

Nebraska's

FEBRUARY 10TH 2026

TIME FOR COMMUNITY



With You Today:



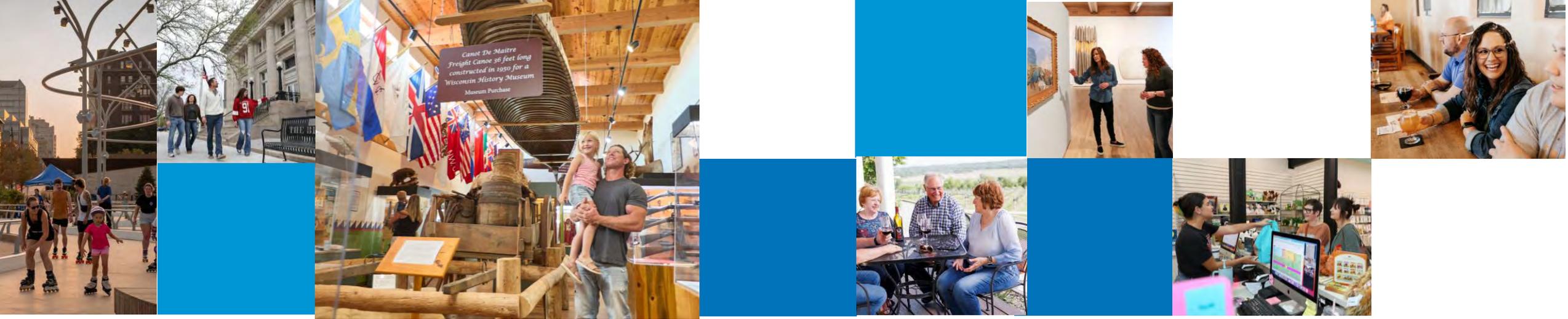
Chris Adams

Head of Research & Insights
Miles Partnership

Chris.Adams@MilesPartnership.com

milespartnership.com/blog-author/chris-adams





Miles Partnership is an agency partner of the Nebraska Tourism Commission

Global tourism marketing & management agency

100% travel & tourism

70 years young

February 10th, 2026

Global & U.S. Research & Education

Each year, Miles and our sister agencies invest more than \$500,000 USD in research & education on critical topics for the travel & tourism industry



Future Partners

Longwoods
INTERNATIONAL

CIVITAS

TOURISM ECONOMICS
AN OXFORD ECONOMICS COMPANY

GROUP MAC

Phocuswright

DS downs & st. germain
RESEARCH

TRAVEL AND TOURISM RESEARCH ASSOCIATION



Time for Community. Agenda.

Why it Matters

- 1. Time for Engagement**
- 2. Time for Events**
- 3. Time for Business & Workers**
- 4. Time for Practical Solutions**
- 5. Time to Tell our Story**

