

2024 ANNUAL REPORT

VISITOMAHA™



VISIT OMAHA - OMAHA'S TOURISM AUTHORITY - [VISITOMAHA.COM](https://www.visitomaha.com)

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SALES AND MARKETING
COORDINATOR

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 15,832 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.



EXECUTIVE SUMMARY

It's exciting to share that 2024 was the third consecutive record-breaking year for Omaha tourism. The city welcomed more visitors than ever before, saw more travelers through its airport, experienced record hotel room bookings, and achieved an unprecedented \$282 million in hotel revenue. Why? Our city is becoming an increasingly appealing visitor destination.

Omaha's dynamic growth includes exciting new attractions such as Kiewit Luminarium, Steelhouse Omaha and The RiverFront parks, developments that enhance the city's already impressive lineup of experiences. The reopening of Joslyn Art Museum strengthened Omaha's vibrant cultural scene and generated national media buzz. Omaha's Henry Doorly Zoo and Aquarium once again claimed the title of "Best in the Nation" in 2024, reaffirming its reputation as a world-class attraction.

All of which gives Visit Omaha a better product to sell and a more compelling story to tell. And boy, have we been selling and telling. As you will read in this report, the marketing team's advertising and promotional efforts reached millions of travelers. Visitation from cities targeted by Visit Omaha advertising increased 2.4% to 2.8 million people. The sales team secured 198 conventions, events and motorcoach tours for future years, generating over \$140 million for our local economy. The team also exceeded its 2024 hotel room night goal of 135,000 by 9% for a second year in a row. The convention services team assisted 167 groups and introduced customized welcome signage in the Old Market to greet groups visiting Omaha. The visitor services team, which manages Visit Omaha's three visitor information centers, assisted more than 45,000 people, with the downtown visitor center welcoming 12% more visitors year-over-year.

One question that was constantly asked in 2024: How'd we do without the U.S. Olympic Swim Trials? The Trials were moved to Indianapolis in 2024 after being hosted in Omaha a record four times from 2008 to 2021. Here's the answer: Not only was June 2024 the best June on record for Omaha tourism, it was the best month on record. June 2024 hotel revenue hit \$44.7 million, and 78% of all hotel rooms available in Douglas County for the month were filled; that's more than 232,000 hotel room nights – a record number for any month in any year. Omaha proved there's more than one way to make a splash.

Visit Omaha extends a heartfelt thank you to the Omaha tourism community, including hospitality professionals, industry partners, city and county leaders, and passionate advocates, whose combined efforts are the key to this success. Together we broke records (again) and exceeded expectations, proving that Omaha's story just keeps getting better.

Deborah Ward
Executive Director, Visit Omaha

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.

WHAT OMAHA TOURISM LOOKS LIKE

TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW

14.2 MILLION
TOTAL VISITORS

(5.5% increase over 2022)

7.8 MILLION DAY VISITORS

6.4 MILLION OVERNIGHT VISITORS



OMAHA VISITORS SPEND

\$1.5 BILLION

(7% increase over 2022)

DAY VISITORS SPEND \$588 MILLION

OVERNIGHT VISITORS SPEND \$978 MILLION

TOTAL TAXES GENERATED

\$329 MILLION

(9.5% increase over 2022)

\$130.5 MILLION - FEDERAL

\$88 MILLION - STATE

\$110.5 MILLION - LOCAL



VISITOR SPENDING
SUSTAINS
15,832 JOBS

(4% increase over 2022)

1 IN 29 JOBS SUPPORTED BY VISITOR SPENDING

HOW
VISITORS
SPEND
THEIR
MONEY

Food & Beverage
\$392 Million

Hotels
\$350 Million

Retail
\$328 Million

Recreation
\$262 Million

Transportation
\$234 Million

**Why is tourism important
to local residents?**

Taxes generated by visitor spending save each Douglas County household \$858 per year. Without tourism, your taxes would go up or the current level of government services would go down.



\$858 PER YEAR
TAX RELIEF

VISITOMAHA
VisitOmaha.com

Source: 2023 Tourism Economics - An Oxford Economics Company

ADMINISTRATION AND FINANCE

NEW RESEARCH

In 2024, Visit Omaha commissioned Young Strategies, Inc. to conduct research-based analyses of the Omaha lodging market and visitor trends by surveying local hotels and visitors.

LODGING STUDY FINDINGS

The lodging study of 79 hotels in Douglas County revealed that conventions, meetings and team sports generated 42% of hotel business. Leisure travel accounted for 33% and business travel 22%. The remaining 3% was categorized as "other or undefined." Most travelers visit Omaha between April and October. The greatest opportunity for growth is during the winter months of November through March, when hotel occupancy is at its lowest.

VISITOR STUDY FINDINGS

The visitor study focused on leisure travelers, those traveling to take a break from daily life. The study found that 75% of these travelers came with their families, and 77% stayed overnight. The average travel party included three people who stayed three nights and spent a little over \$1,300 during their time in Omaha. When asked about the main purpose of their trip, 65% cited relaxation, visiting attractions like the zoo, attending concerts or festivals, shopping, or enjoying/participating in sporting events. The remaining 35% visited Omaha primarily to spend time with friends and family.

DESTINATION MARKETING CORPORATION

Visit Omaha manages the Destination Marketing Corporation (DMC), a 501(c)(6) non-profit organization that allows Visit Omaha to offer incentives to meeting, sports and event organizers, encouraging them to choose Omaha as their event destination. In 2024, the DMC provided 15 meeting and event groups with \$134,792 in incentives to secure their business for Omaha. When these groups meet in Omaha, they will inject \$25,459,639 into our local economy, generating \$188.88 for every dollar invested in incentives.

