

# 2024 ANNUAL REPORT



**NIAGARA  
FALLS<sup>®</sup>**  
USA

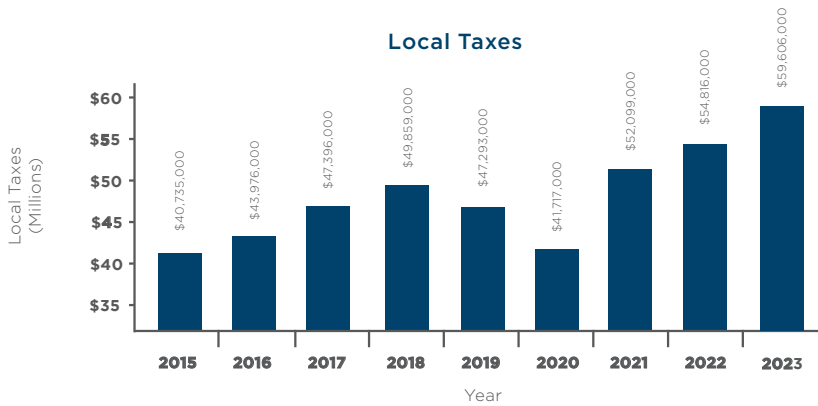
WHERE ADVENTURE COMES NATURALLY<sup>®</sup>

DESTINATION NIAGARA USA

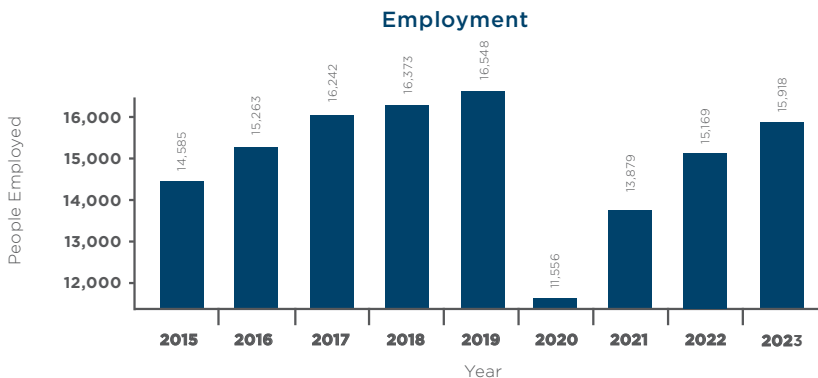
# EVOLUTION OF NIAGARA COUNTY TOURISM BY THE NUMBERS\*



↑  
**77.7%**  
INCREASE  
OVER  
8 YEARS



↑  
**46.3%**  
INCREASE  
OVER  
8 YEARS



↑  
**9.1%**  
INCREASE  
OVER  
8 YEARS

\*Source: Tourism Economics: Economic Impact of Tourism in New York 2015 - 2023

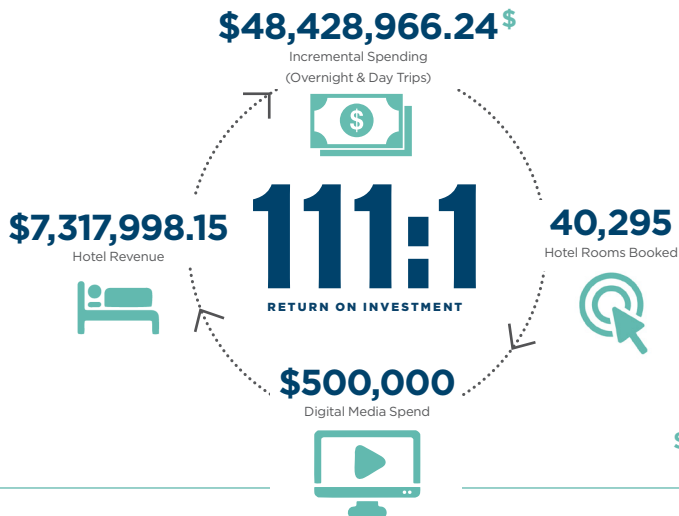
# DIGITAL MARKETING CAMPAIGNS

We launched integrated marketing campaigns in targeted markets to generate incremental visitation and spend along with repeat business.

