

ANNUAL REPORT

2017



Visit
OMAHA™



MISSION

To promote and develop the Omaha metropolitan area as a dynamic tourism destination in order to stimulate economic growth.

ABOUT VISIT OMAHA

Visit Omaha, Omaha's official tourism authority, is a research-based, strategic destination marketing and management organization. Visit Omaha's goal is to serve as the destination expert, and drive increased visitation and revenue to Omaha through its meeting, event and sports sales, advertising, and promotional efforts.

EXECUTIVE SUMMARY



2017 was an impressive year for Visit Omaha on a number of fronts.

Our organization was honored for earning official accreditation through the Destination Marketing Accreditation Program (DMAP). The DMAP accreditation is one more way Visit Omaha can confidently convey to meeting planners, visitors and our community, a commitment to quality practices. Receiving this certification means Visit Omaha's policies, procedures, and practices meet the highest standards in the industry.

The Visit Omaha sales team exceeded their sales goals for the year, and hosted a total of 91 site visits into the city – that's an average of seven to eight

client visits every month. The team was also involved in securing several high profile sporting events for the city including NCAA Women's Volleyball and NCAA Men's Basketball in 2020.

The Visit Omaha marketing team spearheaded a large-scale visitors study and began test-marketing advertising campaigns in two new regional cities. The team took over Omaha Restaurant Week and began a local campaign showcasing tourism's relevance to our local economy.

It was also a year of partnerships. Visit Omaha partnered with Sarpy and Pottawattamie counties to produce the first OMA Tourism Awards, honoring front-line staff in the hospitality community who go above and beyond to make the Omaha metro area a great tourism destination. We also partnered with nine other communities across the state to promote the 2017 Eclipse, which turned into tourism gold.

Provided on the following pages are details of what our team accomplished in 2017. But make no mistake: We could not have done any of this without the partnership of the city, county, state, hotels, attractions, arts organizations, restaurants, event organizers and our citizens.

We look forward to 2018 and driving even more tourism business into our community.

A stylized, handwritten signature of the name "Keith" in black ink.

Keith Backsen | Executive Director | Visit Omaha

ECONOMIC IMPACT STUDY

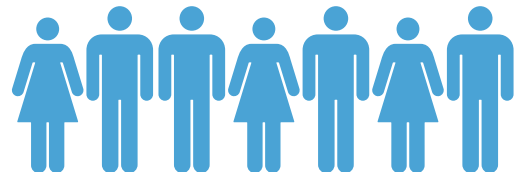
Omaha has experienced seven straight years of tourism growth. New economic impact research completed by Tourism Economics – An Oxford Economics Company shows tourism's impact on the city has now grown close to the \$2 billion mark.

The study shows 12.3 million people visited Omaha during 2016, spending \$1.22 billion while they were here. That increase in visitor spending resulted in local businesses spending another \$700 million in our community, totaling \$1.9 billion in economic impact in 2016.

Note: Visit Omaha commissions an independent economic impact study every two years. Data for 2018 will be available in June 2019.

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)



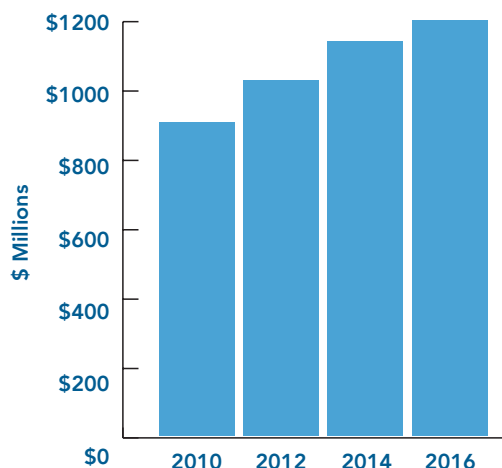
1 IN 17
JOBS
SUPPORTED BY
VISITOR SPENDING

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.

VISITOR SPENDING



HOW VISITORS SPEND THEIR MONEY

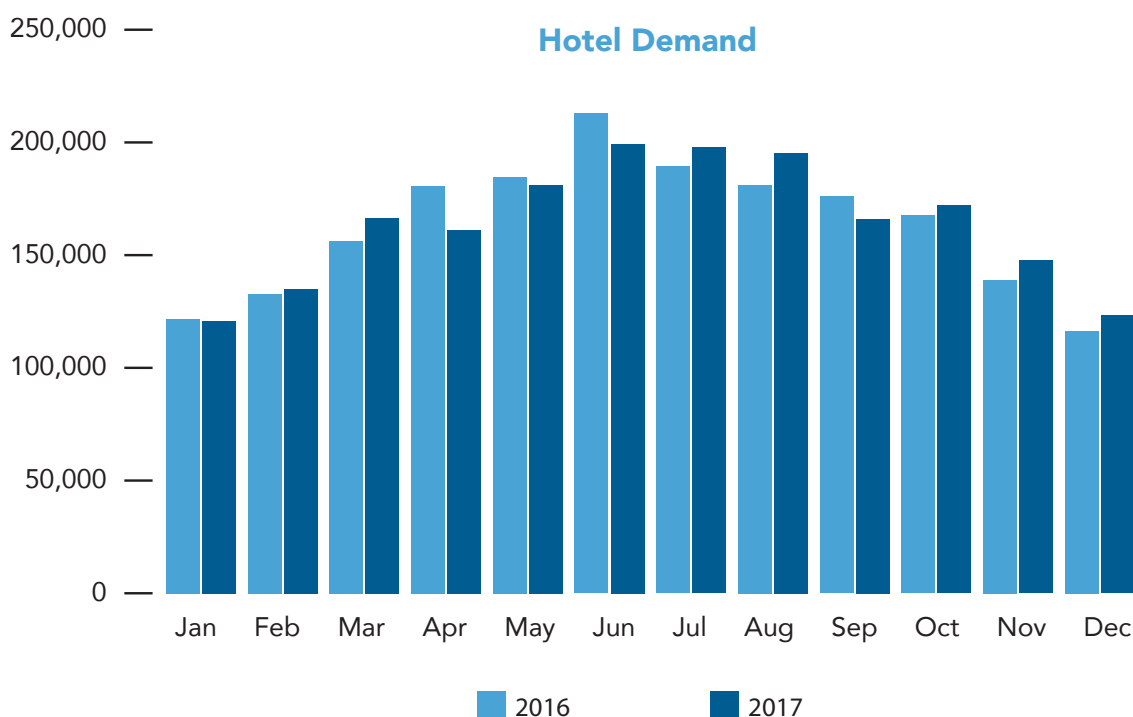


Source: Tourism Economics - An Oxford Economics Company



STR

Independent data from STR, also known as Smith Travel Research, is used to track hotel supply, demand and revenue in Omaha. According to STR there were a total of 92 hotels in Douglas County with a total of 9,739 hotel rooms available in 2017.