LODGING TAX

Visit Omaha's primary funding source is the hotel tax paid by visitors. Visitors staying in Omaha/Douglas County hotels pay an 18.16% tax, with some designated entertainment districts imposing a higher rate. Visit Omaha receives 2.5% of that hotel tax revenue to help fund its operation. In 2024, Visit Omaha projected \$6,399,866 in hotel tax revenue. Actual revenue surpassed expectations, reaching \$7,126,237, 11% over projections.

Notably, hotel revenue achieved all-time monthly records in five of the 12 months. This record-breaking revenue enabled Visit Omaha to allocate more money to promotional efforts: \$350,000 to the Omaha Sports Commission for a two-year sponsorship of the Aksarben Criterium, a new cycling event for the city, and \$150,000 to extend the 2024 advertising campaign for nine additional weeks.

Furthermore, Visit Omaha experienced considerable savings in labor and benefits as seven budgeted positions remained unfilled for a significant part of the year. This enabled Visit Omaha to avoid withdrawing any money from its reserves.

2024 REVENUE

	Budgeted	Actual
Douglas County Lodging Tax (2%)	\$5,182,335	\$5,818,475
City of Omaha Occupation Tax (.5%)	\$1,212,916	\$1,302,583
Saunders County Lodging Tax	\$4,615	\$5,179
City of Omaha	\$2,300,000	\$2,300,000
OCVB Private Funds	\$133,500	\$157,413
Destination Marketing Corporation*	\$203,478	\$320,662
Reserve	\$1,275,285	\$0
Total Revenue	\$10,312,129	\$9,904,312

*DMC revenue is derived from funds transferred from Visit Omaha to cover convention subsidy costs and the Tri-county airport information kiosk partnership.

2024 EXPENSES BY DEPARTMENT

	Budgeted	Actual
Convention Sales & Services	\$4,432,780	\$3,857,101
Marketing & Communications	\$3,976,283	\$3,895,104
Visitor Services	\$414,827	\$327,270
Administration	\$1,284,761	\$1,678,752
Destination Marketing Corporation*	\$203,478	\$134,792
Total Expenses	\$10,312,129	\$9,893,019

*DMC expenses include convention subsidies paid in 2024 to groups and small market meetings and airport information kiosk expenses.

MEETING, SPORTS AND EVENT SALES

In 2024, the Visit Omaha sales team sent 496 meeting and event leads to Omaha hotel partners. These leads (potential business) represented 565,542 hotel room nights worth \$497 million for the local economy. The team vets these leads and forwards them to venues and hotels to gauge interest in the opportunities.

The team secured 177 meetings and events that will utilize 145,688 hotel room nights and inject more than \$140 million into our local economy. Of the definite bookings, 51% represented new business for Omaha. Citywide business, meetings or events that typically use the convention center, made up 70% of the room nights. Single-property and multiple-property business made up the remaining 30%.

In 2024, the team hosted 51 site visits. Among those visits, 17 were awareness visits for meeting planners wanting to explore Omaha as a potential meeting destination. The remaining 34 visits were for clients who were deciding between Omaha and another city for their meeting. Of those 34 site visits, 17 clients chose Omaha – a 50% conversion rate – and seven additional clients are still determining if Omaha will host their meeting.

The following pieces of business secured in 2024 stand out as major wins for the city:

- Railway Systems Suppliers, Inc. Railway Interchange for May of 2026 will bring together three national associations: the Railway System Suppliers, Railway Supplier Institute and Railway Engineering Maintenance Suppliers Association, and represents over \$10 million for our local economy.
- The P.E.O. International Biennial Convention of International Chapter is a gathering for members of the Philanthropic Educational Organization (P.E.O.) Sisterhood. This citywide piece of business for September 2031 is valued at over \$3.4 million.
- Heartbeat International, a pro-life association that supports a network of crisis pregnancy centers, will hold its annual conference in Omaha in April of 2028, which will bring \$1.8 million into the local community.
- American Society of Association Executives (ASAE) Exceptional Boards in March of 2025 will bring in 90 association leaders to Omaha, each representing organizations that have meetings that rotate across the country.



ASAE 2024



ASAE 2024

MEETING SALES (EXCLUDES MOTORCOACH)

496

HOTEL LEADS SENT

565,542

ROOM NIGHT LEADS

145,688

ROOM NIGHTS BOOKED

51

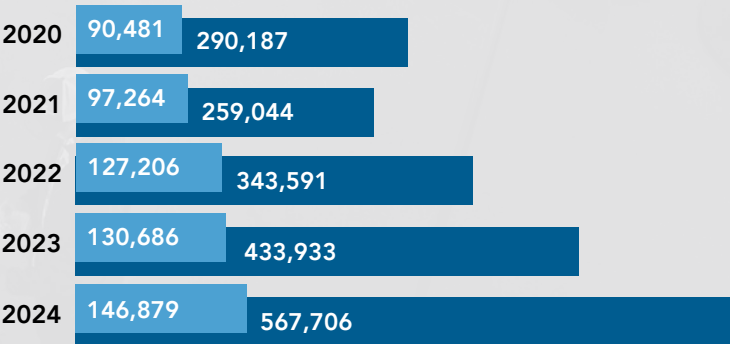
SITE VISITS

177

GROUPS CONFIRMED DEFINITE

HOTEL ROOM NIGHT LEADS BOOKED VS. SENT

(Meeting Sales, Sports & Motorcoach)



Hotel Room
Nights Booked

Hotel Room Night
Leads Sent

(Qualified business leads sent to partners)

CHICAGO ASSOCIATION LEADERS IMPRESSED BY OMAHA

Visit Omaha partnered with Chicago's Association Forum to host an exclusive two-day event for 10 national association leaders with potential meeting business for Omaha.

