

A Change is Gonna Come



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A Year In Review

- * LB 684 August, 2011
 - * Travel Conference October, 2011
 - * Focus Groups December-May
 - * LB 1053 April –May 2012
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- * Nebraska Tourism Commission July 1,2012
 - * New Office September 4, 2012

Strategic Plan Summary

PRIMARY OBJECTIVE: Provide **guidance** to the executive leadership and the new Tourism Commission Board as to:

- How to allocate existing financial resources to maximize tourism levels and associated economic impacts.
- Recommendations as to measuring the impact of specific tourism initiative are made.
- Consideration of the economic benefit or (ROI) merits of future funding level are given.

Strategic Plan

- Helps define the attributes of the state that if properly marketed can elevate the perception of Nebraska in the minds of travelers, business leaders and other decision makers.
- CHALLENGE – Nebraska Tourism Budget of about \$4.6 million dollars against the total \$115 million dollar regional weight of its nearby Midwest / Great Plains competitors.

Strategic Plan

* **Six fundamental objectives flow from the Mission Statement:**

1. Generate positive awareness for the State of Nebraska as a destination of choice for targeted segments.
2. Stimulate interest and desire on the part of consumers to take action and visit by creating a unique Nebraska storyline.
3. Increase the magnitude of the state's tourism business for stakeholders and community constituents.
4. Proactively support the development of additional tourism products and services to enhance the visitor experience.
5. Maintain research, marketing and informational resources for Nebraska's tourism industry stakeholders and businesses.
6. Create awareness, support and participation in the tourism industry and the marketing programs of the Commission.

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What A Difference A Year Makes

- * Staff Changes
- * Program Changes
 - * Tourism Assessment, Tourism Marketing Grants
 - * Nebraska By-Ways, Trade-Shows, Special Projects

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Plans & Progress

- * Collaborations & Partnerships
 - * Nebraska Game & Parks Commission
 - * Nebraska Department of Roads
 - * GROW Nebraska
 - * University of Nebraska – Lincoln/Omaha
 - * Hospitality, Restaurant and Tourism Management
 - * School of Natural Resources – GARDEN Project
 - * Center for Public Affairs Research-UNO
 - * Nebraska State Historical Society – Heritage Tourism
 - * Nebraska Lottery
 - * Nebraska State Chamber of Commerce
 - * Nebraska Department of Economic Development

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Strategic Plan Research

- * Convention & Sports Leisure International
 - * Findings
 - * Recommendations
 - * Works in Progress
 - * Industry Expectations
 - * Engagement, Commission perspective, Challenges
 - * New Opportunities

Research Findings

- * Equation
- * Iperceptions – websurvey, google analytics
 - * 6 month review:
 - * Over-all experience rated on the website 7.40/10
 - * (good to very good) which surpasses the hospitatlity industry
 - * Primary Reason – to find information, things to do, order Guide
 - * Strengths –Easy to use, content relevant
 - * Weaknesses – Maps, Photos, need in-depth information
 - * Majority of website visitors are 46+ and do not have children currently living in the household
 - * Highest percentage are women, information gathers.

Equation

- * Natural beauty/scenery and a relaxing environment (~70%) top travelers' list of ideal vacation offerings, but only about 25% of respondents associate these traits with Nebraska.

Equation

	Ideal Vacation Offerings	Perceived Nebraska Vacation Offerings
Natural beauty/scenery	72%	22%
Calm/relaxing environment	70%	26%
Scenic mountains	63%	4%
Nice national parks	54%	6%
A good array of events/festivals	41%	6%
Rivers and lakes for recreation	41%	14%
Scenic photography for the natural outdoors and historic places	40%	16%
Diverse historical sites/history museums	36%	12%
Expansive wilderness and wildlife viewing	36%	16%
A great sense of adventure	33%	4%
Openness/nice open spaces*	30%	47%
Nice boating/canoeing lake and river activities	28%	7%
World class zoos that are hard to find in most places	21%	15%
Old West heritage	17%	19%
Great golf courses to play for any skill level	16%	3%
Fun winter activities like alpine or backcountry skiing and snowmobiling	15%	2%
Native American culture	15%	19%
Archeological sites/digs to explore	14%	3%
Plenty of good camping/RV-ing options	13%	13%
Authentic adventure in the Great Plains	9%	22%
Unique dude ranches as an alternative place to stay	9%	5%
Some of the best fly fishing/fishing available	8%	2%
Good hunting opportunities	6%	14%
Diverse birding	6%	5%
Other	7%	8%
None of the above	2%	22%

