



ANNUAL  
REPORT

FY 2023-24

*Making Northwest Nebraska a Destination.*

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# DAWES COUNTY TRAVEL BOARD

## BOARD OF DIRECTORS

**Drew Pope**  
Chairman

**Robyn Baquet**  
Vice-Chairman

**George Ledbetter**  
Treasurer

**Brandon Davenport**  
Secretary

**Janelle Winkelman**  
At-Large Member

**Stacy Swinney**  
At-Large Member

**Vic Rivera**  
Commissioner Member

## STAFF

Kerri Rempp, Director of Tourism

The board also worked with Rural Futures Institute Interns during the summer seasons of FY 22-23 and collaborated with the Chadron Chamber of Commerce for interns for the summer FY 23-24.

## Purpose

The purpose of the Dawes County Visitors Promotion Committee (also known as the Dawes County Travel Board) shall be generally to promote, encourage, and attract visitors to Dawes County and to promote and encourage use of the travel and tourism facilities within the county. And, the Dawes County Improvement and Promotion funds shall be used to improve the visitor attractions and facilities in Dawes County, except that no proceeds shall be used to improve facilities in which pari-mutual wagering is conducted. If the Travel Board determines that the visitor attractions are adequate and do not require improvement, the governing body of the county may use the Improvement Fund to promote, encourage, and attract visitors to Dawes County. It shall:

1. Prepare and submit to the County Commissioners a budget including anticipated receipts and disbursements for the period July 1 through June 30 of each year.
2. Carry out the planning and expenditure of monies, and with the approval of the Dawes County Commissioners as provided in the Nebraska Visitors Promotion and Improvement Act (NE R.R.S. 81-3717), to best encourage visits to the area.
3. Present to the Dawes County Commissioners, each month, financial reports and minutes of their meeting.
4. Design, contract, and distribute promotional material extolling the beauty, uniqueness and visitor attractions of the area.
5. Monitor and review any contract services to ensure quality and accuracy of materials
6. Consider and approve applications for any grants for any organizations interested in promoting tourism in the area.

# DAWES COUNTY TRAVEL BOARD

## Executive Summary

The tourism industry continues to be strong in Northwest Nebraska, as FY2023-24 saw an increase in lodging tax revenue for the area and an uptick in website traffic.

Northwest Nebraska purchased more than \$77,000 of advertising during the fiscal year and saw an increase in website traffic, and followers across social media and newsletter platforms. Nearly 40,000 visitors viewed pages on the Northwest Nebraska website more than 70,700 times. In addition, 354 travel guides were mailed to 34 U.S. states and three foreign countries based on those visits and other advertising directly linked to our purchases. Advertising by the Western Nebraska Tourism Coalition resulted in an additional 190 requests for travel guides from 33 U.S. states and two foreign countries.

Revenue in FY23-24 climbed more than \$8,100 from the previous year and became the second highest on record, and October 2023 set a record for that month's collections. Several other months ranked as either the second or third highest months on record.

Dawes County remains in the top 20 in the state for lodging tax collections and is one of only four counties in the top 20 with a population of under 10,000.

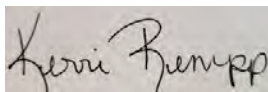
During the calendar year 2022, the latest available information, tourism contributed \$25.4 million in economic impact in Dawes County. Just over \$2.5 million was spent on retail, with another \$7.6 million on transportation. The remaining \$14.9 million was spent on leisure and hospitality activities. Tourism supported 221 jobs in 2022.

Detailed data for 2023 on the county level will be available later this year at <https://visitnebraska.com/nebraska-economic-impact-report-dashboard>. Historical data can also be reviewed at that link.

Dawes County increased its Promotion grant giving by \$3,409 over the previous fiscal year. Improvement grant giving decreased by \$36,455.

Finally, thanks to our partners in the lodging industry and the visitors to Northwest Nebraska. Promoting the region would not be possible without them!

Respectfully,



# DAWES COUNTY TRAVEL BOARD

## Financial Statements

### APPROVED PROMOTION GRANTS FY 2023-24

- Crawford Cattle Call - \$2,000 (2023 Event)
- Grey Eagle Warrior Challenge - \$2,000 (2023 Event)
- Harvest Moon Fall Festival - \$2,000 (2023 Event)
- Hereford Crossroads - \$1,000 (2023 Event)
- Pine Ridge Turkey Hunt - \$500 (2023 Event)
- Classics in the Park - \$2,343 (2024 Event)
- Crawford 4<sup>th</sup> of July - \$2,000 (2024 Event)
- Chadron Festival of Quilts - \$1,162.50 (2024 Event)
- Fur Trade Days - \$4,000 – (2024 Event)
- Peabody Hale Fiddle Contest - \$2,100 (2024 Event)
- Old West Trail Rodeo - \$4,500 (2024 Event)
- Sip Chadron - \$1,000 (2024 Event)
- Western Wildlife Art Show - \$5,000 (2024 Event)
- Northwest Nebraska Volksmarch - \$600 (2024 Event)

### APPROVED IMPROVEMENT GRANTS FY 2023-24

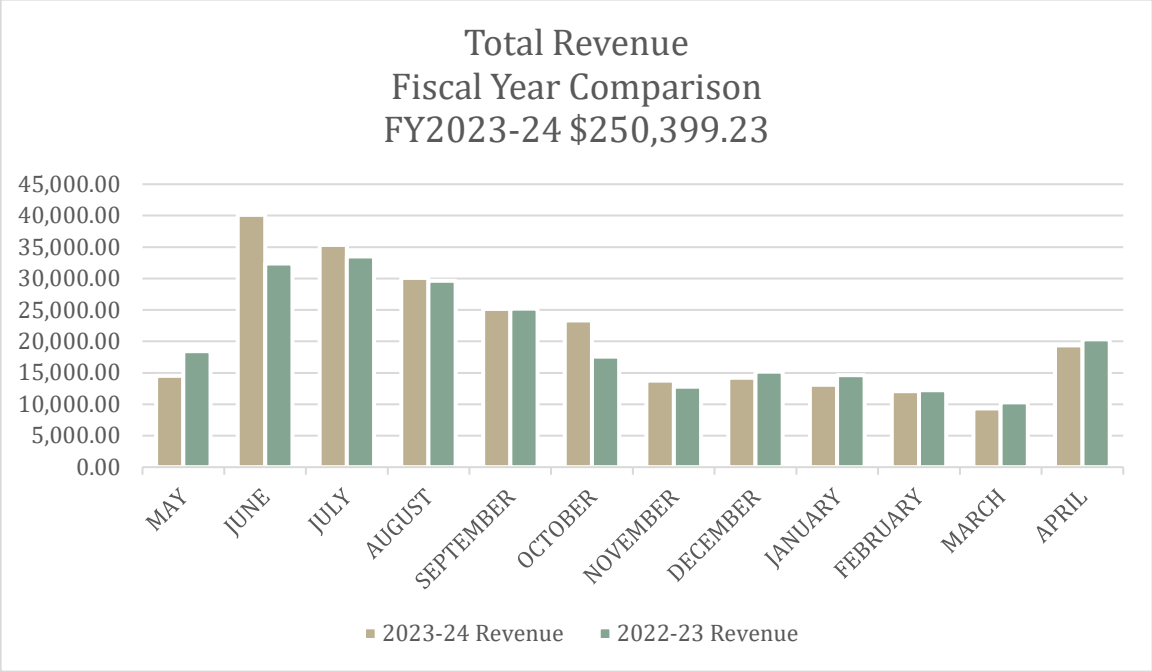
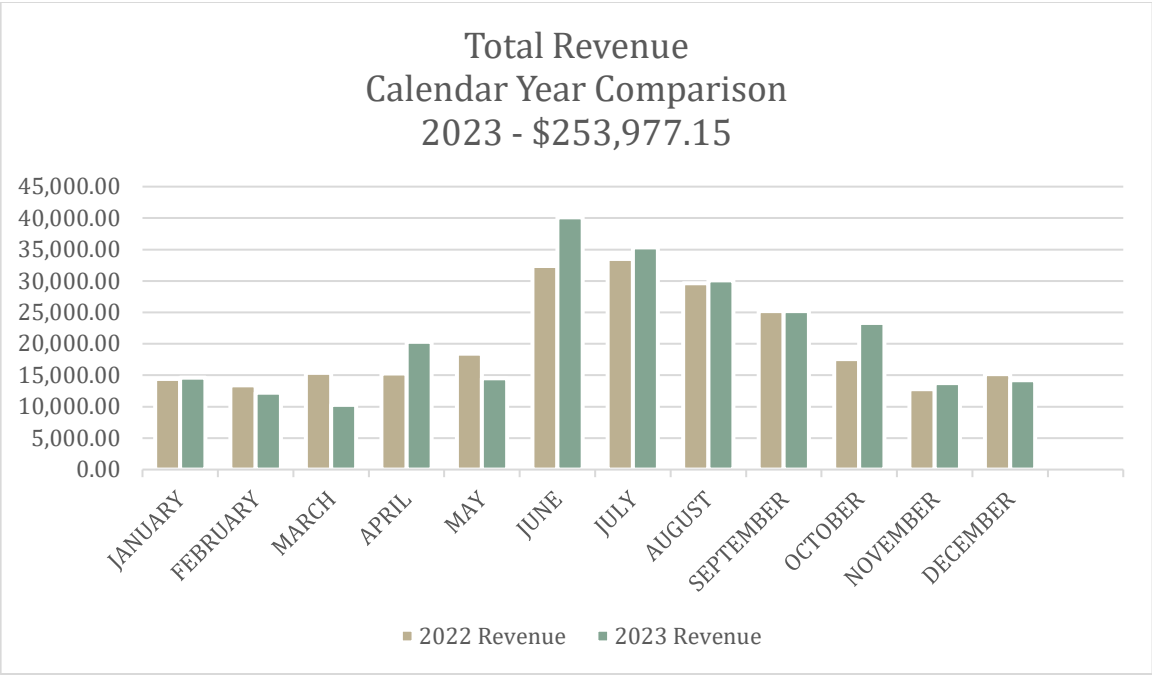
- Northwest Nebraska Development Corporation - \$6,344.36 (paid with Heartland Grant)
- Corn Valley 4-H Club - \$1,200
- Post Playhouse - \$25,000

### YEAR-TO-YEAR COMPARISON

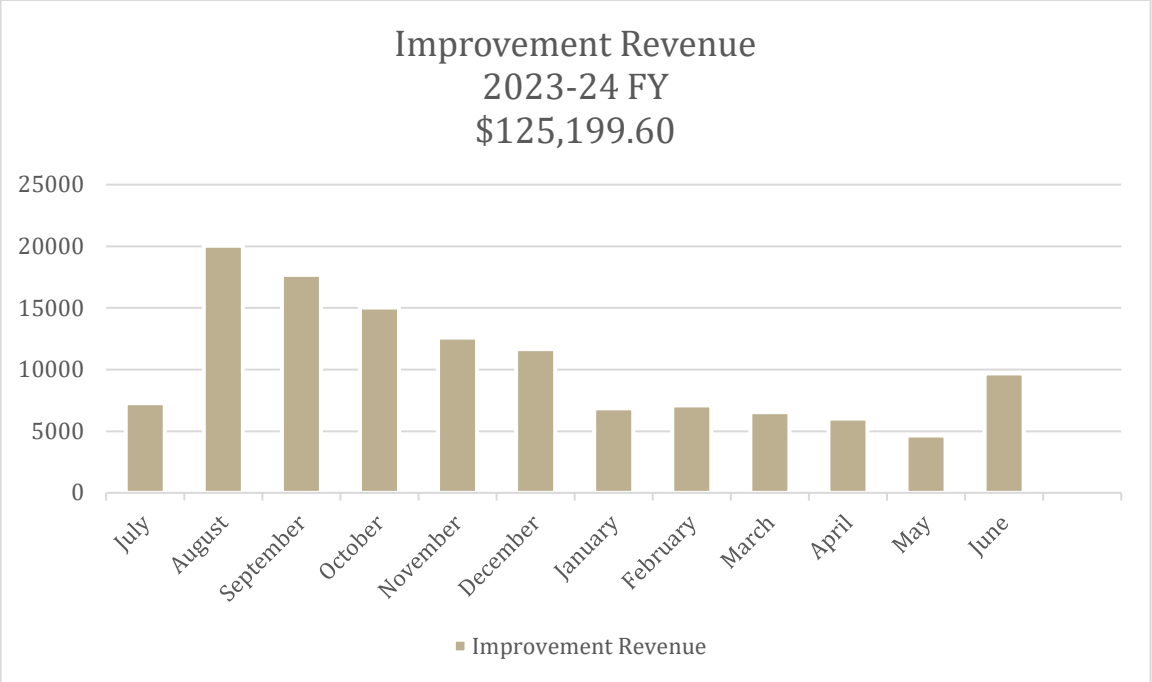
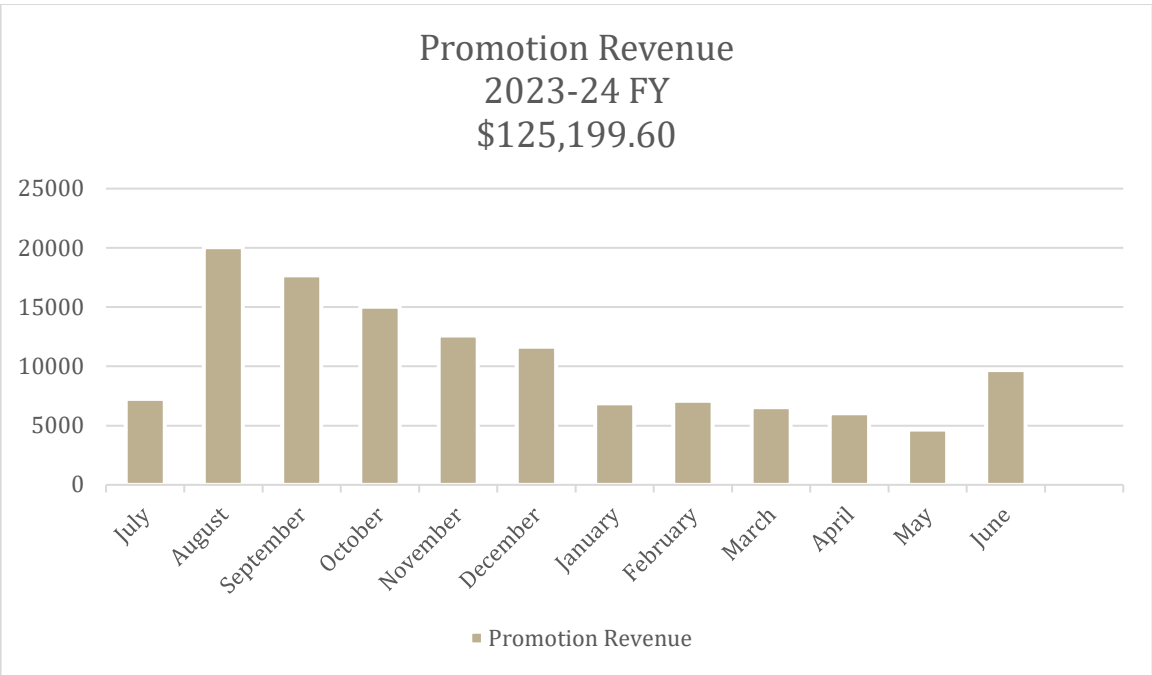
DESCRIPTION	PROMOTION	IMPROVEMENT
<b>2022-23</b>	\$26,796.50	\$69,000
<b>2023-24</b>	\$30,205.5	\$32,544.36
<b>Difference</b>	<b>\$3,409</b>	<b>(\$36,455.64)</b>

\*NOTE: The information on this page reflects grants approved during the fiscal year; it does not reflect grants that have been paid out. Some improvement grants are on multi-year agreements, while some promotion grants are approved in one FY and paid in the next FY.

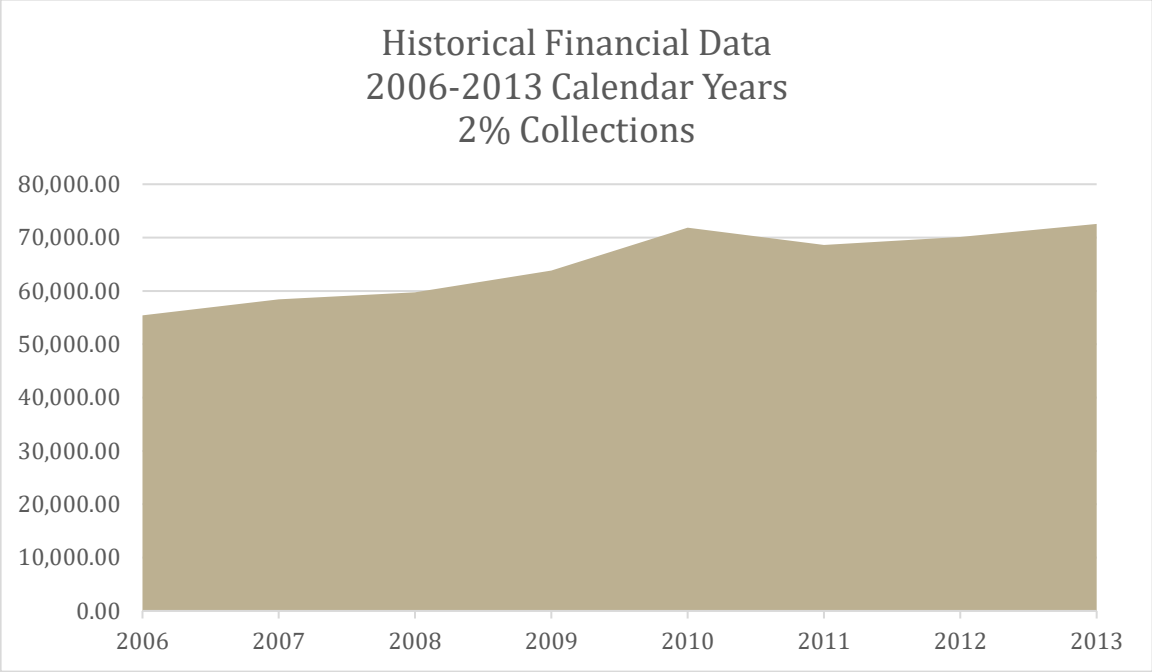
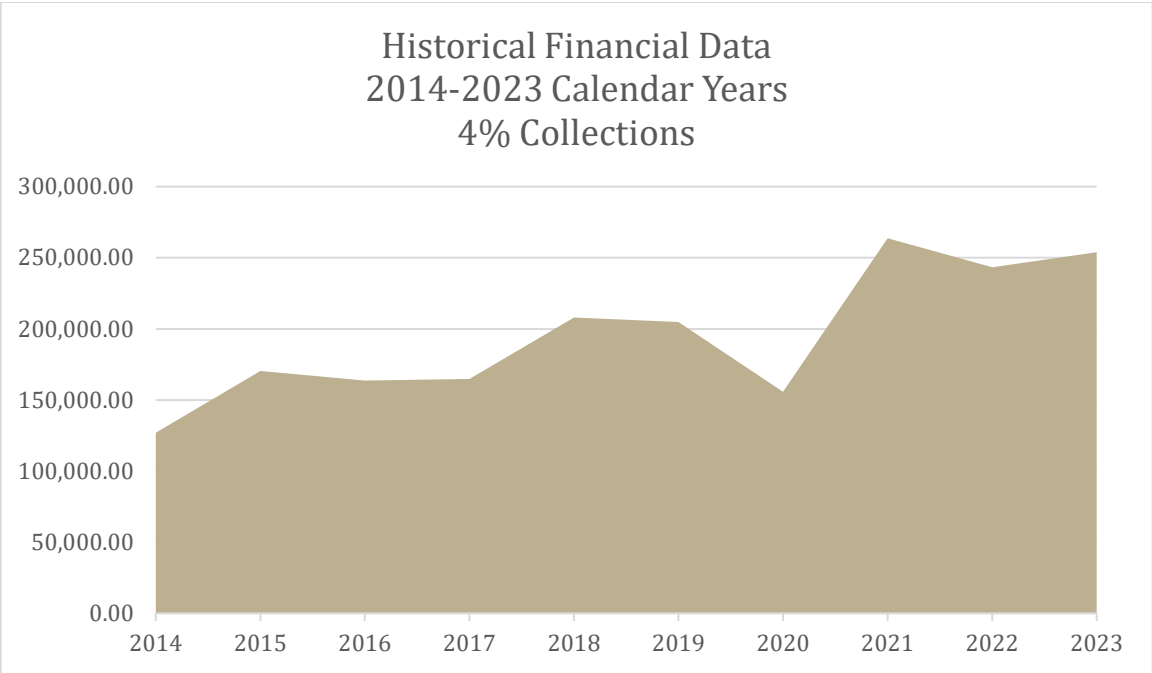
# DAWES COUNTY TRAVEL BOARD



