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Niagara Region Retreat

Alternatives & Recommendations

**NIAGARA REGION RETREAT
ALTERNATIVES & RECOMMENDATIONS**

Prepared for
Lewis Silvestri, Client
Trains of Thought

Prepared by
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December 2, 2008

Niagara Region Retreat



Alternatives & Recommendations

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December 2, 2008



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Mr. Lewis Silvestri
10 Golf Links Drive
Toronto, ON
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Dear Mr. Silvestri:

Included in the attached report is the information you requested about the Niagara Region's hotels and attractions. The top three hotel alternatives selected for your visit were the Hilton Fallsview (Niagara Falls), the Apple Tree Historic Bed & Breakfast (Niagara-on-the-Lake) and the White Oaks Resort & Spa (Niagara-on-the-Lake/St. Catharines).

In addition to the names and locations of the hotels, is a list of criteria that the two superior alternatives were analyzed with including, packages and pricing, dining, as well as entertainment and activities. These alternatives are discussed in great detail throughout the report, and exemplify the type of visit you would achieve with each alternative. For a more relaxed and comfortable visit to the Niagara Region, selecting the Apple Tree B&B would be your best choice, whereas selecting the Hilton Fallsview

would allow you and Angela to experience Niagara Falls as a whole, visiting popular attractions and restaurants nearby.

After weighting out each option and alternative, I highly recommend that staying in the heart of Niagara Falls would give you and your wife a more complete understanding of the Niagara Falls local area. There is always the opportunity to venture into Niagara-on-the-Lake, however, less driving would be necessary while staying at the Hilton Fallsview due to the complimentary shuttle service provided to many attractions. As well, there are many restaurants and a wide variety of shops all within the Fallsview Complex, making everything easy to get to.

I appreciate the opportunity to work with you on this assignment, and hope that the information provided can be of great use to you while planning your trip to the Niagara Region. If you have any questions or concerns please do not hesitate to contact me by phone at 905-637-7275 during my regular office hours or by e-mail at psimion@coutureconsulting.com.

Best wishes,

Paula Simion
President, Couture Consulting

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EXECUTIVE SUMMARY

This report analyzes the two best hotel alternatives within the Niagara Region, using three major criteria to discover the positives and negatives that each choice has to offer. The selected hotels are the Hilton Fallsview in Niagara Falls and the Apple Tree Historic Bed & Breakfast in Niagara-on-the-Lake. The criterion used includes packages and pricing, dining, as well as entertainment and activities. Through defining these factors, recommendations can be made and ultimately, a final conclusion can be suggested as to which hotel is the best choice for Lewis and Angela's visiting to the Niagara Region.

Packages and Pricing

When deciding on where to stay it is important to consider the packages that each hotel or bed & breakfast has to offer, as well as any special discounts or deals they may have. Both the Apple Tree and the Hilton are currently offering reduced rates due to winter being tourism's "off season". The Hilton offers a wide range of packages including Nightly Getaways, the Romance Package, Golf Getaways as well as Casino and Spa bundles. These packages include a one or two night stay, breakfast for two at the Watermark Restaurant (upper level of the hotel), complimentary shuttle service to-and-from many attractions within the downtown Niagara area, as well as added perks customized for each bundle. Unfortunately, the Apple Tree does not offer such packages currently, and all activities must be arranged and paid for separately.

Dining

There is a great variety as to where you can dine within the Niagara Region, whether you are looking for something for on-the-go, a more casual sit-down restaurant or pub, or even a formal and elegant setting. Firstly, the fabulous Watermark Restaurant and Blue Martini Lounge are both located atop the Hilton Fallsview, where a nightly

