

WHAT OMAHA TOURISM LOOKS LIKE



TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW

14.8 MILLION

TOTAL VISITORS

(0.7% increase over 2024)

8.2 MILLION DAY VISITORS

6.6 MILLION OVERNIGHT VISITORS

TOTAL ECONOMIC IMPACT

\$2.6 BILLION

\$1.6 BILLION VISITOR SPENDING

(1.3% increase over 2024)

\$1 BILLION INDIRECT + INDUCED SALES

DAY VISITORS SPEND \$624 MILLION

OVERNIGHT VISITORS SPEND \$1.05 BILLION

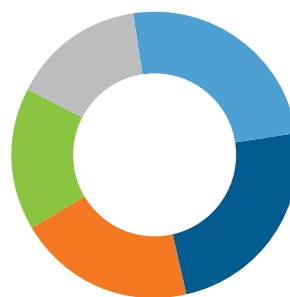
VISITOR SPENDING SUSTAINS 16,380 JOBS

(1.1% increase over 2024)



1 IN 28 JOBS SUPPORTED BY VISITOR SPENDING

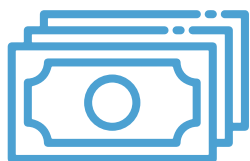
HOW VISITORS SPEND THEIR MONEY



26%	Food & Beverage	\$431M
22%	Hotels	\$374M
21%	Retail	\$346M
17%	Entertainment	\$291M
14%	Transportation	\$232M

WHY IS TOURISM IMPORTANT TO LOCAL RESIDENTS?

Taxes generated by visitor spending save each Douglas County household \$890 per year. Without tourism, residents' taxes would go up or the current level of government services would go down.



\$890 PER YEAR TAX RELIEF

VISITOMAHA
VisitOmaha.com

TOTAL TAXES GENERATED

\$348 MILLION

(1.1% increase over 2024)

\$138 MILLION - FEDERAL

\$93 MILLION - STATE

\$117 MILLION - LOCAL



Source: 2025 Tourism Economics - An Oxford Economics Company