

# Visit Nebraska

Nebraska Tourism Commission 2017 Annual Report | [VisitNebraska.com](http://VisitNebraska.com)





## Nebraska Tourism Commission

301 Centennial Mall South, 1st Floor, PO Box 98907, Lincoln, NE 68509-8907  
402-471-3796 • VisitNebraska.com

### Nebraska Tourism Commissioners

#### District 1 Representative: Term expires April 1, 2019

Roger Dixon  
President of Metropolitan Entertainment & Convention Authority  
rdixon@omahameca.com

#### District 2 Representative: Term expires April 1, 2021

John Chapo (Past Chair)  
President and CEO of Lincoln Children's Zoo  
jchapo@lincolnzoo.org

#### District 3 Representative: Term expires April 1, 2023

Jeanna Stavas  
Owner and Innkeeper of Whispering Pines Bed & Breakfast  
jeanna@bbwhisperingpines.com

#### District 4 Representative: Term expires April 1, 2023

Roger Kuhn (Vice Chair)  
Assistant Director of Nebraska Game & Parks Commission  
roger.kuhn@nebraska.gov

#### District 5 Representative: Term expires April 1, 2021

Darrin Barner  
National Recruiting Specialist for Heritage Homes  
darrin@heritageind.com

#### District 6 Representative: Term expires April 1, 2019

Deb Loseke (Chair)  
Executive Director of the Columbus/Platte County CVB  
deb.loseke@nebraska.gov

#### District 7 Representative: Term expires April 1, 2021

Ashley Olson  
Executive Director of the Willa Cather Foundation  
aolson@willacather.org

#### District 8 Representative: Term expires April 1, 2019

Roger Jasnoch (Treasurer)  
Executive Director of Kearney Visitors Bureau  
roger.jasnoch@nebraska.gov

#### District 9 Representative: Term expires April 1, 2023

Sarah Sortum  
Ecotourism Provider for Calamus Outfitters  
sarahsortum@gmail.com

#### District 10 Representative: Term expires April 1, 2021

Barry McFarland  
Owner of Mac's Creek Vineyards and Winery  
barry.mcfarland@nebraska.gov

#### District 11 Representative: Term expires April 1, 2019

Starr Lehl  
Scottsbluff Economic Development Director  
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### Nebraska Tourism Commission Staff

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#### Brenna McFadden, Intern

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#### Shelley Reed, Accountant II

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#### Erin Wirth, Passport Program Coordinator

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NebraskaTourismIndustry



NebraskaTourism



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## Director's Report

Three words best describe the Nebraska Tourism Commission's (NTC) 2017 – transition, change and discovery.

First, I joined the NTC on January 9, 2017 and hit the ground running. While I've been in the destination marketing business for many years and now in four different states, learning not only about the state but also the tourism industry here in Nebraska is where I initially directed my attention. In addition, visiting face-to-face with our legislators was a high priority – and I'm half-way through, looking to meet with the remaining senators in 2018.

I'd like to thank all of our commissioners, the NTC staff, everyone in the industry, state government and all the Nebraskans I've met so far for assisting in my transition into my position with the NTC. Your welcomes have been sincere and heartfelt; your advice constructive and always welcome.

Since progress is impossible without change, a number of changes happened in 2017. Legislation to broaden the industry representation on the Commission itself was passed. We've gone from a 9-member Commission to an 11-member body, representing different geographic regions across the state.

We welcomed six new commissioners to the fold at our annual Tourism Conference in La Vista. The October event kicked-off with Governor Ricketts and was attended by the largest group of industry members in years.

In addition, we introduced three new marketing partners to the industry at the conference including Vladimir Jones, Miles Partnership and Turner PR. We're now working with them to create the best possible campaign to invite visitors from out-of-state to take their time and wander through Nebraska to enjoy a seemingly endless number of unique experiences that are truly natural and authentic.

We also made some discoveries in 2017 – many of which are translating into marketing challenges for the future. Before I get into those challenges, kudos must go out to the overwhelming success of the Passport program in 2017. In its eighth year, featuring interesting and many out of the way community businesses and attractions throughout the state, the Passport program is without question the best marketing tool in our kit to keep Nebraskans traveling border to border and learning to enjoy the state where they live.

Some other discoveries made in 2017 show the Nebraska tourism industry also faces significant challenges. The most desired way to grow a state tourism economy is to increase the number of visitors from other states. Out-of-state visitors bring new spending, generate substantial tax revenue for local and state coffers and have a significant positive impact on the economic health and tax base of the state.

However, three key factors that drive out-of-state visitation are right now very problematic for Nebraska. Familiarity with Nebraska as a vacation destination, ad awareness and likelihood to visit are all extremely low in our target markets. In fact, the 2016-17 Portrait of American Travelers puts Nebraska last out of all 50 states in terms of people "likely to visit" in the next two years.

