

VISIT NEBRASKA

Destination Optimization & Co-op Programs

New Opportunities for the Nebraska Tourism Industry

SEPTEMBER 2026

miles
PARTNERSHIP

Today

1. Co-op Program Offerings
2. Changes in Travel Planning
3. What is Destination Optimization?
 - Evaluate & Activate: Regional Destination Cohorts
 - Local Business Support: Learning Program
4. Five Action Items for Tourism Businesses
5. Questions



NEBRASKA TOURISM

Co-op Program Offerings



DESTINATION OPTIMIZATION

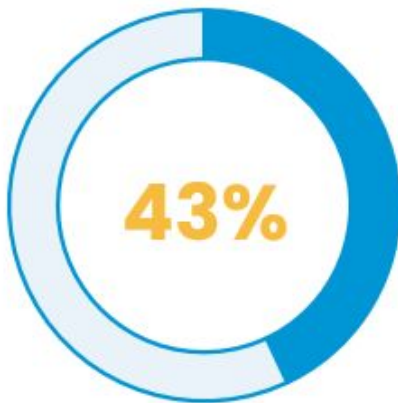
Changes in Travel Planning



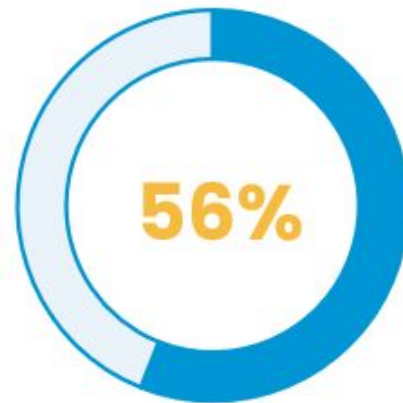
Over half of active US leisure travelers are using AI specifically for travel...and growing.



1st Half 2025



2nd Half 2025

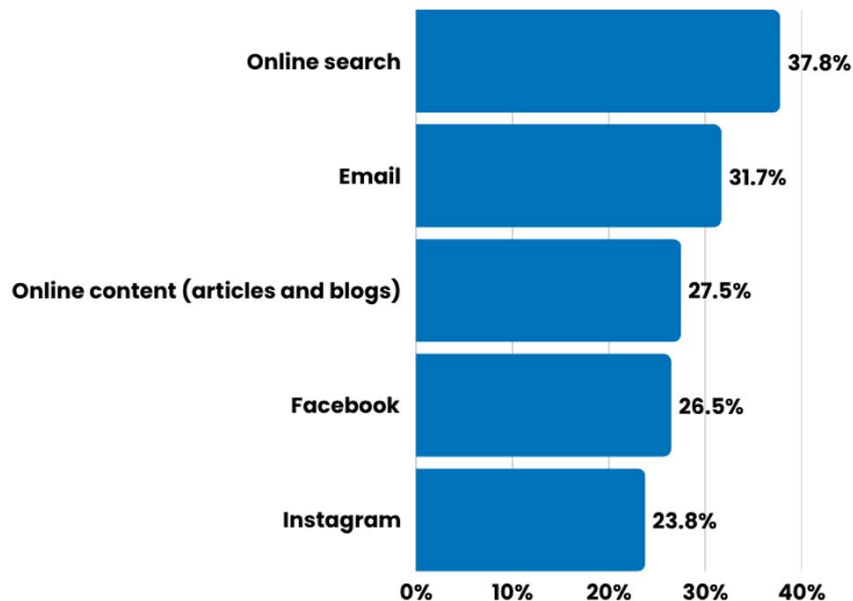


First Half 2026



Travelers continue to look for new destinations across a **variety of digital channels.**

Top 5 Channels for Travel Marketing



AI Looks at Your Full Digital Presence.

Is the information about you:

- ✓ Accurate
- ✓ Specific
- ✓ Current
- ✓ Validated



Now, More Than Ever

AI is rapidly **transforming** how travelers **discover**, plan, and book their experiences.

Accurate & informative business citations & user-generated content are **powering AI-driven recommendations**.

Communities with missing or incomplete information risk being **overlooked by travelers AND by AI**.



DESTINATION OPTIMIZATION

What is Destination Optimization?



OUR GOAL

Why Destination Optimization?