Overall Results:

- Campaigns: Winter, Spring, Summer, Fall, Winter/Holiday

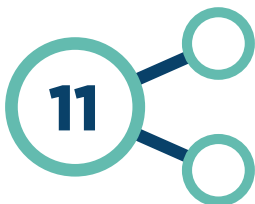
Channel	Impressions	Clicks
Google Paid Search	1,923,489	202,694
Meta Ads	22,160,159	455,919
Organic Search	59,955,299	1,191,855
Bing Paid Search	2,706,714	93,506
Display, CTV & Native	25,414,163	350,033
Geofence Display	2,890,238	7,645
Email	184,255	7,101
<b>Total</b>	<b>115,234,317</b>	<b>2,308,753</b>



\$ Above amount used in calculation of organization ROI on page 15

# MEDIA

As stewards of a world-renowned icon, we work tirelessly to garner significant media attention.



Visiting Media Hosted

**Sharon Kong-Perring - April 2024**

• **Yahoo!**: *A Niagara legacy: A 140-year tale of two countries preserving a natural landmark*  
**149.3 million impressions**

**Caroline Eubanks - May 2024**

• **USA Today**: *Uncork the charm of the Niagara Wine Trail: Vineyards, vintages, and more*  
**78 million impressions**

**Meg St. Esprit - June 2024**

• **Thrillist**: *The Nation's Oldest State Park Was Born Out of Protest*  
**6.9 million impressions**

**Mark Jones - July 2024**

• **The Daily Mail**: *Falling for the power and glory of Niagara*  
**76.9 million impressions**

**Hannah Stephenson - September 2024**

• **The Independent**: *The hidden side of New York perfect for your next holiday*  
**61.9 million impressions**

**Teresa Bergen - September 2024**

• **Blue Dot Living**: *Maid of the Mist Goes Electric*  
**16,094 impressions**



Destination stories across all media channels (print, television, online, etc.)



Total number of media impressions (Individual views), **Increase of 104.1%**

## A Snapshot of Top Media Placements



**Yahoo!**

A Niagara legacy: a 140-year tale of two countries preserving a natural landmark



**149,324,782**  
Impressions

(result of hosting Sharon Kong-Perring)



**USA Today**

Uncork the charm of the Niagara Wine Trail: Vineyards, vintages, and more



**78,000,000**  
Impressions



**The Daily Mail**

Falling for the power and glory of Niagara



**76,900,000**  
Impressions

# NIAGARA FALLS USA WEBSITE



2024 WEBSITE  
PAGEVIEWS:

# 4,407,472

Increase of 18.2% over 2023



2024 Sessions

## 2,623,863



2024 Unique Visitors

## 2,049,646



Total Blogs

## 184

## SOCIAL MEDIA\*



**Impressions: 35,204,725**

(31% decrease over 2023)

**Engagements: 429,476**

(77% decrease over 2023)

**Link Clicks: 37,633**

(75% decrease over 2023)

**Total Audience: 177,416**

(10% increase over 2023)



**Impressions: 1,746,267**

(1% increase over 2023)

**Engagements: 36,684**

72% decrease over 2023)

**Link Clicks: 1,560**

(48% decrease over 2023)

**Total Audience: 5,686**

(9% increase over 2023)



**Impressions: 1,292,839**

(16% increase over 2023)

**Engagements: 44,827**

(31% decrease over 2023)

**Link Clicks: 854**

(89% decrease over 2023)

**Total Audience: 15,249**

(26% increase over 2023)



\*According to Sprout Social (our social media tracking tool) the decreases year over year from 2023 to 2024 are a result of changing algorithms within the Meta and NOT the result of page performance.

