NIAGARA FALLS®
USA

Destination Update

April 30, 2025

Welcome & Updates

John Percy, President & CEO



CEO Updates

National Travel & Tourism Week (NTTW)
May 4-10, 2025

- We award a $500 Visa gift card and swag bag to seven winners – one for each day of NTTW



2024 Annual Report

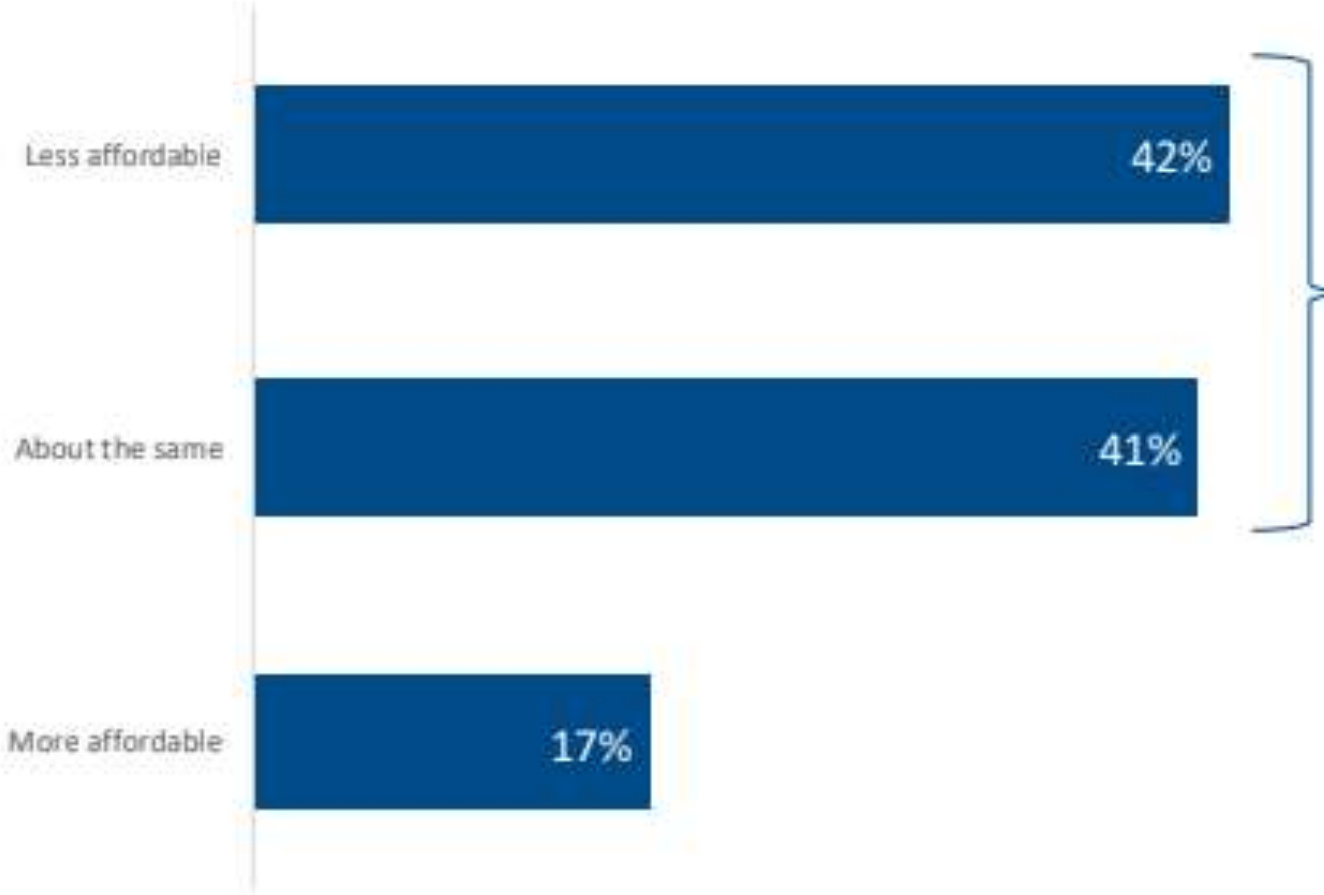
- Out now & available on our website

Longwoods International
Travel Sentiment Survey

Survey fielded March 20, 2025

Travel Affordability Concerns: Most Expect Higher or Steady Costs

Do you expect travel to become more/less affordable in the next year?



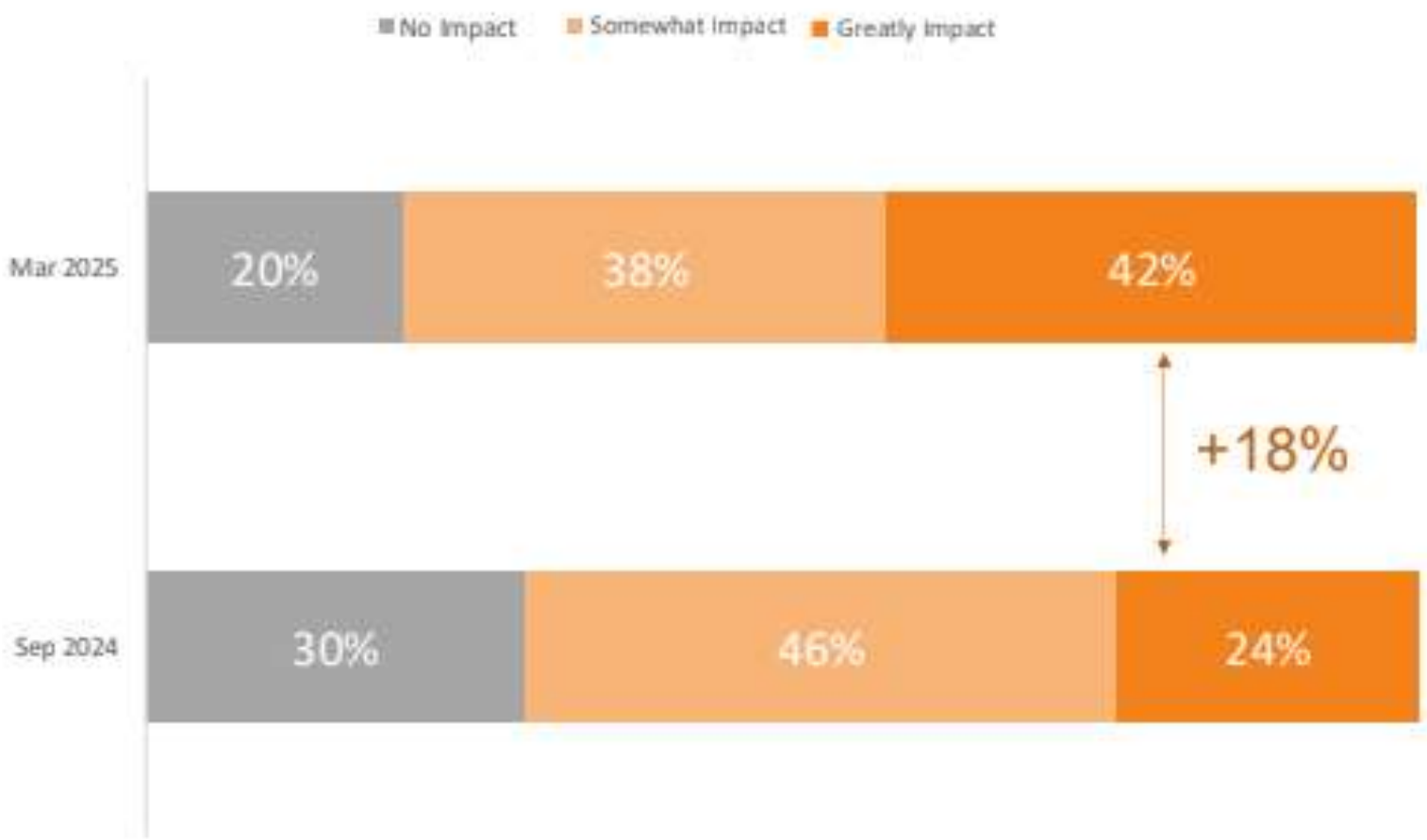
A majority of respondents (83%) expect travel costs to become less affordable or remain the same in the next year. This suggests growing concerns about personal finances, the economy, inflation, airfare, and accommodation prices impacting travel decisions.

