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NPC and The City of Niagara Falls Reach Agreement on New Visitor Transportation System

Niagara Falls, Ontario – The Niagara Parks Commission (NPC) and The City of Niagara Falls (City) today announced the approval of a 10-year agreement to develop an integrated Visitor Transportation System (VTS) that will improve transportation and attract more visitors to the area.

The key objective of the Visitor Transportation System is to provide a seamless connection between tourist areas and attractions within the City and the Parks, while providing visitors with a convenient way to experience the destination. The rubber tire bus system is to be operative by next summer.

According to NPC Interim Chair Janice Thomson, "Improving and upgrading our existing Peoplemover system has been a priority for us since these talks were first initiated. The service we have provided to the tourism community over the past 26-years has been a tremendous success; however over time our fleet has started to show its age, it is not accessible and does not fully connect with properties outside of our Park. This new agreement and service will alleviate these concerns. NPC drivers and maintenance staff share our excitement at the opportunities to maximize customer service, made possible by these upgrades to the transportation fleet."

"This is an exciting day for Niagara Falls," stated Niagara Falls Mayor Jim Diodati. "We will finally be able to offer the visitor a transportation experience that guests to our City deserve. We offer our great thanks to Minister Chan for his leadership, to the Province of Ontario and Government of Canada for their significant investments and their confidence in the world's most famous address. Our tourism industry has stood solidly behind this project and we are grateful for their outstanding support."

"From this point forward, we will be proud to invite visitors onto a seamless, efficient transportation system that will enhance their experience of Niagara Falls, while at the same time, helping to eliminate congestion and pollution," Diodati stated. "The VTS will extend the boundaries of the tourist area to service many attractions, restaurants, accommodations, and shopping districts for our guests. I call it a giant win for the destination!"



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With a final agreement now in place, the funding and eventual realization of this most important tourism initiative will now proceed, as both the Federal and Provincial governments have committed \$25 million respectively to the VTS project.

“The Government of Canada is proud to support this initiative which creates connections and links visitors to the vast number of attractions and venues in Niagara,” said Rob Nicholson, Member of Parliament for Niagara Falls, Minister of Justice, and Attorney General of Canada.

“Now that this agreement has been reached, this system will allow the tourism industry in Niagara to further expand and enhance its offerings and experiences as a world-class destination for all those who visit.”

“Providing links between Niagara’s key tourism sites and landmarks and enhancing the overall experience of this great Ontario destination is the reason why our government decided to invest in developing a modern, efficient, integrated, user friendly transportation service for our visitors,” stated Kim Craiton, Parliamentary Assistant to the Minister of Tourism and Culture and Member of Provincial Parliament for Niagara Falls.

Founded in 1885, The Niagara Parks Commission is an Operational Enterprise Agency of the Ontario Ministry of Tourism and Culture. Its mission is to protect the natural and cultural heritage along the Niagara River for the enjoyment of visitors while maintaining financial self-sufficiency.

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