*Most associated with NE

Cost Per Inquiry

- * CPI Summary for 2012 3rd Quarter
 - * 101,411 YTD Leads Received from 2012 Media Purchases
 - * 107 YTD Leads Received from 2011 Media
 - * 21,949 YTD Free Leads Received
 - * Travel Guides: 122,175
 - * Student Packets: 553
 - * Road Maps: 481
 - * Golf Brochures: 1,349

Cost Per Inquiry

* Top States Requesting Information

1. California: 9,995
2. Texas: 8,152
3. Florida: 6,670
4. Illinois: 6,393
5. Nebraska: 5,908
6. New York: 5,260
7. Ohio: 4,846
8. Michigan: 4,760
9. Missouri: 4,680
10. Pennsylvania: 4,622
1. Colorado comes in 17th place with 2,114 request

Cost Per Inquiry

- * **Rounding Out the Top Ten**

- * 11. North Carolina: 3,556
- * 12. Wisconsin: 3,479
- * 13. New Jersey: 3,033
- * 14. Indiana: 3,361
- * 15. Georgia: 3,358
- * 16. Minnesota: 3,067
- * 17. Colorado: 2,114
- * 18. Iowa: 2,965
- * 19. Arizona: 2,004
- * 20. Alabama: 1,775

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Why Is This Important?

- * Numbers Influence Trends
- * Survey's and Data Help Guide Programing Decisions
- * Who Is Expressing the Most Interest and Why

What About Nebraskan's?

- * Need to Believe In the Amenities & Attractions that We Have To Offer
- * Ask Friends, Relatives, Colleagues, Business Associates to Visit
- * Support Nebraska Ourselves; Buy Fresh-Buy Local, Believe It-Buy It
- * Plan and Encourage Vacations In Nebraska By Nebraskans

If We Ask – Are We Ready

- * Step Up Our Game
- * Its Time To Make Money and Increase Business
- * If We Ask – They Will Come
- * Community Effort: Front Line Support, Consistent Message, All Hands on Deck Approach
- * What You Got – They Want



Its Not on the Shelf Anymore

- * Prioritizing Strategic Plan Findings
- * Not all Recommendations Survive
- * Commission Priorities
- * How Does the Industry Participate
- * Regional Growth & Support

Its Got Legs & Is Gonna Run

- * Changes
 - * Photo Gallery @Visit Nebraska.com
 - * Eppley Airport & GROW Nebraska Partnership
 - * Way-Finding Signs Project
 - * I-80 Road Sign Project
 - * Geiger & Associates Media Tours
 - * BRAND USA International Promotion
 - * Travel Consultant Certification Program (endorsed by U. S. Travel Association)
 - * Destination Marketing Association International State Certification Program and Membership
 - * TOURISM CARES Project
 - * Think Tank

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What Wasn't In the Plan

Mission COMMISSION

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AGENCY 91 – At Your Service

- * LB 1053
- * Creating a Commission
- * Office Move
- * New Contact Information

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Additional Projects

* **U.S. Swim Trial Event June- July 2012**

- * Final Attendance: 164,585 with tickets sales of \$4,997,328 (gross).
- * 1,826 swimmers attended the Trials.
- * 1,020 individual volunteers from 26 states and the District of Columbia.
- * Contracted with 31 hotels with approximately 24,000 room nights provided.
- * More than \$3 million raised through private funding support.
- * NBC Ratings June 25- July 2, we Won the time slot every night, was the highest rated swimming show since 1988 (Olympic Trials).
- * More than 285 American Journalist, 24 Foreign and 50 photographers.
- * Tourism Unique Promotions