	Hotel Revenue					
	Jan	Feb	Mar	Apr	May	Jun
2017	\$11,377,496	\$13,630,833	\$17,089,170	\$16,784,681	\$22,062,411	\$27,701,531
2016	\$11,431,310	\$13,141,676	\$15,095,344	\$21,052,822	\$19,174,909	\$30,785,281
	-0.5%	3.7%	13.2%	-20.3%	15.1%	-10%
	Jul	Aug	Sep	Oct	Nov	Dec
2017	\$19,756,576	\$20,794,296	\$17,226,356	\$17,670,160	\$14,166,494	\$11,200,840
2016	\$19,944,351	\$18,228,616	\$18,305,639	\$16,990,843	\$13,147,686	\$10,371,476
	-0.9%	14.1%	-5.9%	4.0%	7.7%	8.0%

End of Year Revenue	
2017	209,460,844
2016	207,669,953
	0.9%

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

ADMINISTRATION

Finance

The majority of Visit Omaha's funding comes from the lodging tax paid by visitors. Visitors pay an 18.16% tax every time they stay in an Omaha/Douglas County hotel, of that, 5% is lodging tax. One percent of that tax goes to the State of Nebraska for its tourism efforts, 2% goes to Douglas County for visitor improvements, and the remaining 2% goes to Visit Omaha for visitor promotion and convention sales.

In addition, visitors pay a 5.5% city occupation tax every time they stay in an Omaha/Douglas County hotel. The City of Omaha uses 5% of the revenues for debt service and the remaining .5% goes to Visit Omaha for its promotional and convention sales efforts. The City of Omaha and Douglas County signed a 10-year inter-local agreement in 2014, which solidified their partnership to grow tourism, and provided Visit Omaha with an additional \$200,000 per year from the city's general fund.

DMAP Accreditation

Visit Omaha joins a prestigious group of cities in earning its official accreditation through the Destination Marketing Accreditation Program (DMAP). This certification required an exhaustive process and comprehensive review of Visit Omaha's business policies, procedures and practices. In receiving this accreditation Visit Omaha has satisfied the rigorous standards set forth by the professional destination marketing community. There are currently 4,700 destinations and partners from 15 countries that are members of Destination International, the tourism industry's leading association. Visit Omaha is one of only 200 that have earned the DMAP accreditation.

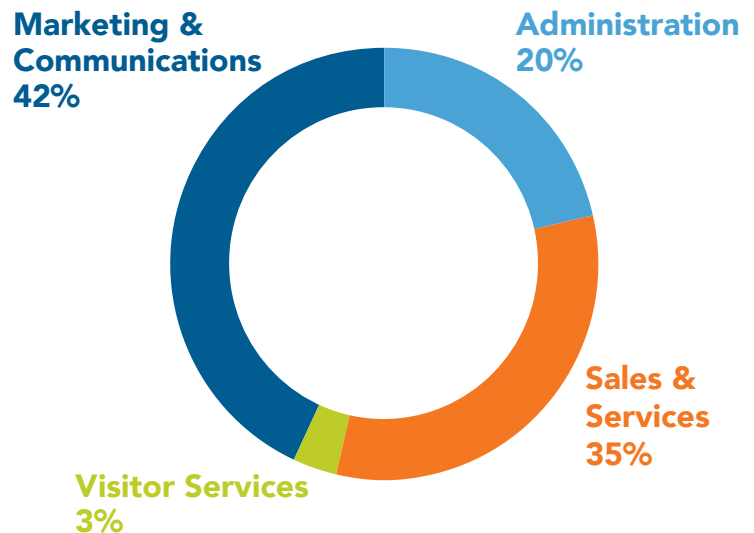
Accounting

The Visit Omaha administrative staff worked with the City of Omaha finance department to implement an automated travel reimbursement system, making it easier for Visit Omaha staff to receive reimbursements quickly. In addition, the 501(c) 3 Destination Marketing Non-Profit Corporation was approved by the Omaha City Council and now handles all convention subsidy payments for Visit Omaha.

Technology

In 2017, Visit Omaha completed its plan to improve efficiencies for all Visit Omaha employees. The plan included updating and modernizing all hardware, software, network, and phone systems.

2017 BUDGET DISTRIBUTION



2017 Visit Omaha Revenue

Lodging Tax - Douglas Co. (2%)	\$3,796,904
Occupation Tax - City (.5%)	\$835,384
City of Omaha General Fund	\$1,000,000
OCVB Private Funds	\$271,470
Total Revenue	\$5,903,758

2017 Visit Omaha Expenses

Sales & Services Dept.	35.11%	\$2,072,602
Marketing & Communications Dept.	41.61%	\$2,456,756
Visitor Services	3.16%	\$186,360
Administration	20.12%	\$1,188,040
Total Revenue	100%	\$5,903,758

MARKETING AND COMMUNICATIONS

WELCOME TO THE WEEKEND — LEISURE ADVERTISING CAMPAIGN

Brand Position

Omaha is the Midwest destination for memorable weekends because Omaha lets the traveler focus on creating new experiences instead of the hassles of travel.

Brand Promise

To provide a weekend of memorable experiences.

2017 Strategy

In an effort to expand the Welcome to the Weekend leisure brand message, the Visit Omaha marketing and communications team developed an eleven-month multi-media leisure campaign targeting residents in five cities. Kansas City, Des Moines and Sioux Falls, which are within a three-hour drive of Omaha, remained a priority. While the advertising budget remained the same in 2017, the team added Wichita and Minneapolis to the 2017 advertising strategy to broaden the reach and determine if these cities were viable markets.