But as I said before, progress is impossible without change. So we're looking at the challenge of increasing familiarity of Nebraska as a vacation destination, ad awareness and likelihood to visit as changes we must begin to make now, to assure growth and progress in the future.

And finally, in the midst all this transition, change and discovery, the NTC showed it could produce some great results in 2017. The following report summarizes many of those results – from the marketing campaign, Passport program, grant programs, and many others. All together, they show we're poised for continued success in the future.



A handwritten signature in black ink that reads "John Ricks".

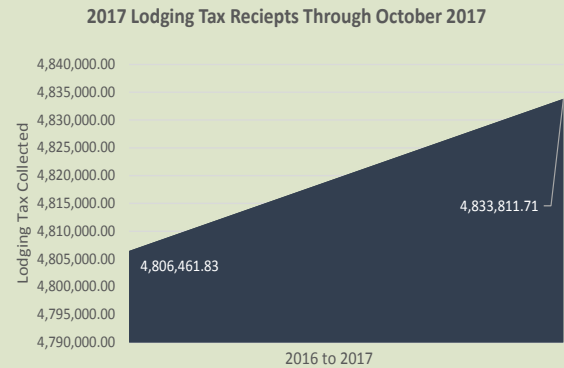
John Ricks, Executive Director  
Nebraska Tourism Commission • 402-471-1558

*"The most desired way to grow a state tourism economy is to increase the number of visitors from other states. Out-of-state visitors bring new spending, generate substantial tax revenue for local and state coffers and have a significant positive impact on the economic health and tax base of the state."*

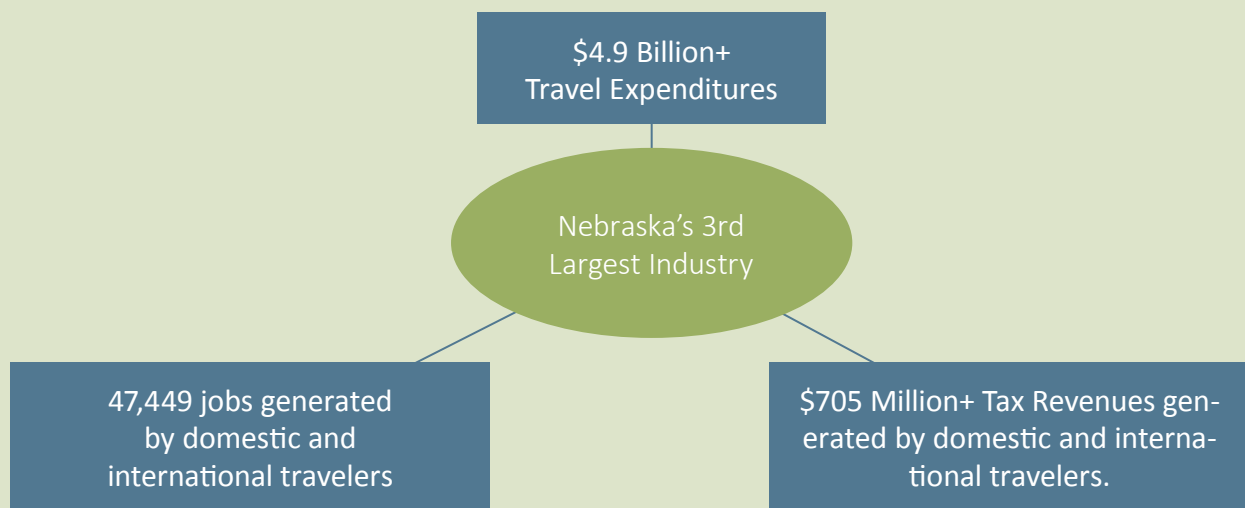


## Financial Report

The Nebraska Tourism Commission's budget for the Fiscal Year 16-17 was approximately \$6 million, of which \$250,000 appropriated from the State's General Fund for state aid. The Tourism Commission was appropriated about \$5.7 million in cash funds from the State Lodging Tax for operations and \$602,600 State Aid. For the Fiscal Year 17-18 there is no State General Fund appropriations. The Commission was appropriated \$6.5 million in cash funds from the State Lodging Tax for operations and salaries. \$852,600 of the appropriated budget is for State Aid. As of October the 2017 lodging tax collections (calendar year) were up compared to 2016 by 0.56%, totaling to \$4,833,811.71.



