

VISITOMAHA™

2022 ANNUAL REPORT



VISIT OMAHA - OMAHA'S TOURISM AUTHORITY - [VISITOMAHA.COM](https://www.visitomaha.com)

VISITOMAHA™

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SALES EXECUTIVE ASSISTANT

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SALES AND MARKETING COORDINATOR

VISIT OMAHA BRAND: THIS IS WHO WE ARE AS AN ORGANIZATION

RELEVANT

We are committed to being consistent, accountable, transparent, perseverant, and dedicated to excellence.

ORGANIZATION:

- As an organization, we want to provide a valuable service to our partners and our community.
- When an organization is valued, it is supported.

STAFF:

- We want employees to know their contribution is valuable, and that their efforts contribute to the success of our organization.
- When employees feel valued and empowered, they are more productive, more invested, and happier.

INNOVATIVE

We are committed to being creative, pioneering, collaborative, and problem solving.

ORGANIZATION:

- As an organization, we want to be creative and collaborative.
- When an organization is innovative in its approach, it stands out.

STAFF:

- We want each staff member to feel empowered to use their individual strengths to problem solve in unconventional ways.
- When employees are able to innovate, they feel more invested in outcomes.

GRATEFUL

We are committed to being appreciative of both the big and small contributions that make our industry and our organization valuable to our community.

ORGANIZATION:

- As an organization, we are grateful for our partners who provide us a product to promote, grateful for a community that supports our efforts, and grateful that our industry contributes more than \$2 billion to our local community and supports jobs for 17,860 of our friends, family and neighbors.
- When an organization is grateful, it is respected and admired.

STAFF:

- We want each staff member to feel grateful for the efforts of their coworkers and be appreciative of each other's diverse strengths.
- When employees are grateful, it strengthens relationships, improves psychological and physical health, enhances empathy, and improves self-esteem.



MISSION

To stimulate economic growth for our community by increasing visitation.

ORGANIZATION DESCRIPTION

Visit Omaha creates sustainable visitor demand for the community through: meeting, event, sport and leisure marketing; collaborative relationships; broad industry experience; and unprecedented product knowledge. Visit Omaha's efforts result in economic growth and job creation for our community.

EXECUTIVE SUMMARY

In 2022, these three phrases were heard over and over again: pent-up demand; staffing shortages; and supply-chain issues. Yes, there are likely other ways to describe 2022, but suffice it to say it was a year filled with tempered hope that we would finally recover from the 2020 pandemic. For the most part we did. After an Omicron blip in January, and an airline meltdown in December, the majority of people throughout the country started feeling more comfortable traveling again. Year-over-year demand for Omaha hotel rooms increased 9% and hotel revenue increased 25%. In fact, hotel revenue in Omaha hit an all-time record \$251 million. But remember the "staffing shortage" line? It meant hotels were paying higher wages to keep their properties staffed, that is if they could find people to work. That, coupled with supply-chain issues, meant traveling wasn't exactly the same as it was pre-pandemic ... not just an Omaha issue, an everywhere issue.



As you will read in this report, Visit Omaha ramped up efforts to make 2022 a true rebound year. The sales team secured more than \$136 million in meeting, convention and event business for future years. The convention services team got creative in the way they assisted large groups meeting in the city. The marketing team launched a new advertising campaign in five cities, helping inspire 12 million out-of-town travelers to visit Omaha in 2022. The Omaha Visitors Center locations assisted more than 43,000 people, and our organization was able to help distribute more than \$4.5 million dollars in American Rescue Plan Act (ARPA) dollars to assist local hotels during recovery.

One more phrase, actually word, we need to add to our 2022 list: Partnership. Omaha's tourism community was able to rebound because of our genuine passion for the industry, our community, each other, and our ability to push forward no matter what.

Deborah Ward
Executive Director, Visit Omaha

WHAT OMAHA TOURISM LOOKS LIKE

TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW



12.8 MILLION
TOTAL VISITORS

(95% of pre-pandemic levels)

7.0 MILLION DAY VISITORS
5.8 MILLION OVERNIGHT VISITORS

OMAHA VISITORS SPEND
\$1.257 BILLION

(93% of pre-pandemic levels)

DAY VISITORS SPEND \$456 MILLION
OVERNIGHT VISITORS SPEND \$801 MILLION



TOTAL TAXES GENERATED

\$264 MILLION

(92% of pre-pandemic levels)



\$110,100,000 - FEDERAL
\$73,500,000 - STATE
\$80,900,000 - LOCAL

HOW VISITORS SPEND THEIR MONEY



25%

Food & Beverage
\$320M

24%

Retail
\$297M

20%

Hotels
\$252M

16%

Transportation
\$197M

15%

Recreation
\$191M



1 IN 30 JOBS
SUPPORTED BY
VISITOR SPENDING

VISITOR SPENDING
SUSTAINS
14,507 JOBS

(81% of pre-pandemic levels)



\$700 PER YEAR
TAX RELIEF

Why is tourism important to local residents?

Taxes generated by visitor spending save each Douglas County household \$700 per year. Without tourism, your taxes would go up or the current level of government services would go down.



