



2022 BUSINESS PLAN



OMAHA TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW.





VISIT OMAHA

MISSION

To stimulate economic growth for our community by increasing visitation.

KEY OBJECTIVES

- Successfully sell and promote our community as a desirable visitor destination.
- Influence tourism development to ensure future destination success.
- Deliver a positive and memorable customer experience.
- Collaborate and enhance relationships with local organizations, businesses and stakeholders.
- Operate as an efficient, high performing organization.

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.

GUIDING PRINCIPLES

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

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

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

TRAVEL AND TOURISM TRENDS FOR 2022

LEISURE TRAVEL TRENDS

U.S. Travel predicts that domestic leisure travel will continue to drive recovery in 2022 and that spending by those travelers will surpass 2019 levels.

An Expedia survey shows 40% of travelers plan to splurge on travel in 2022, but that does not mean everyone is going to a swanky international destination. In fact, 59% of Americans say they only plan to travel domestically. A quarter of American travelers surveyed said they want to visit lesser-known destinations, while close to half want to try food they have never eaten before.

COVID-19 is still playing a role in decision making, with 37% of travelers more cautious and less spontaneous due to the pandemic, while another 25% are willing to be more spontaneous because of it.

LOCAL STR PROJECTIONS

STR predicts Douglas County hotel occupancy in 2022 will be just shy of pre-pandemic numbers, reaching 57.8% (2019: 58.6%).

Even more encouraging, STR believes Douglas County hotel revenue will total \$245 million, exceeding 2019 revenues by \$26 million. Data shows the average daily rate for a hotel room in Omaha will be almost \$10 higher than it was in 2019.

However, inflation and increased labor costs are making it more expensive for hotels to operate, making profitability an ongoing challenge in 2022.

SALES FORECAST

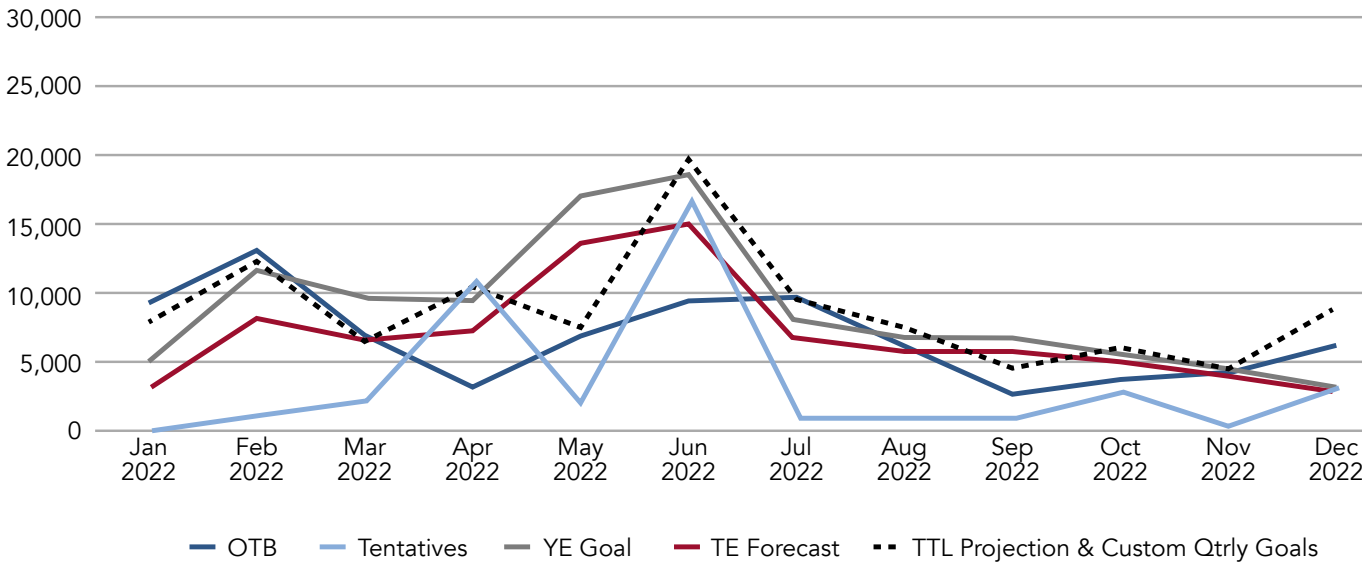
The impact of COVID-19 and its variants have resulted in uncertainty among industry experts regarding the timing of recovery for convention and meetings business. Forecasts continue to change based on the course of the pandemic, event attendee behavior, workforce availability, and economic stability. At this time, Tourism Economics predicts this year's group demand will be at 74.5% of 2019 levels nationally. In 2023, demand will be at 94.5% of 2019 levels and 100% will be reached in 2024.

