

2025 ANNUAL REPORT

# VISITOMAHA™



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

# VISIT OMAHA OMAHA OMAHA

## MISSION

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To stimulate economic growth for our community by increasing visitation.

## ORGANIZATION DESCRIPTION

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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.

## BRAND: THIS IS WHO WE ARE AS AN ORGANIZATION

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

- We provide a valuable service to our partners and community.
- Our work generates measurable economic impact for Omaha, creating thousands of local jobs.

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

- We find unexpected ways to tell Omaha's story.
- We bring together local partners to create experiences visitors can't find elsewhere.
- We pursue new partnerships and opportunities to bring meetings and events to Omaha.

**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.

- We are grateful to be part of an industry that contributes more than \$2 billion to Omaha's economy and supports more than 16,000 local jobs.
- We are grateful to our partners who give us a product to promote and to our community that supports our efforts.
- We recognize the strengths each team member brings to our work.



## EXECUTIVE SUMMARY

Change defined 2025, both for the city of Omaha and for our team. The retirements of Deborah Ward, executive director, and Cathy Keller, vice president of sales and services, opened opportunities for new leadership. Ward's creativity and Keller's relationships shaped our organization, and their legacies continue to inspire our work. As this era ended, a new chapter began. Around the same time, John Ewing, Jr. became Omaha's new mayor.

After three consecutive years of record-breaking tourism growth, momentum leveled off in 2025, reflecting a national trend. Even so, Visit Omaha pursued new opportunities and delivered strong results.

The city welcomed more than 3 million visitors from our six target markets, a 9% increase from the previous year, proving that our marketing team's creative promotional efforts are resulting in a significant return on investment for our community. The sales team successfully booked 188 future meetings, events and motorcoach tours, which will generate an estimated \$140 million in economic impact. Through the team's innovative methods to reach event planners, we secured major pieces of business including IRONMAN 70.3 (2026-2028), the Ancient Order of Hibernians (2026) and Shriners International (2029). These successes were strengthened by our event services team, which assisted 216 groups, including the American Association of Bovine Practitioners and the USA Triathlon Multisport National Championships, while our visitor services team supported over 60,000 travelers at the Omaha Visitors Center and airport.


Omaha is changing, and we at Visit Omaha are energized by the progress. A billion-dollar airport expansion, a bigger and better convention center and a new streetcar will elevate the visitor experience and make our city's world-class amenities more accessible than ever before. John F. Kennedy once said, "Change is the law of life. And those who look only to the past or present are certain to miss the future." At Visit Omaha, we remain grateful for our past and proud of our present, but we are most excited about the bright future we are all building together. Thank you for your continued support.

More to come,

Jasmyn Goodwin  
Executive Director, Visit Omaha

# WHAT OMAHA TOURISM LOOKS LIKE

TOURISM BRINGS FAMILIES CLOSER TOGETHER AND HELPS NEIGHBORHOODS GROW

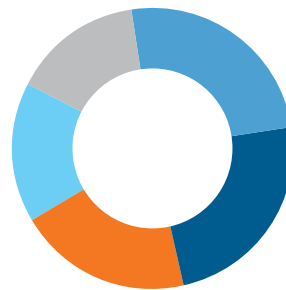


## 14.7 MILLION

### TOTAL VISITORS

(2.8% increase over 2023)

## HOW VISITORS SPEND THEIR MONEY



- 25% Food & Beverage \$415M
- 23% Hotels \$380M
- 21% Retail \$341M
- 17% Entertainment \$281M
- 14% Transportation \$235M



## OMAHA VISITORS SPEND \$1.6 BILLION

(5.5% increase over 2023)

DAY VISITORS SPEND \$606 MILLION

OVERNIGHT VISITORS SPEND \$1.05 BILLION

## WHY IS TOURISM IMPORTANT TO LOCAL RESIDENTS?

Taxes generated by visitor spending save each Douglas County household \$903 per year. Without tourism, residents' taxes would go up or the current level of government services would go down.



## \$903 PER YEAR TAX RELIEF

**VISITOMAHA™**  
VisitOmaha.com



## TOTAL TAXES GENERATED \$344 MILLION

(4.5% increase over 2023)

\$135 MILLION - FEDERAL  
\$92 MILLION - STATE  
\$117 MILLION - LOCAL



## VISITOR SPENDING SUSTAINS 16,201 JOBS

(2.3% increase over 2023)

1 IN 28 JOBS SUPPORTED BY VISITOR SPENDING

Source: 2024 Tourism Economics - An Oxford Economics Company

# ADMINISTRATION AND FINANCE

## ADMINISTRATIVE OFFICE EXPANSION

In 2025, Visit Omaha expanded its administrative office, located in Midtown Crossing. The additional 715 square feet of space includes four plug-and-go workstations, two traditional offices and a standing desk area. The upgraded space meets the growing team's operational needs.

## POLICY AND DATA MANAGEMENT

In 2025, Visit Omaha modernized its operations by strengthening cybersecurity through Windows 11 upgrades and multi-factor authentication, partnering with the City of Omaha for advanced data monitoring. Visit Omaha also centralized its contract management in FileBound, a cloud-based document management company, to improve how partner and client agreements are tracked and managed. Additionally, updates to the employee handbook and travel reimbursement policy helped streamline key administrative functions including expense approvals, purchase orders and credit card processing.

## LODGING TAX

Visitors who stay in Omaha/Douglas County hotels help fund Visit Omaha through a portion of local lodging taxes. The total tax applied to hotel room rates is 18.16% (and higher in some entertainment districts) and includes county, city and state taxes. Of that total, 2.5 percentage points support Visit Omaha's operations through the Douglas County Lodging Tax (2.0 percentage points) and the City Occupation Tax (0.5 percentage points). In 2025, these hotel tax revenues totaled \$6,985,138, 3.9% under projection.