Source: 2021 Tourism Economics - An Oxford Economics Company

ADMINISTRATION AND FINANCE

HOTEL STIMULUS PROGRAM

In 2022, Visit Omaha in collaboration with the mayor's office, the city finance department and the city legal team, introduced the City of Omaha's Hotel Stimulus Program. Seven million dollars was allocated through the American Rescue Plan Act (ARPA) to help hotels implement COVID-19 mitigation and infection prevention measures, and to help with planned expansion or upgrades delayed due to the pandemic. A total of 68 hotels were eligible to apply; of those, 46 applied and were granted a total of \$4.5 million in funding from the city. Hotels representing the smallest properties with just 15 rooms to the largest with 600 rooms, received funding.

The COVID-19 pandemic created a loss of more than \$343 million in visitor spending in 2020 in Omaha, with hotels among the hardest hit. Hotel revenue dropped 51% compared to 2019, wiping out more than a decade of growth. In 2021, hotel revenue was still down 8%, or \$18 million, compared to 2019. The Hotel Stimulus Program provided a much-needed shot in the arm for these Omaha businesses.

LODGING TAX

The majority of Visit Omaha's funding comes from hotel tax paid by visitors. Visitors pay an 18.16% tax every time they stay in an Omaha/Douglas County hotel; some designated entertainment districts have a higher hotel tax. Visit Omaha receives 2.5% of that hotel tax revenue to fund its operation. Visit Omaha was projected to earn \$4,074,663 in hotel tax revenue in 2022. However, thanks to youth sporting events, short-term bookings, and pent-up leisure demand, Visit Omaha received \$6,090,742 in hotel tax revenue, 50% more than projected. In fact, hotel revenue hit an all-time high in 2022 due to increased demand and higher hotel rates.

DESTINATION MARKETING CORPORATION

Visit Omaha manages the Destination Marketing Corporation (DMC), a 501 (c) 6 non-profit organization that allows Visit Omaha to pay incentives to motivate meeting, sports and event groups to choose Omaha as the location for their event. In 2022, the DMC paid \$233,684 in incentives to 17 groups who held their meetings and events in Omaha. The economic impact of those 17 groups totaled \$39,060,517, which means that for every \$1 spent in incentives by the DMC in 2022, \$167.15 was spent by these groups while in Omaha.

Funding for the DMC was also stabilized in 2022. In the past, Visit Omaha would fund the DMC incentives from its operational budget each year. Due to increased revenues in 2022, Visit Omaha was able to transfer \$1 million to the Strategic Marketing fund in the DMC. This transfer provides stability for the DMC's incentive fund for the next three to five years without relying on operational dollars.

VISIT OMAHA BUDGET SURPLUS

As shown below, Visit Omaha revenue came in at record levels and costs were lower than projected. In 2020, Visit Omaha vacated its office space, opting to save money otherwise spent on rent to work remotely through 2022. In addition to the office space savings, six budgeted positions remained unfilled in 2022 and travel by the sales team still lagged behind pre-pandemic levels. Visit Omaha ended 2022 with approximately a \$2.5 million surplus. That surplus will be strategically budgeted over the next three to five years to increase staffing and programing.

CITY OF OMAHA BUDGET FOR VISIT OMAHA

	Budgeted	Actual
Douglas County Lodging Tax (2%)	\$3,380,408	\$4,939,979
City of Omaha Occupation Tax (.5%)	\$694,255	\$1,150,763
City of Omaha	\$2,000,000	\$2,000,000
Other Revenue	\$181,074	\$136,377
Destination Marketing Corporation	\$372,125	\$266,734
Total Operating Budget	\$6,627,862	\$8,493,853

2022 EXPENSES BY DEPARTMENT

	Budgeted	Actual
Convention Sales & Services	\$2,548,406	\$2,042,052
Marketing & Communications	\$2,425,123	\$2,012,052
Visitor Services	\$288,991	\$276,454
Administration	\$990,017	\$1,104,369
Destination Marketing Corporation	\$375,325	\$266,734
Total Operating Budget	\$6,627,862	\$5,701,661

MEETING, SPORTS AND EVENT SALES

In 2022, the sales team provided 343 qualified meeting and event opportunities to our industry partners. These leads represented 341,939 hotel room nights with a potential economic impact of more than \$290 million. Visit Omaha secured 147 pieces of meeting and event business, representing 125,983 hotel room nights worth more than \$136 million. Of the definite bookings, 61% was new business for Omaha. Citywide business made up 66% of the bookings, single property and multiple-property business made up 34%.

In 2022, the team hosted 28 in-person site visits, taking meeting and event executives through the city. Eleven of those organizations chose Omaha for their meeting, a 39% conversion rate. As of the end of 2022, five other organizations were still determining a meeting site with final decisions likely in 2023.

2022 HIGHLIGHTS

The following five pieces of business secured in 2022 stand out as major wins for the city:

- Nebraska Association of School Boards will meet in Omaha from 2025 through 2029. A five-year piece of business worth more than \$5.8 million.
- The 2023 ASAE Exceptional Boards Meeting will bring 50 leaders from a variety of nationwide organizations to Omaha for a 3-day meeting.
- In 2025, the Association of Air Medical Services will meet in Omaha. The meeting means more than \$3 million for our community.
- The Lutheran Women's Missionary League will be meeting in 2025, a \$4.1 million piece of business.
- In 2026, the National Sheriff's Association will bring \$5.8 million into the city.