## Nebraska's Travel Industry Economic Impact



Source: The U.S. Travel Association *Impact of Travel and State Economies 2015*

*The mission of the Nebraska Tourism Commission is to expand Nebraska's dynamic and diverse travel industry, making it more viable by creating awareness and attracting increased visitors, which results in greater tourism revenue and economic gain throughout the state.*



## Supporting Industry Partners Through Grant Programs

During calendar year 2017, the Nebraska Tourism Commission awarded \$271,656.42 in funding through the Directed Tourism Marketing Grant Program. The Commission received 44 applications during the grant cycle requesting \$338,456.42 in funding.

The Commission's grant programs are very competitive, and involve a selection committee of grant reviewers from the private and public sectors, and citizens at large. The grant funding provides marketing assistance grants to communities and organizations looking for innovative opportunities in digital marketing programs, social media promotions, video production, and print advertising – all with the goal to provide an affordable way for communities to tie into the Commission's major campaign efforts while increasing overall impact. In 2017, thirty-nine applicants were awarded funding.

For additional information about future grant opportunities through the Nebraska Tourism Commission, please visit <https://visitnebraska.com/media/industry/category/grants>.

### The top awardees this year (awarded more than \$10,000 in funding towards their project) were:

- \$10,295 to the Nebraska State Historical Society Foundation for print advertising, social media marketing, video production and digital promotions
- \$11,016.67 to the McCook/Red Willow County Visitors Bureau for print advertising, social media marketing, and digital promotions
- \$11,250 to Columbus/Platte County Visitors Bureau for print advertising and digital promotions
- \$13,145 to the Sandhills Journey Scenic Byway for print advertising, social media marketing and digital promotions
- \$13,815 to North Platte/Lincoln County Visitors Bureau for print advertising, ad development, social media marketing and digital promotions
- \$15,695 to Scotts Bluff Area Visitors Bureau for print advertising and digital promotions
- \$16,070 to the Golden Spike Tower in North Platte for print advertising, social media marketing and digital promotions
- \$20,350 to Brownville's River Inn Resort for digital promotions, print advertising, and social media marketing
- \$23,260.50 to the Kearney Visitors Bureau for print advertising, social media marketing and digital promotions

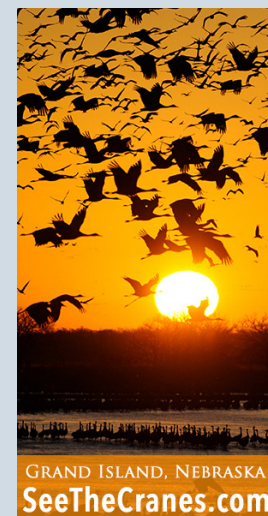
### Below are just a few ads designed and used through the 2017 marketing grants:



Hastings Museum



North Platte/Lincoln County  
Visitor Center



Hall County CVB



Crane Trust and Visitor Center

## Through My Eyes Campaign/Advertising

In 2017, Nebraska Tourism invited Nebraskans to become the ambassadors for the state by sharing stories of the unique, unexpected and personal side of spending time in Nebraska. The campaign is titled *Through My Eyes*. These stories were then featured on the redesigned, VisitNebraska.com.

To kick-off the campaign, Nebraska Tourism created TV commercials at attractions all across the state, including Toadstool Geologic Park, Scottsbluff National Monument and the Omaha Henry Doorly Zoo and Aquarium, telling the stories of these destinations through the subject's eyes. These videos greet guests to VisitNebraska.com and ran on television channels in Kansas City, Denver, Springfield (MO) and Des Moines.

A big change to the advertising strategy in 2017 was targeting out-of-state markets. After completing a comprehensive market analysis, it was decided that the four markets above were good targets for those looking at a weekend getaway. Based on website activity, the advertising paid off. In May and June Nebraska Tourism ran TV and billboard campaigns. During that time traffic on VisitNebraska.com from the Kansas

City area went up 201% over the year before. Denver traffic went up 155% over the year before. Springfield went up 114% over the same period in 2016. Des Moines traffic was 31% over the same time in 2016.



