# Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports
# Summary of 3rd Quarter 2010

Figures are YTD (year-to-date, including 1st-3rd quarters)

292,485 YTD Leads Received from 2010 Media Purchases
383 YTD Leads Received from 2009 Media Purchases
21,025 YTD Free Leads Received

**3rd Quarter Cost Per Inquiry Rate: $3.69**

**Travel Guides requested: 316,450** **Student packets requested: 889** **# road maps requested: 2,247**
(S-Pak: request for student project info)

| Top 10 States & Top 5 Cities Requesting Information | | | | | |
|---|---|---|---|---|---|
| **STATE** | **CITIES** | **# OF REQUESTS** | **STATE** | **CITIES** | **#OF REQUESTS** |
| **#1. California** | | **28,672** | **#6. Ohio** | | **13,404** |
| | Los Angeles | 1,698 | | Columbus | 999 |
| | San Diego | 953 | | Cincinnati | 810 |
| | San Jose | 829 | | Cleveland | 746 |
| | San Francisco | 733 | | Dayton | 559 |
| | Sacramento | 651 | | Toledo | 471 |
| **#2. Texas** | | **22,554** | **#7. Michigan** | | **12,793** |
| | Houston | 2,330 | | Detroit | 920 |
| | San Antonio | 1,236 | | Grand Rapids | 439 |
| | Dallas | 1,031 | | Kalamazoo | 373 |
| | Austin | 749 | | Flint | 251 |
| | Fort Worth | 701 | | Muskegon | 203 |
| **#3. Florida** | | **20,315** | **#8. Pennsylvania** | | **11,979** |
| | Miami | 1,149 | | Philadelphia | 1,452 |
| | Jacksonville | 1,112 | | Pittsburgh | 632 |
| | Orlando | 926 | | Erie | 178 |
| | Tampa | 739 | | Reading | 178 |
| | Tallahassee | 361 | | York | 169 |
| **#4. New York** | | **16,361** | **#9. Georgia** | | **10,561** |
| | Brooklyn | 1,931 | | Atlanta | 830 |
| | New York City | 1,507 | | Marietta | 309 |
| | Bronx | 952 | | Savannah | 253 |
| | Rochester | 445 | | Lawrenceville | 238 |
| | Buffalo | 423 | | Decatur | 218 |
| **#5. Illinois** | | **15,490** | **#10. North Carolina** | | **9,641** |
| | Chicago | 2,709 | | Charlotte | 839 |
| | Rockford | 318 | | Raleigh | 420 |
| | Springfield | 231 | | Greensboro | 357 |
| | Aurora | 198 | | Fayetteville | 314 |
| | Braidwood | 194 | | Winston Salem | 257 |

| NE & Surrounding States Requests | |
|---|---|
| **State** | **# of Requests** |
| **NEBRASKA** | 7,181 |
| **Colorado** | 4,703 |
| **Iowa** | 5,185 |
| **Kansas** | 4,916 |
| **Missouri** | 9,296 |
| **South Dakota** | 1,075 |
| **Wyoming** | 559 |

| Non Domestic Requests | |
|---|---|
| **Country** | **# Requested** |
| Canada | 859 |
| Other Countries | 103 |