

ANNUAL REPORT

2018



Visit
OMAHA™

VISIT OMAHA - OMAHA'S TOURISM AUTHORITY - VISITOMAHA.COM



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



2018 was another record setting year for tourism in Omaha.

For the 7th year in a row, demand for Omaha hotel rooms increased. Over two million hotel rooms were occupied during 2018, more than ever before. Overnight visitation from cities we targeted with advertising grew 13%, and our sales team continued to build awareness of Omaha as an accessible, affordable and centrally located destination for meetings and sporting events.

In regards to sporting events, Omaha took a trip to Super Bowl LII. As part of our 52 Weekends advertising campaign, we wrapped the Minneapolis Blue Line with a train-sized invitation to plan a weekend getaway in

Omaha. Paired with television, radio, digital and social media advertising, overnight visitation from Minneapolis grew 66% - close to 120,000 people from the Twin Cities visited Omaha in 2018.

Super Bowl LII also provided another great opportunity for our city. The Northern Lights Junior Volleyball Tournament relocated from Minneapolis to Omaha due to the Super Bowl in 2018. The tournament enjoyed higher attendance in Omaha which prompted organizers to bring the event back here in 2019. The sales team was also able to convince the U.S. Department of Defense to hold its 2018 meeting in Omaha, typically a two to three year process, but our team was able to make it happen in the same year. This meeting also provided hotels with a needed piece of August business.

Partnerships were, and still are, a big focus for Visit Omaha. In 2018, we strengthened our regional partnership with Sarpy County Tourism and the Council Bluffs Convention and Visitors Bureau by collaborating to create two metro area visitor information kiosks at the Omaha airport. The three entities also partnered to host the OMA Tourism Awards for the second year. The awards celebrate outstanding front-line employees who go above and beyond to make the Omaha metro area a great tourism destination. We continue to build a strong relationship with the Omaha Sports Commission in our efforts to attract more amateur sporting events to the area. Our partnerships with top Omaha attractions, restaurants and craft breweries have generated new ways to market to out-of-town visitors, and have helped us educate locals about all the city has to offer.

In 2018, Omaha was named one of the "Top 10 Small Cities in America", one of the "Most Surprising Cities to Visit", and one of the "Top 12 Best Music Cities". We have a lot to be proud of, and a lot to promote. We look forward to building on this momentum in the coming year.

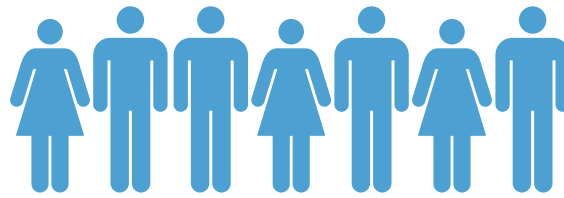
A handwritten signature in black ink that reads "Keith" with a long, sweeping underline.

Keith Backsen | Executive Director | Visit Omaha

WHAT OMAHA TOURISM LOOKS LIKE

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.

HOW VISITORS SPEND THEIR MONEY



24.8% Food & Beverage
\$304M

24.6% Retail
\$302M

19.7% Hotels
\$242M

15.5% Transportation
\$190M

15.4% Recreation
\$189M



50¢

of every visitor dollar
is spent eating and
shopping in Omaha

Visit
OMAHA

VisitOmaha.com

Source: Tourism Economics - An Oxford Economics Company

*Visit Omaha commissions an independent economic impact study every two years.
Data for 2018 will be available mid-year in 2019.

ADMINISTRATION

Destination Dashboards

Visit Omaha developed a destination dashboard system to track and report key metrics for each department. Once launched, it will allow staff to easily track analytics and trends, and identify red flags so analysis and business decisions can happen on a quicker timeline.

Modernizing Equipment

Administration staff collaborated with our third party information technology company, DOTComm, to automate VPN access making it easier for employees to access the network while working remotely. The team also beta tested a new online ordering system aimed at streamlining technology purchases. It was a successful test and will be launched in 2019.

DMAP (Destination Marketing Accreditation Program)

The administration team maintained Visit Omaha's DMAP accreditation with Destinations International. The accreditation ensures that Visit Omaha meets the rigorous standards set by the professional destination marketing community. The team also completed the 2018 Destination Compensation and Benefits Study that tracks national salary trends for tourism positions across the country.

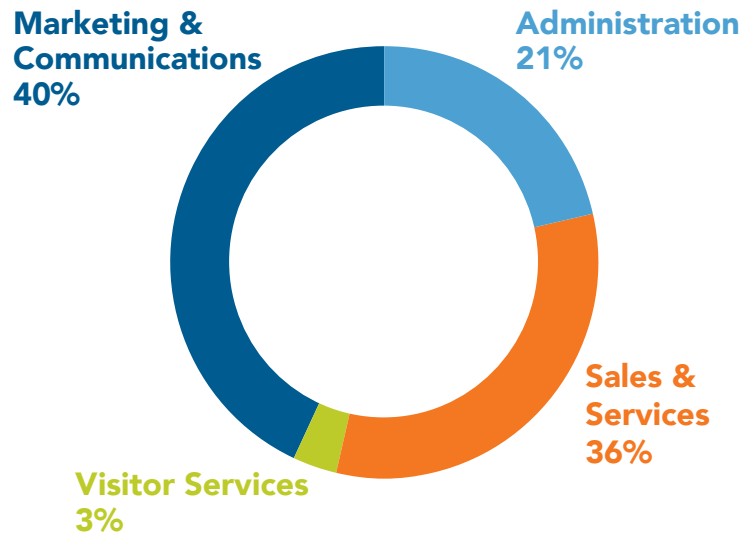
Destination Marketing Corporation

The team worked with the Visit Omaha Destination Marketing Corporation Board, the non-profit 501c 6 set up to manage subsidy payments for convention and events, and City of Omaha Finance to expand the Corporations ability to do more. In 2018, the board adopted new policies that will allow Visit Omaha to accept sponsorship dollars, and award funds to qualified organizations that are developing new events and festivals.