KC's Ingram magazine, a leading business publication in Missouri and Kansas, awarded Omaha a Readers Choice award for **"Best Weekend Destination"**

Independent research conducted by Scarborough Inc. shows the following overnight visitation from targeted cities:

161,617 Kansas City

127,578 Des Moines

101,085 Sioux Falls

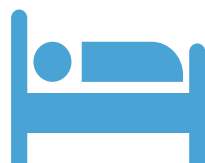
46,515 Wichita

71,704 Minneapolis

508,599 Residents from targeted cities made an overnight trip to Omaha

**OVERNIGHT WEEKEND
VISITORS
SPENT AN
ESTIMATED
\$178M
IN OMAHA IN 2017**

(\$4.2 million more than in 2016)



**15,992 MORE WEEKEND HOTEL ROOM
NIGHTS WERE OCCUPIED DURING 2017**

2.4% increase over 2016 when Omaha enjoyed an unprecedented tourism year that included hosting the U.S. Olympic Swim Trials



2017 INITIATIVES



What Tourism Looks Like

In 2017 Visit Omaha began a promotional campaign aimed at educating local residents about the importance of tourism and the impact it has on each of them. The goal was to enhance local understanding and support for Visit Omaha, and to create local tourism ambassadors. Videos highlighting local residents and businesses were created to showcase how tourism impacts different segments of the population. The videos were shared on Facebook, Twitter, Instagram, LinkedIn, and through a digital ad campaign. The ads linked to a special web page, WhatTourismLooksLike.com. Radio, print and outdoor ads featuring Omaha tourism statistics were also created. The campaign ran from May through December. Pre- and post-campaign surveys were conducted to determine if the messaging had an impact.

SURVEY RESULTS

68% Saw or heard the advertising

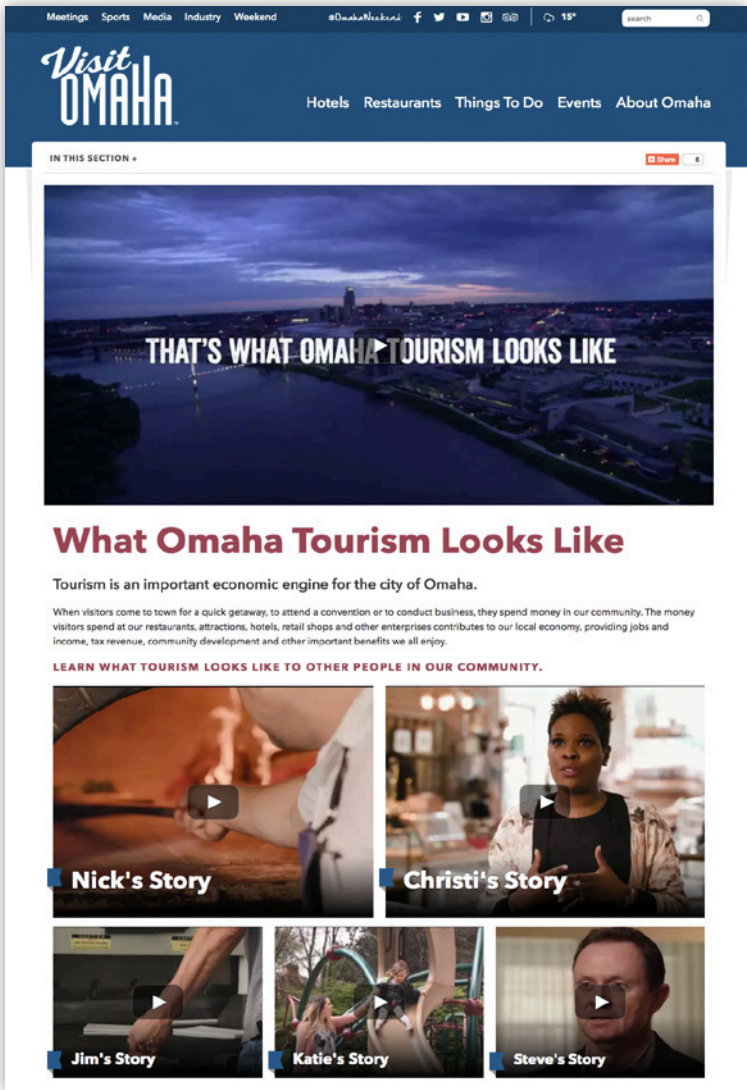
61.3% Tourism impacts them or their family (up from 58.7%)

48.9% Tourism helps reduce their taxes (up from 44.6%)

35.4% Tourism helps fund government services (up from 30.4%)

16,895 Clicked on the ads to view the videos

10,510 Website page views



MARKETING AND COMMUNICATIONS



Omaha Restaurant Week

In 2017, Visit Omaha took over Omaha Restaurant Week, branding September 15th through the 24th the "10 Tastiest Days of the Year." Visit Omaha seized the opportunity to promote the local restaurant community and drive new business to their doors during a typically slow season in the restaurant industry. Fifty (50) restaurants participated, each creating special multi-course dinner menus at a fixed price of \$20, \$30, \$40 and/or \$50 per person. Restaurants agreed to donate five percent of each meal purchased during Omaha Restaurant Week to the Food Bank for the Heartland. Visit Omaha created a new website and solicited sponsors to help support the promotional efforts. More than half of the restaurants surveyed said their dinner traffic increased during Omaha Restaurant Week.

9 Sponsors helped support Restaurant Week, donating \$19,500 to promotional efforts

\$14,170

Donated to the Food Bank for the Heartland

270,760

Website pageviews in one month (Aug 25 - Sept 25)

72,926

Clicked on social and digital ads

11,327

Social Media followers



Now Serving Omaha Campaign

To increase awareness and excitement about Omaha's restaurant scene and highlight the city's appeal as a culinary destination, the marketing team launched Season 3 of the "Now Serving Omaha" video series. Sixty (60) new videos were produced that highlight locally owned restaurants and showcase their unique specialties. The videos are shared via the Visit Omaha social media network and through digital outreach to a database of more than 60,000.



334,163

Video views in 2017

29,618

Web page views (13,772 page views in 2016)

6,810

Clicks on ads to view the videos

Bob the Bridge Campaign

The ongoing goal of the Bob the Bridge campaign is to turn the Bob Kerrey Pedestrian Bridge into an iconic and unique visitor experience. The Visit Omaha team created and shared more than 46 videos showcasing Bob's larger-than-life quirky personality through digital advertising and social media posts. In 2017, the team created Bob's 0.9k marathon. Bob is 3,000 feet long, or in marathon terms

a 0.9k. And yes, the decimal point is in the right place. In fact, anyone who walks Bob's 0.9k, takes a selfie with Bob, and shows it to the folks at the Omaha Visitors Center at 1001 Farnam, receives an official 0.9k marathon sticker. New signage on both sides of the bridge promote Bob's new exercise plan. Bob garnered national attention from CrowdRiff, a leading visual marketing company, which featured the 0.9k campaign in an article titled "How Visit Omaha Turned a Pedestrian Bridge into a Local Celebrity."



