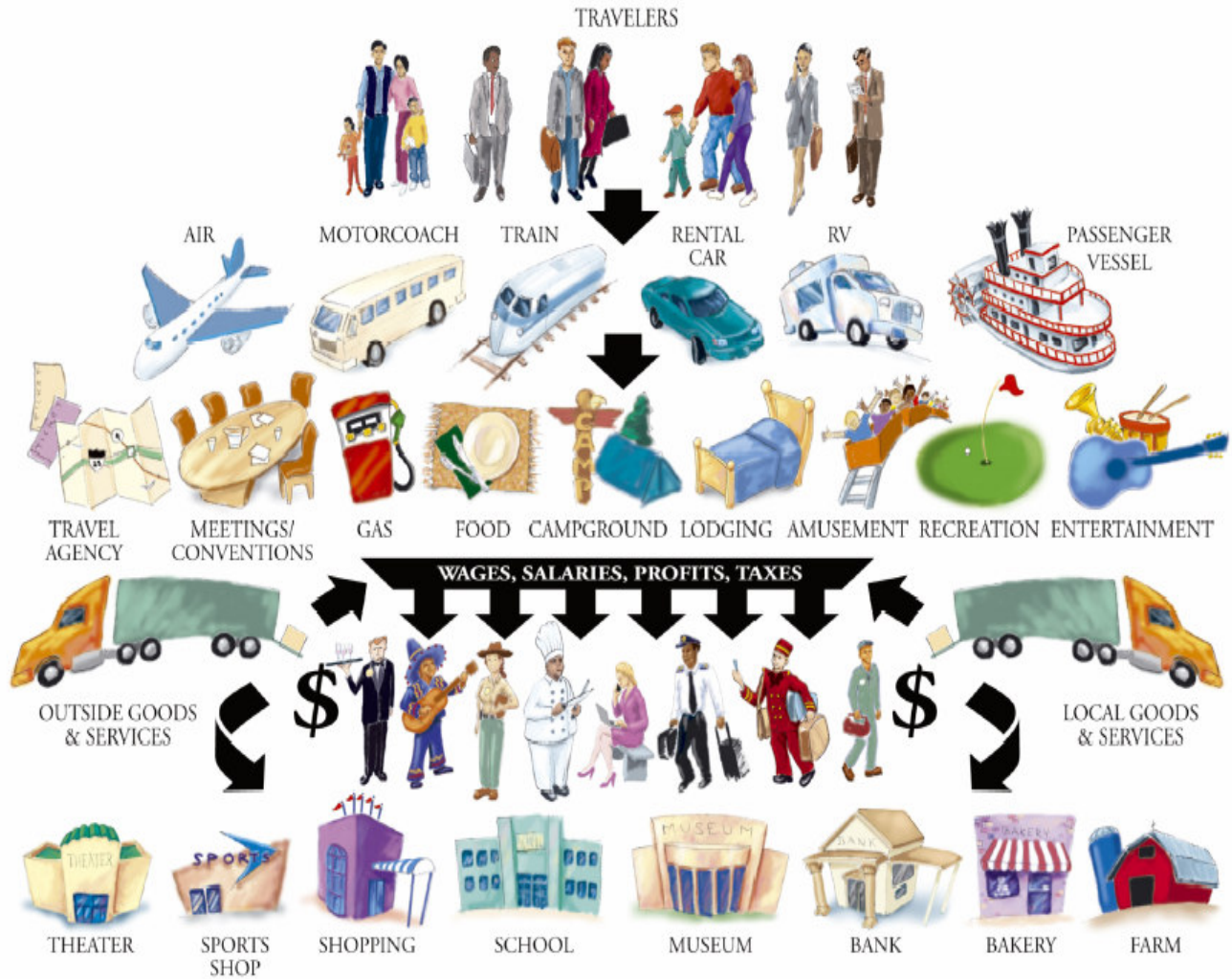


## NEBRASKA TRAVEL AND TOURISM FACTS

- Tourism is Nebraska's third largest earner of revenue from outside the state after agriculture and manufacturing.
- Travelers spent over \$2.9 billion in Nebraska during 2004 on trips away from home with overnight stays in paid accommodations and on day trips to places 100 miles or more away. Annual spending in Nebraska on these trips has increased by over \$1.3 billion since 1990.
- Over 43,000 jobs are attributable to travel spending in Nebraska.
- Each dollar spent by tourists in Nebraska is respent in the state to produce an additional \$1.70 in business and income, creating an overall economic impact of \$2.70.
- Nebraskans and visitors to Nebraska together made 19.6 million trips in the state in 2004 to destinations 100 miles or more away from home. For trips by visitors, the leading states of origin were, in order, Kansas, Iowa, Colorado, Missouri, South Dakota, Illinois, and Minnesota.
- The average nonresident traveling party visiting Nebraska by highway during the summer consists of 2.4 persons who stay 2.2 nights in the state and spend \$380. Over a third of the nonresident traveling parties go to attractions or events, and for each attraction or event visited, they average a half-day longer in Nebraska, spending an additional \$87.
- Among the nationally recognized and/or best attended Nebraska attractions in 2004 were: Agate Fossil Beds National Monument (15,000), Arbor Lodge State Historical Park (150,000), Ashfall Fossil Beds State Historical Park (20,000), Buffalo Bill Ranch State Historical Park (51,531), Cabela's in Sidney (1,508,058\*), Carhenge (36,000), Eugene T. Mahoney State Park (1,000,000), Fort Robinson State Park (352,064), Boys Town (98,700), Great Platte River Road Archway Monument (127,362), Harold Warp's Pioneer Village (48,469), Hastings Museum/Lied IMAX Theatre (82,567), Omaha's Henry Doorly Zoo (1,535,662), Homestead National Monument (46,986), Joslyn Art Museum (214,328\*), Lake McConaughy State Recreation Area (655,000), Museum of Nebraska History (28,298\*), Scotts Bluff National Monument (107,713), State Capitol (86,610—tours only), Strategic Air and Space Museum (182,736), Stuhr Museum of the Prairie Pioneer (70,000), and University of Nebraska State Museum (58,253). \*2003 Attendance
