

Nebraska Travel & Tourism Cost Per Inquiry (CPI) Reports

Summary of 4th Quarter 2012

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

105,251 YTD Leads Received from 2012 Media Purchases
 107 YTD Leads Received from 2011 Media Purchases
 22,566 YTD Free Leads Received

4th Quarter Cost Per Inquiry Rate: \$9.80

Travel Guides requested: 126,260 Student packets requested: 721

Nebraska road maps requested: 520 Golf brochures requested: 1,541

Top 10 States Requesting Information

<u>STATE</u>	<u>CITIES</u>	<u># OF REQUESTS</u>	<u>STATE</u>	<u>CITIES</u>	<u>#OF REQUESTS</u>
#1. California		10,183	#6. New York		5,369
	Los Angeles	516		Brooklyn	574
	San Diego	358		Bronx	346
	Sacramento	281		New York	320
	San Jose	248		Rochester	176
	San Francisco	208		Staten Island	131
#2. Texas		8,371	#7. Ohio		5,015
	Houston	907		Columbus	377
	San Antonio	517		Cincinnati	318
	Dallas	393		Cleveland	277
	Austin	313		Dayton	143
	Fort Worth	285		Toledo	134
#3. Florida		6,846	#8. Michigan		4,942
	Jacksonville	402		Detroit	371
	Orlando	353		Grand Rapids	143
	Miami	329		Lansing	96
	Tampa	243		Flint	92
	Tallahassee	117		Kalamazoo	85
#4. Illinois		6,653	#9. Missouri		4,904
	Chicago	1,147		Saint Louis	536
	Rockford	138		Kansas City	422
	Springfield	77		Springfield	179
	Peoria	74		Independence	135
	Aurora	71		Saint Joseph	89
#5. Nebraska		6,262	#10. Pennsylvania		4,740
	Omaha	1,477		Philadelphia	583
	Lincoln	989		Pittsburgh	213
	Bellevue	248		Harrisburg	65
	Grand Island	146		Allentown	64
	Columbus	137		Reading	64

Surrounding States Requests

<u>State</u>	<u># of Requests</u>
Colorado	2,202
Iowa	3,109
Kansas	2,587
Missouri	4,904
South Dakota	643
Wyoming	274

Non Domestic Requests

<u>Country</u>	<u># Requested</u>
Canada	804
Other Countries	1,406