Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports
Summary of 3rd Quarter 2009

Figures are YTD (year-to-date, including 1st, 2nd & 3rd quarter)

133,839 YTD Leads Received from 2009 Media Purchases
13,000 YTD Leads Received from 2008 Media Purchases
21,999 YTD Free Leads Received

3rd Quarter Cost Per Inquiry Rate: $6.91

Travel packets requested: 168,144 (T-Pak: Travel Guide and highway map)
Student packets requested: 936 (S-Pak: request for student project info)
 # other brochures requested: 1,934

Top 10 States & Top 5 Cities Requesting Information

STATE	CITIES	# OF REQUESTS	STATE	CITIES	#OF REQUESTS
#1. California		**14,775**	**#6. Ohio**		**7,046**
	Los Angeles	759		Columbus	500
	San Diego	531		Cincinnati	430
	Sacramento	415		Cleveland	414
	San Jose	398		Dayton	232
	San Francisco	312		Toledo	186
#2. Texas		**12,929**	**#7. Michigan**		**6,484**
	Houston	1,304		Detroit	472
	San Antonio	711		Grand Rapids	222
	Dallas	609		Flint	123
	Austin	449		Lansing	106
	Fort Worth	416		Saginaw	101
#3. Illinois		**8,213**	**#8. Nebraska**		**6,136**
	Chicago	1,389		Omaha	1,505
	Rockford	164		Lincoln	873
	Peoria	128		Bellevue	199
	Naperville	98		Grand Island	170
	Springfield	97		Fremont	150
#4. New York		**7,974**	**#9. Pennsylvania**		**6,104**
	Brooklyn	861		Philadelphia (Phila)	751
	New York City	595		Pittsburgh	277
	Bronx	456		Erie	116
	Buffalo	240		Allentown	90
	Rochester	230		Reading	87
#5. Florida		**7,576**	**#10. Missouri**		**5,659**
	Miami	397		Saint Louis	630
	Orlando	377		Kansas City	471
	Jacksonville	371		Springfield	185
	Tampa	310		Independence	155
	Sarasota	131		Saint Joseph	125

Surrounding States Requests	
State	**# of Requests**
Colorado	2,825
Iowa	3,931
Kansas	3,170
Missouri	5,659
South Dakota	713
Wyoming	386

Non Domestic Requests	
Country	**# Requested**
Canada	1,455
Other Countries	287

Top 5 Brochures Requested (other than T-Pak or S-Pak)	
Brochure	**# Requested**
State Parks	300
Highway Map	194
Omaha	177
Western Nebraska	87
Lincoln	85