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Lisa Burke

VisitNebraska.com/media/commission/lisa-burke

Representative from the Western Nebraska Tourism Coalition

Term expires June 30, 2018

Lisa Burke, Executive Director (Commission Treasurer)

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The 12 years of tourism knowledge Lisa Burke has gained by servicing in state and regional Nebraska tourism organizations has broadened her understanding of how essential it is that we must work together to grow tourism generated spending in Nebraska. Lisa feels our state has unlimited tourism potential that just needs tapped into.

Lisa Burke has served as the Executive Director of the North Platte/Lincoln County Visitors Bureau for twelve years. The Visitors Bureau has grown significantly under Lisa's leadership. Not content merely to be a resource for the distribution of tourism materials when visitors happened to call, she began a program of aggressively developing North Platte as a tourist destination and actively marketing the community to potential visitors. In her tenure the Visitors Bureau adopted a mission "to enhance and promote a positive image of the communities in Lincoln County, to assist in the development, continuation and promotion of quality events, attractions and amenities for the enjoyment of residents and visitors alike, and to help ensure that the highest standards of customer service are practiced in our establishments."

Everything the North Platte/Lincoln County Visitors Bureau does revolve around this mission statement. The office works with the local attractions, festivals and events to develop more of an experience and guide them in their marketing efforts.

In 2002 when Lisa became Executive Director, the North Platte/Lincoln County Visitors Bureau employed two fulltime staff members. The office now promotes the North Platte Area with four full time staff members, five part time staffers and an army of volunteers. The Visitors Bureau's budget in 2002 was \$360,000. Today Lisa oversees a budget of more than a million dollars annually. Lincoln County collected \$271,000 in lodging tax in 2002, collecting only the 2% promotional lodging tax. In 2008 Lisa led the Lincoln County Board of Commissioners to implement the additional improvement lodging tax and began collecting total of 4%. In 2013 Lincoln County collected \$781,000 in lodging taxes up over 30% since 2002. In 2010 the Visitors Bureau office moved to a location near the busy corridor of I-80, turning a portion of the office into a Visitor Center which is now open on weekends. In 2013 the Visitor Center became a Nebraska Tourism Commission Designated Visitor Center.

Lisa has served as Chair of the Western Nebraska Tourism Coalition, Chair of the Nebraska Travel Association, and Chair of the Nebraska Association of Convention & Visitors Bureaus. She is currently on the board of the Golden Spike Tower & Visitors Center and a member of the Nebraska Society of Association Executives and the Miss Rodeo Nebraska Association.

Lisa was raised on a cattle ranch in the Sandhills of Nebraska and graduated Chadron State College with a Bachelor's degree in Business and Marketing. She was hired as the North Platte/Lincoln County CVB Executive Director in November of 2002. Lisa and her husband Wade live in eastern Lincoln County near Maxwell where they farm and ranch. They have four children.