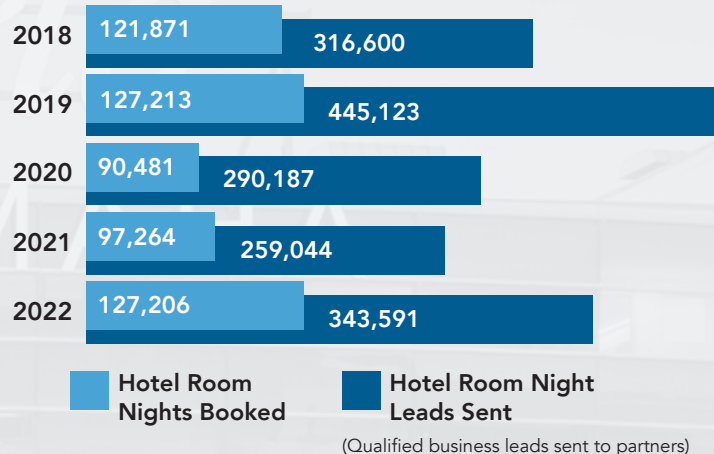
BEST IN SHOW

With more than 300 cities exhibiting, Visit Omaha won "Best in Show" for its tradeshow booth at the ASAE Annual Meeting and Expo in Nashville. Booths were judged on several factors, including brand identity, product presentation, design elements, exhibit personnel and overall presence on the floor. The Omaha booth, designed to look like the Old Market, included shops featuring Omaha products such as Adagio and Omaha Steaks.

A total of 4,912 attendees visited the booth, including 2,699 executives. Of the attendees, 31% were first timers and 64% were meeting planners, giving Omaha a great opportunity to showcase the city to decision makers.

HOTEL ROOM NIGHT LEADS BOOKED VS. SENT

(Meeting Sales, Sports & Motorcoach)



MEETING SALES (EXCLUDES MOTORCOACH)

343	HOTEL LEADS SENT
341,939	ROOM NIGHT LEADS
125,983	ROOM NIGHTS BOOKED
28	SITE VISITS
147	GROUPS CONFIRMED DEFINITE



FAMILIARIZATION (FAM) TOURS

The Visit Omaha team hosted two FAM tours in 2022, inviting different organizations and 12 meeting planners with potential business into the city to tour new developments, hotels and attractions. These tours familiarize different groups with Omaha so in the future when they are searching for a meeting site, they know what our city offers.

PCMA ON LOCATION & ON A ROLL

Visit Omaha partnered with the Professional Convention Management Association (PCMA) to increase awareness about Omaha. PCMA Convene magazine sent an editor to the city to write a five-page article on Omaha. The story focused on the more than \$8 billion in development happening in the city. The publication was distributed to 36,000 subscribers in 59 countries. To capitalize on the publicity, Visit Omaha sent 200 PCMA meeting planners a special gift in the mail – a roll of toilet paper (a fun reminder of the shortage we all endured) with a note that said “Omaha is on a roll.” The direct mail piece also reinforced all of the development happening in the city.

ON THE ROAD

In 2022, the sales team hosted seven client events in Chicago, Washington, DC, and Nashville, showcasing what the city offers to a targeted group of decision makers. A total of 75 meeting planners and organization CEOs attended.

2022 TRADESHOWS AND EVENTS

Dates	Location	Organization
Jan 8-11	Grapevine, TX	ABA Marketplace
Jan 9-12	Las Vegas, NV	PCMA Convening Leaders
Mar 23-25	National Harbor, MD	Destination Showcase
Mar 28-30	Cheyenne, WY	Select Traveler
Apr 5	Kansas City, MO	Destination Celebration
Apr 11-14	Las Vegas, NV	Cvent CONNECT
May 9-12	Las Vegas, NV	HelmsBriscoe Annual Business Conference
June 12-14	San Francisco, CA	ConferenceDirect Annual Partner Meeting
July 19-21	Richmond, VA	CESSE
Aug 8-10	Detroit, MI	CONNECT Sports/Association/Corporate
Aug 20-23	Nashville, TN	ASAE Annual Meeting
Sep 7-9	Minneapolis, MN	Destination Celebration
Oct 2-4	Wichita, KS	Small Market Meetings
Oct 6-8	Indianapolis, IN	Destination Celebration
Oct 11-13	Las Vegas, NV	IMEX America
Oct 24-27	Oklahoma City, OK	TEAMS Conference & Expo
Oct 25-27	South Sioux City, NE	Nebraska Tourism Conference
Nov 30-Dec 1	Chicago, IL	Holiday Showcase
Dec 4-7	Richmond, VA	US Sports Congress

SPORTS HIGHLIGHTS

In 2022, the Visit Omaha team secured more than \$76 million in sports business for the city, and 10% of these events represented new business for Omaha. The new events include:

- OneHockey World Hockey Youth Tournament for January 2023
- USA Wrestling World Team Trials for Women/Men in August 2022
- May Madness Basketball in May 2022

Visit Omaha also hosted a familiarization tour with Connect, an organization of event professionals with a dataspace of more than 8,000 sports planners. CONNECT representatives toured the city during the NCAA Men's College World Series and experienced firsthand how Omaha hosts a major sporting event.

