



PARTNER UPDATE

FROM KEITH BACKSEN, EXECUTIVE DIRECTOR:

As we head into the busy holiday season, we want to thank you for your contributions throughout 2017. We often invite meeting planners to the city to provide them with a firsthand look at what Omaha has to offer. We know that if we can get them to visit, 70% of the time we can convert that visit into booked business. We've hosted 65 such site visits this year. We couldn't have done it without hotels providing rooms, venues supplying space, attractions providing special tours, and restaurants serving up some of the best food in the country. The fact that one visit can often influence a group to do business here is a strong testament to what our city has to offer. Have a wonderful holiday season, and we look forward to bringing even more business to the city in 2018.

UPCOMING EVENTS

Now - November 17
Fall Chrysanthemum Show
Lauritzen Gardens

Nov 11 - Nov 18
2018 U.S. Olympic
Team Trials - Curling

Nov 23 - Dec 31
Holiday Lights Festival
Various Locations

December 1
Ethnic Holiday Festival
The Durham Museum

LOOKING AHEAD

More than 1,500 high school students will participate in DECA Central Region Leadership Conference November 29 through December 4 at Hilton Omaha. Students will venture into the Omaha community to visit various businesses.

The 2018 U.S. Olympic Team Trials-Curling will be held at Baxter Arena November 11-18.

Look for fun new additions coming to "Holiday Island" in the Gene Leahy Mall just in time for the Holiday Lights Festival.

CONVENTION SALES

The Visit Omaha Sales Team attended 29 tradeshows this year, and Omaha continues to have breakthrough moments. The team along with CenturyLink Center Omaha, and Hilton and Marriott hotels downtown traveled to Toronto for the ASAE Annual Meeting & Expo, the largest industry tradeshow in North America. The Visit Omaha booth, a replica of the Old Market Entertainment District, experienced record breaking attendance and received third place (out of 700 organizations) for best trade show exhibit!

Through the 3rd quarter, the Sales Team has booked 133 meetings and events for future years that will bring 94,211 hotel room nights and more than \$126 million into the city. A couple of notable examples include the American Bus Association (ABA) Meeting and Marketplace that will bring 3,500 attendees to Omaha during January of 2020. The Sales Team also sealed the deal on the Midwest-Japan Association conference in 2018. Speaking of Japan, Visit Omaha and Nebraska Tourism recently helped sponsor a reception in Tokyo to begin building relationships with Japanese tour operators interested in bringing groups to the Midwest.

CONVENTION SERVICES

The Convention Services Team have assisted a total of 113 groups so far this year. Among the largest, USA Triathlon's Age Group 2017 National Championships and its 4,500 attendees. Also, the American Association of Bovine Practitioners, a conference that experienced record breaking attendance with more than 2,000 attendees from 19 countries.

MARKETING

For the Marketing Team it was all about food, beer and Bob. This was the first year Visit Omaha managed Omaha Restaurant Week (ORW), which resulted in a new beefed-up promotional plan with increased TV, radio, social media, billboard, print, and social media advertising. The results were close to 1,000 new followers on ORW's social media platforms, and rave reviews from both diners and participating restaurants. As part of ORW, restaurants donate 5% of the proceeds to the Omaha Food Bank for the Heartland; they are tallying up the final numbers now.

The Marketing Team wrapped up its third successful Omaha Craft Brew campaign. We partnered with nine craft breweries to create the Omaha Craft Brew Journal, inside were coupons for a free beer at each location. More than 18,033 people from all over the world have requested Craft Brew packs and spent an estimated \$4.8 million while they were here.

Omaha's very own Bob T. Bridge (aka Bob Kerrey Pedestrian Bridge) and his 0.9k campaign won a national WOW Award from Destinations International as the "Most Creative" campaign. Learn more about Bob's 0.9k marathon at VisitOmaha.com/Bob.

VISITOR CENTERS

A big shout out to the Omaha Visitors Center volunteer ambassadors, who have helped a total of 34,398 visitors so far this year at both the downtown location and at the two airport kiosks. Also, help us to welcome five new ambassadors: Gary Anders, Pat Botdorf, Julie Ford, Terry Ford and Sandie Rains. Each month ambassadors visit an Omaha attraction. Recently they visited Florence Mill and Lauritzen Gardens. These excursions allow them to share even more with guests in the area. If you're interested in hosting ambassadors for a tour, contact Michele Hayes at 402-444-7736.

Winter Hours (beginning Nov 1st): Monday: Closed | Tuesday-Saturday: 10am-4pm | Sunday: 11am-2pm

HOTELS - STR REPORT (Jan-Sep)

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

	DEMAND	REVENUE
2017	1,522,848	\$166,423,350
2016	1,535,321	\$167,159,948
CHANGE	-0.8%	-0.4%

WEBSITE STATS (Jan-Sep)

Sessions	1,097,453	+13%
Users	796,406	+13%
72% are new users		

EARNED MEDIA (Jan-Sep)

This is publicity gained through promotional efforts.

# STORIES	170
IMPRESSIONS	24.3M
(# of times a story appears)	
PUBLICITY VALUE	\$2.5M

* Metrics measured through Meltwater, TVEyes, and Cision media monitoring services.