

# MARKETING UPDATE

Dave Snitily,  
Snitily Carr







“Intrinsic travel interests and activities that match the unique features of Nebraska”

- Outdoor Recreation
- Family Fun
- Culture & Heritage
- Scenic Beauty



Official 2012 Travel Guide

# NEBRASKA



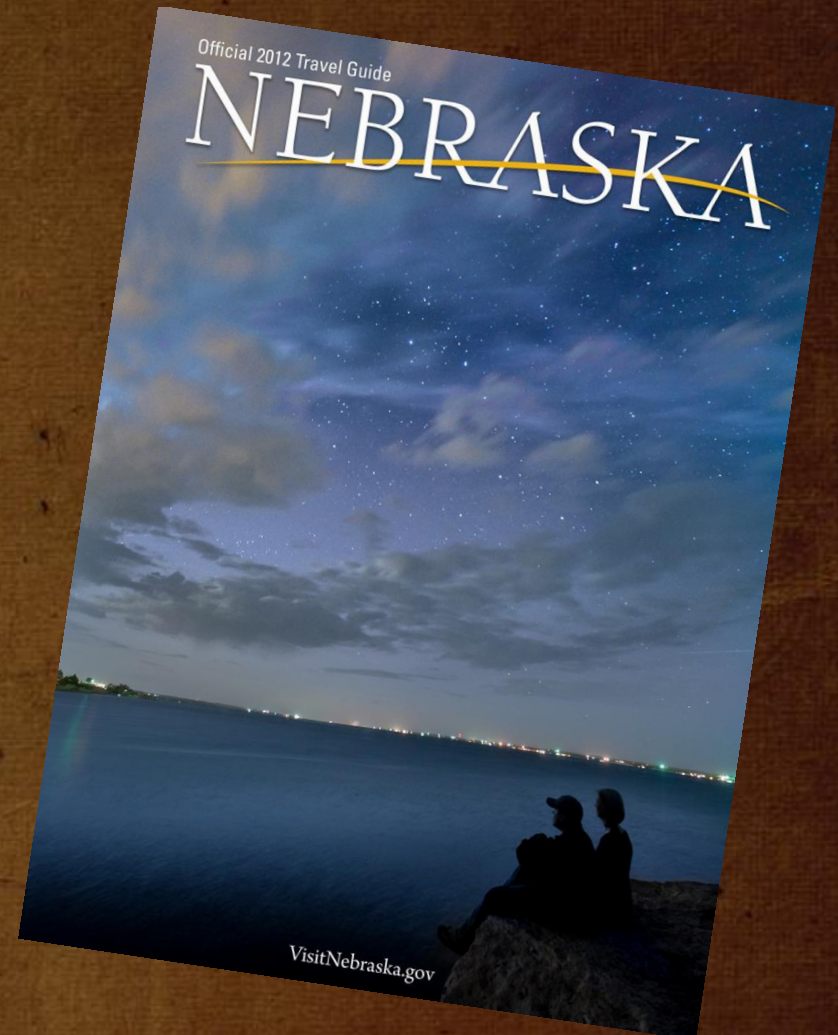
[VisitNebraska.gov](http://VisitNebraska.gov)





# 2012 Travel Guide

- 350,000 Copies
- 180 Pages
- Family Fun Sidebars
- Events Chart










# 2012 Campaign


REDISCOVER THE ROAD TRIP.






IN NEBRASKA, YOU CAN RECAPTURE the magic of road trips past. And with so many fun things to do along our waterways—such as kayaking, fishing, tubing, and canoeing—it's easy to let loose and relive the good times. So what are you waiting for?

VisitNebraska.gov  
888-444-1867

**NEBRASKA**  
possibilities...endless™




REDISCOVER THE ROAD TRIP.






IN NEBRASKA, YOU CAN RECAPTURE the magic of road trips past. And with so many history to experience—from ancient fossil beds to the stories of the pioneers to frontier living—it's easy to let loose and relive the good times. So what are you waiting for?

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REDISCOVER THE ROAD TRIP.






IN NEBRASKA, YOU CAN RECAPTURE the magic of road trips past. And with so many fun things to do along our waterways—such as tubing, kayaking, fishing, and canoeing—it's easy to create a lifetime of new memories for your family. So what are you waiting for?

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REDISCOVER THE ROAD TRIP.



IN NEBRASKA, YOU CAN RECAPTURE the magic of road trips past. And with so much to experience at Omaha's Henry David Zoos—the world's largest indoor desert and rainforest, a 71,000-square-foot aquarium, and the new Skyline—it's easy to let loose and relive the good times. So what are you waiting for?

