Driving Local Tourism

The Lincoln Convention and Visitors Bureau team remained steadfast in our commitment to support and drive local tourism. We were excited to welcome the return of annual traditions and new events to our city as we encouraged travelers and locals alike to rediscover and reunite in Lincoln. Key events for 2021 included:

A full slate of NSAA State High School tournaments, including the second-highest attended state volleyball tournament and the first state bowling championship, as well as the swimming and diving, basketball, baseball and football tournaments, all held at local venues.

The Lincoln Marathon returned in early May with nearly 5,000 participants registrants taking part in the citywide event, while the Good Life Halfsy in late October sold out with 6,000 registrations.

The opening of the Kinetic Sports Complex, in addition to the Lincoln Sports Foundation Complex and the Speedway Sports Complex, have significantly impacted our community’s ability to recruit new national-caliber tournaments in a booming youth sports industry.

Lincoln hosted tens of thousands of visitors from across the country at several marquee events this summer, including the National High School Finals Rodeo, National High School Coaches Association, USA Wrestling Senior World Team Trials and the Garth Brooks concert at Memorial Stadium, resulting in record-setting lodging tax collections.

- **54%** of all leads were for new business
- **5%** Lodging tax collections are only 5% below 2019 collections
- **80%** of all leads were for either regional or national events
- **82%** of all business booked was new business
- **60%** of all business booked was either regional or national

Lincoln awarded Most Educated City in Nebraska — Insurify

Cities With the Best Work-Life Balance — Smartasset

Most Affordable Cities for Site Selectors — 17th Annual Business Facilities Rankings Report