

Press Release

Niagara

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BONJOUR

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For Immediate Release

Tourisme Franco-Niagara launches bonjourniagara.com web site

Welland, Ontario - The first Niagara tourism website created entirely in French for francophone tourists, launches today. The site, www.bonjourniagara.com, was developed by Tourisme Franco-Niagara, a partnership between Club 2000 Niagara Inc., Tourism Niagara and Venture Niagara Community Futures Development Corporation.

"Most of the web content is based on findings from research reports noting the preferences of this market," says Lucie Huot, General Manager of Club 2000 Niagara Inc. "We are very thankful for the \$75,000 contribution from Industry Canada's Franccommunautés Virtuelles program to develop this project. Without the financial contribution, it would not have been possible to complete the site."

The website showcases the regional wine and culinary industries in Niagara as well as the broad range of outdoor activities the region has to offer. One special feature of bonjourniagara.com is Les coups de coeur de Suzanne. In this section, information from our travel editor "Suzanne," provides details on some lesser known tourism treasures found off the beaten track throughout Niagara. Examples of information in this section include the where and when to pick local fruit; where to buy cheese, and where to dine if you prefer a restaurant that uses local produce. [Bonjourniagara.com](http://bonjourniagara.com) also supports the popular Les Saisons publication, the only Niagara tourism guide created in French. Les Saisons is now in its 5th year and will be available at the launch.

"This unique tourism web site will allow us to feature the local francophone community as an asset to Niagara's tourism industry. We look forward to highlighting attractions, activities and businesses that are of specific interest to the francophone traveler. Our goal is to promote the region as a tourist destination and to benefit from the economic activity this will create," states Susan Morin, Project Director.

The Bonjour Niagara project is managed by Tourisme Franco-Niagara (TFN). The mandate of TFN is to promote Niagara as a tourism destination to French speaking communities in Canada and other French speaking countries while working with tourism industry and the francophone community. TFN is a partnership between Tourism Niagara, Niagara Economic Development Corporation, Venture Niagara Community Futures Development Corporation and Club 2000 Niagara Inc.

Club 2000 Niagara Inc. promotes the economic and cultural development of Niagara's Francophone community. The organization's objectives are to create opportunities for unemployed Francophones through employment and placement and to create opportunities for Francophone entrepreneurs to network and to give Niagara's Francophone community new ways of promoting themselves.

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