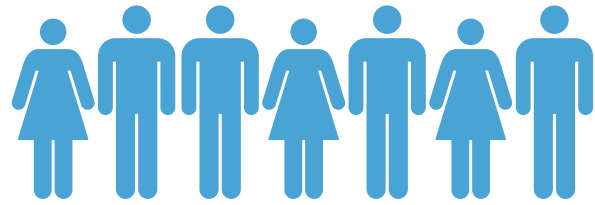


# WHAT OMAHA TOURISM LOOKS LIKE

**12.3 MILLION**  
**TOTAL VISITORS**

(4% increase over 2014)



5.4 MILLION OVERNIGHT VISITORS - 6.9 MILLION DAY VISITORS

OMAHA VISITORS SPEND  
**\$1.2 BILLION**

(8% increase over 2014)



PER  
YEAR

DAY VISITORS SPEND \$443 MILLION  
OVERNIGHT VISITORS SPEND \$787 MILLION



TOTAL TAXES GENERATED  
**\$268 MILLION**

\$113,000,000 - FEDERAL  
\$78,900,000 - STATE  
\$76,100,000 - LOCAL

VISITOR SPENDING  
**SUSTAINS**  
**17,280 JOBS**

(3.5% increase over 2014)



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

Why is tourism important to local residents?

**\$730**  
**TAX**  
**RELIEF**

Taxes generated by visitor spending save each Douglas County household \$730 per year. Without tourism, your taxes would go up or the current level of government services would go down.

## HOW VISITORS SPEND THEIR MONEY



**24.8%** Food & Beverage  
\$304M

**24.6%** Retail  
\$302M

**19.7%** Hotels  
\$242M

**15.5%** Transportation  
\$190M

**15.4%** Recreation  
\$189M



**50¢**

of every visitor dollar  
is spent eating and  
shopping in Omaha

*Visit*  
**OMAHA**

VisitOmaha.com