This program enables Visit Nebraska to **provide value** to its communities and local businesses – enhancing **AI readiness** & promoting a **positive visitor experience** across major travel-planning platforms.

This program is unique to Miles Partnership.



OUR GOAL

Role of Destination Optimization



Multiply the visibility
of your community
businesses



Strengthen your
market's appeal on
Google & Tripadvisor



Build traveler confidence
in your one-of-a-kind
destination experience



Stay ahead in
AI-powered
travel discovery



OUR GOAL

VISIBILITY MULTIPLICATION

“Fully populated, verified profiles surface 80% more often in search” Birdeye

Fully populated, verified profiles don't just rank, Birdeye finds they drive about 4X more website visits, plus more calls and direction requests, than incomplete or unverified listings.

“72% of local searchers visit a business within five miles of their location” HubSpot

Digital visibility directly translates to foot traffic and increased capacity utilization.

“Use of ChatGPT & other generative AI tools for local recommendations has grown rapidly, rising from 6% last year to 45%.” BrightLocal

AI-driven local recommendation is now mainstream, raising the business stakes of being citable.



Destination Optimization For Visit Nebraska

Strengthening Digital Presence Statewide

EVALUATE

Audit local
businesses on
Google & TripAdvisor



ACTIVATE

Implement targeted
improvements to
strengthen presence



ELEVATE

Empower the industry
with skills &
hands-on support



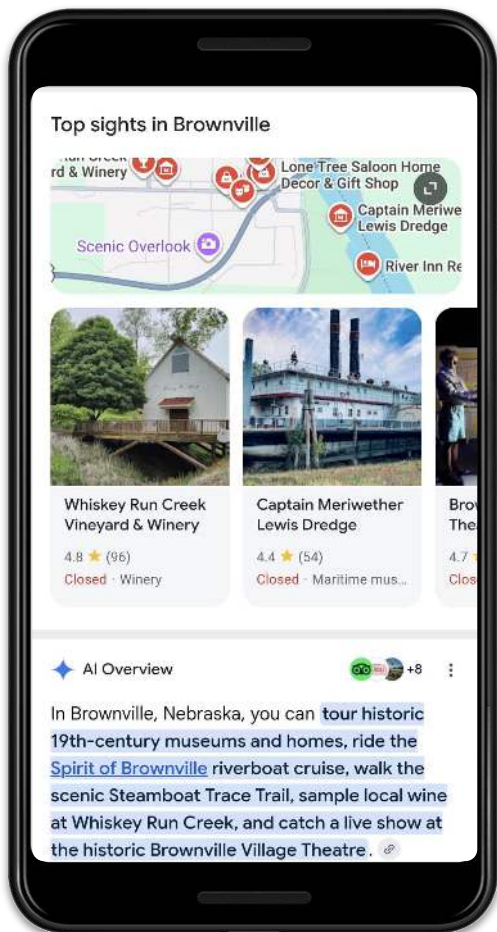
DESTINATION OPTIMIZATION

Evaluate & Activate: Regional Destination Support



Here's What We're Auditing

4,000+ locations from [VisitNebraska.com](https://www.visitnebraska.com) across Google & Tripadvisor



Market representation: evaluates the destination's presence by locating matching listings for each tourism asset on Google & Tripadvisor.



Verification: confirms whether or not the listing is authenticated on Google.



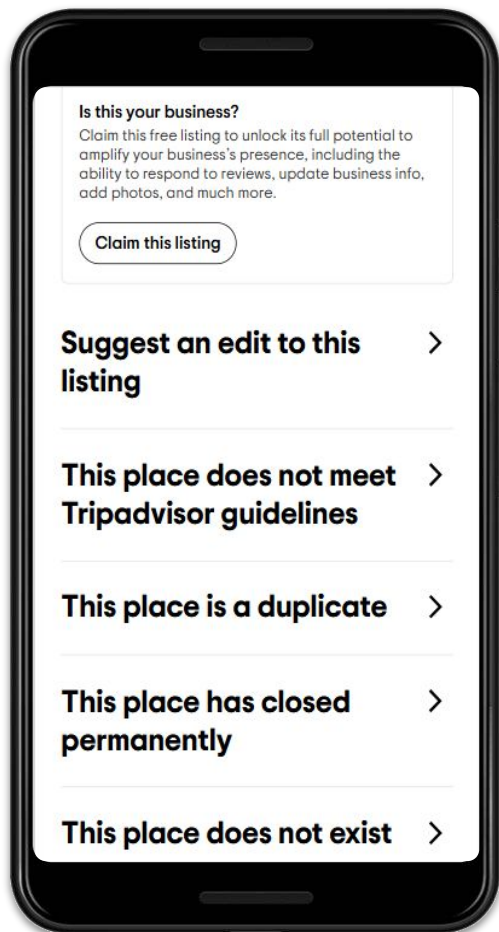
Completeness: scores each listing on how complete it is and flags missing business data that impacts online visibility.



