Nebraska Tourism Commission Cost Per Inquiry (CPI) Reports
Summary of 4th Quarter 2015

Figures are YTD (year-to-date)

157,819 of the *2015 Nebraska Travel Guides* were distributed in 2015.

- 70,800 distributed in January via bulk deliveries to info centers/tourism partners across the state
- 17,988 requests for the printed Travel Guide resulted from the Commission's paid advertising

4th Quarter Cost Per Inquiry Rate: $41.78

Top 10 U.S. States Requesting Travel Packets	# of Requests
#1. Illinois	1,977
#2. Missouri	1,762
#3. Nebraska	1,604
#4. Texas	1,375
#5. Ohio	1,362
#6. Michigan	1,185
#7. Wisconsin	1,179
#8. New York	1,116
#9. Florida	1,111
#10. Iowa	1,107

Non Domestic Requests for Travel Packets	
Country	**# Requested**
Canada	337
Other Countries	213

Top 5 Lead Sources	# of Requests for Travel Packets
Online requests through VisitNebraska.com	7,180
Travelguidesfree.com	5,446
Great Getaways Guide	4,729
MMSI	4,507
Midwest Living	3,491

