

# Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

## Summary of 2<sup>nd</sup> Quarter 2013

Figures are YTD (year-to-date)

85,915 YTD Leads Received from 2013 Media Purchases  
 378 YTD Leads Received from 2012 Media Purchases  
 13,806 YTD Free Leads Received

**2<sup>nd</sup> Quarter Cost Per Inquiry Rate: \$8.97**

**Travel Guides requested: 99,825**

**Student packets requested: 402**  
 (requests for student project info)

**# road maps requested: 247**

### 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> |
|-----------------------|---------------|----------------------|-------------------------|---------------|---------------------|
| <b>#1. California</b> |               | <b>10,273</b>        | <b>#6. Pennsylvania</b> |               | <b>3,879</b>        |
|                       | Los Angeles   | 635                  |                         | Philadelphia  | 476                 |
|                       | San Diego     | 318                  |                         | Pittsburgh    | 216                 |
|                       | Sacramento    | 316                  |                         | Erie          | 78                  |
|                       | San Jose      | 230                  |                         | Harrisburg    | 72                  |
|                       | Bakersfield   | 229                  |                         | Scranton      | 67                  |
| <b>#2. Texas</b>      |               | <b>6,796</b>         | <b>#7. Nebraska</b>     |               | <b>3,873</b>        |
|                       | Houston       | 674                  |                         | Omaha         | 862                 |
|                       | San Antonio   | 399                  |                         | Lincoln       | 613                 |
|                       | Dallas        | 372                  |                         | Bellevue      | 140                 |
|                       | Fort Worth    | 213                  |                         | Columbus      | 101                 |
|                       | Austin        | 204                  |                         | Grand Island  | 94                  |
| <b>#3. Florida</b>    |               | <b>5,633</b>         | <b>#8. Ohio</b>         |               | <b>3,669</b>        |
|                       | Miami         | 346                  |                         | Columbus      | 280                 |
|                       | Orlando       | 307                  |                         | Cincinnati    | 227                 |
|                       | Jacksonville  | 302                  |                         | Cleveland     | 209                 |
|                       | Tampa         | 203                  |                         | Toledo        | 130                 |
|                       | St Petersburg | 97                   |                         | Dayton        | 124                 |
| <b>#4. New York</b>   |               | <b>5,261</b>         | <b>#9. Michigan</b>     |               | <b>3,373</b>        |
|                       | Brooklyn      | 630                  |                         | Detroit       | 272                 |
|                       | New York      | 389                  |                         | Grand Rapids  | 111                 |
|                       | Bronx         | 371                  |                         | Sansing       | 68                  |
|                       | Rochester     | 175                  |                         | Saginaw       | 68                  |
|                       | Buffalo       | 170                  |                         | Kalamazoo     | 55                  |
| <b>#5. Illinois</b>   |               | <b>4,463</b>         | <b>#10. Missouri</b>    |               | <b>3,299</b>        |
|                       | Chicago       | 807                  |                         | St Louis      | 393                 |
|                       | Rockford      | 113                  |                         | Kansas City   | 293                 |
|                       | Peoria        | 63                   |                         | Independence  | 115                 |
|                       | Springfield   | 63                   |                         | Springfield   | 115                 |
|                       | Joliet        | 46                   |                         | St Joseph     | 63                  |

#### Surrounding States Requests

| <u>State</u>        | <u># of Requests</u> |
|---------------------|----------------------|
| <b>Colorado</b>     | 1,623                |
| <b>Iowa</b>         | 1,995                |
| <b>Kansas</b>       | 1,746                |
| <b>Missouri</b>     | 3,299                |
| <b>South Dakota</b> | 440                  |
| <b>Wyoming</b>      | 217                  |

#### Non Domestic Requests

| <u>Country</u>  | <u># Requested</u> |
|-----------------|--------------------|
| Canada          | 479                |
| Other Countries | 767                |