Bus: 905-356-6061/Fax: 905-356-5567/Toll: 1-800-563-2557

Volume 1, Issue 1

Special points of interest:

- Grand Opening of the Scotiabank Convention Centre
- Cross Boarder Crossing Time Expedited for Groups
- Big Becky Completes Mining Niagara Tunnel
- Passport Entry/Exit Requirements
- Event Listing

Inside this issue:

Big Becky	2
Walmart Opening	2
Passport Information	2
Niagara Falls Bridge Commission	3
Niagara International Kite Festival	3
Nightly Illumination of the Falls	3
Event Listing	4

Scotiabank Convention Centre—Niagara Falls, Canada

The Centre is gem of a building that will undoubtedly be a true asset to Niagara Falls and The Region.

The Centre offers quick and easy access to: fun and dynamic entertainment only found in Niagara Falls, Canada; the breath-taking natural beauty of the mighty Falls; and a whole region rich in history, culinary delights, and year round cultural activities.

The Scotiabank Convention Centre (SCCN) opened officially on Friday, April 8, 2011,

The \$105 million dollar project is 288,000 square feet in size that includes a 100,000 square feet main exhibit hall, 31000 square feet of meeting space and 100,000 square feet of support space.

The Centre employs 34 full time employees.

The project is jointly financed by the Federal Government (\$35 million dollars), the Provincial Government (\$35 million dollars), the Falls Management Company (\$15 million dollars) and the Fallsview BIA (\$2 million dollars).

For more information contact the Scotiabank Convention Centre at www.fallsconventions.com



Tour Operators and Bus Operators—Cross Boarder Manifest

When planning your bus trip for your groups arrival to Niagara Falls, Canada, or returning to the USA, you may be eligible to have your cross-boarder wait time expedited.

It's easy as cutting and pasting the link to your browser. Fill out the form and e-mail back to us once you know your itinerary.

Please feel free to view the link below:

<http://fallstraveltrade.com/pdf/cross-border-manifest1.pdf>



Big Becky Completes Mining Niagara Tunnel On May 13th

After five years of changing geological conditions and technical limitations, the drill used to dig a 10.2 kilometer tunnel under Niagara Falls made its final push, breaking through into a 100-metre deep pit near the International Control Structure, along the Niagara Parkway near the Horseshoe Falls.

“This is truly a historical event,”

“This is one of the world’s largest underground excavations by the world’s largest hard-rock tunnel-boring machine,”

The \$1.6-billion Niagara Tunnel Project, that is 14.44 meter in diameter will mine through the

last 1.5 meters to complete a journey that began in 2007.

The projected date of completion is 2013.

The tunnel was built to increase the output of the existing Sir Adam Beck generating station along the lower Niagara River. By bringing more water to the Beck stations, OPG, the provincially owned electricity company, will be able to generate enough new hydroelectricity to power an additional 160,000 homes.

“The tunnel has been designed to operate uninterrupted for the next 100 years,”

“The Niagara Tunnel Project is going to make a huge contribution to Ontario — 1.6-terawatt hours of clean, new hydroelectricity — the lowest cost source of power that there is.”

OPG hired Strabag AG, an Austrian company to oversee the tunnel construction.

Big Becky’s cutter head, the giant drill bit that cut through the hard rock which is about 140 metres below the surface, will eventually be put on display for locals to see.

“Big Becky’s project has created more than 400 full-time jobs and brought approximately \$1 billion in economic benefits to Niagara.”

Walmart (Supercentre) Opening

The 176,000-square-foot supercentre, expected to anchor the future shopping centre in the south end of the city, will provide more than 105,000 items in 46 departments.

The facility, located on Oakwood Drive, near McLeod Road, is 20,000-square-foot bigger than the Walmart Supercentre in St. Catharines. It will have the building capacity to

house all items in the company’s flyers.

The store has full dairy, produce, deli, meat and bakery sections. There’s also a McDonald’s within the building, as well as Regal Nails, a SmartStyle Hair Salon, Portrait Studio, vision Centre, Marlin Travel and a walk-in clinic with four doctors.

The Walmart will create 150 new jobs, which will comple-

ment more than 400 associates already on staff.

For more information please visit <http://www.walmart.ca/>

Passport Information

ENTRY/EXIT REQUIREMENTS:

A visa is not required for U.S. citizens to visit Canada for up to 180 days. Entry into Canada is solely determined by Canadian Border Services Agency (CBSA) officials in accordance with Canadian law. Canadian law requires that all persons entering Canada carry both proof of citizenship and proof of identity. A valid U.S. passport, passport card or NEXUS card

satisfies these requirements for U.S. citizens. Children under 18 must present proof of citizenship and identity. The CBSA website provides further details about bringing children into Canada. When returning to the United States from Canada, it is very important to note that all U.S. citizens are required to present a valid U.S. passport to enter or re-enter the United States via air. For entry into the

United States via land and sea borders, U.S. citizens will need to present either a U.S. passport, passport card, NEXUS card, Enhanced Drivers License or other Western Hemisphere Travel Initiative (WHTI)-compliant document. The only exception to this requirement is for U.S. citizens under the age of 16 (or under 19, if traveling with a school, religious, or other youth group).