VIRTUAL EVENTS

Virtual outreach continued to play a part in Visit Omaha's sales strategy in 2022. The sales team hosted a virtual presentation to more than 40 associates thanks to a partnership with ConferenceDirect, a third-party planner that matches cities with meeting business.

2022 STR

OCCUPANCY (%)

2022	58.7%
PERCENT CHANGE	+8.9%

ADR

2022	\$120.62
PERCENT CHANGE	+14.8%

SUPPLY

2022	3,552,152
PERCENT CHANGE	+0.02%

DEMAND

2022	2,083,571
PERCENT CHANGE	+9.1%

REVENUE

2022	\$251,321,967
PERCENT CHANGE	+25.3%

Source: STR, previously known as Smith Travel Research, Inc. Duplication or any re-use of this data without the express written permissions of STR is strictly prohibited.

MEETING, SPORTS AND EVENT SALES

MOTORCOACH & MILITARY REUNION HIGHLIGHTS

In 2022, Visit Omaha partnered with NE Tourism to target motorcoach business. During the American Bus Association (ABA) meeting in Texas, Visit Omaha and NE Tourism sponsored a breakfast showcasing Omaha and the state to more than 300 group tour planners. The two organizations also partnered to bring five group tour leaders to the state for a familiarization tour, to showcase the group tour opportunities the city and state provide.

Visit Omaha hosted a group of military reunion planners in the city during 2022. These planners represented more than 55 reunion opportunities. Allowing these planners to experience and tour the city first hand increases awareness of Omaha.

In December of 2022, Visit Omaha welcomed six Christmas bus tours to Omaha from Kansas, Iowa, Minnesota and Missouri. Holiday motorcoach business is still lagging behind pre-pandemic levels.

In addition, Visit Omaha provides step-on guides for motorcoach tours. These are Visit Omaha trained experts who "step on" the bus to provide guided tours of the city.

1,652 GROUP TOUR ROOM NIGHTS LEADS
1223 GROUP TOUR ROOM NIGHTS BOOKED
11 STEP-ON GUIDED TOURS

CALL CAMPAIGN

In order to prospect for new business opportunities, Visit Omaha targeted 3,800 regional and national organizations to see if they had business for Omaha. This strategic call campaign resulted in 77 qualified prospects and 38 organizations requesting additional information about Omaha.

PARTNER ENGAGEMENT

Engaging with local hotel and attraction partners is an integral part of fostering a successful team approach to selling Omaha. Visit Omaha provided two such opportunities in 2022. The sales team hosted a strategy session with our convention partners to analyze and collaborate on what type of city-wide meeting and event business to target. Visit Omaha also held a partner training session focused on improving the site experience for planners who tour the city. During the training, the team introduced a dynamic new site experience program aimed at increasing our ability to close more meeting and event business.

PARTNERSHIPS

Visit Omaha strategically partners with organizations that help enhance Omaha's presence on the national stage and heighten awareness of the city as a meeting destination.



As a Corporate Partner with ASAE, Omaha is positioned alongside high-profile destinations such as Austin, Dallas and Phoenix. The partnership provides Omaha with increased access to 21,000 association executives and industry partners.



The partnership with the Professional Convention Management Association provides increased access to more than 7,000 meeting planner members.



The Visit Omaha partnership with HelmsBriscoe helps drive short-term meeting business into the city. HelmsBriscoe is a third-party planning organization that matches meeting planners to destinations.



The partnership with Conference Direct, a third party planner, taps into the organization's 400 associates to help sell Omaha to their clients.

CONVENTION AND EVENT SERVICES

In 2022, the team provided hotel housing services for the following groups:

- RecruitLook Hoops
- USA Wrestling - U15 World Team Trials for Women/Men
- Nebraska Association of School Boards

The team also launched housing for the American Jail Association and the FEI World Cup Championships. Both events will be hosted in 2023.

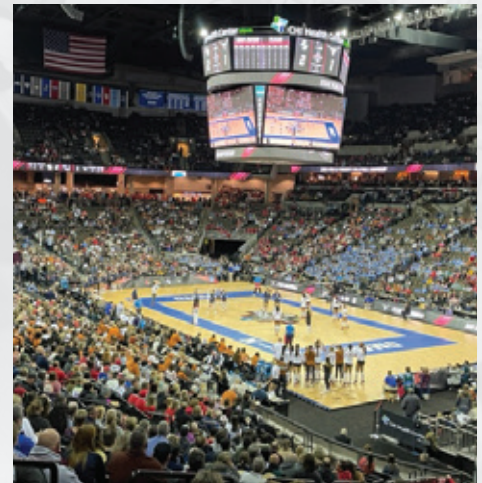
Housing is a service Visit Omaha provides to assist and simplify the process of obtaining hotel accommodations for groups.