# MARKETING: ECLIPSE

## ECLIPSE CAMPAIGN RESULTS




**621,410**  
Total Impressions



**25,376**  
Total Clicks




**3,801**  
Web



**What to Know About the 2024 Total Solar Eclipse in Niagara Falls USA**

Cross two items off your bucket list and come witness the 2024 total solar eclipse...

[DETAILS](#)



**Where to Enjoy Celestial-Inspired Snacks for the Total Solar Eclipse**

Savor these totally delicious eclipse-inspired snacks around Niagara Falls USA leading up to and during...

[DETAILS](#)

### Eclipse Landing Page 2023-April 15, 2024

The eclipse landing page was the go-to resource, highlighting traffic and parking information, frequently asked questions, eclipse gifts and souvenirs, and 75+ eclipse-related events.



**160,060**  
Views



**97,715**  
Users



**\$92,935.00**  
Total EEI for Eclipse Event

\$ Above amount used in calculation of organization ROI on page 15

## EDA GRANT

Narrative: Through the support of a federal Economic Development Agency grant, administered by New York State, Destination Niagara USA has been able to strategically target three key sectors where our typical budget doesn't allow: niche outdoors, international (UK/Germany) and convention business. The efforts from this grant will continue through August 2025.

### OUTDOORS

Targeting birding, kayaking/kayak fishing and disc golf through niche digital and print publications including but not limited to:

- Bassmaster
- In Fisherman
- On the Water
- Birding Magazine
- Kayak Fishing Fun
- Professional Disc Golf Association

### INTERNATIONAL

Develop a comprehensive digital marketing campaign targeting consumers in the United Kingdom and Germany with the goal of increasing awareness, engagement, and tourism from the UK and Germany to Niagara Falls USA.

### CONVENTION

"Bucket List Hero" marketing campaign in top tier meetings industry publications (digital and print).



# LEISURE GROUP SALES

Leisure Group Sales focuses their efforts on increasing domestic motor coach business to Niagara County while providing support to groups that are in the destination.

## Tours



98

Overnight Groups

Estimated Economic Impact:  
\$1,592,500



59

Day Trips

Estimated Economic Impact:  
\$295,460



14

Additional Groups Assisted

Estimated Economic Impact:  
\$139,655

171  
Total Groups

\$2,027,615<sup>\$</sup>  
Total Estimated Economic Impact  
(Increase of 15.3% over 2023)

17:1  
ROI

<sup>\$</sup> Above amount used in calculation of organization ROI on page 15

## Group Travel

### American Bus Association (ABA) Marketplace

36 New York State tourism partners participated

9 total shows attended

20 Niagara County tourism partners participated

256 appointments

### Domestic Sales Mission - OH & PA (4 NC Partners)

National Association of Motorcoach Operators: September 10, 2024

Select FAM: March 18, 2024

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# GLOBAL INITIATIVES

## Brand USA Inspiration Program 2023

The Global Inspiration Program is Brand USA's core inspirational, travel planning resource for travelers and the travel trade industry around the world. The program includes custom content and dual distribution strategies (print and digital).



**192**

Countries in which digital e-guide has been viewed



**150,000**

Print copies distributed at Trade Shows, Embassies, Visa Offices, IPW Registration bags, etc.



**67,989,553**

Digital Campaigns:  
UK/Germany



## Presenting Niagara Falls USA to the World

By attending/participating in travel trade marketplaces and carrying out sales calls/missions, we met with over **520** travel trade companies representing India, UK, Germany, Australia, France and more

**2**

### TRADE SHOWS

IPW & IITA Summit

**4**

### FAM TOURS

Germany, Switzerland, New Zealand/Australia, India

**5**

### SITE VISITS

**4**

### SALES MISSIONS

Brand USA Travel Week Europe, Brand USA India Sales Mission, NYC Receptive Tour Operator Reception, Visit USA Germany Travel Agent Event



