

Lockport, NY Winery Puts Tourism on the “Right Track”! “Vineyard Express” Becomes Major Attraction!

Many regions of the United States have learned that the key to tourism promotion is the packaging of popular venues, for a truly regional approach to attracting more visitors.

In Lockport, NY, a place called SPRING LAKE WINERY has proven it with a truly unique offering called the “Vineyard Express” excursion train.

Through its partnership with the Media Railroad Museum and its excursion trains, SPRING LAKE has succeeded for two seasons in selling-out this unique innovation in regional tourism months in advance.



The “Spring Lake Special” utilizes vintage rail passenger cars to transport hundreds of riders from a pick-up site in Lockport to the railroad museum and then to Spring Lake Winery, where guests are treated to an afternoon cook-out, live entertainment, a complimentary glass of wine, and a tour of Spring Lake’s beautiful lakeside vineyards.

The trains have not only attracted hundreds of tourists, but also the attention of print and electronic MEDIA throughout the region.

This innovative and unique offering has also won the enthusiastic support of New York State’s “I LOVE NY” campaign, which has awarded Spring Lake Winery a major grant to pursue its regional tourism efforts.

Along with the “Vineyard Express”, the Lockport winery offers golf and hotel packages with some its neighboring Niagara County businesses. It has also become a popular destination for weddings and other private gatherings.

Founded by the Varallo family on several beautiful acres along the Niagara Escarpment, Spring Lake Winery includes several acres of vineyards, from which it will soon harvest its first grapes and produce its own signature Reisling.

To learn more, call (716) 439-LAKE, or visit www.springlakewinery.com.