

2025 ANNUAL REPORT



**NIAGARA
FALLS[®]**
USA

WHERE ADVENTURE COMES NATURALLY[®]

DESTINATION NIAGARA USA

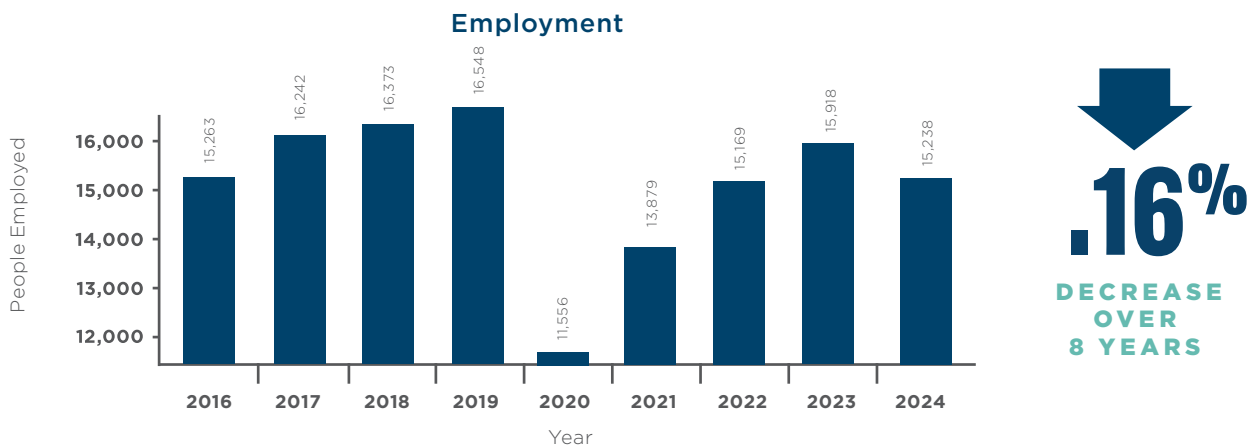
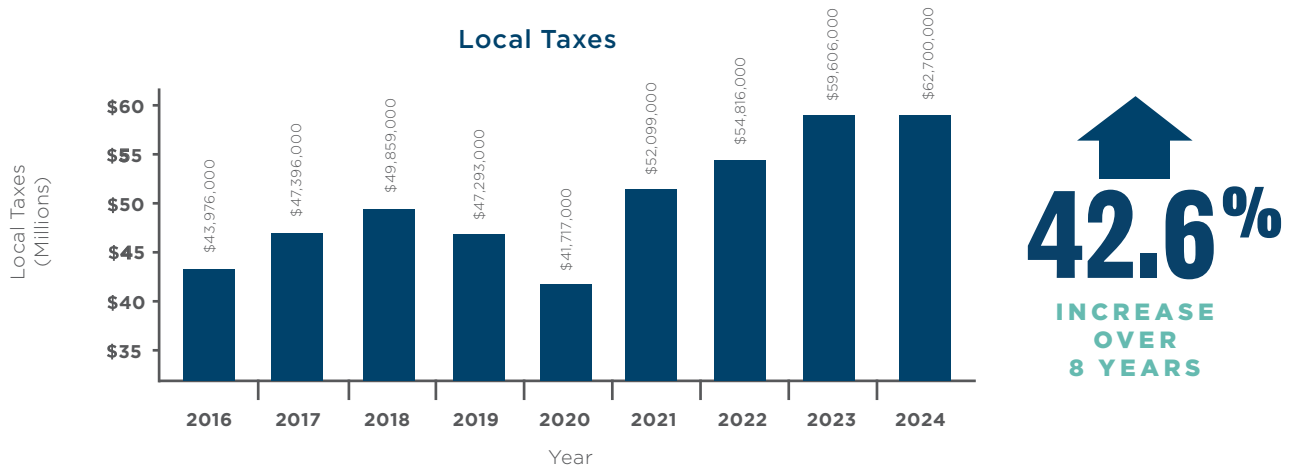
Destination Niagara USA

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.