## DESTINATION MARKETING CORPORATION

Through its 501(c)(6) non-profit, the Destination Marketing Corporation (DMC), Visit Omaha offers strategic incentives to win meetings, sporting events and conventions for Omaha. In 2025, the DMC awarded \$351,300 to 23 groups that will host events in Omaha through October 2029 that will bring almost \$37 million into the local economy.

### 2025 REVENUE

	Budgeted	Actual
<b>Earned Revenue</b>		
Douglas County Lodging Tax (2%)	\$5,980,528	\$5,730,299
City of Omaha Occupation Tax (.5%)	\$1,289,512	\$1,254,839
Saunders County Lodging Tax	\$4,442	\$3,818
City of Omaha	\$2,400,000	\$2,400,000
OCVB Private Funds	\$133,000	\$167,903
<b>Total Earned Revenue</b>	<b>\$9,807,482</b>	<b>\$9,556,859</b>
<b>Other Funds</b>		
Destination Marketing Corporation*	\$244,719	\$351,300
Reserve	\$1,500,000	\$233,814
<b>TOTAL REVENUE</b>	<b>\$11,552,201</b>	<b>\$10,141,973</b>

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

### 2025 EXPENSES BY DEPARTMENT

	Budgeted	Actual
Convention Sales & Services	\$4,435,021	\$3,594,852
Convention Sales Sports	\$701,804	\$346,060
Marketing & Communications	\$4,379,015	\$4,052,076
Visitor Services	\$476,935	\$307,102
Administration	\$1,314,707	\$1,490,583
Destination Marketing Corporation*	\$244,719	\$351,300
<b>TOTAL EXPENSES</b>	<b>\$11,552,201</b>	<b>\$10,141,973</b>

# VISITOR INFORMATION

In 2025, the visitor services team helped 61,601 visitors at the Omaha Visitors Center and the two airport information kiosks, a 35% year-over-year increase. This growth resulted from the team's work with local businesses, schools and community groups, along with added ambassador shifts at the airport.

The visitor services team surpassed its 2025 volunteer staffing goal by recruiting, training and retaining 70 volunteer ambassadors. These ambassadors made over 9,600 referrals to local attractions, restaurants and shops in 2025 — a 4% increase from 2024.

Ambassadors helped extra during busy times. The Omaha Visitors Center added hours and shifts during key events, including the Berkshire Hathaway Annual Shareholders Meeting and the NCAA Men's College World Series. Ambassadors also staffed booths at the Aksarben Tirc, a criterium bicycle race, and Multisport National Championships Festival, a USA Triathlon event.

The Omaha Visitors Center held monthly events showcasing local businesses to inspire travelers to shop around the city. Staff also gave local products and information to hotel and airport workers to build relationships and spread the word about Visit Omaha's services.

The team partnered with The RiverFront, Creighton University, University of Nebraska at Omaha and Offutt Air Force Base to reach families, students, residents and service members with tips on local attractions.



A family getting OMAI backpacks at the Omaha Visitors Center

Visit Omaha operates three permanent visitor information centers and three mobile kiosks to provide travelers with helpful information and guidance.

## PERMANENT LOCATIONS:

- Omaha Visitors Center (306 S. 10th Street) staffed by Visit Omaha-recruited volunteers.
- Two Omaha airport kiosks, in the north and south terminals, in partnership with Unleash Council Bluffs and staffed by Omaha Golden K Kiwanis Club members and community volunteers.

## MOBILE KIOSKS:

- CHI Health Center Omaha
- Boys Town Hall of History
- Union Bank & Trust Sports Complex



Christine Eipperle was named the 2025 Bill Geist Up & Coming Hospitality Leader



A visitor information kiosk at the airport

**15,447** WELCOMED AT THE OMAHA VISITOR CENTER

**46,154** WELCOMED AT AIRPORT INFORMATION KIOSKS

**9,649** PARTNER REFERRALS

**5,744** KIOSK MATERIALS DISTRIBUTED

**70** VOLUNTEER AMBASSADORS

**12** LOCAL BUSINESS SPOTLIGHT EVENTS

# MEETING, SPORTS AND EVENT SALES

In 2025, the Visit Omaha sales team sent 501 leads to hotels in the Omaha market. These leads for convention, meetings and sports opportunities represented 536,054 hotel room nights and potential business worth \$447 million in economic impact. The sales team qualifies each lead, then presents the opportunity to Omaha hotels and venues to understand interest and availability with the goal of obtaining a proposal to share with the client.

The team secured 182 conventions, meetings and events for future years, a 3% increase in year-over-year bookings. These events will contract more than 147,000 room nights and inject nearly \$140 million into the local economy. Of the definite booked business, 20% represents citywide business. Single property or multiple property business makes up the other 80%.

A total of 81 organizations were welcomed through site visits or awareness visits in 2025. The sales team conducted 38 site visits for clients deciding between Omaha and other cities for their meeting, convention or event. Of those 38 visits, 18 organizations chose Omaha as their host city in 2025 — a 47% conversion rate. There were also 43 awareness visits for meeting professionals wanting to explore Omaha as a potential meeting destination.

## MEETING SALES

*(Excludes Motorcoach)*

**501** HOTEL LEADS SENT

**536,054** ROOM NIGHT LEADS

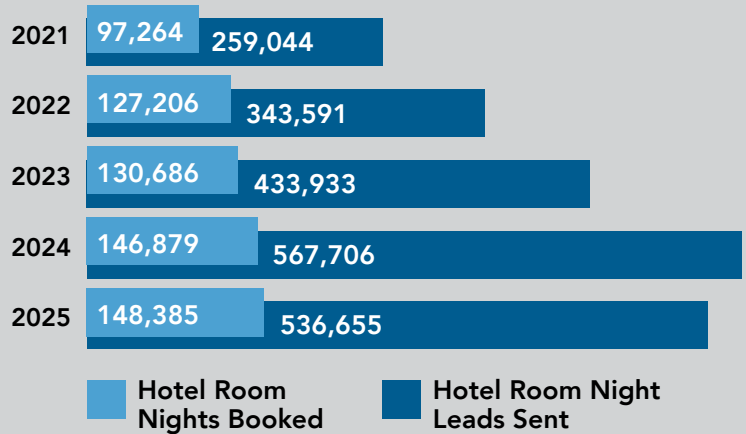
**147,855** ROOM NIGHTS BOOKED

**182** GROUPS CONFIRMED DEFINITE

**81** SITE VISITS

## HOTEL ROOM NIGHT LEADS BOOKED VS. SENT

*(Meeting Sales, Sports & Motorcoach)*



## NOTABLE 2025 BOOKINGS:

**Ancient Order of Hibernians** - America's oldest Irish Catholic fraternal organization will hold their 2026 Biennial Convention in Omaha in July. This event represents more than 2,000 room nights with an estimated \$1 million in economic impact.