Sentiment: captures current ratings, number of reviews, and photo quantity to measure engagement.



What is Activation



Enhance Market representation: With your guidance identify priority businesses that are “missing” and should be added to Google and Tripadvisor.



Improve Completeness: Address incomplete listings by researching missing data and strategically suggesting edits.



Add Photography: Address listings in critical need of photos using the state & destinations’ assets.



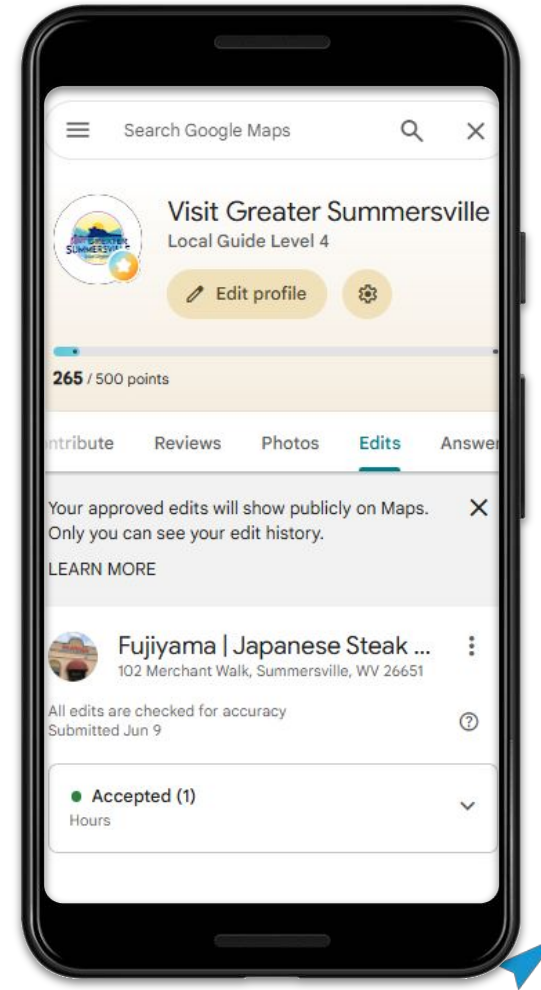
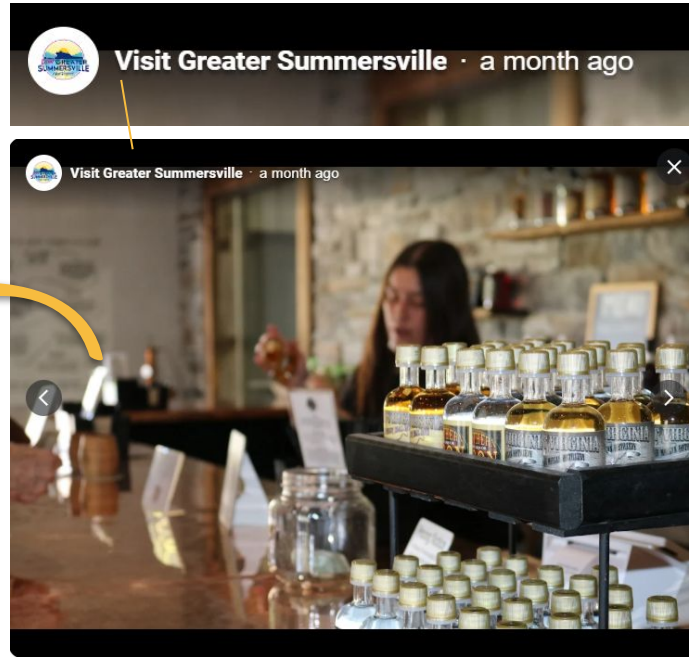
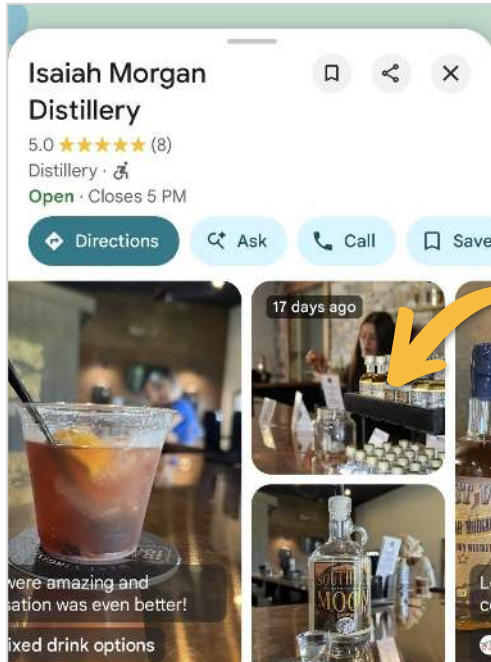
Flag Inaccuracies: Report inaccuracies as needed such as closed businesses or out of place Top Attractions.



