



2019 NEBRASKA TOURISM CONFERENCE

CONTENT FIELD GUIDE CHAT

Presenter: Samantha Crespo, Miles Partnership

miles
PARTNERSHIP

So, let's chat.

1. Who is Sam?
2. What is Miles?
3. What is the Content Field Guide?

Inspired by
travel



By the
numbers



100% travel



250+ travel
experts



7+ year
average client
relationship



90+
travel brands



\$33+ million
in industry
participation

A few of our clients



And one very
special client:



Core services



Strategic
Consulting



Media Planning
& Buying



Branding
& Creative



Content Creation
& Distribution



Digital
Development &
Optimization

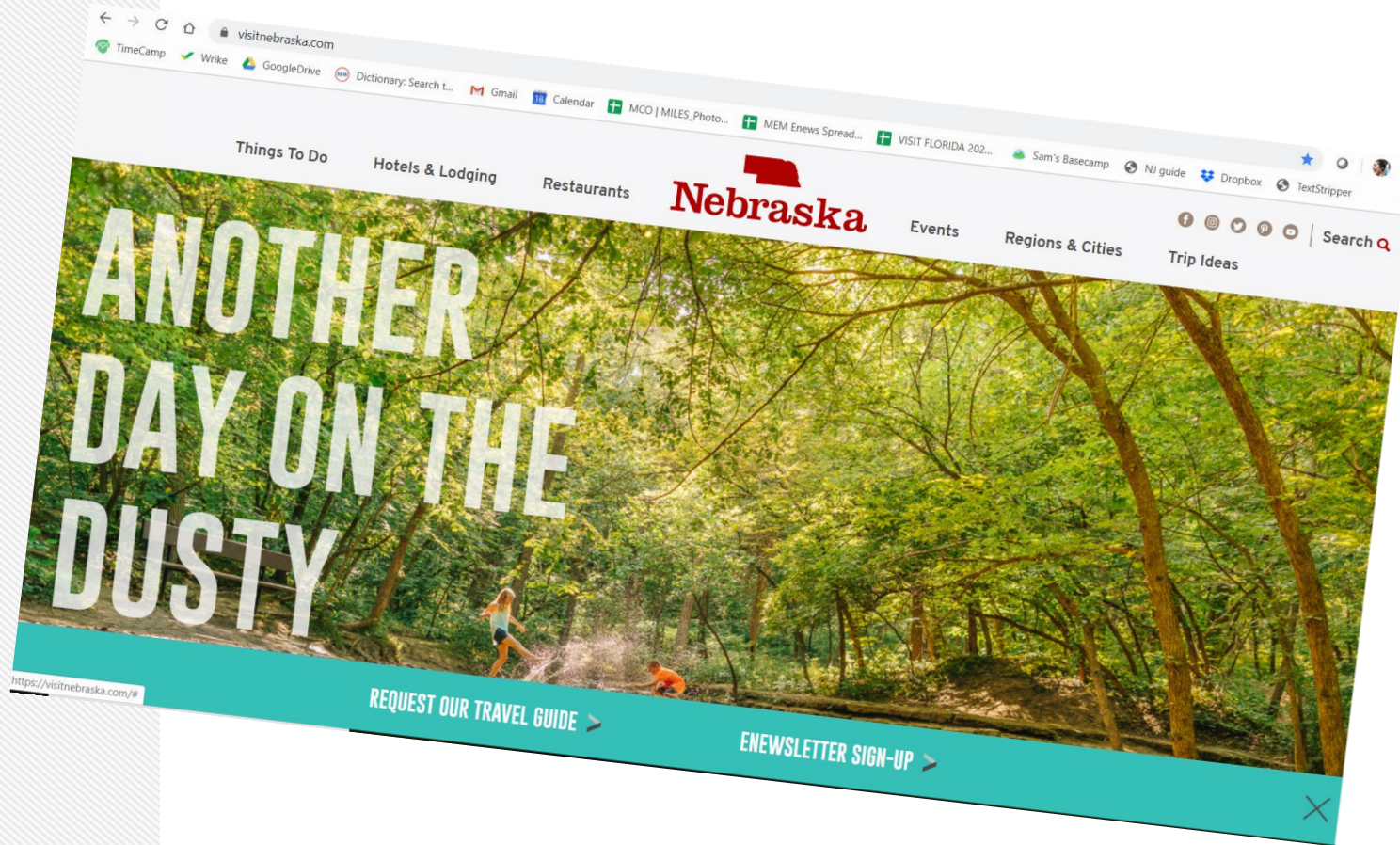


Revenue
Generation &
Coop Programs

Official Travel Guide



Official Website





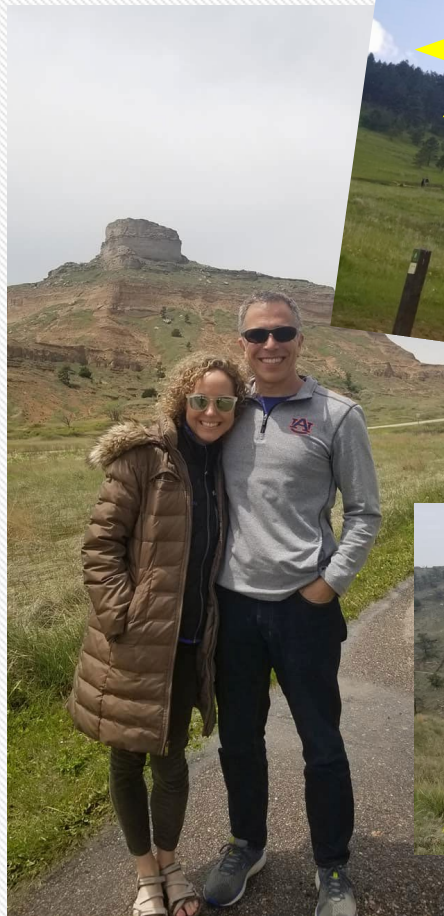
Client
accolades

155 awards

over the past three years
across content creation, brand campaigns,
design and website development

