

2017 BUSINESS PLAN



Visit
OMAHA™

VISIT OMAHA - OMAHA'S OFFICIAL TOURISM AUTHORITY



VISIT OMAHA

OUR MISSION	OUR VISION	OUR VALUE PROPOSITION
<p>To promote and develop metro Omaha as a dynamic destination to stimulate economic growth.</p>	<p>Visit Omaha is recognized as the leading image and tourism marketing organization for the Omaha metropolitan area and as a major contributor to a thriving tourism economy that supports job creation and growth within the convention and tourism infrastructure.</p>	<p>We create sustainable demand for the destination through collaborative relationships, broad industry experience, and unprecedented product knowledge.</p>

OUR KEY OBJECTIVES

- 1 Increase visitor-related economic impact for the Omaha metropolitan area**
- 2 Influence the long-term development of the destination and its brand**
- 3 Deliver a positive customer experience**
- 4 Collaborate and enhance relationships with local organizations and stakeholders**
- 5 Be recognized as an efficient, high-performing organization**

FINANCE & ADMINISTRATION

DEPARTMENT OVERVIEW

The Visit Omaha Administration and Finance Team oversees the daily operational needs of the office, executes the organization's financial strategy, manages the technology needs of the organization, and acts as the administrator for the Omaha Destination Marketing Corporation, which is responsible for management of the Strategic Marketing Fund used to incent convention and event business to select Omaha.

KEY AREAS OF WORK

- Achieve revenue and expense goals for Visit Omaha.
- Continuously evaluate and update IT systems and department needs to remain competitive and cost-efficient.
- Review employee evaluation procedures and update classification/compensation materials.
- Maintain visibility in the community, represent Visit Omaha's interest, and provide input on decision-making committees and work groups.

NEW INITIATIVES

- Modernize the procurement and account – payable processes, including travel expense reimbursement and report processing.
- Migrate file storage access to either the cloud or new drive to improve accessibility and reliability.
- Apply for DMAP Accreditation.
- Raise local awareness of the value of tourism in the local economy.
- Begin development of a 3-year strategic master plan for the local visitor industry that aligns with the work of broader planning and economic development agencies and initiatives that help ensure Omaha's long-term viability as a place for locals and visitors to work, live and visit.

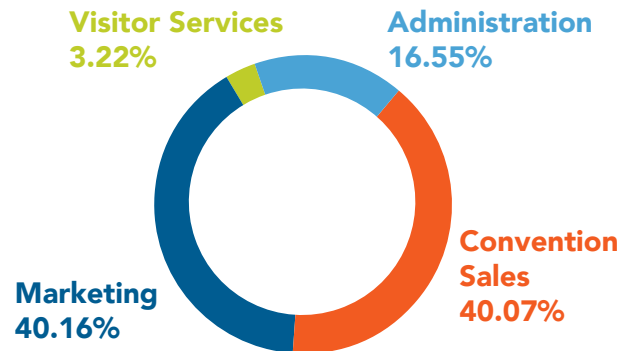
2017 REVENUE

	%	Projected
Lodging tax - County (2%)	64.13%	\$3,790,897
Lodging tax - City (.5%)	14.43%	\$853,155
Private Revenue	4.52%	\$267,000
General fund	16.92%	\$1,000,000
Strategic Marketing Fund Reserve	1.62%	\$97,428
Total revenues	100.00%	\$6,008,480

2017 EXPENSES

	%	Projected
Convention Sales & Services	40.07%	\$2,407,715
Marketing Dept	40.16%	\$2,412,911
Visitor Services	3.22%	\$193,645
Administration	16.55%	\$994,209
Total expenses by dept	100.00%	\$6,008,480

2017 BUDGET BY DEPARTMENT



CONVENTION SALES

DEPARTMENT OVERVIEW

Visit Omaha's Convention Sales Team markets Omaha to state, regional, national, and international corporations, associations, sports and motorcoach groups, with an emphasis on groups that will utilize facilities and hotel properties with meeting space. The Convention Sales Team's activities fill hotel rooms, generate attendance to events, bring in tax dollars, and contribute to the overall economic health of the Omaha metropolitan area.