Additional Projects

- * **Nebraska Passport Program 2012 Highlights**

- * More than 19,976 estimated traveling parties.
- * Web statistics for Nebraska Passport.com Users was 16,406, visitors that clicked from VisitNebraska.com to the Passport.com were 1,491.
- * 192 completed Passports were turned in by the September 30th deadline
- * 290 Tours were completed resulting in 767 T-shirt prizes.
- * The top 5 completed tours were: Wineries, Golf, Culinary, Culture & Parks
- * More than 170 made it to 25 stops, earning a \$25.00 GROW Nebraska Gift card
- * 106 went to at least 40 stops, earning a digital camera
- * 6 visited all 80 stops.
- * Participants represented six additional states and 2 countries (Germany & Italy)
- * iPad Winner: Ryan Sidwell of Columbus, NE.
- * 2013 Passport deadline to submit an application as a potential site is due November 30, 2012.
- * 2013 Passport Program will run May 1 thru September, 30th

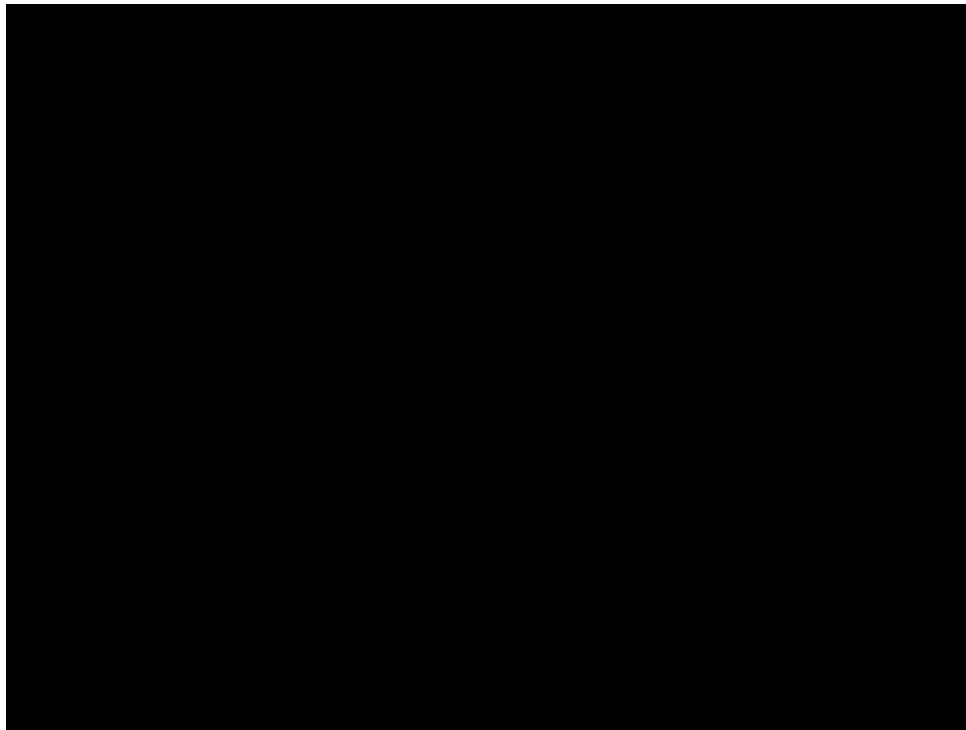
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Where Do We Go From Here

- * Continue Developing and Nurturing Partnerships and Collaborations.
- * Marketing RFP's to be Available Mid-Winter
- * Targeting Markets with like-minded Demographics and Exploring New Ones
- * Budget Session
- * Building Upon Industry Momentum
- * Believe & Unite

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