**Media Release**

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**Niagara-on-the-Lake Awarded by Tripadvisor® in 2023 Travelers’ Choice® Best of the Best Popular Destination in Canada**

*Niagara-on-the-Lake Recognized Among Best in Canada, Thanks to Outstanding Visitor Reviews and Ratings*

**NIAGARA-ON-THE-LAKE, ONTARIO – January 26, 2023 –** The Niagara-on-the-Lake Chamber of Commerce and Tourism Niagara-on the-Lake announced today that Niagara-on-the-Lake has been recognized by Tripadvisor as a 2023 Travelers’ Choice Best of the Best award winner for Best Popular Destination Canada, ranking number two in Canada, up from fifth place in 2021. The awards honor travelers' favorite destinations, hotels, restaurants, things to do, and beyond, based on the reviews and opinions collected from travelers and diners around the world on Tripadvisor over a 12-month period. Best of the Best award winners are among the top 1% of listings on Tripadvisor, distinguishing them as travelers’ favorites.

“We are beyond thrilled to be ranked as second Best of the Best Popular Destination Canada by TripAdvisor’s 2023 Travelers Choice Awards,” said Minerva Ward, President and CEO at Niagara-on-the-Lake Chamber of Commerce and Tourism Niagara-on-the-Lake. “Niagara-on-the-Lake continues to be recognized for the premier destination that it is. Our world-class wine industry, beloved Shaw Festival, historical landmarks, scenic natural beauty, farm-to-table culinary scene, and pristinely manicured heritage district make it a draw for travel enthusiasts. This award is testament to the commitment of the tourism industry, Tourism Niagara-on-the-Lake, the Town, and its residents to deliver on our brand promise of world-class experiences in an impeccable destination”.

“Congratulations to the 2023 Tripadvisor Travelers’ Choice Best of the Best winners,” said John Boris, Chief Marketing Officer at Tripadvisor. “The travel resurgence we’ve seen throughout the past year has even further heightened the competition. Ranking among the Best of the Best demonstrates that you have provided exemplary experiences to those who matter most: your guests. With changing expectations, continued labor shortages, and rising costs, this is no easy feat, and I am continually impressed with the hospitality industry’s resilience and ability to adapt. Cheers to another successful year!”

Check out all the reviews, and discover more about Niagara-on-the-Lake here: https://www.tripadvisor.ca/Attraction\_Review-g154999-d17853105-Reviews-Niagara\_on\_the\_Lak e\_Visitors\_Center\_Chamber\_Of\_Commerce-Niagara\_on\_the\_Lake\_Onta.html

**About Niagara-on-the-Lake**

Tourism Niagara-on-the-Lake is the official destination marketing organization for Niagara-on-the-Lake. It is a subsidiary of the Niagara-on-the-Lake Chamber of Commerce and the primary organization committed to the promotion, responsible growth and sustainability of tourism as the key business driver for our area. Stroll back through history and enjoy world class theater, fine dining, shopping, our estate wineries, farm markets and historical sites. Niagara-on-the-Lake, often called “the loveliest town in Ontario”, has a long and distinguished history. Today, over two hundred years after its founding, its many attractions include historic sites - Fort George and the Historical Society Museum, the Shaw Festival with its three theaters, the marina, our heritage business district for shopping, golf courses, parks and beautiful farmland, agricultural markets and our world-famous Niagara wineries. Come to the many special events held throughout the year! Take a carriage ride through the Old Town, or a jet boat up the Niagara River. A short drive along the scenic Niagara Parkway leads to Queenston Heights and Niagara Falls. Residents and visitors alike enjoy Niagara-on-the-Lake’s natural beauty, as well as local amenities, including some of the finest vineyards, orchards, hotels, restaurants and more. Come join us and discover the beauty of Niagara-on-the-Lake for yourself.

**About Tripadvisor**

Tripadvisor, the world's largest travel guidance platform\*, helps hundreds of millions of people each month\*\* become better travelers, from planning to booking to taking a trip. Travelers across the globe use the Tripadvisor site and app to discover where to stay, what to do and where to eat based on guidance from those who have been there before. With more than 1 billion reviews and opinions of nearly 8 million businesses, travelers turn to Tripadvisor to find deals on accommodations, book experiences, reserve tables at delicious restaurants and discover great places nearby. As a travel guidance company available in 43 markets and 22 languages, Tripadvisor makes planning easy no matter the trip type.

For more information, please contact:

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