Visit Omaha Staff Gives Back

Visit Omaha staff volunteered and personally contributed over \$3,000 to the following community organizations; Ollie Webb Center, United Way of the Midlands, Beagle and Basset Hound Rescue of the Heartland, Heartland Food Bank and Toys for Tots. Every Friday Visit Omaha staff have the opportunity to wear jeans in return for a small donation to charity. Each quarter staff votes and determines where the proceeds from these donations will go.

2018 BUDGET DISTRIBUTION



2018 Visit Omaha Revenue

Douglas County Lodging Tax (2%)	\$3,913,648
City of Omaha Occupation Tax (.5%)	\$880,760
City of Omaha	\$1,200,000
OCVB Private Funds	\$279,941
Total Revenue	\$6,274,349

2018 Visit Omaha Expenses

Convention Sales & Services	\$2,234,188
Marketing & Communications	\$2,480,596
Visitor Services	\$210,028
Administration	\$1,349,537
Total Revenue	\$6,274,349

MEETING, SPORTS AND EVENT SALES

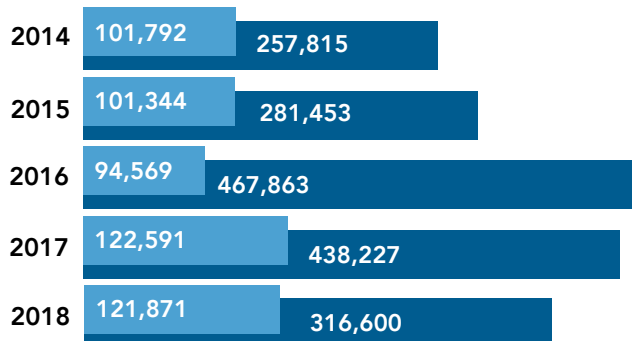
The Visit Omaha sales team brought 301 qualified meeting and event opportunities to the table representing 313,800 hotel room nights. The team booked 140 pieces of business in 2018 for future years. Those 140 bookings represent 119,565 hotel room nights with an estimated economic impact of \$286 million. The team was down two sales managers for three months in 2018, and was still able to reach 97% of their definite booking goal.

Highlights include:

- United States Department of Defense meeting for August 2018 with 4,839 hotel room nights and an economic impact of \$2.9 million for the city. This event was booked in the year for the year.
- American Society of Association Executives Leaders Retreat for 2019. Omaha competed against Dallas and New Orleans.
- Northern Lights Junior Volleyball tournament for 2019. This event relocated from Minneapolis due to the Super Bowl in 2018 and enjoyed higher attendance in Omaha, which prompted the group to return in 2019.
- Utilizing an incentive offer created in partnership with the convention center, Hilton Omaha and the Capitol District Marriott, the team was able to solidify two meetings: the American Society of Agricultural and Biological Engineers; and Arts Midwest for 2020. The two convention groups represent an economic impact of \$3 million for the city.
- Poultry Science Association, and the National Society for Histotechnology meetings were booked for 2021. The groups represent more than 9,000 hotel room nights, and will bring an estimated \$4.6 million worth of spending to the city.
- Youth Sports are a sweet spot for Omaha, the team sealed the deal on the Recruit Look, LLC basketball tournament for April, 2019. The tournament will be held at the Union Bank and Trust Complex in Elkhorn, and bring in more than 1,300 hotel room nights and \$1.1 million in spending.

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)

301 Hotel leads sent

313,800 Room night leads

119,565 Room nights booked

41 Site visits

140 Groups confirmed for future years



Site Visits

The sales team finds that if they can convince a meeting planner to visit Omaha they have a greater chance of booking the business. The sales team hosted 44 such site visits in 2018, of which 24 groups chose Omaha as their next meeting location. That represents a 54% percent conversion rate. Omaha is still in consideration with five other groups, which could bump that conversion rate even higher.

Sales Missions

In 2018, the Visit Omaha sales team traveled into 26 cities promoting and selling Omaha at tradeshows, events, and during sales appointments. The team focused on the Washington D.C. and Chicago markets, areas where a high concentration of associations are headquartered. Through partnerships with ASAE in D.C., and Association Forum in Chicago, the team continues to increase awareness of Omaha as a meeting destination. A Visit Omaha event in Chicago attracted more than 30 association executive directors – a good example of how the team is developing new relationships towards their goal of attracting new business into Omaha.

Motorcoach Highlights

In 2018, Visit Omaha hosted 64 motorcoach tours, including six Irish Tours and 16 Christmas tours. These bus tour visitors spent a total of \$784,935 while they were here visiting. Tour groups came from 21 different states including from as far away as California, Tennessee, Kentucky, Florida, Virginia, Mississippi and Pennsylvania.

2,800 Group room night leads

2,306 Group room nights booked

3 Site Visits

44 Step-on guide tours

2018 Tradeshows and Events Attended

Dates	Location	Organization
January 7-10	Nashville, TN	PCMA - Convening Leaders
January 26-30	Charlotte, NC	ABA - Marketplace
Jan. 30-Feb. 1	Omaha, NE	RCMA - Emerge
February 4-6	Louisville, KY	Select Traveler Conference
February 13	Washington, DC	DI - Destination Showcase
March 6-8	Roanoke, VA	CMCA
March 14-16	Detroit, MI	Experient-EnVision
March 24-29	Los Angeles, CA	ConferenceDirect, APM
April 11	Minneapolis, MN	Destination Celebration
April 19-20	National Harbor, MD	ASAE XDP
April 23-26	Minneapolis, MN	NASC
April 30-May 2	Orlando, FL	HelmsBriscoe, ABC
June 2-5	Indianapolis, IN	MPI-WEC
July 5-9	San Diego, CA	FEA
July 23-26	Las Vegas, NV	CVENT Connect
August 18-21	Chicago, IL	ASAE Annual Meeting
October	Louisville, KY	Sports Link
October 15-18	Las Vegas, NV	IMEX
Oct./Nov.	Lincoln, NE	NHLA Fall Harvest
November 15-17	Louisville, KY	Nursing Alliance
December 3-5	Daytona Beach, FL	US Sports Congress
December 11-13	New Orleans, LA	IAEE (Coordinated by CHI)
December 13	Chicago, IL	Holiday Showcase



The Old Market Knocks the Socks Off Tradeshow Attendees

The Old Market can attract a crowd, even in Chicago. For a third year in a row, Visit Omaha's re-creation of the Old Market Entertainment District won an award at one of the largest convention tradeshows in the industry. Visit Omaha took the Old Market booth to the ASAE Annual Meeting & Expo in Chicago, IL and offered Omaha steak bites and craft beer samples to attendees. To keep it fresh each year, the team develops creative ways to boost attendance at the booth. In 2018, Visit Omaha gave attendees a single sock designed with colorful info-graphics touting Omaha attributes. Each sock was attached to a card that read, "Meet Your Match. Bring your sock to the Omaha booth to find its match... and meet yours." The sock promotion helped bring 843 people to the Visit Omaha booth, more than ever before.



