

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 2nd Quarter 2011

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

122,277 YTD Leads Received from 2011 Media Purchases
 129 YTD Leads Received from 2010 Media Purchases
 17,439 YTD Free Leads Received

2nd Quarter Cost Per Inquiry Rate: \$8.70

Travel Guides requested: 101,671 Student packets requested: 612 # road maps requested: 409
 (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. Illinois		15,437	#6. Texas		6,201
	Chicago	3,455		Houston	628
	Rockford	249		San Antonio	295
	Springfield	212		Dallas	270
	Peoria	177		Fort Worth	181
	Joliet	171		Austin	158
#2. Missouri		9,363	#7. Colorado		6,034
	St Louis	1,495		Denver	944
	Kansas City	949		Colorado Springs	680
	Springfield	338		Aurora	521
	Independence	266		Littleton	233
	Columbia	177		Pueblo	223
#3. Nebraska		8,397	#8. California		6,033
	Omaha	2,261		Los Angeles	272
	Lincoln	1,230		San Diego	209
	Bellevue	300		Sacramento	164
	Grand Island	193		San Jose	133
	Fremont	189		San Francisco	127
#4. Wisconsin		7,541	#9. Florida		5,799
	Milwaukee	1,293		Miami	379
	Madison	288		Jacksonville	299
	Green Bay	221		Orlando	242
	Kenosha	184		Tampa	199
	Racine	152		Pensacola	93
#5. Minnesota		6,779	#10. New York		5,207
	Minneapolis	1,010		Brooklyn	689
	St Paul	710		Bronx	352
	Duluth	141		New York City	333
	Rochester	132		Rochester	205
	St Cloud	108		Buffalo	175

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	6,034
Iowa	5,331
Kansas	4,588
Missouri	9,363
South Dakota	1,125
Wyoming	665

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	423
Other Countries	725