

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 1st Quarter 2010

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

93,180 YTD Leads Received from 2010 Media Purchases
 187 YTD Leads Received from 2009 Media Purchases
 8,293 YTD Free Leads Received

1st Quarter Cost Per Inquiry Rate: \$11.57

Travel Guides requested: 105,014

Student packets requested: 570

road maps requested: 897

(S-Pak: request for student project info)

Top 10 States & Top 5 Cities Requesting Information

<u>STATE</u>	<u>CITIES</u>	<u># OF REQUESTS</u>	<u>STATE</u>	<u>CITIES</u>	<u>#OF REQUESTS</u>
#1. California		9,385	#6. Pennsylvania		4,191
	Los Angeles	566		Philadelphia	439
	San Diego	328		Pittsburgh	223
	San Jose	255		Erie	67
	San Francisco	245		York	59
	Sacramento	201		Harrisburg	55
#2. Florida		7,370	#7. Ohio		4,112
	Jacksonville	410		Columbus	321
	Miami	387		Cleveland	236
	Tampa	307		Cincinnati	225
	Orlando	303		Dayton	207
	Tallahassee	150		Toledo	106
#3. Texas		7,013	#8. Michigan		4,053
	Houston	733		Kalamazoo	251
	San Antonio	365		Detroit	248
	Dallas	353		Grand Rapids	143
	Fort Worth	242		Flint	80
	Austin	224		Lansing	68
#4. New York		5,754	#9. Georgia		3,358
	Brooklyn	637		Atlanta	285
	New York City	577		Marietta	93
	Bronx	333		Lawrenceville	91
	Rochester	159		Savannah	86
	Buffalo	148		Decatur	60
#5. Illinois		4,873	#10. North Carolina		3,327
	Chicago	777		Charlotte	309
	Braidwood	194		Raleigh	156
	Rockford	105		Greensboro	121
	Springfield	75		Fayetteville	102
	Hillside	72		Winston Salem	92

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	1,549
Iowa	1,647
Kansas	1,647
Missouri	3,147
South Dakota	383
Wyoming	205

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	394
Other Countries	73