# DAWES COUNTY TRAVEL BOARD

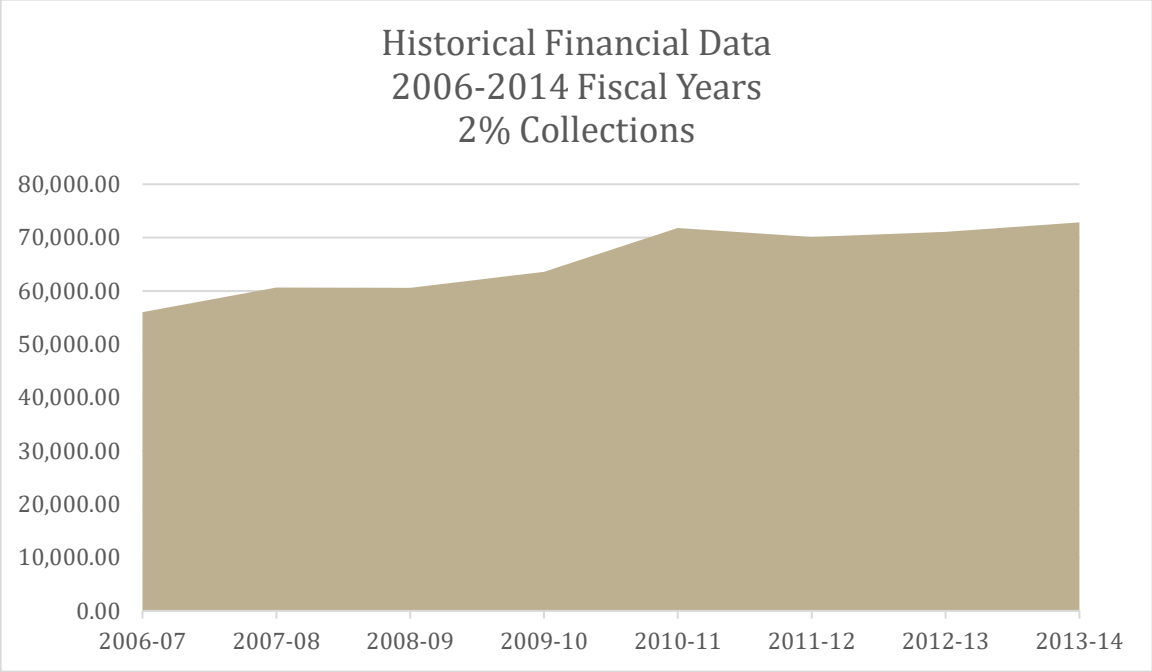
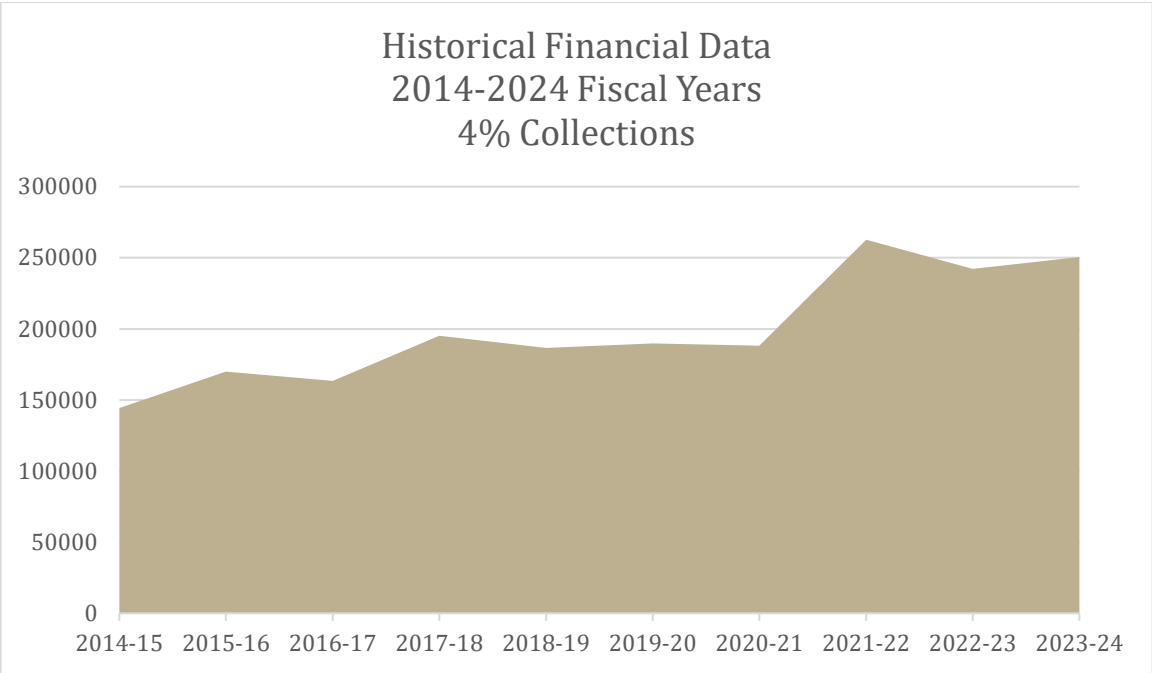


# DAWES COUNTY TRAVEL BOARD





# DAWES COUNTY TRAVEL BOARD



# DAWES COUNTY TRAVEL BOARD

## County-to-County Comparisons

Seventy-nine Nebraska counties collect lodging taxes. The vast majority impose a 4% tax on lodging; however, some counties collect only 2 or 3%. The top 20 collecting counties remained the same in 2023 as in 2022, though there was some movement within the list. Dawes County ranked 18<sup>th</sup> in lodging tax collection both years.

Of the counties in the top 20, only four – Keith, Cherry, Cheyenne and Dawes – have populations below 10,000, based on the 2020 Census. Only York County has a population between 10,000-15,000. Dawson, Cass, Dakota and Otoe counties have populations between 15,001-30,000, while the remainder of the top 20 have populations of more than 31,000.

County	2020 County Population	2022 Revenue	2023 Revenue
Douglas	584,526	10,079,110.24	11,430,151.02
Lancaster	322,608	4,250,158.96	4,652,258.11
Sarpy	190,604	1,902,157.54	1,992,343.56
Buffalo	50,084	1,681,912.40	1,773,233.40
Hall	62,895	1,232,651.25	1,367,251.16
Lincoln	34,676	1,204,341.43	1,270,173.06
Madison	35,585	494,078.04	615,730.37
Keith	8,335	557,814.14	579,229.15
Scotts			
Bluff	36,084	486,847.19	544,471.56
York	14,125	484,253.45	492,960.95
Platte	34,296	391,071.59	437,279.96
Cherry	5,455	362,690.25	390,515.63
Cheyenne	9,468	348,529.99	338,767.21
Dawson	24,111	332,293.58	330,352.76
Dodge	37,167	339,387.07	321,589.42
Adams	31,205	272,608.64	297,718.99
Dakota	21,582	257,087.30	285,723.72
Dawes	8,199	243,237.20	253,977.15
Cass	26,598	241,952.00	239,521.71
Otoe	15,912	185,909.86	226,948.57

# DAWES COUNTY TRAVEL BOARD

## Financial Summary

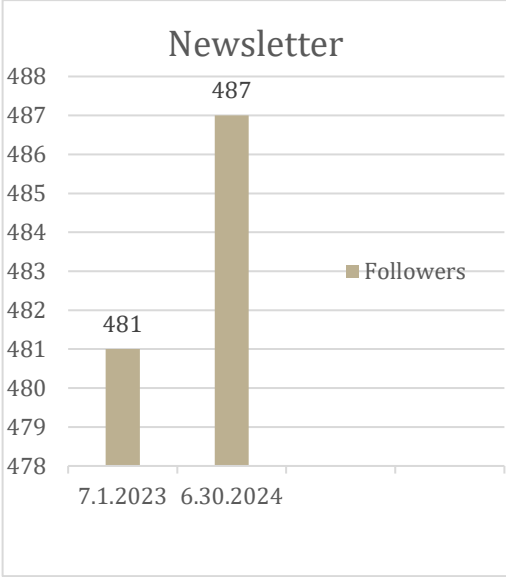
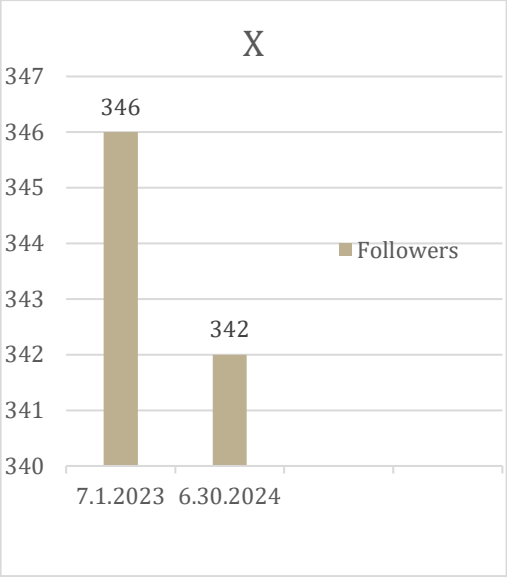
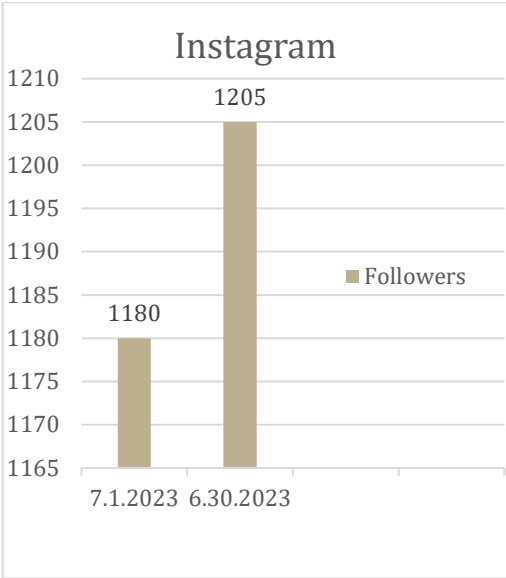
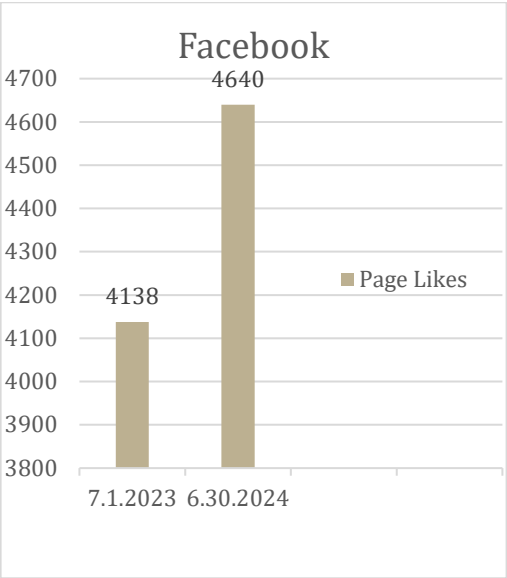
The Dawes County Travel Board is funded through revenues generated by a lodging tax on overnight accommodations, deposited in two funds. Lodging facilities remit this tax to the state, and the county receives revenues each month from the State of Nebraska. The revenues, however, are deposited two months in arrears. For example, revenue received in July represents lodging taxes collected in May. Other revenue in the FY2023-24 included reimbursement from Sioux County for joint marketing efforts in the amount of \$2,198.80, a \$25,000 marketing grant from the Nebraska State Tourism agency, a \$11,422.91, grant from Rural Prosperity and \$11,060 in travel guide advertising sales. (These figures are included in the Revenues category below).

In addition to the grants listed on Page 3, the Dawes County Travel Board's expenses can be broken into the following general categories: General Operational Expenses, Conferences/Shows/Travel, Advertising/Promotion. Expenses include salary and benefits for a full-time director, summer intern salaries and other operational expenses, while Advertising/Promotion includes all advertising as well as promotional efforts such as brochures, maps and other products and hosting writers or other Familiarization Tours. The director attends area events, distributes magazines, maps and brochures and traditionally attends travel shows to promote the region annually. Most of the expenses for attendance at the National Western Stock Show in Denver, Colo., are reimbursed by the Western Nebraska Tourism Coalition. The Dawes County Travel Board fully funds the cost to have the director and volunteers attend the Omaha International Sports & Travel Show and the La Crosse Sport Show. In addition, the director attends the Nebraska State Tourism Conference, Brochure Swap and Western Nebraska Tourism Coalition meetings.

Quarter One	Expenses*	Salaries/Benefits	Total Expenses	Total Revenues
	*Excluding Salary/Benefits			
FY 2022-23	\$64,621.53	\$16,388.08	\$81,009.61	\$84,353.79
FY2023-24	\$62,451.94	\$17,721.82	\$80,173.76	\$93,323.45
<b>Quarter Two</b>				
FY 2022-23	\$29,040.71	\$18,808.10	\$47,848.81	\$86,328.27
FY2023-24	\$48,221.53	\$19,230.20	\$67,451.73	\$97,836.08
<b>Quarter Three</b>				
FY 2022-23	\$31,968.12	\$17,398.66	\$49,366.78	\$45,137.05
FY2023-24	\$45,281.51	\$18,196.02	\$63,477.53	\$43,510.16
<b>Quarter Four</b>				
FY 2022-23	\$56,502.42	\$17,434.40	\$74,036.82	\$49,172.89
FY2023-24	\$34,883.66	\$18,073.71	\$52,557.37	\$65,761.25
<b>22-23 TOTALS</b>	<b>\$182,132.77</b>	<b>\$70,029.24</b>	<b>\$252,262.02</b>	<b>\$264,992.00</b>
<b>23-24 TOTALS</b>	<b>\$190,838.64</b>	<b>\$73,221.75</b>	<b>\$263,660.39</b>	<b>\$300,430.94</b>

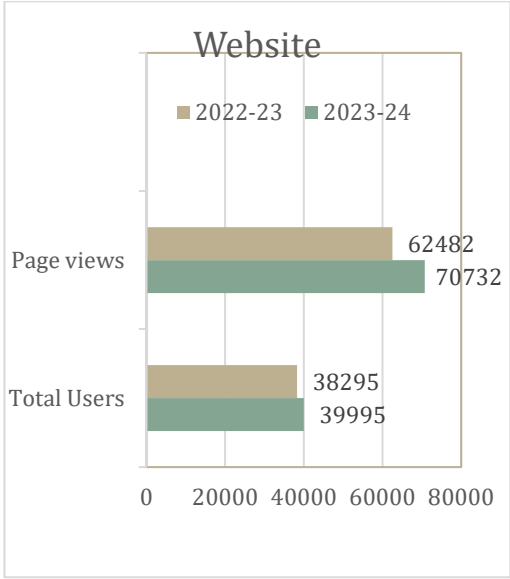
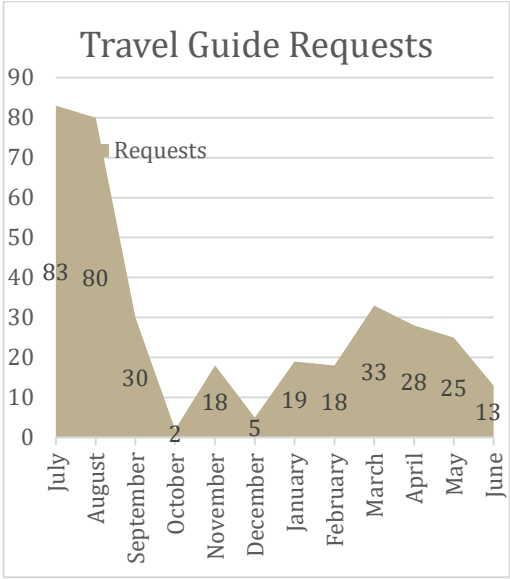
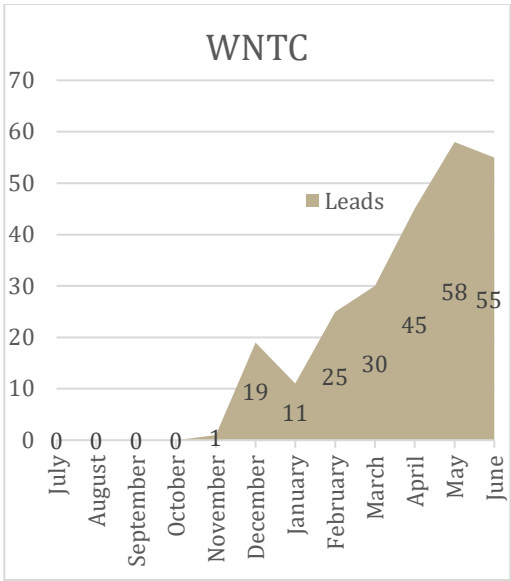
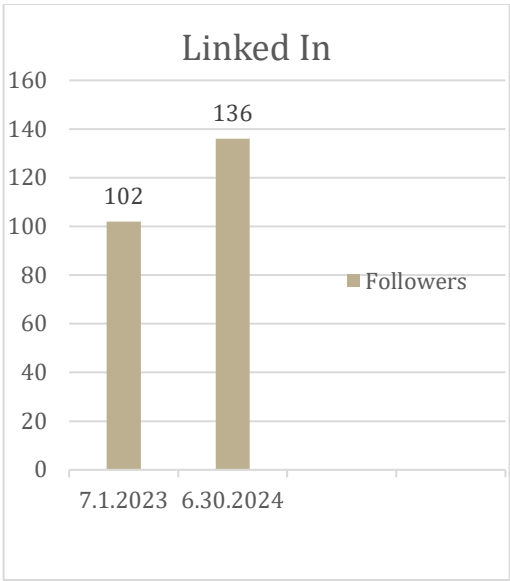
# DAWES COUNTY TRAVEL BOARD

## Outreach



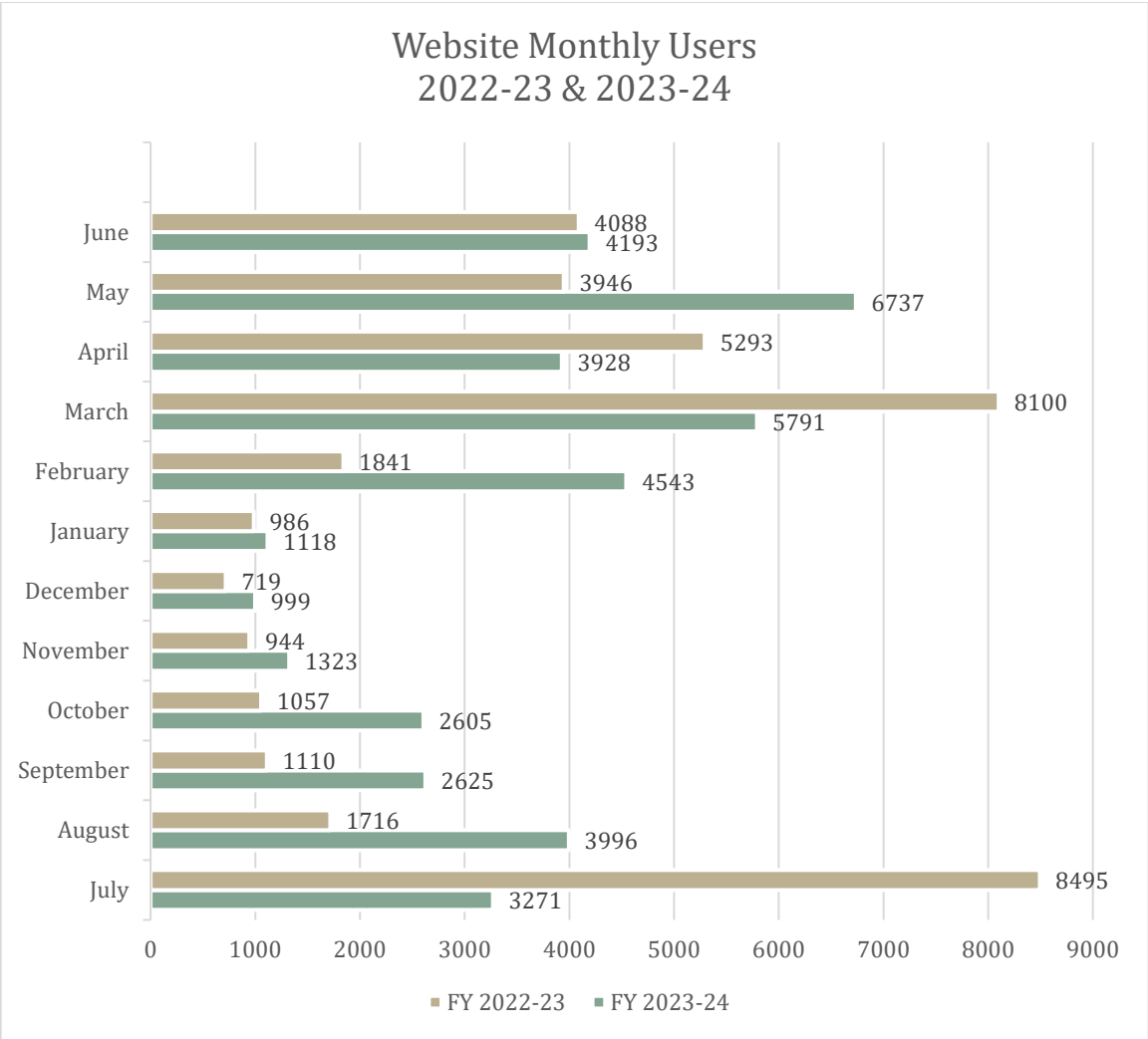
NOTE: With the change to X, Northwest Nebraska has essentially stopped posting to what was known as Twitter as the platform no longer allows us to schedule posts.