EVOLUTION OF NIAGARA COUNTY TOURISM BY THE NUMBERS*

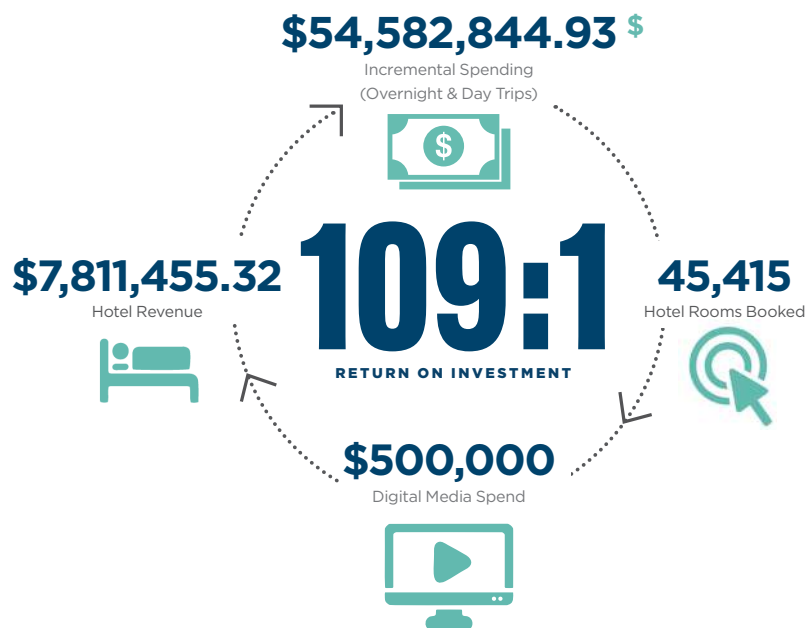


*Source: Tourism Economics: Economic Impact of Tourism in New York 2016 - 2024

DIGITAL MARKETING CAMPAIGNS

In 2025, we delivered targeted, year-round digital marketing campaigns to raise awareness and encourage travel consideration. Efforts spanned evergreen, awareness, acquisition, and event-based advertising across organic and paid search, email, Meta, display, native, geofence, and CTV channels.

Channel	Impressions	Clicks
SA Display	31,610,816	29,581
CTV	1,791,887	-
Native	2,297,029	28,938
Google Ads	9,681,746	371,272
Bing Ads	2,655,552	68,251
Geofence	48,037,030	498,042
Meta	4,157,037	152,280
Google Display	11,122,700	38,525
Email	127,991	4,858
Total	111,481,788	1,191,747



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

MEDIA*

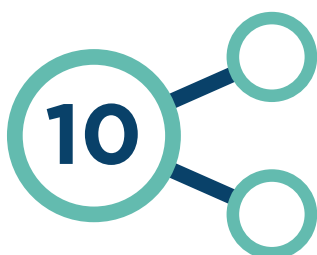
As stewards of a world-renowned icon, we work tirelessly to generate meaningful media coverage that showcases the power, beauty, and experiences that make Niagara Falls USA a must-visit destination.

Top Media Placements

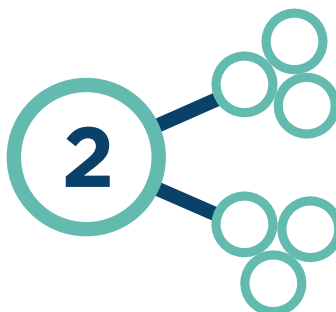
- **USA Today:** *Celebrate veterans by adding these patriotic sites to your summer road trip*
73,481,855 unique monthly views
- **MSN:** *Dueling views on Niagara Falls tourism numbers for 2025*
67,151,557 unique monthly views
- **Forbes:** *The 12 Best Road Trips in the USA*
38,198,222 unique monthly views
- **U.S. News:** *The World's 47 Best Tourist Attractions*
26,928,727 unique monthly views

Top Media Placements From Hosted Visits

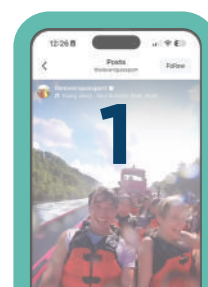
- **Michele Herrmann – TimeOut:** *The best state parks in the U.S.*
14,335,665 unique monthly views
- **Linda Laban – National Geographic:** *Set sail on the Erie Canal 200 years after its inaugural voyage*
6,042,119 unique monthly views
- **Carey Ostergard – Woman's World:** *Beyond the Falls: 6 Unexpected Things to Do in Niagara Falls, N.Y. That Locals Love*
1,272,323 unique monthly views



Individual media FAM trips



Group media FAM trips



1 Influencer | @theloverspassport
1.3 million total followers



Destination stories
across all media channels



Total number of
media impressions

* Earned media is evaluated using the Barcelona Principles, the global standard for public relations measurement. Instead of calculating a traditional ROI, this approach measures factors such as audience reach, message visibility, and the impact coverage has on awareness and interest in visiting Niagara Falls USA.

