Niagara Falls, NY
2017 Visitor Research
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Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990.

In 2007, our proprietary Longwoods Travel USA® program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

This report provides an overview for Niagara Falls’ domestic tourism business in 2017.
The visitor research program is designed to provide:

- Estimates of domestic overnight and day visitor volumes to Niagara Falls, NY.
- A profile of Niagara Falls’ performance within its overnight travel market.
- Domestic visitor expenditures in Niagara Falls, NY.
- Profiles of Niagara Falls’ day travel market.
- Relevant trends in each of these areas.
Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel USA® survey:

- Selected to be representative of the U.S. adult population

For the 2017 travel year, this yielded:

- 329,470 trips for analysis nationally:
  - 232,317 overnight trips
  - 97,153 day trips

For Niagara Falls, the following sample was achieved in 2017:

- 745 trips:
  - 444 overnight trips
  - 301 day trips (2016 and 2017 combined sample)

For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.
The results of this report are based on two time frames:

- Niagara Falls overnight data and all U.S. norms are reported for the 2017 travel year.
- To maximize statistical reliability, day data are based on two years’ combined sample from 2016 and 2017.
Key Findings
Key Findings

- In 2017, Niagara Falls, NY had 7.6 million person trips, increasing 3.3% from 2016. 46% were overnight trips and 54% were day trips.

- The overnight trips generated $694 million in spending, increasing 4.1% from 2016.

- When asked about the main purpose of their overnight trip, 28% responded that they were visiting friends and relatives, while 61% said they were on marketable trips. Marketable trips are defined as those trip types that can be influenced by marketing efforts. The most prevalent marketable trip types were touring through the region and city trips.

- The top states of origin for visitors on overnight trips to Niagara Falls were New York, California and Ohio. The top DMA's of origin were New York City, Cleveland and Boston.
Almost three quarters (73%) of visitors on an overnight trip to Niagara Falls were very satisfied with the overall trip experience. The next highest-ranking categories for satisfaction were sightseeing/attractions at 70% and friendliness of the local people at 59%.

Among those on overnight trips to Niagara Falls, 61% have visited Niagara Falls at least once before and 35% have visited in the past 12 months.

Overnight trips to Niagara Falls tend to be planned further in advance of travel than the national average – 57% of overnight trips to Niagara Falls were planned more than two months ahead vs 51% nationally. 35% of overnight trips were planned less than two months ahead, while only 8% of overnight trips to Niagara Falls were not planned ahead at all vs 14% nationally.

Online travel agencies, advice from friends/relatives and destination websites were the most common planning sources for a Niagara Falls overnight trip. Online travel agencies and hotel/resort were the most common booking sources.
Key Findings (Cont’d)

- The average number of nights spent in Niagara Falls on an overnight trip was 2.4 nights, up from 2.3 nights in 2016. The average travel party size was 3.3 persons.

- Over half (60%) of overnight Niagara Falls travelers arrived by personal car or truck, but visitors are also more likely to use a rental car during their visit than the national average (28% vs 17%).

- The top activities and experiences engaged in during an overnight trip to Niagara Falls were shopping, visiting a state/national park, visiting a landmark/historic site visits, going to a museum or to a casino.

- Overnight visitors to Niagara Falls are more likely to travel with family and friends than to travel alone.
Size & Structure of the U.S. Travel Market
Total Size of the U.S. Travel Market — 2013-2017

Base: Overnight Person-Trips

- 2013: 1,480
- 2014: 1,532
- 2015: 1,568
- 2016: 1,585
- 2017: 1,618

2.1% increase from 2016 to 2017.
Structure of the U.S. Travel Market — 2017 Overnight Trips

Visits to Friends/Relatives 43%
Business-Leisure 4%
Business 10%
Marketable 43%

Base: Overnight Person-Trips

Base: Overnight Person-Trips

- All Overnight Trips: 2%
- Visiting Friends/Relatives: 5%
- Marketable Trips: <1%
- Business-Leisure Trips: 3%
- Business Trips: 2%
Size & Structure of the Niagara Falls, NY Domestic Travel Market
Total Size of Niagara Falls, NY’s 2017 Domestic Travel Market

Total Person-Trips = 7.6 Million

- Day Trips: 54% (4.1 Million)
- Overnight Trips: 46% (3.5 Million)

+3.3% vs. 2016
Size of Niagara Falls, NY’s Overnight Travel Market—Adults vs. Children

Total Overnight Person-Trips = 3.5 Million

- Adults: 79% (2.8 Million)
- Children: 21% (0.7 Million)
Niagara Falls, NY’s Overnight Travel Market — by Main Trip Purpose

