

**PRESS RELEASE** | For immediate release

## Niagara Falls Convention Centre marks 15 years as Ontario's Destination Niagara strategy fuels new meetings and events momentum

**Centre prepares to celebrate April 8 milestone while positioning Niagara for more conferences, trade shows and major events**

Niagara Falls Convention Centre (NFCC) will mark its 15th anniversary on April 8, celebrating a decade and a half of hosting impactful events. Over the past 15 years, NFCC has hosted 1,600+ events, ranging from venue-wide conferences to multi-day consumer shows and city-wide sporting events. While reflecting on the past 15 years, NFCC is looking ahead to new growth as Ontario's refreshed destination strategy for Niagara Falls spotlights business events and tourism infrastructure.

Since opening in 2011, NFCC has been host to national and international organizations, welcoming nearly 2,000,000 attendees to the Convention Centre. These high-profile events have generated more than 500,000 room nights for local hotels and produced an estimated \$500 million in economic impact to the City of Niagara Falls. NFCC employs nearly 50 full-time staff, and during peak event periods, expands its workforce with more than 150 part-time team members across all departments, while continuing to create meaningful opportunities for regional partners and suppliers.

"For 15 years, NFCC has been a place where industries connect, ideas move forward, and Niagara shows what it can do on a national and international stage," said **Tim Oldfield, President & General Manager, Niagara Falls Convention Centre**. "With renewed focus on destination development, we're ready to welcome the next wave of meetings and events that support local jobs, strengthen tourism and generate year-round economic activity."

"With 15 years under its belt, the dedicated team at the Niagara Falls Convention Centre has grown it into an exciting destination! Nestled near the falls, it enhances the top tier offerings we have to explore here! We're very proud of the NFCC becoming a trusted and familiar location for conference-goers from all over Canada and internationally! Come for a conference, stay to have fun!" says **Mayor Jim Diodati, City of Niagara Falls**.

- NFCC opened April 8, 2011, and will mark 15 years of operation in April 2026.
- NFCC offers more than 200,000 sq. ft. of flexible meetings and event space in Niagara.
- Niagara Falls Convention Centre has driven an estimated \$500 million in economic impact.

To mark the anniversary, NFCC will share highlights from the past 15 years and outline priorities for the year ahead, including continued service excellence, sustainability initiatives, such as its industry leading food recovery program, and expanded partnerships across the region. Media interviews are available upon request.

### **About Niagara Falls Convention Centre**

The Niagara Falls Convention Centre (NFCC) is the largest meetings and events facility in Niagara, offering more than 200,000 square feet of flexible space designed for conferences, trade shows, corporate gatherings and large-scale public events. Learn more at [www.fallsconventions.com](http://www.fallsconventions.com).

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