The CEOs stayed at the Hilton Omaha and were among the first to experience the reopening of Joslyn Art Museum, enjoying a private dinner and exploring its exhibits. The itinerary also included breakfast and a tram tour of Lauritzen Gardens, a half-day leadership workshop at Gallup, dinner at Le Bouillon and a leisurely walk through the historic Old Market Entertainment District. Other highlights included exploring The RiverFront and participating in a glassblowing experience at Hot Shops Art Center.

The visiting CEOs were interviewed about their Omaha experience. Their glowing testimonials were featured in a new convention video promoting the city.

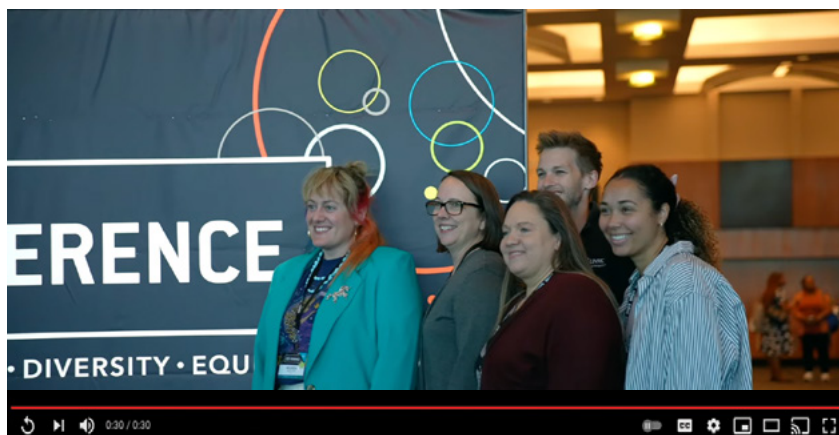
SPORTS HIGHLIGHTS

In 2024, the team secured more than \$90 million in sports business, 33% of which was new business for Omaha.

New events included:

- NXTPRO Hoops NXT Finals 2024, a youth basketball tournament
- International Wheelchair Softball World Series 2024
- USA Wrestling Senior World Team Trials 2024
- Omaha Sports Commission Aksarben Tirc (Criterium) 2025 & 2026, a short fast-paced cycling race on city streets
- JVC Tournaments NIKE Heartland MLK Classic 2026 & 2027

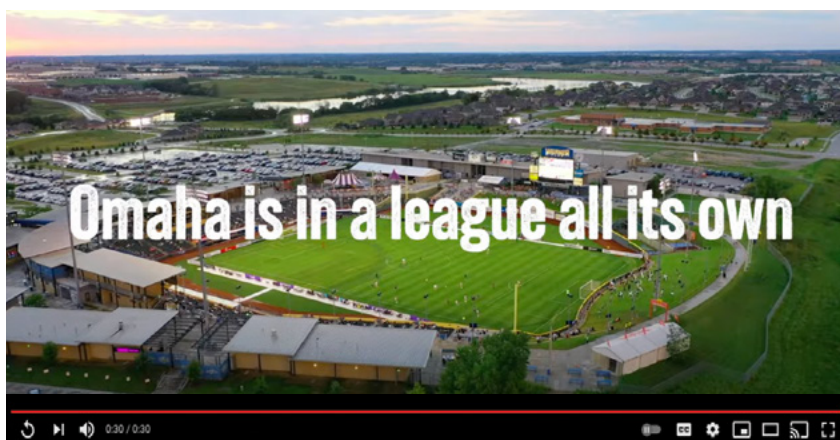
Visit Omaha enhanced its visibility at the US Sports Congress with a sponsored live recording of "The Reckoning Sports Tourism Podcast." The podcast provided valuable exposure for Omaha, reinforcing its reputation as a premier sports destination through a branded backdrop and participation in a live interview. More than 60 organizers, who hold the rights to various sporting events, were in attendance at the conference. Visit Omaha also produced a new sports video featuring testimonials from sports organizers.



View convention video at https://youtu.be/Xgk-gMaHO_c

2024 TRADESHOWS AND EVENTS

Dates	Location	Organization
Jan 7-10	San Diego, CA	PCMA Convening Leaders
Jan 13-16	Nashville, TN	ABA Marketplace
Jan 17-19	Colorado Springs, CO	Sports Nebraska Sales Blitz
Jan 22-26	Tempe, AZ	Sports Express 2024
Feb 14-16	Las Vegas, NV	AMC Institute Annual Meeting
Feb 19-21	San Jose, CA	Sports ETA Chief Executive Summit
Feb 25-28	Savannah, GA	CESSE CEO Meeting
Apr 2	Kansas City, MO	Destination Celebration
Apr 2-4	Las Vegas, NV	CONNECT Spring Marketplace 2024
Apr 9	Minneapolis, MN	Destination Celebration
Apr 9-11	Washington, DC	PCMA Business Events Industry Week
Apr 21-26	Portland, OR	Sports ETA Symposium
Apr 29-May 2	Vancouver, Canada	Maritz Elevate 2024
May 20-23	Louisville, KY	MPI WEC
June 4	Columbus, OH	Dine with Destinations
June 6	St. Louis, MO	Dine with Destinations
June 10-13	San Antonio, TX	Cvent CONNECT 2024
June 13	Washington, D.C.	ConferenceDirect IndustryInsights
June 20	Chicago, IL	Association Forum Honors Gala
June 23-26	Detroit, MI	PCMA EduCon
July 29-Aug 1	Montreal, Canada	AMCs Engaged
Aug 5-7	Wichita, KS	Northstar Destination Midwest
Aug 10-13	Cleveland, OH	ASAE Annual Meeting & Exposition
Aug 26-28	National Harbor, MD	Maritz Activate 2024
Aug 27-29	Milwaukee, WI	CONNECT Marketplace
Aug 28-31	Portland, OR	ConferenceDirect CDX
Sep 4	Indianapolis, IN	Destination Celebration
Sep 5	Milwaukee, WI	Destination Celebration
Sep 22-27	Anaheim, CA	TEAMS Conference & Expo
Sep 24	Washington, D.C.	ASAE Summit Awards
Sep 25	Kansas City, MO	Dine with Destinations
Oct 8-10	Las Vegas, NV	IMEX America
Oct 14-16	Huntsville, AL	ACES 2024 Conference
Nov 11-13	San Francisco, CA	CREW Destination Celebration Bay Area
Nov 12-14	Chattanooga, TN	Sports ETA 4S Summit
Dec 4-5	Chicago, IL	Association Forum's Holiday Showcase
Dec 8-12	Punta Gorda, FL	US Sports Congress
Dec 11	Washington, D.C.	CVBReps Annual Holiday Luncheon
Dec 15-18	Pebble Beach, CA	Northstar Leadership Forum