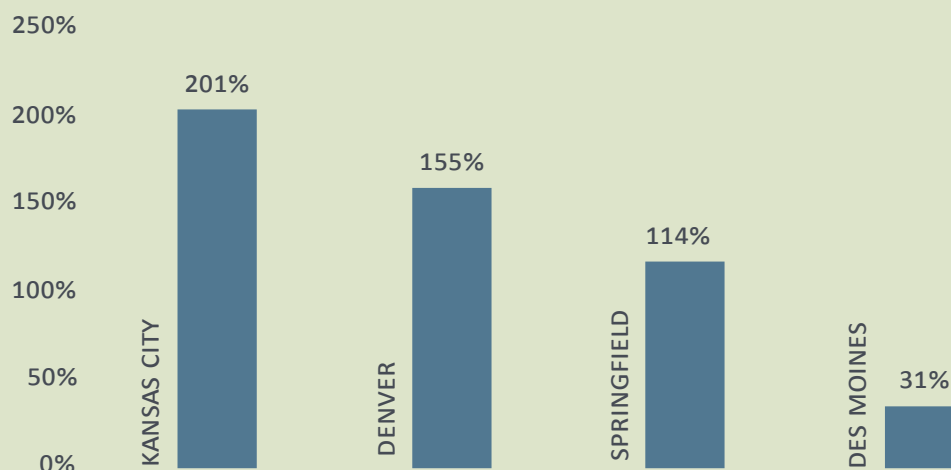
### Brochures & Publications

The Nebraska Tourism Commission printed 200,000 Nebraska Travel Guides in 2017.

### Top 10 States Requesting Nebraska Travel Guides in 2017

- |             |               |
|-------------|---------------|
| 1. Missouri | 6. Wisconsin  |
| 2. Texas    | 7. Minnesota  |
| 3. Iowa     | 8. Colorado   |
| 4. Kansas   | 9. California |
| 5. Illinois | 10. Florida   |

## Increase In Interest On VisitNebraska.com In Targeted Markets





## Through My Eyes Campaign/Advertising



## Digital Marketing

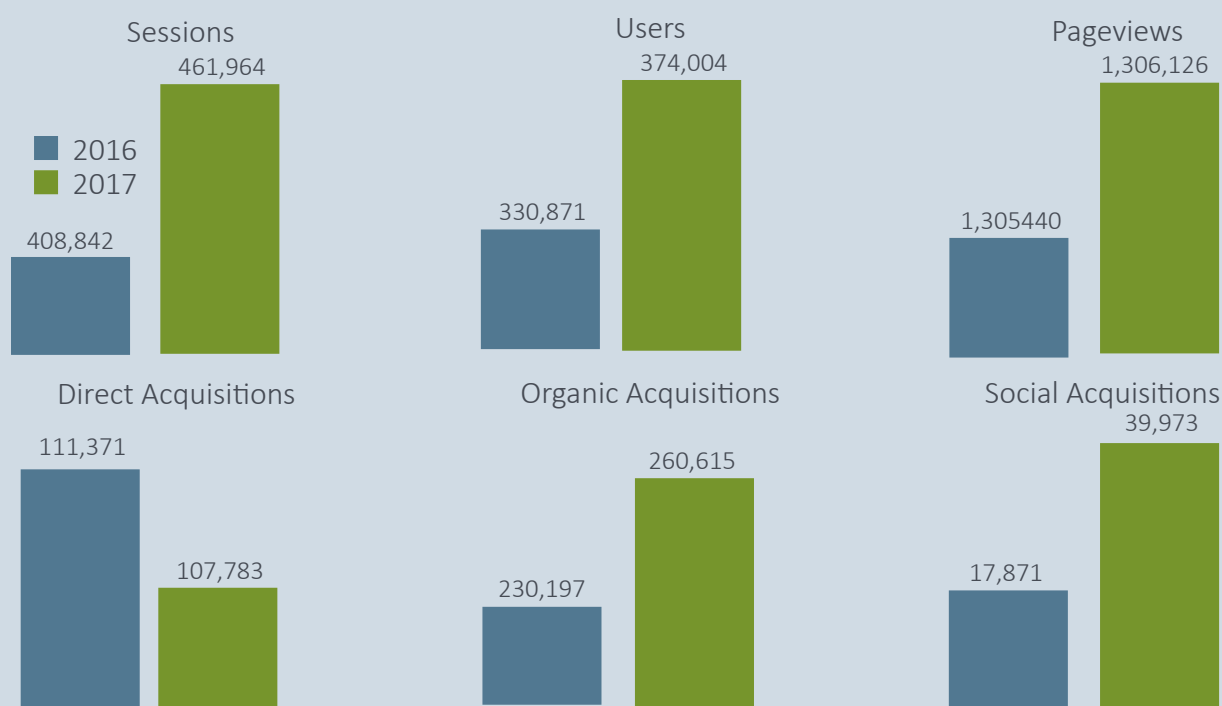
In March, the Nebraska Tourism Commission released a wave of enhancements to VisitNebraska.com. The website updates included the assets for the *Through My Eyes* campaign, giving destination owners' real-time control over their listings and events, a simplified design language with larger photos and an easier way to request travel guides. These updates led to some great results.

### Destination Nebraska E-newsletter

Every year Nebraska Tourism delivers 20 issues of our online newsletter *Destination Nebraska* to thousands of subscribers. The newsletter promotes events and attractions statewide and leads readers to VisitNebraska.com. In 2017 the distribution list for this newsletter grew by 32%.