# DAWES COUNTY TRAVEL BOARD

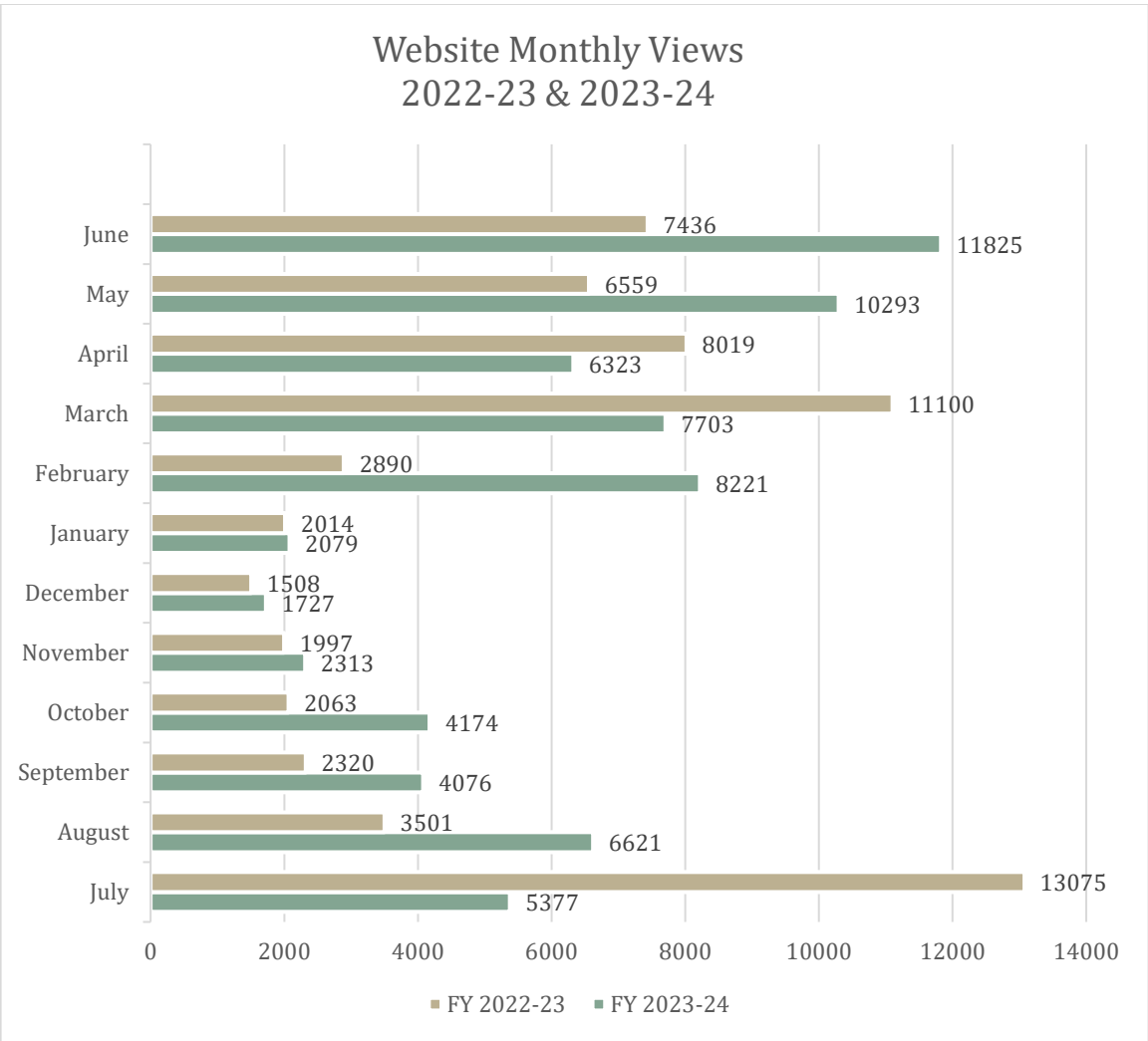


NOTE: WNTC Lead numbers for July through November were unavailable due to staff turnover at Support Services.

# DAWES COUNTY TRAVEL BOARD



# DAWES COUNTY TRAVEL BOARD



## Traditional Media

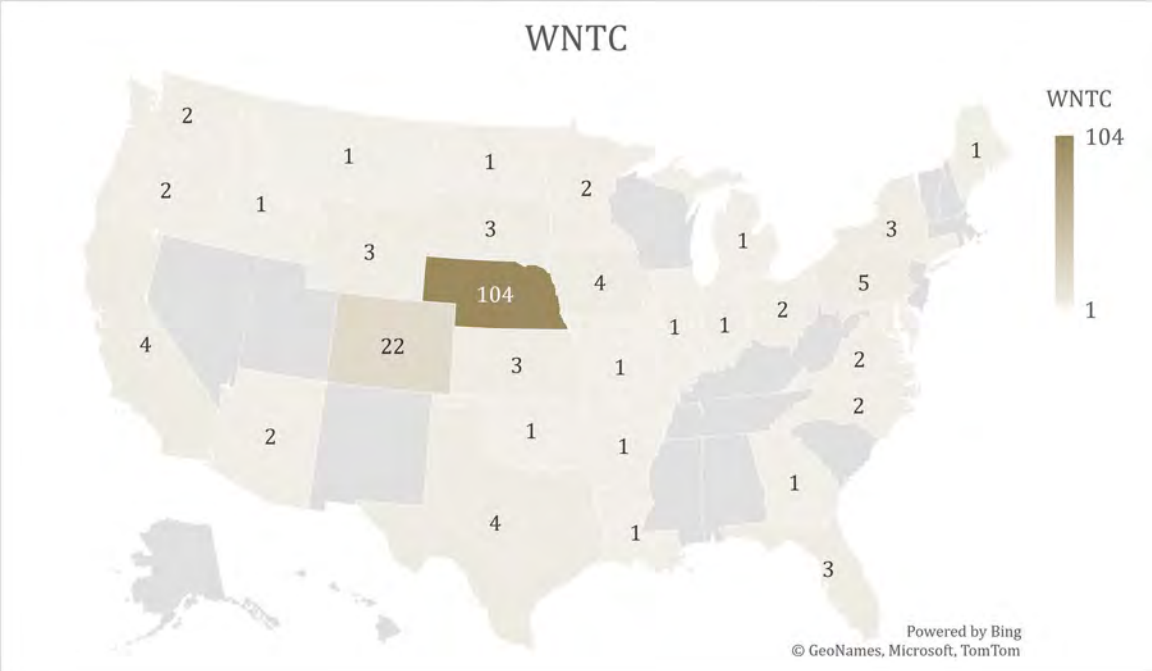
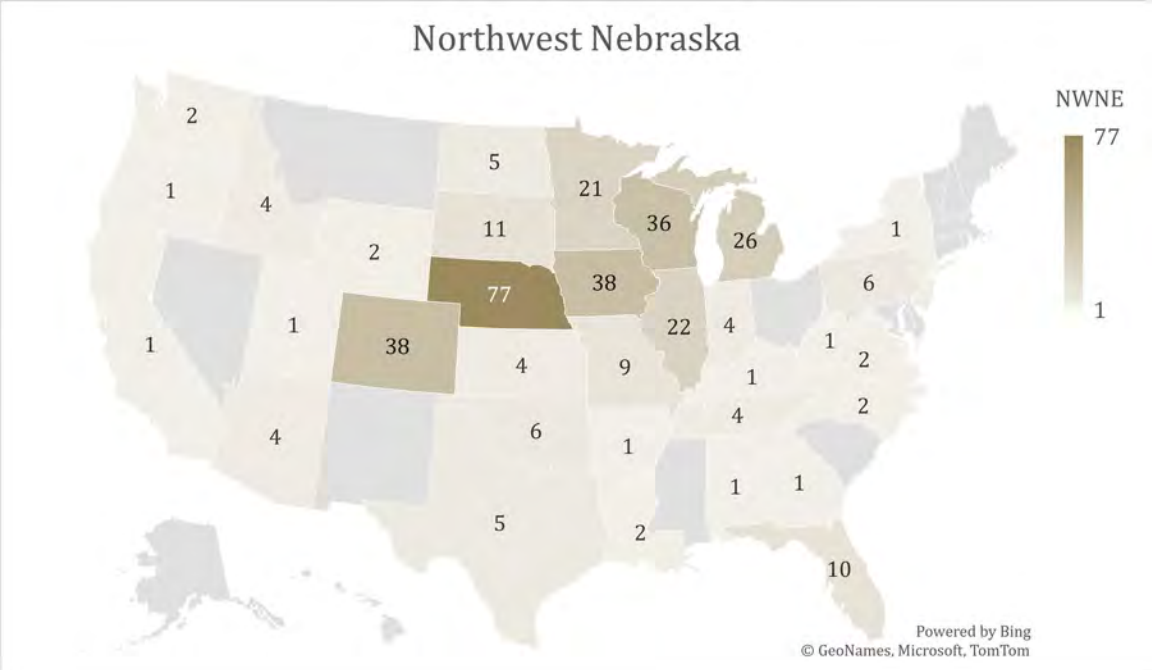
Northwest Nebraska Tourism has also been the focus of several media mentions in more traditional outlets, such as radio, newspaper and its own Loose Gravel blog, hosted on [discoverNWNebraska.com](http://discoverNWNebraska.com).

- Director Appearances on Sound-off & Community Focus on KCSR/KBPY monthly
- Three KCSR interviews: State Tourism Grant, Passport Stops, Treasure Chest/Awards
- Chadron Record: City-wide Garage Sales, Treasure Chest
- Loose Gravel Blog Stories (monthly), some of which were published by media outlets.
- Issued 9 Press Releases



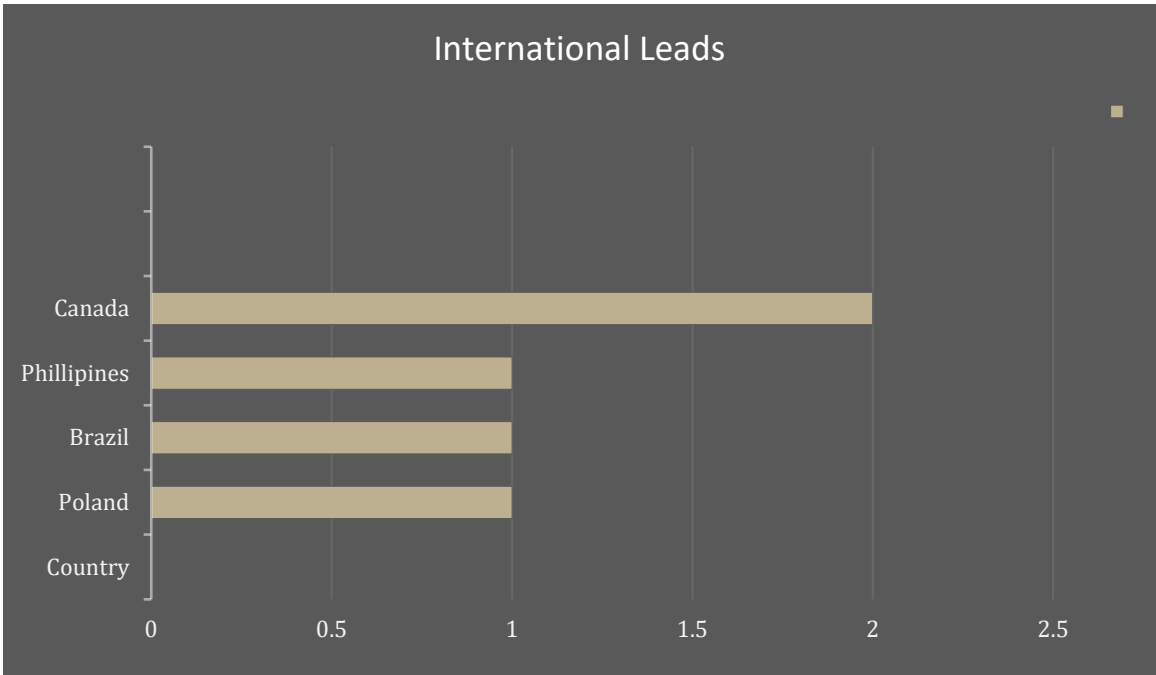
# DAWES COUNTY TRAVEL BOARD

## Leads



**NOTE:** Leads are calls or emails to ask for a travel guide.

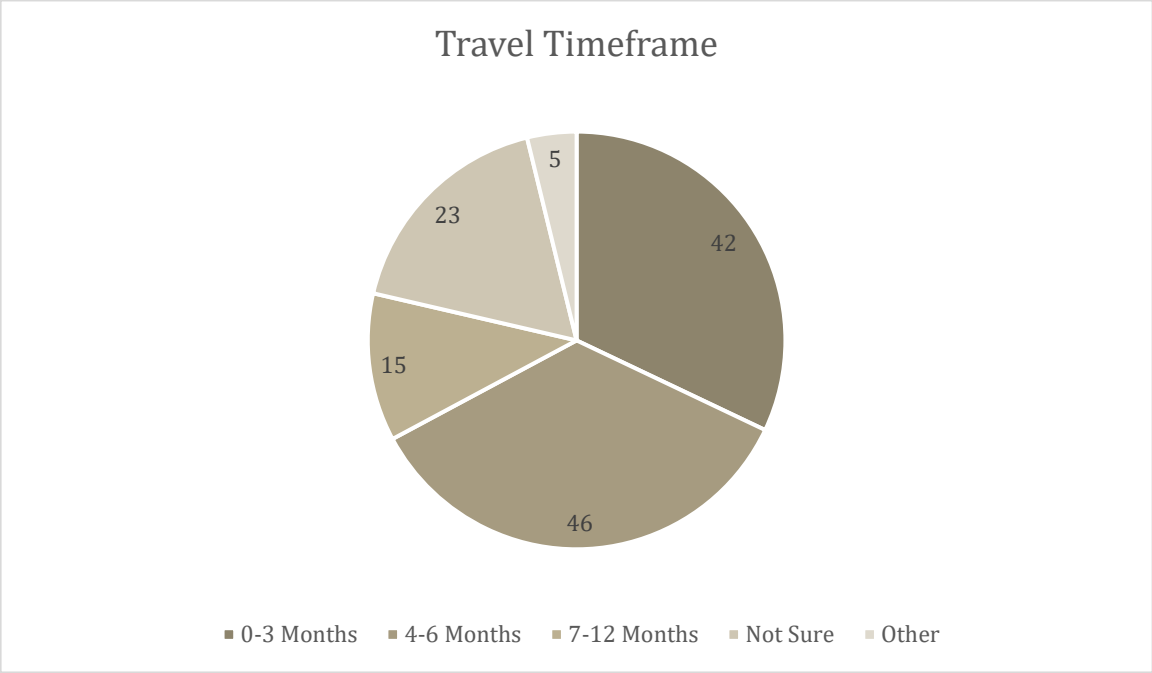
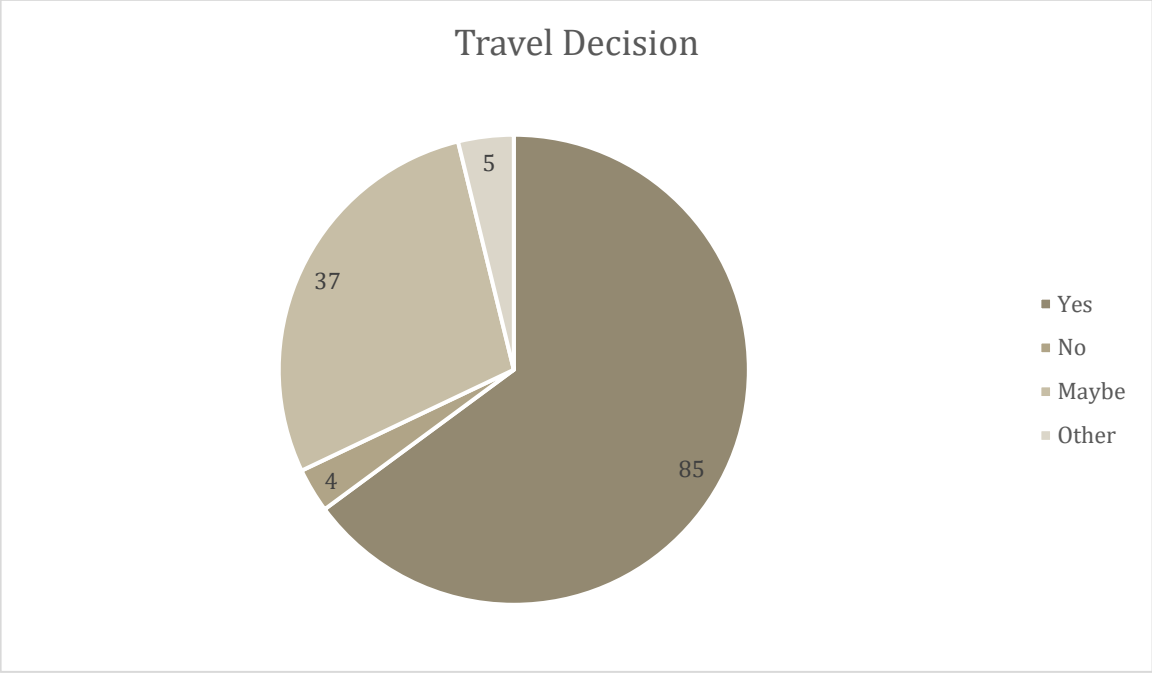
# DAWES COUNTY TRAVEL BOARD



**NOTE:** International leads represent combined requests directly to Northwest Nebraska and from Western Nebraska Tourism Coalition.

# DAWES COUNTY TRAVEL BOARD

Visitors who requested a travel guide online at [discovernwnebraska.com](http://discovernwnebraska.com) were asked if they had made a travel decision and when they expected to visit Northwest Nebraska. The following charts break down that data set based on those answers.



# DAWES COUNTY TRAVEL BOARD



# DAWES COUNTY TRAVEL BOARD

## Visitors

During FY23-24, the Dawes County Travel Board signed a two-year agreement with Placer Labs. The agreement allows us access to a database of anonymous cell phone data to determine visitor trends.

Placer's Travel & Tourism portal lets us compare year-to-year by city and county and see data that includes the number of overnight visitors (one visit/month counted by the same visitor), visit nights, spending potential, ages, household income, nights spent and home location.

From July 1, 2023, to May 31, 2024 (June data not yet available), Chadron, Crawford and Harrison all attracted visitors that stayed mostly 1-2 days, followed by 3-7-day trips. The most common age to visit all three cities was the 41-54-year-old age group, followed by 31-40, under 30 and over 55. Whitney followed the same trend for visit length, but attracted more visitors in the 31-40 age group, followed by 41-54.

During the period of July 1, 2023, to May 31, 2024, the city of Chadron saw a 5.9% increase year-over-year in visitors. Chadron saw 68,600 visitors for a total of 149,100 visit nights with a spending potential of \$24.4 million. During the previous year (July 1, 2022, - May 31, 2023), Chadron had 64,800 visitors for 137,800 visit nights with a spending potential of \$22.7 million.

The top 15 states visitors to Chadron were from were: (prior year):

- |                        |                    |                            |                  |
|------------------------|--------------------|----------------------------|------------------|
| 1. Nebraska            | 2. Colorado        | 3. South Dakota            | 4. Wyoming       |
| 5. Kansas (Minnesota)  | 6. Iowa (Texas)    | 7. Arizona (Montana)       | 8. Texas (Iowa)  |
| 9. California (Kansas) | 10. Minnesota (CA) | 11. North Dakota (AZ)      | 12. Montana (ND) |
| 13. Wisconsin (NM)     | 14. Missouri       | 15. Washington (Wisconsin) |                  |

From July 1, 2023, to May 31, 2024, the city of Crawford had 5,400 overnight visitors, which was down 11.8% from the prior year. Those visits represented 13,400 visit nights and \$2.1 million in spending potential. During the previous year (July 1, 2022, - May 31, 2023), Crawford had 6,200 visitors for 16,700 visit nights with a spending potential of \$2.7 million.

