

Explore Waterloo Region

MEDIA KIT



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Who We Are

Explore Waterloo Region is the Destination Marketing Organization for the Region of Waterloo. We are a non-profit organization responsible for marketing our destination to increase the number of visitors and length of stay.

We also work with our partners to promote festivals, events, attractions, restaurants and hotels, and to develop new product offerings in the Region.

Our Mission

Our mission is to increase visitation, by capitalizing on the inherent strengths of events, outdoor experiences, and the thriving knowledge sector within Waterloo Region.

Our Vision

Waterloo Regional Tourism Marketing Corporation is recognized as the leading force within the Region's tourism industry, inspiring growth through destination development.



4.2K

FOLLOWERS



15.1K

FOLLOWERS



3.2K

FOLLOWERS

WATERLOO REGION



Known internationally as a hub for technology, Waterloo Region offers a balance between high-tech innovation and preservation of its historic Mennonite and Germanic roots. There is no shortage of things to do and explore in Waterloo Region from a number of attractions and festivals to great outdoor experiences and a lively food and craft beer scene.

Located just off Highway 401, Waterloo Region is a convenient one-hour drive from Toronto, 90 minutes from Niagara Falls and 45 minutes from Stratford.

Waterloo Region is comprised of:

- City of Cambridge
- City of Kitchener
- City of Waterloo
- Township of North Dumfries
- Township of Wellesley
- Township of Wilmot
- Township of Woolwich

EXPLORE WATERLOO REGION WITH THE OFFICIAL GUIDES



WHY WATERLOO?

583,500

2016
Population

65,000

Post Secondary
Students

400+

High-tech
Firms

4,000+

Acres of Park
and Natural
Land

TOWNSHIP OF
WELLESLEY

TOWNSHIP OF
WILMOT

CITY OF
WATERLOO

CITY OF
KITCHENER

CITY OF
CAMBRIDGE

TOWNSHIP OF
NORTH DUMFRIES

QUICK FACTS

- In addition to having some of the world's largest tech headquarters, Waterloo Region has the second highest startup density in the world.
- The Canadian Real Estate Association estimates the average home price in Kitchener-Waterloo in 2017 is \$485,819 and \$469,932 in Cambridge.
- Waterloo Region is home to the largest Oktoberfest celebration outside of Munich, Germany.
- The Grand River is a Canadian Heritage River. It starts near the Bruce Peninsula and flows through the region, into Lake Erie.
- The Perimeter Institute for Theoretical Physics attracts a number of scientists from around the world, including Stephen Hawking.
- The Schneider Haus is Kitchener's oldest dwelling (built in 1816) and the Erb-Kumpf House is the oldest dwelling in Waterloo (built in 1812).
- Kitchener's Woodside National Historic Site was the boyhood home of Prime Minister William Lyon Mackenzie King.
- Many streets in the Region are laid out in a pattern that resembles a German radial pattern, rather than the British grid system.
- The University of Waterloo has been named Canada's most innovative university and operates the largest post-secondary co-op program in the world.
- The launch of the ION Rapid Transit System between Waterloo and Kitchener is estimated for 2018 with a second stage in development to service Cambridge.



Major private sector employers:

- Automation Tooling Systems
- BlackBerry
- Challenger Motor Freight
- Home Hardware
- Loblaw Companies Ltd
- Toyota Motor Manufacturing
- Manulife Financial
- OpenText
- Sun Life Financial

Major educational institutions:

- Conestoga College
- University of Waterloo
- Wilfrid Laurier University

Major high tech firms:

- Aeryon Labs
- D2L
- Google
- Magnet Forensics
- Miovision
- Shopify
- Sortable
- Thalmic Labs
- Vidyard

Major research and innovation centres:

- Centre for International Governance Innovation
- Communitech
- Perimeter Institute for Theoretical Physics

TOP STORY IDEAS

- 50 years of Kitchener-Waterloo Oktoberfest
- The Grand River and its Conservation Authority
- Nature and outdoor experiences
- Local fusion of chefs and farmers
- German and Mennonite heritage
- Multiculturalism in Waterloo Region
- Family-friendly things to do

FILMED IN THE REGION

- The Handmaid's Tale
- Murdoch Mysteries
- American Gods
- Stephen King's It
- Anne of Green Gables
- Heroes Reborn
- Dan for Mayor



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