

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 2nd Quarter 2009

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

119,945 YTD Leads Received from 2009 Media Purchases
 12,983 YTD Leads Received from 2008 Media Purchases
 11,619 YTD Free Leads Received

2nd Quarter Cost Per Inquiry Rate: \$7.71

Travel packets requested: 145,711 **Student packets requested: 767** **# other brochures requested: 1,165**
 (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		13,597	#6. Ohio		6,224
	Los Angeles	730		Columbus	457
	San Diego	494		Cleveland	395
	Sacramento	394		Cincinnati	368
	San Jose	369		Dayton	204
	San Francisco	292		Toledo	176
#2. Texas		11,367	#7. Michigan		5,720
	Houston	1,177		Detroit	448
	San Antonio	657		Grand Rapids	206
	Dallas	578		Flint	123
	Austin	397		Lansing	96
	Fort Worth	373		Saginaw	85
#3. New York		7,316	#8. Pennsylvania		5,474
	Brooklyn	826		Philadelphia (Phila)	705
	New York City	565		Pittsburgh	256
	Bronx	437		Erie	100
	Buffalo	220		Reading	87
	Rochester	207		Allentown	84
#4. Illinois		6,970	#9. Georgia		4,599
	Chicago	1,269		Atlanta	367
	Rockford	143		Marietta	79
	Peoria	114		Columbus	110
	Naperville	81		Lawrenceville	103
	Springfield	81		Decatur	83
#5. Florida		6,654	#10. Nebraska		4,588
	Miami	364		Omaha	1,176
	Orlando	341		Lincoln	623
	Jacksonville	337		Bellevue	145
	Tampa	278		Grand Island	128
	Pensacola	113		Fremont	113

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	2,344
Iowa	3,093
Kansas	2,430
Missouri	4,437
South Dakota	542
Wyoming	325

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	651
Other Countries	144

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

<u>Brochure</u>	<u># Requested</u>
State Parks	181
Omaha	118
Highway Map	75
Nebraska History	64
Lincoln	58