

Nebraska's 'Honestly, it's not for everyone' campaign still draws recognition

Nebraska's 'Honestly, it's not for everyone' tourism campaign — a few years old and still getting both praise and eye rolls — again has racked up a top national award.

The Visit Nebraska team last month accepted a 2022 Mercury Award at ESTO.

The campaign won for best integrated marketing and messaging among state marketing budgets of less than \$10 million.

Nebraska won the Mercury award in 2019, too, shortly after the self-deprecating campaign was introduced, met with flattery and criticism alike on social media and national talk shows.

"We're thrilled to be recognized with this award and honored by all of the congratulations from our industry partners and colleagues," John Ricks, Nebraska tourism executive director, said in a media statement.

Ricks said visitors continue to be drawn to Nebraska. Lodging tax revenue, visitor traffic and spending are on a record pace this year, he said.

Nebraska Tourism is funded by the 1% lodging tax.

"The numbers continue to show more and more people are finding visiting Nebraska is for them," Ricks said.

— *nebraskaexaminer.com*



Glacier Qalerillat Sermiat, Narsaq, South Greenland | Photo by Peter Lindstrom, Visit Greenland

Greenland grapples with visitor influx

Greenland is grappling with an increasingly important influx of tourists, drawn by the grandiose landscapes of this ice-covered island surrounded by icebergs that is already living under the threat of climate change.

"It's a dream destination," says Yves Glayze, a French tourist in his 60s looking to get away from the beaten track.

Leaving the airport of Ilulissat, the third largest city in this autonomous Danish territory, he discovers a

landscape of rare beauty, with gray rocks and icebergs in the distance. Exceptional blocks of ice are constantly coming out of the neighboring fjord into the open sea, where whales sometimes appear.

These postcard scenes attracted 50,000 people in 2021, a figure ten times higher than the number of inhabitants of the port city. More than half of the tourists are cruising through the Arctic and only have a short stopover on the island.

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Sitka studies cruise impact, residents' views



Students from the Pardee RAND Graduate School are assisting the Sitka Sound Science Center and the community in understanding how increased tourism is impacting the area in Alaska.

All individuals in Sitka, age 18 and older, are invited to participate in a brief and anonymous survey, which

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The number of tourists should increase further with the opening of an international airport in the next two years, which will be a boost to the income of the island, but also a challenge.

The island is currently dealing with the daily effects of global warming and is already dealing with a delicate ecosystem.

“We can see the consequences of climate change every day: the icebergs are smaller, the glacier is retreating”, explains the mayor, Palle Jeremiassen. The official also fears the thawing of the permafrost, which threatens the stability of some infrastructure and houses. The challenge now is to protect the local ecosystem, but without closing the door to visitors.

“We want to control the arrival of tourist boats”, which are highly polluting, explains Jeremiassen.

To respect the community and the

environment, you need “a maximum of one boat a day and a thousand tourists per boat,” he says. Recently, three boats arrived on the same day with 6,000 visitors, a figure too high for the mayor since the city cannot accommodate them or guarantee that they respect the protected areas, especially in the fjord.

“We don’t want to be like Iceland. We don’t want mass tourism. We want to control tourism, that’s the key,” he says.

Greenland has enjoyed autonomy since 2009, but hopes to one day achieve full independence from Denmark.

To do this, it would have to do without the Copenhagen grants, which currently account for a third of its budget. It has not yet found a way to remain financially independent, and for now, its main natural resource is in the sea.

– *globelivemedia.com*

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is being disseminated as a web link and a QR code that can be scanned on mobile phones.

In February, the City and Borough of Sitka adopted a short-term tourism plan that called for a broad approach that included industry professionals and organizations, merchants, tour operators, and the general public as part of the process.

Downtown merchants, attraction and excursion operators, tourism industry representatives, and the general public were engaged to discuss the need for passenger

dispersion, particularly on large ship days. “Large ship days” were defined as days with more than 6,000 passengers arriving at Sitka.

Other topics studied were ground transportation, traffic patterns, and infrastructure needs.

– *wcaw.org*

View the survey here:

[answer.rand.org/sitkatourismsurvey](https://www.rand.org/sitkatourismsurvey)

View the tourism plan here:

https://www.cityofsitka.com/media/Planning%20and%20Community%20Development/Plans/Tourism/Sitka%27s%20Short%20Term%20Tourism%20Plan_Final.pdf

Space Coast seeks artist to paint mural

The Space Coast Office of Tourism is looking for an artist to capture “the essence of the area as a vacation destination.”

The tourism office is opening a submission form for artists who would like to be part of the art in the Space Coast Visitor Information Center in Cocoa Beach, Fla.

“The final project should include elements from the five pillars of tourism on Florida’s Space Coast including Space, Beaches/Surfing, Cruises, Nature/Outdoor activities, and leisure (such as dining, shopping, and visiting attractions.)” the website reads.

Applications are due by Sept. 2 and final selections will be made on Sept. 23.

– *clickorlando.com*



Mississippi takes show on the road

Visit Mississippi has partnered with KLLM Transport Services to increase the state’s visibility as a tourism destination on a national scale.

The trailers, which showcase Visit Mississippi advertisements and brand imagery, are traveling highways and interstates throughout the country, taking images of the Magnolia State out on the open road.”

– *desotocountynews.com*