



Grand Opening and beyond...

Through the years, Niagara had been seen as a summer playground with a limited window of fun. 'The Hundred Days of Magic' was what the locals use to refer to the Niagara Falls tourist season; from when the Maid of the Mist launched (in May) to Labour Day, Niagara Falls became a Mecca for day-trippers, adventurers, families and romantics. My own parents were caught up with the charm and romance of the old Niagara Falls, and chose to marry here. Years later they returned, with me in tow; 7yrs old and ready to enjoy the Falls and the many sights and sounds of the old Clifton Hill (*See Above: Picture of me enjoying the attention of a Frankenstein*)

When I was invited to move to Niagara Falls, to help build this magnificent building, I saw it as fate that my path crossed with Niagara's once again. However, with an average of 14-million tourists and visitors coming to the Niagara annually, there are bound to be a few stories like those my family shares. Niagara touches everyone.

A few days ago, the Scotiabank Convention Centre, in Niagara Falls, Canada (SCCN) marked its first month since it opened its doors to Niagara and the World. I'm just thrilled to report in that in first month we have hosted over a dozen clients/events that brought with them an average of 40,000 guests. We certainly hit the ground running; and are most pleased to report they've all left dazzled at all the region and the new facility have to offer.

UnConventional Experiences™



Friday, April 8th, 2011 not only marked the beginning of this facility's history, but a new chapter in the history of Niagara. The SCCN promises, much like the mighty Falls, to make a significant impact on not only a new generation of tourists, or business travellers, but also the citizens of the local community.

The Centre is part of a new model of conventions and meetings facilities committed to eco-friendliness, sustainability, and community leadership. The latter means that we aspire to become part of the local community by becoming a point of communal gathering and civic pride. In its first year, the SCCN is scheduled to host number of events and functions like no other venue in the region. In addition to the normal array of private, corporate meetings & events, the SCCN will welcome the local community through region-centric activities that include: consumer shows, graduations, and even wedding receptions.

The large and colourful tapestry of experiences that form the Niagara Region is truly complete. Thanks to the SCCN, now more than ever, Niagara Falls and the rest of the region can truly become a four-season destination for those 14-million visitors we welcome every year and those who call it 'home'.

A handwritten signature in black ink, appearing to read "Kerry Painter".

Kerry Painter, CFE
President & General Manager
Scotiabank Convention Centre

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