Visit Nebraska as a “Local Guide”

How Destination Imagery Improves Representation

Everything done in activation can be tracked and Visit Nebraska gets credit for the images we contribute on Google and Tripadvisor. Google calls contributors “Local Guides” and provides reach data on photo views & edits.



Regional Destination Evaluate & Activate

- Regional, county & city destination organizations invited to participate in the cohort for their region.
- Over 4–5 months, participating destination organizations will be asked to:
 - Attend three zoom calls for kickoff, audit findings presentation & results report
 - Review [VisitNebraska.com](https://www.visitnebraska.com) business list & provide a spreadsheet of any additional locations for audit
 - Supplement state photography with additional local images
 - Communicate with local businesses to drive engagement with learning assets
 - **THERE IS NO COST TO PARTICIPATE**

Regional Timeline for Evaluate & Activate

Regions	Audit/Activation Listing Guideline	Suggested Launch
Metro + Northeast	1,400	September 29, 2026
Southeast	1,000	November 2026
South Central + Southwest	1,100	January 2027
Sandhills + Northwest	800	March 2027



DESTINATION OPTIMIZATION

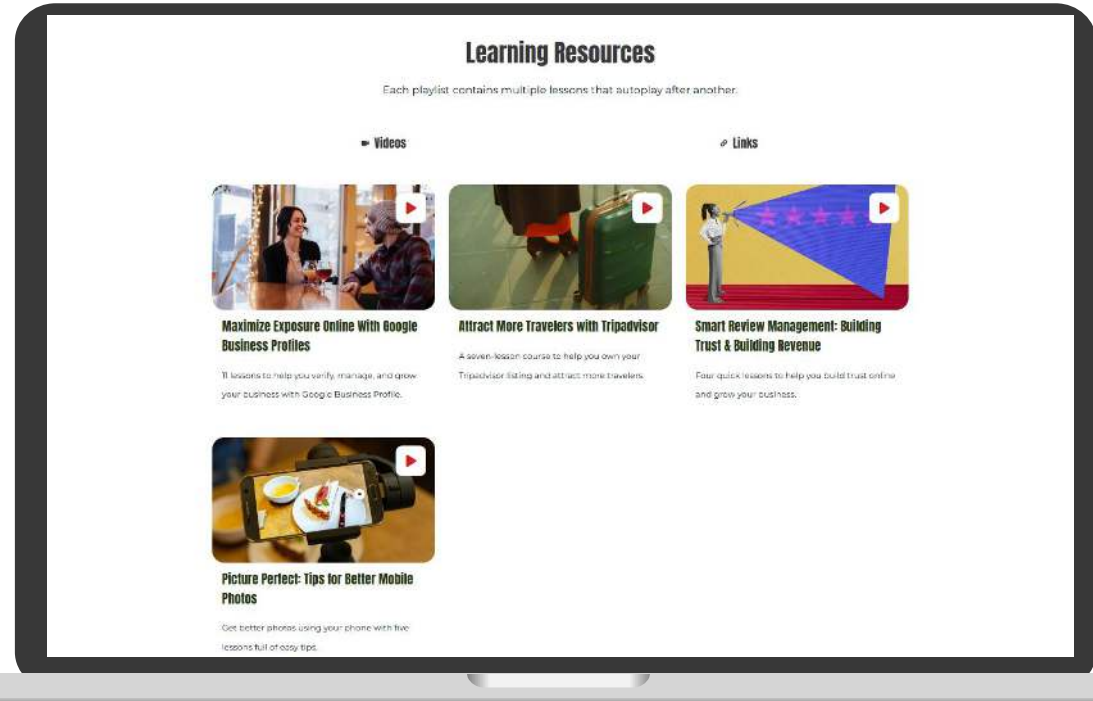
Statewide Learning Program: Local Business Support