The top 15 states visitors to Crawford were from were: (prior year):

- |                        |                        |                                   |                   |
|------------------------|------------------------|-----------------------------------|-------------------|
| 1. Nebraska            | 2. Wyoming             | 3. Colorado                       | 4. South Dakota   |
| 5. Iowa (Kansas)       | 6. Indiana (Minnesota) | 7. Texas                          | 8. Kansas (Idaho) |
| 9. West Virginia       | 10. Montana (Indiana)  | 11. Pennsylvania (WI)             | 12. Missouri (PA) |
| 13. Idaho (California) | 14. Ohio (Utah)        | 15. South Carolina (North Dakota) |                   |

# DAWES COUNTY TRAVEL BOARD

From July 1, 2023, to May 31, 2024, the village of Harrison had 1,900 overnight visitors, which was basically equal to the prior year. Those visits represented 3,900 visit nights and \$636,600 in spending potential. During the previous year (July 1, 2022, - May 31, 2023), Harrison again had 1,900 visitors but with fewer visit nights at 3,600 and a spending potential of \$534,800.

The top 15 states visitors to Harrison were from were: (prior year):

- |                             |                      |                              |                      |
|-----------------------------|----------------------|------------------------------|----------------------|
| 1. Nebraska                 | 2. Wyoming           | 3. South Dakota (TN)         | 4. Colorado (MO)     |
| 5. Wisconsin (South Dakota) | 6. Utah (California) | 7. Idaho (Minnesota)         | 8. California (Iowa) |
| 9. Iowa (North Carolina)    | 10. Tennessee (MT)   | 11. Indiana (Colorado)       | 12. Washington (OK)  |
| 13. Arizona (Georgia)       | 14. Arkansas (ND)    | 15. West Virginia (Michigan) |                      |

From July 1, 2023, to May 31, 2024, the village of Whitney had 494 overnight visitors, up 2% from prior year, for a total of 2,000 visitor nights and a spending potential of \$326,600. Only 10 states were registered as being the home locations of visitors during that period, and during the prior year, only six states registered in the data. During the prior year, the overnight visitors totaled 485 for 2,000 visitor nights and a spending potential of \$376,300.

The top visiting states to Whitney were: (prior year):

- |                     |                  |                 |                    |
|---------------------|------------------|-----------------|--------------------|
| 1. Colorado (Texas) | 2. Wyoming       | 3. Nebraska     | 4. Utah (Colorado) |
| 5. Texas (New York) | 6. New York (SD) | 7. South Dakota | 8. Nevada          |
| 9. Oklahoma         | 10. North Dakota |                 |                    |

On a county-wide basis, Dawes County had 115,200 visitors from July 1, 2023, to May 31, 2024, an increase of 5.4% over the previous year. They stayed 257,100 nights with a spending potential of \$42.9 million. Sioux County, during that same period saw a 6.9% increase in visitors to 10,600 for 25,300 visit nights with a spending potential of \$4.2 million. The patterns on length of stay and ages matched that of the Crawford, Chadron and Harrison data.

The top 15 states visitors to Dawes County were from were: (prior year):

- |                         |                       |                           |                       |
|-------------------------|-----------------------|---------------------------|-----------------------|
| 1. Nebraska             | 2. Colorado           | 3. South Dakota           | 4. Wyoming            |
| 5. Iowa (Minnesota)     | 6. Arizona (Texas)    | 7. Kansas (Iowa)          | 8. Texas (Kansas)     |
| 9. California (Montana) | 10. Montana (Arizona) | 11. Missouri (California) | 12. North Dakota (WI) |
| 13. Wisconsin (ND)      | 14. Minnesota (MO)    | 15. Utah (New Mexico)     |                       |

# DAWES COUNTY TRAVEL BOARD

The top 15 states visitors to Sioux County were from were: (prior year):

- |                           |                     |                         |                      |
|---------------------------|---------------------|-------------------------|----------------------|
| 1. Nebraska               | 2. Wyoming          | 3. Colorado (SD)        | 4. South Dakota (CO) |
| 5. Arizona                | 6. Minnesota (Iowa) | 7. Iowa (Minnesota)     | 8. California        |
| 9. Tennessee (New Mexico) | 10. Florida         | 11. Utah (Texas)        | 12. Texas (PA)       |
| 13. New York (Missouri)   | 14. Michigan (NC)   | 15. Indiana (Tennessee) |                      |

The Placer data can be used to analyze visitor trends down to zip code, if we desire. It also allows us to draw boundaries around specific locations, such as a museum or the location of a festival, to come up with estimated attendance, traffic patterns and counts, along with heat maps of home locations. Discover Northwest Nebraska can provide reports on sites or festivals upon request to operators and organizers.

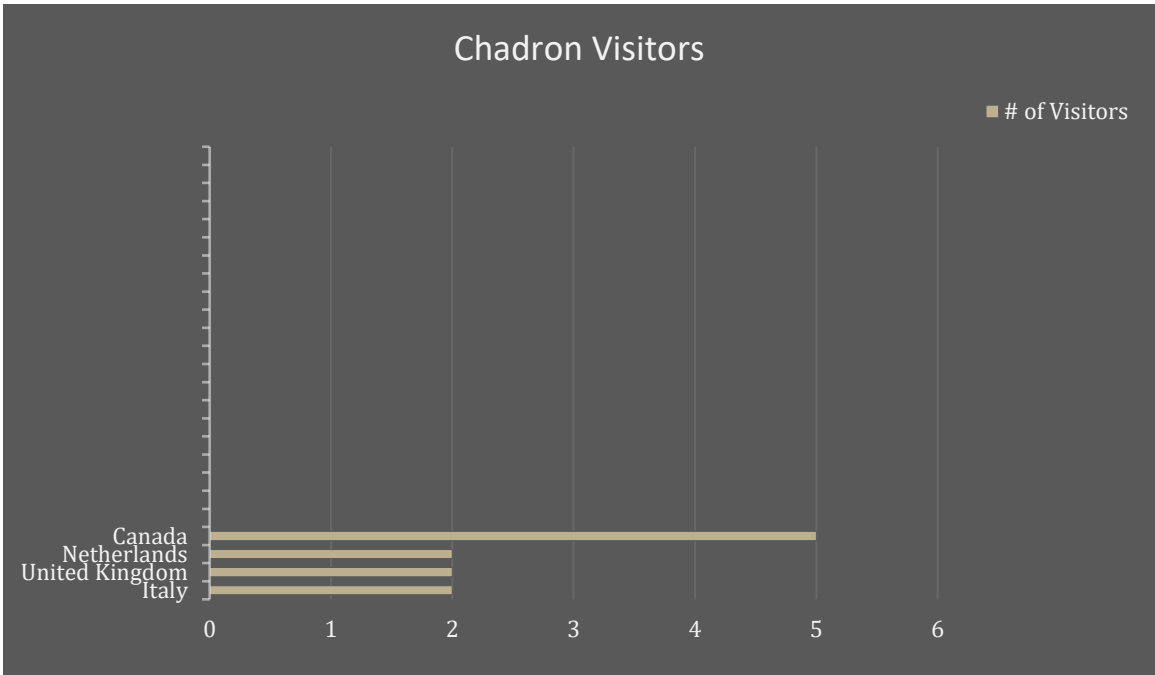
In addition, Northwest Nebraska tracks the number of visitors at each of the tourism centers.

The Chadron Visitors maps represent visitors to the Chadron Chamber of Commerce & Visitors Bureau from July 1, 2023 – June 30, 2024. During the fiscal year, we changed how we sought information, asking for the number of people in the visiting party instead of an email address. This will allow us to better track the actual number of visitors to the center. There were 257 people from 33 U.S. States and four foreign countries represented on the logs for the fiscal year, along with nine visitors whose home location was not identifiable. The actual final number is likely different, as we made the change in the log forms mid-way through the year.

The Crawford Visitors maps represent visitors to the Crawford Tourism Booth from July 1, 2023 – June 30, 2024. 313 signatures from 35 states and 9 countries were included on the guest log. There were also 25 signatures with unknown state/country origins. Additionally, tourism staff during that time period counted 588 people.

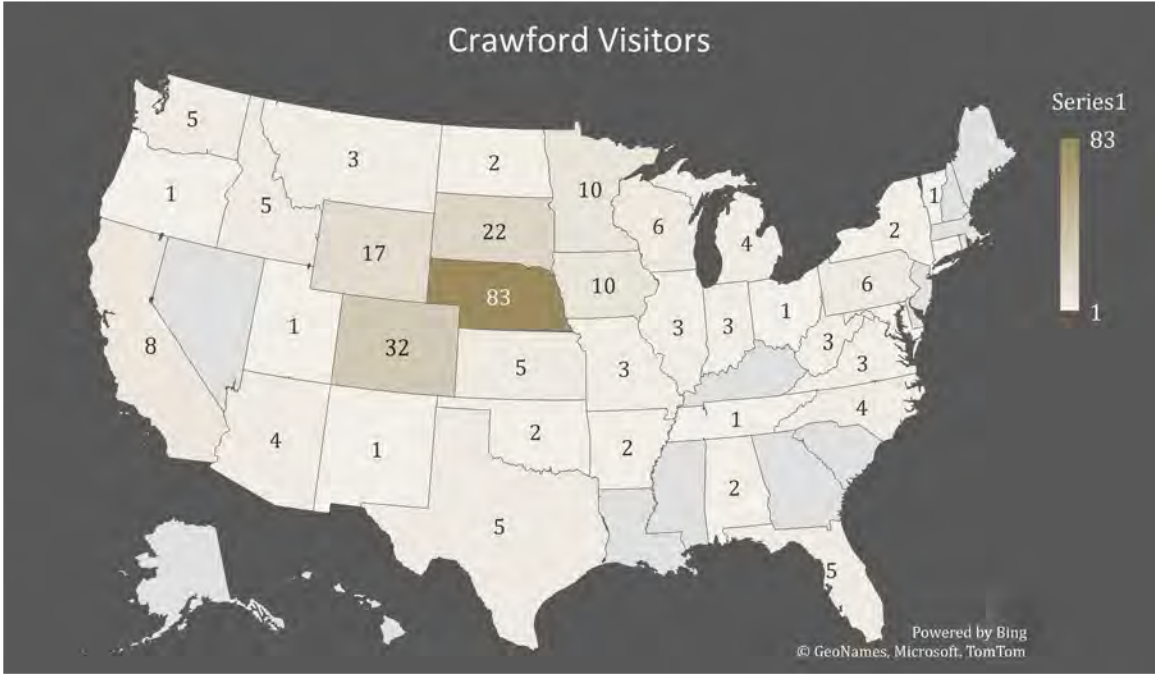
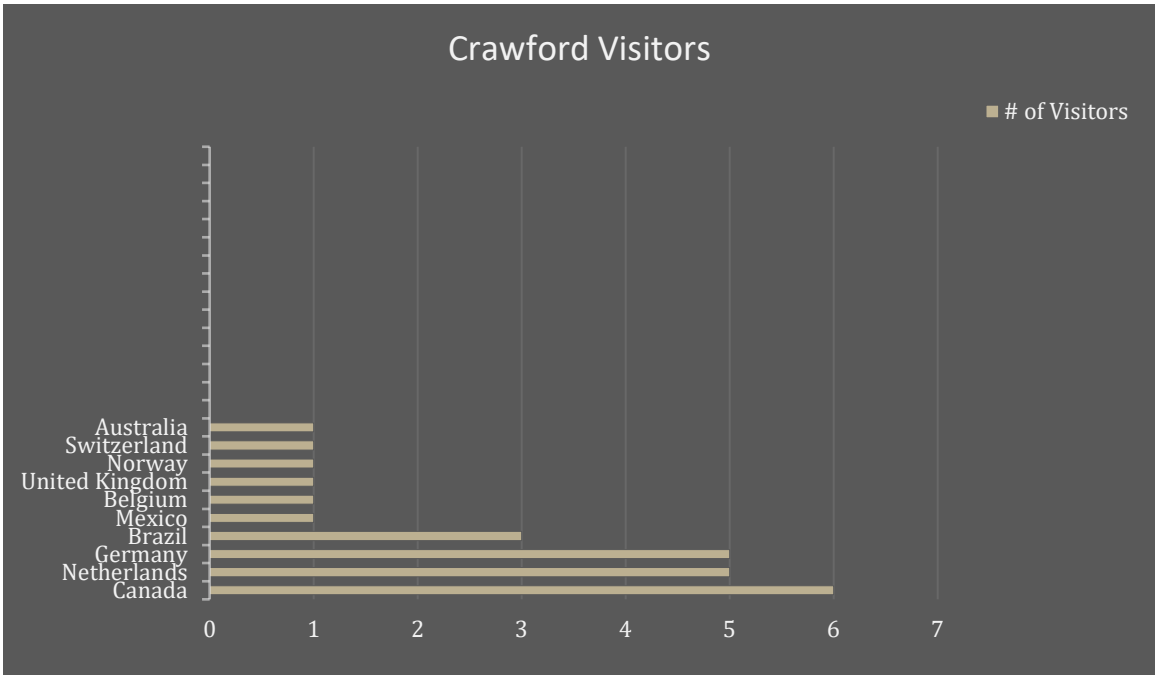
The home locations of the visitors to the two tourism centers are mapped on the following pages, with an international chart and a U.S. map.

# DAWES COUNTY TRAVEL BOARD





# DAWES COUNTY TRAVEL BOARD



# DAWES COUNTY TRAVEL BOARD

## Advertising

The primary function of the Dawes County Travel Board is to promote Northwest Nebraska as a tourist destination, and advertising plays a key role in accomplishing that goal. In 2023-24, the Dawes County Travel Board purchased more than \$77,260 of advertising across a diverse number of mediums. A grant from State Tourism reimbursed Dawes County for \$21,250 of its advertising expenses.

HomeSlice Media Group serves as the advertising agency for Northwest Nebraska Tourism, coordinating all of the digital advertising and some print advertising.

Homeslice purchased the following traditional media advertising products with a circulation reach of 460,000 in 2023-24:

- Nebraska Game Guides
- Nebraskaland Magazine

Homeslice also coordinated digital advertising that delivered more than 3.8 million impressions 24,941 clicks through to the website. That advertising included ads on the Google Display Network and across social media platforms, including Facebook and Instagram.

Northwest Nebraska's digital campaigns are divided as follows:

- DMC 1 – Iowa, Missouri, Kansas, Wisconsin: Advertising in this new market began in the spring of 2023 with a total buy of \$19,250 planned through April 2024. \$16,000 of the cost was reimbursed through a State Tourism grant in FY23-24.
- DMC 1B – Kansas and Wisconsin: As part of a State Tourism grant awarded in February 2024, we narrowed DMC1 to Kansas and Wisconsin based on the performance of our previous marketing in that area. The buy will total \$10,000 between February 2024 and April 2025, with 50% to be reimbursed by the grant.
- DMC 2 – South Dakota, Wyoming, Nebraska, Colorado: FY23-24 buy totaled \$17,165.03.

In addition to the advertising coordinated through HomeSlice Media Group, the Dawes County Travel Board also purchased the following advertising in FY 2023-24:

- Miles Partnership & Fluegge Consulting: Advertising with the Nebraska State Tourism Agency on its social media platforms, website and state travel guide (\$7,000) (Partially reimbursed through grant funds in the amount of \$5,250)
- Eagle Communications: Geofencing of the Omaha Travel Show & La Crosse Travel Show (\$2,005)
- WCOW: La Crosse Travel Show Local Radio Promotions (\$300)
- Nebraska Life Magazine: 2 Full Page Ads (\$4,090)
- Chadrad Communications: Radio & Website 1-year campaign that spans part of FY23-24 and FY24-25 (\$1,922.50)
- Destination Western Magazine 2024: Full Page ad – premium placement (\$3,825)

## DAWES COUNTY TRAVEL BOARD

- AAA Living Nebraska-Iowa Magazines: 2 Half-Page ads (\$7,098)
- AAA World Kansas, SD, Oklahoma: 1 Half-Page Ad (\$4,187)
- Post Playhouse Program: Quarter-Page Ad (\$300)
- Iowa Outdoors: Quarter-Page Ad (\$400)
- Nebraska Public Media Radio & Television Campaign (\$5,000)
- WNTC Stock Show Tote Bag (\$540)
- Ag Banquet Banners (\$65)

More detailed reports and samples of some of our advertising are available in the Appendix.

# DAWES COUNTY TRAVEL BOARD

## Projects

### STATE TOURISM GRANTS

The Dawes County Travel Board successfully completed the requirements of its 2023 grant award from the Nebraska State Tourism Agency and received \$25,000 in advertising reimbursement funds. Northwest Nebraska Tourism was awarded \$12,000 in grant funding from the state for the grant cycle that covers February 2024-May 2025.

### INDUSTRY MEMBERSHIPS

The Dawes County Travel Board/Northwest Nebraska is an active member in the Nebraska Travel Association, Western Nebraska Tourism Coalition (WNTC) and Rural Rendezvous. Northwest Nebraska Director Kerri Rempp was elected chairman of WNTC through May 2024 and served as secretary of the Nebraska Travel Association through June 2024. The director was also a member of the Fur Trade Days Board, the Harvest Moon Fall Festival Board and served on the committee organizing the Northwest Nebraska Volksmarch. She was also a member of the Heartland Center Rural Prosperity Grant committee. She has also participated in the Chadron State College strategic planning committee, the City of Chadron Brownfield Grant committee and the Northwest Nebraska Regional Planning committee. In May, she assumed the role of secretary for the Friends of the UNL Museum.

### TRAVEL WRITERS/BUS TOUR OPERATORS

Northwest Nebraska hosted travel writers in FY23-24 in July 2023.

### TRAVEL GUIDE

Northwest Nebraska published its fourth annual travel guide in January 2024. The 4x9-inch, 60-page booklet provides visitors guidance on things to do in the region, and is also available online in electronic format and as a downloadable PDF. Fourteen thousand copies were printed, paid for through the sale of advertising. Those copies have been and will continue to be distributed throughout the region at local attractions, hotels, restaurants and gas stations. Copies have also been provided to visitors' bureaus across the state through the annual Nebraska Travel Association Brochure Swap and to the staffed, west-bound I-80 rest stops. They were also delivered to Fall River County, SD, and Niobrara County, WY. The guides are available by mail upon request, and the Northwest Nebraska website includes a form to request a copy as well as an online flipbook version.

### WAYFINDING

Northwest Nebraska Tourism worked with Chadron State College, the Sandoz Society, Nebraska Department of Transportation and the cities of Chadron, Crawford and Harrison on wayfinding signs. Eighteen signs were approved across the three cities, and have been installed.

# DAWES COUNTY TRAVEL BOARD

## TREASURE CHEST OF THE NORTHWEST

Northwest Nebraska Tourism teamed up with Chadrad Communications and the Chadron Chamber of Commerce to host a pre-tourism season bash in April. The evening event brought more than 80 individuals working in the region's tourism industry together. The night provided networking opportunities, and Northwest Nebraska Tourism provided packets for each business to make available to their employees to facilitate answering questions from tourists. We also hosted a regional brochure exchange for attendees. The night also featured the second annual regional tourism industry awards. Chadron State Park was selected as the Business/Attraction of the Year, Randy Kane received the Volunteers of the Year Award and Carrie Frahm received Frontline Employee of the Year.

## CHADRON CITY-WIDE GARAGE SALES

Northwest Nebraska and the Chadron Chamber of Commerce worked together to bring back the Chadron City-wide Garage Sales. Nearly 30 sales were held over the course of two days. Plans are being made to reach out to the other cities in Northwest Nebraska to broach the idea of a Junk Jaunt-style event in the future.

## CREATIVE DISTRICT

Northwest Nebraska Tourism worked with the City of Chadron, Museum of the Fur Trade, Chadron State College and the Chadron Arts Council to apply for the establishment of a Creative District through the Nebraska Arts Council. Provisional approval was granted by the Nebraska Arts Council in FY23-24, with official approval granted July 1, 2024.

## NORTHWEST NEBRASKA VOLKSMARCH

Northwest Nebraska Tourism worked with the Northwest Nebraska Trails Association to get the NNTA certified as an official Volksmarch organization through the American Volksmarch Association. The three year-round/seasonal trails are now sanctioned under NNTA's name, and the third annual Volksmarch event took place in May at Agate Fossil Beds National Monument.

