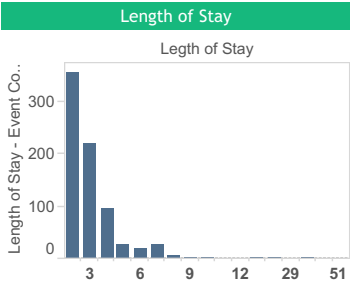
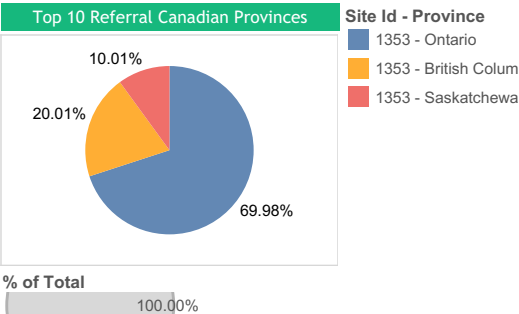
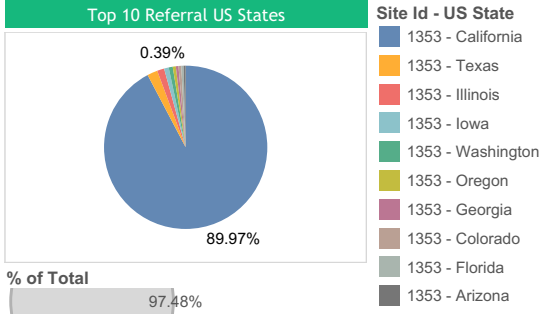
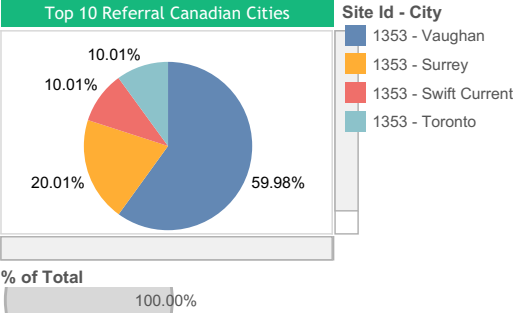
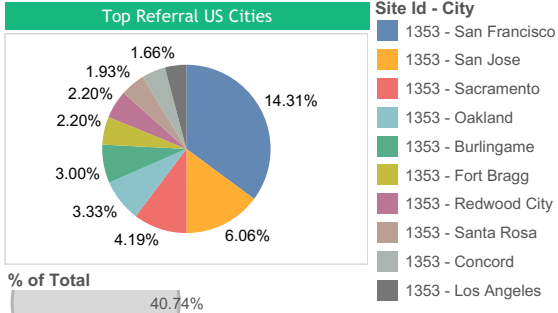


Performance Summary

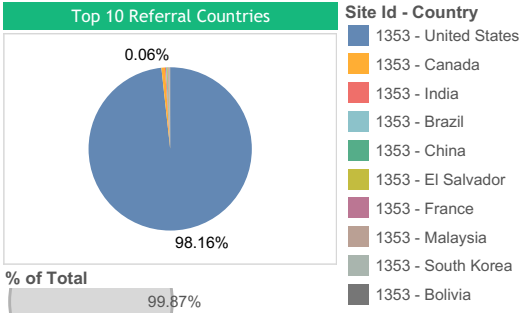
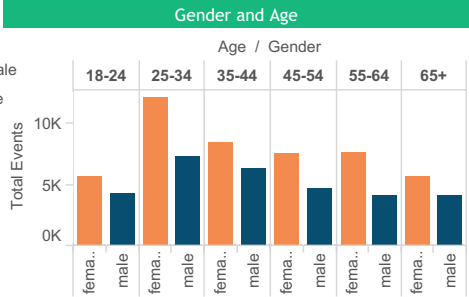
A breakdown of search, referral and conversion data for the given timeframe.

