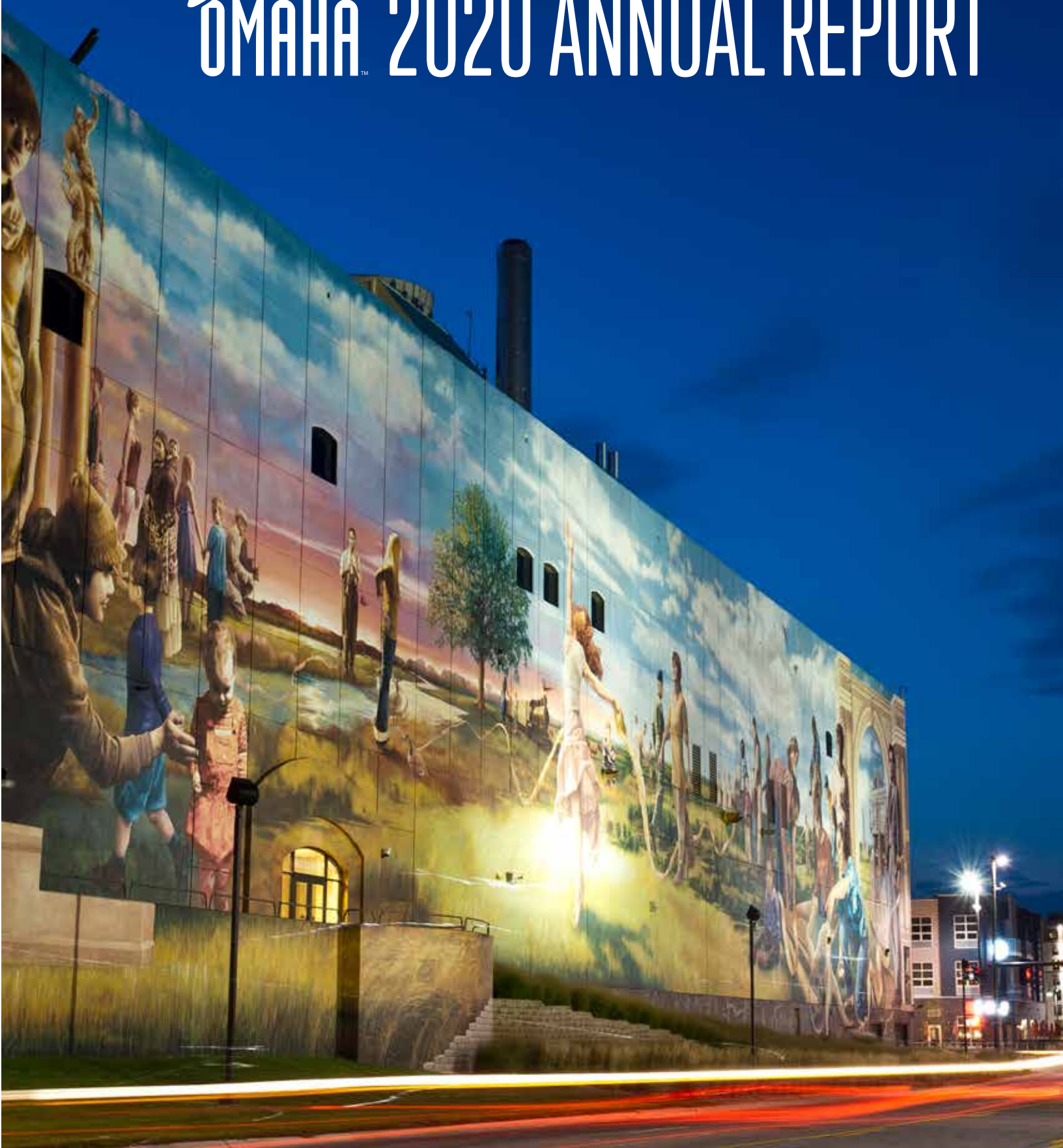


Visit OMAHA 2020 ANNUAL REPORT



ORGANIZATION DESCRIPTION

Visit Omaha is the metropolitan area’s tourism expert and a major contributor to the local economy, supporting job creation and new product development that enhances Omaha’s appeal to visitors.

