

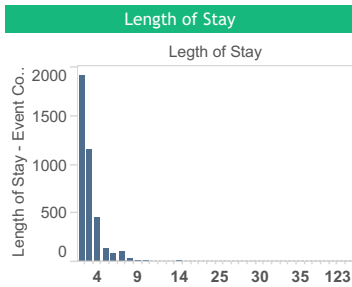
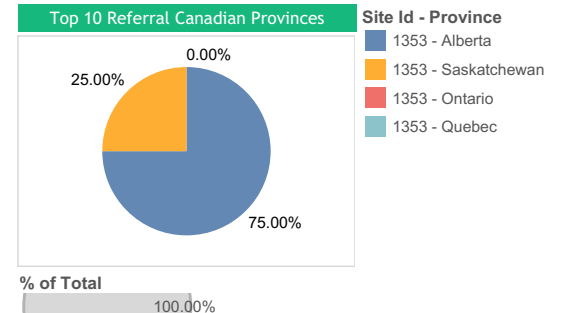
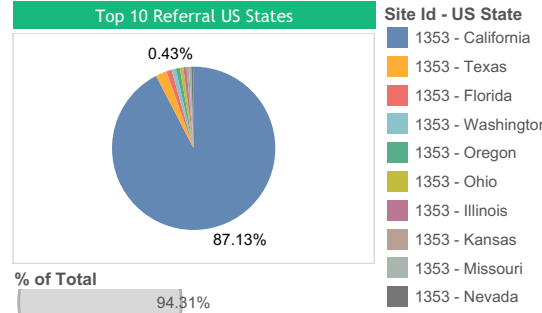
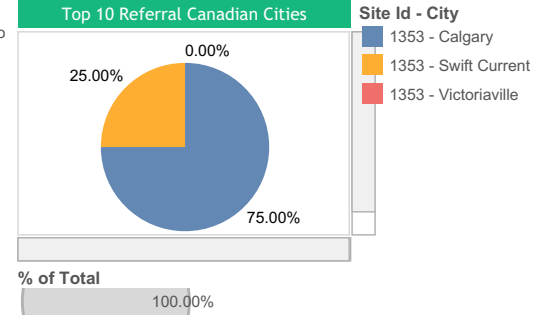
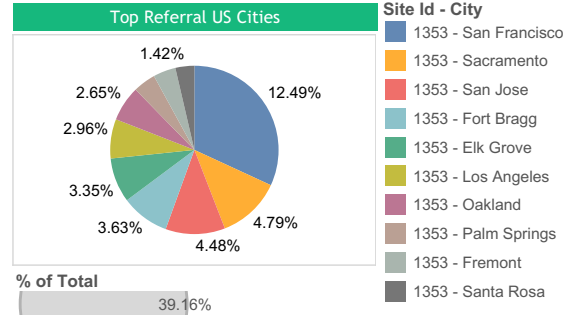
# Performance Summary

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



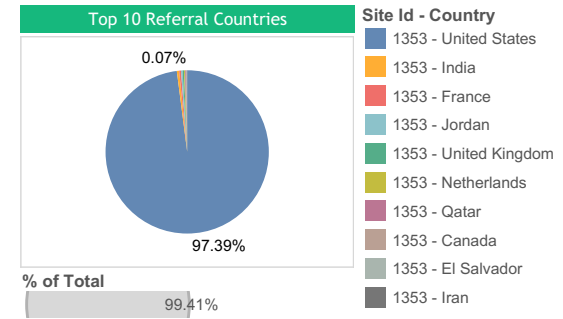
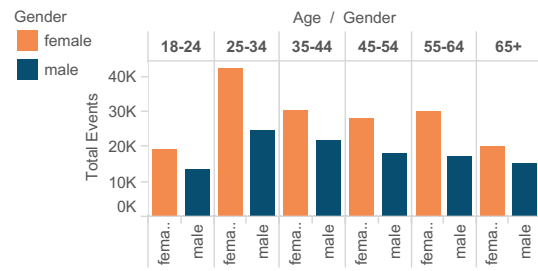
Avg. Cost Per Referral	\$0.74	
Avg. Referrals Per Booking	39.48	
Referral to Booking CVR	2.53%	
Est Avg Cost Per Booking	\$29.05	
Est Avg Booking Amount	\$453.59	
Cost Per Reservation	6.5%	
Searches	1,573	
Search to Referral Ratio	66.05%	
Total Referrals	1,039	
Est Bookings	26	
Est Total Spend	\$764	
Est Booking Revenue	\$11,793.28	
Est ROI	14.4	1440%
	Searches	Referrals
Avg Advance Stay in Days	50.45	47.79
Avg. Length of Stay in Days	3.00	2.76
Avg. Daily Rate	\$242.35	\$164.19