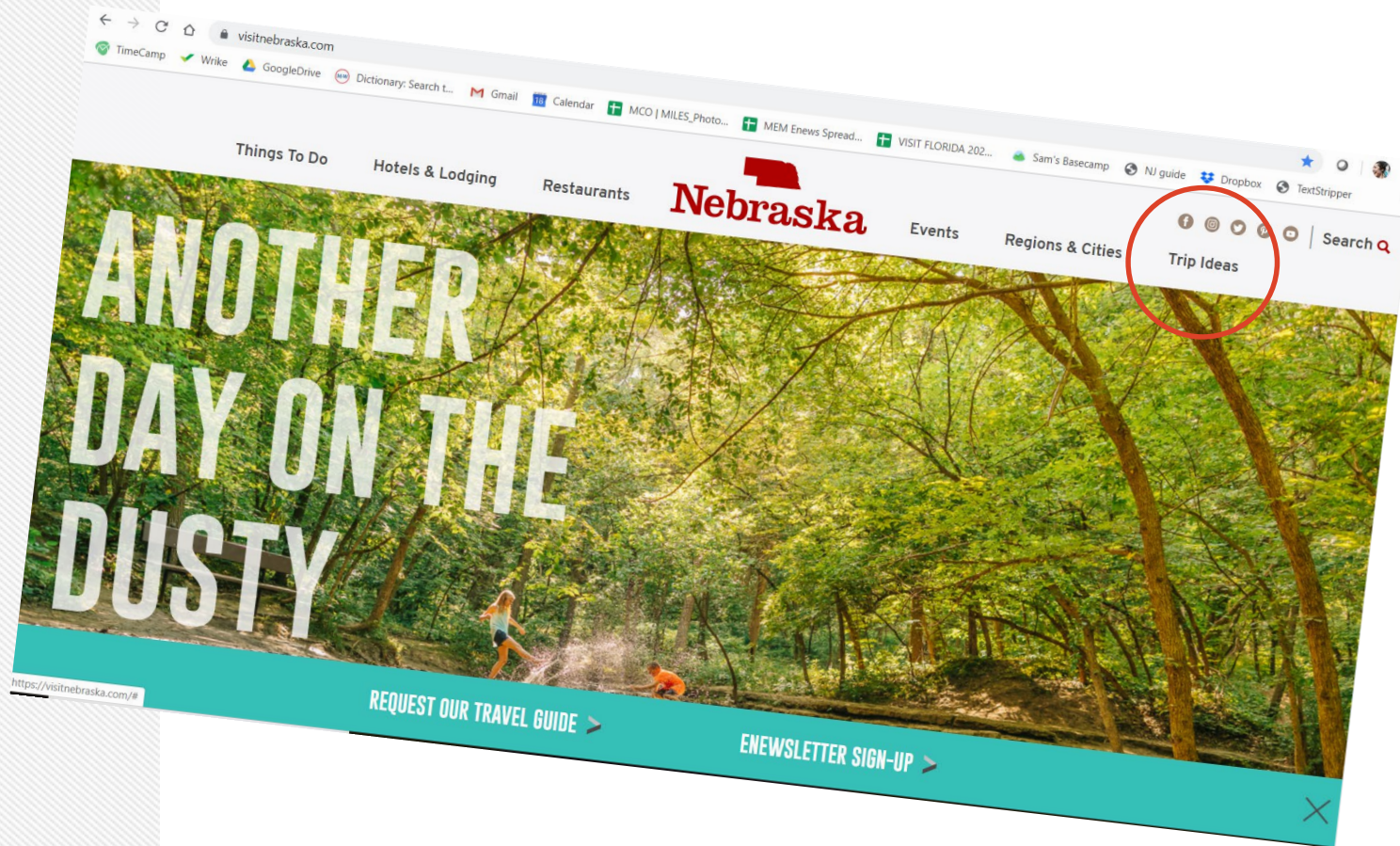


SUMMER VACAY 2019!



Content Field Guide

Trip Ideas





TRIP IDEAS

FEATURED TRIP IDEAS



**DUDE RANCH GUEST STAY: OUR
HERITAGE GUEST RANCH**

[READ MORE](#)



**A FOODIE'S ROAD TRIP ACROSS
NEBRASKA IN 10 STOPS**

[READ MORE](#)



**WHICH GUEST RANCH IS RIGHT
FOR YOU?**

[READ MORE](#)

See All Trip Ideas in Nebraska

CATEGORY



REGION



CITY



[CLEAR FILTERS](#)

RESULTS: 16 - 30 of 97

SORT: ALPHA



**NEBRASKA'S UNIQUE
PREHISTORIC PAST**

[READ THIS](#)



**GOLFING ALONG I-80: 3-DAY
TRIP**

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**2019 CAPITAL CITY
PASSPORT TOUR**

[READ THIS](#)



**THE SOUTHERN BORDER
PASSPORT TOUR**



**2019 METRO AREA
PASSPORT STOPS**



**HOW TO HIT THE 10
PASSPORT STOPS IN**

ITINERARY: A SMALL-TOWN TOUR OF SOUTHEAST NEBRASKA

When you tour Southeast Nebraska sticking to the srr you'll discover history from retro soda fountains to depots, the world's largest porch swing, delicious loca drinks!)—plus a host of bed-and-breakfasts.

LOCAL'S TIPS

For all museums, attractions and accommodations featured in this itinerary, always call ahead to make arrangements to visit. Many are not open daily, but can work with you in advance to make arrangements for your visit. In this friendly region, you can even arrange dinner in an Amish family's home, complete with homemade rolls and dessert. A minimum of 15 guests is required; call 402-839-2008 at least one week in advance to reserve.