Source: Longwoods International ATS Wave 94
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Longwoods INTERNATIONAL | miles PARTNERSHIP

Growing Influence of Politics on Travel Decisions

To what extent does the political climate of a destination influence your decision to visit?



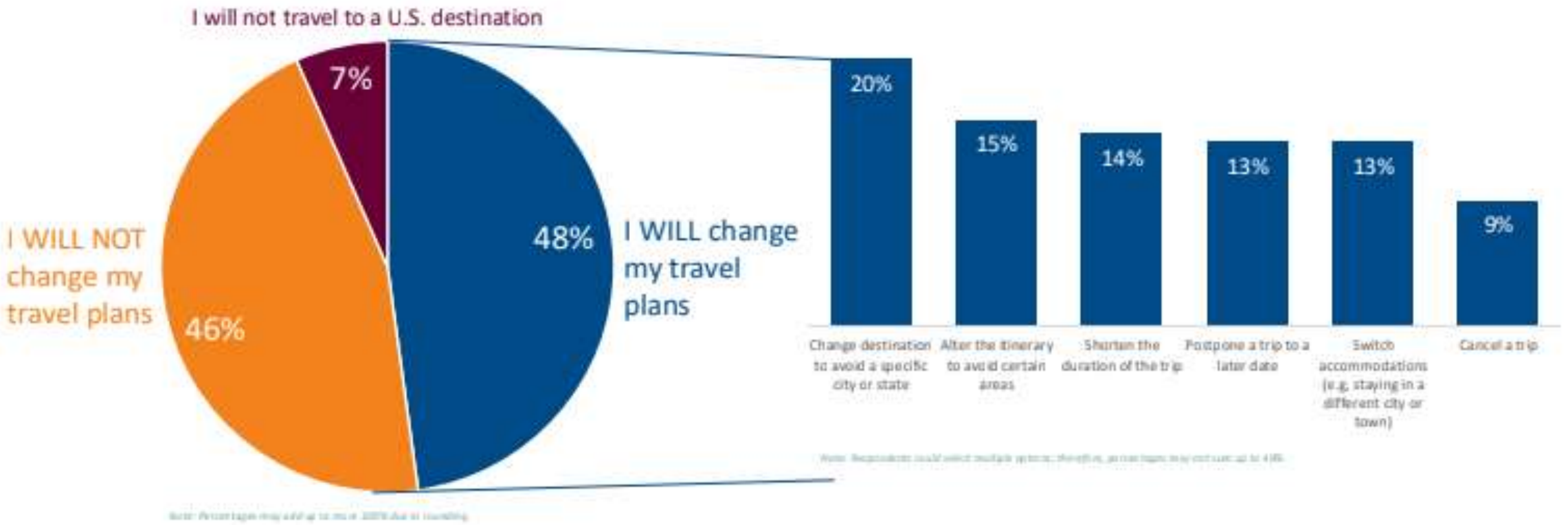
The political climate of a destination is becoming a more significant factor in travel decisions. Since September 2024, the percentage of travelers who say **politics will Greatly impact their travel choices has jumped from 24% to 42%,** while those saying it will have no impact has dropped from 30% to 20%. This shift suggests increasing polarization and heightened political awareness are shaping travel behaviors more than before.

Source: Longwoods International ATS Wave 94
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Longwoods INTERNATIONAL | miles PARTNERSHIP

Half of Travelers Rethink U.S. Trips Due to Politics

In the upcoming year, will you change your travel plans to a U.S. destination due to legislation, policies, or political affiliations?



Source: Longwoods International ATS Wave 94

Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

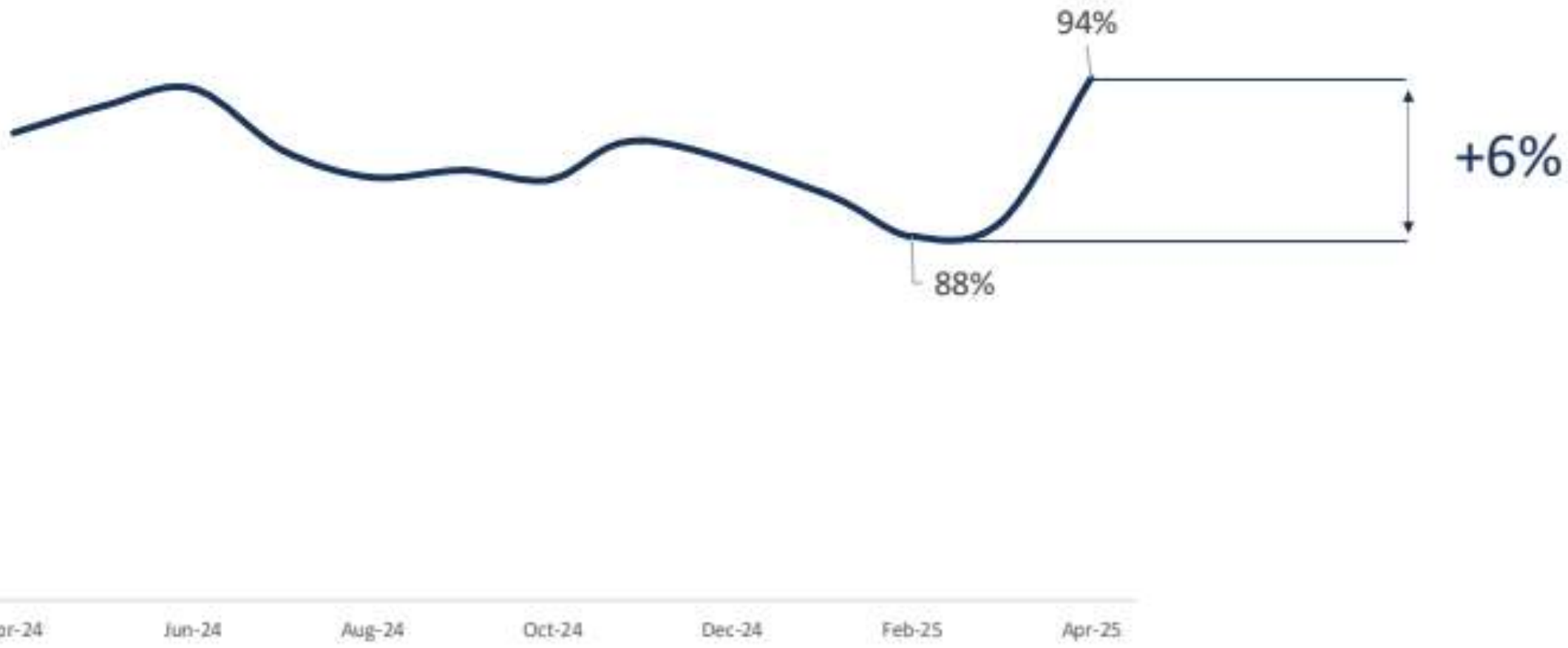
Longwoods INTERNATIONAL | miles PARTNERSHIP