MISSION

To stimulate economic growth by promoting and developing Omaha as an appealing tourism destination.

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



EXECUTIVE SUMMARY

The best part of 2020? It is over! It was supposed to be a banner year. It was not.

Everyone now has a clear understanding of what happens when tourism in our city disappears. How many friends, family, and neighbors who depend on tourism, lost their livelihoods.

As an industry, we repeatedly tout our impact to the community, but in 2020, people felt it ... really felt it.

When we lose something valuable, we tend to appreciate it more. So maybe we should thank 2020 for lessons learned, knowing that it is a lot easier to appreciate those lessons once you have survived them.

Deborah Ward | Interim Executive Director | Visit Omaha



VISIT OMAHA BRAND: THIS IS WHO WE ARE AS AN ORGANIZATION.

<h3>RELEVANT</h3> <p>We are committed to being consistent, accountable, transparent, perseverant, and dedicated to excellence.</p> <p>ORGANIZATION:</p> <ul style="list-style-type: none">As an organization, we want to provide a valuable service to our partners and our community.When an organization is valued, it is supported. <p>STAFF:</p> <ul style="list-style-type: none">We want employees to know their contribution is valuable, and that their efforts contribute to the success of our organization.When employees feel valued and empowered, they are more productive, more invested, and happier.	<h3>INNOVATIVE</h3> <p>We are committed to being creative, pioneering, collaborative, and problem solving.</p> <p>ORGANIZATION:</p> <ul style="list-style-type: none">As an organization, we want to be creative and collaborative.When an organization is innovative in its approach, it stands out. <p>STAFF:</p> <ul style="list-style-type: none">We want each staff member to feel empowered to use their individual strengths to problem solve in unconventional ways.When employees are able to innovate, they feel more invested in outcomes.	<h3>GRATEFUL</h3> <p>We are committed to being appreciative of both the big and small contributions that make our industry and our organization valuable to our community.</p> <p>ORGANIZATION:</p> <ul style="list-style-type: none">As an organization, we are grateful for our partners who provide us a product to promote, grateful for a community that supports our efforts, and grateful that our industry contributes more than \$2 billion to our local community and supports jobs for 17,860 of our friends, family and neighbors.When an organization is grateful, it is respected and admired. <p>STAFF:</p> <ul style="list-style-type: none">We want each staff member to feel grateful for the efforts of their coworkers and be appreciative of each other's diverse strengths.When employees are grateful, it strengthens relationships, improves psychological and physical health, enhances empathy, and improves self esteem.
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COVID-19 IMPACT ON OMAHA TOURISM - 2020



OVERNIGHT VISITATION

2019 = 5,754,887
2020 = 3,629,515

-37%

NUMBER OF MEETINGS/EVENTS

2019 = 258
2020 = 50

-81%



MEETING & EVENT ATTENDEES

2019 = 220,170
2020 = 27,323

-88%



MEETING/EVENT BUSINESS LOST DUE TO COVID-19

2020: # OF EVENTS = 134
OF ATTENDEES = 174,125
ECONOMIC IMPACT = \$256,080,543



HOTEL REVENUE

-51%

2019 = \$219,155,966
2020 = \$106,220,382



ECONOMIC IMPACT OF MEETINGS/EVENTS

2019 = \$121,657,488
2020 = \$ 32,997,450



-73%

RESTAURANT TAX REVENUE

2019 = \$34,290,103
2020 = \$26,415,430



-23%

* CITY OF OMAHA TAX DATA

ADMINISTRATION AND FINANCE

LODGING TAX

The majority of Visit Omaha's funding comes from hotel tax paid by visitors. Visitors pay 18.16% tax every time they stay in an Omaha/Douglas County hotel – some designated entertainment districts have a higher hotel tax. Visit Omaha receives 2.5% of that hotel tax revenue to fund its operation.

In 2020, Visit Omaha received \$2,634,171 in hotel tax, a 45% decrease over the prior year.

DESTINATION MARKETING CORPORATION

Visit Omaha manages the Destination Marketing Corporation (DMC), a 501 (c) 6 non-profit organization that allows Visit Omaha to pay incentives to meeting, sports and event groups that have selected Omaha as the location for their event. The DMC paid \$89,810 in incentives to five groups that held their events in Omaha in 2020. The economic impact of those five groups was \$17,855,975.