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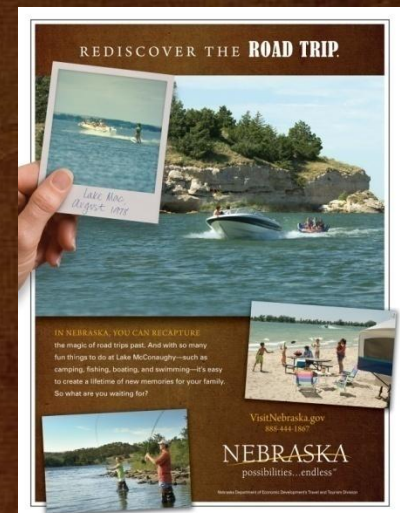
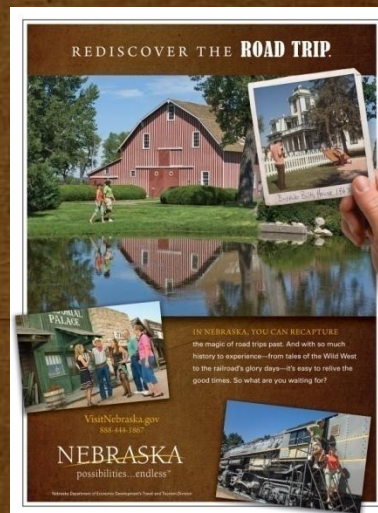
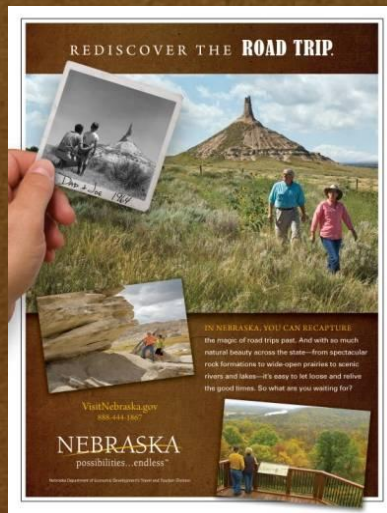
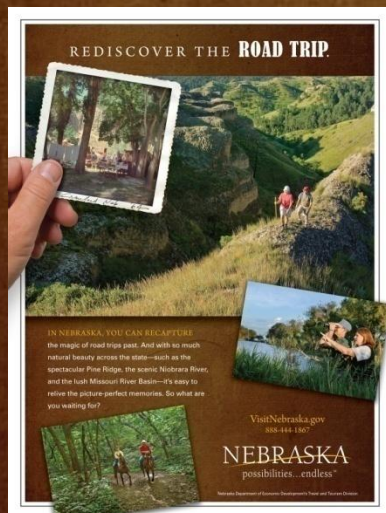
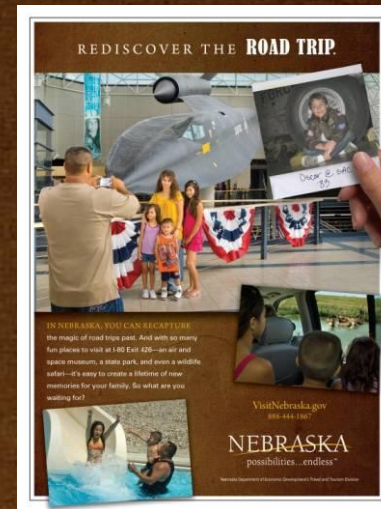
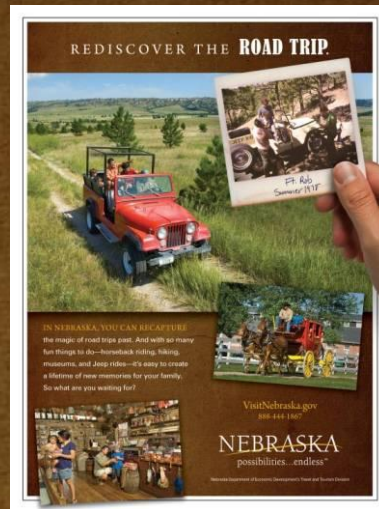
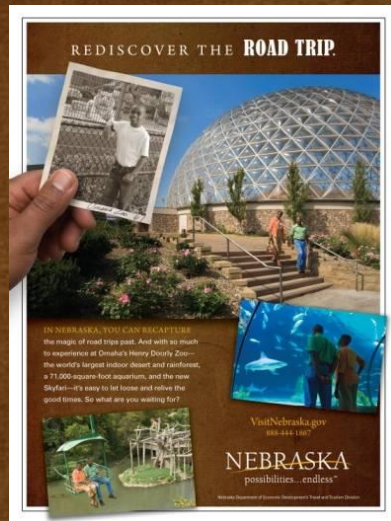
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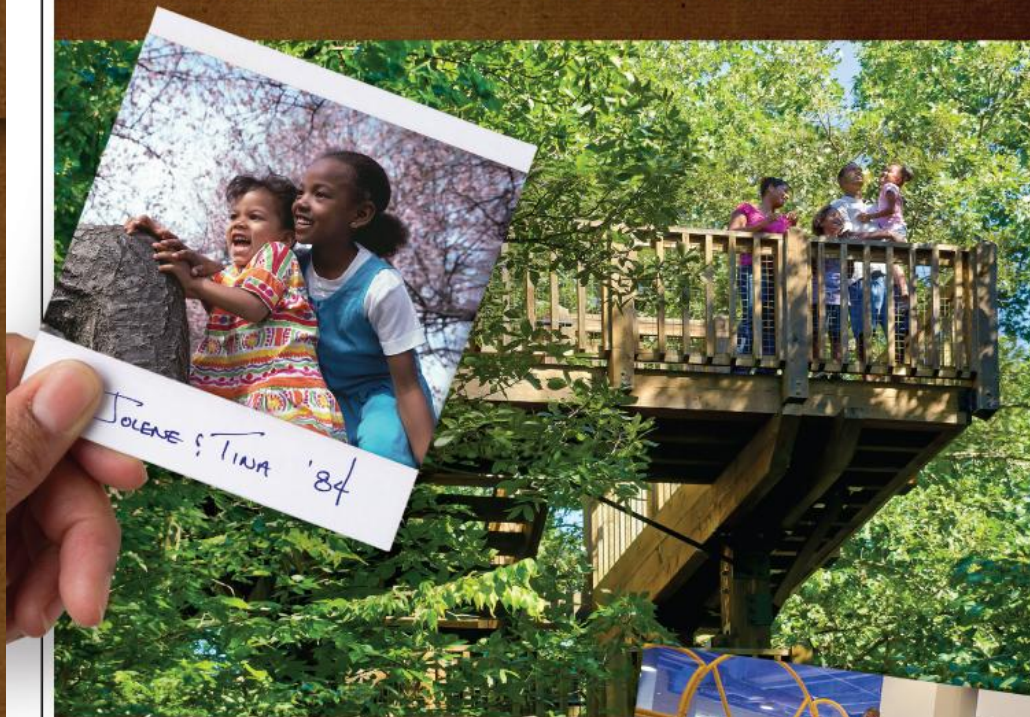
# 2012 Campaign







## REDISCOVER THE ROAD TRIP.



ENDLESS POSSIBILITIES FOR FAMILY FUN  
are just around the bend in Nebraska, where you  
can climb a tree, catch a fly ball, and immerse  
yourself in play. So what are you waiting for?



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888-444-1867

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Nebraska Department of Economic Development's Travel and Tourism Division





## REDISCOVER THE ROAD TRIP.



GATHER THE FAMILY, PACK UP THE CAR,  
and head to Nebraska for some serious fun.  
You can dine with some wild characters, race  
go-karts, and hop aboard a prairie schooner.  
So what are you waiting for?



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Nebraska Department of Economic Development's Travel and Tourism Division





## REDISCOVER THE ROAD TRIP.



### IN NEBRASKA, A JOURNEY THROUGH TIME

is just a short drive away. Watch history in the making, learn about the lives of homesteaders, and wander cobblestone streets in search of new treasures. So what are you waiting for?



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888-444-1867

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Nebraska Department of Economic Development's Travel and Tourism Division





## REDISCOVER THE ROAD TRIP.



**TAKE TO THE ROAD AND ENCOUNTER**  
a world of new adventures in Nebraska. You  
can experience river tanking, sample fine wine,  
and then sleep in at a bed and breakfast.  
So what are you waiting for?



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# 2012 Campaign

## Broadcast

- National Television (:30 & :60)
  - Water Recreation
  - Culture & Heritage
- In-state Television (:30 & :60)
  - Outdoor Recreation
  - Culture & Heritage
  - Family Fun





# 2012 Campaign

## Broadcast

- Radio (:30 & :60)
  - Zoos
  - Wild West
  - Military History
  - Outdoor Recreation
  - Natural Beauty
  - Water Parks

Total media value - \$1,400,000





# Destination Nebraska

**DESTINATION  
NEBRASKA**



Rediscover the Road Trip

Visitors to Nebraska are often surprised by the striking fall beauty that abounds within our borders. Experience it firsthand with scenic drives to and through Indian Cave State Park near Shubert and Ponca State Park outside of Ponca. It's an unexpected adventure just waiting to be discovered.