**Grassroots Outdoor Alliance** - Omaha will host the Grassroots Connect Show in 2027, 2028 and 2029. Grassroots Outdoor Alliance is a community of independent outdoor specialty retailers and brands that share new ideas, innovations and trends for the season ahead. These three events will bring in over \$4.4 million to our local economy.

**National Rural Electric Cooperative Association** - Omaha will host the national service organization that represents more than 900 nonprofit rural electric cooperatives and public power districts that provide retail electric service to more than 42 million consumers in 47 states. The 2027 Safety Leadership Summit will bring more than 900 attendees supporting 2,800 room nights and nearly \$2 million in economic stimulus to Omaha.

**Pheasants Forever** - First hosted in 2005, Omaha will be home to the 2027 National Pheasant Fest and Quail Classic, marking the fourth time hosting this national event. This event is valued at more than \$4.5 million.

**Society of Forensic Toxicologists** - In October of 2029, Omaha will host the SOFT Annual Meeting that will bring 800 forensic toxicology professionals to Omaha. This piece of business represents \$1.7 million in economic impact.

**Shriners International** - More than 3,000 attendees will come to Omaha for their 2029 Annual Session and Meeting of Shriners International and Shriners Hospitals. This prestigious event represents over 6,800 room nights and an economic impact of \$4.5 million to the city of Omaha.

## OMAHA'S TROLLS TRAVEL TO LA

Visit Omaha displayed its airport-themed booth at the American Society of Association Executives (ASAE) Annual Meeting and Exposition in Los Angeles in August, which attracted more than 5,000 association professionals. Attendees met OMAR and OMAI at The Travelin' Troll Store, designed as an airport gift shop, learned about the OMAR attraction and the OMAI scavenger hunt, and received free plushies as souvenirs. The booth also featured the Jam-Packed Omaha Game, where attendees tested their suitcase-packing skills for a chance to win a Solgaard suitcase. At the Flight Deck Pub, guests enjoyed craft beer and relaxed in a lounge area while viewing a video fly-through of the city's transformation, including new meeting spaces, parks and the billion-dollar renovation to Omaha's airport.



ASAE Annual Meeting 2025

## SALES MISSIONS

In 2025, the Visit Omaha sales team conducted two sales missions: a regional mission in Des Moines, and a medical market-focused mission in Chicago.

### CHICAGO MEDICAL MARKET MISSION

The team conducted two group presentations and five individual meetings while in Chicago. They presented to more than 15 SmithBucklin meeting professionals, brought lunch to their Chicago-based office, and met with four members of the American Hospital Association for a group presentation. Individual meetings were conducted with the American College of Surgeons, American Dental Hygienists' Association, American Academy of Hospice and Palliative Medicine and Power Transmission Distributors Association. The team also attended a PCMA Greater Midwest Chapter educational event to connect with additional industry professionals.

### DES MOINES REGIONAL MISSION

Visit Omaha hosted a candle-making activity attended by seven meeting professionals. The team held individual appointments with representatives from Corteva Agriscience, FUEL Iowa, International Association for Food Protection and the National Pork Board.

## 2025 STR

<b>OCCUPANCY (%)</b>		
2025		59.8%
PERCENTAGE CHANGE		-2.4%
<b>ADR</b>		
2025		\$126.00
PERCENTAGE CHANGE		-1.4%
<b>SUPPLY</b>		
2025		3,629,339
PERCENTAGE CHANGE		+0.6%
<b>DEMAND</b>		
2025		2,170,561
PERCENTAGE CHANGE		-1.9%
<b>REVENUE</b>		
2025		\$273,482,381
PERCENTAGE CHANGE		-3.3%

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.

## OMAHA HOSTS RECORD NUMBER OF FAMS

Visit Omaha partnered with a number of industry organizations to bring prospective clients and C-Suite decision-makers to the city through a familiarization tour, also known as a FAM tour.

## ASSOCIATION FORUM IN-MARKET EXPERIENCE

In 2025, Visit Omaha hosted the third In-Market Experience through its Association Forum partnership. This two-and-a-half day Omaha experience welcomed 17 Chicago-based CEOs to the city. Their itinerary included breakfast in the sea lion cave at Omaha's Henry Doorly Zoo and Aquarium and a tour of the Davis Global Center at the University of Nebraska Medical Center. The group also toured Kiewit Luminarium and participated in a glass blowing experience at Hot Shops Art Center. Their focus was the half day training at Gallup, offering a deep dive into CliftonStrengths, the strengths-based development tool for learning, leadership and professional growth.

## MARITZ GLOBAL

For the first time, Omaha hosted seven Maritz Global members. Attendees included strategic account directors, global event strategists and global meeting planners. The group enjoyed dinner at Joslyn Art Museum and breakfast at Omaha's Henry Doorly Zoo and Aquarium, and explored Kiewit Luminarium, The RiverFront and the Bob Kerrey Pedestrian Bridge. They also toured two convention hotels: Hilton Omaha and Omaha Marriott Downtown at the Capitol District.