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 Austin, Salt Lake City and Portland. The partnership provides Omaha with increased access to 21,000 association executives and industry partners.



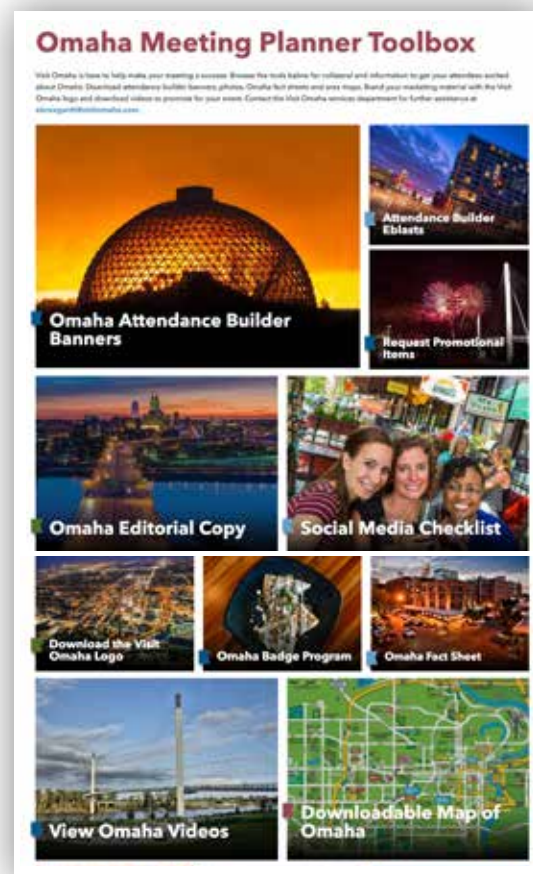
Along with CHI Health Center Omaha, Visit Omaha is a Preferred Partner with MPI, an organization that highlights Omaha to more than 18,500 meeting planners.



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 195 groups meeting in Omaha during 2018. Those groups spent more than \$143 million while they were in Omaha, which is why making sure each group is taken care of, is so important. The team successfully hosted the Religious Conference Management Association (RCMA) which attracted more than 700 attendees, 250 of which were meeting planners for various religious organizations. In supporting the RCMA event, the team organized six community service projects, and three sightseeing tours for conference attendees. The services team is also in charge of Housing Services, a convenient way for convention attendees to book their hotel accommodations without having to visit numerous websites. It also allows meeting planners a way to easily manage their contracted room blocks. The team provided housing services for RCMA and the U.S.A. Curling World Cup in December of 2018. In addition, the team created a new Meeting Planner Toolbox which provides meeting planners with easy online access to promotional tools used to increase attendance at Omaha events.