**EVENTS**



**NOW THROUGH OCT 31  
BELLEVUE BERRY &  
PUMPKIN RANCH  
FALL EVENTS**  
Papillion



**NOV 11  
VETERANS DAY  
OBSERVANCE**  
20th Century Veterans Memorial,  
North Platte

**NOV 4** **HOLIDAY CRAFT SHOW &  
SPECIALTY FOOD EXPO**  
Gering

**NOV 4-5** **ANNUAL GOVERNOR'S**



Get your free  
**TRAVEL  
GUIDE**

Download | Request Via Mail



**Register to WIN!**

2006 – 14,000

2007 – 85,000

2008 – 168,000

2009 – 209,000

2010 – 402,000

2011 – 440,000

8,500,000 emails





# VisitNebraska.gov



- SEO
- SEM
- Photo Additions





# VisitNebraska.gov



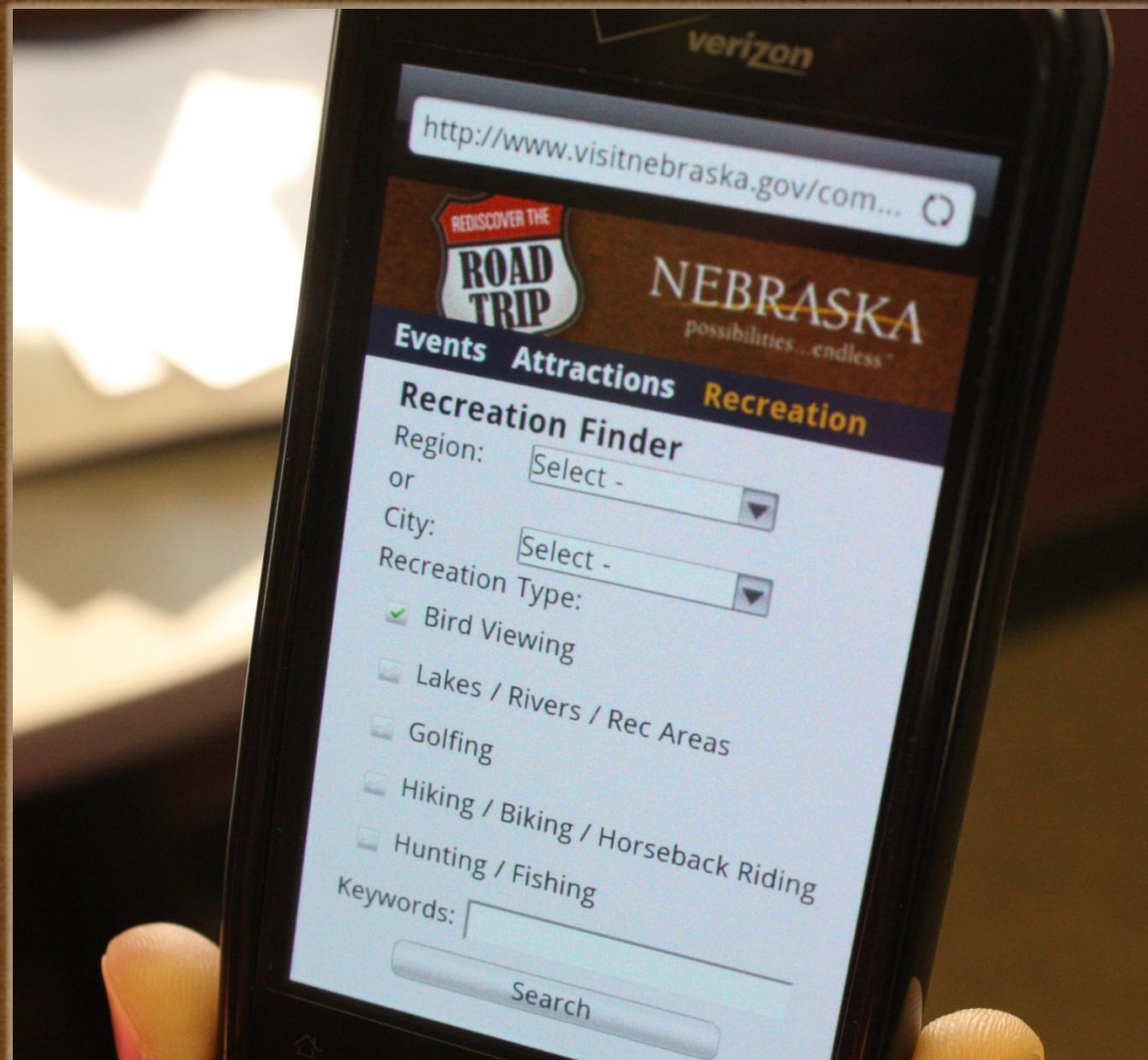
## Top Pages

- Attractions
- Byways
- Travel Guide Requests
- Accommodations
- Events





# VisitNebraska.gov







# VisitNebraska.gov



OK Safe Web

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Official Nebraska Government Website

Nebraska Department of Economic Development | Division of Travel & Tourism

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GRANTS | STATISTICS | MARKETING | PHOTOS | CONFERENCES

2011 Passport Promotions

Calendar of Events

Industry Reports

Group Travel Planner

Visitor Centers

Tourism Contacts

If you're part of the tourism industry, you've come to the right place. This section offers all the information you could ever want about the state, tourism events, important contacts, and much, much more. Spend some time with us and come away knowing nearly everything about Nebraska tourism.

WHAT'S NEW

[2012-13 Tourism Marketing Grant Guidelines](#)

[PUBLIC NOTICE - REQUEST FOR PROPOSALS #3756Z1](#)

[2011 Tourism Industry Awards Nomination Form](#)

[Three Ways to Effectively Promote Your Tourism Business This Season](#)

[2011 CDBG Tourism Development Grant Guidelines](#)

[2011 Passport Promotions](#)

[Greener Nebraska](#)

[BookDirect Information](#)

[2012 Media Kit available now](#)

[Nebraska Travel Impacts, 2003-2008](#)

[Downloadable Brochure Information](#)

[Using GPS to Build Business](#)

PRESS ROOM

GROUP TRAVEL PLANNER

TOURISM HOME

BUSINESS DEVELOPMENT

COMMUNITY DEVELOPMENT

LIVING & WORKING

NEWS

Nebraska Department of Economic Development • 301 Centennial Mall South • PO Box 94666 • Lincoln, NE 68509-4666 • [Tourism Contacts](#)





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REDISCOVER THE  
ROAD TRIP



GRANTS | STATISTICS | **MARKETING** | PHOTOS | CONFERENCES

Grants

Statistics

Marketing

- Print/TV Advertising
- Three Ways to Effectively Promote Your Tourism Business This Season
- Vacation Packages
- Using GPS to Build Business
- Downloadable Brochure Information
- BookDirect Information
- BookDirect Press Release
- Greener Byways of Nebraska

Photos

Conferences

2011 Passport Promotions

Calendar of Events

Industry Reports

## Downloadable Brochure Information

It's now easier than ever to have your marketing materials seen by more people. A downloadable brochure feature is being added to the state's official tourism Web site, [www.VisitNebraska.gov](http://www.VisitNebraska.gov).

Now, when visitors to the site request more information, they will have the option of viewing, downloading, or printing brochures of attractions, accommodations, events, and more. For attractions and events, the brochure download option will appear on the search results and search detail pages of the site. City- or region-specific brochures will appear on the city or region pages.

This opportunity is FREE for you to participate in!

Here's what you need to do to have your brochure added.

- Choose one produced brochure specific to your attraction, event, business, or city.
- Convert the brochure to a screen-optimized PDF.
- Submit the PDF to [BrochurePDF@SnitilyCarr.com](mailto:BrochurePDF@SnitilyCarr.com). While it may seem obvious, please specify which attraction, event, business, or city listing you'd like your brochure to appear with.

As always, the State reserves the right to remove any brochures that people may find offensive, objectionable, or questionable.

We're excited to provide this new opportunity to our industry partners. I hope you take advantage of this free service.

Christian Hornbaker





# VisitNebraska.gov



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Official Nebraska Government Website

Nebraska Department of Economic Development | Division of Travel and Tourism

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REDISCOVER THE  
ROAD  
TRIP



THINGS TO DO | PLACES TO STAY | SCENIC BYWAYS | TRAVEL TOOLS | KIDS

Attractions





Events



Recreation




Road Trips


Vacation Packages


Golf





SHARE 

Search ... 











  
www.arbordayfarm.org

Search Attractions - Results

Sort results by clicking on the table headings. [New Search](#)

Any advertising partners that fit your search criteria appear first with a bold listing.

Results 1 - 50 of 74  
[1 2 Next>](#) [End>>](#)

ATTRACTION	CITY	BROCHURE
 <a href="#">Boys Town</a>	Boys Town	<a href="#">DOWNLOAD</a>
 <a href="#">Holland Performing Arts Center</a>	Omaha	
 <a href="#">Joslyn Art Museum</a>	Omaha	<a href="#">DOWNLOAD</a>
 <a href="#">Omaha Children's Museum</a>	Omaha	
 <a href="#">Omaha's Henry Doorly Zoo</a>	Omaha	<a href="#">DOWNLOAD</a>
 <a href="#">Soaring Wings Vineyard LLC</a>	Springfield	
 <a href="#">The Durham Museum</a>	Omaha	
 <a href="#">Aksarben Aquarium Outdoor Education Center</a>	Gretna	
 <a href="#">Amazing Pizza Machine</a>	Omaha	<a href="#">DOWNLOAD</a>
 <a href="#">Artists' Cooperative Gallery Ltd.</a>	Omaha	





# VisitNebraska.gov

Web ▾ Identity Safe ▾

Panhandle Region- Click a thumbnail to view a larger image.



