

# 2023 ANNUAL REPORT



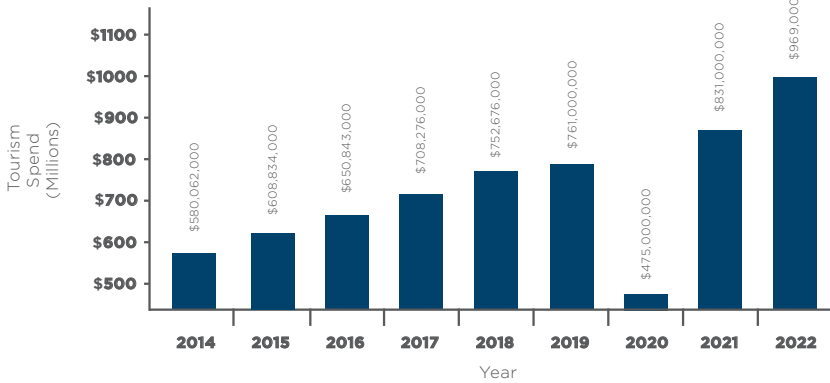
**NIAGARA  
FALLS<sup>®</sup>**  
USA

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

DESTINATION NIAGARA USA

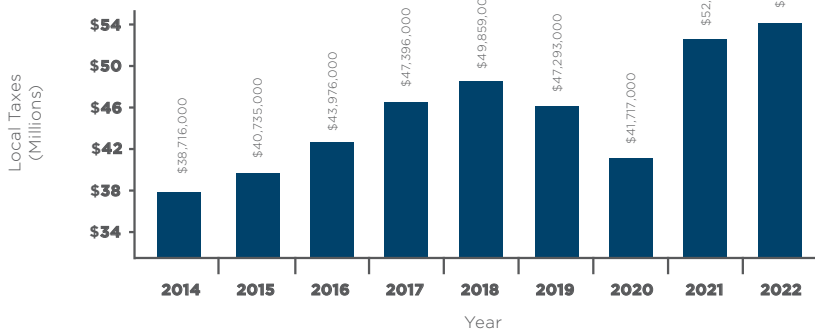
# EVOLUTION OF NIAGARA COUNTY TOURISM BY THE NUMBERS\*

## Tourism Spend



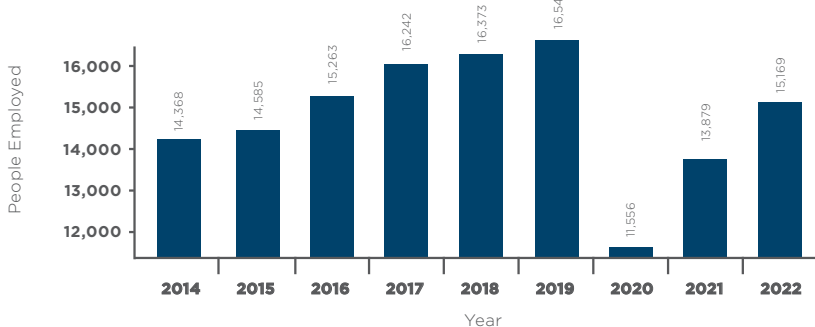
**67.1%**  
INCREASE  
OVER  
8 YEARS

## Local Taxes



**41.6%**  
INCREASE  
OVER  
8 YEARS

## Employment



**5.6%**  
INCREASE  
OVER  
8 YEARS

\*Source: Tourism Economics: Economic Impact of Tourism in New York 2014 - 2022

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## DIGITAL MARKETING CAMPAIGNS

We launched seasonal awareness and engagement campaigns in targeted markets to generate incremental visitation and spend along with repeat business.

### SPRING

(March 16–May 14, 2023)



Impressions: **17,163,263**  
Clicks: **50,774**  
Landing Page Views: **33,352**

### SUMMER

(May 16–August 15, 2023)



Impressions: **9,694,153**  
Clicks: **68,711**  
Landing Page Views: **32,891**

### FALL

(August 16–October 31, 2023)



Impressions: **9,942,002**  
Clicks: **64,203**  
Landing Page Views: **25,033**

### WINTER

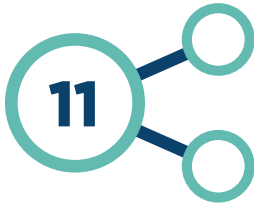
(November 1, 2023–February 15, 2024)



Impressions: **7,836,457**  
Clicks: **92,518**  
Landing Page Views: **45,679**

# MEDIA

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



Visiting Media Hosted

Misty Wells  
Ronny Maye  
Johnny Motley  
Kelsy Chauvin  
Delaina Dixon  
Wendy O'Dea

Karla Pope  
Donald Duench  
Linda Laban  
Spencer Durrant  
Chuck's Big Adventure



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



Total number of  
media impressions  
(Individual views)

## Top Media Placements

Our two top media placements in 2023 resulted from hosting travel media within the destination.