View sports video at <https://youtu.be/ATTcDbWo68w>

MEETING, SPORTS AND EVENT SALES

SERVING UP OMAHA'S COSMO

The team promoted Omaha to more than 3,600 meeting planners attending the Professional Convention Management Association (PCMA) Convening Leaders Conference in San Diego, CA. Visit Omaha provided interactive experiences highlighting Omaha's new developments and underscoring its appeal as a meeting destination. Meeting planners visiting the Omaha tradeshow booth chose locally made Adagio sugar scrub with a scent that matched their personality. During the reception, guests enjoyed a signature drink – the CosmOmaha – and learned about the city's cosmopolitan (get it?) charm, amenities and attractions.

BRA FITTINGS PUT OMAHA CENTER-STAGE AT WORLD EDUCATION CONFERENCE

Visit Omaha enhanced its presence at the Meeting Professionals International World Education Conference in Louisville, which drew 700 meeting planners. Visit Omaha offered professional bra fittings to the mainly female attendees as a unique way to find out if, "Omaha is the Right Fit." More than 250 women participated, providing the sales team valuable face-to-face time to promote Omaha and highlight why planners should select the city as their meeting destination. The team followed up by sending each participant a customized bra, inviting them to share their meeting requirements.

As a result, Visit Omaha identified 50 organizations that are a good fit for Omaha. The team is currently pursuing their business.

MOTORCOACH & MILITARY REUNION HIGHLIGHTS

In 2024, Omaha's unique motorcoach itineraries were published on VisitOmaha.com, expanding the visibility of the tours and positioning the Visit Omaha services team as a valuable resource for tour operators planning motorcoach trips to Omaha. During the holiday season, Omaha welcomed nine Christmas bus tours with 530 travelers on board. The Visit Omaha services team welcomed each tour and presented travelers from Missouri, Illinois, Minnesota, Kansas and North Carolina with specially designed Omaha ornaments.

Visit Omaha provides step-on guides for motorcoach tours. These are Visit Omaha-trained experts who "step on" the bus to provide guided tours of the city. There were 18 guided tours for motorcoach groups in 2024.

31 GROUP TOUR LEADS SENT

2,164 GROUP TOUR ROOM NIGHTS LEADS

1,191 GROUP TOUR ROOM NIGHTS BOOKED

21 GROUP TOURS BOOKED

2024 STR

OCCUPANCY (%)	
2024	61.3%
PERCENTAGE CHANGE	+2.2%
ADR	
2024	\$127.85
PERCENTAGE CHANGE	+1.3%
SUPPLY	
2024	3,609,372
PERCENTAGE CHANGE	+1.5%
DEMAND	
2024	2,211,370
PERCENTAGE CHANGE	+3.7%
REVENUE	
2024	\$282,729,430
PERCENTAGE CHANGE	+5.0%

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.

FOUR CITY ALLIANCE PARTNERSHIP

Omaha partnered with Birmingham, AL, Buffalo, NY, and Memphis, TN, to host five client events in Chicago and Washington, D.C. over the course of year. The events targeted 37 association executive directors and meeting planners, showcasing the four cities as top meeting destinations. Attendees enjoyed the smaller, more personal gatherings while discovering what each city has to offer.

CALL CAMPAIGN

To prospect for new business opportunities, Visit Omaha partnered with Strategic Database Research to conduct a call campaign targeting 5,629 regional and national organizations to find out if they had meeting business for Omaha. The campaign successfully identified 96 qualified prospects and resulted in 80 organizations requesting additional information about Omaha.

OMAHA RAISES THE STEAKS

Visit Omaha sponsored a steak and egg breakfast for planners in the association and sports markets during the annual Connect Marketplace in Milwaukee. This sponsorship provided the team with a valuable opportunity to network with attendees while screening a video highlighting new Omaha developments. In addition to the breakfast, the team conducted more than 50 one-on-one meetings with planners, further strengthening connections within the association and sports market.

