

Visit OMAHA 2021 ANNUAL REPORT



MISSION

To stimulate economic growth for our community by increasing visitation.

ORGANIZATION DESCRIPTION

Visit Omaha creates sustainable visitor demand for the community through: meeting, event, sport and leisure marketing; collaborative relationships; broad industry experience; and unprecedented product knowledge. Visit Omaha's efforts result in economic growth and job creation for our community.



EXECUTIVE SUMMARY



Deborah Ward
Executive Director
Visit Omaha

"Who knew 2020 would be a trilogy." — A meme from social media that perfectly encapsulates what our industry, and likely everyone on the planet, was feeling in 2021.

2021 was supposed to be a recovery year, and it was. However, recovery had its own twists and turns. The anticipated vaccine rollout with its two-dose regimen had a sequel booster shot. The COVID-19 mutations, Delta and Omicron, each brought new questions: Do we meet? Do we mask? Do we cancel? Do we travel? For the tourism industry, health protocols followed by staff shortages and increased costs added even more layers to the pandemic challenges of 2021.

But as the virus gets weaker, we get stronger. As you will read in this report, sporting events, pent-up demand, an unwavering sales effort, and creative advertising and promotional strategies paid off.

In many respects, 2021 felt like a never-ending road trip with that nagging question coming from the backseat — are we there yet? With 2022 now at the wheel, we can hear the answer — be patient, we are almost there.

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

RELEVANT

We are committed to being consistent, accountable, transparent, perseverant, and dedicated to excellence.

ORGANIZATION:

- As an organization, we want to provide a valuable service to our partners and our community.
- When an organization is valued, it is supported.

STAFF:

- 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.

INNOVATIVE

We are committed to being creative, pioneering, collaborative, and problem solving.

ORGANIZATION:

- As an organization, we want to be creative and collaborative.
- When an organization is innovative in its approach, it stands out.

STAFF:

- 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.

GRATEFUL

We are committed to being appreciative of both the big and small contributions that make our industry and our organization valuable to our community.

ORGANIZATION:

- 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.

STAFF:

- 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.

2021 TOURISM NUMBERS

NUMBER OF MEETINGS/EVENTS

2020 = 50
2021 = 127 **+154%**



2020 ECONOMIC IMPACT = \$ 33 MILLION
2021 ECONOMIC IMPACT = \$138 MILLION **+318%**



MEETING/EVENT BUSINESS LOST DUE TO COVID-19

2021: # OF EVENTS = 48
OF ATTENDEES = 34,657
ECONOMIC IMPACT = \$34,292,151



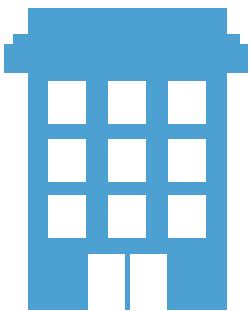
+54%

VISITOMAHA.COM WEBSITE SESSIONS

2020 = 867,941
2021 = 1,338,283

HOTEL REVENUE

+89%



2020 = \$106,220,382
2021 = \$201,180,856



SOCIAL MEDIA AUDIENCE

2020 = 174,751
2021 = 181,299

+4%



18,224 VISITORS

WELCOMED AT THE OMAHA VISITOR CENTER AND AIRPORT INFORMATION KIOSKS

ADMINISTRATION AND FINANCE

VISIT OMAHA BUDGET SURPLUS

As shown in the charts below, Visit Omaha revenue came in above projections and costs were lower than projected. In addition to the office space savings, six budgeted positions remained unfilled in 2021, and travel by the sales team was significantly reduced due to the impact of the pandemic. Visit Omaha ends 2021 with a \$1.2 million surplus. That surplus will be utilized in future years to help bring the organization's staffing and programming back to pre-pandemic levels.