The Visit Omaha services team assisted the following 2022 citywide groups:

- Northern Lights Junior Volleyball 18's Qualifier and January Thaw
- Nebraska School Activities Association Annual High School Wrestling tournament
- Asics Presidents' Day Classic volleyball tournament
- Pheasants Forever National Pheasant Fest and Quail Classic
- Home Instead International Convention
- HDR Engineering Business Group Conference
- Church of the Brethren Annual Conference
- International Association for Identification International Educational Conference
- OneHockey World Tournament
- Nebraska Association of School Boards State Education Conference
- Farmers Business Network Farmer2Farmer Conference

The Visit Omaha services team provided assistance to 196 groups during 2022. Those groups represented an economic impact of more than \$144 million for our community.

The services team worked closely with the American Council of the Blind (ACB) to create unique tours of Omaha for their visually-impaired and blind attendees. The team connected with local organizations to offer special assistance at hotels, the convention center and the airport. In addition, the team spearheaded an effort to provide restaurants with braille and large print menus for attendees, and worked closely with the City of Omaha Traffic Engineer to install audible crosswalks within a six-block radius of the convention center and downtown hotels. Prior to the conference, the services team conducted a training session with hotel and convention center staff on how best to assist attendees.



The team was part of the local organizing committee for the 2022 NCAA Women's Volleyball National Championship Tournament. The services team helped create unique experiences for the student athletes including: team dinners, smoothie bars, pep rallies, and photo booths in the team lounges. The athletes also signed holiday cards that Visit Omaha staff delivered to Children's Hospital and Medical Center.

The American Volleyball Coaches Association (AVCA) Annual Convention, held in conjunction with the NCAA Volleyball Tournament, also received special attention from the Visit Omaha team. The team implemented a "Show Your Badge" program, providing convention attendees with a list of local restaurants offering special deals.

In partnership with the AVCA, the services staff also helped organize a free kids volleyball clinic for ages 6-12 prior to the tournament. This included creating and hosting a registration page, advertising, obtaining signed waivers from the kids, assigning volunteers, and creating gift bags filled with NCAA official volleyballs, t-shirts, and water bottles. With the help of AVCA clinicians and courts, the team was able to max out the clinic with 155 participants.

MARKETING AND COMMUNICATIONS

In 2022, Visit Omaha launched “From Out of Nowhere,” a multi-media campaign highlighting distinct experiences found only in Omaha. Research shows that Omaha often surprises people, and that travelers, more than ever, value discovering new places. The goal of the branding campaign was to tap into that desire and connect it back to Omaha.

The new campaign targeted audiences in Kansas City, Des Moines, Sioux Falls, Minneapolis and Chicago. Visit Omaha utilized streaming television to better target specific audiences, along with digital and broadcast radio, paid social media, billboards, digital online advertising, and running Omaha commercials on screens in grocery stores, gas stations and other high-traffic locations in the targeted markets.

The commercial on the right was featured in Visit Omaha’s promotional campaign.

“Sometimes the best part of a trip was never actually part of the plan. A chance encounter. A lucky find. A moment in time you could not have ever predicted. But to find those experiences, you have to be open ... to something from out of nowhere.”

-Visit Omaha commercial



[View video at visitomaha.com/weekend/](https://visitomaha.com/weekend/)

ADVERTISING RESULTS

Visit Omaha’s layered approach to advertising helped spread the city’s tourism message in a creative and cost-effective manner in its five key target markets. One week, commercials might play on streaming television and social media, whereas the next week the Omaha message would be heard on radio stations and seen on billboards. The year-long campaign reached Visit Omaha’s target audience a total of 48.2 million times on a variety of different media platforms.

Visit Omaha’s campaign also included promotion through Epsilon, a digital platform that customizes ads based on consumer preferences and tracks actual visitation and spending by customers reached by Visit Omaha advertising. From April 1 through October 31, 2022, Visit Omaha spent \$281,000 advertising on this digital platform. Results show 16,600 people who saw the advertising traveled to Omaha and spent a total of \$4.3 million while they were in the city. This means for every dollar Visit Omaha spent advertising on this one digital platform, visitors spent \$15 in our community. Visitors, inspired by advertising to travel to Omaha, spent 36.1% of their money shopping in retail stores, 18.8% in local restaurants, and 10% at Omaha hotels.

The ultimate goal of Visit Omaha promotional efforts is to increase visitation to the city. According to Datafy, an independent research platform that uses mobile data to track visitation, Omaha welcomed 12 million visitors in 2022, a 12% increase over 2021 (10.6 million) and a 17.2% increase over 2019’s pre-pandemic numbers.

