

FOR IMMEDIATE RELEASE

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Excellence in Tourism Award Nominations Now Open

(North Platte, Nebraska, February 5, 2024) – Annually, visitors in Lincoln County, Nebraska spend more than \$125 million, generate over \$10 million in state and local taxes, and support more than 1,500 jobs with a payroll of just under \$25 million. Our local tourism partners – hotels, restaurants, retail, attractions, and events continued to greet visitors with warmth, hospitality, and professionalism throughout all of 2023.

During the Excellence in Tourism Luncheon scheduled for May 8, 2024, Visit North Platte will be presenting five ‘Excellence in Customer Service’ awards. The categories for these awards are: Excellent Service within a Hotel, Excellent Service within a Restaurant, Excellent Service within a Retail Establishment, Excellent Service at an Event, and Excellent Service within an Attraction. In addition to the five Excellence in Tourism awards, Volunteer of the Year and Hero of Tourism awards will be presented.

Annually, nearly 600,000 visitors will make the trip to North Platte. What attracts these visitors, keeps them coming back, and inspires them to tell their friends to visit North Platte? North Platte’s events and attractions are part of the equation, but the single most important factor in making visitors feel welcome and have a positive experience is excellent customer service.

The nominees for the Excellence in Customer Service Awards will be employees (or volunteers) in any of the above categories within Lincoln County who go above and beyond expectations. Anyone who has experienced an employee exhibiting exceptional customer service skills is encouraged to submit an award nomination. Nominees for Volunteer of the Year and Hero of Tourism will be individuals who have made a significant contribution to the tourism industry in Lincoln County.

Nominations can be from locals experiencing excellent customer service at their favorite local spot or someone traveling through getting a taste of North Platte’s Canteen Spirit! Self-nominations and anonymous nominations will also be accepted! The nomination form is available at VisitNorthPlatte.com or <https://form.jotform.com/210143711393143>.

Nominations are now open and will be accepted until 5:00pm on March 20th.

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