



PARTNER UPDATE

FROM KEITH BACKSEN, EXECUTIVE DIRECTOR:

After a lot of hard work, Visit Omaha now has its DMAP accreditation. What does that mean? DMAP stands for Destination Marketing Accreditation Program, and receiving it means Visit Omaha's policies, procedures and practices meet the highest standard in the industry. It's a rigorous process that includes a panel of experts judging our organization on 93 different aspects of how we conduct business. Visit Omaha was honored with the accreditation at the annual Destinations International Conference in Montreal on July 13th.

Part of being the best in the business means doing research to make sure we're on the right track. In May, Young Strategies, a company specializing in research for the travel industry, completed a study on Omaha. If you missed Berkeley Young's presentation [click here](#) to download a copy and learn what visitors, locals and community leaders think of our city.

UPCOMING EVENTS

July 31 - Aug 7
Native Omahan Days
Various Locations

August 11-13
USA Triathlon's Age Group
National Championships
Various Locations

August 21-26
Omaha Fashion Week
Omaha Design Center

CONVENTION SALES

During the second quarter the Convention Sales Team distributed 124 leads representing 118,061 hotel room nights, and closed 67 pieces of business. Year-to-date the Team has increased leads by 28% and increased the number of meetings/events/group tours booked in Omaha by 24% - we love double digit increases!

Omaha was selected as the site for the National Agriculture Bankers Conference in November of 2018, and also won the 5-year bid to host the NE Association of School Boards beginning in 2019. Omaha will be the place to be for basketball and volleyball in 2020, the NCAA Division I Men's Basketball Championships - 1st and 2nd rounds in March, and the NCAA Women's Volleyball Championship Final Four in December.

CONVENTION SERVICES

The Convention Services Team, a specialized concierge service for meeting and event planners, has helped 97 groups so far this year - WOW! An even bigger WOW is the \$100M economic impact these groups brought to our city. Groups such as the Triple Crown SlumpBuster, a tournament for 500 youth baseball teams representing 37 different states. The Services Team also assisted Neighborhoods USA when they held their 42nd Annual Conference in May, it included 18 neighborhood tours throughout metro Omaha. The Team scored a big win becoming the official housing company for the U.S. Olympic Swim Trials in 2020, which means visiting teams and fans will use Visit Omaha to book their hotel rooms for the event.

HOTELS - STR REPORT (Jan-Jun)

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

	SUPPLY	DEMAND	REVENUE
2017	1,681,274	963,938	\$108,646,122
2016	1,683,127	986,086	\$109,799,595
CHANGE	+0.1%	-2.2%	+1.1%



Omaha Restaurant Week
September 15-24

Join the celebration of Omaha's unique culinary scene. There's still time to bring your flavor to the event and new diners through your doors. Visit OmahaRestaurantWeek.com for more information or [click here](#) for a brochure.

MARKETING

In an effort to educate and inspire local residents on the impact Omaha tourism has on each of them, the Marketing Team developed a "What Tourism Looks Like" campaign. The 22-week promotion began in May with billboards, print, digital, and radio ads that include endorsements by popular local radio personalities. The ads encourage people to go to WhatTourismLooksLike.com to watch a series of videos that showcase how tourism impacts the local economy, provides local jobs and reduces taxes. During the first month of the campaign the videos were viewed 945 times.

Skinny, fat, fit, totally out of shape - you too can now be an official marathoner, but only in Omaha. In order to create a new outdoor experience and increase the number of people visiting the Omaha Visitors Center, the Marketing Team created the 0.9K marathon on Bob. Signage at both sides of the Bob Kerrey Pedestrian Bridge encourage people to walk, run or waddle across the 3,000 ft. long (0.9K) bridge, snap a photo and then show it to the folks at the Omaha Visitors Center to receive an official Bob Marathon sticker. Bob's 0.9K video has been viewed 8,750 times and more than 408 stickers have been distributed. Go to VisitOmaha.com/bob/marathon to learn more.

VISITOR CENTERS

Visit Omaha welcomes two new ambassadors, Doreen Jankovich and Jodi Jorgensen, who join the team of 38 volunteers who staff the downtown Omaha Visitors Center. Ambassadors get to meet people from all over the world, in fact, for the first half of this year the ambassadors have welcomed and assisted more than 20,911 travelers. If you'd like to volunteer or know someone who would, please contact Michele Hayes at 402-444-7736. Volunteers receive special passes to Omaha attractions and have the opportunity to participate in quarterly group tours around the city. This month they visited Boy's Town, Omaha Children's Museum, and the Lewis and Clark National Historic Trail Headquarters & Visitor Center. If you'd like to host one of the monthly tours contact Michele.

WEBSITE STATS (Jan-Jun)

Sessions	642,469	+8%
Users	486,549	+10%
74% are new users		

EARNED MEDIA (Jan-Jun)

This is publicity gained through promotional efforts.

# STORIES	98
IMPRESSIONS	76,492
(# of times a story appears)	
PUBLICITY VALUE	\$2.4M

* Metrics measured through Meltwater and TVeyes media monitoring services

LOOKING AHEAD

More than 1,500 members of The American Association of Bovine Practitioners will meet in Omaha in September at CenturyLink Center Omaha for the 50th Annual Conference.

Also, Omaha will host the Associated Wholesale Grocers, September 21-23. More than 700 grocers will attend the conference at CenturyLink Center Omaha.