Niagara Falls’ reputation as a natural world wonder and honeymoon capital of the planet beckons visitors from around the globe.

But it is the bridges that actually bring most of them here.

No other single factor contributes more to tourism growth—indeed the export trade economy overall—than the NFBC’s three monumental linkages of concrete and steel. Niagara Falls crossings rank second only to Kennedy International as the busiest port of entry between the U.S. and Canada. If you are about to travel over Niagara’s Gorge, your vehicle will take one of about 7.2 million passages expected this year on NFBC bridges.

For traffic conditions on the bridges visit:

www.niagarafallsbridges.com



Free Fireworks over the Falls
 Schedule to be determined. Please stay tuned for updates.

Niagara International Kite Festival

Besides being big, this kites festival is really quite unique. This has a lot to do with its geographical location. Not only does the festival overlook an enormous waterfall system, but it actually spans 2 countries, the U.S. and Canada! The flying of a very wide range of kites by hundreds of people.

The hundreds of fliers during the festival included many who registered themselves for the chance to fly their own kites off the Niagara escarpment. Not an opportunity that comes up every day!

See how kites can appeal to all personalities, from extreme sports dudes to the

quieter types. You may find checking this exhibition a really enjoyable one.

The 5th Annual Kites from around the world will be flying over the mighty Niagara Gorge on October 2, 2011.

For more information visit www.kitesfactory.com

“5th Annual Kites from around the World will be flying over the mighty Niagara Gorge.”

Nightly Illumination of the Falls

Every evening beginning at dusk the Falls are lit in the colours of the rainbow—don’t miss the unmatched beauty of the Falls at night!

Illumination of the Falls has been Financed and Operated by The Niagara Falls Illumination Board since 1925.

2011 Illumination Schedule

Jan 1-Jan 31 5pm-12am
 Feb 1-Feb 28 6:30pm-10pm
 *Mar 1-Mar 12 7pm-10pm
 *Mar 13-Mar 31 (Mon-Thurs) 8:30pm-10pm
 Apr 1-Apr 30 (Mon-Thurs) 8:30pm-11pm
*** (During March and April, the Falls Illumination will end at midnight on Fridays, Saturdays and Sundays**

May 1-Aug 11 9pm-12am
 Aug 12-Sept 8:30pm-12am
 Oct 1-Nov 4 7pm-12am
 Nov 5-Dec 30 5pm-12am
 Dec 31 5pm-1am



Nightly Illumination of the Falls

Niagara Falls Tourism

5400 Robinson Street
Niagara Falls, ON Canada
L2G 2A6

Phone: 905-356-6061
Fax: 905-356-5567
E-mail: marketing@NiagaraFallsTourism.com

ONE WONDER AFTER ANOTHER



Niagara Falls Tourism is the official destination marketing organization for Niagara Falls, Canada. We represent over 500 members offering professional tourism services throughout the Niagara area. Our membership encompasses the accommodation, attraction, food and beverage, retail, special service and sight-seeing and receptive operator sectors. Our professional staff can offer you tourism services, such as site inspections, delegate registration packages, FAM tour opportunities, customized itinerary planning, digital images, destination DVD, and literature. Niagara Falls is a dynamic four-season destination that hosts over 14 million visitors each year. Experience "One Wonder After Another"

Upcoming Festivals in 2011

Shaw Festival Theatre 2011 Season

June 2011 to October 2011, Location: 10 Queen's Parade, Niagara-on-the-Lake, ON, Canada, Call for more information: 1-800-511-7429, or Visit: www.shawfest.com

Fallsview Casino Concerts

June 2011 to June 2012, Location: 6380 Fallsview Blvd., Niagara Falls, ON, Canada, Call for more information: 1-888-325-5788, or Visit: www.fallsviewcasinoresort.com

Rotary Club of Niagara Falls Sunrise Ribfest and B.B.Q.

June 17, 18 and 19, 2011, Location: Optimist Recreation Park, Dorchester Rd & Morrison St., Niagara Falls, ON, Canada, For more information visit: www.niagarafallsribfest.com

50th Welland Rose Festival

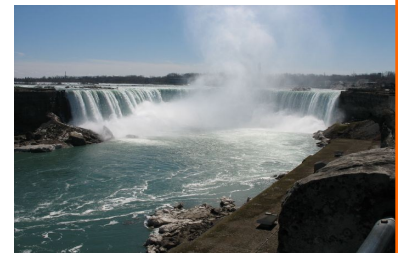
June 02, 2011 to June 19, 2011, Location: Welland, ON, Canada, Call for more information: 905-732-7673, or Visit: wellandrosefestival.on.ca

Joseph and the Amazing Technicolor Dreamcoat

June 02, 2011 to June 18, 2011, Location: Scotiabank Convention Centre, Niagara Falls, ON, Canada, Call for more information: 1-888-655-9090, or Visit: www.fallsconventions.com

Friendship Festival

June 30, 2011 to July 03, 2011, Location: Mather Arch, Fort Erie, ON & Riverside Park, Buffalo, NY, USA, Time: 11:00am to 11:00pm, Admission: Free, Call for more information: 905-871-6454, or Visit: www.friendshipfestival.com



Canadian Horseshoe Falls
Niagara Falls, Ontario, Canada