Questions & Discussion



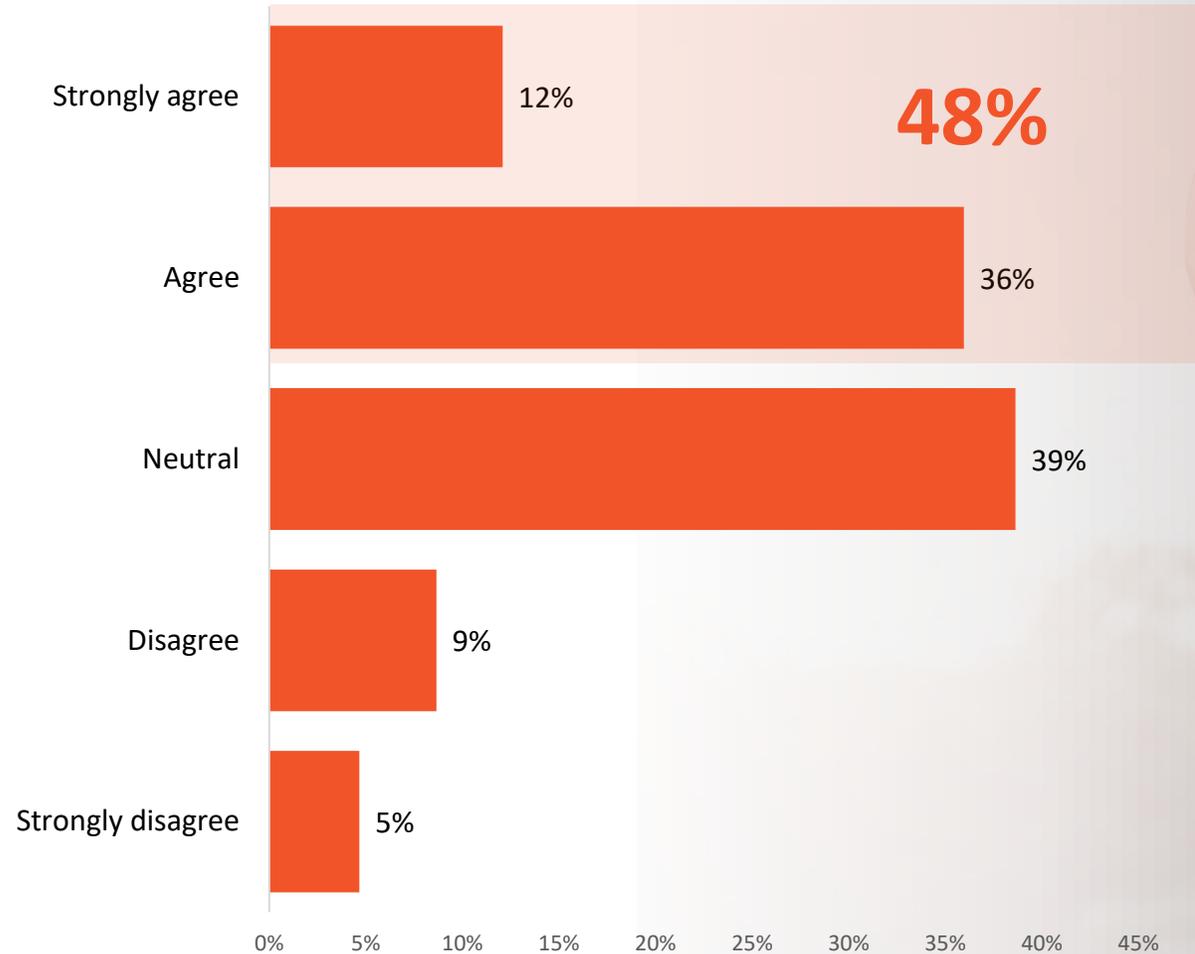
Time for Community

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Why it Matters



“TOURISM IN MY COMMUNITY MAKES IT A BETTER PLACE IN WHICH TO LIVE”



Statement: Please rate how much you agree or disagree with the following statement: "I believe tourism in my community makes it a better place in which to live."

(Base: All respondents, 4,109 completed surveys. Data collected October 16-26, 2025.)



38%

Nearly 4/10
American
travelers
chose to live
in their
community
because
they were
once visitors

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The State of American Traveler, Future Partners,
October 2025. Sample size of 4,109 US. travelers



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Time for ENGAGEMENT



Regular Community Connections & Consultation





COMMUNITY ADVISORY BOARD



Resident Sentiment Research & Benchmarking



BRECKENRIDGE
TOURISM OFFICE

DMMO
DESTINATION MARKETING
MANAGEMENT ORGANIZATION

North American Edition

TIME FOR
DMOCRACY



RESIDENT RESEARCH

[Home](#) | [Research & Insights](#) | Resident Research

British Columbian Resident Research

Market monitoring and reports relevant to British Columbian residents perspectives on COVID-19 and the tourism industry.

Time for Community:

Time for Engagement: Global Best Practices

- 1. Regular sentiment research with outreach to all residents & businesses**
- 2. Identify immediate 'hot button' issues with consultation, social & media analysis**
- 3. Look at opportunities to collaborate in research with others for savings and to benchmark**

**Visit Orlando Master Plan
Community Meetings**



Nebraska Example

Lincoln Chamber of Commerce



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Time for EVENTS



Time for **EVENTS**

61% of Nebraska visitors
have traveled to an event &
festival & **42%** to a sporting
event in last 12 months