The Future Pace reporting tool utilizes historical data along with definite and tentative business to provide a booking pace for the Visit Omaha sales team. This information helps in strategizing and updating sales goals based on market conditions. The graphs on the right show Omaha's booking pace.

THE FUTURE PACE

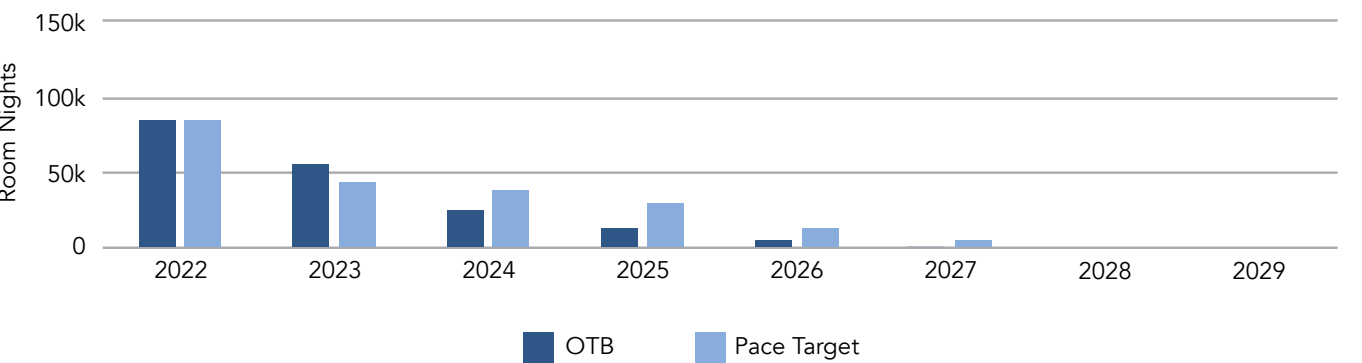
2022 PROJECTIONS

Total (TTL) Projection & Custom Quarterly Goals measure where the Visit Omaha Sales Team realistically thinks business will land, and the YE Goal reflects the predetermined year-end goal. Both are pacing above Tourism Economics' national average (TE Forecast). Currently on the books (OTB), is pacing above the national average at certain points in the year and the Tentatives line shows business that Visit Omaha is still working to secure.



PACE TARGET

This graph compares definite business on the books (OTB) to pace targets.



*At this time, only 2022, 2023 and 2024 year-end goals have been set.

MEETING, SPORTS AND EVENT SALES

DEPARTMENT OVERVIEW

Visit Omaha’s sales team is responsible for bringing convention, sports, and event business to Omaha in order to increase revenue for local meeting and sports facilities, hotels, attractions, restaurants, vendors, and retail shops.

The sales team focuses on selling Omaha as a viable destination for state, regional, national, and international conventions, meetings, sporting events, and motorcoach groups.

The team’s efforts contribute to the economic health of our local community by increasing business revenue and tax revenue, which in turn help provide jobs for our friends, family and neighbors.