Start Date: 12/1/2021 | End Date: 12/31/2021 | Site: visitmendocino.com | Lodging Categories: All



### Days in Advance

### Gender and Age



Of the 258 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

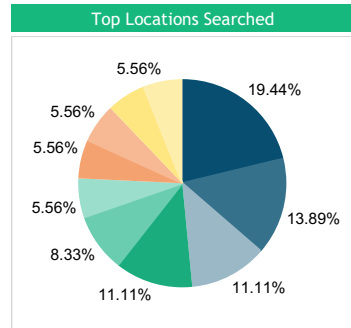
A further analysis of searches and referral data from additional engines.

Start Date  
12/1/2021

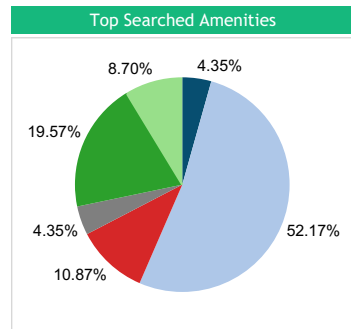
End Date  
12/31/2021

Site  
visitmendocino.com

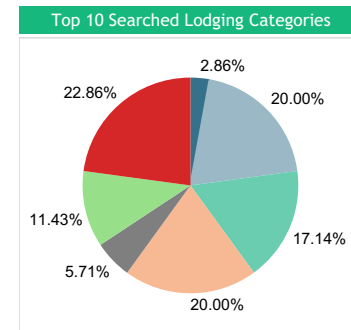
Searches	1,573	
Widget Loads*	Total 85,027	Unique 64,396
Widget Load to Search Ratio	1.85%	2.44%
Est. Visitors	Google Analytics*** 32,606	
Est. Widget Loads per Visitors	2.6	
Est. Visitor to Search Ratio	4.82%	
Re-Searches****	6	
Specials/Offers/Packages Referrals		
Restaurant Referrals		
Activities/Event Referrals		
Venue Referrals		
TrustYou Review Clicks		
Tripadvisor Review Clicks		
Planat Rating Clicks		
GreenKey Clicks		
Good Housekeeping Clicks		
Click to Call	2	



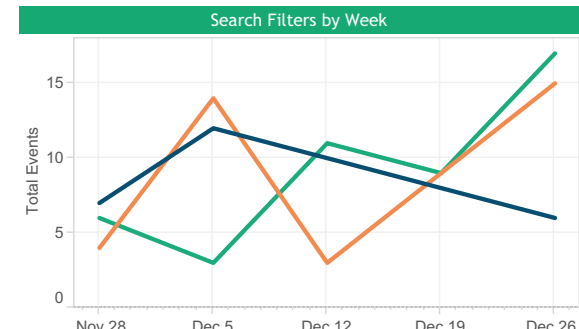
- Site Id - City**
- 1353 - Point Arena
  - 1353 - Gualala
  - 1353 - Fort Bragg
  - 1353 - Mendocino
  - 1353 - Anchor Bay
  - 1353 - ALL\_LOCATIONS
  - 1353 - Elk
  - 1353 - Leggett
  - 1353 - Little River
  - 1353 - Willits



- Top Searched Amenities**
- Swimming Pool
  - Pet Friendly
  - Wi-Fi
  - Breakfast Included
  - Ocean View
  - Spa



- Top 10 Searched Lodging Categories**
- All Lodging
  - Hotels & Motels
  - Vacation Rentals
  - Resorts
  - RV & Campgrounds
  - Farm Stays
  - Inns and Bed & Breakfasts



- Search Filters by Week**
- 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.

