

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 4th Quarter 2011

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

201,809 YTD Leads Received from 2011 Media Purchases
 129 YTD Leads Received from 2010 Media Purchases
 25,415 YTD Free Leads Received

4th Quarter Cost Per Inquiry Rate: \$5.33

Travel Guides requested: 147,000 Student packets requested: 886 # road maps requested: 749

2011 golf brochures requested (special project): 80,209

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		29,311	#6. Colorado		10,612
	Chicago	6,700		Denver	1,666
	Rockford	502		Colorado Springs	1,175
	Springfield	364		Aurora	938
	Peoria	335		Littleton	396
	Joliet	317		Pueblo	361
#2. Missouri		16,402	#7. Texas		9,500
	St Louis	2,735		Houston	998
	Kansas City	1,630		San Antonio	468
	Springfield	608		Dallas	421
	Independence	449		Fort Worth	259
	Florissant	319		Austin	252
#3. Nebraska		14,615	#8. California		9,133
	Omaha	3,942		Los Angeles	458
	Lincoln	2,377		San Diego	309
	Bellevue	602		Sacramento	262
	Grand Island	338		San Jose	208
	Fremont	324		San Francisco	173
#4. Wisconsin		13,066	#9. Iowa		8,724
	Milwaukee	2,249		Des Moines	744
	Madison	535		Cedar Rapids	379
	Green Bay	415		Davenport	314
	Kenosha	304		Sioux City	293
	Racine	255		Council Bluffs	277
#5. Minnesota		11,932	#10. Florida		8,768
	Minneapolis	1,905		Miami	585
	St Paul	1,332		Jacksonville	433
	Duluth	246		Orlando	371
	Rochester	211		Tampa	333
	St Cloud	175		Pensacola	151

Surrounding States Requests	
State	# of Requests
Colorado	10,612
Iowa	8,724
Kansas	7,879
Missouri	16,402
South Dakota	2,007
Wyoming	1,222

Non Domestic Requests	
Country	# Requested
Canada	789
Other Countries	1,278