DAY 1

 **JILL'S SWEET SHOP**
974 G St. Geneva, NE

Start your day with homemade cooking, including just-baked sweet rolls and cookies.

 **FILLMORE COUNTY MUSEUM**
601 6th Ave. Fairmont, NE

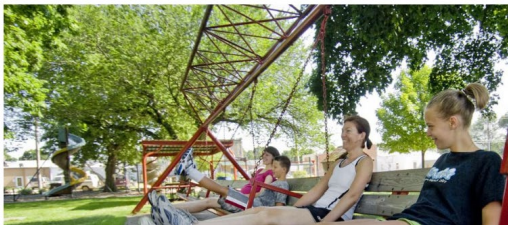
[Read More](#)

The Fairmont Creamery Building, circa 1886, today houses part of the Fillmore County which features a period kitchen and doctor's waiting room as well as rooms devoted to

➤ 2-, 3- or 5-day itinerary

➤ Supported by photos

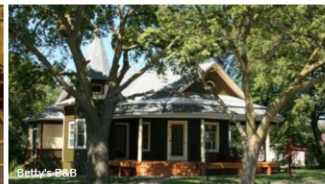
➤ Submitted by partners like YOU!



Bubbe's Anytime



Thayer County Museum



Betty's BnB

THE WHY

CONTENT IS
EVERYTHING.

YOU ARE THE LOCAL
EXPERT.

Happy Google,
Happy Visitors

THE WHY



“CONTENT IS KING.”

1. Who said it?
2. When?
3. What has changed since?

CONTENT: THE BUILDING BLOCKS OF THE DIGITAL WORLD

We used to say "content is king," but on the web, content is **everything**:



1 billion + in existence.



More than **2 million** posted every day.



71,000 viewed every second.



More than **2 billion** active users (on Facebook alone).



35 million sent every second.



3.5 billion daily.