CITY OF OMAHA BUDGET FOR VISIT OMAHA

	Budgeted	Actual
Douglas County Lodging Tax (2%)	\$3,353,467	\$3,749,012
City of Omaha Occupation Tax (.5%)	\$739,031	\$895,697
City of Omaha	\$1,800,000	\$1,800,000
OCVB Private Funds	\$201,898	\$93,188
Total Operating Budget	\$6,094,396	\$6,537,897

2021 EXPENSES BY DEPARTMENT

	Budgeted	Actual
Convention Sales & Services	\$2,376,190	\$1,691,395
Marketing & Communications	\$2,004,314	\$2,158,877
Visitor Services	\$263,674	\$146,163
Administration	\$1,450,218	\$1,272,976
Total Operating Budget	\$6,094,396	\$5,269,411

GALLUP CLIFTONSTRENGTHS

Visit Omaha stays committed to creating a work environment that focuses on individual employee strengths. As part of that commitment the organization, participates in Gallup's CliftonStrengths program, which offers employees ongoing guidance, tutorials and tips to help build upon their unique talents. In 2021, staff member Erin O'Brien was appointed to act as the official "Gallup Guru" to ensure employees stayed engaged with the program. O'Brien writes a monthly staff newsletter, Gallup Gram, which spotlights different strengths, highlights information on strength building, and provides inspiration. O'Brien also leads quarterly staff activities designed to increase understanding and appreciation of each staff member's strengths.

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. Considering the pandemic, Visit Omaha projected to earn \$4,092,498 in hotel tax revenue in 2021, a 55% increase over 2020. In actuality, thanks to youth sporting events, short-term bookings, and pent-up leisure demand, Visit Omaha received \$4,644,709 in hotel tax revenue, 13.5% more than projected, but still \$136,000 less than in 2019.

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 choose Omaha as the location for their event. The DMC paid \$122,725 in incentives to 12 groups that held their 2021 meetings and events in Omaha. The economic impact of those 12 groups totaled \$35,689,591, which means for every \$1 spent by the DMC in 2021, \$291 was spent by these 12 groups in the Omaha community.

RENT FOR RECOVERY

The rent for recovery initiative provided Visit Omaha an opportunity to support local tourism businesses challenged by the pandemic. Visit Omaha gave up its office space in 2021, saving approximately \$250,000 in rent. Using a portion of that savings, Visit Omaha rented conference space at local hotels, attractions and restaurants for its weekly staff meetings, providing income to support these businesses during recovery. In addition, this initiative allowed Visit Omaha staff to reengage with tourism partners after a year of upheaval and change. More than 50 local businesses signed up for the program and weekly Rent for Recovery meetings are scheduled through September 7, 2022.

MEETING, SPORTS AND EVENT SALES

In 2021, the sales team issued 250 qualified meeting and event opportunities to our industry partners. The leads represented 257,460 hotel room nights with a potential economic impact of over \$220 million. The team secured 114 definite meeting and event groups, representing 96,337 hotel room nights with an economic impact of more than \$95 million. Of the definite bookings, 34% was new business for Omaha. Citywide business made up 71% of the bookings, single property business 27%, and multiple property business made up 2%. In 2021, the team hosted 26 site visits into the city. After these visits, 11 organizations chose Omaha for their next meeting.

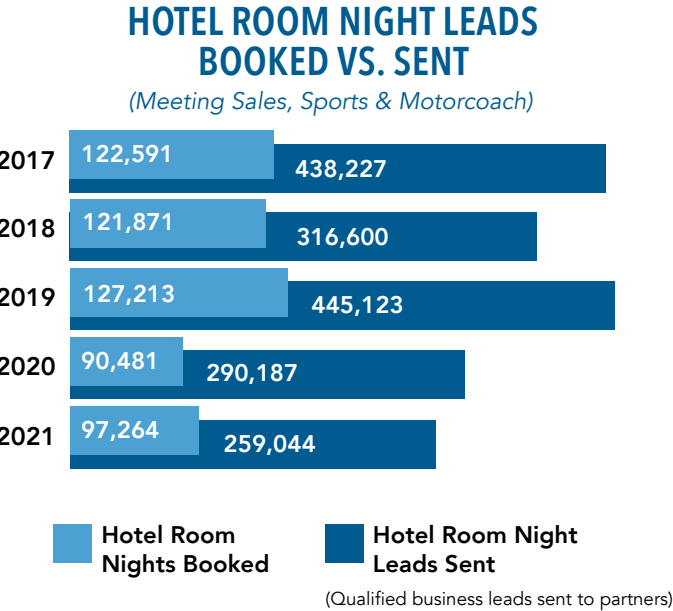
COVID-19 IMPACT

In 2021, there were 48 meetings and events that cancelled due to COVID-19, which resulted in over \$34 million in losses for the city. These cancellations included both citywide and single property business.

