

Niagara Gateway Information Centre

Location: Grimsby, Ontario

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The Client

The Niagara Gateway Information Centre is a non-profit corporation that represents 12 municipalities in the Niagara region. It also informs 70,000 visitors a year on popular attractions and accommodation options within Niagara. Its Grimsby Welcome Centre and Food Court attracts about 2.7 million visitors a year.



The Challenge

With 7,500 visitors coming to the food court every day, President Brian Purdy knew that adding multiple TV screens where people line up at food counters and a huge screen between the two restrooms was a great opportunity to display paid ads that could bring him additional revenue. Brian's first stop was the local Best Buy retail store, which introduced him to a Pro A/V Senior Account Manager at Best Buy Business.

The Implementation

"The Senior Account Manager worked with Brian to schedule a Geek Squad agent to conduct a site survey in order to determine the installation requirements and recommend which size panels were appropriate for the proposed space. He then suggested various brands of TVs and mounts to choose from with competitive pricing and agreed on an installation date.

"The professionalism of the Best Buy Senior Market Account Manager and his team hand-held us through the technical, pricing and installation aspects of this important purchase. Best Buy was able to track stock availability, confirm costs and co-ordinate on-time delivery details to our satisfaction. All communications were prompt and efficient," says Brian.

Once the TVs were chosen and shipped, the installations were complete and the area was cleaned within 5 hours. Overall, Brian was happy with the experience.

"The Geek Squad installation team was super together, installing all the TVs without a hitch," Brian explains. "They even added an additional supervisor on site, above the quote."

The Niagara Gateway Information Centre was a finalist in the 2019 Ontario Tourism Awards of Excellence in the category of Tourism Champion of the Year Award and has been nominated for the 2019 Business Excellence Award by the Grimsby Chamber of Commerce. Brian explains, "These awards certainly reflect on our decision to add the TV screens, to promoting our sales income."

