Niagara Tourist and Resort Association

*Ontario Editorial Bureau fonds*

RG75-7

Brock University Archives

**Creator:** Ontario Editorial Bureau

**Extent:** 80 cm textual records (2 boxes)
ca. 167 photos: b&w, col.
82 slides
3 cassette tapes
1 reel to reel tape
1 wooden nickel
1 pin
1 guest pass pin
1 negative

**Abstract:** This archive is part of the larger Ontario Editorial Bureau fonds (OEB) housed at Brock University. The bulk of the collection is correspondence and media releases, relating to *The Niagara Tourist and Resort Association*. Representative examples of tourist information were also retained.

**Materials:** Typed and handwritten correspondence, media releases, clippings, photographs, and serial publications.

**Repository:** Brock University Archives

**Processed by:** Jen Goul & Anne Adams

**Last updated:** April 2015

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**Use Restrictions:** Current copyright applies. In some instances, researchers must obtain the written permission of the holder(s) of copyright and the Brock University Archives before publishing quotations from materials in the collection. Most papers may be copied in accordance with the Library's usual procedures unless otherwise specified.

Acquisition Info.  This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.

Administrative History:
Tourism drives industry, export earnings and employment. Niagara is a region which thrives on its tourist industry. The summer months draw millions of people from around the world to view one of nature’s wonders of the world, Niagara Falls. The Niagara Resort and Tourist Association was established to aid in the Niagara tourist industry. The association handles both local and long distance inquiries about the Niagara region and what it has to offer. Some of the events or organizations the association deals with include:
The Welland Canals Heritage Foundation
Discovery Train
Rose Festival
Welland Canal Preservation Society
Port Dalhousie Quorum Committee
Blossom Festival
Skylon Tower
Niagara Falls
Niagara College
Fort Erie Racetrack
Royal Hydrofoil Cruises
Woodend Conservation Area
Brock University
Niagara College
In order to keep up to date on the latest events, the association liaises with operators of most tourist related businesses, the Chambers of Commerce, festival and event committees and government offices.

Scope and Content:
Fonds contains materials related to the Niagara Tourist and Resort Association, its formation and growth from the early 1960s to the 1980s. Numerous photographs were retained that were used in media releases to promote the various attractions. Only a sampling of publications and pamphlets were retained as they are duplicated in Special Collections. Folders are arranged chronologically within each series.

Organization:  The records were arranged into two series:

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<tbody>
<tr>
<td>1.1-1.4</td>
<td>Correspondence, 1977-1978</td>
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<td>1.5</td>
<td>Blossom Festival, 1 wooden nickel, 1 pin, 1 guest pass pin, 3 b&amp;w photos, 1978</td>
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<td>1.25-1.27</td>
<td>Meeting Minutes, 1979-1981; includes public relations committee, activity reports.</td>
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| 1.28-1.33 | Clippings, 1978-1983, 1989; includes Navy Island |
| 2.14      | Photographic Slides, n.d. |
| 2.19      | Niagara Resort and Tourist Association Demo. Tape and *I wish you were here* cassette tape, 1980, n.d. |
| 2.23      | Reports, 1979, 1981, 1988 |
| 2.24      | Speeches and Addresses, 1979-1981 |
2.25  John Fisher broadcast on Niagara Falls, cassette and reel to reel, 1978

Added Entries:

600  Cahill, Lou
600  Leyden, Brian

Subject Access:

650  City planning -- Ontario -- Niagara Falls
650  Niagara (Ont.: Regional Municipality) -- Description and travel
650  Tourism -- Ontario -- Niagara (Regional municipality)

Related O.E.B. Collections:

Brock University 1962-1989
[City of] St. Catharines 1952-1983
County of Lincoln 1956-1969
Inside Canada Public Relations Company 1951-1987
Niagara Falls Visitor Convention Bureau 1981
Niagara Grape and Wine Festival 1964-1989
Niagara Parks Commission 1952-1975
Niagara Region Development Corporation 1983-1989
Niagara Region (Municipality) 1969-1975
Welch, Robert S.K. 1972-1986
Welland County 1952

Related Materials:


Separated Materials:

Mr. McKeough. Spcl FC 3144.45 L3 O593 1968

Various Pamphlets relating to the Niagara region, can be found in the Special Collections of Brock University 1975-1989 (non-inclusive).