

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 4th Quarter 2009

Figures are YTD (year-to-date, including 1st-4th quarters)

136,067 YTD Leads Received from 2009 Media Purchases
 13,004 YTD Leads Received from 2008 Media Purchases
 23,846 YTD Free Leads Received

4th Quarter Cost Per Inquiry Rate: \$6.80

Travel packets requested: 173,299 Student packets requested: 1,135 # other brochures requested: 2,135
 (T-Pak: Travel Guide and highway map) (S-Pak: request for student project info)

Top 10 States & Top 5 Cities Requesting Information

| STATE | CITIES | # OF REQUESTS | STATE | CITIES | # OF REQUESTS |
|-----------------------|---------------|---------------|-------------------------|----------------------|---------------|
| #1. California | | 14,995 | #6. Ohio | | 7,259 |
| | Los Angeles | 770 | | Columbus | 516 |
| | San Diego | 540 | | Cincinnati | 463 |
| | Sacramento | 415 | | Cleveland | 431 |
| | San Jose | 404 | | Dayton | 242 |
| | San Francisco | 317 | | Toledo | 197 |
| #2. Texas | | 13,280 | #7. Michigan | | 6,774 |
| | Houston | 1,334 | | Detroit | 507 |
| | San Antonio | 742 | | Grand Rapids | 230 |
| | Dallas | 625 | | Flint | 137 |
| | Austin | 458 | | Lansing | 106 |
| | Fort Worth | 427 | | Saginaw | 106 |
| #3. Illinois | | 8,532 | #8. Nebraska | | 6,573 |
| | Chicago | 1,448 | | Omaha | 1,596 |
| | Rockford | 170 | | Lincoln | 941 |
| | Peoria | 128 | | Bellevue | 210 |
| | Springfield | 102 | | Grand Island | 180 |
| | Naperville | 98 | | Fremont | 162 |
| #4. New York | | 8,219 | #9. Pennsylvania | | 6,308 |
| | Brooklyn | 891 | | Philadelphia (Phila) | 784 |
| | New York City | 612 | | Pittsburgh | 287 |
| | Bronx | 472 | | Erie | 120 |
| | Buffalo | 249 | | Reading | 92 |
| | Rochester | 238 | | Allentown | 90 |
| #5. Florida | | 7,856 | #10. Missouri | | 5,833 |
| | Miami | 410 | | Saint Louis | 651 |
| | Jacksonville | 387 | | Kansas City | 485 |
| | Orlando | 385 | | Springfield | 188 |
| | Tampa | 317 | | Independence | 155 |
| | Sarasota | 131 | | Saint Joseph | 125 |

Surrounding States Requests

| State | # of Requests |
|---------------------|---------------|
| Colorado | 2,916 |
| Iowa | 4,095 |
| Kansas | 3,282 |
| Missouri | 5,833 |
| South Dakota | 744 |
| Wyoming | 399 |

Non Domestic Requests

| Country | # Requested |
|-----------------|-------------|
| Canada | 1,549 |
| Other Countries | 302 |

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

| Brochure | # Requested |
|------------------|-------------|
| Highway Map | 315 |
| State Parks | 314 |
| Omaha | 190 |
| Lincoln | 91 |
| Western Nebraska | 89 |