Avg. Cost Per Referral	\$0.71	
Avg. Referrals Per Booking	26.33	
Referral to Booking CVR	3.80%	
Est Avg Cost Per Booking	\$18.64	
Est Avg Booking Amount	\$437.96	
Cost Per Reservation	4.2%	
Searches	792	
Search to Referral Ratio	131.94%	
Total Referrals	1,045	
Est Bookings	40	
Est Total Spend	\$740	
Est Booking Revenue	\$17,518.42	
Est ROI	22.7	2270%
	Searches	Referrals
Avg Advance Stay in Days	46.76	34.97
Avg. Length of Stay in Days	3.57	2.79
Avg. Daily Rate	\$206.83	\$157.00

Start Date: 4/1/2021, End Date: 4/30/2021, Site: visitmendocino.com, Lodging Categories: All



Days in Advance



Of the 251 properties that are listed and have live rates and availability, 8 properties with live rates and availability have conversion tracking.

Search and Add-On Summary

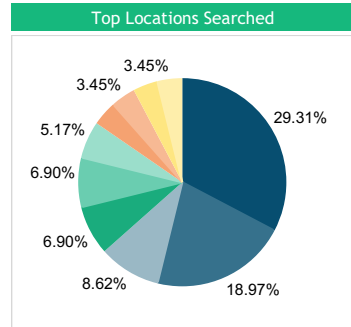
A further analysis of searches and referral data from additional engines.

Start Date
4/1/2021

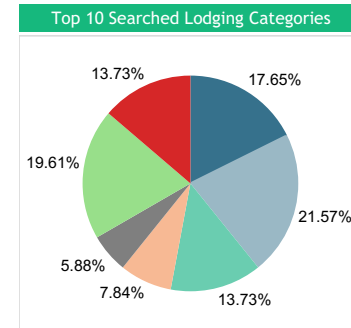
End Date
4/30/2021

Site
visitmendocino.com

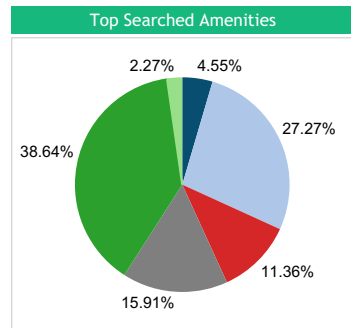
Searches	792	
	Total	Unique
Widget Loads*	95,274	81,555
Widget Load to Search Ratio	0.83%	0.97%
	Google Analytics***	
Est. Visitors	49,195	
Est. Widget Loads per Visitors	1.9	
Est. Visitor to Search Ratio	1.61%	
Re-Searches****	5	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	1	



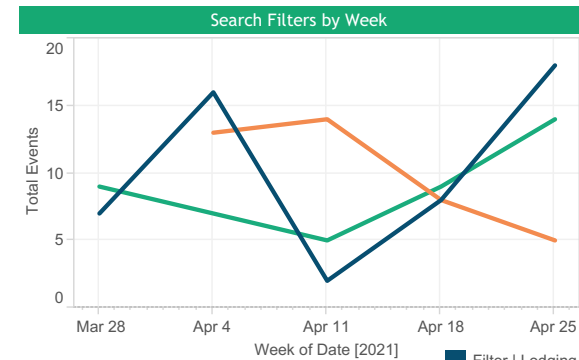
- Site Id - City**
- 1353 - Mendocino
 - 1353 - Fort Bragg
 - 1353 - Caspar
 - 1353 - Little River
 - 1353 - Navarro
 - 1353 - Cleone
 - 1353 - ALL_LOCATIONS
 - 1353 - Hopland
 - 1353 - Point Arena
 - 1353 - Yorkville



- All Lodging
- Hotels & Motels
- Vacation Rentals
- Resorts
- RV & Campgrounds
- Inns and Bed & Breakfasts
- Farm Stays



- Swimming Pool
- Pet Friendly
- Wi-Fi
- Breakfast Included
- Ocean View
- Spa



- Filter | Lodging Type
- Filter | Location
- Filter | Amenities

*Total Widget Loads is the number of times a widget appears on a site. Unique Widget Load is the total number of unique events (widget load) per session within the given date range. A session is a group of interactions that take place on a website within a given time frame. By default, a session expires after 30 minutes of inactivity, at midnight or when there is a campaign change.

