



NEW OMAHA VISITOR CENTER OPENS

FOR IMMEDIATE RELEASE:

As the holiday travel season begins, the Omaha Convention and Visitors Bureau (OCVB) opens the city's new Omaha Visitors Center adding to the tourism landscape.

"As Omaha grows as a visitor destination, it has been the vision of the Omaha Convention and Visitors Bureau to create a place that reflects Omaha as a progressive and creative city with a warm and genuine feel" said Dana Markel, OCVB Executive Director. "Each year demand for our city grows and along with that comes the responsibility to provide our unique brand of Omaha hospitality".

Conveniently located at 10th and Farnam between Qwest Center Omaha and the Old Market, the new Omaha Visitors Center has tripled in size. Over 760 square feet filled with interactive features, including five HD monitors showcasing beautiful videos and photos of Omaha and the state of Nebraska, a touch screen kiosk that connects guests to over 550 Omaha activities, free WiFi and a retail shop with over 60 unique Omaha products and souvenirs. In addition, locally owned City Brew has opened a coffee shop inside the Visitors Center.

"When we can interact face to face with visitors, welcome them into the city, offer them a cup of coffee and provide valuable information in a creative fashion, it makes their experience more enjoyable and they're more likely to return. They're also more likely to spread the word that Omaha is worth visiting" said Markel.

As the city looks for new revenue sources in these challenging economic times it's good to understand tourism is a new economy for Omaha and every citizen can play an important role. It's as simple as inviting friends and family, or planning a business meeting, conference or convention here. The goal in opening the new Omaha Visitors Center is to help that effort and add to the economy.

The OCVB also encourages local residents to take advantage of the new Omaha Visitors Center and explore Omaha like a tourist. Visitor Center Hours are now Monday through Saturday 7am – 6pm, Sunday 7am-4pm with extended hours during special events.

The Omaha Visitor Center will be open on Thanksgiving night as the city celebrates the beginning of the Holiday Lights Festival.

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