1,645

Social media followers
(168% increase over 2016)

56,129

Web page views
(32% increase from 2016)

262,940

Clicked on ads
to view videos

536,796

Video views in 2017
(Total views to date 1.1 million)

810

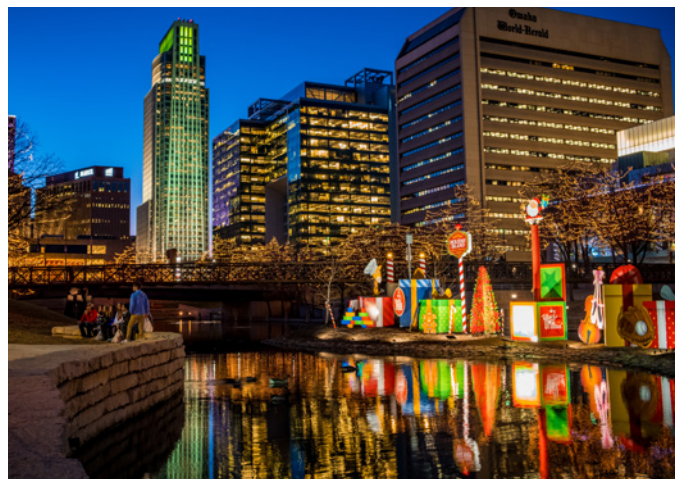
Marathon Stickers
distributed at the Omaha
Visitors Center

Holiday Island Campaign

To increase the appeal of the Holiday Lights Festival and create shareable moments for both locals and out-of-town visitors, Visit Omaha created a holiday display on the island at the Gene Leahy Mall. The Holiday Island decorations represented different experiences out-of-towners can enjoy when they visit our city and that locals may enjoy 365 days a year. Media stories about Holiday Island reached an audience of 2 million.

94,478

Saw Holiday Island photos
on Twitter and Instagram



MARKETING AND COMMUNICATIONS

PROMOTIONAL PARTNERSHIPS



Omaha Savings App Campaign

In its second year, the Omaha Savings App campaign is a partnership between Visit Omaha and 10 top Omaha attractions. The app is part of an ongoing collaborative effort to promote Omaha as a visitor destination and increase awareness of the city by offering a year-round incentive to visit and explore local attractions. The app offers out-of-town visitors special discounts to top Omaha attractions. Visit Omaha uses television, radio, digital and social media advertising to promote the app and the attraction experiences.

15,595 Total app downloads
(57% from targeted markets)

12,334 Total coupon redemptions

Partners:

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



Eclipse Partnership

August 21, 2017 was a once in a lifetime opportunity to see a total eclipse in Nebraska. Visit Omaha partnered with nine communities across the state to promote visitation during this bucket-list event. While Omaha did not experience totality, the city served as a place for thousands of visitors to stay and rent cars before traveling to other Nebraska communities to experience the total eclipse.

708,000* Traveled to Nebraska
from all 50 states
and 120 countries

\$133 MILLION* Media coverage generated

7,522 Additional hotel room
nights occupied during
Eclipse weekend

*Statistics provided by Nebraska Tourism and Dean Runyan Associates

Omaha Craft Brew Pack Campaign

The Omaha Craft Brew pack campaign was a 3-year collaborative partnership with nine local craft breweries to promote Omaha as a prime destination for beer lovers, and to enhance Omaha's national image as a craft brew destination. Regional residents who requested a Visit Omaha brew pack received information on each participating brewery plus coupons for a free beer at each location. This collaborative partnership provided each partner regional radio, digital and social promotion for their establishments. In 2017, Minneapolis was added to the target markets of Kansas City, Des Moines and Sioux Falls. In 2018, the campaign will add three new craft brewery partners and change to a "Buy One, Get One for a Penny" offer.

18,033 Craft Brew Packs requested

\$515,900 Spent on craft brewery promotion

\$4,847,270 Estimated visitor spending due to campaign



**FOR EVERY \$1 SPENT \$9.39
CAME BACK TO THE
COMMUNITY THROUGH
VISITOR SPENDING**



Partners:

Benson Brewery, Brickway Brewery, Farnam House Brewing, Infusion Brewing, Lucky Bucket Brewing, Nebraska Brewing Company, Scriptown Brewing, Soaring Wings, Upstream Brewing Company

Travel Channel called
Omaha one of the
"Top New Beer Cities"



11,728 Requested online or by phone

45,345 Distributed through brochure racks

172,131 Distributed through Visitor Services
(includes distribution to convention groups and at all three Omaha Visitor Information Centers)

**TOTAL 2017 OMAHA VISITORS GUIDES
DISTRIBUTED = 229,204**

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA

Visit Omaha's social media network is made up of Facebook, Twitter, Instagram, Pinterest and LinkedIn. The Visit Omaha team also manages the social media accounts for Bob T. Bridge and Omaha Restaurant Week. With a strategy of posting unique and visual content, the team grew the social media audience by 18.8% in 2017.