The peculiar lunarlike landscape of Toadstool Geologic Park near Crawford is the perfect backdrop for hikers and bikers. >> [REQUEST IMAGE](#)







# Social Media

facebook Identity Safe

Search

Visit Nebraska

Travel/Leisure

Wall

Share: Post Photo Link Video

Write something...

Visit Nebraska

Have you seen the new Destination Nebraska? It has the latest events and attractions from across the state. If you didn't receive it by email, sign up today!

E-newsletter

visitnebraska.gov

Request a free Destination Nebraska e-newsletter with seasonal news and events from across the state

Like Comment Share 14 hours ago via HootSuite

Visit Nebraska

Visiting Nebraska for the Huskers vs. Spartans? There's way more than football here. Don't miss the arts, animals and attractions!

VisitNebraska.gov

www.visitnebraska.gov

Visitnebraska.gov is full of information about attractions, travel, lodging, events and more to help plan a vacation in Nebraska.

Like Comment Share 21 hours ago

2 people like this.

View 1 share

Write a comment...

Visit Nebraska via Tri-City Research And Investigation Of The Paranormal (T.R.I.P.)

Check out this ghost hunting team in Nebraska!

Hastings Tribune.com

www.hastingstribune.com

Late at night, three friends could barely believe their eyes as the hotel room door moved, seemingly under its own power.

You and Visit Nebraska

9 friends like this.

Lincoln Convention & Visitors Bureau, Go!Nebraska, The Nebraska Sports Council

Friend Requests

See All

Steve Hiller

15 mutual friends

Confirm Friend

People You May Know

See All

Mike Foley

9 mutual friends

Add Friend

Sponsored Stories

See All

Steven Jensen likes Deadline!

Deadline!

Like

Mike Sotak likes Bear Naked.

Bear Naked

Like

Sponsored

See All

Meet Single Women

realmatursingles.com

No games, just good women looking to meet! Simply the Finest in 40+ matchmaking.

Your Next Phone Free

switchtouscellular.com

Switch to U.S. Cellular®

Wall

Info

Friend Activity

Welcome

Things To Do

Travel Guide

Destination NE

Passport Program

Photos

MORE

About

Order your free 2011 Travel Guide

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Search

Nebraska Tourism Industry

Travel/Leisure

Wall

Share: Post Photo

Write something...

Nebraska Tourism Industry

Have you seen the new Destination Nebraska? It has the latest events and attractions from across the state. If you didn't receive it by email, sign up today!

E-newsletter

visitnebraska.gov

Request a free Destination Nebraska e-newsletter with seasonal news and events from across the state

Like Comment Share 45 minutes ago via HootSuite

Nebraska Tourism Industry

Help us live-tweet the 2011 Nebraska Travel Conference. Use hashtag #2011NETravel to tweet about your favorite conference moments.

Like Comment Share 5 hours ago

Nebraska Tourism Industry

Are you ready to rock Omaha at the 2011 Nebraska Travel Conference Oct 18-20? Download the conference schedule now.

Travel Conference Schedule

industry.visitnebraska.org

Like Comment Share Yesterday at 5:04pm

Ramona Lopez Joyce likes this.

Write a comment...

About

This page is a place where members of the Nebraska tourism industry can cha...

More

633 like this

9 talking about this

Likes

See All

Alan Wilkinson in Nebraska.

Nebraska TOURISM

Angie Norman

Hear Nebraska Fundraiser: Take Cover (Omaha)

Thursday, October 20 at 8:00pm, Slowdown

Love FOOTBALL? Score a better way to watch the game this Sunday with our LED TVs. "Like" to find out more.

Like 107 people like this.

Your Next Phone Free

switchtouscellular.com

Switch to U.S. Cellular® today and get any free

GET ANY PHONE

You and Nebraska Tourism Industry

7 friends like this.

Visit Nebraska

People You May Know

See All

Walter Storey

14 mutual friends

Add Friend

Beth Anderson McElroy

21 mutual friends

Add Friend

Sponsored

See All

Bold Nebraska

If you can not join us for the event on Oct. 22nd, here is a stendil you can use...

http://boldnebraska.org

Uploaded pipeline

pho\_keystone\_stencil.jpg

Like This Page

Profisee

www.profisee.com/microsoftms

30-day evaluation of world-class user interface for Microsoft MDS.

Like This Page

Toshiba

Love FOOTBALL? Score a better way to watch the game this Sunday with our LED TVs. "Like" to find out more.

Like 107 people like this.

Your Next Phone Free

switchtouscellular.com

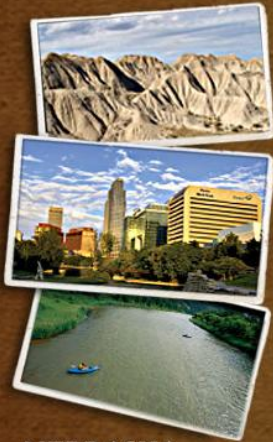
Switch to U.S. Cellular® today and get any free

GET ANY PHONE





# Social Media



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twitter

Search



Home

Profile

Messages

Who To Follow



dsnitily



## NebraskaTourism

@NebraskaTourism Lincoln, NE

The official page of the Nebraska Division of Travel and Tourism. Order your free 2011 Travel Guide today at VisitNebraska.gov.

<http://www.VisitNebraska.gov>

+ Follow



Tweet to @NebraskaTourism

Tweets

Favorites

Following

Followers

Lists



**NebraskaTourism** NebraskaTourism

Help us live-tweet the 2011 Nebraska Travel Conference. Use hashtag #2011NETravel to tweet about your favorite conference moments.

1 hour ago



**NebraskaTourism** NebraskaTourism

Go, Midwest! @BeckyMcCray speaks tomorrow at @NebraskaTourism / #2011NETravel state conference. @TourismCurrents

1 hour ago



**NebraskaTourism** NebraskaTourism

Have you seen the new Destination Nebraska with the latest events & attractions from across the state? If not, sign up today!...

16 hours ago



**NebraskaTourism** NebraskaTourism

@PeruState Thanks for the plug!

19 hours ago



**octoberjenna** Jenna by NebraskaTourism

Time for corn mazes! At 42 acres, Lincoln NE hosts the largest one in the world! Who says we aren't cool? @NEGameandParks @NebraskaTourism

15 Oct



About @NebraskaTourism

1,082  
Tweets

417  
Following

2,172  
Followers

163  
Listed

### Recent Images

This media was shared by NebraskaTourism, someone you don't follow.

Display media

Always display media

Similar to @NebraskaTourism · view all



**DowntownLincoln** Downtown Lincoln · Follow  
Downtown Lincoln is an energetic environment whe...



**PellaCVB** Pella CVB · Follow  
Pella Convention and Visitor Bureau



**OmahaCM** OmahaChildrensMuseum · Follow  
Permanent Exhibits, traveling exhibits and an array ...

Following · view all



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Shortcuts Advertisers Businesses Media Developers  
Resources © 2011 Twitter





# Public Relations

- Writer Tours
- Discover Nebraska
- Family Spectrum Magazine
- Pitching Stories





# Passport Program







# Passport Program

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NEBRASKA  
PASSPORT

PASSPORT  
ATTRACTIONS

SHARED  
ADVENTURES

PROGRAM  
DETAILS

## Your Passport to Nebraska

The Nebraska Passport is back with new stops and exciting prizes!

