

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 2nd Quarter 2010

Figures are YTD (year-to-date, including 1st-2nd quarters)

265,870 YTD Leads Received from 2010 Media Purchases
 383 YTD Leads Received from 2009 Media Purchases
 16,626 YTD Free Leads Received

2nd Quarter Cost Per Inquiry Rate: \$4.06

Travel Guides requested: 285,616 Student packets requested: 823 # road maps requested: 1,692
 (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		26,194	#6. Ohio		12,099
	Los Angeles	1,538		Columbus	929
	San Diego	880		Cincinnati	736
	San Jose	774		Cleveland	699
	San Francisco	686		Dayton	511
	Sacramento	601		Toledo	439
#2. Texas		20,171	#7. Michigan		11,576
	Houston	2,131		Detroit	836
	San Antonio	1,088		Grand Rapids	400
	Dallas	949		Kalamazoo	356
	Austin	675		Flint	226
	Fort Worth	646		Ann Arbor	189
#3. Florida		18,826	#8. Pennsylvania		10,833
	Miami	1,072		Philadelphia	1,326
	Jacksonville	1,047		Pittsburgh	572
	Orlando	862		Erie	165
	Tampa	700		Reading	163
	Tallahassee	336		York	156
#4. New York		14,937	#9. Georgia		9,744
	Brooklyn	1,769		Atlanta	779
	New York City	1,445		Marietta	282
	Bronx	851		Lawrenceville	238
	Rochester	406		Savannah	231
	Buffalo	385		Decatur	202
#5. Illinois		13,766	#10. North Carolina		8,833
	Chicago	2,463		Charlotte	782
	Rockford	279		Raleigh	399
	Springfield	207		Greensboro	322
	Braidwood	194		Fayetteville	290
	Aurora	174		Winston Salem	239

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	4,230
Iowa	4,367
Kansas	4,239
Missouri	7,982
South Dakota	908
Wyoming	506

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	672
Other Countries	89