

# Visit Nebraska

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# I. About us





# Nebraska

HONESTLY. IT'S NOT FOR EVERYONE.

Whether its a farm getaway, weekend camping excursion, or lake cabin vacation, Nebraska has the right place for you. Get off the grid and spend some time outdoors in Nebraska's scenic landscapes.





# Why Visit Nebraska?



## Things to do & events:

Round up some friends, stock a cooler and climb into a livestock watering tank: you're going tanking on one of our scenic, gentle rivers.

In spring, nearly 1 million sandhill cranes stop in Nebraska along their migratory path. View nature's spectacle up close on a sanctuary or tour.

TripAdvisor ranks Omaha's Cinco de Mayo festival as one of the top five events featuring live music, beer garden, carnival, parade, food, kid's world, exhibitors, dog contest and games attracting 250,000 visitors!

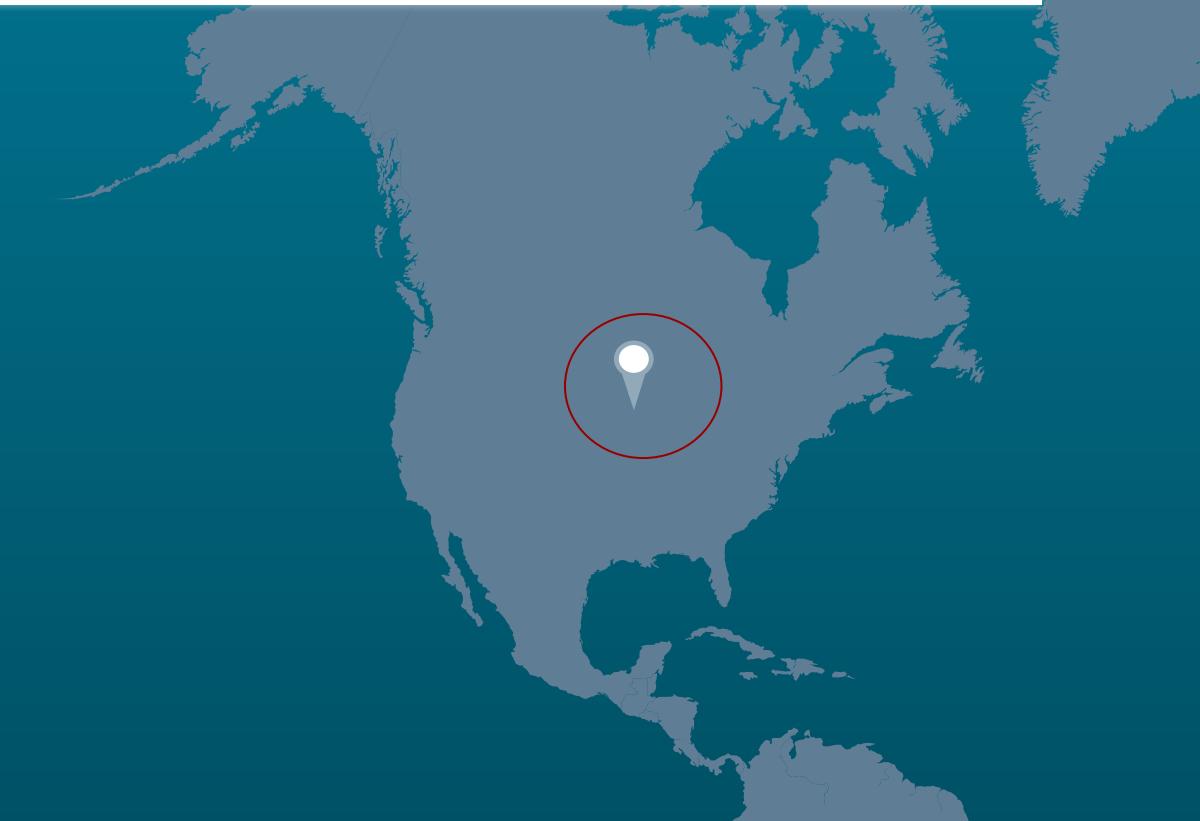


## 2. Competitive Analysis



# Neighboring Competitor States

- Higher potential of “road trip style” vacations
- Target neighboring states for state to state travel
- These states include:
  - Colorado
  - Wyoming
  - South Dakota
  - Iowa
  - Kansas
  - Missouri



# ITINERARIES.

Wyoming's open roads and beautiful scenery make it an ideal state for a road trip. But with over 97,000 square miles of possibility, deciding on how to best explore the state can be overwhelming. Itineraries act as trusted trail guides, leading you through the iconic parks, western history and outdoor adventures scattered throughout Wyoming, waiting to be discovered.