NIAGARA FALLS USA WEBSITE



2025 WEBSITE PAGEVIEWS:

3,743,752



2025 Sessions
2,338,895



2025 Unique Visitors
1,853,776



Total Blogs
191

SOCIAL MEDIA*



Impressions: 26,674,687

(24% decrease over 2024)

Engagements: 690,762

(61% increase over 2024)

Link Clicks: 14,304

(62% decrease over 2024)

Total Audience: 215,577

(22% increase over 2024)



CONVENTIONCENTER

Impressions: 214,599

(88% decrease over 2024)

Engagements: 6,742

(82% decrease over 2024)

Link Clicks: 546

(66% decrease over 2024)

Total Audience: 6,101

(7% increase over 2024)



Impressions: 1,645,126

(27% increase over 2024)

Engagements: 52,180

(16% increase over 2024)

Link Clicks: 4,289

(402% increase over 2024)

Total Audience: 16,372

(8% increase over 2024)



* According to Sprout Social (our social media tracking tool), the decreases year over year from 2024 to 2025 are a result of changing algorithms within Meta and NOT the result of page performance.

EDA GRANT

UK/Germany Digital Marketing Campaign: March 1 – July 31, 2025

An international marketing campaign targeting the German and UK markets was launched to build awareness of Niagara Falls USA's diverse offerings, drive engagement with niagarafallsusa.com, and inspire increased visitation to the destination.



54,825,114

Impressions across all channels (display, native, online video, Meta)

UK	Germany
29,507,556	25,317,558



210,753

Landing Page Views

UK	Germany
114,918	95,835

Adara Results (Tracking)



579

Flight Searches



275

Hotel Searches

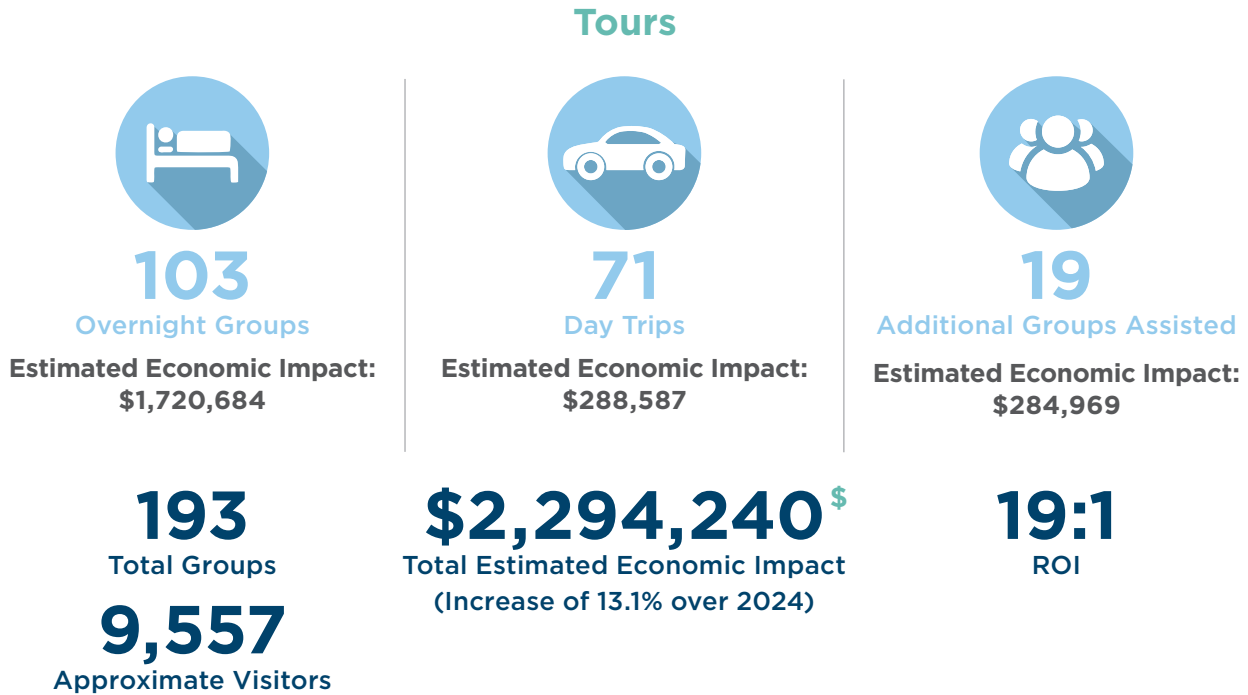


17

Flight Bookings

LEISURE GROUP SALES

Leisure Group Sales is dedicated to increasing domestic motorcoach business to Niagara County while providing coordinated, on-the-ground support for visiting groups.