- Visiting Friends/Relatives: 28%, 0.8 Million
- Business-Leisure: 3%, 0.1 Million
- Business: 8%, 0.2 Million
- Marketable: 61%, 1.7 Million

Adult Overnight Person-Trips = 2.8 Million
Size of Niagara Falls, NY’s Day Travel Market — Adults vs. Children

Total Day Person-Trips = 4.1 Million

- Adults 78% (3.2 Million)
- Children 22% (0.9 Million)
Niagara Falls, NY’s Day Travel Market — by Trip Purpose

Adult Day Person-Trips = 3.2 Million

- **Visiting Friends/Relatives**: 25% (0.8 Million)
- **Business-Leisure**: 1% (0.03 Million)
- **Business**: 3% (0.08 Million)
- ** Marketable**: 71% (2.3 Million)
Overnight Trip Expenditures
Domestic Overnight Expenditures — by Sector

Total Spending = $694 Million

+4.1% vs. 2016

Lodging 33% $231 Million
Restaurant Food & Beverage 21% $142 Million
Retail 18% $124 Million
Transportation 11% $76 Million
Recreation 17% $121 Million
Average Per Person Expenditures on Domestic Overnight Trips — By Sector

Base: Overnight Person-Trips to Niagara Falls

- **Lodging**: $66
- **Restaurant Food & Beverage**: $41
- **Retail Purchases**: $35
- **Recreation/Sightseeing/Entertainment**: $35
- **Transportation at Destination**: $22
Overnight Trip Characteristics
Main Purpose of Trip

Marketable Trips 61%

Base: Overnight Person-Trips to Niagara Falls

- Visiting friends/relatives: 28
- Touring: 26
- City trip: 9
- Casino: 8
- Special event: 7
- Outdoors: 3
- Theme park: 3
- Resort: 2
- Golf Trip: 1
- Cruise: 1
- Other business trip: 4
- Conference/Convention: 4
- Business-leisure: 3

Percent

0 10 20 30
Main Purpose of Leisure Trip

<table>
<thead>
<tr>
<th>Activity</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visiting friends/relatives</td>
<td>28%</td>
<td>43%</td>
</tr>
<tr>
<td>Touring</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>City trip</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Casino</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>Special event</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Outdoors</td>
<td>3%</td>
<td>8%</td>
</tr>
<tr>
<td>Theme park</td>
<td>2%</td>
<td>6%</td>
</tr>
<tr>
<td>Resort</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Golf Trip</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Cruise</td>
<td>2%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Overnight Person-Trips
Main Purpose of Overnight Leisure Trip — 2017 vs. 2016

Base: Overnight Person-Trips to Niagara Falls

- Visiting friends/relatives: 2017 (28), 2016 (29)
- Touring: 2017 (26), 2016 (22)
- City trip: 2017 (11), 2016 (11)
- Casino: 2017 (8), 2016 (7)
- Special event: 2017 (7), 2016 (7)
- Outdoors: 2017 (3), 2016 (3)
- Theme park: 2017 (4), 2016 (3)
- Resort: 2017 (2), 2016 (2)
- Golf Trip: 2017 (2), 2016 (1)
- Cruise: 2017 (1), 2016 (1)
Main Purpose of Business Trip

Conference/Convention

Other business trip

Base: Overnight Person-Trips

Niagara Falls

U.S. Norm

Percent

28
Main Purpose of Overnight Business Trip — 2017 vs. 2016

Base: Overnight Person-Trips to Niagara Falls

Conference/Convention

- 2017: 4
- 2016: 5

Other business trip

- 2017: 3
- 2016: 4
Sources of Business

Base: Overnight Person-Trips to Niagara Falls

- States contributing 5% or more
- States contributing 3% - 5%
- DMA's contributing more than 2%
State Origin Of Trip

Base: Overnight Person-Trips to Niagara Falls

- New York: 24
- California: 8
- Ohio: 8
- New Jersey: 8
- Pennsylvania: 7
- Florida: 6
- Illinois: 4
- Texas: 4
- Massachusetts: 4
- Virginia: 3

Percent
DMA Origin Of Trip

Base: Overnight Person-Trips to Niagara Falls

- New York, NY: 14%
- Cleveland, OH: 5%
- Boston, MA: 4%
- Los Angeles, CA: 3%
- Chicago, IL: 3%
- Philadelphia, PA: 3%
- Orlando-Daytona Beach-Melbrn, FL: 3%
- Rochester, NY: 3%
- San Francisco-Oakland-San Jose, CA: 2%
- Washington, DC: 2%
- Elmira, NY: 2%
Season of Trip