COVID-19 RECOVERY

To drive demand into the market, Visit Omaha extended the COVID-19 cash incentive for short-term business. The incentive enticed seven groups to choose Omaha for their 2021 events, generating \$26.3 million for the local economy.

Visit Omaha launched a three month call campaign to over 1,500 regional and national organizations attempting to drive short-term business into Omaha. The campaign resulted in 52 prospects and 46 organizations requesting additional information about Omaha.



MEETING SALES (EXCLUDES MOTORCOACH)



VIRTUAL EVENTS

Due to continued challenges presented by the pandemic, the Visit Omaha sales team conducted outreach on virtual platforms during the first half of the year. Two virtual events targeted Washington, D.C and Chicago planners with potential citywide business for Omaha. Events included an interactive Omaha trivia game for planners to learn more about the city, and a webinar with tips on floral arranging for events. An additional webinar targeting third party planners highlighted the Omaha Riverfront Development and the city's new hotel properties. A total of 76 attended these virtual events.

MOTORCOACH

In 2021, Visit Omaha participated virtually in the American Bus Association's Marketplace tradeshow and had over 54 appointments with group tour leaders. The team also participated virtually in Heritage Clubs International's Peer Group and met with 26 bank club leaders. In December, the Visit Omaha team welcomed eight Christmas Tours into the city. The groups arrived from Iowa, Kansas, Minnesota and South Dakota.



2021 TRADESHOWS AND EVENTS		
Dates	Location	Organization
Jan 11-15	Virtual Show	PCMA Convening Leaders
Feb 8-10	Virtual Show	CESSE CEO Forum
Feb 23-25	Virtual Show	Heritage Cubs International
June 7-10	Virtual Show	ABA Marketplace
June 28-30	Dallas, TX	Helms Briscoe
July 7-9	Phoenix, AZ	PCMA Educon
July 28-29	Virtual Show	CESSE Annual Meeting
Aug 16-18	Virtual Show	ASAE Annual Meeting
Aug 30-Sept 1	Tampa, FL	CONNECT Assn, Sports, Corp
Sep 15	Kansas City, MO	Destination Celebration
Sep 20-22	Orlando, FL	Conference Direct APM
Sep 26-28	Cheyenne, WY	Small Market Meetings
Sep 27-30	Atlantic City, NJ	Sports Link & TEAMS
Oct 14	Indianapolis, IN	Destination Celebration
Nov 16	Minneapolis, MN	Destination Celebration
Dec 14	Chicago, IL	Holiday Showcase
Dec 15	Washington, D.C.	CONNECT DC

SALES EVENTS

In the last half of the year, Visit Omaha sponsored two planner-focused events – one in Kansas City and one in Omaha. The team promoted the city while showcasing the new riverfront development and new hotels coming into the market. A total of 125 planners attended these events.

SPORTS HIGHLIGHTS

In 2021, the Visit Omaha team secured more than \$63 million in sports business for the city.

Events include:

- NCAA Division I Women's Volleyball Championship, which brought all 48 teams to Omaha for the 10-day tournament and had an economic impact of \$5.8 million for the community.
- Adidas Gold Gauntlet Basketball Championship, which attracted 200 youth teams from across the nation to compete and provided a recruiting opportunity for more than 100 college coaches.
- Four (4) Northern Lights Junior Volleyball tournaments, which brought more than \$18.1 million into the city. Based in Minnesota, organizers relocated their tournaments to Omaha in 2021, attracting hundreds of youth teams and their families to visit.

