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FOR IMMEDIATE RELEASE

"Visit Nice" Claims Top Prize at Nebraska ADDY Awards

LINCOLN, NEB. (March 2, 2015)—Nebraska Tourism's "Visit Nebraska. Visit Nice." campaign was recently the recipient of multiple Nebraska ADDY Awards – 14 Gold, 6 Silver – and the prestigious Best of Show ADDY.

"It is very humbling to be recognized by industry leaders and peers for the brand work that has been done on behalf of Nebraska Tourism," said Kathy McKillip, executive director of Nebraska Tourism Commission. "This is a team effort and I am thankful to have commissioners that have the vision to grow our industry and to have a team of staff members, along with Bailey Lauerman, that works so tirelessly for Nebraska."

The multi-media campaign draws on beautiful photography and stories to promote the simple, spontaneous, nice moments visitors to Nebraska can enjoy. Examples of the campaign can be seen at http://www.baileylauerman.com/work/visit-nebraska/.

To learn more, go to www.VisitNebraska.com. Stay connected with Nebraska Tourism on our Visit Nebraska Facebook page, on Twitter, on Pinterest and on YouTube.

Sidebar Info: Nebraska Tourism Reports Growth As A Result of New Branding Campaign

- Increased lodging tax collections point to more visitors spending more time in the state. For the year 2014, Lodging Tax collections totaled 4,895,468, up 371,004 compared to 2014. This is an 8.2% change.
- Nebraska Tourism's new website http://visitnebraska.com/ has been used by 80% more users than the previous site. The bounce rate for VisitNebraska.com decreased by 18%. The new site has had visitors from all 50 states and 117 countries. Visitors have requested more than 2,300 travel guides via the site.
- As part of the integrated campaign, Nebraska Tourism has enhanced its social media efforts and on its most popular social media channel, Facebook, has seen a 93 percent increase in likes in the last year. Its Twitter followers have increased by 22% in the last year. New and refreshed You Tube content has been viewed over 71,000 times.
- Public/media relations media tours across the state attracted 209 journalist visits, producing 473 articles in national and international media. This translated into a greater than $9 million paid advertising equivalency. Nearing the end of Quarter 3 in 2014, 207,414,073 potential visitors were exposed to this coverage.
- Advertising partnerships with Denver's National Western Stock Show, the Big Ten Network and IMG Sports, produced more requests for information in the Denver, Kansas City, Des Moines, Minneapolis, Chicago markets.

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

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