Visit Nebraska
**Online
Toolkit**

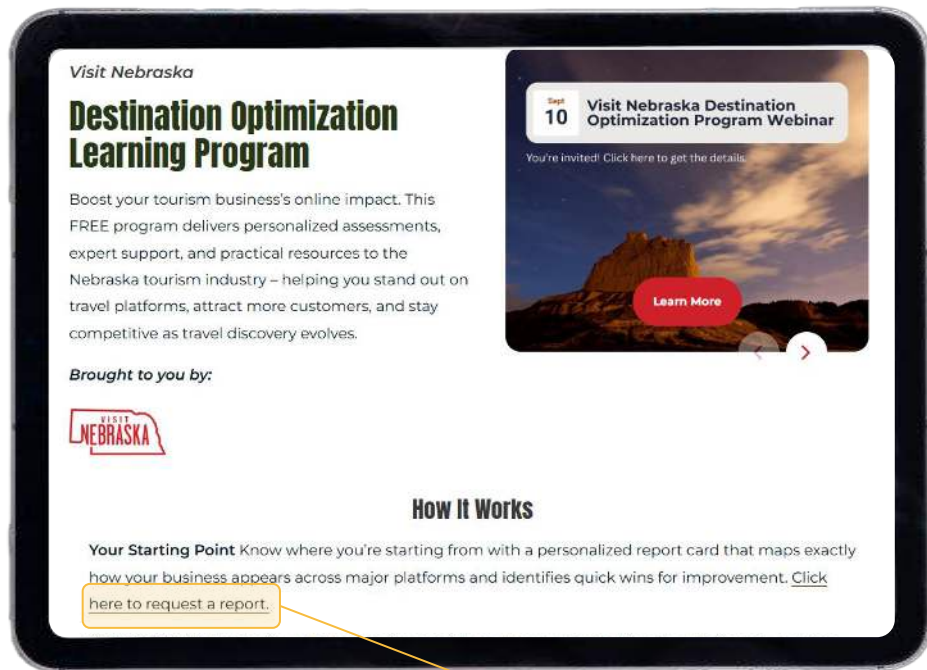
» Online Toolkit

On-demand learning videos & access to program resources.

Nebraska.AcademyForTourism.com



» Requesting a Report Card



Here's another program perk! Nebraska businesses can request a free customized report card. **Today's attendees automatically received a report!**

Report Card for:	
Google Business Profile Business category: History museum	Tripadvisor Business category: Things to do
ABOUT YOUR REPORT CARD	
Visit Nebraska created this free report card to help local businesses strengthen their listings on the platforms travelers use most, so you stay visible and attract more visitors.	
Completeness: The basic information travelers need to find you, plus the details that improve your ranking and visibility.	
Trust Factors: Signals travelers use to judge credibility, such as ratings, review counts, and how often you respond.	
Review Source: Some platforms don't host reviews. They display ratings pulled from another site.	
Claimed/Verified: The listing has been officially claimed, giving the owner access to edit it.	
READING YOUR REPORT CARD	
● Complete: Our audit shows you've already taken this step. Nice work.	
● Missing/Needs Attention: A chance to add content that could increase your visibility, or a data point worth a second look.	
● No Listing/Not Applicable: We couldn't find this business on the platform, or the feature doesn't apply to your business.	
PROFILE COMPLETENESS	
Is the listing verified ?	●
Is the address complete?	●
Is there a phone number present?	●
Has a website been added?	●
Have opening hours been added?	●
Labeled permanently closed ?	No
Number of photos :	41
Has photos published by owner :	●
TRUST FACTORS	
Are there current posts ?	●
Your current Google rating:	4.8
Number of reviews:	84
Responding to recent reviews (1 of last 3)?	●
RESTAURANT FEATURES	
Online Ordering:	●
Reserve a Table:	●
Menu:	●
PROFILE COMPLETENESS	
Is the address complete?	●
Is there a phone number present?	●
Has a website been added?	●
Have opening hours been added?	●
Labeled permanently closed ?	No
Number of photos :	41
Has photos published by owner :	●
TRUST FACTORS	
Your current Tripadvisor rating:	4.8
Number of reviews:	33
Responding to recent reviews (1 of last 3)?	●
WHY THESE LISTINGS MATTER	
Google is the world's most visited website and a common starting point for travel research.	
Tripadvisor is one of the largest dedicated travel platforms online and actively integrates its content with AI tools like ChatGPT and Perplexity.	