# GLOBAL INITIATIVES

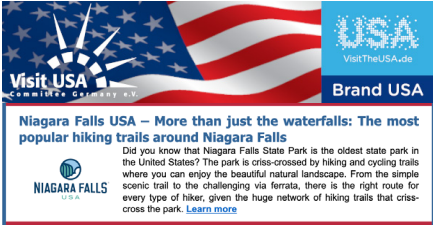
**Christian Zerbian** - External representative in the German, Austrian & Swiss Markets

## Visit USA Experts Event Germany - Nuremberg, Munich

Attendees: **59** Travel Agents

## Visit USA Germany Halloween Event

Attendees: **103** Travel Agents



### Visit USA Germany Newsletter

Distributed to more than **22,000** travel agents in Germany.

**June 2024** – LGBTQ

**August 2024** – Top outdoor activities

**September 2024** – Great Lakes 360

**October 2024** – Ralph C. Wilson, Jr. Welcome Center at Niagara Falls State Park



### Fairflight Marketing Campaign (January 2024)

Double-sided flyer featured a NYS itinerary, with two nights in Niagara Falls USA.

Package Distribution: **643**

Attendees: **193,900**

Newsletter with Niagara Falls package: **15,236 recipients**

Facebook: **5,343 followers**

Instagram: **7,256 followers**

# CONVENTION & MEETING SALES

## Destination Niagara USA Efforts



**27**

Conventions/Meetings  
Booked in 2024

Total Room Nights:

**12,010**

Estimated Economic Impact (EEI):

**\$8,292,168<sup>\$</sup>**

<sup>\$</sup> Above amount used in calculation  
of organization ROI on page 15

**First Time Attending IMEX** - the largest trade show  
in the US for the meetings and events industry

**200** Meetings

**Show Your Badge Program** - Conference and event attendees can show  
badge at participating attractions, restaurants and shops to receive discounts.

## Niagara Falls Convention Center Efforts



**CONVENTIONCENTER**



**97** Definite Events

**+\$252,322** vs. 2024 Budget

**62,931** Guests

**23,215** Room Nights

**\$2,874,163** Definite Revenue

**\$24,663,202** EEI

# VISITOR CENTER



In 2024, the Niagara Falls USA Official Visitor Center welcomed 101,347 visitors, representing a 18.7% increase from 2023.



The retail shop in the Niagara Falls USA Official Visitor Center sold 17,425 branded items, representing a 26.8% increase from 2023.



**NIAGARA FALLS USA**  
OUTDOOR GUIDE

FISHING | HIKING | BIKING | BIRDING

BIRD SPECIES			

**Let Nature Reel You In.**  
**HERE WORLD-CLASS FISHING IS ONLY A CAST AWAY.**

When a wonder of the natural world is surrounded by two Great Lakes, the mighty Niagara River and the historic Erie Canal, it only makes sense that these sublime bodies of water teem with sport fish, attracting anglers from around the globe.

No matter the time of year, it's always peak fishing season. Salmon and trout like in abundance all spring and summer, and the trout stick around for the robust winter season as well. Go east the length of the autumn season for muskellunge, bass, walleye, northern pike and more. Whether you're looking for a daily winning catch or just relaxing and reeling in the serene landscape, Niagara Falls USA offers a memorable fishing experience.

Soak Fishing, Lake Ontario


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## OUTDOOR PROMOTIONS

**EDA Grant Funding** - \$177,000 secured to promote Niagara County's outdoor assets.

### Sportfishing Promotion:

- Ads placed in *Bassmaster Magazine* for the first time.
- Vendor space secured at the *Bassmaster Classic* in Texas (100,000 attendees).
- Additional ads in *Florida Sportsman*, *In-Fisherman*, *Midwest Outdoors*, *On the Water Magazine* and a **30-second commercial** on *Bigwater Adventures*.

### Other Outdoor Promotions:

- **Birdwatching:** Advertorials in national birding publications.
- **Disc Golf:** Promotions through various disc golf media outlets.
- **Kayaking:** Included in the 2024 EDA grant funding for Destination Niagara's outdoor promotions.