Base: Overnight Person-Trips to Niagara Falls

- January-March: 18%
- April-June: 28%
- July-September: 34%
- October-December: 20%

Percent
Overall trip experience: 73% (2017) vs. 76% (2016)
Sightseeing/attractions: 70% (2017) vs. 69% (2016)
Friendliness of people: 59% (2017) vs. 61% (2016)
Quality of accommodations: 58% (2017) vs. 54% (2016)
Safety & Security*: 54% (2017) vs. 54% (2016)
Quality of food: 53% (2017) vs. 55% (2016)
Cleanliness*: 50% (2017) vs. 54% (2016)
Value for the money: 47% (2017) vs. 54% (2016)
Music/nightlife/entertainment: 42% (2017) vs. 46% (2016)

* Added in 2017
** Those who ranked their Niagara Falls experience a 5 on a 5-point scale
Past Visitation to Niagara Falls, NY

Base: Overnight Person-Trips to Niagara Falls

Ever
- 2016: 68%
- 2017: 61%

Past 12 Months*
- 2016: 50%
- 2017: 35%

* Question wording changed in 2017
Length of Trip Planning

Base: Overnight Person-Trips

- More than 1 year in advance: 3% (Niagara Falls), 4% (U.S. Norm)
- 6-12 months: 14% (Niagara Falls), 16% (U.S. Norm)
- 3-5 months: 17% (Niagara Falls), 19% (U.S. Norm)
- 2 months: 16% (Niagara Falls), 19% (U.S. Norm)
- 1 month or less: 35% (Niagara Falls), 35% (U.S. Norm)
- Did not plan anything in advance: 8% (Niagara Falls), 14% (U.S. Norm)
Trip Planning Information Sources

Online travel agencies: 27%
Advice from relatives or friends: 18%
Destination websites: 17%
Hotel or resort: 16%
Social Media: 15%
Travel company websites: 15%
Airline/commercial carrier: 14%
Travel guide/other books: 11%
Auto club/AAA: 6%

Base: Overnight Person-Trips

Niagara Falls
U.S. Norm

Percent
Trip Planning Information Sources (Cont’d)

Base: Overnight Person-Trips

- Travel agent/company: 8% (Niagara Falls) vs. 6% (U.S. Norm)
- Magazine articles/ad: 8% (Niagara Falls) vs. 2% (U.S. Norm)
- Lodging sharing websites (AirBnB, VRBO, etc.): 6% (Niagara Falls) vs. 4% (U.S. Norm)
- Newspaper articles/ad: 4% (Niagara Falls) vs. 1% (U.S. Norm)
- Visitors' bureau/gov tourism office: 4% (Niagara Falls) vs. 3% (U.S. Norm)
- 800/888 number: 2% (Niagara Falls) vs. 2% (U.S. Norm)
- TV program/ad: 2% (Niagara Falls) vs. 1% (U.S. Norm)
- Radio show/ad: 2% (Niagara Falls) vs. 1% (U.S. Norm)
- Travel/ski show or exhibition: 1% (Niagara Falls) vs. 0% (U.S. Norm)
Method of Booking

Base: Overnight Person-Trips

- Online travel agencies: 25%
- Hotel or resort: 22%
- Travel company websites: 18%
- Airline/commercial carrier: 12%
- Lodging sharing websites (AirBnB, VRBO, etc.): 15%
- Destination websites: 12%
- Travel agent/company: 9%
- 800/888 number: 8%
- Auto club/AAA: 6%
- Visitors’ bureau/gov tourism office: 5%
- Travel/ski show or exhibition: 2%

Niagara Falls vs. U.S. Norm
Devices Used for Trip Planning

Base: Overnight Person-Trips

- **Used Any Device (net)**: 91% in Niagara Falls, 84% in U.S. Norm
- **Laptop**: 45% in Niagara Falls, 55% in U.S. Norm
- **Smartphone**: 39% in Niagara Falls, 38% in U.S. Norm
- **Desktop/Home computer**: 34% in Niagara Falls, 40% in U.S. Norm
- **Tablet**: 21% in Niagara Falls, 16% in U.S. Norm
Devices Used During Trip

![Bar chart showing devices used during trip in Niagara Falls compared to U.S. norms.](chart.png)

- **Used Any Device (net)**: 91% (Niagara Falls) vs. 85% (U.S. Norm)
- **Smartphone**: 77% (Niagara Falls) vs. 71% (U.S. Norm)
- **Laptop**: 37% (Niagara Falls) vs. 31% (U.S. Norm)
- **Tablet**: 30% (Niagara Falls) vs. 27% (U.S. Norm)