CONVENTION AND EVENT SERVICES

Once a meeting or event is confirmed, the Visit Omaha services team takes the lead in collaborating with organizers to coordinate all aspects of an event, ensuring increased attendance and overall satisfaction. In 2024, the team successfully supported 167 groups, including these major citywide events:

- American Choral Directors Association Midwestern Region Conference
- NSAA State Wrestling Championships
- Asics Presidents' Day Classic
- American Farm Bureau Federation YF&R Leadership Conference
- NCAA Division I Men's Basketball Championship, First and Second Rounds
- Adidas Gold & 3SSB Boys Basketball Tournament
- 2024 Home Instead Global Convention
- Scooters Coffee GROW 2024 Franchise Conference
- Midwest Basketball Showcase
- USA Triathlon Multisport National Championships Festival
- International Co-Responder Alliance CoRCon
- Triple Crown's Omaha SlumpBuster
- NCAA Men's College World Series
- Hagan Scholarship Foundation Workshop
- NXTPRO Hoops NXT Finals
- Top Gun Events Cornhusker Classic
- 2024 Department of Defense Intelligence Information System (DoDIIS) Worldwide Conference
- NASA/NASB State Education Conference
- HDR, Inc. Fall Business Group Conference

Five planning visits were conducted for events set to take place in Omaha in 2025 with the following groups: Lutheran Women's Missionary League, American Baptist Churches, Association of Progressive Rental Organizations, The Church Network and the Ammonium Nitrate - Nitric Acid Producers Study Group. Each group will have a significant economic impact, contributing a total of \$8.9 million to Omaha's local economy. The team also traveled to Lexington for The Church Network's Annual Meeting and to Denver for the International Association of Forensic Nurses' annual conference to promote Omaha for their 2025 events.

The services team organized a one-day familiarization (FAM) tour for 12 government meeting planners attending the Society of Government Meeting Professionals National Education Conference in Omaha. The itinerary highlighted some of Omaha's premier meeting and events venues, with visits to Hilton Omaha and the Omaha Marriott Downtown at the Capitol District, CHI Health Center Omaha, The Durham Museum and Omaha's Henry Doorly Zoo and Aquarium.

Additionally, the services team partnered with the Omaha Sports Commission and USA Triathlon for the 2024 USA Triathlon Multisport National Championships Festival to create a vibrant festival-like atmosphere for athletes and spectators. This effort involved coordinating with local breweries and arranging family-friendly entertainment. Visit Omaha staffed an information tent at the event, where volunteer ambassadors offered recommendations on local attractions, dining options and activities. The USA Triathlon Multisport National Championships Festival will return in 2025.

NEW INITIATIVES

Two initiatives were introduced in 2024 to enhance the attendee experience. The first featured new welcome signage strategically placed throughout the Old Market Entertainment District. The second was the addition of informational banners displayed in hotel lobbies hosting large groups. These banners offer attendees guidance on things to do, places to eat and other activities to enjoy.

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 **American Society of Association Executives (ASAE)**, Omaha is positioned alongside high-profile destinations such as Louisville, Phoenix and Fort Lauderdale. The partnership provides Omaha with increased access to 21,000 association executives and industry partners.
- In Chicago, our Premier Partnership with the **Association Forum** gives Omaha great visibility as a meeting destination to more than 44,000 executive directors and their staff.

- **Maritz Global Events** is a third-party planning company with more than 1,600 clients.
- **Professional Convention Management Association (PCMA)** provides increased access to more than 7,000 meeting planner members.
- **HelmsBriscoe**, a third-party planning organization that matches meeting planners to destinations, helps drive short-term meeting business into the city.
- **Conference Direct**, a third party planner, taps into the organization's 400 associates to help sell Omaha to their clients.

MARKETING AND COMMUNICATIONS

2024 ADVERTISING INCREASES VISITATION

The Visit Omaha marketing team approached 2024 strategically in hopes of maintaining and building on the record-breaking success of the last two years, and it worked. According to Placer.ai, an independent analytics tracking firm, visitation from cities targeted by Visit Omaha advertising increased 2.4% to 2.8 million. Visit Omaha focuses most of its advertising and promotional efforts in Chicago, Minneapolis, Kansas City, Des Moines and Sioux Falls. Particularly impressive was the 12.6% increase in visitation from Des Moines, showcasing the effectiveness of Omaha's messaging in this market.

In 2024, the team launched a yearlong comprehensive advertising campaign that spanned multiple platforms, including:

- Broadcast and Streaming Television & Radio
- Print
- Social Media
- Digital
- Outdoor

A major component of Visit Omaha's digital strategy included Epsilon, an online platform that tailors advertisements to consumer preferences while tracking actual visitation and spending by those reached through Visit Omaha campaigns. Between May and December 2024, Visit Omaha invested \$303,000 in digital advertising through Epsilon. The results show 33,900 individuals who saw these ads visited Omaha, spending a total of \$8.4 million during their stay. This means that for every dollar spent on advertising through this platform, visitors spent \$28 in Omaha. Data shows those visitors spent 36.4% of their money shopping in Omaha retail shops, 19.4% in Omaha restaurants, 18.1% at local grocery stores, 11.4% at gas stations, 9.3% at Omaha hotels and 5.4% at local attractions.

INFLUENCER CAMPAIGN PAYS OFF

Visit Omaha launched a campaign that personalized travel experiences by matching six social media influencers with customized Omaha itineraries.

All visitors to VisitOmaha.com are asked, "What kind of traveler are you?" Each of the seven options – Family Fun, Active Adventurer, Foodie Fanatic, History Buff, Sports Fan, Art & Music Lover, and Surprise Me – connects users to specific Omaha itineraries. In 2024, Visit Omaha paid six influencers, each representing a traveler type, to travel to Omaha to experience and share the city's unique attractions, restaurants and hotels. These influencers created engaging, authentic content from their stays, including videos, stories and posts shared on their social media platforms. Visit Omaha also shared the content on its social media platforms.

Four influencers enjoyed their time in Omaha so much that they created additional posts at no extra cost, further boosting the campaign's reach and impact. Moreover, the agreement with these influencers allows Visit Omaha to reuse a selection of these photos and videos for future marketing efforts, ensuring lasting value.

