

Fall / Winter 2025-2026 Newsletter

State of the Tourist Industry

Thanks to you, we celebrated our 50th Anniversary in 2025 at Niagara Falls Tours and look forward to being with you for another 50 years!!!

TRENDS

Rarely do we ever see 3 back-to-back years of strong volume and revenue in our industry. At time of publication, we are projecting a 10% to 15% increase over 2024. It is definitely going to plateau at some point but in the meantime, it looks like 2026 will be another strong year based on prebookings so far.

How We Can Continue To Help You:

As a Receptive Operator we have many tools that are at your disposal for just one TOLL FREE CALL to our office:

1. *Our strongest selling feature as a receptive tour operator is taking the burden off of you because let's face it, getting a hold of suppliers is not always easy.*
2. *We have longstanding relationships in the areas that we represent which means that through these relationships, you can count on better service.*
3. *Quebec, Montreal and Thousand Islands are extremely hot products for 2026 and we suggest booking them as soon as possible.*
4. *Niagara has always been our "bread and butter" and we feature various price points to suit the needs of everyone plus we can customize anything.*
5. *More companies have been asking us for higher end properties but we will always also feature budget level and midrange options.*
6. *We are official package partners of both the Stratford and Shaw Festivals if you have theatre groups that wish to see the two largest repertory theatre companies in North America.*
7. *Ask us about adding Muskoka or Toronto.*

FINAL THOUGHTS :

The Baby Boomer Generation has continued to dominate the group industry. More of them no longer want to drive long distances or fly as much and still control the majority of the wealth in both the U.S. and Canada. We've started to see some people from Generation X get onto buses as well! People want convenience and are more willing to pay for it than even 5 or 6 years ago.

**Please call us toll free at 1-877-356-6385
or e-mail: sales@niagarafallstours.com
for sample itineraries and further information.**

**Niagara Falls Tours Ltd. Niagara Falls, Ontario, Canada
www.niagarafallstours.com**