Base: Overnight Person-Trips
Total Nights Away on Trip

Base: Overnight Person-Trips

- 1 night: 16 Niagara Falls, 22 U.S. Norm
- 2 nights: 22 Niagara Falls, 23 U.S. Norm
- 3-4 nights: 27 Niagara Falls, 27 U.S. Norm
- 5-6 nights: 13 Niagara Falls, 11 U.S. Norm
- 7-13 nights: 12 Niagara Falls, 10 U.S. Norm
- 14+ nights: 4 Niagara Falls, 3 U.S. Norm

Average Niagara Falls, NY: 4.3 nights
Average U.S. Norm: 3.7 nights
Number of Nights Spent in Niagara Falls, NY

Base: Overnight Person-Trips with 1+ Nights Spent In Niagara Falls

1 night: 48
2 nights: 26
3-4 nights: 17
5-6 nights: 4
7+ nights: 5

Average Nights Spent in Niagara Falls = 2.4
Number of Nights Spent in Niagara Falls, NY - 2017 vs. 2016

Average
2017 = 2.4 nights
2016 = 2.3 nights
Size of Travel Party

![Bar chart showing the average number of people in Niagara Falls and U.S. Norm.](chart.png)

- **Niagara Falls**: Average Number of People
  - Adults: 2.5
  - Children: 0.8
  - Total = 3.3

- **U.S. Norm**: Average Number of People
  - Adults: 2.2
  - Children: 0.6
  - Total = 2.8

*Base: Overnight Person-Trips*
Composition of Immediate Travel Party

Base: Overnight Person-Trips

- Spouse/partner: 63% (Niagara Falls), 65% (U.S. Norm)
- Child(ren): 17% (Niagara Falls), 16% (U.S. Norm)
- Friend(s): 19% (Niagara Falls), 35% (U.S. Norm)
- Parent(s): 16% (Niagara Falls), 11% (U.S. Norm)
- Just myself/traveled alone: 13% (Niagara Falls), 25% (U.S. Norm)
- Other relative(s): 12% (Niagara Falls), 11% (U.S. Norm)
- Business associate(s): 3% (Niagara Falls), 2% (U.S. Norm)
- Grandparent(s): 2% (Niagara Falls), 1% (U.S. Norm)
Transportation

- Own car/truck
- Rental car
- Plane
- Online taxi service (Uber, Lyft, etc.)
- Bus
- Taxi cab
- Train
- Ship/Boat
- Camper, R.V
- Motorcycle
- Bicycle

Base: Overnight Person-Trips

Percent

Niagara Falls
U.S. Norm
Accommodations

Base: Overnight Person-Trips

Resort hotel
Hotel
Motel
Home of Friend/Relative
Bed & Breakfast
Rented home/condo/apartment
Country Inn/Lodge
Campground/trailer park/RV park
Own Home/Condo/Apt/2nd Home
Rented Cottage/Cabin
Time Share
Boat/Cruise Ship
Other

Niagara Falls  U.S. Norm

Percent
Activities and Experiences

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>32</td>
<td>37</td>
</tr>
<tr>
<td>National/State Park</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Landmark/Historic Site</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Museum</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>Casino</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td>Fine Dining</td>
<td>17</td>
<td>22</td>
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<tr>
<td>Bar/Nightclub</td>
<td>15</td>
<td>20</td>
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<tr>
<td>Swimming</td>
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<td>16</td>
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<td>Beach</td>
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</tr>
<tr>
<td>Theater</td>
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Percent
Activities and Experiences (Cont’d)

Base: Overnight Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme Park</td>
<td>12</td>
<td>7</td>
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<tr>
<td>Zoo</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Art Gallery</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Spa</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Boating/Sailing</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Dance</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>Brewery</td>
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<td>4</td>
</tr>
<tr>
<td>Winery</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Conference/Convention</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Camping</td>
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<td>4</td>
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</table>
Activities and Experiences (Cont’d)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biking</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Fair/Exhibition/Festival</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Hiking/Backpacking</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Waterpark</td>
<td>7</td>
<td>4</td>
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<tr>
<td>Fishing</td>
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<td>5</td>
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<tr>
<td>Golf</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Rock/Pop Concert</td>
<td>5</td>
<td>3</td>
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<tr>
<td>Opera</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

Base: Overnight Person-Trips
Activities and Experiences (Cont’d)

- Educational Seminar: 4
- Pro/College Sports: 3
- Hunting: 3
- Trade Show: 3
- Visited American Indian Community: 3
- Watch/Participate in Youth/Teenager Sports: 3
- Motorcycle Touring: 3
- Watch/Participate in Adult Amateur Sports: 2
- Mountain Climbing: 2