KEY AREAS OF WORK

- Identify and pursue city-wide and single hotel meeting/event business for Omaha based on predetermined goals.
- Evaluate and review sales efforts in key markets to ensure sales team efficiencies.
- Continue to partner with national organizations including Association Forum, Helms Briscoe, Conference Direct, C-Vent, and PCMA to increase awareness of Omaha as a Midwest meeting destination.
- Collaborate with local sports facilities in Omaha and SPORTS Nebraska to attract sporting events to Omaha.
- Engage and build relationships with local board members of national organizations to gain support for Omaha as a location for that organization’s annual or regional meeting.
- Ensure a professional, cohesive citywide sales effort by developing and maintaining a high level of trust and camaraderie with the local hospitality community.
- Enhance ongoing research programs to identify new meeting, sports and event business for the local community.
- Qualify, develop and generate motorcoach leads for local hotels, attractions, and performing arts facilities.

NEW INITIATIVES

- Provide site visit destination training to Omaha tourism partners with the goal of converting more qualified leads into booked business.
- Partner with new ASAE leadership to host an experience in Omaha for key decision makers.
- Collaborate with Union Bank & Trust to drive regional sporting events into Omaha.
- Host two city-wide sales missions in D.C. and Chicago.
- Arrange and conduct 40 site tours for planners with qualified business for Omaha.
- Complete a minimum of 10 sales trips to meet with approximately 100 qualified planners.
- Host 10 executive directors from Association Forum for an education program at Gallup and a familiarization tour of Omaha.
- Partner with the American Bus Association and the Nebraska Tourism Commission to increase group tour opportunities.
- Host a strategy meeting with convention partners to analyze and collaborate on targeted meeting and event business.
- Host a Military Reunion Familiarization Tour in the fall.
- Host a focus group of 25 meeting planners in the Chicago market during an Association Forum event.
- Host a site visit for PCMA leadership to showcase Omaha’s latest developments. The experience will be featured in PCMA’s publication targeting meeting planners and decision makers.

TARGET GOALS

Generate:

350,000
Room night leads

115,000
Definite room nights

200,000
Attendees

40
Site Visits

MEETING, SPORTS, EVENT SERVICES AND HOUSING

DEPARTMENT OVERVIEW

Once a meeting or event is confirmed, the Visit Omaha services team is responsible for working with organizers to coordinate details before, during and after the event to increase attendance and satisfaction. Their efforts generate business for local vendors who are hired by meeting and event planners.

The team also manages housing services, which provides clients with an easy way to manage blocks of hotel rooms.

The team quantifies success by measuring the event organizer's satisfaction, attendance, the number of referrals sent to local businesses, hotel room nights utilized, and the economic impact the group has on the local community.

KEY AREAS OF WORK

- Support the sales team's efforts throughout the sales process, and establish relationships with event organizers to enhance Omaha's ability to close business.
- Provide exceptional service and support to event organizers by providing planning assistance, site visit coordination, pre-attendance promotional materials, and registration support.
- Manage the "Show Your Badge" program to provide attendee discounts that increase business referrals to local businesses and restaurants.
- Serve as the destination expert to connect meeting and event planners with local businesses, speakers and community resources in order to leverage Omaha's assets.
- Coordinate with the hospitality community to ensure a positive experience for event organizers and attendees.
- Provide housing services to event organizers who utilize a local venue, and two or more hotel properties.
- Solicit and capture event organizer and attendee feedback, both formally and informally, and share the results with key industry stakeholders.

NEW INITIATIVES

- Host an appreciation luncheon for local organizers who have been instrumental in bringing key business into the city.
- Increase the "Show Your Badge" program participants by 40%.
- Partner with the American Council of the Blind to help recruit volunteers for their 2022 convention in Omaha, and work with city departments to ensure crosswalk safety for their attendees.
- Launch housing for the 2023 FEI World Cup.
- Implement the Destinations International Overnight Room Demand Analyzer tool to track event attendees staying in Omaha hotels.
- Work with the sales team to secure additional housing business.



TARGET GOALS

500
Leads and/or referrals

3
New housing contracts

45
Post-event surveys with 75% completion rate

MARKETING AND COMMUNICATIONS

DEPARTMENT OVERVIEW

The Visit Omaha marketing and communications team is responsible for persuading leisure travelers to visit the community in order to increase revenue for local attractions, restaurants, bars, hotels, retail shops and other businesses. The team: crafts and articulates the destination’s brand; leads the organization’s direct to consumer advertising and promotion efforts; and executes advertising programs to support all sales efforts. The team strategically plans and implements all advertising and promotional efforts for Visit Omaha.