46% & 28% All U.S. Travelers

Future Partners



The Passions & Hobbies of Nebraska Event Visitors

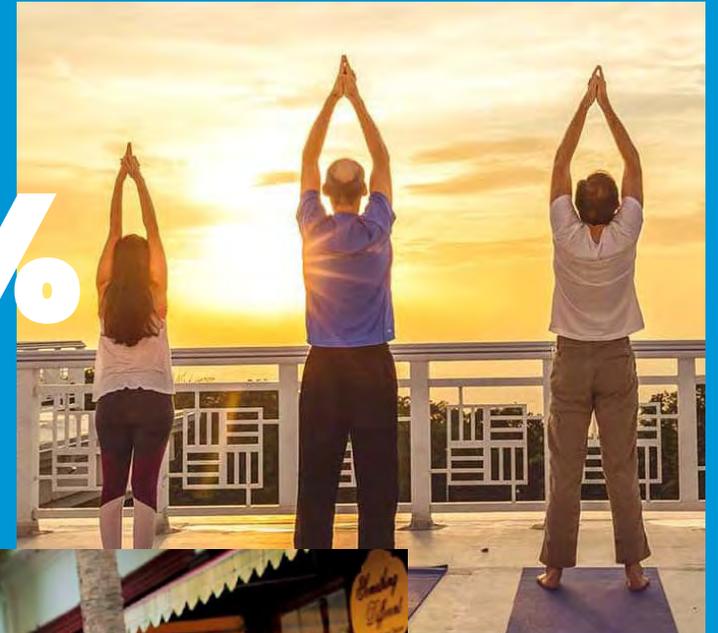


Food & Cuisine

63%

Wellness

46%



Historical Sites & Attractions

57%

Shopping

51%



POSITIVE SENTIMENT

Communities see sporting events as a unifying force and a valuable local asset.

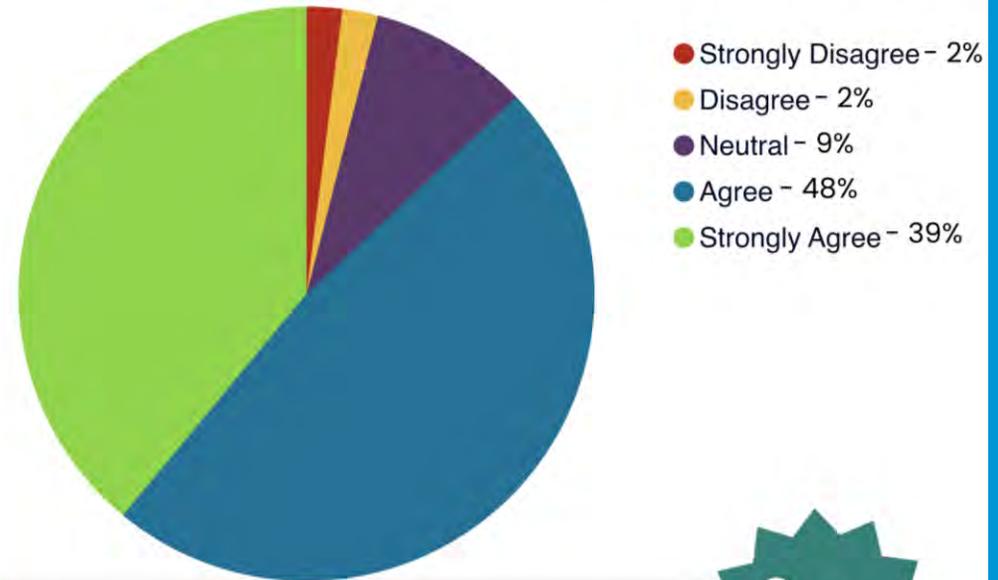
KEY INSIGHT 1

Sports shine as a means to unify people and communities and positively impact individuals.

Respondents indicated **strong agreement** for two of the study's most broad impact-based statements.

A **remarkable 87% of all respondents** – irrespective of whether they participate in sport or have children who participate in sport – **agree or strongly agree that sports can unify people and communities** empirically strengthening a widely held, but limitedly validated belief.

CHART 1:
Sport Can Unify People and Communities



87%

SIGNATURE LOCAL EVENTS



milespartnership.expert/EventsHallOfFame

America250 2026 Event Opportunities

53% of Nebraska visitors are interested in traveling to America250 events, attractions & sites



28% All U.S. Travelers

Future Partners

The State of American Traveler, Future Partners, Custom Research, Insights Explorer Year to December 2025. Sample size of 14,007 US. travelers



Time for Community:

Time for Event: Global Best Practices:

1. Consult & partner with the community
2. Report on the full benefits of events
3. Manage & mitigate negative impacts
4. Develop community appreciation & partnership programs

eg: preferential ticketing, special seating or events, work opportunities, volunteer programs



Nebraska Examples

NCAA Men's College World Series, Omaha, NE



NEBRASKALAND Days, North Platte, NE



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Time for Workers & Business



- **Global Workforce Study**

- **U.S Workforce Study**

- **Maine Workforce Study**

1. 20%+ of new jobs in the world over the next decade
2. Chronic staff & skill shortages
3. High tech & high touch
4. Critical barriers to overcome