Group Travel

American Bus Association (ABA) Marketplace



Two Sales Missions:



Six Tradeshows Attended:



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

GLOBAL INITIATIVES

Brand USA Global Marketing Programs

Participation in Brand USA's global marketing programs includes the Inspiration Guide, driving awareness and consideration through custom destination content distributed digitally to consumers and in print to the travel trade, along with optimized full-funnel audience campaigns in India, the UK, and Germany that leverage Brand USA's proprietary, pre-qualified traveler audiences.



150,000

Printed Inspiration Guides Distributed

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



11,905,132

Total Impressions

Digital Campaigns (UK, DE, IN) and Inspiration Guide



\$93,084*

Total Bookings

(456 Room Nights)

*Expedia Attribution Report and Adara Impact Insights



Presenting Niagara Falls USA to the World

Through participation in travel trade marketplaces and targeted sales missions, we connected with more than 520 travel trade companies representing India, the UK, Germany, Australia, France, and beyond.

2 TRADE SHOWS
IPW & IITA Summit

8 FAM TOURS
Budapest, Australia, United Kingdom, Ireland, Italy, Germany, Austria, India

4 TRAVEL AGENT TRAININGS
300+ travel agents from South Korea, South America, India, Germany

7 SALES MISSIONS
Brand USA Travel Week, Brand USA S. Korea Sales Mission, Brand USA S. American Sales Mission, I Love NY Germany Sales Mission, Discover Destinations S. America Sales Mission, Brand USA India Sales Mission, New York City RTO Reception

\$467,086^{\$}
IN TOTAL BOOKINGS*

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

*The reported number of bookings is based solely on data voluntarily submitted by participating operators. As not all operators report their activity, this figure likely understates the total impact of international sales efforts.

CONVENTION & MEETING SALES

Destination Niagara USA Efforts



Total Room Nights
14,362

Estimated Economic Impact (EEI):
\$9,294,604 \$
Total Estimated Economic Impact
(Increase of 12.1% over 2024)

28
Meetings held in
Niagara Falls in 2025

39:1
ROI
(12.1% increase over 2024)

- The convention team attended 12 tradeshows and conducted 387 appointments with meeting planners, generating **22 leads** to date for future business.
- In its first year, the **Show Your Badge** program includes **15 restaurants and 8 attractions** offering special deals to convention attendees. We will continue to expand participation and promote the program to enhance the attendee experience.

Niagara Falls Convention Center Efforts



CONVENTION CENTER



108 Definite Events

+\$791,685 2025 Revenue vs. 2025 Budget

70,424 Guests

29,952 Room Nights

\$3,871,731* Definite Revenue

\$9,859,723 EEI

* This figure represents the highest revenue recorded in the building's 20-year history.

VISITOR CENTER



In 2025, the Niagara Falls USA Official Visitor Center welcomed 73,973 visitors.



The retail shop in the Niagara Falls USA Official Visitor Center sold 11,902 branded items.



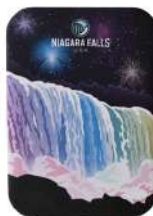
New items sold in 2025:



Set of 4 Bamboo Iconic Coasters



Folded Travel Dog Bowl



Illumination Magnet



Tennis Ball Sling Dog Toy



Silipint Silicone Pint Glass

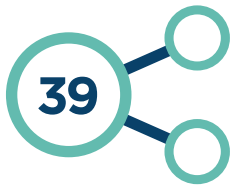
OUTDOOR PROMOTIONS

TV Show Features (2025):

- Episodes filmed in Niagara County by *In-Fisherman*, *Fishing 411*, *Midwest Outdoors*, *Let's Take it Outside*, *Mark Davis' Bigwater Adventures*, *On The Water TV*, *Rush Outdoors*

Print/Digital Outlets That Highlighted Niagara County in 2025:

- *In-Fisherman*, *On the Water*, *Game and Fish*, *Fishing on SI (Sport's Illustrated)*, *Bassmaster Magazine*, *New York Outdoor News*, *Great Lakes Angler*, *Wired2Fish*, *Midwest Outdoors*



