



## NEWS RELEASE

April 23, 2004

# MORE THAN \$1 MILLION IN NEW CONVENTION BUSINESS BOOKED FOR NIAGARA FALLSVIEW CASINO RESORT

### *Countdown to June 8 Grand Opening continues*

**Niagara Falls, ON** – More than \$1 million in convention and event business has already been booked into the new Niagara Fallsview Casino Resort -- in advance of the official June 8 opening of the new entertainment complex.

“We’re seeing a lot of interest from convention and event planners right across North America,” said Jim Dougan, President and Chief Operating Officer of Falls Management Company, which is responsible for development and management of the \$1 billion entertainment complex, under agreement with the Ontario Lottery and Gaming Corporation. “Niagara has always been a popular destination, and the additional convention space at Niagara Fallsview will help complement the existing facilities in town, while allowing for larger groups to visit.

“We are committed to helping Niagara grow as a group meeting destination, as well as providing a unique destination to tourists and gaming enthusiasts.”

The businesses which have confirmed their reservations represent a complete spectrum of service and manufacturing enterprises, says Dougan, and Niagara Fallsview Casino Resort is primed to make each conference memorable.

With 50,000 square feet of meeting and convention space, Niagara Fallsview Casino Resort will have the largest convention and meeting facilities in the Niagara Region. The space includes a 30,000 square-foot exhibition hall that can be divided into five sections to accommodate groups of any size.

Recognition that the casino resort is one of the top facilities of its kind in the world, offering unparalleled views of Niagara Falls, is proving to be a major selling point with convention and event planners, according to Dougan.

The facility includes a 200,000 square foot casino with 150 gaming tables, more than 3,000 slot machines and a salon privé; a luxury 368-room hotel; the Avalon Ballroom, a 1,500-seat performing arts theatre; a health spa and fitness centre; a shopping galleria of luxury boutiques that winds through the main floor of the complex; and 10 restaurants, including 17 Noir, the resort’s signature restaurant and a 750-seat grand buffet with spectacular views of the Falls.

In addition, convention and event planners can arrange excursions to area wineries, visits to the charming town of Niagara-on-the-Lake and golf on one of three five-star courses already built or currently under construction, plus several other outstanding golf courses in the vicinity.

(more)

“We can provide convention visitors with a truly unique experience,” Dougan said. “All the amenities and attractions they’re looking for, breathtaking architecture and interiors, wonderful shopping, five star service, world-class entertainment and the spectacle of the Falls of Niagara right at our door.”

The new facilities available at Niagara Fallsview Casino Resort are also being used by Niagara Falls Tourism to promote the city to convention planners.

“This will definitely allow us to go after new, larger convention business,” said Noel Buckley, President of Niagara Falls Tourism. “We’re confident that the combination of one of the world’s natural wonders, along with new, world-class convention facilities, will be an unbeatable combination for convention planners to consider.”

*The Ontario Lottery and Gaming Corporation is an operational enterprise of the Government of Ontario, responsible for province-wide lottery games, commercial and charitable casinos, and the operation and management of slot machine facilities at horse racing tracks.*

*Falls Management Company is a consortium of five firms which was selected by the Ontario Lottery and Gaming Corporation to operate Casino Niagara; and to finance, design, build and operate Niagara Fallsview Casino Resort.*

**Niagara Fallsview Casino Resort Reservations: 1-888-FALLSVUE (1-888-325-5788)**  
**Website: [www.discoverniagara.com](http://www.discoverniagara.com)**

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