

Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

Summary of 2nd Quarter 2014

Figures are YTD (year-to-date)

167,704 of the 2014 Nebraska Travel Guides have been distributed thus far in 2014.

- 82,691 distributed in January via bulk deliveries to info centers/tourism partners across the state
 - 41,971 leads resulted from paid advertising

2nd Quarter Cost Per Inquiry Rate: \$26.01

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Illinois	12,009
#2. Kansas	7,364
#3. Missouri	5,988
#4. Colorado	4,269
#5. Minnesota	4,052
#6. Iowa	2,538
#7. Nebraska	1,465
#8. Texas	1,119
#9. Ohio	1,002
#10. Wisconsin	910

Non Domestic Requests for Travel Packets	
Country	# Requested
Canada	371
Other Countries	110

Top 5 Lead Sources	# of Requests for Travel Packets
MMSI	31,555
Online requests through VisitNebraska.com	6,767
Great Getaways Guide	4,056
Travelguidesfree.com	3,664
Travelinformation.com	1,548

