

VALUE OF TOURISM TO OMAHA'S ECONOMY

Omaha Convention & Visitors Bureau

VISITOR – a person who lives at least 50 miles away

11.9 MILLION Total visitors
(4% increase over 2012)

5.2 MILLION Overnight visitors

6.7 MILLION Day visitors

TOURISM JOBS – 9th largest private sector employer

16,700 Jobs sustained by visitor spending
(3% increase over 2012)

1 : 17 Jobs supported by visitor spending

VISITOR SPENDING

\$1,136,000,000 Total spent by visitors
(11 % increase over 2012)

\$742,000,000 Spent by overnight visitors

\$394,000,000 Spent by day visitors

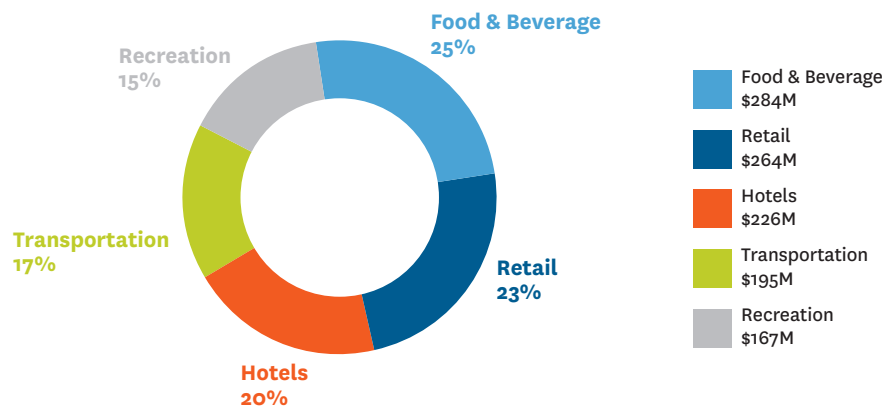
WHY TOURISM IS IMPORTANT TO LOCAL RESIDENTS



TAX RELIEF \$682

Taxes generated by tourism spending save each Douglas County household **\$682** per year. Without tourism, your taxes would go up or the current level of government services would go down.

HOW THE VISITOR DOLLAR IS SPENT



TOURISM TAX REVENUE

\$250,000,000 Total taxes generated
(8% increase over 2012)

\$107,000,000 Federal
(7% increase over 2012)

\$71,700,000 State
(7% increase over 2012)

\$70,600,000 Local
(8% increase over 2012)