Longwoods International
Travel Sentiment Survey

Survey fielded April 17, 2025

94% of Americans Have Travel Plans – a +6% Increase From Feb'25

Americans who have travel plans within the next 6 months

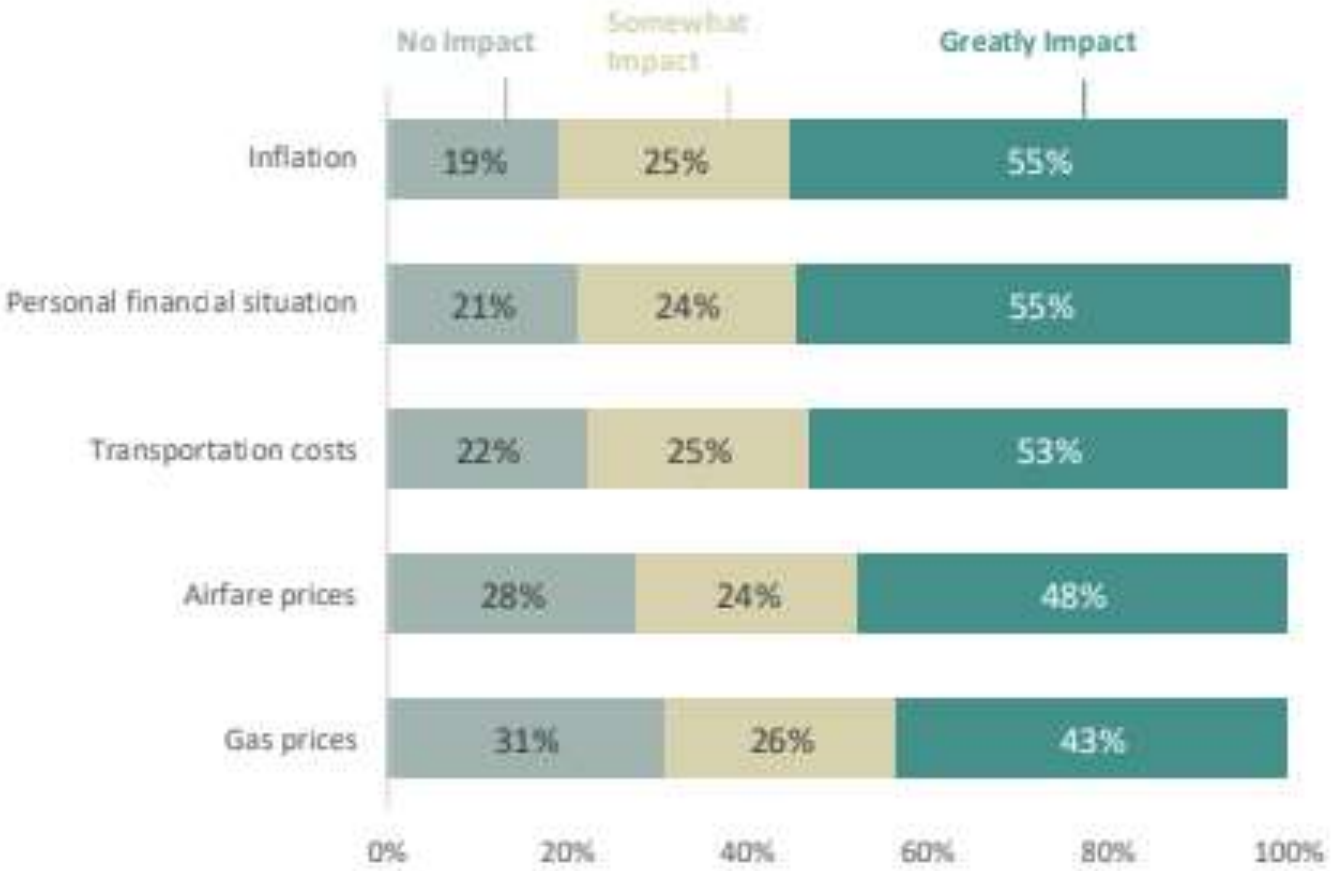


Source: Longwoods International ATS Wave 95
Percentages are based only on respondents who are confirmed travelers (see definition in Methodology slide)

Longwoods INTERNATIONAL | miles PARTNERSHIP

Inflation is a Rising Concern Among Travelers

Concerns Impacting Your Travel Decisions in the Next Six Months



The data reveals more respondents are **greatly impacted (55%)** by concerns about inflation impacting travel than those that report a lesser impact.

This brings inflation back as a number one concern for travelers compared to the prior wave, where personal financial concerns was held as a paramount concern.

While inflation has risen in rank this wave, there were no significant changes across all variables from March of 2025.

Source: Longwoods International ATS Wave 95
Percentages are based only on respondents who are confirmed travelers and intend on traveling in the next six months

Conventions & Meetings Updates

Reanna Darone, Director of Convention Sales
Email: rdarone@niagarafallsusa.com



Convention and Meeting Sales

In-Market Activity January – December 2025

Definite Conventions/Meetings DNUSA had a hand in booking

- 26 Events
- 8,593 attendees
- 12,799 contracted room nights
- $12,008,958 million Estimated Economic Impact

Sales Activity November 2024-March 2025

- Since November 2024 DNUSA sent out 32 leads with EEI of over $10 Million for future dates
- Since November 2024 DNUSA has booked 14 definite groups for future dates with EEI impact of $4,633,682
- Partnered with Visit Buffalo to host PDGA in June 2026
- Hosted 4 site visits with planners

Convention and Meeting Sales

Sales Activity November 2024-March 2025

- November
  - Attended Connect Winter Marketplace – had appointments with 30 planners
- January
  - Participated in NE CVB Reps retreat
  - Attended RCMA, met with over 75 meeting planners, sent out 7 leads and booked 2 events already!
- February
  - Attended NYSAE's Meet NY in NYC
- March
  - MIC of Colorado's Annual event in Denver, hosted a tradeshow booth and had appointments with 13 planners
- April
  - Small Market Summit with 2 hotel partners (April 30-May 2)





Convention and Meeting Sales



Upcoming Travel & Events

- NYS DMO Events – May Boat Cruise, June HB FAM
- ESSAE Annual Tradeshow - June
- Miliary Reunion Network Educational Conference - June
- Connect Marketplace - August
- Professional Fraternal Assoc - September
- Destination NorthEast - September
- Small Market Meetings & tour - September
- IMEX - October
- Connect Faith - November
- Connect Winter Marketplace – December
- Don’t forget our Show Your Badge program

Niagara Falls Convention Center Updates

Melissa Gearhart, Director of Sales
Email: mgearhart@niagarafallsusa.com



Niagara Falls Convention Center

2025 Numbers Through March 31

- 73 Events
- 50,603 attendees
- 27,392 room nights
- $2.25 million in total revenue
- $10.89 million Estimated Economic Impact



Definite Business for 2026

- 18 Events
- $765,708 in total revenue

Tentative Business for 2026

- 34 Events
- $1.09 million in total revenue



Travel Trade Sales Updates

Tina Mt.Pleasant, Director of Travel Trade Sales
Email: tmtpleasant@niagarafallsusa.com



Travel Trade

Definite Groups Booked-Domestic

- **2024**: 171 Groups, 8,760 visitors – Estimated Economic Impact: $2.02 Million
- **2025**: 116 Groups, 6,053 visitors – Estimated Economic Impact: $1.41 Million