Maine Workforce Research & Campaign



Digital Concepts | 300x600

**FORGE YOUR
NEW CAREER PATH**

*People dream of vacationing here.
You get to live here.*



MAINE.
FORGED BY NATURE

IN PARTNERSHIP WITH **MAINE** TOURISM ASSOCIATION **MAINE** OUTDOOR SPACES

TOURISM WORKFORCE MESSAGING

A Better Lifestyle

1. People dream of vacationing here. You get to live here.
2. An office with a view.
3. Work-Life Balance, Wildly Reimagined.
4. Workday's Done. Adventure's On.
5. Off the Clock. On to Adventure.
6. Your Life Outside of Work.
7. Come for the season. Stay for the lifestyle.

Digital Concepts | 300x600

FORGE YOUR NEW CAREER PATH

*You shape the stories people
bring home.*



MAINE.

FORGED BY NATURE

IN PARTNERSHIP WITH

MAINE
TOURISM
ASSOCIATION

MAINE
OUTDOOR BRAND

TOURISM WORKFORCE MESSAGING

Community Connection

1. The face of the brand? It's yours.
2. Where every role has a ripple effect.
3. You shape the stories people take home.
4. Real Moments. Real Maine.
5. Not Corporate. Just Community.

Digital Concepts | 300x600

**FORGE YOUR
NEW CAREER PATH**

Start here. Go everywhere.



MAINE.
FORGED BY NATURE

IN PARTNERSHIP WITH **MAINE** TOURISM ASSOCIATION **MAINE** OUTDOOR BRANDS

TOURISM WORKFORCE MESSAGING

Career Validity

1. It's not a side gig. It's a career path.
2. Start here. Go everywhere.
3. Pick your path. Find your place. It's in Maine.
4. From Day One to Dream Job. All in the same industry.
5. There's room to grow—and people who want you to.

Digital Concepts | 300x600

**FORGE YOUR
NEW CAREER PATH**

*This isn't just a summer gig. It's a
year-round career.*



MAINE.
FORGED BY NATURE

IN PARTNERSHIP WITH

MAINE
TOURISM
ASSOCIATION

MAINE
OUTDOOR BRANDS

TOURISM WORKFORCE MESSAGING

Stability and Flexibility

1. This isn't just a summer gig. It's a year-round career.
2. Tourism is year-round in Maine—and so are the jobs.
3. Four seasons of visitors. Opportunities all year.
4. Full-Time, Part-Time, Peak-Time. Tourism Jobs That Work for You.



**San Diego
Tourism
Authority's
Tourism
Accelerator**

Time for Community:

Workforce & Business Global Best Practices:

1. 360 degree research:
Businesses, Residents,
Workers & Potential Workers
2. Develop education & training
opportunities
3. Address the barriers of
seasonality, career
progression & housing
4. Provide business support
including training, grants,
mentorship & networking



Nebraska Examples

University of Nebraska Red Carpet Service



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Time for Practical Solutions





The New York Times

At Museums, a Revolution Gains Momentum

Faced with dwindling attendance and changing demographics, museum directors are shifting their approach, with an eye toward “radical hospitality.”

Short-Term rentals face potential ban: The impact on tourism and local communities

20 September 2023 IN BUSINESS Business Matters



SHARING



Airbnb has come under scrutiny by both the New York and Westminster councils in the UK with both councils considering a possible ban on short-term rentals, stirring up discussions on legal and policy grounds.

LOCAL NEWS >

Parties, trash and fires: Jefferson County community group calls for end to short-term rentals



BY RICK SALLINGER

UPDATED ON: AUGUST 29, 2023 / 5:32 PM / CBS COLORADO



News brief with The Colorado Sun: Property owners sue Summit County over short-term rental rules



The Big IDAHO POTATO HOTEL

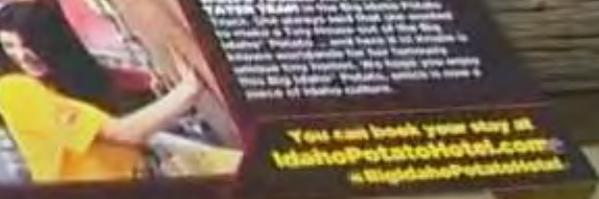


THIS POTATO HAS TRAVELED OVER 1700 MILES ALL OVER THE UNITED STATES. IF IT WERE TRUE, IT WOULD TAKE 10,000 YEARS TO GROW. WOULD TAKE 100 YEARS TO GROW. WOULD TAKE 1,000,000 YEARS TO GROW.