Base: Overnight Person-Trips

- Niagara Falls
- U.S. Norm

Percent: 52
Activities of Special Interest

Base: Overnight Person-Trips

- Historic Places: 55%
- Cultural Activities/Attractions: 33%
- Exceptional Culinary Experiences: 20%
- Winery Tours/Tasting: 15%
- Eco-Tourism: 12%
- Brewery Tours/Beer Tasting: 10%
- Traveling with Grandchildren: 8%
- Agritourism: 6%
- Religious Travel: 6%
- Destination Wedding: 5%
- Medical Tourism: 4%

Percent

Niagara Falls
U.S. Norm
Online Social Media Use by Travelers

- Used any social media for travel
- Posted travel photos/video online
- Read travel reviews
- Accessed travel news/events/deals/promotions
- Looked at travel photos/video online
- Read a travel blog
- Connected with others interested in travel
- Got travel advice

Base: Overnight Person-Trips

Niagara Falls | U.S. Norm
--- | ---
79 | 68
40 | 34
37 | 28
31 | 30
30 | 24
21 | 22
20 | 13
20 | 11

Percent
Online Social Media Use by Travelers (Cont’d)

- Used any social media for travel
- Contributed travel reviews
- "Followed" a destination/attraction
- Gave travel advice
- Tweeted about a trip
- Subscribed to a travel e-newsletter
- Blogged about a trip

Base: Overnight Person-Trips

- Niagara Falls
- U.S. Norm

Percent:

- 79% used any social media for travel
- 18% contributed travel reviews
- 15% followed a destination/attraction
- 13% gave travel advice
- 12% tweeted about a trip
- 7% subscribed to a travel e-newsletter
- 6% blogged about a trip

Niagara Falls U.S. Norm
Online Social Media Use by Travelers – 2017 vs. 2016

Base: Overnight Person-Trips to Niagara Falls

- Used any social media for travel
- Posted travel photos/video online
- Read travel reviews
- Accessed travel news/events/deals/promotions
- Looked at travel photos/video online
- Read a travel blog
- Connected with others interested in travel
- Got travel advice

Percent

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>79</td>
<td>85</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>42</td>
<td>40</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>40</td>
<td>37</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>37</td>
<td>31</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>33</td>
<td>30</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>24</td>
<td>21</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Got travel advice</td>
<td>23</td>
<td>23</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers – 2017 vs. 2016 (Cont’d)

Base: Overnight Person-Trips to Niagara Falls

- Used any social media for travel
- Contributed travel reviews
- "Followed" a destination/attraction
- Gave travel advice
- Tweeted about a trip
- Subscribed to a travel e-newsletter
- Blogged about a trip

Percent

2017 2016
Demographic Profile of Overnight Visitors
Average Niagara Falls, NY = 42.0
Average U.S. Norm = 45.0
Household Size

Base: Overnight Person-Trips

- **1 member**: Niagara Falls = 16, U.S. Norm = 23
- **2 members**: Niagara Falls = 32, U.S. Norm = 35
- **3 members**: Niagara Falls = 20, U.S. Norm = 17
- **4 members**: Niagara Falls = 14, U.S. Norm = 20
- **5+ members**: Niagara Falls = 11, U.S. Norm = 12

Percent

- **Niagara Falls**
- **U.S. Norm**
Children in Household

Base: Overnight Person-Trips

- No children under 18: Niagara Falls 44%, U.S. Norm 57%
- Any child between 13-17: Niagara Falls 26%, U.S. Norm 19%
- Any child between 6-12: Niagara Falls 28%, U.S. Norm 21%
- Any child under 6: Niagara Falls 21%, U.S. Norm 17%
### Education

**Base: Overnight Person-Trips**

- **Post-graduate**: 27% (Niagara Falls), 23% (U.S. Norm)
- **College graduate**: 39% (Niagara Falls), 41% (U.S. Norm)
- **Some college**: 17% (Niagara Falls), 23% (U.S. Norm)
- **High school or less**: 15% (Niagara Falls), 12% (U.S. Norm)
- **Other**: 2% (Niagara Falls), 1% (U.S. Norm)
Employment

Base: Overnight Person-Trips

- Full time/ self-employed: Niagara Falls 59%, U.S. Norm 55%
- Part time: Niagara Falls 10%, U.S. Norm 9%
- Not employed/retired/ other: Niagara Falls 31%, U.S. Norm 36%
Household Income