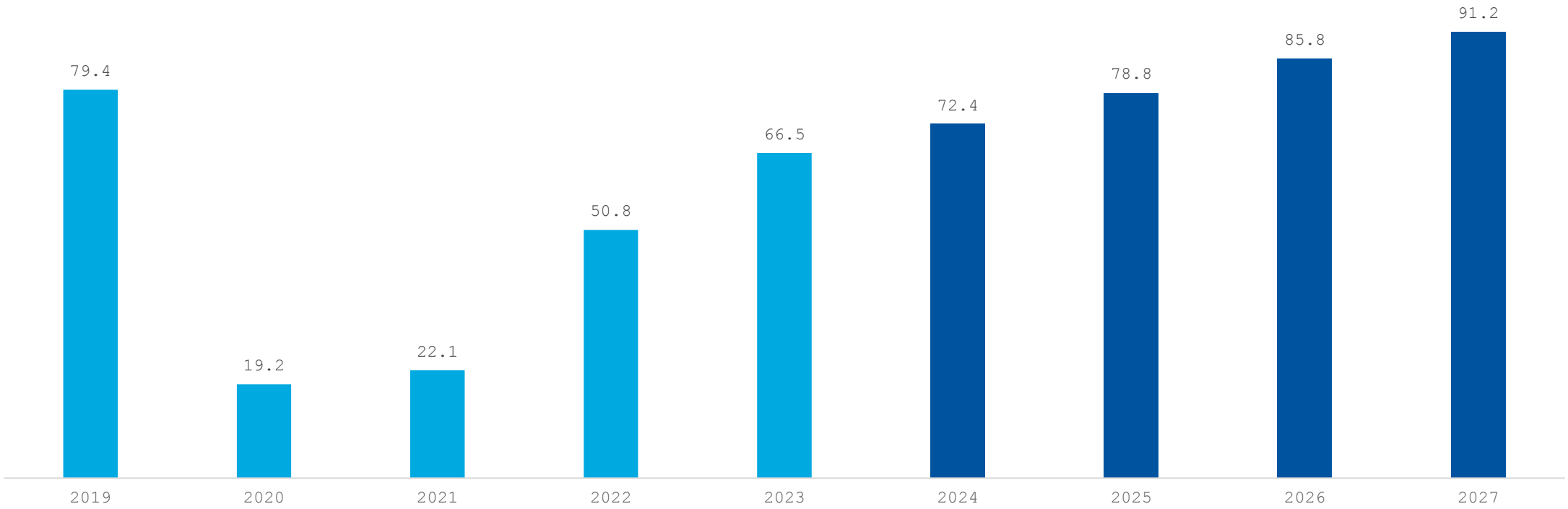
Trade Shows 2025

- Student Youth Travel Association (SYTA) Summit
- American Bus Association (ABA) Marketplace
- Breakaway Tours Travel Show
- Pennsylvania Bus Association (PBA) Annual Meeting
- Midwest Bus & Motorcoach Association (MWBCA) Annual Convention
- Student Youth Travel Association (SYTA) Annual Meeting
- Bus Association of New York (BANY) Marketplace Marketplace
- Ontario Motorcoach Association Marketplace (OMCA)
- National Travel Association Travel Exchange (NTA)

Brand USA

U.S. Inbound Travel Forecast

Visitation in millions

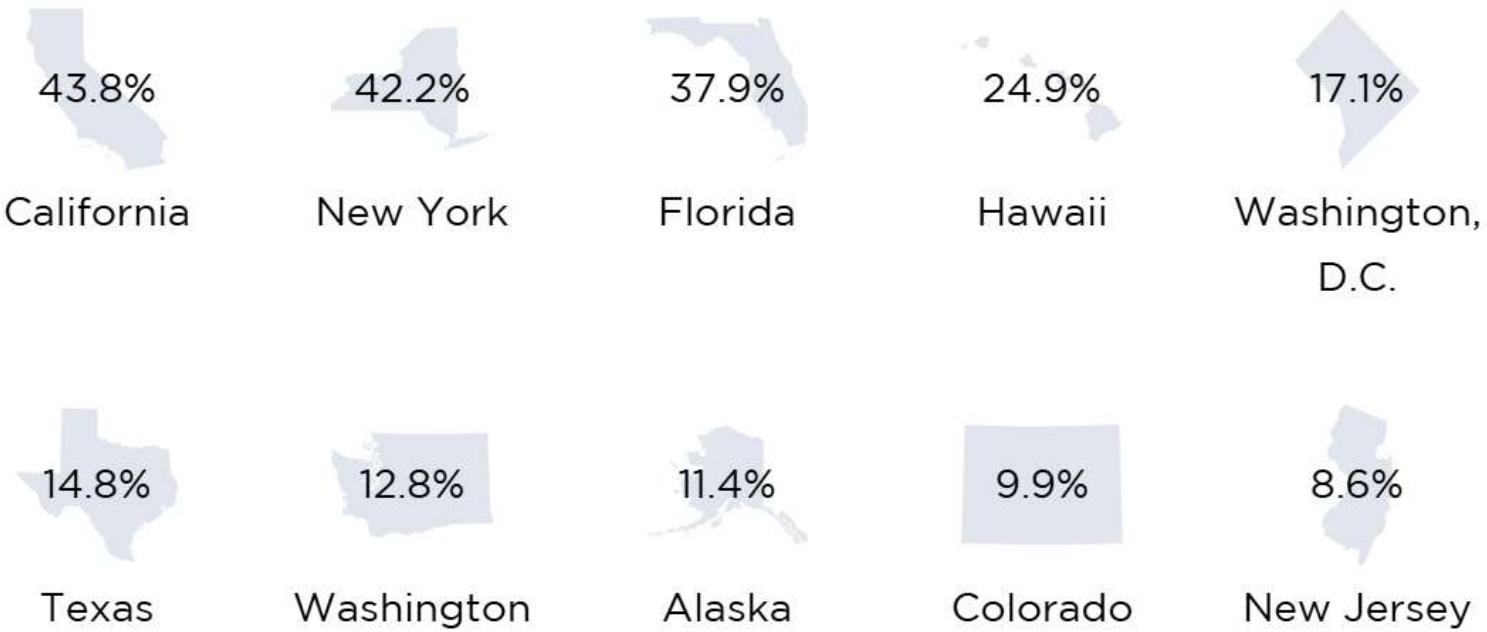


Source: Tourism Economics, December 2024.

Destination Interests

Which U.S. state(s) and/or territories are you interested in visiting?

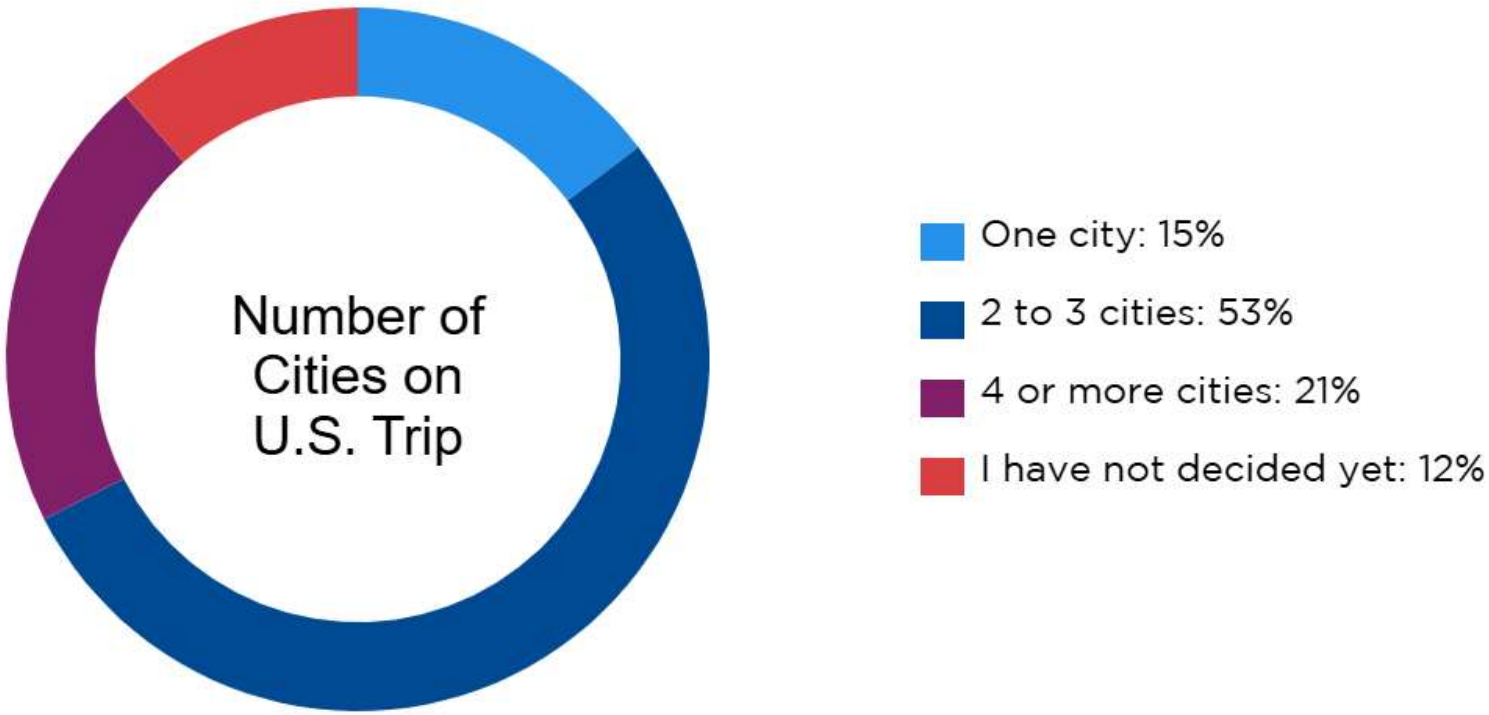
Display: Top 10



Source: Brand USA Market Intelligence Survey, August 2024.
Selected Markets: All Markets
Selected Respondents: All Respondents