\$968,823 EARNED MEDIA VALUE

7,053,285 SOCIAL MEDIA IMPRESSIONS

5,096,978 VIDEO VIEWS

57,666 SHARES AND SAVES



@everydayoutdoorfamily



@mollykuplen



@minne.eats



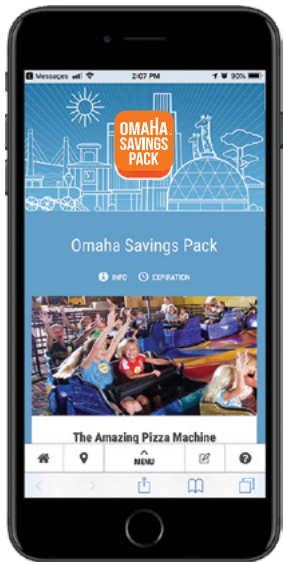
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OMAHA SAVINGS PACK

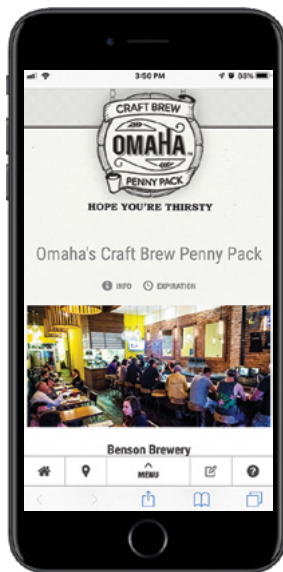
The Omaha Savings Pack continues to be a successful partnership between Visit Omaha and seven local attractions. The Savings Pack offers out-of-town visitors exclusive digital discount coupons to top attractions when they download the free web application. New in 2024, those who redeem three offers are eligible to receive a free Visit Omaha water bottle at the Omaha Visitors Center. Participants claimed 68 water bottles.

In 2024, Visit Omaha promoted the Savings Pack through a multimedia campaign. Downloads increased by 15%, coming in from 49 states and 14 countries.

2024 Savings Pack Partners:
Lauritzen Gardens, Lee G. Simmons Wildlife Safari Park, Omaha Children's Museum, Omaha's Henry Doorly Zoo and Aquarium, Strategic Air Command & Aerospace Museum, The Amazing Pizza Machine, The Durham Museum

2,953 DOWNLOADS

1,551 REDEMPTIONS



OMAHA CRAFT BREW PENNY PACK

The Omaha Craft Brew Penny Pack brings together Visit Omaha and 12 local craft breweries to offer out-of-town visitors a "buy one, get one for a penny" deal. Penny Pack users also receive a free Penny Pack flight glass when they redeem their digital coupon at the Omaha Visitors Center. In 2024, Penny Pack redemptions came from 46 states and Penny Pack participants picked up 148 flight glasses.

In 2024, Penny Pack commercials were seen more than 17 million times on platforms like DirecTV, CBS Sports Stream, TBS, Samsung TV Plus, Pluto TV and Fubo Live TV & Sports.

2024 Penny Pack Partners:
Benson Brewery, Brickway Brewery and Distillery, Infusion Brewing Company, Kros Strain Brewing, Lucky Bucket Brewing, Monolithic Brewing, Nebraska Brewing Company, Pint Nine Brewing Company, Scriptown Brewing Company, Site-1 Brewing, Upstream Brewing Company, Vis Major Brewing

1,751 DOWNLOADS

1,267 REDEMPTIONS

2024 OMA TOURISM AWARDS

The Omaha Metropolitan Area (OMA) Tourism Awards is a partnership between Douglas, Sarpy and Pottawattamie counties recognizing the best tourism businesses in each county. The public nominates and votes for their favorite businesses in four categories: Best Hotel, Best Restaurant, Best Attraction and Best Retail Business.

In 2024, the public submitted 4,451 nominations, a substantial increase in engagement compared to previous years. Voting also surged, with a record-breaking 24,576 votes cast, a 33% increase from 2023.

Winners across the four categories were featured on billboards and in promotional videos on social media platforms during National Travel & Tourism Week in May 2024. These videos generated 199,057 engagements, impressions and views across Instagram, Facebook, LinkedIn and YouTube.

The 2024 OMA Tourism Awards inspired pride and connection within the community and reinforced these businesses' vital role in making Omaha a must-experience destination.

Go to OMATourismAwards.com to see all award winners.



MARKETING AND COMMUNICATIONS

Visit Omaha has developed three engaging characters to help promote tourism: Bob the Bridge, OMAR the Troll and OMAR's little sister, OMAI. Each plays a unique role in promoting, inspiring and entertaining Omaha visitors and local residents.

BOB THE BRIDGE

The Bob Kerrey Pedestrian Bridge, known as “Bob,” is a one-of-a-kind 3,000-foot pedestrian suspension bridge connecting Nebraska and Iowa over the Missouri River. Bob offers stunning views of downtown, the chance to go “Bobbing” (standing in two states at once at a central point over the Missouri River) and the opportunity to complete a 0.9K marathon. Bob likes to say you don’t have to be in shape to complete his marathon, you just have to be a shape.

According to Placer.ai, an independent analytics platform that tracks visitation using mobile phone data, in 2024, Bob welcomed 125,031 people with 38% coming from out-of-town. The majority of visitors came from Kansas City, Des Moines and Minneapolis-St. Paul.

Bob was promoted using social, YouTube and digital video advertising focused on videos teasing his new extension, dubbed Baby Bob, which will give the convention center, ballpark, arts district and several hotels direct access to the bridge. On Instagram and X (@bobtbridge), Bob’s “dad joke” humor continued to engage audiences and grow followers.



View Bob videos at VisitOmaha.com/bob/vlog

OMAR

OMAR the Troll, a charismatic 300-pound, 4-foot bronze statue, delights visitors under Bob the Bridge. His walking stick has special signage directing visitors to OMARtheTroll.com, which tells his entertaining origin story. QR codes placed along Bob provide access to special videos about OMAR.