## MPI CERTIFIED MEETING MANAGERS (CMM) REIMAGINATION SUMMIT

Visit Omaha welcomed another first-time group in 2025. Fifteen meeting professionals, each with over 20 years of industry experience, met in Omaha for a reimagining of their CMM program. Activities included dinner at Joslyn Art Museum and Dynamite in The Farnam Hotel, tours of Lauritzen Gardens, Omaha's Henry Doorly Zoo and Aquarium and The RiverFront, with a lunch hosted by the Metropolitan Entertainment & Convention Authority (MECA) in the Club Lounge at Charles Schwab Field Omaha.

## NORTHSTAR MEETING GROUP

Omaha welcomed 18 association meeting professionals through a partnership with Northstar Meeting Group. The group was treated to breakfast under the shark tunnel at the zoo, dinners in the Old Market and at The Durham Museum and tours of Joslyn Art Museum and Kiewit Luminarium with a stop at the Bob Kerrey Pedestrian Bridge to meet OMAR the Troll.



Association Forum at Gallup



Maritz enjoyed lunch at Charles Schwab Field Omaha



MPI animal experience at Omaha's Henry Doorly Zoo and Aquarium



Northstar with OMAR under Bob the Bridge

## SPORTS HIGHLIGHTS

In 2025, the Visit Omaha sports team generated \$92,836,493.01 in economic impact for Omaha, with 39% of that representing new business for the city.

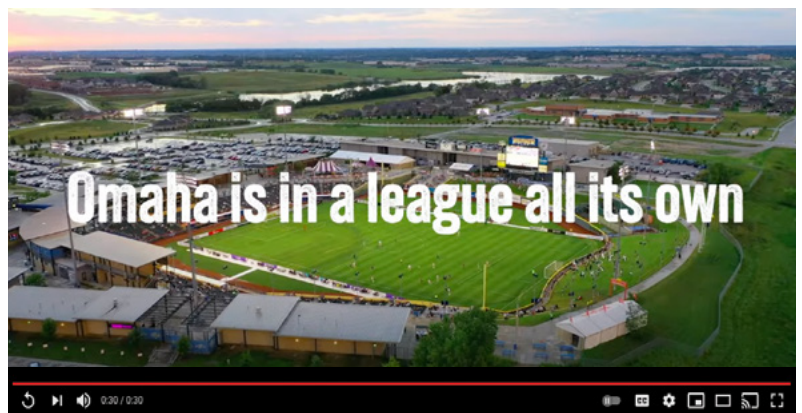
New events, and their total estimated economic impact, included:

- The IRONMAN Group - 2026, 2027 and 2028 IRONMAN 70.3 - \$8.7 million
- NXTPRO Sports - 2025 Girls Basketball Tournament and 2025 Boys Basketball Tournament - \$1.8 million
- Athletes Unlimited - 2025 Pro Volleyball Championships and 2025 Pro Softball Tournament - \$1.96 million
- Powerlifting America - 2026 Powerlifting America High School National Championships - \$682,000

Visit Omaha enhanced its visibility in the sports market at the Sports Express Annual Conference with a scavenger hunt sponsorship, "The Not So Amazing Race," which provided additional exposure for Omaha. The sports team also hosted a live recording of "The Reckoning Sports Tourism Podcast" at the US Sports Congress.



The inaugural Aksarben Tirc criterium, produced by the Omaha Sports Commission and sponsored by Visit Omaha, brought elite cycling to Aksarben Village in May 2025.



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

## 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 Choose Chicago, Visit Indy and Visit Orlando. The partnership provides Omaha with increased access to 21,000 association executives and industry partners.
- **Association Forum** - our Premier Excelerate Partnership, along with United Airlines and eShow, 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 full-service meeting and event management company. This partnership taps into their 450 specialized associates to help sell Omaha to their clients.

## 2025 TRADESHOWS AND EVENTS

<b><u>Dates</u></b>	<b><u>Location</u></b>	<b><u>Organization</u></b>
Jan 11-15	Houston, TX	PCMA Convening Leaders
Jan 26-28	Montreal, QC, CAN	CESSE CEO Meeting
Jan 26-28	Atlantic City, NJ	Northstar IPEC
Jan 27-29	Kansas City, MO	CONNECT North
Jan 27-31	San Juan, Puerto Rico	Sports Express
Feb 1-4	Philadelphia, PA	American Bus Association Marketplace
Feb 5-7	Colorado Springs, CO	Sports Nebraska Sales Blitz
Feb 18-19	Fort Worth, TX	Sports ETA Chief Executive Summit
Feb 19-21	Tampa Bay, FL	AMC Institute Annual Meeting
Feb 27	New York City, NY	NYSAE MeetNY
Mar 7	Chicago, IL	Association Forum Women's Executive Forum
Mar 17-19	Philadelphia, PA	ConferenceDirect APM
Apr 9-10	Washington, D.C.	PCMA Business Events Industry Week
Apr 14-17	Tulsa, OK	Sports ETA Symposium
Apr 22	Minneapolis, MN	Destination Celebration
Apr 22-24	Las Vegas, NV	CONNECT Spring Marketplace
Apr 24	Kansas City, MO	Destination Celebration
May 5-7	Louisville, KY	ACES 2025 Annual Conference
May 6-8	St. Louis, MO	SGMP 2025 National Education Conference
Jun 1-4	Louisville, KY	PCMA EduCon
Jun 11	Chicago, IL	Association Forum Honors Gala
Jun 16-18	Bloomington, MN	Northstar Esports Travel Summit
Jun 18-20	St. Louis, MO	MPI WEC
Jun 23-25	Philadelphia, PA	CESSE ACCESSE25
Jun 23-26	Chula Vista, CA	Maritz Elevate
Jun 28-30	Toronto, CAN	Helmsbriscoe ABC
Jul 21-22	Savannah, GA	AMCs Engaged
Jul 21-23	Valley Forge, PA	The Playeasy Innovators Summit
Jul 29-Aug 1	Las Vegas, NV	ConferenceDirect CDX
Aug 8-12	Los Angeles, CA	ASAE Annual Meeting & Exposition
Aug 18-20	Toledo, OH	Northstar Destination Midwest
Aug 24-28	Miami, FL	CONNECT Marketplace
Aug 26-28	Louisville, KY	Maritz Activate
Sep 4	Des Moines, IA	Des Moines Sales Mission
Sep 10	Milwaukee, WI	Destination Celebration
Sep 16	Indianapolis, IN	Destination Celebration
Sep 18	St. Louis, MO	Destination Celebration
Sep 23-25	Annapolis, MD	Sports ETA 4S Summit
Sep 24	Kansas City, MO	Dine with Destinations
Sep 25	Kansas City, MO	PCMA Heartland Chapter 3rd Annual Putt Putt Challenge
Sep 25	Washington, D.C.	ASAE Summit Awards
Oct 6-9	Las Vegas, NV	IMEX America
Oct 13-16	Columbus, OH	TEAMS Conference & Expo
Nov 10-12	Seattle, WA	Destination Celebration
Nov 12-13	San Francisco, CA	Destination Celebration
Nov 20-21	Kansas City, MO	Nursing Organizations Alliance Annual Meeting
Dec 2-4	Chicago, IL	Association Forum Holiday Showcase
Dec 3-5	Kansas City, MO	Smart Meetings Leadership Experience
Dec 7-10	Lexington, KY	US Sports Congress
Dec 7-10	Coronado, CA	Northstar SportsTravel Leadership Forum
Dec 15-17	Washington, D.C.	CVBReps Annual Holiday Luncheon