1. Search engines = **smarter**
2. Content is ~~king~~ **everything**.
3. Keyword dumping, "thin," "superficial" **BAD**
4. Natural language, "authentic," "deep" = **GOOD**

GOLD-STAR

for VisitNebraska.com

Happy Google = Happy Visitors!

THE WHY

CONTENT IS
EVERYTHING.



Happy Google,
Happy Visitors

THE WHY

CONTENT IS KING.

**YOU ARE
THE LOCAL
EXPERT.**

Happy Google,
Happy Visitors

Visitors today don't only want things—
they want tangible experiences.



HAPPINESS

7 Reasons Why Spending Money on Experiences Makes Us Happier Than Buying Stuff

That fancy car in your driveway probably doesn't make you smile as often as remembering your honeymoon.

24.5k



Add to Queue

Forbes

NEXT ARTICLE ►

The Secret to Happiness? Spend Money on Experiences, Not Things



Ilya Pozin Subscriber
I cover startups and tech.



We like buying things, at least we think we do. It's bred into us. Life in the 21st century is a fast paced, consumer oriented experience where media surrounds us at all times enforcing the idea that happiness is a matter of buying the perfect house, driving the best car, wearing the trendiest clothes and posting status updates on the



3 Steps to Recharge Yourself and Your Business

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Opinion

Sport

Culture

Lifestyle

More

Consumer spending

Just do it: the experience economy and how we turned our backs on 'stuff'

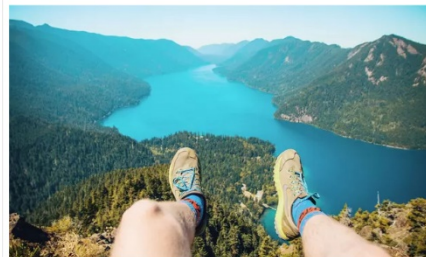
New figures show we are continuing to spend less money on buying things, and more on doing things - and telling the world about it online afterwards, of course. From theatres to pubs to shops, businesses are scrambling to adapt to this shift

Simon Usborne

Sat 13 May 2017 05:00 EDT



1,453 44



FORTUNE

Why Americans Are Spending More on Experiences vs Buying...



Why Americans Are Spending More on Experiences vs Buying Stuff



LIFE



MARKETS

BUSINESS NEWS

INVESTING

TECH

Millennials are prioritizing 'experiences' over stuff

CNBC

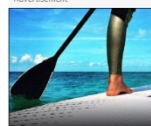


Millennials are prioritizing their cars and homes less and less, and assigning greater importance to personal experiences — and showing off pictures of them. It's a trend that's ultimately helping fuel growth of billion-dollar-plus start-ups like Uber, WeWork and Airbnb.

The Guardian

US edition

Advertisement



Board meetings in reti

Tech-powered investi
can help you get the

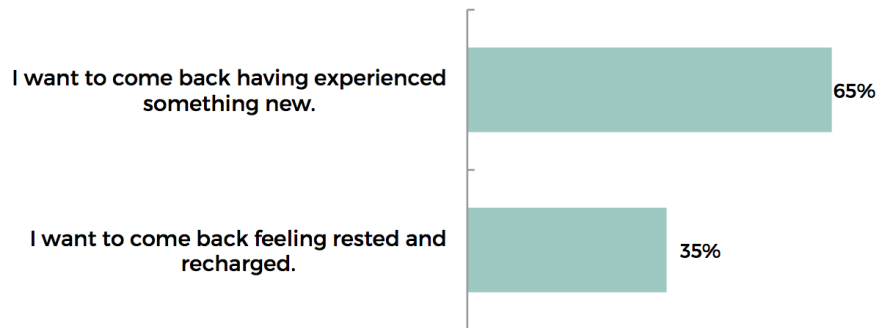


Learn more about the
Intuitive Investor® account

THE EXPERIENCE AGE

Travel Motivations

Survey question: What is more important to you when planning travel?



When forced to make an “either-or” selection, experiencing new things is prioritized over returning from a trip feeling rested.

Skift.

THE EXPERIENCE AGE



American Express Travel Survey

- 72% of respondents would **rather spend money on experiences** than things
- 88% said **travel is the number one dream** on their bucket list
- Shift in travel behaviors **crosses all age groups**

Just listing your location and amenities doesn't share the full experience of your destination.

Discuss.

DAY 3



COUNTRY COOKIN' CAFE

111 S. 8th St. Beatrice, NE

Discuss.