### VisitNebraska.com 2017 Statistics

(January 1, 2017 – December 27, 2017):

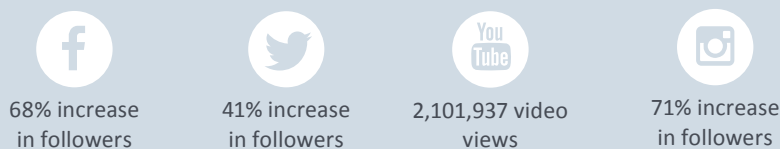


## Social Media

Nebraska Tourism increased its presence on social media in 2017, using predominantly Facebook, Twitter, YouTube and Instagram to share videos, event/destination information and photos.

### Visit Nebraska Social Media 2017 Statistics

(January 1, 2017 – December 1, 2017):





## Press Releases, Media Appearances and Interviews



- In 2017 Nebraska Tourism staff sent out 46 press releases related to tourism business and highlighting Nebraska destinations and events
- Tourism Staff and Commissioners did 115 TV and radio interviews in 2017
- Nebraska's tourism industry garnered nearly \$10 million in coverage in 2017 from press releases, story pitching and media tours

## Media Tours

In 2017, the Nebraska Tourism Commission completed three national media tours to generate media by encouraging nationally known writers to develop stories about Nebraska as a tourism destination. These tours took writers to central Nebraska, where they saw the epic sandhill crane migration, the Sandhills region of Nebraska and the panhandle. Through this program 61 journalists visited the state, including Pulitzer Prize winner, Nick Ut, whose images of the sandhill crane migration were featured in the New York Times. As of June, these types of tour have produced media exposed to some 1,118,120,362 potential visitors and generated an ad equivalency of \$13.8 million.



The New York Times

Headed North, Sandhill Cranes Squeeze In Where They Can

Tributes  
by JAMANA KELLY | MARCH 24, 2017

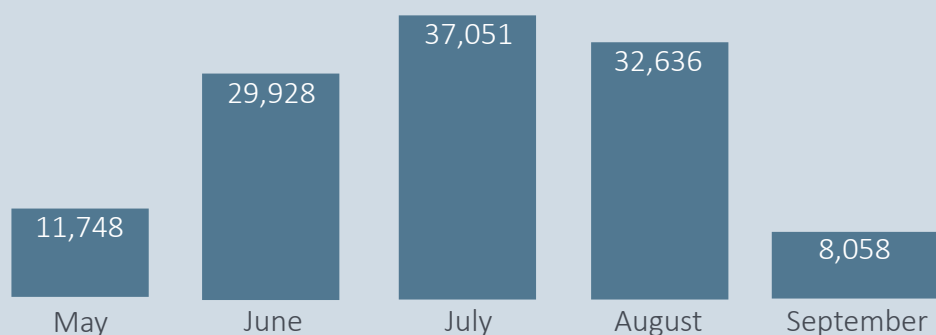
Sandhill cranes on March 20 in the Platte River in Grand Island, Neb. The peak roosting period this year was March 8 through March 18, 2016. (Associated Press)

The New York Times

## Visitor Communication

In 2017, over 100,000 visitors stopped at visitor centers and rest stops across the state that are staffed by seasonal travel counselors.

### Total Number Of Travelers At Visitor Information Centers In 2017



## Group Travel

In 2017 Nebraska Tourism hosted a number of group travel operators for a Sandhill Cranes, Cars, and Cuisine tour. This group traveled eastern Nebraska and the central flyway March 13-17. These tours help operators familiarize with certain areas/destinations/attractions to better market the destination for bus tours.

### Tour Companies Hosted In 2017

Iowa State University Rhodes Scholar, Oskaloosa IA  
Leisure West Tours & Cruises, Brighton CO  
Making Memories Tours, Washburn MO  
SLK Travel, Imperial MO  
Visions in Education, Hollister MO





## The Great American Eclipse

When the moon brought the state into darkness, Nebraska's tourism industry was in the spotlight. In October Nebraska Tourism announced the remarkable results of an economic impact study done by Dean Runyan Associates and Destination Analysts, Inc. regarding the Great American Eclipse.

While it's true that hundreds of thousands of people visited Nebraska for the 2017 Solar Eclipse and spent millions of dollars on lodging, food, shopping and entertainment, we learned many other important facts about the eclipse visitors. Approximately 87 percent of them were from out-of-state, making the eclipse Nebraska's largest single tourist event on record. And while their motivation for visiting the state was unquestionably to see the eclipse, what they experienced in terms of hospitality, friendliness and fun bodes well for many of them returning in the future.