THE FAMOUS BRAND POTATO CHIPS WAS ONLY INTRODUCED TO THE WORLD FROM THIS TOWN. It became so popular, and was invented by the very entrepreneur who lived here. It was introduced in the country with the potato chips made for the world to enjoy. In 2010, a new big potato potato was created for the town and the potato was named.

THE BIG POTATO HOTEL WAS BUILT IN 1950. THE HOTEL WAS BUILT IN 1950. THE HOTEL WAS BUILT IN 1950. THE HOTEL WAS BUILT IN 1950.



You can book your stay at IdahoPotatoHotel.com #BigIdahoPotatoHotel

Vacation Rentals in Remote Locations can become Destinations in Themselves

Watch: <https://www.youtube.com/watch?v=jcEcEH2TFXU>



South Louisville

Louisville's traditional South End neighborhood has a rich history that continues to be written.

In recent years, South Louisville has experienced a renaissance. Young families have moved into this area of second-and-third-generation residents, and many have come from across the globe. With this mix of old and new, the area has become a multicultural community that's rich and diverse.



Sponsored by The Galt House Hotel

A LEGENDARY LOUISVILLE HOTEL Our waterfront location in the heart of downtown can't be beat for experiencing all the city has to offer! Stay in our world-class hotel and immerse yourself in Louisville's winning spirit. [BOOK NOW](#)