Individual outdoor media FAM trips



Outdoor stories across all media channels



Total number of media impressions

10th Annual Greater Niagara Fishing Expo (Feb. 13-16, 2025):

- Niagara Falls Convention Center – **7,500 attendees**
- Estimated Economic Impact – **\$1.65 million**
- **180 vendors, over 250 seminars**

EDA Grant

Through the support of a federal Economic Development Administration grant, administered by New York State, Destination Niagara USA has strategically targeted niche outdoor audiences. These efforts focus on key interest areas such as birding, kayaking, fishing, and disc golf, leveraging placements in specialized digital and print publications, including but not limited to:

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



BUFFALO NIAGARA FILM COMMISSION

Upgrades to the New York State Film Tax Credit Program attracted new movie and television projects to Western New York in 2025, with production companies spending an estimated **\$5.7 million in Niagara County**.

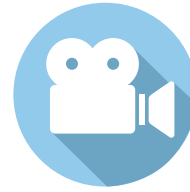
Highlights included two Hallmark Channel movies, *Holiday Touchdown: A Bills Love Story* and *Newport Christmas*. The Great American Family Network showcased unique Niagara County locations for four Christmas-themed films, along with two independently produced movies. Communities including Youngstown, Lockport, Niagara Falls, and North Tonawanda all appeared on the silver screen.

Television productions also filmed in the region, including ESPN's *Peyton's Places*, which featured Buffalo Bills quarterback Josh Allen tossing a football over the Bridal Veil Falls, and HGTV's *Lakefront Bargain Hunt Renovation*.



\$5,667,000^{\$}

Niagara County Total
Production Spend



259

Total Room Nights
In Niagara County



54

Total Production Days



87:1

ROI

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

2025 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
Lucy Muto	M&T Bank	General Business
Michael Schweitzer	Bella Rose Winery	General Business
Muhammad Shoab	A&W, Moe's, Papa John's	General Business
Heidi Urban	Platter's Chocolates	General Business
David Carroll	Merani Hotel Group	Hospitality/Tourism
Donald Foste	Delaware North	Hospitality/Tourism
Daniel Hamister	Hamister Group, LLC	Hospitality/Tourism
Marlena Mazzei	Moonlite Motel	Hospitality/Tourism
Nirel Patel	Rupal Hospitality	Hospitality/Tourism
Daniel Tighe	American Niagara Hospitality	Hospitality/Tourism
Vicki Smith	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 Vilaro	USA Niagara Development (permanent seat)	Ex-Officio/Non-Voting
OPEN	Niagara University (permanent seat)	Ex-Officio/Non-Voting
Josh Blumberg	NCCC/Culinary Institute (permanent seat)	Ex-Officio/Non-Voting

Committees

Executive	Donald Foste	David Carroll	Lucy Muto	Nirel Patel
Title	Chairperson	Vice Chairperson	Secretary	Treasurer

Finance
Donald Foste
David Carroll
Nirel Patel
Lucy Muto
Michael Schweitzer

Nominating
Donald Foste
David Carroll
Nirel Patel
Lucy Muto
Michael Schweitzer

FINANCE*

2025 Revenue		% of Revenue
Niagara Falls	\$2,747,890	58%
Niagara County	\$376,032	8%
Lockport	\$71,241	1%
Grants	\$527,287	11%
Business Generated Revenue	\$916,070	19%
Retail	\$119,624	3%
Total 2025	\$4,758,144	100%

2025 Expenses		% of Revenue
Personnel	\$1,618,945	29%
Marketing	\$2,302,740	42%
Group Leisure	\$121,760	2%
Convention and Meeting	\$241,211	4%
International Markets	\$297,556	5%
Visitor Services	\$116,243	2%
Outdoor Promotion	\$276,729	5%
General Administration	\$565,745	10%
Total 2025	\$5,540,929	100%

Overall Organization ROI: 23:1

Hotel Data

SMITH TRAVEL RESEARCH DATA (STR REPORT)



\$140.35

Average Daily Rate
(-3.6% decrease from 2024)



54.1%

Occupancy
(-4.0% decrease from 2024)



\$75.91

REVPAR
(-7.4% decrease from 2024)

SUPPLY:
1,159,605

(0.0% increase from 2024)

DEMAND:
627,144

(-4.0% decrease from 2024)

*Interim unaudited statements



NIAGARAFALLSUSA.COM