**TOTAL SOCIAL MEDIA
AUDIENCE = 146,854**

116,524 Facebook fans

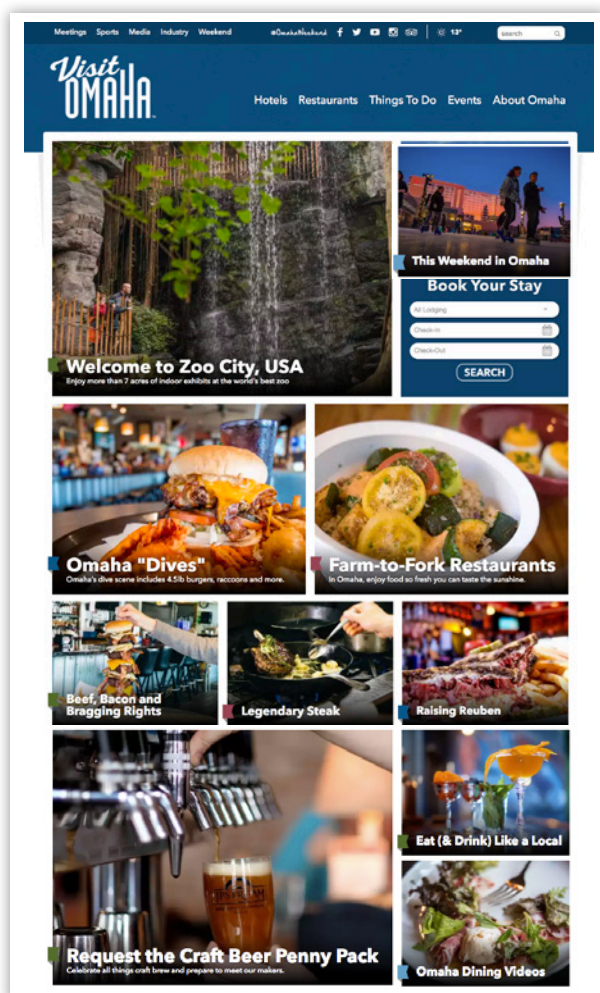
18,200 Twitter followers

11,196 Instagram followers

299 Pinterest followers

635 LinkedIn followers

WEBSITE



VisitOmaha.com

The VisitOmaha.com website continues to be the mothership of content dedicated to inspiring travelers to choose Omaha for a getaway, meeting or sporting event, and to provide helpful information once a visitor is in the city.

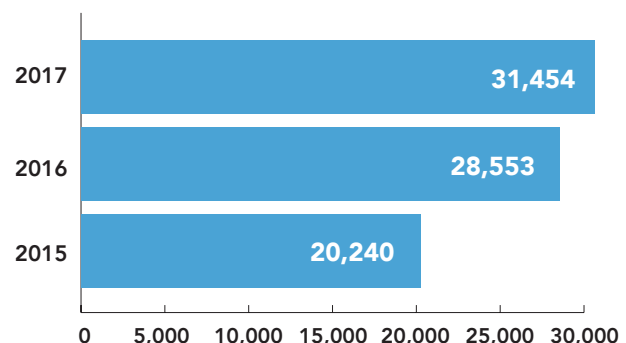
1,335,993 Website Sessions
(10.39% increase)

3,809,617 Page views
(4.42% increase)

Book Direct

31,454 people used the Book Direct feature on the VisitOmaha.com website in 2017. Book Direct provides consumers an easy way to look for a hotel room in the city, compare rates, and click through to make reservations directly with the hotel. Book Direct estimates that 1,227 hotel rooms were actually booked through Visit Omaha's referral feature creating approximately \$316,998 in revenue for local hotels.

HOTEL REFERRALS



PUBLIC RELATIONS



Earned Media

In March of 2017, Visit Omaha hired a Director of Communications to focus on working with media representatives and bloggers throughout the country to generate publicity for Omaha. For example, the Director of Communications worked with a Washington Post reporter and photographer to highlight Omaha attractions, as well as Omaha's food and music scene. The Washington Post story generated more than one million dollars in publicity for the city. The Director of Communications also worked with the Omaha World-Herald on a story about Visit Omaha's efforts to bring group tours to the city during the holidays. This one local story was picked up by more than 100 different publications throughout the country, and seen by an audience of more than 139 million.

565 Stories

433,259,723 Impressions
(the number of times a story is displayed)

\$4,599,298 Publicity value

Blogger Outreach

The blogger outreach strategy for 2017 was to convince bloggers from states outside the Midwest to engage and write about Omaha. Visit Omaha successfully worked with 11 bloggers from states that included Illinois, Oregon, New York, California and Florida. Those bloggers generated 770 online discussions focused on visiting Omaha.

933,251 Audience reached

OMAHA VISITORS CENTER



In 2017, Visit Omaha began taking a regional approach at all three of its visitor centers offering visitors information about Omaha, Sarpy County, Council Bluffs, Nebraska, and the surrounding areas. This strategy provides visitors with additional options to enhance their experience and provides support for the Omaha metro and state tourism communities.

Visit Omaha operates three visitor information centers. The main Omaha Visitors Center is located downtown at 1001 Farnam, with two additional information kiosks located in each terminal of Omaha's airport. Volunteer ambassadors staff all three locations and provide customized one-on-one concierge service to visitors. Vibrant video displays, brochures, maps and a photo booth at the downtown location, provide visitors with information and tips on how to enjoy the city.

41,905 Visitors welcomed

67 Volunteer Ambassadors

6,909 Hours volunteered



OMA TOURISM AWARDS



Visit Omaha, Sarpy County Tourism and the Council Bluffs Convention and Visitors Bureau partnered to present the first Omaha Metropolitan Area (OMA) Tourism Awards. The awards celebrate front line employees and volunteers who go above and beyond to make the Omaha metro area a great tourism destination. The goal with the OMA Tourism Awards is to highlight the enormous contribution tourism and tourism employees make in the metro area.

A total of 90 employees and volunteers from local attractions, hotels, restaurants and retail shops were nominated by their peers and employers. Finalists and winners in each category were chosen by an independent group of judges representing each county. The award ceremony was held at the Institute for the Culinary Arts on the Fort Omaha campus of Metro Omaha Community College on April 24, 2017. There were more than 270 attendees.

The 2nd Annual OMA Tourism Awards is scheduled for May 9, 2018 at the Beardmore Event Center in Bellevue.



Omaha Metropolitan Area **TOURISM AWARDS**

3 COUNTIES · 2 STATES · 1 DESTINATION

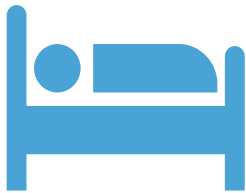
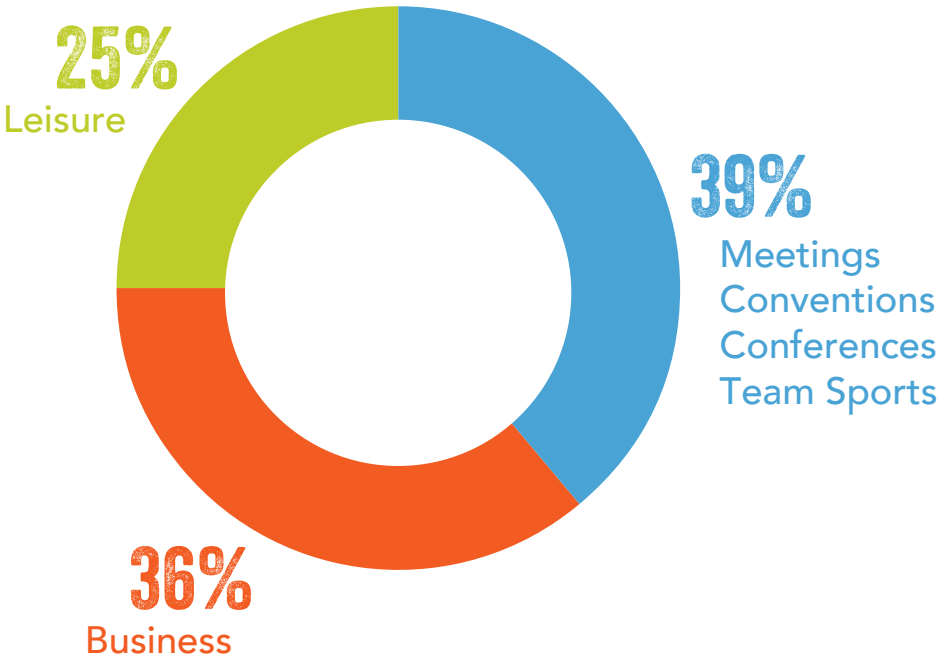