### TV Show Features (2024):

- Episodes filmed in Niagara County by *In-Fisherman*, *Bigwater Adventures*, *Rush Outdoors*, *Bob Redfern Outdoor Magazine*, *Fishing 411*.
- Broadcast on *Outdoor Channel*, *Pursuit Channel*, *Fox Sports*, *World Fishing Network*, *Sportsman Channel*, *MY Outdoor TV*.

### 9th Annual Greater Niagara Fishing Expo (Feb. 15-18, 2024):

- Held at **Niagara Falls Convention Center** with **9,500 attendees**.
- **200+ educational seminars** and **180 vendor booths** showcasing the latest fishing gear.
- Boosted **downtown businesses** during the offseason.
- **Estimated economic impact: nearly \$2 million.**

# BUFFALO NIAGARA FILM COMMISSION

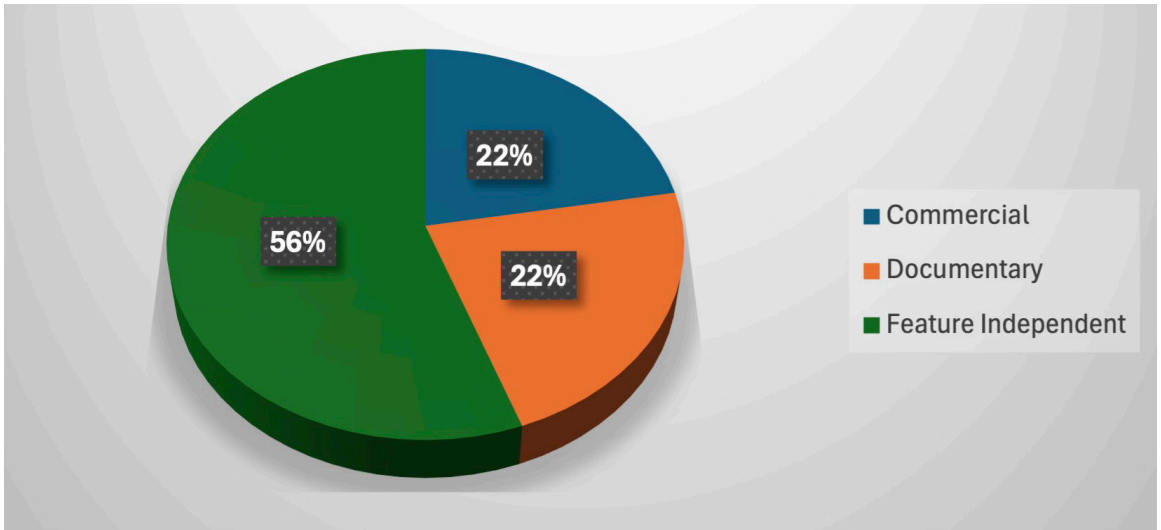
Despite the after-effects of the Writers and Screen Actors Guild strikes, the Buffalo Niagara Film Commission was able to bring over \$750,000 dollars in movie and television production to Niagara County in 2024.

The motion picture entitled *Cutman* starring William Fichtner shot scenes in the city of Niagara Falls and in Lewiston.

Another movie called *The Panic* starring Cary Elwes filmed at Old Fort Niagara and for multiple days at a privately owned mansion on Lake Ontario in Youngstown.

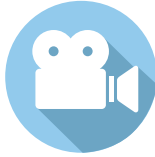
Independent feature films *Caravan*, *The Good One* and an unnamed movie from Fireside Pictures each shot inside Niagara Falls State Park. In addition, two television documentaries and two TV commercials also shot at Niagara Falls.

