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(Neb.) - Gov. pushes Neb. golf courses, parks for tourism

By: John Thayer Posted at: 04/30/2012 01:57 PM

LINCOLN, Neb. (AP) - Nebraska officials are promoting the state's golf courses, wineries, restaurants and parks in a new campaign designed to change outside perceptions of the state and attract tourists.

The attractions are part of the Nebraska Passport program. Nebraska Tourism Director Kathy McKillip says the program is broken into 10 subject areas of interest, including a culinary tour, culture tour and family fun tour.

Gov. Dave Heineman on Monday declared May 7 through May 15 as "See Nebraska Week," as he touted the state's 200 public and private golf courses.

Tourism is the state's third-largest revenue source, generating more than \$4 billion a year. Heineman says the industry accounts for more than 45,600 jobs statewide.

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