2021 STR

OCCUPANCY (%)	
2021	53.8%
PERCENT CHANGE	44%
SUPPLY	
2021	3,563,572
PERCENT CHANGE	3%
DEMAND	
2021	1,916,399
PERCENT CHANGE	49%
REVENUE	
2021	\$201,180,856
PERCENT CHANGE	90%

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.



The partnership with Conference Direct, a third party planner, taps into the organization’s 400 associates to help sell Omaha to their clients.

CONVENTION AND EVENT SERVICES

The Visit Omaha services team provided assistance to 127 groups during 2021. Those groups represent an economic impact of more than \$138 million for our community.

The services team created engagement opportunities for the 48 teams competing in the NCAA Division I Women’s Volleyball Championship. These unique Omaha experiences included a visit to Omaha’s Henry Doorly Zoo & Aquarium, a private tour at The Durham Museum, time at Virtual Reality, and a relaxing day in The Capitol District’s igloos.

The team assisted with the 2021 U.S. Senior Open Championship, which brought 156 professional golfers and the Golf Channel to the city. Additionally, the team provided hotel housing services for the 2020 U.S. Olympic Team Trials – Swimming, USA Hockey High School National Championships and the RecruitLook Hoops basketball tournament. The housing service provides groups with a one-stop hotel room booking service.



The Visit Omaha services team also assisted the following citywide groups:

- Asics Presidents’ Day Classic volleyball tournament
- Nebraska School Activities Association Annual High School Wrestling Championships
- Northern Lights Junior Volleyball – three tournaments
- Adidas Gauntlet basketball tournament
- 2022 U.S. Olympic Team Trials – Curling
- Structural Building Components Association
- National Indian Education Association
- HDR Transcon
- Nebraska Association of School Boards State Education Conference



Downtown Omaha Visitors Center - 306 S. 10th Street



Airport Visitor Kiosk

VISITOR INFORMATION

Visit Omaha operates three visitor information centers. The primary Omaha Visitors Center is located downtown at 306 S. 10th Street. In partnership with the Council Bluffs Convention & Visitors Bureau and Sarpy County Tourism, Visit Omaha oversees two visitor information kiosks at Omaha’s airport – one in the north terminal and one in the south. The airport kiosks provide regional information featuring three communities and two states. Members of the Kiwanis Club of Omaha Golden K staff the airport kiosks, and volunteers recruited by Visit Omaha help staff the downtown visitors center.

One of the biggest challenges in 2021 was volunteer retention. Due to the pandemic, Visit Omaha lost 50% of its 72 volunteer ambassadors. To address the loss, Visitors Center hours were reduced, and Visit Omaha created an incentive program designed to reward existing volunteers who recruited new ambassadors and/or worked additional shifts at the Visitors Center. In April of 2021, Visit Omaha was able to reopen the airport information kiosks, as well as the Omaha Visitors Center Tuesday through Saturday. In addition, Visit Omaha and its volunteers staffed two visitor information booths for 20 days during the U.S. Olympic Swim Trials held at the CHI Health Center Omaha in June of 2021.

In 2019, more than 31,000 travelers utilized the three visitor information centers; in 2020, that number dropped to 5,400 due to the pandemic. As travel began to increase in 2021, the Omaha visitor information centers started to see increased numbers, still down 42% from 2019 but three times higher than 2020. Due to the fluctuation in these numbers, partner referrals were down in 2021 as well. To ensure visitors have a memorable experience, the primary goal of the Visitors Center is to provide travelers with engaging information, customized recommendations, and excellent customer service. This not only maximizes guest satisfaction, but it increases visitation to, and spending with, local tourism partners. Visit Omaha tracks its recommendations as partner referrals. In a typical year, ambassadors will make more than 11,000 referrals; 2021, like 2020, was not a typical year.

6,889 WELCOMED AT THE OMAHA VISITOR CENTER

11,335 WELCOMED AT AIRPORT INFORMATION KIOSKS

4,022 PARTNER REFERRALS

35 VOLUNTEER AMBASSADORS

MARKETING AND COMMUNICATIONS

In 2021, Visit Omaha employed a layered approach to its advertising strategy, utilizing broadcast and streaming television services, radio, paid social media, and innovative digital technology that tracks traveler visits and spending. The strategy was also designed to remain flexible due to the uncertain nature of how the pandemic would impact travel to the city.