## NORTHWEST NEBRASKA CHRISTMAS EVENTS

Northwest Nebraska Tourism in collaboration with the Chadron Chamber of Commerce, Chadrad Communications, New Leaf, Farmers State Bank, Mari Sandoz High Plains Heritage Center, Dawes County, Fort Robinson State Park and the Crawford Chamber of Commerce marketed the region's Christmas events as "A Country Christmas in Northwest Nebraska." Posters were printed and distributed with a schedule, online schedules maintained and the events were promoted through press releases and appearances on radio.

## MERCHANDISING GRANTS

For several years, Northwest Nebraska Tourism has explored the possibility of providing branded merchandise for sale as souvenirs in the Chadron Chamber of Commerce and Visitors Bureau. A barrier to completing this project is the time commitment to review, design, order merchandise and maintain

# DAWES COUNTY TRAVEL BOARD

inventory records, as well as space constraints at the Visitor's Center. In FY23-24, the Travel Board created a new grant program, available on a quarterly basis to provide a limited number of grants to local businesses to create a merchandising strategy and products. The grant program was set to be launched July 1, 2024.

## YEAR-ROUND STAFFING

After making do with summer volunteers and interns to help staff the Chamber of Commerce and Visitors Center, Northwest Nebraska and the Chadron Chamber began discussions in FY23-24 to collaborate on more permanent office staffing. An agreement was reached and set to go into effect in FY24-25 to provide staffing three days a week, year-round. The agreement became an addendum to the current lease agreement and will renew every two years with that document.

## VIDEO PRODUCTION

Northwest Nebraska conducted a video shoot in June 2023 just before the start of the 23-24 fiscal year. Drone footage, along with traditional video and photography was taken at The Cliffs, Toadstool Geologic Park, Fort Robinson and Chadron State Parks, Coffee Park, Chadron State College and the Museum of the Fur Trade by Homeslice Media. The video has been used in travel show booths, and for our NPR television campaign. A State Tourism grant paid for \$3,750 of the total \$5449.74 cost. In addition, Northwest Nebraska sponsored a video shoot of the Nebraska portion of the Great Plains Gravel Route at the cost of \$1,000. Video clips of our area along the route have been provided to us for use in our travel booths, and the entire film became available for viewing during the summer of 2024.

- Northwest Nebraska Tourism Video: <https://www.youtube.com/watch?v=nkqkpkky63dY&t=162s>
- Northwest Nebraska Gravel Grinding Video: <https://www.youtube.com/watch?v=dNTGeZE0ze0>
- Nebraska: The Gravel Life Film: <https://www.youtube.com/watch?v=rrp4eovlgOE>

## INTERN PROJECTS

The Dawes County Travel Board worked with the Rural Futures Institute, ESU 13, and the Dawes/Sioux County Extension to host one RFI intern during the summer of 2023, and then collaborated with the Chadron Chamber of Commerce to host two interns during the summer of 2024. The projects they completed are as follows:

### 2023

- The RFI intern compiled ADA data for local lodging, dining, attractions and transit for disabled users to access.
- Two, five and seven-day itineraries were created using Google Forms so visitors can select their attractions, lodging and dining and email themselves an itinerary.
- A bike-packing resource guide was created with suggestions of where to eat, camp, visit for cyclists on long-term rides.

# DAWES COUNTY TRAVEL BOARD

## 2024

- Recreated the materials for the Chadron Downtown Historical District walking tour and secured a grant for the Chamber to make and distribute the materials to businesses this fall.
- Compiled information for a Scenic Buttes tour
- Updated the businesses listings in the Open Frontier Creative District footprint.
- Explored creating a coupon program for area businesses to place in local hotels.
- Examined Placer Trends and created analysis of several attractions/events.
- Explored creating a walking tour for Historical Crawford.
- Reached out to barn quilt owners for additional information.
- Produced video blogs on Chadron Open Art.
- Assisted with general office work.

## Recommendations

### ADVERTISING

The Dawes County Travel Board began reaching new markets in 2023 as part of its State Tourism grant for \$25,000. The grant also paid for videography, which will allow the board to consider streaming and cable television advertising. As budget allows, the board should continue to expand into new mediums and build on the success it sees in the new markets.

### PLACER LABS

It is the recommendation of the director that we work to compile as much historical data as we can from the Placer Labs dashboard. The contract for this subscription is up in December 2025, so at budget time of the FY25-26 year, the board will need to determine whether or not to renew it. While the information it provides is invaluable, the cost of the subscription makes the ROI less attractive year after year once we've established our historical trends. This is a platform the board should consider for contract for a year or two at a time every 5-7 years, unless we see a significant increase in our revenues to an extent that this would not be such a strain on the budget.

### WEBSITE

A redesign of the Discover Northwest Nebraska website is planned in FY24-25. ITI Digital has contacted the agency about plug-in applications that could be used to make the website more interactive, such as a trip planner feature. The board should consider this in its next budget cycle as a possible alternative as it will likely keep people on our website longer.

### ECONOMIC DEVELOPMENT COLLABORATION

As the FY23-24 year wrapped up, Discover Northwest Nebraska and the Northwest Nebraska Development Corporation began planning for a more extensive collaboration. NNDC was awarded an LB840 grant for some strategic planning for its website, social media and marketing. The two agencies will spend the FY24-25 working together to build a stronger connection between their efforts. At a minimum, they should:

- Create a page on [discovernwnebraska.com](http://discovernwnebraska.com) about Relocation that refers them to NNDC.
- Create a page on NNDC that refers them to Discover Northwest Nebraska for quality of life amenities (i.e. our tourism attractions, outdoor recreation, etc).
- Work to determine the economic impact of our larger tourism industry events (Fur Trade Days, July 4, Harvest Moon)



[www.discovernwnebraska.com](http://www.discovernwnebraska.com)



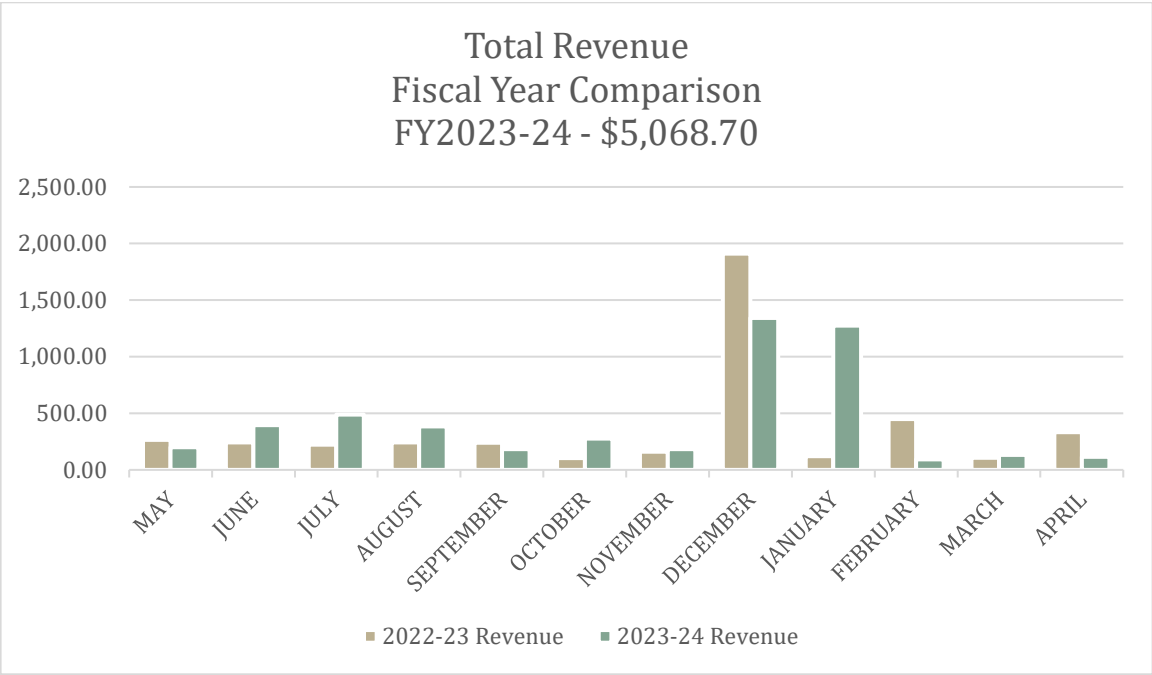
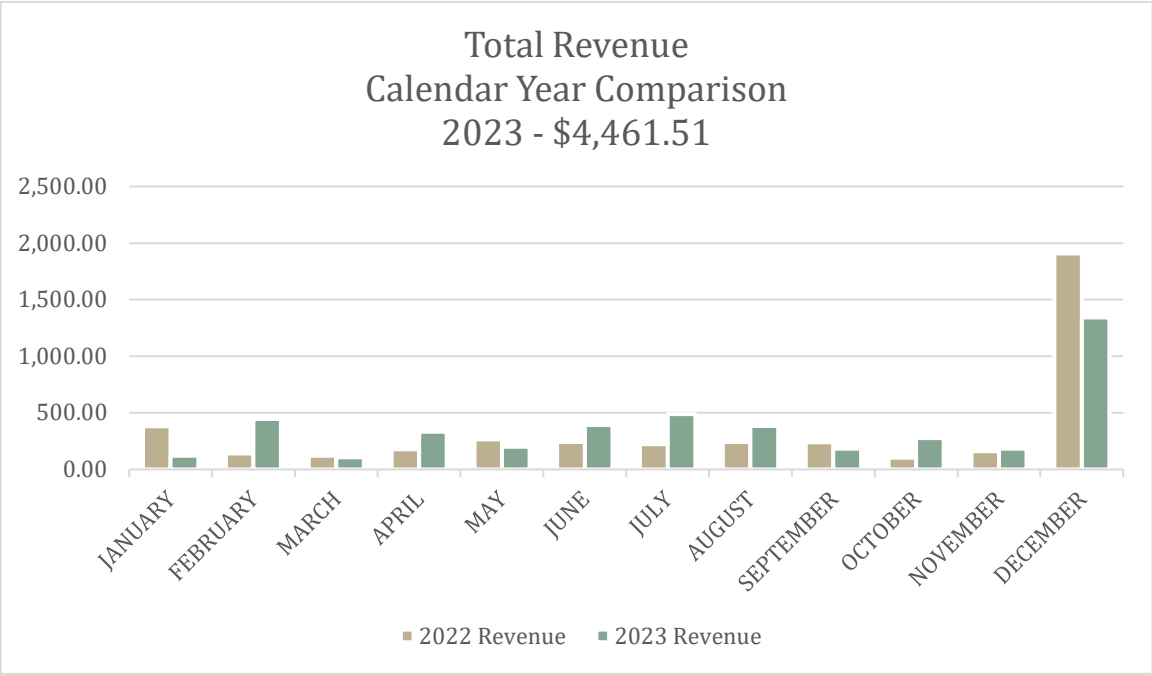
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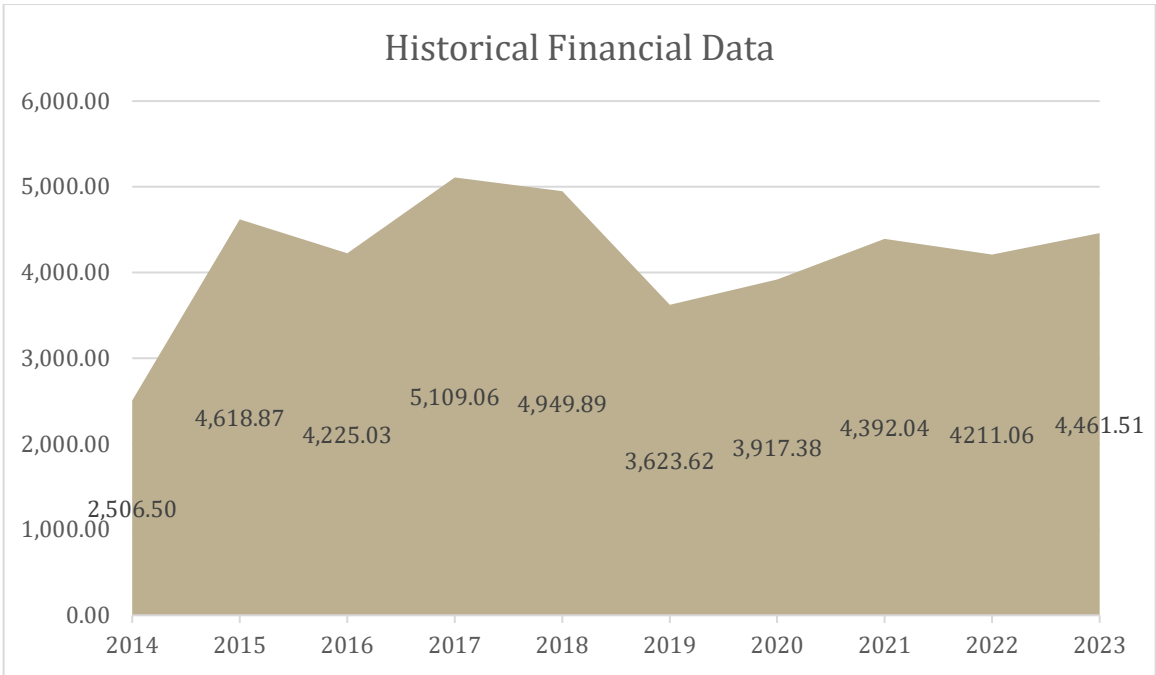
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# DAWES COUNTY TRAVEL BOARD

## Sioux County



# DAWES COUNTY TRAVEL BOARD



**APPROVED PROMOTION GRANTS**

- Sioux County Historical Society - \$472.50

**APPROVED IMPROVEMENT GRANTS**

- None

**YEAR-TO-YEAR COMPARISON**

DESCRIPTION	PROMOTION	IMPROVEMENT
<b>2022-23</b>	\$1,995	\$0
<b>2023-24</b>	\$472.50	\$0
<b>Difference</b>	<b>(\$1,522.50)</b>	<b>--</b>

**\*NOTE:** The information on this page reflects grants approved during the fiscal year; it does not necessarily reflect grants that have been paid out.

# DAWES COUNTY TRAVEL BOARD

## Visitors

During FY23-24, the Dawes County Travel Board signed a two-year agreement with Placer Labs. The agreement allows us access to a database of anonymous cell phone data to determine visitor trends.

Placer’s Travel & Tourism portal lets us compare year-to-year by city and county and see data that includes the number of overnight visitors (one visit/month counted by the same visitor), visit nights, spending potential, ages, household income, nights spent and home location.

From July 1, 2023, to May 31, 2024 (June data not yet available), Harrison attracted visitors that stayed mostly 1-2 days, followed by 3–7-day trips. The most common age to visit was the 41–54-year-old age group, followed by 31-40, under 30 and over 55.

From July 1, 2023, to May 31, 2024, the village of Harrison had 1,900 overnight visitors, which was basically equal to the prior year. Those visits represented 3,900 visit nights and \$636,600 in spending potential. During the previous year (July 1, 2022, - May 31, 2023), Harrison again had 1,900 visitors but with fewer visit nights at 3,600 and a spending potential of \$534,800. Sioux County as a whole saw a 6.9% increase in visitors to 10,600 for 25,300 visit nights with a spending potential of \$4.2 million.

The top 15 states visitors to Harrison were from were: (prior year):

- |                             |                      |                              |                      |
|-----------------------------|----------------------|------------------------------|----------------------|
| 1. Nebraska                 | 2. Wyoming           | 3. South Dakota (TN)         | 4. Colorado (MO)     |
| 5. Wisconsin (South Dakota) | 6. Utah (California) | 7. Idaho (Minnesota)         | 8. California (Iowa) |
| 9. Iowa (North Carolina)    | 10. Tennessee (MT)   | 11. Indiana (Colorado)       | 12. Washington (OK)  |
| 13. Arizona (Georgia)       | 14. Arkansas (ND)    | 15. West Virginia (Michigan) |                      |

The top 15 states visitors to Sioux County were from were: (prior year):

- |                           |                     |                         |                      |
|---------------------------|---------------------|-------------------------|----------------------|
| 1. Nebraska               | 2. Wyoming          | 3. Colorado (SD)        | 4. South Dakota (CO) |
| 5. Arizona                | 6. Minnesota (Iowa) | 7. Iowa (Minnesota)     | 8. California        |
| 9. Tennessee (New Mexico) | 10. Florida         | 11. Utah (Texas)        | 12. Texas (PA)       |
| 13. New York (Missouri)   | 14. Michigan (NC)   | 15. Indiana (Tennessee) |                      |

The Placer data can be used to analyze visitor trends down to zip code, if we desire. It also allows us to draw boundaries around specific locations, such as a museum or the location of a festival, to come up with estimated attendance, traffic patterns and counts, along with heat maps of home locations. Discover Northwest Nebraska can provide reports on sites or festivals upon request to operators and organizers.

## Dawes County Lodging Tax Improvement Fund Receipts

Deposited	Actual	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
July	May	8,489.70	2,807.52	11,909.99	9,215.52	7,267.32
August	June	13,518.96	5,920.79	15,165.44	16,200.77	20,054.44
September	July	15,712.75	14,219.01	20,248.70	16,760.61	17,675.56
October	August	16,273.21	10,089.19	16,073.98	14,828.15	15,039.96
November	Sept	9,398.11	11,796.90	11,622.44	12,609.99	12,591.69
December	October	5,912.63	8,309.60	9,764.55	8,783.78	11,659.94
January	November	6,035.85	6,414.92	10,221.57	6,391.67	6,869.93
February	December	5,915.95	4,738.26	7,108.30	7,594.95	7,101.38
March	January	4,805.45	5,260.89	7,208.29	7,319.41	6,558.77
April	February	5,585.69	5,783.31	6,706.60	6,113.78	6,036.20
May	March	2,213.18	8,271.67	7,687.05	5,138.18	4,662.33
June	April	996.99	10,426.52	7,631.21	10,156.99	9,682.10
	<b>Income</b>	<b>94,858.47</b>	<b>94,038.58</b>	<b>131,348.12</b>	<b>121,113.80</b>	<b>125,199.62</b>
<b>FY 2023-24</b>						
<i>Balance 07-31</i>	\$ 180,035.57					

*Balance 08-31* \$ 184,255.56  
*Balance 09-30* \$ 195,232.20  
*Balance 10-30* \$ 194,040.67  
*Balance 11-30* \$ 203,036.85  
*Balance 12-31* 211,003.46 \* \*+11,422.91 grant  
*Balance 01-31* \$ 212,873.39  
*Balance 02-28* \$ 213,178.75  
*Balance 03-31* \$ 216,516.94  
*Balance 04-30* \$ 215,053.14  
*Balance 05-31* \$ 214,223.47  
*Balance 06-30* \$ 244,718.57 #+25,000 grant

\* +5355 grant 09 2022  
  
 # 5250 grant 04 2023

2021-22 balances  
 balance 07-31 \$ 75,822.10  
 balance 08-31 \$ 77,407.04  
 balance 09-30 \$ 96,008.69  
 balance 10-31 \$ 105,082.67  
 balance 11-30 \$ 108,948.41  
 balance 12-31 \$ 112,810.52  
 balance 01-31 \$ 109,532.09  
 balance 02-28 \$ 111,664.39  
 balance 03-31 \$ 117,813.86  
 balance 04-30 \$ 119,020.46  
 balance 05-31 148,797.51\*  
 balance 06-30 164,983.82\*\*

\*+\$30000 Playhouse reimburse  
 \*\*+12,000 state grant  
 FY 2022-23  
 balance 07-31 \$162,852.76  
 balance 08-31 \$170,981.69  
 balance 09-30 \*\$170603.27  
 balance 10-31 \$179,931.42  
 balance 11-30 \$192,541.41  
 balance 12-31 \$197,811.19  
 balance 01-31 \$204,202.86  
 balance 02-28 \$195,579.81  
 balance 03-31 \$201,243.22  
 balance 04-30 # \$205,871.70  
 balance 05-31 \$206,131.89  
 balance 06-30 \$183,612.69