Number of Cities

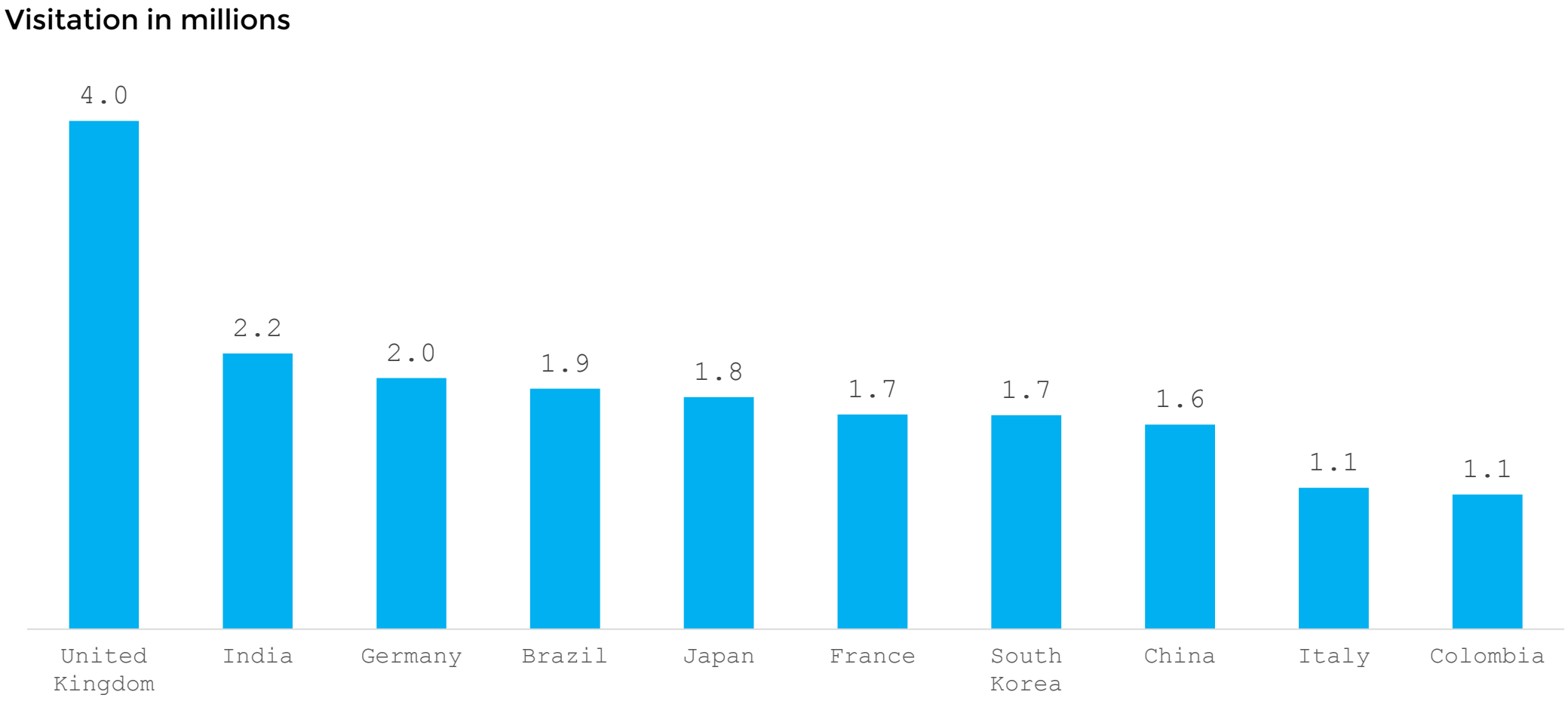
How many U.S. cities do you plan to visit on a future overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.
Selected Markets: All Markets
Selected Respondents: All Respondents

Brand USA

Overseas Travel to the USA in 2024



Source: NTTO, January 2025.