Report cards offer personalized insights to help each business strengthen their digital presence on across major platforms.



Resources

Office Hours

» Access to Experts

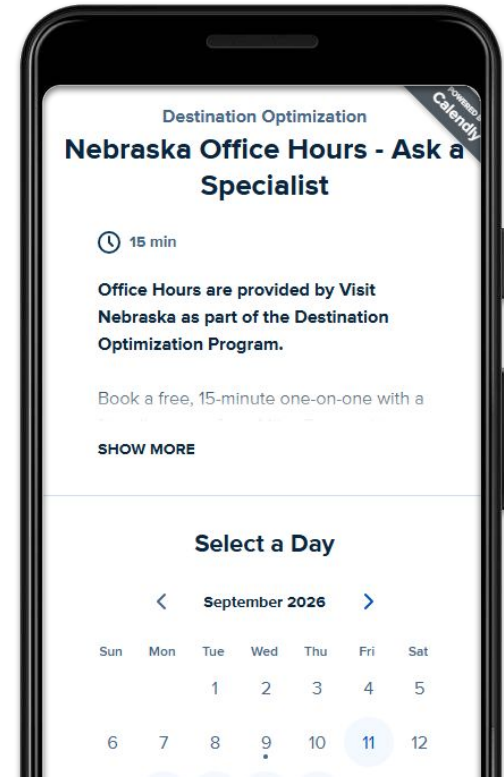
Get free personalized guidance from specialists who speak your language, and tackle your challenges

Ways we can support local businesses:

- Help verifying listings
- Assistance creating a listing
- Tips to optimize your listings
- Support with a special challenge or issue

“...It was so nice to have someone meet for a bit, give some actionable tips on an area I don't know a ton about, and not expect to be pitched for a consulting gig.”

– *Office Hours Participant*



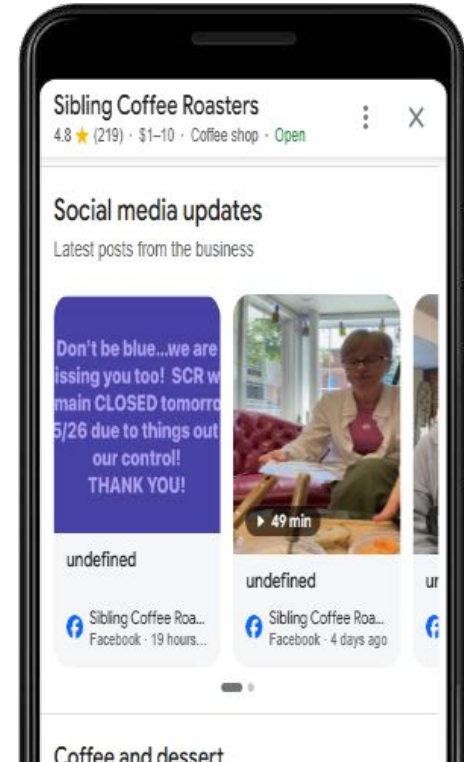
SUPPORT YOUR DIGITAL PRESENCE

Five Action Items For Tourism Businesses



#1 Keep core facts accurate everywhere.