For every \$1 the DMC expended in 2020, \$198.81 was spent by these groups in the Omaha community.

COVID BUDGET MANAGEMENT

Thanks to financial assurances from Omaha Mayor Jean Stothert, Visit Omaha was able to avoid layoffs and maintain a full staff approach to mitigating the impact of COVID cancellations. The Visit Omaha staff was able to reschedule and secure \$96 million in meeting and event business for future years, create a small recovery marketing campaign, and maintain full operations.

Visit Omaha utilized STR forecast data to project and evaluate revenue losses, and adjust programming on a monthly basis. Six budgeted positions remained unfilled in 2020, the city's general fund contribution remained stable, which helped Visit Omaha withstand a 45% reduction in hotel tax revenue to end the year with a \$326,332 surplus. The surplus will aid in projected 2021 revenue shortfalls.

COVID RELIEF - STABILIZATION GRANTS

Visit Omaha worked with the Nebraska Department of Economic Development in developing the Hotels and Convention Centers Stabilization Program, and the Event Centers and Arenas Stabilization Program. The programs provided economic assistance to Douglas County hotels and facilities hit hardest by the pandemic.

COVID TRACKING/DASHBOARDS

Visit Omaha worked with Simpleview, the department's CRM and analytics partner, to create COVID Dashboards. The dashboards track lost and canceled leads, room nights, attendees and revenue. Visit Omaha also worked with STR to provide forecasting data and ongoing occupancy, demand, and revenue statistics. This information was vital in telling the organization's story and keeping partners updated.

REMOTE TECHNOLOGY IMPROVEMENTS

Prior to the pandemic, Visit Omaha created 19 remote work stations, which allowed staff instant access to all in-office technology from anywhere in the country. That proved invaluable when COVID hit. The entire staff was able to transition seamlessly to a work-from-home environment and remain productive and safe throughout the pandemic.

STAFF CERTIFICATIONS

Visit Omaha employees were given the opportunity to increase their knowledge of the department's CRM and CMS systems through the certification hub, Brainery. It offers online instruction, courses, quizzes and exams aimed at strengthening skill sets within the different CRM and CMS modules. In 2020, Visit Omaha employees earned 19 different certifications.

GALLUP CLIFTONSTRENGTHS

In the first quarter of 2020, Visit Omaha staff took part in Gallup's CliftonStrengths Program. Staff completed an online assessment and participated in an intense half-day seminar to uncover their individual strengths. Each employee has ongoing access to the CliftonStrengths portal that provides guidance, tutorials, and tips to help build upon their unique talents. The goal of this program is to devote more time to developing employee strengths than improving their shortcomings.

CITY OF OMAHA BUDGET FOR VISIT OMAHA

	Budgeted	Actual
Douglas County Lodging Tax (2%)	\$3,982,452	\$2,230,593
City of Omaha Occupation Tax (.5%)	\$826,664	\$403,578
City of Omaha	\$1,600,000	\$1,600,000
OCVB Private Funds	\$177,500	\$107,787
Total Operating Budget	\$6,586,616	\$4,341,958
Destination Marketing Corporation	\$571,811	\$550,978
Total with Corporation	\$7,158,427	\$4,892,936

2020 EXPENSES BY DEPARTMENT

	Budgeted	Actual
Convention Sales & Services	\$2,348,040	\$1,513,967
Marketing & Communications	\$2,390,955	\$1,009,769
Visitor Services	\$271,204	\$159,137
Administration	\$1,547,212	\$1,332,753
Total Operating Budget	\$6,557,411	\$4,015,626
Destination Marketing Corporation	\$571,811	\$332,745
Total with Corporation	\$7,129,222	\$4,348,371

MEETING, SPORTS AND EVENT SALES

In 2020, the sales team issued 247 qualified meeting and event opportunities to industry partners. Those leads represented 288,444 hotel room nights with a potential economic impact of \$376 million. The team secured 84 definite meeting and events groups, representing 90,376 hotel room nights with an economic impact of more than \$96 million. This does not include the \$79 million in economic impact from the 2020 U.S. Olympic Swim Trials, which moved to 2021 due to the pandemic. Of the definite bookings, 34% was new business for Omaha. Citywide business made up 47% of the bookings, single property business 33%, and multiple property business made up 20%.