# CONVENTION AND EVENT SERVICES

Once a meeting or event is confirmed, the Visit Omaha services team collaborates with meeting planners to coordinate all aspects of an event, including driving attendance, enhancing attendee engagement and ensuring overall satisfaction. In 2025, the services team successfully supported 217 groups, a 29% increase from 2024.

## MAJOR CITYWIDE EVENTS INCLUDED:

- Adidas Gold and 3SSB Tournaments
- American Association of Bovine Practitioners Annual Conference
- American Baptist Churches Biennial Convention
- Asics Presidents' Day Classic
- Association of Air Medical Services Elevate Conference
- BBI International Fuel Ethanol Workshop and Expo
- Farm Bureau Financial Services Sales Conference
- Hagan Scholarship Foundation Workshop
- HDR, Inc. Fall Business Group Conference
- HDR, Inc. Spring Business Group Conference
- International Association of Forensic Nurses Annual Conference
- Lutheran Women's Missionary League Biennial Convention
- Midwest Basketball Showcase
- National Association for Court Management Annual Conference
- NASA/NASB State Education Conference
- NCAA Men's College World Series
- NSAA State Wrestling Championships
- NXTPRO Hoops
- Omaha Criterium
- Scooters Coffee GROW 2025 Franchise Conference
- Structural Building Components Annual Conference
- Triple Crown's Omaha SlumpBuster
- USA Triathlon Multisport National Championships Festival

## PROFESSIONAL DEVELOPMENT

The services team traveled to Ft. Lauderdale to promote the National Sheriffs' Association Annual Conference, which Omaha will host in June 2026. The team also participated in continuing education conferences, including Event Service Professionals Association (ESPA) and Professional Conference Management Association's (PCMA) EduCon. This ongoing professional development ensures Visit Omaha delivers best-in-class service to every client.

## GROUP TOUR OPERATORS

The services team supported 39 group tour operators in planning motorcoach tours in Omaha. Popular stops included Boys Town, The Durham Museum, Joslyn Castle, Omaha's Henry Doorly Zoo and Aquarium and live entertainment at the German-American Society. Ten groups visited Omaha within a two-week period to enjoy the city's festive holiday experiences. The holiday tours brought in approximately 390 visitors, each receiving a commemorative 2025 holiday ornament as a lasting reminder of their time in Omaha.



USA Triathlon Multisport National Championships Festival

## PLANNING VISITS

The services team hosted 18 planning visits for events scheduled for 2025 and 2026. Groups included: Structural Building Components, Association of Air Medical Services, Lutheran Women's Missionary League, International Association of Forensic Nurses, National Sheriffs' Association, North American Wildlife Enforcement Officers Association, National Assembly of State Arts Agencies, Goodwill Industries International, Central Association of College and University Business Officers, EBSCO, National Conference on Ecosystem Restoration, International Right of Way Association (two visits), American Association of Bovine Practitioners, Ancient Order of Hibernians, Community Transportation Association of America. Together, these events will generate \$26.8 million for Omaha's economy.



Association of Air Medical Services

## NEW INITIATIVE: OMAHA SPECIALTY POP-UP RESOURCE PAGE

Recognizing that conference attendees often have limited time to explore destinations, the services team added an Omaha specialty pop-up resource page to the meeting planner toolbox. This tool connects planners with local businesses that bring unique, Omaha-based experiences directly to their conference location, including pop-up boutiques, custom hat making, goat yoga, flower bars, permanent jewelry, onsite bookstores and fragrance bars. Bringing businesses to the attendees enhances the overall meeting experience and supports local entrepreneurs.

## POST-EVENT FEEDBACK

The services team prioritizes the collection of post-event surveys from meeting planners to evaluate performance, measure satisfaction and identify opportunities for improvement across all event stakeholders, including hotels, the convention center and the Visit Omaha team. This feedback is critical in ensuring that each planner's experience in Omaha exceeds expectations. In 2025, the team surpassed its goal of 25 surveys and received 40, all providing valuable feedback to help guide service enhancements.



Lutheran Women's Missionary League  
on Bob the Bridge

# MARKETING AND COMMUNICATIONS

## ADVERTISING INCREASES TARGET MARKET VISITATION

Visit Omaha ran a targeted marketing campaign across broadcast and streaming television and radio, print, social media, digital channels and outdoor placements focused on reaching the right people, not just the most people. With higher media costs this year, the campaign was designed around fewer but more meaningful impressions. That focus paid off — clicks increased by 52% and video views grew by 23%.