Click the topics below to find itineraries of interest.

National Parks

Routes to Yellowstone

Family Travel

Dining & Culture

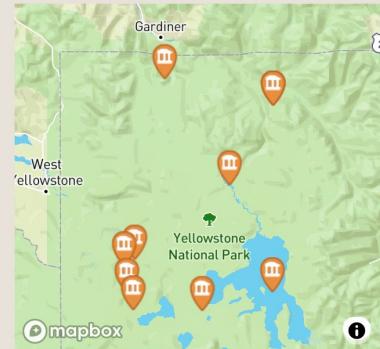
Road Trip Resources



YELLOWSTONE NATIONAL PARK ITINERARY



GRAND TETON NATIONAL PARK ITINERARY



[\[OPEN MAP IN NEW WINDOW\]](#)

Route Distance:

40 miles (1 Hour)

55 miles (1 Day)

150 miles (2 Days)

Suggested Time:

1 Hour, 1 Day, or 2 Days

## Never a Shortage of Things to do Campaign:

- Created pre-planned itineraries for different types of trips including:
  - Road trips
  - National Park exploration
  - Camping
  - Family Travel

# Wyoming

# South Dakota

## The Year of Doing/Go Great Places Campaigns:

This campaign promoted safe post-COVID travel for all travelers:

"We understand. We understand the challenges that 2020 presented to both potential travelers and businesses, DMOs, and others that were forced to deal with a difficult and extremely challenging year. And we understand — oh boy, do we understand — the desire to get back out there. To rediscover & inspire the love of exploration in South Dakota. To hike this, taste that, camp here and road trip there."