KEY AREAS OF WORK

- Source qualified convention leads and definite bookings for both citywide and single hotel business, resulting in successful completion of agreed-upon annual measurements.
- Complete a minimum of 15 sales trips – including at least two multi-city programs – to meet with approximately 150 qualified meeting planners and organizations in order to solicit new and repeat groups for Omaha.
- Arrange and conduct a minimum of: 60 site tours for meeting planners who are in the process of considering Omaha; two familiarization tours; and two customer focus group meetings.
- Ensure a professional cohesive citywide sales effort by developing and maintaining a high level of trust and camaraderie within the hospitality community, and participate in ongoing education and communication with partners.
- Work with Visit Omaha hotel and venue partners to identify new tradeshow/event opportunities in key markets, and continue to broaden sales activities at tradeshows and in key feeder cities.
- Continue to enhance ongoing research programs to identify new convention business for the destination.
- Qualify, solicit and generate leads in the group travel market; maintain and service current accounts; make sales calls; design itineraries; schedule and conduct sales trips; and participate in targeted tradeshows and sales missions to broaden the awareness of Omaha in the group tour market.





NEW INITIATIVES

- Implement joint sales goals between Visit Omaha and CenturyLink Center Sales Staff to enhance the collaboration of the team and increase sales opportunities for the venue and downtown hotels.
- Partner with 3rd Party Meeting Planners to solicit short term business opportunities for local hotel and venue partners.
- Expand Visit Omaha presence in the Midwest market with an emphasis on building awareness in Chicago.
- Further target Omaha's key markets including corporate, education, healthcare, religious and sports. Identify and leverage key individuals and partners, including hotel brands, economic development at the chamber, local executives and elected officials.
- Develop and implement sales and marketing strategies to address the continued increase in hotel supply projected over the next two years.
- Identify and pursue opportunities to host targeted Travel Trade industry marketplaces/exchanges.

TARGET GOALS

112,000 ROOM NIGHTS Definite room night performance

325,000 ROOM NIGHTS Lead generation

60 Site Visits

MINIMUM OF 2 Familiarization Tours

CONVENTION SERVICES & HOUSING

DEPARTMENT OVERVIEW

Once an event is confirmed for Omaha, the Visit Omaha Convention Services and Housing Team works with the event organizer to coordinate details and services before, during and after the event. The team quantifies its success by measuring the event organizers' satisfaction, as well as tracking the services leads shared with partners, event attendance, and hotel room nights utilized.

KEY AREAS OF WORK

- Support the sales team's efforts throughout the sales process, and build relationships with event organizers to enhance their likelihood of confirming Omaha and the services offered by Visit Omaha and our partners.
- Provide exceptional level of service and support to event organizers. Services include, but are not limited to, planning assistance, site visit coordination, pre-convention attendance-builders and promotional materials, and referrals to partners.
- Coordinate with the hotel community, area venues and other industry partners to ensure a positive experience for event organizer and attendees.
- Provide, upon request, housing services to any event that utilizes a local venue and two or more hotel properties.
- Solicit and capture event organizer and attendee feedback on their experience in Omaha, both formally and informally, and share the results with key industry stakeholders.



NEW INITIATIVES

- Conduct destination education and training opportunities for local partners that will help ensure a positive experience for organizers and attendees.
- Build greater depth of local partner connections, especially in areas where we lack depth in partner support to ensure event organizers have referral options for services necessary for their events.
- Grow and evolve the volunteer base necessary to produce the types of events and the skill set request of our event organizers.
- Enhance promotional opportunities for confirmed events, utilizing Visit Omaha's social media and digital platforms to allow event planners and attendees to highlight and share their experiences.
- Redesign and enhance the menu of pre-promotional offerings to assist event organizers by maximizing attendees' interest and attendance.



TARGET GOALS

190 Target number of groups

\$146,000,000 Economic Impact goal

3 Housing Group goal

7,500 ROOM NIGHTS Process in-group housing system

40 Conduct post event surveys to gauge organizer and customer satisfaction

MARKETING & COMMUNICATIONS

DEPARTMENT OVERVIEW

The Visit Omaha Marketing and Communications Team crafts and articulates the destination's brand; executes marketing programs to support the sales and services team; and leads the organization's direct-to-consumer marketing efforts. The Marketing and Communications Team is responsible for strategically planning and implementing all advertising and promotional efforts for Visit Omaha.

The team is also responsible for Visit Omaha's network of social media channels, the consumer and partner e-newsletters, the Omaha Visitors Guide, and the Visit Omaha.com website. The Visit Omaha communication/public relation efforts focus on securing media coverage of Omaha, which in turn raises awareness of Omaha regionally and nationally. Impressions, engagement, reach and frequency are measurements used to gauge success, as well as increased visitation from targeted markets.