COVID-19 IMPACT

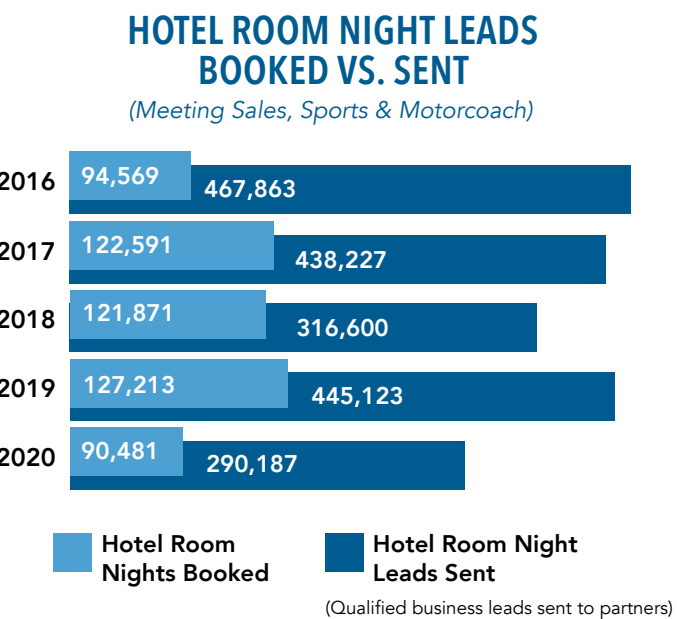
In 2020, the pandemic caused the cancellation of 134 meetings and events which resulted in over \$256 million in losses for the city. The cancellations included both citywide and single property business. The Visit Omaha sales team, working with our partners, successfully rebooked 24 groups representing more than 42,000 hotel room nights and over \$96 million in economic impact. The majority of the canceled business moved to future years:

2020	1 event	1,740 hotel rooms
2021	12 events	30,233 hotel rooms
2022	5 events	3,702 hotel rooms
2023	6 events	6,701 hotel rooms

COVID-19 RECOVERY

To drive demand into the market, Visit Omaha created a COVID-19 cash incentive for short term business. The incentive enticed four groups to choose Omaha for their 2020 events, generating \$5.8 million for the local economy.

Visit Omaha launched a six month call campaign to over 3,400 regional and national organizations attempting to drive short term business into Omaha. The campaign resulted in 45 prospects and 56 organizations requesting additional information about Omaha.



MEETING SALES (EXCLUDES MOTORCOACH)



2020 ASAE Virtual Booth

VIRTUAL EVENTS

Due to the pandemic, Visit Omaha's sales team had to move all outreach efforts to virtual platforms. During the latter half of the year, the team hosted four events targeting city-wide planners in Washington, D.C. and Chicago. Event topics included: "How will Events and Destination Partnerships Change Coming out of COVID 19?"; "Face2Face – When, Where and What Meetings Will Look Like"; and joint virtual events with Madison, Wisconsin and Birmingham, Alabama called, "3 Courses, 3 Cities" and "Enhanced Value and Wellness." In total, more than 150 executive directors and planners attended these events.

MOTORCOACH AND MILITARY REUNION HIGHLIGHTS

In January, Omaha hosted the American Bus Association Marketplace, showcasing Omaha as a group tour destination to more than 750 motorcoach operators. This opportunity allowed the team to meet directly with 35 group tour leaders from across the country.

Omaha was featured on The Military Reunion Network radio show and blog. Visit Omaha also participated on a virtual event panel for Military Reunion Radio network members.