The book “OMAR Finds a Home,” which tells the story of how OMAR came to live under the bridge (and which highlights Omaha attractions), and OMAR plush dolls were popular retail items at the Omaha Visitors Center in 2024.

OMAI

OMAI, OMAR’s adventurous little sister, offers families an interactive scavenger hunt across Omaha. Through OMAIAdventure.com, families track OMAI’s footprints to 12 attractions, scanning QR codes for animated videos that reveal fun facts about each location. Participants can collect buttons at each site and claim a free OMAI backpack at the Omaha Visitors Center to showcase their pins.

OMAI’s interactivity continues to interest families and drive exploration of Omaha’s attractions. Close to 1,200 visitors from 36 states picked up backpacks in 2024, an 11% increase over the year prior. In December 2024, Visit Omaha introduced an OMAI plush doll, so kids (of any age) can now take OMAI with them anywhere.

2,980,195	ADVERTISING IMPRESSIONS
1,456,314	VIDEO VIEWS
68,635	PAGE VIEWS
43,718,003	SOCIAL MEDIA IMPRESSIONS
4,972	FOLLOWERS ON SOCIAL MEDIA

10,296	WEBSITE VIEWS
1,184	VIDEO VIEWS
72	OMAR BOOKS SOLD
63	OMAR DOLLS SOLD

1,196	BACKPACK PICKUPS
1,039,856	VIDEO VIEWS
20,916	WEBSITE VISITS
2,440	QR CODE SCANS

VISITORS GUIDE

Visit Omaha creates and distributes the annual official Omaha Visitors Guide. In 2024, distribution of the guide was up 34% over the previous year.

Creative refreshed layouts added a playful touch to the 2024 guide, which incorporated new attractions that are part of Omaha's \$9 billion development boom. The cover image of the newly constructed Farnam Pier at The RiverFront captured the dramatic architecture framing a view toward Heartland of America Park and downtown Omaha. This striking photo epitomizes the excitement and anticipation the guide seeks to inspire.



198,028

TOTAL GUIDES
DISTRIBUTED

109,798

DISTRIBUTED THROUGH
VISITOR SERVICES

OMAHA VISITORS CENTER,
AIRPORT, AND KIOSKS

64,208

MAILED TO
CONSUMER DATABASE

18,632

DISTRIBUTED THROUGH
HOTEL BROCHURE RACKS

5,390

REQUESTED ONLINE
OR BY PHONE

661

DOWNLOADS
FROM WEBSITE

PUBLIC RELATIONS

In 2024, Visit Omaha enhanced visibility for the city through media outreach. According to Meltwater, an independent media tracking platform, the print articles, TV broadcasts and online features supported by Visit Omaha garnered over 1 billion views. A huge boost came from eight stories that appeared on MSN.com, including the impact the Berkshire Hathaway Annual Shareholders meeting has on Omaha's economy, an interview about things to do in Omaha, and a video featuring Omaha's dining scene.

Visit Omaha's two weekly segments on KETV Channel 7 are another significant contributor to these numbers. "Welcome to the Weekend" features weekend activities happening in Omaha, and "Now Serving Omaha" highlights local restaurants, and their owners and menus. Both aim to inform residents about events and dining options, fostering a sense of pride in the city. These weekly segments were viewed 70 million times throughout the year during live broadcasts, online and on KETV's social media platforms.

504

MEDIA MENTIONS

1.25 BILLION

REACHED BY MEDIA COVERAGE

\$11.6 MILLION

PUBLICITY VALUE

**Numbers reflect media coverage generated by Visit Omaha only*

VISITOMAHA.COM



All Visit Omaha advertising and promotional efforts drive potential visitors to [VisitOmaha.com](https://www.visitomaha.com), the city's official tourism website, which offers robust and continuously updated content.

In 2024, the website received four national awards:

- Silver Award: Davey Awards, Tourism Website category
- Gold Award: Hermes Creative Awards, Website Design category
- Award of Excellence: Communicator Awards, Travel & Tourism Website category
- Silver Award: w3 Awards, General Website category

The website's top 10 most popular pages include: What to Do, Where to Go, What to Eat, Events, Things to Do, Omaha Attractions, Things to Do with Kids, Omaha Savings Pack, Omaha Restaurants and Restaurants with Party Rooms.

2,353,278

WEBSITE SESSIONS
30% increase

6,607,475

WEBSITE PAGE VIEWS
31% increase

39,281

GDPR COMPLIANT
DATABASE
23% increase

GDPR compliance means Visit Omaha only sends emails to people who have agreed to receive them.

MARKETING AND COMMUNICATIONS

NOW SERVING OMAHA

The Now Serving Omaha video web series highlights local restaurants, digging into the city's vibrant and diverse food culture.

Hungry viewers continued to devour the existing collection of 15 videos across social media platforms, including Facebook, Instagram and YouTube, while also visiting the Now Serving Omaha web pages for more information, including links to business listings.

4,370,822 VIDEO VIEWS
143,860 PAGE VIEWS

WELCOME TO THE NEIGHBORHOOD

Omaha's Welcome to the Neighborhood video series continues to inspire visitors and locals to explore the city's distinctive districts. Two new neighborhood videos were added in 2024 featuring The RiverFront and Little Bohemia. There are now 11 neighborhood videos. Additionally, five seasonal videos were added, lending another dimension to exploring the city. Omaha's vibrant neighborhoods remain central to its tourism success, offering authentic experiences that attract visitors and support local businesses – throughout the seasons.