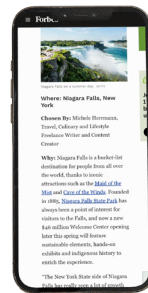
**Tripadvisor**

The perfect weekend in  
Niagara Falls



**Tripadvisor**

9 amazing waterfall hikes in  
New York, from Westchester  
to the Adirondacks



**Forbes**

The Best Places to Travel In  
The U.S. In 2023, According  
To The Experts



**114,947,297**  
Impressions



**104,240,863**  
Impressions



**73,751,964**  
Impressions

# NIAGARA FALLS USA WEBSITE



2023 WEBSITE  
VISITATION:  
**1,887,138**



2023 Page Views:  
**3,728,172**



2023 Unique Visitors  
**1,464,561**



Total Blogs  
**157**

## SOCIAL MEDIA



**Impressions: 50,760,889**  
(21% increase over 2022)  
**Engagements: 1,869,018**  
(3% decrease over 2022)

**Link Clicks: 152,129**  
(18% increase over 2022)  
**Total Audience: 167,237**  
(15% increase over 2022)



**CONVENTIONCENTER**

**Impressions: 1,728,788**  
(22% increase over 2022)  
**Engagements: 132,423**  
(39% increase over 2022)

**Link Clicks: 2,981**  
(55% increase over 2022)  
**Total Audience: 5,467**  
(26% increase over 2022)

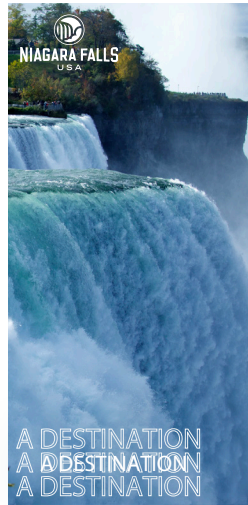
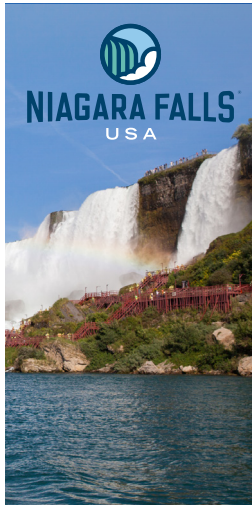


**Impressions: 1,117,484**  
(52% increase over 2022)  
**Engagements: 64,458**  
(39% increase over 2022)

**Link Clicks: 7,594**  
(24% increase over 2022)  
**Total Audience: 14,728**  
(11% increase over 2022)



## MARKETING CAMPAIGN: A DESTINATION IN A LEAGUE OF ITS OWN

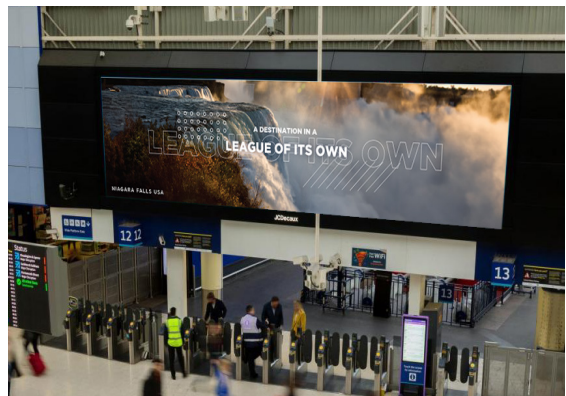


In October 2023, Destination Niagara USA launched an integrated marketing campaign to capitalize on the interest of the Buffalo Bills NFL game in London to increase awareness and consideration of Niagara Falls USA, while highlighting its close proximity to Buffalo, NY.

