



FOR IMMEDIATE RELEASE

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NTCC to debut 'EXP Niagara' this week

Local tourism agency will preview industry-wide training program

Niagara Falls, N.Y. – Niagara Tourism & Convention Corporation (NTCC) will launch "EXP Niagara" tomorrow, providing the first official destination education and visitor services training program in Niagara USA.

"EXP Niagara" is a web-based training program consisting of six, 10-minute video courses that were created by Phil Bruno of [Treat 'em Right Seminars](#) and customized to highlight Niagara's tourism attractions. It also streamlines customer service skills specific to the destination's visitor demographic.

"We strive to create the best experience for our visitors in Niagara USA and the time has come to further educate the industry on our tourism product," said John Percy, NTCC president & CEO. "By participating in 'EXP Niagara' employees will become experts in the brand they represent, and Niagara USA as a whole. They will not only be proud about the role they play, but exceed the expectations of our guests."

NTCC's Department of Visitor Services is driving the program, and inviting all of Niagara County's hospitality and tourism employees, in an ownership or managerial role, to one of

two sessions where they can learn more about "EXP Niagara," view the first video and the training process.

Who: Niagara Tourism & Convention Corporation Department of Visitor Services

What: "EXP Niagara"

Where: Conference & Events Center Niagara Falls, Governor's Amphitheater, 101 Old Falls Street, Niagara Falls, NY 14303

When: 9 – 10:30 a.m. or 3 – 4:30 p.m., Wednesday, July 8

RSVP: By July 7 via email iana@niagara-usa.com or call 716-282-8992 ext. 316

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The mission of the Niagara Tourism & Convention Corporation (NTCC) is to expand the economic prosperity of the Niagara USA communities by generating individual and group visitation. For more information, visit niagara-usa.com.