The real-world results demonstrated the campaign's effectiveness. According to data from Placer.ai, an independent analytics marketing firm, Omaha saw growth in visitors from its target markets. More than 3 million visitors came from these cities (Des Moines, Sioux Falls, Kansas City, Minneapolis, Chicago and St. Louis) in 2025, representing 9% growth from the previous year. Four target markets showed significant year-over-year growth in 2025:

<b>Des Moines</b>	<b>+28%</b>
<b>Sioux Falls</b>	<b>+20.5%</b>
<b>St. Louis</b>	<b>+10.4%</b>
<b>Kansas City</b>	<b>+7.4%</b>

Epsilon is a major component of Visit Omaha's digital strategy, using consumer preferences to personalize advertising and help track visitation and spending patterns. From April through December 2025, Visit Omaha invested in \$385,000 in Epsilon.

That investment drove 42,600 individuals to visit Omaha, generating \$10.3 million in spending, or a \$27 return for every dollar invested.

Of the money spent by these visitors, \$3.81 million went toward shopping in retail stores, \$1.96 million was spent at restaurants, \$1.85 million went toward groceries, \$1.13 million was used for gas, \$1.03 million went to hotels, and \$515,000 was spent at local attractions.

This data demonstrates the broad economic benefit tourism delivers across Omaha's business community.



Woody's Airboat Tours

## CONTENT CREATOR CAMPAIGN

Visitors to VisitOmaha.com are asked, "What type of traveler are you?" Seven traveler types — Family Fun, Art & Music Lover, Foodie Fanatic, History Buff, Sports Fan, Active Adventurer and Surprise Me — connect users to curated Omaha itineraries based on their interests. To extend this itinerary-based experience beyond the website, Visit Omaha invited 12 content creators, each representing one of the traveler types, to experience Omaha firsthand.

Each creator followed a customized itinerary aligned with Visit Omaha's recommendations and received access to attractions, restaurants and accommodations that matched their assigned persona. The creators produced engaging social media content that authentically shared Omaha with their audiences. Notably, five creators enjoyed their experiences so much that they shared additional content beyond their contracted deliverables at no extra cost, further expanding the campaign's reach.

The initiative increased Visit Omaha's brand visibility in key markets, strengthened relationships with featured tourism partners and generated a library of high-quality photos and videos that will continue to support Visit Omaha's marketing efforts.

**\$1,249,202** EARNED MEDIA VALUE

**14,250,038** SOCIAL MEDIA IMPRESSIONS

**4,574,152** VIDEO VIEWS

**280,162** ENGAGEMENTS  
(likes, comments, shares, saves, clicks)

# OMAHA RESTAURANT WEEK

Omaha Restaurant Week continued to grow in 2025, promoting the local culinary scene to out-of-town travelers and residents while raising funds for Food Bank for the Heartland. Sixty-three restaurants participated, a 21% increase over 2024.

Known as Omaha's "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. Restaurants agree to donate 5% of Omaha Restaurant Week menu sales to Food Bank for the Heartland, directly supporting the organization's efforts to advance food security in the community.

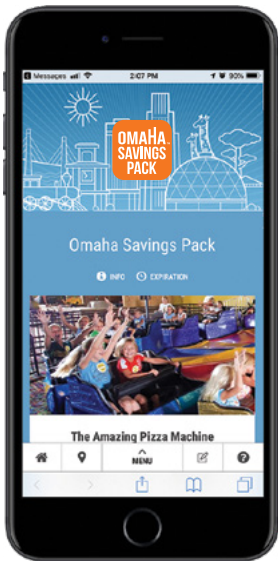
New in 2025, the Omaha Restaurant Week Pass rewarded diners the more they ate out. The pass generated 937 sign-ups, with 239 participants qualifying for prizes such as dining gift cards or an exclusive Omaha Restaurant Week t-shirt.

Visit Omaha manages [OmahaRestaurantWeek.com](http://OmahaRestaurantWeek.com) and the brand's Facebook, Instagram and Threads accounts. The event was promoted using radio, print, digital, social media and influencer partnerships, and billboard advertising.

**\$17,635** 2025 DONATIONS TO FOOD BANK FOR THE HEARTLAND

**\$73,161** TOTAL DONATIONS SINCE 2017

**\$327,952** EARNED MEDIA VALUE



## OMAHA SAVINGS PACK

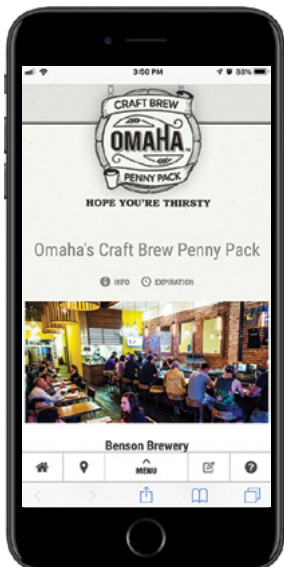
The Omaha Savings Pack offers out-of-town visitors exclusive digital discount coupons through a free web application. The Savings Pack is instantly delivered via text and email for easy mobile redemption. Those who redeem offers at three or more locations can claim a free Omaha water bottle at the Omaha Visitors Center.

In 2025, Visit Omaha increased advertising support for the Savings Pack to expand reach and awareness in target markets, and Joslyn Art Museum and TreeRush Adventures rejoined the program. As a result, the Savings Pack saw strong growth. Downloads more than doubled, and redemptions also increased. Downloads were recorded in 49 states and 11 countries, with especially strong participation from target market states.

*2025 Savings Pack Partners: Joslyn Art Museum, 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, TreeRush Adventures at Fontenelle Forest*

**7,262** DOWNLOADS

**3,122** REDEMPTIONS



## OMAHA CRAFT BREW PENNY PACK

The Omaha Craft Brew Penny Pack, a buy-one, get-one-for-a-penny digital passport for out-of-towners, demonstrated growing consumer awareness in 2025. Penny Pack commercials were seen 21 million times, confirming the campaign's wide reach.