The art direction of the campaign juxtaposed the raw grit and excitement of American football, with the raw energy and emotion that one experiences on a trip to Niagara Falls USA. Video and photography assets featured the stunning scenery of Niagara Falls, outdoor adventure activities, wineries, and more.

The campaign targeted engaged UK consumers with interests in sports and travel to the USA, and included high impact digital and geofence ads, Facebook and Instagram ads, CTV placements on SkySports and DAZN, and out-of-home digital screens in London Waterloo, one of the busiest stations in the UK. All traffic drove to a dedicated landing page on the [niagarafallsusa.com](https://niagarafallsusa.com) website.

IMPRESSIONS:  
**6,275,521**



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## 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



**94**

Overnight Groups

Estimated Economic Impact:  
\$1,517,040



**52**

Day Trips

Estimated Economic Impact:  
\$219,669



**2**

Additional Groups Assisted

Estimated Economic Impact:  
\$21,417

**TOTAL = 148 total groups | \$1,758,126**

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### Advertising

#### Leisure Group Travel (October 2023)

Niagara Falls USA full-page itinerary, available in both digital and print (newsletter, magazine, social).

Page views & impressions: **928**

#### Group Tour Magazine

Two-page collaborative ad in the Youth Travel Planner.

Distribution: **20,000+**  
student travel planners

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### Group Travel

#### American Bus Association (ABA) Marketplace

- Tour Operator appointment binders

**40** New York State  
tourism partners participated

**9** total shows attended

**190** appointments



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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**

13 print and digital language editions in 40+ countries



**125,000**

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



**817,000**

Digital Inspiration Guide  
Total Pageviews



### Presenting Niagara Falls USA to the World

By attending/participating in travel trade marketplaces and carrying out sales calls/missions, we met with over **641** travel trade companies representing India, UK, Germany, Australia, France, and more.

**3**

#### TRADE SHOWS

RTO Summit Spring, IPW  
IITA Summit

**1**

#### FAM TOUR

We hosted international  
tour operators from 7  
markets around the world.

**6**

#### SITE VISITS

**4**

#### SALES MISSIONS

- Brand USA Travel Week Europe
- Brand USA India Sales Mission
- NYC Receptive Tour Operator Reception
- Visit USA Germany & Switzerland Roadshows



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## GLOBAL INITIATIVES

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

**Visit USA Cinema Roadshow Germany** - Nuremberg, Munich

Attendees: **89** Travel Agents

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**Visit USA Roadshow Switzerland** - St. Gallen, Zurich, Lucerne, Basel, Bern, Lausanne

Total Attendees: **241** Travel Agents

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**Visit USA Germany Webinar Training**

Attendees: **34** Travel Agents

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### Visit USA Germany Newsletter

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

**August 2023** – Family activities

**November 2023** – Outdoor adventure/hiking trails

**December 2023** – Events 2024

(Total solar eclipse in Niagara Falls)



### Fairflight Marketing Campaign (November 2023)

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

Visitors: **55,000**

# CONVENTION & MEETING SALES

## Destination Niagara USA Efforts

The convention and meeting sales team continues to grow this market and attract regional and national conferences, along with New York State and national associations. The team also focused more heavily on growing the SMERF (social, military, education, religious, and fraternal) market, while expanding services to in-market conventions.



**23**

Conventions/Meetings  
Booked in 2023

Total Room Nights:

**12,772**

Estimated Economic Impact (EEI):

**\$7,027,534**

## Niagara Falls Convention Center Efforts



**CONVENTIONCENTER**

In 2022, Destination Niagara USA assumed management of the Niagara Falls Convention Center.



**109 Events** 2023 Definite Bookings

**+\$132,404.82** vs. 2023 Budget

**80,888** 2023 Guests

**\$20,876,843** 2023 EEI

**\$2,837,717.36** 2023 Total Revenue

**25,576** 2023 Room Nights

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# MOVING VISITORS THROUGH NIAGARA COUNTY

We know Niagara Falls USA attracts visitors from all over the world, and we want to make sure everyone has an extraordinary experience. That's why we ensure every connection with our brand exceeds expectations, from the website and social media, to our brand ambassadors.



## Visitor Center

**In 2023, the Niagara Falls USA Official Visitor Center welcomed 85,356 visitors, representing a 10% decrease from 2022.**

## Retail

The retail shop in the Niagara Falls USA Official Visitor Center saw significant increases with over 13,746 branded items sold, taking the Niagara Falls USA moniker all over the globe. We have sold over 14,519 inventory items since beginning retail in 2018.