fireworks show is displayed over the Falls. In addition to the Watermark there are other formal and casual restaurants all within the Casino complex including: 17 Noir, the Grand Buffet, Canyon Creek, The Falls Frikin and Shoeless Joe's. If you are on your way out to visit some of the Niagara attractions there are other quicker options like Subway, Tim Horton's, and Starbucks which are all within the Casino and hotel complex. Angela may want to try some of the other restaurants down Clifton Hill (still only minutes away from the Hilton) like Planet Hollywood, the Rainforest Café, and the Hard Rock Café. Within Niagara-on-the-Lake there are numerous options as to where you can stop and have a meal. The entire Downtown strip consists of small eateries and pubs, ranging from fine dining to patios and cafés. In this part of town the food is not only important but the atmosphere and ambiance felt while visiting. Niagara-on-the-Lake sets a romantic and old-world feel from the B&B you stay at to the restaurant you eat at. Restaurants near the Apple Tree include the Charles Inn, Epicurean, and the Stone Road Grill where you will experience more of a fine dining setting yet within a relaxed atmosphere. Each restaurant listed is approximately a 2-20 minute walk from your room at the Apple Tree B&B. In addition to the options for fine dining, there are numerous casual dining opportunities including the Angel Inn which is right across the street from where you would be staying. Also, a beautiful 20 minute drive down the Niagara Parkway will take you to Downtown Niagara Falls to where many more restaurant options can be found.

Entertainment and Activities

While staying in the Niagara Falls region, you will definitely not have a hard time finding something to do. Some of the attractions in town include the Skylon Tower, the Maid of the Mist, Journey Behind the Falls, Bird Kingdom, Butterfly Conservatory, Whirlpool Jet Boat Tours, Spanish Aero Car, Clifton Hill (rides and games), IMAX Theatre, SkyWheel, Casino Niagara as well as the Floral Clock and Horseshoe Falls. These activities range from downtown Niagara Falls to Niagara-on-the-Lake taking no longer than 30 minutes

to reach each destination. If you decide to stay at the Hilton, the Fallsview Casino is always open and includes many shops through the complex walkway. Other activities that you may be interested in could be a tour at a local winery near the Apple Tree B&B, or visiting a golf course in Niagara-on-the-Lake. By selecting your accommodations based on your planned activities, you will be able to cut down on travel time, and enjoy your stay the way you want to, and create a more memorable visit to the Niagara Region.

**NIAGARA REGION RETREAT:
ALTERNATIVES & RECOMMENDATIONS**

INTRODUCTION

The Niagara Region, made up of Niagara Falls, Niagara-on-the-Lake and St. Catharines is a beautiful and exciting place to visit showcasing some of Ontario's finest restaurants, hotels and attractions. Since you will be visiting the Niagara Region soon with your wife Angela, this report will hopefully provide you with a detailed understanding of three of the finest hotels in the area. Included within this report will be a detailed description of the Hilton Fallsview in Niagara Falls, as well as the Apple Tree Historic Bed & Breakfast in Niagara-on-the-Lake. In order to save you time, a fantastic third alternative will be addressed however will not be expanded on within the report.

The five-star White Oaks Resort and Spa located on the border of Niagara-on-the-Lake and St. Catharines is well-known for its high quality service and magnificent suites. White Oaks has plenty to offer on-site including a great spa, golf course and dining area. Unfortunately, due to the location of the resort it is much further from the Niagara Falls core compared to the other two hotels represented throughout this report. Due to its distance to Niagara Falls, more driving will be required ultimately cutting into the pleasure of your stay. Alternatively, the Hilton Fallsview is a fantastic hotel near numerous attractions, restaurants and Falls, yet due to its popularity may be booked up during your stay in the Niagara Region. In this case, the Apple Tree Historic Bed & Breakfast is a great second alternative. The Apple Tree Bed & Breakfast is located in Niagara-on-the-Lake, close to many fine restaurants, the local theatre and a short drive to many Niagara Falls attractions. However, if you are unable to get reservations to the Apple Tree Bed & Breakfast or the Hilton Fallsview, the White Oaks Resort is a great substitute as mentioned above.

Throughout this report the Hilton Fallsview as well as the Apple Tree Historic Bed & Breakfast will be compared using the same criteria including information about each hotels packages and pricing, local dining (or included dining), and finally the entertainment and activities that are closest to the two hotels. The positives and negatives of each criterion will be examined in order for you to achieve a vast understanding of what is available in the Niagara Region, and what your most suitable alternative may be. Through this process, facts on each hotel will be shared with you and Angela, ultimately resulting in our recommendations to you. To conclude, the results of our findings will determine the best possible solution for your visit. Additional information can be found via the Works Cited page located near the end of this report, detailing the websites of each hotel where more pictures and room availability can be found.

