



TOURISM IMPACT: BY THE NUMBERS

\$1.163 BILLION*

TOTAL SPENT BY TRAVELERS
IN NIAGARA COUNTY IN 2024 **6.4% INCREASE OVER 2023**



\$62,700,000*

IN LOCAL TAXES WERE
GENERATED IN 2024 BY TOURISM
4.3% INCREASE OVER 2023

Niagara County Employs

15,238*

22.6% of the Total Workforce

958,370,172

People Read About Niagara Falls USA



Conventions Booked in 2024: **27**
Estimated Economic Impact:

\$8,292,168**



Total Economic Impact
from Group Visitation

\$2,027,615



Website Visitation

2,623,863

* Source: Tourism Economics: Economic Impact of Tourism in New York 2024

** 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.