2021-2026

### Dawes County Lodging Tax Promotion Fund Receipts

Deposited	Actual	2020-2021	2021-2022	2022-2023	2023-2024	2024-2025	
							2022-2023
July	May	2,807.52	11,909.98	9,215.51	7,267.33		balance 07-31 \$ 77,328.77
August	June	5,920.79	15,165.44	16,200.77	20,054.44		balance 08-31 \$ 71,951.11
September	July	14,219.01	20,248.71	16,760.61	17,675.56		balance 09-30 *\$ 85,026.09
October	August	10,089.19	16,073.99	14,828.15	15,039.95		balance 10-31 **\$89,750.48
November	Sept	11,796.90	11,622.43	12,609.99	12,591.69		balance 11-30 # \$89,544.33
December	October	8,309.59	9,764.56	8,783.78	11,659.94		balance 12-31 ^ \$89,527.20
January	November	6,414.93	10,221.57	6,391.68	6,869.94		balance 01-31 ^^ \$91,950.24
February	December	4,738.26	7,108.31	7,594.94	7,101.38		balance 02-28 > \$88,645.87
March	January	5,260.90	7,208.30	7,319.40	6,558.76		balance 03-31 \$81,295.44
April	February	5,783.30	6,706.60	6,113.78	6,036.21		balance 04-30 \$71,315.75
May	March	8,271.68	7,687.06	5,138.17	4,662.32		balance 05-31 \$71,575.93
June	April	10,426.52	7,631.22	10,156.99	9,682.09		balance 06-30 \$74,411.42
	<b>Income</b>	<b>94,038.59</b>	<b>131,348.17</b>	<b>121,113.77</b>	<b>125,199.61</b>	<b>0.00</b>	
2023-24							
Balance 07-31	\$ 61,837.97						
Balance 08-31	\$ 74,116.78	ads +\$345	Sioux Co+\$2198.80				2022-23 ad revenue
Balance 09-30	\$ 75,942.70	ads +\$785				*+09 22 Sioux Co \$2,334.44 &	\$740.00
Balance 10-31	\$ 80,200.81	ads+\$3140	(+Sioux Co 08 20 \$1950.55)			**+\$192 WNTC reimburse &	\$2,750.00
Balance 11-30	\$ 89,628.16	ads+\$2285				+ #ads	\$2,555.00
Balance 12-31	\$ 90,388.79	ads+\$2240				^ +WNTC reimburse &	\$12.00
Balance 01-31	\$ 67,822.02	ads+ \$735				Ads	\$1,605.00
Balance 02-28	\$ 71,168.76	ad+1365; WNTC+350		RCJ \$7.36		^^+Ads	\$920.00
Balance 03-31	\$ 64,907.94					>+Ads	\$1,105.00
Balance 04-30	\$ 52,683.54						
Balance 05-31	\$ 47,463.74						
Balance-06-30	\$ 49,910.19						
							+\$742.50 Rural grant 04 21

<b>Dawes County Visitors Improvement Fund Expenditures</b>						
<b>July 2023-June 2024</b>						
<b>995 - County Visitors Fund</b>	<b>Budget</b>	<b>Year-to-date Expenditures</b>			<b>Budget</b>	<b>Percent</b>
<b>Budgeted Categories</b>	<b>(Approved)</b>	<b>Approved</b>	<b>Submitted</b>	<b>Paid</b>	<b>Remaining</b>	<b>Remaining</b>
					0.00	
<b>2-0100 Postal Service</b>					0.00	#DIV/0!
<b>2-1012 Printing and Publishing</b>		0.00	0.00	0.00		
<b>2-1700 Travel Expenses</b>					0.00	#DIV/0!
<b>2-1751 Dues, Subscriptions,Registration</b>					0.00	#DIV/0!
<b>2-2545-Misc Labor</b>			0.00	0.00		
<b>2-6000 Visitor's promotion</b>	93,794.44	66,271.47	66,271.47	66,271.47	27,522.97	29.34%
<i>Hour Media AAA Living Nov-Dec 2023</i>		3,549.00	3,549.00	3,549.00		
<i>Homeslice digital ads Oct 2023 (*part grant)</i>		3,566.98	3,566.98	3,566.98		
<i>Nebraska Life</i>						
<i>Home slice May 24, Game guides (pt reimb)</i>		10,844.44	10,844.44	10,844.44		
<i>Homeslice videography 2023</i>		5,449.74	5,449.74	5,449.74		
<i>Social media blitz (pt reimburse)</i>		2,000.00	2,000.00	2,000.00		
<i>Homeslice digital ads June 2023(pt reimb)</i>		4,884.81	4,884.81	4,884.81		
<i>AAA magazine June-Aug 2023</i>		3,549.00	3,549.00	3,549.00		
<i>Homeslice G+P fish turkey guides</i>	1,235.00					
<i>Homeslice digital campaigns July 2023</i>		6,699.92	6,699.92	6,699.92		
<i>State Tourism travel guide social media ads</i>	7,000.00	5,000.00	5,000.00	5,000.00		
<i>Homeslice digital ads Aug. 2023</i>		5,982.49	5,982.49	5,982.49		
<i>AAA World Gr Plains ad 2024</i>		4,187.00	4,187.00	4,187.00		
<i>Homeslice digital ads April 2024 (pt reimburse)</i>		3,492.00	3,492.00	3,492.00		



	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
<i>Miles partner visit NE banner (all reimburse)</i>		2,000.00	2,000.00	2,000.00		
<i>Homeslice digital ads Sept 2023</i>		3,595.51	3,595.51	3,595.51		
<i>Homeslice G&amp;P fish turkey guides 2024</i>		1,470.58	1,470.58	1,470.58		
<b>2-6040 Chadron Chamber</b>	15,000.00	15,000.00	15,000.00	15,000.00	0.00	0.00%
First quarter (July-Sept)	3,750.00	3,750.00	3,750.00	3,750.00		
Second quarter (Oct.-Dec)	3,750.00	3,750.00	3,750.00	3,750.00		
Third quarter (Jan-March)	3,750.00	3,750.00	3,750.00	3,750.00		
Fourth quarter (April-June)	3,750.00	3,750.00	3,750.00	3,750.00		
<b>2-6041 Crawford Chamber</b>	7,000.00	7,000.00	7,000.00	7,000.00	0.00	0.00%
First quarter (July-Sept)	1,750.00	1,750.00	1,750.00	1,750.00		
Second quarter (Oct.-Dec)	1,750.00	1,750.00	1,750.00	1,750.00		
Third quarter (Jan-March)	1,750.00	1,750.00	1,750.00	1,750.00		
Fourth quarter (April-June)	1,750.00	1,750.00	1,750.00	1,750.00		
<b>2-6060 Promotional Supplies-Distribution</b>					0.00	#DIV/0!
<b>2-6070 Special Projects</b>	222,704.94	84,690.38	12,246.28	12,246.28	138,014.56	61.97%
Crawford 4-H Barn Quilt sign		1,200.00	1,200.00	1,200.00		
<i>Chadron Downtown Plaza</i>						
<b>Chadron Cowboy Trail Connection phase 1</b>		44,000.00				
<b>Post Playhouse technical equipment 2023/24</b>		25,000.00				
Wayfinding signs NNDC (*Heartland grant)		6,344.36	2,900.26	2,900.26		
<i>Trail Guide print (*Heartland grant)</i>		5,100.00	5,100.00	5,100.00		
<i>Ceawford wayfinding signs (Heartland grant)</i>		3,046.02	3,046.02	3,046.02		
<i>App development+subscription</i>						
<b>2-9900 Miscellaneous</b>		0.00	0.00	0.00	0.00	#DIV/0!
<b>3-0101 Office Supplies</b>		0.00	0.00	0.00	0.00	#DIV/0!
<b>3-0301 Signs, Lamar</b>						
<b>7-0201 interfund transfer to promotion</b>						
<b>995 Total</b>	<b>338,499.38</b>	172,961.85	100,517.75	100,517.75	237,981.63	

2023-24

	<b>(Approved)</b>	<b>Approved</b>	<b>Submitted</b>	<b>Paid</b>	<b>Remaining</b>	<b>Remaining</b>
<b>Necessary Cash Reserve</b>						
<b>Total Requirements</b>						

<b>Dawes County Visitors Promotion Fund Expenditures</b>						
<b>July 2023-June 2024</b>						
<b>990 - County Visitors Fund</b>						
<b>Budgeted Categories</b>	<b>Budget</b>	<b>Year-to-date Expenditures</b>			<b>Budget</b>	<b>Percent</b>
	<b>(Approved)</b>	<b>Approved</b>	<b>Submitted</b>	<b>Paid</b>	<b>Remaining</b>	<b>Remaining</b>
<b>1-0336 Tourism Director</b>	\$44,120.00	\$44,744.81	\$44,744.81	\$44,744.81	\$(624.81)	-1.42%
July		\$3,249.60	\$3,249.60	\$3,249.60		
Aug		\$3,751.01	\$3,751.01	\$3,751.01		
Sept.		\$3,818.64	\$3,818.64	\$3,818.64		
Oct		\$3,298.39	\$3,298.39	\$3,298.39		
Nov.		\$3,933.10	\$3,933.10	\$3,933.10		
Dec.		\$4,838.33	\$4,838.33	\$4,838.33		
Jan.		\$3,480.47	\$3,480.47	\$3,480.47		
Feb		\$3,974.72	\$3,974.72	\$3,974.72		
March		\$3,496.09	\$3,496.09	\$3,496.09		
April		\$3,558.51	\$3,558.51	\$3,558.51		
May		\$3,751.01	\$3,751.01	\$3,751.01		
June		\$3,594.94	\$3,594.94	\$3,594.94		
<b>1-0400 Tourism asst, P.T. employee</b>	\$12,000.00					
<b>2-0100 Postal Service</b>	1,000.00	1,102.19	1,102.19	1,102.19	-102.19	-10.22%
Postage June 2024		118.94	118.94	118.94		
Postage July		166.03	166.03	166.03		
Postage Aug		99.93	99.93	99.93		
Postage Sept		115.41	115.41	115.41		
Postage Oct		7.85	7.85	7.85		
Postage Nov		4.23	4.23	4.23		
Postage Dec		8.22	8.22	8.22		
Postage Jan		145.75	145.75	145.75		
Postage Feb		75.13	75.13	75.13		
Postage Mar		53.05	53.05	53.05		
Postage April		85.36	85.36	85.36		
Postage May		222.29	222.29	222.29		
<b>2-1012 Printing and Publishing</b>	3,000.00	1,279.33	1,279.33	1,279.33	1,720.67	

	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
Rack cards+Trifold brochures	1,000.00					
Northwest Nebraska tearoff map reprint	1,100.00	1,279.33	1,279.33	1,279.33		
Trail Guide reprint 3000 pc						
<b>2-1700 Travel Expenses</b>	7,500.00	5,313.58	5,313.58	5,313.58	2,186.42	29.15%
<i>Omaha show volunteers stipend, mileage</i>		1,826.32	1,826.32	1,826.32		
<i>Neb tourism conf hotel</i>						
<i>Omaha Show hotel, gas</i>	1,500.00					
<i>State Tourism Conf 2023 gas</i>	1,000.00	80.32	80.32	80.32		
<i>Denver Stock show+ WNTC expenses</i>	300.00	210.94	210.94	210.94		
<i>Omaha show misc</i>	700.00					
<i>Omaha Show expenses</i>	1,200.00	1,130.38	1,130.38	1,130.38		
<i>Gas WNTC, Gravel Nat Sept 2023</i>		67.65	67.65	67.65		
<i>LaCrosse show expenses</i>	1,000.00					
<i>NETA Retreat hotel mileage food</i>		339.23	339.23	339.23		
<i>Gravel race volunteer stipend</i>		200.00	200.00	200.00		
<i>Denver stock show mileage</i>		322.74	322.74	322.74		
<i>Brochure swap 2024 meals+ SDWY gas</i>	200.00	150.54	150.54	150.54		
<i>LaCrosse show expenses</i>		865.51	865.51	865.51		
<i>Brochure swap 2024 hotel</i>		119.95	119.95	119.95		
<i>NETA mtg expenses</i>						
<b>2-2545 Misc Labor</b>	6,000.00	4,688.45	4,688.45	4,688.45		
<i>Intern support 2024</i>		1,688.45	1,688.45	1,688.45		
<i>RFI intern support 2023</i>		3,000.00	3,000.00	3,000.00		
<b>2-1708 Board expenses</b>	2,000.00	1,623.76	1,623.76	1,623.76		
<i>Treasure chest bldg rent 2024</i>		500.00	500.00	500.00		
<i>Treasure chest poster materials</i>		23.12	23.12	23.12		
<i>Treasure chest catering</i>		1,045.00	1,045.00	1,045.00		
<i>Treasure chest cable</i>		55.64	55.64	55.64		
<b>2-1751 Dues, Subscriptions,Registration</b>	10,000.00	20,923.61	20,923.61	20,923.61	-10,923.61	-109.24%
<i>La Crosse show space rent+electric</i>	680.00	745.00	745.00	745.00		
<i>Western NE Tourism Coalition annual</i>	4,000.00	3,648.56	3,648.56	3,648.56		
<i>Omaha Travel Show space rent</i>	750.00	780.00	780.00	780.00		
<i>NE Travel Association membership</i>	500.00	500.00	500.00	500.00		
<i>Chadron Rotary Director membership</i>	500.00					
<i>Neb Tourism Conf registration</i>		225.00	225.00	225.00		

2023-24

	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
<i>Brochure swap registratio 2024</i>		125.00	125.00	125.00		
<i>Elementor web design annual</i>		59.00	59.00	59.00		
<i>Quiver app services annual</i>		2,500.00	2,500.00	2,500.00		
<i>Adobe software 54.99/month</i>	660.00	659.88	659.88	659.88		
<i>Jetpack backup storage 5.95/month</i>	72.00	71.40	71.40	71.40		
<i>Rackspace email account 10/month</i>	120.00	120.00	120.00	120.00		
<i>Bluehost web hosting (through FY 25-26)</i>	1,500.00	1,439.64	1,439.64	1,439.64		
<i>Bluehost domain renewal Apr 2024</i>		36.99	36.99	36.99		
<i>Constant Contact email service annual</i>		388.50	388.50	388.50		
<i>McAfee virus scan annual 2024</i>		161.24	161.24	161.24		
<i>Microsoft backup service (5/month)</i>		25.00	25.00	25.00		
<i>Placer Lab quarterly payment 1+2</i>		8,500.00	8,500.00	8,500.00		
<i>Yota email migrator Dec 2024</i>		99.00	99.00	99.00		
<i>Gering sports Gravel race booth Sept. 2023</i>		600.00	600.00	600.00		
<i>Jetpack backup annual 2024</i>		239.40	239.40	239.40		
<b>2-6000 Visitor's promotion - Grants</b>	30,000.00	52,656.50	26,038.03	26,038.03	-22,656.50	-75.52%
<i>Crawford Chamber July 4 2023 events</i>		2,500.00	1,474.38	1,474.38		
<b>Fur Trade Days 2024</b>	4,500.00	4,000.00				
<i>Fur Trade Days 2023</i>		4,500.00	3,778.28	3,778.28		
<b>Old West Trails Rodeo 2024</b>	4,000.00	4,500.00				
<i>Chadron Art Center Sip Chadron 2024</i>		1,000.00	739.75	739.75		
<i>Peabody Fiddle Contest 2023</i>	675.00	675.00	675.00	675.00		
<i>Ride the Ridge</i>	1,440.00					
<b>Crawford Chamber July 4 2024</b>	1,500.00	2,000.00				
<i>Old West Trail Rodeo 2023</i>		4,000.00	4,000.00	4,000.00		
<i>Senior Pro Rodeo 2023</i>	1,000.00					
<i>Crawford Cattle Call 2023</i>	2,000.00	2,000.00	1,598.23	1,598.23		
<b>White River Wacipi powwow 2023</b>		900.00				
<i>NW Nebraska Farmers Market</i>	1,000.00					
<i>Hereford Crossroads 2023</i>		1,000.00	896.26	896.26		
<i>Dawes Co Ag Soc. Fair</i>	2,000.00					
<i>Pine Ridge Turkey Hunt 2023</i>	500.00	500.00	180.00	180.00		
<i>Chadron Library Film Festival</i>	1,000.00					
<i>Pine Ridge Trail Race Series</i>	1,500.00					
<i>Gray Eagle challenge 2023</i>		2,000.00	1,254.04	1,254.04		
<b>Peabody Hale Fiddle contest 2024</b>		2,100.00				
<b>Chadron Festival of Quilts 2024</b>	1,100.00	1,162.50				

2023-24

	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
<i>Bands on Bordeaux</i>						
<i>Chadron Hoop Shoot 2022</i>	1,200.00					
<i>Camp Norwesca radio ads 2022-23</i>		2,500.00	2,500.00	2,500.00		
<b>Chadron Chamber Tear off maps</b>		873.00				
<i>Harvest Moon Festival 2023</i>	2,500.00	2,000.00	2,000.00	2,000.00		
<i>NNTA Volksmarch 2024</i>		600.00	439.09	439.09		
<i>Gray Eagle Challenge 2022</i>		960.00	960.00	960.00		
<i>Classics Car Show 2023</i>	2,500.00	2,343.00	2,343.00	2,343.00		
<b>Classics Car Show 2024</b>		2,343.00				
<i>Western Wildlife Art Show 2023</i>		3,200.00	3,200.00	3,200.00		
<b>Western Wildlife Art show 2024</b>		5,000.00				
<b>2-6030 Ad-based print expenses</b>	13,000.00	8,927.94	8,927.94	8,927.94		
<i>Travel Guide print final</i>	8,875.00	8,875.00	8,875.00	8,875.00		
<i>Travel Guide 2024 additional shipping</i>		52.94	52.94	52.94		
<b>2-6060 Promotional Supplies+Services</b>	3,000.00	1,340.04	1,340.04	1,340.04	1,659.96	55.33%
<i>brochure FTD Scavenger hunt</i>						
<i>Fam tour meals July 2023</i>		139.19	139.19	139.19		
<i>Brochure swap 2022 registration</i>	60.00					
<i>Dark sky tour meals 2022</i>						
<i>Pens Nov 2022</i>						
<i>Media tour Ft. Robinson June 2023</i>	400.00	200.85	200.85	200.85		
<i>Local brochure distribution</i>	200.00					
<i>Fam tour meals</i>	250.00					
<i>Great Plains Gravel route videography</i>		1,000.00	1,000.00	1,000.00		
<i>Promo items</i>						
<i>ABA Fam tour meals</i>						
<i>Luggage tags</i>						
<b>2-6070 Special Projects-Advertising</b>	22,897.04	17,079.00	17,079.00	17,079.00	5,818.04	25.41%
<i>Down Country Roads</i>						
<i>Iowa Outdoors</i>						
<i>WNTC Co-op Ad</i>	1,000.00					
<i>Nebraska Life May June 2024 full page</i>	1,500.00	1,656.00	1,656.00	1,656.00		
<i>Post Playhouse ad 2024</i>		300.00	300.00	300.00		
<i>Geofencing Omaha Wisc 2024-Eagle Comm</i>		2,005.00	2,005.00	2,005.00		
<i>ChadRad online ad 1 year (Sioux Co split)</i>	525.00					
<i>Omaha magazine destination WNEB ad</i>		3,825.00	3,825.00	3,825.00		
<i>Chadrad banner +radio spots 2024 May 2024</i>		155.00	155.00	155.00		

2023-24

	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
<i>Nebraska Life full page 2024</i>		2,434.00	2,434.00	2,434.00		
<i>Ag Banquet banners</i>		65.00	65.00	65.00		
<i>Radio interview LaCrosse show 2024</i>	300.00	300.00	300.00	300.00		
<i>Crawford Clipper meeting notices 23-24</i>	60.00	29.24	29.24	29.24		
<i>KCSR 6 man shootout 2023 advertising</i>		50.00	50.00	50.00		
<i>Stock show bags logo printing</i>		540.00	540.00	540.00		
<i>Crawford Clipper notices Nov Dec 2023</i>		37.26	37.26	37.26		
<i>Chadrad Radio ads Xmas special</i>		62.50	62.50	62.50		
<i>KCSR Chadrad banner, Sunday ads 2024</i>		310.00	310.00	310.00		
<i>NET ads April-Nov 2024</i>		3,500.00	3,500.00	3,500.00		
<i>ChadRad ad blitz April 2024</i>		310.00	310.00	310.00		
<i>Neb Pub Radio ads 2024</i>		1,500.00	1,500.00	1,500.00		
<b>2-9900 Miscellaneous</b>	300.00	35.00	35.00	35.00	265.00	88.33%
<i>State park pass 2024</i>	30.00	35.00	35.00	35.00		
<i>Director logo clothing</i>						
<i>US Forest Service video permits</i>						
<b>2-9905 Director Benefits Reimbursement</b>	30,000.00	28,476.86	28,476.86	28,476.86	1,523.14	94.92%
<i>July.-Sept 2023</i>	6,000.00	7,160.32	7,160.32	7,160.32		
<i>Oct.-Dec. 2024</i>	6,000.00	7,244.74	7,244.74	7,244.74		
<i>Jan-March 2023</i>	6,000.00	7,169.23	7,169.23	7,169.23		
<i>April-June 2023</i>	6,000.00	6,902.57	6,902.57	6,902.57		
<b>3-0101 Office Supplies</b>	2,000.00	1,570.04	1,570.04	1,570.04	429.96	21.50%
<i>toner cartridges Sept 2023</i>		179.99	179.99	179.99		
<i>2 toner cartridges Apr 2024</i>		185.99	185.99	185.99		
<i>paper, envelopes Apr 2024</i>		115.49	115.49	115.49		
<i>WalMart envelopes</i>		5.88	5.88	5.88		
<i>Outlaw print annual report 2022-23</i>		48.00	48.00	48.00		
<i>Outlaw Print FTD brochures copies</i>						
<i>Outlaw Print Xmas events color copies</i>		165.50	165.50	165.50		
<i>Elementor Pro web templates (annual)</i>						
<i>Outlaw Print copies Travel show prize list</i>		15.00	15.00	15.00		
<i>Travel Show brochure stand</i>		40.14	40.14	40.14		
<i>Festival of Trees flyers 2023</i>		27.75	27.75	27.75		

