

## Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

### Summary of 1<sup>st</sup> Quarter 2015

Figures are YTD (year-to-date)

**108,225 of the 2015 Nebraska Travel Guides have been distributed so far in 2015.**

- 70,800 distributed in January via bulk deliveries to info centers/tourism partners across the state
  - 5,719 leads resulted from paid advertising

**1<sup>st</sup> Quarter Cost Per Inquiry Rate: \$137.99**

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Illinois	681
#2. Nebraska	633
#3. Missouri	580
#4. Wisconsin	418
#5. Iowa	408
#6. Texas	398
#7. Michigan	372
#8. Minnesota	372
#9. California	345
#10. Pennsylvania	343

Non Domestic Requests for Travel Packets	
Country	# Requested
Canada	87
Other Countries	23

Top 5 Lead Sources	# of Requests for Travel Packets
Online requests through VisitNebraska.com	2,186
Travelguidesfree.com	1,968
Great Getaways Guide	1,298
MMSI TV	1,264
Midwest Living	995