VISIT OMAHA BRAND STUDY

In 2021, Visit Omaha conducted a brand study through Wiese Research to measure how the Visit Omaha message is being received in select target markets: Kansas City, Des Moines, Minneapolis, and Chicago. Overall findings showed non-binary people (individuals who do not identify with any one specific gender) and folks under 55 were significantly more likely to visit for a long weekend than their counterparts. Des Moines and Kansas City responded favorably to Omaha as a weekend destination and expressed interest in repeat visits to the city. Chicago was a test market for Visit Omaha in 2021. These residents showed an interest in visiting Omaha and wanted to learn more. Minneapolis residents showed a lack of interest in traveling to anywhere in the Midwest, and research showed Visit Omaha would need to spend substantially more money advertising there to increase visitation from that city.

2021 OMA TOURISM AWARDS

The Omaha Metropolitan Area (OMA) Tourism Awards recognize the best tourism businesses in Douglas, Sarpy, and Pottawattamie counties. In 2021, the public nominated and voted for their favorites. More than 6,000 votes were cast across the three counties for winners in four categories: Best Hotel, Best Restaurant, Best Attraction, and Best Retail Business. Winners were highlighted on billboards and in promotional videos on social media during National Travel & Tourism Week. 2021 winners are listed at [OMATourismAwards.com](https://www.omatourismawards.com).

ADVERTISING RESULTS

Visit Omaha’s multi-media marketing campaign included a year-long promotion through Epsilon, a digital platform that customizes ads based on consumer preferences and tracks actual visitation and spending by customers reached by Visit Omaha advertising. From March 15 through December 31, Visit Omaha spent \$355,000 advertising on this digital platform. Results show 55,000 people who saw the advertising traveled to Omaha. Those visitors spent \$12.5 million in Omaha, which means for every dollar Visit Omaha spent advertising, visitors spent \$35 at local businesses. Visitors, inspired by advertising to travel to Omaha, spent 31% of their money shopping in retail stores, 19.6% in our local restaurants, and 11.5% at Omaha hotels. Advertising targeted adults in Kansas City, Des Moines, Sioux Falls, Minneapolis and Chicago.

The below commercial was featured in Visit Omaha’s broadcast, streaming, and digital campaigns.



View video at visitomaha.com/take-back-weekend-video

CONVENTION AD CAMPAIGN

Visit Omaha created a new video ad targeting meeting planners and decision makers in Washington, D.C., and Chicago. These two cities have the highest concentration of meeting planners in the country. The ad, designed to build awareness of Omaha as a meeting destination, ran on HULU for 14 weeks from August through November, and was seen 1.5 million times.



View video at visitomaha.com/fresh-destination-video

OMAHA SAVINGS PACK

The Omaha Savings Pack is a continued partnership between Visit Omaha and nine area attractions providing exclusive discounts to out-of-town visitors as an incentive to visit. In 2021, through social media and digital promotions, consumers in Kansas City, Des Moines, Sioux Falls, Minneapolis and Chicago were invited to download the Omaha Savings Pack web app to receive the discounts. The majority of redemptions (67%) came from residents who live in cities targeted by Visit Omaha advertising, but residents in 45 states downloaded the app and enjoyed the discounts.



2021 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

2,082	DOWNLOADS
1,422	REDEMPTIONS
45	NUMBER OF STATES
Top Redemption States: Minnesota, Iowa, Missouri, Kansas, South Dakota	

OMAHA CRAFT BREW PENNY PACK

The Omaha Craft Brew Penny Pack is a continued 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. In 2021, Visit Omaha ran radio and online ads in Kansas City, Des Moines, Sioux Falls, Minneapolis and Chicago inviting residents to download the Penny Pack web app to claim the deal. The majority of redemptions (62%) came from residents who live in cities targeted by Visit Omaha advertising, but residents in 41 states downloaded the app and enjoyed beer for a penny.



