
New pilot wayfinding app helps visitors, residents find their way around Welland

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Welland, ON – In partnership with the Region of Niagara economic development office, the City of Welland's economic development department has created a new wayfinding app for residents and visitors.

Officially launching on September 30, the YourWelland app is now available. The app supports residents and visitors in discovering the variety of services, dining experiences, businesses, retail options, events, and recreational facilities Welland offers.

"This app is another step in digitizing the City's approach to business and tourism. It will allow residents and visitors to easily navigate and explore the vast amenities in Welland," said Lina DeChellis, manager of economic development. "Partnering with the Region allows the City to dip its toes in the waters of this type of application and collect data on how it's used, what it's being used for, and what could be complemented in the future."

This six-week pilot project began in conversation and collaboration with the North Welland BIA and the Downtown Welland BIA to draw awareness to the retail, dining, events, and City facilities within these catchment areas and quickly evolved to include the entire city.

When the grant stream funding was announced, Welland's economic development staff saw the potential to create a wholly original, outside-of-the-box initiative.

As the app unfolds over the next six weeks, the economic development office looks forward to charting its success, engaging with the community, and planning further enhancements to its functionality.

Users can download the app in the Google Play Store or the Apple App Store.

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