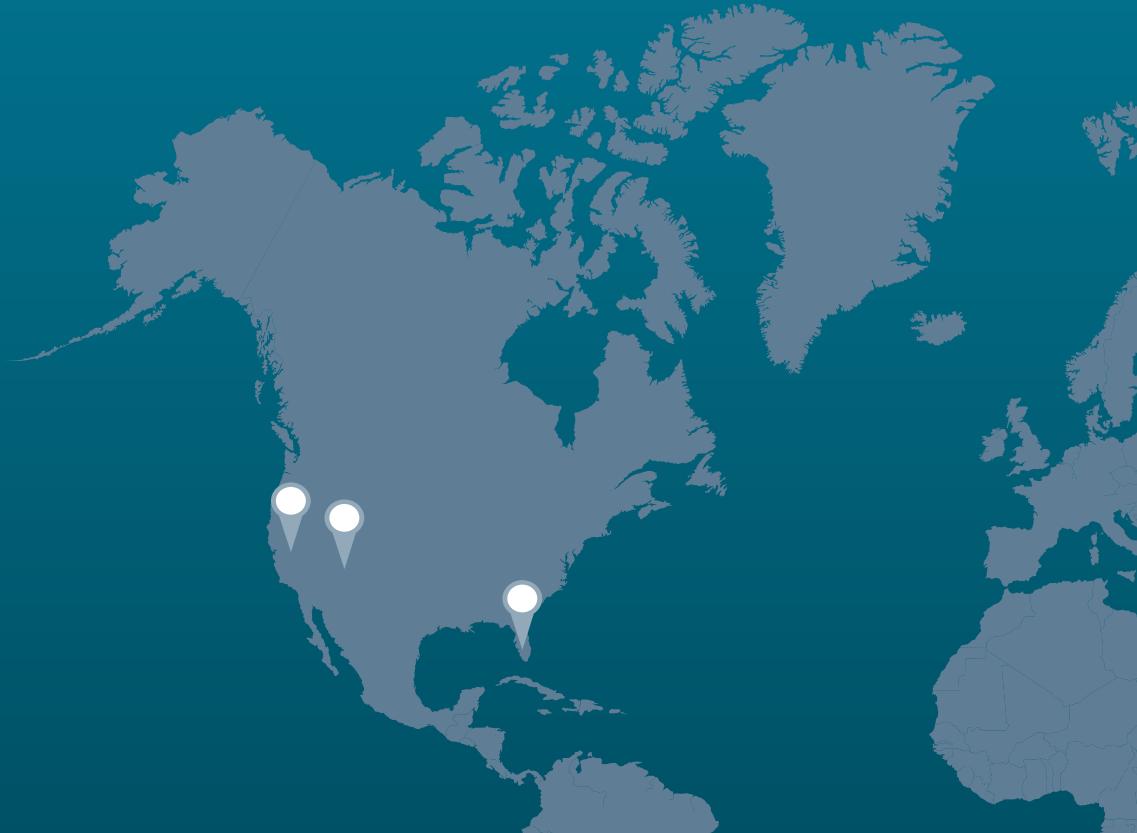


# Colorado

A lot of Colorado's tourism attractions are promoted through organic interest and word of mouth due to the obvious scenery and winter sports. "Do Colorado Right" Campaign promotes outdoor activity and a quick getaway for a fit and adventurous crowd. Colorado's campaigns are often heavily focused on a niche group that fits Colorado's narrative (i.e healthy, sporty, outdoorsy.)

# Top Ranking States in Tourism

- The states with the highest tourism rates in general are California, Florida, Nevada, Texas, and Hawaii
- Highest driving factors for state tourism are national parks, landmarks, city entertainment, beach landscapes, etc.
- The most common ways these attractions are promoted are through brochure guides, press releases, blogs, social media, events/exhibits, and commercials



# California

## Meet What's Possible Campaign:

"Event planners and executives can now 'Meet What's Possible' in California for their upcoming professional meetings and events. This B2B campaign showcases the Golden State as a magnet for innovators with an abundance of inspirational settings — the No. 1 destination for businesses to fire up their anything-is-possible mindset."





# Florida

Top attractions include Disney World,  
Kennedy Space Center, Universal Studios,  
Miami beach, and Everglades National Park

# Nevada



A photograph of a long, straight asphalt road stretching towards a majestic mountain range. The mountains are partially covered in snow. The sky is filled with scattered clouds. Overlaid on the image is the text 'DISCOVER YOUR NEVADA' in white capital letters. At the top of the image, there is a navigation bar for the Nevada tourism website, including links for 'My Favorites', 'Newsletters', 'Travel Guides', and 'tripadvisor'. There is also a search icon.

On average, Nevada makes more than 10 billion dollars on tourism alone per year. Nevada highlights roadtripping and big city lifestyles through Las Vegas and Nevada scenic desert landscapes.

## Discover Nevada Campaign:

Travel Nevada's Discover Your Nevada campaign encourages Nevada families to take part in Nevada road trips to discover parts of the state to which they haven't been. The social media component of Discover Your Nevada is ramping up, with one of Travel Nevada's 10 signature road trips featured each week throughout the summer.

### 3. Media and Trends





FAMOUS FOR OUR  
FLAT, BORING  
LANDSCAPE.

“It's not for Everyone”  
Campaign



Some people regard Nebraska as a place you cross on the way to a more interesting place. But over half a million sandhill cranes might disagree. Every March, they land here for a closer look at things. And flocks of humans swoop in to witness the awesomeness of a crane migration. There are those who will always think our state is strictly for the birds. But you might disagree, so go to [VisitNebraska.com](http://VisitNebraska.com) for a free Travel Guide. And a closer look at one very interesting place.

2:44

5G

**visit\_nebraska**

854 Posts    25.6K Followers    2,515 Following

**Visit Nebraska**  
Tourist Information Center  
Official Instagram of the Nebraska Tourism Commission. 🧳  
Tag us in your photos or use #VisitNebraska and #HonestyNE for a chance to be featured! 📸  
[www.visitnebraska.com](http://www.visitnebraska.com)  
301 Centennial Mall South, 1st Floor, Lincoln, Nebraska

[Follow](#)    [Message](#)    [Contact](#)    [+8](#)

NPVD

Send Message

# SOCIAL MEDIA

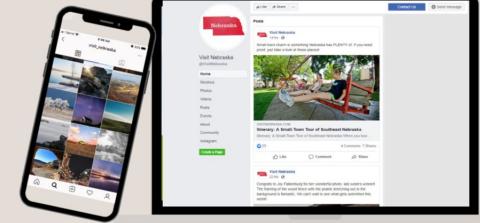
Nebraska Tourism uses two primary social media channels, Facebook and Instagram. Both saw success in 2020.