2020 TRADESHOWS AND EVENTS		
Dates	Location	Organization
January 5-8	San Francisco, CA	PCMA Convening Leaders
January 11-14	Omaha, NE	ABA Marketplace
February 4	Washington, DC	DI - Destination Showcase
February 9-12	Tucson, AZ	CESSE - CEO Meeting
February 24-28	Independence, MO	Heritage Club Peer Group
March 1-3	Salt Lake City, UT	ASAE - Great Ideas
March 11	Chicago, IL	Assoc Forum: Women's Leadership
August 8-11	Virtual Show	ASAE Annual Meeting
September 30	Virtual Show	ASAE Summit Awards
December 15	Virtual Show	CONNECT-Cyber
December 16	Virtual Show	Holiday Showcase



American Bus Association Marketplace - Omaha, NE

SALES EVENTS

In the first quarter, Visit Omaha hosted three planner-focused events - two in Washington, D.C. and one in Chicago. The team promoted the city while showcasing the new riverfront development and new hotels coming into the market.

SPORTS HIGHLIGHTS

The Visit Omaha team booked more than \$71 million in sports business for the city (which does not reflect the rebooking of the 2020 U.S. Olympic Swim Trials).

- Events include:**
- National Collegiate Hockey Conference bubble, which represented over \$3 million in economic impact and brought in eight teams that stayed for 21 days.
 - USA Wrestling U23 Nationals and United World Wrestling Junior Nationals, which represented \$1.1 million in economic impact and brought in 1,266 wrestlers and 312 coaches.
 - USA BMX MidAmerica Nationals, which brought in 719 athletes from 34 states. This was a first time event for Omaha.
 - Northern Lights Junior Volleyball Qualifier for January 2021. Due to COVID restrictions in Minneapolis, the tournament was relocated to Omaha.

2020 STR

OCCUPANCY (%)	
2020	37.5
PERCENT CHANGE	-36%
SUPPLY	
2020	3,453,639
PERCENT CHANGE	-1.4%
DEMAND	
2020	1,294,868
PERCENT CHANGE	-36.9%
REVENUE	
2020	106,220,382
PERCENT CHANGE	-51.5%

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

PARTNERSHIPS

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



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



The partnership with the Professional Convention Management Association provides increased access to more than 7,000 meeting planner members.



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, EVENT SERVICES & HOUSING



American Bus Association Marketplace - Omaha, NE

In 2020, the Visit Omaha services team provided assistance to 50 meeting and event groups who spent more than \$33 million in our city.

The services team hosted the American Bus Association (ABA) Marketplace 2020, which brought in 3,500 attendees including group tour leaders and tourism partners from around the country. Visit Omaha worked to highlight the city as a group tour destination, which entailed creating a committee of 20 volunteers to assist in planning and executing tours, transportation, dining events, and Visit Omaha's opening celebration at The Durham Museum. The committees included Omaha partners from across the city, state and region looking to promote their destinations and businesses to the group tour market.

American Bus Association Event Highlights

- Visit Omaha's Rollin' '20s opening celebration with more than 2,500 attendees dressed in '20s attire.
- A total of 550 attendees participated in ten local sightseeing tours, and experienced Omaha's unique attraction and dining scene.
- Local non-profit Scatter Joy Acres received a \$14,000 donation through ABA's give back program, a generous program created by ABA to support the local community.

The last conference hosted prior to the pandemic was the North American Wildlife and Natural Resources Conference. Omaha also hosted annual sporting events such as Nebraska Elite Volleyball Asics Presidents' Day Classic, Nebraska School Activities Association Annual High School Wrestling Championships, Midwest Basketball Showcase, and Recruit Look Hoops.

Visit Omaha's services team provided housing for American Bus Association Marketplace, Recruit Look Hoops, and USA Wrestling U23 Nationals and United World Wrestling Junior Nationals. With the postponement of the 2020 U.S. Olympic Swim Trials, the services team worked quickly to cancel all reservations and help athletes, coaches and fans secure new accommodations for the 2021 dates.



American Bus Association Marketplace - Omaha, NE



Downtown Omaha Visitors Center - 306 S. 10th Street



Airport Visitor Kiosk

VISITOR INFORMATION

Visit Omaha operates three visitor information centers and manages 72 volunteer ambassadors who staff the centers. The main Omaha Visitors Center is located downtown at 306 S. 10th Street, and the two visitor information kiosks are at Omaha's airport – one in the north terminal and one in the south.