Restaurants



Upcoming Events



Airbnb Options

Examples

Housing Solutions

Greenville, SC



Anaheim, CA



Vail, CO



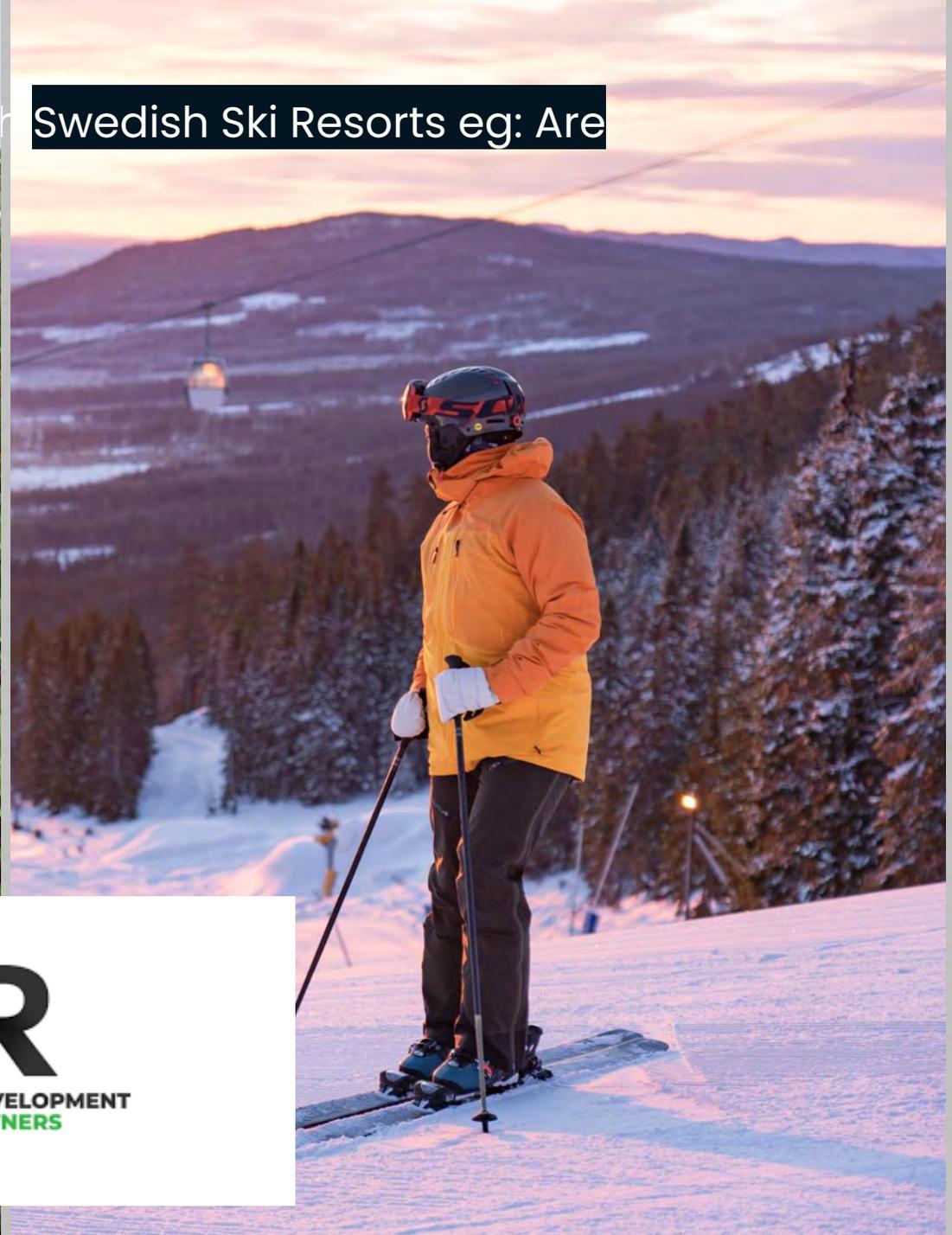
Examples

Job Sharing Solutions

Swedish Farms



Swedish Ski Resorts eg: Are



Time for Community:

Practical Solutions Global Best Practices:

1. Build skills & investment in tourism management as well as marketing
2. Be practical problem solvers
3. Identify the hot button issues or opportunities for the greatest impact eg: STRs, housing
4. Collaborate & partner with others – private & public organizations



Nebraska Examples

Nebraska Community Foundation



[About](#) [News](#) [Events](#)

SEARCH



[OUR NETWORK](#)

[RESOURCES](#)

[REALIZE DREAMS](#)

[GIVE TODAY](#)



If you love the community you call home, this is your opportunity to enrich its future. When you leave 5% of your wealth to your county, you help ensure your family's legacy and your community's future.

If you gave a small part of your wealth back, there would be more money to invest in the economic development of your family's future town. We can teach, encourage, and inspire future generations to give back and it starts with you — it starts with 5%.

Invest in a community that has invested in you by leaving 5 to thrive today.

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Time for Telling Our Story



Time for Community:

Credibility & Clarity

**Relationships &
evidence are the
foundation of your story**



A photograph of a travel center or information desk. A staff member in a blue vest is interacting with a customer in a purple sweater at a counter. Another customer in a pink jacket is seated nearby. The background features shelves with brochures, a water cooler, and various informational posters on the wall, including one for the 'MORNING TRAIL CENTER AT THE STATE MUSEUM' and a weather forecast.

State of American Traveler October 2025

36% Know of DMO

34% Don't Know **31%** Not Sure

Only just over one-third of Americans are aware of their local destination marketing organization

Future Partners

Telling our Story



THEIR BEACH ESCAPE

HELPS SUSTAIN OUR PARKS

BROUGHT
TO YOU BY
TOURISM



Visitors pay tourist and sales taxes that reduce household property taxes and support healthcare, transportation, social services, public safety, education, and arts & culture.

All this makes our community a better place to live, work and play.

THEIR BEACH ESCAPE

AIDS SOCIAL

SERVICES PROGRAMS

BROUGHT
TO YOU BY
TOURISM

Visitors pay tourist and sales taxes that reduce household property taxes and support healthcare, transportation, social services, public safety, education, and arts & culture.

All this makes our
community a better place
to live, work and play.

To learn more, go to
BroughtToYouByTourism.com



B

Lodging

Menu

B LIKE BRECKENRIDGE

B LIKE BRECKENRIDGE



EMBRACE THE SPIRIT



SUSTAINABILITY



BUSINESS COMMUNITY



COMMUNITY

Time for Community:

Telling our Story Global Best Practices:

1. Nurture & build relationships – Time for Engagement
2. Have research, data & results drive smart decisions
3. Define & report against a small number of Key Performance Indicators
4. Know your audience, customize your message
5. Tell a Story that is clear & compelling



Nebraska Examples

Nebraska Passport Program – Nebraska Tourism Commission

The image shows a website for the Nebraska Passport Program. At the top, a dark green navigation bar contains the following links: [About](#) (with a dropdown arrow), [Become a Stop](#), [Holiday](#), [Passport Stops](#), [Passport Stories](#), and [Request a Passport](#). Below the navigation bar is a collage of images. On the left, there is a circular logo for the 'NEBRASKA PASSPORT' with the years '20' and '25' on either side of a central icon. The collage includes: a person in a yellow and black inflatable kayak on a lake; a brightly lit children's library with colorful bookshelves and a patterned rug; a close-up of vibrant red and white flowers; three people looking at a large historical map titled 'HISTORICAL SENSORS'; a modern city street at night with a 'CAPITOL' sign; a traditional Native American teepee; a large crowd at an outdoor festival at dusk; and a close-up of a plate of food.

