

# WHAT OMAHA TOURISM LOOKS LIKE



**13.1 MILLION**  
**TOTAL VISITORS**  
(6% increase over 2016)

7.4 MILLION  
DAY VISITORS

5.7 MILLION  
OVERNIGHT VISITORS

OMAHA VISITORS SPEND  
**\$1.3 BILLION**

(6.5% increase over 2016)



PER YEAR

DAY VISITORS SPEND \$471 MILLION  
OVERNIGHT VISITORS SPEND \$836 MILLION

TOTAL TAXES GENERATED

**\$286 MILLION**



\$122,000,000  
FEDERAL

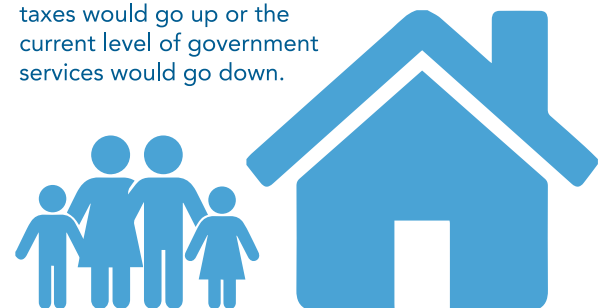
\$83,000,000  
STATE

\$81,000,000  
LOCAL

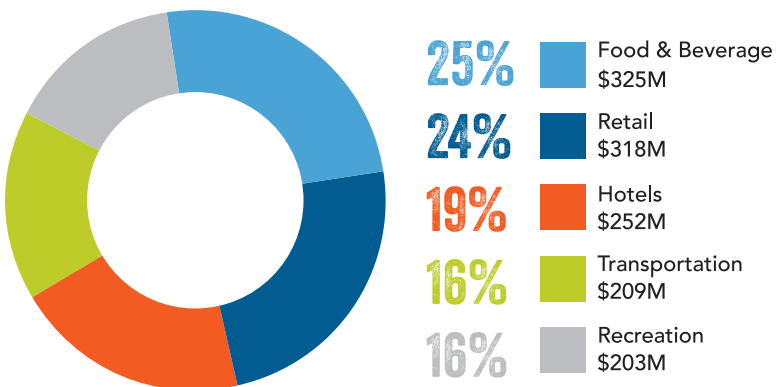
Why is tourism important to local residents?

**\$750 PER YEAR**  
**TAX RELIEF**

Taxes generated by visitor spending save each Douglas County household \$750 per year. Without tourism, your taxes would go up or the current level of government services would go down.



## HOW VISITORS SPEND THEIR MONEY



Source: Tourism Economics - An Oxford Economics Company

VISITOR SPENDING  
SUSTAINS  
**17,826 JOBS**

(3.2% increase over 2016)



**1 IN 17**  
**JOBS**  
SUPPORTED BY  
VISITOR SPENDING

**TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW**