Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports
Summary of 4th Quarter 2013

Figures are YTD (year-to-date)

4th Quarter Cost Per Inquiry Rate: $8.15

94,584	YTD Leads Received from 2013 Media Purchases
758	YTD Leads Received from 2012 Media Purchases
20,925	YTD Free Leads Received

Top 10 states requesting a Nebraska Travel Guide in 2013:

STATE	# OF REQUESTS	STATE	#OF REQUESTS
#1. California	**11,314**	**#6. Nebraska**	**4,510**
#2. Texas	**7,846**	**#7. Pennsylvania**	**4,466**
#3. Florida	**6,527**	**#8. Ohio**	**4,334**
#4. New York	**5,835**	**#9. Missouri**	**4,074**
#5. Illinois	**5,336**	**#10. Michigan**	**4,045**

Neighboring states requested the following counts of 2013 Nebraska Travel Guides:

State	# of Requests
Colorado	1,951
Iowa	2,443
Kansas	2,147
Missouri	4,074
South Dakota	549
Wyoming	258