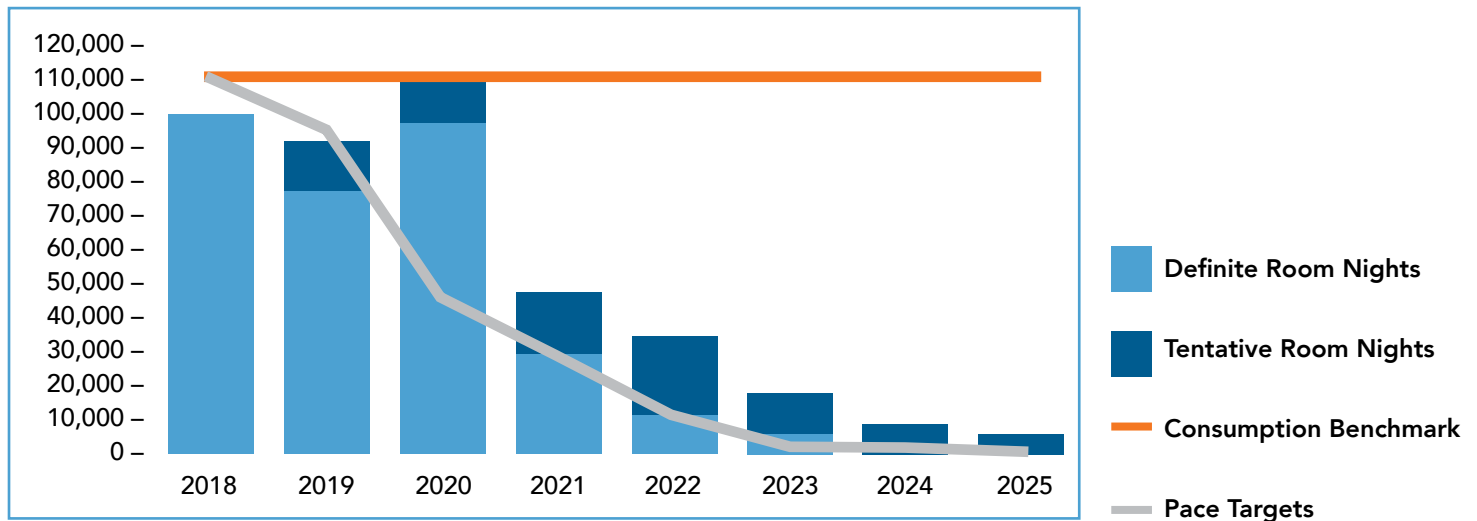
TAP REPORT

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

	2018	2019	2020	2021	2022	2023	2024	2025	Total
Definite Room Nights	100,002	77,447	94,255	28,114	12,044	5,993	0	0	317,875
Pace Targets	111,047	91,064	48,331	29,782	10,270	2,016	806	68	293,411
Variance	(11,052)	(13,617)	45,924	(1,668)	1,774	3,977	(806)	(68)	3,977
Consumption Benchmark	111,074	111,074	111,074	111,074	111,074	111,074	111,074	111,074	888,592
Pace Percentage	90%	85%	195%	84%	117%	297%	0%	0%	108%
Total Demand Room Nights	274,830	372,208	303,914	207,161	94,393	53,534	1,664	11,106	1,318,810
Lost Room Nights	174,808	294,761	209,659	179,047	82,349	47,541	1,664	11,106	1,000,935
Conversion Percentage	36%	21%	31%	14%	13%	11%	0%	0%	24%
Tentative Room Nights	0	11,879	14,273	17,035	22,211	12,198	8,483	5,570	91,649

As of December 31, 2018



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

MARKETING AND COMMUNICATIONS

LEISURE ADVERTISING

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.

2018 STRATEGY

Cutting edge media tactics helped Visit Omaha expand its weekend messaging into new fly and drive markets in 2018. Research identified "Task Master Moms" from 12 regional cities as a key demographic for Omaha. Utilizing non-traditional media Visit Omaha was able to target this audience in all markets, even in cities such as Denver and St. Louis, which are typically too expensive to include.

TOP 12 MARKETS

- | | |
|----------------|------------------|
| 1. Kansas City | 7. Wichita |
| 2. Des Moines | 8. Topeka |
| 3. Sioux Falls | 9. Lawrence |
| 4. Minneapolis | 10. Iowa City |
| 5. St. Louis | 11. Ames |
| 6. Denver | 12. Cedar Rapids |

Media Tactics

In addition to traditional television, radio and digital advertising, Visit Omaha utilized the following tactics to target "Task Master Moms":

- **TV Ad Sync** - Pinpoint an exact moment on TV and simultaneously serve companion ads on mobile devices. Research shows traditional television viewers are using their mobile devices while watching their favorite programs.
- **Subscription TV** - Ads served to viewers watching subscription or connected TV such as Hulu and YouTube TV. This tactic serves ads to a specific audience verses in a specific program.
- **Geo Fencing/IP Targeting** - The process of drawing an imaginary line around a location, capturing internet information from visitors to that location, and then serving ads to that audience at a later date.

Results:

- Video ads were viewed to completion 1.6 million times.
- 15,663 new visitors clicked through to the Visit Omaha website.
- St. Louis and Des Moines showed the most engagement across all platforms.

TASK MASTER MOMS

Make the majority of the travel decisions



35-69 years of age

\$70-\$100k income

Families with children of all ages

Travelers and Money Savers



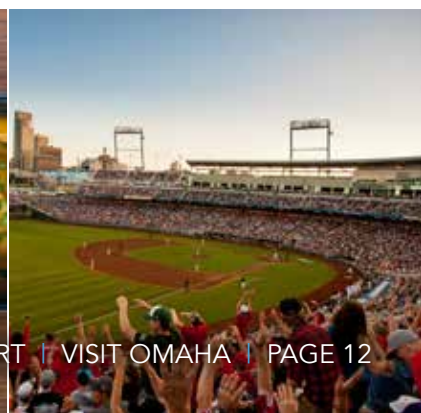


2018 OVERNIGHT VISITATION

Independent research conducted by Scarborough Inc. shows a 13% increase in the number of overnight visitors from the seven main cities targeted by Visit Omaha advertising. The largest increase in visitation came from Minneapolis, where 50% of the advertising dollars were spent. The least amount of advertising dollars were spent in Wichita, which saw a decline in the number of visitors traveling to Omaha for an overnight stay. Small test campaigns ran in Denver and St. Louis to see if the Visit Omaha message would resonate.

CITY	2018	2017	CHANGE
Minneapolis	119,685	71,804	UP 66%
Kansas City	182,501	161,617	UP 13%
Des Moines	128,717	127,578	UP 1%
Sioux Falls	137,876	101,085	UP 36%
Wichita	38,037	46,515	DOWN 18%
St. Louis*	35,355	35,052	UP 1%
Denver*	104,047	114,404	DOWN 9%
TOTAL	746,218	658,055	UP 13%

*Test campaign



MARKETING AND COMMUNICATIONS



8,294,367 Impressions
(Number of times an ad was displayed)

394,602 Video views

5,986 Clicks to the website

What Tourism Looks Like

In an effort to educate the local community about the importance of tourism and the impact it has on local residents, Visit Omaha developed the "What Tourism Looks Like" promotional campaign. In its second year, the focus in 2018 was how tourism creates jobs for our friends, family and neighbors. Independent research shows that tourism in Omaha supports 17,280 jobs in our community. To showcase those numbers in human terms, Visit Omaha told the stories of five local residents; a hotel room attendant, a bartender, a tour bus driver, a retail shop manager and a culinary tour operator – all whose jobs are supported by tourism. Their stories were captured on video and shared on television, online and on social media. Viewers could click on the digital and social media ads to receive more information about tourism's impact on the local community.

What Omaha Tourism Looks Like

Omaha tourism means jobs for our friends, families and neighbors. This economic engine supports 17,280 local jobs - that's one in seventeen jobs here in Omaha! From small business owners and hotel staff to retail clerks and restaurant workers, tourism means jobs. Don't take our word for it - watch the videos below and hear how tourism supports these locals.



As tour and events director for Omaha Culinary Tours, Kristin enjoys introducing visitors to Omaha's dining scene... one bite at a time.



A bartender at 1912, Julius shakes up uniquely delicious concoctions that keep visitors coming back for more.



Recently promoted to Executive Housekeeper at the Fairfield Inn & Suites Omaha West, Catalina works behind the scene to ensure every guest feels at home.



Arrow Stage Lines motor coach operator, Angela cherishes her time on the open road and the new friends she makes on each trip.



