

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 3rd Quarter 2011

Figures are YTD (year-to-date, including 1st-3rd quarters)

196,081 YTD Leads Received from 2011 Media Purchases
 129 YTD Leads Received from 2010 Media Purchases
 22,733 YTD Free Leads Received

3rd Quarter Cost Per Inquiry Rate: \$5.49

Travel Guides requested: 138,691 Student packets requested: 664 # road maps requested: 644

(S-Pak: request for student project info)

2011 golf brochures requested (special project): 79,779

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		28,914	#6. Colorado		10,449
	Chicago	6,640		Denver	1,656
	Rockford	502		Colorado Springs	1,155
	Springfield	358		Aurora	923
	Peoria	330		Littleton	390
	Joliet	317		Pueblo	361
#2. Missouri		16,120	#7. Texas		8,884
	St Louis	2,709		Houston	936
	Kansas City	1,600		San Antonio	443
	Springfield	594		Dallas	385
	Independence	441		Fort Worth	245
	Florissant	319		Austin	233
#3. Nebraska		14,244	#8. California		8,557
	Omaha	3,861		Los Angeles	426
	Lincoln	2,326		San Diego	294
	Bellevue	587		Sacramento	242
	Grand Island	330		San Jose	190
	Fremont	312		San Francisco	166
#4. Wisconsin		12,844	#9. Iowa		8,528
	Milwaukee	2,226		Des Moines	734
	Madison	524		Cedar Rapids	379
	Green Bay	408		Davenport	304
	Kenosha	300		Sioux City	285
	Racine	255		Council Bluffs	270
#5. Minnesota		11,747	#10. Florida		8,271
	Minneapolis	1,884		Miami	562
	St Paul	1,321		Jacksonville	415
	Duluth	243		Orlando	351
	Rochester	208		Tampa	317
	St Cloud	175		Pensacola	151

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	10,449
Iowa	8,528
Kansas	7,711
Missouri	16,120
South Dakota	1,966
Wyoming	1,208

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	679
Other Countries	1,062