2023-24

	(Approved)	Approved	Submitted	Paid	Remaining	Remaining
WalMart backup hard drive		105.00	105.00	105.00		
Treasure chest supplies		103.63	103.63	103.63		
Google developer fee						
Phone service June 2023	100.00	62.24	62.24	62.24		
Phone service July 2023	100.00	48.31	48.31	48.31		
Phone service Aug 2023	100.00	46.74	46.74	46.74		
Phone service Sept 2023	100.00	53.08	53.08	53.08		
Printer cartridge Nov 2023		47.50	47.50	47.50		
Phone service Oct 2023	100.00	62.21	62.21	62.21		
Phone service Dec 2023	100.00	56.11	56.11	56.11		
phone service Jan 2024		52.57	52.57	52.57		#DIV/0!
phone service Feb 2024	100.00	49.42	49.42	49.42		
phone service Mar 2024	100.00	49.80	49.80	49.80		
phone service April 2024	100.00	49.69	49.69	49.69		
phone service May 2024	100.00					
	100.00					
Print annual report						
Vistaprint business cards						
WalMart misc						
Festival of Trees misc						
Credit card Finance charge						
<b>3-0301 Signs</b>						
<b>7-0201 Interfund transfer to Improvement</b>						
<b>990 Total</b>	<b>186,817.04</b>	189,761.11	163,142.64	163,142.64	23,674.40	
<b>Necessary Cash Reserve</b>						
<b>Total Requirements</b>						



# DIGITAL REPORT

## Date period

07/01/2023 - 06/30/2024

Duration: 366 days



Total Cost

**\$33,304.39**



Total Impressions

**3,834,406**



Total Clicks

**24,941**



Total CPC

**\$1.34**



Total CPM

**\$8.69**

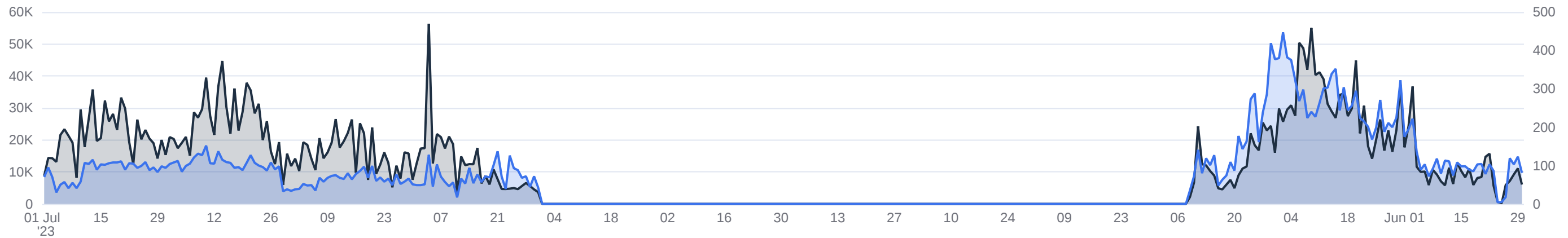


Total CTR

**0.65%**

## Total Impressions / Clicks

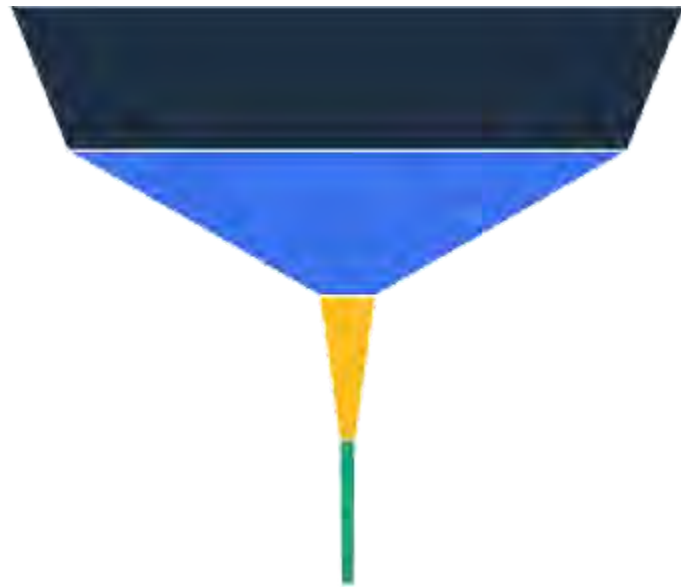
● Impressions ● Clicks



07/01/2023 - 06/30/2024

# CONVERSIONS

## Google Ads Conversion Funnel



● Impressions	2,521,334
● Active view impressions	1,719,584
● Clicks	10,934
● Conversions	34.00

## Google Ads Conversions

Multiple dimensions	Conversions ▲
Visit Lodging Page	21.00
Download PDF	11.00
Request Travel Guide	3.00

# ANALYTICS



Users  
**37,723**



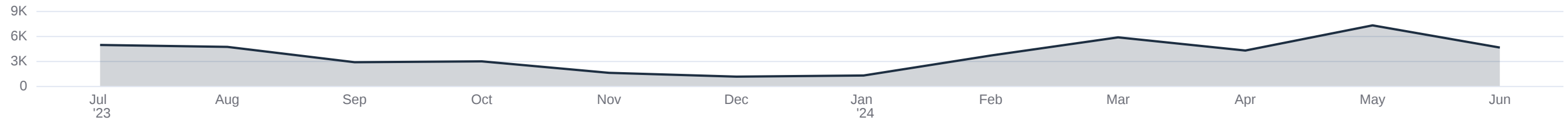
Sessions  
**43,773**



Visit/User  
**1.16**

## Sessions per day

● Sessions



## Total users / Device category



● mobile	25,910 (68.04%)
● desktop	10,102 (26.53%)
● tablet	2,068 (5.43%)

## Top Pages


Multiple dimensions	Sessions ▲
/	22,534
/northwest-nebraska-n...	3,158
/crawford-4th-of-july/	1,285
/calendar-of-events-2/	1,272
/crawford-rock-swap/	1,048
/historic-downtown-ch...	1,022

## Top Sources

Multiple dimensions	Sessions ▲
google / organic	13,041
google / cpc	9,579
(direct) / (none)	5,021
homeslice / social	4,293
m.facebook.com / referral	4,178
eastads.simpli.fi / referral	2,378

# DISPLAY

 **Cost**  
\$19,323.43

 **Impressions**  
2,521,334

 **Clicks**  
10,934

 **CPM**  
\$7.66

 **CPC**  
\$1.77

 **CTR**  
0.43%

## Campaign performance

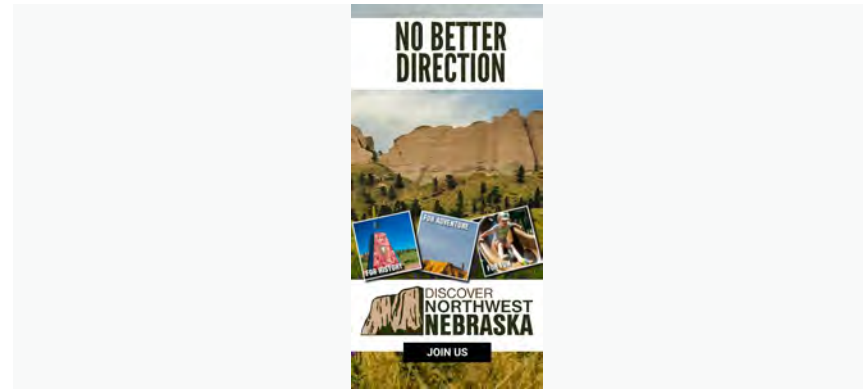
Multiple dimensions	Impressions	CPM <sup>▲</sup>	Clicks	CPC	CTR	Cost
DMC 2 2024 - Display	401,631	\$10.32	3,308	\$1.25	0.82%	\$4,143.86
DCM 1 - 2024 Kansas + Wisconsin	412,649	\$8.91	2,407	\$1.53	0.58%	\$3,677.63
DMC 1 2023-24 Display	776,278	\$8.66	3,528	\$1.91	0.45%	\$6,724.25
DMC 2 2023- Display	930,776	\$5.13	1,691	\$2.83	0.18%	\$4,777.69

Display ad performance



Name: DMC 1 2023-24 Display  
Ad name: northwest nebraska - 2022-300x250-px.jpg

Impressions	Clicks
227,144	680



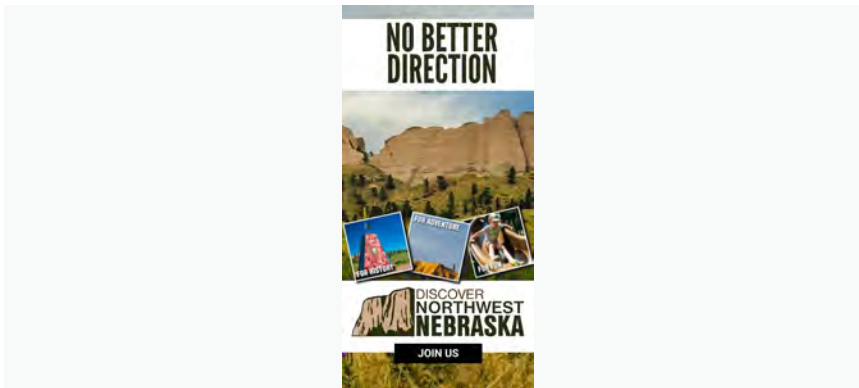
Name: DMC 1 2023-24 Display  
Ad name: northwest nebraska - 2022-300x600-px.jpg

Impressions	Clicks
329,835	670



Name: DMC 2 2024 - Display  
Ad name: northwest nebraska - 2022-300x250-px.jpg

Impressions	Clicks
178,798	669



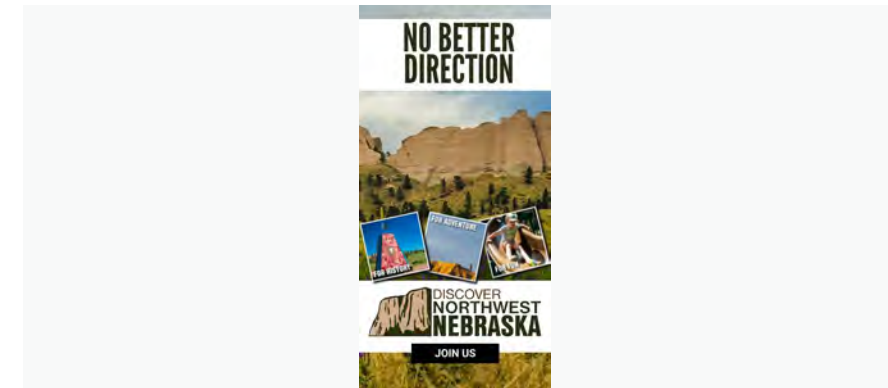
Name: DMC 2 2023- Display  
Ad name: northwest nebraska - 2022-300x600-px.jpg

Impressions	Clicks
477,598	640



Name: DMC 2 2023- Display  
Ad name: northwest nebraska - 2022-300x250-px.jpg

Impressions	Clicks
248,911	532



Name: DCM 1 - 2024 Kansas + Wisconsin  
Ad name: northwest nebraska - 2022-300x600-px.jpg

Impressions	Clicks
63,861	451

# SOCIAL



Cost  
**\$13,980.96**



Clicks  
**14,007**



Impressions  
**1,313,072**



Reach  
**382K**



CTR  
**1.07%**



CPC  
**\$1.00**



Post Reactions  
**821**



Frequency  
**3.44**

## Campaign Performance

Multiple dimensions	Impressions	Clicks	CPC ▲	CTR	Cost
DCM 2 - 2023	420,411	3,619	\$1.36	0.86%	\$4,922.84
DCM 1 - 2023-24	325,232	3,185	\$1.09	0.98%	\$3,487.24
DCM 1 - 2024 Kansas + Wisconsin	245,117	2,368	\$0.95	0.97%	\$2,250.24
DCM 2 - 2024	322,312	4,835	\$0.69	1.50%	\$3,320.64

Social ad performance



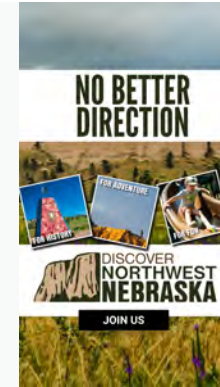
Ad name: march2023

Impressions	Clicks (all)
242,853	2,268



Ad name: march2023

Impressions	Clicks (all)
240,709	3,740



Ad name: march2023

Impressions	Clicks (all)
205,928	2,412



Ad name: No Better Direction

Impressions	Clicks (all)
124,785	1,232



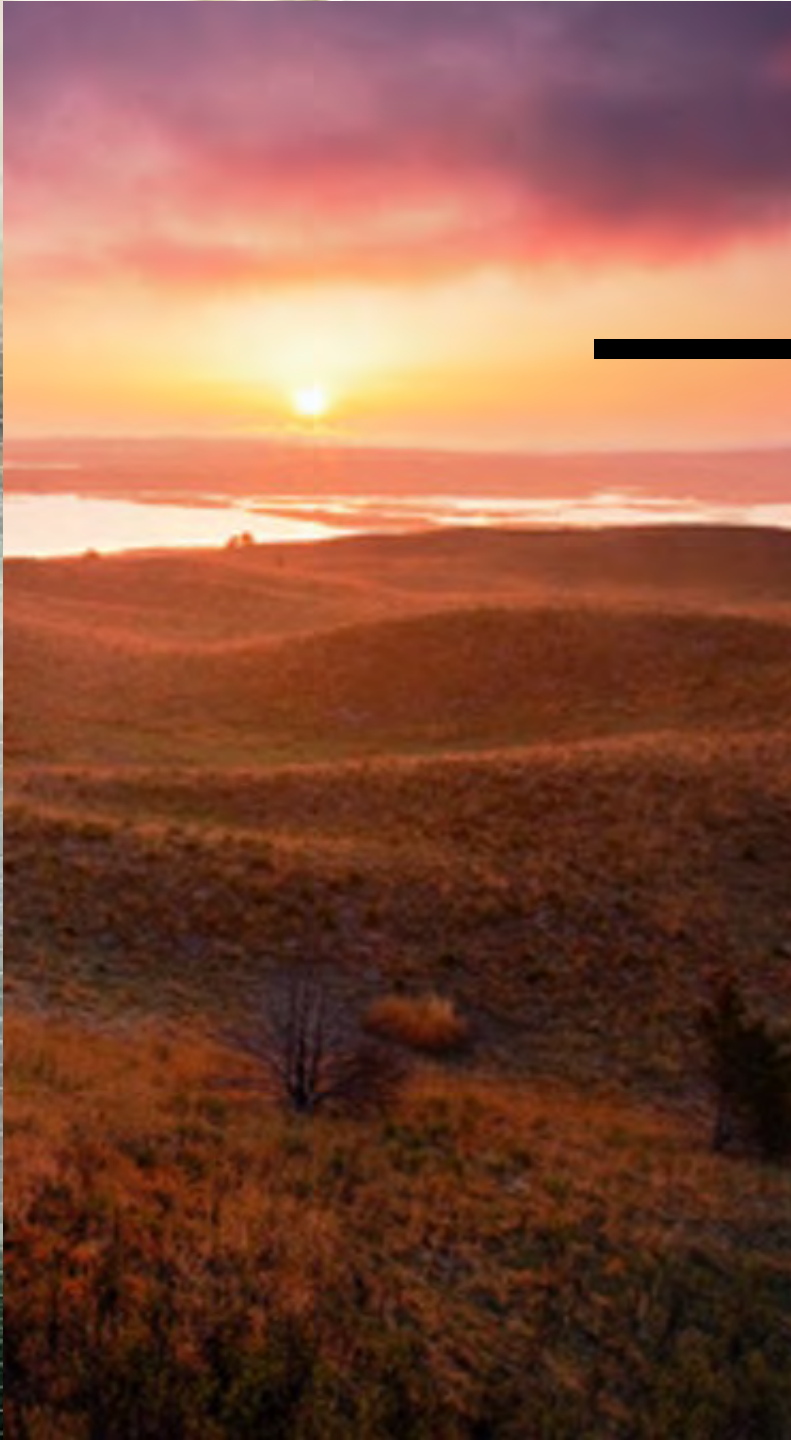
Ad name: march2023

Impressions	Clicks (all)
113,154	872



Ad name: march2023

Impressions	Clicks (all)
82,965	514



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# **Paid Social Coop**

## **Northwest Nebraska**

March 2024

Visit  
Nebraska



# Campaign

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Promote a brand post on Facebook

Campaign Date: 03/14 – 03/16

- Primary Goal
  - Link Clicks
- Targeting
  - See Screenshot
  - 35+
- Location:
  - Denver, Fort Collins, Northeast CO, Lincoln, Omaha, Des Moines, Rapid City
  - Audience Size: ~2.2M – ~2.6M
- Budget: \$2,000

Interests: Adventure travel, American History, hiking trails, Mountain biking, Outdoor enthusiast, Cultural history, Outdoor Life or Horseback riding  
Behaviors: Frequent Travelers

# Coop Post

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## Effects of Paid:

- Boost to Organic due to paid engagement
- All paid reach is target
- Copy was intended to drive awareness and engagement



# Coop Post Results

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## Results

Total Reach: 211,719

Likes: 1,316

Comments: 1,114

Shares: 142

Link Clicks: 4,036

Video Views: 84,849

uCTR: 3.52%



The image shows a Facebook post from the page 'Visit Nebraska', published by Dave Fluegge on March 14. The post features a video thumbnail with the text 'DISCOVER NORTHWEST NEBRASKA' and 'NO BETTER DIRECTION...'. The video player shows a play button and a progress bar at 0:01 / 0:14. Below the video, the text 'DISCOVERNWBASKA.COM' and 'No Better Direction...For You!' is visible, along with a 'Learn more' link. At the bottom, there are 'See insights and ads' and 'Boost post' buttons, and engagement metrics showing 1.1K likes and 89 comments / 138 shares.

\*Website clicks is reported by Facebook analytics, not by industry partner.  
uCTR is closer to an engagement rate based on reach

Visit  
Nebraska

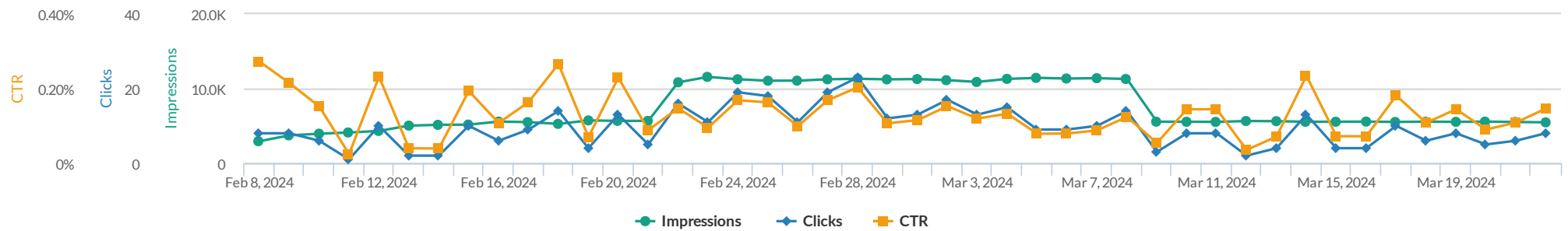


Eagle Eye Online Reporting

### Eagle Post Sites - Orders

We don't have any data for Eagle Post Sites - Orders for the period covered by this report.

