

## **Appendix**

### **2024/25 Business Plan Summary – Strategic Direction**

The TPN will create best-in-class consumer-centric hospitality experiences that drive multiple overnight stays, support sub-regional development objectives and builds high-value sustainable Niagara brand relationships. We will ensure those experiences deliver both business and leisure consumers to the region all year round.

#### **RTO2 – The Tourism Partnership of Niagara**

Regional Tourism Organizations (RTOs) lead tourism growth through Destination Development by working collaboratively with a broad spectrum of stakeholders to grow tourism's economic impact at the regional level through improved coordination, investment, and planning across Ontario's tourism regions.

Destination Development approach activities include strategic planning, research and the five pillars of product development, workforce development, investment attraction, marketing, and partnerships, which are important to the sustainability of tourism across the province.

The TPN provides a leadership and coordination role, supporting competitive and sustainable tourism regions by equipping the Region to attract more visitors, generate more economic activity and create more jobs across the province. TPN focuses on reducing duplication where possible through strategic coordination, responding to industry challenges and bringing sector concerns and ideas to the ministry / other ministries and/or appropriate tourism associations for input and feedback.

#### **Partnership Programs**

TPN (RTO2) will develop and deliver strategies to meet the following destination management priorities (pillars) in their region:

- Product Development
- Investment Attraction / Investor Relations
- Workforce Development and Training
- Marketing

TPN will

- Develop purposeful and collaborative partnerships
- Enhance partnership programs to focus on the development of investments that support innovative, scalable and long-term activations
- Leverage data to provide insights services to support and inform stakeholders business plans
- Maintain Marketing leadership for the Niagara brand