Store manager at The Afternoon boutique, Jen loves meeting people from all over and helping them find the perfect souvenir.

What Omaha Tourism Looks Like

Tourism affects nearly every industry in Omaha. Watch the videos below and hear how tourism improves the lives and businesses of these local residents.



Owner of Dante's Ristorante Pizzeria, Nick, explains how tourism means more business to his restaurant and to local farms.



General manager at Pretty in Pastels boutique, Christi says 80% of her business comes from out-of-town visitors and explains how her local customers reap the rewards.



Owner of Chik-Fil-Dee, Jim shows how visitors means more print jobs. More menus for restaurants, promotional flyers, event programs and other collateral.



Local from Katie shows how tourism means tax relief and improved city services that support her way of life.



Capital District Marriott general manager, Steve explains how tourism creates local jobs and showcases Omaha's local attractions.



Locals Know Best

Visit Omaha created a new video series featuring “local experts” who provide insight on visiting Omaha. The videos target different demographics with tips on how visitors can experience the city in different ways. More than 50 videos were produced for the VisitOmaha.com website and shared through a paid social media campaign. The campaign ran from March through December on Facebook and Instagram targeting people in Kansas City, Des Moines, Minneapolis, Sioux Falls and Wichita.



1,033,816

Audience reached

320,792

Video views

14,880

Clicks through to VisitOmaha.com

2,399

New Facebook likes

Omaha Goes to Super Bowl LII

Omaha joined the Eagles and the Patriots at Super Bowl LII in Minneapolis. As part of its 2018 “52 Weekends” advertising campaign promoting Omaha as a year-round destination, Visit Omaha wrapped the Minneapolis Metro Blue Line with a train-sized invitation to plan a weekend getaway to Omaha. The Blue Line runs from Mall of America to U.S. Bank Stadium where the Super Bowl was played February 4, 2018.

The 4-month long rolling billboard included larger than life photography featuring four distinctly Omaha experiences: Lied Jungle, the largest indoor rainforest in North America; Desert Dome, the world’s largest indoor desert; NCAA Men’s College World Series; and an authentic Omaha Reuben sandwich. Metro Transit in Minneapolis estimates the train was seen more than 6.8 million times by people traveling on the light rail system from January 10th through April 29th.



MARKETING AND COMMUNICATIONS

Omaha Restaurant Week

For the second year in a row, Visit Omaha organized and managed Omaha Restaurant Week as a way to promote Omaha's food scene to both visitors and locals. September 14th through the 23rd was a celebration of the "10 Tastiest Days of the Year" as Omaha restaurants offered special multi-course menus at fixed prices of \$20, \$30 \$40, or \$50 per diner. Participating restaurants agree to donate 5% of every Restaurant Week meal purchased to the Food Bank for the Heartland. In 2018, 13 new restaurants and three new sponsors participated to further shape and build momentum for the event. Stella Artois signed up as a Platinum Plate sponsor offering support for the event and a new way to engage participating restaurants with customized Stella Artois glasses. The Omaha World-Herald became a new media sponsor providing increased promotion power for Omaha Restaurant Week. Yelp also joined as a promotional partner, hosting giveaways, sending eblasts, and creating app notifications promoting the event. Visit Omaha also entered into a new partnership with the University of Nebraska-Lincoln's Food and Beverage senior class. Student diners were urged to experience Omaha Restaurant Week and fill out a short survey describing their experience. This provided restaurants and Visit Omaha with valuable feedback. All of the revenue generated through sponsorship and restaurant participation goes to fund the promotion of Omaha Restaurant Week and its partner restaurants.



10 Sponsors

50 Restaurant Participants

\$28,850 Revenue Generated

\$7,773.50 Donated to the Food Bank for the Heartland (to date)

3.5 MILLION Impressions
(Number of times an ad was displayed)

240,288 Website pageviews

12,344 Social Media followers



Now Serving Omaha Campaign

Visit Omaha continues its efforts to brand and market Omaha as a premiere dining destination. With fresh new culinary concepts opening regularly, the marketing team renewed the "Now Serving Omaha" web series for Season 4. Twelve new videos were produced, shared and promoted along with more than 100 existing videos celebrating locally owned restaurants and specialties that help put Omaha on the culinary map. Videos were shared on social media, VisitOmaha.com, and through email marketing campaigns. New in 2018, Visit Omaha began a partnership with KETV to feature locally owned restaurants on a weekly television segment. The marketing team produces the segment for KETV's noon broadcast.

116 Now Serving videos

175,747 Video views

148,770 Est. audience for KETV segment



Bob the Bridge Campaign

The goal of the Bob the Bridge campaign is to turn the Bob Kerrey Pedestrian Bridge into an iconic visitor experience by giving him a larger-than-life personality. 2018 was a big year for Bob – he turned ten years old. The team promoted the milestone with Bob t-shirt giveaways during his birthday month, leading up to a grand prize package on September 28th (Bob's birthday).

Bob also received several "presents" for his birthday. Bob was included in the Mother Nature Network's list of "18 eye-popping pedestrian bridges" from across the world. The Bob campaign also won the 2018 Bureau Innovation Award for the best marketing campaign at the Upper Midwest Convention and Visitors Bureau Fall Conference.

The team continued to promote "Bobbing" (standing in two states at the same time while on the bridge) and Bob's 0.9k marathon. If you walk, run, bike, or even crawl across Bob and back, it's 0.9k. Everyone who completes the walk can pick up an official Bob 0.9k marathon sticker at the Omaha Visitors Center.



2,245

Social media followers
(9.1% increase over 2017)

39,414

Web page views
(162,880 to date)

177,155

Video views in 2018
(1.2 million video views to date)

520

Marathon Stickers distributed
(1,330 to date)

MARKETING AND COMMUNICATIONS



Omaha Savings Pack

The Omaha Savings Pack campaign offers special discounts to out-of-town residents as a way of enticing them to visit. The Savings Pack is a partnership between Visit Omaha and nine top attractions. Through television, radio, digital and social media advertising, families living outside Nebraska are invited to request the Savings Pack to receive more than \$300 in savings when they visit. In 2018, the Savings Pack was changed from a native app to a web app, making it more user-friendly and more cost effective.