### Geofencing/OTT - Campaigns



Campaign ID	Campaign	Impressions	Clicks	CTR	Start Date	End Date
3854227	Event_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	16,595	24	0.14%	2024-02-22	2024-03-22
3837095	Event_Discover Northwest Nebraska_Display_2/8/24	15,065	30	0.20%	2024-02-08	2024-03-08
3854213	Geofencing_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	58,178	63	0.11%	2024-02-22	2024-03-22
3837084	Geofencing_Discover Northwest Nebraska_Display_2/8/24	43,771	56	0.13%	2024-02-08	2024-03-08
3854224	SRT+KW_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	91,356	123	0.13%	2024-02-22	2024-03-22
3836962	SRT+KW_Discover Northwest Nebraska_Display_2/8/24	100,115	120	0.12%	2024-02-08	2024-03-08
<b>Totals</b>		<b>325,080</b>	<b>416</b>	<b>0.13%</b>		

### Geofencing/OTT - Ads

Size	Ad	Target	Impressions	Clicks	CTR	Campaign Start Date	Campaign End Date
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	2,608	1	0.04%	2024-02-21 16:00:00	2024-03-21 17:00:00
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	12,520	15	0.12%	2024-02-07 16:00:00	2024-03-07 16:00:00
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	2,031	6	0.30%	2024-02-07 16:00:00	2024-03-07 16:00:00
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	5,876	7	0.12%	2024-02-21 16:00:00	2024-03-21 17:00:00
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	1,332	3	0.23%	2024-02-21 16:00:00	2024-03-21 17:00:00
300x250	Disc_NW_NE_300x250.gif	https://discovernwnebraska.com/	5,961	12	0.20%	2024-02-07 16:00:00	2024-03-07 16:00:00
300x50	Disc_NW_NE_300x50.gif	https://discovernwnebraska.com/	2,791	5	0.18%	2024-02-21 16:00:00	2024-03-21 17:00:00

300x50	Disc_NW_NE_300x50.gif	https://discoverwnebraska.com/	7,236	4	0.06%	2024-02-07 16:00:00	2024-03-07 16:00:00
300x50	Disc_NW_NE_300x50.gif	https://discoverwnebraska.com/	20,900	13	0.06%	2024-02-21 16:00:00	2024-03-21 17:00:00
300x50	Disc_NW_NE_300x50.gif	https://discoverwnebraska.com/	5,535	8	0.14%	2024-02-07 16:00:00	2024-03-07 16:00:00
300x50	Disc_NW_NE_300x50.gif	https://discoverwnebraska.com/	10,030	6	0.06%	2024-02-21 16:00:00	2024-03-21 17:00:00
300x50	Disc_NW_NE_300x50.gif	https://discoverwnebraska.com/	2,220	5	0.23%	2024-02-07 16:00:00	2024-03-07 16:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	44,053	49	0.11%	2024-02-21 16:00:00	2024-03-21 17:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	27,644	30	0.11%	2024-02-07 16:00:00	2024-03-07 16:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	9,457	17	0.18%	2024-02-07 16:00:00	2024-03-07 16:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	62,119	96	0.15%	2024-02-21 16:00:00	2024-03-21 17:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	10,098	15	0.15%	2024-02-21 16:00:00	2024-03-21 17:00:00
320x50	Disc_NW_NE_320x50.gif	https://discoverwnebraska.com/	65,074	69	0.11%	2024-02-07 16:00:00	2024-03-07 16:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	2,763	5	0.18%	2024-02-21 16:00:00	2024-03-21 17:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	1,357	2	0.15%	2024-02-07 16:00:00	2024-03-07 16:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	4,631	6	0.13%	2024-02-07 16:00:00	2024-03-07 16:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	2,461	7	0.28%	2024-02-21 16:00:00	2024-03-21 17:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	1,098	3	0.27%	2024-02-21 16:00:00	2024-03-21 17:00:00
728x90	Disc_NW_NE_728x90.gif	https://discoverwnebraska.com/	15,285	32	0.21%	2024-02-07 16:00:00	2024-03-07 16:00:00
<b>Totals</b>			<b>325,080</b>	<b>416</b>	<b>0.13%</b>		



## Geofencing/OTT - Keywords

Keyword	Impressions	Clicks	CTR	Total Visits	Campaign Start Date	Campaign End Date
%21accommodation	7	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21accommodation	25	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21activities	214	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21activities	140	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21activity	362	1	0.28%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21activity	177	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21airline	9	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21airline	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21airlines	29	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21airlines	22	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21amusement	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

%21amusement	12	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21aquarium	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21aquarium	13	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21aquariums	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21aquariums	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21booking	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21booking	16	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21bookings	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21bowling	17	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21bowling	25	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21camping	20	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21camping	56	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21carousel	39	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21carousel	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21disneyland	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21disneyland	5	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21entertainment	5,224	6	0.11%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21entertainment	2,217	3	0.14%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21fair	113	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21fair	314	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21fairs	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21ferry	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21ferry	11	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21festival	42	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21festival	84	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21festivals	10	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21festivals	18	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21firework	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21fireworks	11	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21fireworks	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21flight	98	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21flight	181	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21flights	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

%21flights	45	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21holiday	131	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21holiday	382	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21holidays	316	1	0.32%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21holidays	102	1	0.98%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21hostel	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21hostel	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21hotel	84	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21hotel	190	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21hoteles	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21hoteles	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21hotels	17	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21hotels	5	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21motel	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21motel	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21park	264	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21park	851	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21parks	21	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21parks	58	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21playground	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21playground	51	2	3.92%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21playgrounds	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21playgrounds	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21resort	63	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21resort	40	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21resorts	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21resorts	10	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21rodeo	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21rodeo	15	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21rodeos	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21rollercoaster	69	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21rollercoaster	198	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21seaworld	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00



%21ticket	231	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21ticket	83	1	1.20%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21tickets	136	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21tickets	71	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21trampolines	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21travel	239	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21travel	829	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21traveller	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21traveller	8	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21vacation	50	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21vacation	141	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21vacations	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
%21vacations	16	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
%21zoos	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
accommodation	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
accommodation	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
activities	132	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
activities	310	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
activities+in	6	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
activities+in	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
activities+to	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
activities+to	6	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
activity	189	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
activity	279	1	0.36%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
airfare	15	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
airfare	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
airfares	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
airline	126	1	0.79%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
airline	209	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
airliners	23	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
airliners	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
airlines	363	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
airlines	235	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

amusement	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
amusement	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
aquarium	28	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
aquarium	58	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
aquarium+in	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
aquariums	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
aquariums	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
arcade+games	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
arcade+games	21	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
best+hotel	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
big+wheel	8	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
big+wheel	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
booking	61	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
booking	60	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
bookings	10	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
bookings	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
bowling	516	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
bowling	436	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
business+events	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
camping	193	1	0.52%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
camping	256	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
carousel	48	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
carousel	35	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
child+activities	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
children+activities	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
convention+center	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
disney+world	26	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
disney+world	42	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
disneyland	38	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
disneyland	28	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
entertainment	7,383	7	0.09%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
entertainment	15,241	10	0.07%	0	2024-02-07 16:00:00	2024-03-07 16:00:00

entertainment+child	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
entertainment+child	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
entertainment+children	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
entertainment+children	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
event+business	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
event+company	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
event+planner	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
event+planning	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
events+business	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
events+business	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
events+company	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fair	294	1	0.34%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fair	223	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fair+children	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fair+in	5	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fair+in	16	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fairs	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fairs	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
families+entertainment	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
families+entertainment	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
family+activities	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
family+activity	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
family+centers	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
family+entertainment	33	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
family+entertainment	15	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
family+fair	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
family+games	11	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
family+games	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
family+holidays	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
ferris+wheel	7	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
ferry	15	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
ferry	28	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
festival	390	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00

festival	191	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
festival+in	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
festival+in	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
festivals	71	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
festivals	32	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
firework	8	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fireworks	17	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fireworks	20	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
flight	1,150	2	0.17%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
flight	858	1	0.12%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
flight+hotel	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
flights	91	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
flights	195	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
flightview	41	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
flightview	5	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
free+fall	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
free+fall	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fun	853	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fun	552	1	0.18%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
fun+centers	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fun+family	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
fun+family	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hall+book	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hall+business	44	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hall+event	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hall+events	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holiday	325	1	0.31%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
holiday	132	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holiday+best	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holiday+deals	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holiday+destinations	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
holiday+family	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
holiday+family	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

holidays	343	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
holidays	227	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holidays+best	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
holidays+best	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
holidays+family	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hostel	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hotel	628	1	0.16%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hotel	1,547	5	0.32%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotel+best	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hotel+best	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotel+booking	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotel+cost	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotel+cost	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hoteles	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotels	68	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hotels	167	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotels+best	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
hotels+best	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotels+deals	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
hotels+family	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
kart+racing	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
kids+activities	28	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
kids+activities	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
kids+entertainment	8	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
kids+events	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
kids+fun	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
kids+fun	22	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
kids+games	9	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
kids+games	7	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
last+minute	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
last+minute	27	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
local+fair	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
local+fair	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00

local+festival	7	1	14.29%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
local+festival	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
local+zoo	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
location+event	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
location+events	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
location+events	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
meeting+hall	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
mini+golf	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
mini+golf	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
motel	49	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
motel	49	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
motels	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
park	1,223	3	0.25%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
park	1,532	1	0.07%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
park+amusement	8	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
park+amusement	10	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
park+families	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
park+family	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
park+in	28	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
park+in	39	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
park+kids	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
park+kids	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
parks	429	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
parks	313	1	0.32%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
parks+in	10	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
parks+in	21	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
playground	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
playground	148	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
playgrounds	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
playgrounds	12	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
recreation+family	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rent+car	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

rental+car	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rental+car	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
reserve+room	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
resort	143	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
resort	236	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resort+cost	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts	66	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
resorts	117	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+best	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
resorts+best	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+book	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+booking	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+destinations	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+family	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+luxury	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
resorts+price	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
review+resort	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rock+wall	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rock+wall	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rodeo	52	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rodeo	92	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rodeo+in	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rodeo+local	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rodeo+show	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rodeos	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
roller+coaster	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
roller+coaster	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rollercoaster	7	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rollercoaster	22	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
room+book	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
room+business	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
room+group	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
room+listing	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00

room+meeting	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
room+party	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
room+search	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
rooms+hospitality	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
rooms+rent	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
schedule+festival	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
sea+life	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
sea+world	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
sea+world	14	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
search+hall	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
search+room	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
search+room	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
search+space	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
seaworld	28	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
seaworld	30	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
space+book	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
space+business	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
space+event	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
space+event	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
space+find	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
space+find	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
space+listings	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
space+party	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
theme+park	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
theme+park	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
theme+parks	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
ticket	378	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
ticket	705	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
ticket+online	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tickets	503	1	0.20%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tickets	622	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tickets+buy	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tickets+fair	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00



tickets+flight	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tickets+flight	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
top+holiday	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
top+holidays	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
top+hotels	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
top+resort	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tour+best	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+buy	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tour+buy	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+deal	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+deal	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tour+family	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+plan	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tour+price	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+review	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tour+review	5	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tour+top	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tours+best	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tours+luxury	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tours+package	8	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tours+packages	6	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tours+top	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
train+ride	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
train+ride	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
train+tickets	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
trampolines	10	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel	2,464	3	0.12%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel	1,474	3	0.20%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel_tourism_optimized_audience	58,898	84	0.14%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel_tourism_optimized_audience	69,921	97	0.14%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+best	22	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+best	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+cost	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

travel+cost	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+costs	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+destination	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+destinations	16	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+destinations	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+family	6	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+luxury	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+package	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+packages	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+price	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+price	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+prices	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+prices	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+review	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+reviews	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
travel+reviews	4	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+top	10	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
travel+top	9	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
traveller	27	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
traveller	12	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tripadvisor+hotel	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tripadvisor+hotel	7	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tripadvisor+hotels	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
tripadvisor+resort	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
tripadvisor+tour	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	16,595	24	0.14%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
Unknown	15,065	30	0.20%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	43,771	56	0.13%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	58,178	63	0.11%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacation	317	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacation	541	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+destinations	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00

vacation+destinations	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacation+family	14	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+family	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacation+luxury	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+plan	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacation+plan	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+rental	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+top	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacation+top	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacations	184	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacations	86	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacations+best	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacations+cheap	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacations+cost	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacations+family	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
vacations+family	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
vacations+tripadvisor	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
venue+event	1	1	100.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
venue+event	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
venues+event	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
water+park	3	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
water+park	7	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
water+parks	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
waterpark	31	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
waterpark	13	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
wedding+room	2	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
wedding+venue	4	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo	218	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo	239	1	0.42%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
zoo+animal	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo+animals	5	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
zoo+family	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo+in	6	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

zoo+local	30	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
zoo+local	3	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo+near	1	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoo+visit	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoos	12	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
zoos	14	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoos+animals	2	0	0.00%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
zoos+animals	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
zoos+local	1	0	0.00%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
<b>Totals</b>	<b>325,080</b>	<b>416</b>	<b>0.13%</b>	<b>0</b>		

### Geofencing/OTT - Geo Fencing

Campaign	Geo Fence	Click Visits	Impressions	Clicks	CTR	Total Visits	Campaign Start Date	Campaign End Date
Geofencing_Discover Northwest Nebraska_Display_2/8/24	300 Harborview Plaza, La Crosse, WI 54601	0	43,771	56	0.13%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Geofencing_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	CHI Health Center 455 North 10th Street Omaha, NE	0	58,178	63	0.11%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
SRT+KW_Discover Northwest Nebraska_Display_2/8/24	Unknown	0	100,115	120	0.12%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
SRT+KW_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	Unknown	0	91,356	123	0.13%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
Event_Discover Northwest Nebraska_Display_2/8/24	Unknown	0	15,065	30	0.20%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Event_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	Unknown	0	16,595	24	0.14%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
<b>Totals</b>		<b>0</b>	<b>325,080</b>	<b>416</b>	<b>0.13%</b>	<b>0</b>		

### Geofencing/OTT - Conversion Zones

Geo Fence Name	Campaign	Conversion Geo Fence Name	Impressions	Clicks	CTR	Total Visits	Campaign Start Date	Campaign End Date
Unknown	SRT+KW_Discover Northwest Nebraska_Display_2/8/24	None	100,115	120	0.12%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	SRT+KW_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	None	91,356	123	0.13%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
CHI Health Center 455 North 10th Street Omaha,	Geofencing_Discover Northwest Nebraska_Display_2/22/24_CHI Health	None	58,178	63	0.11%	0	2024-02-21 16:00:00	2024-03-21 17:00:00

NE	Center							
300 Harborview Plaza, La Crosse, WI 54601	Geofencing_Discover Northwest Nebraska_Display_2/8/24	None	43,771	56	0.13%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	Event_Discover Northwest Nebraska_Display_2/8/24	None	15,065	30	0.20%	0	2024-02-07 16:00:00	2024-03-07 16:00:00
Unknown	Event_Discover Northwest Nebraska_Display_2/22/24_CHI Health Center	None	16,595	24	0.14%	0	2024-02-21 16:00:00	2024-03-21 17:00:00
<b>Totals</b>			<b>325,080</b>	<b>416</b>	<b>0.13%</b>	<b>0</b>		

# ADVERTISER PERFORMANCE

DATE RANGE: May 1, 2023 - Apr 30, 2024

PREPARED FOR: Advertiser: 114645\_NORTHWEST NEBRASKA/DAWES COUNTY (1)

## IMPRESSIONS

Total impressions  
**187,291**

## CLICK-THROUGH RATE

Total clicks  
**616.00**

Click-Through Rate  
**0.33%**

Line item type	Total CTR	Total impressions
Sponsorship	0.33%	187,291

Creative size (delivered)	Total CTR	Total impressions
Fluid	0.33%	78,828
300x250	0.32%	108,463

Placement	Total CTR	Total clicks	Total impressions
NE: Things to Do	0.09%	77	86,148
-	0.73%	327	44,689
NE: Trip Ideas	0.55%	159	29,001
NE: Hotels & Lodging	0.22%	28	12,967
NE: All Other	0.19%	15	7,805
NE: Restaurants	0.15%	10	6,681

1 - 6 / 6 < >

Line item	Total impressions	Total clicks	Total CTR
1. 1_24304_NE_Northwest Nebraska/Dawes County_Formatted_year	187,291	616	0.33%



**Shared Outlets**

100 Old DuPont Rd. 308-667-9428  
www.sharedoutlets.com

**Village Pizza**

405 S. 6th St. 308-667-6862

**KIMBALL****1st Interstate Inn**

1704 S. Old Rd. Hwy 73 308-235-6601

**Deer & Leathing**

206 S. Cheyenne St. 308-235-3087

**Days Inn**

671 E. 2nd St. 308-235-4677  
www.daysinn.com

**The Diner**

1704 S. Hwy 73 638-235-4593

**The Flamingo**

206-229-3639

**For The Birds!**

204 E. 1st St. 308-235-2973  
www.birdwatching.com/birds

**Four Winds Golf Course**

1535 Gilliland Dr. 308-235-0261

**Good Times at Chute #7**

109 W. 2nd St. 308-235-6421

**High Point RV Park**

1619 E. Hwy 73 308-235-2037

**High Point Welcome Center/  
Kimball County Visitor Center**

204 E. 1st St. 308-235-2973  
www.kimballcountycolorado.com

**Historic Walking Tour**

308-235-0673 www.kimballcountycolorado.com

**Karen's Kitchen**

614 S. Walnut St. 308-235-2917

**Kimball Bakery/Merrywakes**

124 S. Cheyenne St. 308-235-3344  
www.kimballbakery.com

**Kwik & Fresh Meats**

230 S. Cheyenne St. 308-235-1658  
www.kwikandfresh.com

**Main Street Market Deli**

815 E. 3rd St. 308-235-5272

**Monkey Ranch Buffalo Tours**

308-235-3271

**Motel Kimball**

1007 E. 3rd St. 308-235-6606

**Nebraska Coffee**

126 S. Cheyenne St.

**Oliver Reservoir Recreation Area**

308-234-2377 www.dnr.state.nv.us/oliver

**Panorama Point and Three-State Market**

308-237-0572 www.panorama.org

**Phoenix Conoco**

1700 S. Hwy 73 308-235-2016

**Plains Historical Museum**

901 S. Cheyenne St. 308-235-0572

**Prairie Adventure Tours**

308-241-0576  
www.prairieadventure.com/tour-booking

**Sleep for Less - East**

4802 E. 3rd St. 308-235-4878

**Vince's Corner**

100 E. 3rd St. 308-235-4411

**LEWELLEN****Ash Hollow State Historical Park**

4265 Hwy 24 308-778-2667  
www.dnr.state.nv.us/ashhollow

**Lewellen Lodge**

218 E. Church St. 308-672-0690  
www.lewellenlodge.com

**The Most Unlikely Place**

202 Main St. 308-778-0587  
www.themostunlikelyplace.com

**MARSLAND****Box Butte Reservoir**

**State Recreation Area**  
Table Canyon Rd. & River Rd. 308-663-2902  
www.outdoornebraska.gov/tablecanyon

**MINATARE****Lake Minatare State Recreation Area**

29041 The Point Rd. 308-723-2911  
www.outdoornebraska.gov/lakeminatare

**MITCHELL****Brown Sheep Company**

1200 E. 1st St. 308-426-9338  
www.brownsheep.com

**MORRILL****Horse Creek Treaty State Historical**

**Marker**  
308-247-3122

**IKI Coffee Roasters**

308-672-0683  
www.ikicoffee.com

**Travelodge by Wyndham Morrill**

707 E. Wheeler St. 308-271-3327  
www.travelodge.com

**OSHKOSH****Oshtosh Water Tower**

100 5th Ave. E.

**POTTER****1912 Nostalgic Train Crew**

**Bed & Breakfast**  
304 1st St. 308-748-5116  
www.nostalgictrain.com/bedandbreakfast

**Rags Bar**

640 1st St. 308-674-4227

**Chuckabee Station**

647 Sherman St. 308-674-9117  
www.chuckabeestation.com

**Point of Rocks Motel & RV Park**

2172 U.S. Hwy. 30 308-675-4402  
www.pointofrocksmotel.com  
motel@pointofrocksmotel.com

**Potter DuskPin Bowling**

326 Cheyenne St. 308-674-4481  
www.mccabes.com/potterduskinbowling

**Potter Sundry**

324 Cheyenne St. 308-675-0702  
www.potterwonderland.com

**Potter Visitor Center**

327 Cheyenne St. 308-674-8132  
www.potterwonderland.com

**RUSHVILLE****Farmhouse Coffee**

133 S. Main St. 308-337-2601

**Modisett Swimming Pool**

108 CONRAD St. 308-337-2137

**Nebraskaland Hotel**

503 E. 2nd St. 308-337-2487

**Plains Theatre**

203 E. 2nd St.

**Sheridan County Historical Museum**

400 U.S. 20 308-635-7413

**Smith Lake**

Hwy 200

**The Toasted Turtle Pub**

129 N. Main St. 308-337-2263

**SCOTTSBLUFF****18th Street Farmers Market**

18th St. 308-625-0802

**Cappuccino and Company**

708 Broadway 308-635-9997  
www.cappuccinobistro.com

**Caero Motel**

2121 Ave. 1 308-635-2087

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