Base: Overnight Person-Trips

- **$150K+**: 6% (Niagara Falls), 6% (U.S. Norm)
- **$100-$149.9K**: 16% (Niagara Falls), 15% (U.S. Norm)
- **$75-$99.9K**: 19% (Niagara Falls), 16% (U.S. Norm)
- **$50-$74.9K**: 22% (Niagara Falls), 23% (U.S. Norm)
- **< $49.9K**: 37% (Niagara Falls), 40% (U.S. Norm)
Race

Base: Overnight Person-Trips

- **White**
  - Niagara Falls: 77%
  - U.S. Norm: 83%

- **African-American**
  - Niagara Falls: 6%
  - U.S. Norm: 7%

- **Other**
  - Niagara Falls: 17%
  - U.S. Norm: 10%
Hispanic Background

Base: Overnight Person-Trips

No

Yes

Percent

Niagara Falls  U.S. Norm

90  91
10  9
Day Trip Expenditures
Total Niagara Falls, NY’s Domestic Day Trip Spending — by Sector

Total Spending = $331 Million

- Recreation: 38% ($125 Million)
- Restaurant Food & Beverage: 31% ($102 Million)
- Retail: 18% ($60 Million)
- Transportation: 13% ($44 Million)

+6.1% vs. 2016
Average Per Person Expenditures on Day Trips — By Sector

Base: Day Person-Trips to Niagara Falls

<table>
<thead>
<tr>
<th>Sector</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreation/Sightseeing/Entertainment</td>
<td>$31</td>
</tr>
<tr>
<td>Restaurant Food &amp; Beverage</td>
<td>$25</td>
</tr>
<tr>
<td>Retail Purchases</td>
<td>$15</td>
</tr>
<tr>
<td>Transportation at Destination</td>
<td>$11</td>
</tr>
</tbody>
</table>
Day Trip Characteristics
Main Purpose of Trip

Marketable Trips 71%

Visiting friends/relatives 25
Touring 12
Casino 6
Special event 7
Outdoors 6
City trip 6
Theme park 4
Shopping 3
Ski/Snowboarding 3
Other business trip 3
Business-leisure 1

Base: Day Person-Trips to Niagara Falls
Main Purpose of Leisure Trip
— Niagara Falls vs. National Norm

Base: Day Person-Trips

- Visiting friends/relatives: Niagara Falls 25%, U.S. Norm 38%
- Touring: Niagara Falls 12%, U.S. Norm 30%
- Casino: Niagara Falls 4%, U.S. Norm 7%
- Special event: Niagara Falls 7%, U.S. Norm 8%
- Outdoors: Niagara Falls 6%, U.S. Norm 7%
- City trip: Niagara Falls 6%, U.S. Norm 8%
- Theme park: Niagara Falls 4%, U.S. Norm 3%
- Shopping: Niagara Falls 3%, U.S. Norm 8%
- Ski/Snowboarding: Niagara Falls 0%, U.S. Norm 3%
Main Purpose of Day Leisure Trip — 2017 vs. 2016

[Bar chart showing the percentage of day trips to Niagara Falls for various purposes in 2017 and 2016.]

- Visiting Friends/Relatives: 25% (2017), 30% (2016)
- Touring: 25% (2017), 31% (2016)
- Casino: 12% (2017), 13% (2016)
- Special Event: 7% (2017), 5% (2016)
- Outdoors: 6% (2017), 7% (2016)
- City Trip: 6% (2017), 7% (2016)
- Theme Park: 4% (2017), 2% (2016)
- Shopping: 3% (2017), 4% (2016)
- Ski/Snowboarding: 3% (2017), 4% (2016)
Main Purpose of Day Business Trip — Niagara Falls vs. National Norm

Conference/Convention

Other business trip

Base: Day Person-Trips

Percent

Niagara Falls

U.S. Norm
Main Purpose of Day Business Trip — 2017 vs. 2016

Conference/Convention

Other business trip

Base: Day Person-Trips to Niagara Falls

Percent

2017  2016

0  1  2  3  4

79
States contributing 5% or more
States contributing 3% - 5%
DMA's contributing more than 2%

Base: Day Person-Trips to Niagara Falls
State Origin Of Trip

Base: Day Person-Trips to Niagara Falls

- New York: 79%
- New Jersey: 5%
- Pennsylvania: 3%
- Ohio: 2%
- Washington: 2%
- California: 2%
DMA Origin Of Trip