Savings Pack Partners: Omaha's Henry Doorly Zoo and 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, Village Pointe, and Amazing Pizza Machine

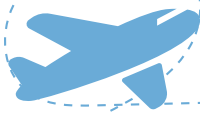
4,920 Pack requests

\$1.15 MILLION Estimated visitor spending due to the campaign

TRACKING VISITORS

A small test campaign was developed with Sojern, an Omaha-based travel data company. The test included a component that tracked people who saw a Savings Pack digital ad through the Sojern campaign and determined if they actually visited Omaha. Below are the results:

10,702
FLIGHT SEARCHES FOR OMAHA



233
FLIGHTS BOOKED TO OMAHA

31,344
HOTEL ROOM NIGHT
SEARCHES FOR OMAHA



1,164
HOTEL ROOM NIGHT
BOOKINGS FOR OMAHA

\$153,692
TOTAL ESTIMATED
TRAVELER SPENDING



\$154
PER PERSON EXPENDITURE

998 CONFIRMED TRAVELERS

Omaha Penny Pack Campaign

The Omaha Craft Brew Penny Pack campaign is a partnership between Visit Omaha and 12 Omaha area craft breweries to inspire regional residents to visit Omaha. Through radio, digital and social media advertising, consumers in Minneapolis, Kansas City, Des Moines, and Sioux Falls were invited to request an Omaha Penny Pack to receive "Buy 1, Get 1 for a Penny" offers at each of the participating breweries. The Penny Pack was also featured on VisitOmaha.com allowing visitors from all over the world to request the discounts; all they had to do is make a trip to Omaha to enjoy them. The partner breweries received regional advertising and increased business, visitors got a good deal on great craft beer, and Omaha enjoyed an increase in overnight visitation. Proof, that a little beer can go a long way.

3,873 Penny Packs requested
(From 49 states and 29 countries)

\$1,041,062 Estimated visitor spending
due to campaign



**FOR EVERY \$1 SPENT ADVERTISING
THE PENNY PACK, VISITORS
SPENT \$5.34 IN OMAHA**



Partners:

Benson Brewery, Brickway Brewery and Distillery, Farnam House Brewing Company, Infusion Brewing Company, Kros Strain Brewing, Lucky Bucket Brewery, Nebraska Brewing Company, Pint Nine Brewing, Scriptown Brewing Company, Soaring Wings Vineyard and Brewery, Upstream Brewing Company, and Vis Major Brewing.



14,880 Requested online or by phone

30,600 Distributed through brochure racks

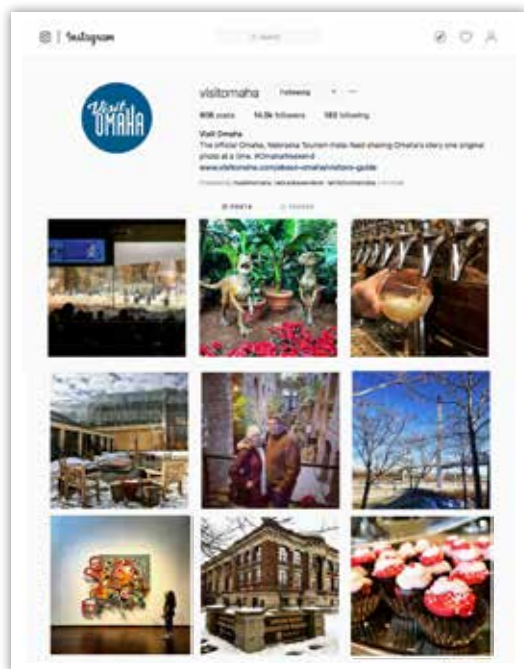
183,580 Distributed through Visitor Services
(includes distribution to convention groups and
at all three Omaha Visitor Information Centers)

**TOTAL 2018 OMAHA VISITORS GUIDES
DISTRIBUTED = 229,060**

MARKETING AND COMMUNICATIONS

SOCIAL MEDIA

Visit Omaha's social media network consists 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. The goal is to share organic and visual content that inspires engagement and visitation. This year, with extra emphasis on in-house video creation, the team grew the social media audience by 7.7%.



120,473 Facebook fans (3.4% increase)

19,443 Twitter followers (6.8% increase)

16,335 Instagram followers (45.9% increase)

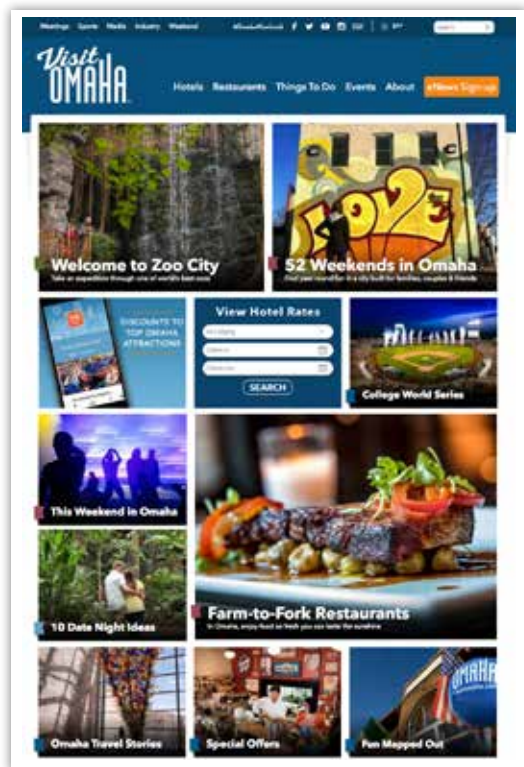
302 Pinterest followers (1% increase)

1,127 LinkedIn followers (77.5% increase)

WEBSITE

VisitOmaha.com

Fresh new content and functionality make VisitOmaha.com a premiere tool for visitors planning an Omaha getaway. In 2018, there was a 4% decline in the number of website sessions mainly due to the fact that there was no solar eclipse. In 2017, the once-in-a-lifetime event created a spike in website sessions as thousands utilized the VisitOmaha.com website to plan their trip. Nebraska was in the path of totality, and many visitors stayed in Omaha to see it. Website sessions in 2018 were 7% higher than in 2016, a more comparable year.