In partnership with the Council Bluffs Convention & Visitors Bureau and Sarpy County Tourism, Visit Omaha oversees the two airport information kiosks. These Kiosks provide regional information on video monitors and print materials featuring three communities and two states. Members of the Omaha Golden K – Kiwanis staff the airport kiosks.

Due to the pandemic and health protocols, the traditional Visitor Center experience was transformed to keep both the visitors and volunteer ambassadors protected, while still providing travelers with information. A "virtual visitors center" was launched on VisitOmaha.com along with a 24/7 slide-in widget that offered visitor information via phone and email. An outdoor Visitors Guide display was placed so those walking by the downtown location could pick up a travel guide. In late July, the downtown Visitors Center started offering curbside service for visitors. At the airport information kiosks, brochures and guides were kept fully stocked for travelers and monitors kept travelers aware of attractions in the Omaha Metro area. In September, the Visitors Center created a vestibule for visitors to enter to receive information thus creating a safe environment for limited contact. Visit Omaha logoed masks were given away at no cost to visitors.

2,592 WELCOMED AT DOWNTOWN VISITOR CENTER

2,814 WELCOMED AT AIRPORT VISITOR KIOSK

1,188 PARTNER REFERRALS

72 VOLUNTEER AMBASSADORS

MARKETING AND COMMUNICATIONS

In 2020, Visit Omaha developed a robust multi-media advertising campaign that built upon the major events coming into the city. Three months into the year, the world changed, and like many tourism organizations, Visit Omaha had to change along with it. The focus shifted from promoting Omaha to out-of-towners as a tourism destination to supporting a local community struggling through a pandemic, civil unrest, and political upheaval. Planned regional advertising campaigns were stopped. Omaha Restaurant Week, a ten day celebration of Omaha's dining community organized by Visit Omaha's marketing team, was canceled due to the city's ongoing struggles with COVID-19; as a result, Visit Omaha ramped up social media efforts to promote carry-out and delivery options. The year started with increased efforts to promote Omaha to regional travelers and ended with Visit Omaha turning its attention and support to local businesses struggling to survive.

INTERMISSION VIDEO

As the pandemic's devastating impact on the local tourism industry became clear, Visit Omaha developed a message of hope for the more than 18,000 local residents who depend on tourism for their livelihoods. The "Omaha Intermission" video was created to inspire the community to remain strong and supportive through the uncertainty. The video was shared on Visit Omaha's social media network and by local media.



If reading digitally, click on the image to view the Intermission video.

29,012 VIDEO VIEWS
2,166* TOTAL ENGAGEMENTS
*includes clicks, likes and shares



VISITOMAHA.COM

Visit Omaha's website became an information hub for locals and out-of-towners looking for updates on COVID's impact on the city. Slide-in widgets were featured throughout the site to quickly alert users to restaurant dine-in options, visitor center updates, and updates for meeting planners. The Health and Sanitation Transparency Partnership helped highlight the health initiatives implemented by local tourism partners. While browsing VisitOmaha.com, users saw the new Health and Sanitation Transparency seal letting them know what precautions businesses took to keep guests safe. The Omaha COVID-19 page was created and featured on every page of VisitOmaha.com. The page listed current COVID case numbers, FAQs, and links to the state and county health departments.

687,283 WEBSITE SESSIONS
(-50% decrease)
130,404 SESSIONS FROM TARGET MARKETS
(-2% decrease)
245,291 PAGEVIEWS FROM TARGET MARKETS
(-15% decrease)
17,394 GDPR COMPLIANT DATABASE (114% increase)

COVID WEBPAGE

37,392 PAGEVIEWS
3:39 TIME ON SITE

COVID TSI

The Tourism Sentiment Index (TSI) is a tool that monitors sentiment by tracking online conversations about Omaha in real time. It provides Visit Omaha with information needed to adjust advertising or social media based on what people are saying about Omaha. TSI includes the COVID Sentiment Index, which measures online conversation about Omaha as it relates to COVID. All cities receive a score between -100 (all online conversations are negative) to +100 (all online conversations are positive). All cities scored poorly, as most online conversations about COVID are categorized as "fearful," "scared," or "angry." In 2020, Omaha's COVID Sentiment Index score was 1. Negative conversations about COVID's impact on the community were outweighed by positive comments surrounding the University of Nebraska Medical Center's work during the pandemic.