The 2017 OMA Tourism Award Winners

VISITOR STUDY

In 2017, Young Strategies Inc. completed a comprehensive visitor and lodging study on Omaha. Visitors representing 45 states, residents and corporate leaders were surveyed, and a record number of responses were received – 13,592 to be exact.

Current Market Segments



Hotel Summary

Hotel supply and demand have both increased over the last 5 years.

Summer months typically report the highest occupancy levels, while October and March run in the 40-57% range.

June consistently reports the highest occupancy, while December reports the lowest.

Top Lodging Leisure Feeder Markets

- Kansas City
- Des Moines
- Denver
- Minneapolis
- Chicago
- Sioux Falls
- St. Louis



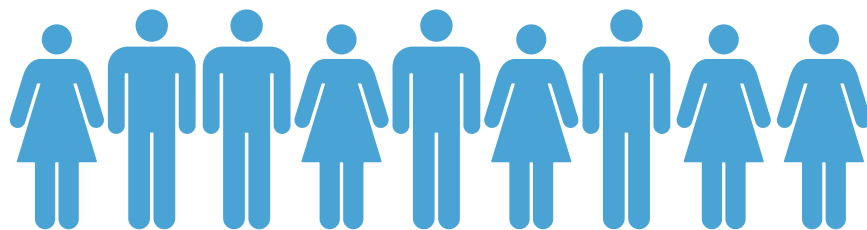
Average Omaha Travel Party

	Travel Party Size	Length of Stay	Spending per Party
Leisure Overnight	3	2 Nights	\$699
Leisure Day Trip	3	1 Day	\$320
Meeting/Conference	2	3 Nights	\$722
Team Sports	3	4 Nights	\$1,298



Omaha is seen as a regional hub for getaways, meetings and sports. Visitors give Omaha a very high satisfaction rating, a 4.5 average rating on a 5-point scale.

- The majority travel 2-6 hours from the contiguous states and travel by car across all segments including leisure, meetings and team sports.
- Majority of repeat travelers visit Omaha 1-3 times per year – this includes leisure, meetings and the team sports market segments.
- Majority of leisure and meetings travelers book their hotels within a month of travel, while the majority of team sport travelers book their hotels between 3-6 months ahead.
- The vast majority of travelers to Omaha are spending the night in hotels, 22% of travelers spend the night with friends and family, a very small fraction stay in rental homes. (It's typical to have at least a third of overnight visitors in a community stay with friends and families, indicating a healthy number of travelers are staying in Omaha hotels.)



Main Attractors and Motivators that Drive Leisure Visitation to Omaha

Meeting and Team Sports visitors are attracted to Omaha because of a particular meeting or sporting event being held here

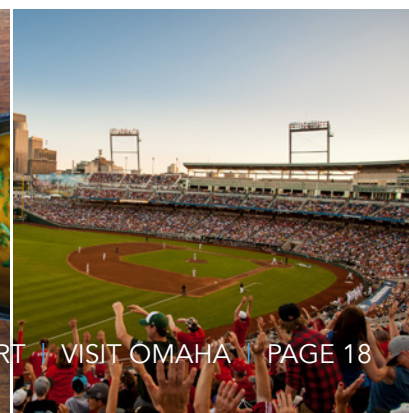
25% VISIT FAMILY AND FRIENDS

25% ZOO/ATTRACTIONS

20% GETAWAY/RELAXATION

19% OTHER (SHOPPING, DINING, SOCIAL/COLLEGE EVENT)

11% CONCERT/PERFORMING ARTS



MEETING, SPORTS AND EVENT SALES

The Visit Omaha sales team booked 240 meetings, events, and motorcoach tours in 2017 for future years. Those 240 bookings represent 122,591 hotel room nights and will have an estimated economic impact of \$162 million on our local community. The sales team exceeded their room night lead goal by 35% (the number of qualified business leads sent to hotels) and exceeded their definite booking goal by 9%.

Highlights include:

- A five year agreement with Nebraska School Boards Association to hold their annual meeting in Omaha
- American Bus Association meeting for January 2020
- NCAA Women's Volleyball 2020
- NCAA Men's Basketball 2020

Site Visits and Familiarization Tours

Half the battle in convincing a group or event planner to choose Omaha for their next event is getting them to actually visit and tour the city. The Visit Omaha sales and services team hosted 91 client site visits in 2017, a 35% increase over the year prior. In addition, the team conducted two major familiarization tours. The Trust for Insuring Educators (TIE) brought 34 organizations from the national education market to Omaha in October of 2017. This was the first time executive directors from these organizations had toured Omaha, providing the sales team an opportunity to land new business. The team also hosted a Military Reunion familiarization tour which brought 19 reunion leaders to Omaha. To date six have already chosen Omaha as the site of their next reunion, and ten other leaders are considering Omaha for their reunions in 2018, 2019 and 2020.



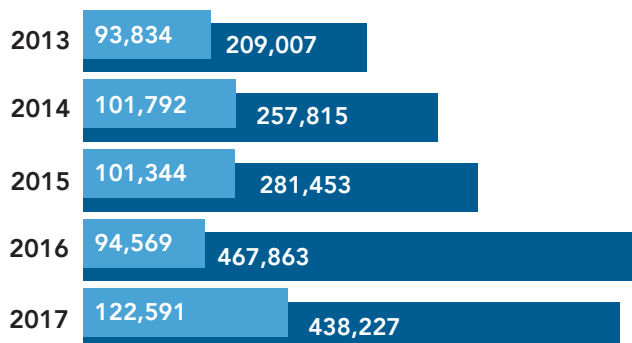
The Trust for Insuring Educators (TIE) Conference



Military Reunion Tour at Fort Atkinson

Hotel Room Night Leads Booked vs. Sent

(Meeting Sales & Motorcoach)



Hotel Room
Nights Booked

Hotel Room Night
Leads Sent

(Qualified business leads sent to partners)

369 Hotel leads sent

431,693 Room night leads

115,737 Room nights booked

85 Site visits

94 Groups confirmed
for future years

Chicago/Washington D.C.