Travel & Tourism Spending

$232B

YTD Jan. – Nov. 2024

+13%

vs. 2023

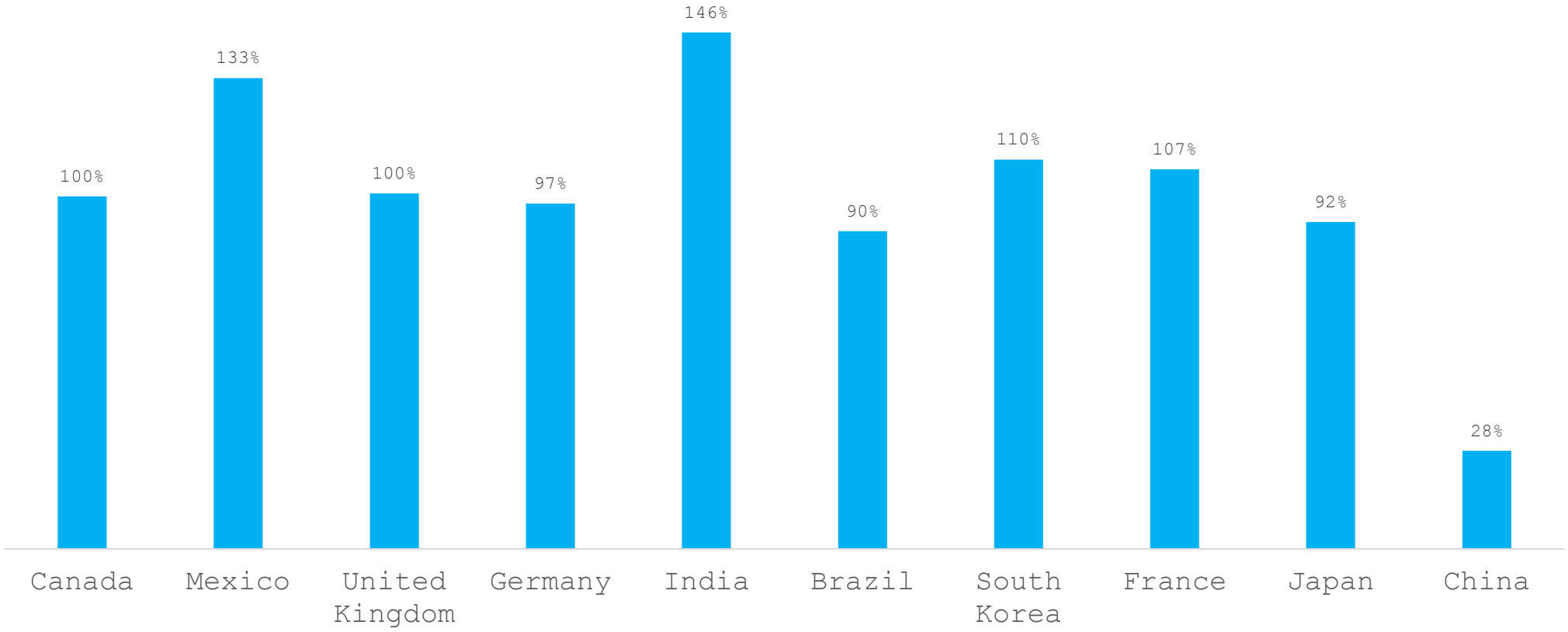
$691M

Per day

Brand USA

2024 Seat Capacity from Top 10 Inbound Markets vs. 2019

Nonstop seat capacity as % of 2019

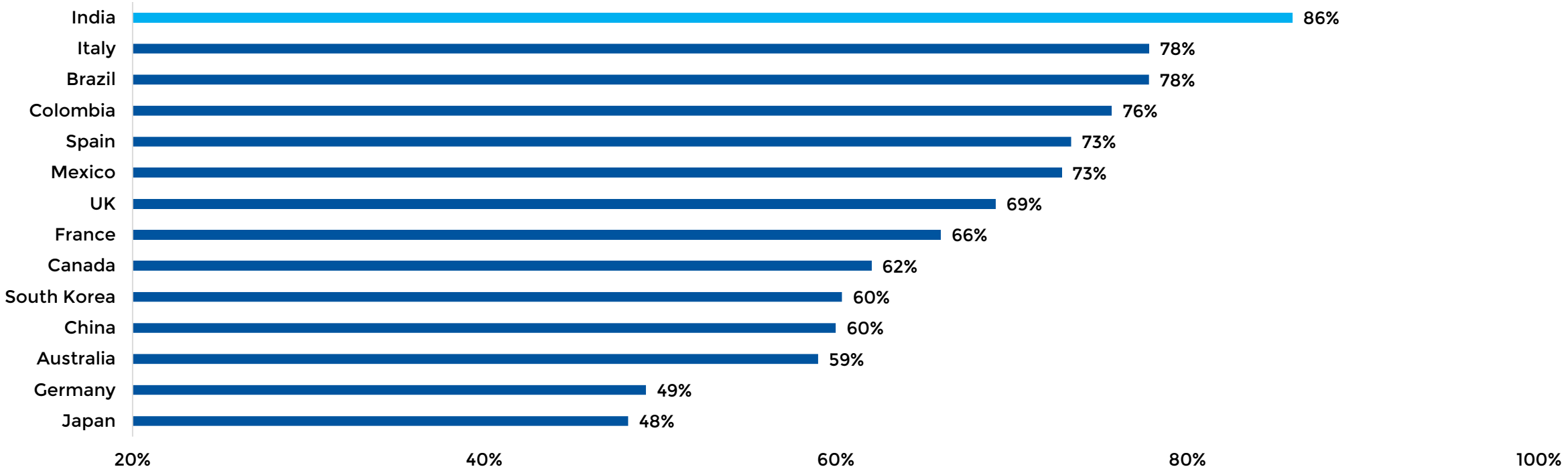


Source: Sabre, January 2025

Impression of the USA as a Leisure Destination

2024 (January – December)

(% Very or Somewhat Favorable)



Q: How would you describe your IMPRESSION of the United States as a holiday destination?
Base: All respondents, N=162,903

Source: Brand USA/Big Village's Caravan Omnibus Study
2024 (January – December)

2024 India Visitation (Preliminary)

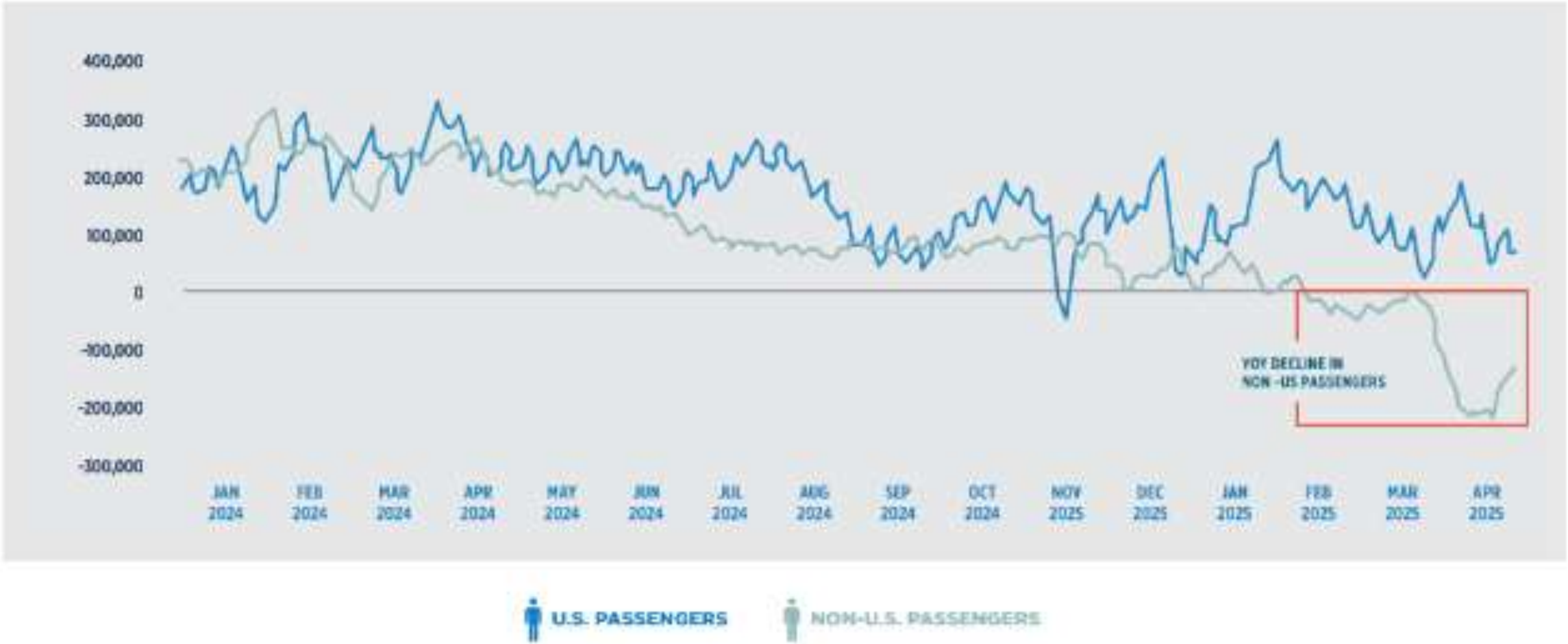
2.2M	+24%	+49%
Jan – Dec. 2024	vs. 2023	vs. 2019

Where India Ranks in Overseas Visitation

#8	#3	#2
2019	2023	2024

CHANGE IN PASSENGERS AT MAJOR U.S. AIRPORTS

Processed by **CBP** at **ORD, JFK, LAX, ATL, DEN, DFW, IAH, IAD** over rolling 30 days versus same 30 days a year prior.



Brand USA

www.thebrandusa.com

www.trade.gov/travel-tourism-industry

2025 Tradeshows/Sales missions

- Brand USA India Sales Mission
- International Inbound Travel Association (IITA) Summit
- Brand USA South America Sales Mission
- I Love NY Germany Sales Mission
- U.S. Travel Association IPW
- Visit USA Germany - USA Experts Event
- Brand USA South Korea Sales Mission
- Brand USA Travel Week



Upcoming Opportunities

- Domestic Sales Missions
- Group Tour Magazine – Youth Travel Planner
- American Bus Association (ABA) Tour Operator Binder
- OTA online training
- New York City Receptive Tour Operator Reception
- U.S. Travel Association IPW
- FAMs and Site Visits



International Inbound Travel Association Summit

Seneca Niagara Resort & Casino

- Become a member
- Attend Summit 2026
- Sponsorship Opportunities
- Volunteer
- Sightseeing tours



Marketing Campaigns and Social Media

Andrea Czopp, Chief Operating Officer
Email: aczopp@niagarafallsusa.com



Marketing Campaign Recap (Q4 2024 -Q1 2025)

2024 ended on a high note with the successful completion of our winter seasonal and brand awareness campaigns. The traditional winter campaign celebrated seasonal festivals and activities, promoting local and small businesses to “in-the-know” NFUSA travelers.

The brand campaign reached travelers in the inspiration phase of their journey and showcasing the “best of” the destination.