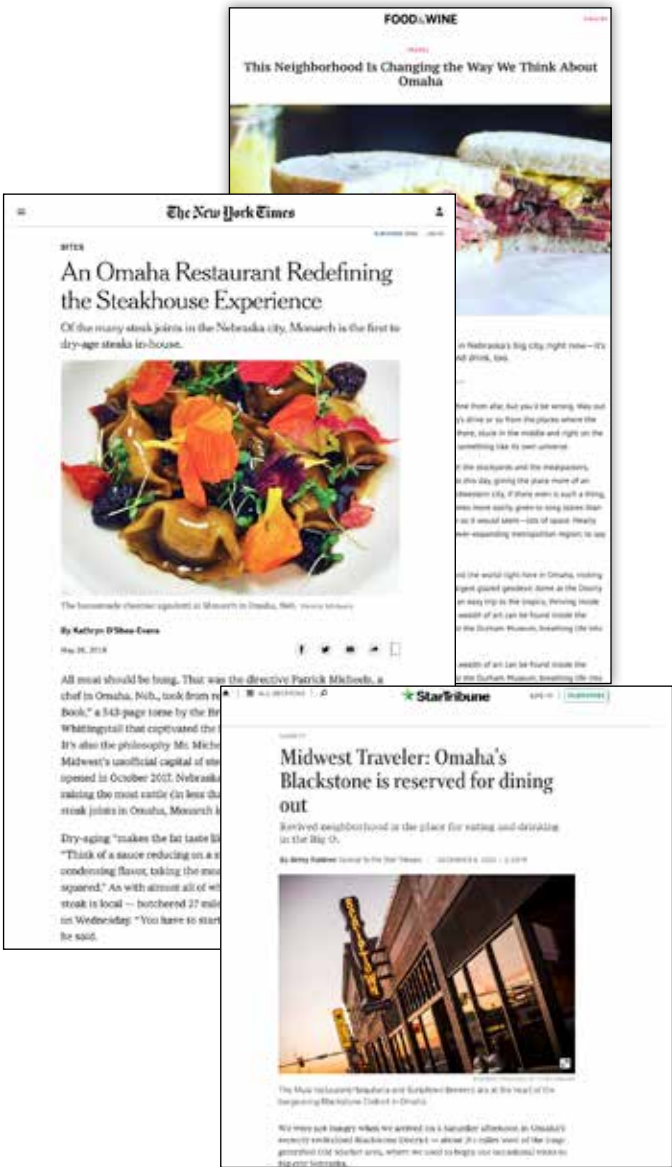


1,290,657 Website Sessions

104,447 Sessions from target markets (3% increase)

3,339,305 Page views

PUBLIC RELATIONS



Media Visits

In 2018, Visit Omaha hosted 32 media visits that included bloggers, travel writers, and managing editors representing print and online publications. They spent time eating in our restaurants, visiting our attractions and staying in our hotels. Sarah Kuta, an award-winning Colorado writer and editor, was one of the freelance writers who spent time in Omaha. The result was the Livability.com article, "Why Omaha, Nebraska Might Be the Best Place to Eat in America Right Now." The story was viewed 602,669 times, and according to the managing editor, it was the most popular story on the site for more than week. Due to the article's popularity Liviability.com is sending a writer to Omaha in 2019 to do a story on the city's cultural scene.

608 Earned media stories

328,101,986 Audience Reached

Foodie FAM Tour

Midwest bloggers from Ohio, Minnesota, Iowa and Missouri participated in Omaha's first Foodie FAM Tour. Visit Omaha arranged for the bloggers to visit restaurants, talk with chefs, participate in a day-long culinary tour, and take a pasta making class. During their time in Omaha, bloggers tweeted and posted on Instagram, when they got home each blogger shared more details of their Omaha experience on their websites to an audience of more than 357,000.

Tourism Partnerships

Special thanks to the 35 tourism partners who helped make the 2018 media visits possible. The hotel rooms, restaurant meals, and attraction admissions enabled each writer to enjoy, and then share their Omaha experience with their audience.



OMAHA VISITORS CENTER



In 2018, the three Omaha Visitor Centers continued taking a regional approach by offering visitors information about Omaha, Council Bluffs, Sarpy County and surrounding areas. This strategy provided visitors with an opportunity to enhance their Omaha experience while supporting our surrounding communities and states.

Visit Omaha operates three visitor information centers. The main Omaha Visitors Center is located downtown at 1001 Farnam Street. In 2018, this main center underwent a remodel to better utilize the available space and create a more welcoming atmosphere for visitors. Two additional information kiosks are located in the north and south terminals of Omaha's airport.

Volunteer ambassadors staff all three locations and provide concierge service to visitors. Video displays, brochures, maps and a photo booth at the downtown location provide visitors with information and tips on how to enjoy the city.

42,588 Visitors welcomed

72 Volunteer Ambassadors



OMA TOURISM AWARDS



Omaha Metropolitan Area **TOURISM AWARDS**

3 COUNTIES · 2 STATES · 1 DESTINATION

Visit Omaha, Sarpy County Tourism and the Council Bluffs Convention and Visitors Bureau partnered to present the 2nd Annual Omaha Metropolitan Area (OMA) Tourism Awards on May 9, 2018 at the Beardmore Event Center in Bellevue. A total of 281 people attended to celebrate front line employees and volunteers who go above and beyond to make the Omaha metro area a great tourism destination. The goal of the OMA Tourism Awards is to highlight the enormous contribution tourism and tourism employees make to the metro area.

Local attractions, hotels, restaurants and retail shops submitted 68 nominations for the eight awards honoring the best of the best in customer service and operations. In 2018, the "Tourism Hero of the Year" award was introduced. The first recipient was Jack Diesing, Jr. Diesing's impact on the tourism industry is evident through his many years of service in his role as President of College World Series, Inc. and as Chairman of the Greater Omaha Chamber Sports Council, to name a few.

