


WHAT OMAHA TOURISM LOOKS LIKE

TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW



12.7 MILLION
TOTAL VISITORS
(95% of pre-pandemic levels)
6.95 MILLION DAY VISITORS
5.76 MILLION OVERNIGHT VISITORS

OMAHA VISITORS SPEND
\$1.256 BILLION
(93% of pre-pandemic levels)
DAY VISITORS SPEND \$456 MILLION
OVERNIGHT VISITORS SPEND \$800 MILLION



TOTAL TAXES GENERATED
\$264.5 MILLION
(92% of pre-pandemic levels)



\$110,100,000 - FEDERAL
\$73,500,000 - STATE
\$80,900,000 - LOCAL

HOW VISITORS SPEND THEIR MONEY




25%	Food & Beverage	\$320M
24%	Retail	\$297M
20%	Hotels	\$252M
16%	Transportation	\$196M
15%	Recreation	\$191M




1 IN 30 JOBS
SUPPORTED BY
VISITOR SPENDING

VISITOR SPENDING
SUSTAINS
14,507 JOBS
(81% of pre-pandemic levels)



\$700 PER YEAR TAX RELIEF

Why is tourism important to local residents?
Taxes generated by visitor spending save each Douglas County household \$700 per year. Without tourism, your taxes would go up or the current level of government services would go down.



Source: 2021 Tourism Economics - An Oxford Economics Company