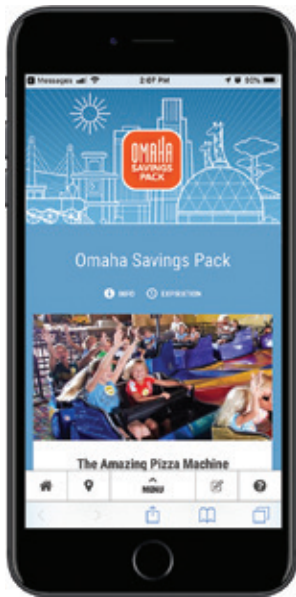
INTRODUCING THE VISIT OMAHA VIP SHOP



The post pandemic climate presented challenges in finding ways to get the Omaha message in front of meeting planners and decision makers. Remote work and hybrid schedules made it difficult to predict when planners would be in the

office to receive promotional Omaha pieces. As a way to combat this, the Visit Omaha team developed the VIP Shop, an online boutique with high-quality, branded and Omaha-made gifts. During tradeshow and other in-person meetings, the sales team would give targeted clients a card inviting them to visit the online VIP shop. To receive their gifts, planners provided a current mailing address, information the team was then able to use to update the sales database.

The gifts were sent in Omaha promotional packaging along with an insert further promoting Omaha as a convention and sports destination. Six months into launching the online boutique, 52 orders have been placed from planners in Illinois and Minnesota.



OMAHA SAVINGS PACK

The Omaha Savings Pack continues to be a successful partnership between Visit Omaha and nine area attractions. The pack offers out-of-town visitors exclusive discounts to top attractions when they download the free web application. In 2022, the pack was promoted in Kansas City, Des Moines, Sioux Falls, Minneapolis and Chicago through a multi-media campaign. Audiences in these target markets were reached 14.3 million times through HULU, digital display advertising, and multiple paid social media promotions. In the five targeted cities, Omaha Savings Pack downloads increased 76% over 2021.

2022 Savings Pack Partners:

Omaha's Henry Doorly Zoo & Aquarium, The Durham Museum, Joslyn Art Museum, Lauritzen Gardens, Omaha Children's Museum, Strategic Air Command & Aerospace Museum, Lee G. Simmons Conservation Park and Wildlife Safari, The Amazing Pizza Machine, and TreeRush Adventures at Fontenelle Forest.

2,463

DOWNLOADS

1,548

REDEMPTIONS

46

NUMBER OF STATES

Top Redemption States:
Minnesota, Iowa, Missouri,
Kansas, South Dakota



OMAHA CRAFT BREW PENNY PACK

The Omaha Craft Brew Penny Pack is a partnership between Visit Omaha and 13 local craft breweries and provides "buy one, get one for a penny" discounts to out-of-town visitors as an incentive to visit. In 2022, Visit Omaha ran streaming radio and paid social media ads in Kansas City, Des Moines, Sioux Falls, and Minneapolis. Funding assistance from the Nebraska Tourism Commission's EDA grant allowed the Craft Brew Penny Pack message to expand into the Chicago market. All advertising invited listeners to download the free web application to access the deals. The target markets made up 61% of all downloads. There was a 7.4% increase in downloads from Chicago since advertising began in that market.

2022 Penny Pack Partners:

Benson Brewery, Brickway Brewing and Distillery, Farnam House Brewing Company (closed in September 2022), Infusion Brewing Company, Kros Strain Brewing, Lucky Bucket Brewery, Monolithic Brewing, Nebraska Brewing Company, Pint Nine Brewing, Scriptown Brewing Company, Soaring Wings Vineyard and Brewery, Upstream Brewing Company, and Vis Major Brewing.

2,154

DOWNLOADS

2,247

REDEMPTIONS

41

NUMBER OF STATES

Top Redemption States:
Minnesota, Iowa, Missouri,
Nebraska, Kansas, South Dakota

2022 OMA TOURISM AWARDS

The Omaha Metropolitan Area (OMA) Tourism Awards is a partnership between Douglas, Sarpy, and Pottawattamie counties recognizing the best tourism businesses in each county. The public nominates and votes for their favorite businesses in four categories: Best Hotel, Best Restaurant, Best Attraction, and Best Retail Business. In 2022, more

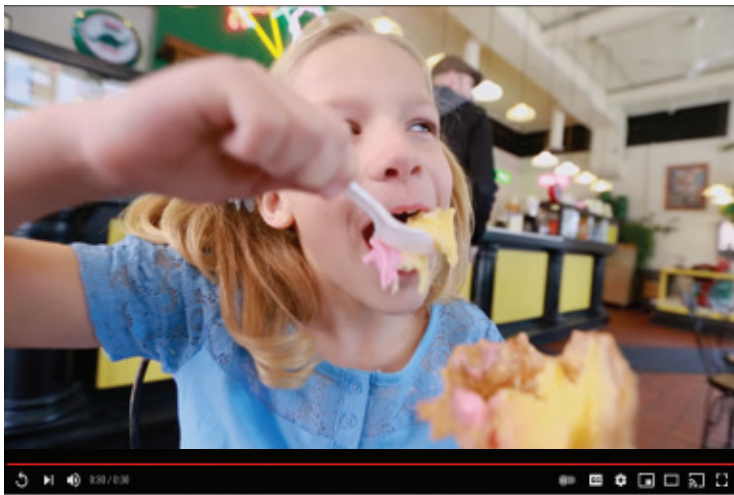
than 10,000 votes were cast across the three counties. Winners were highlighted on billboards and in promotional videos on social media during National Travel & Tourism Week in May. The promotional videos were viewed nearly 16,000 times. See the 2022 list of winners and videos at OMATourismAwards.com.