Our thanks to the 2018 sponsors which included the Metropolitan Hospitality Association (MHA), Omaha Publications, and Kinseth Hospitality.

**The 3rd Annual OMA Tourism Awards is scheduled for May 8, 2019
at the Mid-America Center in Council Bluffs, Iowa.**

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



Keith Backsen, CDME
EXECUTIVE DIRECTOR / PRESIDENT



Dean Miller
VICE PRESIDENT OF OPERATIONS



Jodie Jordon
ACCOUNTING CLERK



Cindy Brickey
EXECUTIVE ASSISTANT

Visitors Center



Michele Hayes, PHR, SHRM-CP
VISITOR SERVICES MANAGER

Marketing and Communications



Deborah Ward
*VICE PRESIDENT OF MARKETING
& COMMUNICATIONS*



Jasmyn Goodwin
DIRECTOR OF MARKETING & CONTENT



Tracie McPherson, APR
DIRECTOR OF COMMUNICATIONS



Erin O'Brien
SOCIAL MEDIA MANAGER



Amy Cunningham
GRAPHIC DESIGNER



Lynn Mace
MARKETING COORDINATOR

Meeting, Sports and Event Sales



Cathy Keller
VICE PRESIDENT OF SALES & SERVICES



Mark Rath, CSEE
DIRECTOR OF SALES



Matt Heck
NATIONAL SALES MANAGER



Lindsey Holmes
NATIONAL SALES MANAGER



Mattie Scheeter, CMP
NATIONAL SALES MANAGER



Jessica Weishahn
TOURISM SALES MANAGER



Sue Chevalier
RESEARCH ANALYST



Kristin Beglin
NATIONAL SALES COORDINATOR



Anabella G. Coenen
SALES AND MARKETING COORDINATOR

Meeting, Sports and Event Services



Erin Brungardt
DIRECTOR OF SERVICES

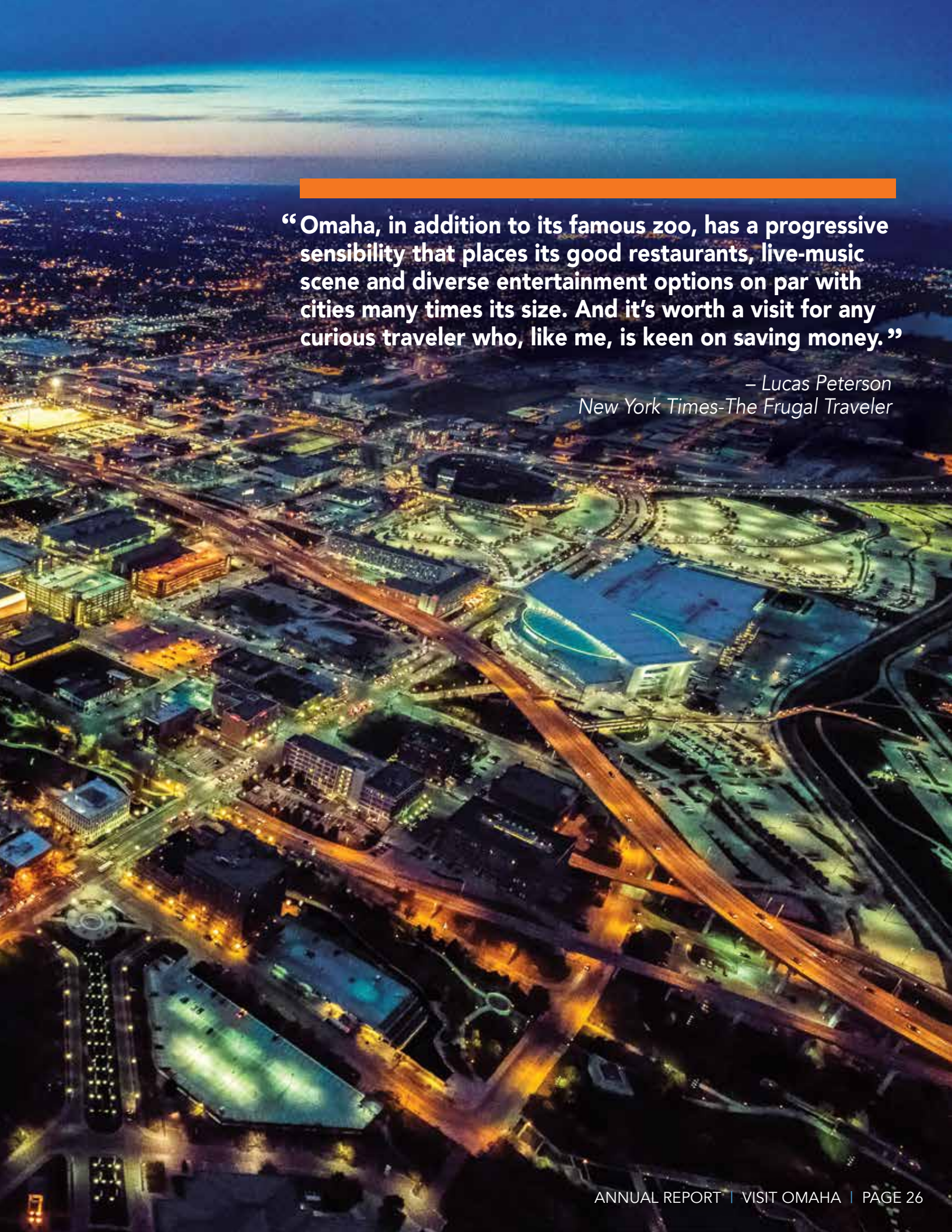


Melanie Hegwood
SERVICES & HOUSING MANAGER



Maddie Miller
SERVICES COORDINATOR





“Omaha, in addition to its famous zoo, has a progressive sensibility that places its good restaurants, live-music scene and diverse entertainment options on par with cities many times its size. And it’s worth a visit for any curious traveler who, like me, is keen on saving money.”

– Lucas Peterson
New York Times-The Frugal Traveler



Visit Omaha
1620 Dodge Street
Suite 1900
Omaha, NE 68102

Phone: 402.444.4660
Toll Free: 866.937.6624