



TOURISM IMPACT: BY THE NUMBERS

\$1.105 BILLION*

TOTAL SPENT BY TRAVELERS
IN NIAGARA COUNTY IN 2025

5% DECREASE OVER 2024



\$61,700,000 *

IN LOCAL TAXES WERE
GENERATED IN 2025 BY TOURISM
1.6% DECREASE OVER 2024

Niagara County Employs

15,145*

22.1% of the Total Workforce

318,812,125

People Read About Niagara Falls USA



Conventions Booked in 2025: **28**
Estimated Economic Impact:

\$9,294,604**



Total Economic Impact
from Group Visitation

\$2,294,240



Website Pageviews

3,743,752

* Source: Tourism Economics: Economic Impact of Tourism in New York 2025

** 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.

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