- **Campaign Overview:** Encourage travelers to enjoy various fun-filled winter activities at the Falls, including holiday shopping, Jingle Falls, and outdoor adventure!
- **Targeting:** Families, Couples, Canadian shoppers
- **Flight dates:** November 4, 2024 – February 15, 2025
- **Channels:** Display, Meta (Facebook/Instagram), PPC, Email
- **Geo-targets:** Canada, Niagara Falls, Previous top booking cities from Adara

Winter & Awareness Campaign Creative

Winter Seasonal





Canadian Shopping



Jingle Falls



Awareness



Marketing: Winter Results

2024-2025 Winter Campaign Results

- Total impressions: 18,136,062
- Total clicks: 209,610
- Web: 154,410



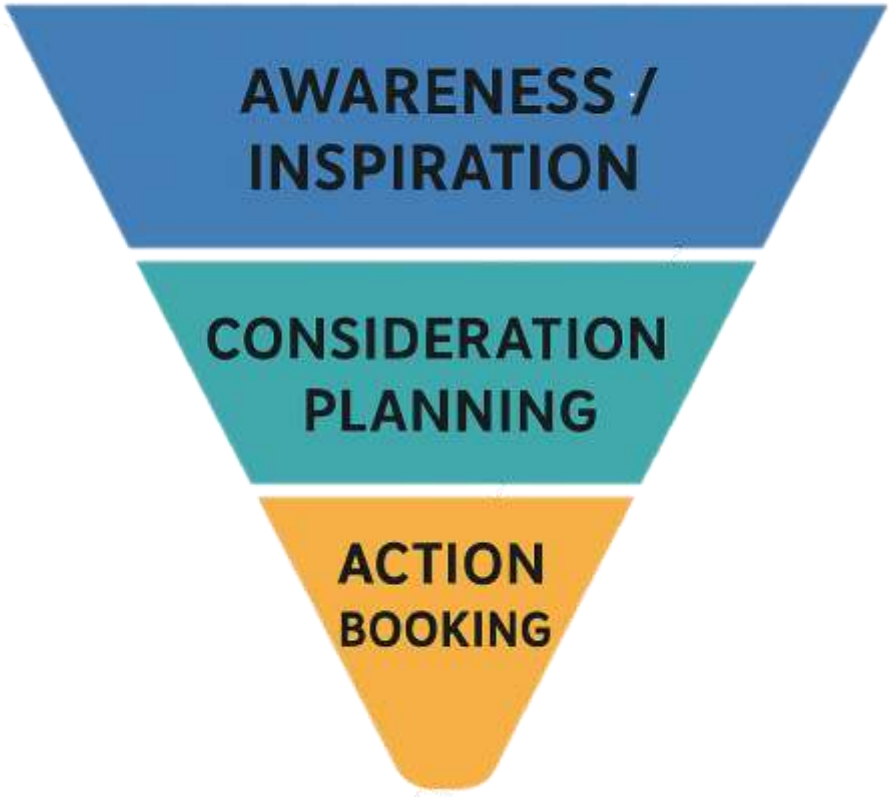


2025 Marketing Campaigns: A Shift in Approach

In 2025, we are shifting our digital campaign and media strategy to better align with the traveler's journey: from awareness, to consideration and ultimately, actions/booking.

This approach will allow us to focus the media spend on the channels that make the most sense for each phase while taking advantage of existing photo and video assets.

In addition to the paid campaigns, email campaigns will be deployed throughout the year and web content will be created and optimized for organic search visibility.



Marketing: Awareness Campaign

- **Overview:** An overarching brand campaign showcasing the best of the Falls to entice users during the critical inspiration phase. The corresponding Facebook follower campaign will encourage increased social followers and drive continued awareness.
- **Targeting:** Adults 25-64 years old, HHI of $75,000+
- **Flight dates:** February 15–December 31
- **Channels:** Display, Connected TV, Meta
- **Geotargets:** Eight-hour drive markets (year-round), U.S. direct flight markets (late spring, summer), Adara top hotel-booking DMAs





Marketing: Awareness Campaign

Preliminary Results (February 15 - April 20)

- Total impressions: 3,144,070
- Total clicks: 31,245
- Website Visits: 24,600
- Facebook Followers: 2,067

Marketing: Consideration Campaign

- **Campaign Overview:** Further push travelers down the funnel through targeted paid search terms, Meta lead generation, Travel Guide requests and ads that promote curated itineraries based on traveler type and interest.
- **Flight dates:** March 10–December 31
- **Targeting:** Demographic: Adults 25-64 years old; Behavioral: Niagara Falls tourism research; Interest: Family travel, couples travel, adventure travel, state park travel, food, wellness, history, shopping.
- **Channels:** Display, PPC, Meta
- **Geotargets:** Top hotel-booking DMAs (Adara)



Marketing: Consideration Campaign Creative









Marketing: Consideration Campaign

Preliminary Results (March 10 – April 20)

- Total impressions: 1,657,560
- Total clicks: 77,196
- Web: 1,517
- Facebook leads: 2,598

Marketing: Action Campaign – Coming Soon!

- **Campaign Overview:** Encourage users further down the funnel, who have previously engaged with our ads, to take action through interest-based retargeting ads that align with the previous pages they visited on the website and drive them to content to aid them in booking/planning their trip.

- In addition, smaller, campaigns for festivals and local events will be served throughout the year.

- The **Buffalo-Niagara Airport** will be geofenced to reach users coming into the destination to encourage them to visit the Falls and downtown Niagara Falls will be geofenced with **Discover Niagara Shuttle** ads.



Marketing: EDA Grant

Through the support of a Federal Economic Development Agency (EDA) grant (administered by NYS), we have been able to strategically target three key sectors where our typical budget doesn't allow:

- **Niche Outdoors**
- **International Consumer Marketing (UK/Germany)**
- **Convention Marketing (trade publications)**

EDA
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Marketing: EDA Grant

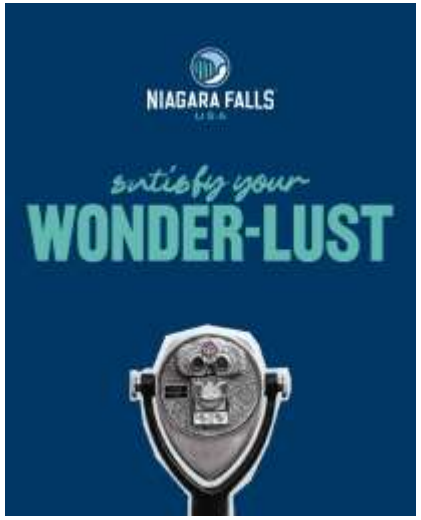
Niche Outdoors: Targeting birding, kayaking/kayak fishing and disc golf through niche digital and print publications including:

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

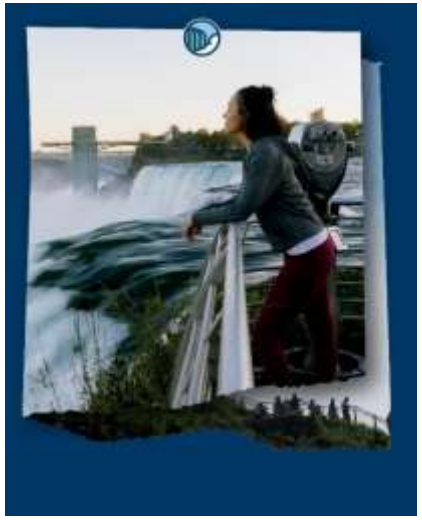


Marketing: EDA Grant

International Consumer Marketing (UK/Germany): Developed a comprehensive digital marketing campaign targeting consumers in the UK and Germany with the goal of increasing awareness, engagement and visitation.











Marketing: EDA Grant

International Consumer Marketing (UK/Germany): March Results

United Kingdom (Display, Online Video, Native)

- Impressions: 3,590,529

Germany: (Display, Online Video, Native)

- Impressions: 3,426,274





Marketing: EDA Grant

International Consumer Marketing (UK/Germany)

March 2025

TOP COUNTRIES BY SESSIONS

Country	Sessions	
United States	99,874	65.1%
United Kingdom	20,357	13.3%
Germany	17,109	11.1%
Canada	9,346	6.1%
India	1,269	0.8%
Australia	591	0.4%
China	328	0.2%
France	296	0.2%
Italy	289	0.2%
Ireland	248	0.2%
Sweden	222	0.1%
Spain	215	0.1%
Netherlands	210	0.1%
Singapore	201	0.1%
Poland	199	0.1%
Philippines	188	0.1%
Indonesia	162	0.1%

March 2024

TOP COUNTRIES BY SESSIONS

Country	Sessions	
United States	171,425	85.1%
Canada	16,547	8.2%
United Kingdom	1,983	1.0%
India	1,148	0.6%
Germany	820	0.4%
Australia	736	0.4%
France	520	0.3%
Poland	419	0.2%
Singapore	304	0.2%
China	291	0.1%
Indonesia	280	0.1%
Mexico	258	0.1%
Netherlands	224	0.1%
Philippines	207	0.1%
Italy	192	0.1%
Japan	182	0.1%
(not set)	181	0.1%

Marketing: EDA Grant

Convention Marketing: Additional spend beyond our traditional budget dollars for the "Bucket-List Hero" marketing campaign in top tier meetings industry publications (digital and print).