**The 2011 Nebraska Passport has ended.**

Winners of the grand-prize drawing will be announced Oct. 20.  
Prizes will be delivered in November.

With this program you can get out and explore the state, have some fun at attractions along the way, and take home great prizes.


The 2011 program features 33 attractions throughout the state. Get your passport stamped when you visit as many as you can before Sept. 30 to be eligible for prizes. You'll receive a new prize for every 11 attractions you visit: 11 stamps, 2011 Nebraska Passport T-shirt; 22 stamps, \$25 GROW Nebraska gift card; and 33 stamps, Bushnell binocular digital camera.





# Passport Program

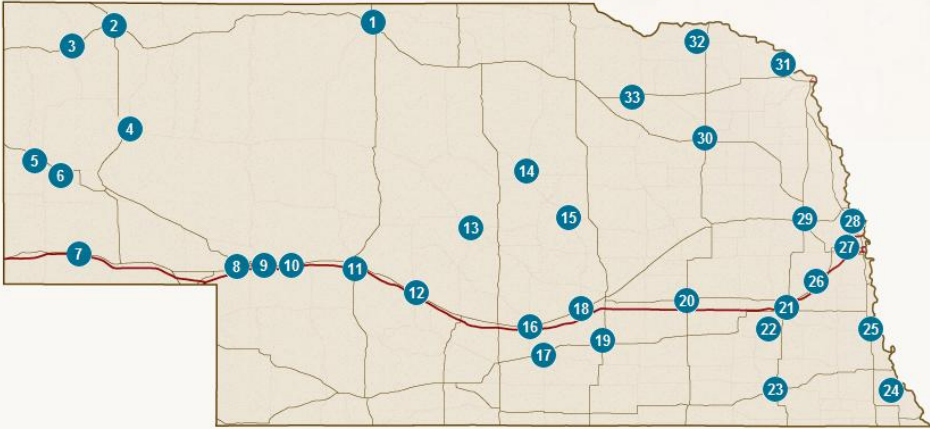
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[PASSPORT  
ATTRACTIONS](#)[SHARED  
ADVENTURES](#)[PROGRAM  
DETAILS](#)

## 33 Adventures Await

GET YOUR OFFICIAL 2011 NEBRASKA PASSPORT STAMPED AT THESE LOCATIONS.



A tremendous journey awaits . . . enjoy your travels in Nebraska!

**Additional Attractions**

As you're out exploring the state, put your road trip into overdrive with side trips and pit stops at even more Nebraska attractions.

[▼ Show Additional Attractions](#)





# Passport Program

Safe Web Identity Safe

A logo for the Nebraska Passport program, featuring the word "NEBRASKA" in a blue box above the word "PASSPORT" in a blue box.

[PASSPORT  
ATTRACTIONS](#)[SHARED  
ADVENTURES](#)[PROGRAM  
DETAILS](#)

## Where Will the Nebraska Passport Take You?

In your quest to collect as many stamps as possible in your Nebraska Passport, you'll find that the real reward is the adventure of exploring the state. Take the scenic route, check out attractions along the way, and then share your adventures right here.

### What an amazing road trip!

By Michelle P. (Nebraska)

Over the course of five days in a car with myself, my mother, my 13-year-old niece and 6-year-old daughter, we hit all 33 attractions. What a wonderful time together as a family! The first day we went from Omaha to Grand Island....

[Read More »](#)

### A wonderful trip by motorcycle

By Regina S. (Nebraska)



With the exception of two stops, my boyfriend and I did the entire passport program on our motorcycles. We went from one end of Nebraska to the other in order to get all 33 of the passport stamps. We had such fun,...

[Read More »](#)

### SHARE YOUR ADVENTURE

for another chance to  
win an Apple® iPad™.



Passport Stories From the  
Gold Wing Touring Association

### Tweet Your Adventures

Include the #NEpassport hash tag  
when you tweet about your





Wessel's Living History Farm





# Passport Program

Identity Safe



[PASSPORT ATTRACTIONS](#)[SHARED ADVENTURES](#)[PROGRAM DETAILS](#)

## Touring Nebraska, Sharing the Adventure

Members of the Gold Wing Touring Association are partnering with the Nebraska Passport to blog about their travels in the state. These motorcycle enthusiasts love to take the scenic route, make new friends, and have fun along the way. Enjoy their stories . . . and then go find your own adventure!

### Weekend tour of western stops

By Daren F. (Nebraska)



Saturday morning on my weekend tour of the Nebraska Panhandle started with cinny rolls and LOTS of coffee. I wanted to be sure to make it to the Mari Sandoz Museum in Chadron when they opened because my plate for the day...

[Read More »](#)

### Passport weekend

By Daren F. (Nebraska)



I've spent most of my summer riding around the east and central Nebraska looking for neat places to stop, meet the "locals" and find great places to eat. Now that the summer has started to wind down (thanks a lot Labor Day)...

[Read More »](#)



For more information about the GWTA in Nebraska, contact:  
Daren and Paula Fleischman  
[Duckschick@gmail.com](mailto:Duckschick@gmail.com)  
[GWTANebraska.com](http://GWTANebraska.com)



Passport Stories From the  
Gold Wing Touring Association

- 300 Submissions
- 75 Visited All 33 Stops
- Participants From 11 States
- 2012 Program





# Golf Campaign

- Promotion

- Internet
- Email Blasts
- Public Relations
- Social Media
- Print
- Television





# Golf Campaign

2 COUPLES, 2 DAYS, 2 COURSES,  
**1 GREAT ROAD TRIP.**



**WANT THE ULTIMATE GOLF EXPERIENCE?**

Look no further than Nebraska. With more than 200 public courses to choose from, you can create an unforgettable road trip to share with friends and family. So hit the road—and the greens—in Nebraska.

VisitNebraska.gov  
888-444-1867

**NEBRASKA**  
possibilities...endless™



Nebraska Department of Economic Development's Travel and Tourism Division

4 ROUNDS, 3 DAYS, 2 BUDDIES,  
**1 GREAT ROAD TRIP.**



**WANT THE ULTIMATE GOLF EXPERIENCE?**

Look no further than Nebraska. With more than 200 public courses to choose from, you can create an unforgettable road trip to share with friends and family. So hit the road—and the greens—in Nebraska.