HILTON NIAGARA FALLS FALLSVIEW

When deciding on a place to stay while visiting the Niagara Region with Angela, a great way to enjoy the Falls directly is to stay in a hotel with a view of the Falls from every angle. The beautiful Hilton Fallsview (see Figure 1) is located on Fallsview Boulevard in Niagara Falls, and is directly connected to the Fallsview Casino. Its modern style with an upscale feel creates a sense of elegance when approaching the entrance where waterfalls and trees are displayed around the check-in area. The hotel is located right in the heart of downtown Niagara Falls (see Figure 2), making it easy to find places to dine as well as shortening travel time to all the surrounding attractions. For your convenience I selected a hotel with all possible necessities nearby including restaurants, shopping, Casinos, pools, and attractions (the Falls, Clifton Hill, Maid of the Mist, just to name a few). At the Fallsview there are added perks that are available to help make your stay



Figure 1 Hilton Fallsview Aerial View
Source: (Hilton Niagara Falls Fallsview)



Figure 2 Location of Hilton Fallsview
Source: (Hilton Niagara Falls Fallsview)

more comfortable. These perks include, shuttle service to and from the Falls and Casinos, coffee makers, irons (and ironing boards), clock radios as well as a daily newspaper delivered to your room each morning. In addition, voicemail and two-line phones are available in every room making it easier for you and Angela to keep

in touch with Sebastian while you are away. Other additional amenities include data ports in every room, room service, and even valet parking. Along with the practical amenities of the hotel, there is also a 10,000 square foot indoor pool open to all hotel visitors including a 27 foot waterfall decorated with 40 foot trees surrounding the area. As well, there is a whirlpool, sauna and steam room where you and Angela can melt all of your stresses away.

PACKAGES AND PRICING

When deciding on where to stay it is important to consider the packages that each hotel or bed & breakfast has to offer, as well as any special discounts or deals they may have. The Hilton offers a wide range of packages including Nightly Getaways, the Romance Package, Golf Getaways as well as Casino and Spa bundles. These packages include a one or two night stay, breakfast for two at the Watermark Restaurant (upper level of the hotel), complementary shuttle service to-and-from many attractions within the downtown Niagara area, as well as added perks customized for each bundle.

DINING

There is a great variety as to where you can dine within the Niagara Region, whether you are looking for something for on-the-go, a more casual sit-down restaurant or pub,



Figure 3 The Watermark Restaurant
Source: (Hilton Niagara Falls Fallsview)

or even a formal and elegant setting. Firstly, the fabulous Watermark Restaurant (Figure 3) and Blue Martini Lounge are both located atop the Hilton Fallsview, where a nightly fireworks show is displayed over the Falls. In addition to the Watermark there are other formal and casual restaurants all within the Casino complex including: 17 Noir, the Grand Buffet, Canyon Creek, The Falls Frikin and Shoeless Joe's. If you are on your way out to visit some of the Niagara attractions there are other quicker options like Subway, Tim Horton's, and Starbucks which are all within the Casino and hotel complex. Angela may want to try some of the other restaurants down Clifton Hill (still only minutes away from the Hilton) like Planet Hollywood, the Rainforest Café, and the Hard Rock Café.

ENTERTAINMENT AND ACTIVITIES

While staying in the Niagara Falls region, you will definitely not have a hard time finding something to do. Some of the attractions in town include the Skylon Tower, the Maid of the Mist (see Table 1 for travel times), Journey Behind the Falls, Bird Kingdom, Butterfly Conservatory, Whirlpool Jet Boat Tours, Spanish Aero Car, Clifton Hill (rides and games), IMAX Theatre, SkyWheel (Figure 4), Casino Niagara as well as the Floral Clock and



Figure 4 SkyWheel on Clifton Hill
Source: (Niagara SkyWheel)

Horseshoe Falls. These activities range from downtown Niagara Falls to Niagara-on-the-Lake taking no longer than 30 minutes to reach each destination. If you decide to stay at the Hilton, the Fallsview Casino is always open and includes many shops through the complex walkway. When deciding on where to stay, consider how close the hotel you choose is to the attractions and activities you would like to visit. If your main focus of your journey is to sightsee and be apart of the thrill of the Falls, your

best alternative may be to stay within the downtown area. By selecting your accommodations based on your planned activities, you will be able to cut down on travel time, and enjoy your stay the way you want to.