In order to increase sales efforts in the Chicago market, a new national sales manager for the Midwest market was hired, and a new strategy to increase awareness of Omaha in Chicago began. The sales team hosted an awareness site visit for the Association Forum of Chicago. This group's membership consists of 4,000 associations that plan meetings across the country.

In Washington, D.C., the sales team formed a partnership with five other cities to hire an in-market agency to assist in targeting D.C. based associations. This partnership has allowed the team to become a member of CVB reps and raise awareness of Omaha as a meeting destination in a city with the highest concentration of association meeting planners. Visit Omaha's national sales manager travels to D.C. monthly for face-to-face sales appointments and to attend industry events. The team has also hosted 10 client events in the D.C. area in an effort to develop meaningful relationships with association decision makers.

Motorcoach Highlights

In 2017, Visit Omaha hosted 69 motorcoach tours, including 22 Christmas tours that came from as far away as California, Texas, Missouri, Minnesota and Wisconsin. The majority of those holiday tours were in Omaha during the same 3-day period, representing more than a quarter of a million dollars' worth of business for the city. To increase awareness of what the city has to offer group tours, Visit Omaha partnered with Nebraska Tourism and invited group tour leaders from across the country to tour the city and state. Visit Omaha saw a 64% increase year over year in the number of group tour leaders who are now planning to bring their bus tour to Omaha.

6,534 Group room night leads

6,854 Group room nights booked

6 Site Visits

60 Step-on guide tours

2017 Tradeshows Attended

Dates	City	Organization
Jan 8-11	Austin, TX	PCMA - Convening Leaders
Jan 14-17	Cleveland, OH	ABA - Marketplace
Feb 7-9	Chicago, IL	RCMA - Emerge
Mar 2	Washington DC	Destination Showcase
Mar 27-30	Sacramento, CA	NASC
Apr 18-20	Chicago, IL	HelmsBriscoe ABC
Apr 30-May 4	Baltimore, MD	ConfereceDirect APM
May 23 - 24	Natl Harbor, MD	ASAE XDP
May 9-11	Louisville, KY	CMCA
May 31-June 3	Tampa, FL	FEA
June 11-15	Tucson, AZ	TAP Dance
June 12-14	Las Vegas, NV	CVENT Connect
Aug 12-15	Toronto, ON	ASAE Annual Meeting
Aug 25-29	Albuquerque, NM	Student Youth & Travel
Aug 21-23	New Orleans, LA	Connect Marketplace Sports & Associations
Oct 10-12	Las Vegas, NV	IMEX
Oct 24-26	Cincinnati, OH	Connect Faith
TBD	Lincoln, NE	NHLA Fall Harvest
Nov 16-18	Birmingham, AL	Nursing Alliance
Nov 28-30	San Antonio, TX	IAEE
Dec 13-14	Chicago, IL	Holiday Showcase



American Bus Association 2020 Press Conference

Food & Wine Magazine Promotion

To increase awareness of Omaha as a meeting destination, Visit Omaha provided 1,000 qualified meeting planners a 6-month subscription to a special customized version of Food & Wine magazine. Each monthly edition featured Omaha on the cover along with three pages highlighting different attributes that make Omaha a desirable meeting destination. Follow-up research is being conducted in 2018 to determine if the campaign made an impact. In the meantime, the Visit Omaha sales team continues to follow-up with each account to determine interest.



Old Market Inspires Another Tradeshow Win

For the second year in a row, Visit Omaha received top honors at one of the largest convention trade shows in the tourism industry. Visit Omaha's re-creation of Omaha's Old Market Entertainment District received third place, out of 700 organizations, for best trade show booth at the American Society of Association Executives' (ASAE) Annual Meeting & Expo in Toronto, Canada. In 2017, Visit Omaha created its own play money. "Omaha Bucks" were included in welcome packets to encourage attendees to go shopping at the Visit Omaha booth. The "Omaha Bucks" could be used to purchase Omaha Steaks beef jerky, handcrafted soap made by the Benson Soap Company, and souvenir Omaha craft beer mugs. The booth attracted 804 attendees representing 320 different organizations.



Partnerships

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



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



Along with CenturyLink Center Omaha, Visit Omaha is a Preferred Partner with MPI, an organization that highlights Omaha to more than 18,500 meeting planners.



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

MEETING, SPORTS AND EVENT SERVICES

The Visit Omaha services team provided assistance to 266 groups during 2017. Those groups represent an economic impact of more than \$232 million for the city. In addition, the services team was also responsible for housing for the FEI World Cup International Horse Jumping and Dressage Championship and the American Bovine Practitioners. The housing service provides groups with a one-stop hotel booking service that provides revenue for the group and Visit Omaha.

