### Tourism Impact: By The Numbers

**Total Spent by Travelers in Niagara County in 2018:** $752,676,000*

6.3% INCREASE OVER 2017

#### Key Figures:

- **Total Economic Impact from Group Visitation:** $1,534,746
  - **Return on Investment:** $7 to $1

- **Conventions Booked in 2018:** 20
  - **Estimated Economic Impact:** $6,966,776
  - **Return on Investment:** $33 to $1

- **Incremental Visitor Spending from 2018 Marketing Campaigns:** $45,202,897
  - **Total Economic Impact:** $591,513,469

- **Niagara County Employs:** 16,373*
  - 22.8% of the Total Workforce

- **People Read About Niagara Falls USA:** 591,513,469

- **In Local Taxes Were Generated in 2018 by Tourism:** $49,858,759*
  - A 9.5% Increase over 2017

- **2018 Website Visitation:** 1,359,701

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*Source: Tourism Economics: Economic Impact of Tourism in New York 2018*