***Data collected through Google Analytics trackers placed on the widget and results page.

****Re-searches are all searches following the initial search.

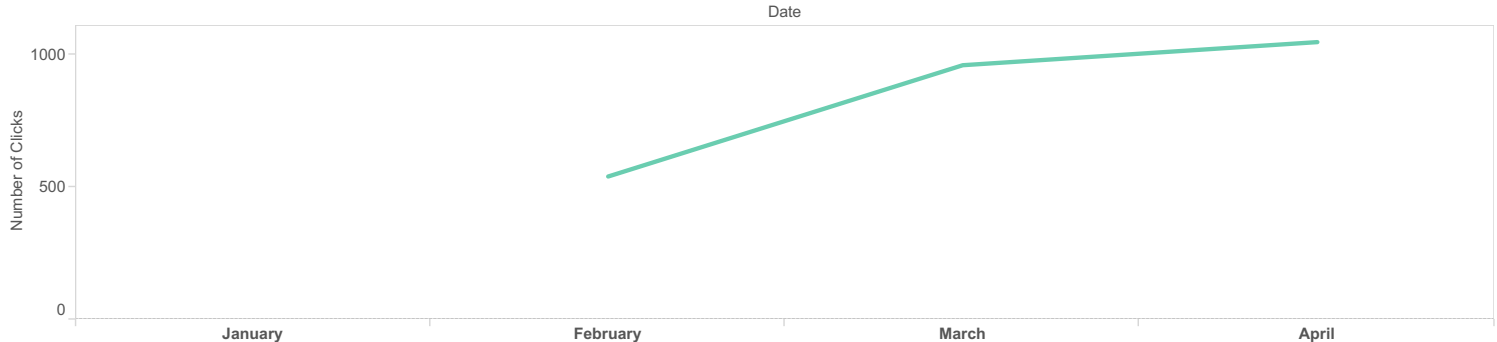
Year-Over-Year Search and Referral Summary

An evaluation of search and referral trends on a year-over-year basis.

Site
visitmendocino.com

2021

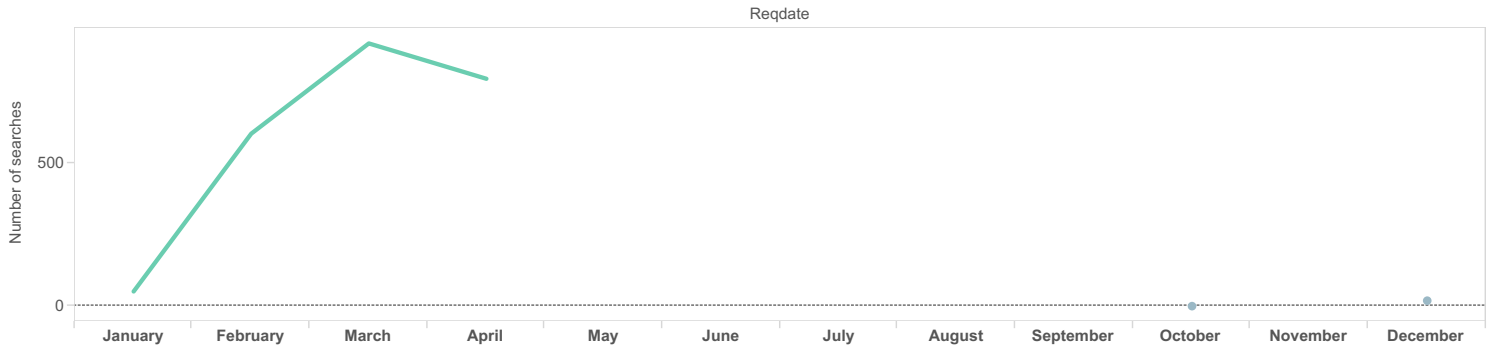
Referrals



2021	539	958	1,045
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2020, Searches
2021, Searches

Searches



2020																			
2021		52	601			915		792						1					20

Destination Benchmark - Search and Referral

A comparison of searches and referrals for a given comp set.

Comparison Site Ids
[1353|1763|334|961]

