

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

### Summary of 3<sup>rd</sup> Quarter 2015

Figures are YTD (year-to-date)

**153,136 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
- 16,796 requests for the printed Travel Guide resulted from the Commission's paid advertising

**3<sup>rd</sup> Quarter Cost Per Inquiry Rate: \$46.99**

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Illinois	1,746
#2. Missouri	1,594
#3. Nebraska	1,446
#4. Texas	1,228
#5. Ohio	1,191
#6. Wisconsin	1,023
#7. Michigan	1,013
#8. New York	1,012
#9. Iowa	982
#10. Florida	979

Non Domestic Requests for Travel Packets	
Country	# Requested
Canada	280
Other Countries	79

Top 5 Lead Sources	# of Requests for Travel Packets
Online requests through VisitNebraska.com	6,118
MMSI	4,507
Great Getaways Guide	4,462
Travelguidesfree.com	4,469
Midwest Living	2,749

