

WHAT OMAHA TOURISM LOOKS LIKE

TOURISM BRINGS
FAMILIES CLOSER
TOGETHER AND HELPS
NEIGHBORHOODS GROW



14.7 MILLION

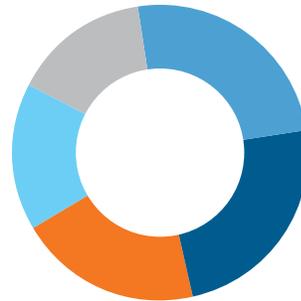
TOTAL VISITORS

(2.8% increase over 2023)

8 MILLION DAY VISITORS

6.7 MILLION OVERNIGHT VISITORS

HOW VISITORS SPEND THEIR MONEY



25%	Food & Beverage	\$415M
23%	Hotels	\$380M
21%	Retail	\$341M
17%	Entertainment	\$281M
14%	Transportation	\$235M

OMAHA VISITORS SPEND \$1.6 BILLION

(5.5% increase over 2023)

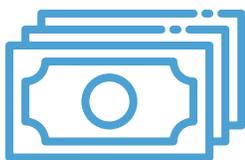


DAY VISITORS
SPEND \$606 MILLION

OVERNIGHT VISITORS
SPEND \$1.05 BILLION

WHY IS TOURISM IMPORTANT TO LOCAL RESIDENTS?

Taxes generated by visitor spending save each Douglas County household \$903 per year. Without tourism, residents' taxes would go up or the current level of government services would go down.



\$903 PER YEAR TAX RELIEF

VISITOMAHA™
VisitOmaha.com



TOTAL TAXES GENERATED \$344 MILLION

(4.5% increase over 2023)

\$135 MILLION - FEDERAL
\$92 MILLION - STATE
\$117 MILLION - LOCAL



VISITOR SPENDING SUSTAINS 16,201 JOBS

(2.3% increase over 2023)

1 IN 28 JOBS SUPPORTED BY VISITOR SPENDING