

Website Listing Guidelines

What is a Listing?

A listing is a dedicated profile for your business on our Visit Niagara Canada website that helps visitors discover what the Niagara Region has to offer. Each listing includes a brief overview of your business, along with key information such as your location, website, and contact details. Your business will be featured in the category that best matches your offering—such as Food & Drink, Attractions, Outdoor & Recreation, Arts & Entertainment, History & Heritage, Shopping & Wellness, and Places to Stay — making it easy for visitors to find and include your business as they plan their trip to Niagara.

Listing Eligibility

To be considered for a listing, businesses should:

- Be located within the Niagara Region.
- Offer a visitor-focused experience that attracts travellers or enhances their stay.
- Provide a unique, high-quality experience that contributes to Niagara's appeal as a year-round destination.
- Maintain accurate and up-to-date business information.

Is Your Business a Good Fit?

The Tourism Partnership of Niagara (TPN) promotes businesses and experiences that drive year-round visitation across the Niagara Region. Our goal is to inspire visitors to discover more, stay longer, and explore the diverse attractions, communities, and experiences that make Niagara a premier destination.

Before applying for a listing, please consider the following questions:

Is your business tourism-focused?

Does your business provide an experience, product, or service that is relevant to visitors exploring the Niagara Region?

Is your business a tourism driver or a trip add-on?

Tourism Driver: Is your business a primary reason someone would plan a trip to Niagara?

Trip Add-On: Does your business enhance a visitor's itinerary by providing a unique experience while they're here?

What makes your business unique?

What sets your business apart from others? Consider your products, experiences, location, service, or connection to Niagara.

Does your business provide a memorable visitor experience?

What can visitors see, do, taste, learn, or enjoy that makes their visit worthwhile?

Is your business open and accessible to visitors?

Do you welcome the public and maintain regular operating hours during your season of operation?

Does your business encourage visitors to spend more time in Niagara?

Do you offer experiences, events, packages, accommodations, tours, or seasonal offerings that encourage longer stays or repeat visits?

Does your business represent the Niagara Region positively?

Does your business reflect the quality, hospitality, and experiences that visitors expect when exploring Niagara?

Is your business information current?

Do you maintain an up-to-date website, contact information, operating hours, and high-quality images that accurately represent your business?

Who does your business attract?

Are they travelling into Niagara from out of town? Are they travelling from 40km+ away?

How long do visitors stay?

Does your business primarily attract day visitors, overnight guests, or visitors who extend their stay in the Niagara Region? If known, what is the average length of their visit?

Can you support this with data?

Do you have data or insights to support your visitor profile? This could include visitor surveys, booking data, postal/ZIP code analysis, website analytics, customer demographics, occupancy reports, ticket sales, or other measurable insights.

Next Steps

If, after carefully reviewing these guidelines, you feel your business aligns with our tourism-focused listing criteria, we'd love to hear from you. Contact the Tourism Partnership of Niagara (TPN), and we'll provide you with the link to submit your listing for review.

All listing submissions are evaluated to ensure they support our mission of promoting year-round travel and inspiring visitors to explore the Niagara Region. Submission of a listing does not guarantee inclusion, as each application is reviewed based on the guidelines outlined above.

If your business is not eligible for a website listing at this time, there are many other effective ways to increase your visibility, including promoting your business through social media, local municipalities, community event calendars, chambers of commerce, business improvement areas (BIAs), and other local advertising opportunities.

If you're hosting an event that attracts visitors to the Niagara Region or has the potential to be a tourism driver, we encourage you to complete our Event Submission Form by [**CLICKING HERE**](#).