

# Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

## Summary of 3<sup>rd</sup> Quarter 2014

Figures are YTD (year-to-date)

**224,096 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
- 82,400 leads resulted from paid advertising

**3<sup>rd</sup> Quarter Cost Per Inquiry Rate: \$13.25**

| Top 10 U.S. States Requesting Travel Packets | # of Requests |
|----------------------------------------------|---------------|
| #1. Illinois                                 | 24,042        |
| #2. Kansas                                   | 14,659        |
| #3. Missouri                                 | 12,479        |
| #4. Colorado                                 | 9,353         |
| #5. Minnesota                                | 7,967         |
| #6. Iowa                                     | 4,537         |
| #7. Nebraska                                 | 1,891         |
| #8. Texas                                    | 1,657         |
| #9. Ohio                                     | 1,316         |
| #10. Wisconsin                               | 1,195         |

| Non Domestic Requests for Travel Packets |             |
|------------------------------------------|-------------|
| Country                                  | # Requested |
| Canada                                   | 476         |
| Other Countries                          | 139         |

| Top 5 Lead Sources                        | # of Requests for Travel Packets |
|-------------------------------------------|----------------------------------|
| MMSI Internet                             | 67,249                           |
| Online requests through VisitNebraska.com | 9,211                            |
| Travelguidesfree.com                      | 5,308                            |
| Great Getaways Guide                      | 4,542                            |
| MMSI TV                                   | 2,900                            |