Social Media Highlights | Niagara Falls USA

Year-to-date (January 1–April 20, 2025)

- Group Total Audience: **185,243**
- Impressions: **9,072,620**
- Engagements: **163,338**
- Post Link Clicks: **3,499**



Social Media Highlights | NFCC

Year-to-date (January 1–April 20, 2025)

- Group Total Audience: **5,816**
- Impressions: **547,783**
- Engagements: **2,307**
- Post Link Clicks: **153**



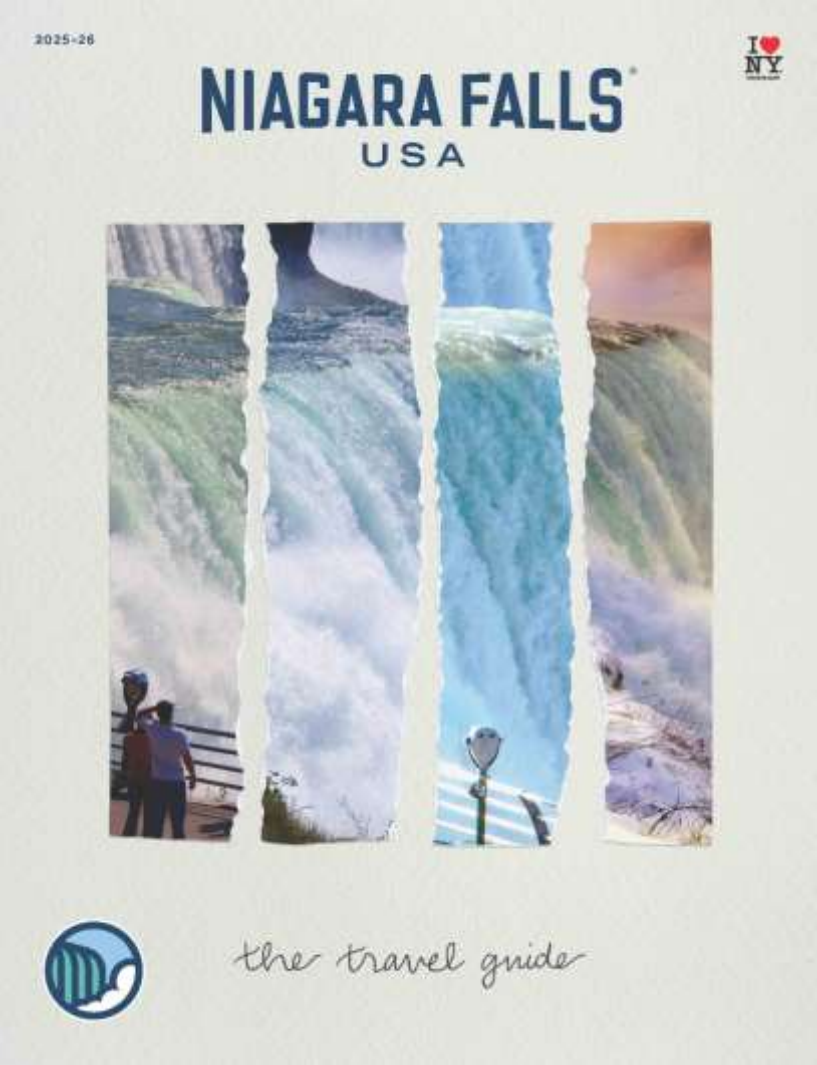
Social Media Highlights | Old Falls Street

Year-to-date (January 1–April 20, 2025)

- Group Total Audience: **15,284**
- Impressions: **109,644**
- Engagements: **5,340**
- Post Link Clicks: **116**



2025-26 Niagara Falls USA Travel Guide





Old Falls Street Upcoming Events & Activities

- **Friday Night Concert Series –** June 20–August 29 | 5–10 p.m.

- **Special Events**
  - Memorial Day Weekend Street Festival
  - Flag Day – June 14
  - Rainbow City Pride – June 28
  - 4th of July Weekend Street Festival
  - Empire State Ride – August 2
  - Resurgence Pints in the Park – August 9
  - Labor Day Weekend Street Festival
  - 16th Annual Blues Festival – September 12+13
  - Oktoberfest – September 27



- **Saturdays at Cataract Commons –** July 12-August 23
  - Live Music (3-8:30 p.m.), Artisan/Novelty Vendors, Games

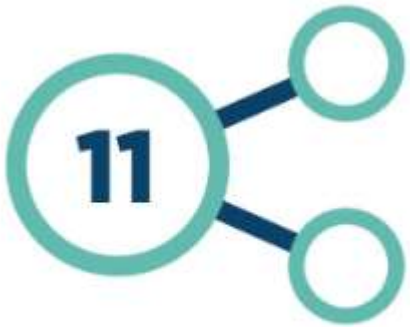
For details, visit **oldfallsstreetusa.com**

Earned Media

Sara Harvey, Director of Communications
Email: sharvey@niagarafallsusa.com



Results of 2024 Media Visits



Visiting Media Hosted



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



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

2025 Planned Media Visits

Rebecca Toy– May 1-5
Freelance contributor to *Fodor's, Wine Enthusiast, National Geographic, Smithsonian*, etc.

Carey Ostergard – May 16-19
Editor of *Woman's World Magazine*

Ellie Seymour- June 2-5
UK freelance contributor to *BBC Travel, The Independent, The Sun, National Geographic Traveler*, etc.

Rashmi Narayan – June 11-14
UK freelance contributor to *The Independent, Time Out London, The National, TTG*, etc.

2025 Planned Media Visits

Blake Snow– July 14-18
Freelance contributor to *Matador Network, CNN Travel, The Washington Post, USA Today, National Geographic Traveler*, etc.

The Lovers Passport – August 11-14
Influencers with 1.7M total followers (Instagram, TikTok & YouTube)

Emily Caldwell– September 10-12
Freelance contributor to *The Manual* and *She Buys Travel*

Upcoming Initiatives

- PR FAM – May 18-22, 2025
- I Love NY Fam - June 11-12, 2025
- IPW – June 2025
- German Media FAM – September 2025
- Brand USA Travel Week Europe – October 2025



Media Focus

- Slow travel
- Agritourism
- Outdoor adventure
- America 250
- FIFA World Cup in 2026
- Dog-friendly destinations
- Indigenous culture
- Quirky, new, anniversaries



Outdoor Promotions Updates

Frank Campbell, Outdoor Promotions Director
Email: fcampbell@niagarafallsusa.com

Outdoor Promotions

- **February 13-16 – 10th Annual Greater Niagara Fishing Expo**
  - 6,000 in attendance at NFCC
  - Despite weather, sales were good

- **March – attended Bassmaster Classic in Ft. Worth, TX**
  - Showcase fishing opportunities in Niagara County
  - 100,000 individuals in attendance

- **Conclusion of advertorial promotion of outdoor options in the Niagara Frontier in the 1st Quarter of 2025**
  - $177,000 EDA grant funds used to secure placement in leading magazines for kayaking, birding, disc golf and sportfishing.

- **Rush Outdoors**
  - 2 segments filmed in February
  - Additional shows aired during 1st Quarter of 2025 had household reach over 6,000,000





Outdoor Promotions

- **Secured 2 outdoor writers organizations to utilize Niagara County for their Annual Conferences**
    - **New York State Outdoor Writers Association (NYSOWA)**
    - May 2025 – 50 members

Visitor Center Updates

Patty Shanley, Director of Visitor Services
Email: pshanley@niagarafallsusa.com

Visitor Center & Retail

- YTD # of visitors through our doors: **7,222**
- YTD Sales: **$17,582**
- 20% discount for locals on regular merchandise
- 5 new products coming soon!
- Christmas in July ornament sale
  - benefits NFFD Toy Drive
- Visitor Center Brochure Program
  - Fill out form on ‘Partners’ webpage to participate
- New online ambassador training program coming late summer!
- 11 businesses will be showcased during NTTW: May 4-10







Visitor Center & Retail

- New FAM passport program for frontline workers



Questions

NIAGARA FALLS USA