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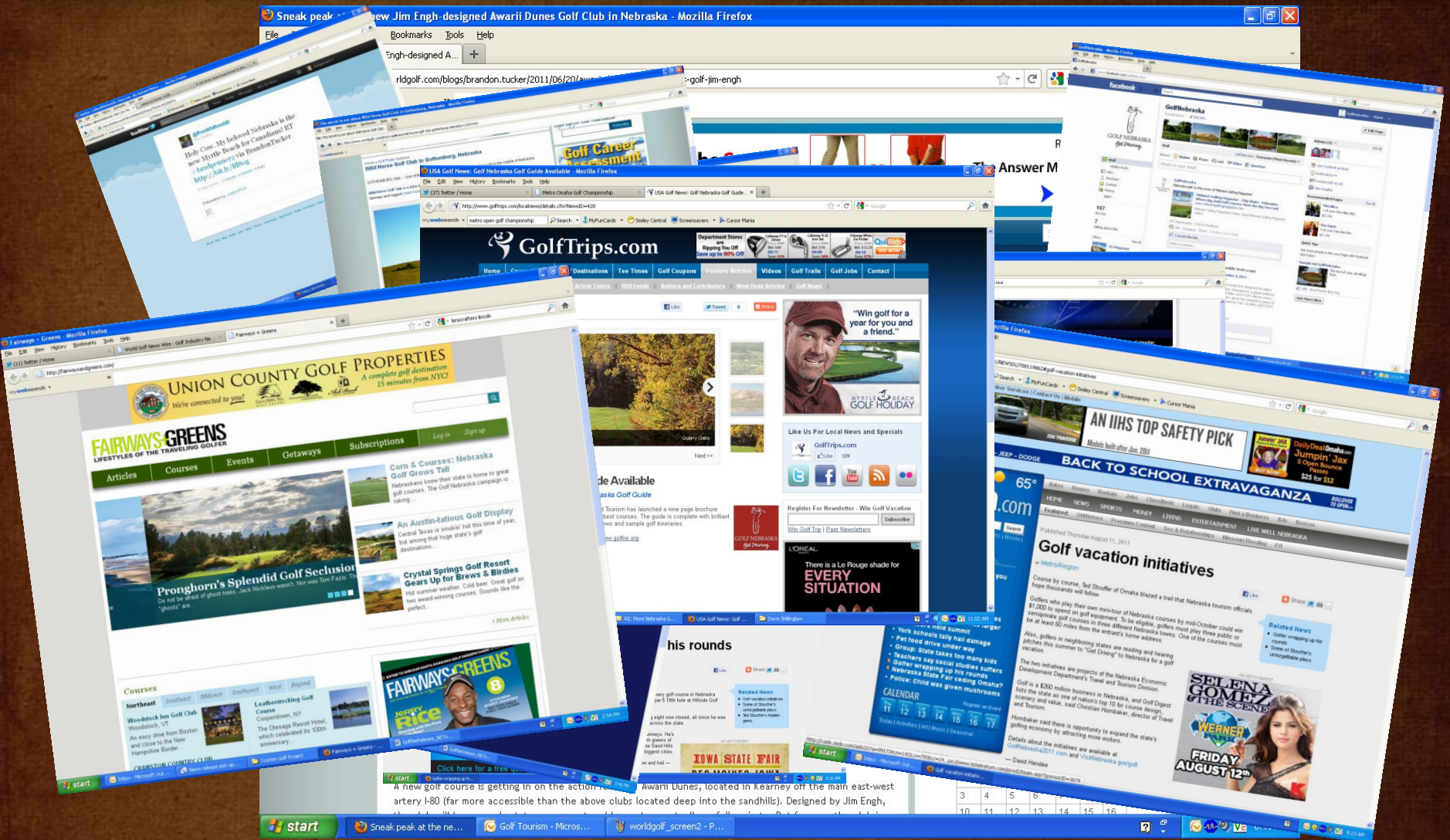
# Golf Campaign







# Golf Campaign



A new golf course is getting in on the action. Jim Engh, designed the new Jim Engh-designed Awari Dunes Golf Club in Nebraska - Mozilla Firefox






# Golf Campaign

Norton | golf nebraska now | Search | Safe Web | Identity Safe

GolfNebraskaNow.com

Official State of Nebraska Website



**GOLF NEBRASKA**  
*Get Drivng.*

Wild Horse Golf Club, Gothenburg - R. Neibel

## Ready. Set. Golf!

When it's time to get out and play, Nebraska is the place to do it. Throughout the state you'll find hundreds of courses—including several national award winners—that utilize the diverse landscape to deliver round after round of golfing enjoyment.

Get a free brochure, and see for yourself why Nebraska's reputation for outstanding golf continues to grow.

\* Required fields

Electronic Only | Printed Only | Electronic & Printed

First Name \*





# Golf Campaign







# Golf Campaign

## NEBRASKA PUBLIC-PLAY GOLF COURSES



GOLF NEBRASKA  
*Get Driving.*

Quarry Oaks, Ashland

### NEBRASKA PUBLIC-PLAY GOLF COURSES

Nebraska offers an endless string of outstanding golf opportunities — so you can begin your journey just about anywhere in the state. Find out more at [VisitNebraska.gov/golf](http://VisitNebraska.gov/golf). Go to [VisitNebraska.gov](http://VisitNebraska.gov) to request a free copy of the Nebraska Travel Guide to Golf, for accommodations, attractions, and event information to help you make the most of your trip.



VisitNebraska.gov/golf

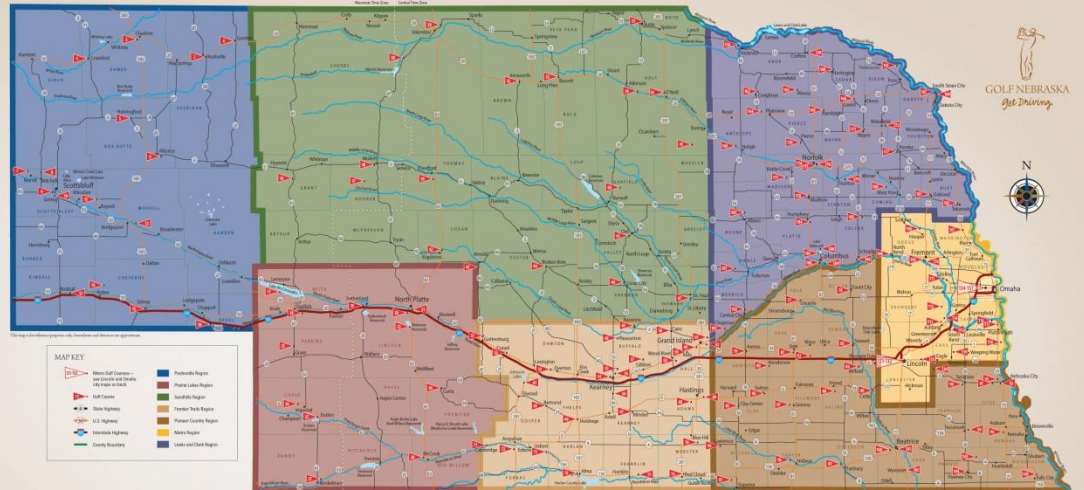


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NEBRASKA  
nebraska.nebraska.gov



**PANHANDLE**

Course	Location	Year
1. Imperial Country Club	Imperial	1988-1990
2. Imperial Country Club	Imperial	1988-1990
3. Imperial Country Club	Imperial	1988-1990
4. Imperial Country Club	Imperial	1988-1990
5. Imperial Country Club	Imperial	1988-1990
6. Imperial Country Club	Imperial	1988-1990
7. Imperial Country Club	Imperial	1988-1990
8. Imperial Country Club	Imperial	1988-1990
9. Imperial Country Club	Imperial	1988-1990
10. Imperial Country Club	Imperial	1988-1990
11. Imperial Country Club	Imperial	1988-1990
12. Imperial Country Club	Imperial	1988-1990
13. Imperial Country Club	Imperial	1988-1990
14. Imperial Country Club	Imperial	1988-1990
15. Imperial Country Club	Imperial	1988-1990

**SANDHILLS**

Course	Location	Year
1. Sand Hills Country Club	Sand Hills	1988-1990
2. Sand Hills Country Club	Sand Hills	1988-1990
3. Sand Hills Country Club	Sand Hills	1988-1990
4. Sand Hills Country Club	Sand Hills	1988-1990
5. Sand Hills Country Club	Sand Hills	1988-1990
6. Sand Hills Country Club	Sand Hills	1988-1990
7. Sand Hills Country Club	Sand Hills	1988-1990
8. Sand Hills Country Club	Sand Hills	1988-1990
9. Sand Hills Country Club	Sand Hills	1988-1990
10. Sand Hills Country Club	Sand Hills	1988-1990
11. Sand Hills Country Club	Sand Hills	1988-1990
12. Sand Hills Country Club	Sand Hills	1988-1990
13. Sand Hills Country Club	Sand Hills	1988-1990
14. Sand Hills Country Club	Sand Hills	1988-1990
15. Sand Hills Country Club	Sand Hills	1988-1990

