



PARTNER UPDATE

FROM KEITH BACKSEN, EXECUTIVE DIRECTOR:

As we recognize the impact tourism has on our community during National Tourism Week this week, what an honor it was to celebrate the 90 nominees during the first Omaha Metropolitan Tourism Awards on April 24th. Visit Omaha, Sarpy County Tourism and the Council Bluffs Convention and Visitors Bureau partnered to celebrate front line employees and volunteers who go above and beyond to make our area a great tourism destination. More than 18,000 employees work in the hospitality industry locally and without their tireless work ethic Omaha wouldn't be the destination it is today. Thanks to all of you for nominating such a deserving group, and we look forward to making next year's celebration even bigger. Go to www.OMATourismAwards.com to learn more about the winners.

UPCOMING EVENTS

May 24-27

Neighborhoods, USA
Annual Conference
Hilton Omaha

May 26 – June 25

Disney's Beauty & the Beast
Omaha Community
Playhouse

June 9-11

Omaha Summer Arts Festival
Gene Leahy Mall

June 11

New Kids on the Block
w/ Boyz II Men & Paula Abdul
CenturyLink Center Omaha

June 17-28

NCAA College World Series
TD Ameritrade Park Omaha

LOOKING AHEAD

SAVE THE DATE:

May 31, 2017

You may remember that we hired Young Strategies to do a research-based travel market study on Omaha. Partners were asked to provide specific information and send surveys to their databases. Young Strategies expected 500 to 1,000 surveys returned, they received well over 13,000. (Great job everyone!) Young Strategies has now compiled the results and plans to present their findings on May 31st. Be on the lookout for more details in the next few weeks.

CONVENTION SALES

The Convention Sales team continues to grow – welcome to Sue Chevalier, our new Research Analyst. And congratulations to Mackenzie Coleman, who has been promoted to National Sales Manager. MacKenzie will handle the West Coast territory and Religious Market.

The deal was sealed on an influential meeting that could mean more business for Omaha in the future. The Religious Conference Management Association (RCMA) EMERGE Conference will be held in Omaha January 2018. This conference will attract more than 1,000 attendees, half of whom are responsible for planning religious meetings for their individual organizations – the goal is to convince them to hold those meetings here. During the first quarter 119 leads were distributed representing 117,407 hotel room nights, an 18% increase over 2016. The Team has also confirmed 29 meetings for future years which will bring more than \$6 million into the local economy.

CONVENTION SERVICES

Since January the Convention Services Team provided assistance to 33 meetings, events and group tours visiting Omaha, business worth more than \$43 million for the city. In addition, 24 leads were issued for organizations requesting services from our local industry partners.

HOTELS - STR REPORT (First Quarter)

The STR (Smith Travel Research) tracks the number of hotel rooms occupied (Demand) and the revenue those rooms generated.

	SUPPLY	DEMAND	REVENUE
2017	870,390	435,569	\$42,781,455
2016	834,660	412,261	\$39,742,436
CHANGE	+4.3%	+5.7%	+7.6%

MARKETING

Get ready to see more visitors from Wichita and Minneapolis. During the first quarter, the Marketing Team developed a 6-week radio and digital campaign targeting millennials in Kansas City, Des Moines, Sioux Falls, and new this year, Minneapolis with its 3.5 million population is being added to the mix. It's working! There was a 131% increase in people visiting the VisitOmaha.com website from Minneapolis during the campaign (4,318 in 2017 compared to 1,870 in 2016). In addition, there was a 500% increase of Minneapolis residents requesting the Omaha Craft Brew Journal, which provides visitors a brew pack with a coupon for a free beer at each of the 9 participating breweries. Last year there were 62 requests from Minneapolis, this year 376. During the 2nd quarter Wichita will be added to the spring/summer advertising campaign. Television, radio and digital ads will target families in Wichita, Kansas City, Des Moines and Sioux Falls inviting them to visit Omaha for a long weekend getaway.

The Marketing Team welcomed Tracie McPherson as Director of Communications, a new position at the organization. Tracie will focus on generating more editorial coverage for Omaha.

VISITOR CENTERS

During the first quarter, the Visitor Information team welcomed 7,154 visitors at the three Omaha Visitors Center locations – the 1001 Farnam location and the two airport kiosks. The Visitor Information Team started a volunteer tour program. Each month volunteers take hour-long tours of different attractions to ensure they have the very latest information to share with visitors. Recently the team toured Boys Town, St. Cecilia Cathedral and Joslyn Castle. If you would like to host one of the monthly tours, please contact Michele Hayes at 402-444-7736.

WEBSITE STATS

2017 - First Quarter

Sessions	252,059	+9%
Users	199,176	+11%
Pages per Session	3	+25%

EARNED MEDIA

This is publicity gained through promotional efforts.

# STORIES	31
PUBLICITY VALUE	\$558,017

* Metrics measured through Meltwater and TVeyes media monitoring services