



TOURISM IMPACT: BY THE NUMBERS

\$1.082 BILLION*

TOTAL SPENT BY TRAVELERS IN NIAGARA COUNTY IN 2023 **11.7% INCREASE OVER 2022**



\$59,606,000*

IN LOCAL TAXES WERE
GENERATED IN 2023 BY TOURISM
8.7% INCREASE OVER 2022

Niagara County Employs

15,918*

24% of the Total Workforce

469,529,690

People Read About Niagara Falls USA



Conventions Booked in 2023: **23**
Estimated Economic Impact:

\$7,027,534**



Total Economic Impact
from Group Visitation

\$1,758,126



Website Visitation

1,887,138

* Source: Tourism Economics: Economic Impact of Tourism in New York 2023

** Event Impact Calculator is provided by Destinations International, a professional organization representing destination marketing organizations worldwide. Calculations are based on meeting/event type, season, room and number of attendees.