Consider the following facts:

- A total of 92.7 percent of out-of-state visitors said the eclipse was the reason for their visit to Nebraska. 60.6 percent of out-of-state visitors said they would not have made the trip to Nebraska had it not been for the Solar Eclipse
- Importantly, prior to this trip, 70.9 percent of out-of-state guests had not visited Nebraska in the past three years on a purely leisure trip (not to visit friends or relatives). However, nearly 40 percent said they are likely to return in the next 2 years; 45 percent said they are likely to return in the next 2-5 years. What this means is that while being "in-

frequent visitors" to Nebraska, out-of-staters had positive experiences when here for the event, resulting in them being likely to visit again in the near future. In a nutshell, the eclipse was certainly the lure to get people here, but the hospitality they experienced in cities and towns across the state made the sale for future visitation.

- Media coverage for the event also provided a tremendous amount of publicity with an estimated value of over \$133 million

- Visit Nebraska.com experienced a 30% increase in traffic over the same period the prior year as incoming visitors researched places to go and things to do while they were here for the eclipse .

These results clearly show that the formation of the Eclipse Coalition in 2015 and the performance of that group in pre-planning, making the eclipse event a week-end happening brought Nebraska national and international coverage like never before.

All members of the Eclipse Coalition (Alliance, Beatrice, Gering, Hastings, Grand Island, Kearney, Lincoln, North Platte, Omaha and Scottsbluff) were presented certificates by Governor Ricketts at the annual Tourism Conference.



Lincoln Convention and Visitors Bureau staff pose with John Ricks and Governor Ricketts at the 2017 Tourism Conference

*The eclipse was certainly the lure to get people to Nebraska, but the hospitality they experienced in cities and towns across the state made the sale for future visitation.*

## Nebraska Passport Program

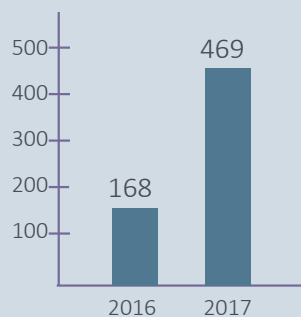
The 2017 Nebraska Passport Program shattered all records, achieving a record high number of participants, number of stamps collected, and number of participants who visited all 80 stops. The 2017 Nebraska Passport featured a wide variety of memorable adventures for participants. From discovering Nebraska's hidden gems to celebrating Nebraska's 150th birthday, the 2017 Passport showcased what makes Nebraska special.

The main goals of the Nebraska Passport Program are to increase awareness of and traffic to Nebraska's lesser known destinations; positively impact local and regional tourism; generate earned media and organic social media reach for Nebraska tourism; and create brand ambassadors who promote the program and Nebraska's tourism destinations.

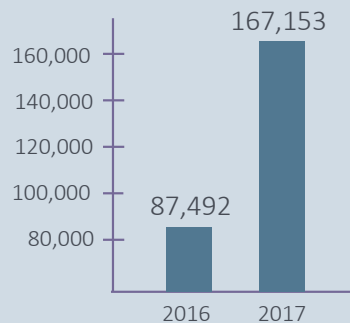
### 2017 Program Summary

- 99.7% of participants would recommend the Nebraska Passport program to others
- 32 was the average number of stops
- Booklet requests came from 43 states (up from 28 in 2016) and 376 Nebraska communities (up from 219 in 2016)
- 78% were new participants; hadn't participated before 2017
- Top ways they learned about the program: 1.) From a friend or family member, 2.) Visit Nebraska website or social media
- 149 million people were reached through television, newspaper and radio interviews, and the estimated media value was \$1.38 million
- Website page views were up 198% and social media reach up 155% over 2016

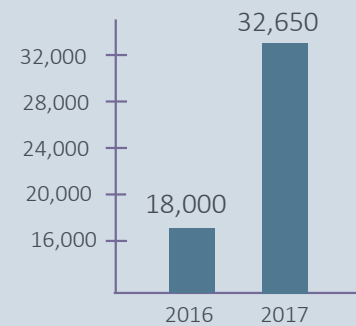
Number of Participants Who Visited All 80 Stops



Number of Stamps Collected



Number of Booklets Requested



## Testimonials

### Passport Champion

"Our road trip through Nebraska to complete our 80 stops in this year's Passport gave me a whole new appreciation for our state. From the scenic views, to the small town shops, to the smiles of all the people I met, the personal rewards will be cherished for years to come. I plan to revisit many of these stops in the days ahead. Thank you Nebraska for a wonderful and personally rewarding program. I look forward to next year!" - Richard Cecava, Omaha, winner of the grand prize drawing sponsored by Omaha Steaks. The Nebraska Lottery also sponsored Passport prizes.