Table 1 Distance from Hilton Fallsview to Attractions

Attraction	Distance from Hilton Fallsview
Maid of the Mist	6 minutes
Casino Niagara	3 minutes
Spanish Aero Car	8 minutes
Butterfly Conservatory	13 minutes

Source: (MapQuest)

The Hilton Fallsview set directly in Niagara Falls is the perfect hotel to stay at if you and your wife are interested in being apart of everything that Niagara Falls has to offer. Due to its location, it is right in the middle of all of the most well-known attractions, Casinos and a plethora of restaurants, lounges and bars. The Fallsview is elegant inside and out, and provides numerous amenities including complimentary shuttle service to-and-from Niagara attractions. You will hopefully get a break from the normal hustle and bustle of Toronto living all thanks to the closeness of all major activities and necessities, and services provided by the hotel. You will also have plenty time to visit all the attractions since they are all walking distance from the Hilton. The Hilton can provide you with the excitement and thrill of the Falls without compromising comfort, cleanliness, and sophistication. Both the hotel and surrounding area will become the most memorable attributes of your visit to the Niagara Region.

THE APPLE TREE HISTORIC BED & BREAKFAST

Located in the heart of Niagara-on-the-Lake is one of the great alternatives as to where you can stay during your visit to the Niagara Region. The beautiful Apple Tree Historic Bed & Breakfast is situated on Regent Street and is a fabulous place where you and Angela will surely be able to enjoy some R&R away from all the big city distractions. The B&B offers breakfast for two each morning in the downstairs dining area, as well as a

comfortable living room where you can kick back and relax. There are three different rooms available and are listed as follows:

- The Golden Delicious: Queen size bed, en-suite bathroom with Jacuzzi and fireplace (depicted in Figure 2)
- The Macintosh: King size bed (with option of having two twin beds instead), en-suite bathroom with rain-head shower
- The Granny Smith: Queen size bed, en-suite bathroom with shower and tub

Each room is air-conditioned and contains reading lamps, high speed wireless Internet, a clock radio and is decorated with fine linens and antique detailing. The Apple Tree

Historic Bed & Breakfast is stunning from every angle and is a magnificent way to enjoy the feel of the old and historic wine region. The rustic and antique ambiance sets a peaceful and romantic mood enjoyable for both you and Angela as a couple.



Figure 5 Golden Delicious Room
Source: (Apple Tree B&B)

PACKAGES AND PRICING

The Apple Tree Bed & Breakfast as well as many other hotels in the Niagara area are



Figure 6 Apple Tree Historic B&B
Source: (Apple Tree B&B)

currently offering reduced rates due to the change in tourist seasons, making your trip more affordable as well as providing you with a greater chance of room availability. The Apple Tree B&B offers gift certificates on their website and works closely with the town of Niagara-on-the-Lake providing visitors with discounts to

numerous attractions in town including dinner vouchers and added perks at local vineries. Unfortunately, the Apple Tree (Figure 6) does not offer packaged deals currently with your stay, and all activities must be arranged and paid for separately.

DINING

Within Niagara-on-the-Lake there are various options as to where you can stop and have a meal. The entire Downtown stripe consists of small eateries and pubs, ranging from fine dining to patios and cafés. In this part of town the quality of the food is not only important but the atmosphere and ambiance felt while visiting. Niagara-on-the-Lake



Figure 7 Charles Inn

Source: (Niagara-on-the-Lake)

sets a romantic and old-world feel from the B&B you stay at to the restaurant you eat at. Restaurants near the Apple Tree include the Charles Inn (see Figure 7), Epicurean, and the Stone Road Grill where you will experience more of a fine dining setting yet within a relaxed atmosphere. Each restaurant listed is approximately a 2-20 minute walk from your room at the Apple Tree B&B. In addition to the options for fine dining, there are numerous casual dining opportunities including the Angel Inn which is right across the street from where you would be staying. As well, a beautiful 20 minute drive down the Niagara Parkway will take you to Downtown Niagara Falls to where many more restaurant options can be found.