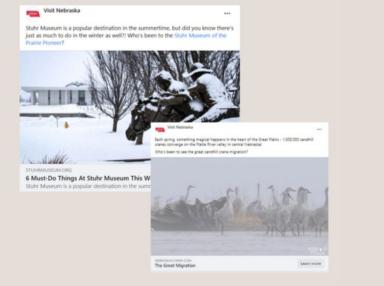
Likes up 9% from 2020



Followers up 12% from 2020



Nebraska Tourism runs a Social Media Blitz program allowing tourism partners from across the state to use the Visit Nebraska Facebook page to spread the word to target audiences. The partners work with our social media specialist on a three day campaign highlighting their destination. Nebraska Tourism also did their own boosting, helping to drive a record amount of website visits to VisitNebraska.com in 2021!





**NEBRASKA TOURISM PLACED 59 BILLBOARDS IN  
TARGET CITIES. THESE RECEIVED OVER 41 MILLION  
IMPRESSIONS ALONE.**

# TRAVEL GUIDE



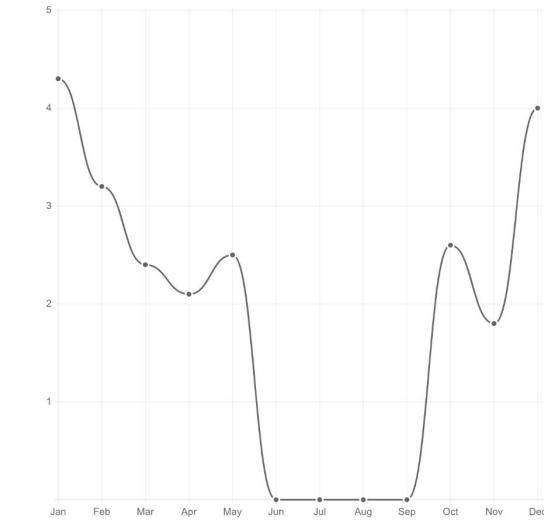
**NEBRASKA TOURISM PRINTED 200,000 TRAVEL GUIDES IN 2021**  
TRAVEL GUIDES WERE REQUESTED FROM ALL 50 STATES AND MULTIPLE COUNTRIES  
TRAVEL GUIDES WERE ALSO PART OF A NEWSPAPER INSERT PROGRAM IN CHICAGO, DENVER AND MINNEAPOLIS

# Trends

- People are most likely to travel in June, July, and August
- Summer and Fall months have the highest recorded vehicle miles traveled for car trips
  - Although the months promoted most often for road trips include Spring and Fall months in order to avoid on-season traffic and congestion
- July, August, and February are deemed the best times of year to visit Nebraska

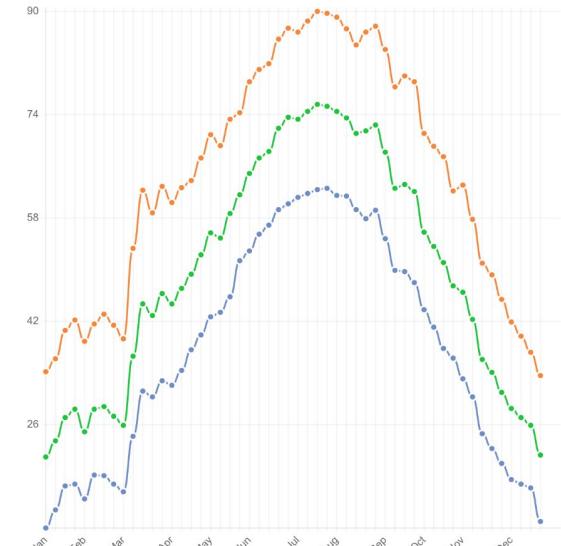
Snow on the Ground

The graph below shows the average snow on the ground in Nebraska (in).