Percent

Base: Day Person-Trips to Niagara Falls

- **Buffalo, NY**: 46
- **Rochester, NY**: 17
- **New York, NY/NJ/PA/CT**: 9
- **Syracuse, NY**: 5
- **Elmira, NY**: 3
- **Utica, NY**: 3
- **Seattle-Tacoma, WA**: 2
- **Cleveland, OH**: 2
- **Wilkes Barre-Scranton, PA**: 2
Season of Trip

Base: Day Person-Trips to Niagara Falls

- January-March: 28%
- April-June: 20%
- July-September: 28%
- October-December: 24%
Size of Travel Party

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Adults</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niagara Falls</td>
<td>2.2</td>
<td>0.7</td>
<td>2.9</td>
</tr>
<tr>
<td>U.S. Norm</td>
<td>2.1</td>
<td>0.6</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Average Number of People

- **Adults**
- **Children**
Composition of Immediate Travel Party

Base: Day Person-Trips

- Spouse/partner: 65
- Child(ren): 44
- Friend(s): 38
- Just myself/traveled alone: 33
- Parent(s): 22
- Other relative(s): 11
- Business associate(s): 10
- Grandparent(s): 2

Niagara Falls vs. U.S. Norm
Activities and Experiences (Cont’d)

- Theater
- Rock/Pop Concert
- Biking
- Spa
- Beach
- Swimming
- Camping
- Watch/Participate in Kids Sports
- Business Meeting
- Waterpark
- Brewery
- Golf

Base: Day Person-Trips

Percent

- Niagara Falls
- U.S. Norm
Activities and Experiences (Cont’d)

Base: Day Person-Trips

- Art Gallery: 3
- Rafting: 2
- Skiing: 2
- Conference/Convention: 2
- Boating/Sailing: 2
- Dance: 2
- Pro/College Sports: 2
- Rodeo: 1
- Watch/Participate in Adult Amateur Sports: 1
- Fishing: 3
- Educational Seminar: 1
- Mountain Climbing: 1

Niagara Falls vs. U.S. Norm
Activities of Special Interest

- Historic Places
- Cultural Activities/Attractions
- Exceptional Culinary Experiences
- Winery Tours/Wine Tasting
- Eco-Tourism
- Brewery Tours/Beer Tasting
- Agritourism
- Wedding
- Traveling with Grandchildren
- Religious Travel
- Medical Tourism

Base: Day Person-Trips

- Niagara Falls
- U.S. Norm

Percent

0 10 20 30 40 50
Online Social Media Use by Travelers

- Used any social media for travel
- Read travel reviews
- Posted travel photos/video online
- Accessed travel news/events/deals/promotions
- Looked at travel photos/video online
- Read a travel blog
- Contributed travel reviews
- Got travel advice

<table>
<thead>
<tr>
<th>Activity</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td>Read travel reviews</td>
<td>32</td>
<td>26</td>
</tr>
<tr>
<td>Posted travel photos/video online</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Accessed travel news/events/deals/promotions</td>
<td>28</td>
<td>24</td>
</tr>
<tr>
<td>Looked at travel photos/video online</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Read a travel blog</td>
<td>16</td>
<td>13</td>
</tr>
<tr>
<td>Contributed travel reviews</td>
<td>14</td>
<td>9</td>
</tr>
<tr>
<td>Got travel advice</td>
<td>13</td>
<td>13</td>
</tr>
</tbody>
</table>
Online Social Media Use by Travelers (Cont’d)

- Used any social media for travel
- Connected with others interested in travel
- "Followed" a destination/attraction
- Tweeted about a trip
- Gave travel advice
- Subscribed to a travel e-newsletter
- Blogged about a trip

Base: Day Person-Trips

Percent

Niagara Falls  U.S. Norm

0 20 40 60 80 100
Online Social Media Use by Travelers – 2017 vs. 2016

- Used any social media for travel
- Read travel reviews
- Posted travel photos/video online
- Accessed travel news/events/deals/promotions
- Looked at travel photos/video online
- Read a travel blog
- Contributed travel reviews
- Got travel advice

Base: Day Person-Trips

Percent

2017
2016
Online Social Media Use by Travelers – 2017 vs. 2016 (Cont’d)

- Used any social media for travel
- Connected with others interested in travel
- Followed a destination/attraction
- Tweeted about a trip
- Gave travel advice
- Subscribed to a travel e-newsletter
- Blogged about a trip

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Activity</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Used any social media for travel</td>
<td>73</td>
<td>71</td>
</tr>
<tr>
<td>Connected with others interested in travel</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Followed a destination/attraction</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Tweeted about a trip</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Gave travel advice</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Subscribed to a travel e-newsletter</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Blogged about a trip</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