NEBRASKA PASSPORT

Discover Nebraska's Hidden Gems

Nebraska Examples

Nebraska Tourism Commission Resources



Understanding Tourism

[REQUEST OUR TRAVEL GUIDE >](#)

[RELOCATING TO NEBRASKA >](#)

[ENEWSLETTER SIGN-UP >](#)



Its Time for Community

Final Reminders

- 1. Engage, consult & survey local residents & businesses**
- 2. Use events as a “unifying force” with the local community**
- 3. Partner to develop workforce & support businesses**
- 4. Be a practical problem solver**
- 5. Tell your story In a credible, clear & concise way**



Time for Community

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Pop Question



What % of all new jobs worldwide will be created in Tourism & Hospitality over the next decade?

Community
Engagement

Slides, Research & Resources

Reports & Toolkits:
TimeforDMOcracy.com
MilesPartnership.com/SAT



TIME FOR DMOCRACY

GROUP NAO EMBRACING PUBLIC PARTICIPATION IN DESTINATION GOVERNANCE
White Paper January 2023



North American Edition
TIME FOR DMOCRACY
Global Best Practices
in Community Engagement
JANUARY 2023 REPORT



Destination Management

Powered by The State of the American Traveler

Tuesday, November 18, 2025

miles PARTNERSHIP
Future Partners



North American edition of a Global Study on Engagement for Destinations Organizations

miles PARTNERSHIP
GROUP NAO
northamerica.timefordmocracy.com



Nebraska's Time for Community

FEBRUARY 10TH 2026

Presentation Slides



<https://milespartnership.expert/NECommunity>

Nebraska's Time for Community

FEBRUARY 10TH 2026

Questions & Discussion



Thank You !



Chris Adams

Head of Research & Insights
Miles Partnership

Chris.Adams@MilesPartnership.com

milespartnership.com/blog-author/chris-adams



Nebraska's Time for Community

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Additional Slides & Examples



AGORA TOURiSM BORDEAUX

Bordeaux is committed to protecting the environment we all share, alongside stakeholders in the metropolitan area's tourism and events industry.