Key  
Snow depth

Nebraska Perceived Temperature (F)



Key  
High | Average | Low

# 4. Roles by Channel and Media



Campaigns



Print/OOH



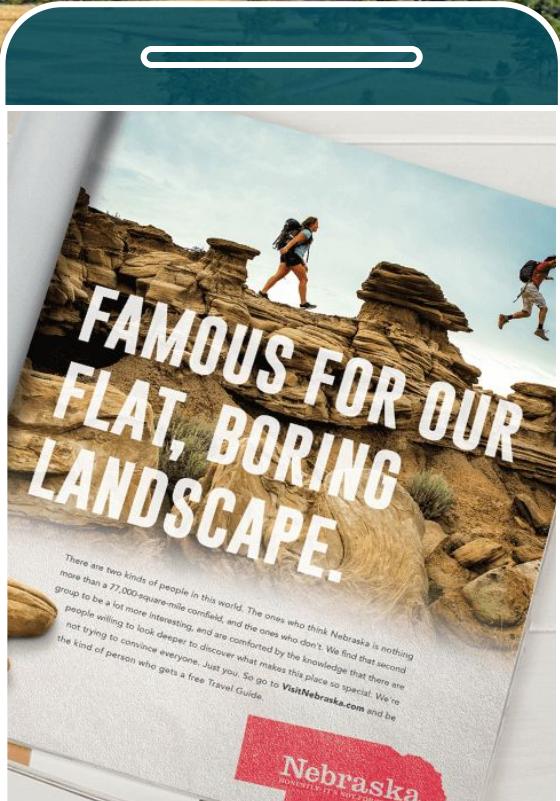
Social Media



Website/Blogs



# Multimedia



There are many channels Nebraska can use to get their message across. Having a big budget allows Nebraska to advertise using a National Spot. This will help to reach a bigger audience and bring more awareness to people who live in other states that are looking for a new vacation spot.

We will use channels like broadcast, satellite, cable, OOH, internet and broadband channels to get our message across.



# OOH

Billboards are a major attraction that can be seen from highways, at bus stops, on long roads, ads at airports and so much more



# Different channels

- Broadcast
- Satellite
- Cable
- Internet
- Broadband channels



# Continuity approach



Continuous advertising of Nebraska would be the best approach when it comes to getting the message across.

Using a continuous approach allows Nebraska to showcase all that it has to offer with its unique spots for tourists to travel to, that not many people know about, all year long

# 5. KPIs and Communication Goals



# Campaign Breakdown



## Goals

1. Establish a unique Image for Nebraska and all it has to offer
2. Increase brand awareness of Visit Nebraska
3. Increase neighboring state tourism
4. Increase trips booked through Visit Nebraska



# KPI'S

1. Increase brand awareness by 25% among neighboring states
2. Increase visibility and amount of OOH advertisements by 20%
3. Increase broadcast, satellite, cable, internet, and broadband channels by 15%
4. Increase revenue growth and consideration by 12% in first year.



FEATURED TRIP IDEAS

A small thumbnail image showing a snowy winter scene with a cabin and snow-covered trees.

5 COZY CABINS WHERE YOU CAN ESCAPE WINTER'S CHILL

[READ MORE](#)

A small thumbnail image showing a dark night sky with stars and a silhouette of a forest or landscape.

YOUR GUIDE TO STARGAZING IN NEBRASKA

[READ MORE](#)

A small thumbnail image showing a person in a snowy outdoor setting, possibly sledding or snowshoeing.

5 OUTDOOR WINTER ACTIVITIES IN NEBRASKA

[READ MORE](#)

[REQUEST OUR TRAVEL GUIDE >](#)

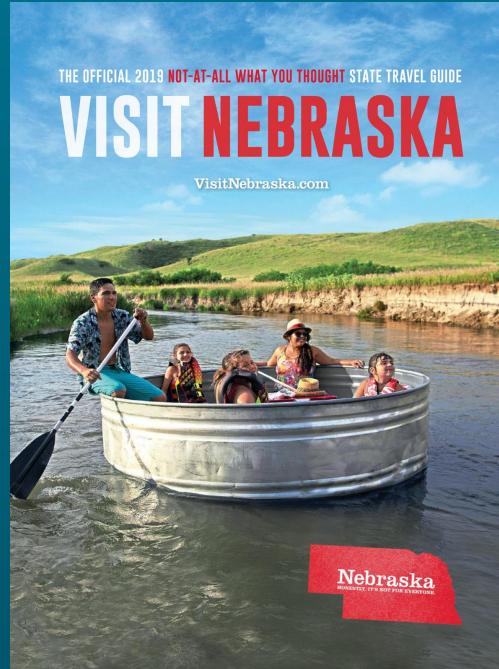
[GIFT SHOP >](#)

[ENEWSLETTER SIGN-UP >](#)



