

Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports

Summary of 4th Quarter 2014

Figures are YTD (year-to-date)

225,000 of the 2014 Nebraska Travel Guides were distributed in 2014.

- 82,691 distributed in January via bulk deliveries to info centers/tourism partners across the state
 - 84,349 leads resulted from paid advertising

4th Quarter Cost Per Inquiry Rate: \$12.94

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Illinois	24,224
#2. Kansas	14,734
#3. Missouri	12,622
#4. Colorado	9,405
#5. Minnesota	7,967
#6. Iowa	4,633
#7. Nebraska	2,047
#8. Texas	1,805
#9. Ohio	1,448
#10. Florida	1,402

Non Domestic Requests for Travel Packets	
Country	# Requested
Canada	550
Other Countries	158

Top 5 Lead Sources	# of Requests for Travel Packets
MMSI Internet	67,249
Online requests through VisitNebraska.com	9,938
Travelguidesfree.com	6,611
Great Getaways Guide	4,735
MMSI TV	2,900