- Over 60 percent of the nonresidents visiting Nebraska during the summer stay at hotels or motels. The state has over 26,000 hotel, motel, and bed and breakfast rooms, which had an average annual occupancy rate of 55 percent in 2004 and offered the nation's 8th lowest average room costs.
- The total budget of the Nebraska Travel and Tourism Division in Fiscal Year 2004-05 was approximately \$3 million, compared to an average of \$12.8 million among all state travel offices. A one-percent lodging tax provides most of the revenue for the Division "to generally promote, encourage, and attract visitors to and within the State of Nebraska and enhance the use of travel and tourism facilities within the state."
- At the end of 2004, 61 of Nebraska's 93 counties had lodging taxes to collect revenues for promoting local travel and tourism. Including the highest concentrations of hotels, motels, and campgrounds in Nebraska, these 61 counties have over 98 percent of the state's total commercial lodging sales. In addition, at least 7 Nebraska cities have occupation taxes on lodging sales, with most using the proceeds for attraction development.

# HOW TOURISM DOLLARS ARE SPENT



## State and County Lodging Tax Collected for 2004

County	Rate	Total	County	Rate	Total	County	Rate	Total	County	Rate	Total
Adams	2.0%	\$69,495	Douglas	4.0%	3,879,182	Kimball	2.0%	19,053	Red Willow	2.0%	41,404
Box Butte	2.0%	33,767	Fillmore	2.0%	2,512	Knox	3.0%	20,978	Richardson	2.0%	6,054
Brown	2.0%	13,300	Frontier	2.0%	1,734	Lancaster	2.0%	872,222	Rock	2.0%	973
Buffalo	2.0%	297,094	Furnas	2.0%	2,981	Lincoln	2.0%	263,925	Saline	1.0%	5,908
Cass	4.0%	119,512	Gage	2-4%	81,337	Madison	4.0%	181,838	Sarpy	4.0%	296,344
Chase	2.0%	7,370	Garfield	4.0%	10,789	Merrick	2.0%	6,507	Saunders	2.0%	6,464
Cherry	2.0%	57,092	Hall	2.0%	215,740	Morrill	2.0%	4,900	Scotts Bluff	2-4%	195,657
Cheyenne	2.0%	102,032	Hamilton	2.0%	12,193	Nance	2.0%	2,100	Seward	2.0%	11,386
Colfax	2.0%	3,676	Harlan	2.0%	5,957	Nemaha	2.0%	9,957	Sheridan	2.0%	8,151
Custer	2.0%	17,859	Holt	2.0%	23,978	Nuckolls	2.0%	5,724	Sioux	2.0%	592
Dakota	4.0%	138,973	Howard	2.0%	4,749	Otoe	2.0%	77,203	Thayer	2.0%	5,827
Dawes	2.0%	53,773	Jefferson	2.0%	7,077	Pawnee	2.0%	777	Valley	2.0%	15,350
Dawson	4.0%	135,829	Johnson	2.0%	5,996	Phelps	2.0%	15,169	Washington	2.0%	12,798
Deuel	2.0%	7,739	Kearney	2.0%	7,321	Pierce	2.0%	2,388	Wayne	2.0%	10,217
Dodge	2.0%	62,625	Keith	2-4%	134,912	Platte	2.0%	75,082	Webster	2.0%	2,415
<b>State</b>	<b>1.0%</b>	<b>\$2,791,548</b>							York	2.0%	98,872
% of Annual Total		100.0%							<b>County Total</b>		<b>\$7,792,828</b>