- **Claim & maintain profiles:** Google, Tripadvisor, Bing, Apple Maps & category-specific platforms.
- **Audit & update your listing details:** map pins, reservation links, hours, attributes, contact information and descriptions.
- Add your **social media profiles and new photos** to your Google Business Profile.



#2 Publish specific details that determine fit.

- ❑ **What do you have for ME?** Why are you a good fit for your top target audiences? Logistics, policies, insider tips and recommendations.
- ❑ **Question & Answer format** is particularly well-suited for details & easy to index.
- ❑ Utilize **schema markup** on your events calendars, menus and other details.



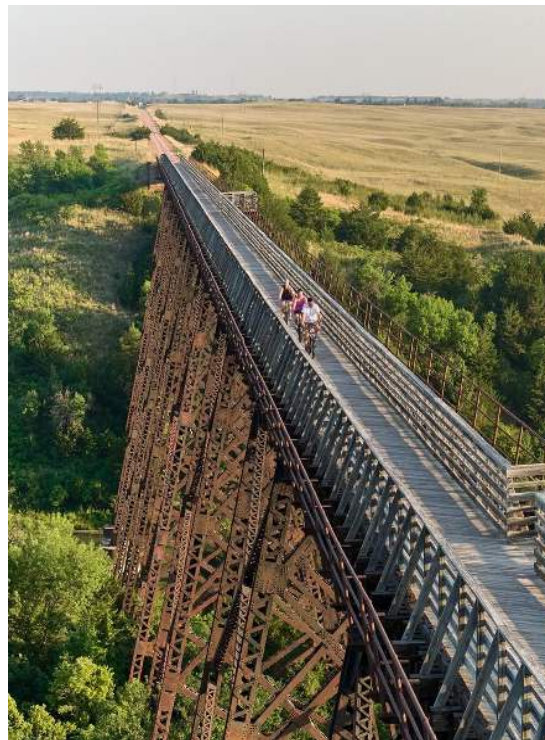
#3 Support recent customer proof points.

- ❑ **Invite customers to leave reviews.** Give them easy ways to do so and build it into internal process.
- ❑ **Respond to customer feedback** to demonstrate your level of service to future customers.
- ❑ Make it easy for customers to **tag you in social posts.**
- ❑ **Monitor the conversation** on other platforms.



#4 Share the experience with current visuals.

- ❑ **Refresh regularly:** Search & AI systems favor recent photos & video.
- ❑ **Feature what drives decisions:** Quality content inspires purchases & supports the facts – include a variety of perspectives.
- ❑ **Flag poor quality:** Google will remove customer photos that are blurry, irrelevant or offensive.



#5 Earn independent endorsement.

- ❑ **Pursue coverage** from local press, travel media, creators, partners, and relevant guides.
- ❑ **Give sources a real story:** a distinct experience, expert perspective or unusually useful detail.
- ❑ **Amplify with industry connections.** DMO products give travelers & AI a credible, locally grounded source.

Nebraska is actually a very good family-trip state, especially if your kids like animals, dinosaurs/fossils, trains, pioneer history or big outdoor spaces.



If I were narrowing it to the best things to do with kids, I'd start with these:

- **Omaha's Henry Doorly Zoo & Aquarium** – This is the standout. It has huge immersive exhibits, including an indoor rainforest, desert dome, aquarium/shark tunnel and nocturnal habitat. It can easily fill a full day, possibly two with younger kids. [Visit Nebraska +1](#)
- **The RiverFront in Omaha** – Excellent playground with the Old Market. You can also walk the Bo River between Nebraska and Iowa. [Visit Omaha](#) [Visit Nebraska](#)
- **Omaha Children's Museum** – Particularly good hands-on play and rotating exhibits. [Visit Nebraska](#)
- **Kiewit Luminarium in Omaha** – A newer hands-on science museum that is a good choice for somewhat older kids as well as elementary ages. [Visit Omaha](#)
- **Strategic Air Command & Aerospace Museum near Ashland** – Big aircraft and space exhibits; a great choice if anyone in the family is into planes.



Destination
Optimization
**What's
Next**

AI Looks at Your Full Digital Presence.

1. Keep core facts accurate everywhere.
2. Publish specific details that determine fit.
3. Support recent customer proof points.
4. Share the experience with current visuals.
5. Earn independent endorsement.

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DESTINATION OPTIMIZATION

Thank you!