**PLATTE VALLEY**

Course	Location	Year
1. Platte Valley Country Club	Platte Valley	1988-1990
2. Platte Valley Country Club	Platte Valley	1988-1990
3. Platte Valley Country Club	Platte Valley	1988-1990
4. Platte Valley Country Club	Platte Valley	1988-1990
5. Platte Valley Country Club	Platte Valley	1988-1990
6. Platte Valley Country Club	Platte Valley	1988-1990
7. Platte Valley Country Club	Platte Valley	1988-1990
8. Platte Valley Country Club	Platte Valley	1988-1990
9. Platte Valley Country Club	Platte Valley	1988-1990
10. Platte Valley Country Club	Platte Valley	1988-1990
11. Platte Valley Country Club	Platte Valley	1988-1990
12. Platte Valley Country Club	Platte Valley	1988-1990
13. Platte Valley Country Club	Platte Valley	1988-1990
14. Platte Valley Country Club	Platte Valley	1988-1990
15. Platte Valley Country Club	Platte Valley	1988-1990

**SAND HILLS**

Course	Location	Year
1. Sand Hills Country Club	Sand Hills	1988-1990
2. Sand Hills Country Club	Sand Hills	1988-1990
3. Sand Hills Country Club	Sand Hills	1988-1990
4. Sand Hills Country Club	Sand Hills	1988-1990
5. Sand Hills Country Club	Sand Hills	1988-1990
6. Sand Hills Country Club	Sand Hills	1988-1990
7. Sand Hills Country Club	Sand Hills	1988-1990
8. Sand Hills Country Club	Sand Hills	1988-1990
9. Sand Hills Country Club	Sand Hills	1988-1990
10. Sand Hills Country Club	Sand Hills	1988-1990
11. Sand Hills Country Club	Sand Hills	1988-1990
12. Sand Hills Country Club	Sand Hills	1988-1990
13. Sand Hills Country Club	Sand Hills	1988-1990
14. Sand Hills Country Club	Sand Hills	1988-1990
15. Sand Hills Country Club	Sand Hills	1988-1990

**IRONHORSE TRAILS**

Course	Location	Year
1. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
2. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
3. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
4. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
5. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
6. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
7. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
8. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
9. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
10. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
11. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
12. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
13. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
14. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990
15. Ironhorse Trails Country Club	Ironhorse Trails	1988-1990

**PIONEER COUNTRY**

Course	Location	Year
1. Pioneer Country Club	Pioneer Country	1988-1990
2. Pioneer Country Club	Pioneer Country	1988-1990
3. Pioneer Country Club	Pioneer Country	1988-1990
4. Pioneer Country Club	Pioneer Country	1988-1990
5. Pioneer Country Club	Pioneer Country	1988-1990
6. Pioneer Country Club	Pioneer Country	1988-1990
7. Pioneer Country Club	Pioneer Country	1988-1990
8. Pioneer Country Club	Pioneer Country	1988-1990
9. Pioneer Country Club	Pioneer Country	1988-1990
10. Pioneer Country Club	Pioneer Country	1988-1990
11. Pioneer Country Club	Pioneer Country	1988-1990
12. Pioneer Country Club	Pioneer Country	1988-1990
13. Pioneer Country Club	Pioneer Country	1988-1990
14. Pioneer Country Club	Pioneer Country	1988-1990
15. Pioneer Country Club	Pioneer Country	1988-1990

**NEBRASKA**

Course	Location	Year
1. Nebraska Country Club	Nebraska	1988-1990
2. Nebraska Country Club	Nebraska	1988-1990
3. Nebraska Country Club	Nebraska	1988-1990
4. Nebraska Country Club	Nebraska	1988-1990
5. Nebraska Country Club	Nebraska	1988-1990
6. Nebraska Country Club	Nebraska	1988-1990
7. Nebraska Country Club	Nebraska	1988-1990
8. Nebraska Country Club	Nebraska	1988-1990
9. Nebraska Country Club	Nebraska	1988-1990
10. Nebraska Country Club	Nebraska	1988-1990
11. Nebraska Country Club	Nebraska	1988-1990
12. Nebraska Country Club	Nebraska	1988-1990
13. Nebraska Country Club	Nebraska	1988-1990
14. Nebraska Country Club	Nebraska	1988-1990
15. Nebraska Country Club	Nebraska	1988-1990

**LEWIS AND CLARK**

Course	Location	Year
1. Lewis and Clark Country Club	Lewis and Clark	1988-1990
2. Lewis and Clark Country Club	Lewis and Clark	1988-1990
3. Lewis and Clark Country Club	Lewis and Clark	1988-1990
4. Lewis and Clark Country Club	Lewis and Clark	1988-1990
5. Lewis and Clark Country Club	Lewis and Clark	1988-1990
6. Lewis and Clark Country Club	Lewis and Clark	1988-1990
7. Lewis and Clark Country Club	Lewis and Clark	1988-1990
8. Lewis and Clark Country Club	Lewis and Clark	1988-1990
9. Lewis and Clark Country Club	Lewis and Clark	1988-1990
10. Lewis and Clark Country Club	Lewis and Clark	1988-1990
11. Lewis and Clark Country Club	Lewis and Clark	1988-1990
12. Lewis and Clark Country Club	Lewis and Clark	1988-1990
13. Lewis and Clark Country Club	Lewis and Clark	1988-1990
14. Lewis and Clark Country Club	Lewis and Clark	1988-1990
15. Lewis and Clark Country Club	Lewis and Clark	1988-1990

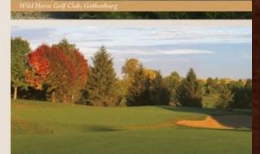
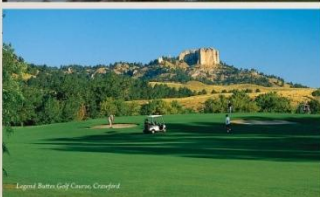
**NEBRASKA**

Course	Location	Year
1. Nebraska Country Club	Nebraska	1988-1990
2. Nebraska Country Club	Nebraska	1988-1990
3. Nebraska Country Club	Nebraska	1988-1990
4. Nebraska Country Club	Nebraska	1988-1990
5. Nebraska Country Club	Nebraska	1988-1990
6. Nebraska Country Club	Nebraska	1988-1990
7. Nebraska Country Club	Nebraska	1988-1990
8. Nebraska Country Club	Nebraska	1988-1990
9. Nebraska Country Club	Nebraska	1988-1990
10. Nebraska Country Club	Nebraska	1988-1990
11. Nebraska Country Club	Nebraska	1988-1990
12. Nebraska Country Club	Nebraska	1988-1990
13. Nebraska Country Club	Nebraska	1988-1990
14. Nebraska Country Club	Nebraska	1988-1990
15. Nebraska Country Club	Nebraska	1988-1990