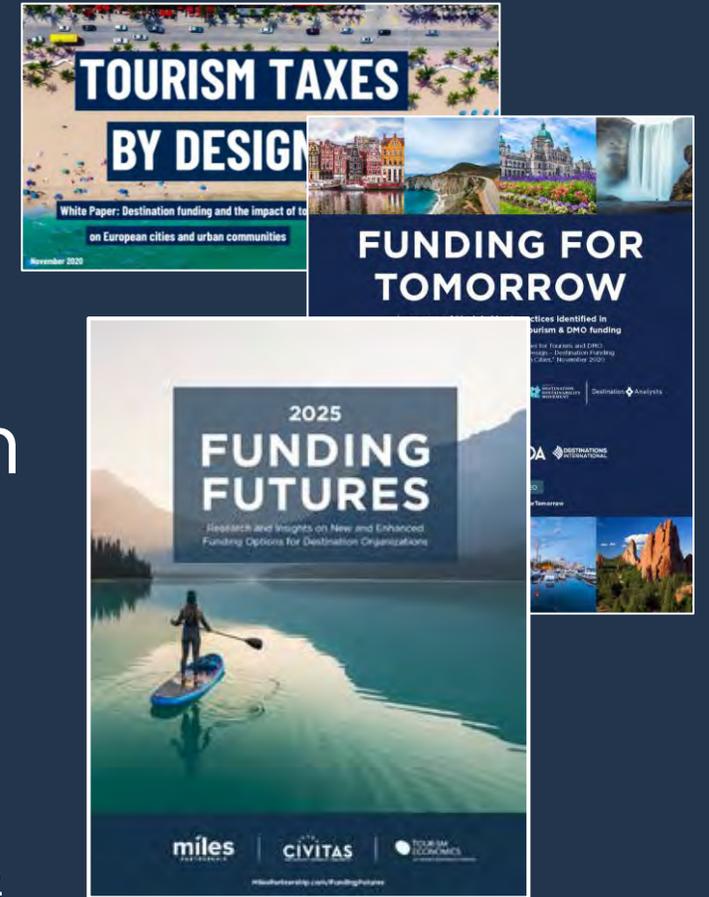




FUNDING FOR TOMORROW

North American & European Studies on Tourism Taxation & Funding Options

milespartnership.com/how-we-think/research/funding-futures-2025



Community Shared Values & Social Impact



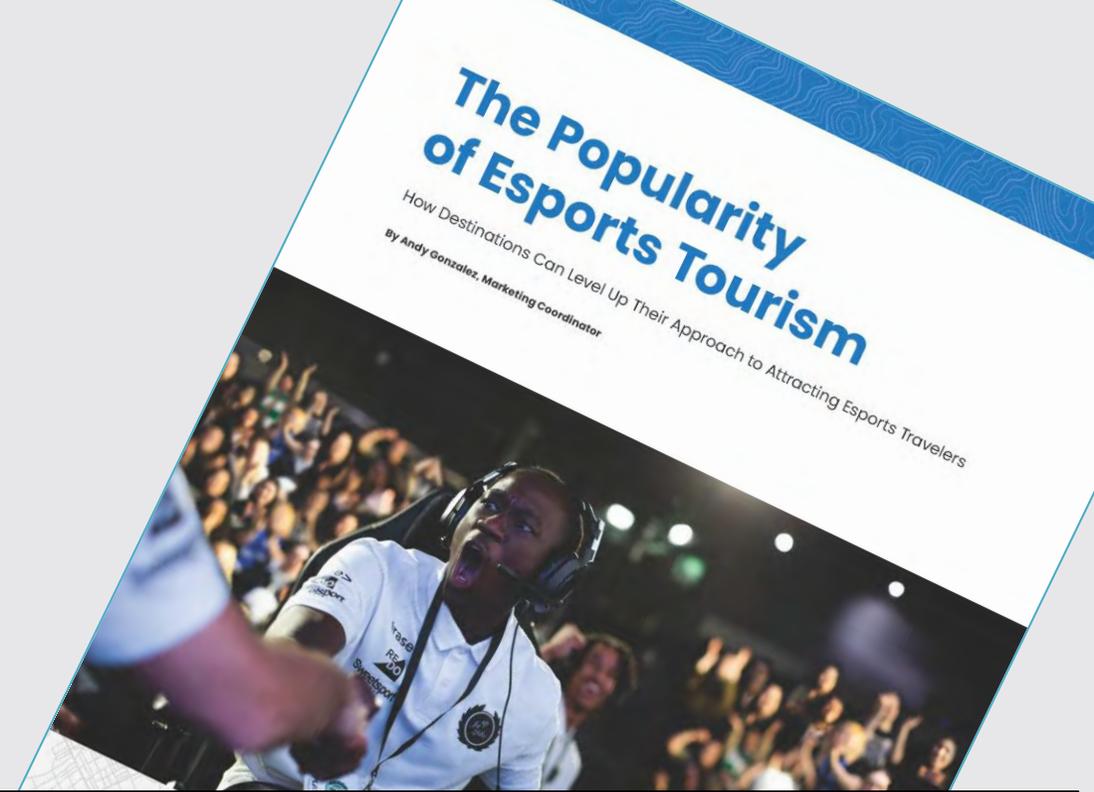
Research & Resources on Sporting Events

Sports Event Travelers, Spotlight on Atlanta, Webinar, Sept. 2025

International Sporting Events, Article, Dec. 2025

eSports White Paper, Oct. 2025

[MilesPartnership.com/how-we-think](https://milespartnership.com/how-we-think)



Scoring from International Sporting Events:
The Power and Potential for Tourism





WORKFORCE RECOVERY AND GROWTH STRATEGY

Decisive and Urgent Action



Tourism **HR**
Canada

1

Structural and Systemic Workforce Issues

Short Supply
of Workers

Skills Mismatch

Mobility, Employment
Barriers

2

Institutional Policies and Practices

Provincial and Federal
Governments

Public and Private
Education Systems

Employer
HR Practices

3

Image Liability

Devalued Jobs
and Increasingly
Damaging Public
Sentiment of the Sector

Sustained + Amplified
Reputational Damage

Tourism **HR**
Canada



HR Tourisme
Canada



WEST
VIRGINIA[®]

TOURISM

WORKS

West Virginia's Business, Staff & Locals Training Programs



Tourism Business Enhancement Program

MIAMI
GREATER MIAMI & MIAMI BEACH

GREATER MIAMI
CONVENTION &
VISITORS BUREAU



DAMOS SHOULD BE BE
PROACTIVE PARTNERS
BUT ARE NOT
RESPONSIBLE FOR
SOLVING IT ALONE



**HOUSING
NOW!**





HOUSING NEEDS ASSESSMENT

New River Gorge Region,
West Virginia



BOWEN
NATIONAL
RESEARCH