MARKETING AND COMMUNICATIONS

NOW SERVING OMAHA

The Now Serving Omaha video web series focuses on what many travelers consider the most exciting and enticing element of travel – eating! The series highlights the unique and inventive spin Omaha restaurants take on classic cuisines. Previous videos have promoted steaks, the Reuben sandwich, coffee, sweets, tacos, vegan dining, craft beer, and farm-to-fork dining. The new 2022 video showcased Omaha's comfort food options and ran in advertising campaigns on digital platforms, Facebook, Instagram, and YouTube. The video was viewed 3.3 million times in 2022. All Now Serving Omaha webisodes are featured on Visit Omaha webpages highlighting restaurants offering the corresponding cuisines.



View video at visitomaha.com/restaurants/comfort-food/

WELCOME TO THE NEIGHBORHOOD

Omaha's Welcome to the Neighborhood video web series showcases the distinct features and experiences found in local neighborhoods throughout the local community. These videos give viewers tips to help them "travel like a local" and experience Omaha in an authentic way. In 2022, videos were viewed 3.4 million times on social media and digital advertising platforms.



View videos at visitomaha.com/neighborhood-videos



SOCIAL MEDIA

Visit Omaha's social media network includes Facebook, Instagram, Twitter, Pinterest, YouTube, and LinkedIn. The Visit Omaha team also manages social media accounts for Bob the Bridge and Visit Omaha Dining (formerly Omaha Restaurant Week).

The team's social media strategy in 2022 focused on creating short form video content that stimulated online engagement with social media users. When a user engages and shares Visit Omaha content, the content reaches a larger audience. This effort resulted in increased followers on all social media platforms and impressive Instagram video numbers, thanks in part to "Reels" made in-house highlighting Omaha's entertainment districts.

190,913 TOTAL FOLLOWERS
(5% increase)

126,446 FACEBOOK FOLLOWERS
(3% increase)

39,811 INSTAGRAM FOLLOWERS
(15% increase)

21,424 TWITTER FOLLOWERS
(.5% increase)

791 YOUTUBE FOLLOWERS
(13% increase)

PUBLIC RELATIONS

In 2022, Visit Omaha continued its partnership with KETV to produce weekly "Welcome to the Weekend" and "Now Serving Omaha" episodes. The segments for the Omaha television station's #1 morning and noon newscasts highlight weekend activities in the city, and local Omaha restaurants. "Welcome to the Weekend" and "Now Serving Omaha" segments reach 5.5 million people annually.

Media outreach in 2022 focused on promoting \$8 billion dollars in development happening throughout the city, the impact sporting events have on the Omaha economy, the return of the annual Berkshire Hathaway shareholders meeting, and new hotel property openings.

Media coverage of the NCAA Men's College World Series in Omaha reached close to 18 billion people. Close to 13 million people heard, read, or saw media reports from Omaha about the National Association of Intercollegiate Athletics (NAIA) basketball tournament, and more than three billion were exposed to coverage of the 2022 NCAA Women's Division I Volleyball Championship held in Omaha in December.

2,667 MEDIA MENTIONS
1,189,049,508 REACHED BY MEDIA COVERAGE
\$10,998,708 PUBLICITY VALUE

**numbers reflect media coverage generated by Visit Omaha only*



VISITORS GUIDE

Visit Omaha creates and distributes the official Omaha Visitors Guide annually. The print magazine features eye-catching photography and useful information aimed at inspiring readers to visit Omaha and its local attractions, events, restaurants and hotels.

The cover of the 2022 Omaha Visitors Guide featured an array of user generated content (UGC) highlighting a variety of local sights and experiences, from "Bobbing" on Bob the Bridge and feeding a giraffe at the world's best zoo to eyeing a massive chicken sandwich and traversing a forest by mere ropes, planks and cables.

7,293 REQUESTED ONLINE OR BY PHONE
21,900 DISTRIBUTED THROUGH HOTEL BROCHURE RACKS
151,889 DISTRIBUTED THROUGH VISITOR SERVICES (VIC, AIRPORT, AND KIOSKS)
181,082 TOTAL GUIDES DISTRIBUTED

VISITOMAHA.COM

The VisitOmaha.com website is the heart of Visit Omaha's promotional efforts, with every campaign driving potential visitors to the site for trip inspiration and planning. In 2022, Visit Omaha continued to see success with its blog highlighting authentic stories about Omaha hotels, attractions, shops, and unique businesses, giving potential visitors a real feel for the city. The posts include a mix of vibrant photography, engaging video, and useful information in a variety of formats, including interviews and listicles. These posts also provide opportunities to get Google's attention, which helps push VisitOmaha.com to the top of search results and in front of potential visitors.