2021 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.

2,289	DOWNLOADS
2,259	REDEMPTIONS
41	NUMBER OF STATES
Top Redemption States: Minnesota, Iowa, Missouri, Kansas, South Dakota	

BOB AND OMAR

The Bob Kerrey Pedestrian Bridge, or “Bob,” is Omaha’s favorite bridge and local celebrity with his own website (BobTheBridge.com) and social handle (@bobtbridge on Instagram and Twitter). He also popularized Bobbing, standing in two states at once. He continues to be a destination for memorable moments, from wedding proposals and professional photographs to walks with Fido and date night. To capitalize on his continued popularity, three new videos were produced in 2021: Bob supporting Pride; Bob showing off his 280 light fixtures, a spectacular sight at night; and a fresh one-minute introduction video.

Every bridge needs a troll, and so the blue-haired four-foot tall troll OMAR was unveiled in 2019. OMAR, a bronze statue, situated under Bob features a walking stick sculpture including special signage with the link OMARtheTroll.com, where visitors can use their mobile phones to view a colorful and sound-filled story featuring OMAR through the years. To enhance visitors’ experiences, QR codes placed along Bob make it easy to access special videos about OMAR. He

even has a book, *OMAR Finds a Home*, a tale of his Omaha adventures, available for purchase online or at the Omaha Visitors Center. In 2021, OMAR was featured significantly in the new Bob videos, including one with Bob sharing a joke about OMAR’s magic toe.

4,026	SOCIAL MEDIA FOLLOWERS
194,839	BOB VIDEO VIEWS
103,608	OMAR VIDEO VIEWS
5,675	OMAR PAGEVIEWS
43	BOOKS PURCHASED

MARKETING AND COMMUNICATIONS

NOW SERVING OMAHA

The Now Serving Omaha web series showcases Omaha’s unique dining options. Previous videos have highlighted steaks, the Reuben sandwich, farm-to-fork dining, and craft beer. Four new videos were added to the culinary lineup in 2021: Dessert Oasis, Coffee Couture, Vegan Culture, and Tacos. All Now Serving Omaha webisodes are featured on Visit Omaha webpages highlighting restaurants offering the corresponding cuisines. The new videos ran in advertising campaigns on Facebook, Twitter, Instagram, and YouTube. The videos were completed at the end of the summer and were viewed 133,278 times in 2021.



View videos at visitomaha.com/legendary-food-videos

WELCOME TO THE NEIGHBORHOOD

Visit Omaha’s newest web series highlights Omaha’s unique neighborhoods and the visitor experience offered in each one. The first set of videos featured Aksarben Village, Little Bohemia, Blackstone, Dundee, and Benson. The videos were pushed out on social media and were viewed 81,882 times in 2021.



View videos at visitomaha.com/neighborhood-videos



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 the Bridge and Omaha Restaurant Week.

The team’s social media strategy in 2021 focused on creating video content that stimulated online engagement with social media users. The more a user likes, shares, or saves Visit Omaha content, the more the content is seen by a larger audience. This effort resulted in increased followers on all social media platforms and double-digit increases in followers for Instagram and YouTube.

181,299	TOTAL FOLLOWERS
(4% increase)	
123,203	FACEBOOK FOLLOWERS
(1% increase)	
33,932	INSTAGRAM FOLLOWERS
(16% increase)	
21,335	TWITTER FOLLOWERS
(.3% increase)	
685	YOUTUBE FOLLOWERS
(12% increase)	



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.

The cover of the 2021 Omaha Visitors Guide featured the “Love” mural created by legendary graffiti artist Cey Adams. This mural, located on 24th Street, captures the hopes of the community’s future while referencing its past. After the challenges of 2020, the team at Visit Omaha felt everyone could use a little love and hope.