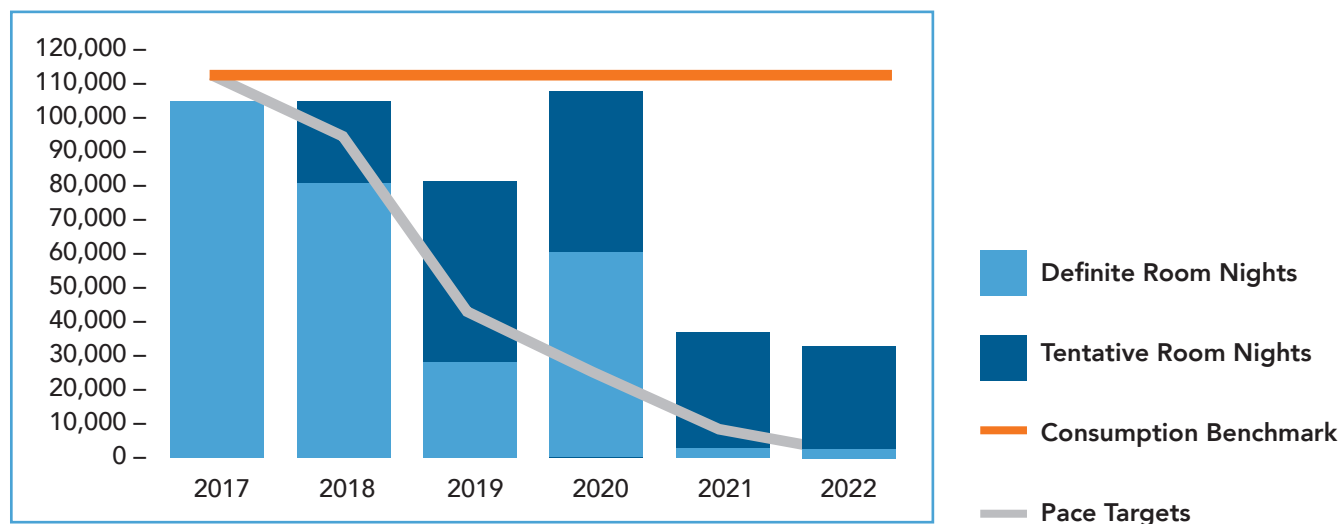


TAP REPORT

The Trends Analysis Projections (TAP) is an 8-year forecasting report that measures the booking pace of the Visit Omaha sales team. The report measures tentative, definite and lost business. The bar graph below shows where the Visit Omaha sales team should be pacing in order to ensure a successful year.

Omaha Room Nights

	2017	2018	2019	2020	2021	2022	2023	2024	Total
Definite Room Nights	103,079	81,203	30,926	60,993	4,718	2,192	4,653	0	287,767
Pace Targets	112,712	90,011	48,749	29,662	9,220	1,869	877	73	293,173
Variance	(9,633)	(8,805)	(17,823)	31,331	(4,502)	323	3,776	(73)	323
Consumption Benchmark	112,712	112,712	112,712	112,712	112,712	112,712	112,712	112,712	900,696
Pace Percentage	91%	90%	63%	206%	51%	117%	531%	0%	98%
Total Demand Room Nights	273,582	238,454	239,899	175,869	109,368	52,794	17,103	0	1,107,069
Lost Room Nights	170,503	157,248	208,973	114,876	104,650	50,602	12,450	0	819,302
Conversion Percentage	38%	34%	13%	35%	4%	4%	27%	0%	26%
Tentative Room Nights	0	21,400	49,495	45,920	42,775	27,847	23,933	1,290	212,660



GLOSSARY OF TERMS

Consumption Benchmark – The average number of definite room nights produced by the bureau for each month and year for the last three twelve month periods. Each month the “oldest” month is dropped from the calculation and the most recent month is added.

Conversion Percentage – The percentage of Total Demand Room Nights that the convention bureau converts to Definite Room Nights for each month and year at the time the report is published.

Definite Room Nights – Number of definite room nights, confirmed by the convention bureau for each month and year at the time the report is published.

Pace Percentage – The percentage of Definite Room Nights compared to the Pace Target. If a given bureau continues to book at current trends the same percentage can be applied to the Consumption Benchmark when each month and year passes.

Pace Target – Number of definite room nights that should be confirmed for each month and year at the time the report is published (updated every month). Pace targets are determined by analyzing a minimum of the last three years definite room nights and all definite room nights confirmed for the future. The analysis is completed by comparing the date a booking was confirmed to that of the arrival date for each confirmed booking and computing the number of months in advance of arrival that each booking was confirmed.

Lost Room Nights – The number of room nights, both definite and tentative, that have been lost for each month and year at the time the report is published.

Tentative Room Nights – The number of tentative room nights pending for each future month and year at the time the report is published.

Total Demand Room Nights – Number of total lead room nights issued by the convention bureau for each month and year at the time the report is published.

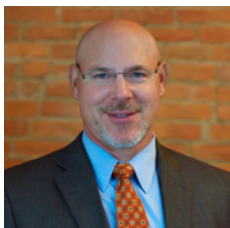
Source: Trends Analysis Projects LLC

STAFF

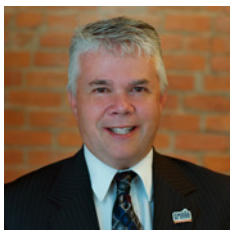
Visit Omaha creates sustainable demand for the destination through meeting, event, sports and leisure marketing, collaborative relationships, broad industry experience and unprecedented product knowledge.

Contact Visit Omaha, at 402-444-4660 or toll-free at 866-937-6624.

Administration



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EXECUTIVE DIRECTOR / PRESIDENT



Dean Miller
VICE PRESIDENT OF OPERATIONS

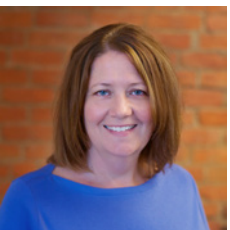


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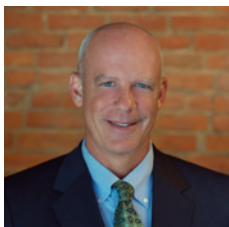


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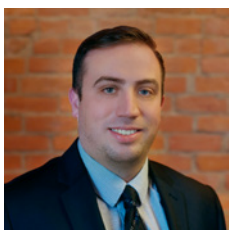
Meeting, Sports and Event Sales



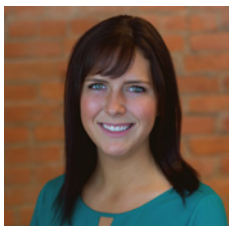
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VICE PRESIDENT OF SALES & SERVICES



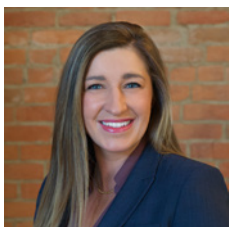
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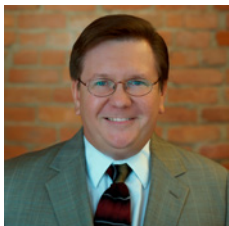
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NATIONAL SALES MANAGER



Kenzie Coleman
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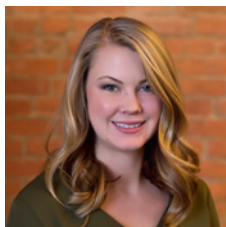
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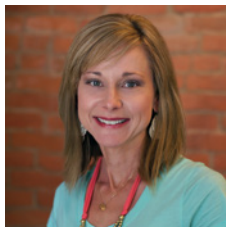


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