

Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

Summary of 1st Quarter 2014

Figures are YTD (year-to-date)

104,542 of the 2014 Nebraska Travel Guides have been distributed thus far in 2014.

(82,691 of those were distributed during January via bulk deliveries to information centers and tourism partners across the state and in surrounding states.)

1st Quarter Cost Per Inquiry Rate: \$42.03

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Nebraska	667
#2. Illinois	620
#3. Missouri	585
#4. Ohio	430
#5. Texas	418
#6. Iowa	403
#7. Wisconsin	398
#8. Florida	388
#9. New York	382
#10. Pennsylvania	367

Non Domestic Requests for Travel Packets	
Country	# Requested
Canada	183
Other Countries	77

Top 5 Lead Sources	# of Requests for Travel Packets
Online requests through VisitNebraska.com	3,551
Great Getaways.com	2,107
Travelguidesfree.com	1,928
Travelinformation.com	720
Midwest Living	538