DAY 3



COUNTRY COOKIN' CAFE

111 S. 8th St. Beatrice, NE

[Read More](#)

Do like the locals do and order the biscuits and gravy, or the Western hashbrowns smothered in cheese and diced tomatoes, onions and peppers.

5 simple rules for creating a gold-star content field guide

1. Write a visitor - and Google-friendly headline.

ITINERARY: A SMALL-TOWN TOUR OF SOUTHEAST NEBRASKA

- Uses natural language.
- Tells the reader what to expect.
- Avoids clichés/plays on words that don't register with Google. ("Good Things Come in Small Packages.")

2. Write a visitor - and Google-friendly intro.

When you tour Southeast Nebraska sticking to the small towns, you'll discover history from retro soda fountains to railroad depots, the world's largest porch swing, delicious local eats (and drinks!)—plus a host of bed-and-breakfasts.

- Uses natural language.
- Tells the reader what to expect by giving a brief but detailed overview.

3. Include quality images.

- No graphics or logos
- Shares your unique sense of place (“Anywhere USA”)



4. Add a local's tip.

LOCAL'S TIPS

For all museums, attractions and accommodations featured in this itinerary, always call ahead to make arrangements to visit. Many are not open daily, but can work with you in advance to make arrangements for your visit. In this friendly region, you can even arrange dinner in an Amish family's home, complete with homemade rolls and dessert. A minimum of 15 guests is required; call 402-839-2008 at least one week in advance to reserve.

- Psychology!
- Travel trends! (Emphasize the experience.)
- YOU ARE THE LOCAL EXPERT.

Provide a rich, real experience.

REVIEW

- Identify what makes you unique.
- Focus on experiences.
- Speak directly to the visitor.
- Use natural, active, detailed language.
- Make the visitor feel like an insider.



THE HOW

Subscribe to
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Watch for our **invitation**
email
next week.*

Fill out the form!

Nebraska Trip Ideas - Featured Itinerary Form

Use this form to structure 2, 3 or 5 day itineraries in your region. The goal of these itineraries is to inspire travelers to explore off the beaten path places, experiences or times of year.

THINGS TO NOTE:

*MAKE SURE EACH ACTIVITY/MEAL/LOCATION HAS A SPECIFIC PLACE (PLEASE INCLUDE ADDRESS OR URL). For example, rather than "Fly Fishing in X River", be specific with a location to drop in or an outfitter for a traveler to connect with. See it through a traveler's eyes - if they just came with this itinerary, what detailed information would be helpful for them to know?

* When including 3 activities during the day, try to structure as a morning, afternoon, and evening/post-dinner.

* Include "Local's Tip(s)" - For example: off-peak days or hours to visit, reminders for how to treat the land, a special menu item, wildlife to watch for, etc.

The name and photo associated with your Google account will be recorded when you upload files and submit this form. Not samanthacrespo@gmail.com? [Switch account](#)


* Required

Itinerary Example:

[Things To Do](#) [Hotels & Lodging](#) [Restaurants](#) **Nebraska** [Events](#) [Regions & Cities](#) [Trip Ideas](#) [🔍](#) [📄](#) [📅](#) [📌](#)

OMAHA - VEGETARIAN STYLE

In this Omaha adventure enjoy not only vegetarian options but kid-friendly attractions making this a perfect weekend with the Family.



Tad and Marge's Ice Cream

LOCAL TIPS

Cupcake ipsum dolor sit. Amet apple pie chocolate bar. Brownie cake jelly lollipop cotton candy marshmallow. Jelly beans dragée pie marshmallow ice cream chocolate cake macaroon pudding croissant. Chupa chups liquorice cookie danish biskuit tiramisu soufflé croissant. Dessert biscuit jelly-o chocolate bar macaroon. Croissant gummies jelly cotton candy. Marzipan oat cake bear claw marzipan candy lollipop. Powder soufflé pastry cake tart ice cream gummi bears croissant jelly-o.

DAY 1

BLUE LINE COFFEE
4924 Underwood Ave Omaha, NE
[Explore More](#)

Honey cafe offering WIFI & light bites, plus baristas crafting fair-trade espresso drinks.

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Ted and Wally's Ice Cream

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DAY 1

BLUE LINE COFFEE

4924 Underwood Ave Omaha Omaha, NE

[Explore More](#)

Honey cafe offering WiFi & light bites, plus baristas crafting fair-trade espresso drinks.

Two, Three or Five Day Itinerary *

Day 1 - Breakfast (Reminder: Include a Website Link or Photo)

Your answer



Q&A

Thank you

miles
PARTNERSHIP

milespartnership.com