Downloads increased 6.8% year over year, with downloads from target markets showing even stronger growth at 14.7%. The pack was downloaded in 48 states. Top states for downloads included Iowa, Kansas, Minnesota, Missouri and South Dakota.

*2025 Penny Pack Partners: Benson Brewery, Brickway Brewery and Distillery, Infusion Brewing Company, Kros Strain Brewing, Lucky Bucket Brewing, Monolithic Brewing, Pint Nine Brewing Company, Scriptown Brewing Company, Site-1 Brewing, Upstream Brewing Company, Vis Major Brewing*

**1,870** DOWNLOADS

**1,071** REDEMPTIONS

Visit Omaha 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 to inspire and entertain Omaha visitors and locals.

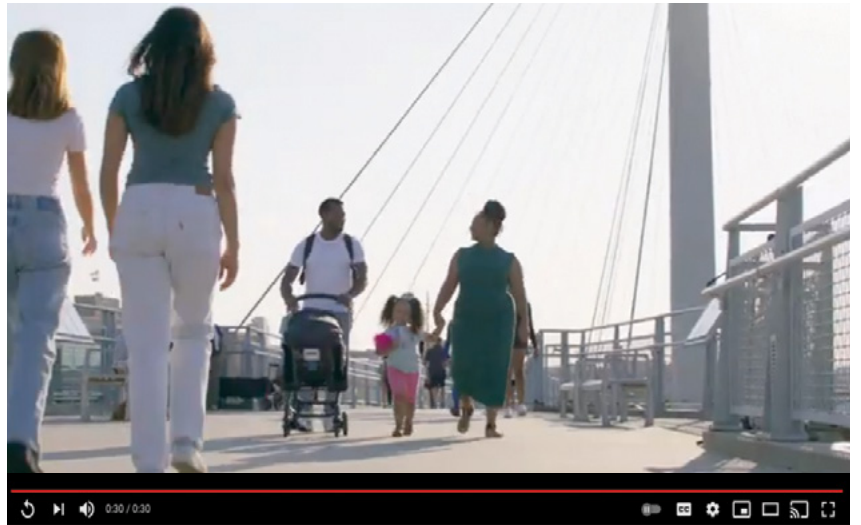
## BOB THE BRIDGE

The Bob Kerrey Pedestrian Bridge, or "Bob" for short, is a one-of-a-kind 3,000-foot pedestrian bridge connecting Nebraska and Iowa over the Missouri River. Bob offers views of downtown, the chance to go "Bobbing" (standing in two states at the same time while taking a selfie) and the opportunity for bragging rights after completing a 0.9K marathon (yes, really, just a 0.9K).

In 2025, Bob welcomed 56,360 out-of-town visitors, according to Placer.ai. This is a 17% increase year over year. He saw visitors from 49 states, finding his biggest fans in travelers from Kansas City and Minneapolis-St. Paul.

The year's increased visitation was likely helped by the bridge's new addition and big bundle of joy, "Baby Bob," a link connecting the pedestrian bridge to nearby CHI Health Center Omaha, Charles Schwab Field Omaha and several hotels.

Bob's "dad joke" stylings continued to score on social media with 1.25 million video views. Find him on Instagram and Threads @bobtbridge. Bob's ready to bring people together — in more ways than one.



View Bob videos at [VisitOmaha.com/bob/vlog](https://VisitOmaha.com/bob/vlog)

## OMAR

OMAR the Troll, a charismatic 300-pound, 4-foot bronze statue with his own book and doll (available for sale at the Omaha Visitors Center), delights visitors who search him out under Bob the Bridge.

QR codes placed along Bob provide access to special videos about OMAR. In 2025, OMAR's QR code scans doubled as a result of increased out-of-town visitation to the bridge.

## OMAI

Designed especially for adventurous kids, OMAI's Adventure invites families to participate in an interactive scavenger hunt across Omaha. Through [OMAIAdventure.com](https://OMAIAdventure.com), families can track OMAI's footprints to 12 attractions, scanning QR codes for animated videos that reveal fun facts about each location. Participants can collect a button at each site and claim a free OMAI backpack at the Omaha Visitors Center.

Paid advertising expanded OMAI's reach in 2025, with ads seen 165% more compared to 2024. Participation also grew, as there were increases in backpack pickups, QR code scans and website views.

**1,847,942** ADVERTISING IMPRESSIONS

**8,797** WEBSITE VIEWS

**1,317** BACKPACK PICKUPS

**2,084,097** TOTAL VIDEO VIEWS

**38** OMAR BOOKS SOLD

**697,529** VIDEO VIEWS

**75,656** WEBSITE VIEWS

**28** OMAR DOLLS SOLD

**50,403** WEBSITE VISITS

**7,315,160** SOCIAL MEDIA IMPRESSIONS

**3,115** QR CODE SCANS

**3,954** FOLLOWERS ON SOCIAL MEDIA

**24** OMAI DOLLS SOLD

# VISITORS GUIDE

Visit Omaha publishes and distributes the official Omaha Visitors Guide, a free resource that helps visitors and locals explore the city's attractions, dining, events and neighborhoods.

New features were added to the 2025 guide, including a "What Type of Traveler Are You?" quiz that builds on Visit Omaha's customization strategy and website messaging.



**168,300** TOTAL GUIDES DISTRIBUTED

**147,667** DISTRIBUTED THROUGH VISITOR SERVICES  
OMAHA VISITORS CENTER, AIRPORT AND KIOSKS

**16,360** DISTRIBUTED THROUGH HOTEL BROCHURE RACKS

**4,273** REQUESTED ONLINE OR BY PHONE

**540** DOWNLOADED FROM WEBSITE

# PUBLIC RELATIONS

Visit Omaha continued to elevate the city's visibility through earned media and strategic storytelling in 2025, with media coverage seen nearly 1 billion times.

In partnership with KETV Channel 7, Visit Omaha produces "Welcome to the Weekend" and "Now Serving Omaha," weekly segments that air on the network and are shared across KETV and Visit Omaha's social media channels. "Welcome to the Weekend" highlights events and attractions to enjoy. "Now Serving Omaha" introduces new or buzzy local restaurants. Both segments serve to inform the community and support tourism partners.

