

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 3rd Quarter 2009

Figures are YTD (year-to-date, including 1st, 2nd & 3rd quarter)

133,839 YTD Leads Received from 2009 Media Purchases
 13,000 YTD Leads Received from 2008 Media Purchases
 21,999 YTD Free Leads Received

3rd Quarter Cost Per Inquiry Rate: \$6.91

Travel packets requested: 168,144 **Student packets requested: 936** **# other brochures requested: 1,934**
 (T-Pak: Travel Guide and highway map) (S-Pak: request for student project info)

Top 10 States & Top 5 Cities Requesting Information

<u>STATE</u>	<u>CITIES</u>	<u># OF REQUESTS</u>	<u>STATE</u>	<u>CITIES</u>	<u>#OF REQUESTS</u>
#1. California		14,775	#6. Ohio		7,046
	Los Angeles	759		Columbus	500
	San Diego	531		Cincinnati	430
	Sacramento	415		Cleveland	414
	San Jose	398		Dayton	232
	San Francisco	312		Toledo	186
#2. Texas		12,929	#7. Michigan		6,484
	Houston	1,304		Detroit	472
	San Antonio	711		Grand Rapids	222
	Dallas	609		Flint	123
	Austin	449		Lansing	106
	Fort Worth	416		Saginaw	101
#3. Illinois		8,213	#8. Nebraska		6,136
	Chicago	1,389		Omaha	1,505
	Rockford	164		Lincoln	873
	Peoria	128		Bellevue	199
	Naperville	98		Grand Island	170
	Springfield	97		Fremont	150
#4. New York		7,974	#9. Pennsylvania		6,104
	Brooklyn	861		Philadelphia (Phila)	751
	New York City	595		Pittsburgh	277
	Bronx	456		Erie	116
	Buffalo	240		Allentown	90
	Rochester	230		Reading	87
#5. Florida		7,576	#10. Missouri		5,659
	Miami	397		Saint Louis	630
	Orlando	377		Kansas City	471
	Jacksonville	371		Springfield	185
	Tampa	310		Independence	155
	Sarasota	131		Saint Joseph	125

Surrounding States Requests

State	# of Requests
Colorado	2,825
Iowa	3,931
Kansas	3,170
Missouri	5,659
South Dakota	713
Wyoming	386

Non Domestic Requests

Country	# Requested
Canada	1,455
Other Countries	287

Top 5 Brochures Requested (other than T-Pak or S-Pak)

Brochure	# Requested
State Parks	300
Highway Map	194
Omaha	177
Western Nebraska	87
Lincoln	85