



Niagara Tourism Profile



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Overview

TOURISM REAL **GDP**
2025 **\$1.4 BILLION**

TOTAL **JOBS**
2025 **36,305**

TOTAL **WAGES PAID**
2025 **\$1.1 BILLION**

TOTAL **TRIPS**
2025 **7.5 MILLION**

TOURISM **GDP**
GROWTH 2024-2025

3.7%

IN-BOUND
BORDER
CROSSINGS

TOTAL **NIGHTS**
2025 **13.0 MILLION**

2025 TOTAL
BUSINESSES
4,375

AVERAGE
ANNUAL WAGE
2025 **\$29,061**

10.4 2024
MILLION

TOTAL
EXPENDITURES
2025 **\$3.8 BILLION**

Gross Domestic Product

Tourism Real GDP, Niagara, \$ Billions

Source: The Conference Board of Canada

	2024	2025	2026	2024 - 2025		2025 - 2026	
Total GDP	20.68	20.96	21.26	0.28	1.4%	298	1.4%
Tourism GDP	1.31	1.36	1.38	0.05	3.7%	18	1.3%
Tourism %	6.3%	6.5%	6.5%	-	0.2%	-	0.0%

Business Counts

Tourism Business Counts, Niagara, 2025

Source: Statistics Canada, Canadian Business Counts

Sector	Total	Employment Range			
		0	1 to 49	50 to 199	200+
Beverage manufacturing	152	58	71	23	0
Retail trade	838	330	490	18	0
Transportation	109	93	12	4	0
Administrative & visitor services	669	483	178	8	0
Arts, entertainment & recreation	757	523	201	30	3
Accommodation & hospitality	1,850	683	997	158	12
TOTAL	4,375	2,170	1,949	241	15

Jobs

Tourism Jobs, Niagara, 2025

*PLQ refers to provincial location quotient and NLQ refers to national location quotient.

Source: Lighcast Labour Market Analytics, 2025.3

Sector	2024	2025	Change	%Change	PLQ	NLQ
Beverage manufacturing	1,999	2,062	62	3.1%	3.4	3.4
Retail trade	4,308	4,301	-7	-0.2%	1.0	1.0
Transportation	952	994	43	4.5%	1.1	1.0
Administrative & visitor services	2,225	2,253	28	1.3%	0.7	0.8
Arts, entertainment & recreation	5,444	5,335	-110	-2.0%	1.3	1.2
Accommodation & hospitality	21,088	21,360	272	1.3%	1.5	1.4
TOTAL	36,016	36,305	289	0.8%	1.3	1.3

Wages

Tourism Wages, Niagara, 2025

Source: Lighcast Labour Market Analytics, 2025.3

Sector	Avg. Annual Wages (\$)	Total Annual Wages (\$)
Beverage manufacturing	43,389	89,448,732
Retail trade	23,947	103,002,962
Transportation	48,700	48,425,647
Administrative & visitor services	41,548	93,601,136
Arts, entertainment & recreation	39,367	210,005,422
Accommodation & hospitality	23,903	510,577,159
TOTAL	29,061	1,055,061,058

Border Crossings

In-bound Border Crossings, Niagara

Source: Canada Border Services Agency

Crossing	2023	2024	2025 (Jan - Oct)
Peace Bridge	3,869,201	4,291,441	3,002,988
Whirlpool Bridge	270,053	309,495	200,510
Rainbow Bridge	2,647,148	3,201,029	2,061,304
Queenston Bridge	2,512,893	2,631,085	1,909,854
TOTAL	9,299,295	10,433,050	7,174,656

Trips

Trips by Origin, Niagara, 2025

Source: Environics Analytics

	Trips	Nights	Nights/Trip
Canada	6,590,029	10,574,473	1.6
USA	709,118	1,691,920	2.4
Overseas	234,224	700,912	3.0
TOTAL	7,533,371	12,967,305	1.7

Trips

Trips by Quarter, Niagara, 2025

Source: Environics Analytics

	Q1	Q2	Q3	Q4
Canada	1,161,389	1,815,164	2,224,923	1,419,943
USA	56,281	188,823	349,726	126,325
Overseas	14,333	56,874	121,245	45,295
TOTAL	1,232,003	2,060,861	2,695,894	1,591,563

Trips

Nights by Quarter, Niagara, 2025

Source: Environics Analytics

	Q1	Q2	Q3	Q4
Canada	1,844,006	2,876,507	3,604,923	2,249,037
USA	154,873	454,798	770,834	311,415
Overseas	61,613	170,272	294,940	174,087
TOTAL	2,060,492	3,501,577	4,670,697	2,734,539

Trips

Nights per Trip by Quarter, Niagara, 2025

Source: Environics Analytics

	Q1	Q2	Q3	Q4
Canada	1.6	1.6	1.6	1.6
USA	2.8	2.4	2.2	2.5
Overseas	4.3	3.0	2.4	3.8

Trips

Trips by City, Top 15, Niagara, 2025

Source: Environics Analytics

City	Trips	Nights	Nights/Trip
Toronto	1,290,298	1,992,675	1.5
Hamilton	679,752	910,336	1.3
Brampton	438,056	593,658	1.4
Mississauga	429,183	613,602	1.4
Burlington	163,006	231,893	1.4
London	160,420	270,754	1.7
Oakville	157,871	226,075	1.4
Vaughan	147,415	214,037	1.5
Kitchener	140,957	208,249	1.5
Milton	123,669	175,251	1.4
Markham	118,230	176,872	1.5
Brantford	92,192	130,831	1.4
Cambridge	85,863	128,810	1.5
Guelph	85,227	132,487	1.6
Ottawa	81,102	181,030	2.2