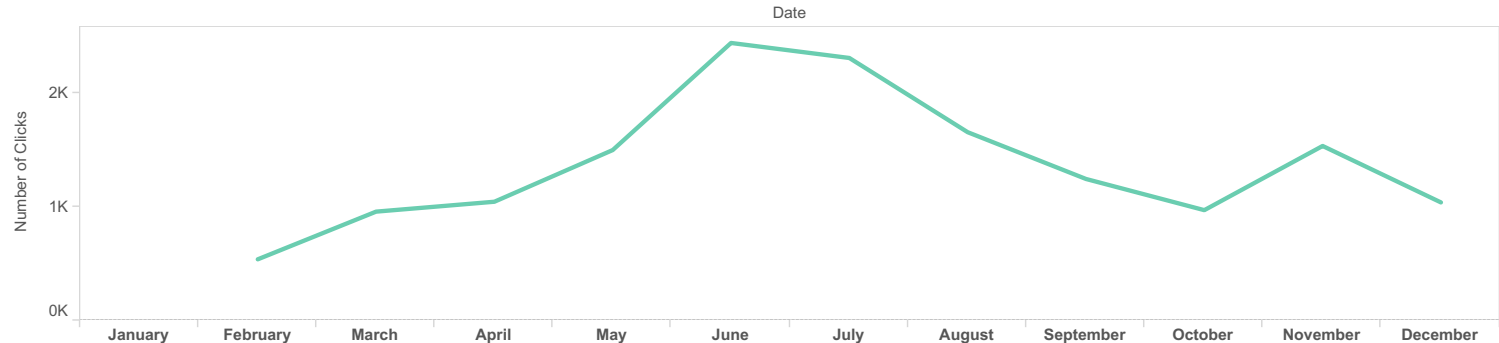
# Year-Over-Year Search and Referral Summary

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

Site  
visitmendocino.com

2021

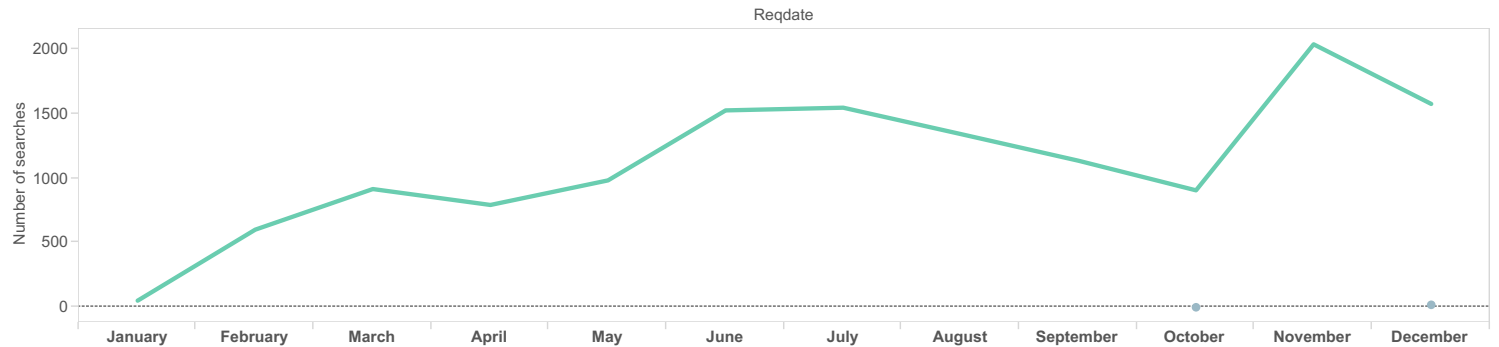
Referrals



2021	539	958	1,045	1,499	2,440	2,308	1,656	1,245	971	1,535	1,039
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2020, Searches  
2021, Searches

Searches



2020									1			20
2021	52	601	915	792	982	1,523	1,544	1,340	1,134	905	2,034	1,573

## Destination Benchmark - Search and Referral

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

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

