

# Press Release

November 8, 2007  
For immediate release



## Niagara is a hit with Francophone Travelers

98% of those surveyed will recommend the region to friends and family

**Thorold, Ontario** – Tourisme Franco-Niagara released the results of the first detailed research into the attitudes of francophone tourists visiting the Niagara region. The findings were presented to industry partners Thursday at the Clarion Hotel in Niagara Falls.

“We are excited to provide tourism stakeholders with an accurate portrayal of the francophone tourist,” states Susan Morin of Tourisme Franco-Niagara. “For years we heard anecdotal comments about the preferences of this traveler but there was no hard evidence. This survey enabled us to interview French speaking visitors directly to learn about their preferences and impressions of our community. It’s all good news! An overwhelming number (98%) said they will recommend Niagara to their friends and family. Most of them (74%) said they will come back within the next five years.”

The many findings of the study show that properties, attractions and organizations that are looking to grow new business will be rewarded many times over if they do a good job at servicing French speaking visitors. With the rise of the Canadian dollar and other factors that have been well documented over the past few years, fewer Americans are coming to visit the region. To know that our neighbours in Quebec will drive several hundred miles to stay in hotels, visit attractions and buy wine over a 4-5 day period is very promising.

The research and analysis of the survey were managed by Tourisme Franco-Niagara (TFN). The mandate of this organization is to promote the Niagara region as a destination to visitors from Québec, Francophones from across Canada and other french speaking countries. TFN is a partnership between Club 2000 Niagara Inc., Tourism Niagara and Venture Niagara Community Futures Development Corporation.

**-end-**

For more information contact  
Susan Morin, Tourisme Franco-Niagara  
*Telephone* 905.680.8085  
*e-mail* suem@ventureniagara.com



*This project was made possible thanks to a financial contribution from the Ontario Trillium Foundation.*