9,616	REQUESTED ONLINE OR BY PHONE
16,050	DISTRIBUTED THROUGH HOTEL BROCHURE RACKS
133,434	DISTRIBUTED THROUGH VISITOR SERVICES
159,100	TOTAL GUIDES DISTRIBUTED

PUBLIC RELATIONS

In 2021, Visit Omaha continued its partnership with KETV to produce the “Welcome to the Weekend” and “Now Serving Omaha” segments for the Omaha television station’s #1 morning and noon newscasts. The live news segments highlight weekend activities in the city, and local Omaha restaurants. The “Welcome to the Weekend” segment reaches approximately 18,922 people, while the “Now Serving Omaha” segment reaches 24,878.

Media outreach in 2021 focused on sporting events, and Omaha’s ability to host events safely and successfully during a pandemic. Coverage of the NCAA Women’s Division I Volleyball Championship reached 439 million people. Media exposure during the U.S. Olympic Swim Trials equated to \$70.1 million in publicity for the city, and coverage of the U.S. Olympic Team Trials – Curling was seen by 2.1 billion people.

1,112	MEDIA MENTIONS
453M	REACH
\$4.2M	PUBLICITY VALUE

*numbers reflect media coverage generated by Visit Omaha only



VISITOMAHA.COM

The VisitOmaha.com website is the mothership of information and inspiration for travelers. In 2021, the official Visit Omaha blog was added to the website. Blog posts highlight Omaha hotels, attractions, shops and unique businesses in a manner that makes it easy for potential visitors to get a feel for the city. The posts include vibrant photography, video and listicles (think Top 10 lists), and provide an additional opportunity to get Google’s attention, which helps potential visitors find VisitOmaha.com when they are searching online.

1,338,283	WEBSITE SESSIONS
(54% increase)	
282,334	SESSIONS FROM TARGET MARKETS
(117% increase)	
627,209	PAGE VIEWS FROM TARGET MARKETS
(156% increase)	
48,776	BLOG PAGE VIEWS
22,078	GDPR COMPLIANT DATABASE
	GDPR compliance means Visit Omaha only sends promotional emails to people who have agreed to receive them.
	(27% increase)

VISIT OMAHA STAFF



Deborah Ward
EXECUTIVE DIRECTOR



Dean Miller
VICE PRESIDENT OF
OPERATIONS



Cathy Keller
VICE PRESIDENT OF
SALES & SERVICES



Jasmyn Goodwin
VICE PRESIDENT OF
MARKETING &
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Shannon Wiig
DIRECTOR OF VISITOR
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Mark Rath, STS
DIRECTOR OF SPORTS



Mattie Scheeter, CMP
DIRECTOR OF SALES



Erin O'Brien
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Matt Heck
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Jessica Settje
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SALES EXECUTIVE
ASSISTANT



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SOCIAL MEDIA
MANAGER



Cindy Brickey
VISITORS CENTER
EXECUTIVE ASSISTANT



Lynn Mace
MARKETING
COORDINATOR



Jodie Jordon
ACCOUNTING CLERK



Amy Cunningham
GRAPHIC DESIGNER

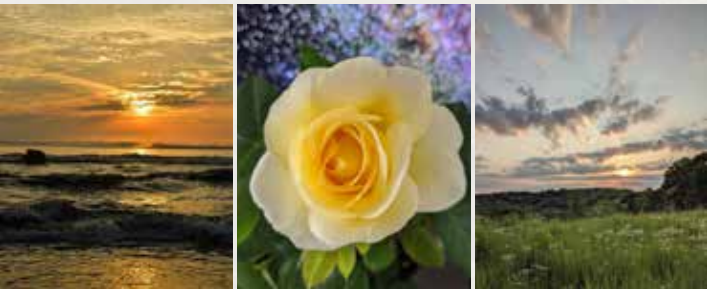
IN REMEMBRANCE



In 2021, we at Visit Omaha lost a valuable member of our team. Kristin Beglin was our National Sales Coordinator for seven years. We will miss her wonderful sense of humor and her ability to connect with people on a very genuine level. She was a true gift to our team and loved dearly by everyone.

Kristin enjoyed hiking, visiting the ocean, and exploring the redwoods in California – most importantly, Kristin loved her family and pets.

The loss of our coworker is a somber reminder to appreciate every moment you have with each other and to love harder, laugh longer and hug tighter.



photos taken by Kristin



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