

News Release

St. Catharines and Lincoln formalize tourism partnership

Sept. 18, 2020 — St. Catharines and the Town of Lincoln’s economic development and tourism departments have begun the process of recovery from the COVID-19 pandemic through formalizing a sub-regional tourism marketing partnership.

“Partnerships such as this are a well-established way of driving business in our region,” said Mayor Walter Sendzik. “For more than a decade economic development and tourism in the Niagara region has relied upon collaborative marketing and advertising.

“The formalization of a St. Catharines and Lincoln partnership goes one step further in advancing tourism marketing efforts to ensure both destinations are well positioned for a faster re-emergence and successful recovery from the effects of COVID-19,” he added.

“The Town of Lincoln is excited to be entering into this partnership to move our collective tourism sectors forward as we recover from the effects the pandemic has had on our businesses”, says Mayor Sandra Easton. “Our two tourism sectors combined will provide a multifaceted experience for visitors showcasing the best of our communities.”

The partnership has been finalized through the establishment of a Memorandum of Understanding (MOU) between the City of St. Catharines and the Town of Lincoln to expand both municipalities’ capacity to market to a broader audience and combine a shared rural and urban tourism experience.

The global COVID-19 pandemic has had a profound impact on the tourism, leisure and hospitality markets in both the City of St. Catharines and the Town of Lincoln. Many businesses and attractions have suffered significant economic loss, festivals and events have been cancelled and the movement of people and goods has significantly slowed.

“Coming together to support our businesses and grow tourism in our communities through a shared service such as tourism marketing, will help stimulate and grow our economies,” said Town of Lincoln’s Economic Development Officer Paul Di Ianni.

“This partnership will mean complimentary, aligned destination messaging to promote the best of what St. Catharines and Lincoln have to offer,” said Director of Economic Development and Government Relations Brian York. “From picturesque trails, historic architecture and beaches, to world-class live entertainment and a growing craft beer, wine and culinary scene, it’s all here to enjoy.”

The MOU will also look at coming together to form a joint Destination Marketing Organization to assist with destination marketing and management.

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