



Partnership Program Strategy 2026/27

Introduction

The 2026/27 Partnership Program will align with TPN's strategic drivers and foster collaboration with regional stakeholders. This program supports initiatives that drive tourism spend and employment growth across Niagara's tourism industry by providing funding, resources, and expertise. Prioritization will be placed on new initiatives and project enhancements, while focusing on diversification of applicants and projects. This strategy is designed to achieve measurable outcomes across TPN's core pillars of Product Development, Investment Attraction, Workforce Development, Marketing, and Industry Advancement.

TPN's Vision: To position Niagara as Canada's premier, sustainable, and innovative tourism destination by fostering industry excellence, delivering exceptional visitor experiences, and driving economic prosperity through collaboration, leadership, and strategic investment.

TPN's Mission: To champion the breadth, growth, and sustainability of the Niagara region's tourism industry by fostering collaboration, leveraging data-driven insights, and providing visionary leadership. We are dedicated to promoting regional awareness, enhancing visitor experiences, and empowering local stakeholders to create a vibrant and inclusive tourism destination that benefits our communities and visitors alike.

Program Goals

1. Strengthen Regional Collaboration

- Expand the breadth and diversity of partnerships by engaging Destination Marketing Organizations (DMOs), municipalities, and tourism businesses.
- Foster a unified approach to destination development, ensuring alignment with sub-regional objectives.

2. Drive Economic Impact

- Support innovative, scalable, and long-term sustainable tourism activations.
- Increase overnight stays, tourism employment, and overall visitor spending in the region.

3. Deliver Exceptional Consumer Experiences

- Develop and enhance tourism products and experiences that elevate Niagara's brand.
- Align marketing initiatives with consumer intent and consideration phases to drive conversions.

4. Promote Transparency and Accountability

- Ensure funding allocations align with TPN's strategic goals and deliver measurable results.
- Maintain compliance with Ministry guidelines and reporting requirements.

5. Alignment with TPN Strategic Pillars

- The 2026/27 program will attract applications in alignment with organizational and Ministry Strategic Pillars: (Marketing, Product Development, Investment Attraction, Workforce Development, and Industry Advancement)

Strategic Alignment

- Projects should observe and align with TPN's organizational vision and values
- Projects should demonstrate alignment with TPN's strategic objectives:
 - Increase awareness of Niagara
 - Drive repeat visits and extended length of stay
 - Encourage year-round visitation (off-peak) and regional dispersion
 - Support business events and group travel
- Preference will be given to initiatives introducing:
 - New, enhanced, or incremental tourism activities
 - Multi-partner submissions and pan-regional collaborations
 - Projects aligned with Niagara DMO partners strategies

Pillars and Activities

Product Development

- Funding for projects that enhance visitor experiences, such as new attractions, new and developing festival & event programming, new or enhanced major event attraction, and unique tourism products.
- Encouragement of sustainable tourism practices and diversification of offerings to appeal to new markets.
- Support for developing Indigenous led tourism products and experiences that promote culture and history.

Investment Attraction

- Support for feasibility studies and strategic planning to attract private or public investment.

Industry Advancement

- Initiatives that foster innovation, such as adopting new technologies, creating partnerships, or piloting best practices.
- Support for industry networking events, conferences, and knowledge-sharing platforms.

Workforce Development

- Programs to address workforce challenges, such as training initiatives, skills development workshops, and talent retention strategies.
- Support for collaborative projects with educational institutions to build a sustainable talent pipeline.

Marketing

- Funding for marketing campaigns that promote Niagara's tourism assets, with an emphasis on digital marketing, content creation, and targeting high-growth segments.

- Partnerships that feature pan-regional and pan-sectoral collaboration that align with TPN objectives.
- Collaborative opportunities for regional operators to co-market their offerings under the TPN brand umbrella.

New for 2026/2027 Partnership Program

- Organizations will be limited to submitting a maximum of 2 applications per intake period.
- Meetings with TPN staff must occur prior to applying. Applicants should be prepared to discuss their initiative (project outline, deliverables, timelines, budget, etc) and TPN's anticipated involvement.
- Applications will be provided upon completion of your initial meeting with TPN.
- TPN's Partnership (evaluation) committee will receive a copy of the corresponding budgets submitted with applications.
- Applicants are limited to selecting ONE pillar per funding application.
- Funding eligibility is limited to three years per initiative, except in cases where significant changes are demonstrated.
- TPN's Partnership budgets, available by pillar, will be published during each program intake.