If reading digitally, click on the image to view the video.

TOURISM RESOURCE PAGE

As tourism businesses shut down, Visit Omaha began sending regular outreach messages to all tourism partners with national COVID-19 updates, recovery funding availability, tourism announcements, and national travel sentiment research from industry leaders. However, a top priority was providing support to the small businesses and tourism workers furloughed or laid off as a result of the pandemic. The Omaha Tourism Resource Page provided information on a variety of government and private assistance available and included links to Food Bank for the Heartland, Coronavirus Relief Funding Programs, job fairs, and more.

RECOVERY CAMPAIGN

In the fall of 2020, COVID cases subsided and regional traveler sentiment increased, providing Visit Omaha an opportunity to create a small eight-week recovery campaign targeting Kansas City, Des Moines and Sioux Falls. The campaign featured two commercials appearing on digital platforms including social media and streaming television applications such as YouTube TV, Hulu, and Roku. The new commercials encouraged potential visitors to take back the weekend in a city that has put in work to make visitors feel comfortable. The \$43,000 investment resulted in \$1 million worth of spending by visitors. For every \$1 spent advertising, visitors spent \$23 in our community.



VISITORS GUIDE

Visit Omaha creates and distributes the official Omaha Visitors Guide annually. The magazine features beautiful photography and helpful information aimed at inspiring readers to visit Omaha and its local attractions, events, restaurants and hotels. In 2020, overall visitor guide distribution was understandably down; however, online requests were up 31% as quarantiners craved inspirational travel material.

11,743 REQUESTED ONLINE OR BY PHONE
11,712 DISTRIBUTED THROUGH BROCHURE VIEWS
5,335 DISTRIBUTED THROUGH VISITOR SERVICES
28,784 TOTAL GUIDES DISTRIBUTED

MARKETING AND COMMUNICATIONS



OMAHA SAVINGS PACK

The Omaha Savings Pack is a partnership between Visit Omaha and 10 Omaha area attractions providing exclusive discounts to out-of-town visitors as an incentive to visit. The pack is promoted in target markets utilizing radio, digital, and social media advertising. However, the pandemic caused many participating attractions to close, and on March 16, 2020, the Omaha Savings Pack was temporarily shut down. Once attractions reopened, the pack was retooled to accommodate timed-ticketing and became available again to the public on November 16. The below statistics account for when the pack was operational.

2020 Savings Pack Partners: Omaha's Henry Doorly Zoo & 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, The Amazing Pizza Machine, and TreeRush Adventures at Fontenelle Forest

671	DOWNLOADS
134	REDEMPTIONS
44	NUMBER OF STATES
Top Redemption States: Kansas, Iowa, Missouri, South Dakota, Minnesota	



2020 Penny Pack Partners: Benson Brewery, Brickway Brewing 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.

OMAHA CRAFT BREW PENNY PACK

The Omaha Craft Brew Penny Pack is a partnership between Visit Omaha and 12 Omaha area craft breweries providing buy-one-get-one for a penny discounts to out-of-town visitors as an enticement to visit Omaha. The pack is promoted to craft brew lovers in target markets utilizing radio, digital and social media advertising. However, on March 16, 2020, the Penny Pack had to temporarily shut down due to the pandemic. On November 16, the Penny Pack was available again. The below statistics account for when the pack was operational.

1,144	DOWNLOADS
654	REDEMPTIONS
44	NUMBER OF STATES
Top Redemption States: Minnesota, Nebraska, Iowa, Missouri, Kansas	

PUBLIC RELATIONS

For most of 2020, all outreach efforts focused on providing information to a local audience while supporting local businesses. The "Welcome to the Weekend" television segment is produced in partnership with KETV and features Visit Omaha representatives offering ideas and suggestions on fun weekend activities. The overall goal is to get locals thinking of Omaha as a fun destination while supporting local attractions and events. Due to COVID, the segment was suspended in March and re-launched in September via Zoom, providing viewers with the latest information on events and health protocols so they could feel comfortable visiting local attractions again.