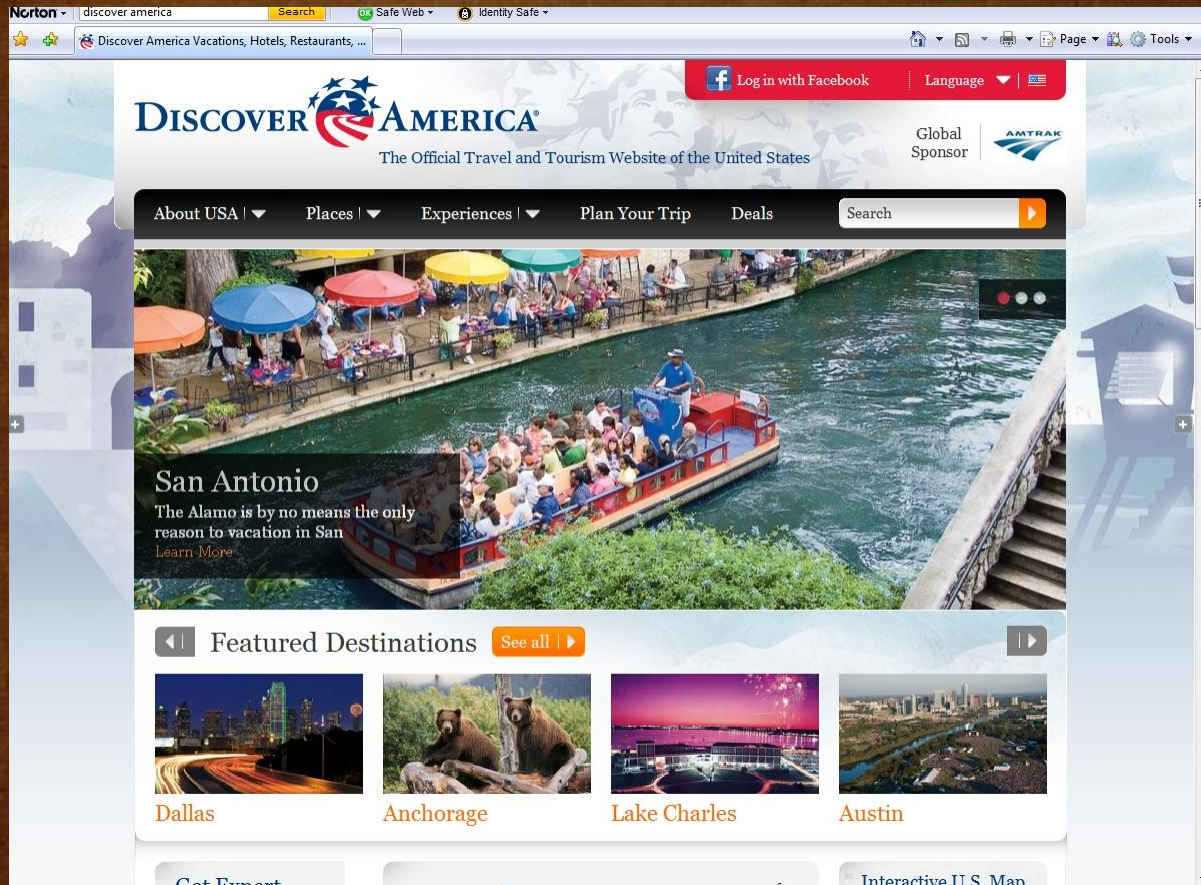
# Golf Campaign







# International Advertising

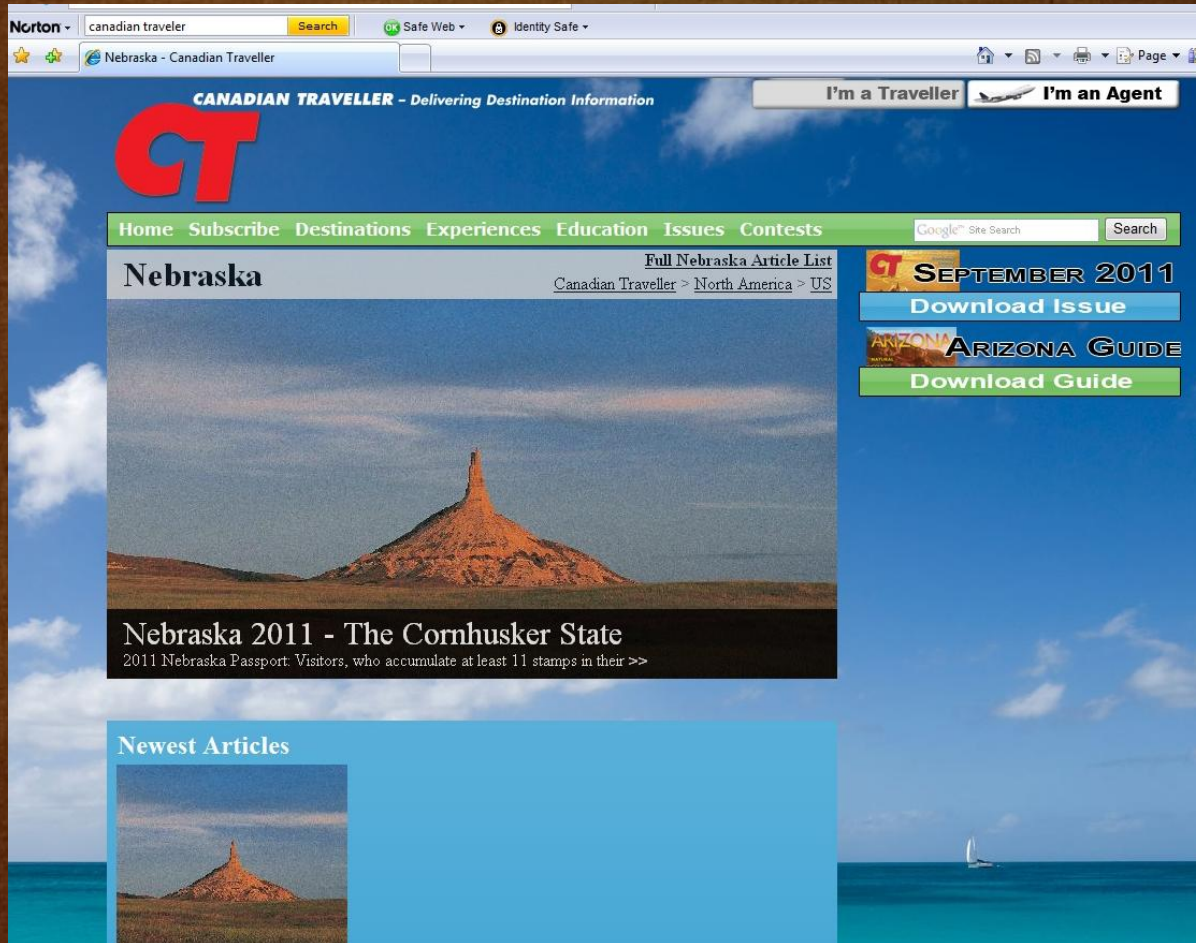


- National Co-op
- Web and Print
- Six Languages
- 1,000,000 copies





# International Advertising



- Tour Operators
- 14,000





# International Advertising

A screenshot of the National Geographic website as it appeared in 2011. The browser window shows the URL "national geographic magazine" and "NGM.com". The website features a large banner at the top for a contest: "you could win a trip to New Orleans!". Below the banner is the National Geographic logo and a search bar. A navigation menu includes links for HOME, PHOTOGRAPHY, ANIMALS, ENVIRONMENT, TRAVEL, ADVENTURE, NATGEOTV, KIDS, VIDEO, and SHOP. Below the menu are links for Daily News, The Magazine, Maps, Science, Education, Games, Music, Blogs, Movies, In the Field, Mobile, and Newsletters. The main content area displays the "Current Issue November 2011" with a "Table of Contents" link. Below this is a row of magazine covers from 2011, including "Population 7 Billion", "Phoenix Islands Rising", "Telltale Scribes", "Conquering a Cave", "America's Lost City", and "Noisy Ocean". At the bottom, there is a "Keyword Search" bar and a "Browse Archives" section with a list of letters from A to Z.

- Heritage of Our World
- 100,000 copies
- German
- Online Editorial





# Inquiries by State

1. Illinois

2. Missouri

3. Nebraska

4. Wisconsin

5. Minnesota

6. Colorado

7. Texas

8. California

9. Iowa

10. Florida



# MARKETING UPDATE

Dave Snitily,  
Snitily Carr