The team also manages Visit Omaha’s network of social media channels, the consumer and partner e-newsletters, the Omaha Visitors Guide, and the VisitOmaha.com website. The Visit Omaha communication efforts focus on securing media coverage for Omaha, which in turn raises awareness of the city regionally and nationally. Increased visitation from targeted markets, social media engagement, and number of people reached through promotional and advertising efforts are the main metrics used to gauge success.

KEY AREAS OF WORK

- Execute a multi-media leisure advertising and promotion strategy to inspire visitation from core Midwest drive markets such as Kansas City, Des Moines, Sioux Falls, and Chicago, while researching and cultivating new fly markets to increase awareness of unique experiences that visitors can only enjoy in Omaha.
- Produce and maintain a high quality destination guide and an online network of platforms that provide inspirational content.
- Build upon the brand position that Omaha is the Midwest destination for memorable weekends because Omaha lets the traveler focus on creating new experiences instead of the hassles of travel.
- Enhance awareness of Omaha as a unique food destination by creating multimedia content for distribution through Visit Omaha’s online social media network, through media partnerships, with paid advertising campaigns, and by managing Omaha Restaurant Week, which supports local restaurants and builds local brand advocates.
- Inspire new product development with initiatives that focus on creating unique travel-worthy experiences in neighborhoods and at existing attractions.
- Implement an ongoing local advocacy plan focused on educating residents and decision makers on how tourism brings families closer together and helps neighborhoods grow, value sentiments that research shows Omaha residents strongly embrace.
- Generate positive, inspirational and topical media coverage of Omaha as a desirable travel, meeting and sports destination by working with targeted travel writers, editors, bloggers, online media, and other influencers.

NEW INITIATIVES

- Expand Visit Omaha’s Weekend branding by launching “From Out of Nowhere,” a multi-media campaign highlighting the unique experiences found in Omaha and aimed at tying them to the emotional connections made when traveling.
- Utilize innovative digital technology to launch conquering ads, which identify consumers who have visited/shown interest in cities similar to Omaha and targets those consumers with Visit Omaha advertising. Conquering strategies allow Visit Omaha to pinpoint new target markets and audiences.
- Introduce the Omaha Dining Pass, which will offer consumers special discounts to area restaurants while showcasing Omaha as a culinary destination during January and February (typically quieter travel months for the city).
- Develop the Visit Omaha VIP Shop, an online boutique with high-quality branded Omaha gifts, which allows for targeted promotion to qualified meeting planners in a new and creative way.
- Produce and distribute a Group Tour promotional video highlighting Omaha’s unique group tour offerings.
- Implement a full redesign of the VisitOmaha.com website utilizing Search Engine Optimization (SEO) and Conversion Rate Optimization (CRO) reporting to ensure an attractive, intuitive, and user-friendly product.
- Contract with Datafy, a research platform specializing in capturing mobile device data which will provide detailed information on where visitors are from, and what they do while visiting Omaha.
- Create a series of public art tours via a web application that allows for interactive gamification elements while driving visitors to various corners of the city to experience public art.
- Complete the “Welcome to the Neighborhood” video web series promoting Omaha’s unique neighborhoods and the seasonal experiences the city offers.
- Launch a series of videos featuring Visit Omaha ambassadors sharing little-known insider tips and FAQs. The videos will live on VisitOmaha.com and be distributed via social media.

TARGET GOALS

25%
Increase in
VisitOmaha.com
page views from
target markets

30%
Increase in overall
page views on
VisitOmaha.com

10%
Increase in visitation
from targeted markets

25%
Increase in GDPR
compliant consumer
database

10%
Increase in social
media engagement

VISITOR INFORMATION SERVICES

DEPARTMENT OVERVIEW

The visitor information team is responsible for welcoming visitors into the city and providing helpful, inspirational information that encourages exploration and enjoyment, which in turn translates into increased visitor spending throughout the community.

