Visit Nebraska. Visit Nice.

Why Tourism Matters – Overview

- Tourism is Nebraska's third largest revenue source.
- Tourism supports existing companies and stimulates new business development. It is a source of immediate revenue to Nebraska's communities and the entire state.

In 2013

- Visitors spent more than $4.5 billion on travel in the state.
- Direct jobs generated by domestic and international travelers equaled 44,965.
- Tax revenues generated by domestic and international travelers totaled over $627 million.

Emerging Opportunities

- Agri/Eco-Tourism – Making rural resources the focus of tourism is a great fit for Nebraska. This growing nationwide trend creates more opportunities for landowners and small communities.
- There are more than 35 artisanal breweries and wineries across the state, offering visitors another cultural and culinary link to the land.
- More and more farmers and ranchers are opening up their properties to give visitors a taste of rural life. Visitors can pick their own produce, drive cattle, mend fences and help with daily chores.
- More than 80 farmers' markets statewide bring local products and people together.
- Farm-to-table designated restaurants highlight Nebraska-grown products and award-winning chefs.

Raising Awareness

- The Nebraska Tourism Commission has created nationwide awareness about Nebraska's main attractions and hidden gems through guided media tours.
- Nebraska has been featured in The New York Times, Midwest Living, Smithsonian, Better Homes & Gardens, Parade, Saveur, American Cowboy, Huffington Post, AAA Journeys and more.
- Some 683,797,988 potential visitors have been exposed to this coverage – editorial coverage that would have cost more than $10.4 million if purchased as paid advertising.
- Nebraska Tourism has reached millions of TV viewers across the country via paid commercial time and partnerships with national production companies for events such as the Big Ten Baseball Tournament, The College World Series, and Husker sporting events broadcast on Big Ten Network (BTN) and other major networks.

Top Attractions

- Henry Doorly Zoo – 1.7 million visitors in 2014.
- Outdoor recreation opportunities bring millions of visitors to the state each year.
- Nationally acclaimed golf courses, western heritage, historical sites and art museums draw visitors to our state from around the country and the world.



Photo courtesy of Henry Doorly Zoo and Aquarium