



Winter Festival of Lights

NIAGARA FALLS ★ ONTARIO ★ CANADA

Awards

Over the years, the Winter Festival of Lights in Niagara Falls, ON has been honoured by many festival and travel tourism organizations.

In 1999, the **North American Bus Association** proclaimed it the *Number One Event* in Canada. The Festival also received a *Peoples Choice Award* for Best Event from *Success With Ontario Special Events Guide*; was named a *Top Five Festival in Ontario* by the Ontario Motor Coach Association; was recognized by the National Tour Association for its success in generating revenue in the off-season; and in 2002, the Winter Festival of Lights won the **Attractions Canada** Award for *Best Cultural Event*.

In 2005, the Winter Festival of Lights was chosen as a *Top 100 Internationally Event* by the American Bus Association while its website and official magazine won *Best in Class* awards from **Festivals and Events Ontario** (FEO).



In 2006, the **American Bus Association** included the Winter Festival of Lights on its *Top 100 International Known Events*, which comprises the most recognized events across North America; and FEO recognized it as a *2006 Top 50 Ontario Festival*. Additionally, FEO recognized it as having the *Best Overall Promotional Campaign* amongst Ontario Festivals with budgets over \$500,000.

In 2007, the Winter Festival of Lights was again chosen as an ABA *Top 100 Internationally Known Events* and a *Top 50 Ontario Festival* by Festivals and Events Ontario. FEO also recognized the Festival for *Best Overall Promotional Campaign* amongst Ontario Festivals with budgets over \$500,000 and *Best in Class* for its brochure advertising piece.



Meanwhile, the City of Niagara Falls working with the Winter Festival of Lights and other community partners, earned first place in the 50,000+ population category of **WinterLights Celebrations**, a national program encouraging municipalities large and small throughout Canada to celebrate light with decorative, cultural and spiritual programs, with the objective of creating attractions for tourism from within Canada and abroad. This year, the Festival has again been named to the ABA *Top 100 Internationally Known Events* and FEO *Top 100 Ontario Festivals* lists.