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Visitor Spending Reaches New Milestone
Five Straight Years of Tourism Growth

OMAHA, NEB. – New economic impact research conducted by *Tourism Economics - an Oxford Economics Company* shows more people are visiting Omaha and spending more in the city than ever before. Close to 12 million out-of-town visitors spent more than \$1.1 billion in Omaha during 2014.

“If we sound like a broken record, that’s because Omaha has experienced five straight years of tourism growth,” said Keith Backsen, Executive Director of the Omaha Convention and Visitors Bureau (OCVB). “What’s even better is the amount of money visitors are spending in Omaha is outpacing the national average.” According to the U.S. Travel Association, visitor spending nationwide increased 8.4% from 2012 to 2014, while in Omaha visitor spending increased 11% during that same time frame.

“The research confirms that the city continues to grow as a visitor destination, and that Omaha is providing more experiences worth the valuable visitor dollar,” added Backsen. “In addition, when visitors spend more in our city, it means more tax relief for all of us.”

The *Tourism Economics* research shows that tourism saves each Douglas County taxpayer \$682 per year. The report states that without tourism, taxes would go up or government services would go down.

The visitor outlook for 2016 looks promising. The OCVB’s meeting sales team is 149% above its booking pace for next year, the city is hosting the U.S. Olympic Swim Trials for the third time and Omaha’s Henry Doorly Zoo and Aquarium plans to open its new African Grasslands exhibit, which is expected to attract even more visitors.

[Click here](#) to see additional information from the 2014 economic impact report.