The team is dedicated to engaging and collaborating with local tourism partners, staying informed about experiences available, and providing exceptional customer service.

With the help of experienced and dedicated volunteers, the team manages the downtown Omaha Visitors Center at 10th and Farnam, and two visitor information kiosks at the Omaha airport. Serving as the city's official resource for visitor information, each location provides personalized service, engaging visuals, area maps, brochures, special offers, and insider tips on what to see and do while visiting Omaha.

KEY AREAS OF WORK

- Year-round operation of the Omaha Visitors Center, airport information kiosks, and satellite information locations throughout Douglas County.
- Provide visitors with engaging information and excellent customer service to ensure a memorable experience, which maximizes guest satisfaction and increases visitation to, and spending with, local tourism partners.
- Collaborate with tourism partners to educate front line staff on tourism offerings throughout the community, providing a full-city approach to visitor hospitality.
- Educate local residents on things to do with visiting friends and family, which in turn increases local awareness and appreciation of Omaha as a tourism destination.
- Develop new programs to increase traffic at the Omaha Visitors Center and increase its relevancy with visitors and local residents.
- Recruit and retain Visitors Center volunteer ambassadors, and provide continuing education opportunities through training and tours.
- Distribute Omaha promotional materials across the state in partnership with Nebraska Tourism.
- Assist with the annual Omaha Metropolitan Area (OMA) Tourism Awards to recognize frontline staff who exemplify excellent customer service.

NEW INITIATIVES

- Work in partnership with Metropolitan Entertainment and Convention Authority (MECA) to increase accessibility to visitor information throughout the new RiverFront area.
- Create a certification program for frontline hotel and restaurant staff that incentivizes ongoing education of Omaha's tourism offerings.
- Evaluate expanded distribution of visitor information at high traffic venues.
- Explore the feasibility of selling retail products at the Omaha Visitors Center to increase awareness and engagement with Omaha's tourism brand.



TARGET GOALS

Recruit **10**
new ambassadors

Increase Visitors
Center traffic to
15,000

Increase partner
referrals by
50%

ADMINISTRATION AND FINANCE

DEPARTMENT OVERVIEW

The Visit Omaha administration team develops and executes the strategic direction of the organization, manages daily operations and technology needs, ensures financial accountability and stability, leads community partnership and engagement efforts, and serves as administrator for the City of Omaha Destination Marketing Corporation (DMC). The DMC is a 501(c) 6 non-profit entity which is responsible for the management of the Strategic Marketing Fund used to incentivize meeting and event business.

KEY AREAS OF WORK

- Achieve revenue and expense goals.
- Lead advocacy efforts to promote and educate community leaders on the value of tourism.
- Collaborate with local, state and regional organizations to increase awareness of Omaha as a tourism destination.
- Manage the Omaha Destination Marketing Corporation and the Strategic Marketing Fund to offer incentives to attract meeting and event business to our community.
- Serve as a resource to Douglas County Visitor Improvement Fund applicants.
- Maintain Destination Marketing Accreditation Program (DMAP) certification to ensure Visit Omaha continues to meet and exceed industry standards.
- Ensure the organization has leading-edge technology to maximize efficiency and productivity.
- Provide staff training to increase employee performance and job satisfaction.

