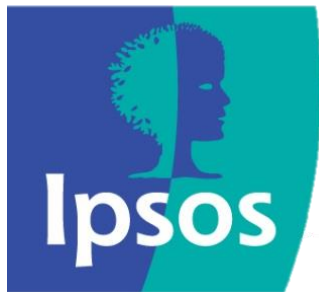


**Eight in Ten (78%) Canadians Say Niagara Should Be
Recognized as 8th Wonder of the World**
*Majority (75%) Already Consider Niagara Canada a Wonder of
the World*

Public Release Date: TBD



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Eight in Ten (78%) Canadians Say Niagara Should Be Recognized as 8th Wonder of the World

Majority (75%) Already Consider Niagara Canada a Wonder of the World

Toronto, ON – Though Niagara, Canada has yet to gain a spot on the coveted list of Seven Wonders of the World, for many Canadians, the region should be recognized with an honorary eighth spot. Eight in ten (78%) Canadians ‘agree’ (38% strongly/39% somewhat) that Niagara Canada ‘should be recognized as the 8th Wonder of the World,’ according to a new Ipsos poll conducted for the Tourism Partnership of Niagara and their agency partner, McCann Canada.

Support for an ‘8th Wonder of the World’ status for Niagara comes as three in four Canadians (75%) say they already consider Niagara Canada a Wonder of the World, even though it has yet to be recognized. This places Niagara Canada in a three-way tie with the Grand Canyon, USA (75%) and the Great Wall of China (75%), second only to the Pyramids of Egypt – the only surviving feature of the original Seven Wonders of the Ancient World:

Which of the following sites do you consider to be Wonders of the World?	
Pyramids, Egypt	84%
Niagara, Canada	75%
Grand Canyon, USA	75%
Great Wall of China, China	75%
Stonehenge, United Kingdom	67%



Great Barrier Reef, Australia	67%
Roman Colosseum, Italy	65%
Machu Picchu, Peru	62%

These are some of the findings of an Ipsos poll conducted between July 28 and July 29, 2016, on behalf of the Tourism Partnership of Niagara (TPN) and their agency partner McCann Canada. For this survey, a sample of 1,001 Canadians from Ipsos' online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 3.5 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

-30-

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- 2 -

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