

COVID-19 IMPACT ON OMAHA TOURISM



OVERNIGHT VISITATION

-38% 2019 = 5,791,583
2020* = 3,591,994 * EOY PROJECTIONS

NUMBER OF MEETINGS/EVENTS

2019 = 258
2020* = 53 **-79%**



* ASSUMING NO FURTHER CANCELLATIONS

MEETING & EVENT ATTENDEES

2019 = 220,170
2020* = 48,349 **-78%**

* ASSUMING NO FURTHER CANCELLATIONS

LOST MEETING/EVENT BUSINESS DUE TO COVID-19



2020: # OF EVENTS = 123
OF ATTENDEES = 172,922
ECONOMIC IMPACT = \$254,124,161

2021: # OF EVENTS = 4
OF ATTENDEES = 3,260
ECONOMIC IMPACT = \$3,582,084

HOTEL REVENUE



2019 = \$219,206,453
2020* = \$ 99,116,961 **-55%**

* EOY PROJECTIONS

* STR FORECAST DATA

ECONOMIC IMPACT OF MEETINGS/EVENTS



2019 = \$121,657,488
2020* = \$ 29,827,807

* ASSUMING NO FURTHER CANCELLATIONS

-75%

MARCH-SEPTEMBER RESTAURANT TAX REVENUE



2019 = \$20,644,825
2020 = \$15,571,905 **-25%**

* CITY OF OMAHA TAX DATA