## EXP Niagara

This free online training program provides the hospitality and tourism community with the training needed to enhance visitor experiences by educating them on our destination's tourism product, as well as customer preferences.



**176 members of the hospitality and tourism community completed EXP Niagara during 2023, for a total of 1,240 EXP Pros since the program's launch.**

## Destination Niagara USA Celebrates 20th Anniversary

On June 1, 2023, Destination Niagara USA celebrated its 20th anniversary. To commemorate the occasion, a birthday party was held in the Niagara Falls USA Official Visitor Center, and was attended by partners and local dignitaries. Destination Niagara USA was originally established through a contract with Niagara County, which was recently extended through May of 2026.

## Destination Niagara USA Honored by Niagara USA Chamber

The Niagara USA Chamber hosted the Chamber Honors Annual Dinner at the Seneca Niagara Resort and Casino on May 4, 2023. Destination Niagara USA was honored at the event with the Industry Insider for Tourism Award. The organization was selected based on their active participation in the community, outstanding achievement and leadership, and dedication to the tourism industry and business community.

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## OUTDOOR PROMOTIONS

Niagara Falls USA is known for the wide variety of outdoor adventure it has to offer—and we're making sure that it is well known. From articles in national publications to hosting national events, we are recognized as a destination of choice for outdoor enthusiasts everywhere.

### Hosted TV Shows

In-Fisherman, Let's Take It Outside, Bigwater Adventures With Mark Davis, Midwest Outdoors, Rush Outdoors, Fishing 411

### Shows set to air in 2024 on the following networks:

Discovery Channel, Outdoor Channel, Pursuit Channel, MOTV, World Fishing Network, Sportsman Channel, in addition to numerous regional channels

### Hosted Print and Digital Media

American Outdoors Radio, Outrambler.com, Michigan Outdoor News, On the Water, Cut & Retie, Outdoor News, NY Outdoor News, Great Lakes Angler, Niagara Frontier Publications, Pautzke Outdoors, Bassmaster, In-Fisherman, Game and Fish Magazine

TOTAL NUMBER OF  
MEDIA IMPRESSIONS: **6,844,517**

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## ECONOMIC IMPACT OF SPORTFISHING IN NIAGARA COUNTY

Recognizing the significant year-round effect on tourism, Destination Niagara USA commissioned a study by Young Strategies, Inc. to explore the visitor profile and economic impact of fishing in Niagara County in 2022.

The most notable finding from the study was that fishing generated an estimated **\$58.55 million in visitor spending** in the county in 2022, which is 6% of total visitor spending during that time frame.

- High repeat visitation reveals satisfaction
  - **97%** of respondents expressed intent to return to Niagara County for future visits
  - Average party size was four people who stayed **3.6** nights and spent **\$2,187**
  - Anglers visited during all four seasons
  - **52%** were repeat visitors, while **48%** were first time visitors which suggests our marketing is effective
  - The charter industry made up about **\$22** million worth of the impact
- 