KEY AREAS OF WORK

- Execute a multi-channel content and digital strategy that delivers relevant, inspirational and actionable information to visitors, effortlessly connecting them with Omaha partners and experiences.
- Create need-time advertising campaigns designed to spur visitation.
- Produce targeted publications and multi-channel tools addressed to specific audiences/visitors, and ensure that the organization's communications are consistent in tone, image and messaging.
- Continue to build upon the Welcome to the Weekend brand message with a focus on niche markets segments.
- Enhance the awareness of Omaha as a food destination with continued focus on the Now Serving Omaha vignettes, stories on emerging chefs, craft brew and distilleries, and the Farm-to-Fork movement in Omaha.
- Inspire new product development with initiatives such as the Bob campaign, development of distinctive neighborhoods, and collaboration with the tourism community.
- Generate positive, inspirational and topical media coverage of Omaha as a desirable travel and meetings destination by working with targeted travel writers, editors, bloggers, online media and other influencers.
- Identify, benchmark and track new PR measurements, including key message resonance; number of media interactions; and total audience reach.



NEW INITIATIVES

- Hire a Director of Communications who will focus on earned media opportunities.
- Craft and execute a marketing plan to position Omaha as a preferred meeting destination, highlighting the city's expanded hotel package including the CenturyLink Center and other new developments to the destination.
- Expand the reach of our consumer advertising campaigns beyond our traditional drive markets.
- Continue to evolve our digital marketing strategy, focusing on usability and further tailoring experiences to meet individual needs. Launch an update to the meetings section of the website.
- Launch Omaha Restaurant Week as part of the continued enhancement of Omaha's food scene.
- Expand the public relations outreach locally to raise awareness of tourism's growth and powerful impact on the local economy; chime in on local issues of note to the visitors industry; and share the business stories behind the power of tourism.



'Now Serving Omaha' video campaign won a national Telly Award.
The video series showcases Omaha's unique contribution to the national food scene. In addition to airing the videos on dozens of websites, Visit Omaha shares these videos through digital and social media platforms to an audience of more 170,000.

TARGET GOALS

8% Increase visitation from target markets

15% Increase website engagement
(users, sessions, page views, time on site, and pages per session)

20% Increase marketable database

15% Increase social media audience

2 MILLION Paid media impressions delivered for Convention Sales

VISITOR INFORMATION SERVICES

DEPARTMENT OVERVIEW

The Visit Omaha Visitor Information Team staffs the Omaha Visitor Information Center located in the Old Market area and supports the two visitor information booths at Omaha's Airport. The airport booths are staffed by volunteers from Kiwanis Club of Omaha Golden K.

In all locations the staff interacts directly with visitors, answering questions and providing an insider's perspective on points of interest such as: attractions, tours, hotels, restaurants, and local neighborhoods and businesses.

The information centers provide visitors with a wide variety of maps, visitor guides, recreational information and promotional brochures from Visit Omaha partners. The team also coordinates Visit Omaha's brochure program distributing Omaha collateral across the state of Nebraska.

KEY AREAS OF WORK

- Year-round operation of the visitors center and information desks at the airport that serve over 40,000 visitors per year.
- Provide visitors with excellent customer service and pertinent information to ensure a great visitor experience, and maximum economic impact for the city and our partners.
- Attend approximately 12 familiarization tours per year, so the Visitor Information Team stays informed of local and regional events, activities, points of interest and businesses to provide visitors with the best insight into the local scene.
- Recruit, train and retain a staff of 70 volunteers to provide recommendations, directions, assistance and other visitor services.

NEW INITIATIVES

- Expand the Visit Omaha brochure coordination/distribution efforts to include the CenturyLink Center Omaha.
- Explore options to add another visitor information center location in the city.
- Engage all volunteers in customer service training.
- Develop a regional tourism awards program to recognize front line staff in hotel, restaurant, attraction and retail establishments who go above and beyond in the area of customer service. The awards program will also provide a way to increase awareness of the impact tourism has on the local community.



STAFF

ADMINISTRATION

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Dean Miller
VICE PRESIDENT OF OPERATIONS

Jodie Smith
ACCOUNTING CLERK

MARKETING/COMMUNICATIONS

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*VICE PRESIDENT OF MARKETING
& COMMUNICATIONS*

Jasmyn Goodwin
DIRECTOR OF MARKETING & CONTENT

Tracie McPherson
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Erin O'Brien
SOCIAL MEDIA MANAGER

Amy Cunningham
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Lynn Mace
MARKETING COORDINATOR

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