### New to Nebraska

"My friend and I did a Nebraska road trip and collected 24 stamps. I'm from New York and she's from LA. We had the BEST time! We are so in love with Nebraska. We kept telling everyone that you guys should boast a little more about your amazing state – it's uNEexpected!" - Margaux Ravis, New York, NY

1,579 participants submitted stories about their Passport travels. Read them at: [NebraskaPassport.com](http://NebraskaPassport.com)



## Nebraska Passport Stops

Being a Nebraska Passport stop is not only an enjoyable experience, the Passport program helps Nebraska tourism destinations reach their goals. The majority of the 2017 Passport stops reported the program helped them achieve:



- Significant increases in traffic  
Up to 200%+ increase in traffic reported
- Significant increases in sales  
Up to \$25,000+ increase in sales reported
- Significant increases in awareness  
Among various target markets

The 2017 stops also reported the following additional ways the Passport program benefited their destination, as well as their local and regional tourism. The following are in order of most reported:

1. Passport visitors helped market their destination to their family and friends
2. Passport visitors have already returned to their destination
3. Other local tourism destinations reported that Passport traffic positively impacted them
4. Received local or statewide publicity opportunities (newspaper, radio, TV)
5. Increased number of social media followers and website views
6. Collected participant contact information in order to market upcoming exhibits, events, etc.
7. Local dining establishments reported that Passport traffic positively impacted them
8. Built new partnerships with local businesses; worked with local businesses not on the Passport to promote each other
9. Built new partnerships with organizations or groups in order to promote their destination
10. Local gas stations/convenience stores/retail stores reported that Passport traffic positively impacted them

"The Nebraska Passport Program generated a significant amount of off season revenue for us. I will walk through fire to participate in the future!"

- Jamey Hamburger, Owner, Odyssey Restaurant



## Testimonials

### Beyond Expectations

"We've really appreciated being part of this program. Our numbers this summer have been outstanding- way beyond what I expected. Lots of Passport participants commented that they had never heard of us and would absolutely come back when we launch our new exhibits and mobile app. That's exactly what we wanted to hear!" - William F. Stoutamire, Director, G.W. Frank Museum in Kearney

### An Amazing Journey

"We were so positively overwhelmed with Passport guests that we just could not keep up with counting. I cannot believe how many people stopped by Seward's Historic Downtown. Thank you for this opportunity. It was an amazing journey." - Jeanne K Hain Wiemer, Owner, Red Path Gallery in Seward

To learn more about how the Passport program impacts Nebraska businesses, visit: [NebraskaPassport.com](http://NebraskaPassport.com)

## Outreach and Education

### 2017 Nebraska Tourism Conference

The 2017 Nebraska Tourism Conference was held in La Vista, October 17-19 with 238 attendees consisting of visitors' bureaus, destination owners, etc. and twenty-eight sponsors supporting the conference.

Many educational sessions, activities and networking opportunities were held. Sessions revolving around research included the Governor sharing the results of the 2017 Eclipse Economic Impact Study and Dean Runyan & Associates showing how to use economic and travel research reports to advance communities. Nan Marchand Beauvois with the US Travel Association shared how US Travel works every day to protect the interests of the travel industry. George Zimmerman from Longwood International USA, presented Longwoods' ground-breaking Halo Effect research. Group Tours, re-creating authentic downtown communities, thinking outside the box for festivals and events, creating tourism WOW videos, earned media, signage, and social media were just some of the other sessions offered. Attendees were also invited to experience the famous 'Vala's Pumpkin Patch' and learn how the Vala's turned a wild idea into a successful, nationally known agritourism business.

The conference concluded by celebrating the Nebraska Tourism Industry's best and brightest at the Celebrate Nebraska Awards Banquet. The celebration concluded with the bestowing of the Tourism Industry Awards and the prestigious Henry Fonda award.



### 2017 Agri/Eco-Tourism Workshop

Nebraska's rural communities are full of tourism potential. Agritourism and ecotourism provides the public with opportunities to experience rural areas while generating income for the operators, which can help sustain the rural way of life and keep more producers in Nebraska. In February, the Nebraska Tourism Commission organized the 12th annual Nebraska Agri/Eco-Tourism Workshop in Broken Bow Nebraska with 106 attendees and nineteen sponsors supporting the workshop. This was the first time this workshop was held in a community not located along the interstate.