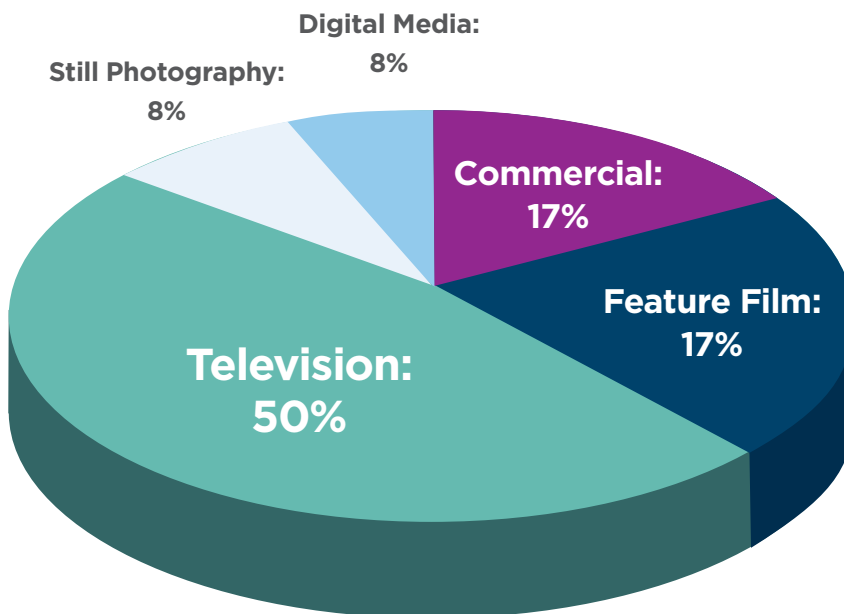
## GREATER NIAGARA FISHING EXPO

The 8th annual Greater Niagara Fishing Expo was held at the Niagara Falls Convention Center from Thursday, February 16 - Sunday, February 19, 2023. Booth space for vendors was sold out! The event attracts business for hotel and restaurant partners in downtown Niagara Falls during the slower winter season.

## BUFFALO NIAGARA FILM COMMISSION

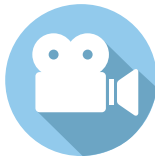
Notwithstanding the national interruption of movie and television production in 2023 due to the Writers Guild of America (WGA) strike, the Buffalo Niagara Film Office estimates over a million dollars was spent by the film industry in the Niagara County region.

### PRODUCTION TYPE



**\$1,065,000**

Total Production Dollars



**112**

Total Room Nights



**59**

Total Production Days

# BOARD & COMMITTEES

## 2023 Destination Niagara USA Board of Directors

Name	Business	Category
Lucy Muto	M&T Bank	General Business
Jennifer Pauly	Upward Niagara Chamber of Commerce	General Business
John DiGuiseppe	Shawnee Golf Course	General Business
Mark Laurrie	Niagara Falls City School District	General Business
Michael Schweitzer	Bella Rose Winery	General Business
Michael Zimmerman	Harrison Place Studio	General Business
Gary Siddall	Aquarium of Niagara	Hospitality/Tourism
David Carroll	Merani Hotel Group	Hospitality/Tourism
Frank Strangio	Wingate by Wyndham	Hospitality/Tourism
Mark Miller	Hamister Group/Hyatt Place	Hospitality/Tourism
Donald Foste	Delaware North	Hospitality/Tourism
Nirel Patel	Rupal Hospitality	Hospitality/Tourism
Mayor Michelle Roman	City of Lockport (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 Hospitality (permanent seat)	Ex-Officio/Non-Voting
Josh Blumberg	NCCC/Culinary Institute/Hospitality (permanent seat)	Ex-Officio/Non-Voting

## Committees

<b>Executive</b>	Mark Laurrie	Gary Siddall	Mark Miller	Jennifer Pauly
<b>Title</b>	Chairperson	Vice Chairperson	Treasurer	Secretary

<b>Finance</b>
Mark Laurrie
David Carroll
Donald Foste
Mark Miller
Jennifer Pauly
Gary Siddall

<b>Nominating</b>
Mark Laurrie
Jennifer Pauly
Michael Schweitzer
Frank Strangio
Michael Zimmerman

# FINANCE

## 2023 Budget

Revenue		% of Revenue
Niagara Falls Bed Tax	\$2,389,391	46%
Lockport Bed Tax	\$88,383	2%
Niagara County Bed Tax	\$349,967	7%
Business Generated Revenue	\$1,004,388	19%
Grants	\$362,727	7%
Retail	\$130,620	2%
Casino Revenue	\$904,578	17%
<b>Total</b>	<b>\$5,230,054</b>	<b>100%</b>

Expenses		% of Revenue
Personnel	\$1,469,480	27%
Marketing	\$2,573,184	48%
Group Leisure	\$124,285	2%
Convention and Meeting	\$159,005	3%
International Markets	\$300,887	6%
Visitor Services	\$123,520	2%
Outdoor Promotion	\$131,953	2%
General and Administration	\$499,689	9%
<b>Total</b>	<b>\$5,382,003</b>	<b>100%</b>

## Hotel Data

SMITH TRAVEL RESEARCH DATA (STR REPORT)



**\$141.47**

Average Daily Rate  
(0.3% increase from 2022)



**55.3%**

Occupancy  
(4.5% increase from 2022)



**\$78.20**

REVPAR  
(4.8% increase from 2022)

**SUPPLY:**  
**1,157,780**  
(unchanged from 2022)

**DEMAND:**  
**640,009**  
(4.5% increase from 2022)



## 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.