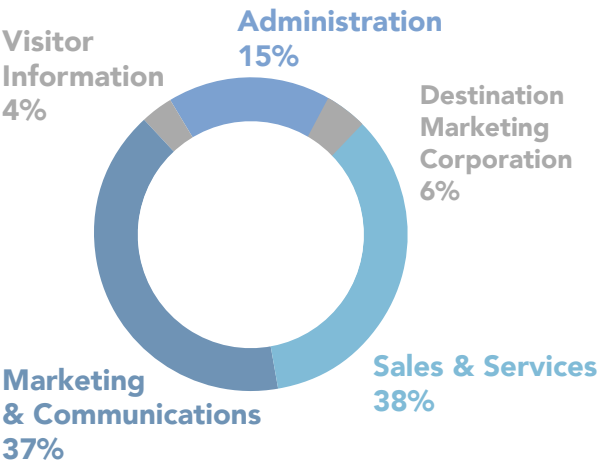
NEW INITIATIVES

- Secure new operational office space that provides a supportive work environment to aid in the retention and growth of staff, strategically located to ensure easy access to tourism partners, and visible branding in our community.
- Collaborate with the Mayor, and City Finance and Grant departments to develop an American Rescue Plan Act grant program to aid in tourism recovery.
- Create a Diversity, Equity and Inclusion advisory panel to develop new strategies for employee recruitment and staff education.
- Develop a training program to enhance and improve access to real-time financial data for the management team.
- Re-engage with leadership, finance and technology peers in the national tourism industry to improve local organizational processes.

OMAHA DESTINATION MARKETING CORPORATION

To remain competitive, Visit Omaha created the Omaha Destination Marketing Corporation (DMC), a 501(c) 6 non-profit organization. The DMC is funded through Visit Omaha's portion of the lodging tax paid by visitors. Each year, Visit Omaha sets its operational budget after calculating how much hotel tax revenue it will receive based on visitation projections, and sets its operational budget. When that revenue exceeds projections, those dollars are saved in a reserve fund. The corporation allows Visit Omaha to take those reserve funds and use them as incentives to entice meeting, sports and event groups to select Omaha. Since the majority of meeting, sports and event business is booked three to five years in advance, the corporation allows Visit Omaha to earmark these funds and hold them until it is time to pay for a specific meeting or event. The Destination Marketing Corporation Board and the Omaha City Council approve fund disbursement.

2022 BUDGET BY DEPARTMENT



BUDGET

The majority of Visit Omaha's funding comes from hotel tax paid by visitors. The state collects a 5% lodging tax on each Douglas County hotel room booked: 1% is for the state's tourism promotion efforts; 2% goes to the county for tourism development; and the remaining 2% funds Visit Omaha's tourism promotion efforts. In addition, the City of Omaha collects a 5.5% occupation tax on hotel rooms; the .5% goes to Visit Omaha. In 2022, the city will contribute \$2 million from its general fund to invest in tourism sales and promotion efforts. Visit Omaha also brings in private revenue by selling advertising on its website, in its visitor guide, and through promotional and tradeshow partnerships with local hotels, attractions and restaurants.

2022 REVENUE

	Projected
Lodging Tax - County (2%)	\$3,145,836
Occupation Tax - City (.5%)	\$923,007
General Fund - City	\$2,000,000
Private Dollars	\$183,694
Destination Marketing Corporation	\$375,325

Total revenues \$6,627,862

2022 EXPENSES

	%	Projected
Administration	15%	\$990,017
Meeting Sales & Services	38%	\$2,548,406
Marketing & Communications	37%	\$2,425,123
Visitor Information	4%	\$288,991
Destination Marketing Corporation	6%	\$375,325

Total expenses by department \$6,627,862

*Adopted city budget

VISIT OMAHA STAFF

ADMINISTRATION

Deborah Ward
EXECUTIVE DIRECTOR

Dean Miller
VICE PRESIDENT OF OPERATIONS

Jodie Jordon
OFFICE MANAGER

MARKETING AND COMMUNICATIONS

Jasmyn Goodwin
*VICE PRESIDENT OF
MARKETING & COMMUNICATIONS*

Erin O'Brien
DIRECTOR OF MARKETING

Noelle Agenor
SOCIAL MEDIA MANAGER

Amy Cunningham
GRAPHIC DESIGNER

Lynn Mace
MARKETING COORDINATOR

VISITORS CENTER

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DIRECTOR OF VISITOR SERVICES

Cindy Brickey
VISITORS CENTER ASSISTANT

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VICE PRESIDENT OF SALES & SERVICES

Mark Rath, STS
DIRECTOR OF SPORTS

Mattie Scheeter, CMP
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Matt Heck
SENIOR SALES MANAGER

Jessica Settje
TOURISM SALES MANAGER

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