## NIAGARA COUNTY 2024 PRODUCTION BY TYPE



**\$740,000<sup>\$</sup>**

Total Production Spend



**274**

Total Room Nights



**26**

Total Production Days

**11:1 ROI**

<sup>\$</sup> Above amount used in calculation of organization ROI on page 15

# 2024 DNUSA BOARD OF DIRECTORS TERMS

Name	Business	Category
Barbara Hughes	Webster's Bistro & Bar	General Business
Andrea Klyczek	Niagara County IDA/NC Center for Econ. Dev.	General Business
Mark Laurrie	Niagara Falls City Schools	General Business
Lucy Muto	M&T Bank	General Business
Michael Schweitzer	Bella Rose Winery	General Business
Michael Zimmerman	Harrison Place Studio	General Business
David Carroll	Merani Hotel Group	Hospitality/Tourism
Daniel Hamister	Hamister Group, LLC	Hospitality/Tourism
Donald Foste	Delaware North	Hospitality/Tourism
Marlena Mazzei	Moonlite Motel	Hospitality/Tourism
Nirel Patel	Rupal Hospitality	Hospitality/Tourism
Muhammad Shoaib	A&W, Moe's, Papa John's	Hospitality/Tourism
OPEN	City of Lockport Rep (permanent seat)	Investor Appointment
Mayor Robert Restaino	City of Niagara Falls (permanent seat)	Investor Appointment
Richard Updegrove	Niagara County Legislature Rep (permanent seat)	Investor Appointment
John Percy	Destination Niagara USA	Ex-Officio/Non-Voting
Angela Berti	NYS Parks (permanent seat)	Ex-Officio/Non-Voting
Anthony Vilardo	USA Niagara Development (permanent seat)	Ex-Officio/Non-Voting
Bridget Niland	Niagara University (permanent seat)	Ex-Officio/Non-Voting
Josh Blumberg	NCCC/Culinary Institute (permanent seat)	Ex-Officio/Non-Voting

## Commitees

<b>Executive</b>	Mark Laurrie	Donald Foste	David Carroll	Lucy Muto
<b>Title</b>	Chairperson	Vice Chairperson	Treasurer	Secretary

Finance
Mark Laurrie
Donald Foste
David Carroll
Lucy Muto
Nirel Patel

Nominating
Mark Laurrie
Donald Foste
Lucy Muto
Michael Schweitzer
Michael Zimmerman

## FINANCE\*

2024 Revenue		% of Revenue
Niagara Falls	\$2,731,600	51%
Niagara County	\$349,888	6%
Lockport	\$85,791	2%
Grants	\$212,727	4%
Business Generated Revenue	\$894,815	17%
Retail	\$130,620	2%
Casino Revenue	\$990,615	18%
<b>Total 2024</b>	<b>\$5,396,056</b>	<b>100%</b>

2024 Expenses		% of Revenue
Personnel	\$1,460,256	27%
Marketing	\$2,544,829	47%
Group Leisure	\$121,818	2%
Convention and Meeting	\$158,537	3%
International Markets	\$300,034	6%
Visitor Services	\$127,871	2%
Outdoor Promotion	\$131,103	2%
General and Administration	\$524,487	10%
<b>Total 2024</b>	<b>\$5,368,935</b>	<b>100%</b>

## Overall Organization ROI: 19:1

### Hotel Data

SMITH TRAVEL RESEARCH DATA (STR REPORT)



**\$145.71**

Average Daily Rate  
(3.0% increase from 2023)



**56.6%**

Occupancy  
(2.4% increase from 2023)



**\$82.51**

REVPAR  
(5.5% increase from 2023)

**SUPPLY:**  
**1,157,841**

(0.005% increase from 2023)

**DEMAND:**  
**655,609**

(2.4% increase from 2023)

\*Interim unaudited statements

## Destination Niagara USA

**Our Mission:** We are a private non-profit with a mission to expand the economic prosperity of the Niagara Falls USA communities by generating individual and group visitation.



**Positioning Statement:** For those who would rather go and do rather than just see, Niagara Falls USA is the embodiment of America's adventurous spirit, connecting people to nature through immersive experiences that move, challenge and inspire them.