"Brewing Up Business" was the theme with the first half day training taking place at Kinkaid Brewing Company, a craft brewery. Topics included but not limited to: Brew house Brewing, Distribution and punching business out further than the front door, Restaurant, Taproom, Special Events, Tours, Tourism, Solidarity with Locals, Funding the Business, Seasonality, Pumpkin Patch / Family Activities, Importance of Building a Team and Culture and so much more. Other workshop sessions included speaker Dean Jacobs encouraging "letting go of the familiar to discover what's possible." The Beekman Boys shared their story, their struggles and celebrations, about how they worked to save their farm by developing an agritourism business. Marketing, advertising, creating bicycling adventures, tips for building a successful business were just some of the other sessions offered to attendees.

Communities hosting the workshop are given the opportunity to showcase how they have embraced agritourism and ecotourism in their areas. Broken Bow provided tours of the Sandhill's Byway Visitor Center to showcase the interpretive kiosks telling the story of the Sandhills and the One Box Gun Club to learn about the history of the One Box.



## Outreach and Education

### 2017 Webinars

In 2017 Nebraska Tourism hosted nearly a dozen live broadcast webinars at Nebraska Educational Television Network (NET) in Lincoln. These live events were designed for attractions, destinations, convention and visitor bureaus and other industry partners. Topics were educational and informative in nature and included industry updates, conference updates, marketing, social media, digital marketing, co-op marketing and much more.

### Tourism Serves

The purpose of Nebraska Tourism Serves is to help preserve Nebraska's tourism destinations by rallying tourism industry members to help each other complete restoration projects. Additionally, Nebraska Tourism Serves helps tourism destinations build their local volunteer base and increase local and statewide support for their destination. This year 51 individuals donated 325+ man hours to three Nebraska Tourism Serves projects. Volunteers included Nebraska tourism industry members, community members and Nebraska Tourism Commission staff. The three 2017 Tourism Serves service sites were the Crane Trust Visitor Center, Lincoln County Historical Museum and Wessels Living History Farm.

## Booths

### Nebraska State Fair

In 2017 the Nebraska Tourism Commission elected to have a booth in the Pinnacle Bank Expo Center at the 2017 Nebraska State Fair. The Nebraska State Fair had an attendance of 379,108 which is a 4.98% increase over last year's attendance. Visitors to our booth stopped by to pick up the 2017 Nebraska Travel Guide and other travel information from a variety of sources. NTC sought help from industry members to volunteer at the state fair booth and share their expertise and knowledge with potential travelers. We had a total of 54 volunteer hours at the booth this year, we thank all those who came out to support our efforts at the Nebraska State Fair.

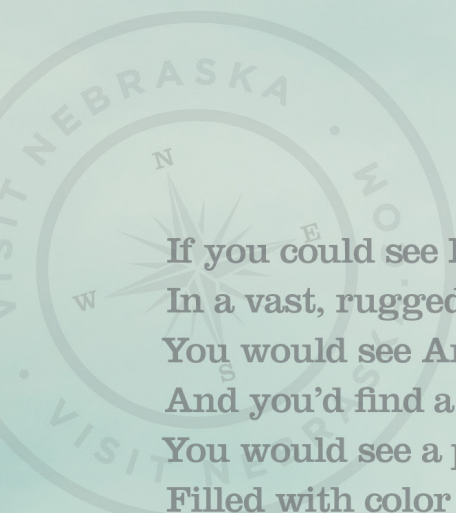
At the state fair our booth distributed travel guides, spoke with fair attendees about various travel destinations, and distributed state maps. The booth also had available destination literature from Nebraska Game and Parks, Lake McConaughy, Omaha Magazine, and the Journey to Western Nebraska travel guide just to name a few. Over the course of the fair, roughly 1,000 Fall/Winter Nebraska travel guides were distributed to fair attendees. While working the booth we heard many great stories from Nebraska travelers about the kindness and hospitality they received throughout their travels in the state; and coming across unexpected yet awe inspiring sights such as Toadstool Geologic Park.

### National Western Stock Show

Nebraska Tourism was a major sponsor of the 2017 National Western Stock Show in Denver. This sixteen day show has proven to be a great place to promote Nebraska to our neighbors in Colorado and to the attendees who come from around the country.

The 2017 National Western Stock Show boasted the third highest overall attendance in Stock Show history at 684,580 visitors. Twenty industry volunteers and three Nebraska Tourism Staff worked the 16 day show. Approximately 2,500 VisitNebraska.com grocery bags, 1,265 Nebraska Travel Guides plus a variety of other materials were distributed. The N150, Total Solar Eclipse and Tanking were the focus for our booth in 2017.





If you could see Nebraska through my eyes, you would see untold stories.  
In a vast, rugged range.  
You would see Ancient geography.  
And you'd find a love for spontaneous adventure.  
You would see a place of raw nature.  
Filled with color and texture.  
You would see yourself on a different planet.  
Surrounded by natural ruins.  
My name is Derek and this is Toadstool Geologic Park through my eyes.

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