1,572,804 WEBSITE SESSIONS (18% increase)
395,837 SESSIONS FROM TARGET MARKETS (40% increase)
3,060,555 WEBSITE PAGE VIEWS (8% increase)
761,198 PAGE VIEWS FROM TARGET MARKETS (30% increase)
102,323 BLOG PAGE VIEWS
27,531 GDPR COMPLIANT DATABASE
GDPR compliance means Visit Omaha only sends promotional emails to people who have agreed to receive them.
 (22% increase)



MARKETING AND COMMUNICATIONS

BOB AND OMAR

The Bob Kerrey Pedestrian Bridge, or “Bob” for short, is Omaha’s talking bridge and beloved local celebrity. He’s 3,000 feet of fun who has made “Bobbing,” standing in two states at once while taking a selfie, a viral sensation.

In 2022, he welcomed 204,234* walkers, runners and cyclists that resulted in countless user-generated photos and videos. (About 26% of Bob’s visitors were out-of-towners.) Bob continues to be a popular spot for memorable moments like choreographed dances, kisses over the Nebraska/Iowa state line, group selfies, and wedding proposals. Find Bob online at BobTheBridge.com and on social media (@bobtbridge on Instagram and Twitter).

Bob also knows a thing or two about being “trolled” – OMAR the Troll is a four-foot bronze statue under Bob. Nearby is a walking stick sculpture including special signage promoting OMARtheTroll.com, where visitors can use their mobile phones to view a colorful and sound-filled story featuring OMAR through the years. To enhance visitors’ experiences, QR codes placed along Bob provide access to special videos about OMAR. His book, OMAR finds a home, a tale of his Omaha adventures, is available for purchase online and at the Omaha Visitors Center.

**Visitation is based on Datafy numbers. Datafy tracks visitation utilizing mobile devices.*

4,237	SOCIAL MEDIA FOLLOWERS
677,963	SOCIAL IMPRESSIONS
113,579	VIDEO VIEWS (BOB AND OMAR)
4,902	OMAR PAGEVIEWS
68	BOOKS PURCHASED



MEET OMAI

In the fall of 2022, Visit Omaha introduced OMAI, OMAR the Troll’s little sister. OMAI (pronounced O-MY) never sits still very long because of her inquisitive and curious nature. OMAI invites families to track her down through a troll-inspired scavenger hunt. OMAIAdventure.com maps out ten area attractions OMAI might be visiting at any given time. Families can also look for OMAI’s footprints around the city. Each set of footprints includes a QR code. Scan the code to learn more about OMAI’s adventure at that attraction. Families can pick up a commemorative button at each location, and, at any point, stop at the Omaha Visitors Center to pick up a free OMAI backpack. The backpack is just like the one OMAI carries and is perfect for showing off buttons collected at each attraction. Promotion for OMAI included a small ad campaign in Kansas City, Des Moines, and Sioux Falls using HULU and paid social media.



400	BACKPACKS DISTRIBUTED
440	QR CODE SCANS
5,542	WEBSITE VISITS

VISITOR INFORMATION



Visitor Information Kiosk at CHI Health Center Omaha



Downtown Omaha Visitors Center - 306 S. 10th Street



Airport Visitor Information Kiosk

Visit Omaha operates three visitor information centers. The primary Omaha Visitors Center is located downtown at 306 S. 10th Street. In partnership with the Council Bluffs Convention & Visitors Bureau and Sarpy County Tourism, Visit Omaha oversees two visitor information kiosks at Omaha's airport – one in the north terminal and one in the south terminal. The airport kiosks provide regional information featuring three counties and two states. Members of the Kiwanis Club of Omaha Golden K staff the airport kiosks, and volunteers recruited by Visit Omaha help staff the downtown visitors center.

In 2022, the visitor services team assisted 43,311 visitors at the Omaha Visitors Center and Omaha airport information kiosks, more than double the visitors assisted in 2021. To accommodate the increased visitor traffic, Visit Omaha recruited 16 new volunteer ambassadors to work at the downtown Visitors Center. These volunteers provide engaging information and customized recommendations to ensure visitors have a memorable experience. Visit Omaha tracks these recommendations as partner referrals. In 2022, ambassadors made over 6,000 referrals, helping to increase visitation to, and spending with, our local tourism partners.

In 2022, the visitor services team launched three new initiatives to reach more visitors:

- The team designed and delivered new mobile visitor information kiosks to CHI Health Center Omaha, Union Bank and Trust Sports Complex, and Boys Town Hall of History in an effort to increase distribution and access to visitor information throughout Omaha. The kiosk program began in October 2022 and in the first three months, 949 pieces of visitor information were distributed via the new kiosks.
- In partnership with the Metropolitan Entertainment & Convention Authority (MECA), the visitor services team began its "Walk the Park" program, an ongoing initiative to research ways to increase accessibility to visitor information throughout the new RiverFront park area.
- The Omaha Visitors Center expanded its hours to accommodate more visitors throughout the year. From April through October, the downtown visitors center is open Tuesday through Sunday, which are typically higher visitor volume days during the peak travel season. From November through March, the Visitors Center is open Tuesday through Saturday.

9,521 WELCOMED AT THE OMAHA VISITOR CENTER

33,790 WELCOMED AT AIRPORT INFORMATION KIOSKS

6,557 PARTNER REFERRALS

49 VOLUNTEER AMBASSADORS



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