National media pickups boosted numbers. "Now Serving Omaha" was featured on the MSN homepage, expanding its reach beyond the Omaha metro. A New York Times story about the Berkshire Hathaway Annual Shareholders Meeting also included a quote from Visit Omaha's then-executive director Deborah Ward, further boosting exposure.

**481** MEDIA MENTIONS

**923 MILLION\*** MEDIA MENTION VIEWS

**\$8.59 MILLION\*** PUBLICITY VALUE

\*Numbers reflect media coverage generated by Visit Omaha.

# VISITOMAHA.COM



VisitOmaha.com is the city's official tourism website. It offers continuously updated content to provide inspiration and support trip planning. Engaged sessions were up in 2025. An engaged session is a website visit where the user meaningfully interacts — such as spending time on the page, submitting a form or signing up. Having more engaged sessions signals strong interaction with the content.

Some of the site's most sought-out pages included Events, Omaha Savings Pack, Things to Do, Things to Do with Kids, Meetings, Bob the Bridge, Omaha Craft Brew Penny Pack and Attractions.

**6,321,394** WEBSITE VIEWS  
4% decrease

**1,845,323** ENGAGED SESSIONS  
19% increase

**51,616** GDPR COMPLIANT DATABASE\*  
31% increase

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

## NOW SERVING OMAHA

Now Serving Omaha is Visit Omaha’s video series featuring local restaurants and promoting the city’s diverse food culture. In 2025, Visit Omaha produced six new videos, bringing the series total to 21. Among those new videos were highlights of Reuben sandwiches and butter brickle ice cream, both foods with origins in Omaha. Paid advertising support expanded overall reach and drove a significant increase in total video views.

**6,977,552** TOTAL VIDEO VIEWS  
**86,756** WEBSITE VIEWS

## WELCOME TO THE NEIGHBORHOOD

Welcome to the Neighborhood spotlights Omaha’s distinctive neighborhoods and invites visitors and locals to explore them. As part of the video series, seasonal videos showcase year-round fun.

Visit Omaha produced 12 new videos (eight neighborhoods and four seasonal) and supported the series with additional paid advertising in 2025, which drove a strong increase in total video views.

**8,098,654** TOTAL VIDEO VIEWS  
**251,058** WEBSITE VIEWS



## 2025 OMA TOURISM AWARDS

The Omaha Metropolitan Area (OMA) Tourism Awards is a partnership between Douglas and Pottawattamie counties that celebrates standout tourism businesses across four categories — Best Hotel, Best Restaurant, Best Attraction and Best Retail Business. In 2025, the awards continued to spotlight the local businesses that shape the visitor experience and strengthen community pride. Promotional videos and social content remained a strong driver of awareness, generating 35,752 video views across Visit Omaha’s social platforms during National Travel and Tourism Week in 2025. Visit [OMATourismAwards.com](https://www.OMATourismAwards.com) to see a full list of winners.

**965** NOMINATIONS  
**15,111** VOTES

## SOCIAL MEDIA

Visit Omaha maintains an active presence on Facebook, Instagram, Threads, YouTube, Pinterest and LinkedIn, with dedicated channels for Bob the Bridge and Omaha Restaurant Week.

In 2025, Visit Omaha’s social media approach evolved to provide content in the consumer’s favorite format: short-form video. The team expanded Facebook Reels production, publishing in-house video content throughout the year. This shift drove over 1 million organic video views and expanded reach well beyond Visit Omaha’s existing follower base.

Visit Omaha also refined its paid social direction on Facebook and Instagram. The team swapped two-week promotional campaigns for extended four- or six-week runs. This change drove stronger year-over-year performance and increased video views across both platforms.

These strategies delivered meaningful results amid broader changes in how audiences discover travel content.

**7,869,122** TOTAL ENGAGEMENTS  
**238,959** TOTAL FOLLOWERS  
**155,073** FACEBOOK FOLLOWERS  
**68,805** INSTAGRAM FOLLOWERS  
**10,610** THREADS FOLLOWERS  
**2,790** LINKEDIN FOLLOWERS  
**1,282** YOUTUBE FOLLOWERS  
**399** PINTEREST FOLLOWERS

# STAFF DIRECTORY



Jasmyn Goodwin  
EXECUTIVE  
DIRECTOR



Dean Miller  
VICE PRESIDENT  
OF OPERATIONS



Mattie Scheeter, CMP  
VICE PRESIDENT OF  
SALES & SERVICES



Erin O'Brien  
VICE PRESIDENT OF  
MARKETING &  
COMMUNICATIONS



Shannon Wiig  
DIRECTOR OF  
VISITOR SERVICES



Mark Rath, STS  
DIRECTOR  
OF SPORTS



Matt Heck  
DIRECTOR  
OF SALES



Erin Brungardt  
DIRECTOR OF  
CONVENTION & EVENT  
SERVICES



Jodie Jordon  
OFFICE  
MANAGER



Megan Dickinson  
NATIONAL SALES  
MANAGER



Noah Huber  
SPORTS SALES  
MANAGER



Jen Swanson  
NATIONAL SALES  
ACCOUNT MANAGER



Madonna Bosanek  
CONVENTION & EVENT  
SERVICES MANAGER



Holli Vesely  
NATIONAL SALES  
MANAGER



Christine Eipperle  
VISITOR SERVICES  
MANAGER



Megan Feeney  
MARKETING CONTENT  
MANAGER



Lynn Mace  
MARKETING  
RESEARCH ANALYST



Kelly Thomsen  
ACCOUNTING  
CLERK



Sophie Grabowski  
SALES & MARKETING  
COORDINATOR  
- SERVICES



Cassie Schriener  
SALES & MARKETING  
COORDINATOR  
- SALES



Suleyma Garcia Mendez  
MARKETING  
COORDINATOR



Amy Cunningham  
GRAPHIC  
DESIGNER

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