# Measuring Success

1. Number of page views
2. Time on site
3. Newsletter signups
4. Video views
5. Cart additions
6. Bounce rates
7. Geopaths
8. Sales before and after the campaign





# 6. Media Flowchart



# Budget allocation



**Budget**

**1.5M**

**Activations**

550k

Instagram ads, travel magazines,  
google search ads

**Collabs**

550k

Travelocity

**Campaigns**

200k

YouTube, OOH

**Adventure**

70k

Catalog



# Rough Estimates

1.5M

Activations (550k)

- Instagram - ads 100k
- Travel magazines- Print ads 100k
- google - search ads 350k

Collabs(550k)

- Travelocity (550k)

Campaign (400k)

- Youtube (50k)
- "van life" creator collaborations (50k)

- OOH (200k)
  - airports (66.6k)
  - bus stations (66.6k)
  - train stations(66.6k)

Adventure Product (70k)

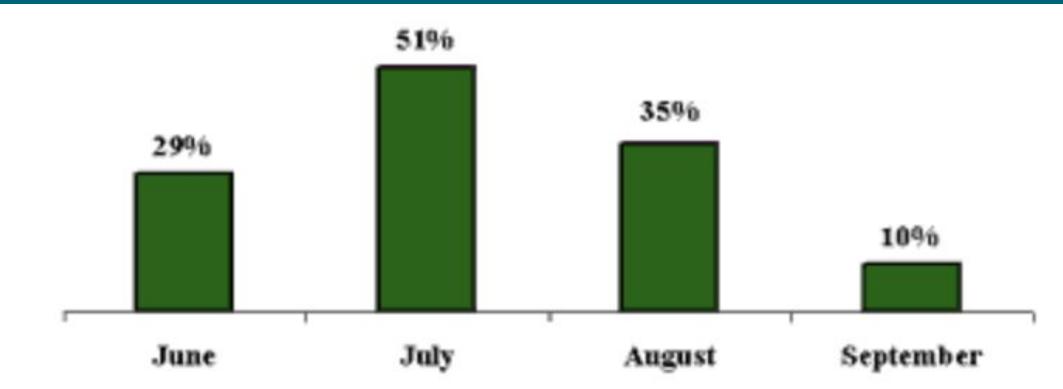
- Magazine catalog about Nebraska Landmarks (50k)



# 2021 Visit Nebraska Media Plan

Partner	Placement	May										June			July			August			September				BUDGET																											
		3/29	4/5	4/12	4/19	4/26	5/3	5/10	5/17	5/24	5/31	6/7	6/14	6/21	6/28	7/5	7/12	7/19	7/26	8/2	8/9	8/16	8/23	8/30	9/6	9/13	9/20	9/27																								
<b>Campaign</b>																											\$ 400,000.00																									
YouTube	:20 second ad about Nebraska locations																										\$ 50,000.00																									
OOH	airports, bus stations, train stations																										\$ 30,000.00																									
Magazine catalog	about Nebraska Landmarks																										\$ 30,000.00																									
\$400k																											\$ 110,000.00																									
<b>Activations</b>																											\$ 550,000.00																									
Instagram	travel ads																										\$ 100,000.00																									
Travel Magazines	Snap Ads + Filter																										\$ 100,000.00																									
Google	In Feed Ads																										\$ 350,000.00																									
\$550k																											\$ 550,000.00																									
<b>Product Collab</b>																											\$ 550,000.00																									
Trivelocity	Visit Nebraska prioritized ads																										\$ 550,000.00																									
\$550k																											\$ 550,000.00																									
<b>MEDIA PLAN TOTAL</b>																											\$ 1,500,000.00																									

-Middle age people living in the midwest heavily consume Instagram/Youtube



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**

# Thanks!

## Do you have any questions?

[https://visitnebraska.com/things-to-do?gclid=CjwKCAjwi6WSBhA-EiwA6Niok4Qe4a5KxeY9VlxUkVRL5HLNnLorizUT0xgMPMCH18BwxFs557V1uBoCcRYQAvD\\_BwE](https://visitnebraska.com/things-to-do?gclid=CjwKCAjwi6WSBhA-EiwA6Niok4Qe4a5KxeY9VlxUkVRL5HLNnLorizUT0xgMPMCH18BwxFs557V1uBoCcRYQAvD_BwE)

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<https://industry.visitcalifornia.com/>

<https://industry.visitcalifornia.com/partner-opportunities/campaigns/meet-whats-possible>

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