Trips

Trips by Country, Top 15, Niagara, 2025

Source: Environics Analytics

Country	Trips	Nights	Nights/Trip
United Kingdom	43,692	118,685	2.7
Germany	21,592	52,117	2.4
South Korea	15,633	26,543	1.7
France	14,022	29,495	2.1
Mexico	13,551	64,946	4.8
India	12,247	37,525	3.1
Brazil	8,308	37,197	4.5
Australia	7,013	19,375	2.8
Italy	5,513	14,325	2.6
Japan	4,993	12,838	2.6
Netherlands	4,790	14,882	3.1
Hong Kong	4,621	9,416	2.0
Spain	4,386	10,181	2.3
China	4,000	16,255	4.1
Israel	3,939	7,742	2.0

Trips

Trips by US State, Top 15, Niagara, 2025

Source: Environics Analytics

State	Trips	Nights	Nights/Trip
New York	215,782	383,711	1.8
Ohio	65,210	149,647	2.3
Pennsylvania	60,712	198,605	3.3
Michigan	42,922	98,330	2.3
Illinois	35,936	113,719	3.2
Massachusetts	30,555	76,547	2.5
California	30,209	79,293	2.6
Florida	29,475	75,717	2.6
Connecticut	21,789	55,492	2.5
Virginia	21,277	45,014	2.1
Maryland	18,673	48,164	2.6
Texas	18,231	54,306	3.0
New Jersey	15,810	38,770	2.5
North Carolina	11,543	35,705	3.1
Wisconsin	9,436	16,724	1.8

Expenditures

Tourism Expenditures, Niagara, 2025

Source: Destination Canada

Origin	Billions (\$)	YoY Growth (%)
Ontario	1.3	2.6
Rest of Canada	0.253	16.1
USA	1.5	-10.0
Overseas	0.643	11.8
TOTAL	3.8	16.5

Expenditures

Tourism Expenditures by Type, Niagara, 2025

Source: Destination Canada

Expenditure	Billions (\$)	YoY Growth (%)
Accommodation	1.0	-5.4
Food and beverage	1.1	3.6
Recreation and entertainment	0.985	1.4
Retail	0.448	-1.0
Transportation	0.259	-7.4

Expenditures

Tourism Expenditures by Visit Reason, Niagara 2024

Source: Statistics Canada, National Travel Survey

Reason	Visits	Expenditure (\$)	Avg. Expenditure (\$)
Holidays, leisure or recreation	4,845,000	1,244,141	257
Visit friends or relatives	2,153,000	255,823	119
Non-business conference or trade show	65,000	21,504	331
Shopping, non-routine	156,000	22,594	145
Other personal, non-routine	454,000	59,256	131
Business, conference or trade show	77,000	47,553	618
Other business, non-routine	286,000	51,415	180

Expenditures

Tourism Expenditures by Demographic, Niagara 2024

Source: Statistics Canada, National Travel Survey

Age Group	Visits	Expenditure (\$)	Avg. Expenditure (\$)
18 - 24 Years	757,000	98,542	130
25 - 34 Years	1,090,000	217,064	199
35 - 44 Years	1,855,000	431,342	233
45- 54 Years	1,648,000	369,362	224
55 - 64 Years	1,322,000	301,011	228
65 - 69 Years	650,000	130,875	201
70 Years plus	712,000	154,089	216

Hotel

Occupancy Rate, 2024 (Jan - July)

Source: CBRE

	2024 Jan - July	2025 Jan - July	% Change
Niagara Falls	61.2%	59.5%	-1.7%
Other Niagara	60.6%	60.4%	-0.2%

Hotel

Average Daily Rate, 2024 (Jan - July)

Source: CBRE

	2024 Jan - July	2025 Jan - July	% Change
Niagara Falls	\$223.20	\$206.28	-7.6%
Other Niagara	\$197.74	\$202.74	2.5%

Top Employers

Top 20 Tourism Employers, Niagara, 2025

Source: Niagara Employment
Inventory, 2025

Business Name	Sector	Municipality	Employees
Niagara Fallsview Casino Resort	Entertainment	Niagara Falls	1000+
Embassy Suites by Hilton	Accommodation	Niagara Falls	1000+
Canadian Niagara Hotels Inc.	Accommodation	Niagara Falls	1000+
Wyndham Grand Fallsview Hotel	Accommodation	Niagara Falls	1000+
Andrew Peller Limited	Bev. Manufacturing	Grimsby	1000+
Niagara Parks	Entertainment	Niagara Falls	1000+
Outlet Collection at Niagara	Retail Trade	NOTL	1000+
Lais Hotel Properties Limited	Accommodation	NOTL	1000+
Niagara College Canada	Educational Service	NOTL, Welland	1000+
Hilton Hotels and Suites	Accommodation	Niagara Falls	1000+
Great Wolf Lodge	Entertainment	Niagara Falls	500 to 999
Shaw Festival Theatre	Entertainment	NOTL	500 to 999
White Oaks Resort	Accommodation	NOTL	500 to 999
Marriott Fallsview Hotel & Spa	Accommodation	Niagara Falls	100 to 499
Sherkston Shores	Accommodation	Port Colborne	100 to 499
Americana Resort and Spa	Accommodation	Niagara Falls	100 to 499
Meridian Centre	Entertainment	St. Catharines	100 to 499
Safari Niagara	Entertainment	Fort Erie	100 to 499
Fort Erie Race Track	Entertainment	Fort Erie	100 to 499
HOCO Entertainment and Resorts	Entertainment	Niagara Falls	100 to 499

Contact



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