ENTERTAINMENT AND ACTIVITIES

Niagara-on-the-Lake has numerous activities that you may be interested in, including a

Table 2 Distance from Apple Tree B&B to Attractions

Attraction	Distance from Apple Tree B&B
Maid of the Mist	31 minutes
Casino Niagara	29 minutes
Spanish Aero Car	22 minutes
Butterfly Conservatory	20 minutes

Source: (MapQuest)

tour at a local winery near the Apple Tree B&B, or visiting a golf course or spa. In addition, a short drive along Niagara-on-the-Lake to Niagara Falls will lead you to some more well-known attractions like

the Maid of the Mist, Casino Niagara, Spanish Aero Car and the Butterfly Conservatory (shown in Table 2). If you and Angela are planning on taking some time away from stores and crowded shops, your best alternative may be to stay in Niagara-on-the-Lake

and visit a winery or play a quiet round of golf together, enjoying the scenery and old-fashioned houses within this small town. When determining the most suitable accommodations for your trip, consider how you plan on spending your time with your wife. If you are looking for an escape from big city living, and are looking to enjoy more simple attributes consider the Apple Tree B&B as your best choice. Niagara-on-the-Lake's small and historic feel creates a sense of simplicity and timelessness, making your stay enjoyable and long-lasting.

The Apple Tree Historic Bed & Breakfast located right in the heart of Niagara-on-the-Lake is a terrific place to stay with Angela during your visit to the Niagara Region. The Bed & Breakfast feel creates a comfortable ambiance for your trip, and will hopefully provide you with the rest and relaxation you have been waiting for. Niagara-on-the-Lake is known for its small town quarks, beautiful landscaping and quiet promenades. The Apple Tree is the perfect spot to stay while enjoying golfing, spa sessions, or even a late night stroll through town. Niagara-on-the-Lake is close to all the major arteries, allowing for easy access to Niagara Falls and St. Catharines, yet still provides a place to escape after a long day of investigating the Falls, Casino or Butterfly Conservatory.

CONCLUSIONS AND RECOMMENDATIONS

When comparing the two hotels, it is clear that the experience you will have in the Niagara Region would differ greatly depending on which one you select. If Angela is looking for a quiet retreat where both of you can take some time for yourselves and enjoy a local spa or golf course, I would suggest that the Apple Tree Historic Bed & Breakfast as your best selection. However, if your trip to the Falls is meant to be fun and exciting I would suggest staying right in the heart of all the action. The Hilton Niagara Falls Fallsview is an elegant hotel perfect for couples, yet is connected directly to restaurants, the Casino and is near a multitude of bars, attractions, shopping and has a pool and sauna on the main floor. Ultimately, the two hotels that have been selected

are wonderful places to stay; both are extremely well kept and respectable as well as elegant and memorable.

Based on the information you have provided, it can be determined that in order to discover Niagara Falls to its greatest potential, staying at the Hilton Fallsview in Niagara Falls is the best choice. Since the Fallsview is right in the heart of the city you will be able to accomplish more during your short visit, and will not have to worry about travelling far for most attractions. The complimentary shuttle will take you to most attractions, picking you up directly from the hotel's lobby. The Hilton provides an ample amount of amenities in each room, as well as a fabulous view of either the Horseshoe Falls or Niagara Falls itself.

Hopefully the information provided will leave you with a clearer understanding as to the options that you have in the Niagara Falls area. There is so much to do and with so many choices it can get hard to pick what is more suitable for your own personal visit. As mentioned earlier, the Hilton Fallsview appears to be your best alternative when visiting the Niagara Region for the first time, whereas the Apple Tree Bed & Breakfast may be suitable for a secondary visit. The Hilton will provide you with everything that you are looking for, including convenience and elegance and will showcase Niagara Falls in the best possible way.

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