Percent
Organization Membership

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Organization</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAA</td>
<td>51</td>
<td>38</td>
</tr>
<tr>
<td>AARP</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>National Motor Club</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Better World Club</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Percent
Demographic Profile of Day Visitors
Gender

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Gender</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>47</td>
<td>47</td>
</tr>
<tr>
<td>Female</td>
<td>53</td>
<td>53</td>
</tr>
</tbody>
</table>
Average Niagara Falls, NY = 44.7
Average U.S. Norm = 45.1
## Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/ with partner</td>
<td></td>
<td>58%</td>
</tr>
<tr>
<td>Single/never married</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>Divorced/widowed/separated</td>
<td>15%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Base: Day Person-Trips
Household Size

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Household Size</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 member</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>2 members</td>
<td>32</td>
<td>34</td>
</tr>
<tr>
<td>3 members</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>4 members</td>
<td>15</td>
<td>20</td>
</tr>
<tr>
<td>5+ members</td>
<td>12</td>
<td>11</td>
</tr>
</tbody>
</table>

Niagara Falls  U.S. Norm
Children in Household

Base: Day Person-Trips

- No children under 18: 49% (Niagara Falls), 56% (U.S. Norm)
- Any child between 13-17: 27% (Niagara Falls), 20% (U.S. Norm)
- Any child between 6-12: 23% (Niagara Falls), 22% (U.S. Norm)
- Any child under 6: 18% (Niagara Falls), 17% (U.S. Norm)

Percent: Niagara Falls ▶ U.S. Norm
### Education

#### Base: Day Person-Trips

- **Post-graduate**
  - Niagara Falls: 21%
  - U.S. Norm: 19%

- **College graduate**
  - Niagara Falls: 43%
  - U.S. Norm: 40%

- **Some college**
  - Niagara Falls: 21%
  - U.S. Norm: 24%

- **High school or less**
  - Niagara Falls: 14%
  - U.S. Norm: 16%

- **Other**
  - Niagara Falls: 1%
  - U.S. Norm: 1%
Employment

Base: Day Person-Trips

Full-time/self-employed
Niagara Falls: 49%
U.S. Norm: 51%

Part-time
Niagara Falls: 11%
U.S. Norm: 9%

Not employed/retired/ other
Niagara Falls: 40%
U.S. Norm: 40%

Percent
Niagara Falls  U.S. Norm
Household Income

Base: Day Person-Trips

- **$150K+**
  - Niagara Falls: 3
  - U.S. Norm: 4

- **$100-$149.9K**
  - Niagara Falls: 10
  - U.S. Norm: 12

- **$75-$99.9K**
  - Niagara Falls: 14
  - U.S. Norm: 14

- **$50-$74.9K**
  - Niagara Falls: 25
  - U.S. Norm: 48

- **< $49.9K**
  - Niagara Falls: 48
  - U.S. Norm: 48

Percent
Race

Base: Day Person-Trips

<table>
<thead>
<tr>
<th>Race</th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>80</td>
<td>83</td>
</tr>
<tr>
<td>African-American</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td>10</td>
</tr>
</tbody>
</table>

Percent

Niagara Falls  U.S. Norm
Hispanic Background

Base: Day Person-Trips

<table>
<thead>
<tr>
<th></th>
<th>Niagara Falls</th>
<th>U.S. Norm</th>
</tr>
</thead>
<tbody>
<tr>
<td>No</td>
<td></td>
<td>97%</td>
</tr>
<tr>
<td>Yes</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>
Appendix:
Key Terms Defined
Key Terms Defined

- **An Overnight Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, where you spent one more nights away from home.

- **A Day Trip** is any journey for business or pleasure, outside your community and not part of your normal routine, that did not include an overnight stay. Day trips involve travel of more than 50 miles from home.

- **A Person-Trip** is one trip taken by one visitor.
  - Person-trips are the key unit of measure for this report.
Trip-Type Segments

Total Trips = Leisure + Business + Business-Leisure

- **Leisure Trips**: Include all trips where the main purpose was one of the following:
  - Visiting friends/relatives
  - Touring through a region to experience its scenic beauty, history and culture
  - Outdoors trip to enjoy activities such as camping, hunting, fishing, hiking, and boating
  - Special event, such as a fair, festival, or sports event
  - City trip
  - Cruise
  - Casino
  - Theme park
  - Resort (ocean beach, inland or mountain resort)
  - Skiing/snowboarding
  - Golf

- **Business Trips**:
  - Conference/convention
  - Other business trip

- **Business-Leisure**: A trip for business where, on the same trip, the visitor stayed for at least one additional day to experience the same place or nearby area simply for leisure.