"Now Serving Omaha" is another KETV partnership focused on promoting local restaurants. In its original format, the segment featured a Visit Omaha representative showcasing food in the KETV studio. Due to COVID, the segment was suspended in March and reworked to follow social distancing protocols for a September relaunch, with a new more engaging focus. In the new approach, Visit Omaha filmed on location at restaurants while KETV anchors utilized Zoom to interview restaurant owners and chefs. This provided a more visually appealing television segment and added to the promotional value of the segment.

WELCOME TO THE WEEKEND		NOW SERVING OMAHA	
2,913,416	REACH	3,701,330	REACH
\$28,180	AD VALUE	\$13,411	AD VALUE
\$84,542	PR VALUE	\$40,235	PR VALUE

SOCIAL MEDIA

Visit Omaha's social media network includes Facebook, Instagram, Twitter, Pinterest, YouTube and LinkedIn. The Visit Omaha team also manages social media for Bob T. Bridge and Omaha Restaurant Week.

Social media took center stage in 2020 and became the primary method of promotion for Visit Omaha. With the #OmahaIntermission campaign, posts focused on content to comfort and inspire during an unprecedented time. This careful approach, along with a continued emphasis on in-house content creation, helped lead to a 5% increase in our social media audience.

174,751	TOTAL FOLLOWERS
(5% increase)	
121,799	FACEBOOK FOLLOWERS
(5% increase)	
21,273	TWITTER FOLLOWERS
(2.69% increase)	
29,178	INSTAGRAM FOLLOWERS
(32.4% increase)	
613	YOUTUBE FOLLOWERS
(7.92% increase)	

BOB AND OMAR



OMAR the Troll at the Bob Kerrey Pedestrian Bridge

In 2020, Bob the Bridge and OMAR the Troll became popular attractions, offering outdoor, socially-distanced entertainment options. OMAR the Troll expanded with the addition of his walking stick, which includes an interactive story feature to help shed light on the troll's mysterious past. The new OMAR walking stick sculpture, located near OMAR's hut, includes special signage with the link OMARtheTroll.com. Visitors can use their mobile phones to access the link and view a colorful and sound-filled story featuring OMAR through the years. The journey follows OMAR from birth as a blue raindrop falling from the sky, through his teenage years, 20s and 30s, until he finally arrives at a place to call home ... all while carrying his trusty walking stick. OMAR's walking stick and story received a Gold Addy Award at the 2021 Nebraska American Advertising Awards.

3,582	SOCIAL MEDIA FOLLOWERS
37,698	BOB VIDEO VIEWS
33,882	OMAR VIDEO VIEWS
3,845	OMAR PAGEVIEWS
38	BOOKS PURCHASED

VISIT OMAHA STAFF

ADMINISTRATION



Deborah Ward
INTERIM EXECUTIVE DIRECTOR / PRESIDENT



Dean Miller
VICE PRESIDENT OF OPERATIONS



Jodie Jordon
ACCOUNTING CLERK



Cindy Brickey
EXECUTIVE ASSISTANT

VISITORS CENTER



Michele Hayes, PHR, SHRM-CP
DIRECTOR OF VISITOR SERVICES

MARKETING AND COMMUNICATIONS



Jasmyrn Goodwin
INTERIM VICE PRESIDENT OF MARKETING & COMMUNICATIONS



Erin O'Brien
SOCIAL MEDIA MANAGER



Amy Cunningham
GRAPHIC DESIGNER



Lynn Mace
MARKETING COORDINATOR

MEETING, SPORTS AND EVENT SERVICES



Erin Brungardt
DIRECTOR OF CONVENTION SERVICES



Maddie Meyer
CONVENTION SERVICES AND HOUSING MANAGER

MEETING, SPORTS AND EVENT SALES



Cathy Keller
VICE PRESIDENT OF SALES & SERVICES



Mark Rath, CSEE
DIRECTOR OF SALES



Matt Heck
NATIONAL SALES MANAGER



Mattie Scheeter, CMP
NATIONAL SALES MANAGER



Jessica Settje
TOURISM SALES MANAGER



Sue Chevalier
RESEARCH ANALYST



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OMAHA TOURISM BRINGS FAMILIES
CLOSER TOGETHER AND HELPS
NEIGHBORHOODS GROW.





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