4,537,269 VIDEO VIEWS
395,907 PAGE VIEWS

OMAHA RESTAURANT WEEK

Omaha Restaurant Week (ORW) saw significant growth and success in 2024, promoting the local dining scene to out-of-town travelers and local residents while raising money for Food Bank for the Heartland. Branded as the "10 Tastiest Days of the Year," Omaha Restaurant Week invites participating restaurants to offer unique multi-course meals at a fixed price of \$20, \$30, \$40 or \$50 per dinner. Restaurants donate 5% of Restaurant Week menu sales to the food bank, directly supporting the organization's efforts to combat hunger.

A total of 52 restaurants participated in 2024, a 53% year-over-year increase. New in 2024, the team introduced a social media influencer campaign to generate additional local buzz. Three local foodie content creators were invited to preview Omaha Restaurant Week and post about their meals and the event on Instagram. Collectively, these posts and videos reached more than 23,000 people.

Visit Omaha manages OmahaRestaurantWeek.com and the brand's Facebook, Instagram and X accounts. The event was promoted using radio, print, digital, social and billboard advertising and generated \$70,000 worth of media coverage leading up to and during the event.

\$13,726 2024 DONATIONS TO FOOD
BANK FOR THE HEARTLAND
\$55,257 TOTAL DONATIONS SINCE 2017

SOCIAL MEDIA

Visit Omaha's social media network includes Facebook, Instagram, X, YouTube, Pinterest and LinkedIn platforms. The team also manages accounts for Omaha Restaurant Week and Bob the Bridge.

Engagement, measured through likes, comments, shares, video views and more, remains critical to expanding Visit Omaha's audience reach. A major highlight of the year was the increase of in-house Instagram Reels, which garnered over 1 million views, showcasing the vibrant experiences Omaha has to offer. These short-form videos, coupled with collaborations with local attractions and influencers, contributed an additional 800,000 views. By focusing on authentic, interactive content, the team ensured users felt connected to Omaha's diverse storytelling. Visit Omaha's ability to leverage partnerships, trends and user-generated content has positioned the city as a compelling and accessible destination for travelers.

The results for 2024 demonstrate the ongoing success of these strategies, with follower growth across all platforms and a 6% increase in overall social media followers.

4,399,582 TOTAL ENGAGEMENTS
217,628 TOTAL FOLLOWERS
133,100 FACEBOOK FOLLOWERS
58,615 INSTAGRAM FOLLOWERS
22,028 X (FORMERLY TWITTER) FOLLOWERS
2,393 LINKEDIN FOLLOWERS
1,099 YOUTUBE FOLLOWERS
393 PINTEREST FOLLOWERS



Visit Omaha operates three visitor information centers to provide travelers with helpful information and guidance. The Omaha Visitors Center, located at 306 S. 10th Street, serves as the central hub. In partnership with the Council Bluffs Convention & Visitors Bureau and Sarpy County Tourism, Visit Omaha manages two visitor information desks at Omaha's airport in the north and south terminals. 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. In addition, Visit Omaha has three mobile visitor information kiosks located at CHI Health Center Omaha, Boys Town Hall of History, and Union Bank & Trust Sports Complex.

In 2024, the visitor services team assisted 45,727 visitors at the Omaha Visitors Center and at the two Omaha airport information desks. The number of visitors served at the downtown visitor center increased 12% year-over-year. The number of visitors served at the two airport information kiosks saw a 16% decrease over the same time period due to construction barriers at Eppley Airfield during its terminal expansion.

With the Build OMA airport terminal expansion well underway, Visit Omaha and the Omaha Airport Authority launched an expansion of the Airport Ambassador Program aimed at recruiting new volunteers to maintain top-notch customer service as the airport's near \$1 billion expansion progresses.

VISITOR INFORMATION

The visitor services team aimed to recruit, train and retain 50 volunteers for the Omaha Visitors Center in 2024; it surpassed its goal with 57 volunteers at year's end. Visit Omaha's dedicated volunteers play a key role in providing engaging information and customized recommendations to help ensure visitors have a memorable experience; Visit Omaha tracks ambassador recommendations as partner referrals. In 2024, ambassadors made over 9,000 referrals to local attractions, restaurants and shops, a 16% increase from 2023. Their efforts help our local economy by driving visitation and boosting spending with Omaha businesses.

Ambassadors provided critical assistance in 2024 as the Omaha Visitors Center expanded hours and added extra shifts during key events, including the NCAA Men's Basketball Tournament 1st & 2nd Rounds, Berkshire Hathaway Annual Shareholders Meeting and NCAA Men's College World Series.

Three new initiatives enhanced the visitor experience and strengthened community connections in 2024, so much so that they will continue into 2025:

- At the Omaha Visitors Center, the team hosted 12 events highlighting local businesses and products to educate and inspire travelers to visit businesses throughout the city. In promotion of these events, Visit Omaha delivered featured items to frontline hotel staff to strengthen connections and collaboration.
- As third graders across the community begin learning about Omaha's history, the visitor services team saw an opportunity to introduce them to tourism through the book "OMAR Finds a Home." This engaging story helps educate students about the city's world-class attractions, fostering civic pride and inspiring these young residents to become ambassadors for Omaha.
- In 2024, the Visit Omaha retail store, located inside the Omaha Visitors Center, featured nine unique Visit Omaha branded products. Sales totaled \$5,100 in 2024, during the store's first full year in operation.

11,458 WELCOMED AT THE OMAHA VISITORS CENTER

34,269 WELCOMED AT AIRPORT INFORMATION KIOSKS

9,251 PARTNER REFERRALS

4,555 KIOSK MATERIALS DISTRIBUTED

57 VOLUNTEER AMBASSADORS

12 LOCAL BUSINESS SPOTLIGHT EVENTS





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