Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports
Summary of 4th Quarter 2009

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

136,067 YTD Leads Received from 2009 Media Purchases
13,004 YTD Leads Received from 2008 Media Purchases
23,846 YTD Free Leads Received

4th Quarter Cost Per Inquiry Rate: $6.80

Travel packets requested: 173,299 (T-Pak: Travel Guide and highway map)
Student packets requested: 1,135 (S-Pak: request for student project info)
 # other brochures requested: 2,135

Top 10 States & Top 5 Cities Requesting Information					
STATE	**CITIES**	**# OF REQUESTS**	**STATE**	**CITIES**	**#OF REQUESTS**
#1. California		**14,995**	**#6. Ohio**		**7,259**
	Los Angeles	770		Columbus	516
	San Diego	540		Cincinnati	463
	Sacramento	415		Cleveland	431
	San Jose	404		Dayton	242
	San Francisco	317		Toledo	197
#2. Texas		**13,280**	**#7. Michigan**		**6,774**
	Houston	1,334		Detroit	507
	San Antonio	742		Grand Rapids	230
	Dallas	625		Flint	137
	Austin	458		Lansing	106
	Fort Worth	427		Saginaw	106
#3. Illinois		**8,532**	**#8. Nebraska**		**6,573**
	Chicago	1,448		Omaha	1,596
	Rockford	170		Lincoln	941
	Peoria	128		Bellevue	210
	Springfield	102		Grand Island	180
	Naperville	98		Fremont	162
#4. New York		**8,219**	**#9. Pennsylvania**		**6,308**
	Brooklyn	891		Philadelphia (Phila)	784
	New York City	612		Pittsburgh	287
	Bronx	472		Erie	120
	Buffalo	249		Reading	92
	Rochester	238		Allentown	90
#5. Florida		**7, 856**	**#10. Missouri**		**5,833**
	Miami	410		Saint Louis	651
	Jacksonville	387		Kansas City	485
	Orlando	385		Springfield	188
	Tampa	317		Independence	155
	Sarasota	131		Saint Joseph	125

Surrounding States Requests	
State	**# of Requests**
Colorado	2,916
Iowa	4,095
Kansas	3,282
Missouri	5,833
South Dakota	744
Wyoming	399

Non Domestic Requests	
Country	**# Requested**
Canada	1,549
Other Countries	302

Top 5 Brochures Requested (other than T-Pak or S-Pak)	
Brochure	**# Requested**
Highway Map	315
State Parks	314
Omaha	190
Lincoln	91
Western Nebraska	89