

Agency 091 - NEBRASKA TOURISM COMMISSION

STATUTORY AUTHORITY:

The Nebraska Tourism Commission (NTC) was created by LB1053 in 2012 by the Nebraska Legislature. The purpose of the commission is to administer general promotional activity, solicitation, and operating programs to attract visitors to Nebraska and further the use of tourism and hospitality-related businesses in the state.

VISION:

The Nebraska Tourism Commission (NTC) will create compelling, believable and market-relevant brand and campaign strategies to raise awareness of and familiarity with the state in order to increase the likelihood of visitation by changing perceptions and increasing out-of-state visitation that will generate new streams of visitor spending and tax revenue to help grow the state's economy.

MISSION AND PRINCIPLES:

The Nebraska Tourism Commission (NTC) is to serve as the state's official tourism marketing organization, charged with expanding Nebraska's tourism economy by increasing numbers of visitors (with an emphasis on new out-of-state guests), resulting in higher visitor expenditures, state and local tax revenues and industry employment. The NTC serves to market and promote Nebraska as a travel destination for both domestic and international travelers. The NTC publishes information about the state for traveler use, most notably on VisitNebraska.com, in the Nebraska Travel Guide and through social media channels including Facebook, Instagram and Twitter.

GOALS:

While tourism in Nebraska is the state's third largest industry with visitor expenditures totaling \$4.869 billion (Source: Impact of Travel on State Economies 2016, US Travel Association), there are significant challenges facing the Nebraska Tourism Commission (NTC) in attracting out-of-state visitors, the primary audience from which to generate increased visitation and visitor spending. Out-of-state visitors typically stay longer and spend more than residents and are the prime target that tourism marketers pursue to increase visitation. Out-of-state visitors also generate new spending for tourism industry business, which results in increased and new tax revenues for state and local coffers.

Agency 091 - NEBRASKA TOURISM COMMISSION

Financial Data

	FY18 Actual	FY19 Approp	FY20 Request	FY20 Recomm	FY21 Request	FY21 Recomm
Operations Funding						
General Fund	0	0	0	0	0	0
Cash Fund	4,816,286	5,770,165	6,366,601	5,842,125	6,503,381	5,859,980
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	4,816,286	5,770,165	6,366,601	5,842,125	6,503,381	5,859,980
Aid Funding						
General Fund	0	0	0	0	0	0
Cash Fund	4,375	852,600	852,600	852,600	852,600	852,600
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Aid Funding	4,375	852,600	852,600	852,600	852,600	852,600
Total Funding						
General Fund	0	0	0	0	0	0
Cash Fund	4,820,661	6,622,765	7,219,201	6,694,725	7,355,981	6,712,580
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Agency	4,820,661	6,622,765	7,219,201	6,694,725	7,355,981	6,712,580